



VISION

- To become a system driven autonomous institution to produce socially responsible business executers and entrepreneurs.

MISSION

1. Develop curriculum and tracking methods to provide all round exposure and learning experience to master managerial knowledge and skills.
2. Provide eco system for faculty to upgrade themselves in the domain of management and research contribution for enriching the management programs offered.
3. Create modern facilities and upgrade existing facilities to offer education in the management domain.
4. Conduct programs and outreach activities to the society by involving students taking out socially important issues.
5. Develop leadership qualities in faculty and students for achieving exemplary growth.
6. To create best practices and implement them on a continuous basis from time to time.

PROGRAM EDUCATIONAL OBJECTIVES

- PEO1: To take up careers related to marketing, finance, human resources, business analytics and logistics with needful domain specific core competence.
- PEO2: To work on managerial projects and activities that require a breadth of exposure and professionalism
- PEO3: To work in learning environment that is performance driven and challenging for becoming entrepreneurs.

PROGRAM OUTCOMES

- PO1: **Management Knowledge:** Apply Knowledge of management theories and practices to solve business problems
- PO2: **Decision Making:** Foster analytical and critical thinking abilities for data- based decision making
- PO3: **Value and Ethical Leadership:** Ability to develop value-based leadership ability.
- PO4: **Communication:** Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
- PO5: **Individuality and Teamwork:** Ability to lead themselves and others in the achievement of the organization goals, contributing effectively to a team environment.
- PO6: **Project Management & Finance:** Ability to analyze, select and apply managerial ideas for administration of projects in business environments that involve resources including finance to attain productive outcomes.
- PO7: **Lifelong Learning:** Ability to individually update knowledge, skills and attitude to keep pace with modern day changes in business environment
- PO8: **Managerial Tools, Manager and Society:** Ability to select appropriate management tools for analyzing situations, solving complex business and societal problems and analyzing the impact of manager's work on society.



Regulation 2021- Master of Business Administration

Course Outcomes

CO101/BA4101/STATISTICS FOR MANAGEMENT	
CO101.1	To analyze statistical technique and apply in appropriate situation
CO101.2	Demonstrate and understand the situation of probability technique in the appropriate place of business making and apply to solve business issues
CO101.3	Compare two or more probability techniques and apply in estimating current population.
CO101.4	To analyze the situation of statistical technique and apply for planning and controlling
CO101.5	To analyze the statistical technique and apply in managerial decision making
CO101.6	To demonstrate and understand of probability testing and apply it for decision making.
CO102-BA4102/ MANAGEMENT CONCEPTS OF ORGANIZATIONAL BEHAVIOR	
CO102.1	Demonstrate and understanding of management concepts and skills required for business world and apply them in business or management situations.
CO102.2	Analyze organizational behavioural issues in the context of organizational behavior theories and models and apply them in organizational settings.
CO102.3	Evaluate the facts and ideas of various functions in the business organizations and apply to solve functional problems.
CO102.4	Examine group dynamics and apply the skills required to work in groups.
CO102.5	Evaluate the appropriateness of knowledge, facts, techniques and rules in a different business situation and implement them to solve problems related to new situations.
CO102.6	Analyze the information in a new perspective and propose alternative solutions to organizational problems.



CO103-BA4103/ MANAGERIAL ECONOMICS

CO103.1	Learners can able to demonstrate the understanding of fundamentals of economic concepts for business management
CO103.2	Learner able to responsiveness of consumer demand and producers supply respect to its price with factors cause. Understanding the short and long-run production function.
CO103.3	Learner able to analyse the market structures and matters of factor market determinants.
CO103.4	Learners can able to demonstrate the macroeconomics of national income, fiscal policy and factors movement.
CO103.5	Learners can able to manage the business matters with respect to inflation and understand the unemployment context with business.
CO103.6	Learners able to demonstrate the understanding of demand and supply of money with monetary policy

CO104-BA4104/ ACCOUNTING FOR DECISION MAKING

CO104.1	Demonstrate and understanding the basic concepts of accounting and develop application skills
CO104.2	Analyze the financial statement and interpret it for decision making.
CO104.3	Analyze the appropriate accounting techniques (financial cost and Management accounting) for given problem and solve the situation.
CO104.4	Compare the various techniques in accounting and state their appropriateness for applying in various situations.
CO104.5	Budgeting and variance of accounting and implement in business environment.
CO104.6	Analyze the data and develop the statement based on real life situation of company.



CO105-BA4105/ LEGAL ASPECTS OF BUSINESS

CO105.1	Demonstrate and understanding the basic concepts of law pertaining to The Indian Contract Act, Agency, Sales Of goods act and the Negotiable instruments act and apply them to lead any business legally.
CO105.2	Analyze the fundamental legal principles and apply them to develop in the business world.
CO105.3	Analyze the different laws that have its impact on business and take business decisions in this industrial Environment.
CO105.4	Analyze the appropriate regulations of various laws and implement them for proper functioning of business.
CO105.5	Examine the legal implications of business and adopt the suitable legal principle in the modern business Environment.
CO105.6	Analyze the ways and means of protection of consumers, their rights and privileges and apply them for the betterment of business and society.

CO106-BA4106/ INFORMATION MANAGEMENT

CO106.1	Demonstrate and understanding of data and information system frameworks for decision making
CO106.2	Demonstrate the system analysis and design principles and evaluate under various business solutions by applying more optimal methods.
CO106.3	Demonstrate and explore of information management system to store, retrieve and run different queries on data.
CO106.4	To state the integrated system framework in the centralized platform by combing various security parameters to ensure effective information systems.
CO106.5	Demonstrate and understanding of emerging to apply in the IT initiatives for successful cyber infrastructure in order to develop the IT Modules in organizations.
CO106.6	Analyze the different IT Applications in a business environment and gains the sound knowledge of information system in business organization.



