MARWADI SIKSHA SAMITHI

Ramnath Guljarilal Kedia College of Commerce

(Affiliated to Osmania University, NAAC Re-Accredited)

3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

PROGRAMME OUTCOMES (POs)

PO 1: Domain Knowledge:

Gain domain knowledge for understanding Management theories and practices and make effective decisions

PO 2: Critical Thinking and Problem Solving Skills:

Apply Management techniques, tools and theories for business planning, analysis and problem solving

PO 3: Communication Skills:

Develop Verbal, presentation and reporting skills

PO 4: Leadership and Team Skills:

Build leadership skills through participation and working effectively in teams

PO5: Entrepreneurial Orientation:

Identify opportunities, asses the risks and foster innovative entrepreneurial motivation

PO6: Ethics and Sustainability orientation:

Engage and lead sustainability initiatives combined with ethical principles at local, national and global level

PO7: Lifelong Learning:

Create an interest to engage in continuous learning independently to improve knowledge and develop competencies

SUBJECT: MANAGEMENT&ORGANIZATIONALBEHAVIOR   **Code: MB 101**

CO No	Course Outcomes	Bloom's Taxonomy level
CO1	1. By the end of the course, the students would have a comprehensive understanding of management principle	Remember
CO2	2. The student is exposed to the organizational functions in various organizational settings.	Understand
CO3	3. The Learner may gain insights into individual, inter-personal and group actions in organizations.	Apply
CO4		
CO5		

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES

CourseOutcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	3		2			
CO 2	2	3	1	2			
CO 3	2		3		2		
CO 4							
CO 5							
AVg	3.5	3	2	2	2		

SUBJECT: Accounting for Management   **CODE:** MB 102

CO No	3	2
CO1	Learner may gain knowledge about Journal, Ledger, Trial Balance and Final Accounts.	Remember
CO2	Analyze performance of companies using Ratio Analysis.	Understand
CO3	Analyze Cash Flow position of companies and can make CVP analysis.	Apply
CO4		Analyze
CO5		Evaluate

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3		2				
CO 2	3	3					
CO 3	3	2		2			
CO 4							
CO 5							
AVG	3	2.5	2	2	2		

Subject: Marketing Management   **Code:** MB 103

CO No	CourseOutcomes	Bloom'sTaxonomy level
CO1	Students can be equipped with marketing and selling skills of modern environment.	Understand
CO2	Buyer behaviour and perceptions are key for a business success that can be thoroughly learnt.	Understand
CO3	Channel Dynamics involved in marketing can be assessed and better control techniques for optimum utilization of resources be learned.	Apply
CO4		
CO5		

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2					
CO 2		3					
CO 3	3	3					
CO 4							
CO 5							
AVG	3	2.66					

Subject: Statistics for Management   **Code:** MB 104

CO No	Course Outcomes	Bloom's Taxonomy level
CO1	Basic Statistics helps the learners in building descriptive analytics.	Understand
CO2	Hypothesis testing is useful in estimation of future market changes and useful in decision making.	Apply
CO3	Correlation, regression techniques are an integral part of planning and controlling business.	Apply
CO4		
CO5		

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	3					
CO 2	1						3
CO 3		2					
CO 4	3						
CO 5							
AVG	2.33	2.5					3

Subject: Economics for Managers   **Code:** MB 105

CO No	CourseOutcomes	Bloom'sTaxonomy level
CO1	Students can learn micro factors of Economic behaviour of a consumer.	Understand
CO2	Students can assess opportunities and threats of business.	Understand
CO3	Students can better understand nature of the products and demand conditions that can be used in decision making.	Apply
CO4		Analyze
CO5		Understand

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3					2	2
CO 2	3	2			1		1
CO 3	3	1					
CO 4					3		
CO 5							
AVG	3	1.5			1.5	2	1.5

Subject: IT Applications for Management   **Code:** MB 106

CO No	CourseOutcomes	Bloom'sTaxonomylevel
CO1	Students can work in IT filed to make positive contribution to the organization.	Understand
CO2	Students can take professional responsibilities and make informed judgements in the organizations.	Understand
CO3	Students can get streamline work processes and improve business process in the organization.	Apply
CO4		
CO5		

