



# **LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING**

**(AUTONOMOUS)**

**Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution**

**Approved by AICTE, New Delhi and Affiliated to INTUK, Kakinada .**

**School of Management Studies**

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**SCHOOL OF MANAGEMENT STUDIES**

**CO-PO MAPPING**

**I SEMESTER**

<b>Code</b>	<b>Course Outcome</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>17MB01</b>	<b>Principles of Management</b>					
<b>CO1</b>	The student will be able to analytically appraise the journey of management from ester years to the modern days that experienced several adjustments in the course of its expedition.	3	2	1	2	-
<b>CO2</b>	The student will understand how essential various functions of management are for every business manager.	1	1	3	1	-
<b>CO3</b>	The student will develop knowledge about various managerial processes and become competent when involved in them to achieve success	2	3	2	1	-
<b>CO4</b>	The student will gain acquaintance with the essence of superior-subordinate relationship which is an important aspect in accomplishing organizational objectives as a team.	3	2	2	1	-
<b>CO5</b>	The student will realize the importance of controlling and giving feedback for ensuring effective and efficient performance of the personnel.	2	2	3	1	-
<b>17MB02</b>	<b>Managerial Economics</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Capable of analyzing fundamentals of managerial economics such as demand, production, price, supply and investment concepts which helps them in doing effective business administration.	3	1	-	3	2
<b>CO2</b>	Analyze decisions relating to demand, production and cost.	1	3	-	-	1
<b>CO3</b>	Take business decisions using breakeven analysis.	1	1	2	3	2
<b>CO4</b>	Analyze conditions prevail in each market and also evaluate in which type of market the organization achieves abnormal profits.	3	1	1	-	3
<b>CO5</b>	Able to analyze the cost benefits of all alternative solutions of business problems and choose the optimal and economical solutions, so that managers can handle the available resources to meet expected goals.	1	1	2	2	-
<b>17MB03</b>	<b>Accounting For Managers</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Students are able to understand the branches, principles and standards of accounting and also analyze the role of accounting in modern organization.	3	1	-	2	3
<b>CO2</b>	Students are able to understand various stages of accounting process.	2	3	-	2	1
<b>CO3</b>	Students are able to understand valuation process of fixed and current assets.	2	2	1	2	1
<b>CO4</b>	Students can do the funds flow and cash flow analysis by preparing Funds Flow Statement and Cash Flow Statements	-	3	-	1	-
<b>CO5</b>	Students can analyze the financial soundness of organizations by doing analysis on financial statement analysis	2	2	1	2	1

<b>17MB04</b>	<b>Statistics for Managers</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Appreciate that the collection and statistical analysis of data improves business decisions and reduces the risk of implementing solutions that waste resources and effort.	2	1	-	-	-
<b>CO2</b>	Select and deploy the correct statistical method for a given data analysis requirement. In particular, develop expertise in describing data, process management, hypothesis testing and model building.	-	2	-	1	-
<b>CO3</b>	Recognize, develop and distinguish between models for cross-sectional analysis at a single point in time and models for time series analysis at multiple points in time.	-	-	1	-	-
<b>CO4</b>	Achieve a practical level of competence in building statistical models that suit business applications.	1	-	-	-	1
<b>CO5</b>	Build sufficient skills to provide leadership in statistical methods for the staff in your area of responsibility.	-	-	-	2	2
<b>17MB05</b>	<b>Business Environment And Laws</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	The student will be thoughtful of the environmental forces influencing the business.	-	2	-	3	-
<b>CO2</b>	The student will be able to understand the influence exerted by international organizations on trade in the light of emerging business trends	2	-	-	2	-
<b>CO3</b>	The student will be able to conduct business based on his knowledge about Indian Contract Act and Sale of Goods Act.	3	2	-	1	1
<b>CO4</b>	The student will understand the important provisions of the Indian Companies Act, as well as the Indian Partnership Act and organize the business accordingly.	3	2	1	1	-
<b>CO5</b>	The student will be able to use his/her knowledge of various provisions of Consumer Protection Act for the smooth functioning of the business.	3	2	1	-	-
<b>17MB06</b>	<b>Business Communication</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Make good communication in business exhibiting effective interpersonal skills, negotiation skills and body language	-	2	1	1	-
<b>CO2</b>	Profess in all the four language skills such as listening, speaking, reading and writing.	1	-	1	1	2
<b>CO3</b>	Make oral and written presentations effectively.	-	-	1	-	2
<b>CO4</b>	Skillfully participate in debates, group discussions and interviews.	2	-	1	2	-
<b>CO5</b>	Participate with confidence in interview effectively.	2	-	1	2	-

