



First & Second Semester CO-PO

COURSE MATRIX OF FIRST SEMESTER

SL.N O	Subject Code	NAME OF THE SUBJECT	CREDI TS	CONTA CT HOUR S	IA MAR KS	SEE MAR KS
1	23MBA111	Marketing Management	3	36	50	50
2	23MBA211	Application of Statistics in Business	4	48	50	50
3	23MBA212	Economics for Managers	4	48	50	50
4	23MBA213	Business Research Methods	3	36	50	50
5	23MBA311	Managerial Accounting	4	48	50	50
6	23MBA611	Management and Organizational Behavior	4	48	50	50
SE 1	23MBA711	IT Skills for Managers	4	48	50	50
SE 2	23MBA712	Communication and Soft skills	4	48	50	50
TOTAL			30	360	400	400

MARKETING MANAGEMENT

Course Outcomes (COs):

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

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

CO2: Recognize and appreciate the role of STP framework in marketing

CO3: Understand and apply the Marketing mix strategies

CO4: Interpret the Consumer Behavior Process and Customer Relationship
Management in a Holistic manner

CO5: Explore the Contemporary trends in marketing

CO-PO Mapping:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	-	1	3	1	-
CO2	3	3	2	1	1	3	1	-
CO3	3	3	2	1	1	3	1	-
CO4	3	3	2	-	1	3	1	1
CO5	3	1	1	-	3	3	2	-



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

APPLICATION OF STATISTICS IN BUSINESS

Course Outcomes (COs):

Having successfully completed this course, student will be able to:

CO1 Solve problems involving central tendency in various contexts such as business, science, and social sciences.

CO2 Apply & Compute the concepts of dispersion, skewness and kurtosis to real-world business problems and draw meaningful insights about their characteristics.

CO3 Analyze relationships between variables and make predictions based on data

CO4 Demonstrate the knowledge and skills needed to work with probability, probability distribution and their applications across various disciplines

CO5 Conduct hypothesis tests effectively, draw meaningful conclusions and contribute to evidence-based decision-making in various fields

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	-	2	1	2	2	1
CO2	1	2	-	2	1	2	2	1
CO3	2	3	-	3	3	3	3	2
CO4	1	1	-	1	-	-	1	-
CO5	2	3	-	3	3	3	3	2

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

ECONOMICS FOR MANAGERS

Course Outcomes (COs):

At the end of the course, students will be able to:

CO1: Analyze consumer behavior, forecast demand, and apply managerial economics principles in making informed business decisions.

CO2: Apply the knowledge of production functions, cost concepts, and cost computation for optimizing production efficiency and cost management.

CO3: Compare different market structures, their pricing mechanisms, and equilibrium conditions and their role in maximizing business performance.

CO4: Examine the key concepts such as national income measurement, Keynesian theory, inflation, and money supply, and their inter-relationships in the functioning of the economy. **CO5:** Explain how global macroeconomic policies, including fiscal and Exim policies, union budget, business cycles, and international monetary systems, impact the economy and guide decision-making in the global economic landscape.



CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	1	2	1	3	2	0
CO2	3	3	1	2	1	3	2	1
CO3	3	3	1	2	2	3	2	1
CO4	3	3	1	2	1	3	3	2
CO5	3	3	2	2	1	3	3	2

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

BUSINESS RESEARCH METHODS

Course Outcomes (COs):

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

CO1 Demonstrate basic concepts of research and familiarize with the process of research.

CO2 Develop a coherent research design

CO3 Examine the appropriate data collection method, sampling techniques, measurement scale to develop appropriate research instruments.

CO4 Assess the various research analytical tools used in business research

CO5 Analyse the data collected for the study and compile a research report

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	3	-	-
CO2	2	2	-	1	1	2	-	-
CO3	-	2	-	1	1	1	1	-
CO4	1	3	-	1	1	1	1	1
CO5	2	2	1	-	2	1	1	-

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

MANAGERIAL ACCOUNTING

Course Outcomes (COs):

After successful completion of this course, the student will be able to:

CO1: Demonstrate 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 deduce Financial statements using Cash flow and Ratio Analysis.

CO3: Deduce the Financial statements of an entity using other horizontal and vertical analytical tools.

CO4: Evaluate the various kinds of Costs and Cost Sheet.

CO5: Assess various cost-reduction techniques.



