

Happy Valley Business School, Coimbatore

**P.23 CO- PO Mapping for all Courses of MBA**

Happy Valley Business School  
Coimbatore

Subject: Principles of Management  
Code: BA5102  
Faculty: Mr.A.Manojkumar  
Year: 2018-2019

| CO  | COURSE OUTCOMES   | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 1. Students should be able to describe and discuss the elements of effective management   | 1               | 1   | 3   | 3   | -   | 3   | -   | -   | -   | -   |
| CO2 | 2. To discuss and apply Planning, Organizing and Control Process  | 2,3,5           | 3   | 3   | 3   | -   | 3   | -   | -   | -   | -   |
| CO3 | 3. To discuss various theories related to development of leadership skills, motivation technique, team work and effective communication | 4               | 1   | 3   | 3   | -   | 3   | -   | -   | -   | -   |
| CO4 | 4. Communicate effectively through both oral and written presentation   | 4,5             | 1   | 3   | 3   | -   | 1   | -   | -   | -   | -   |

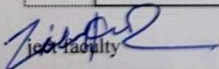
A M J

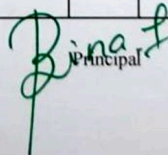
Busi P

### CO's to PO's and PSO's Mapping

**Subject Accounting for Management**  
**Code BA5103**

| CO  | COURSE OUTCOMES   | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | Demonstrate theoretical knowledge of concepts in accounting | <b>1</b>        | 1   | -   | -   | 3   | -   | -   | -   | -   | -   |
| CO2 | Ability to prepare financial statements.                    | <b>2</b>        | 1   | -   | -   | 3   | -   | -   | -   | -   | -   |
| CO3 | Ability to analyse financial statements .                   | <b>3</b>        | 3   | -   | -   | 3   | -   | -   | -   | -   | -   |
| CO4 | Demonstrate understanding of cost and management accounting | <b>4</b>        | 3   |     |     | 3   |     |     |     |     |     |
| CO5 | Knowledge regarding use of computers in accounting.         | <b>5</b>        | 3   | -   | -   | 3   | -   | -   | -   | -   | -   |

  
 Lecturer

  
 Principal

### CO's to PO's Mapping

**Subject: Economic Analysis for Business**

**Code BA5101**

| CO  | COURSE OUTCOMES   | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | Familiarity with micro and macro concepts.                            | I & II          | 3   | 3   | -   | -   | -   | -   | -   | 3   | 3   |
| CO2 | Application of economic concepts in product market and factor market. | III             | 3   | 3   | -   | -   | -   | -   | -   | 3   | 3   |
| CO3 | Application of economic concepts at the overall economy level         | IV & V          | 3   | 3   | -   | -   | -   | -   | -   | 3   | 3   |

  
Dr.C.KANAGARAJ


SUBJECT: BA5104 LEGAL ASPECTS OF BUSINESS

SEMESTER: I

ACADEMIC YEAR: 2018-19

| CO  | COURSE OUTCOMES  | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 1. Students Able to understand the Legal Insight established business contract, Sale of Goods Act and Negotiable Instruments act   | 1               | 2   | 3   | -   | -   | -   | -   | -   | -   | 3   |
| CO2 | 2. Student to acquire knowledge about the company types, winding up and insight on Factories Act, Payment of wages Act, Payment of Bonus Act and Industrial Disputes Act | 2&3             | 2   | 3   | -   | -   | -   | -   | -   | -   | 3   |
| CO3 | 3. To give the students an insight Awareness about the legal current GST Concepts, consumer protection and Cyber laws  | 4&5             | 3   | 2   | -   | -   | -   | -   | -   | -   | 3   |

  
Signature of Faculty

  
Signature of Principal

### Course Outcome and Program Outcome Mapping

**Name of the Faculty :** M.Lors Porseena  
**Subject:** Organizational Behaviour  
**Code** BA5015  
**Academic Year** 2019 -2020

| CO  | COURSE OUTCOMES  | Modules Covered | Program Outcomes |     |     |     |     |     |     |     |     |  |
|-----|--|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|--|
|     |  |                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |  |
| CO1 | 1.To understandthe need, nature and framework of Organisational behaviour  | 1               | 1                |     | 1   |     |     |     |     |     |     |  |
| CO2 | 2. To Learn individual human behavior ,work behaviour and its impact on the organization   | 1,2&4           | 2                |     | 2   |     |     |     |     |     |     |  |
| CO3 | 3.The students should get insigh on group behavior and interpersonal relationship  | 2,3,            | -                |     | 3   |     |     |     |     |     |     |  |
| CO4 | 4. To give the students an insight on the importance of leadership , power and politics  | 3,5             | 2                |     | 2   |     |     |     |     |     |     |  |
| CO5 | 5. To enable the students to gain knowledge on the dynamics of Organization and its relevance with employee effectiveness and organization | 4               | 3                |     | 1   |     |     |     |     |     |     |  |

PO1 Ability to apply the business acumen gained in practice.

