

Prestige Institute of Management & Research, Gwalior
Airport Road, Opposite DD Nagar, Gwalior
(Madhya Pradesh) INDIA

MBA (FULL TIME)

PROGRAMME OUTCOMES

- PO1: Apply knowledge of management theories and practices to solve business problems.
- PO2: Foster analytical and critical thinking abilities for decision-making.
- PO3: Demonstrate value-based and ethical leadership ability.
- PO4: Ability to understand and analyze business environment.
- PO5: Acquire and apply communication and technical skills.

101- PRINCIPLES AND PRATICES OF MANAGEMENT

Course Objective

The paper will familiarize the student with basic management concepts, managerial thinking and behavioral processes in the organization. The student will have a basic overview of the origin of this field of study.

Course Outcomes: On completion of course, the students will be able to:

- CO1 (A): Understand the concept of Management, its origin and managerial responsibilities.
- CO1 (B): Apply the functions of management and tools & techniques used to perform the managerial roles.
- CO2: Analyze the planning process, its types and various decision making models.
- CO3: Evaluate the nature and types of organization structure, and the staffing process along with directing components involved.
- CO4: Create the environment of the organization and apply the control methods.

CO-PO Matrix					
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1(A)	3	3	2	2	3
CO1(B)	3	3	3	3	2
CO2	3	3	3	3	2
CO3	2	3	3	3	2
CO4	2	3	3	3	2



AVERAGE	2.6	3	2.8	2.8	2.2
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MBA 102-MANAGERIAL ECONOMICS

Course Objective:

The course aims to explain the crucial concepts of Demand and Supply analysis, market analysis and national income

Course Outcomes: After completion of this course the student will be:

CO1(A): Understand the basics & principles of economics elements in decision making.

CO1(B): Imbibe the utility theories, demand, supply and elasticities for managerial decision making.

CO2: Analyzing real world business problems of related to production with reference to different market structure.

CO3: Applying the concept of pricing in different market structure to foster decision making.

CO4: Evaluating and measuring concept of national income, GDP and profit theories to analyze real world business problems.

CO-PO Matrix					
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1(A)	3	2	3	2	3
CO1(B)	3	2	2	2	3
CO 2	3	2	2	2	3
CO 3	3	3	3	2	2
CO 4	2	3	1	3	2
AVERAGE	2.8	2.4	2.2	2.2	2.6

MBA 103 - ACCOUNTING FOR MANAGERS

Course Objective:

The objective of this course is to help students to understand the concepts and measurements that underlie financial statements, develop managerial skills needed to analyze financial statements effectively, and gain an understanding of the choices enterprises make in reporting the results of their business activities

Course Outcomes:

CO1 (A): Acquaint with the fundamentals principles of management accounting.

CO1 (B): Prepare. analyze and interpret financial statements



- CO2: Analyse typical business transactions to determine their effects on the principal elements of financial statements.
- CO3: Take decision using management accounting tools
- CO4: Understand the role of management accounts in planning control and decision making in an organization.

CO-PO Matrix					
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1(A)	3	3	2	3	3
CO1(B)	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	2	3
CO4	3	3	3	3	3
Average	3	3	3	2.8	3

MBA 104 - STATISTICS FOR MANAGERIAL DECISION MAKING

Course Objectives:

The student learns both descriptive and inferential statistics to decision making.

Course Outcomes: Upon successful completion of this course students will be able to

- CO-1(A): Understand the key terminologies, concepts, tools and techniques of statistics for decisionmaking.
- CO-1(B). Analyze statistical data using measures of central tendency, dispersion, skewness and kurtosis.
- CO-2. Apply probability rules and probability distributions to model different types of business situations.
- CO-3. Use simple/multiple correlation and regression methods to analyze the underlying relationships between the variables.
- CO-4. Conduct and interpret a variety of hypothesis tests to aid decision making in a business context.

