PROGRAM ARTICULATION MATRIX FOR THE ACADEMIC YEAR 2021-'22

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SL N O	COURSE CODE	COURSE TITLE	CO.	Course Outcome	1	2	3	4	5	6	7	1	2	3
			2	Apply and analyse the right kind of pronunciation with regards to speech sounds		2							2	
1	20UC1101	Integrated professional English	3	. Apply the concept of probability			3					1		
		processional English	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									
			2	Understand the importance of pronunciation and apply the same day to day conversation.		2								
2	20UC1202	English Proficiency	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						
			1	Able to spot the common grammatical errors related to Sentence Structure, Preposition, Concord, Relative and Conditional Clauses, and Parallel Structures.		1								
3	21UC2103	Essential Skills for Employability	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
			1	Learn alphabet, phonetics and basic words like days, months, names of countries, professions etc.,. useful in daily life							2			
6	21BB11K1	Foreign Language	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			
			1	Apply the concept of matrices and matrix operations and their applications.						1				
7	21BS114	Business	2	Understand the concept variables, types of variables, Functions, and different types of functions.		1								
,	21BS114	Mathematics	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
			1	Apply and interpret basic descriptive statistics					1			1		7
	04PG44#		2	Apply and construct cross tabulation, correlation, regression and their applications in management						1		1		
8	21BS115	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		
		D 1 - 2	1	The students will understand the basic concepts of environment, environmental acts and natural resources.						1			2	
9	21UC0009	Ecology & Environment	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	
			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	21BB11C2-	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	
			1	Understand the basic principles of business economics				2				2
11	21BB11C3	Business Economics	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	
11	21001103	Dusiness Economics	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	21BB11C4	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			
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	
			1	Understand accounting concepts, conventions and assumptions in the business context				2				
13	21BB12C1	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					
			2	Ability to manage groups with an understanding of the Group behavior and leadership.				3				
14	21BB12C3	Organizational Behaviour	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	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment	1							
15	21BB21C2	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				
		Managament	1	Understand the concept of management accounting and financial statement analysis.	1							
16	21BB21C1	Management Accountancy	2	Analyse various ratios to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency.		2						

			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	Integrated perspective on role of HRM in modern business	1							
17	21BB21C3	Human Resource	2	Ability to plan human resources and implement techniques of job design		2						
17	218621C3	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.						2		
18	21BB21C4	Business Research Methods	2	Evaluate different statistical methods that are applicable to specific research problems.					1			
		112012043	3	Take data driven business decisions					2			
			4	Analyze organizational data using software packages						3		
			1	Analyze the macro economy using national income and aggregate demand and aggregate supply analysis.						2		
	44DD44.0#		2	Understand the causes and effects of inflation and unemployment.					1			
	21BB21C5	Macro Economics	3	Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run.					2			
			4	Understand how comparative advantage provides the basis for gains through trade						3		
			1	To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet					1			
19	21BB22C0	Cost Accountancy	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				
			1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools				1			
10	445544	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	21BB22C1	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		
			1	Understand and apply the law relating to formation, performance and discharge of contracts and special contracts.					_	3	
21	210BB22C 3	Business Law	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			
		Financial	2	To evaluate the long term and short term investment decisions					1		
22	21BB22C4	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	
	21BB22C5	Business Model Generation	1	Understand and be able to explain the purpose, role and importance of business models including the key elements of a business model and the				3			

				interactions and interdependencies among the elements.							
			2	Analyse existing business models utilizing the course frameworks, tools, and techniques, evaluate their strengths and limitations, and make recommendations for improvement.					1		
			3	Evaluate, design, and recommend innovative business models for entrepreneurial new ventures or businesses experiencing significant changes in their external environments.			2				
			4	Apply the strategic approach to business models, to identify the environmental changes, to design the business models and to manage multiple business models						1	
			1	Enable the students learn Securities & Securities Market				3			
	21BB22C7	Dynamics of Capital	2	To learn the Listing of Securities on Stock Exchanges, General guidelines as per SC(R) 1956					1		
	21882207	Markets	3	To understand the Constituents of Sensex & sectors. NSE, Index			2				
			4	To understand the functioning of Foreign Stock Exchanges						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	21BB31C0	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						
s2	21BB31C2	Fundamentals Of	1	Outline the key concepts of digital marketing		2					
4	21003102	Digital Marketing	2	Apply the SEO to a website			3				

