ARTICULATION MATRIX FOR AY 20-21

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SL NO	COURSE CODE	COURSE TITLE	O. N o.	Course Outcome	1	2	3	4	5	6	7	1	2
		Business	2	Apply and analyse the right kind of pronunciation with regards to speech sounds		2							2
1	20BB11C0	Communication	3	. Apply the concept of probability			3					1	
		Skills I	4	Analyze the given conditions and finding out all the possible arrangements in linear & circular order					1				
			1	Apply the concepts of accurate English while writing	1								
		Business	2	Understand the importance of pronunciation and apply the same day to day conversation.		2							
2	20BB12C0	Communication Skills Ii	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					
			1	Able to spot the common grammatical errors related to Sentence Structure, Preposition, Concord, Relative and Conditional Clauses, and Parallel Structures.		1							
3	20BB21C0	Business Communication Skills Iii	2	Able to read, understand, and interpret a text intrinsically as well as extrinsically.			2						
		SKIIIS III	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				
			1	Helps you in adapting to the new corporate environment						2			
4	20BB11C6	Campus To Corporate I	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
			1	Helps you in adapting to the new corporate environment			1		
5	20BB12C6	Campus To	2	To develop interpersonal skills required for working in the corporate world			2		
	20221200	Corporate II	3	Analyse the corporate communication skills				3	
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.			1		
			1	Helps you in adapting to the new corporate environment					
							1		
			2	To develop interpersonal skills required for working in the corporate world					
	20BB21C6	Campus To					2		
	20002100	Corporate III	3	Analyse the corporate communication skills					
								3	
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.			1		
			1				1		
				Learn alphabet, phonetics and basic words like days, months, names of countries, professions etc.,. useful in daily life				2	
(20BB11K1	Equator I anoma ca	2		1				
6	200011K1	Foreign Language	3	Understand how to ask questions and framing negative sentences	1				
			_	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	Understand the concept variables, types of variables, Functions, and different types of functions.	1							
			3	Apply the limits, differentiation and Integration and their applications		2						
			4	Apply the simple and compound interest using Arithmetic and Geometric Progressions			3					1
			1	Apply and interpret basic descriptive statistics				1			1	
0	20DC115.	D	2	Apply and construct cross tabulation, correlation, regression and their applications in management					1		1	
8	20BS115s	Business Statistics	3	Understand the probabilities for simple events					2			2
			4	Apply and be able to perform statistical inference in the form of confidence intervals and hypothesis tests						3	1	
			1	The students will understand the basic concepts of environment, environmental acts and natural resources.					1			2
9	20UC0009	Ecology &	2	The students will able to understand the various environmental pollution aspects and their effect on environment.		1					1	
	2000000	Environment	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	
			1	Outline various components of Business Environment.					1			3
		Business	2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.	2						2	
10	20BB11C2-	Environment	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	20BB11C3	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	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				
12	20BB11C4	Perspectives Of Management	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			
			1	Understand accounting concepts, conventions and assumptions in the business context			2					
13	20BB12C1	Introduction To Financial	2	Prepare BRS, balancing of ledgers and preparation of trail balance.				3				
		Accounting	3	Prepare profit & Loss account and Balance Sheet for the financial year.					1			
			4	Analyze final statements of a company						1		
			1	Ability to manage people with an understanding of Individual behavior		2						
14	20BB12C3	Organizational Behaviour	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				

			4	Ability to perceive organizational culture and implement organization Change and development interventions.						2	
			1	Understand the concept of management accounting and financial statement analysis.	1						
15	20BB21C1	Management	2	Analyse various ratios to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency.		2					
15	200021C1	Accountancy	3	Analyze the funds flow and cash flows and applying those techniques for the analysis of financial health of the organisation.			3				
			4	Analysing various tactical decisions with the help of Marginal costing techniques.				1			
			1	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment	1						
16	20BB21C2	Marketing	2	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing		2					
		Management	3	Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution			3				
			4	Understand the need for ethics in marketing and the importance of social and green marketing				1			
			1	Integrated perspective on role of HRM in modern business		1					
15	40DD41.G2	Human Resource	2	Ability to plan human resources and implement techniques of job design			2				
17	20BB21C3	Management	3	Competency to recruit, train, and appraise the performance of employees				3			
			4	Rational design of compensation and salary administration and ability to handle employee issues					1		