CO-PO Matrix					
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1(A)	3	3	2	3	3
CO1(B)	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	3
CO4	3	3	3	2	3
AVERAGE	3	3	2.4	2.8	3



MBA 105 – BUSINESS ETHICS & CSR

Course Objective:

To sensitize the students about the importance of business ethics and human values in life.

Course Outcome

After successful completion of this course students will be able to:

CO1(A): Understanding of business ethics and CSR concepts.

CO1(B): Identify and Explain the factors influencing Ethical and CSR activities in business.

CO2: Apply the knowledge and principles of Ethics and CSR in different functions of HR, Marketing, and Finance.

CO3: Examine the best practices, code of conduct, and ethical dilemma in business and its decisionmaking.

CO4: Evaluate the various approaches of CSR and the role of business ethics in organization sustenance.

CO-PO Matrix

Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1(A)	3	3	2	3	1
CO1(B)	3	2	2	2	2
CO2	3	3	3	2	2
CO3	2	3	2	2	2
CO4	3	3	2	2	2
AVERAGE	3	3	2	2	2

MBA 106 - BUSINESS COMMUNICATION

Course Objective:

The course explains the various modes of communication and present the purpose and objectives of business communication.

Course Outcome:

On the completion of the course the student will be able to:

CO 1 (A): Understand the core concepts of communication and will be in a position to overcome various barriers present in the process of communication.

CO1(B): Gain flare in written communication and analyze the inside out of presentations and interviews

CO2: Demonstrate the skill of writing business reports and business letters

CO3: Present the depth of oral communication skills and challenges and care in the body language.



CO4: Examine the impact of group communication, and various professional etiquette related.

CO-PO Matrix					
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1(A)	2	2	2	2	3
CO1(B)	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	2	3
CO4	2	3	3	3	3
AVERAGE	2.6	2.8	2.8	2.6	3

MBA 107 - COMPUTER APPLICATIONS

Course Objective:

The course details the tools of information technology for effectively disseminating information in an appropriate manner.

Course Outcomes:

On successful completion of this course, the learner will be able to:

CO1 (A): Understand the working of computer along with the types of Hardware and Software

CO1 (B): Create Word Document, editing, formatting and inserting table, citations, references and table of contents

CO2: Create PowerPoint presentations, working with master slide and animations

CO3: Create a workbook, enter data in a worksheet, format a worksheet, format numbers in a worksheet, create an Excel table, filter data by using an AutoFilter, Sort data by using an AutoFilter

CO4: Print a worksheet, Using Print Preview; Other Utilities, Use Formulas like VLookup, HLookup, Count, Sum, Subtotal, Creating Formulas for Financial Applications, Create Charts and Graphics, Use Pivot Tables for Data Analysis

CO-PO Matrix					
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1 (A)	2	2	2	3	3
CO1 (B)	3	3	2	3	3
CO2	1	3	3	3	3
CO3	2	3	3	3	3
CO4	2	3	3	3	3
AVERAGE	2	2.8	2.6	3	3



MBA 201 - MARKETING MANAGEMENT

Course Objective

The course highlights the core concepts, contexts, theories and practical implication of Marketing in real world. The students will also understand the broad spectrum of marketing decisions in companies and significance of Marketing as strategic and essential function in an organisation business strategy.

Course Outcomes

On completion of the course, the students will be able to:

CO1a-Understand the Various concept related to Marketing management and Marketing environment

CO1b- - Illustrate the various concept related to marketing Segmentation, targeting and positioning

CO2-Analyse the concept of Marketing mix and understand role of distribution channels in Marketing

CO3-Comprehend the role of promotion mix in marketing.

CO4-Evaluate and Identify the Various aspect of digital marketing and Retailing

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	2	1	3	1
CO2	2	2	0	2	1
CO3	1	2	0	2	3
CO4	1	2	0	2	2
AVERAGE	1.5	2	0.25	2.25	1.75

MBA 202 - ORGANIZATIONAL BEHAVIOUR

Course Objective:

The course explains about workplace behavior and concepts of Individual and Interpersonal Behavior and how they intermesh with organizational productivity.

