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| **MBA** | | | | |
| **98** | MBA I | Principle of Management  (MBA6101T) | CO 1 | Understand the fundamental concepts and functions of management. |
| CO2 | Analyze the roles and responsibilities of managers in organizations. |
| CO3 | Evaluate planning, organizing, leading, and controlling processes. |
| CO4 | Examine decision-making techniques and problem-solving approaches. |
| CO5 | Assess the impact of leadership, motivation, and communication on management effectiveness. |
| **99** | MBA I | Marketing Management  (MBA6102T) | CO 1 | Understand the core concepts and functions of marketing management. |
| CO2 | Analyze consumer behavior and market segmentation strategies. |
| CO3 | Evaluate product development, pricing, and distribution decisions. |
| CO4 | Examine promotional strategies and digital marketing trends. |
| CO5 | Assess the role of marketing research and strategic planning in business growth. |
| **100** | MBA I | Human Resource Management  (MBA6103T) | CO 1 | Understand the core functions and importance of human resource management. |
| CO2 | Analyze recruitment, selection, and talent management strategies. |
| CO3 | Evaluate performance appraisal, training, and development processes. |
| CO4 | Examine compensation, benefits, and employee relations practices. |
| CO5 | Assess the impact of HR policies on organizational effectiveness and culture. |
| **101** | MBA I | Managerial Economics  (MBA6104T) | CO 1 | Understand the fundamental concepts and scope of managerial economics. |
| CO2 | Analyze demand, supply, and consumer behavior for decision-making. |
| CO3 | Evaluate production and cost analysis for business efficiency. |
| CO4 | Examine pricing strategies and market structures in different industries. |
| CO5 | Assess the impact of economic policies and external factors on business decisions. |
| **102** | MBA I | Business Communication  (MBA6105T) | CO 1 | Understand the principles and importance of effective business communication. |
| CO2 | Analyze various communication channels and their business applications. |
| CO3 | Evaluate verbal, non-verbal, and written communication techniques. |
| CO4 | Examine business correspondence, report writing, and presentation skills. |
| CO5 | Assess the impact of technology and cross-cultural communication in business. |
| **103** | MBA I | Ethics and Culture  (VAC6101T) | CO 1 | Understand ethical principles – Learn the fundamental concepts of ethics. |
| CO2 | Analyze cultural diversity – Appreciate the impact of cultural differences on society. |
| CO3 | Explore ethical decision-making – Apply ethical principles to real-world situations. |
| CO4 | Evaluate cultural values – Understand the role of cultural values in shaping behavior. |
| CO5 | Promote social responsibility – Encourage ethical and responsible actions in various contexts. |
| **104** | MBA- II | Research Methodology  MBA6201T | CO 1 | Understand the fundamental concepts and scope of research methodology. |
| CO2 | Analyze various research designs and data collection techniques. |
| CO3 | Evaluate sampling methods and statistical tools for data analysis. |
| CO4 | Examine the process of hypothesis formulation and testing. |
| CO5 | Assess the ethical considerations and significance of research in decision-making. |
| **105** | MBA- II | Statistical Methods  MBA6202T | CO 1 | Understand the fundamental concepts and applications of statistical methods. |
| CO2 | Analyze data using descriptive and inferential statistical techniques. |
| CO3 | Evaluate probability distributions and their role in decision-making. |
| CO4 | Examine hypothesis testing and regression analysis for business insights. |
| CO5 | Assess the application of statistical tools in research and problem solving. |
| **106** | MBA- II | Entrepreneurship  MBA6203T | CO 1 | Understand the fundamental concepts and importance of entrepreneurship. |
| CO2 | Analyze the process of identifying and evaluating business opportunities. |
| CO3 | Evaluate business planning, financing, and resource management strategies. |
| CO4 | Examine the role of innovation, risk-taking, and leadership in entrepreneurship. |
| CO5 | Assess the impact of government policies and startup ecosystems on entrepreneurial success. |
| **107** | MBA- II | Production And Operations Management  MBA6203T | CO 1 | Understand the key concepts and scope of production and operations management. |
| CO2 | Analyze production planning, scheduling, and control techniques. |
| CO3 | Evaluate inventory management and supply chain optimization strategies. |
| CO4 | Examine quality control, lean management, and process improvement methods. |
| CO5 | Assess the impact of technology and innovation on operational efficiency. |
| **108** | MBA- II | Management Information System  MBA6204T | CO 1 | Understand the role and importance of Management Information Systems (MIS) in organizations. |
