

## Program Outcomes – MBA

**PO 1: Management Knowledge:** Apply knowledge of management fundamentals, functional specialisations (marketing, finance, HR, operations), quantitative techniques and relevant domain knowledge to define, abstract and conceptualise solutions for business problems.

**PO 2: Problem Analysis:** Identify, formulate and analyse complex business problems; review literature and draw substantiated conclusions using principles of economics, statistics, accounting and behavioural sciences.

**PO 3: Design / Development of Business Solutions:** Design, evaluate and implement solutions—strategies, systems, processes or policies—that meet specified organisational needs with due consideration to public health and safety, cultural, societal and environmental contexts.

**PO 4: Research & Investigation:** Use research-based knowledge and methods—including study design, data collection, analysis and interpretation—to generate insights and provide valid conclusions for managerial decision-making.

**PO 5: Modern Tool Usage:** Create, select and apply appropriate analytical tools, digital platforms, information systems and decision-support models to complex managerial activities, understanding their assumptions and limitations.

**PO 6: Ethics & Governance:** Understand, internalise and commit to professional ethics, corporate governance, legal and regulatory responsibilities, and norms of responsible management practice (including data privacy and AI use).

**PO 7: Life-long Learning:** Recognise the need for, and demonstrate the ability to engage in, independent and reflective learning for continual professional development in a dynamic business environment.

**PO 8: Project Management & Finance:** Demonstrate knowledge and application of project, operations and financial management principles; plan, budget, organise and control resources individually and in teams in multidisciplinary settings.

**PO 9: Communication Efficacy:** Communicate effectively with managerial and non-managerial audiences by writing clear reports, preparing design documentation, making effective presentations, negotiating, and giving/receiving unambiguous instructions.

**PO 10: Society, Sustainability & Legal Awareness:** Understand and assess societal, environmental, health, safety, legal and cultural issues in local and global contexts and the consequent responsibilities relevant to management practice and sustainable development goals.

**PO 11: Individual & Team Work / Leadership:** Function effectively as an individual and as a member/leader in diverse, multidisciplinary teams, displaying collaboration, empathy and inclusive leadership.

**PO 12: Innovation & Entrepreneurship:** Identify timely opportunities; use creativity and innovation to design viable business models and initiatives that create value and wealth ethically for stakeholders and society at large.

**Program Specific Outcomes – MBA**

**PSO 1: Functional Integration & Application:** Apply integrated knowledge from marketing, finance, HR and operations to analyse organisational situations and recommend actionable solutions.

**PSO 2: Data-Driven Decision-Making:** Use quantitative methods, market research, financial analysis and analytics tools to structure problems, evaluate alternatives and support evidence-based managerial decisions.

**PSO 3: Ethical Leadership & Entrepreneurial Mindset:** Demonstrate ethical reasoning, social responsibility, and entrepreneurial initiative in diverse and global business contexts.

**Mapping of Courses to PO/PSO – Master of Business Administration (MBA)**

**H:** High contribution · **M:** Moderate contribution · **L:** Low contribution

**SEMESTER I**

| Mapping Code | Course Code | Course Name              | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|--------------|-------------|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 1.1          | DEM0101     | Principles of Management | H   | M   | M   |     |     | M   |     | M   | M   | L    | H    | M    | M    | L    | M    |
| 1.2          | DEM0102     | Managerial Economics     | H   | H   | M   | M   | L   |     |     | M   | L   | M    |      |      |      | M    | H    |

|     |         |                             |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----|---------|-----------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1.3 | DEM0103 | Manag erial Comm unicati on | L | L | L |   |   |   | M |   | H | L | M | M |   |   | M |
| 1.4 | DEM0104 | Market ing Manag ement      | H | M | H | L | M |   |   |   | M | L |   | M | H | M | M |
| 1.5 | DEM0105 | Busine ss Ethics & CSR      | L |   |   |   |   | H | M |   | M | H | L |   |   |   |   |
| 1.6 | DEM0106 | Financ ial Accou nting      | H | M |   | L | M |   |   | H | L |   |   |   | M | H |   |

