



**Yashoda Technical Campus
Faculty of MBA**

Subject- Marketing Management CC201

Course Outcomes	
CO1	To familiarize students with marketing, and its concepts.
CO2	To acquaint with new marketing trends and the marketing environment
CO3	To study the components of the marketing mix; identify how the firms marketing strategy, marketing mix evolve and adapt to match consumer behavior and perceptions of the product

CO's	Program Outcome (PO's)						
	PO1	PO 2	PO 3	PO 4	PO 5	PO6	PO 7
CO1	3	-	-	-	-	-	-
CO2	-	3	-		3		3
CO3	3	3	3			2	
Average	3	3	3		3	2	3
Average Roundup	3	3	3		3	2	3

Subject- CC 202 Financial Management

Course Outcomes	
CO1	Describe strategic financial planning and models
CO2	Describe working capital management
CO3	Estimate time value of money
CO4	Analyze statements of accounts

CO's	Program Outcome (PO's)						
	PO1	PO 2	PO 3	PO 4	PO 5	PO6	PO 7
CO1	3	3	3	2	3	3	3
CO2	3	2	1	1	2	3	2
CO3	3	2	3	2	3	2	1
CO4	2	3	2	2	3	2	1
Average	2.75	2.50	2.25	1.75	2.75	2.50	1.75
Average Roundup	3	3	2	2	3	3	2

Subject- Human Resource Management : CC203

Course Outcomes	
CO1	Understand the concept, objectives and changing role of HRM
CO2	Describe the objectives, benefits and process of HRD
CO3	Understand procurement process that includes; HRP, factors affecting Recruitment sources, selection process and placement
CO4	Differentiate training and development and understand methods of training
CO5	Analyze the need and problems of performance appraisal
CO6	Understand factors affecting wage and salary administration and principles of employee benefit programme

CO's	Program Outcome (PO's)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	3	3	2	
CO2	3	3	3	3	3	3	3
CO3	3	2	2	3	3	3	2
CO4	3		3		3	3	3
CO5	3	3		3		3	3
CO6	3	3	3	3	3	3	3
Average	3	2.8	2.8	3.0	3.0	2.8	2.8
Average Roundup	3	2.76	2.7	3.0	3.0	3.0	2.8

CO-PO Attainment
Subject- Operation Management : CC204

Course Outcomes	
CO1	To help student learn operations management system and issues pertaining to management of productivity, manufacturing technology and facilities.
CO2	To provide students with various elements underline the basic functions of operations management.
CO3	To familiarize the students with various techniques of inventory control.
CO4	To familiarize the students with various aspects of quality management.

CO's	Program Outcome (PO's)						
	PO1	PO 2	PO 3	PO 4	PO 5	PO6	PO 7
CO1	3	3	3	3	3	2	
CO2	3	3	3	3	3	3	3
CO3		2	2		3	3	2
CO4	3		3		3	3	3
Average	3	2.67	2.8	3.0	3.0	2.8	2.67
Average Roundup	3	3	3.0	3.0	3.0	3.0	3

Subject: Management Information System: CC205

Course Outcomes	
CO1	Identify the process of decision making at different management levels in an organization
CO2	Understand importance and need of Management Information System in monitoring and controlling the business transaction
CO3	Examine the role of different decision support systems in achieving strategic advantage
CO4	Recommend different SAP modules applicable for various types of business

CO's	Program Outcome (PO's)						
	PO1	P O2	PO3	PO4	PO5	PO6	P O7
CO1	3	3	2	_	3	3	_
CO2	2	3	1	_	2	2	_
CO3	2	3	1	_	1	3	_
CO4	1	3	2	_	2	2	_
Average	2	3	1.5	_	2	2.5	_
Average Roundup	2	3	1	_	2	2	_

Subject- Research Methodology CC206

Course Outcomes	
CO1	Define various terms used in research process
CO2	Describe research design, sample design and sampling methods
CO3	Apply appropriate methods for data collection for research work
CO4	Use appropriate statistical tools for data analysis and interpretation

CO's	Program Outcome (PO's)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2				3	
CO2	3	2				3	
CO3	3	2				3	
CO4	3	1				3	
Average	3	1.75				3	
Average Roundup	3	2				3	

Subject- Managerial Skill For Effectiveness: AECC207

Course Outcomes	
CO1	Enable the students to learn the art of getting things done in the modern business world.
CO2	This course will enable Students to maintain efficiency in the way how employers are performing the working tasks.
CO3	Will enable skills to manage people and technology with the purpose of effective and efficient fulfillment of their tasks. efficient fulfillment of their tasks.

CO's	Program Outcome (PO's)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2			3	3		
CO2	3	3	3	3		3	
CO3		3		3	3		3
Average	2.5	3	3	3	3	3	3
Average Roundup	2.75	3	3	3	3	3	3

Subject- Optional B (Total Quality Management) SECC 208

Course Outcomes	
CO1	Describe principles of business and social Excellence.
CO2	Illustrate Models and Quality Management methodology for the implementation of total quality management in any sphere of business and public sector.
CO3	Describe various principles and core concepts of Total Quality Management.
CO4	Describe various principles of total quality management and peculiarities of their implementation.
CO5	Understand the part Total Quality Management play in management to understand the essential steps for the successful implementation of Total Quality Management.
CO6	Analyzing and solving problems of organization using quality management system.

CO's	Program Outcome (PO's)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1		1		1		
CO2		1		1			1
CO3				1	1	1	1
CO4	1	1	1	1	1	1	1
CO5			1	1	1	1	1
CO6	2	3	1	1	1	2	1
Average	1	1	1	1	1	1	1
Average Roundup	1	1	1	1	1	1	1

Subject- Optional B - Computer Applications for Business: SECC208

Course Outcomes	
CO1	Make use of MS-Office for business applications
CO2	Create interactive presentations and documents
CO3	Analyze and Visualize business data using MS-Excel

CO's	Program Outcome (PO's)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	3	–	2	3	–
CO2	2	3	3	–	2	3	–
CO3	3	3	3	–	2	3	–
Average	2.3	3.0	3.0	–	2.0	3.0	–
Average Roundup	2	3	3	–	2	3	–

CO-PO Attainment

Subject- Optional B - Behavioral Finance: SECC208

Course Outcomes	
CO1	Understand the concepts of Behavioral Finance
CO2	Construct behavioral measurement instruments
CO3	Analyze behavior with respect to financial decisions

CO's	Program Outcome (PO's)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3		1	2	–
CO2	3	3	2		1	2	–
CO3	3	3	3		1	2	–
Average	3.0	3.0	2.7	–	1.0	2.0	–
Average Roundup	3	3	3	–	1	2	–

SECC 208-Subject- Negotiation Skill

Course Outcomes	
CO1	Students will learn interview skill
CO2	Students will be able to develop confidence in participating in group discussions
CO3	Students will able to deal with problematic people
CO4	Students will learn negotiation and decision making techniques

CO's	Program Outcome (PO's)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		3					
CO2		1	1	1			
CO3			1	2			
CO4	3	3	3	3	1	2	3
Average	3	2.333 333	1.666 667	2	1	2	3
Average Roundup	3	2	2	2	1	2	3

SECC 208-Subject- Taxation(Optional-B)

Course Outcomes	
CO1	Explain the terms of GST
CO2	Compute GST for a given case
CO3	Understand the process of online submission and documentations

CO's	Program Outcome (PO's)						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			3				
CO2			3				
CO3						2	
Average			3				
Average Roundup			3				