			3									
				Use the key PPC concepts to draw visitors to a business's websites				1				
			4							_		
			1	Use Campaign Management to manage the marketing concepts Able to face audience confidently while giving presentations and						2		_
			1	speaking in public.	2							
			2	Think logically and solve problems in professional life		3						
25	21BBHS11 5	Soft Skills	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						
			1									
			2	Understand concepts used in the study of consumer behavior.					1			_
26	21BB31M	Consumer Behavior	2	Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision					2			
20	О	Consumer Denavior	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	21BB31F0	Insurance		Ascertain Regulation and Innovations in Banking System								
		Management	3					3				_
			4	Understanding the concept of Insurance operation					1			_
				Understand the conceptual framework of personal effectiveness								
		Personal	1	and self- leadership	2							
28	21ВВ32Н0	Effectiveness & Self Leadership	2	Outline the thinking process of designing and perceptual process	2							
			3	Demonstrating one's own self- awareness and to understand	1						2	+
			3		1						4	L_

				others							
			4	Analyse the emerging perspectives on personal effectiveness and leadership			3				
			1	Understand the core concepts of Digital Branding							
20	24222422	DIGITAL BRANDING	2	Explore the concept of owned media and its importance	1						
29	21BB31D0	AND PLANNING	3	Examine the brand engagement and its importance			3				
			4	Explore strategies for shaping earned media		2		3		1	
			1	Understand the concept of Software Engineering	1						
20	21BB31E0	INTRODUCTION TO SOFTWARE	2	Explore the concepts of Software Requirements			3				
30	21883150	ENGINEERING	3	Examine the System models		2		3		1	
			4	Explore Risk management							
			1	Provide the fundamentals of product and brand management						2	
		Product And Brand	2	Product Management Process					1		
31	21BB31M1	Management 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	21BB31F1	Management	3	Apply the concept of portfolio management for the better investment.		2					
			4	Invest in less risk and more return securities.			3				

			1	Analyze the dynamics of industrial relations climate and industrial relations system from a national perspective.						1		
33	21BB31H1	Dynamics Of	2	Analyze the growth and ideological undercurrents of trade unionmovement in India. Analytically examine the industrial disputeresolution management practices from voluntary and statutorydimensions.	1							
33	210031111	Industrial Relations	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					
			1	Outline The significance of Digital Marketing and Innovation			2					
	21BB31D1	Digital Marketing	2	Analyse the Opportunities for Digital Innovation.			1	3				
	21003101	Strategy	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		
			1	Outline The significance of Digital Marketing and Innovation		2					1	
			2	Analyse the Opportunities for Digital Innovation.		1					-	
	21BB31E1	E-Commerce And Strategy	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				
			1	Create different types of charts, tables, Dashboard				1				
	21BB31B1	Data Vizualization And Tableau	2	Identify the key techniques and theory used in visualization, including datamodels, graphica lperceptionand 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					
		1	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media.				1			
21BB31M2	Advertising And	2	Analyze the design and execution of advertising campaigns						2	
21BB31W12	Sales Promotion	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					2		
		1	Understand the role and function of the financial system in reference to the macro economy.					1	3	
		2	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.	1				1		
21BB31F2	Financial Services	3	Evaluate and create strategies to promote financial products and services.		2	3				
		3				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				
21BB31H2	Human Resource	2	Applying the various need analysis techniques at various levelsof organizations				1			
210031112	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						

21BB31D2	E-COMMERCE AND STRATEGY	1	Understand the concept of E-Commerce	2							
		2	Explore Building an E-commerce Web Site		3						
		3	Understand the E-Commerce Marketing Concepts			1					
		4	Examine the Social Networks, auctions and portals				2				
211BB31E 2	ERP SYSTEM ADMINISTRATIO N	1	Understand Issues to be consider in planning design and implementation of cross functional integrated ERP systems	2							
		2	Explore Overview of ERP software solutions			1					
		3	Examine the Post Implementation of ERP		3						
		4	Examine the Emerging Trends on ERP				4				
		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			
21BB31B2	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					
	41DD44 C0		Entrepreneurship Development Apply the techniques of environmental analysis feasibility study and generating business ideas Construct a well-structured business plan by in elements of the business plan Plan a start up by applying the knowledge supporting schemes offered by state and entrepreneurial development organizations Articulate a vision that gives meaning to all the objectives Formulate a strategic plan that operationalizes firm; Identify the resource endowments specific homogeneous to industry participants; Evaluate and revise programs and procorganizational goals; Make basic use of Enterprise software, and business functions Analyze the strategic options for ERP identification. Design the ERP implementation strategies Create reengineered business processes for implementation. Understand the concept of CRM, the bene contexts in which it is used, the technologic it can be implemented. Analyze CRM practices for competitive actions in the process of	Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas							1	
	21BB32C0	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	
		Strategic	2	Formulate a strategic plan that operationalizes the goals and objectives of the firm;		1						
	21BB32C1	B32C1 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				
			1	Make basic use of Enterprise software, and its role in integrating business functions	1							
	21BB32C2	Enterprise Resource Planning		Analyze the strategic options for ERP identification and adoption.		2						
			3			1						
			4					2				
			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			
	210BB32M	Customer	2	Analyze CRM practices for competitive advantage of organization							2	
	3	Management	3	Implement data mining tools and techniques in the organization						1		
210BB32M Relationship		4	Gets the ability to analyze customer relationship management strategies by understanding customers' Preferences for the long-term sustainability of the Organizations.						2			

