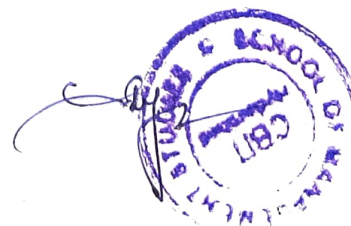


**CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (A)**  
**SCHOOL OF MANAGEMENT STUDIES - CO - PO ATTAINMENT FOR THE BATCH 2019-21**

| Code           | SUBJECTS                                                           | DIRECT CO ATTAINMENT |                 |                 |                 |                 | IN DIRECT CO ATTAINMENT |          |          |          |          | Direct PO-ATTAINMENT |                    |                    |                    |                    |                    |
|----------------|--------------------------------------------------------------------|----------------------|-----------------|-----------------|-----------------|-----------------|-------------------------|----------|----------|----------|----------|----------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                |                                                                    | CO Attainment 1      | CO Attainment 2 | CO Attainment 3 | CO Attainment 4 | CO Attainment 5 | CO 1                    | CO 2     | CO 3     | CO 4     | CO 5     | CO-PO Attainment 1   | CO-PO Attainment 2 | CO-PO Attainment 3 | CO-PO Attainment 4 | CO-PO Attainment 5 | CO-PO Attainment 6 |
| 19MBC101       | Management and Organization Behaviour                              | 1.8                  | 1.3             | 1.65            | 1.75            | 1.2             | 2.44                    | 2.52     | 2.41     | 2.41     | 2.51     | 2.46                 | 2.065              | 0.885              | 1.815              | 1.66               | 1                  |
| 19MBC102       | Managerial Economics                                               | 1.95                 | 0.9             | 0.85            | 0.75            | 0.5             | 2.17                    | 2.225    | 2.425    | 3.365    | 2.025    | 3                    | 2.8                | 0                  | 2                  | 1.315              | 1                  |
| 19MBC103       | Financial Accounting for Management                                | 1.4                  | 1               | 0.9             | 0.4             | 0.25            | 2.54                    | 2.65     | 2.45     | 2.43     | 2.65     | 2.12                 | 1.88               | 0                  | 1.615              | 0.79               | 1.115              |
| 19MBC104       | Marketing Management                                               | 2.15                 | 1.75            | 1.95            | 1.95            | 0.6             | 2.54                    | 2.65     | 2.45     | 2.43     | 2.64     | 1.485                | 1.36               | 0.985              | 1.36               | 1.235              | 1.11               |
| 19MBC105       | Statistics for Management                                          | 1.8                  | 1.4             | 1.75            | 1               | 2.1             | 2.54                    | 2.65     | 2.45     | 2.43     | 2.65     | 2.6                  | 2.43               | 0                  | 1.735              | 1.215              | 1.735              |
| 19MBC106       | Digital Technology                                                 | 0.9                  | 0.3             | 0.9             | 0.3             | 0.9             | 2.54                    | 2.65     | 2.45     | 2.43     | 2.65     | 3                    | 0                  | 2.8                | 2                  | 1.4                | 2                  |
| 19MBC107       | Business Communication Lab                                         | 2.975                | 2.97            | 2.975           | 2.98            | 2.985           | 2.65                    | 2.62     | 2.65     | 2.67     | 2.69     | 2.6                  | 2.665              | 2.4                | 2.25               | 2.7                | 1.4                |
| 19MBC108       | Statistics Lab                                                     | 3                    | 3               | 3               | 3               | 3               | 2.51                    | 2.48     | 2.52     | 2.56     | 2.48     | 2.2                  | 2.8                | 0                  | 1.25               | 1.67               | 1.8                |
| Open electives |                                                                    |                      |                 |                 |                 |                 |                         |          |          |          |          |                      |                    |                    |                    |                    |                    |
| 19MBO101       | Business Environment (OE)                                          | 1.6                  | 0.1             | 0.2             | 0.1             | 0.1             | 2.41                    | 2.38     | 2.32     | 2.36     | 2.32     | 2.8                  | 1.75               | 0                  | 3                  | 1                  | 1.8                |
| 19MBO102       | Corporate Social Responsibility (OE)                               | 2.35                 | 2.85            | 2.35            | 0.9             | 2.4             | 2.434783                | 2.294118 | 2.397059 | 2.338235 | 2.411765 | 0.78                 | 0.99               | 0                  | 0.44               | 0.59               | 0.635              |
| 19MBO103       | Business Law and Ethics (OE)                                       | 2.45                 | 2.7             | 3               | 3               | 2.35            | 2.505                   | 2.56     | 2.435    | 2.455    | 2.55     | 2.459                | 2.67               | 2.885              | 2.888              | 2.385              | 2.59               |
|                |                                                                    |                      |                 |                 |                 |                 |                         |          |          |          |          |                      |                    |                    |                    |                    |                    |
| 19MB C109      | Human Resource Management                                          | 2.25                 | 2.5             | 1.8             | 1.45            | 2.4             | 2.54                    | 2.65     | 2.45     | 2.43     | 2.65     | 2.16                 | 1.995              | 0.8                | 1.84               | 1.545              | 1.54               |
| 19MB C110      | Financial Management                                               | 1.95                 | 0.85            | 3               | 0.4             | 2.9             | 2.54                    | 2.65     | 2.45     | 2.43     | 2.65     | 1.95                 | 1.885              | 0                  | 1.635              | 0.945              | 1.635              |