| CO2 | Analyze the components and structure of MIS for decision-making support. |
| CO3 | Evaluate the use of data processing and information systems in business operations. |
| CO4 | Examine the role of ERP, CRM, and other systems in enhancing business efficiency. |
| CO5 | Assess the impact of information security and ethical issues in MIS implementation. |
| **109** | MBA- II | Population and Climate Change  VAC6201T | CO 1 | Understand population dynamics – Learn the factors influencing population growth. |
| CO2 | Analyze climate change impacts – Study the effects of climate change on ecosystems. |
| CO3 | Explore population-environment relationship – Examine how population growth affects climate change. |
| CO4 | Evaluate sustainable development – Understand strategies for sustainable development amid climate change. |
| CO5 | Develop climate adaptation strategies – Explore methods to mitigate the impacts of climate change. |
| **110** | MBA III | Business Policy & Strategic Management  MB-302 | CO 1 | Students will be able to describe major theories, background work, concepts and research output in the field of strategic management. |
| CO2 | Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature. |
| CO3 | Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organisational problems. |
| CO4 | Students will be able to demonstrate capability of making their own decisions in dynamic business landscape. |
| CO5 | Students will be able to develop their capacity to think and execute strategically. |
| **111** | MBA III | Security Analysis & Portfolio Management (FM)  MB-303 | CO 1 | To provide a theoretical and practical background in the field of investments. |
| CO2 | Designing and managing the bond as well as equity portfolios in the real word. |
| CO3 | To provide a theoretical and practical background in the field of investments. |
| **112** | MBA III | International Financial Management (FM)  MB-304 | CO 1 | Lead the students to understand the ways of operating of multinational corporation .as well as the international market environment. Which include international financial market and the political and economic environment in host countries, etc. |
| CO2 | At the angle of enterprise management, master the basic principles and theories and different ways of tax planning in the process of production, investment and financing, to enhance the foundation of their profession. |
| CO3 | Foster the students' abilities to digest the knowledge of multinational company financing cost and the best financing structure .finance, tax and laws, understand the difference between accounting and tax and get well prepared for the future work practice. |
| CO4 | Teach students to master the skills of the multinational company to measure and manage the exchange rate risk? Economic risk and business risk, and set up the right conceptions of tax planning, solving tax problems in enterprise management reasonably and legally. |
| **113** | MBA III | Management of Financial Services (FM)  MB-305 | CO 1 | Explain the concept of fundamental financial concepts, especially time value of money. |
| CO2 | Apply capital budgeting projects using traditional methods. |
| CO3 | Analyze he main ways of raising capital and their respective advantages and disadvantages in different circumstances |
| CO4 | Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting |
| **114** | MBA III | Finance for strategic decisions (FM)  MB-306 | CO 1 | Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure. |
| CO2 | Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate. |
| CO3 | Analyse the complexities associated with management of cost of funds in the capital Structure. |
| CO4 | Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems pertaining to LSCM Sector. |
| CO5 | Demonstrate how risk is assessed. |
| **115** | MBA III | Advertising Management (MM)  MB-307 | CO 1 | Explain the structure of the advertising industry, the main functions and relationships within it, and current developments within the industry. |
| CO2 | Offer a critical account of the process and context of advertising/communications planning, informed by both practitioner and academic literature on advertising. |
| CO3 | Identify and evaluate alternative advertising and promotional strategies in light of an organisation's marketing environment, objectives, and target markets. |
| CO4 | Evaluate advertising effects from different managerial and critical perspectives. |
| CO5 | Locate and use appropriate advertising resources (traditional and on-line) to research particular issues concerning advertising theories and practices. |
| **116** | MBA III | International Marketing (MM)  MB-308 | CO 1 | Understand Global Marketing Concepts |
| CO2 | Analyze International Market Environments |
| CO3 | Develop Global Marketing Strategies |
| CO4 | Assess International Trade Policies and Regulations |
| CO5 | Apply Digital and Cross-Cultural Marketing Techniques |