<b>17MB60</b>	<b>Information Technology Lab</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Development of technical and managerial skills in information technology.	3	1	-	-	1
<b>CO2</b>	Start Microsoft Office applications and work with the Microsoft Office interface.	3	1	-	-	1
<b>CO3</b>	Create documents in Microsoft Word.	2	-	-	-	1
<b>CO4</b>	Create workbooks in Microsoft Excel.	3	2	-	-	-
<b>CO5</b>	Create presentations in Microsoft PowerPoint.	2	1	-	2	-
<b>17MB61</b>	<b>Business Communication Lab -I</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Negotiate skillfully in day-to-day activities.	-	-	1	2	-
<b>CO2</b>	Organize data logically and meaningfully on the slides /posters.	-	2	-	-	2
<b>CO3</b>	Skillfully manage through group discussions.	-	1	-	1	1
<b>CO4</b>	Make power point presentations and oral presentations.	-	1	1	-	2

# **II SEMESTER**

Code	Course Outcome	PO1	PO2	PO3	PO4	PO5
<b>17MB07</b>	<b>Organizational Behaviour</b>					
<b>CO1</b>	To know how himself and people behave under a variety of conditions. Achieving these goals allows managers to communicate about human behaviour at work place	2	1	3	2	2
<b>CO2</b>	To understand the managerial strategies in achieving the goals of organizations.	2	2	3	1	1
<b>CO3</b>	To protect the cause and effect relationship of people in a work place.	2	2	1	3	1
<b>CO4</b>	To Understand the managerial strategies in achieving the organizational goals of an organization	2	2	3	1	2
<b>CO5</b>	To improve the results – performance outcome through human behavior and organizational behavior can aid them in their pursuit of the goals.	2	2	1	2	1
<b>17MB08</b>	<b>Marketing Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Evaluate the relevance of marketing concepts impact on environmental change while designing marketing plans, strategies and practices.	2	-	-	-	-
<b>CO2</b>	Develops marketing strategies based on segmentation, target marketing and positioning by examining consumer behaviour.	-	2	-	-	-
<b>CO3</b>	Ability to communicate the unique marketing mixes and selling propositions for specific product offering and pricing objectives.	-	-	-	3	-
<b>CO4</b>	Develops and apply the knowledge to create integrated marketing communication strategies and distribution strategies	2	-	-	-	-
<b>CO5</b>	Ability to analyze marketing controlling techniques and can understand strategies related to rural and global service marketing areas.	-	-	-	-	2
<b>17MB09</b>	<b>Financial Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Students are able to learn basic fundamentals of Financial Management and make themselves as efficient and effective managers in dealing financial decisions.	3	-	-	-	3
<b>CO2</b>	Student is able to understand the process of investment of capital, generation of funds and other financial operations of a business.	2	1	-	-	-
<b>CO3</b>	Student is able to digest various tools & techniques applied in the effective working capital management of a business.	1	1	-	-	
<b>CO4</b>	Able to understand cost & benefits of each financial decision in short run & long run.	-	2	-	-	-
<b>CO5</b>	Student can understand various approaches and methodologies to be followed in dividends management for the wealth maximization of a shareholders	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>

