

OUTCOME BASED EDUCATION

Master of Business Administration

Programme Outcomes	Graduate Attribute/Program Outcome
PO 1	Intellectual Rigour and Research
PO 2	Digital Capability
PO 3	Professional & Effective Communication Skills
PO 4	Creative and Critical Thinker
PO 5	Inter-disciplinary and Social Interaction
PO 6	Holistic life-long formation with ethical practices & environmental concerns
PO 7	Optimistic Catalyst of Transformation and Effective Citizenship

Programme Specific Outcomes (PSO) for Department of MBA

PSO No.	Programme Specific Outcomes On completion of MBA, the post graduate student will be able to...	Programme Outcomes
PSO-1	Acquire knowledge and skills in management and ability to apply its principles and practices to arrive at optimal solution for any corporate problems.	PO1,PO4,PO5
PSO-2	Design solutions for management problems by applying the contemporary methods in management sciences to enhance organizational efficiency and to find innovative business solutions.	PO1,PO4,PO7
PSO-3	Apply ethical principles and understand the impact of the professional management solutions in societal and environmental contexts.	PO6
PSO-4	To identify business opportunities and acquire entrepreneurial traits to evaluate and manage their own business successfully.	PO2,PO4
PSO-5	To demonstrate their ability to analyse and evaluate the political, economic, social, legal and technological global environment.	PO2,PO4,PO6

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Course Outcomes (CO)

Name of the Course: 1.1 Economics for Managers

Name of the Course Faculty: Mr.Kevin Rozario

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Acquire knowledge of Managerial Economics and apply Economic principles to management decisions.	PSO1	R,U
CO2	Will be able to find ways to understand, assess and forecast demand.	PSO2,PSO3	U,Ap,An
CO3	Managerial uses of Production Function, Short Run and Long Run Production Analysis	PSO2,PSO4	U,An,E
CO4	Design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.	PSO3	An,E
CO5	Understand why household, business, government and global behavior determine the aggregate demand for goods and services.	PSO4, PSO5	An,E,C
CO6	Understand the various macro-economic concepts of fiscal and monetary policy, the role of international trade and the concept of Business cycles and its relevance to managerial economics.	PSO3,PSO4, PSO5	U,Ap,An

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

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Course Outcomes (CO)

Name of the Course: 1.2 Organizational Behavior

Name of the Course Faculty: Mr.Kevin Rozario

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Acquire knowledge of Organizational Behavior and to understand the interaction between individuals and the organization.	PSO1	R,U
CO2	Develop greater understanding of the concepts of Personality	PSO2,PSO3	U,Ap,An
CO3	To acquire the knowledge, skills and behaviors to work in different teams and situation to work in global environment by applying the Theories of Motivation	PSO2,PSO4	U,An,E
CO4	Design strategies of Communication and Conflict Resolution	PSO5	An,E
CO5	Design competitive strategies of organization structure and Types	PSO3, PSO4	An,E,C
CO6	Understand the various concepts of types, forces for change in organizations, resistance to change, Organizational development, human resource policies and methods of Organizational Development	PSO4,PSO5	U,Ap,An

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Course Outcomes (CO)

Name of the Course: Dr.Maria Priya P

Name of the Course Faculty: Statistics for Management

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Acquire knowledge of statistics and its scope and importance in various areas.	PSO1	R,U
CO2	Achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics.	PSO1,PSO2	U,Ap,An
CO3	Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.	PSO2,PSO4	U,An,E
CO4	Critically evaluate the underlying assumptions of analysis tools.	PSO2,PSO3	An,E
CO5	Identify the type of statistical situation to which different distributions can be applied.	PSO4	An,E,C
CO6	Demonstrate understanding of the concepts of time series and its applications in different areas.	PSO5	U,Ap,An

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Course Outcomes (CO)

Name of the Course: Accounting for Managers

Name of the Course Faculty: Geetha.P S, Mangayarkarasi. N

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Demonstrate theoretical knowledge and its application in real time accounting.	PSO1	R,U,AP.
CO2	Capable of preparing financial statement of companies.	PSO1,PSO2	U,Ap,An
CO3	Independently undertake financial statement analysis and take decisions.	PSO2,PSO4	U,An,E
CO4	Comprehend emerging trends in accounting and computerization of accounting systems.	PSO2,PSO3	R,Ap,An,E,C
CO5	Critically analyzing in managerial decision making and preparing budgets.	PSO4	R,An,E,C
CO6	Demonstrate of the concepts of trends and developments in Accounting.	PSO5	U,Ap,An

