

**Prestige Institute of Management & Research, Gwalior**  
**MBA (Buisness Analytics)**

**Program Outcomes:**

	<b>PO1</b>	Understand management theories and practices to solve business problems using analytics
	<b>PO2</b>	Apply appropriate analytical methods to interpret data using latest data analytics tools
	<b>PO3</b>	Enable critical thinking and cultivate cognitive skills
	<b>PO4</b>	Appraise the impact of managerial decisions and business priorities on the societal, economic and environmental
	<b>PO5</b>	Adapt life-long learning and ethical orientation through enriched knowledge and skills

		<b>MBA (BA) 101 MANAGEMENT CONCEPTS &amp; ORGANISATIONAL BEHAVIOUR</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –101</b>	<b>CO1 a</b>	Integrate management principles into management practices.	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>
	<b>CO1 b</b>	Determine the nature of organization structure.	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
	<b>CO2</b>	Understand and apply control methods.	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>
	<b>CO3</b>	Understand models of organizational behavior, perception, organizational change, group dynamism and organizational conflict.	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>
	<b>CO4</b>	Measure Employees' attitude and Personality Types, motivation factors, leadership styles, and stress.	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>3</b>

		<b>MBA (BA) 102 MANAGERIAL ECONOMICS</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –102</b>	<b>CO1 a</b>	Learn the general concepts of Managerial Economics and Demand Analysis	<b>3</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>3</b>
	<b>CO1 b</b>	Understand the concepts of Demand Elasticity and Production Analysis	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
	<b>CO2</b>	Analyse the concepts of Market Structure	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
	<b>CO3</b>	Understand and Implement Demand Forecasting	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>

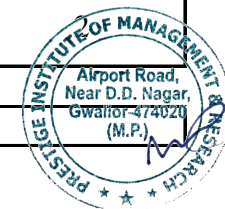


	<b>CO4</b>	Calculate and Interpret the Concept of National Income, Business Cycle and Inflation	2	1	2	1	3
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		<b>MBA (BA) 103 FINANCIAL REPORTING AND ANALYSIS</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –103</b>	<b>CO1 a</b>	Learn the basic concepts of financial reporting.	3		2	1	2
	<b>CO1 b</b>	Understand types of financial statements and additional disclosures need to report by business entity.	3	1	2	2	1
	<b>CO2</b>	Learn basic elements of financial statements.	2	2	3		
	<b>CO3</b>	Understand and apply financial statement analysis tools for decision making.	3	2	3	2	1
	<b>CO4</b>	Learn convergence of Indian accounting standards with IFRS.	2		2	3	2

		<b>MBA (BA) 104 INTRODUCTION TO BUSINESS ANALYTICS AND DATA SCIENCE</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –104</b>	<b>CO1 a</b>	Understand the role of business analytics for Business Decisionmaking	2	-	3	3	3
	<b>CO1 b</b>	Understand the role of data science in solving business problem and Data science project life cycle to prepare data	2	-	3	3	3
	<b>CO2</b>	Understand and apply data miningtask and techniques for better decision making	2	2	3	3	3
	<b>CO3</b>	Apply and Analyse machine learning concept various data miningtask and techniques for better decision making	2	3	3	3	3
	<b>CO4</b>	Analyse the application of business analytics in different business domain	2	-	2	3	

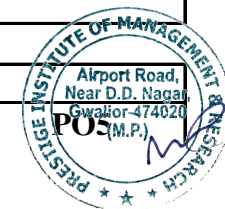
		<b>MBA (BA) –105 BUSINESS ENVIRONMENT</b>					
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	<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	
<b>MBA_BA –105</b>	<b>CO1 a</b>	Understand the concept, factors of the business environment and interaction between different environments.	3	2	2	3	1
	<b>CO1 b</b>	Evaluate the global environment, various laws impacting the business.	3	2	1	3	1
	<b>CO2</b>	Understand various government policies, institutions and its role in business.	2	2	2	2	2
	<b>CO3</b>	Understand the concept, role and process of EXIM policy, LPG, FDI, WTO, Global environment.	3	2	2	2	3
	<b>CO4</b>	Practical learning of SWOT, Stock Exchange and Analysis of companies.	2	2	3	2	1