CO032-BA4032/ ENTREPRENEURSHIP DEVELOPMENT

CO032.1	Demonstrate and understand the framework of entrepreneurship and identify the competence for establishment of new business enterprises.
CO032.2	Analyze the various entrepreneurial environmental factors policies, schemes and regulations in order to apply the them for the promotion of new business ideas.
CO032.3	Analyze the different criteria for preparation of business plan and create a successful available business opportunities.
CO032.4	Analyze the skills and competencies available and supply them to recognize product service and process opportunities to became successful entrepreneurs
CO032.5	Analyze the market trends, financial sustainability of new venture and formulate strategies for successful implementation of ideas.
CO032.6	Evaluate the opportunities and threats and create ways and means to rehabilitate sick units in this complex business arena.

CO111-BA4111/ INDIAN ETHOS

CO111.1	Demonstrate and understand the basic concept relate to ethics and apply in the business environment.
CO111.2	Analyse the situation and handle the issues in business environment with ethical values.
CO111.3	Analyse the Indian values and values system for the modern managers
CO111.4	Analyse the challenges in system of learning and applying the techniques in business values.
CO111.5	Apply the different types of tools and modules for the better knowledgeable managers in organisations.
CO111.6	Analyse the pros and cons of ethical behaviour, personality development to create professionally efficient leaders to lead the organisation and society in a positive direction



CO112-BA4112/Business Communication (Laboratory)

CO112.1	Apply business communication theory to solve workplace communication issues.
CO112.2	Demonstrate the communication skills required in the workplace.
CO112.3	Understand complex ideas in written and spoken formats.
CO112.4	Express complex ideas accurately in written and spoken formats.
CO112.5	Manage human resources effectively and efficiently in an academic context.
CO112.6	Categorize information from a variety of sources and use it ethically.

CO201-BA4201/ QUANTITATIVE TECHNIQUES FOR DECISION MAKING

CO201.1	To analyse the Quantitative Techniques for Decision Making and to apply for mathematical model.
CO201.2	To Demonstrate and understand the basic concept related to quantitative techniques and to apply in logistics and job allocation scenarios.
CO201.3	To understand apply for decision techniques and to apply for decision making in real time decisions.
CO201.4	To evaluate the quantitative techniques and to apply in modeling and solving business related problems.
CO201.5	To analyse the quantitative techniques and to apply in real time scenario optimization.
CO201.6	Demonstrate the concept of quantitative techniques for decision making and to apply in manufacturing content.



CO202-BA4202/ FINANCIAL MANAGEMENT

CO202.1	Demonstrate and understanding of the basic concepts of Financial Management and state their place of application.
CO202.2	Analyze the various decisions (investment, financing, dividend) and apply it in real time business scenario.
CO202.3	Analyze the appropriate financial management techniques and solve problems related to various business situations.
CO202.4	Demonstrate the management tools (working capital, cash management, inventory management) and apply them in business environment.
CO202.5	Analyze the source of finance and use the interpretation for applying them in business related aspects.
CO202.6	Analyze the pros and cons of financial management concepts and use the findings for business application purpose

CO203-BA4203/ HUMAN RESOURCE MANAGEMENT

CO203.1	Demonstrate and understanding the basic elements of HRM and apply in their appropriate place of use.
CO203.2	Analyse the HR concepts and implement them for the development, implementation and evaluation of employees.
CO203.3	Analyse the key issues related to administer human resources and take steps to resolve them.
CO203.4	Apply strategic decision-making process to resolve human resource challenges and achieve organisational goals.
CO203.5	Analyse critically the factors that promote or inhibit human capital in organisations and propose innovative solutions.
CO203.6	Examine the skills required to work effectively with colleagues of diverse skills, experience, way of thinking and evaluate employees environmental responsibilities, issues in a global context.



CO204-BA4204/ OPERATIONS MANAGEMENT

CO204.1	Able to understand the core features of the operations management functions at the operational strategic levels.
CO204.2	Able to evaluate and design the best plant and factory location and layout.
CO204.3	Able to creating and delivery products and services to consumers.
CO204.4	Obtain the knowledge of applying a quality management concepts, TQM tools to improve organization and defectiveness.
CO204.5	Forecast the requirement and make accurate production planning,
CO204.6	Inventory planning and schedule the production.

CO205-BA4205/ BUSINESS RESEARCH METHODS

CO205.1	Demonstrate the necessary critical thinking skills in order to evaluate different business research framework to solve the issues in business and social sciences.
CO205.2	Apply the various conditions in formulation of the research objectives and analyse the role of theory in research for managerial decision making.
CO205.3	Demonstrate and understanding the different measurement and scaling techniques in order to apply it for effective research implications.
CO205.4	Apply the various methods of data collection and sampling techniques for effective project management and analyse in various business research conditions.
CO205.5	Analyse and use the different statistical software for data analysis for business decision making in an organization.
CO205.6	Demonstrate and construct an original form of preparing research report, familiar on ethical principles, and apply the presentation skills of research report to audience in a professional manner.



