

**ACADEMIC YEAR 2020-21****204 – OPERATIONS & SUPPLY CHAIN MANAGEMENT****MBA Program Outcomes (PO's)****By the culmination of this program, the post graduate acquires the ability**

PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

204 – Operations & Supply Chain Management – Course Outcomes (CO's)

CO 1	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO 2	EXPLAIN the process characteristics and their linkages with process-product matrix in a real-world context.
CO 3	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO 4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO 5	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real-world context.
CO 6	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.

204 – Operations & Supply Chain Management: CO PO Mapping ... H: High, M: Medium and L: Low

Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	M	H	L	L	M	L
PO 2	H	L	M	M	.	M
PO 3	L	-	H	-	L	L
PO 4	M	M	H	L	H	M
PO 5	-	M	-	H	M	H
PO 6	M	H	L	M	L	-



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ACADEMIC YEAR 220-21

206 MKT.- CONSUMER BEHAVIOUR

MBA Program Outcomes (PO's)

By the culmination of this program, the post graduate acquires the ability

PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

206 MKT CB – Course Outcomes (CO's)

CO 1	Explain concepts of strategy and consumer behavior.
CO 2	Correlate CB strategies with business strategy.
CO 3	Design strategies related to various areas of consumer behavior.

206 MKT CB : CO-PO Mapping

Course Outcomes (CO)	CO 1	CO 2	CO 3
Program Outcome (PO)			
PO 1	L	H	M
PO 2	M	H	L
PO 3	L	M	H
PO 4			
PO 5	H	M	L
PO 6			

H: High, M: Medium and L: Low



ACADEMIC YEAR 2020-21

403 HR – Organizational Diagnosis and Development

MBA Program Outcomes (PO's)

By the culmination of this program, the post graduate acquires the ability	
PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

403 HR - ODD – Course Outcomes (CO's)

CO 1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO 2	UNDERSTAND concept of OD and 'intervention'.
CO 3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO 4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO 5	IDENTIFY AND MAP an intervention to organisational need
CO 6	DESIGN the role of the consultant for an organisational issue

403 HR - ODD: CO PO Mapping

Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	H	M	M	L	M	M
PO 2	M	M	M	L	H	H
PO 3	L	L	L	M	M	M
PO 4	M	H	H	L	L	H
PO 5	M	M	H	L	H	L
PO 6	L	L	M	M	M	M

H: High, M: Medium and L: Low



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ACADEMIC YEAR 2020-21

405 – Global Strategic Management

MBA Program Outcomes (PO's)

By the culmination of this program, the post graduate acquires the ability

PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

405 GSM – Course Outcomes (CO's)

CO 1	Define the concept and key terms associated with the global strategic management.
CO 2	Describe in detail global strategic alliance, merger and acquisitions.
CO 3	Demonstrate various global organisation models in global strategic management context.
CO 4	Examine various entry and business-level strategies from global strategic management prospective.
CO 5	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO 6	Design global strategies and understand their relative merits and demerits.

405 GSM: CO PO Mapping

Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	H	M	L	M	L	L
PO 2	M	H	M	L	H	L
PO 3	H	M	H	L	L	M
PO 4	M	M	L	H	M	M
PO 5	L	L	M	M	L	H
PO 6	L	H	M	M	L	H

H: High, M: Medium and L: Low



ACADEMIC YEAR 2020-21

404 MKT: MARKETING STRATEGY

MBA Program Outcomes (PO's)

By the culmination of this program, the post graduate acquires the ability

PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

404 MKT: Marketing Strategy – Course Outcomes (CO's)

CO 1	DISCOVER perspectives of market strategy.
CO 2	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
CO 3	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
CO 4	ANALYSE a company's current situation through applying internal and external analyses.
CO 5	EXPLAIN alternative ways to measure the outcome of market strategies.
CO 6	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.

404 MKT: Marketing Strategy: CO PO Mapping

... H: High, M: Medium and L: Low

Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	L	M	H	L	L	M
PO 2	M	H	L	M	M	.
PO 3	L	L	-	H	-	L
PO 4	M	M	M	H	L	H
PO 5	H	-	M	-	H	M
PO 6	-	M	H	L	M	L



ACADEMIC YEAR 2020-21

318 HR – Performance Management System

BBA Program Outcomes (PO's)

By the culmination of this program, the post graduate acquires the ability

PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

318 HR - PMS – Course Outcomes (CO's)

CO 1	DESCRIBE key components and applicability of theories of Performance Management System
CO 2	DEMONSTRATE the communication skills required when managing achievement and underachievement.
CO 3	IDENTIFY factors affecting Performance Measurement
CO 4	ANALYZE various tools for performance assessment
CO 5	COMPARE various organizational performance management systems and best practices.
CO 6	DESIGN a performance management process for an organization.