<b>17MB10</b>	<b>Human Resource Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Deal with HRM/HRP effectively in the real business life to ensure efficient human resources	-	-	2	-	3
<b>CO2</b>	Conduct job analysis and scientific recruitment and selection processes for higher productivity	1	3	-	-	-
<b>CO3</b>	Contribute towards organizational growth by designing and implementing appropriate training and development programmes	-	-	2	3	-
<b>CO4</b>	Develop relevant and objective performance appraisal and compensation systems to meet individual and organizational strategic needs	-	1	-	-	3
<b>CO5</b>	Effectively handle disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organization	-	-	2	1	-
<b>17MB11</b>	<b>Business Research Methods</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	The students will demonstrate a thorough understanding of how research is conducted in business management domain.	3	1	-	1	-
<b>CO2</b>	The student will be familiarized with the data collection methods and procedures and make their research studies more scientific.	2	1	-	1	-
<b>CO3</b>	The students will understand the concept of scaling and measurement in management research particularly relating to qualitative data.	2	3	-	-	-
<b>CO4</b>	As per the need, the student will be able to work a number of statistical techniques for analyzing the data gathered by them.	2	3	-	-	-
<b>CO5</b>	The students will be able to use a logical and descriptive writing approach in their presentation of research findings.	-	1	-	1	2
<b>17MB12</b>	<b>Operations Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	The students are able to Understand the concepts in operations and production activities.	1	3	-	1	2
<b>CO2</b>	Students can identify the factors influencing plant location and layout.	3	2	-	1	1
<b>CO3</b>	Students can identify the production process and execute the customer order timely.	1	3	-	1	-
<b>CO4</b>	They can manage the materials, man power effectively by using appropriate inventory and time study techniques	2	3	2	1	2
<b>CO5</b>	They can improve the productivity by using effective quality control standards techniques.	3	2	1	1	1

<b>17MB51</b>	<b>Business Communication Lab-II</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Analyze the text thoroughly.	-	2	2	3	2
<b>CO2</b>	Present data logically and meaningfully in Public Speeches.	-	2	2	3	1
<b>CO3</b>	Skillfully manage through group discussions/Reviews.	-	3	2	3	2
<b>CO4</b>	Answer the questions in Interviews with confidence	-	2	2	3	1
<b>17MB62</b>	<b>Industrial Data Analysis and Presentation</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Understand the origin and progress of the industry assigned.	1	-	2	1	1
<b>CO2</b>	Analyze recent developments of the industry	1	2	-	1	-
<b>CO3</b>	Define the role the industry for the national economic building.	-	1	1	2	2
<b>CO4</b>	Demonstrate the profiles of selected companies	2	2	-	1	-
<b>CO5</b>	Evaluate the performance of the companies using SWOT analysis tool and submit the report for evaluation.	-	1	2	2	1