PO3 Ability to communicate and negotiate effectively, to achieve organizational and individual goals.

*N. Sankar*

*B. Uma. P*

CO'S TO PO'S AND PSO'S MAPPING

SUBJECT: BA5106 STATISTICS FOR MANAGEMENT

SEMESTER: I

ACADEMIC YEAR: 2018-19

| CO  | COURSE OUTCOMES   | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 1. To understand business reports based on the merit of the methodology | 1,2,3,4,5       | 3   | -   | -   | -   | -   | -   | -   | -   | -   |
| CO2 | 2.To develop generalizations based on the sample study                  | 1,2,3,4,5       | 3   | -   | -   | -   | -   | -   | -   | -   | -   |
| CO3 | 3. To enhance scientific thinking in decision making                    | 1,2,3,4,5       | 3   | -   | -   | -   | -   | -   | -   | -   | -   |

*B. S. P.*  
Signature of Faculty

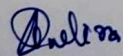
*ck* → *TT*  
Signature of Principal

### CO's to PO's Mapping

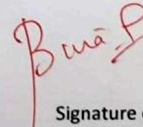
**Subject: Total Quality Management**

**Code BA5107**

| CO  | COURSE OUTCOMES  | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | To understand the various dimensions of product quality and services quality                             | 1               | -   | -   | -   | 2   | 2   | -   | -   | -   | 3   |
| CO2 | To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight | 1,2,3,4         | -   | -   | -   | 3   | 2   | -   | -   | -   | 3   |
| CO3 | To learn and facilitate the quality control techniques.  | 3               | -   | -   | -   | 3   | 3   | -   | -   | -   | 3   |
| CO4 | Evaluate the quality using the tools and techniques  | 4               | -   | -   | -   | 3   | 3   | -   | -   | -   | 3   |
| CO5 | Understand and audit the quality standards of various organisations and project                          | 5               | -   | -   | -   | 3   | 2   | -   | -   | -   | 3   |



Signature of Faculty



Signature of HOD



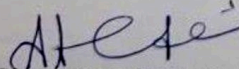
**COURSE OUTCOME PROGRAM OUTCOME MAPPING**

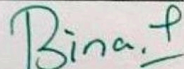
**SUBJECT: BA5107 TOTAL QUALITY MANAGEMENT**

**SEMESTER: I**

**Academic Year: 2019-20**

| CO  | COURSE OUTCOMES  | Modules Covered | PO1 | PO2 | PO3 | PO4<br>Ability to upgrade their professional and managerial skills in their workplace. | PO5<br>Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment. | PO6 | PO7 | PO8 | PO9<br>To have fulfilling business career |
|-----|--|-----------------|-----|-----|-----|--|---|-----|-----|-----|---|
| CO1 | 1 To understand the various dimensions of product quality and services quality                             | 1               | -   | -   | -   | 2  | 2   | -   | -   | -   | 3   |
| CO2 | 2 To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight | 1,2,3,4         | -   | -   | -   | 3  | 2   | -   | -   | -   | 3   |
| CO3 | To learn and facilitate the quality control techniques.  | 3               | -   | -   | -   | 3  | 3   | -   | -   | -   | 3   |
| CO4 | 4. Evaluate the quality using the tools and techniques   | 4               | -   | -   | -   | 3  | 3   | -   | -   | -   | 3   |
| CO5 | 5 Understand and audit the quality standards of various organizations and project                          | 5               | -   | -   | -   | 3  | 2   | -   | -   | -   | 3   |

