

MANAV RACHNA UNIVERSITY

DEPARTMENT OF MANAGEMENT & COMMERCE

BBA EFB Mapping of COs with POs and PSOs

BBA EFB SEMESTER 1																					
Course Code	Courses	Course Outcomes	CO Statement	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7	
MCH 101B	FUNDAMENTALS OF MANAGEMENT	CO1	To understand the Management concepts and importance of the Management theories.	1	2	3	3	3	3	2	2	1	2	x	x	x	x	x	x	X	
		CO2	To understand and apply the current and relevant management functions in the life.	2	2	3	1	2	2	2	2	3	2	2	x	x	x	x	x	x	X
		CO3	To demonstrate the Decision making skills, communication skills and its relevance in their life	2	2	2	3	3	3	2	2	2	2	2	x	x	x	x	x	x	X
		CO4	To analyze and evaluate various motivational theories & Leadership theories in achieving organizational success.	2	2	3	3	2	2	3	3	3	2	2	x	x	x	x	x	x	X
MCH 102B	MICRO ECONOMICS	CO1	To acquaint the students with the fundamental knowledge Micro-Economics and its basic laws and principles.	3	1	2	1	3	3	X	1	X	3	X	X	X	X	X	X	X	
		CO2	To help students understand the theories of demand and supply and practically identify the different factors that affect demand and supply	3	1	2	1	3	2	X	1	X	2	X	X	X	X	X	X	X	
		CO3	To understand analyze the different types of costs that form part of a production process and relate it with the laws of production.	3	2	3	1	2	2	X	1	X	2	X	X	X	X	X	X	X	
		CO4	To make the students understand and evaluate the different types of markets operating in an industry.	3	2	2	1	3	2	1	1	X	1	X	X	X	X	X	X	X	
MCH 103B	ACCOUNTING FOR MANAGERS	CO1	CO 1 To acquaint the students with the fundamentals principles of financial, cost and management accounting	2	3	3	2	2	1	3	3	1	x	x	1	1	x	1	x	X	
		CO2	CO2 To enable the students to prepare, analyze and interpret financial statements	2	3	1	2	2	3	2	1	3	1	x	2	1	x	2	x	X	
		CO3	CO3 To enable the students to take decisions using cost accounting tools and techniques.	3	3	2	2	2	2	1	3	2	3	x	1	1	x	2	x	X	
		CO4	CO4 To enable the students to take decisions using management accounting tools and techniques.	2	3	3	2	3	2	3	1	2	3	x	1	1	x	1	x	X	
MCH 104B	ORGANIZATIONAL BEHAVIOUR	CO1	Describe the role and skills of manager and importance of interpersonal skills in the workplace.	3	3	1	1	2	3	3	1	2	1	X	X	X	X	X	X		

		CO2	Identify the challenges & opportunities in applying the OB concepts in an organization.	3	3	1	1	2	3	3	3	3	2	X	X	X	X	X	X
		CO3	Describe the key elements that shape the individual behavior and their role in defining their interpersonal skills.	3	3	3	1	3	2	3	3	3	2	X	X	X	X	X	X
		CO4	Identify the factors that create and sustain an organization's culture, change and outline the conflict process	3	3	2	1	2	2	3	2	3	2	X	X	X	X	X	X
MCH 105B	MARKETING MANAGEMENT	CO1	To acquaint the students with the fundamental principles of Marketing	3	2	X	X	X	X	X	X	2	2	X	X	X	X	X	X
		CO2	To enable students to understand marketing planning and strategies and market segmentation	3	3	3	2	X	X	3	2	2	2	X	X	X	X	X	X
		CO3	To enable students to analyse branding and pricing decisions	3	3	3	3	X	2	3	2	2	2	X	X	X	X	X	X
		CO4	To enable students to take decisions using Marketing principles.	3	3	3	3	X	2	3	3	3	3	X	X	X	X	X	X
MCH 106B	BUSINESS STATISTICS	CO1	To provide basic knowledge of application of mathematics and statistics to business disciplines	2	2	3	2	3	X	1	2	X	1	X	X	X	X	X	X