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Course Outcomes (CO)

Name of the Course: 1.5 Marketing for Customer Value

Name of the Course Faculty: Mr.Kumara Swamy N

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Will get a Strong Understanding on the Basic Marketing Concepts	PSO1	R,U
CO2	Will acquire knowledge on product decisions	PSO2,PSO3	U,Ap,An
CO3	Will learn and develop distribution channels and also learn how to apply in the market place	PSO2,PSO4	U,An,E
CO4	Will acquire knowledge on various promotion strategies adopted by companies and also learn how to design a promotion strategy and take decision for implementation	PSO5	An,E
CO5	Strong Learning about Marketing Research	SO6, POSO7	An,E,C
CO6	Learning the current trends and issues and developments in marketing	PSO7	U,Ap,An

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Course Outcomes (CO)

Name of the Course: 1.6 Legal Aspects and Intellectual Property Rights

Name of the Course Faculty: Mr.Kumara Swamy N

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Will get a Strong Understanding Code on Wages 2019	PSO1	R,U
CO2	Will acquire knowledge on Social Security Code and Industrial Relation Code	PSO2,PSO3	U,Ap,An
CO3	Will learn and develop knowledge on Information Technology Act , 2020	PSO2,PSO4	U,An,E
CO4	Will acquire knowledge on IPR	PSO5	An,E
CO5	Understanding Law of Copyrights and Designs	PSO6, PSO7	An,E,C
CO6	Understanding Law of Patents and Procedures	PSO7	U,Ap,An

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Course Outcomes (CO)

Name of the Course: Managerial Skills – 1

Name of the Course Faculty: Ms. Vijayalakshmi R

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the various essential elements of managerial skills.	PSO1, PSO2	R, U, Ap
CO2	Ability to establish better communication in the organisation with teams and clients.	PSO4, PSO5	R, U, Ap
CO3	Develop and execute motivational skills in organisations.	PSO1, PSO3, PSO4	R, U, Ap, An
CO4	Evaluate and apply creative thinking to engage team building in organisations.	PSO1, PSO3, PSO5	R, U, Ap, An, E
CO5	Equip and exhibit active listening skills.	PSO2, PSO5	R, U, Ap, An
CO6	Build interpersonal skills and demonstrate empathy in negotiations with assertiveness.	PSO1, PSO2, PSO5	R, U, Ap, An, E

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Course Outcomes (CO)

Name of the ~~FACULTY~~ Kevin Rozario

Name of the Course ~~Faculty~~: 2.1 Technology for Management

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To evaluate the role of technology in achieving competitive business advantage through strategic decision making	PSO1	R,U Ap
CO2	To help students in developing the ability to develop, deploy and manage technology in terms of creating firm's value creation	PSO2,PSO3, PSO4	R,U Ap
CO3	To elevate student's consciousness about the ethical responsibilities while dealing with the information and technology	PSO2, PSO4, PSO5	R,U Ap,An
CO4	Analyze the role of technology in gaining a strategic perspective on business decision making	PSO1,PSO3,PSO5	R,U, Ap,An
CO5	Gain the skills required in deploying, developing and managing the applicable firm's technological importance	PSO5,PSO6	R,U Ap,An.E
CO6	Understand and behave ethically while dealing with information and technology	PSO1,PSO2,PSO5	R,U Ap,An.E

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Course Outcomes (CO)

Name of the ~~FACULTY~~: Dr.Maria Priya P

Name of the Course: 2.2 Management Research Methods

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Define and explain key terms and concepts related to research methodology in the context of management studies.	PSO1,PSO2	R,U Ap
CO2	Identify research problems and questions	PSO3,PSO4	R,U Ap
CO3	Develop methodology for research problems	PSO1, PSO4	R,U Ap,An
CO4	Analyse data required for business decision-making.	PSO1,PSO3,PSO5	R,U Ap,An
CO5	Propose suggestions based on the findings from the research	PSO5,PSO6	R,U Ap,An.E
CO6	Apply Data visualization for exploratory analysis and communicate effectively to diverse audience	PSO1,PSO2,PSO5	R,U Ap,An.E