<b>(BA) –106 BUSINESS STATISTICS</b>							
	<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	
<b>MBA_BA –106</b>	<b>CO1 a</b>	Understand the basics of descriptive and inferential statistics and present appropriate graphical statistics for different types of data.	2	3	3	3	3
	<b>CO1 b</b>	Apply basic descriptive statistics like central value, dispersion, skewness and kurtosis for different types of data.	3	3	2	1	2
	<b>CO2</b>	Use correlation and regression analyses to determine the relationships between the variables.	3	3	2	1	2
	<b>CO3</b>	Demonstrate and understand concepts relating to probability and its distribution.	3	3	2	1	2
	<b>CO4</b>	Conduct and interpret a variety of hypothesis tests to aid decision making in a business context	3	3	3	3	3

<b>MBA (BA) 107 INDUSTRY READINESS</b>						
	<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	



MBA_BA –107	CO1 a	Students will be able to effectively use social media for communication and will learn how to face online interviews through mock sessions.	-	-	3	1	3
	CO1 b	Students will be able to understand the prerequisites and parametres of evaluation for an offline interview.	-	-	3	1	3
	CO2	Students will be able to participate effectively into group discussion.	-	-	3	1	3
	CO3	Students will learn presentation skills.	-	-	3	3	3
	CO4	Students will learn fine prints of business and official communication	-	-	3	3	3

MBA (BA) 108 INTRODUCTION TO PYTHON FOR BUSINESS ANALYTICS (PRACTICAL)							
	Course Outcomes	PO1	PO2	PO3	PO4	PO5	
MBA_BA –108	CO1 a	Understand the basic concept of programming using Python.	NA	1	1	NA	2
	CO1 b	Apply variables, statements, strings and files used in Python programming.	NA	1	1	NA	2
	CO2	Demonstrate the rules and logic applied on data with Python.	NA	2	1	NA	2
	CO3	Use inbuilt models available in Python programming to analyze data	NA	3	1	NA	2
	CO4	Interpret a variety of alternatives to tests to aid decision making in a business context by using models in Python programming.	NA	3	1	NA	3

MBA (BA) 109 COMPREHENSIVE VIVA						
	Course Outcomes	PO1	PO2	PO3	PO4	PO5
MBA_BA –100	CO1a: Students should be able to demonstrate the application of the knowledge acquired in the semester.	3	3	3	2	



MBA_DA-107	CO1 b	CO1b: Understand the practical difficulties in applying the various forms of solutions to find the feasible solution.	3	3	3	2	3
	CO2	CO2: Comprehend the concept and learning.	3	2	3	2	3

		MBA (BA) 201 MARKETING MANAGEMENT					
		Course Outcomes	PO1	PO2	PO3	PO4	PO5
MBA_BA-201	CO1 a	Understand the Various concept related to Marketing management and Marketing environment	2	2	1	3	1
	CO1 b	Illustrate the various concept related to marketing Segmentation, targeting and positioning	2	2	0	3	1
	CO2	Analyse the concept of Marketing mix and understand role of distribution channels in Marketing	2	2	1	2	1
	CO3	Comprehend the role of promotion mix in marketing.	1	2	2	2	3
	CO4	Evaluate and Identify the Various aspect of digital marketing and Retailing	1	2	1	2	2

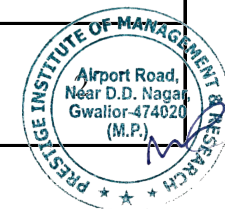
		MBA (BA) 202 OPERATIONS AND SUPPLY CHAIN MANAGEMENT					
		Course Outcomes	PO1	PO2	PO3	PO4	PO5
MBA_BA-202	CO1 a	Learn the general concepts of supply chain, operations, plant location and layout planning	3	-	3	3	2
	CO1 b	Understand the concepts of forecasting, production planning and capacity planning					
	CO2	Learn the concepts of aggregate planning and inventory management	3	2	3	2	2
	CO3	Analyze the network design, logistics management of a firm and purchasing & vendor management	3	2	3	2	



	<b>CO4</b>	Understand the recent issues in supply chain management and role of IT in supply chain	-	-	2	1	1
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		<b>MBA_BA –203 CORPORATE FINANCE</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –203</b>	<b>CO1 a</b>	Understand the fundamentals, various models and agency problems of Corporate Finance.	3	3	2	1	2
	<b>CO1 b</b>	Acquire knowledge about various aspects of cost of capital and capital budgeting techniques for analyzing long-term projects.	3	3	1	2	2
	<b>CO2</b>	Acquaint with the various capital structure theories and practicality of leverage in the context of business.	3	3	1	1	1
	<b>CO3</b>	Comprehend various dividend models and its applicability.	3	3	3	2	2
	<b>CO4</b>	Familiar with the concept of working capital and its management.	3	3	3	2	2

