

ARTICULATION MATRIX FOR AY 20-21

SL NO	COURSE CODE	COURSE TITLE	C O. N o.	Course Outcome	POs							PSOs	
					1	2	3	4	5	6	7	1	2
1	20BB11C0	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	20BB12C0	Business Communication Skills Ii	1	Apply the concepts of accurate English while writing	1								
			2	Understand the importance of pronunciation and apply the same day to day conversation.		2							
			3	Apply the concepts of Ratios, Percentages, Averages and Analysing the given information			3						
			4	Apply the basic functionality of Clocks and Calendars to find the solutions for the problems.				1					
3	20BB21C0	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							
			2	Able to read, understand, and interpret a text intrinsically as well as extrinsically.			2						
			3	Apply the concepts of Time and Distance and solve the problems related to average speed, relative speed,				3					
			4	Analyze the given data and representing the data					1				
4	20BB11C6	Campus To Corporate I	1	Helps you in adapting to the new corporate environment						2			
			2	To develop interpersonal skills required for working in the corporate world							3		
			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	20BB12C6	Campus To Corporate II	1	Helps you in adapting to the new corporate environment						1			
			2	To develop interpersonal skills required for working in the corporate world						2			
			3	Analyse the corporate communication skills							3		
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.						1			
	20BB21C6	Campus To Corporate III	1	Helps you in adapting to the new corporate environment						1			
			2	To develop interpersonal skills required for working in the corporate world						2			
			3	Analyse the corporate communication skills							3		
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.						1			
6	20BB11K1	Foreign Language	1	Learn alphabet, phonetics and basic words like days, months, names of countries, professions etc., useful in daily life							2		
			2	Understand how to ask questions and framing negative sentences	1								
			3	Acquires knowledge of different tenses and their usage in various contexts						2			
			4	Utilizes the learnt concepts with proper liaison & accuracy to describe about themselves and their family							3		
7	20BS114	Business Mathematics	1	Apply the concept of matrices and matrix operations and their applications.						1			

			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							
12	20BB11C4	Perspectives Of Management	1	Apply the key management concepts along with an insight into skills and functions of managers				3						
			2	Implement various tools and processes used in planning					1					
			3	Develop hands on in-depth knowledge and insight into organization and staffing related Issues.							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				
13	20BB12C1	Introduction To Financial Accounting	1	Understand accounting concepts, conventions and assumptions in the business context				2						
			2	Prepare BRS, balancing of ledgers and preparation of trail balance.					3					
			3	Prepare profit & Loss account and Balance Sheet for the financial year.						1				
			4	Analyze final statements of a company							1			
14	20BB12C3	Organizational Behaviour	1	Ability to manage people with an understanding of Individual behavior			2							
			2	Ability to manage groups with an understanding of the Group behavior and leadership.				3						
			3	Ability to motivate and in competitive business environment.					1					

18	20BB21C4	Business Research Methods	1	Understand and independently apply the research process to business problems.							2		
			2	Evaluate different statistical methods that are applicable to specific research problems.						1			
			3	Take data driven business decisions						2			
			4	Analyze organizational data using software packages							3		
19	20BB22C0	Cost Accountancy	1	To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet						1			
			2	To provide basic knowledge of important Methods & Techniques of costing		1							
			3	To understand the various methods of budgetary control and CVP analysis			2						
			4	To analyze the standard costing and variance analysis				3					
19	20BB22C1	Production And Operations Management	1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools					1				
			2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service							2		
			3	Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems						1			
			4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations						2			
21	20BB22C3	Business Law	1	Understand and apply the law relating to formation, performance and discharge of contracts and special contracts.								3	
			2	Acquire legal knowledge relating to transactions involving, Sale of Goods and also apply appropriate remedies available under the Act.						1			

30			3	Students will be able to apply the Basic knowledge of Logistics in the real life situation					2				
			4	To enable them to elaborate their abilities and professional skills in Logistics						1			
	20BB31B0	Business Intelligence & Data Mining	1	Outline different data mining technique for which can help organizations' decision making.		2					1		
			2	Compare the different data mining technique and business intelligence technique.		1							
			3	Demonstrate the functions of data mining and functions of association rule mining.			2						
			4	Identify the basic functionalities of meta data warehousing.				3					
			5	Compare data reduction technique with data cube aggregation with dimensionality reduction.					1				
31	20BB31M1	Product And Brand Management	1	Provide the fundamentals of product and brand management							2		
			2	Product Management Process						1			
			3	Understand the Brand Management and Brand Management Process						2			
			4	Create awareness about measuring Brand equity, Brand Assessment & Financial Aspects .							3		
32	20BB31F1	Investment Management	1	Explore to different avenues of investment.							1		
			2	Equipped with the knowledge of security analysis.	1								
			3	Apply the concept of portfolio management for the better investment.		2							
			4	Invest in less risk and more return securities.			3						
33	20BB31H1	Dynamics Of Industrial Relations	1	Analyze the dynamics of industrial relations climate and industrialrelations system from a national perspective.							1		