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Course Outcomes (CO)

Name of the ~~FACULTY~~: Prof. Ramandeep Kaur

Name of the Course : 2.3 Entrepreneurship and Ethics

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Describe the importance and types of entrepreneurs, Role of Entrepreneurship in Economic Development	PSO1, PSO4	R, U, An
CO2	Develop new innovative business ideas.	PSO4	R, U,
CO3	Describe the feasibility and Analysis of Business Plan	PSO4	R, U, E
CO4	Acquire the knowledge of selection of appropriate legal structure	PSO4, PSO5	R, U
CO5	Acquire knowledge of Social Entrepreneurship	PSO4, PSO5	R, U, An
CO6	Describe corporate ethics in business.	PSO4, PSO3	R, U

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Course Outcomes (CO)

Name of the ~~FACULTY~~ Kevin Rozario

Name of the Course : 2.4 Human Capital Management

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To clarify the character of the special capital – human resource as capital.	PSO1, PSO3	R, U Ap
CO2	To develop the basic set of methods and techniques needed for managing human capital	PSO3, PSO4	R, U Ap
CO3	To learn about basic administrative processes related to human capital management.	PSO2, PSO4	R, U Ap, An
CO4	To inculcate in the students an awareness of legal framework within which the business function and know the functionality of Performance Appraisal	PSO1, PSO2, PSO5	R, U Ap, An
CO5	Understand the work, competencies tasks and organization of Human Resource Specialist	PSO4, PSO6	R, U Ap, An, E
CO6	Know basic processes related to Strategic Human Capital Management Skills: Assess the human capital potential assessment and planning, Recruiting and keeping proper candidates.	PSO1, PSO3, PSO5	R, U Ap, An, E

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Course Outcomes (CO)

Name of the ~~FACULTY~~ Dr. Geetha PS

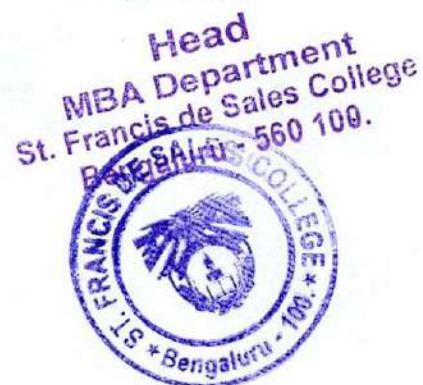
Name of the Course : Financial Management

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Describe the effects of decision making of the finance manager on shareholder's wealth maximization.	PSO1	R,U
CO2	Analyze the role of time value of money and its use for valuing assets and have a thorough understanding of financial statements be able to evaluate and analyze cash flows statements.	PSO1,PSO2	U,Ap,An
CO3	Enable the students to evaluate the finance plans on the basis of cost of capital and to acquaint a deeper knowledge in leverages in order to arrive a better finance decisions.	PSO2,PSO4	U,An,E
CO4	Enable the students to evaluate the capital budgets through capital budgeting techniques.	PSO2,PSO3	An,E
CO5	Examine the working capital needs and financing of the firm and apply methods to measure the operating efficiency of business.	PSO4	An,E
CO6	Interpret and illustrate the investment, financing and dividend policy decision making in an organization	PSO1, PSO5	U,Ap,An

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Subject Expert Signature


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Course Outcomes (CO)

Name of the Course Faculty: Annie Christila S.

Name of the Course: 2.6 Quantitative Techniques and Operation Research

CO No.	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO - 1	Recognize and relate LPP and solving LPP using graphical and simplex method. Provide an understanding of basic concepts in Operations Research Techniques for Analysis and Modelling in computer applications Skill Development.	PSO - 3,2,5	R,U,E, Ap
CO - 2	Explain Transportation problem and various solution to address the problems.	PSO -2	Ap, E
CO - 3	Discuss and solve assignment problem using Hungarian algorithm.	PSO -1	E
CO - 4	Describe and Construct Network and estimate project schedule using CPM and PERT.	PSO -4	R,U,E
CO - 5	Describe Game theory, Games without saddle points, dominance property and its applications	PSO -5	E

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Course Outcomes (CO)