CO206-BA4206/ BUSINESS ANALYTICS

CO206.1	Demonstrate the fundamentals of Business Analysis and apply as and when required
CO206.2	Demonstrate various resources in Business Analytics and adapt in Business Scenarios
CO206.3	Analyze the descriptive analytics tools and techniques and able to generate solutions using the tools
CO206.4	Analyze the various modeling techniques and apply solutions in real time business scenarios.
CO206.5	Demonstrate optimization techniques and implement for the business performance improvement
CO206.6	Understand the concepts and models in Business Analytics and apply them for decision making

CO207-BA4207/ MARKETING MANAGEMENT

CO207.1	Demonstrate and understanding the core concepts of marketing to apply in contemporary marketing environment to sustain and develop the business.
CO207.2	Understand the knowledge of different market strategies to apply in real time business situation in order to develop a business.
CO207.3	Analyse the various marketing mix elements and manage integrated marketing channels in real time business scenario.
CO207.4	Analyse the different buyer behavioural influencing factors and able to plan for customer base.
CO207.5	Understand and apply the different marketing research techniques in order to establish and promote a brand image.
CO207.6	Analyse the emerging trends in the field of marketing and adopt suitable marketing strategies with ethical norms.



CO211-BA4211/ BUSINESS ETHICS

CO211.1	Demonstrate and understanding of ethical values and apply them in business.
CO211.2	Analyse business ethical values, principles and apply them to make sound business decisions
CO211.3	Examine the ethical complexities facing businesses and make effective decisions
CO211.4	Applying the ethical implications of business decision making and recognize ethical dilemmas.
CO211.5	Evaluating leaders' ethical responsibilities, assess ethical issues, and identify ways to promote social responsibility and ethical leadership.
CO211.6	Create various ethical perspectives and apply them to satisfy moral obligations of business to the environment and society

CO212-BA4212/Data analysis and Business Modelling (Laboratory)

CO212.1	Develop the procedure to conduct the experiment / exercise
CO212.2	Demonstrate skills at the level of precision (reliably, quickly, smoothly, and accurately with negligible guidance) in performing the experiment / exercise
CO212.3	Draw inferences from the experiment / exercise conducted
CO212.4	Demonstrate professionally the results obtained through the experiment / exercise and present conclusions
CO212.5	Demonstrate an understanding of the concepts, procedures, and applications through verbal and written communication
CO212.6	Demonstrating an attitude at the level of valuing (attaching values and expressing personal opinions by showing some definite involvement and commitment)



CO301-BA4301/ STRATEGIC MANAGEMENT

CO301.1	Demonstrate and understanding the basic concepts of strategic management and adopt suitable strategies to sustain in this complex business environment.
CO301.2	Develop Strategies and implement action plans to achieve organizational objectives.
CO301.3	Examine strategic analysis of different functional areas and develop competitive advantageous strategies.
CO301.4	Analyze the challenges faced by managers in the existing competitive environment and take steps to resolve them.
CO301.5	Understand and apply the suitable strategies to improve organizational performance.
CO301.6	Analyze the strategic issues faced in implementing and evaluating strategies and adopt suitable strategies to achieve organizational goals.

CO302-BA4302/ INTERNATIONAL BUSINESS

CO302.1	Demonstrate and understanding the concept of international business and apply them for sound business decisions at global level Ability
CO302.2	Analyze the socio economic and cultural framework of business and apply them globally.
CO302.3	Analyze the key issues and challenges faced and create ways to retain in this global environment.
CO302.4	Evaluating an international trade practice, government policies, Opportunities available and adopt the best strategy to sustain in this global market.
CO302.5	Create business research skills and various modes of business operations at the global level.
CO302.6	Analyze the challenges of diversity and adopt ethical business practices



CO311-BA4311/Creativity and Innovation Laboratory

CO311.1	Understand different perspectives of creativity matters
CO311.2	Understand cognitive aspects of creativity and how personality and individual differences might contribute
CO311.3	Explore ways in which individuals can enhance their own creative potential
CO311.4	Demonstrate organizational factors such as culture, leadership, diversity and structure can both help and hinder creativity and innovation
CO311.5	Demonstrate organizations can be more strategic in their approach to creativity and innovation, including the use of creative swiping and other practices.
CO311.6	Identify possible changes in established environments and routines to challenge status quo.

CO312-BA4312/Summer Internship

CO312.1	Able to construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
CO312.2	Demonstrate organizational Strengths, Weaknesses, Opportunities and Threats (SWOT).
CO312.3	Able to determine the challenges and future potential of the internship organization in particular and the sector in general.
CO312.4	To test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
CO312.5	To apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.
CO312.6	To analyze the functioning of internship organization and recommend changes for improvement in processes.



COF01-BA4001/ SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

COF01.1	Demonstrate and understanding of the basic concepts of SAPM and state their place of applications.
COF01.2	Analyse the various decisions (investment, financing, dividend) and apply it in real time business scenario.
COF01.3	Critically evaluate the stock market analysis (technical and fundamental) and apply it in the investment activities.
COF01.4	Demonstrate the capabilities of problem solving, critical thinking and apply the analytical skills in the securities market.
COF01.5	Ability to analyze the risk and return factors and implement it in their investment decisions.
COF01.6	Explore the various methods of portfolio constructions and evaluations and apply them in real time business implications.

COF02-BA4002/ FINANCIAL MARKET

COF02.1	Demonstrate and understanding of the basic concepts of financial markets and states their place of applications.
COF02.2	Understand the Indian Financial Markets (Primary, Secondary, Debt, Forex, Derivatives) and apply it in the financial market.
COF02.3	Analyse the appropriate financial markets and use it in the Securities Market.
COF02.4	Compare and contrast different form of securities avenues (Mutual Fund, Venture capital, Private equity) and apply it in the real life.
COF02.5	Analyse the skills required for financial markets and apply it for sound investment decisions.
COF02.6	Understand the challenges of financial markets and take appropriate, effective decisions for investment.



