



CO PO MAPPING FOR REGULATION 2023

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C101.1	Understanding the basic concepts of statistics(K2)
C101.2	Understand and solve business problems.(K2)
C101.3	Apply statistical techniques to datasets, and correctly interpret the results(K3)
C101.4	Develop skill-set that is in demand in both the research and business environments..(K2)
C101.5	Apply the statistical techniques in a work setting.(K3)
C101.6	Compare the correlation and regression.(K2)

P23BAT11 Statistics and Quantitative Techniques

CO-PO matrices of P23BAT11 Statistics And Quantitative Techniques

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C101.1	2	2	1	-	1	1	1	1	2	2
C101.2	1	2	2	-	1	1	1	1	2	2
C101.3	2	1	1	1	1	1	1	1	2	2
C101.4	1	1	1	-	1	1	1	1	-	1
C101.5	2	2	1	-	1	1	1	1	1	1
C101.6	2	2	1	1	1	1	1	1	2	2
C101	2	2	1	1	1	1	1	1	2	2

Justification

In Statistics And Quantitative Techniques paper PO1, PO2,PSO1 and PSO2 are moderately



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAT12 Management Concept in Business

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C102.1	Discuss the elements of effective management(K2)
C102.2	Discuss and apply the planning, organizing and control processes(K2)
C102.3	Summaries various theories related to the development of leadership skills, motivation techniques, team work and effective communication(K2)
C102.4	Develop the communication and organization culture(K6)
C102.5	Explain about the current trends in managing organizational behavior(K2)
C102.6	Make use of control technique.

CO-PO matrices of P23BAT12 Management Concept in Business

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C102.1	3	2	2	1	2	3	2	3	2	1
C102.2	2	2	1	1	2	2	2	2	2	1
C102.3	2	2	2	2	3	3	1	2	1	-
C102.4	3	2	3	3	2	3	2	2	2	1
C102.5	2	1	2	2	2	2	1	2	1	1
C102.6	3	2	2	1	2	1	1	2	1	1
C102	3	2	2	1	2	3	1	2	1	1

Justification

In Management Concept in Business paper PO1 and PO6 are highly correlated and PO2, PO3, PO4 and PO5 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAT13 Managerial Economics

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C103.1	Summarize the themes of economics(K2)
C103.2	Explain principles of micro economics relevant to managing an organization(K2)
C103.3	Analyze the principles of macroeconomics(K4)
C103.4	Understanding of economic environment of business(K2)
C103.5	Explain the role of money(K2)
C103.6	Extend and regulate the economic variables(K3)

CO-PO matrices of P23BAT13 Managerial Economics

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C103.1	2	1	1	3	2	1	2	2	2	-
C103.2	1	1	3	3	3	2	1	-	1	1
C103.3	2	2	2	2	1	1	2	2	2	-
C103.4	2	2	3	3	2	2	1	2	1	1
C103.5	2	2	1	2	3	2	1	1	1	1
C103.6	1	2	2	2	3	1	1	1	1	1
C103	2	2	3	2	3	2	1	1	1	1

Justification

In Managerial Economics paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAT14Accounting For Decision Making

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C104.1	Describe the concepts of financial accounting(K2)
C104.2	Analysis the financial statement(K4)
C104.3	Understand the management and cost accounting techniques(K2)
C104.4	Apply the management and cost accounting techniques For decision making(K3)
C104.5	Assess the accountancy standards of practices in India(K5)
C104.6	Utilize the pre-package accounting software.(K2)

CO-POmatricesof P23BAT14Accounting For Decision Making

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C104.1	2	1	1	2	1	1	2	1	1	1
C104.2	2	2	1	1	2	1	1	-	1	1
C104.3	2	2	1	1	2	1	1	1	1	-
C104.4	1	1	1	-	1	1	1	1	-	1
C104.5	2	1	1	1	2	1	1	1	1	1
C104.6	2	2	3	2	3	1	1	1	1	1
C104	2	2	1	1	2	1	1	1	1	1

Justification

In Accounting For Decision Making paper PO1, PO2 and PO5 are moderately correlated



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAT15Legal Aspect of Business

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C105.1	Describe the concepts of Law in Business(K2)
C105.2	Analysis Legal Environment(K4)
C105.3	Understand the management and cost accounting techniques(K2)
C105.4	Apply the Legal and legislations For decision making(K3)
C105.5	Assess the Legal practices in India(K5)
C105.6	Utilize the Different dimension of law.(K2)

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C105.1	2	2	1	1	2	2	2	1	1	1
C105.2	1	1	2	1	2	1	1	-	1	1
C105.3	1	2	2	2	3	2	1	1	1	-
C105.4	1	1	3	2	2	2	1	1	-	1
C105.5	2	1	2	2	2	1	1	-	1	1
C105.6	2	2	3	2	3	1	1	1	1	1
C105	2	1	3	2	3	2	1	1	1	1

CO-PO matrices of P23BAT15 Legal Aspect of Business

Justification

In Legal Aspect of Business PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAT16 Information System

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C106.1	Outline the basics of data and information system.(K2)
C106.2	Understand the system development methodologies.(K2)
C106.3	Understand database management system and its types.(K2)
C106.4	Construct the integrated system, security and control.(K3)
C106.5	Develop new IT initiatives.(K3)
C106.6	Extend the application of new IT initiatives.(K3)