		CO2	Develop the ability to analyse and interpret data to provide meaningful information to assist in making management decisions	3	2	3	2	3	X	2	2	X	1	X	X	X	X	X	X
		CO3	Develop an ability to apply modern quantitative tools to analyse business situations	3	1	3	2	3	X	1	2	X	1	X	X	X	X	X	X
		CO4	Conduct basic analysis of data	2	1	3	2	2	X	1	2	X	1	X	X	X	X	X	X
ECH104B	COMPUTERS AND INFORMATION SYSTEM LAB	CO1	Undersand the basics of Computer and it's evolution.	3	2	2	3	X	2	3	2	2	3	1	2	2	X	X	1
		CO2	Exemplify in a better way the I/O and memory organization. Define different number systems, binary addition and subtraction, 2's complement representation and operations with this representation.	3	3	2	2	1	3	2	1	1	2	1	2	X	X	X	X
		CO3	Analyze the input and Output Devices	3	3	3	2	X	1	X	X	2	1	X	X	2	1	X	X
		CO4	Learn the operating system concept	2	3	2	X	X	1	X	X	2	1	X	X	2	1	X	X
		CO5	Understand the basic concept of data coomunication and information system basics	3	3	3	2	X	1	X	X	2	X	X	X	2	1	X	X
MCH 107B	BUSINESS COMMUNICATION – I	CO1	Demonstrate written communication skills appropriate for business situations.	1	X	X	1	2	2	X	3	3	X	X	3	x	2	X	X
		CO2	Create and effectively deliver oral presentations.	1	1	X	X	2	2	X	3	3	X	X	3	x	3	X	X
		CO3	Demonstrate effective interpersonal skills and the ability to work effectively in teams of diverse composition.	1	1	X	X	1	1	3	3	3	3	X	3	x	3	X	X

			Recognize their ethical responsibilities to their community, society, discipline, and profession based on various perspectives and associated standards of ethical communication.	X	X	X	X	1	2	1	1	X	3	X	1	x	1	X	X	1
		CO4																		
		CO5	Have the ability to apply critical thinking skills in a critical context.	X	X	3	X	X	X	X	3	X	X	X	X	x	X	1	1	X
		CO1	To acquaint the students with the fundamentals principles of Entrepreneurship	2	3	2	3	1	2	3	2	2	2	3	1	2	3	2	2	2
		CO2	To enable students to prepare, analyze & interpret matrices & models associated with Entrepreneurship	2	3	2	3	2	3	1	3	2	2	2	2	3	2	1	2	2
		CO3	To enable the students to take decisions by extrapolating opportunities/ initiatives into business models/ventures	3	2	3	2	3	2	2	3	2	3	1	2	2	3	2	3	2
		CO4	To have a thorough understanding of the various Entrepreneurship models and the nuances of their implementation	2	3	2	2	3	2	3	2	3	3	2	2	3	2	2	2	3
		Total																		
		BBA EFB SEMESTER 2																		
Courses Code	Courses	Course Outcomes	CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PS O7
MCH 113B	MACRO ECONOMICS	CO1	CO1. Students will be able to explain the concepts of gross domestic product, inflation and unemployment, and how they are measured.	3	1	2	1	3	3	X	1	X	3	1	1	1	X	1	X	1
		CO2	CO2. Students will be able to explain the circular flow model and use the concepts of aggregate demand and aggregate supply to analyze the response of the economy to disturbances.	3	1	2	1	3	2	X	1	X	2	1	1	1	X	1	X	1
		CO3	CO3 Students will be able to describe the determinants of the demand for money, the supply of money and interest rates and the role of financial institutions in the economy.	3	2	3	1	2	2	X	1	X	2	1	1	1	X	2	X	1
		CO4	CO4 Students will be able to define fiscal and monetary policies and how these affect the economy.	3	2	2	1	3	2	1	1	X	1	1	1	1	X	X	X	1