COF03-BA4003/ BANKING AND FINANCIAL SERVICES

COF03.1	Demonstrate and understanding the basic concepts related to Indian Banking System and apply in order to know about Banking Services.
COF03.2	Demonstrate and analyse the various banking operations and apply it real time situation.
COF03.3	Learn the banking technology and apply it in day-to-day financial transactions.
COF03.4	Understand the framework of financial services market and apply it for the growth of business.
COF03.5	Compare and contrast the financial services and role played by Regulatory bodies in India and apply it in the real Banking Situations.
COF03.6	Analyse the different risks pattern, evaluate the performance of banks and apply it in the banking sector.

COM08-BA4008/ RETAIL MARKETING

COM08.1	Demonstrate the concept of retailing and able to implement the policy in retail market.
COM08.2	Understand the retail formats and able to apply any formats in their retail business Environment.
COM08.3	Compare any retail methods with shopper profile analysis and apply it for solving the shopper's behaviour problem.
COM08.4	Analyze the real time challenges in retail segment and apply the techniques for solving the problems relating to retail activities.
COM08.5	Analyze the various retail situations and apply it in implementing business activities.
COM08.6	Demonstrate and analyze the retail problems and lead the organization effectively.



COM11/BA4011/ SERVICES MARKETING

COM11.1	Understand the conceptual framework of services marketing and examine the characteristics of services industry.
COM11.2	Analyze suitable marketing strategies in the light of the environment and apply them to achieve profit.
COM11.3	Visualize the challenges in services industry and propose suitable strategies.
COM11.4	Critically evaluate the key analytical frameworks, tools used in services marketing and apply them as and when required.
COM11.5	Analyze and apply key marketing theories, frameworks and tools to solve marketing problems.
COM11.6	Analyze the trends in the arena of services marketing and use appropriate marketing strategies in the business environment.

COM13- BA4013/ PRODUCT AND BRAND MANAGEMENT

COM13.1	Demonstrate and understand the basics of product and brand management and apply to solve various product and brand issues.
COM13.2	Analyze the business situation and apply in product and brand management problems.
COM13.3	Compare the existing techniques, tools and metrics to critically analyze competitors and develop data-based positioning strategies and decisions.
COM13.4	Compare and contrast the various product and brand and apply it towards achieving organizational goals.
COM13.5	Analyze the product and brands of various companies in order to achieve value based marketing mix and create value based branding and product management.
COM13.6	Understand the brand management techniques and apply in day-to-day life of business.



COH15-BA4015/ STRATEGIC HUMAN RESOURCE MANAGEMENT

COH15.1	Demonstrate and understanding the basic concepts of strategic framework and apply them in a Complex business situation.
COH15.2	Understand the relationship of HR strategy with the overall corporate strategy and identify the specific role of strategic HR systems in order to achieve the corporate objectives.
COH15.3	Demonstrate and understanding the various tools and techniques used by organizations to meet the current challenges.
COH15.4	Compare and contrast the strategic HR development models to deal with various strategic issues in an organization.
COH15.5	Examine the different organisational design and development techniques in order to gain in-depth understanding of strategic HR operations.
COH15.6	Analyse the regulatory framework that are practiced by the organization for attaining the organizational goals effectively.

COH16-BA4016/ INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS

COH16.1	Demonstrate and understanding of basic concepts related to industrial relations and states their place of applications.
COH16.2	Analyse the various industrial establishment Acts and apply the Acts under appropriate situation in industrial establishments for effective decision making.
COH16.3	Demonstrate and understanding of legal issues related to various Acts for apply them knowing their implications in industrial situations.
COH16.4	Compare and contrast the legal principles and legislative framework for analysing the link between various industrial Acts.
COH16.5	Analyse and draw inputs from industrial situations related to develop a model to attain industrial objectives.
COH16.6	Analyse the industrial technique in different time zones in order to understand of amendments made in key parameters that have impact on industrial establishments.



COH17-BA4017/ ORGANIZATIONAL DESIGN, CHANGE AND DEVELOPMENT

COH17.1	Demonstrate and understanding of the basic concepts of organizational change and apply them for the development of any organization.
COH17.2	Understand the concepts and techniques of OD and apply the skills in the development of the organization
COH17.3	Analyze the various phases of OD and apply the suitable one for the growth of any organization.
COH17.4	Evaluating the process of organization and apply as and when required for OD.
COH17.5	Analyze the need for organizational change and create to new situation for the development of the organization.
COH17.6	Demonstrate the different models of transformation and apply the managerial skills to manage any change effectively.

COB27-BA4027/ DATA MINNING AND BUSINESS INTELLIGENCE

COB27.1	Demonstrate and apply the knowledge of various data mining techniques and apply to solve the business problems
COB27.2	Analyse the business situation and create business models.
COB27.3	Apply predictive classification and clustering models and apply in achieving the organizational goals and contributing towards business success.
COB27.4	To develop skills required for value-based business analyst or data scientist and apply it in day-to-day activities
COB27.5	Apply analytical models for real time problems and design knowledge on business environment.
COB27.6	Analyse the pros and cons of business intelligence and design business models for the improvement of society



COB29-BA4029/SOCIAL MEDIA WEB ANALYTICS

COB29.1	Demonstrate and understanding the nature of social media and apply its techniques for effective business communication.
COB29.2	Analyse the technical determination of effective discourse on social media, apply the promotion of social media pages and its usage for effective business correspondence.
COB29.3	Understand the various social media policies and regulatory issues and apply the policies for effective business management.
COB29.4	Compare and contrast the framework of analytics with present and future scenario and apply the analytics techniques for competitive business scenario.
COB29.5	Demonstrate the various critical components of business analytics to apply the techniques for attainment of organisational objectives.
COB29.6	Analyse the different tools, services and matrix on application of search engine optimisation for effective digital business promotion.

