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

Note: Tick (✓) indicates correlation.

1. Business Ethics (PG61T301)

Course Outcomes (COs):

Course Outcome	Business Ethics- Course Outcome Description
CO1	Explain scope, nature, and importance of business ethics and identify ethical issues.
CO2	Analyse ethical theories, CSR, and governance for accountability and sustainability.
CO3	Apply codes of ethics in workplace, marketing, and finance for responsible decisions.

CO-PO Correlation (PG61T301)

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

2. Legal Aspects of Business (PG61T302)

Course Outcomes (COs):

Course Outcome	Legal Aspects of Business- Course Outcome Description
CO1	Explain fundamental provisions of contract, sales, and negotiable instruments.
CO2	Analyse partnership and company law for compliance.
CO3	Evaluate cyber laws, IPR, and consumer protection for ethical business.

CO-PO Correlation (PG61T302)

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

3. Operations Research (PG61T303)

Course Outcomes (COs):

Course Outcome	Operations Research- Course Outcome Description
CO1	Formulate and solve business problems using linear programming.
CO2	Analyse transportation, assignment, and routing models.
CO3	Evaluate projects using PERT and CPM for effective management.
CO4	Apply game theory, replacement, and simulation in decision-making.

CO-PO Correlation (PG61T303)

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

4. Management Control System (PG61T304)

Course Outcomes (COs):

Course Outcome	Management Control System- Course Outcome Description
CO1	Explain concepts and environment of management control systems.
CO2	Analyse responsibility centres, transfer pricing, and performance measures.
CO3	Evaluate budgeting, variance analysis, and incentive systems.
CO4	Assess controls in service, multinational, and project-based organisations.

CO-PO Correlation (PG61T304)

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

5. Applied Marketing Research (OEC) (PG61T305)

Course Outcomes (COs):

Course Outcome	Applied Marketing Research (OEC)- Course Outcome Description
CO1	Explain the research process, ethics, and research design.
CO2	Apply data collection methods and hypothesis testing techniques.
CO3	Evaluate marketing mix research methods such as branding and pricing.
CO4	Demonstrate qualitative research and reporting techniques.

CO-PO Correlation (PG61T305)

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

6. Business Data Analytics (PG61T306)

Course Outcomes (COs):

Course Outcome	Business Data Analytics- Course Outcome Description
CO1	Explain descriptive, predictive, and prescriptive analytics fundamentals.
CO2	Analyse marketing, financial, and HR analytics for insights.
CO3	Apply machine learning, big data, and visualization tools.

CO-PO Correlation (PG61T306)

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

7. Artificial Intelligence For Managers (PG61T307)

Course Outcomes (COs):

Course Outcome	Artificial Intelligence For Managers- Course Outcome Description
CO1	Explain AI fundamentals, technologies, and applications in business.
CO2	Analyse AI project management, strategy, and ethical/legal issues.
CO3	Evaluate AI trends, digital transformation, and governance.

CO-PO Correlation (PG61T307)

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

8. Enterprise Resource Planning (ERP) (PG61T308)

Course Outcomes (COs):

Course Outcome	Enterprise Resource Planning (ERP)- Course Outcome Description
CO1	Explain ERP concepts, benefits, and related technologies.
CO2	Analyse ERP modules and vendor solutions.
CO3	Evaluate ERP implementation life cycle and methodologies.

CO-PO Correlation (PG61T308)

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

9. E-Business Management (PG61T309)

Course Outcomes (COs):

Course Outcome	E-Business Management- Course Outcome Description
CO1	Explain e-business concepts, models, and infrastructure.
CO2	Analyse e-payments, security, and applications.
CO3	Evaluate legal, ethical, and privacy issues in e-business.

CO-PO Correlation (PG61T309)

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

10. Entrepreneurship Development (PG61T310)

Course Outcomes (COs):

Course Outcome	Entrepreneurship Development- Course Outcome Description
CO1	Explain entrepreneurial process, traits, and resource mobilisation.
CO2	Analyse types of ventures, creativity, and leadership barriers.
CO3	Evaluate policies, incubation, and global entrepreneurship trends.

CO-PO Correlation (PG61T310)

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

11. Sales Management (PG61T311)

Course Outcomes (COs):

Course Outcome	Sales Management- Course Outcome Description
CO1	Explain evolution, objectives, and process of sales management.
CO2	Analyse selling skills, forecasting, and sales organisation structures.
CO3	Evaluate sales territory, quotas, and sales force management.

CO-PO Correlation (PG61T311)

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

12. Digital marketing (PG61T312)

Course Outcomes (COs):

Course Outcome	Digital marketing- Course Outcome Description
CO1	Explain digital marketing concepts, consumer behaviour, and channels.
CO2	Analyse social media and SEO strategies.
CO3	Evaluate SEM, PPC, and campaign effectiveness.
CO4	Apply email, affiliate, and influencer marketing practices.

