

## COURSE MATRIX OF FIRST SEMESTER

Sl.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	21MBA211	Business Communication	2	24	50	50
2	21MBA212	Application of Statistics in Business	3	36	50	50
3	21MBA213	Micro Economics	3	36	50	50
4	21MBA611	Organisational Behaviour	3	36	50	50
5	21MBA311	Managerial Accounting	3	36	50	50
6	21MBA111	Marketing Management	3	36	50	50
7	21MBA214	Business Research Methods	3	36	50	50
SE 1	21MBA711	IT Skills	2	24	50	50
SE 2	21MBA712	Soft skills	2	24	50	50
EC 1	21MBA811	Principles of Management & Team Building	1	12	50	50
LE 1	21MBA812	Foreign Language	2	24	50	50
		<b>TOTAL</b>	<b>27</b>	<b>324</b>	<b>550</b>	<b>550</b>

## BUSINESS COMMUNICATION (21MBA211)

### Course Outcomes (COs):

- CO1:** Learn to communicate. Express one's idea, message or a concept with comprehension.
- CO2:** Demonstrate and use all the learnt tools of communication, to make meaningful business presentations, hold meetings and network by using conversation skills.
- CO3** Demonstrate eloquent speaking and writing skills
- CO4** Apply skills that is learnt to showcase excellent corporate communication skills

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	3	3	3	3	2	1	3	3	2	3	3
<b>CO2</b>	3	3	2	2	2	1	3	3	1	2	2
<b>CO3</b>	3	3	3	3	2	1	3	3	2	3	3
<b>CO4</b>	3	3	3	3	2	1	3	3	2	3	3

LEVEL 3-Substantial

2-Moderate

1-Slight

- No Co-relation

**APPLICATION OF STATISTICS IN BUSINESS(21MBA212)**

**CO1** Understand and apply the central tendency, Dispersion and Skewness for data Interpretation

**CO2** Apply correlation and regression tools for data analysis.

**CO3** Develop appropriate probability models for decision making.

**CO4** Test the hypothesis using appropriate statistical methods

**CO5** Construct decision tree on the basis of probability distribution

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	1	3	1	-	--	2	3	-	3	-	--
<b>CO2</b>	-	3	1	-	1		3	3	3	1	
<b>CO3</b>	2	3	1	-	-		3	1	3	1	-
<b>CO4</b>		3	-	-	-	3	3	1	3	1	1
<b>CO5</b>	1	3	2	-	-	1	3	1	3	-	-

**MICRO ECONOMICS (21MBA213)**

**CO1:** Apply economic theory and methods to analyze the behaviour of various economic agents like individuals and firms

**CO2:** Apply economic concepts like elasticity of demand, forecasting of demand, economies of scale and scope in managerial decision making

**CO3:** Illustrate the equilibrium conditions for cost minimization, profit maximization and breakeven analysis to determine optimum allocation of resources

**CO4:** Describe and analyze how price and quantity are determined in various market conditions like perfect competition, monopoly, monopolistic competition and oligopoly

**CO5:** Analyse the industry structure and to determine the best pricing strategy for various market conditions

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	3	3	2	1	-	2	-	1	2	1	-
<b>CO2</b>	3	3	-	-	-	2	-	3	1	-	1
<b>CO3</b>	3	3	-	3	-	-	2	-	1	1	2
<b>CO4</b>	2	3	-	2	-	3	-	-	1	-	2
<b>CO5</b>	2	3	-	2	-	3	-	-	1	-	2

LEVEL            3-Substantial                    2-Moderate                    1-Slight                    - No Co-relation

**ORGANISATIONAL BEHAVIOUR(21MBA611)**

**CO1:** Understand and appreciate the concept of organisational behaviour.

**CO2:** Appreciate the basic conceptual understanding of Organisational Structures, Learning and Transformation

**CO3:** Apply the concepts of personality, perception, and learning in Organizations.

**CO4:** Design the various motivational techniques and leadership models, and infer consequences of group behaviors in given organizational situations.

**CO5:** Explain the effectiveness of organizational change, development and transformation

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	3	2	3	-	2	1	1	3	3	2	3
<b>CO2</b>	1	2	1	-	3	1	-	-	-	-	2
<b>CO3</b>	1	2	3	2	2	1	1	-	-	2	3
<b>CO4</b>	3	2	3	2	3	2	-	2	3	2	3
<b>CO5</b>	3	2	3	2	3	2	-	2	3	2	2

LEVEL            3-Substantial                    2-Moderate                    1-Slight                    - No Co-relation

**MANAGERIAL ACCOUNTING(21MBA311)**

**CO1:** Understand and Appreciate Accounting Concepts and Conventions for preparation of Accounts and Prepare the Financial Statements of an Entity as per the applicable Accounting Standards.