CO-PO matrices of P23BAT16 Information System

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C106.1	2	1	1	1	2	2	1	1	1	1
C106.2	1	1	2	1	2	2	1	-	1	1
C106.3	1	1	1	2	2	1	1	1	1	-
C106.4	1	1	2	1	2	1	1	1	-	-
C106.5	1	1	2	2	2	1	1	-	1	1
C106.6	2	2	2	2	2	1	1	1	1	1
C106	2	1	2	2	3	1	1	1	1	1

Justification

In Information System paper PO5 is highly correlated and PO1, PO3 and PO4 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BANF01 Entrepreneurship Development

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C107.1	List the Entrepreneurial competence. (K2)
C107.2	Interpret the Entrepreneurial environment. (K3)
C107.3	Demonstrate business plan preparation. (K2)
C107.4	Organise the resource mobilization. (K3)
C107.5	Appraise the important of small business. (K4)
C107.6	Develop the case studies on business sickness. (K3)

CO-PO matrices of P23BANF01 Entrepreneurship Development

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C107.1	2	1	1	1	2	2	1	1	1	1
C107.2	2	2	2	1	3	2	2	1	1	1
C107.3	2	1	2	2	3	2	1	1	1	-
C107.4	1	1	3	2	2	2	2	1	-	1
C107.5	1	1	2	2	2	1	1	-	1	1
C107.6	2	2	3	2	3	1	2	1	1	1
C107	2	1	3	2	3	2	2	1	1	1

Justification

In Entrepreneurship Development Paper PO3 and PO5 are highly correlated and PO1, PO4 PO6 and PO7 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAP11 ERP&SAP

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C108.1	Outline the basics of TALLY ERP.(K1)
C108.2	Understand the advanced accounting features(K2)
C108.3	Illustrate the various procedures to record transaction.(K2)
C108.4	Understand the basic concept of SAP (K2)
C108.5	Understand the SAP and Project Management(K2)
C108.6	Understand the basic concept of Inventory Vouchers(K2)

CO-PO matrices of P23BAP11 ERP&SAP

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C108.1	2	1	1	1	1	2	2	1	1	1
C108.2	1	1	2	3	1	3	1	-	1	1
C108.3	1	2	2	2	3	2	1	1	1	-
C108.4	1	1	1	2	2	2	1	1	-	1
C108.5	2	1	2	2	2	1	1	-	1	1
C108.6	2	2	3	2	2	1	1	1	1	1
C108	2	1	2	2	3	2	1	1	1	1

Justification

In ERP&SAP paper PO5 is highly correlated and PO1, PO4 and PO6 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAP12 BUSINESSCOMMUNICATION (LABORATORY)

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C109.1	Develop good managerial communication skills.(K3)
C109.2	Organize to excel in different forms of written communication required In a business context.(K2)
C109.3	Develop good presentation skills.(K3)
C109.4	Understanding of interview skills.(K2)
C109.5	Agree to prepare Business reports(K2)
C109.6	.Extend the Indian system of learning.(K3)

CO-PO matrices of P23BAP12 BUSINESSCOMMUNICATION (LABORATORY)

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
Cos										
C109.1	1	1	1	2	1	2	1	1	1	1
C109.2	-	1	-	3	1	1	-	2	1	1
C109.3	1	1	1	2	2	2	-	2	1	-
C109.4	-	1	-	3	1	2	-	1	-	1
C109.5	-	1	-	3	1	1	-	2	1	1
C109.6	2	1	-	2	1	1	-	1	1	1
C109	1	1	-	3	1	2	-	2	1	1

Justification

In Business Communication paper PO4 is highly correlated PO6 and PO8 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C111.1	Understand the Linear programming in product mix decisions(K2)
C111.2	Illustrate transportation and assignment in logistics and job allocation scenarios(K2)
C111.3	Apply the Game theory and heuristics of decision making in real time decisions(K3)
C111.4	Develop the Inventory management and replacement models in manufacturing context(K2)
C111.5	Make use of simulation in real time scenario optimization.(K2)
C111.6	Apply the Queuing theory(K3)

P23BAT21

QUANTITATIVE TECHNIQUES FOR DECISION MAKING

CO-PO matrices of P23BAT21 QUANTITATIVE TECHNIQUES FOR DECISION MAKING

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C111.1	1	3	1	1	1	1	2	1	3	1
C111.2	1	3	1	1	1	1	1	-	2	1
C111.3	1	2	-	-	-	-	1	1	2	-
C111.4	1	3	1	1	1	1	1	1	1	1
C111.5	1	1	1	1	1	1	1	-	2	1
C111.6	1	3	1	1	1	1	1	1	2	1
C111	1	3	1	1	1	1	1	1	2	1

Justification

In Quantitative Techniques for Decision Making paper PO2 is highly correlated and PSO1 is moderately correlated

P23BAT22 FINANCIALMANAGEMENT



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C112.1	Identify the concepts of financial decision of an organisation(K3)
C112.2	Construct the time value of money(K3)
C112.3	Illustrate the capital budgeting and cost of capital techniques(K2)
C112.4	Understand how to decide the decision of capital structure and distribution of dividend(K2)
C112.5	Assess the short-term and long-term sources of finance(K5)
C112.6	Analyze about the capital market(K4)

CO-PO matrices of 23BAT22 FINANCIALMANAGEMENT

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C112.1	2	2	1	1	1	1	1	1	2	1
C112.2	2	2	1	1	2	1	1	-	1	1
C112.3	3	2	2	1	2	2	1	1	1	-
C112.4	2	1	2	1	1	1	1	1	-	1
C112.5	2	2	2	1	2	1	1	-	1	1
C112.6	2	2	2	1	2	1	1	1	1	1
C112	2	1	3	2	2	1	1	1	1	1

Justification

In Financial Management paper PO3 is highly correlated and PO1 and PO4 are moderately correlated.