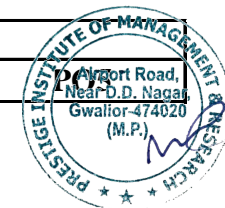
		<b>MBA (BA) 204 MACHINE LEARNING &amp; APPLICATIONS</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –204</b>	<b>CO1 a</b>	Gain knowledge about basic concepts of Machine Learning	3	1	2	2	3
	<b>CO1 b</b>	Identify machine learning techniques suitable for a given problem	3	2	3	2	2
	<b>CO2</b>	Understand decision tree and ANN techniques for solving the real problem in machine learning	3	3	3	3	3
	<b>CO3</b>	Apply the bayes algorithms to in business problem.	2	3	3	3	2
	<b>CO4</b>	Understand the unsupervised learning techniques and their algorithm for solve the business problem.	2	3	3	2	



		<b>MBA (BA) 205 HUMAN RESOURCE MANAGEMENT</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –205</b>	<b>CO1 a</b>	Develop an understanding of the concepts of HRM and essential skill sets required to become HR professional.	3	3	2	2	2
	<b>CO1 b</b>	Contribute to the implementation and evaluation of plans related to employee recruitment, selection, training, retention, and appraisal processes in an organization.	3	3	3	2	1
	<b>CO2</b>	Integrate the knowledge of HR concepts to take the best managerial decisions.	3	3	3	2	2
	<b>CO3</b>	Design rationally the salary and compensation structure.	2	3	3	3	2
	<b>CO4</b>	Create pay slip, offer letter, develop and use HR Metrics and write Job Advertisements.	2	2	2	2	1

		<b>MBA (BA) –206 DECISION SCIENCE</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –206</b>	<b>CO1 a</b>	Know and understand the various techniques of Decision making Environments.	3	2	3	3	2
	<b>CO1 b</b>	Define, Sketch and Apply LP technique to translate a real-world problem.	3	2	3	2	2
	<b>CO2</b>	Demonstrate and Solve game and sequencing problems.	3	2	3	2	2
	<b>CO3</b>	Understand the concept of Queuing System and identify variations using SQC tools.	3	2	3	2	2
	<b>CO4</b>	Familiar with the concept of replacement theory and CPM PERT.	3	2	3	2	2

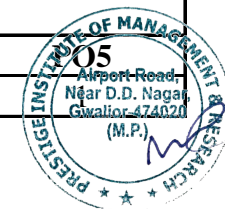
		<b>MBA (BA) 207 MACHINE LEARNING USING R (Practical)</b>				
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>



MBA_BA –207	CO1 a	Understand the basics and use of R programming in terms of constructs, control statements, string functions.	3	1	2	2	3
	CO1 b	Learn to apply R programming for various application areas	3	2	3	2	2
	CO2	Able to appreciate and apply the R programming from a statistical perspective	3	3	3	3	3
	CO3	Apply the different statistical tool for data cleaning and mining.	2	3	3	3	2
	CO4	Understand the unsupervised learning techniques and their algorithm for solve the business problem.	2	3	3	2	2

		MBA (BA) 208 DATABASE AND SQL LAB					
		Course Outcomes	PO1	PO2	PO3	PO4	PO5
MBA_BA –208	CO1 a	Understand the concept of Database Management System and ER-Model	NA	1	1	NA	2
	CO1 b	Understand relational databases using Oracle/MS-Access/MySQL.	NA	1	1	NA	2
	CO2	Understand and apply basic concepts of Select statement in Structured Query Language (SQL)	NA	1	2	NA	2
	CO3	Apply the Structured Query Language (SQL) to extract and derived desired data.	NA	1	2	NA	2
	CO4	Understand and apply joins to retrieve data from multiple tables. Understand and apply nested Select statement.	NA	1	2	NA	2

		MBA (BA) 301 BIG DATA ANALYTICS				
		Course Outcomes	PO1	PO2	PO3	PO4
	CO1 a	Big Data and its Business Implications	3	2	1	3