		CO5	CO5 Students will be able to identify the causes of prosperity, growth, and economic change over time and explain the mechanisms through which these causes operate in the economy.	3	1	2	1	3	2	X	1	X	2	1	1	1	X	1	X	X

MCH 114B	HUMAN RESOURCE MANAGEMENT	CO1	To develop the understanding of the concept of human resource management and to understand its relevance in organizations.	3	3	2	3	3	3	3	3	3	2	x	x	x	x	x	x	X	
		CO2	To develop necessary skill set for application of various HR issues.	3	3	2	3	3	1	3	3	3	2	x	x	x	x	x	x	x	X
		CO3	To analyse the strategic issues and strategies required to select and develop manpower resources.	3	3	2	3	3	1	3	3	3	2	x	x	x	x	x	x	x	X
		CO4	To integrate the knowledge of HR concepts to take correct business decisions.	3	3	2	1	3	3	3	3	3	2	x	x	x	x	x	x	x	X
MCH 115B	FINANCIAL MANAGEMENT	CO1	To acquaint the students with the fundamental concepts of Financial Management & Time Value of Money	3	3	3	1	x	x	x	3	1	x	x	x	x	x	x	x	X	
		CO2	To enable students to take decisions using Capital Budgeting techniques	3	3	3	3	x	2	2	3	2	1	x	x	x	x	x	x	x	X
		CO3	To enable students to understand and apply concepts of working capital management	3	3	3	2	x	1	2	2	2	x	x	x	x	x	x	x	x	X
		CO4	To enable students to analyze and apply the concepts of firm's value, capital structure theories, dividend policy decisions.	3	3	3	3	x	2	3	3	2	x	x	x	x	x	x	x	x	X
MCH 112B	BUSINESS ENVIRONMENT	CO1	to give the students an exposure to the dynamics of national/international Business Environment	3	1	2	1	X	2	1	2	1	3	X	2	1	2	1	2	1	
		CO2	to understand the impact of environment on the Business Operations of a firm, in context of strategy	2	1	3	2	2	3	1	1	3	1	X	2	2	2	2	2	1	2
		CO3	to understand the dynamics and importance of sustainable business environment in maximization of profits, towards a sustainable economy	3	2	3	3	X	3	2	2	1	2	2	1	1	1	2	2	2	2
		CO4	to understand the nuances of Business Environment tools in evaluation & audit/formulation & implementation of new business models	3	3	2	3	2	2	1	X	3	2	2	2	2	2	2	1	2	2
CHH1 05B	ADVANCED EXCEL	CO1	Acquire knowledge of multiple styles and different data formats in excel.	1	x	x	x	3	x	x	x	1	x	x	x	x	x	x	x		

		CO2	Understand Excel IDE and improve productivity and efficiency	2	x	x	x	x	x	x	x	x	x	x	x	2	x	1	x	
		CO3	Use various functionalities of Excel to perform the most complex calculations with ease.	2	3	2	2	x	x	x	2	x	x	3	x	2	x	3	x	
		CO4	Manipulate large amounts of data with minimal requirements of time	x	3	x	x	x	x	x	2	x	x	3	x	x	x	2	x	
		CO5	Applying knowledge of Excel to business problems	x	x	x	x	x	x	x	2	x	1	x	x	x	2	x		
MCH 112B	BUSINESS COMMUNICATION - II	CO1	Develop communication knowledge and skills and will enhance their abilities to be effective in leadership and team roles.	X	1	X	X	3	2	2	3	3	X	X	3	x	3	X	X	X
		CO2	Demonstrate written communication skills appropriate for business situations.	2	X	X	X	3	2	X	3	3	X	X	3	x	1	X	X	X
		CO3	Gain confidence through individual and group exercises in physical and emotional awareness, improvisational skills, scene study, character creation and voice.	X	X	X	X	2	2	3	3	2	X	X	3	x	3	X	X	X
		CO4	Recognize their ethical responsibilities towards their community, society, discipline, and profession based on various perspectives and associated standards of ethical communication.	X	X	X	X	X	2	X	1	X	3	X	1	x	X	X	X	1