Course Outcomes: Upon completion of this course the student will:

CO1a: Summarize concept of OB and perceptual process

CO1b: Describe individual behaviour and demonstrate the applicability of motivational theories in OB.



- CO2: Analyse group dynamics in the organizations.
 CO3: Understanding power and politics in organizational setting.
 CO4: Illustrate change management and conflict to solve organizational issues

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	1	1
CO2	3	3	3	3	3
CO3	2	2	3	3	2
CO4	1	2	2	3	3
AVERAGE	2.25	2.5	2.5	2.5	2.25

MBA 203 - RESEARCH METHODOLOGY

Course Objective

The course explains the application of research to various functions of management.

Course Outcomes

Upon completion of the course the students will be able to:

- CO1a: Understand the concept, types & process of Research.
 CO1b: Discuss & design research, literature, sampling and data.
 CO2: Apply tools, techniques/methods to test association of variables.
 CO3: Analyse the sample and their differences.
 CO4: Evaluate the results, interpret and present findings in research report.

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	1	2	2
CO2	3	3	1	1	3
CO3	2	3	1	2	2
CO4	2	2	0	2	2
AVERAGE	2.5	2.75	0.75	1.75	2.25

MBA 204 - OPERATIONS RESEARCH

Course Objective

The student learns the application of select tools of operations research and how it can be used for business decision making.



Course Outcomes: On the successful completion of this course students will be able to:

CO1a: Understand the basic concepts and key terminologies in operation research techniques.

CO1b: Apply decision criteria methods to the problems of various decision making situations.

CO2: analyze the linear Programming, assignment, transportation, game theory and sequencing problems to reduced time and cost and maximized profit and sales

CO3: Use statistical quality control methods to quantify and sketch variations in quality problems

CO4: Knowledge about network techniques to complete the project at minimum time

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	0	2	0
CO2	3	3	0	2	0
CO3	3	3	0	2	0
CO4	3	3	0	1	0
AVERAGE	3	3	0	1.75	0

MBA 205 - FINANCIAL MANAGEMENT

Course Objective

The main objective of this course is to develop a foundation of financial management concepts and enable students to understand how corporations make important investment and financing decisions, and how they establish working capital policies.

Course Outcomes

Upon completion of this course, the students will be:

CO1A: Demonstrating an understanding of the overall role and importance of the finance function and,

CO1B: Evaluating Projects based on Capital Budgeting Techniques

CO2: Estimate the cost of capital of the firm and determine company's valuation

CO3: Performing analytical reviews of leverage structure

CO4: Apply decision making mechanism to declare dividends and managing optimum Working Capital

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	0	0	3



CO2	2	3	0	1	2
CO3	2	3	0	3	2
CO4	2	2	1	2	1
AVERAGE	2.25	2.75	0.25	1.5	2

MBA 206 - BUSINESS ENVIRONMENT

Course Objective

The course details about the environmental forces, both external and internal and their interaction and effect on business.

Course Outcomes: Upon the successful completion of this course, the student will be able to:

- CO1: a. Understand the various factors of the business environment and their interactions.
- CO1: b. Understand various laws affecting the working of business units.
- CO2: Describe policies of various national and international economic bodies/regulators affecting business.
- CO3: Discuss the role and impact of MSME in business growth.
- CO4: Prepare project report on MSME and understand the applications of GST.

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	3	0
CO2	2	2	0	3	2
CO3	2	2	0	3	2
CO4	3	2	0	3	3
AVERAGE	2.25	2.25	0.5	3	1.75

MBA 207 - HUMAN RESOURCE MANAGEMENT

Course Objective

The course explains the concepts of human resource management including planning, development and retention.