  
Signature of Faculty

  
Signature of Principal

|                                |   |
|--------------------------------|---|
| <b>Course Attainment Level</b> | 3: Substantial  <br>2: Moderate<br>1: Low |
|--------------------------------|---|

|            |  |
|------------|--|
| <b>PO2</b> | Ability to understand and solve managerial issues.   |
| <b>PO5</b> | Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment. |
| <b>PO7</b> | Ability to understand one's own ability to set achievable targets and complete them.   |

| Course Outcomes |  | Modules covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----------------|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>CO1</b>      | 1.The students would become acquainted with the scientific methodology in business domain  | 1               | -   | 2   | -   | -   | 1   | -   | 1   | -   | -   |
| <b>CO2</b>      | 2. Students would become analytically skillful   | 2&4             | -   | 3   | -   | -   | 2   | -   | 1   | -   | -   |
| <b>CO3</b>      | 3. The students will develop necessary critical thinking skills inorder to evaluate different research approached in business.   | 1&3             | -   | 3   | -   | -   | 2   | -   | 2   | -   | -   |
| <b>CO4</b>      | 4.Students will apply a range of quantitative and qualitative research techniques to business and day to day mangerial problems. | 4               | -   | 3   | -   | -   | 3   | -   | 3   | -   | -   |
| <b>CO5</b>      | 5. Students demonstrate knowledge and understanding of data analysis , interpretation and report writing                         | 4&5             | -   | 2   | -   | -   | 3   | -   | 2   | -   | -   |

*P. Singh*

*Bina. P*

Siantaure of the Principal

**CO's to PO's Mapping**

**Subject** Human Resource Mapping  
**Code** BA5204  
**Faculty Name** Mr.A.Manojkumar

| CO  | COURSE OUTCOMES   | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 1. Ability to do Man Power Planning and getting Best Fit Employees          | 1,2             | 3   | 3   | -   | 2   | 3   | -   | 3   | -   | 2   |
| CO2 | 2. Knowledge and ability to reskill and upskill the existing Human Resource | 3,4             | 3   | 2   | -   | 3   | 3   | -   | 2   | -   | 3   |
| CO3 | 3. Human Engineering and Control Process                                    | 4,5             | 3   | 3   | -   | 3   | 3   | -   | 3   | -   | 3   |

**Program Objectives**

**PO1** Ability to apply the business acumen gained in practice.

**PO2** Ability to understand and solve managerial issues.

**PO3** Ability to communicate and negotiate effectively, to achieve organizational and individual goals.

**PO4** Ability to upgrade their professional and managerial skills in their workplace.

**PO5** Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.

**PO6** Ability to take up challenging assignments.

**PO7** Ability to understand one's own ability to set achievable targets and complete them.

**PO8** Ability to pursue lifelong learning.

**PO9** To have a fulfilling business career.

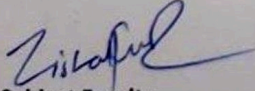
*A.M. jh*

*B. S. I*

CO's to PO's and PSO's Mapping

Subject: Financial Management  
Code BA5203

| CO  | COURSE OUTCOMES  | Modules Covered | PO's |     |     |     |     |     |     |     |     |
|-----|--|-----------------|------|-----|-----|-----|-----|-----|-----|-----|-----|
|     |  |                 | PO1  | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO1 | Understand the concept of Time Value of Money and its application in valuing bonds and shares. | 1               | 3    | 3   | -   | 3   | 3   | -   | 3   | -   | 3   |
| CO2 | Appraise investment decisions using Capital budgeting.   | 2               | 3    | 3   | -   | 3   | 3   | -   | 3   | -   | 3   |
| CO3 | Understand financing and dividend decisions.   | 3               | 3    | 3   | -   | 3   | 3   | -   | 3   | -   | 3   |
| CO4 | Assess working capital requirements.   | 4               | 3    | 3   | -   | 3   | 3   | -   | 3   | -   | 3   |
| CO5 | Knowledge regarding long-term sources of financing.  | 5               | 3    | 3   | -   | 3   | 3   | -   | 3   | -   | 3   |

  
Subject Faculty

  
Principal

### Course Outcome and Program Outcome Mapping

**Name of the Faculty :** M.Lors Porseena  
**Subject:** Information Management  
**Code** BA5205  
**Academic Year** 2018 -2019

| CO  | COURSE OUTCOMES  | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|     |  |                 |     |     |     |     |     |     |     |     |     |
| CO1 | 1. Relate the basic concepts and technologies used in the field of management information systems  | 1               |     |     |     | 2   | 2   |     |     |     |     |
| CO2 | 2. Compare the processes of developing and implementing information systems  | 1&2             |     | 2   |     |     |     |     | 1   |     | 2   |
| CO3 | 3. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization. | 3               | 3   |     |     |     |     |     | 1   |     | 2   |
| CO4 | 4. Outline the role of the ethical, social, and security issues of information systems.  | 4               |     | 3   |     |     |     |     |     |     | 2   |
| CO5 | 5. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management        | 3,4&5           | 2   | 1   |     | 1   | 2   |     |     |     | 2   |