			1	Understand and independently apply the research process to business problems.							
18	20BB21C4	Business Research Methods	2	Evaluate different statistical methods that are applicable to specific research problems.					1	2	
		1/10/110/45	3	Take data driven business decisions					2		
			4	Analyze organizational data using software packages						3	
			1	To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet					1		
19	20BB22C0	Cost Accountancy	2	To provide basic knowledge of important Methods & Techniques of costing	1						
		v	3	To understand the various methods of budgetary control and CVP analysis		2					
			4	To analyze the standard costing and variance analysis			3				
			1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools				1			
		Production And	2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service						2	
19	20BB22C1	Operations Management	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	
41	20002203	Dusiness Daw	2	Acquire legal knowledge relating to transactions involving, Sale of Goods and also apply appropriate remedies available under the Act.					1		

			3	Comprehend the use of negotiable instruments i.e., Promissory Notes, Bills of Exchange and Cheques.		1					
			4	Understand the nature of partnership and also appreciate the law governing relationship between the partners and working of partnership.			2				
			1	To gain a knowledge on availability of various sources of finance and markets for raising of funds.				3			
22	200002204	Financial	2	To evaluate the long term and short term investment decisions					1		
22	20BB22C4	Management	3	To Evaluate the financing decisions by using different techniques of valuation.			2				
			4	To evaluate the dividend Decisions in relation to wealth maximization.						1	
			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	
23	20BB31C0	Business Analytics	2	Apply ethical practices in everyday business activities and make well-reasoned ethical business and data management decisions.			1				
			3	Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.	2						
			4	Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.	1						
			1	Outline the key concepts of digital marketing		2					
			2	Apply the SEO to a website			3				
24	20BB31C2	Fundamentals Of Digital Marketing	3	Use the key PPC concepts to draw visitors to a business's websites				1			
			4	Use Campaign Management to manage the marketing concepts						2	
25	20BBHS115	Soft Skills	1								

			2								
			3								
			4								
			1	Understand concepts used in the study of consumer behavior.					1		
26	20BB31MO	Consumer Behavior	2	Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision					2		
20	2000311110	Consumer Benavior	3	Apply the knowledge of consumer behaviour to analyse the changing consumer perceptions, attitudes, values and lifestyles and overall behaviour						3	
			4	Create better marketing programs and strategies basing on the knowledge of consumer behavior.					1		
			1	Understand nature of IFS and Banking Sector		1					
		Banking &	2	Analyze banking operations			2				
27	20BB31F0	Insurance Management	3	Ascertain Regulation and Innovations in Banking System				3			
			4	Understanding the concept of Insurance operation					1		
			1	Understand the conceptual framework of personal effectiveness and self-leadership	2			ì			
28	20BB32H0	Personal Effectiveness & Self	2	Outline the thinking process of designing and perceptual process	2						
28	20BB32H0	Leadership	3	Demonstrating one's own self- awareness and to understand others	1						
			4	Analyse the emerging perspectives on personal effectiveness and leadership		3					
20	20BB31L0	Fundamentals Of	1	Students will be able to apply the Basic knowledge of Logistics in the real life situation		2					
29	20BB31L0	Logistics	2	To enable them to elaborate their abilities and professional skills in Logistics			3				

				Students will be able to apply the Basic knowledge of Logistics in the real life								
			3	situation					2			
				To enable them to elaborate their abilities and professional skills in Logistics								
			4	Outline different data mining technique for which can help organizations'						1		-
			1	decision making.		2					1	
			2	Compare the different data mining technique and business intelligence technique.		1						
30	20BB31B0	Business Intelligence & Data Mining	3	Demonstrate the functions of data mining and functions of association rule mining.			2					
		Mining	4	Identify the basic functionalities of meta data warehousing.				3				
			5	Compare data reduction technique with data cube aggregation with dimensionality reduction.					1			
			1									
				Provide the fundamentals of product and brand management							2	
21	40DD 243 #1	Product And Brand	2	Product Management Process						1		
31	20BB31M1	Management	3	Understand the Brand Management and Brand Management Process						2		
			4	Create awareness about measuring Brand equity, Brand Assessment & Financial Aspects.							3	
			1	Explore to different avenues of investment.						1		
		Investment	2	Equipped with the knowledge of security analysis.	1							
32	20BB31F1	Management	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 industrial relations system from a national perspective.						1		

			2	Analyze the growth and ideological undercurrents of trade unionmovement in India. Analytically examine the industrial disputeresolution management practices from voluntary and statutorydimensions.	1					
			3	Analyze the procedures involved in collective and productivitybargaining exercises including the machinery of bipartism,tripartism and social dialogue		2				
			4	Analyze the concept and practices of workers participation inmanagement from a practical perspective, more specifically fromIndian Industrial Relations Scenario Students will be able to apply the knowledge about material management.			3	1		
		Materials And	2	To enable the students to develop their managerial ability and professional skills	1			1		
34	20BB31L1	Warehouse Management	3	To make the students understand the warehouse activities		2				
		0	4	To make the students understand the waterloade activities		2				
				To enable the students learn Warehouse Safety Rules and Procedures			3			
			1	Create different types of charts, tables, Dashboard				1		
			2	Identify the key techniques and theory used in visualization, including datamodels, graphica lperceptionand techniques for visual encoding and interaction		1				
35	20BB31B1	Data Vizualization And Tableau	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			