CO-PO Mapping:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	1	2	1	-	-
CO2	3	1	-	3	2	2	1	-
CO3	3	3	1	-	2	3	-	-
CO4	3	2	2	2	-	-	2	-
CO5	-	3	3	1	3	2	3	-

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

MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

Course Outcomes (COs):

After successful completion of this course, the student will be able to:

CO1: Explain the evolution, principles and functions of management

CO2: Analyse and develop the organisational structure

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

CO4: Examine the various facets of motivation, leadership and group dynamics

CO5: Illustrate the effectiveness of organizational culture, change and development

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	-	-	1	2	-	1
CO2	1	-	-	-	-	-	-	-
CO3	3	1	-	-	-	2	2	-
CO4	3	1	3	-	-	2	2	-
CO5	3	1	-	-	-	2	2	-

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

IT SKILLS FOR MANAGERS

Course Outcomes (COs):

After successful completion the course the students will be able to:

CO1: Apply various tools and techniques embedded in MS-Word **CO2:** Apply various tools and techniques embedded in PowerPoint

CO3: Apply various tools and techniques embedded in MS-excel to take the various business decisions

CO4: Apply various online tools for information exchange, collaborative working environment and other presentation tools

CO5: Analyse various analytical and visualization tools and techniques embedded in Power BI for business decisions.



CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	1	-	3	2	2	-
CO2	3	-	1	-	3	2	2	-
CO3	3	2	1	-	3	2	2	-
CO4	3	-	1	-	3	2	2	-
CO5	3	3	2	-	3	2	2	-

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

COMMUNICATION AND SOFT SKILLS

Course Outcomes (COs):

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

CO1: Communicate the ideas, messages, or concepts with comprehension

CO2: Comprehend content, build vocabulary, and express texts

CO3: Demonstrate eloquent speaking, writing, and listening skills

CO4: Demonstrate traits of good emotional balance

CO5: Demonstrate proficiency in people skills and business etiquette

CO6: Develop proficiency in problem-solving skills for aptitude assessments

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	3	1	-	-	3	1
CO2	2	2	2	-	-	1	3	-
CO3	1	-	1	1	-	1	2	-
CO4	2	-	1	1	-	-	-	1
CO5	3	-	2	1	-	-	-	1
CO6	2	1	-	1	-	2	-	1

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



COURSE MATRIX – SECOND SEMESTER

SL.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	23MBA121	Digital Marketing	3	36	50	50
2	23MBA221	Entrepreneurship and Start Up Management	3	36	50	50
3	23MBA321	Financial Management	4	48	50	50
4	23MBA421	Application of Operations Research in Business	4	48	50	50
5	23MBA621	Human Resource Management	3	36	50	50
SE3	23MBA721	Business Analytics Skills	4	48	50	50
SE4	23MBA722	Employability skills	2	24	50	50
IP1	23MBA821	Social Immersion	1	-	50	50
OE1	23MBA822	Open Elective I [MOOC] 6-12 weeks	1	-	-	100
LE1	23MBA823	Health & Wellness	2	24	50	50
TOTAL			27	300	450	550

DIGITAL MARKETING

Course Outcomes (COs):

CO1: To be able to explain the fundamentals of digital marketing.

CO2: To be able to design and develop digital marketing strategy.

CO3: To be able to plan social media marketing strategies.

CO4: To be able to explain search engine optimization and web analytics.

CO5: To be able to explain the latest digital marketing innovation and trends

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	-	-	-	2	1	-
CO2	3	2	-	2	1	3	3	1
CO3	3	2	-	2	1	3	3	1
CO4	3	1	-	-	1	2	2	1
CO5	2	1	-	-	-	1	1	-



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

ENTREPRENEURSHIP AND START-UP MANAGEMENT

Course Outcomes:

After learning the course, the students should be able to

CO1: Explain the entrepreneurial process, essential traits of successful entrepreneurs, the role of innovation, and the significance of entrepreneurship in India.

CO2: Identify diverse entrepreneurial types and cultivate an intrapreneurial mindset

CO3: Apply the dynamics to design business plans by considering all dimensions of business. **CO4:** Evaluate the 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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	2	1	-	-	2
CO2	2	1	3	-	-	-	-	-
CO3	2	3	3	1	3	3	1	-
CO4	3	3	2	-	1	2	-	1
CO5	3	3	-	-	1	1	-	-

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

FINANCIAL MANAGEMENT

Course Outcomes (COs):

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

CO1: Apply the time value of money concepts for better financial decisions.

CO2: Examine appropriate cost of capital for a business/project.

CO3: Assess the different capital budgeting techniques for decision making.