- PO1 Ability to apply the business acumen gained in practice.
- PO2 Ability to understand and solve managerial issues.
- PO4 Ability to upgrade their professional and managerial skills in their workplace.
- PO5 Ability to explore and reflect about managerial challenges, develop informed4
- PO7 Ability to understand one's own ability to set achievable targets and complete them.
- PO9 To have a fulfilling business career

*M. Lors Porseena*

*B. Uma.P*

|                           |                |  |
|---------------------------|----------------|--|
| Course Outcome Attainment | 3: Substantial |  |
|                           | 2: Moderate    |  |
|                           | 1: Low         |  |

COPO Mapping - Operations Management - BA5206

| Course Outcomes   | Modules covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1<br>Understanding of the strategic and operational decisions in managing manufacturing and service organizations | 1               | -   | -   | -   | 1   | -   | -   | -   | -   | 2   |
| CO2<br>Appreciation of the role of operations management function in an organization.                               | 3,4,5           | 2   | 3   | -   | 2   | 2   | -   | 1   | -   | 3   |
| CO3<br>To enable the students to gain knowledge on Project Management and Scheduling                                | 5               | 2   | 3   | -   | 2   | 2   | -   | 1   | -   | 3   |

**Program Objectives**

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
6. Ability to take up challenging assignments.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue lifelong learning.
9. To have a fulfilling business career.

*R. Suresh*  
Subject Faculty

*B. Srinivas*  
Principal



CO's to PO's and PSO's Mapping

SUBJECT: BA5211 - DATA ANALYSIS AND BUSINESS MODELING

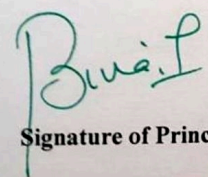
SEMESTER: II

ACADEMIC YEAR: 2018-19

| CO  | COURSE OUTCOMES  | Modules Covered            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|--|----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 1. Will be able to gain knowledge of spreadsheet software and apply in to business.        | 1,2,3,4,5,6,7,8            | -   | -   | -   | 3   | 3   | 3   | -   | -   | 3   |
| CO2 | 2. To analyze the datas using data analysis software for business modeling.                | 1,2,3,4,5,6,7,8,9,10,11,12 | -   | -   | -   | 3   | 3   | 3   | -   | -   | 3   |
| CO3 | 3. To understand the role of softwares in finance and Operations and apply in to practice. | 5, 6,7 , 8 , 9, 10, 11, 12 | -   | -   | -   | 3   | 3   | 3   | -   | -   | 3   |



Signature of Faculty



Signature of Principal



**Subject Code: BA5301**  
**Subject: International Business Management**

|                                |   |
|--------------------------------|---|
| <b>Course Attainment Level</b> | 3: Substantial  <br>2: Moderate<br>1: Low |
|--------------------------------|---|

|            |  |
|------------|--|
| <b>PO4</b> | Ability to upgrade their professional and managerial skills in their workplace.  |
| <b>PO5</b> | Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment. |
| <b>PO9</b> | To have fulfilling business career   |

| Course Outcomes |   | Modules covered | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
|-----------------|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>CO1</b>      | 1.Students would be familiar with global business environment   | 1               | -   | -   | -   | 3   | 3   | -   | -   | -   | 2   |
| <b>CO2</b>      | 2. The students will understand various trade theories and RTBs across the globe                              | 2               | -   | -   | -   | 1   | 1   | -   | -   | -   | 1   |
| <b>CO3</b>      | 3.Students would understand global strategic management practices   | 3&4             | -   | -   | -   | 3   | 3   | -   | -   | -   | 3   |
| <b>CO4</b>      | 4.To help students to get acquainted with functional domain practices in global business.                     | 4               | -   | -   | -   | 3   | 3   | -   | -   | -   | 3   |
| <b>CO5</b>      | 5. To enable students to become familiar with conflicts areas of trade and ethical issues on global business. | 5               | -   | -   | -   | 2   | 2   | -   | -   | -   | 1   |

*P. S. S. S.*  
 Signature of the Faculty

*Bina. I.*  
 Signature of the Principal

|                           |                |   |
|---------------------------|----------------|---|
| Course Outcome Attainment | 3: Substantial | ■ |
|                           | 2: Moderate    | ■ |
|                           | 1: Low         | ■ |