| **117** | MBA III | Sales & Distribution Management (MM)  MB-309 | CO 1 | Understand Sales Management Principles – Explain key concepts of sales planning, forecasting, and territory management. |
| CO2 | Develop Effective Selling Strategies – Apply sales techniques and negotiation skills to enhance customer relationships and revenue generation. |
| CO3 | Analyze Distribution Channel Dynamics – Evaluate various distribution channels, logistics, and supply chain strategies for efficient product delivery. |
| CO4 | Manage Sales Teams and Performance – Develop leadership and motivational strategies to manage and optimize salesforce productivity. |
| CO5 | Utilize Technology in Sales & Distribution – Implement CRM, data analytics, and digital tools to improve sales and distribution efficiency. |
| **118** | MBA III | Product & Brand Management (MM)  MB-310 | CO 1 | Understand Product Life Cycle – Explain the stages of the product life cycle and develop strategies for product development and innovation. |
| CO2 | Analyze Brand Equity and Positioning – Evaluate brand identity, positioning, and equity to enhance brand value and customer loyalty. |
| CO3 | Develop Product and Branding Strategies – Formulate effective product differentiation, pricing, and branding strategies for competitive advantage. |
| CO4 | Apply Consumer Insights in Branding – Utilize consumer behavior and market research to create strong brand narratives and engagement. |
| CO5 | Leverage Digital and Global Branding Trends – Implement digital branding, social media marketing, and global brand management techniques. |
| **119** | MBA III | Training & Development (HR)  MB-311 | CO 1 | Understand Training Concepts and Theories – Explain the principles, models, and significance of employee training and development in organizations. |
| CO2 | Design Effective Training Programs – Develop training modules using instructional design methods to enhance employee skills and performance. |
| CO3 | Evaluate Training Effectiveness – Apply assessment tools and feedback mechanisms to measure the impact of training programs on organizational growth. |
| CO4 | Implement Learning and Development Strategies – Utilize modern training techniques, including e-learning, coaching, and experiential learning. |
| CO5 | Align Training with Business Goals – Integrate training initiatives with organizational objectives to improve productivity and employee engagement. |
| **120** | MBA III | Strategic Human Resource Management (HR)  MB-312 | CO 1 | Understand SHRM Concepts – Explain the role of strategic HRM in aligning human resource practices with organizational goals. |
| CO2 | Develop Talent Management Strategies – Formulate workforce planning, recruitment, and succession strategies for competitive advantage. |
| CO3 | Analyze HR Metrics and Performance – Utilize HR analytics and key performance indicators (KPIs) to assess employee productivity and organizational effectiveness. |
| CO4 | Implement Change and Leadership Strategies – Apply leadership and change management principles to drive organizational transformation. |
| CO5 | Integrate HR Strategies with Business Growth – Align HR policies with corporate strategy to enhance employee engagement and business sustainability. |
| **121** | MBA III | Leadership Skills & Change Management (HR)  MB-313 | CO 1 | Understand Leadership Theories – Explain key leadership styles, traits, and their impact on organizational success. |
| CO2 | Develop Effective Leadership Skills – Apply decision-making, communication, and problem-solving skills to lead teams efficiently. |
| CO3 | Manage Organizational Change – Implement change management models to drive smooth transitions and minimize resistance. |
| CO4 | Enhance Employee Engagement – Utilize leadership strategies to motivate employees and foster a positive work culture. |
| CO5 | Align Leadership with Business Strategy – Integrate leadership and change initiatives to achieve long-term organizational goals. |
| **122** | MBA III | Human Resource Planning (HR)  MB-314 | CO 1 | Understand HR Planning Concepts – Explain the importance of human resource planning in workforce management and organizational success. |
| CO2 | Forecast Workforce Needs – Analyze labor market trends and business demands to predict future workforce requirements. |
| CO3 | Develop Recruitment and Selection Strategies – Implement effective talent acquisition and retention strategies for organizational growth. |
| CO4 | Assess HR Metrics and Analytics – Utilize HR data and analytics to optimize workforce planning and decision-making. |
| CO5 | Align HR Planning with Business Strategy – Integrate human resource planning with corporate objectives for sustainable competitive advantage. |
| **123** | MBA III | International Business and Finance (IB)  MB-316 | CO 1 | Understand Global Business Dynamics – Explain international trade theories, market entry strategies, and global business environments. |