Course Outcomes: On completion of the course, the students will be able to:

- CO1a: Understand the concept of HRM, its role and significance in the organization.
- CO1b: Develop an understanding of HRM systems and their implementation through Manpower planning



CO2: Design and implement employees training & development programs and appraisal systems.

CO3: Evaluate employee issues and relations.

CO4: Create HR competencies for designing salary and compensation structure, and understand the new trends in HRM.

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	1
CO2	3	3	2	2	3
CO3	2	3	3	2	3
CO4	3	2	2	3	2
AVERAGE	2.75	2.75	2.25	2.5	2.25

MBA 301 - TOTAL QUALITY MANAGEMENT

Course Objectives

The main objective of the course is to explain the philosophy and significance of total quality management in the arena of business.

Course Outcomes: On completion of the course, the students will be able to:

CO1(A): Understand basic concepts of quality management

CO1(B): To develop an understanding of basic tools for solving quality problems.

CO2: To develop understanding of quality circle and other advanced tools for solving quality Problem.

CO3: To understand behavioral aspects of quality management.

CO4: To comprehend quality assurance implementation and contemporary issues in quality Management.

CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2
CO2	3	3	-	-	3
CO3	2	-	3	-	2
CO4	3	2	-	3	2
Average	2.75	2	0.75	0.75	2.25



MBA 302 GE 02 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Course Objective

This course introduces the students to the basics of entrepreneurship and small business management and students gain an understanding of how to establish and manage a small business.

Course Outcomes: After the completion of the course, the students will be able to:

CO1 (a): Develop the skills and qualities required to be a successful entrepreneur

CO1 (b): Understand the function of an entrepreneur and the challenges faced by them.

CO2: Learn how to start an enterprise and design business plans.

CO3: Analyze and compare the different funding agencies available for funding new enterprises.

CO4: Analyze and compare the different entrepreneurial agencies available for the growth of entrepreneurship in India

CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	3	3
CO2	3	3	3	3	3
CO3	2	3	3	3	3
CO4	3	3	3	3	2
Average	2.4	2.6	3	3	2.8

MBA 303 - BUSINESS LEGISLATIONS

Course Objective

The course presents the basic framework of mercantile law in India.

Course Outcomes: Upon the completion of the course, students will be proficient in their ability to:

CO1(A): Understand the concept and nature of Law of Contract.

CO1(B): Acquaint with the principles of Sale of Goods and partnership act

CO2: Study the provisions related to Consumer Protection Laws and Negotiable Instrument.

CO3: Evaluate the rules related of Indian Company Law 2013

CO4: Develop the concepts related to Intellectual Property Rights including patent, trademark and copyright.



CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	3	3
CO2	2	2	2	3	3
CO3	2	3	1	2	2
CO4	2	3	2	2	3
Average	2	2.5	1.75	2.5	2.75

MBA 401 - STRATEGIC MANAGEMENT

Course Objective

The main objective of the course is to build up an understanding of evolving theories and trends of domestic and global sustainable development and their relation with business management. The course intends to develop a familiarity with all the tools and techniques used for formulation, implementation and evaluation of the strategies.

Course Outcomes: Upon the completion of the course, the students will be able to:

CO1a: Understand the factors that impact strategic decision-making.

CO1b: Conduct an environmental scanning through various methods.

CO2: Formulate appropriate business strategies based upon business situational analysis.

CO3: Understand and develop corporate competitive strategies according to global marketplace.

CO4: Apply tools and techniques for strategic implementation, evaluation and control.

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	0	3	2
CO2	2	3	1	3	2
CO3	2	3	1	3	1
CO4	3	2	0	2	2
Average	2.5	2.5	0.5	2.75	1.75



MBA 402 GE 08: BUSINESS ANALYTICS

Course Objective

The course explains the role of Business Analyst and Data Science in business, the basic concept of data management and data mining techniques, the basic concept of machine learning, the application of business analysis and the concept of Data Science Project Life Cycle.