COPO Mapping - Strategic Management - 5302

| Course Outcomes |  | Modules covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----------------|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1             | 1. Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.   | 1               | 1   | -   | -   | -   | 1   | -   | -   | 2   | 2   |
| CO2             | 2. Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage. | 1,2&4           | -   | 3   | -   | -   | -   | -   | -   | 2   | 3   |
| CO3             | 3. To give the students an insight on strategy at different levels of an organization to gain competitive advantage.   | 2,3,            | -   | -   | -   | -   | -   | 2   | -   | 3   | 3   |
| CO4             | 4. To help students critically analyse strategies in both domestic & Global Senarioes and effectively present the same   | 3,5             | 2   | 3   | -   | -   | -   | -   | 2   |     | 3   |
| CO5             | 5. To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.   | 4               | -   | 3   | 2   | -   | 2   | -   | -   | -   | 2   |

*P. Anusha*  
Subject Faculty

*B. Srinivas*  
Principal

### CO's to PO's Mapping

| CO's to PO's Mapping |   |                 |     |     |     |     |     |     |     |     |     |
|----------------------|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Subject:</b>      | <b>Brand Management</b>   |                 |     |     |     |     |     |     |     |     |     |
| <b>Code</b>          | <b>BA5001</b>   |                 |     |     |     |     |     |     |     |     |     |
| CO                   | COURSE OUTCOMES   | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO1                  | Have a solid understanding of the key 'branding' concepts and methods   | 1,2 &3          | 1   | -   | 1   | -   | 2   | -   | -   | 3   | 3   |
| CO2                  | Have a thorough understanding of tools used by marketing practitioners.   | 2,3             | 2   | -   | 3   | -   | 2   | -   | -   | 3   | 3   |
| CO3                  | Be able to more confidently engage in and contribute to 'brand building' projects, developments, and discussions. | 4,5             | 3   | -   | 2   | -   | 3   | -   | -   | 2   | 3   |

*Sampath*

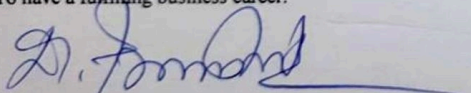
*Binart*

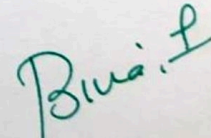
1: Low

| Course Outcomes |   | CUSTOMER RELATIONSHIP MANAGEMENT -CO PO MAPPING |     |     |     |     |     |     |     |     |     |
|-----------------|---|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                 |   | Modules covered                                 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO1             | 1. Analyze background and concepts vital for understanding Consumer Behaviour.  | 1&2   | 3   |     |     |     | 2   | 1   | 3   | 3   | 3   |
| CO2             | 2. Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.                     | 3&5   | 2   |     |     |     | 3   | 3   | 2   | 3   | 3   |
| CO3             | 3. Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour | 2&4   | 3   |     |     |     | 3   | 3   | 2   | 3   | 3   |
| CO4             | 4. To use strategic customer acquisition and retention techniques in CRM.   | 3,4,5   | 3   |     |     |     | 3   | 3   | 2   | 3   | 3   |

**POs :**

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
6. Ability to take up challenging assignments.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue lifelong learning.
9. To have a fulfilling business career.

  
Subject faculty

  
Principal

**SUBJECT:BA5006 SERVICES MARKETING**

**SEMESTER: III**

**ACADEMIC YEAR: 2019-20**

| <b><i>COURSE OUTCOMES</i></b>   | <b>Modules Covered</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PO8</b> | <b>PO9</b> |
|---|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1. Will be able to apply the concepts of services marketing in promoting services | 1,2,3,4,5              | 3          | -          | -          | -          | 2          | 3          | 3          | -          | 2          |
| 2. To analyze the services blueprints of various services sectors                 | 3                      | 3          | -          | -          | -          | 2          | 3          | 2          | -          | 3          |
| 3. To understand the integrated services marketing communication                  | 2,4                    | 3          | -          | -          | -          | 3          | 2          | 3          | -          | 3          |
| 4. To facilitate the different strategies to develop the business prospects.      | 2,4,5                  | 2          | -          | -          | -          | 3          | 3          | 2          | -          | 3          |