<b>MBA_BA –301</b>	<b>CO1 b</b>	components of Hadoop and Hadoop Eco-System	2	3	2	2	1
	<b>CO2</b>	Process Data on Hadoop Distributed File System	3	3	3	2	2
	<b>CO3</b>	Job Execution in Hadoop Environment	3	3	2	3	2
	<b>CO4</b>	Big Data Solutions using Spark	2	2	3	2	2

		<b>MBA(BA) - 302 Multivariate Data Analysis</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –302</b>	<b>CO1 a</b>	Understand the conceptual foundations of research.	2	1	3	3	3
	<b>CO1 b</b>	Describe sampling design and recognize various tools of measurement of data.	3	2	3	2	3
	<b>CO2</b>	Identify and analyze the essential features of data preparation.	2	3	2	2	2
	<b>CO3</b>	Describe and demonstrate the predictive analytics, namely, the regression technique.	3	3	2	2	3
	<b>CO4</b>	Define and understand the various multivariate techniques.	3	3	3	2	3

		<b>MBA (BA) 306 PRACTICAL LAB ON BIG DATA</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –306</b>	<b>CO1 a</b>	Understand the need of big data analytics and it's tools	3	3	2	2	3
	<b>CO1 b</b>	Understand the architecture of Hadoop and apply it to analyse data	3	3	3	2	2
	<b>CO2</b>	Demonstrate the knowledge of big data analytics and implement different file management task in Hadoop.	3	3	3	2	2
	<b>CO3</b>	Understand Map Reduce Paradigm and develop data applications using variety of systems.	2	3	1	3	



<b>CO4</b>	Able to develop apache spark applications	2	2	2	2	2
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		<b>MBA (BA) 307 Data Visualization Lab</b>				
<b>Course Outcomes</b>		<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1 a</b>	Understand practical concepts of data visualization & storage	NA	3	1	NA	2
<b>CO1 b</b>	Demonstrate knowledge about Python libraries regarding Data Visualization.	NA	3	1	NA	2
<b>CO2</b>	Able to fetch the data from different data sources and perform aggregation	NA	3	2	NA	2
<b>CO3</b>	Develop a practical understanding of Power BI.	NA	3	2	NA	2
<b>CO4</b>	Demonstrate practical approach in case studies of live data sets	NA	3	2	NA	2

		<b>MBA (BA) 308 SUMMER TRAINING REPORT &amp; PRESENTATION</b>				
<b>Course Outcomes</b>		<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1 a</b>	Documentation and composing of a Professional Project	2	1	3	3	3
<b>CO1 b</b>	Sequencing ability on the basis of prioritisation	3	2	3	2	3
<b>CO2</b>	Research Orientation	2	3	2	2	2
<b>CO3</b>	Analytical and Conclusion documentation	3	3	2	2	3
<b>CO4</b>	Forecasting ability	3	3	3	2	3

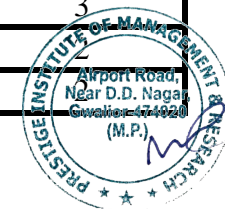
		<b>MBA (BA) 401 ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT</b>				
<b>Course Outcomes</b>		<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1 a</b>	Develop the skills and qualities required to be a successful entrepreneur.	3	1	2	3	2
<b>CO1 b</b>	Understand the theories of entrepreneurship and the challenges faced by women and rural entrepreneurs.	3	1	3	3	



<b>MBA_BA –401</b>	<b>CO2</b>	Learn about creating entrepreneurial venture and feasibility studies in project development.	3	3	3	2	2
	<b>CO3</b>	Analyze and compare the different funding agencies available for training and funding new enterprises.	3	1	3	2	3
	<b>CO4</b>	Analyze and compare the different entrepreneurial agencies available for the growth of Entrepreneurship in India.	-		2	1	1

		<b>MBA (BA) 402 CYBER SECURITY &amp; LAW</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –402</b>	<b>CO1 a</b>	Identify and resolve security issues in networks and computer systems to secure any public or private organization	3	3	2	2	2
	<b>CO1 b</b>	Understand the concept of Cyberspace and Regulation of cyberspace	2	3	1	2	3
	<b>CO2</b>	Apply the branches of law, jurisdictional boundaries and cybersecurity law enforcement.	2	1	1	3	2
	<b>CO3</b>	Analyze the concept and impact of E-commerce on business models and strategy	2	2	2	3	3
	<b>CO4</b>	Recommend a legal defence against data breaches or cybercrime civil or criminal proceedings	2	1	2	3	2