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3			2		2	1
CO 2	3	2		2			1
CO 3	3	2		1			2
CO 4							
CO 5							
AVG	3	2		2.5		2	2

SEMESTER -II

Subject: Human Resource Management   **Code** -
MB 201

CO No	Course Outcomes	Bloom'sTaxonomy level
CO1	Transform Human beings into Human Resources	Understand
CO2	Build Global Level HR Managers	Analyze
CO3	Create Agile Workforce for attaining Innovation in business organizations.	Apply
CO4		
CO5		

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes (COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	1		3			2
CO 2	3	1		3		2	
CO 3	1	2				2	
CO 4							
CO 5							
AVG	2.33	2		3	2	2	

Subject: Financial Management   **Code:** MB 202

CO No	Course Outcomes	Bloom'sTaxonomylevel
CO1	To understand project appraisal methods to build healthy cash flows.	Apply
CO2	To understand the corporate practices inventory and divided policies.	Evaluate
CO3	To learn about corporate events like mergers, acquisitions and alliances.	Apply

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2					
CO 2	3		2		2	1	
CO3	3	1	1				
Avg	3	1.5	1.5		2	1	

Subject: Operations Research   **Code:** MB 203

CO No	Course Outcomes		Bloom'sTaxonomylevel
CO1	Helps in formulating real life situations in organizations in Quantitative form.		Understand
CO2	Helps in formulating strategies for optimal use of various resources within the organizations		
CO3	Application of optimization tools for decision – making.		
CO4			
CO5			

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	**2**	**3**	**4**	**5**	**6**	**7**
CO 1	3	3	1				
CO 2	3	1		1	2		
CO 3	1	2			1		
CO 4							
CO 5							
AVG	2.33	2	1	1	1.5		

Subject: Entrepreneurship and Development   **Code:** MB 204

CO No	Course Outcomes	Bloom'sTaxonomy level
CO1	A student learns the cues and motives of entrepreneurship.	Understand
CO2	Students can learn more about types of Enterprises and growth.	Analyze
CO3	Knowledge of entrepreneurship prepares the entrepreneurship bent of mind	Apply
CO4	Problems and perspectives of the entrepreneurship can be understood.	Understand
CO5		Evaluate

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes (COs)	ProgramOutcomes(POs)						
	1	**2**	**3**	**4**	**5**	**6**	**7**
CO 1	3	2		1	3		
CO 2	1				3		
CO 3					3		

CO 4							
CO 5							
AVG	1.33	2		1	3		

Subject: Business Research Methods   **Code:** MB 205

CO No	Course Outcomes	Bloom'sT axonomy level
CO1	To gain understanding of various kinds of research designs and methods.	Understand
CO2	To enable learners to be able to formulate the research problem and analytical approaches.	Analyze
CO3	To acquire knowledge on qualitative and quantitative research for understanding changing market behaviour.	Apply
CO4		
CO5		

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	**2**	**3**	**4**	**5**	**6**	**7**
CO 1	3	3	1				
CO 2	3	1		1	2		
CO 3	1	2			1		
CO 4							
CO 5							
AVG	2.33	2	1	1	1.5		

Subject: Business Law and Ethics   **Code:** MB 206

CO No	Course Outcomes	Bloom'sT axonomy level
CO1	The students would have a comprehensive understanding of business law.	Understand
CO2	The legal and ethical considerations in business organizations are imparted for business integrity.	Analyze
CO3	The learners may gain knowledge of provincial and international business law in changing scenario.	Apply
CO4		
CO5		

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes (COs)	ProgramOutcomes(POs)						
	1	**2**	**3**	**4**	**5**	**6**	**7**
CO 1	3	2		1	3		
CO 2	1				3		
CO 3	3	1		2	3		
CO 4							
CO 5							
AVG	2.33	1.5		1.5	3		