COB31-BA4031/ ENTERPRISE RESOURCE PLANNING

COB31.1	Demonstrate and understanding the basic concepts of ERP system and develop application skills in ERP.
COB31.2	Analyze the ERP system models, its functions in order to design and implement ERP system effectively.
COB31.3	Demonstrate and understanding the issues and challenges in ERP implementation and apply the suitable process for successful business environment.
COB31.4	Analyze the various issues on post implementation of ERP and suggest measures to address the issues.
COB31.5	Understanding the emerging trends in ERP and adopt the effective methodologies to incorporate in business operations.
COB31.6	Demonstrate and understanding the principles of ERP and apply the suitable technologies as and when required for the betterment of business and society.



COL51-BA4051/ SUPPLY CHAIN CONCEPTS AND PLANNING

COL51.1	Demonstrate and understanding the basic concepts of supply chain and apply it in service and manufacturing operations.
COL51.2	Apply the various supply chain processes and strategies in order to improve performance of business.
COL51.3	Demonstrate and understanding the different performance drivers and its implications in distribution supply chain.
COL51.4	Analyze the forecasting techniques and apply the supporting tools for effective incorporation of supply chain platform.
COL51.5	Analyse Demonstrate and understanding the strategic focus of various resources and apply it in decision making.
COL51.6	Analyze the various resource planning mechanism for smooth flow of supply chain and apply the same in industrial operations and also for the betterment of society.

COL52-BA4052/ SOURCING AND SUPPLY MANAGEMENT

COL52.1	Demonstrate and understand the basic concept of inventory management model and apply it multidimensional perspective.
COL52.2	Analyze the various methods of inventory management strategies for enhancing the performance of supply chains.
COL52.3	Demonstrate and understanding the inventory models that are used by the organization for effective functioning of supply chains.
COL52.4	Analyze the supply chain issues and use different tools to redress the supply chain issues in order to attain the specified objectives.
COL52.5	Demonstrate and understand the best practices that are followed in inventory management system and apply in production process of business.
COL52.6	Analyze the different trends in supply chain management systems for effective attainment of business operations.



COL53-BA4053/ SUPPLY CHAIN INVENTORY MANAGEMENT

COL53.1	Demonstrate and understand the basic concept of inventory management model and Apply it multidimensional perspective.
COL53.2	Analyze the various methods of inventory management strategies for enhancing the performance of supply chains.
COL53.3	Demonstrate and understanding the inventory models that are used by the organization for effective functioning of supply chains.
COL53.4	Analyze the supply chain issues and use different tools to redress the supply chain issues in order to attain the specified objectives.
COL53.5	Demonstrate and understand the best practices that are followed in inventory management system and apply in production process of business.
COL53.6	Analyze the different trends in supply chain management systems for effective attainment of business operations.

COL54-BA4054/ SUPPLY CHAIN INFORMATION SYSTEM

COL54.1	Demonstrate and understanding the framework of supply chain information system techniques and to apply in different situations
COL54.2	Analyse the supply chain development and deployment and adopting the relevant systems development model for effective communication networks.
COL54.3	Analyze the supply chain programme and project management techniques for enterprise decision making.
COL54.4	Compare and contrast various supply chain information systems and identify its importance in business operations.
COL54.5	Demonstrate and understanding the implications of optimization of inventory for effective distribution.
COL54.6	Apply the supply chain strategies for enhancing the performance of supply chains



COL55-BA055/ WAREHOUSE MANAGEMENT

COL55.1	Understand the fundamental concepts of warehouse management.
COL55.2	Demonstrate and Taking decisions related to designing warehouse and inventory management systems
COL55.3	Analyse different processes performed for managing warehouses and inventory control.
COL55.4	Analyse the various material handling systems and equipment's to take appropriate decision.
COL55.5	Demonstrate the application of modern warehouse management system.
COL55.6	Demonstrate the role & importance of inventory & transportation in warehouse Management.
COL58-BA4058/ AIR CARGO MANAGEMENT	
COL58.1	Demonstrate and understanding the basic framework of air shipment process and apply the same for business distribution channels
COL58.2	Analyze the various methods and apply the feasible method for air cargo operations.
COL58.3	Demonstrate and understanding the air cargo operations and implement the suitable method for effective shipment.
COL58.4	Demonstrate and understanding the documentation procedures in air cargo management and implement the same in effective business operations.
COL58.5	Apply the principles of customs and role played by government in air transport operations for effective functioning of business.
COL58.6	Provide the framework for air cargo labels and apply the air cargo packing and transportation for effective flow of supply chain operations.



COL60-BA4060/ EXIM MANAGEMENT

COL60.1	Demonstrate and understanding the basic concepts, functions of EXIM and apply the same for effective functioning of business operations.
COL60.2	Analyze the documentation procedures involved and apply them for effective EXIM management.
COL60.3	Demonstrate the role of logistics in EXIM and take effective business decisions.
COL60.4	Analyze the various payment methodologies and apply the financial strategies to manage risks.
COL60.5	Understand the functions of customs clearance agencies and solve issues related to management of export and import.
COL60.6	Examine the issues and challenges in the existing EXIM industry and apply suitable strategies to sustain in the competitive EXIM industry.

CO411-BA4411/Project Work

CO411.1	Define with clarity the problem statement that is taken to work on and evolve as a solution to the problem or finding of a study / survey / experiment or a proof for deciding on a hypothesis
CO411.2	Identify critical parameters of concern related to the project through a cause and effect analysis of the problem taken up.
CO411.3	Conduct an extensive literature survey, prepare OMR from the identified journal papers, draw inferences and list methodologies used in the papers that also can be considered as approaches to deal with the problem identified to be solved in the project.
CO411.4	Propose a feasible and correct solution to the problem taken up as a project and create practical steps to carry out the project
CO411.5	Demonstrate that a quality work has been carried out to deal with the problem taken up as a project and showcase the findings of status of the considered critical parameters before and after the work done in the project.
CO411.6	Demonstrate that correct inferences and results have been achieved leading to the evolution of meaningful conclusions.