		<b>MBA (BA) 406 DISSERTATION REPORT &amp; VIVA VOCE</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –406</b>	<b>CO1 a</b>	Technical presentation tools handling skills	2	2	1	2	3
	<b>CO1 b</b>	Spot Communication skills	2	2	2	2	
	<b>CO2</b>	Report Designing Skills	2	2	2	2	



<b>CO3</b>	Competency Developed	1	2	2	2	2
<b>CO4</b>	Project Report Writing and research	1	1	1	1	1

		<b>MBA (BA) 407 PREDICTIVE ANALYTICS USING SPSS</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA -407</b>	<b>CO1 a</b>	Understand appropriate and relevant fundamental of predictive analytics.	2	2	1	2	3
	<b>CO1 b</b>	Analyze, and interpret the data using the	2	2	2	2	2
	<b>CO2</b>	multivariate regression methods.	2	2	2	2	2
	<b>CO3</b>	Understand the logistic regression methods.	1	2	2	2	2
	<b>CO4</b>	Describe the decision trees and unstructured data analysis.	3	3	3	3	2

		<b>MBA-BA VAC (CERTIFICATION COURSE FROM NPTEL/SWAYAM)</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA-BA VAC</b>	<b>CO1 a</b>	CO1: to gain technical skill and competitive edge for better performance in fierce business environemnt	1	2	1	0	2

		<b>MBA (BA) DSEC-01 SOCIAL MEDIA AND WEB ANALYTICS</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA -DSEC-01</b>	<b>CO1 a</b>	Understand the role of web analytics within the digital marketing landscape	2	2	1	2	3
	<b>CO1 b</b>	Identify, define and interpret commonly used web metrics and KPIs	2	2	2	2	
	<b>CO2</b>	Understand analytical methods to transform social media data into marketing insights	2	2	2	2	

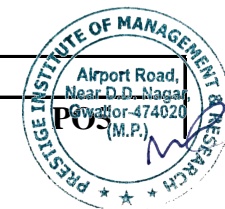


<b>CO3</b>	Understand how to effectively use insights to support website design decisions, campaign optimization, search analytics	1	2	2	2	2
<b>CO4</b>	To be proficient in analyzing unstructured data such as Social Media comments, customer reviews to understand the sentiments of the customers	1	1	1	1	1

<b>MBA_BA -DSEC-02</b>	<b>MBA (BA) DSEC-02 ELECTIVE - MARKETING ANALYTICS</b>						
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
	CO1 a	Various marketing models and metrics	2	3	1	2	-
	CO1 b	Competitive analysis	3	3	3	2	1
	CO2	Price analytics	3	3	3	2	1
	CO3	Promotion analytics	3	3	2	3	1
	CO4	Sales analytics	2	3	2	2	2

<b>MBA_BA -DSEC-03</b>	<b>MBA (BA) DSEC-03 FINANCIAL ANALYTICS</b>						
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
	CO1 a	Understand the concept, need of Financial Analytics and time value of money.	3	2	-	2	-
	CO1 b	Possessing knowledge of Financial Market Structures, Asset pricing theories and the optimal portfolio	3	3	3	-	2
	CO2	Applying Volatility and Risk Model for forecasting	3	3	2	-	-
	CO3	Analysing Risk Measurement technique for financial Institution.	3	-	-	2	2
	CO4	Estimate derivative price and interoperating different issues in International Finance,	3	3	2	3	2

	<b>MBA (BA) DSEC -05 RETAIL ANALYTICS</b>					
	<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	



<b>MBA_BA -DSEC -05</b>	<b>CO1 a</b>	Understand the fundamentals of retail analytics and tools.	3	3	3	2	2
	<b>CO1 b</b>	Use Stata and SPSS for retail advertizingand web metrics	2	3	3	2	3
	<b>CO2</b>	Understand customer insights by analyzing retail data	3	3	3	2	3
	<b>CO3</b>	Comprehend in store retail marketing analytics	3	3	3	2	3
	<b>CO4</b>	Understand the in-store retail management and operations.	3	2	2	2	2