# **III SEMESTER**

<b>Code</b>	<b>Course Outcome</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>17MB13</b>	<b>Strategic Management</b>					
<b>CO1</b>	To familiarize with the technique of strategic analysis and facilitate to develop strategic thinking through case analysis.	3	2	1	2	2
<b>CO2</b>	To provide the information and tools to maximize the competitiveness and enable economic growth for customers, employees, workers, managers, and organizations relating strategy formulation.	1	2	3	2	1
<b>CO3</b>	To provide information relating to strategy implementation in different perspectives of decision making for organizational effectiveness	1		2	3	1
<b>CO4</b>	To adopt technical and managerial knowledge while dealing any other different situations with required evaluation and control.	1	2	2	1	1
<b>CO5</b>	To adopt various strategic applications in promoting business environment of Various business issues.	1	1	2	1	3
<b>17MB14</b>	<b>Operations Research</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Understand the characteristics of different types of decision making environments and the appropriate decision making approaches and tools to be used in each type.	3	3	1	1	1
<b>CO2</b>	Apply appropriate LPP techniques to express the defined problems mathematically.	-	2	3	-	-
<b>CO3</b>	Build and solve transportation models and assignment models.	2	3	-	1	-
<b>CO4</b>	Apply appropriate optimal strategies for conflict and competitive environment by using game theory and queuing theory.	2	2	1	1	2
<b>CO5</b>	Design new simple models, like: CPM, to improve decision making and develop critical thinking and objective analysis of decision problems.	3	-	-	2	1
<b>17MB15</b>	<b>Security Analysis and Portfolio Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Students able to analyze the major investment instruments.	3	-	1	1	2
<b>CO2</b>	Explain the roles and working of the securities markets locality and abroad.	3	-	-	2	-
<b>CO3</b>	Evaluate and design appropriate portfolio management strategies to meet Investor's objectives and needs.	3	2	-	-	1
<b>CO4</b>	Apply portfolio and capital market theories in investment analysis and decisions In a practical setting.	3	-	1	2	2
<b>CO5</b>	To enable students to learn practically on mutual funds and its performance Measurement.	2	1	1	-	-

<b>17MB16</b>	<b>Financial Institutions &amp; Services</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Students able to learn the overview of Indian Financial System.	3	2	1	2	2
<b>CO2</b>	Help students to awareness on banking sector in India and RBI role in banking sector	1	2	3	2	1
<b>CO3</b>	Students will get knowledge about NBFC in India.	1	-	2	3	1
<b>CO4</b>	AcquireabroadknowledgeinrespectoffbankingproductsandfinancialservicesandPolices.	1	2	2	1	1
<b>CO5</b>	Students learns about various functions of merchant banking	1	1	2	1	3
<b>17MB18</b>	<b>Performance Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	The student will recognize the factors affecting employees ‘‘job performance and the essentials of performance management	2	1	2	2	2
<b>CO2</b>	The student will be aware of the nature and complexity of performance management system and will be able to design one that is suitable to a business enterprise	2	2	2	1	1
<b>CO3</b>	The student will able to devise performance plans in respect of employees and develop a system of counseling for improving their performance	2	2	1	2	1
<b>CO4</b>	The student will be familiarized with different methods of performance appraisals and involve employees towards managing their performances	2	2	2	1	2
<b>CO5</b>	The student will be able to build teams for the organization and link their performances with reward systems and thereby ensure achievement of organizational goals successfully	2	2	2	2	2
<b>17MB19</b>	<b>Management Industrial Relations</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	The student will understand the need of harmonious industrial relations maintained for the success of any organization	3	2	1	2	2
<b>CO2</b>	The student will recognize the vital role played by trade unions in India and their importance of workers ‘‘participation in management	1	2	3	2	1
<b>CO3</b>	The student will gain knowledge of various Acts relating to wages and other benefits and ensure their efficient administration	1	-	2	3	1
<b>CO4</b>	The student will gain knowledge of various social security Acts and ensure the well being and safety of the personnel	1	2	2	1	1
<b>CO5</b>	The student will understand the causes and consequences of employee grievances and industrial disputes and understand how they should be resolved	1	1	2	1	3

