



Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)

DEPARTMENT OF MANAGEMENT STUDIES

PO - CO ARTICULATION MATRIX

REGULATIONS 2020

M.B.A. – MASTER OF BUSINESS ADMINISTRATION

BHARATH INSTITUTE OF SCIENCE AND TECHNOLOGY

173, AGHARAM ROAD, SELAIYUR

CHENNAI

P20MBMCO4	ACCOUNTING FOR MANAGEMENT	L	T	P	C
	Total Contact Hours: 60	3	0	0	4

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
1	CO1	M				L					S
2	CO2		L						S		
3	CO3	M				L			S		
4	CO4				S						S
5	CO5						M		S		
6	CO6	M			S			L			S
3	Cate gory		Professional Core (PC)								
4	App rova l										

P20MBMCO5	ORGANIZATIONAL BEHAVIOUR	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1			S			S		S		
	CO2			S			S	S	S		S

	CO3	S	S	S		S	S	S	S	S	S
	CO4			S	M	S	S	S	S		
	CO5	S	S		M	S			S	S	
	CO6			S			S	S	S		
3	Category	Fundamental Core (FC)									
4	Approval										

P20MBMCO6	BUSINESS COMMUNICATION	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1			M				S	M		
	CO2		M	S		M		S	M		
	CO3			M		L		S	L		
	CO4			M				S	M		
	CO5	S	M		M	M		S	L		
	CO6			S	S			S	M		
3	Category		Professional Core (PC)								
4	Approval										

P20MBMCO9	HUMAN RESOURCE MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1	S				S	L		S		
	CO2	S	S		S	S		S	S	M	
	CO3							S	S		M
	CO4	S	S		S			S	S		
	CO5	S	S		S	S		S	S		
	CO6		S		S	S		S	S		
3	Category	Fundamental Core (FC)									
4	Approval										

4	Approval		
---	----------	--	--

P20MBMC12	STRATEGIC MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes
--

(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	S	S			S			S		
	CO2	S	S		S	S	M	S	S	S	
	CO3	S	S		S	S			S	S	S
	CO4	S	S	S	S	S			S		S
	CO5	S	S	S	S	S		S	S	S	S
	CO6	S	S	S	S	S	M	S	S	S	S
3	Cate gory		Professional Core (PC)								
4	Appr oval										

P20MBMC13	Business Analytics	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1	L			M			S	S	L	
	CO2		S			S		S	S		
	CO3	L			M				S		S
	CO4					S			S		S
	CO5				M	S		S	S	L	
	CO6		S			S		S			S
3	Category		Fundamental Core (FC)								
4	Approval										

P20MBMC14	PRODUCTIONS AND OPERATIONS MANAGEMENT	L	T	P
	Total Contact Hours: 45	3	0	0

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1		S			S		S			
	CO2	S	S			S		S	S		
	CO3	S			S	S			S		M
	CO4	S				S	L	S		L	
	CO5		S		S			S	S		
	CO6	S			S				S		
3	Category		Fundamental Core (FC)								
4	Approval										

P20MBMC15	OPERATIONS RESEARCH	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1				S				S		
	CO2	S			S				S		S
	CO3	S	S	M	S			L	S	S	
	CO4	S	S		S				S		S
	CO5	S		M	S				S	S	
	CO6	S	S		S				S	S	
3	Cate gory		Professional Core (PC)								
4	Appr oval										

P20MBMC16	INTERNATIONAL BUSINESS MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1		S	M		S		S	S	S	
	CO2	S				S		S	S		S
	CO3		S	M		S			S		S
	CO4	S			M	S			S	S	S
	CO5	S	S		M			S	S	S	S
	CO6		S	M				S		S	
3	Category		Fundamental Core (FC)								
4	Approval										

P20MBMC17	BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low	
---	--

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low	
---	--

[illegible]

ELECTIVE PAPERS

I - FINANCE

P20MBEC26	SECURITIES AND INVESTMENT MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	S					S		S		
2	CO2		L			S		M			
3	CO3	S					S		S		
4	CO4				M	S		M			M
5	CO5				M		S				
6	CO6					S			S		M
3	Cate gory		Professional Core (PC)								
4	App rova l										

P20MBEC31	CORPORATE FINANCE	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1							M	S		
	CO2	S	S			S	S				
	CO3	S	S		S	S	S		S	S	
	CO4	S	S	L	S	S	S	M	S	S	L
	CO5	S	S		S	S	S		S		
	CO6	S	S			S			S	S	
3	Cate gory		Professional Core (PC)								
4	Appr oval										

