

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

Program Outcomes:

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

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

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

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

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

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

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

		MBA (BA) 107 INDUSTRY READINESS					
		Course Outcomes	PO1	PO2	PO3	PO4	PO5

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 –109	CO1 a	CO1a: Students should be able to demonstrate the application of the knowledge acquired in the semester.	3	3	3	2	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	3

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

		MBA (BA) 204 MACHINE LEARNING & APPLICATIONS					
		Course Outcomes	PO1	PO2	PO3	PO4	PO5
MBA_BA –204	CO1 a	Gain knowledge about basic concepts of Machine Learning	3	1	2	2	3
	CO1 b	Identify machine learning techniques suitable for a given problem	3	2	3	2	2
	CO2	Understand decision tree and ANN techniques for solving the real problem in machine learning	3	3	3	3	3
	CO3	Apply the bayes algorithms to in business problem.	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) 205 HUMAN RESOURCE MANAGEMENT					
		Course Outcomes	PO1	PO2	PO3	PO4	PO5
MBA_BA –205	CO1 a	Develop an understanding of the concepts of HRM and essential skill sets required to become HR professional.	3	3	2	2	2
	CO1 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
	CO2	Integrate the knowledge of HR concepts to take the best managerial decisions.	3	3	3	2	2
	CO3	Design rationally the salary and compensation structure.	2	3	3	3	2
	CO4	Create pay slip, offer letter, develop and use HR Metrics and write Job Advertisements.	2	2	2	2	1

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

		MBA (BA) 207 MACHINE LEARNING USING R (Practical)					
		Course Outcomes	PO1	PO2	PO3	PO4	PO5

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	PO5
	CO1 a	Big Data and its Business Implications	3	2	1	3	1

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

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

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

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

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

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

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

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

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

CO3	Competency Developed	1	2	2	2	2
CO4	Project Report Writing and research	1	1	1	1	1

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

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

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

CO3	Understand how to effectively use insights to support website design decisions, campaign optimization, search analytics	1	2	2	2	2
CO4	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

MBA_BA -DSEC-02	MBA (BA) DSEC-02 ELECTIVE - MARKETING ANALYTICS						
		Course Outcomes	PO1	PO2	PO3	PO4	PO5
	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

MBA_BA -DSEC-03	MBA (BA) DSEC-03 FINANCIAL ANALYTICS						
		Course Outcomes	PO1	PO2	PO3	PO4	PO5
	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

	MBA (BA) DSEC -05 RETAIL ANALYTICS					
	Course Outcomes	PO1	PO2	PO3	PO4	PO5

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

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

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

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

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

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

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

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

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

CO3	CO3: Conduct HRD audit.	2	3	3	3	2
CO4	CO4: Plan & implement HRD & organizational development interventions.	2	2	2	2	2

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

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

	CO4	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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		MBA (BA) GE-06 COMPENSATION PLANNING					
		Course Outcomes	PO1	PO2	PO3	PO4	PO5
MBA_BA GE-06	CO1 a	Summarize the concept & components of compensation.	2	-	2	3	2
	CO1 b	Understand wage determination and administration	3	2	2	1	2
	CO2	Design compensation structure.	3	3	3	2	2
	CO3	Analyse the types of benefits available for employees.	3	3	2	2	3
	CO4	Discuss the challenges of employee compensation.	3	-	3	2	2

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

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

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

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