Subject wise CO -PO Correlation in Detail- MBA Semester II

Note: Tick (✓) indicates correlation.

1. Organizational Behavior (PG61T201)

Course Outcomes (COs):

Course Outcome	Organizational Behavior - Course Outcome Description
CO1	Explain key concepts of organisational behaviour including attitudes, emotions, workforce diversity, and their impact on individual and organisational outcomes.
CO2	Analyse how personality, perception, motivation, and decision-making processes influence employee behaviour and organisational performance.
CO3	Evaluate the dynamics of groups, teams, leadership, power, politics, and negotiation to build effective interpersonal and organisational relationships.
CO4	Assess the role of organisational culture, change management, and stress management practices in shaping a productive and adaptive work environment.

CO-PO Correlation (PG61T201)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	-
CO3	-	-	-	-	-	✓
CO4	✓	-	-	-	-	-

2. Financial Management (PG61T202)

Course Objectives (COs):

Course Outcome	Financial Management - Course Outcome Description
CO1	Describe the scope, functions, and goals of financial management, and apply time value of money techniques in financial planning.
CO2	Analyze cost of capital, capital structure decisions, and capital budgeting techniques to evaluate investment and financing alternatives.
CO3	Evaluate working capital management strategies including cash, receivables, and inventory management for business efficiency.
CO4	Examine dividend decisions and apply dividend theories to formulate appropriate profit appropriation strategies.

CO-PO Correlation (PG61T202)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	-
CO3	-	✓	-	-	-	-
CO4	-	✓	-	-	-	-

3. Strategic Marketing Management (PG61T203)

Course Outcomes (COs):

Course Outcome	Strategic Marketing Management - Course Outcome Description
CO1	Design and evaluate integrated marketing communication strategies and campaigns across traditional and digital platforms to enhance brand value and customer engagement.
CO2	Analyze and manage distribution channels, retail strategies, and logistics decisions for effective product availability and customer reach.
CO3	Develop growth strategies through innovation, product lifecycle management, and customer relationship management for competitive advantage.
CO4	Formulate ethical, global, and socially responsible marketing strategies that balance profitability with customer and societal value.

CO-PO Correlation (PG61T203)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	✓	-	-	-	-
CO2	-	-	-	✓	-	-
CO3	-	✓	-	-	-	-
CO4	✓	-	-	-	-	-

4. Strategic Management (PG61T204)

Course Outcomes (COs):

Course Outcome	Strategic Management - Course Outcome Description
CO1	Explain core concepts, phases, and decision-making modes in strategic management, including the role of organizational learning and sustainability.
CO2	Analyse internal and external environments using tools like EFAS, IFAS, value chain analysis, and Porter's Five Forces for strategic assessment.
CO3	Develop and evaluate business and corporate strategies using SWOT, TOWS, SFAS, and portfolio tools like BCG Matrix and GE Screen.
CO4	Formulate and assess functional-level strategies across business domains, applying strategic choice models and scenario techniques.

CO-PO Correlation (PG61T204)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	-
CO3	-	✓	-	-	-	-
CO4	-	✓	-	-	-	-

5. Business Research Methods (PG61T205)

Course Objectives (COs):

Course Outcome	Business Research Methods - Course Outcome Description
CO1	Understand the significance and scope of business research, differentiate between various types of research, and demonstrate the ability to formulate a research design.
CO2	Apply knowledge of sampling methods, determine appropriate sample sizes, distinguish between probability and non-probability sampling methods, and evaluate sampling errors.
CO3	Demonstrate proficiency in data collection techniques and questionnaire design and utilize appropriate measurement scales for qualitative and quantitative research.
CO4	Perform hypothesis testing using statistical tools and write structured research reports with proper citations and ethical practices.

CO-PO Correlation (PG61T205)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	-
CO3	-	✓	-	-	-	-
CO4	-	✓	-	-	-	-

6. Management Information System (PG61T206)

Course Objectives (COs):

Course Outcome	Management Information System - Course Outcome Description
CO1	Understand the role of MIS, IT infrastructure, and emerging technologies in decision making and organizational processes.
CO2	Apply database management, data security measures, and e-commerce models to business contexts.
CO3	Analyse system development approaches, project management techniques, and decision support systems for digital transformation.