P23BAT23 HUMAN RESOURCE MANAGEMENT



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C113.1	Explain about the evolution of HRM. (K2)
C113.2	Organize the importance of HR(K3)
C113.3	Assess the needs of training methods and development(K5)
C113.4	Evaluate the control process and their requirements. (K5)
C113.5	Award employee engagement. (K5)
C113.6	Evaluate the control process and their requirements.. (K5)

CO-PO matrices of P23BAT23 HUMANRESOURCEMANAGEMENT

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C113.1	2	2	3	1	2	2	2	1	1	1
C113.2	2	1	3	3	2	3	1	-	1	1
C113.3	1	2	2	2	3	2	1	1	1	-
C113.4	1	1	3	2	2	3	1	1	-	1
C113.5	2	1	2	2	2	3	1	-	1	1
C113.6	2	2	3	2	2	1	1	1	1	1
C113	2	1	3	2	3	2	1	1	1	1

Justification

In Human Resource Management paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAT24 OPERATIONS MANAGEMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to,</i>
C114.1	Understanding of the evolution of operations management practices and world class manufacturing processes(K2)
C114.2	List the knowledge about capacity planning, strategic sourcing and procurement in organizations(K2)
C114.3	Understanding of product development and design process(K2)
C114.4	Appraise to forecast demand and overcome bottlenecks(K5)
C114.5	Select the technique for Quality management tools and practice. (K3)
C114.6	Explain lean management. (K2)

CO-PO matrices of P23BAT24 OPERATIONS MANAGEMENT

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C114.1	2	2	1	2	1	2	1	1	1	1
C114.2	1	2	2	1	1	2	1	-	1	1
C114.3	2	2	2	1	1	2	1	1	1	-
C114.4	2	1	2	2	2	2	1	1	-	1
C114.5	2	1	1	1	2	1	1	-	1	1
C114.6	2	2	1	2	2	2	2	1	1	1
C114	2	1	2	1	2	2	1	1	1	1

Justification

In Operations Management paper PO1, PO3, and PO6 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAT25 BUSINESS RESEARCH METHODS

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C115.1	Understand and appreciate scientific inquiry(K2)
C115.2	Construct the research design and their measurements. (K2)
C115.3	. Justify the methods of data collection. (K5)
C115.4	Analyze data and find solutions to the problems. (K4)
C115.5	Conclude the research report and design. (K5)
C115.6	Explain the importance of ethics in research(K2)

CO-PO matrices of P23BAT25BUSINESS RESEARCH METHODS

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C115.1	2	1	1	2	1	2	1	1	1	1
C115.2	1	1	2	3	2	1	1	-	1	1
C115.3	1	1	2	2	3	2	1	1	1	-
C115.4	1	1	2	3	2	2	1	1	-	1
C115.5	2	1	2	3	2	1	1	-	1	1
C115.6	2	2	3	2	3	1	1	1	1	1
C115	2	1	2	3	3	2	1	1	1	1

Justification



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



In Business Research Methods paper PO4 and PO5 are highly correlated and PO1, PO3 and PO6 are moderately correlated.

P23BAT26 BUSINESS ANALYTICS

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C116.1	Understand the role of Business Analytics in decision making(K2)
C116.2	Identify the appropriate tool for the analytics scenario(K2)
C116.3	Apply the descriptive analytics tools and generate solutions(K3)
C116.4	Understanding of Predictive Analytics and applications(K2)
C116.5	Explain the Prescriptive Analytics and demonstrating business process improvement(K2)
C116.6	Demonstrate the Business performance improvement. (K2)

CO-PO matrices P23BAT26 BUSINESS ANALYTICS

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C116.1	3	2	1	1	1	2	2	1	1	1
C116.2	2	1	1	2	1	2	1	1	1	1
C116.3	2	1	1	1	2	2	1	1	1	-
C116.4	1	1	2	1	2	2	1	1	-	1
C116.5	2	1	2	1	2	2	1	1	1	1
C116.6	2	2	2	1	2	1	1	1	1	1
C116	2	1	2	2	2	2	1	1	1	1

Justification

In Business Analytics paper PO1, PO4 and PO6 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAT27 MARKETING MANAGEMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C117.1	Apply knowledge of contemporary marketing theories to the demands of business and management practice. (K2)
C117.2	Elaborate knowledge of marketing strategies for consumer and industrial marketing (K6)
C117.3	Understanding of choice of marketing mix elements and managing integrated marketing channels (K2)
C117.4	Analyze the nature of consumer buying behaviour (K3)
C117.5	Understanding of the marketing research and new trends in the arena of marketing (K2)
C117.6	Develop new trends in marketing