Course Outcomes: Upon the successful completion of this course, the student will be able to:

- CO1. Understand the role of business analytics and Data science in solving business problem
- CO2. Understand and apply data mining task and techniques for better decision making
- CO3. Understanding the role of machine learning and its application in business analytics
- CO4. Understand the application of business analytics in different business domain

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	2	1	2	2
CO2	2	2	0	2	2
CO3	1	1	0	2	2
CO4	1	1	0	2	2
Average	1.5	1.5	0.25	2	2

MBA 403 - MANAGEMENT INFORMATION SYSTEM

Course Objective

The course explains the concept and application of Systems in the perspective of business.

Course Outcomes: Upon the successful completion of the course, the students will be able to:

- CO1a: Understand the leadership role of Management Information systems in achieving business competitive advantage through informed decision making.
- CO1b: Analyze and synthesize business information to facilitate evaluation of strategic alternatives based on the Management activities.
- CO2: Understand the importance and characteristics of information for business decision making
- CO3: Understand and analyze the system need and its concept applied to MIS
- CO4: Develop an understanding of the principles and techniques used in the System Development Life Cycle



CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	3	3
CO2	2	3	2	3	3
CO3	2	2	2	3	3
CO4	2	2	2	3	3
Average	2	2.25	2	3	3

MBA HRM 01: HUMAN RESOURCE DEVELOPMENT & ORGANIZATIONAL DEVELOPMENT

Course Objective

The course highlights the interventions of HRD & OD and its application.

Course Outcomes: After completion of course the students will be able to:

CO1 (A): Understand the concept of HRD & its Interventions.

CO1 (B): Identifying and designing training and career development.

CO2: Demonstrate the application of Performance Management System.

CO3: Evaluate HR processes.

CO4: Develop the understanding of organizational development interventions and their applications.

CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	2	2
CO2	2	3	2	-	2
CO3	3	3	2	1	-
CO4	1	-	-	3	3
Average	2.25	2.25	1	1.5	1.75

MBA HRM 02–LEGAL FRAMEWORK GOVERNING INDUSTRIAL RELATION

Course Objective

The course explains labor laws regulating industries and industrial relations.

Course Outcomes: Upon completion of course, the students will be able to:

CO1(A): Discuss the applicability and provisions of Factories Act 1948.

CO1(B): Demonstrate the process to resolve industrial disputes.



- CO2: Discuss the retirement benefits applicable in the industry.
 CO3: Evaluate the need of minimum wages and ESI benefits.
 CO4: Illustrate the rights and benefits of the women employees.

CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	2
CO2	2	2	2	1	1
CO3	3	2	1	1	-
CO4	2	2	2	1	1
Average	2.5	2.25	1.75	1.25	1

MBA HRM 03 - COMPENSATION PLANNING

Course Objective

This course will examine the strategic use of compensation systems by management to attract, motivate, retain, and reward employee performance. This course will explore the factors of job evaluation as the basis of compensation strategy offering students an opportunity to develop competencies in making equitable compensation decisions.

Course Outcomes: After the completion of the course, the students will be able to:

- CO1A: Summarize the concept & components of compensation.
 CO1B: Understand wage determination and administration
 CO2: Design compensation structure.
 CO3: Analyse the types of benefits available for employees.
 CO4: Discuss the challenges of employee compensation.

CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	3
CO2	3	3	3	3	3
CO3	1	1	2	1	1
CO4	0	3	3	3	2
Average	1.75	2.5	2.5	2.25	2.25



MBA-HRM 04 –Talent Management

Course Objective

The course intends to develop understanding of basic elements, processes, approaches and strategies of managing talent in organizations.

Course Outcomes: Upon completion of course, students will be able to:

CO1a: Understand the concept of Talent management and its relevance to organization.

CO1b: Analyze Talent management process and its significance.

CO2: Develop Talent Management strategy and necessary behavioral skills for the application of various Talent issues.

CO3: Understand current practices of talent planning and acquisition strategies.