CO-PO Correlation (PG61T206)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	–	–	–	✓	–	–
CO2	–	✓	–	–	–	–
CO3	–	✓	–	–	✓	✓

7. Micro, Small and Medium Enterprise Management (PG61T207)

Course Objectives (COs):

Course Outcome	Micro, Small and Medium Enterprise Management - Course Outcome Description
CO1	Understand the role, classification, and challenges of MSMEs in the Indian and global economy.
CO2	Apply financial and marketing strategies, including digital tools, to manage and grow MSMEs.
CO3	Analyse operations, supply chain practices, and technology adoption for MSME efficiency.
CO4	Evaluate innovation, growth strategies, and internationalisation approaches for scaling MSMEs.

CO-PO Correlation (PG61T207)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	–	–	–	✓	–	–
CO2	–	✓	–	✓	✓	✓
CO3	–	–	–	✓	–	✓
CO4	–	–	✓	–	–	–

8. Total Quality Management (PG61T208)

Course Objectives (COs):

Course Outcome	Total Quality Management- Course Outcome Description
CO1	Explain the concepts, evolution, and principles of TQM, including leadership and customer-driven quality.
CO2	Apply continuous process improvement methods, quality tools, and Six Sigma techniques for organisational excellence.
CO3	Analyse TQM models, awards, and standards to evaluate organisational performance and quality systems.

CO-PO Correlation (PG61T208)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	✓	–	–	✓	–	–
CO2	–	✓	–	–	✓	–
CO3	–	–	–	✓	–	✓

9. Production & Operations Management (PG61T209)

Course Objectives (COs):

Course Outcome	Production & Operations Management - Course Outcome Description
CO1	Understand the transformation process, types of production systems, and the strategic role of operations and technology in production and operations management.
CO2	Apply facility location and layout models to optimize plant setup and resource utilisation for efficient production operations.
CO3	Analyse productivity techniques and inventory models to improve operational efficiency and decision-making in manufacturing and service sectors.

CO-PO Correlation (PG61T209)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	-
CO3	-	✓	-	-	-	-

10. Integrated Marketing Communication (PG61T210)

Course Objectives (COs):

Course Outcome	Integrated Marketing Communication- Course Outcome Description
CO1	Explain the evolution, role, and planning process of IMC, including tools, strategies, and media planning.
CO2	Apply knowledge of traditional, digital, and direct marketing media to design effective promotional strategies.
CO3	Analyse sales promotion, public relations, and corporate advertising for integrating them into the IMC framework.
CO4	Evaluate the effectiveness, regulation, and ethical dimensions of IMC campaigns in business and society.

CO-PO Correlation (PG61T210)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	–	–	–	✓	✓	–
CO2	–	✓	–	–	–	–
CO3	–	–	–	–	✓	✓
CO4	✓	–	✓	–	–	–

11. Consumer Behavior (PG61T211)

Course Outcomes (COs):

Course Outcome	Consumer Behavior - Course Outcome Description
CO1	Understand the role of external influences such as culture, subculture, social class, family, and groups in shaping consumer behaviour and marketing strategies.
CO2	Analyse how internal factors like perception, motivation, learning, personality, and lifestyle impact consumer decisions and brand positioning.
CO3	Evaluate consumer decision-making processes and post-purchase behaviour to design effective marketing strategies for individual and organisational buyers.

CO-PO Correlation (PG61T211)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	
CO3	-	✓	-	-	-	-

12. Supply Chain Management (PG61T212)

Course Outcomes (COs):

Course Outcome	Supply Chain Management- Course Outcome Description
CO1	Understand the concepts, drivers, and logistics interfaces of supply chain management in a global and business context.
CO2	Apply distribution, transportation, order management, and sourcing strategies to improve supply chain performance.
CO3	Analyse supply chain technologies, global supply chain practices, and sustainability issues using performance metrics.