CO-PO matrices of P23BAT27 MARKETING MANAGEMENT

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
Cos										
C117.1	2	1	1	1	1	2	2	1	1	1
C117.2	1	1	3	3	3	3	1	-	1	1
C117.3	1	2	2	2	3	2	1	1	1	-
C117.4	1	1	2	2	2	2	1	1	-	1
C117.5	2	1	2	2	2	1	1	-	1	1
C117.6	2	2	2	2	3	1	1	1	1	1
C117	2	1	2	2	3	2	1	1	1	1



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Justification

In Marketing Management paper PO5 is highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAP21 BUSINESS ETHICS (SEMINAR)

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C118.1	Understand issues of business ethics and offer solutions ethical perspectives(K2)
C118.2	Apply the basic concepts of Indian ethos and value systems at work.
C118.3	Understand Loyalty and Ethical Behaviour, Ethical decision making(K2)
C118.4	Outline the efficient and skilful in value systems and culture
C118.5	The learners are capable in ethically manage business towards well being of the society
C118.6	Develop new trends in marketing

CO-PO matrices of P23BAP21 BUSINESS ETHICS (SEMINAR)

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C118.1	2	1	1	1	1	2	2	1	1	1
C118.2	1	1	3	3	3	3	1	-	1	1
C118.3	1	2	2	2	3	2	1	1	1	-
C118.4	1	1	3	2	2	2	1	1	-	1
C118.5	2	1	2	2	2	1	1	-	1	1
C118.6	2	2	3	2	3	1	1	1	1	1
C118	2	1	3	2	3	2	1	1	1	1

Justification

In Business Ethics paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAP22

**DATA ANALYSIS AND BUSINESS MODELING
(LABORATORY)**

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C119.1	Outline the nature of data and conducting hypothesis testing using various data analysis techniques.
C119.2	Identify the relationship between variables using data analytical tools.
C119.3	Understanding about forecasting in real time business world using analytical tools. (K2)
C119.4	Explain the conduct Risk and sensitivity analysis and portfolio selection based on business data.
C119.5	Enhances knowledge about networking, inventory models and queuing theory using data analytical tools.
C119.6	Summarize the queuing theory using data analytical tools

CO-PO matrices P23BAP22 DATA ANALYSIS AND BUSINESS MODELING

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C119.1	2	1	1	1	1	2	2	1	1	1
C119.2	1	1	2	3	1	3	1	-	1	1
C119.3	1	2	2	2	2	2	1	1	1	-
C119.4	1	1	2	2	2	2	1	1	-	1
C119.5	2	1	2	2	1	1	1	-	1	1
C119.6	2	2	3	2	1	1	1	1	1	1
C119	2	1	2	2	1	2	1	1	1	1

Justification

In Data Analysis and Business Modeling paper PO1, PO3 and PO6 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAT31

STRATEGICMANAGEMENT

Course Code	Course Outcomes
	<i>OnSuccessfulcompletionofthecourse, Studentswillbeableto</i>
C201.1	Understand the Strategic management process and social responsibility of business organizations. (K2)
C201.2	Understanding about the need for developing competitive advantage for organizations. (K2)
C201.3	Illustrate various corporate and business level strategies.
C201.4	Identify the various control systems required for organizational strategy implementation process.
C201.5	Evaluate the cognitive knowledge about various strategic issues and development of new business models.
C201.5	Interpretstrategicmanagement implicationsandchallenges.
C201.6	Interpretstrategicmanagement implicationsandchallenges.

CO-POmatricesof P23BAT31 STRATEGICMANAGEMENT

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
C201.1	2	1	1	1	1	2	2	1	1	1
C201.2	1	1	3	3	3	3	1	-	1	1
C201.3	1	2	2	2	3	2	1	1	1	-
C201.4	1	1	3	2	2	2	1	1	-	1
C201.5	2	1	2	2	2	1	1	-	1	1
C201.6	2	2	3	2	3	1	1	1	1	1
C201	2	1	3	2	3	2	1	1	1	1

Justification



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



In Strategic Management paper P03 and P05 are highly correlated and P01, P04 and P06 are moderately correlated.

P23BAT32 INTERNATIONAL BUSINESS

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C202.1	In Depth knowledge of driving factors of international Business
C202.2	Understanding of theories of trade and investment practiced in the global world(K2)
C202.3	Deep Insights in to various market entry strategies followed by Global Organizations
C202.4	Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system
C202.5	Enhance the cognitive knowledge of managing business across the cultures
C202.6	Understanding the conflict resolutions in ethical decision making. (K2)

CO-PO matrices of P23BAT32 INTERNATIONAL BUSINESS

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C202.1	3	2	1	1	1	2	2	1	2	1
C202.2	2	1	3	3	2	3	1	-	1	1
C202.3	2	2	2	2	2	2	1	1	2	-
C202.4	2	2	3	2	1	2	1	1	-	1



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C202.5	3	1	2	2	1	1	1	-	2	1
C202.6	3	2	3	2	1	1	1	1	2	1
C202	3	2	3	2	1	2	1	1	2	1

Justification

In International Business paper PO1 and PO3 are highly correlated and PO2, PO4, PO6, and PSO1 are moderately correlated.