CO4: Evaluate and understand the best strategies for talent engagement and retention.

CO-PO MATRIX					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	3	2
CO2	3	3	3	3	3
CO3	2	2	3	3	1
CO4	3	3	3	3	3
Average	2.5	2.5	2.75	3	2.25

MBA MK 01 - CONSUMER BEHAVIOUR

Course Objective

To understand the role of consumer behavior in marketing and to identify qualitative and quantitative methods of measuring consumer behavior

Course Outcomes: On the completion of the course, the student will be able to:

CO1(A): Understand and evaluate consumer behaviour.

CO1(B): Acquire the knowledge of individual determinants of consumer behaviour

CO2: Understand the facets of group dynamics with reference to consumer behaviour

CO3: Comprehend the communication and consumer decision making process.

CO4: Evaluate the various model of consumer behaviour



CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	3	3	3	1
CO2	2	1	3	3	2
CO3	3	3	2	2	3
CO4	3	3	1	2	1
Average	2.5	2.5	2.25	2.5	1.75

MBA MK 02- SALES AND DISTRIBUTION MANAGEMENT

Course Objective

The objective of the course is to provide an understanding of the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and Distribution, the understanding of the practising manager's problems and dilemmas and to develop the skills critical for generating, evaluating and selecting sales and distribution strategies.

Course Outcomes: On the completion of the course, the student will be able to:

CO1(A): Understand the concepts of sales management.

CO1(B): Understand the various functions of sales force management

CO2: Analyse sales efforts and learn sales promotion strategies.

CO3: Describe the aspects and importance of channel management.

CO4: Discuss the approaches and practical aspects of distribution channel management.

CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	3	3
CO2	3	3	-	-	3
CO3	3	3	1	3	2
CO4	3	3	-	3	3
Average	3	2.75	1	2.25	2.75



**MBA MK 03 – 404 BRANDING & INTEGRATED MARKETING
COMMUNICATION**

Course Objectives

The aim of the paper is to acquaint the students with the concept of brand, its development and management. Also, the students will learn about the concepts of integrated marketing communication.

Course Outcomes: On completion of the course, the students will be able to:

CO1a: Understand the Various concept related to brand management.

CO1b: Understand the various concept related to Brand Equity

CO2: Analyze the concept and variables of Integrated marketing communication.

CO3: Comprehend the target audience and media along with measures of advertising

CO4: Evaluate and Identify pros and Cons of Various digital Media marketing.

CO/PO Matrix					
CO1	3	2	1	0	1
CO2	3	2	0	2	3
CO3	2	2	1	0	2
CO4	2	1	1	2	1
Average	2.5	1.75	0.75	1	1.75

MBA MK 04 – 405 SERVICE MARKETING AND RETAIL MANAGEMENT

Course Objective

The course aims to disseminate the insights of services marketing and retail management and the latest changes in services and retail formats.

Course Outcomes: On completion of the course students will be able to:

CO1a: Understand the concepts of service attributes and determinants of the service marketing mix.

CO1b: Learn the Service Quality Model and analyze the behavioural aspects of customer buying.

CO2: Understand the concept of Retailing and Retail Mix.

CO3: Discuss the Retail industry in India and Various Retail Formats.

CO4: Understand and analyze appropriate strategies for Store Location, Merchandise Planning, Store Designing, operations and Store Employees.

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5



CO1	3	3	3	2	3
CO2	3	1	0	3	1
CO3	0	0	1	2	2
CO4	3	3	0	3	3
Average	2.25	1.75	1	2.5	2.25

MBA-FM 01 – FINANCIAL MARKETS AND SERVICES

Course Objectives

The student develops an insight into Financial Markets and learns concepts as well application of various aspects related to financial markets and the financial service providers.

Course Outcomes: Upon completion of this course, the students will be able to:

CO1(A): Develop the basic understanding of the financial markets framework, functioning and regulations

CO(B): Recognize the existence and functioning of Debt Market & Government Securities Market

CO2: Examine the commodity and foreign exchange markets conceptually and analyze the investment avenues.