Name of the ~~FACULTY~~ Dr.Maria Priya P

Name of the Course : 2.7 Managerial skills II

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Demonstrate an understanding of managerial skills and apply some of them for self-development.	PSO1,PSO3	R,U Ap
CO2	Demonstrate an understanding of work process and employability skills	PSO3,PSO4	R,U Ap
CO3	Manage Teams and Set Goals for the teams effectively.	PSO2, PSO4	R,U Ap,An
CO4	Undertake Root Cause Analysis for problem solving	PSO1,PSO2,PSO5	R,U Ap,An
CO5	Learn and apply Design thinking Skills for problem solving.	PSO4,PSO6	R,U Ap,An.E
CO6	Exhibit an awareness and importance of professional ethics and manage time and stress effectively.	PSO1,PSO3,PSO5	R,U Ap,An.E

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Course Outcomes (CO)

Name of the Course: Projects and Operations Management

Name of the Course Faculty: Mr. Yogesh

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To impart the concepts, tools and techniques of project management	PSO1	R,U
CO2	To gain clear understanding of Operations Management	PSO1,PSO2	U,Ap,An
CO3	To gain a perspective on quality improvement and cost reduction	PSO2,PSO4	U,An,E
CO4	Critically evaluate Lean operations and elimination of 7 wastes 5S of housekeeping.	PSO2,PSO3	An,E
CO5	Identify the current ISO for Production Management.	PSO4	An,E,C
CO6	Demonstrate understanding of the concepts of Inventory models	PSO5	U,Ap,An

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Yogesh

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Course Outcomes (CO)

Name of the Course: Rakshitha G

Name of the Course Faculty: Strategic Management and Corporate Governance

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Demonstrate an understanding of Strategy and process	PSO1, PSO2	R, U Ap
CO2	Demonstrate an understanding of competitive advantage and its distinctiveness.	PSO1, PSO5	R, U Ap
CO3	Compare the various strategic alternatives available and choose the right one among them.	PSO2, PSO4, PSO5	R, U, E
CO4	Implementation of strategy and evaluate its impact.	PSO1, PSO4, PSO5	R, U, E
CO5	Learn and analyse the current strategic issues	PSO4, PSO5	R, U Ap, An. E
CO6	Define and explore Corporate governance	PSO1, PSO3, PSO5	R, U Ap, An. E

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16/01/24



Course Outcomes (CO)

Name of the Course: Logistics Management Systems and Practices

Name of the Course Faculty: Ms.Vijayalakshmi R

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the components and functions of logistics management systems.	PSO1,PSO2	R,U, Ap,An
CO2	Plan and implement suitable logistics management principles, practices and legal formalities in the operations.	PSO1,PSO3,PSO4	R,U, Ap
CO3	Learn and apply the various multimodal transport and warehouse management tools and techniques.	PSO1,PSO2, PSO4	R,U, Ap,An
CO4	Manage and implement the strategies of the lean management system.	PSO1,PSO2,PSO5	R,U, Ap,An,E
CO5	Exhibit awareness and usage of retail logistics, logistics information and telecommunications systems.	PSO1, PSO4,PSO5	R,U, Ap,An,E
CO6	Demonstrate the structure and operations of E-commerce and E-logistics.	PSO1,PSO2,PSO5	R,U, Ap,An,E

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Course Outcomes (CO)

Name of the Course: Inventory Management

Name of the Course Faculty: Ms.Vijayalakshmi R

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand and apply various financial implications in inventory planning.	PSO1, PSO2, PSO3	R, U, Ap, An, E
CO2	Analyse and demonstrate the importance of inventory methods and coding systems.	PSO1, PSO2, PSO4	R, U, Ap
CO3	Develop strategies to manage inventory operations and service level policies.	PSO3, PSO2, PSO4	R, U, Ap, An, E
CO4	Evaluate inventory models and their applications to improve management decision-making.	PSO1, PSO2, PSO4, PSO5	R, U, Ap, An, E
CO5	Learn and apply techniques for warehouse planning and systems.	PSO4, PSO5	R, U, Ap, An
CO6	Exhibit an awareness of warehouse design and material management.	PSO1, PSO3, PSO4, PSO5	R, U, Ap, An, E

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Course Outcomes (CO)