*AS*

Signature of Faculty

*Bina.P*

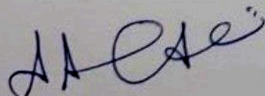
Signature of Principal

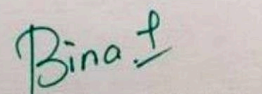
NAME OF THE FACULTY: A ARUN PRAKASH

SUBJECT: BA5012 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

ACADEMIC YEAR: 2019-20

| COURSE OUTCOMES   | MODULES COVERED | PO1<br>Ability to apply the business acumen gained in practice. | PO2 | PO3 | PO4 | PO5<br>Ability to explore and reflect about managerial challenges, develop | PO6 | PO7 | PO8 | PO9<br>To have a fulfilling business career |
|---|-----------------|---|-----|-----|-----|--|-----|-----|-----|---|
| 1. To know the investment objectives and investment alternatives.   | 1               | 3   | -   | -   | -   | 2  | -   | -   | -   | 3   |
| 2. Understand the capital market and various Instruments for Investment.  | 1,2             | 3   | -   | -   | -   | 2  | -   | -   | -   | 3   |
| 3. Assess the risk and return associated with investments and methods to value securities.                        | 1               | 3   | -   | -   | -   | 3  | -   | -   | -   | 3   |
| 4. Analyze the fundamentals and technical of a company to manage the investments                                  | 3,4             | 3   | -   | -   | -   | 3  | -   | -   | -   | 3   |
| 5 Understand the tools and techniques for efficient portfolio management and to become a good investment analyst. | 5               | 2   | -   | -   | -   | 3  | -   | -   | -   | 3   |

  
Signature of Faculty

  
Signature of Principal

|                           |                |   |
|---------------------------|----------------|---|
| Course Outcome Attainment | 3: Substantial | ■ |
|                           | 2: Moderate    | ■ |
|                           | 1: Low         | ■ |

COPO Mapping - International Trade Finance

| Course Outcomes |  | Module s covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----------------|--|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1             | Possess good knowledge on international trade and Trade Finance                            | 1 & 2            | 1   | -   | 2   | -   | 1   | -   | -   | 2   | 2   |
| CO2             | To help students understand Foreign Exchange Exposure involved in International Trade      | 3                | 2   | -   | -   | -   | -   | -   | -   | 2   | 3   |
| CO3             | Student to acquire an understanding of the documentation involved in International Trade . | 4&5              | 1   | -   | 3   | -   | 2   | -   | -   | 3   | 3   |

**PROGRAMME OUTCOMES (POs):**

On successful completion of the programme,

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
6. Ability to take up challenging assignments.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue lifelong learning.
9. To have a fulfilling business career.

P. Suresh  
Subject Faculty

B. Suresh  
Principal.

**Coimbatore**  
**Subject Code: BA5011**  
**Subject: Merchant Banking and Financial Services**

|                                |   |
|--------------------------------|---|
| <b>Course Attainment Level</b> | 3: Substantial  <br>2: Moderate<br>1: Low |
|--------------------------------|---|

|            |  |
|------------|--|
| <b>PO1</b> | Ability to apply the business acumen gained in practice.   |
| <b>PO3</b> | Ability to communicate and negotiate effectively, to achieve organisational and individual goals.  |
| <b>PO5</b> | Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment. |
| <b>PO8</b> | Ability to pursue lifelong learning  |
| <b>PO9</b> | To have fulfilling business career   |

| Course Outcomes |   | Module s covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----------------|---|------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>CO1</b>      | 1.The students will understand the Indian Financial System and merchant banking activities. | 1                | 2   | -   | 2   | -   | 1   | -   | -   | 2   | 1   |
| <b>CO2</b>      | 2. Students will be familiar about issue management and the role of other intermediaries.   | 1,2              | 2   | -   | 3   | -   | 3   | -   | -   | 2   | 2   |
| <b>CO3</b>      | 3. The students will be acquainted to various fee based and fund based financial services.  | 3,4&5            | 3   | -   | 3   | -   | 3   | -   | -   | 3   | 3   |
| <b>CO4</b>      | 4.Students will understand how to evaluate and compare leasing and hire purchase            | 4                | 1   | -   | 2   | -   | 2   | -   | -   | 2   | 1   |

*Bina.L*



**CO's to PO's Mapping**

**Subject**      **Managerial Behaviour and Effectiveness**  
**Code**         **BA 5017**  
**Faculty Name**   **Mr.A.Manojkumar**

| <b>CO</b> | <b>COURSE OUTCOMES</b>                          | <b>Modules Covered</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PO8</b> | <b>PO9</b> |
|-----------|---|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CO1       | 1. Understanding the Managerial Requirements    | 1,2                    | -          | -          | 3          | -          | 2          | -          | -          | 3          | 3          |
| CO2       | 2. Cultivating Managerial Effectiveness         | 3,4                    | -          | -          | 3          | -          | 3          | -          | -          | 3          | 3          |
| CO3       | 3. Leadership through Creativity and Innovation | 5                      | -          | -          | 3          | -          | 3          | -          | -          | 3          | 3          |

**Program Objectives**

- PO1** Ability to apply the business acumen gained in practice.
- PO2** Ability to understand and solve managerial issues.
- PO3** Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
- PO4** Ability to upgrade their professional and managerial skills in their workplace.
- PO5** Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
- PO6** Ability to take up challenging assignments.
- PO7** Ability to understand one's own ability to set achievable targets and complete them.
- PO8** Ability to pursue lifelong learning.
- PO9** To have a fulfilling business career.

