

### ARTICULATION MATRIX FOR AY 2019-20

N O	COURSE CODE	COURSE TITLE	C O. N o.	Course Outcome	POs							PS Os	
					1	2	3	4	5	6	7	1	2
1	19BB11C0	Business Communication Skills I	2	Apply and analyse the right kind of pronunciation with regards to speech sounds		2							2
			3	. Apply the concept of probability			3					1	
			4	Analyze the given conditions and finding out all the possible arrangements in linear & circular order					1				2
2	19BB12C0	Business Communication Skills Ii	1	Apply the concepts of accurate English while writing	1							2	
			2	Understand the importance of pronunciation and apply the same day to day conversation.		2							3
			3	Apply the concepts of Ratios, Percentages, Averages and Analysing the given information			3					2	
			4	Apply the basic functionality of Clocks and Calendars to find the solutions for the problems.				1					1
3	19BB21C0	Business Communication Skills III	1	Able to spot the common grammatical errors related to Sentence Structure, Preposition, Concord, Relative and Conditional Clauses, and Parallel Structures.		1						1	
			2	Able to read, understand, and interpret a text intrinsically as well as extrinsically.			2						2
			3	Apply the concepts of Time and Distance and solve the problems related to average speed, relative speed,				3				1	

			4	Analyze the given data and representing the data					1				2
4	19BB11C6	Campus To Corporate I	1	Helps you in adapting to the new corporate environment					2				3
			2	To develop interpersonal skills required for working in the corporate world						3	2		
			3	Analyse the corporate communication skills					1				1
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.			1					1	
5	19BB12C6	Campus To Corporate II	1	Helps you in adapting to the new corporate environment	1			2		1			2
			2	To develop interpersonal skills required for working in the corporate world	2		2			2			
			3	Analyse the corporate communication skills		3		3					
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.	1		2						
	19BB21C6	Campus To Corporate III	1	Helps you in adapting to the new corporate environment		1			2				
			2	To develop interpersonal skills required for working in the corporate world		2		2					
			3	Analyse the corporate communication skills			3		3				
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.		1		2					
	19BB22C6	Campus To Corporate IV	1	Helps you in adapting to the new corporate environment	1			2					

			2	To develop interpersonal skills required for working in the corporate world	2		2							
			3	Analyse the corporate communication skills		3		3						
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.	1		2							
6	19BB11K1	Foreign Language I	1	Learn alphabet, phonetics and basic words like days, months, names of countries, professions etc., useful in daily life							2	1		
			2	Understand how to ask questions and framing negative sentences	1								2	
			3	Acquires knowledge of different tenses and their usage in various contexts						2		1		
			4	Utilizes the learnt concepts with proper liaison & accuracy to describe about themselves and their family							3		2	
	19BB11K2	Foreign Language II	1	Understands how to tell time and talk about habitual actions		1			2					
			2	Learns vocabulary related to house and usage of different kinds of pronouns		2		2						
			3	Can make comparisons and talk about frequency of actions			3		3					
			4	Gain knowledge of how to write a mail & letter in different contexts		1		2						
	19BB11K3	Foreign Language III	1	Understands how to tell time and talk about habitual actions	1			2						
			2	Learns vocabulary related to house and usage of different kinds of	2		2							

[illegible]

			4	Apply and be able to perform statistical inference in the form of confidence intervals and hypothesis tests							3	1	
9	19UC0009	Ecology & Environment	1	The students will understand the basic concepts of environment, environmental acts and natural resources.					1				2
			2	The students will able to understand the various environmental pollution aspects and their effect on environment.			1					1	
			3	The students are equipped with knowledge regarding optimization procedures				2					2
			4	To apply the knowledge on waste management and the way to safeguard the environment.					3			2	
10	19BB11C2-	Business Environment	1	Outline various components of Business Environment.					1				3
			2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.		2						2	
			3	Understand the role of regional economic integration and political integration.							1		1
			4	Apply Cognitive knowledge of global issues, to internationalize business.							2	1	
11	19BB11C3	Business Economics	1	Understand the basic principles of business economics					2				2
			2	Analyze the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income.							1	1	
			3	Understand the different costs of production and how they affect short and long run decisions		1							2
			4	Analyze the price and output decisions under different market structures.			2					1	

1 2	19BB11C4	Perspectives Of Management	1	Apply the key management concepts along with an insight into skills and functions of managers				3					2
			2	Implement various tools and processes used in planning					1			1	
			3	Develop hands on in-depth knowledge and insight into organization and staffing related Issues.							2		2
			4	Analyze the link between planning and controlling, and the various means of directing, controlling thereby developing the ability to resolve managerial issues and problems.						1		2	
1 3	19BB12C1	Introduction To Financial Accounting	1	Understand accounting concepts, conventions and assumptions in the business context				2				1	
			2	Prepare BRS, balancing of ledgers and preparation of trail balance.					3				2
			3	Prepare profit & Loss account and Balance Sheet for the financial year.						1		1	
			4	Analyze final statements of a company							1		2
1 4	19BB12C3	Organizational Behaviour	1	Ability to manage people with an understanding of Individual behavior			2						2
			2	Ability to manage groups with an understanding of the Group behavior and leadership.				3				1	
			3	Ability to motivate and in competitive business environment.					1				2
			4	Ability to perceive organizational culture and implement organization Change and development interventions.							2	1	
1 5	19BB21C1	Management Accountancy	1	Understand the concept of management accounting and financial statement analysis.	1								1