			2	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media.				1			
36	20BB31M2	Advertising And		Analyze the design and execution of advertising campaigns						2	
20	2000011112	Sales Promotion	3	Understand the basic components of sales promotion and apply the sales promotion					1		
			4	campaign related decisions					1		_
			4	Analyzethe emerging trends in sales promotion techniques					2		
			1	Understand the role and function of the financial system in reference to the macro						3	
				economy.					1		
			2	Demonstrate an awareness of the current structure and regulation of the Indian financial	1						
37	20BB31F2	Financial Services		services sector.		2					
37	20003112	Financial Sci vices	3	Evaluate and create strategies to promote financial products and services.			3				
								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.						2	
			1	Understand the HRD function and its challenges			3				
			2								
38	20BB31H2	Human Resource Development	2	Applying the various need analysis techniques at various levelsof organizations				1			
36		Development	3	Applying the training delivery methods in due consideration of HRD interventions						2	
			4	Analyze the role of various issues and challenges inimplementation and assessment of HRD program	2						
			1	Students will be able to apply the Basic knowledge of freight forwarding and Surface Transportation including ocean and air cargo							
		Freight Forwarding							1		
39	20BB31L2	& Surface Transportation	2	This subject will enable them to enhance their ability and professional skills in freight forwardigng					2		
			3	To enable them to enhance their ability in freight forwarding techniques						3	

			4	This subject will enable them to enhance their ability in surface transportation					1		
			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				
		Business Analytics	3	Familiarize with R syntax knowledge about R language.				3			
40	20BB31B2	With R Programming	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						
			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	
41	20BB32C0	Entrepreneurship	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						
			1	Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives						1	
		Church	2	Formulate a strategic plan that operationalizes the goals and objectives of the firm;	1						
42	20BB32C1	Strategic Management	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			1	Make basic use of Enterprise software, and its role in integrating business functions	1							
	20BB32C2	Enterprise Resource Planning	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			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			
	20BB32M3	Customer Relationship	2	Analyze CRM practices for competitive advantage of organization							2	
	200032113	Management	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	20002202		1	Understand the role and function of the financial Markets in reference to the macro economy.							3	
			77' '17' 1	2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.	ı					1	
	20BB32F3	Financial Markets	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.				8				
46			1	Students will be able to analyze nature, scope, importance, process of Performance Management				5	3 1			
	20BB31H3	Performance	2	Student will be able to learn Performance appraisal, methods and approaches to performance appraisal			1					
		Wanagement System	Student will be able to learn Performance Appraisal Interview	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		1		
			4	Provide knowledge on Inventory Management Systems					1			
			1	Understand Basic Data base Concepts	1							
			2	Performs Basic SQL Queries		2						
48	20BB31B3	DDMC	DBMS Understand how to work with data base Transaction queries Concepts Understand how to work with data base Transaction queries Concepts	Understand how to work with data base Transaction queries Concepts		1					1	
	20883183	DPMS		Understand how to work with data base Transaction queries Concepts			2					
			5	Enable the students learn about running external projects		2						
			1	Implement the best practices of the Services Marketing			2					
			2	Apply the marketing mix elements of services for designing proper marketing strategy				3				
49	20BB32M4	Services Marketing	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					1		2	
			1	Understand the need for effective financial planning						1		
			2	Understand various financial tax saving schemes to save money to get tax benefits						2		
50	20BB32F4	Management Of Personal Finance	3	Understand the basic concepts of money management, tax planning, consumer credit, housing and other consumer decisions, insurance, investments, retirement planning etc.								
			4	Understand savings and investment plans.							3	
			4	Charlet at mig and investment plans.						1		

			1	Students will be able to analyze Overview of Labour legislation in India	1								
51	20BB32C4	Labour Legislation	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		Students will be able to apply the Basic knowledge of International Logistics managemen in the real life situation											
	20BB32L4	International Logistics	2	This subject will enable them to enhance their ability and professional skills in Logistics	1	3 3 1 2							
		Management	3	Students will be able to gain better understanding about transportation functionality and their principles									
			4	It discuss about containerization and international commercial documents concepts				1					
53			1	Perform operations and function in Python						2			
			2	understanding of Python especially the object-oriented concept		1							
	20BB32B4	Introduction To	3	Outline the built-in objects of Python					2				
	2000207	Python	4	Be exposed to advanced applications such as multithreaded programming, Web applications, discrete-event simulations, etc	such as multithreaded programming, Web								
										3		\dashv	=
			5	To understand theclient server databases		2							