Mapping of COs with POs

Sl. No	Programme Outcomes							
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO101-BA4101/STATISTICS FOR MANAGEMENT								
CO101.1	2	-	-	-	1	-	1	-
CO101.2	2	1	-	-	2	1	1	-
CO101.3	3	1	-	-	3	-	1	-
CO101.4	3	-	-	-	1	-	1	-
CO101.5	2	-	-	-	1	-	1	-
CO101.6	3	-	-	-	1	-	1	-
CO102-BA4102/MANAGEMENT CONCEPTS OF ORGANIZATIONAL BEHAVIOR								
CO102.1	1	-	-	-	-	-	1	1
CO102.2	1	-	1	-	2	-	1	-
CO102.3	1	1	-	-	-	2	-	1
CO102.4	-	1	2	-	2	-	-	-
CO102.5	2	2	-	-	2	-	2	3*
CO102.6	1	1	-	-	-	-	1	2
CO103-BA4103/MANAGERIAL ECONOMICS								
CO103.1	1	3	-	-	-	1	-	1
CO103.2	1	1	-	2	-	2	-	-
CO103.3	2	-	-	-	3	3	1	1
CO103.4	-	2	-	3	3	3	3	1
CO103.5	-	2	-	2	-	-	3	1
CO103.6	2	2	1	2	3	2	3	3
CO104-BA4104/ACCOUNTING FOR DECISION MAKING								
CO104.1	3	-	-	1	-	-	1	-
CO104.2	3	3	-	2	1	-	-	-
CO104.3	1	3	-	1	1	-	1	-
CO104.4	-	3	-	1	1	-	-	2
CO104.5	1	-	-	-	1	-	2	-
CO104.6	3	-	-	1	1	-	2	2



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO105-BA4105/LEGAL ASPECTS OF BUSINESS								
CO105.1	1	-	1	1	-	1	2	-
CO105.2	2	1	-	-	-	-	-	-
CO105.3	-	2	-	1	-	-	-	-
CO105.4	-	-	-	2	-	-	-	-
CO105.5	-	-	2	1	2	2	1	-
CO105.6	-	-	1	1	-	1	2	3
CO106-BA4106/INFORMATION MANAGEMENT								
CO106.1	1	-	1	1	-	1	1	-
CO106.2	2	1	-	-	-	-	-	-
CO106.3	-	1	-	-	-	-	-	-
CO106.4	-	-	-	1	-	-	-	-
CO106.5	-	-	2	1	1	1	1	-
CO106.6	-	-	2	1	-	1	2	3
CO032-BA4032/ENTREPRENEURSHIP DEVELOPMENT								
CO032.1	1	-	-	1	3	1	1	-
CO032.2	-	1	-	1	1	1	-	-
CO032.3	-	1	-	-	2	-	1	-
CO032.4	-	1	-	-	1	-	3	1
CO032.5	-	2	-	2	2	-	1	-
CO032.6	-	-	-	3	-	-	-	3
CO111-BA4111/INDIAN ETHOS								
CO111.1	2	-	3	3	3	1	2	1
CO111.2	3	-	1	3	1	1	2	1
CO111.3	3	-	3	1	2	2	2	1
CO111.4	2	-	3	3	2	1	2	-
CO111.5	3	-	3	-	3	-	3	1
CO111.6	1	1	-	2	3	1	3	1



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO112-BA4112/BUSINESS COMMUNICATION (LABORATORY)								
CO112.1	2	2	-	3	3	-	2	2
CO112.2	1	2	2	3	2	-	2	-
CO112.3	1	3	2	3	-	-	2	3
CO112.4	1	3	2	3	-	-	2	3
CO112.5	2	2	2	3	2	-	3	-
CO112.6	-	-	3	2	2	-	-	-
CO201-BA4201/QUANTITATIVE TECHNIQUES FOR DECISION MAKING								
CO201.1	2	1	-	-	2	-	1	1
CO201.2	3	2	-	1	3	-	1	1
CO201.3	2	1	-	-	-	-	1	1
CO201.4	2	-	-	-	3	-	1	1
CO201.5	3	1	-	-	1	-	1	1
CO201.6	2	-	-	-	1	-	1	1
CO202-BA4202/FINANCIAL MANAGEMENT								
CO202.1	3	1	-	1	1	-	1	-
CO202.2	3	3	1	1	-	-	2	-
CO202.3	-	-	-	1	-	1	1	1
CO202.4	-	-	-	1	2	-	1	-
CO202.5	-	3	-	2	2	1	1	1
CO202.6	1	3	-	1	1	1	2	-
CO203-BA4203/HUMAN RESOURCE MANAGEMENT								
CO203.1	2	2	1	1	3	3	3	3
CO203.2	2	2	2	2	1	2	3	3
CO203.3	3	3	1	2	2	2	3	3
CO203.4	3	1	2	1	1	3	3	3
CO203.5	2	-	1	-	3	3	3	3
CO203.6	1	2	-	2	-	-	2	-