			2	Analyse various ratios to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency.		2						1	
			3	Analyze the funds flow and cash flows and applying those techniques for the analysis of financial health of the organisation.			3						2
			4	Analysing various tactical decisions with the help of Marginal costing techniques.				1				1	
1 6	19BB21C2	Marketing Management	1	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment	1								2
			2	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing		2						1	
			3	Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution			3						2
			4	Understand the need for ethics in marketing and the importance of social and green marketing				1				2	
1 7	19BB21C3	Human Resource Management	1	Integrated perspective on role of HRM in modern business		1							3
			2	Ability to plan human resources and implement techniques of job design			2					2	
			3	Competency to recruit, train, and appraise the performance of employees				3					1
			4	Rational design of compensation and salary administration and ability to handle employee issues					1			1	
1 8	19BB21C4	Business Research Methods	1	Understand and independently apply the research process to business problems.							2	1	
			2	Evaluate different statistical methods that are applicable to specific research						1			2

				problems.															
			3	Take data driven business decisions							2			1					
			4	Analyze organizational data using software packages								3						2	
1 9	19BB22C0	Cost Accountancy	1	To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet							1			2					
			2	To provide basic knowledge of important Methods & Techniques of costing		1												3	
			3	To understand the various methods of budgetary control and CVP analysis			2							2					
			4	To analyze the standard costing and variance analysis				3										1	
1 9	19BB22C1	Production And Operations Management	1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools					1					1					
			2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service									2					2	
			3	Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems						1				1					
			4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations						2				1					
2 1	19BB22C3	Business Law	1	Understand and apply the law relating to formation, performance and discharge of contracts and special contracts.									3					2	
			2	Acquire legal knowledge relating to transactions involving, Sale of Goods and also apply appropriate remedies available under the Act.						1				1					



			3	Comprehend the use of negotiable instruments i.e., Promissory Notes, Bills of Exchange and Cheques.			1						2
			4	Understand the nature of partnership and also appreciate the law governing relationship between the partners and working of partnership.			2					2	
2	19BB22C4	Financial Management	1	To gain a knowledge on availability of various sources of finance and markets for raising of funds.				3					3
2			2	To evaluate the long term and short term investment decisions					1			2	
			3	To Evaluate the financing decisions by using different techniques of valuation.			2						1
			4	To evaluate the dividend Decisions in relation to wealth maximization.							1	1	
2	19BB31C0	Business Analytics	1	Apply quantitative modeling and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques.							2		2
3			2	Apply ethical practices in everyday business activities and make well-reasoned ethical business and data management decisions.			1					1	
			3	Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.		2						1	
			4	Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.		1							2
2	19BB31C2	Fundamentals Of Digital Marketing	1	Outline the key concepts of digital marketing			2					1	
4			2	Apply the SEO to a website				3					2
			3	Use the key PPC concepts to draw visitors to a business's websites					1			2	

			4	Use Campaign Management to manage the marketing concepts							2		3
2 5	19BBHS115	Soft Skills	1	understand the importance of business conversation, Verbal and non verbal cues in conversation, stress full conversation.		1			2				
			2	2 understand the importance of general awareness, how to build up the confidence, how he should be adaptable, personal grooming.		2		2					
			3	3 understand the importance of effective listening skills, Concept of motivation, different types of motivational theories, positive and negative attitude, social dilemmas faced in general.			3		3				
			4	4 understand the Importance of Group discussion, handling emotions, problem solving ability, develop the persuasive skills		1		2					
2 6	19BB31MO	CONSUMER BEHAVIOR	1	Understand concepts used in the study of consumer behavior.						1		2	
			2	Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision						2			1
			3	Apply the knowledge of consumer behaviour to analyse the changing consumer perceptions, attitudes, values and lifestyles and overall behaviour							3	1	
			4	Create better marketing programs and strategies basing on the knowledge of consumer behavior.						1			2
2 7	20BB31M1	PRODUCT AND BRAND MANAGEMENT	1	Provide the fundamentals of product and brand management			1					1	
			2	Product Management Process				2				1	
			3	Understand the Brand Management and Brand Management Process					3				2
			4	Create awareness about measuring Brand equity, Brand Assessment & Financial Aspects .						1		1	