**CO2:** Analyze the accounting system to measure the values of Assets of the Entity.

**CO3:** Deduce the Financial statements of an entity.

**CO4:** Evaluate the various kinds of Costs and apply cost-reduction techniques.

**CO5:** Assess various emerging trends in Accounting.

**CO-PO Mapping:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	3	2	1	1	1	1	-	3	1	-	1
<b>CO2</b>	3	1	-	3	2	2	1	3	1	1	1
<b>CO3</b>	3	3	1	3	2	3	3	2	2	2	2
<b>CO4</b>	3	2	2	2	3	2	2	2	2	-	2
<b>CO5</b>	1	3	3	1	3	2	3	2	3	3	2

LEVEL      3-Substantial                  2-Moderate                  1-Slight                  - No Co-relation

**MARKETING                                  MANAGEMENT                                  (21MBA111)**

**CO1:** Demonstrate conceptual knowledge in the functional area of Marketing Management.

**CO2:** Understand and appreciate the Marketing strategies, formulation and Implementation in business scenario

**CO3:** Understand the Consumer Behavior Process and Customer Relationship Management in a holistic manner.

**CO4:** Display attitude, techniques and approaches required for effective decision making in the area of Sales and Distribution

**CO5:** Explore to a variety of Contemporary Markets and Ethical Marketing practices in the Indian context.

**CO-PO Mapping:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	3	3	3	2	1	1	3	3	2	1	1
<b>CO2</b>	3	3	1	1	1	1	3	2	2	1	3
<b>CO3</b>	3	3	1	1	2	1	3	3	3	1	1
<b>CO4</b>	3	3	2	1	1	1	2	2	2	3	3
<b>CO5</b>	3	3	1	3	3	2	2	2	1	1	3

LEVEL      3-Substantial                  2-Moderate                  1-Slight                  - No Co-relation

**BUSINESS RESEARCH METHODS(21MBA214)**

**CO1** Understand and appreciate research, objectives and type for both qualitative and quantitative research.

**CO2** Formulate research problem and develop coherent research design

**CO3** Use appropriate data collection method, sampling techniques, measurement scale and develop appropriate research instruments.

**CO4** Demonstrate analytical skills and interpretation abilities.

**CO5** Demonstrate report writing and data presentation skills for informed decision making.

**CO-PO Mapping:**

	<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>	<b>PO 10</b>	<b>PO11</b>
<b>CO1</b>	3	3	3	3	3	1	3	3	2	3	3
<b>CO2</b>	3	3	2	2	3	1	3	3	1	2	2
<b>CO3</b>	3	3	2	3	3	1	3	3	2	3	3
<b>CO4</b>	3	3	1	3	3	1	3	3	2	3	3
<b>CO5</b>	3	3	2	3	3	3	2	2	1	3	3
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

### **IT SKILLS(21MBA711)**

**CO1:** Understand and apply various tools and techniques embedded in MS-Word

**CO2:** Understand and apply various tools and techniques embedded in MS-excel

**CO3:** Understand and apply various tools and techniques embedded in PowerPoint

**CO4:** Understand and apply various online tools for information exchange, collaborative working environment and other presentation tools.

**CO-PO Mapping:**

	<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>	<b>PO10</b>	<b>PO11</b>
<b>CO1</b>	1	3	1	3	1	2	3	2	3	1	1
<b>CO2</b>	2	3	1	3	2	2	3	3	3	1	1
<b>CO3</b>	1	3	1	3	1	2	3	2	3	1	1
<b>CO4</b>	2	3	1	3	1	2	3	2	3	1	1
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

### **SKILL ENHANCEMENT COURSES- SOFT SKILLS (21MBA712)**

**CO1:** Demonstrate effective communication skills and proficiency in English.

**CO2:** Demonstrate interpersonal skills

**CO3:** Demonstrate Life skills

**CO4:** Demonstrate traits of a good personality

**CO5:** Demonstrate proficiency to crack aptitude tests.

**CO PO's mapping**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	3	3	3	1	2	1	3	3	1	3	3
<b>CO2</b>	3	3	2	0	0	0	1	3	0	2	2
<b>CO3</b>	3	3	3	0	2	0	1	3	0	3	3
<b>CO4</b>	3	3	3	0	2	1	1	3	0	3	3
<b>CO5</b>	3	3	3	0	3	0	2	3	0	3	3

LEVEL: 3- Substantial, 2- Moderate, 1-Slight, 0-No Co-relation

**PRINCIPLES OF MANAGEMENT AND TEAM BUILDING-  
EXPERIENTIAL LEARNING (21MBA811)**

**CO1** Understand the importance of principles of management and being a Team Player and Demonstrate effective leadership and team management skills