P23BAEF1 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C203.1	Understand the concept of investment and identify the investment alternatives to investors
C203.2	Learn the nuances of fundamental analyses and technical analyses
C203.3	Analyse and evaluate the value of securities
C203.4	Explain how to construct an efficient portfolio
C203.5	Explore the various methods through which portfolio evaluation could be done
C203.6	Explain the mutual funds used in portfolio indices.

CO-PO matrices of P23BAEF1 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C203.1	2	1	1	1	1	1	2	1	2	1
C203.2	1	2	1	2	2	3	1	1	1	2
C203.3	1	3	2	2	1	2	1	1	2	1
C203.4	2	2	1	2	3	3	3	2	1	1
C203.5	1	-	-	2	2	1	1	1	2	2



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C203.6	2	2	3	2	3	1	2	3	1	1
C203	2	1	3	2	3	1	2	2	1	1

Justification

In Security Analysis And Portfolio Management paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAEF2 FINANCIALMARKETS

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C204.1	Understanding the basic concepts of the financial markets in India (K2)
C204.2	Identify the underlying structure and functions of Indian financial markets
C204.3	Familiarise the methods of issuing shares and the role of intermediaries in the primary market
C204.4	Learn about the trading mechanism in stock market
C204.5	Describe the instruments, participants and trading in debt market
C204.6	Explain the mutual funds used in portfolio indices.

CO-PO matrices of P23BAEF2 FINANCIALMARKETS

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C204.1	2	1	1	1	1	2	2	1	1	1
C204.2	1	1	3	3	3	3	1	-	2	1
C204.3	1	2	2	2	3	2	1	1	1	-



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C204.4	1	1	3	2	2	2	1	1	-	1
C204.5	2	1	2	2	2	1	1	-	2	1
C204.6	2	2	3	2	3	1	1	1	2	1
C204	2	1	3	2	3	2	1	1	2	1

Justification

In Financial Markets paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAEF3

BANKING AND FINANCIAL SERVICES

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C205.1	Understand the overall structure and functions of Indian Financial System (K2)
C205.2	Gain knowledge about regulations governing the Indian Banking system
C205.3	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks
C205.4	Familiarise the students with the concept of e-banking
C205.5	In-depth understanding of fee-based and fund-based financial services in India
C205.6	Summarise the insurance and other fee-based financial services.

CO-PO matrices of P23BAEF3 BANKING AND FINANCIAL SERVICES

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C205.1	2	1	1	1	1	2	2	1	1	1
C205.2	1	1	3	3	3	3	1	-	1	1



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C205.3	1	2	2	2	3	2	1	1	1	-
C205.4	1	1	3	2	2	2	1	1	-	1
C205.5	2	1	2	2	2	1	1	-	1	1
C205.6	2	2	3	2	3	1	1	1	1	1
C205	2	1	3	2	3	2	1	1	1	1

Justification

In Banking And Financial Services paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAEF4

FINANCIAL DERIVATIVES

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C206.1	Possess good skills in hedging risks using derivatives
C206.2	Understand about future contract and options (K2)
C206.3	Learn in depth about options and swaps
C206.4	Know about the evolution of derivative markets
C206.5	Develop in depth knowledge about stock options and index futures in NSE
C206.6	Explain the evolution and specifications for interest rate derivatives.

CO-PO matrices of P23BAEF4 FINANCIAL DERIVATIVES



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C206.1	2	1	1	1	1	2	2	1	1	1
C206.2	1	1	3	3	3	3	1	-	1	1
C206.3	1	2	2	2	3	2	1	1	1	-
C206.4	1	1	3	2	2	2	1	1	-	1
C206.5	2	1	2	2	2	1	1	-	1	1
C206.6	2	2	3	2	3	1	1	1	1	1
C206	2	1	3	2	3	2	1	1	1	1

Justification

In Financial Derivatives paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAEF5

FINANCIALMODELLING

Course Code	Course Outcomes
	<i>OnSuccessfulcompletionofthecourse, Studentswillbeableto</i>
C207.1	Developfast,efficientandaccurateexcelskills
C207.2	Designandconstructusefulandrobustfinancialmodellingapplications
C207.3	Recognizeefficientfinancialbudgetingandforecastingtechniques
C207.4	Familiarisesthestudentwiththevaluationmodellingofsecurities
C207.5	Thecourseestablishestheplatformforstudentstodevelopvarious portfolio models



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C207.6	Explain the evolution and specifications for interest rate derivatives.
--------	-------------------------------------------------------------------------

CO-PO matrices of P23BAEF5 FINANCIAL MODELLING

CO	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C207.1	2	1	1	1	1	2	2	1	1	1
C207.2	1	1	3	3	3	3	1	-	1	1
C207.3	1	2	2	2	3	2	1	1	1	-
C207.4	1	1	3	2	2	2	1	1	-	1
C207.5	2	1	2	2	2	1	1	-	1	1
C207.6	2	2	3	2	3	1	1	1	1	1
C207	2	1	3	2	3	2	1	1	1	1

Justification

In Financial Modelling paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAEF6 INTERNATIONAL FINANCE



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



CO-PO matrices of INTERNATIONAL FINANCE

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C208.1	Understanding the need of behavioural finance (K2)
C208.2	Knowing about various decision and behavioural theories
C208.3	Learn about the heuristic and behavioural biases of investors
C208.4	Analyse and understand about arbitragers and managerial decision
C208.5	Thorough understanding about the price discovery in markets
C208.6	Summarize the option pricing theory in financial risk assessment.