CO3: Demonstrate an awareness of the financial intermediaries and Credit Rating agencies and appraise their role in Financial system.

CO4: Display understanding of Factoring, forfeiting, Leasing & Hire-Purchase Service and evaluate and create strategies for such services for the organizations.

CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	-	1	3	3
CO2	3	2	-	2	2
CO3	2	-	2	1	1
CO4	1	3	1	2	2
Average	2.25	1.25	1	2	2

MBA FM 02 - SECURITIES ANALYSIS AND INVESTMENT MANAGEMENT



Course Objective

The course describes the application of utility analysis and develops an insight into behavior of stock market prices.

Course Outcomes: Upon completion of this course, students will be able to:

CO1a: Acquaint the students with the fundamentals of stock markets

CO1b: Understand the measures of risk and return in financial assets

CO2: Analyse EIC framework and forecast stock markets trends through technical analysis

CO3: Demonstrate the ability to construct the optimal portfolio

CO4: Measuring the portfolio performances by conceding the revision technique

CO-PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	1	2
CO2	2	3	1	2	2
CO3	2	2	-	1	1
CO4	-	1	1	1	3
Average	1.75	2.25	0.5	1.25	2

MBA FM 03 – 406 -PROJECT APPRAISAL AND FINANCE

Course Objective

The course explains the concepts of Project Management from planning to execution of projects, the feasibility analysis and network analysis tools for cost and time estimation, comprehending the fundamentals of Contract Administration, Costing and Budgeting, and enabling the students to analyze, apply and appreciate contemporary project management tools and methodologies.

Course Outcomes: After completion of successful course student will be:

CO1a: Understand the basic concepts of project management and its application

CO1b. Appraise the project on the market and technical aspects.

CO2: Evaluate the project based on capital budgeting techniques.

CO3: Acquaint about the social cost benefit analysis

CO4: Categorise different types of project risk and study network analysis tools for cost and time estimation.

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	0	0	2	1
CO2	0	3	0	1	2
CO3	0	1	3	0	0



CO4	1	0	0	0	1
Average	1	1	0.75	0.75	1

MBA FM 04 - 407-FINANCIAL RISK MANAGEMENT

Course Objective

The objective of this course is to enable student walk through the historical perspective, to the financial aspects of important life and general insurance products, and understand the role of Actuaries.

Course Outcomes: On completion of this course, student will able to:

CO1 a: Understand the main functions of financial risk management and its role in the system of entire business management

CO1b. Understand the types of risks faced by an entity and be able to identify these risks.

CO2. Develop the understanding of market volatility and portfolio performance.

CO3. Measure how the risks faced by an entity can be quantified and the use of metrics to measure risk.

CO4. Acquaint with the know-how of tools of financial engineering and risk hedging via various derivative products such as futures and forwards.

CO/PO Matrix					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	0	2	0
CO2	2	3	0	2	2
CO3	1	2	0	2	2
CO4	2	2	0	0	2
Average	2	2	0	1.5	1.5

MBA GE 01-PRODUCTION AND OPERATIONS MANAGEMENT

Course Objective

The course aims to develop an understanding of the production planning techniques, forecasting, facility design location and Inventory.

Course Outcomes: On completion of the course, the students will be able to:

CO1a. Understand the general concepts of operations, product design, plant location, and



Layout planning.

CO1b. Understand and analyze forecasting, work design and measurements.

CO2: Analyse Capacity planning and Scheduling.

CO3: Comprehend Aggregate Planning and Master Scheduling techniques

CO4: Understand and apply Inventory management techniques and Just in Time production.

CO- PO MATRIX					
CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	2	2
CO2	3	3	-	2	2
CO3	3	3	-	2	2
CO4	3	3	-	2	2
Average	3	3	-	2	2