*Bawa I*

*A.M. 12*

flowering of minds...

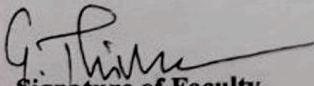
**CO'S TO PO'S MAPPING**

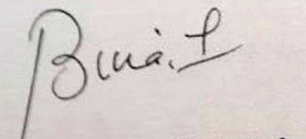
**SUBJECT:BA5015 INDUSTRIAL RELATIONS & LABOUR WELFARE**

**SEMESTER: III**

**ACADEMIC YEAR: 2019-20**

| CO  | COURSE OUTCOMES   | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 1. Students able to learn about the Importance of Industrial relations and Trade union problems                               | 1               | 3   | -   | 3   | -   | 2   | -   | -   | 3   | 3   |
| CO2 | 2. Students to acquire Knowledge about the settlement of Disputes and Maintaining Industrial peace                            | 2               | 3   | -   | 3   | -   | 3   | -   | -   | 3   | 3   |
| CO3 | 3. To give the students an insight awareness about the welfare, Safety statutory provisions and Special Categories of welfare | 3,4&5           | 2   | -   | 2   | -   | 2   | -   | -   | 1   | 3   |

  
Signature of Faculty

  
Signature of Principal

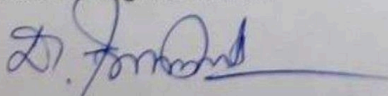
Course Outcome Attainment  
 3: Substantial  
 2: Moderate  
 1: Low

ORGANISATIONAL THEORY, DESIGN AND DEVELOPMENT-CO PO MAPPING

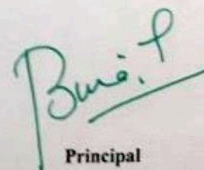
| Course Outcomes |  | Modules covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----------------|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1             | To learn how an organization can be designed and developed to deal with the challenges from environment, technology, and its own processes | 1,3             | 3   |     | 2   |     | 2   |     |     | 1   | 2   |
| CO2             | Students will be able to analyze organizations more accurately and deeply by applying organization theory.                                 | 2               | 2   |     | 3   |     | 3   |     |     | 2   | 1   |
| CO3             | Students will get to know the theoretical path of organization design and development and its relationship with human resources            | 5               | 1   |     | 1   |     | 3   |     |     | 3   | 2   |
| CO4             | Importance of Maintaining Effective Organisational Structures and Relationships  | 4               | 2   |     | 3   |     | 1   |     |     | 2   | 3   |

**POs :**

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
6. Ability to take up challenging assignments.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue lifelong learning.
9. To have a fulfilling business career.



Subject faculty



Principal

CO S TO PO S and PSO S Mapping

**SUBJECT:BA5026 MATERIALS MANAGEMENT**

**SEMESTER: III**

**ACADEMIC YEAR: 2019-20**

| <b><i>COURSE OUTCOMES</i></b>   | <b>Modules Covered</b> | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PO8</b> | <b>PO9</b> |
|---|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| 1. To gain knowledge on effective utilisation of materials in manufacturing and service organisation                | 1,2                    | 3          | -          | -          | -          | 3          | -          | -          | 2          | -          |
| 2. To Integrate the organization wise materials requirement to develop an overall plan (MRP).                       | 1,2                    | 3          | -          | -          | -          | 3          | -          | -          | 2          | -          |
| 3. Apply various purchasing method and inventory controlling techniques into practice                               | 3,4                    | 3          | -          | -          | -          | 3          | -          | -          | 3          | -          |
| 4. To determine the appropriate warehousing location, warehouse layout, and organizational policies and procedures. | 5                      | 3          | -          | -          | -          | 3          | -          | -          | 3          | -          |

*Ag*

Signature of Faculty

*B. S. P.*

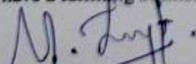
Signature of Principal

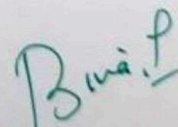
### Course Outcome and Program Outcome Mapping