			1	Understand the role and function of the financial Markets in reference to the macro economy.							3	
	21BB31H3 Performat Management 3 21BB31D3 SEARCH ENG OPTIMIZATION CRM IN ENVIRON		2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.						1		
	21BB32F3	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.				s				
			1	Students will be able to analyze nature, scope, importance, process of Performance Management						3	1	
	21BB31H3 21BB31D3	Performance	2	Student will be able to learn Performance appraisal, methods and approaches to performance appraisal					1			
		Management System	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					
			1	Understand the concept of Search Engine Optimization		2						
	24552452	SEARCH ENGINE	2	Explore the concepts of Keyword Research			3					
	21883103	OPTIMIZATION	3	Examine the on Page Optimization	1							
	21RR31D3		4	Explore off Page Optimization			3					
			1	Understand Definition and concepts of CRM,					3			
	21BB31E3	CRM IN ERP ENVIRONMENT	2	Explore CRM PROCESS					3	1		
			3	Examine the Role of CRM in business strategy				2				
21BB31E3 CRM IN ERP ENVIRONMENT 2 Explore CRM PROCESS 3 Examine the Role of CRM in business strategy 4 Examine the Enterprise Marketing Automation 1 Understand Basic Data base Concepts	Examine the Enterprise Marketing Automation					1						
	AADDAADA	DD14G	1	Understand Basic Data base Concepts	1							
	21BB31B3	DBMS	2	Performs Basic SQL Queries		2						

		3	Understand how to work with data base Transaction queries Concepts		1					1	
21BB32F4 21BB32C4		4	Understand how to work with data base Transaction queries Concepts			2				1	
		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				
21BB32M4	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							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		
21BB32F4	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.							3	
		4	Understand savings and investment plans.						1		
		1	Students will be able to analyze Overview of Labour legislation in India	1							
21BB32C4	Labour Legislation	2	Student will be able to learn Legislations related to Wages		2						
21BB32F4 Management Personal Fina		3	Student will be able to understand Legislations related to Social Security			3					
		4	The student will be able to learn the Compliances				1				

		1	Understand the concept of Social Media for Marketing									
21BB31D4	SOCIAL MEDIA	2	Explore the concepts of Setting up Social Media Profiles	1		3						
	MANAGEMENT	3	Examine the Optimizing Social Media Platforms			3						=
		4	Explore Developing a content strategy				1					
	FRP IN MSMFS	1	Understand Overview of enterprise systems ñ Evolution	2								-
242224		2 Explore ERP Implementation ERP IN MSMES		3								
21BB31E4		3	Examine the Role of Business in the modern Indian Economy SMEs in India			1						
		4	Discuss the Issues and challenges of MSMEs				4					
		1	Perform operations and function in Python						2			1
		2	understanding of Python especially the object-oriented concept					1				
21BB31E4 ERP IN MSM 21BB32B4 Introduction Python 21BB32M5 Rural Marketing	Introduction To	3	Outline the built-in objects of Python					2				1
21003204	Python	4	Be exposed to advanced applications such as multithreaded programming, Web applications, discrete-event simulations, etc									
21BB31E4 ERP IN MSM 21BB32B4 Introduction Python 21BB32M5 Rural Marketing			To all out of the Post of the Land		2				3		+	1
		5	To understand the Concept and Scope - Nature of rural markets	2	2						+	1
		2	To understand the Product Strategy & Competitive product strategies for rural markets		2							
21BB32M5	Rural Marketing	3	To understand the Pricing strategy - pricing policies of rural marketing			4						
21BB31E4 ERP IN MSME 21BB32B4 Introduction To Python 21BB32M5 Rural Marketing		4	To understand the Distribution - Logistics Management of rural markets							7		
21BB32F5	FINANCIAL	1	Students will be able to analyze the risks in different financial	1								J

	DERIVATIVES		markets.								
	TRAINING AND DEVELOPMENT WEB ANALYTICS AND AFFILIATE MARKETING	2	Acquire ability to selection of various options and then can apply them to specific markets.		3						Ī
		3	Student will be able to learn different option trading strategies			5					Ī
		4	The student will be able to analyze various models in order to take wise decisions for improving their wealth					7			
		1	Understand basic concepts associated with learning process, learning theories, training and development;		3						
21BB32H5		2	Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;	1							
	DEVELOPIVIENT	3	Emerging trends in training and development; and				4				
		4	Relevance and usefulness of training expertise in the organizational work environment.					5			
		1	Understand the concept of Web Analytic Fundamentals	1							
44DD44D#	112271111111111111111111111111111111111	2	Explore the concepts of Web Analytics 2.0		2						
21BB32D5		3	Examine the concept of Affiliate Marketing				4				
		4	Explore website syndicates					5			
		1	Understand the concept of Information Systems Computer Competency	2							-
21BB32E5		2	Explore the Internet Applications and Service		3						
	SYSTEMS	3	Examine Operating System Functions & type		1						
		4	Discuss the Database Concepts					6			