318 HR – PMS : CO PO Mapping

Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	H	M	L	M	M	L
PO 2	H	H	H	M	M	L
PO 3	M	H	M	L	H	M
PO 4	H	M	M	L	L	M
PO 5	M	L	M	M	M	H
PO 6	L	L	H	M	L	H

H: High, M: Medium and L: Low



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ACADEMIC YEAR 2020-21

301- Strategic Management

MBA Program Outcomes (PO's)

By the culmination of this program, the post graduate acquires the ability

PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

301 SM – Course Outcomes (CO's)

CO 1	DESCRIBE the basic terms and concepts in Strategic Management.
CO 2	EXPLAIN the various facets of Strategic Management in a real world context.
CO 3	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO 4	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO 5	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO 6	DEVELOP the capability to view the firm in its totality in the context of its environment.

301 SM: CO PO Mapping

Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	H	M	L	H	L	M
PO 2	M	M	H	H	L	M
PO 3	L	H	M	M	M	H
PO 4	H	L	M	M	L	H
PO 5	M	M	L	L	M	M
PO 6	L	M	L	L	H	M

H: High, M: Medium and L: Low



ACADEMIC YEAR 2020-21
304 MKT : Services Marketing

MBA Program Outcomes (PO's)

By the culmination of this program, the post graduate acquires the ability

PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

304-SM – Course Outcomes (CO's)

CO 1	Recall the key concepts in services marketing
CO 2	Explain the role of Extended Marketing Mix in Services.
CO 3	Demonstrate the new Paradigm and Perspectives in Marketing of Services
CO 4	Analyse the significance of services marketing in the Indian and global economy
CO 5	Evaluate Segmentation, Targeting & Positioning of Services in dynamic marketing environment
CO 6	Develop marketing mix for various services offering

304-SM : CO PO Mapping

Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	H	M	L	M	L	H
PO 2	H	H	M	L	M	L
PO 3	M	H	L	M	L	H
PO 4	L	L	M	H	H	M
PO 5	M	L	H	H	H	H
PO 6	L	M	H	M	H	H

H: High, M: Medium and L: Low

(Signature)



ACADEMIC YEAR 2020-2021
107-Management Fundamentals

MBA Program Outcomes (PO's)	
By the culmination of this program, the post graduate acquires the ability	
PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

107-MF – Course Outcomes (CO's)	
CO 1	ENUMERATE various managerial competencies and approaches to management.
CO 2	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO 3	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO 4	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
CO 5	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
CO 6	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.

107-MF: CO PO Mapping						
Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	H	H	M	H	L	M
PO 2	H	M	H	M	M	L
PO 3	M	L	H	L	M	H
PO 4	M	M	H	M	L	M
PO 5	L	H	H	H	L	M
PO 6	M	M	H	M	M	L

H: High, M: Medium and L: Low



ACADEMIC YEAR 2020-21

105- BASICS OF MARKETING

MBA Program Outcomes (PO's)

By the culmination of this program, the post graduate acquires the ability

PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

105 Basics of Marketing – Course Outcomes (CO's)

CO 1	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO 2	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
CO 3	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
CO 4	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
CO 5	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
CO 6	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).

3- Basics of Marketing: CO PO Mapping ... H: High, M: Medium and L: Low

Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	M	H	L	L	M	M
PO 2	H	L	M	H	H	H
PO 3	L	-	H	M	H	H
PO 4	M	M	H	H	M	L
PO 5	-	M	-	L	M	M
PO 6	M	H	L	H	H	H



ACADEMIC YEAR 2020-21

103- Economic Analysis for Business Decisions

MBA Program Outcomes (PO's)

By the culmination of this program, the post graduate acquires the ability

PO1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster Analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop Value based Leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

102-EABD – Course Outcomes (CO's)

CO 1	Define the key terms in micro-economics.
CO 2	Explain the key terms in micro-economics, from a managerial perspective.
CO 3	Identify the various issues in an economics context and Demonstrate their significance from the perspective of business decision making.
CO 4	Examine the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO 5	Develop critical thinking based on principles of micro-economics for informed business decision making.
CO 6	Anticipate how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

102-EABD: CO PO Mapping

Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
Program Outcome (PO)						
PO 1	H	L	M	H	L	M
PO 2	M	H	M	M	H	M
PO 3	L	M	H	L	M	H
PO 4	L	M	L	L	M	L
PO 5	H	H	H	H	H	H
PO 6	L	H	L	L	H	L

H: High, M: Medium and L: Low

Q2