Name of the Course: Indian Financial Systems

Name of the Course Faculty: Ms. Vijayalakshmi R

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the constituents of financial systems.	PSO1, PSO2, PSO3	R, U, Ap
CO2	Demonstrate the functions and impacts of various financial institutions on business organisations.	PSO1, PSO2, PSO5	R, U, Ap, An, E
CO3	Learn the nature of the business of non-banking financial institutions.	PSO1, PSO2, PSO4	R, , Ap, An
CO4	Manage and implement the various financial services.	PSO2, PSO3, PSO4, PSO5	R, U, Ap, An
CO5	Evaluate the mechanisms of financial markets.	PSO4, PSO5	R, U, Ap, An, E
CO6	Analyse the regulatory framework and roles of the stock exchange.	PSO3, PSO4, PSO5	R, U, Ap, An, E

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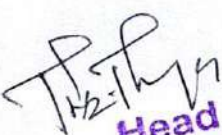
Course Outcomes (CO)

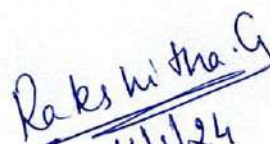
Name of the Course: Strategic Management and Corporate Governance

Name of the Course Faculty: Rakshitha G

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Demonstrate an understanding of Strategy and process	PSO1,PSO2	R,U Ap
CO2	Demonstrate an understanding of competitive advantage and its distinctiveness.	PSO1,PSO5	R,U Ap
CO3	Compare the various strategic alternatives available and choose the right one among them.	PSO2, PSO4, PSO5	R,U, E
CO4	Implementation of strategy and evaluate its impact.	PSO1,PSO4,PSO5	R,U, E
CO5	Learn and analyse the current strategic issues	PSO4,PSO5	R,U Ap, An. E
CO6	Define and explore Corporate governance	PSO1,PSO3,PSO5	R,U Ap, An. E

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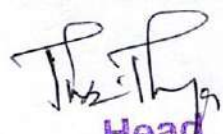
Course Outcomes (CO)

Name of the Course: Business Valuation and Value Based Management

Name of the Course Faculty: Dr.Siny Philip

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Demonstrate the basic concepts required for corporate valuation	PSO1	R,U,AP.
CO2	To make students understand the various models of value-based management	PSO1,PSO2	U,Ap,An
CO3	To give insight on various forms of corporate restructuring.	PSO2,PSO4	U,An,E
CO4	Comprehend Models of value-based management.	PSO2,PSO3	R,Ap,An,E,C
CO5	Critically evaluate strategies for 'value maximization' – corporate restructuring, with special focus on mergers and acquisitions	PSO4	R,An,E,C
CO6	Demonstrate financial modelling skills for valuation of business enterprises	PSO5	U,Ap,An

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Course Outcomes (CO)

Name of the Course: Investment Analysis and Management

Name of the Course Faculty: Dr.Siny Philip

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To provide knowledge and skill in identifying various investment alternatives and choosing the suitable alternatives.	PSO1	R,U
CO2	To orient on the procedures and formalities involved in investing	PSO1,PSO2	U,Ap,An
CO3	To train the learners on portfolio construction and management	PSO2,PSO4	U,An,E
CO4	Equip the students with required skills choosing the best / suitable alternatives	PSO2,PSO3	An,E
CO5	Equip students to build a suitable portfolio.	PSO4	An,E,C
CO6	Demonstrate understanding of the concepts Mutual funds	PSO5	U,Ap,An

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Course Outcomes (CO)

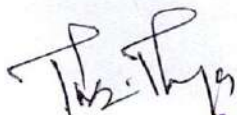
Name of the Course: Learning and Development

Name of the Course Faculty: Ms.Devi Chandrika

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To enable the students to understand the concepts, principles and process of learning and development.	PSO1	R,U
CO2	To develop an understanding on various non-training solutions to improve employee performance	PSO1,PSO2	U,Ap,An
CO3	To familiarize the student with the levels, tools and techniques involved in evaluation of training effectiveness	PSO2,PSO4	U,An,E
CO4	Student will learn to develop an understanding of how to assess training needs and design training programmes in an Organisational setting.	PSO2,PSO3	An,E
CO5	Identify the Leader centred techniques of management development.	PSO4	An,E,C
CO6	Design and conduct training program and visit vocational training institutes.	PSO5	U,Ap,An

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Course Outcomes (CO)