| 19MB C111      | Business Research Method                                           | 2.9                  | 2.8             | 0.9             | 0.8             | 2.15            | 2.525                   | 2.545    | 2.435    | 2.44     | 2.555    | 2.115                | 2.16               | 0.6                | 1.09               | 1.825              | 1.625              |
| 19MB C112      | Operations Research                                                | 2.3                  | 2.8             | 3               | 0.7             | 0.3             | 2.54                    | 2.65     | 2.45     | 2.43     | 2.65     | 1.96                 | 1.83               | 0                  | 1.31               | 0.92               | 1.31               |
| 19MB C113      | Operations Management                                              | 2.1                  | 1.4             | 1.25            | 1.05            | 1.05            | 2.505                   | 2.5      | 2.44     | 2.49     | 2.46     | 1.13                 | 1.34               | 0.52               | 1.03               | 1.13               | 0.83               |
| 19MB C114      | Business Analytics                                                 | 1.75                 | 0.7             | 3               | 0.5             | 2.7             | 2.515                   | 2.575    | 2.45     | 2.485    | 2.56     | 2.18                 | 2.065              | 0.605              | 1.375              | 0.7                | 1.665              |
| 19MB C115      | Logistics & Supply Chain Management                                | 1.9                  | 2.75            | 2.85            | 0.7             | 1.1             | 2.52                    | 2.53     | 2.425    | 2.435    | 2.555    | 2.875                | 2                  | 0.75               | 2.2                | 2.2                | 2.4                |
| 19MB SD10      | Personality Development                                            | 2.35                 | 2.2             | 2.7             | 3               | 3               | 2.53                    | 2.4      | 2.725    | 2.43     | 2.65     | 2.052                | 1.879              | 0.969167           | 1.401              | 1.46825            | 1.566              |
| Open Electives |                                                                    |                      |                 |                 |                 |                 |                         |          |          |          |          |                      |                    |                    |                    |                    |                    |
| 19MB O104      | E- Business                                                        | 2.3                  | 3               | 3               | 0.9             | 0.3             | 2.51                    | 2.48     | 2.5      | 2.47     | 2.45     | 2.75                 | 1.2                | 1.5                | 2.4                | 3                  | 2.8                |
| 19MB O105      | Banking Management                                                 | 3                    | 0.3             | 0.9             | 0.7             | 2.8             | 2.54                    | 2.65     | 2.45     | 2.43     | 2.65     | 2.8                  | 2.4                | 1                  | 2                  | 1                  | 2                  |
| 19MB O106      | Customer Relationship Management                                   | 0.9                  | 2.6             | 2.3             | 0.5             | 1               | 2.54                    | 2.65     | 2.45     | 2.43     | 2.65     | 1.34                 | 1.12               | 0.84               | 0.7                | 0.7                | 0.89               |
|                |                                                                    |                      |                 |                 |                 |                 |                         |          |          |          |          |                      |                    |                    |                    |                    |                    |
| 19MB C117      | Strategic Management (SM)                                          | 1.765                | 1.9             | 0.15            | 0.585           | 0.5             | 2.55                    | 2.48     | 2.505    | 2.485    | 2.49     | 1.24                 | 1.18               | 1.115              | 0.97               | 0.405              | 1.135              |
| 19MB E101      | Investment Management (IM)                                         | 1.2                  | 0.85            | 0.5             | 0.5             | 0.5             | 2.54                    | 2.65     | 2.45     | 2.43     | 2.65     | 1.06                 | 1.34               | 0                  | 1.23               | 1.06               | 0.97               |
| 19MB E102      | Financial Markets and Services (FMS)                               | 2.95                 | 2               | 2.2             | 0.9             | 0.9             | 2.505                   | 2.555    | 2.43     | 2.44     | 2.51     | 2.265                | 1.95               | 0                  | 1.79               | 0.91               | 1.23               |
| 19MB E103      | Performance and Compensation Management (PCM)                      | 0.9                  | 2.8             | 1.6             | 0.9             | 0.7             | 2.45                    | 2.39     | 2.39     | 2.3      | 2.41     | 1.209855             | 2.718261           | 1.758261           | 1.18087            | 1.041159           | 0                  |
| 19MB E104      | Training and Development (T&D)                                     | 1                    | 2.8             | 1.4             | 1               | 1               | 2.7                     | 2.8      | 2.9      | 2.8      | 2.7      | 1.3                  | 2.8                | 1.7                | 1.2                | 1                  | 0.7                |
| 19MB E105      | Product and Brand Management (PBM)                                 | 1.95                 | 3               | 0.9             | 0.4             | 1.95            | 2.43                    | 2.32     | 2.38     | 2.4      | 2.45     | 1.33                 | 1.21               | 1.035              | 0.995              | 0.53               | 1.16               |
| 19MB E106      | Integrated Marketing Communications and Digital Marketing (IMC&DM) | 2.6                  | 2.4             | 0.5             | 1               | 0.3             | 2.49                    | 2.48     | 2.46     | 2.44     | 2.51     | 2.6                  | 2.2                | 1.75               | 2.4                | 2                  | 2                  |