<b>17MB21</b>	<b>Services Marketing and Retail Marketing</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Identify the factors responsible for growth of service sector	3	-	1	1	2
<b>CO2</b>	Manage a reputed position in any of service organizations	3	-	-	2	-
<b>CO3</b>	Apply knowledge in various functions of service organizations	3	2	-	-	1
<b>CO4</b>	Develop the capabilities for retailing	3	-	1	2	2
<b>CO5</b>	Identify appropriate retail marketing strategies	2	1	1	-	-
<b>17MB22</b>	<b>Advertising and Brand Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Apply their knowledge in creating an advertising strategy	3	2	1	2	2
<b>CO2</b>	Make an advertisement which appealing the target customers	1	2	3	2	1
<b>CO3</b>	Select a specific medium to create an ethical advertisement	1	-	2	3	1
<b>CO4</b>	Possesses the competencies to enhance the branding to a product or service	1	2	2	1	1
<b>CO5</b>	Understand the significance of Brand positioning	1	1	2	1	3
<b>17MB63</b>	<b>Data Analysis Lab</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	The students are able to understand the role of data analysis by SPSS,R and MS EXCEL in management practice	3	-	2	-	1
<b>CO2</b>	The students can analyze and apply various functions of advanced excel.	1	3	2	2	1
<b>CO3</b>	The students can understand basic functions of accounting package -tally.	-	2	2	1	3
<b>CO4</b>	The students are able to understand various statistical techniques to be used in managerial perspectives	2	2	3	1	1
<b>CO5</b>	The students are able to know the application of probability tools and techniques for data analysis.	2	3	2	1	2
<b>17MB52</b>	<b>Project Phase-I</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Will be able to Conduct the literature survey, define the problem under study and explain its significance.	3	-	-	1	-
<b>CO2</b>	Will Gain hands on experience in the field work namely,-data collection, preparing interim report and present it to the selected organization for getting approval.	-	2	-	1	1
<b>CO3</b>	Will be able to Conduct an advanced analysis of data collected, revise the report and present it to the department for feedback and improvement.	2	2	1	2	1
<b>CO4</b>	Will undergo a thorough assessment of quality, novelty and contribution of the findings, suggestions and conclusions of his/her study to the chosen field.	2	3	-	-	-
<b>CO5</b>	Will be able to Prepare and submit the final report of the work and present it to the examiner in person for defense.	1	-	2	2	3

# **IV SEMESTER**

Code	Course Outcome	PO1	PO2	PO3	PO4	PO5
<b>17MB30</b>	<b>Entrepreneurship</b>					
<b>CO1</b>	To impart basics of entrepreneurial skills for better understanding of entrepreneurial scenario	3	3	1	1	1
<b>CO2</b>	To familiarize the various components from I to E and promoting adaptability nature	-	2	3	-	-
<b>CO3</b>	To develop and constructive ideas to start business at various levels	2	3	-	1	-
<b>CO4</b>	To make effective decisions while following strategies for promoting entrepreneurial climate	2	2	1	1	2
<b>CO5</b>	To familiarize with significance of institutional support at various levels for determining the entrepreneurial climate.	3	-	-	2	1
<b>17MB31</b>	<b>Business Ethics and Corporate Governance</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	The students are having an idea about Business Ethics and Law and Ethical Decision Making.	3	2	1	2	2
<b>CO2</b>	The students should know the Impact of Globalization on Indian Business Ethics and Major Indian Scams.	1	2	3	2	1
<b>CO3</b>	The students should be aware of ethical issues and how it could be impacts on Marketing, HRM and Financial Issues.	1	-	2	3	1
<b>CO4</b>	The students are effectively known the Corporate Governance and its principles and practices around the globe.	1	2	2	1	1
<b>CO5</b>	The students can be able to aware of Corporate Governance and its implications in Indian Scenario and role of various interested parties towards company.	1	1	2	1	3
<b>17MB32</b>	<b>International Financial Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Basic understanding of International financial management and balance of payment (BOP)	3	2	1	2	2
<b>CO2</b>	Expertise with regard to Function and structure of foreign Exchange markets, Exchange rates mechanism/ movement.	1	2	3	2	1
<b>CO3</b>	Knowledge with regard to concepts like arbitrage, parity theories and shall be able to demonstrate the relationship between inflation interest rates & Exchange rates.	1	-	2	3	1
<b>CO4</b>	Proficiency in long term asset liability management like international capital budgeting and international capital structures	1	2	2	1	1
<b>CO5</b>	Proficiency in short term asset liability management like international cash receivables management and international inventory management	1	1	2	1	3