CO4: Compare different capital structure theories and apply dividend policies for a business.

CO5: Evaluate the working capital effectiveness of a firm

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	-	2	2	2	2	-
CO2	2	2	-	-	-	2	-	-
CO3	3	3	-	-	-	1	1	-
CO4	1	2	-	-	-	-	-	-
CO5	1	2	-	-	-	-	-	-

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



APPLICATION OF OPERATIONS RESEARCH IN BUSINESS

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Select appropriate Operational Research (OR) techniques 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: Illustrate the characteristics of different types of decision-making environments.

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

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	1	2	-	1	-	-
CO2	1	3	-	1	1	-	1	-
CO3	1	3	-	1	-	-	-	-
CO4	-	3	-	1	1	1	-	-
CO5	1	2	2	2	-	1	1	-

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



RV Institute of Management®

CA 17, 36th Cross Rd, 26th Main, 4th T Block East,
Jayanagar, Bengaluru - 560041, Karnataka, India

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contact.rvim@rvei.edu
www.rvim.edu
Tel: 080 425403
080 26 5470

HUMAN RESOURCE MANAGEMENT

Course Outcomes (COs):

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

CO1: Explain the various facets of Human Resource Management

CO2: Identify the Human Resource Planning needs and design Job Description and Job Specification

CO3: Apply the functions of Recruitment, Selection, Induction and Internal Mobility

CO4: Analyse the HR functions - Training and Development, Performance Appraisal and compensation

CO5: Discuss the various aspects of industrial relations and industrial disputes

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	3	1	2	-	2	3	-
CO2	-	3	1	2	1	-	3	-
CO3	2	3	1	2	2	-	3	-
CO4	-	3	-	1	1	3	3	-
CO5	1	3	2	2	-	-	3	-

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

BUSINESS ANALYTICS SKILLS

Course Outcomes (COs):

At the successful completion of this course, the students should be able to:

CO1: Create the required environment by installing and configuring Python IDE and Interpreter

CO2: Recognize basic data types and perform simple operations

CO3: Retrieve data from files and formulate basic visualizations, and build models to draw meaningful insights

CO4: Illustrate Tableau's interface, terminologies used, and basic functionalities

CO5: Create effective and meaningful visual representations of data and also acquire the skills to design interactive dashboards

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	-	-	1	2	1	-
CO2	1	3	-	-	3	2	2	-
CO3	2	3	-	2	3	3	3	1
CO4	3	3	1	1	3	3	2	-
CO5	2	3	2	2	3	2	3	1

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



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www.rvim.edu

Tel: 080 42540

080 26 547

EMPLOYABILITY SKILLS

Course Outcomes (COs):

On completion of the course the student will be able:

CO1: Articulate and Present career plan and career path

CO2: Prepare good resume with good resume writing skills

CO3: Apply the interview skills while attending interviews

CO4: Prepare well for Group discussion and demonstrate the required skills for Group discussion

CO5: Demonstrate proficiency in cracking aptitude test

CO-PO mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	1	-	1	3	-	-
CO2	2	-	-	-	-	-	-	-
CO3	1	1	-	-	-	-	-	-
CO4	1	1	-	-	-	-	-	-
CO5	1	1	-	-	-	-	-	-

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

SOCIAL IMMERSION PROGRAMME

Course Outcomes:

After successful completion of this course, the student will be able to:

CO1: Develop sustainable solutions for problems and issues faced by NGOs/Community/Society

CO2: Build social responsibility and contribute to the community for inclusive growth and sustainable development of society.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	3	3	-	3	3
CO2	2	-	-	3	3	-	3	3

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

OPEN ELECTIVES I

Course Outcome:

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

CO1: Understand and articulate the nuances in the selected course



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080 26 547

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	3	1	3	1	2	1

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

HEALTH AND WELLNESS

Course Outcomes(COs):

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

CO1: Comprehend and value the nutrient compositions of food choices and acquire a deeper understanding of various forms of substance abuse.

CO2: Cultivate attitude, attributes, and skills that foster effective responsibility and maintain personal health (Physical, mental, social, and Spiritual) along with overall well-being and appreciate the therapeutic benefits of Yoga, Gym-based workouts, etc.

CO3: Comprehend and embrace the overarching advantages of incorporating sports into one's lifestyle and practicing first aid.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	2	-	-	-	2	2
CO2	2	-	2	-	1	-	-	2
CO3	2	-	2	-	-	1	-	2

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