|           |                                                     |        |          |          |          |          |          |          |          |          |          |          |          |          |          |          |       |
|-----------|-----------------------------------------------------|--------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-------|
| 19MB E107 | Business Data Mining (BDM)                          | 2.6    | 0.7      | 0.9      | 2.6      | 2.8      | 2.55     | 2.45     | 2.49     | 2.51     | 2.47     | 2.59     | 1.05     | 0        | 1.22     | 2.58     | 2.73  |
| 19MB E108 | R-Programming (R-P)                                 | 2.8    | 1.6      | 2.3      | 0.9      | 2.8      | 2.5      | 2.5      | 2.3      | 2        | 2.5      | 1.6      | 1.57     | 1.42     | 0.89     | 0        | 1.57  |
| 19MB E109 | Transport Management (TM)                           | 2.93   | 2.93     | 1.42     | 2.93     | 2.93     | 2.75     | 2.8      | 2.6      | 2.4      | 2.8      | 2.63     | 2.63     | 1.35     | 1.4      | 1.4      | 1.54  |
| 19MB E110 | Distribution and Warehouse Management (DWM)         | 2.73   | 2.73     | 1.5      | 2.85     | 2.67     | 2.86     | 2.5      | 2.7      | 2.7      | 2.5      | 2.61     | 2.5      | 1.54     | 1.63     | 1.5      | 1.7   |
| 19MBC119  | Entrepreneurial Development (ED)                    | 2.75   | 1.6      | 1.45     | 2.5      | 1.85     | 2.5      | 2.48     | 2.5      | 2.48     | 2.41     | 2.09     | 1.855    | 1.46     | 1.72     | 1.36     | 0.625 |
| 19MBE111  | Financial Risk Management (FRM)                     | 1.5    | 2.1      | 3        | 2.3      | 2.3      | 2.54     | 2.65     | 2.45     | 2.43     | 2.65     | 3        | 2.6      | 0        | 2.4      | 1        | 1.4   |
| 19MBE112  | Project Appraisal and Financing (PAF)               | 1.5    | 1.7      | 1.6      | 1.5      | 1.6      | 2.35     | 2.25     | 2.4      | 2.43     | 2.2      | 1.28     | 1.25     | 1.89     | 1.71     | 1.76     | 1.01  |
| 19MBE113  | Leadership and Team Management (L&TM)               | 1.7    | 1.2      | 0.8      | 0.7      | 1.1      | 2.8      | 2.9      | 2.8      | 2.7      | 2.7      | 2.5      | 2.4      | 1.7      | 2.5      | 2.3      | 1.9   |
| 19MBE114  | International Human Resource Management (IHRM)      | 1.6    | 1.1      | 0.6      | 0.5      | 0.9      | 2.5      | 2.46     | 2.4      | 2.45     | 2.45     | 2.4      | 2.2      | 1.6      | 2.4      | 2.2      | 1.8   |
| 19MBE115  | Consumer Behaviour (CB)                             | 2.7    | 2.9      | 2        | 1.65     | 0.95     | 2.485    | 2.485    | 2.39     | 2.395    | 2.485    | 1.84     | 1.84     | 0.99     | 1.695    | 0.85     | 1.13  |
| 19MBE116  | Services and Retail Marketing (SRM)                 | 2.2    | 2.9      | 0.6      | 1.6      | 0.9      | 2.41     | 2.32     | 2.44     | 2.32     | 2.3      | 1.31     | 0.89     | 0.79     | 1.43     | 1.07     | 1.07  |
| 19MBE117  | Machine Learning and Artificial Intelligence (MLAI) | 2.6    | 2.8      | 3        | 2.6      | 2.8      | 2.53     | 2.43     | 2.47     | 2.45     | 2.41     | 2.58     | 2.72     | 0        | 2.89     | 2.57     | 2.72  |
| 19MBE118  | Cloud Computing (CC)                                | 1.9    | 2.1      | 2.1      | 1.7      | 2.8      | 2.54     | 2.65     | 2.45     | 2.43     | 2.65     | 3.00     | 2.00     | 1.20     | 2.00     | 1.80     | 1.60  |
| 19MBE119  | E-Commerce Logistics (E-Com.L)                      | 2.35   | 2.7      | 2.7      | 1.75     | 1.76     | 2.35     | 2.5      | 2.78     | 2.67     | 2.2      | 1.9      | 2.2      | 2.56     | 2.35     | 1.8      | 1.78  |
| 19MBE120  | International Logistics (IL)                        | 2.65   | 2.54     | 2.35     | 1.9      | 1.87     | 2.5      | 2.25     | 2.68     | 2.7      | 2.5      | 2        | 2.5      | 2.76     | 2.45     | 2        | 1.96  |
| Average   |                                                     | 2.1125 | 8.131591 | 1.768068 | 1.365795 | 1.635568 | 2.520791 | 2.528616 | 2.489706 | 2.480414 | 2.522767 | 2.117065 | 1.929256 | 1.003578 | 1.722383 | 1.421123 | 1.504 |