SEMESTER - III

Subject: Operation Management   **Code:** MB 301

CO No	Course Outcomes	Bloom'sT axonomy level
CO1	Understand Importance/Planning organizing and controlling aspects of Operations Management	Understand
CO2	Re-enforce the concepts of Production Management	Analyze
CO3	Help students understand different operational issues under manufacture and service	Apply
CO4		
CO5		

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2		1	3		
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4							
CO 5							
AV G	3	1.5		1.5	3		

Subject: E – Global Business   **Code:** MB 302

CO No	Course Outcomes	Bloom'sT axonomy level
CO1	Identify and explain the key concepts and principles of e – global business.	Understand
CO2	Evaluate the impact of e –commerce on global business operations	Analyze
CO3	Analyse and develop strategies for conducting business in a digital environment	Apply
CO4	Apply critical thinking skills to solve problems and make informed decisions related to e – global business	Understand
CO5		

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	**2**	**3**	**4**	**5**	**6**	**7**
CO 1	3	2		1	3		
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4							
CO 5							
AV G	3	1.66		1.5	3		

Subject: Total Quality Management   **Code: MB 303**

CO No	Course Outcomes	Bloom'sT axonomy level
CO1	Understand the basic terminologies and metrics that are used to govern quality management	Understand
CO2	Get a better perspective on quality standards like ISO and quality awards	Analyze
CO3	Be able to identify the various metrics that govern quality	Apply
CO4	Elucidate the role and importance of six sigma as a quality measurement tool	Understand
CO5	Identify the various means and techniques for establishing quality in manufacturing, services and IT sector.	Evaluate

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2		1	3	3	2
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4	3			1			
CO 5	2	3			1		3
AV G	2.8	1.6		0.8	2	3	1

Subject: Investment Management   **Code:** MB 304-M-1

CO No	Course Outcomes	Bloom'sT axonomy level
CO1	Differentiate various avenues of investment on the basis of risk and return	Understand
CO2	Gain basic knowledge of analyzing stocks	Analyze
CO3	Make valuation of equity, debt and portfolio instruments	Apply
CO4	Gain an understanding of mutual funds, their performance evaluation and regulation	Understand
CO5		Evaluate

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2		1	3		
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4	1	1		1			
CO 5							
AVG	2.5	1.2		1.00	3		

Subject: Financial System & Services   **Code:** MB 304-F-II

CO No	Course Outcomes	Bloom'sT axonomy level
CO1	To explain the importance, functions of financial system and financial services	Understand
CO2	To understand the concept of merchant banking and its functions	Analyze
CO3	To learn the venture capital financing modes used to raise finance	Apply
CO4	To understand factoring, bill discounting and credit rating services needed for businesses	Understand
CO5		Evaluate

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2		1	3		
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4	1	1		1			
CO 5							
AV G	2.5	1.4		1.00	3		

Subject: Marketing Engineering   **Code:** MB 304-M-I

CO No	CourseOutcomes	Bloom'sT axonomy level
CO1	Understand the relevance of modeling in marketing for logical judgement	Understand
CO2	Appreciate the business and economic lifetime value of marketing engineering	Analyze
CO3	Be well versed with the various models, both qualitative and quantitative in marketing engineering	Apply
CO4	Understand the relevance of using modeling in marketing as a decision making tool	Understand
CO5	Learn the importance of marketing engineering as a strategic marketing analysis tool	Evaluate

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2		1	3		
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4	1	1		1			
CO 5							
AVG	2.5	1.4		1.00	3		

Subject: Advertisement and Retail Management   **Code:** MB
304-M-II

CO No	CourseOutcomes	Bloom'sT axonomy level
CO1	Understand the importance of advertising in the marketing mix	Understand
CO2	Establish the importance of creativity in an ad campaign	Analyze
CO3	Determine the comparative importance of organized retailing sector vis-à-vis unorganized sector	Apply
CO4	Compare the functions and performance of organized retail sector to others	Understand
CO5	Determine the role of other functional areas of marketing as key drivers to the retail sector	Evaluate