28	20BB31M2	ADVERTISING AND SALES PROMOTION	1	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media.	2								
			2	Analyze the design and execution of advertising campaigns	2								
			3	Understand the basic components of sales promotion and apply the sales promotion campaign related decisions	1								
			4	Analyzethe emerging trends in sales promotion techniques		3							
29	20BB31M3	CUSTOMER RELATIONSHIP MANAGEMENT	1	Understand the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.									2
			2	Analyze CRM practices for competitive advantage of organization	1		2						
			3	Implement data mining tools and techniques in the organization	2	2						3	
			4	Gets the ability to analyze customer relationship management strategies by understanding customers’Preferences for the long-term sustainability of the Organizations.		3	3						
30	20BB31M4	SERVICES MARKETING	1	Implement the best practices of the Services Marketing	1	2							1
			2	Apply the marketing mix elements of services for designing proper marketing strategy	1	2							
			3	Analyze the gaps between service provider and consumer and perform lifelong learning and professional development to enrich the services marketing strategies	2	2							2

			4	Analyze, interpret and solve problems in service Recovery		3	3											
	20BB31M5	Rural marketing	1	Concept and Scope - Nature of rural markets	1													
3 1			2	Selection of Markets - Product Strategy		2												
			3	Pricing strategy - pricing policies			1									2		
			4	Distribution - Logistics Managemen				3					1					
3 2	19BB31F0	BANKING & INSURANCE MANAGEMENT	1	Understand nature of IFS and Banking Sector	1		2						2				2	
			2	Analyze banking operations						1				1				
			3	Ascertain Regulation and Innovations in Banking System						2							2	
			4	Understanding the concept of Insurance operation								3	2					
3 2	20BB31F 1	Investment Management	1	Explore to different avenues of investment.							1						3	
			2	Equipped with the knowledge of security analysis.	1										2			
			3	Apply the concept of portfolio management for the better investment.		2											1	
			4	Invest in less risk and more return securities.			3								1			
3 3	20BB31H2	FINANCIAL	1	Understand the role and function of the financial system in reference to the macro economy.							1						3	

		<b>SERVICES</b>	2	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.	1							2	
			3	Evaluate and create strategies to promote financial products and services.		2							1
			4	Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry.			3					1	
<b>3 4</b>	<b>20BB31F3</b>	<b>FINANCIAL MARKETS</b>	1	Understand the role and function of the financial Markets in reference to the macro economy.				1					2
			2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.	1							1	
			3	Understand the financial markets which are in India.		2							2
			4	Understand the impact that financial markets and changes in regulations on the structure of the financial firms/industry.			3					1	
<b>3 5</b>	<b>20BB31F4</b>	<b>MANAGEMENT OF PERSONAL FINANCE</b>	1	Understand the need for effective financial planning				1					2
			2	Understand various financial tax saving schemes to save money to get tax benefits		1						2	
			3	Understand the basic concepts of money management, tax planning, consumer credit, housing and other consumer decisions, insurance, investments, retirement planning etc.			2						3
			4	Understand savings and investment plans.				3				2	

3 6	20BB32F5	FINANCIAL DERIVATIVES	1	Students will be able to analyze the risks in different financial markets.				1				1
			2	Acquire ability to selection of various options and then can apply them to specific markets.						2	1	
			3	Student will be able to learn different option trading strategies					1			2
			4	The student will be able to analyze various models in order to take wise decisions for improving their wealth					2		1	
3 7	20BB31H0	PERSONAL EFFECTIVENES S AND LEADERSHIP	1	Understand the conceptual framework of personal effectiveness and self-leadership						3		2
									1		2	
			2	Demonstrating one's own self- awareness and to understand others		1						3
							2				2	
			3	Understand the conceptual framework of personal effectiveness and self-leadership				3				1
									1		1	
			4	Demonstrating one's own self- awareness and to understand others						2		2
3 8	20BB31H1	DYNAMICS OF INDUSTRIAL RELATIONS	1	Understand the employee relations and its complexities				3				1
			2	Make use of knowledge to strengthen relations					1		1	
			3	Utilize the knowledge for team building						2		2
			4	Develop competencies to become effective Relation officer		2					1	

39	20BB31L2	Human Resource Development	1	Understand the HRD function and its challenges						1		1	
			2	Make use of knowledge to design HRD program						2			2
			3	Utilize the knowledge for organizational effectiveness							3	1	
			4	Develop competencies to become HRD person						1			2
40	20BB31H3	PERFORMANCE MANAGEMENT AND REWARD SYSTEM	1	Make enhanced use of basic abilities in organizational scenarios and self-analysis			1					2	
			2	Make appropriate use of Interpersonal Skills in Business world				2					3
			3	Make appropriate use of social skills for better team roles in business organizations					3			2	
			4	Developing contemporary skills to succeed in the modern business world						1			1
41	20BB31H4	LABOUR LEGISLATION	1	Understand the changing Labor legislation in India			2					1	
			2	Interpret legal aspects of Employee Compensation.								1	1
			3	Handle Industrial disputes in Indian organizations.	2							2	2
			4	Implement legal aspects of employee benefits		2							1

4 2	20BB32H5	Training and Development	1	Understand basic concepts associated with learning process, learning theories, training and development;							1		2
			2	Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;		1						2	
			3	Emerging trends in training and development; and			2						3
			4	Relevance and usefulness of training expertise in the organizational work environment.				3				2	