CO-PO Correlation (PG61T212)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	–	–	–	✓	–	–
CO2	–	✓	–	–	✓	–
CO3	–	–	✓	✓	–	✓

13. Services Marketing (PG61T213)

Course Outcomes (COs):

Course Outcome	Services Marketing - Course Outcome Description
CO1	Understand the fundamental concepts, characteristics, and quality dimensions of services, and differentiate services marketing from product marketing.
CO2	Apply service process design, CRM, and innovation strategies to enhance service delivery and manage customer relationships effectively.
CO3	Evaluate integrated marketing communication strategies, digital tools, and performance metrics to promote services and ensure service excellence.

CO-PO Correlation (PG61T213)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	-
CO3	-	✓	-	-	-	-

14. Marketing Analytics (PG61T214)

Course Outcomes (COs):

Course Outcome	Marketing Analytics- Course Outcome Description
CO1	Apply descriptive, predictive, and prescriptive analytics techniques to marketing data for customer segmentation, pricing, and marketing mix modelling.
CO2	Analyse customer behaviour using statistical and digital analytics methods such as logistic regression, CLV, churn analysis, and A/B testing.
CO3	Evaluate the applications of AI, ML, and data visualisation tools for advanced marketing decision-making.

CO-PO Correlation (PG61T214)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	–	✓	–	✓	–	–
CO2	–	✓	–	✓	–	✓
CO3	–	–	✓	–	✓	✓

15. Financial Markets & Services (PG61T215)

Course Outcomes (COs):

Course Outcome	Financial Markets & Services - Course Outcome Description, Revised Bloom's Taxonomy Verb & Level
CO1	Understand the structure and functioning of primary and secondary financial markets, regulatory institutions, and the role of financial systems in economic development.
CO2	Analyse the services of merchant banking, leasing, and hire purchase by applying regulatory guidelines and evaluating financing options.
CO3	Evaluate factoring, credit rating, and consumer durable finance by examining their processes, benefits, and financial implications.

CO-PO Correlation (PG61T215)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	
CO3	-	✓	-	-	-	-

16. Project Planning, Appraisal and Control (PG61T216)

Course Outcomes (COs):

Course Outcome	Project Planning, Appraisal and Control - Course Outcome Description
CO1	Understand the phases of project planning and capital budgeting, including project generation, scope definition, strategic alignment, and resource requirements.
CO2	Evaluate the technical, financial, and market feasibility of projects using cash flow estimation, risk analysis, and advanced investment appraisal methods.
CO3	Apply project control techniques like PERT, CPM, and performance audits, and manage project teams, procurement, and close-out processes effectively.

CO-PO Correlation (PG61T216)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	-
CO3	-	-	-	-	-	✓

17. Micro Finance and Financial Inclusion (PG61T217)

Course Outcomes (COs):

Course Outcome	Micro Finance and Financial Inclusion- Course Outcome Description
CO1	Explain the evolution, concepts, and government initiatives in microfinance and the role of SHGs in poverty alleviation.
CO2	Analyse the business models, operations, and regulatory aspects of Microfinance Institutions (MFIs) and their linkages with banks and NABARD.
CO3	Evaluate financial inclusion models, government schemes, and technology-driven initiatives addressing contemporary issues in microfinance.

CO-PO Correlation (PG61T217)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	✓	–	–	✓	–	–
CO2	–	✓	–	✓	–	✓
CO3	–	–	✓	✓	✓	–

18. Corporate Tax Planning (PG61T218)

Course Outcomes (COs):

Course Outcome	Corporate Tax Planning- Course Outcome Description
CO1	Understand basic concepts of corporate taxation, residential status, tax incidence, and exemptions for specific undertakings.
CO2	Apply provisions related to profits and gains of business or profession, including deductions, depreciation, and allowances, for effective tax planning.
CO3	Analyse set-off and carry forward of losses, and evaluate corporate tax planning strategies for business decisions, employee remuneration, and international taxation.