P20MBEC32	MANAGEMENT OF FINANCIAL SERVICES	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1		S			S	S		S	S	
	CO2		S	S			S			S	
	CO3		S	S		S					
	CO4	S			M		S	M	S		
	CO5	S		S			S		S	S	M
	CO6									S	M
3	Category		Fundamental Core (FC)								
4	Approval										

P20MBEC33	INVESTMENT BANKING	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1		S		M				L		
	CO2	M				S	S				S
	CO3		S	L	M		S			M	
	CO4	M	S				S				S
	CO5		S		M		S			M	
	CO6				M	S		L			
3	Category		Fundamental Core (FC)								
4	Approval										

P20MBEC34	MANAGEMENT OF BANKS AND FINANCIAL INSTITUTIONS	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1	M			M		S			S	
	CO2		S			S			M		M
	CO3			L			S			S	
	CO4		S			S		L		S	
	CO5	M			M		S		M		M
	CO6		M				S	M			
3	Category		Fundamental Core (FC)								
4	Approval										

II - HR

P20MBEC35	MANAGERIAL BEHAVIOUR AND EFFECTIVENESS	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	S			S			S	S		S
	CO2	S	S	S	S	S		S	S		S
	CO3	S	S	S		S	L	S	S	S	S
	CO4		S	S	S	S		S	S	S	S
	CO5	S	S	S	S	S		S	S	S	S
	CO6		S					S	S	S	
3	Cate gory		Professional Core (PC)								
4	Appr oval										

P20MBEC36	Industrial Relations and Labour Welfare	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1			M		S	S				
	CO2			M		S	S	S	S		
	CO3	S	S		S	S	S		S		
	CO4		S			S	S		S	L	L
	CO5		S				S				
	CO6	S	S		S	S	S	S	S		
3	Cate gory		Professional Core (PC)								
4	Appr oval										

P20MBEC37	TRAINING AND DEVELOPMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	S				S					
	CO2		M			S	M			M	
	CO3	S			S	S					S
	CO4	S			S						S
	CO5			L	S						S
	CO6			L	S	S					S
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

P20MBEC38	STRATEGIC HUMAN RESOURCE DEVELOPMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1		M			M	M				
2	CO2				S				M	L	
3	CO3	M			S	M					
4	CO4			M					M		
5	CO5	M			S			L			
6	CO6			M			M				L
3	Cate gory		Professional Elective (PE)								
4	App rova l										

P20MBEC39	PSYCHOLOGY FOR MANAGERS	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1								S	S	
	CO2	S	S	S				S	S	S	
	CO3	S	S	S			S	S	S		S
	CO4	S	S	S	S	S	S	S	S	S	S
	CO5		S	S	S	S		S	S	S	S
	CO6	S	S	S					S	S	
3	Cate gory		Professional Core (PC)								
4	Appr oval										

P20MBEC40	ORGANISATIONAL DEVELOPMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	M	S		S						
	CO2		S	S	S	S			S		
	CO3					S			S		
	CO4	M			S	S			S	L	L
	CO5				S						L
	CO6				S						L
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

P20MBEC41	PEOPLE AND PERFORMANCE MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low										
	PO₁	PO₂	PO₃	PO₄	PO₅	PO₆	PO₇	PO₈	PO₉	PO₁₀
CO₁	S		M				S	S		
CO₂	S	S	M					S		S
CO₃	S			M			S			
CO₄				M			S			S
CO₅	S						S	S		
CO₆	S	S						S		S
	3- Strong, 2- Medium, 1- Low									

P20MBEC42	COMPENSATION MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Prerequisite: Basic knowledge in HRM from UG.				

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low										
	PO₁	PO₂	PO₃	PO₄	PO₅	PO₆	PO₇	PO₈	PO₉	PO₁₀
CO₁	S	M		S		L			L	
CO₂				S	S			S		S
CO₃	S			S		L		S		
CO₄		M		S	S					S
CO₅	S			S	S					
CO₆	S							S		S
	3- Strong, 2- Medium, 1- Low									

P20MBEC43	KNOWLEDGE MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low										
	PO₁	PO₂	PO₃	PO₄	PO₅	PO₆	PO₇	PO₈	PO₉	PO₁₀
CO₁	S			S				S		
CO₂					S		S		L	L
CO₃		M			S		S		L	
CO₄		M	L		S			S		
CO₅	S			S				S		L
CO₆	S			S			S	S		
	3- Strong, 2- Medium, 1- Low									

III – MARKETING

	Retail Management	L	T	P	C
--	--------------------------	----------	----------	----------	----------