		CO5	Ability to apply critical thinking skills in a critical context.	2	X	3	X	X	X	X	3	X	X	X	X	x	X	1	X	X
MCH 120B	NEW VENTURE CREATION	CO1	Develop a framework of understanding venture creation ecosystem in its totality	2	2	1	3	X	2	2	2	2	1	2	1	2	1	1	1	2
		CO2	Understand the variables inherent to innovation & creativity, and their applicability towards entrepreneurial terrain functioning	1	2	2	2	2	X	1	2	2	2	1	1	1	2	2	2	1
		CO3	Enable hands on approach to new venture creation, business model innovation & value proposition canvas	2	1	2	1	2	1	2	3	X	2	2	1	1	2	3	1	2
		CO4	Acquaint & familiarise students with entrepreneurial skills, customized upskilling, and various benchmarks towards venture feasibility, viability & credibility	2	2	2	1	2	3	1	2	1	2	3	1	2	1	2	1	2
CDO1 01B	PROFESSIONAL DEVELOPMENT PROGRAMME II	CO1	The employability of students will improve as they will be able to communicate effectively and become aware about the importance of the four pillars of Communication – listening, speaking, reading and writing.	X	X	X							X	X	X	X	X	X	X	X
		CO2	The verbal and non- verbal communication skills of the students will improve.	X	X	X	X	1	1	3	1	3	1	X	X	X	X	X	X	X
		CO3	They will be able to give presentations confidently and also speak fluently in various public speaking platforms like debate, declamation, and extempore. They will learn the effective use of body language.	X	X	X	X							X	X	X	X	X	X	X

		CO3	To analyze and understand the concepts and implications of Sales of Goods Act, 1930, Negotiable Instrument Act, 1881	2	2	X	X	3	2	X	2	1	X	X	X	X	X	1	X	X	
		CO4	To acquaint the students with the basic knowledge of Indian Companies Act, 2013	2	2	X	X	3	2	X	2	X	X	1	X	X	X	1	X	X	
		CO5	To make the students understand and analyze the practical working of a company and its nitty-gritties.	2	2	X	X	3	2	X	2	1	X	1	X	X	X	1	X	1	
ECH2 12B	MANAGEMENT INFORMATION SYSTEMS	CO1	Describe the role of information technology and information systems in business and Reproduce a working knowledge of concepts and terminology related to information technology.	2	3	2	-	-	1	-	-	2	1	1	1	1	1	-	-	-	
		CO2	Interpret how to use information technology to solve business problems and the impact of information systems in society.	3	3	3	2	-	1	-	-	2	1	1	1	1	1	-	-	-	
		CO3	Analyse and synthesize business information and systems to facilitate evaluation of strategic alternatives.	2	3	2	-	-	1	-	-	2	1	1	1	1	1	-	-	-	
		CO4	To provide the theoretical models used in database management systems to answer business questions.	3	3	3	2	-	1	-	-	2	1	1	1	1	1	-	-	-	
MCH 202B	CONSUMER BEHAVIOUR	CO1	Identify and explain factors which influence consumer behaviour.	1	3			3	1		2		2		X	X	1	X	1	X	X
		CO2	Demonstrate how knowledge of consumer behaviour can be applied to marketing		3	2		3	2			2	2		X	X	2	X	1	X	X
		CO3	Analyze the trends in consumer behaviour, and apply them on marketing of an actual product or service	3			2	3	2	3	3				X	X	2	X	1	X	X
		CO4	Compare and critically analyse various decision making models	3			3	2		2	3				X	X	2	X	1	X	X
MCH 203B	OPERATIONS MANAGEMENT	CO1	Understand the fundamental concepts and techniques of Operations management	2	3	3	2	2	1	3	3	1	x	x	1	x	1	1	x	1	