| CO2 | Analyze Foreign Exchange Markets – Evaluate currency exchange mechanisms, exchange rate risks, and international financial instruments. |
| CO3 | Assess Global Financial Management – Apply financial strategies for international investments, capital budgeting, and risk management. |
| CO4 | Examine International Trade Policies – Analyze the impact of trade agreements, tariffs, and global economic policies on business operations. |
| CO5 | Develop Multinational Financial Strategies – Formulate strategies for managing multinational corporations' financial activities and global expansion. |
| **124** | MBA III | Indian Foreign Trade Policy (IB)  MB-317 | CO 1 | Understand Foreign Trade Policy Framework – Explain the objectives, evolution, and significance of India’s Foreign Trade Policy. |
| CO2 | Analyze Export-Import Regulations – Evaluate EXIM policies, customs procedures, and trade facilitation measures in India. |
| CO3 | Examine Trade Agreements and WTO Policies – Assess India’s role in global trade agreements, WTO regulations, and bilateral trade relations. |
| CO4 | Evaluate Incentives and Schemes – Analyze government incentives, export promotion schemes, and Special Economic Zones (SEZs). |
| CO5 | Assess India's Global Trade Performance – Examine India’s trade balance, key export-import sectors, and international market trends. |
| **125** | MBA III | Information Management (IT)  MB-319 | CO 1 | Understand Information Management Concepts – Explain the role of information systems in business decision-making and strategy. |
| CO2 | Analyze Data Management Techniques – Utilize data storage, retrieval, and security methods for effective information handling. |
| CO3 | Implement IT Solutions in Business – Apply IT tools, enterprise systems, and cloud computing for organizational efficiency. |
| CO4 | Assess Cybersecurity and Ethical Issues – Evaluate data privacy, cybersecurity threats, and ethical considerations in information management. |
| CO5 | Leverage Business Intelligence and Analytics – Use data analytics and AI-driven insights for informed decision-making and competitive advantage. |
| **126** | MBA III | Technology Forecasting and Assessment (IT)  MB-320 | CO 1 | Understand Technology Forecasting Methods – Explain various forecasting techniques for predicting technological trends and advancements. |
| CO2 | Evaluate Emerging Technologies – Analyze new technologies and their potential impact on industries, businesses, and society. |
| CO3 | Assess Technological Risks and Opportunities – Identify risks and opportunities associated with technology adoption and innovation. |
| CO4 | Apply Technology Assessment Models – Use models to assess the feasibility, scalability, and economic impact of emerging technologies. |
| CO5 | Develop Strategic Technology Roadmaps – Create technology roadmaps to align technological developments with business strategies and objectives. |
| **127** | MBA IV | Business Ethics and Ethos  MB-401 | CO 1 | Understand the basic concepts and principles of strategic management analyse the internal and external environment of business |
| CO2 | Develop and prepare organizational strategies that will be effective for the current business environment |
| CO3 | Devise strategic approaches to managing a business successfully in a global context |
| **128** | MBA IV | Project Management  MB-402 | CO 1 | Understand project characteristics and various stages of a project. |
| CO2 | 2Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic. |
| CO3 | Analyze the learning and understand techniques for Project planning, scheduling and Execution Control. |
| CO4 | Apply the risk management plan and analyse the role of stakeholders. |
| CO5 | Understand the contract management, Project Procurement, Service level Agreements and productivity. |
| **129** | MBA IV | Business Laws  MB-403 | CO 1 | Explain the concepts in business laws with respect to foreign trade |
| CO2 | Apply the global business laws to current business environment |
| CO3 | Analyse the principle of international business and strategies adopted by firms to expand globally |
| CO4 | Integrate concept of business law with foreign trade |
| **130** | MBA IV | Financial Derivatives (FM)  MB-405 | CO1 | Acquire knowledge of how forward contracts, futures contracts, swaps and options work, how they are used and how they are priced |
| CO2 | Be able to decide which securities to use for hedging and/or speculative purposes |
| CO3 | Be able to describe and explain the fundamental features of a range of key financial derivative instruments |
| CO4 | Have a good understanding of derivative securities |
| **131** | MBA IV | Banking Services Operation (FM )  MB-406 | CO 1 | Get acquainted with the changed role of Banking post 1991 Reforms. |
| CO2 | Know the lending and borrowing rates along with the various mandatory reserves. |
| CO3 | Know the procedural compliances by bank’s functionality. |