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C208.1	2	1	1	1	1	2	2	1	1	1
C208.2	1	1	3	3	3	3	1	-	1	1
C208.3	1	2	2	2	3	2	1	1	1	-
C208.4	1	1	3	2	2	2	1	1	-	1
C208.5	2	1	2	2	2	1	1	-	1	1
C208.6	2	2	3	2	3	1	1	1	1	1
C208	2	1	3	2	3	2	1	1	1	1

Justification

In International Finance paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAEM1

RETAILMARKETING

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C209.1	Outline the concept of retail marketing.
C209.2	Understand effective methods and strategies required for retail management.
C209.3	Understand how to utilize resources and techniques used in retail management. (K2)
C209.4	Understand analysis of store location, merchandising, products and pricing. (K2)
C209.5	Evaluate the shopper profile analysis.
C209.6	Examine about shopping behaviour.

CO-PO matrices of Retail Marketing

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
C209.1	1	1	1	2	1	2	2	2	-	1
C209.2	1	1	1	1	2	2	2	-	1	1
C209.3	1	2	1	3	1	1	2	1	-	-
C209.4	2	1	1	2	3	1	1	2	-	1
C209.5	2	1	2	2	2	1	1	-	1	1
C209.6	2	2	3	2	3	1	1	1	1	1
C209	2	1	3	2	3	1	1		2	1

Justification

In Retail Marketing paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAEM2

CONSUMERBEHAVIOR

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C210.1	Understand the concept of consumer approaches. (K2)
C210.2	Extend the Intrinsic influences. (K2)
C210.3	Summarize effects of external influences. (K2)
C210.4	Construct the models of consumer and industrial buying(K3)
C210.5	Elaborate the decision making process.(K6)
C210.6	Explain Evolving Indian consumer.(K2)

CO-POmatricesof Consumer Behavior

Cos	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C210.1	1	1	1	2	2	1	1	1	1	2
C210.2	1	3	1	2	1	2	1	2	1	2
C210.3	1	3	3	2	3	2	1	1	2	1
C210.4	1	1	1	2	1	2	3	3	1	2
C210.5	1	2	2	1	2	1	1	1	1	2
C210.6	1	3	1	2	1	2	1	1	2	1
C210	2	3	1	2	3	2	1	1	1	1

Justification

In Consumer Behavior paper P02 and P05 are highly correlated and P01, P04 and P06 are moderately correlated.



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



P23BAEM3

INTEGRATED MARKETING COMMUNICATION

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C211.1	Understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media. (K2)
C211.2	Develop the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme. (K3)
C211.3	Explain IMC fits into the marketing mix. (K5)
C211.4	Develop an awareness about marketing communication tools, and how each can be used effectively-individually or in an integrated mix. (K3)
C211.5	Examine the process by which integrated marketing communications programs are planned, developed, executed and measured. (K4)
C211.6	Demonstrate the advertising strategies and their laws. (K2)

CO-PO matrices of P23BAEM3 INTEGRATED MARKETING COMMUNICATION

Cos	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C211.1	2	1	1	1	1	2	2	1	1	1
C211.2	1	1	2	3	1	1	1	-	1	1
C211.3	1	2	2	2	3	2	1	1	1	-
C211.4	1	1	2	2	2	1	1	1	-	1
C211.5	2	1	2	2	2	1	1	-	1	1
C211.6	2	2	3	2	2	1	1	1	1	1
C211	2	1	2	2	2	1	1	1	1	1



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Justification

In Integrated Marketing Communication paper P01, P03, P04 and P06 are moderately correlated.

P23BAEM4

SERVICEMARKETING

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C212.1	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities (K2)
C212.2	Develop and justify marketing planning and control systems appropriate to service-based activities (K3)
C212.3	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty (K2)
C212.4	Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence. (K3)
C212.5	Explain the challenges faced in services delivery as outlined in the services gap model (K2)
C212.6	Recommend the service strategies. (K5)

CO-PO matrices of P23BAEM4 SERVICES MARKETING

Cos	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C212.1	2	1	1	1	1	2	2	1	1	1
C212.2	1	1	1	3	3	3	1	-	1	1
C212.3	1	2	2	2	3	2	1	1	1	-
C212.4	1	1	1	2	2	2	1	1	-	1
C212.5	2	1	2	2	2	1	1	-	1	1
C212.6	2	2	1	2	3	1	1	1	1	1
C211	2	1	1	2	3	2	1	1	1	1



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Justification

In Services Marketing paper PO5 is highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAEM5

SALES AND DISTRIBUTION MANAGEMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C213.1	Outline the basics of sales management, theories and strategies.(K2)
C213.2	List the process of personal and relationship selling.(K4)
C213.3	Justify the Managing sales force.(K5)
C213.4	Understand the basic concept of logistics. (K2)
C213.5	Organize the Inventory and supply chain.(K3)
C213.6	Elaborate the use of Information technology in online selling and goods tracking.(K6)