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO204-BA4204/OPERATIONS MANAGEMENT								
CO204.1	2	-	1	1	-	1	2	-
CO204.2	2	1	-	-	-	-	-	-
CO204.3	1	1	-	1	-	2	-	-
CO204.4	-	-	1	2	-	-	-	1
CO204.5	1	-	2	1	2	2	1	-
CO204.6	-	-	1	1	-	1	2	2
CO205-BA4205/BUSINESS RESEARCH METHODS								
CO205.1	2	1	-	-	-	1	2	1
CO205.2	1	3	-	-	-	1	3	1
CO205.3	3	1	-	-	-	1	-	1
CO205.4	3	2	-	-	-	2	3	1
CO205.5	2	-	-	-	-	1	-	1
CO205.6	3	-	-	-	-	2	2	1
CO206-BA4206/BUSINESS ANALYTICS								
CO206.1	2	-	2	1	-	2	2	1
CO206.2	2	1	-	-	-	2	1	1
CO206.3	-	3	-	2	-	2	2	1
CO206.4	-	3	-	2	-	2	2	2
CO206.5	1	3	-	3	-	2	3	2
CO206.6	2	1	2	-	-	1	2	1
CO207-BA4207/MARKETING MANAGEMENT								
CO207.1	2	1	-	-	-	1	3	3
CO207.2	2	1	-	2	1	3	2	1
CO207.3	3	2	-	2	-	2	1	2
CO207.4	1	1	-	3	1	-	3	3
CO207.5	2	3	-	1	-	3	2	1
CO207.6	3	3	1	1	-	3	2	3



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO211-BA4211/BUSINESS ETHICS								
CO211.1	1	2	-	2	-	3	2	-
CO211.2	1	3	-	1	-	-	1	-
CO211.3	-	1	-	-	3	1	-	1
CO211.4	-	1	-	1	2	-	2	3
CO211.5	1	1	-	1	1	3	-	-
CO211.6	1	-	3	-	2	1	2	-
CO212-BA4212/Data analysis and Business Modelling (Laboratory)								
CO212.1	2	-	-	-	-	-	-	2
CO212.2	3	3	-	3	2	2	1	3
CO212.3	3	3	1	2	2	-	2	2
CO212.4	1	3	-	3	-	-	-	1
CO212.5	1	-	-	3	-	1	1	-
CO212.6	-	-	3	2	1	-	-	-
CO301-BA4301/STRATEGIC MANAGEMENT								
CO301.1	2	2	-	-	1	3	-	3
CO301.2	1	2	-	-	1	1	-	-
CO301.3	3	3	1	3	1	3	-	2
CO301.4	1	1	-	-	-	-	-	3
CO301.5	-	3	-	-	1	2	-	-
CO301.6	1	3	-	-	1	1	-	2
CO302-BA4302/INTERNATIONAL BUSINESS								
CO302.1	-	2	2	-	3	-	1	-
CO302.2	-	3	1	-	1	-	2	-
CO302.3	1	-	-	3	1	-	-	1
CO302.4	-	3	-	1	-	2	2	1
CO302.5	1	-	1	1	3	1	-	-
CO302.6	1	-	2	3	-	-	1	2



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO311-BA4311/CREATIVITY AND INNOVATION LABORATORY								
CO311.1	1	-	-	-	1	3	-	-
CO311.2	-	-	-	-	3	1	1	-
CO311.3	2	1	2	1	2	3	2	-
CO311.4	-	-	3	1	2	-	1	-
CO311.5	2	2	1	2	2	1	2	-
CO311.6	1	-	-	-	-	2	-	2
CO312-BA4312/SUMMER INTERNSHIP								
CO312.1	2	-	2	2	2	-	2	-
CO312.2	3	3	-	3	1	-	2	2
CO312.3	2	2	-	-	-	2	2	-
CO312.4	2	2	2	2	1	1	3	2
CO312.5	2	-	2	3	2	-	3	-
CO312.6	2	2	2	3	2	2	3	2
CO001-BA4001/SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT								
CO001.1	3	3	1	-	1	1	2	1
CO001.2	3	-	1	2	-	1	2	1
CO001.3	-	-	-	1	-	-	-	1
CO001.4	-	-	-	1	-	1	1	-
CO001.5	3	-	2	2	-	1	2	-
CO001.6	1	3	2	2	-	-	-	-
CO002-BA4002/FINANCIAL MARKET								
CO002.1	-	-	-	1	1	-	-	-
CO002.2	1	-	-	1	-	3	-	-
CO002.3	-	2	-	-	1	2	1	1
CO002.4	2	-	-	-	-	2	1	1
CO002.5	-	-	-	1	1	3	2	1
CO002.6	3	-	-	1	1	2	1	1



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO003-BA4003/BANKING AND FINANCIAL SERVICES								
CO003.1	3	2	-	2	-	2	3	-
CO003.2	-	3	1	-	3	2	3	1
CO003.3	-	1	-	-	-	1	-	-
CO003.4	-	-	-	-	3	2	-	-
CO003.5	1	2	-	-	-	3	1	2
CO003.6	3	3	-	-	-	2	-	-
CO011-BA4011/SERVICES MARKETING								
CO011.1	1	3	-	2	3	3	3	3
CO011.2	3	3	-	1	2	3	3	3
CO011.3	2	3	-	1	3	3	3	2
CO011.4	2	2	-	-	2	2	2	3
CO011.5	3	3	1	-	3	3	3	2
CO011.6	1	1	-	3	2	2	2	3
CO008-BA4008/RETAIL MARKETING								
CO008.1	1	-	1	3	3	1	1	5
CO008.2	1	-	2	2	3	2	2	4
CO008.3	1	-	1	2	3	4	1	5
CO008.4	1	-	1	2	3	1	2	4
CO008.5	1	-	1	2	2	2	1	3
CO008.6	1	-	1	2	1	2	2	4
CO013-BA4013/PRODUCT AND BRAND MANAGEMENT								
CO013.1	-	3	-	3	1	1	1	-
CO013.2	2	-	-	2	2	1	1	1
CO013.3	1	1	1	-	-	3	-	2
CO013.4	3	-	-	3	3	-	3	-
CO013.5	3	1	3	3	1	1	1	3
CO013.6	-	1	1	-	3	-	2	2