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO1	3	2		1	3		
CO2	3	2			3		
CO3	3	1		2	3		
CO4	1	1		1			
CO5							
AVG	2.5	1.4		1.00	3		

Subject: Compensation Management 304-HR-I   **Code:** MB

CO No	CourseOutcomes	Bloom'sTaxonomy level
CO1	Understand the fundamental concepts and theories of compensation	Understand
CO2	Recognize the importance of compensation strategy	Analyze
CO3	Analyze, integrate, and apply the knowledge of administering wages in different sectors according to the different wage laws	Apply
CO4	Comprehend the employee benefits and service	Understand
CO5	Appreciate the advancements in managing compensation at global level	Evaluate

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2		1	3		
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4	1	1		1			
CO 5							
AVG	2.5	1.4		1.00	3		

Subject: Industrial Relations and Labour Laws   **Code:** MB 304-HR-II

CO No	CourseOutcomes	Bloom'sTaxonomy level
CO1	Gain a comprehensive understanding of Industrial relations in the wake of economic reforms	Understand
CO2	Gain knowledge of industrial disputes and a framework for analysis and resolution of such disputes	Analyze
CO3	Understand the role of trade unions and generate alternate decision making	Apply
CO4	Appreciate Labour laws related to labour welfare, social security and other protective laws towards women labour, migrant labour and contract labour	Understand

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2		1	3		
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4	1	1		1			
CO 5							
AVG	2.5	1.4		1.00	3		

Subject: Business Feasibility & Analysis　　　　　　　**Code:** MB 304-E-I

CO No	CourseOutcomes	Bloom'sT axonomy level
CO1	Forecast of cash flows	Understand
CO2	Preparation of Business plan with all inputs	Analyze
CO3	Application of network techniques of project management	Apply
CO4		Understand

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2					1
CO 2	3	2					1
CO 3	3	1		2	3		
CO 4							
CO 5							
AVG	3	1.667		2.00	3		1.00

Subject: Innovation & Design Thinking   **Code:** MB
304-E-II

CO No	CourseOutcomes	Bloom'sTaxonomy level
CO1	To inculcate the concepts of creative thinking, design thinking and innovation	Understand
CO2	Develop the students as a good designer by imparting creativity and problem solving ability	Analyze
CO3	Implement creative and design thinking to come up with an effective innovation	Apply
CO4	Being able to identify problems and apply design thinking to come up with solutions.	Understand
CO5	Use design thinking to develop innovative products that bring business impact	

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO1	3	2		1	3		1
CO2	3	2			3		2
CO3	3	1			3		1
CO4	1	1					
CO5	3						1
AVG	2.6	1.2		1.00	3		1.00

Subject: Data Base Management Systems   **Code:** MB 304-S-I

CO No	CourseOutcomes	Bloom'sT axonomy level
CO1	Students can apply the basic concepts of Database Systemsd and Applications	Understand
CO2	Design a commercial relational database system(Oracle, MySQL) by writing SQL using the system	Analyze
CO3	Students can get to facilitate students in Database design and also to familiarize issues of concurrency control and transaction management in DBMS	Apply
CO4		Understand

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2		1	3		
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4							
CO 5							
AV G	3.00	1.66		1.00	3		

Subject: Business Analytics   **Code:** MB 304-S-II

CO No	CourseOutcomes	Bloom'sT axonomy level
CO1	Students can use data as tool for business analysis	Understand
CO2	The basic statistics provides a road map to learners	Analyze
CO3	Micro metrics makes the students to identify data gaps	Apply
CO4	The business models may help in better decision making	Understand

MAPPINGCOURSEOUTCOMESLEADINGTOTHEACHIEVEMENTOFPROGRAMOUTCOMES

Course Outcomes(COs)	ProgramOutcomes(POs)						
	1	2	3	4	5	6	7
CO 1	3	2			3		1
CO 2	3	2			3		
CO 3	3	1		2	3		
CO 4	1	2			1		
CO 5							
AVG	2.5	1.667		2	2.5		

Principal
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