		<b>MBA (BA) DSEC -06 DATA MANAGEMENT AND ETHICS</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA -DSEC -06</b>	<b>CO1 a</b>	Understand the significance of data management in research practice	3	3	3	2	2
	<b>CO1 b</b>	Learn and understand the documentation and data Organization to improve data analysis	2	3	3	2	3
	<b>CO2</b>	Understand and analyse the research ethics and best practices used in research	3	3	3	2	3
	<b>CO3</b>	Learn to analyse data fabrication and misinterpretation	3	3	3	2	3
	<b>CO4</b>	Understand and value the need for ethical decision making while performing Research	3	2	2	2	2

		<b>MBA (BA) DSEC -07 DIGITAL MARKETING ANALYTICS</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
	<b>CO1 a</b>	Understand the concept of digital media and impact of technology has on traditional marketing scenario	2	1	2	2	



<b>MBA_BA -DSEC -07</b>	<b>CO1 b</b>	Construct content creation strategy and allocate the content analysis tools	3	3	2	2	1
	<b>CO2</b>	Extrapolate the tools of tradewith analysing the various user interface.	2	2	1	3	2
	<b>CO3</b>	Analyze and optimize existing digital marketing campaigns.	2	2	2	1	2
	<b>CO4</b>	Comprehend the process of product development and Strategies the various Research Plan related to Consumer	2	1	2	2	1

		<b>MBA (BA) DSEC -08 TIME SERIES ANALYSIS</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA -DSEC -08</b>	<b>CO1 a</b>	Demonstrate the fundamentals of Time series analysis	1		2		
	<b>CO1 b</b>	Develop the understanding of the types of data and functioning of the software	1	3	1		
	<b>CO2</b>	Predict the movement in time series data through varios techniques		3	1		1
	<b>CO3</b>	Understanding the financial data through various multiple regression model	1	3			1
	<b>CO4</b>	Examining the assets return volatility through various Models		3			1

		<b>MBA MK 01 - CONSUMER BEHAVIOUR</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA -MK- 01</b>	<b>CO1 a</b>	Understand the application and methods of consumer research	3	2	3	3	2
	<b>CO1 b</b>	Acquire the knowledge of individual determinants of consumer behaviour	3	3	2	3	
	<b>CO2</b>	Understand the facets of group dynamics with reference to consumer behaviour	3	2	3	3	



	<b>CO3</b>	Comprehend the communication and consumer decision-making process.	3	3	3	3	3
	<b>CO4</b>	Describe various models of consumer behaviour and application of CB in industrial market.	3	2	3	3	3

		<b>MBA (BA) GE02 SALES AND DISTRIBUTION MANAGEMENT</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA –GE-02</b>	<b>CO1 a</b>	Understand the concepts of sales management	2	-	3	3	2
	<b>CO1 b</b>	Discuss the various theories of sales management, organizing, staffing, training and directing sales force operations					
	<b>CO2</b>	Evaluating and controlling the sales effort and understanding various sales promotion strategies	2	1	3	2	2
	<b>CO3</b>	Describe the aspects and importance of marketing channel management	1	-	3	2	2
	<b>CO4</b>	Discuss the approaches and practical aspects of distribution system	-	-	2	2	2

		<b>MBA (BA) GE-03 HUMAN RESOURCE DEVELOPMENT &amp; ORGANIZATIONAL DEVELOPMENT</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA GE-03</b>	<b>CO1 a</b>	CO1a: Understand the concept of HRD, HRD Interventions, OD and OD interventions.	3	3	2	2	3
	<b>CO1 b</b>	CO1b: Design training & development program.	3	3	3	3	2
	<b>CO2</b>	CO2: Develop career development plans and performance appraisal systems in the organization.	3	3	3	2	

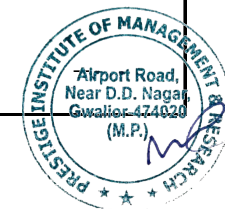




<b>CO3</b>	CO3: Conduct HRD audit.	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>CO4</b>	CO4: Plan & implement HRD & organizational development interventions.	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