CO-PO matrices of P23BAEM5 SALES AND DISTRIBUTION MANAGEMENT

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C213.1	2	1	1	1	1	2	2	1	1	1
C213.2	1	1	1	1	1	3	1	-	1	1
C213.3	1	2	2	2	3	2	1	1	1	-
C213.4	1	1	3	2	2	2	1	1	-	1
C213.5	2	1	2	2	2	1	1	-	1	1
C213.6	2	2	1	2	2	1	1	1	1	1
C213	2	1	1	2	2	2	1	1	1	1



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Justification

In Sales And Distribution Management paper PO3 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAEM6 PRODUCT AND BRAND MANAGEMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C214.1	Apply the fundamental concepts of product and brand development and management.(K3)
C214.2	Identify the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.(K3)
C214.3	Develop tools and metrics to analyse competitor and develop positioning strategies.(K3)
C214.4	Importance of using teams and organization to coordinate multiple interdisciplinary tasks in order to create and manage products within an organization.(K5)
C214.5	Apply an understanding of the product manager's role in product pricing, sales, and promotion.(K3)
C214.6	Interprêt critical success factor in Brand management (K2)

CO-PO matrices of P23BAEM6 PRODUCT AND BRAND MANAGEMENT

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
C214.1	2	1	1	2	1	2	2	1	1	1
C214.2	1	2	-	3	2	1	2	1	1	1



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C214.3	1	2	1	3	1	2	1	2	2	1
C214.4	1	1	2	2	2	2	1	1	-	1
C214.5	2	1	2	2	1	1	1	-	1	1
C214.6	2	2	2	2	1	1	1	1	1	1
C214	2	1	2	3	1	2	1	1	1	1

Justification

In Product and Brand Management paper PO4 is highly correlated and PO1, PO3 and PO6 are moderately correlated.

P23BAEM7 DIGITAL MARKETING

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C215.1	Examine and explore the role and importance of digital marketing in today's rapidly changing business environment.(K4)
C215.2	Summarize on how digital marketing can be utilised by organisations and how its effectiveness can be measured.(K2)
C215.3	Illustrate the key elements of a digital marketing strategy(K2)
C215.4	Apply how the effectiveness of a digital marketing campaign can be measured (K3)
C215.5	Demonstrate advanced practical skills in common digital marketing tools such as SEO,SEM, Social media and Blogs.(K2)
C215.6	Explain the recent trends in digital marketing(K2)

CO-PO matrices of P23BAEM7 DIGITAL MARKETING

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
C215.1	2	1	1	1	1	2	2	1	1	1



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C215.2	1	1	1	3	3	3	1	-	1	1
C215.3	1	2	2	2	3	2	1	1	1	-
C215.4	1	1	2	2	2	2	1	1	-	1
C215.5	2	1	2	2	2	1	1	-	1	1
C215.6	2	2	2	2	3	1	1	1	1	1
C215	2	1	2	2	3	2	1	1	1	1

Justification

In Digital Marketing paper PO5 is highly correlated and PO1, PO3 and PO6 are moderately correlated.

P23BAEH1 STRATEGIC HUMAN RESOURCE MANAGEMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C216.1	Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.(K2)
C216.2	Appraise SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges.(K5)
C216.3	Understanding of international approaches to dealing with people in organisations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks. (K2)
C216.4	Develop the concept of career of competency.(K3)
C216.5	Analyze the need for coaching.(K4)
C216.6	Assess the need for counseling(K5)

CO-PO matrices of P23BAEH1 STRATEGIC HUMAN RESOURCE MANAGEMENT



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Cos	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C216.1	2	1	1	1	1	2	2	1	1	1
C216.2	1	1	3	3	3	3	1	-	1	1
C216.3	1	2	2	2	3	2	1	1	1	-
C216.4	1	1	3	2	2	2	1	1	-	1
C216.5	2	1	2	2	2	1	1	-	1	1
C216.6	2	2	3	2	3	1	1	1	1	1
C216	2	1	3	2	3	2	1	1	1	1

Justification

In Strategic Human Resource Management paper P03 and P05 are highly correlated and P01, P04 and P06 are moderately correlated.

P23BAEH2 INDUSTRIALRELATIONS ANDLABOURLEGISLATIONS

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C217.1	Outline the basic concepts if industrial relations.(K2)
C217.2	Illustrate the process of government machinery to solve industrial conflicts.(K2)
C217.3	Explain Labour welfare.(K2)
C217.4	Construct Industry safety.(K3)
C217.5	Elaborate Welfare of special categories of labour.(K6)
C217.6	Develop BPO & KPO labour (K3)

CO-PO matrices of P23BAEH2 INDUSTRIALRELATIONS ANDLABOURLEGISLATIONS

Cos	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02
C217.1	2	1	-	1	2	2	1	1	1	2



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C217.2	2	1	-	1	2	3	1	1	1	2
C217.3	2	3	1	1	1	2	1	3	1	1
C217.4	1	1	1	2	1	1	2	1	1	2
C217.5	1	1	1	2	1	2	-	1	1	2
C217.6	2	2	1	2	2	3	1	1	1	1
C217	2	1	1	2	2	3	1	1	1	1

Justification

In Industrial Relations And Labour Legislations paper PO6 is highly correlated and PO1, PO4 and PO5 are moderately correlated.