PO-Direct Attainment  
PO-Indirect Attainment  
Final PO/PSO Attainment

| PO 1     | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     |
|----------|----------|----------|----------|----------|----------|
| 2.117065 | 1.929256 | 1.003578 | 1.722383 | 1.421123 | 1.504    |
| 2.111877 | 2.176327 | 2.083689 | 2.411974 | 2.214045 | 2.207087 |
| 2.116027 | 1.97867  | 1.2196   | 1.860302 | 1.579707 | 1.644617 |





# CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (A)

Kokapet ( Village), Gandipet, Hyderabad, Telangana-500075. [www.cbft.ac.in](http://www.cbft.ac.in)



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COMMITTED TO  
RESEARCH,  
INNOVATION AND  
EDUCATION

43  
years

Name of the Department: School of Management Studies

Academic Year: 2020-21(2021 Passed Out)

PG Program: MBA

|     | Target Fixed | Target Achieved | Observation (Attained/Not Attained) | Actions Taken                                                                                                                                                                               |                                                                                                                                                                                                   |                                                                                                                                                                                                      |
|-----|--------------|-----------------|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     |              |                 |                                     | A1                                                                                                                                                                                          | A2                                                                                                                                                                                                | A3                                                                                                                                                                                                   |
| PO1 | 1.4          | 2.11            | Attained                            |                                                                                                                                                                                             |                                                                                                                                                                                                   |                                                                                                                                                                                                      |
| PO2 | 1.4          | 1.97            | Attained                            |                                                                                                                                                                                             |                                                                                                                                                                                                   |                                                                                                                                                                                                      |
| PO3 | 1.3          | 1.21            | Not Attained                        | Organized A webinar on New Trends in Logistics and Supply Chain Management 08.0.2020.<br><br>Conducted National Level Online Psychometric Test on 23.07.2020.<br><br>Organized a webinar on | Organized a webinar on Demystifying Patents on 30.01.2021.<br><br>Organized a webinar on New Trends in Logistics and Supply Chain Management in Association with NAVATA Supply Chain Solutions on | Organized A Career Planning and Development in Marketing Domain 28.11.2020.<br><br>Organized One Day National Workshop on Recent advances and Technological Disruptions in HRM-Issues and Challenges |

*[Handwritten signature]*  
*[Circular stamp: SCHOOL OF MANAGEMENT STUDIES, CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY, HYDRAABAD]*



|     |     |      |          |                                                                                                                   |                                                                              |                |
|-----|-----|------|----------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|----------------|
|     |     |      |          | Financial Well Being of Employees during Covid-19 in association with RK Wealth on 09.01.2021.                    | 08.08.2020.                                                                  | on 20.02.2021. |
| PO4 | 1.4 | 1.86 | Attained |                                                                                                                   |                                                                              |                |
| PO5 | 1.3 | 1.57 | Attained | Conducted IIC Session on Empowerment of Women through Innovation and Entrepreneurship in the month of April 2021. | Organized A Career Planning and Development in Human Resources on 31.10.2020 |                |
| PO6 | 1.4 | 1.64 | Attained |                                                                                                                   |                                                                              |                |

**Evidences:**

1. Drive Link for CO PO mapping Sheets Semester wise:
2. Complete PO attainment table for 2017 batch (AY: 2020-21) hard copy endorsed by head of the department.

  
In-Charge