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO015-BA4015/STRATEGIC HUMAN RESOURCE MANAGEMENT								
CO015.1	3	3	-	-	2	-	3	-
CO015.2	2	2	-	-	3	-	3	-
CO015.3	2	-	-	2	-	2	-	1
CO015.4	1	3	2	-	2	-	2	-
CO015.5	2	-	-	-	2	1	3	-
CO015.6	-	-	-	2	1	-	-	1
CO016-BA4016/INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS								
CO016.1	3	-	-	1	-	1	-	2
CO016.2	3	1	-	1	3	2	-	1
CO016.3	3	-	-	2	2	2	-	3
CO016.4	3	1	-	-	-	2	-	2
CO016.5	3	3	-	3	3	3	3	2
CO016.6	3	2	-	-	3	3	-	3
CO017-BA4017/ORGANIZATIONAL DESIGN, CHANGE AND DEVELOPMENT								
CO017.1	2	1	-	1	2	-	3	-
CO017.2	1	-	3	-	1	-	-	1
CO017.3	1	-	-	3	1	-	-	1
CO017.4	-	1	1	-	2	-	2	3
CO017.5	-	1	-	1	1	-	3	2
CO017.6	1	-	3	-	2	1	2	-
CO027-BA4027/DATA MINNING AND BUSINESS INTELLIGENCE								
CO027.1	3	2	-	2	3	2	2	2
CO027.2	3	2	-	-	1	2	3	3
CO027.3	2	1	-	-	3	1	1	2
CO027.4	-	1	3	-	1	-	1	1
CO027.5	2	2	1	1	3	1	1	3
CO027.6	2	2	-	1	1	-	1	3



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO029-BA4029/SOCIAL MEDIA WEB ANALYTICS								
CO029.1	3	2	-	-	-	2	2	1
CO029.2	3	2	-	-	-	2	3	2
CO029.3	-	-	-	-	1	1	2	-
CO029.4	3	-	-	-	-	1	1	1
CO029.5	2	1	-	-	1	1	3	2
CO029.6	3	1	-	-	-	1	3	2
CO031-BA4031/ENTERPRISE RESOURCE PALANNING								
CO031.1	2	.	2	2	-	-	-	2
CO031.2	1	3	-	2	3	-	-	2
CO031.3	-	3	-	2	2	2	2	-
CO031.4	-	-	-	3	-	2	3	-
CO031.5	2	-	3	-	3	3	3	2
CO031.6	3	-	2	3	-	2	-	3
CO051-BA4051/SUPPLY CHAIN CONCEPTS AND PLANNING								
CO051.1	1	-	-	1	1	3	4	4
CO051.2	1	-	-	1	1	4	4	4
CO051.3	1	-	-	1	1	4	5	2
CO051.4	1	-	-	1	1	4	-	4
CO051.5	1	-	-	-	2	2	-	2
CO051.6	1	-	-	-	2	3	-	3
CO052-BA4052/SOURCING AND SUPPLY MANAGEMENT								
CO052.1	2	-	2	-	-	2	3	2
CO052.2	2	-	3	2	3	3	-	3
CO052.3	2	-	-	-	2	-	-	2
CO052.4	2	-	2	-	1	2	-	-
CO052.5	2	-	-	2	3	-	-	-
CO052.6	2	-	1	2	2	-	-	2



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO055-BA4055/WAREHOUSE MANAGEMENT								
CO053.1	1	-	1	-	1	2	-	1
CO053.2	1	-	-	1	1	1	-	-
CO053.3	1	-	-	1	2	2	1	-
CO053.4	-	1	-	-	2	-	1	-
CO053.5	-	-	-	-	-	1	2	-
CO053.6	-	-	-	1	1	-	2	-
CO054-BA4054/SUPPLYCHAIN INFORMATION SYSTEM								
CO054.1	2	-	2	-	-	2	3	2
CO054.2	2	-	1	2	3	3	-	3
CO054.3	2	-	-	-	3	-	1	2
CO054.4	2	-	2	-	1	2	-	-
CO054.5	2	1	1	3	3	-	2	-
CO054.6	2	-	1	2	1	-	-	2
CO058-BA4058/AIR CARGO MANAGEMENT								
CO058.1	2	-	1	2	-	-	2	-
CO058.2	-	2	-	-	-	2	2	1
CO058.3	2	1	-	-	2	2	2	1
CO058.4	3	3	1	3	-	-	3	2
CO058.5	3	-	-	2	-	2	2	1
CO058.6	-	1	-	3	-	-	2	-
CO060-BA4060/EXIM MANAGEMENT								
CO060.1	1	-	2	-	-	3	3	-
CO060.2	-	-	-	3	-	3	3	-
CO060.3	1	1	-	3	1	2	-	2
CO060.4	-	3	1	2	-	2	2	1
CO060.5	2	-	-	3	2	2	2	1
CO060.6	3	2	3	2	-	2	3	2



Sl. No	Programme Outcomes							
COs	P01	P02	P03	P04	P05	P06	P07	P08
CO411-BA4411/Project Work								
CO411.1	3	3	-	2	3	3	-	3
CO411.2	-	3	-	-	-	2	-	3
CO411.3	2	3	-	3	2	2	2	3
CO411.4	3	3	-	-	2	2	3	3
CO411.5	2	2	-	2	2	2	3	3
CO411.6	-	3	3	-	-	-	2	-