		CO2	Examine various ways of managing the operations	2	2	1	2	2	3	2	1	3	1	x	x	1	x	x	1	x	
		CO3	To analyze the operational management issues and problems	3	3	2	2	2	2	1	3	2	3	1	x	1	x	1	x	1	
		CO4	Develop the ability to optimize the operations for business benefit	2	3	3	2	3	2	3	1	2	3	2	1	x	1	x	x	1	
FLS10 1	Spanish-I	CO1	Students will be able to greet each other.	1	3	-	2	3	-	2	2	-	-	-	3	-	-	-	-		
		CO2	Students will be able to make sentences with the verb ser. They will be able to use verb ser with nationality and professions.	3	3	3	1	2	-	-	2	3	-	2	2	1	-	2	1	1	
		CO3	Students will be able to learn cardinal and ordinal numbers.	1	3	3	-	-	-	-	2	1	-	-	2	-	-	-	2		
		CO4	Students will be able to recognize masculine and feminine words in Spanish. They will be learning the articles and its usages with nouns.	2	3	3	-	-	-	-	-	-	-	1	2	1	-	1	2	1	

		CO5	Student will learn the difference between ser and estar verb. They will be able to use the verb estar with prepositions.	3	2	2	2	2	-	-	3	1	-	2	3	1	-	2	1	1	
FLS 102	German-I	CO1	Students will be able to greet each other and do introductions using formal and informal expressions	1	3	-	2	3	-	2	2	-	-	-	3	-	-	-	2	1	
		CO2	Students will be able to understand and use interrogative and answer simple questions	2	2	-	2	2	-	2	2	-	-	-	-	3	-	-	-	-	2
		CO3	Students will be able to express their likes and dislikes. Also will have understanding of simple conversations about familiar topics (e.g., greetings, weather and daily activities,) with repetition when needed	2	2	-	2	3	-	2	2	-	-	-	-	3	-	-	-	-	2
		CO4	Students will be able to describe themselves, other people, familiar places and objects in short discourse using simple sentences and basic vocabulary	3	3	3	1	2	-	-	2	3	-	2	2	2	2	-	1	-	2
		CO5	Students will be able to express or/and justify opinions using equivalents of different verbs.	3	2	2	2	2	-	-	3	1	-	2	3	2	-	1	-	2	
		CO1	Exchange greetings and do introductions using formal and informal expressions. Understand and use interrogative and answer simple questions.	1	3	-	2	3	-	2	2	-	-	-	3	-	-	1	-	2	
FLS 103	French-I	CO2	Learn Basic vocabulary that can be used to discuss everyday life and daily routines, using simple sentences and familiar vocabulary. Express their likes and dislikes.	1	3	2	-	3	2	3	2	3	-	2	3	1	-	-	1	-	
		CO3	Describe themselves, other people, familiar places and objects in short discourse using simple sentences and basic vocabulary.	3	3	3	1	2	-	-	2	3	-	2	3	2	-	1	2	1	
		CO4	Students will be able to understand audio text and comprehend to the same. They will be able to form paragraph using basic verbs.	3	2	2	2	2	-	-	3	1	-	2	2	1	-	2	2	1	
		CO5	Students will be introduced to French culture and civilization. They will be able to describe various places and locations of Francophonic countries.	1	1	-	-	-	3	-	3	-	-	1	1	-	-	-	1	-	
		CO1	Understand and explain the multidisciplinary dimensions of environmental issues	1	2	1	x	3	2	2	1	2	x	2	1	1	x	x	x		
CHH1 37	ENVIRONME NTAL SCIENCES	CO2	Understand the primary environmental problems and suggest potential solutions	1	2	1	1	1	2	2	1	1	x	2	2	1	x	x	x		
		CO3	Understand and explain about the various groups of plants and animals and their interactions in different ecosystems	2	2	1	1	1	3	1	2	1	x	2	2	1	x	x	x		