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

**FRENCH (21MBA812)**

**CO1:** Demonstrate basic level proficiency in French language communication

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation



<b>CO1</b>	3	3	2	1	-	2	-	1	2	1	-
<b>CO2</b>	3	3	-	-	-	2	-	3	1	-	1
<b>CO3</b>	3	3	-	3	-	-	2	-	1	1	2
<b>CO4</b>	2	3	-	2	-	3	-	-	1	-	2
<b>CO5</b>	2	3	-	2	-	3	-	-	1	-	2
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

## **APPLICATION OF OPERATIONS RESEARCH IN BUSINESS(21MBA421)**

**CO1:** Understand Operational Research (OR) approach to decision making.

**CO2:** Formulate and solve mathematical model (linear programming problem) for a physical situation like production, distribution of goods and economics, Transportation and assignment models

**CO3:** Demonstrate the best strategy using decision making methods under uncertainty using game theory.

**CO4:** Understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools.

**CO5:** Apply CPM and PERT techniques, to plan, schedule, and control project activities.

**CO-PO Mapping:**

	<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>	<b>PO10</b>	<b>PO11</b>
<b>CO1</b>	1	3	1	-	-	2	3	-	3	-	-
<b>CO2</b>	-	3	1	-	1	-	3	3	3	1	-
<b>CO3</b>	2	3	1	-	-	-	3	1	3	1	-
<b>CO4</b>	-	3	-	-	-	3	3	1	3	1	1
<b>CO5</b>	1	3	2	-	-	1	3	1	3	-	-
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

## **INTRODUCTION TO BUSINESS ANALYTICS(21MBA521)**

**CO1** Learners would be able to understand applied statistics for business problem

**CO2** Learners would be able to differentiate between models with robustness criteria

**CO3** Learners would be able to determine the tool to be chosen for a practical business problem

**CO4** Learners would be able to interpret the outcome for the same

**CO5** Learners would be able to take a complete business decision

**CO-PO Mapping:**



	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	-	2	1	1	-	1	2	2	2	1	-
<b>CO2</b>	-	2	1	1	1	2	2	2	2	-	1
<b>CO3</b>	-	2	-	-	-	2	2	1	1	-	-
<b>CO4</b>	-	2	-	-	-	1	2	1	1	-	-
<b>CO5</b>	-	2	-	-	-	1	2	2	2	-	-
<b>LEVEL</b>	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

## **HUMAN RESOURCE MANAGEMENT(21MBA621)**

**CO1:** Understand and apply various functions of HRM in an organization

**CO2:** Implement Human Resource Planning based on organizational needs and to design Job Description and Job Specification for various job profiles in an organization.

**CO3:** Execute Recruitment, Selection and Career planning functions effectively in an organization.

**CO4:** Implement Training and Development methods and Performance Appraisal Methods depending on the organizational context

**CO5:** To discuss contemporary trends in HRM and to apply those contemporary trends in an organization on need basis.

### **CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	3	2	2	3	3	2	2	3	2	1	3
<b>CO2</b>	3	3	3	2	3	3	2	3	2	2	3
<b>CO3</b>	3	3	3	2	3	3	3	3	1	2	3
<b>CO4</b>	3	3	3	2	3	2	3	3	2	2	3
<b>CO5</b>	3	3	1	3	2	3	3	3	1	1	2
<b>LEVEL</b>	3-Substantial			2-Moderate			1-Slight		"- " No relation		

## **FINANCIAL MANAGEMENT(21MBA321)**

After completion of this course, students will be able to;

**CO1:** Apply the time value concepts for basic financial decision making.

**CO2:** Calculate the cost of capital for a business or a project.

**CO3:** Evaluate projects using capital budgeting techniques.

**CO4:** Analyse the impact of different kinds of dividends on shareholder wealth and the optimum capital structure for a business.

**CO5:** Evaluate working capital effectiveness of a firm

### **CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
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<b>CO1</b>	3	2	1	-	1	1	2	2	2	-	1
<b>CO2</b>	3	1	-	1	2	2	1	3	2	1	2
<b>CO3</b>	3	2	1	2	1	2	1	3	1	1	1
<b>CO4</b>	3	1	-	1	-	2	1	2	2	1	2
<b>CO5</b>	3	1	-	1	1	-	1	2	1	-	1
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

## **ENTREPRENEURSHIP AND START-UP MANAGEMENT(21MBA222)**

**CO1:** Develop idea generation using creative and innovative skills

**CO2:** Recognise different opportunities and learn for success and failure stories

**CO3:** Apply the dynamics to design business plans by considering all dimensions of business.

**CO4:** Evaluate entrepreneurial process in case studies and find exceptions to the model of entrepreneurship.

**CO5:** Create a small enterprise or a start-up, with a small capital within a short period and experience the science and art of doing business.