| **132** | MBA IV | Consumer Behavior & Market Research (MM)  MB-407 | CO 1 | Understand Consumer Behavior Theories – Explain key psychological, social, and cultural factors influencing consumer decision-making. |
| CO2 | Analyze Market Segmentation – Identify and evaluate market segments to target consumers effectively based on behavior patterns. |
| CO3 | Design Market Research Studies – Develop research methodologies, surveys, and data collection techniques for consumer insights. |
| CO4 | Interpret Consumer Data and Trends – Analyze consumer data to identify purchasing behaviors, preferences, and market trends. |
| CO5 | Apply Research to Marketing Strategies – Use market research findings to create targeted marketing strategies and product offerings. |
| **133** | MBA IV | Marketing of Services (MM)  MB-408 | CO 1 | Understand Service Marketing Concepts – Explain key concepts and differences between product and service marketing. |
| CO2 | Analyze Service Quality and Customer Satisfaction – Assess service quality frameworks and their impact on customer satisfaction and loyalty. |
| CO3 | Develop Service Marketing Strategies – Formulate strategies for service design, pricing, promotion, and distribution. |
| CO4 | Manage Customer Relationships in Services – Apply CRM techniques to build and maintain strong customer relationships in service industries. |
| CO5 | Evaluate Service Innovations and Trends – Analyze emerging trends and innovations in the service sector and their market implications. |
| **134** | MBA IV | Employment Laws (HRM)  MB-409 | CO 1 | Understand Key Employment Laws – Explain the major employment laws governing employee rights, wages, and workplace safety. |
| CO2 | Analyze Legal Compliance in HR Practices – Evaluate how businesses comply with labor laws, regulations, and employment standards. |
| CO3 | Assess Employment Contracts and Policies – Analyze the components and legal aspects of employment contracts, agreements, and organizational policies. |
| CO4 | Apply Labor Relations and Dispute Resolution – Use legal frameworks to manage labor disputes, collective bargaining, and conflict resolution. |
| CO5 | Examine Equal Employment Opportunity Regulations – Understand and apply laws related to workplace discrimination, diversity, and equal opportunity. |
| **135** | MBA IV | Performance Management & Retention Strategies (HRM)  MB-410 | CO 1 | Understand Performance Management Systems – Explain key components of performance management, including goal setting, feedback, and evaluation. |
| CO2 | Develop Employee Performance Metrics – Design effective performance metrics and KPIs to assess employee productivity and contribution. |
| CO3 | Implement Retention Strategies – Formulate strategies to retain top talent and reduce employee turnover through engagement and motivation. |
| CO4 | Analyze Performance Appraisal Methods – Evaluate various performance appraisal techniques and their effectiveness in employee development. |
| CO5 | Align Performance and Organizational Goals – Align individual performance objectives with organizational goals to enhance overall performance and success. |
| **136** | MBA IV | Intellectual Property Right (IB)  MB-411 | CO 1 | Understand IPR Concepts – Explain the basic concepts and types of intellectual property rights, including patents, copyrights, trademarks, and trade secrets. |
| CO2 | Analyze IPR Laws and Regulations – Evaluate national and international laws governing intellectual property protection and enforcement. |
| CO3 | Apply IPR in Business Strategies – Use intellectual property rights to enhance competitive advantage and business growth. |
| CO4 | Assess IPR Protection Mechanisms – Identify methods for protecting intellectual property through registration, licensing, and litigation. |
| CO5 | Navigate IPR Issues in Global Trade – Understand the challenges and opportunities of intellectual property in cross-border trade and global markets. |
| **137** | MBA IV | Software Project and quality Management (IT)  MB-412 | CO 1 | Understand Software Project Management Principles – Explain key concepts of software project life cycles, planning, and execution. |
| CO2 | Develop Project Management Strategies – Formulate effective strategies for scope, time, cost, and risk management in software projects. |
| CO3 | Implement Quality Assurance Practices – Apply quality management techniques and standards to ensure software quality throughout the development process. |
| CO4 | Assess Software Project Performance – Use metrics and tools to evaluate and monitor the progress and success of software projects. |
| CO5 | Manage Software Development Teams – Develop leadership and communication skills to effectively manage software development teams and stakeholders. |
| CO5 | Understand Software Project Management Principles – Explain key concepts of software project life cycles, planning, and execution. |