	OWNED BUSINESS	CO3																			
		CO4																			
MCH 217B	RESEARCH METHODOLOGY	CO1	To familiarize students with basic research and the research process	2	2	3	2	3	2	2	3	2	2	2	1	X	X	X	X	X	
		CO2	To enable students in conducting research and formulating research synopsis and research reports	2	2	3	2	3	2	2	3	2	2	2	2	1	X	X	X	X	X
		CO3	To familiarize students with the statistical methods, terminology used in research	2	2	3	3	3	2	2	3	2	2	2	2	1	X	X	X	X	X
		CO4	To impart knowledge for enabling students to develop data analytic skills and meaningful interpretation to data sets to solve business problems and research problems.	3	3	3	3	3	2	2	3	2	2	2	2	1	X	X	1	X	X
MCH 224B	ORIENTATION PROGRAM IN ENTREPRENEURSHIP	CO1	Understand Effectuation Principles, Entrepreneurial styles, value proposition	3	2	0	0	2	2	2	2	0	0	0	3	0	1	0	0	0	
		CO2	Practice lean designing and design thinking	2	2	3	3	2	2	0	0	0	0	2	3	3	0	3	3	0	
		CO3	Analyze and design Business models and revenue models.	2	2	0	0	3	3	0	1	2	2	2	2	3	1	2	2	0	
		CO4	Explore different aspects of planning, marketing and sales	2	2	2	2	2	2	2	1	1	1	2	2	1	2	1	1	1	
Total																					
	BBA EFB SEMESTER 5																				
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MCH 301B	CUSTOMER RELATIONSHIP MANAGEMENT	CO1	To acquaint the students with the fundamental principles of CRM.	3	2	1	x	x	1	x	3	1	x	x	x	x	x	x	x	x	
		CO2	To enable students to interpret dimensions of CRM, such as customer loyalty and customer satisfaction	3	3	3	1	1	2	x	3	2	x	x	x	x	x	x	x	x	x
		CO3	To enable students to analyse e-CRM tools and techniques	2	3	3	3	3	2	3	3	3	x	x	x	x	x	x	x	x	x
		CO4	To enable students to take decisions using CRM tools and techniques.	3	3	3	3	3	2	3	3	3	3	x	x	x	x	x	x	x	x
MCH 302B	INTERNATIONAL BUSINESS	CO1	Identify the leading tools of corporate strategy, including their application to a range of domestic and international settings .	2	3			3	2			1		X	X	X	X	1	X		
		CO2	Classify and Explain with examples, the role of various factors on international business.	3			2	3	3		2	2	2		X	X	X	X	1	X	1
		CO3	classify how the role of managers varies across different forms of economic systems.			3	2	3	3	2	3	3	3		X	X	X	X	2	X	1

		CO4	compare the factors that determine the business environment of emerging markets, the relevant changes over time, and the implications for corporate strategies devised for those markets.			3		2		3	2	2	2										
MCH 303B	STRATEGIC MANAGEMENT	CO1	to give the students an exposure to the dynamic environment of national/international Business & Strategic Management	X	3	2	1	X	3	2	X	1	1	1	X	X	X	X	2	1	1		
		CO2	to understand the impact of environment on the Business Operations of a firm, in context of strategy	2	2	3	2	1	2	X	3	2	X	X	X	1	X	X	X	X	X		
		CO3	to understand the dynamics and importance of strategic management in maximization of profits & sustainable economy	3	2	3	2	1	2	1	X	2	X	X	X	X	1	X	1	X	X		
		CO4	to understand the nuances of strategic management tools in evaluation & audit/formulation & implementation of new business models	2	1	2	3	2	X	2	3	X	3	X	X	1	X	1	X	X	1		
CSH3 51B	VISUAL BASIC APPLIED	CO1	Design, create, build, and debug Visual Basic applications and implement syntax rules	X	X	X	3	X	X	X	3	X	X	X	X	X	X	X	X	X	X		