**Name of the Faculty :** M.Lors Porseena  
**Subject:** Logistics Management  
**Code** BA5025  
**Academic Year** 2019 -2020

| CO  | COURSE OUTCOMES   | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|-----|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 1.To understand the need and the importance of logistics in the product flow  | 1& 2            |     |     | 1   |     |     |     | 2   |     | 2   |
| CO2 | 2. To analyze the design of distribution channels and the various outsourcing methods   | 2               | 3   |     | 2   |     |     |     | 1   |     | 1   |
| CO3 | 3.To understand the various transportation management , the packing process and to find an efficient method of moving the products with optimization of time and the costs. | 3               | 2   |     |     |     |     |     |     |     | 2   |
| CO4 | 4. To explore the performance management measurement and the costs related to it.   | 3,4             |     |     | 2   |     |     |     | 1   |     | 1   |
| CO5 | 5. To understand the various technological developments made in the logistics field   | 3&5             | 2   |     |     |     |     |     |     |     | 2   |

- PO1 Ability to apply the business acumen gained in practice.
- PO3 Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
- PO7 Ability to understand one's own ability to set achievable targets and complete them.
- PO9 To have a fulfilling business career.

  
 Subject Faculty

  
 Principal

### CO's to PO's Mapping

**Subject: Supply Chain Management**  
**Code BA5030**

Batch: 2018  
 Sem: 3

| CO's | COURSE OUTCOMES   | Modules Covered | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|------|---|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1  | 1. To understand the length and diversified supply chain linkages of one industry                                       | 1               | 2   | -   | -   | -   | 2   | -   | -   | -   | -   |
| CO2  | 2. To understand the elements to be counted in to make the higher hierarchical decisions.                               | 2               | -   | -   | -   | -   | 3   | -   | -   | -   | -   |
| CO3  | 3. To acquire the knowledge of designing the distribution system and to estimate the cost and to make related decisions | 1,3             | 3   | -   | -   | -   | 2   | -   | -   | -   | 2   |
| CO4  | 4. To convey creative and innovative warehouse inventory handling technique ending up at cost and revenue management.   | 4               | 2   | -   | 3   | -   | -   | -   | -   | -   | 1   |
| CO5  | 5. To gain knowledge about trending SC models   | 5               | 2   | -   | 3   | -   | 3   | -   | -   | 2   | -   |

PO1 Ability to apply the business acumen gained in practice.

PO3 Ability to communicate and negotiate effectively, to achieve organizational and individual goals.

PO5 Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstabled environment.

PO8 Ability to pursue lifelong learning.

PO9 To have a fulfilling business career.

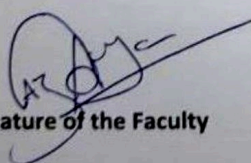
*S. Mathias*

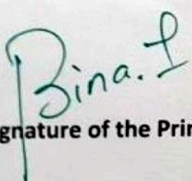
*B. P.*

### CO's to PO's Mapping

**Subject: Summer Training**  
**Code BA5311**

| CO  | COURSE OUTCOMES  | Modules Covered | POs |     |     |     |     |     |     |     |     |
|-----|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|     |  |                 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO1 | To encourage students to apply research skills learnt as a part of curriculum.                 | -               | 2   | 3   | 2   | -   | 3   | 2   | 2   | -   | -   |
| CO2 | To facilitate study of an issue or problem and come up with effective solutions / suggestions. | -               | -   | -   | 3   | 2   | 2   | 3   | -   | -   | 3   |
| CO3 | To expose students to understand the working of an organization, company, or industry.         | -               | -   | -   | -   | -   | 2   | -   | -   | 2   | 3   |

  
 Signature of the Faculty

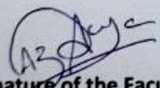
  
 Signature of the Principal

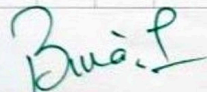
### CO's to PO's Mapping

**Subject: Project Work**

**Code BA5411**

| CO  | COURSE OUTCOMES  | Modules Covered | POs |     |     |     |     |     |     |     |     |
|-----|--|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|     |  |                 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO1 | To encourage students to apply research skills learnt as a part of curriculum.                 | -               | 2   | 3   | 2   | -   | 3   | 2   | 2   | -   | -   |
| CO2 | To facilitate study of an issue or problem and come up with effective solutions / suggestions. | -               | -   | -   | 3   | 2   | 2   | 3   | -   | -   | 3   |
| CO3 | To expose students to understand the working of an organization, company, or industry.         | -               | -   | -   | -   | -   | 2   | -   | -   | 2   | 3   |

  
Signature of the Faculty

  
Principal's Signature