		<b>MBA (BA) GE-04 SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA GE-04</b>	<b>CO1 a</b>	Understand the basics of Capital Market	1	2	-	1	-
	<b>CO1 b</b>	Analyze the risk and return of Securities	2	2	2	1	2
	<b>CO2</b>	Apply the Fundamental and Technical Indicators to predict Stock Market trends	2	3	3	3	3
	<b>CO3</b>	Demonstrate the Modern Portfolio Management and its application in portfolio selection	3	2	3	1	1
	<b>CO4</b>	Assess portfolio revision technique and portfolio performance	2	1	2	1	2

		<b>MBA (BA) GE-05 FINANCIAL ECONOMETRICS</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA GE-05</b>	<b>CO1 a</b>	Understand the concept of financial econometrics, econometric Models and their estimation	3	2	2	-	-
	<b>CO1 b</b>	Understand the concept of time series & implement various techniques for testing trends and unit root	2	3	2	2	2
	<b>CO2</b>	Comprehend the concept of regression analysis & identify various models of regression and appraise the use of these models.	3	3	3	1	-
	<b>CO3</b>	understand the concept and assumptions of multiple regression and further interpret various multiple regression models	3	3	-	1	-



	<b>CO4</b>	Demonstrate the concepts of validation of regression models and forecasting techniques and further learn to develop research report.	2	-	2	3	-
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		<b>MBA (BA) GE-06 COMPENSATION PLANNING</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA GE-06</b>	<b>CO1 a</b>	Summarize the concept & components of compensation.	2	-	2	3	2
	<b>CO1 b</b>	Understand wage determination and administration	3	2	2	1	2
	<b>CO2</b>	Design compensation structure.	3	3	3	2	2
	<b>CO3</b>	Analyse the types of benefits available for employees.	3	3	2	2	3
	<b>CO4</b>	Discuss the challenges of employee compensation.	3	-	3	2	2

		<b>MBA (BA) GE-07 TALENT MANAGEMENT</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA GE-07</b>	<b>CO1 a</b>	Understand the concept of Talent management and its relevance to organization.	3	-	2	2	2
	<b>CO1 b</b>	Analyze Talent management process and its significance.	3	1	2	2	2
	<b>CO2</b>	Develop Talent Management strategy and necessary behavioral skills for the application of various Talent issues.	3	3	2	2	3
	<b>CO3</b>	Understand current practices of talent planning and acquisition strategies.	3	2	3	2	2
	<b>CO4</b>	Evaluate and understand the best strategies for talent engagement and retention	3	3	3	1	2



	<b>MBA (BA) GE-08 SERVICE MARKETING AND RETAIL MANAGEMENT</b>						
	<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	
<b>MBA_BA GE-08</b>	<b>CO1 a</b>	Understand the concepts of service attributes and determinants of the service marketing mix.	3	3	3	3	3
	<b>CO1 b</b>	Learn the Service Quality Model and analyze the behavioural aspects of customer buying.					
	<b>CO2</b>	Understand the concept of Retailing and Retail Mix.	3	1	-	3	1
	<b>CO3</b>	Discuss the Retail industry in India and Various Retail Formats.	-	-	1	2	2
	<b>CO4</b>	Understand and Analyze appropriate strategies for Store Location, Merchandise Planning, Store Designing and operations and Store Employees.	3	3	-	3	3

	<b>MBA (BA) GE-09 BRANDING &amp; INTEGRATED MARKETING COMMUNICATION</b>						
	<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	
<b>MBA_BA GE-09</b>	<b>CO1 a</b>	Understand the Various concept related to brand management.	3	3	3	2	3
	<b>CO1 b</b>	Understand the various concept related to Brand Equity					
	<b>CO2</b>	Comprehend the concepts related to Integrated marketing communication.	2	2	3	2	3
	<b>CO3</b>	Understand the basic concepts related to advertising	2	-	3	2	3
	<b>CO4</b>	Discuss online advertising and digital media communication strategy	2	-	3	3	



		<b>MBA (BA) GE-10 PROJECT APPRAISAL AND FINANCE</b>					
		<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>MBA_BA GE-10</b>	<b>CO1 a</b>	Understand the basic concepts of project management and its application	3	2	2	2	1
	<b>CO1 b</b>	Appraise the project on the market and technical aspects					
	<b>CO2</b>	Evaluate the project based on capital budgeting techniques	1	3	1	2	2
	<b>CO3</b>	Acquaint about the social cost benefit analysis	1	1	1	3	2
	<b>CO4</b>	Estimate the cost of project and identify various sources of finance . Appraising the project on various parameters	1	2	1	2	1