CO-PO Correlation (PG61T312)

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

13. Retail Management (PG61T313)

Course Outcomes (COs):

Course Outcome	Retail Management- Course Outcome Description
CO1	Explain retail formats, theories, and consumer buying behaviour.
CO2	Analyse strategies, locations, and CRM practices.
CO3	Evaluate merchandising, pricing, and retail communication.
CO4	Apply store management, customer service, and entrepreneurship.

CO-PO Correlation (PG61T313)

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

14. Strategic Brand Management (PG61T314)

Course Outcomes (COs):

Course Outcome	Strategic Brand Management- Course Outcome Description
CO1	Explain brand concepts, equity, and positioning.
CO2	Analyse brand measurement, audits, and sustaining equity.
CO3	Evaluate global brand strategies and future priorities.

CO-PO Correlation (PG61T314)

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

15. International Marketing Management (PG61T315)

Course Outcomes (COs):

Course Outcome	International Marketing Management- Course Outcome Description
CO1	Explain scope and cultural aspects of international marketing.
CO2	Analyse political, legal, and economic environments for strategy.
CO3	Evaluate channels, pricing, and export-import procedures.

CO-PO Correlation (PG61T315)

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

16. Mergers, Acquisitions & Corporate Restructuring (PG61T316)

Course Outcomes (COs):

Course Outcome	Mergers, Acquisitions & Corporate Restructuring- Course Outcome Description
CO1	Explain motives, processes, and types of mergers & restructuring.
CO2	Analyse valuation approaches and accounting methods.
CO3	Evaluate takeover defences, regulation, and post-merger integration.

CO-PO Correlation (PG61T316)

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

17. Personal Finance and Tax Planning (PG61T317)

Course Outcomes (COs):

Course Outcome	Personal Finance and Tax Planning- Course Outcome Description
CO1	Explain financial planning process and statements.
CO2	Analyse investment avenues and tax planning concepts.
CO3	Evaluate income computation, deductions, and filing.

CO-PO Correlation (PG61T317)

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

18. International Financial Management (PG61T318)

Course Outcomes (COs):

Course Outcome	International Financial Management- Course Outcome Description
CO1	Explain scope of IFM and role of MNCs.
CO2	Analyse forex markets and risk management.
CO3	Evaluate financing, trade, and capital budgeting globally.
CO4	Assess ethical and technological issues in IFM.

CO-PO Correlation (PG61T318)

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

19. Goods and Service Tax (PG61T319)

Course Outcomes (COs):

Course Outcome	Goods and Service Tax- Course Outcome Description
CO1	Explain framework, structure, and provisions of GST.
CO2	Analyse supply rules, levy, exemptions, and collection.
CO3	Evaluate ITC, payments, registration, and assessments.

CO-PO Correlation (PG61T319)

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

20. Derivatives Market & Risk Management (PG61T320)

Course Outcomes (COs):

Course Outcome	Derivatives Market & Risk Management- Course Outcome Description
CO1	Explain derivatives markets, instruments, and pricing.
CO2	Analyse interest rate derivatives and swaps.
CO3	Evaluate options pricing and strategies.
CO4	Apply models like Black–Scholes–Merton for valuation.

CO-PO Correlation (PG61T320)

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

21. Organization Development and Institution Building (PG61T321)

Course Outcomes (COs):

Course Outcome	Organization Development and Institution Building - Course Outcome Description
CO1	Explain OD concepts, models, and practitioners.
CO2	Analyse diagnostic models and OD interventions.
CO3	Evaluate institution building and leadership roles.

CO-PO Correlation (PG61T321)

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

22. Emotional Intelligence and Managerial Effectiveness (PG61T322)

Course Outcomes (COs):

Course Outcome	Emotional Intelligence and Managerial Effectiveness - Course Outcome Description
CO1	Explain EI concepts and dimensions.
CO2	Analyse self-awareness and self-regulation techniques.
CO3	Evaluate empathy and motivation for personal growth.
CO4	Apply social skills for teamwork and workplace EI.

CO-PO Correlation (PG61T322)

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

23. Compensation and Talent Management (PG61T323)

Course Outcomes (COs):

Course Outcome	Compensation and Talent Management- Course Outcome Description
CO1	Explain scope, need, and tools of talent management.
CO2	Analyse life cycle and building blocks of talent management
CO3	Evaluate planning, acquisition, and retention practices.

CO-PO Correlation (PG61T323)

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

24. Learning and Development (PG61T324)

Course Outcomes (COs):

Course Outcome	Learning and Development- Course Outcome Description
CO1	Explain learning theories and adult learning.
CO2	Analyse training objectives, strategies, and methodologies.
CO3	Evaluate training effectiveness and ROI.

CO-PO Correlation (PG61T324)

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

25. Corporate Restructuring-Human Dimensions (PG61T325)

Course Outcomes (COs):

Course Outcome	Corporate Restructuring-Human Dimensions- Course Outcome Description
CO1	Explain structural designs and turnaround strategies.
CO2	Analyse M&A deal structuring and valuation
CO3	Evaluate organisational change models and leadership

CO-PO Correlation (PG61T325)

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