Name of the Course: Team Dynamics at Work

Name of the Course Faculty: Mr. Yogesh

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To understand the purpose and the value of team building	PSO1	R,U
CO2	To apply as when teams are important and when they are not	PSO2,PSO3	U,Ap,An
CO3	To describe how teams are formed and how they operate.	PSO2,PSO4	U,An,E
CO4	To comprehend and apply the techniques and principles of conflict resolution to make teams more effective.	PSO3	An,E
CO5	To interpret the application of talent development within a team environment.	PSO4, PSO5	An,E,C
CO6	To evaluate the techniques to assure good team function.	PSO3,PSO4, PSO5	U,Ap,An

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

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Course Outcomes (CO)

Name of the Course: Performance Management System

Name of the Course Faculty: Mr. Kevin Rozario

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organizations	PSO1	R,U
CO2	Develop greater understanding on the drivers of performance	PSO2,PSO3	U,Ap,An
CO3	To acquire the knowledge, skills about past, present and future oriented methods.	PSO2,PSO4	U,An,E
CO4	Design strategies performance management guidelines and checklists for managers	PSO5	An,E
CO5	Design Identification of Performance gaps	PSO3, PSO4	An,E,C
CO6	Help students understand the guidelines on appraising expatriate's Performance, counselling for better performance	PSO4,PSO5	U,Ap,An

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

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Course Outcomes (CO)

Name of the Course: Supply Chain Management

Name of the Course Faculty: Dr.Maria Priya

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Impart the fundamentals of supply chain management and to apply them in real world problems	PSO1	R,U
CO2	Describe the increasing significance of logistics and its impact on both costs and service in business and commerce.	PSO1,PSO2	U,Ap,An
CO3	Incorporate and learn the critical elements of logistics and supply-chain management processes based on the most relevant application in forward-thinking companies.	PSO2,PSO4	U,An,E
CO4	Develop criteria and standards to achieve improved business performance by integrating and optimizing the total logistics and supply-chain process.	PSO2,PSO3	An,E
CO5	Apply various analytical methods and tools so that students are able to measure and evaluate various facets of supply chain performance.	PSO4	An,E,C
CO6	Understand the global perspectives of planning and implementing supply chain practices in the operations.	PSO5	U,Ap,An

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

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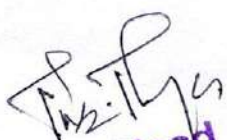
Course Outcomes (CO)

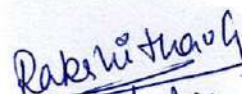
Name of the Course: Rakshitha G

Name of the Course Faculty: Accounting for Managers

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Define and explain key terms and concepts and framework related to Accounting.	PSO1, PSO2	R, U Ap
CO2	Analyse the financial statements of companies and explain the Accounting standards, concepts and conventions.	PSO1, PSO2	R, U, E
CO3	Analyse and Interpret Financial Statements	PSO1, PSO4	R, U, An
CO4	Classify Costs on the basis of elements, functions and behaviour and prepare the cost sheet	PSO1, PSO3, PSO4	R, U An
CO5	Apply Cost management techniques and prepare flexible budgets and report variances	PSO4, PSO5	R, U Ap, An, E
CO6	List out the trends and developments in accounting.	PSO1, PSO5	R, U, An

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create


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Course Outcomes (CO)

Name of the Course: International Business

Name of the Course Faculty: Dr.Maria Priya

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To introduce complex problems and issues facing the International Business	PSO1	R,U
CO2	To develop ability to manage the opportunities & risks of international business	PSO2,PSO3	U,Ap,An
CO3	To understand the special issues of managing an international organization	PSO2,PSO4	U,An,E
CO4	To reinforce capacities of strategic analysis and application in an international context.	PSO3	An,E
CO5	To help develop abilities to think outside narrow frameworks and incorporate broad perspectives into decision-making.	PSO4, PSO5	An,E,C
CO6	To improve report writing and presentation skills	PSO3,PSO4, PSO5	U,Ap,An

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

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Course Outcomes (CO)