P20MBEC44	Total Contact Hours: 45	3	0	0	3
------------------	-------------------------	---	---	---	---

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	C01		M		L	S		S			
	C02							S	S		S
	C03	L	M			S			S	M	
	C04							S	S		S
	C05					S		S		M	
	C06				L	S		S		M	
3	Category		Fundamental Core (FC)								
4	Approval										

P20MBEC45	CONSUMER BEHAVIOUR	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	S				S					
	CO2	S	M			S			S	M	
	CO3	S			S						S
	CO4				S	S			S		S
	CO5				S	S					S
	CO6				S						S
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

P20MBEC46	SERVICE MARKETING	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S					
	CO2	M	S			S			S		
	CO3					S	M	M		M	
	CO4	M			L	S			S		L
	CO5		S						S	M	
	CO6		S	L		S	M	M	S		
3	Cate gory		Professional Elective(PE)								
4	Appr oval										

P20MBEC47	SOCIAL MEDIA MARKETING	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S					
	CO2							S	S		M
	CO3	S	S		S	S	S	S	S		
	CO4		S		S	S		S	S	S	
	CO5	S		L	S		S	S	S	S	
	CO6		S			S		S	S	S	M
3	Cate gory		Professional Core (PC)								
4	Appr oval										

P20MBEC48	ADVERTISING AND SALES PROMOTION	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1				L				S	S	
	CO2		S			S		S	S	S	
	CO3	L	S	S		S	M	S	S	S	
	CO4		S			S	M	S	S	S	
	CO5		S			S		S	S	S	
	CO6		S	S		S		S	S	S	
3	Cate gory		Professional Core (PC)								
4	Appr oval										

P20MBEC49	BRAND MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1		M				S		S		
2	CO2			M		M		M		M	
3	CO3				M		S				
4	CO4		M			M		M	S		
5	CO5	L		M						M	
6	CO6				M		S		S		
3	Cate gory		Professional Core (PC)								
4	App rova l										

P20MBEC50	INTEGRATED MARKETING COMMUNICATION	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low										
	PO₁	PO₂	PO₃	PO₄	PO₅	PO₆	PO₇	PO₈	PO₉	PO₁₀
CO₁	S	S			S			S		
CO₂	S			S				S		M
CO₃				S		S	S	S		
CO₄			L	S		S			L	
CO₅		S			S	S		S		
CO₆	S						S			M
	3- Strong, 2- Medium, 1- Low									

P20MBEC51	PRODUCT AND BRAND MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low										
	PO₁	PO₂	PO₃	PO₄	PO₅	PO₆	PO₇	PO₈	PO₉	PO₁₀
CO₁	S	S			S			L		
CO₂		S		S	S					S
CO₃	S		-					L		S
CO₄		S		S			M		M	
CO₅		S			S		M		M	
CO₆	S			S	S					S
	3- Strong, 2- Medium, 1- Low									

P20MBEC52	SALES AND CHANNEL MANAGEMENT	L	T	P	C
------------------	-------------------------------------	----------	----------	----------	----------

	Total Contact Hours: 45	3	0	0	3
--	-------------------------	---	---	---	---

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low										
	PO ₁	PO ₂	PO ₃	PO ₄	PO ₅	PO ₆	PO ₇	PO ₈	PO ₉	PO ₁₀
CO ₁		S	S		M		S			
CO ₂			S	M			S	M		
CO ₃						L	S			L
CO ₄	L	S			M				M	
CO ₅		S		M			S		M	
CO ₆		S	S				S	M		
	3- Strong, 2- Medium, 1- Low									

IV - BANKING AND INSURANCE

P20MBEC53	BANKING FUNDAMENTALS AND CONCEPTS	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S			S	S	
	CO2		S			S		M	S		
	CO3	S	S		S	S				S	S
	CO4				S	S		M	S	S	
	CO5	S			S		M	M	S		S
	CO6	S	S			S	M	M	S	S	S
3	Cate gory		Professional Core (PC)								
4	Appr oval										

P20MBEC54	BANK OPERATIONS MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L				M		S			
2	CO2		M				M		M		
3	CO3		M			M		S			
4	CO4						M	S		M	
5	CO5					M			M		
6	CO6						M	S		M	
3	Cate gory		Professional Core (PC)								
4	App rova l										

P20MBEC55	INSURANCE CONCEPTS AND SYSTEMS	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L					S		S		
2	CO2		L			L		S			
3	CO3				M		S		S		
4	CO4							S		L	
5	CO5						S		S		
6	CO6				M			S			L
3	Cate gory		Professional Core (PC)								
4	App rova l										