CO-PO Correlation (PG61T218)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	✓	–	–	✓	–	–
CO2	–	✓	–	✓	–	–
CO3	–	–	✓	–	✓	✓

19. Security Analysis & Portfolio Management (PG61T219)

Course Outcomes (COs):

Course Outcome	Security Analysis & Portfolio Management- Course Outcome Description
CO1	Understand investment concepts, avenues, risk-return measures, and theories of interest rates.
CO2	Apply valuation techniques for equity, debentures, bonds, and preference shares.
CO3	Analyse companies and markets using fundamental analysis, technical analysis, and efficient market hypothesis.
CO4	Evaluate portfolio construction and management strategies using modern portfolio theory, Markowitz model, and Sharpe's single index model.

CO-PO Correlation (PG61T219)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	–	–	–	✓	–	–
CO2	–	✓	–	–	–	–
CO3	–	✓	–	✓	–	✓
CO4	–	–	✓	–	✓	✓

20. Applications of Labor Laws (PG61T220)

Course Outcomes (COs):

Course Outcome	Applications of Labor Laws- Course Outcome Description
CO1	Understand the constitutional framework, evolution of labour law, and key provisions of the Industrial Disputes Act.
CO2	Apply principles of natural justice, disciplinary procedures, and enquiry processes in handling workplace misconduct.
CO3	Analyse and evaluate provisions of major labour legislations and contemporary issues in labour law.

CO-PO Correlation (PG61T219)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	✓	–	–	✓	–	–
CO2	–	✓	–	–	✓	✓
CO3	–	–	✓	✓	–	✓

21. Managerial Effectiveness and Leadership (PG61T221)

Course Outcomes (COs):

Course Outcome	Managerial Effectiveness and Leadership - Course Outcome Description
CO1	Understand the principles of managerial effectiveness by applying interpersonal skills, transactional analysis, and personality models for better communication and conflict handling.
CO2	Apply NLP techniques, emotional intelligence, and principle-centered leadership to enhance managerial and personal effectiveness.
CO3	Evaluate time management strategies, leadership styles, and personal development habits for improving team performance and organisational outcomes.

CO-PO Correlation (PG61T221)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	-	✓	-
CO2	-	-	-	-	-	✓
CO3	-		-	-	-	✓-

22. Competency Mapping and Career Planning (PG61T222)

Course Outcomes (COs):

Course Outcome	Competency Mapping and Career Planning- Course Outcome Description
CO1	Understand the concepts, tools, and approaches of competency mapping and assessment centres.
CO2	Apply career planning models, stages, and strategies for individual and organisational career development.
CO3	Analyse and evaluate methods, systems, and counselling approaches for effective career management and change.

CO-PO Correlation (PG61T222)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	–	–	–	✓	–	–
CO2	–	✓	–	✓	–	✓
CO3	–	–	✓	–	✓	✓

23. Human Resource Analytics (PG61T223)

Course Outcomes (COs):

Course Outcome	Human Resource Analytics- Course Outcome Description
CO1	Understand the importance, benefits, and decision-making applications of HR analytics in strategic human capital management.
CO2	Apply HR analytics models, statistical techniques, HRIS, and HR metrics to align human resources with business strategies.
CO3	Analyse HR data, predictive modelling, AI applications, and ethical issues to optimise future human resource practices.

CO-PO Correlation (PG61T223)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	–	–	–	✓	–	–
CO2	–	✓	–	✓	✓	✓
CO3	✓	–	✓	–	✓	✓

24. Human Resource Auditing (PG61T224)

Course Outcomes (COs):

Course Outcome	Human Resource Auditing - Course Outcome Description
CO1	Understand the principles, scope, and processes of HR auditing, including types, frequency, and approaches used to assess HR systems and strategic alignment.
CO2	Evaluate workforce-related issues, performance management, compliance, and the effectiveness of HR audit reports for organisational improvement and legal safety.
CO3	Apply ISO standards and HR audit tools in practical scenarios using case studies, questionnaires, and documentation to measure and improve HR effectiveness.

CO-PO Correlation (PG61T224)

CO-PO Correlation						
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO1	-	-	-	✓	-	-
CO2	-	✓	-	-	-	-
CO3	-	✓	-	-	-	-