		CO2	Demonstrate the understanding of variables and data types used in program development and apply operation and decision statement	X	X	X	2	X	X	X	2	X	X	X	X	X	X	X	X	X	X	X	
		CO3	Apply loop structures, procedures, functions and two dimensional array to perform repetitive tasks	X	X	X	3	X	X	X	3	X	X	X	X	X	X	X	X	X	X	X	X
		CO4	Analyze the performance of Control Structure and Program Flow	X	X	X	2	X	X	X	2	X	X	X	X	X	X	X	X	X	X	X	X
		CO5	Design solutions to a range of Windows applications using forms, controls, and events	X	X	X	2	X	X	X	2	X	X	X	X	X	X	X	X	X	X	X	X
MCH 307B	SOCIAL ENTREPRENEURSHIP	CO1	Elucidate the concept of Social Entrepreneurship and its importance	3	2	2	1	2	2	3	2	3	2	3	2	2	2	2	2	2	2	2	
		CO2	Differentiate between Entrepreneurship and Social Motives with profit motives	2	3	2	3	2	3	1	3	2	2	2	2	2	3	2	1	2	2	2	2
		CO3	Understand Society, Economy & Polity in light of Social Entrepreneurship	3	2	3	2	3	2	2	3	2	3	1	2	2	2	3	2	3	2	3	2
		CO4	Advocacy & networking for Social change towards correction of market failures	2	3	2	2	3	2	3	2	3	3	2	2	3	2	2	2	2	2	3	3
		CO5	Extrapolate theories of scaling Social business towards creation of returns & sustainability	3	3	3	2	2	1	3	3	3	1	x	x	1	x	1	1	1	x	2	2
MCH 308B	TECHNOLOGICAL ENTREPRENEURSHIP	CO1	Understand the fundamental concepts and techniques of Technological entrepreneurship	3	3	3	2	2	1	3	3	1	x	x	1	x	1	1	1	x	1	1	
		CO2	Examine various ways of managing technical venture	2	2	1	2	2	3	2	1	3	1	x	x	1	x	1	1	1	x	x	
		CO3	To examine various ways of managing technology	3	3	2	2	2	2	1	3	2	2	1	x	1	x	1	x	1	x	1	1
		CO4	Develop the ability, skills to take decision of being a technology entrepreneur	2	3	3	2	3	2	3	1	2	3	2	1	2	1	x	x	1	x	1	1

MCH 309B	FAMILY BUSINESS GOVERNANCE	CO1	Describe principles and processes of family business governance	3	3	1	1	3	3	2	2	2	2	3	2	1	1	2	1	1	
		CO2	Understand and explain the governance processes that organize the family	3	3	1	1	3	3	3	2	2	2	3	2	1	1	2	1	1	
		CO3	Understand and explain the contribution of board in the family business governance	3	3	1	1	3	3	3	2	2	2	3	2	1	1	2	1	1	
		CO4	Identify the techniques that smoothen the communication between family and board that ensure overlapping of family and business governance	3	2	1	1	2	3	2	2	2	2	3	2	1	1	2	1	1	
CDS3 05B	PROFESSIONAL DEVELOPMENT PROGRAMME V	CO1	to give students the exposure to 21st century skills	X	X	X	X	1	1	2	1	1	1	X	X	X	X	X	X	X	
		CO2	to understand the interview process	X	X	X	1	X	X	1	X	2	X	X	X	X	X	X	X	X	X
		CO3	to create and deliver presentations confidently with effective use of body language	X	1	X	X	X	X	2	X	3	X	X	X	X	X	X	X	X	X
		CO4	to understand how to be professional	X	X	X	X	X	X	2	X	3	X	X	X	X	X	X	X	X	X
		CO5	to improve writing as well as speaking skills of students	X	X	X	1	X	X	X	X	3	X	X	X	X	X	X	X	X	X
Total																					
	BBA EFB SEMESTER 6																				
Courses Code	Courses	Course Outcomes	CO Statement	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PS 01	PS 02	PS 03	PS 04	PS 05	PS 06	PS 07	
MCH 316B	E-COMMERCE	CO1	To acquaint the students with the fundamentals of ecommerce	3	2	3	2	2	1	2	3	1	x	x	1	x	1	1	x	1	
		CO2	To enable the students to understand various categories of ecommerce businesses	2	2	1	2	2	3	2	1	3	1	x	x	1	x	1	1	1	x
