

PROGRAM ARTICULATION MATRIX FOR THE ACADEMIC YEAR 2021-'22

SL N O	COURSE CODE	COURSE TITLE	CO. No.	Course Outcome	POs							PSOs		
					1	2	3	4	5	6	7	1	2	3
1	20UC1101	Integrated professional English	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	20UC1202	English Proficiency	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							1
			4	Apply the basic functionality of Clocks and Calendars to find the solutions for the problems.				1						
3	21UC2103	Essential Skills for Employability	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	21BB22C6	Campus to corporate	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		1
6	21BB11K1	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	21BS114	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	2
8	21BS115	Business Statistics	1	Apply and interpret basic descriptive statistics					1			1		
			2	Apply and construct cross tabulation, correlation, regression and their applications in management						1		1		
			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		
9	21UC0009	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	21BB11C2-	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	21BB11C3	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							
12	21BB11C4	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.										
13	21BB11C5	IT for Business Managers	1	Understand the basic use of computer hardware and software, networks, and the Internet in the workplace and apply the acquired skills and concepts in the professional assignments.				2						
			2	Apply the knowledge of networks for effective business operations expansions.					3					

			3	Manage and analyze business communication with effective use of Word and PowerPoint						1				
			4	Create business databases and dashboards using MS-Excel							1			
13	21BB12C1	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	21BB12C3	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				
			4	Ability to perceive organizational culture and implement organization Change and development interventions.								2		
15	21BB21C2	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	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing		2								
			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						
16	21BB21C1	Management Accountancy	1	Understand the concept of management accounting and financial statement analysis.	1									
			2	Analyse various ratios to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency.		2								

			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	21BBHS115	Soft Skills	1	Able to face audience confidently while giving presentations and speaking in public.		2									
			2	Think logically and solve problems in professional life			3								
			3	Creating and crafting effective Resumes, attending, and conducting interviews		2									
			4	Getting familiar with the key players in the business world and acquiring knowledge about different aspects of the business			2								
26	21BB31M0	Consumer Behavior	1	Understand concepts used in the study of consumer behavior.					1						
			2	Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision					2						
			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						
27	21BB31F0	Banking & Insurance Management	1	Understand nature of IFS and Banking Sector			1								
			2	Analyze banking operations			2								
			3	Ascertain Regulation and Innovations in Banking System					3						
			4	Understanding the concept of Insurance operation					1						
28	21BB32H0	Personal Effectiveness & Self Leadership	1	Understand the conceptual framework of personal effectiveness and self- leadership		2									
			2	Outline the thinking process of designing and perceptual process		2									
			3	Demonstrating one's own self- awareness and to understand		1						2			

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33	21BB31H1	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 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			3							
	21BB31D1	Digital Marketing Strategy	1	Outline The significance of Digital Marketing and Innovation			2							
			2	Analyse the Opportunities for Digital Innovation.				3						
			3	Enable the students to Explore The emergence of big data.					2					
			4	The principles of agile marketing, the benefits of setting minimum viable marketing (MVM) Standards						1				
	21BB31E1	E-Commerce And Strategy	1	Outline The significance of Digital Marketing and Innovation		2					1			
			2	Analyse the Opportunities for Digital Innovation.		1								
			3	Enable the students to Explore The emergence of big data.			2							
			4	The principles of agile marketing, the benefits of setting minimum viable marketing (MVM) Standards				3						
	21BB31B1	Data Vizualization And Tableau	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								

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	21BB32C0	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											
	21BB32C1	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									
	21BB32C2	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									
	210BB32M 3	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					

	21BB32F3	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						
	21BB31H3	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							
	21BB31D3	SEARCH ENGINE OPTIMIZATION	1	Understand the concept of Search Engine Optimization		2								
			2	Explore the concepts of Keyword Research			3							
			3	Examine the on Page Optimization	1									
			4	Explore off Page Optimization			3							
	21BB31E3	CRM IN ERP ENVIRONMENT	1	Understand Definition and concepts of CRM,						3				
			2	Explore CRM PROCESS							1			
			3	Examine the Role of CRM in business strategy				2						
			4	Examine the Enterprise Marketing Automation					1					
	21BB31B3	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								
	21BB32M4	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				
	21BB32F4	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				
	21BB32C4	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						

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		DERIVATIVES		markets.												
			2	Acquire ability to selection of various options and then can apply them to specific markets.		3										
			3	Student will be able to learn different option trading strategies			5									
			4	The student will be able to analyze various models in order to take wise decisions for improving their wealth					7							
	21BB32H5	TRAINING AND DEVELOPMENT	1	Understand basic concepts associated with learning process, learning theories, training and development;		3										
			2	Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;	1											
			3	Emerging trends in training and development; and					4							
			4	Relevance and usefulness of training expertise in the organizational work environment.						5						
	21BB32D5	WEB ANALYTICS AND AFFILIATE MARKETING	1	Understand the concept of Web Analytic Fundamentals	1											
			2	Explore the concepts of Web Analytics 2.0		2										
			3	Examine the concept of Affiliate Marketing					4							
			4	Explore website syndicates						5						
	21BB32E5	INFORMATION SYSTEMS	1	Understand the concept of Information Systems Computer Competency	2											
			2	Explore the Internet Applications and Service		3										
			3	Examine Operating System Functions & type		1										
			4	Discuss the Database Concepts						6						