### SEMESTER II

| <b>Mappi ng Code</b> | <b>Cours e Code</b> | <b>Cours e Name</b>    | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PO8</b> | <b>PO9</b> | <b>PO10</b> | <b>PO11</b> | <b>PO12</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
|----------------------|---------------------|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 2.1                  | DEM0201             | Financ ial Manag ement | H          | M          | M          | M          | M          |            |            | H          | L          |             |             | L           |             | H           |             |
| 2.2                  | DEM0202             | Quanti tative Metho    | M          | H          | M          | H          | H          |            |            |            | L          |             |             |             |             |             | H           |

|     |         |                              |   |   |   |   |   |   |  |   |   |   |   |   |   |   |   |
|-----|---------|------------------------------|---|---|---|---|---|---|--|---|---|---|---|---|---|---|---|
|     |         | ds                           |   |   |   |   |   |   |  |   |   |   |   |   |   |   |   |
| 2.3 | DEM0203 | Entrepreneurship Development | M |   | H |   | M | M |  | M | M | M |   | H | M |   |   |
| 2.4 | DEM0204 | Market Research              |   | H | M | H | H |   |  |   | M |   |   |   |   | M | H |
| 2.5 | DEM0205 | Human Resource Management    | H | M | M |   |   | M |  |   | M | L | H |   |   | M |   |
| 2.6 | DEM0206 | Organizational Behaviour     | M | M |   |   |   | M |  |   | M |   | H | H |   |   |   |

### SEMESTER III

| Mapping Code | Course Code | Course Name   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 |
|--------------|-------------|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 3.1          | DEM0P01     | Minor Project |     |     | H   | H   | M   |     | M   | M   | H   |      | H    | M    | H    | H    | M    |
| 3.2          | DEM0301     | Operations    | H   | M   | H   | M   | M   |     |     | M   |     | M    |      |      | H    | M    |      |

|     |             |                               |   |   |   |  |   |   |  |   |   |  |  |   |   |   |   |
|-----|-------------|-------------------------------|---|---|---|--|---|---|--|---|---|--|--|---|---|---|---|
|     |             | Manag<br>ement                |   |   |   |  |   |   |  |   |   |  |  |   |   |   |   |
| 3.3 | DEM03<br>02 | Startu<br>p<br>Manag<br>ement | M |   | H |  | M | M |  | M | M |  |  | H | H |   |   |
| 3.4 |             | Electiv<br>e I                | M | M | M |  | M |   |  |   | M |  |  | M | M | H | M |
| 3.5 |             | Electiv<br>e II               | M | M | M |  | M |   |  |   | M |  |  | M | M | H | M |
| 3.6 |             | Electiv<br>e III              | M | M | M |  | M |   |  |   | M |  |  | M | M | H | M |
| 3.7 |             | Electiv<br>e IV               | M | M | M |  | M |   |  |   | M |  |  | M | M | H | M |

### SEMESTER IV

| <b>Mappi<br/>ng<br/>Code</b> | <b>Cours<br/>e<br/>Code</b> | <b>Cours<br/>e<br/>Name</b>                  | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PO8</b> | <b>PO9</b> | <b>PO10</b> | <b>PO11</b> | <b>PO12</b> | <b>PSO1</b> | <b>PSO2</b> | <b>PSO3</b> |
|------------------------------|-----------------------------|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|
| 4.1                          | DEM0P<br>02                 | Resear<br>ch<br>Project<br>/Disser<br>tation |            |            | H          | H          | H          |            | M          | M          | H          |             | M           |             | H           | H           | M           |
| 4.2                          | DEM04<br>01                 | Busine<br>ss<br>Policy<br>&<br>Strateg       | H          | H          | H          |            |            |            |            | M          | M          | M           | M           | M           | H           |             | H           |

|     |             |  |   |   |   |  |   |  |  |  |   |  |  |   |   |   |   |
|-----|-------------|--|---|---|---|--|---|--|--|--|---|--|--|---|---|---|---|
|     |             | ic<br>Mgmt   |   |   |   |  |   |  |  |  |   |  |  |   |   |   |   |
| 4.3 |             | Electiv<br>e VI  | M | M | M |  | M |  |  |  | M |  |  | M | M | H | M |
| 4.4 |             | Electiv<br>e VII   | M | M | M |  | M |  |  |  | M |  |  | M | M | H | M |
| 4.5 |             | Electiv<br>e VIII  | M | M | M |  | M |  |  |  | M |  |  | M | M | H | M |
| 4.6 |             | Electiv<br>e IX  | M | M | M |  | M |  |  |  | M |  |  | M | M | H | M |
| 4.7 | DEM04<br>S1 | SEC:<br>Comp<br>uter<br>Applic<br>ations<br>in<br>Busine<br>ss | M | L |   |  | H |  |  |  |   |  |  |   |   | M | H |

**Notes:** 1. Electives map primarily to **PSO 1 (Functional Integration)** and **PSO 2 (Data-Driven Decision-Making)**; specific H/M/L may be further refined once the elective baskets (Marketing/Finance/HR) are locked for a given cohort. 2. This matrix follows the same *format and granularity* as the MCA PO-PSO template, adapted to management contexts.