P23BAEH3 ORGANIZATIONAL DESIGN, CHANGE AND DEVELOPMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C218.1	Explain The fundamentals of organizational design and structure(K2)
C218.2	Illustrate Change process, types, and models of change in organizations(K2)
C218.3	Elaborate the fundamentals of organizational development(K6)
C218.4	Develop organizational development Interventions(K3)
C218.5	Develop Organizational evolution and sustenance(K3)
C218.6	Evaluate the Intrapreneurship and creativity(K5)

CO-PO matrices of P23BAEH3 Organizational Design, Change and Development



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C218.1	2	1	1	1	2	2	1	1	1	2
C218.2	2	2	1	2	2	2	2	1	2	3
C218.3	1	2	-	1	2	1	2	1	1	1
C218.4	1	3	1	3	3	2	1	1	1	2
C218.5	1	3	1	2	3	1	1	1	1	2
C218.6	1	2	1	1	2	1	2	3	1	1
C218	2	3	1	2	3	2	2	1	1	2

Justification

In Organizational Design, Change and Development paper PO2 and PO5 are highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAEH4 NEGOTIATION AND CONFLICT MANAGEMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>
C219.1	Explain the fundamentals of Negotiation, Types, process and techniques(K2)
C219.2	Develop Strategies and tactics in Negotiation(K3)
C219.3	Understand The basics of Conflict management, models, approaches and process(K2)
C219.4	Identify Managing interpersonal, group and organizational conflict(K3)
C219.5	Elaborate Conflict resolution models and cost of workplace conflict(K6)
C219.6	Illustrate environment conflicts resolution.(K2)



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



CO-PO matrices of P23BAEH4 NEGOTIATION AND CONFLICT MANAGEMENT

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
C219.1	2	1	1	1	1	2	2	1	1	1
C219.2	1	1	3	3	3	3	1	-	1	1
C219.3	1	2	2	2	2	2	1	1	1	-
C219.4	1	1	3	2	2	2	1	1	-	1
C219.5	2	1	2	2	2	1	1	-	1	1
C219.6	2	2	3	2	2	1	1	1	1	1
C219	2	1	3	2	2	2	1	1	1	1

Justification

In Negotiation And Conflict Management paper PO3 is highly correlated and PO1, PO4 and PO6 are moderately correlated.

P23BAEH5 REWARD AND COMPENSATION MANAGEMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C101.1	Outline the basics of Compensation Management and Reward system , Theories and strategies.(K2)
C101.2	List the Macro and micro economics of labour market and employee compensation.(K4)
C101.3	Explain Managing employee benefits and rewards.(K2)
C101.4	Evaluate Performance related compensation.(K5)
C101.5	Illustrate Executive and sales compensation plans, theories and design.(K2)
C106.6	Recall the Compensation Management in Multi-National organisations.(K1)

CO-PO matrices of P23BAEH5 REWARD AND COMPENSATION MANAGEMENT

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02
C220.1	2	1	1	1	1	2	2	1	1	1
C220.2	1	1	3	3	3	3	1	-	1	1
C220.3	1	2	2	2	2	2	1	1	1	-
C220.4	1	1	3	2	2	2	1	1	-	1
C220.5	2	1	2	3	2	1	1	-	1	1
C220.6	2	2	3	2	3	1	1	1	1	1
C220	2	1	3	3	2	2	1	1	1	1

Justification

In Reward And Compensation Management paper PO3 and PO4 is highly correlated and PO1, PO5 and PO6 are moderately correlated

P23BAEH6 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Code	Course Outcomes
	<i>On Successful completion of the course, Students will be able to</i>



**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE
(AUTONOMOUS)**

(Approved by AICTE & Affiliated to Anna University, Chennai)

Re-Accredited by NAAC with 'A' Grade

Accredited by NBA for AERO, BME, CSE, ECE, EEE, IT & MECH.

PERAMBALUR-621212, TAMILNADU, INDIA.

Website: www.dsengg.ac.in



C221.1	Outline the basics of IHRM, models and practices. (K2)
C221.2	Explain strategic orientation and cultural context towards IHRM.(K2)
C221.3	Analyze International practices on recruitment and selection. (K4)
C221.4	Elaborate international perspectives on Training, development, performance appraisal.(K6)
C221.5	Assess International practices on Compensation management.(K5)
C221.6	Illustrate International Labor Standards.(K2)

CO-PO matrices of P23BAEH6 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C221.1	3	1	1	1	1	2	2	1	1	1
C221.2	1	1	3	3	3	3	1	-	1	1
C221.3	3	2	2	2	2	2	1	1	1	-
C221.4	1	1	3	2	2	2	1	1	-	1
C221.5	3	1	2	2	2	1	1	-	1	1
C221.6	3	2	3	2	3	1	1	1	1	1
C221	3	1	3	2	2	2	1	1	1	1

Justification

In International Human Resource Management paper PO1 and PO3 are highly correlated and PO1, PO4 and PO6 are moderately correlated.