			2	Analyze the growth and ideological undercurrents of trade union movement in India. Analytically examine the industrial dispute resolution management practices from voluntary and statutory dimensions.	1										
			3	Analyze the procedures involved in collective and productivity bargaining exercises including the machinery of bipartism, tripartism and social dialogue		2									
			4	Analyze the concept and practices of workers participation in management from a practical perspective, more specifically from Indian Industrial Relations Scenario			3								
34	20BB31L1	Materials And Warehouse Management	1	Students will be able to apply the knowledge about material management.				1							
			2	To enable the students to develop their managerial ability and professional skills	1										
			3	To make the students understand the warehouse activities		2									
			4	To enable the students learn Warehouse Safety Rules and Procedures			3								
35	20BB31B1	Data Visualization And Tableau	1	Create different types of charts, tables, Dashboard				1							
			2	Identify the key techniques and theory used in visualization, including data models, graphical perception and techniques for visual encoding and interaction		1									
			3	Outline the Exposure to a number of common data domains and corresponding analysis tasks, including multivariate data, networks, text and cartography.			2								
			4	Summarize the basic Practical experience building and evaluating visualization systems.				3							
			5	Enable the students with Tableau software and Cross tabulation			2								

[illegible]

			4	This subject will enable them to enhance their ability in surface transportation						1			
40	20BB31B2	Business Analytics With R Programming	1	Identify and implement appropriate control structures to solve a particular programming problem			1						
			2	Demonstrate and recognize to make appropriate use of different types of data structures.				2					
			3	Familiarize with R syntax knowledge about R language.					3				
			4	Familiarize with industry and firms for their projects and business need, use data visualization through R Program.						1			
				Familiarize with industry and firms for their projects and business need, use data visualization through R Program.									
			5				2						
41	20BB32C0	Entrepreneurship	1	Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development			2						
			2	Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas							1		
			3	Construct a well-structured business plan by including all the necessary elements of the business plan							2		
			4	Plan a start up by applying the knowledge of sources of finance and the supporting schemes offered by state and central governments and other entrepreneurial development organizations			2						
42	20BB32C1	Strategic Management	1	Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives							1		
			2	Formulate a strategic plan that operationalizes the goals and objectives of the firm;			1						
			3	Identify the resource endowments specific to the firm and those that are homogeneous to industry participants;				2					
			4	Evaluate and revise programs and procedures in order to achieve organizational goals;					3				

43	20BB32C2	Enterprise Resource Planning	1	Make basic use of Enterprise software, and its role in integrating business functions	1									
			2	Analyze the strategic options for ERP identification and adoption.		2								
			3	Design the ERP implementation strategies.		1								
			4	Create reengineered business processes for successful ERP implementation.				2						
44	20BB32M3	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.					1					
			2	Analyze CRM practices for competitive advantage of organization							2			
			3	Implement data mining tools and techniques in the organization						1				
			4	Gets the ability to analyze customer relationship management strategies by understanding customers' Preferences for the long-term sustainability of the Organizations.						2				
45	20BB32F3	Financial Markets	1	Understand the role and function of the financial Markets in reference to the macro economy.							3			
			2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.						1				
			3	Understand the financial markets which are in India.			1							
			4	Understand the impact that financial markets and changes in regulations on the structure of the financial firms/industry.					s					
46	20BB31H3	Performance Management System	1	Students will be able to analyze nature, scope, importance, process of Performance Management						3	1			
			2	Student will be able to learn Performance appraisal, methods and approaches to performance appraisal					1					
			3	Student will be able to learn Performance Appraisal Interview	1						2			
			4	The student will be able to analyze Performance Management linked Reward Systems			2							
47	20BB31L3	Forecasting & Inventory Management	1	Students will be able to apply the Basic knowledge of freight forwarding and Surface Transportation including ocean and air cargo						3				

			2	This subject will enable them to enhance their ability and professional skills						1			
			3	Provide awareness on Inventory and basic concepts of inventory				2					
			4	Provide knowledge on Inventory Management Systems					1				
48	20BB31B3	DBMS	1	Understand Basic Data base Concepts	1								
			2	Performs Basic SQL Queries		2							
			3	Understand how to work with data base Transaction queries Concepts		1					1		
			4	Understand how to work with data base Transaction queries Concepts			2						
			5	Enable the students learn about running external projects		2							
49	20BB32M4	Services Marketing	1	Implement the best practices of the Services Marketing			2						
			2	Apply the marketing mix elements of services for designing proper marketing strategy				3					
			3	Analyze the gaps between service provider and consumer and perform lifelong learning and professional development to enrich the services marketing strategies					1				
			4	Analyze, interpret and solve problems in service Recovery							2		
50	20BB32F4	Management Of Personal Finance	1	Understand the need for effective financial planning						1			
			2	Understand various financial tax saving schemes to save money to get tax benefits						2			
			3	Understand the basic concepts of money management, tax planning, consumer credit, housing and other consumer decisions, insurance, investments, retirement planning etc.								3	
			4	Understand savings and investment plans.						1			

51	20BB32C4	Labour Legislation	1	Students will be able to analyze Overview of Labour legislation in India	1								
			2	Student will be able to learn Legislations related to Wages		2							
			3	Student will be able to understand Legislations related to Social Security			3						
			4	The student will be able to learn the Compliances				1					
52	20BB32L4	International Logistics Management	1	Students will be able to apply the Basic knowledge of International Logistics management in the real life situation	1								
			2	This subject will enable them to enhance their ability and professional skills in Logistics			3						
			3	Students will be able to gain better understanding about transportation functionality and their principles			3						
			4	It discuss about containerization and international commercial documents concepts				1					
53	20BB32B4	Introduction To Python	1	Perform operations and function in Python						2			
			2	understanding of Python especially the object-oriented concept					1				
			3	Outline the built-in objects of Python					2				
			4	Be exposed to advanced applications such as multithreaded programming, Web applications, discrete-event simulations, etc							3		
			5	To understand the client server databases		2							