P20MBEC56	INSURANCE SYSTEM IN INDIA	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1					M		S	S		
2	CO2	L					S		S		
3	CO3		L					S			
4	CO4						S		S		
5	CO5					M		S		L	
6	CO6			S			S		S		
3	Cate gory		Professional Core (PC)								
4	App rova l										

P20MBEC57	COMMERCIAL BANK MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L						M	S		
2	CO2				S		M		S		
3	CO3		M					M			M
4	CO4				S				S		
5	CO5		M					M			M
6	CO6				S		M		S		
3	Cate gory		Professional Elective (PE)								
4	App rova l										

P20MBEC58	RETAIL AND CRM IN BANKING	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L							L		
	CO2		L			M					
	CO3	L									S
	CO4				S	M					S
	CO5				S						S
	CO6	L									S
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

P20MBEC59	INSURANCE LAW AND PRACTICE	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1		S			M			S		S
	CO2	M			S			S		S	
	CO3								S		
	CO4	M	S		S			S			S
	CO5		S			M		S	S		
	CO5									S	S
3	Category		Fundamental Core (FC)								
4	Approval										

4	Approval		
---	----------	--	--

P20MBEC61	INTERNATIONAL BANKING	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1	S						S	S		
	CO2		S			M	S				S
	CO3				L		S			L	S
	CO4	S	S				S		S		
	CO5	S				M		S			S
	CO6	S				M		S			S

3	Category		Fundamental Core (FC)
4	Approval		

V - LOGISTICS

P20MBEC62	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L									
	CO2		S			S	S				

	CO3				M	S				L	M
	CO4				M	S					M
	CO5				M	S				L	M
	CO6				M						M
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

P20MBEC63	LOGISTICS MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes
(S/M/L indicates strength of correlation)
S-Strong, M-Medium, L-Low

S-Strong, M-Medium, L-Low

[illegible]

VI - INTERNATIONAL BUSINESS

P20MBEC71	INTERNATIONAL INDUSTRIAL BUYER BEHAVIOR	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L				S					
	CO2		L								
	CO3				L	S	L				
	CO4					S				M	M
	CO5	L		L	L	S					M
	CO6										M
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

P20MBEC79	E COMMERCE	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1	M	S						S		
	CO2		S		S	S			S		S
	CO3		S	M		S				S	
	CO4		S		S			M		S	S
	CO5	M		M		S			S	S	
	CO6		S		S				S	S	S
3	Category		Professional Elective (PE)								
4	Approval										

VII - HOSPITAL & HEALTH CARE

P20MBEC80	HOSPITAL & HEALTH CARE POLICY & PLANNING	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L									
	CO2		L	L		S	L		L		
	CO3	L			M	S					S
	CO4				M	S				M	S
	CO5					S					S
	CO6										S
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

P20MBEC86	Health Insurance & Medical Tourism	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1		S			S			S	M	
	CO2	S			M			M		M	
	CO3		S			S		M	S		
	CO4	S			M				S		S
	CO5		S	L		S			S		S

Mapping of Course Outcomes with Program Outcomes												
(S/M/L indicates strength of correlation)												
S-Strong, M-Medium, L-Low												
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
3	Category		S			S		M			S	
4	Approval	M			S		L		S	M		
	CO3		S			S		S	S			
	CO4		S		S	S		S			L	
	CO5	M		L		S		S	S			
	CO6		S		S				S	M		
3	Category		Fundamental Core (FC)									
		Marketing of Hospital Services							L	T	P	C
4	Approval											
P20MBEC87		Total Contact Hours: 45							3	0	0	3

P20MBEC88	Global Health Scenario	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1	S				S		M		S	

	CO2		S		S				S		
	CO3	S			S	S			S		
	CO4		S							S	
	CO5	S			S				S	S	
	CO6		S			S		M			L
3	Category		Fundamental Core (FC)								
4	Approval										

VIII - BUSINESS ANALYTICS

P20MBEC89	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L				M			S		
2	CO2		L				M	S			
3	CO3				M			S	S		
4	CO4					M	M		S		
5	CO5				M			S			L
6	CO6					M	M		^		
3	Cate gory		Professional Core (PC)								

IX - TOURISM AND HOSPITALITY MANAGEMENT

P20MBEC98	TRAVEL AND TOURISM MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	M				S			M		
	CO2		L			S	L				
	CO3				S	S					
	CO4				S	S					
	CO5			L	S	S					L
	CO6				S	S					
3	Category		Professional Elective (PE)								
4	Approval										