### **CO PO Mapping**

	<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>	
<b>CO1</b>	2	1	1	1	1	3	1	3	2	
<b>CO2</b>	2	3	1	1	1	3	1	3	2	
<b>CO3</b>	2	3	3	1	3	3	3	3	3	
<b>CO4</b>	3	3	3	1	1	3	1	3	2	
<b>CO5</b>	3	1	3	1	1	3	1	3	3	
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation	

## **DIGITAL MARKETING(21MBA121)**

**CO1:** To understand the digital marketing practices.

**CO2:** To be able to understand various social media marketing tools.

**CO3:** To develop an understanding of Search Engine Optimization.

**CO4:** To provide insights to digital marketing analytics.

**CO5:** To develop understanding about digital innovation and trends.

### **CO-PO Mapping:**

	<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>	<b>PO10</b>	<b>PO11</b>
<b>CO1</b>	3	1	-	2	1	1	2	3	-	-	-
<b>CO2</b>	3	2	-	2	1	2	3	3	1	-	-
<b>CO3</b>	3	2	-	2	1	-	3	3	1	-	-

<b>CO4</b>	3	2	-	2	1	-	3	3	-	-	-
<b>CO5</b>	2	1	-	1	-	1	1	3	2	-	-
<b>LEVEL</b>	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

## **EMPLOYABILITY SKILLS (21MBA721)**

**CO1:** Understand and appreciate career planning and developing a career path

**CO2:** Demonstrate good resume writing skills,

**CO3:** Demonstrate interviews skills

**CO4:** Demonstrate skills for Group discussion.

**CO5:** Demonstrate proficiency in cracking aptitude test.

### CO PO's mapping

	<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>	<b>PO10</b>	<b>PO11</b>
<b>CO1</b>	3	3	3	3	2	1	3	3	1	3	3
<b>CO2</b>	3	3	2	2	2	1	1	3	-	2	2
<b>CO3</b>	3	3	3	3	2	1	1	3	-	3	3
<b>CO4</b>	3	3	3	3	2	1	1	3	-	3	3
<b>CO5</b>	3	3	3	3	3	3	2	3	-	3	3

**LEVEL: 3- Substantial, 2- Moderate, 1-Slight, 0-No Co-relation**

## **ADVANCED IT SKILLS(21MBA722)**

**CO1:** Understand and apply various advanced functional tools and techniques embedded in MS-Excel

**CO2:** Understand and apply various advanced analytical tools and techniques embedded in MS-Excel

**CO3:** Understand and apply various analytical and visualization tools and techniques embedded in Power BI

**CO4:** Understand and apply various analytical tools and techniques embedded in R Programming

### **Mapping of Course Outcomes to Program Outcomes:**

	<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>	<b>PO10</b>	<b>PO11</b>
<b>CO1</b>	1	3	1	3	1	2	3	2	3	1	1
<b>CO2</b>	2	3	1	3	2	2	3	3	3	1	1
<b>CO3</b>	2	3	1	3	1	2	3	2	3	1	1

<b>CO4</b>	1	3	1	3	1	2	3	2	3	1	1
<b>LEVEL:</b>	<b>3- Substantial,</b>			<b>2- Moderate,</b>			<b>1-Slight,</b>		<b>0-No Co-relation</b>		

## **BUSINESS IMMERSION(21MBA821)**

**CO1:** Conduct independent academic research to successfully support and present their own perspectives of key business and cultural issues

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	2	1	3	1	3	1	-	1	1	1	3
<b>LEVEL</b>	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

## **OPEN ELECTIVES I (21MBA822)**

**CO1:** Understand and articulate the nuances in the selected course

**CO-PO Mapping:**

	<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>	<b>PO10</b>	<b>PO11</b>
<b>CO1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>
<b>LEVEL</b>	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

## **HEALTH AND WELLNESS(21MBA823)**

**CO1:** Understand and appreciate the nutrient compositions to make their food choices and Gain deeper understanding related to all types of substance abuse.

**CO2:** Develop attitude, attribute and skills that foster effective responsibility and maintain personal health (Physical, mental, social and Spiritual) and overall wellbeing and Understand and appreciate the therapeutic benefits of Yoga, Gym based workouts, etc.

**CO3:** Understand and appreciate the overall benefits of playing Sports and making it part of one's lifestyle and First Aid

**CO-PO Mapping:**

	<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>	<b>PO10</b>	<b>PO11</b>
<b>CO1</b>	-	1	-	-	-	-	-	-	-	-	-
<b>CO2</b>	-	1	-	-	-	-	-	-	-	-	1
<b>CO3</b>	-	1	2	1	2	-	-	-	-	1	1
<b>LEVEL</b>	3-Substantial			2-Moderate			1-Slight		- No Co-relatio		