Name of the Course: Strategic Brand Management

Name of the Course Faculty: Mr. Kevin Rozario

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To give students a deeper understanding of the process of brand building in a variety of business contexts.	PSO1	R,U
CO2	Develop greater understanding the integrated requirements for effective brand reinforcement	PSO2,PSO3	U,Ap,An
CO3	To acquire revitalization as well as the models, measures and impact of brand equity	PSO2,PSO4	U,An,E
CO4	Understand key principles of branding, positioning and brand building strategies.	PSO5	An,E
CO5	Identifying Gaps Using Perceptual Maps	PSO3, PSO4	An,E,C
CO6	Help students understand Components & Types Of Valuation.	PSO4,PSO5	U,Ap,An

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

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Course Outcomes (CO)

Name of the Course: Marketing Research and Metrics

Name of the Course Faculty: Mr. Yogesh

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To enhance the students understanding of the marketing research industry	PSO1	R,U
CO2	To develop skills required by the researcher and understand different applications of Marketing Research	PSO1,PSO2	U,Ap,An
CO3	To be able to exploit Marketing Research data for management decision-making	PSO2,PSO4	U,An,E
CO4	Critically analyze and interpret both qualitative and quantitative data	PSO2,PSO3	An,E
CO5	Identify and conduct a focus group discussion	PSO4	An,E,C
CO6	Build a simple questionnaire from a web-based survey administration site.	PSO5	U,Ap,An

T- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

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Course Outcomes (CO)

Name of the Course: Digital Marketing

Name of the Course Faculty: Dr.Siny Philip

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To understand the basics of digital marketing.	PSO1	R,U,AP.
CO2	To develop a comprehensive digital marketing strategy	PSO1,PSO2	U,Ap,An
CO3	To be able to use new media such as search engine and social networking.	PSO2,PSO4	U,An,E
CO4	Comprehend Landing pages and their importance in conversion analysis	PSO2,PSO3	R,Ap,An,E,C
CO5	Building relationships with different stakeholders online.	PSO4	R,An,E,C
CO6	Know the importance of managing online reputation for a business, strategies and tools of online reputation management, handling negative comments.	PSO5	U,Ap,An

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

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Course Outcomes (CO)

Name of the Course: Strategic HRM

Name of the Course Faculty: Dr.Maria Priya

CO	Course Outcomes	PSOs Addressed	Cognitive Level
	<i>The learner will be able to</i>		
CO1	To develop the perspective of strategic human resource management.	PSO1	R,U
CO2	Distinguish the strategic approach to human resources from the traditional functional approach.	PSO1,PSO2	U,Ap,An
CO3	To understand various Strategic Management frameworks.	PSO2,PSO4	U,An,E
CO4	To know the compatibility between voluntary participative forums and collective bargaining forum	PSO2,PSO3	An,E
CO5	To understand reasons for strong / weak / no relationship (positive or negative) between strategic responses and SHRD system.	PSO4	An,E,C
CO6	Demonstrate functioning of unions perception on the commitment of employer, frontline officers and workers in SHRD system (	PSO5	U,Ap,An

U- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

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Course Outcomes (CO)

Name of the Course: International HRM

Name of the Course Faculty: Ms.Devi Chandrika

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To be able to assess the extent to which multinational companies can have companywide HRM strategies, policies and practices	PSO1	R,U
CO2	To develop an understanding to career Management & International HRM.	PSO1, PSO2	U, Ap, An
CO3	To familiarize with international compensation: components, objectives and methods of compensation	PSO2, PSO4	U, An, E
CO4	The student would learn a preview of the major challenges that MNC's face and to be familiar, through a real-life case study	PSO2, PSO3	An, E
CO5	International manager roles: development implications, international management development initiatives, Future developments.	PSO4	An, E, C
CO6	Design and implement Human rights movement and IHRM, Experiences of Japan and China	PSO5	U, Ap, An

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Course Outcomes (CO)

Name of the Course: Talent and Knowledge Management

Name of the Course Faculty: Dr.Maria Priya

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To impart the knowledge on talent and knowledge management its importance in contemporary business	PSO1	R,U
CO2	To develop Modern practices in talent attraction, selection, retention and engagement.	PSO2,PSO3	U,Ap,An
CO3	To understand Succession management process	PSO2,PSO4	U,An,E
CO4	To Develop talent management information system	PSO3	An,E
CO5	To help Implementing knowledge management strategy - Knowledge management metrics and audit	PSO4, PSO5	An,E,C
CO6	To Conduct minimum one focus group discussion (FGD) on Knowledge Management Portal .	PSO3,PSO4, PSO5	U,Ap,An

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