		CO3	To enable the students to take decisions on e-commerce business options	3	3	2	2	2	2	1	3	2	2	1	x	1	x	1	x	1	1
		CO4	To enable the students about the security aspects of ecommerce	2	3	3	2	3	2	3	1	2	3	2	1	2	1	x	x	1	1
MCH 317B	DIGITAL MARKETING	CO1	To understand the scope of digital marketing and how it integrates with overall business and marketing strategy globally	3	2	2	2	2	1	2	3	1	x	1	1	1	1	1	x	x	
		CO2	To Assess various digital channels and understand which are most suitable to an idea or solution	2	1	1	2	1	2	2	1	3	1	2	1	x	1	x	1	1	x
		CO3	To Understand the fundamentals of a digital marketing campaign, and be able to apply it to achieve your business objectives	2	2	1	1	2	2	1	3	1	2	x	x	1	1	1	1	2	x
		CO4	To understand to apply the communication strategy and social channels	2	3	3	2	3	2	3	1	2	3	1	1	2	1	x	x	1	1

MCH 322B	STRATEGIES AND PRACTICES OF FAMILY OWNED ENTERPRISES	CO1	to understand how parallel planning process transforms the family enterprise.	3	3	2	1	2	2	2	2	2	2	2	3	2	1	1	2	2	2	
		CO2	understand essentials of family participation and develop effective ownership.	3	3	2	1	2	2	2	2	2	2	2	2	3	2	1	1	2	2	2
		CO3	To assess the firm's strategic potential and identify market strategies to finalize the strategy and investment decisions	3	3	2	2	2	2	2	2	2	2	2	2	3	2	1	1	2	2	2
		CO4	Understand how effective board are a critical link between the management and family	3	3	2	1	2	2	2	2	2	2	2	2	3	2	1	1	2	2	2
MCH 323B	COPYRIGHT , PATENTS AND LAWS OF IPR	CO1	To get the basic understanding of the emergence of Intellectual property Rights, its meaning, types, need and scope	1	2	X	X	3	3	X	X	X	X	2	1	X	X	2	2	1		
		CO2	To study "Copyrights Laws" and related matters like DRM, CC and analyze the landmark cases.	1	1	X	X	3	3	X	1	X	X	2	1	X	X	2	2	1		
		CO3	To study and analyze the Patent laws, its scope, rights and obligations, its procedure, infringement and defence mechanism	1	1	X	X	3	3	X	1	X	1	2	1	X	X	2	2	1		
		CO4	To study laws related to trademark, industrial designs and Geographical indications and to examine its applications and practical implications	1	1	X	1	3	3	X	1	X	1	2	1	X	X	2	2	1		
MCH 318B	BUSINESS ANALYTICS	CO1	Understand the fundamentals of business analytics and articulate a business problem and convert it into a viable Analytics question	2	1	3	1	2	X	X	2	2	X	X	X	X	X	X	X	1	x	
		CO2	Apply Data visualization for exploratory analysis and communicate effectively to diverse audience.	2	2	3	2	3	2	1	2	3	X	X	X	X	X	X	X	X	2	x
		CO3	Analyze Data and find patterns in them for better decision making	3	2	3	3	3	X	2	2	2	X	x	X	x	X	X	X	3	x	
		CO4	Apply various analytics techniques in problem solving	2	1	3	3	2	X	2	3	3	X	x	X	x	X	X	X	3	x	
MCH 319 B	CSR, BUSINESS ETHICS & VALUES	CO1	to give the students an insight into the dimensions of Corporate Social Responsibility, Values & ethics	1	2	1	3	2	2	2	1	1	X	2	2	2	1	2	1	1		
		CO2	to understand the difference between philanthropy & corporate social responsibility in Indian context	2	1	3	2	2	1	X	2	1	1	2	2	2	3	2	2	2		
		CO3	to understand the dynamics and importance of Corporate Social Responsibility in maintaining a sustainable economy	1	1	2	1	2	X	2	X	2	2	1	2	1	3	2	1	2		
		CO4	to have a thorough understanding of the various models of CSR & the nuances of their implementation	X	1	X	1	2	X	X	1	1	X	2	1	2	2	2	2	1	2	