<b>17MB33</b>	<b>Financial derivatives</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>C01</b>	Get an idea about risk management practices followed by corporate	3	-	1	1	2
<b>C02</b>	Understand the operations of derivatives exchanges, and be able to compare and contrast Exchange Traded and Over The Counter (OTC) instruments;	3	-	-	2	-
<b>C03</b>	Gain good knowledge about different types of futures, applications of futures	3	2	-	-	1
<b>C04</b>	Student able to get knowledge regarding hedging through options	3	-	1	2	2
<b>C05</b>	Identify the advantages and disadvantages of using financial instruments	2	1	1	-	-
<b>17MB35</b>	<b>Strategic Human Resource Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>C01</b>	The student will appreciate HR as critical success factor and the need for investing in HR.	3	2	1	2	2
<b>C02</b>	The student will be able to help corporate companies achieve success by ensuring linkage between HR strategy and business strategy.	1	2	3	2	1
<b>C03</b>	As an HR professional, the student will be able to apply various approaches Learnt to evaluating HRM function in his/her organization.	1	-	2	3	1
<b>C04</b>	The student will recognize the importance of strategic human resource Planning and acquisition in the course of accomplishing business strategy.	1	2	2	1	1
<b>C05</b>	The student will realize the importance of Work-Life balance and integration in today's stress oriented workplaces and ensure successful implementation of programmes to reap benefits.	1	1	2	1	3
<b>17MB36</b>	<b>Management of Change</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>C01</b>	The student will be able to develop knowledge about the dynamics involved in Facilitating and managing change.	3	-	1	1	2
<b>C02</b>	The student will develop a thorough understanding of organizational processes and strategies to leverage change.	3	-	-	2	-
<b>C03</b>	The student will be able to achieve support from all the concerned personnel in Managing change.	3	2	-	-	1
<b>C04</b>	The student will understand the nature of human resistance to change and will be able to strategically deal with it to overcome the same.	3	-	1	2	2
<b>C05</b>	The students will be capable to adapt the various techniques to management of change in different perspectives	2	1	1	-	-

<b>17MB38</b>	<b>Consumer Behaviour</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Understand the behavior and buying decision process of consumers	2	1	2	2	2
<b>CO2</b>	Evaluate the key internal and external determinants of Consumer Behavior	2	2	2	1	1
<b>CO3</b>	Apply the conceptual models of Consumer Behavior in business situations	2	2	1	2	1
<b>CO4</b>	Gain knowledge in understanding consumer decision making process	2	2	2	1	2
<b>CO5</b>	Understand the importance of Consumerism and related issues	2	2	2	2	2
<b>17MB39</b>	<b>Customer Relationship Management</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Realize that customer relations changes the business opportunities	3	2	1	2	2
<b>CO2</b>	Apply CRM concepts in different business markets	1	2	3	2	1
<b>CO3</b>	Gain knowledge to use appropriate technological tools for CRM	1	-	2	3	1
<b>CO4</b>	Manage and implement customer centric marketing opportunities	1	2	2	1	1
<b>CO5</b>	Assess the impact of channels on CRM	1	1	2	1	3
<b>17MB53</b>	<b>Project Work ( Phase-II)</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	Will be able to Conduct the literature survey, define the problem under study and explain its significance.	3	-	-	1	-
<b>CO2</b>	Will Gain hands on experience in the field work namely,-data collection, preparing interim report and present it to the selected organization for getting approval.	-	2	-	1	1
<b>CO3</b>	Will be able to Conduct an advanced analysis of data collected, revise the report and present it to the department for feedback and improvement.	2	2	1	2	1
<b>CO4</b>	Will undergo a thorough assessment of quality, novelty and contribution of the findings, suggestions and conclusions of his/her study to the chosen field.	2	3	-	-	-
<b>CO5</b>	Will be able to Prepare and submit the final report of the work and present it to the examiner in person for defense.	1	-	2	2	3