

GAUHATI COMMERCE COLLEGE

PROGRAM OUTCOME

PO-CO Matrix of MBA Department

PO CO	Understanding of business environments	Develop analytical skill	Solve the different business problems	Decision Making
1013	✓	✓		✓
1023	✓			✓
1033		✓	✓	✓
1043		✓	✓	✓
1053	✓		✓	✓
1063	✓		✓	✓
1073	✓	✓	✓	✓
1083	✓	✓	✓	✓
1093				
2013	✓	✓	✓	✓
2023	✓	✓	✓	✓
2033	✓		✓	✓
2043	✓			✓
2053	✓	✓	✓	✓
2063		✓	✓	✓
2073				
2083	✓	✓	✓	
2093				
3013	✓	✓	✓	✓
3023	✓	✓	✓	✓
3034	✓	✓	✓	✓
3043	✓		✓	✓
3053	✓		✓	✓
3063	✓		✓	✓
3073	✓	✓	✓	✓
3083	✓		✓	✓
3103	✓	✓	✓	✓
3113	✓			✓
3123	✓		✓	✓
4013	✓	✓	✓	
4023	✓	✓	✓	✓
4034	✓	✓	✓	✓
4103		✓	✓	✓
4113	✓	✓	✓	✓
4123	✓	✓		✓
4043	✓		✓	✓
4053	✓		✓	✓

4063	✓		✓	✓
4073	✓	✓	✓	✓
4083	✓	✓	✓	✓
4093	✓	✓	✓	✓

Subject	Course Outcomes
PPOM (1013)	<ul style="list-style-type: none"> Apply the principles & theories of Management in business situations.
BS (1023)	<ul style="list-style-type: none"> Interpret individual and group behaviour dynamics, Interpret interpersonal behaviour Handle conflict situations in organizations.
ME (1033)	<ul style="list-style-type: none"> To explain basics of managerial economics; Enumerate marginal analysis; Devise production function Interpret profit theories of economics
QTM (1043)	<ul style="list-style-type: none"> Objectively analyze business problems Find solutions Take effective decisions.
FA (1053)	<ul style="list-style-type: none"> Able to prepare P/L Account Able to prepare Balance Sheet
CMA (1063)	<ul style="list-style-type: none"> Distinguish between different types of costs Perform cost analysis using costing techniques Able to do cost audit for organization
LAB (1073)	<ul style="list-style-type: none"> interpret legal acts regarding running of business interpret regulations regarding running of business
IT FOR MANAGERS (1083)	<ul style="list-style-type: none"> To analyse and present statistical data using MS- Excel To make effective presentations To prepare financial statements using TALLY To design decision support systems
MM (2013)	<ul style="list-style-type: none"> To explain concepts of marketing–mix, segmentation, positioning and targeting; Devise product, pricing and promotion strategies.
PM (2023)	<ul style="list-style-type: none"> Able to interpret production theories Devise production plans
FM (2033)	<ul style="list-style-type: none"> Comprehend the basics of corporate finance Able to analyze capital structure, financial statements, financial leverage Designing working capital requirements
HRM (2043)	<ul style="list-style-type: none"> Explain concepts of Human Resource function, Job Analysis, Job evaluation Create HR Development strategies.
BRM (2053)	<ul style="list-style-type: none"> Able to formulate research objectives Design research studies Collect primary & secondary data Design data collection instruments using measurement scales

	<ul style="list-style-type: none"> • Data analysis by using software.
BDA (2063)	<ul style="list-style-type: none"> • Able to analyse basics of business analytics • Able to interpret data using software
OR (2073)	<ul style="list-style-type: none"> • Able to solve Linear Programming • Assignment Problem • Network Analysis • Goal Programming Problems • Justify business decisions
GIE (2083)	<ul style="list-style-type: none"> • To explain concepts of globalisation, process outsourcing, trade blocs & planning process of Indian economy
BESM (3013)	<ul style="list-style-type: none"> • To explain basics concepts of strategic management ; • Conduct business environmental analysis; • Devise corporate, business and functional strategies
BOIM (3034)	<ul style="list-style-type: none"> • To explain theories related to banking and insurance. • To trace developments in the banking and insurance sectors of India
ODMC (3103)	<ul style="list-style-type: none"> • Explain organization processes • Act as change managers in the organizations
IR (3113)	<ul style="list-style-type: none"> • Able to interpret industrial Acts and laws • Effectively negotiate with industry stakeholders
IHRM & CCM (3123)	<ul style="list-style-type: none"> • Learn Cross-cultural Research Methodologies • Learn various other cross cultural HR management techniques • Understand the relevance of the same in the global context
MC & BM (3043)	<ul style="list-style-type: none"> • Describe the Integrated Marketing Communication Process; • Undertake Media Planning; • Explain concepts of branding and; • Generate brand management strategies.
CB & CRM (3053)	<ul style="list-style-type: none"> • To explain the consumer behaviour process. • To analyse consumer purchase behaviour. • To devise appropriate segmentation and positioning strategies
E Com & DM - 3063	<ul style="list-style-type: none"> • To elaborate the benefits of digital marketing tools in E-commerce.
IAPM (3073)	<ul style="list-style-type: none"> • Students will be able to make sound investment decisions in the capital and money markets
FSCV (3083)	<ul style="list-style-type: none"> • Analyzing true worth of business venture • Able to act as advisors for various financial services
FR (3093)	<ul style="list-style-type: none"> • To interpret the performance of a company as per international financial reporting standards
IBM (4013)	<ul style="list-style-type: none"> • To compare business scenarios across the global economies • Design appropriate marketing and financial strategies
IEM (4034)	<ul style="list-style-type: none"> • Students will be able to formulate business plan and generate innovative ideas.
PMTD (4103)	<ul style="list-style-type: none"> • Conduct performance evaluation • Plan training modules

LL (4113)	<ul style="list-style-type: none"> • Interpret labour laws • Design effective HR policies
SHRM (4123)	<ul style="list-style-type: none"> • Compare HR policies across countries • Design HR policies
S & RM (4043)	<ul style="list-style-type: none"> • To design efficient distribution channels for sales of products and services
RM - 4053	<ul style="list-style-type: none"> • to plan marketing strategies for penetrating into rural markets
L & SCM (4023)	<ul style="list-style-type: none"> • Design supply chains and logistics backbone for movement of goods and information globally
MS (4063)	<ul style="list-style-type: none"> • Elaborate service marketing concepts • Devise marketing strategies for services
PARM (4073)	<ul style="list-style-type: none"> • To justify the viability of a project proposal. • To elaborate on risk management techniques
FEDM (4083)	<ul style="list-style-type: none"> • To design Financial Engineering products • To illustrate the benefits of the derivative market
<u>Direct Taxes & GST (4093)</u>	<ul style="list-style-type: none"> • To interpret and illustrate laws pertaining to Direct Tax and GST.