

MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES (POs) and PROGRAM SPECIFIC OUTCOMES (PSOs)

SL NO	COURSE CODE	COURSE TITLE	CO. No.	Course Outcome	POs										PSOs	
					1	2	3	4	5	6	7	8	9	10	1	2
1	22UC110 1	Integrated professional English	1	Apply the concepts of accurate English while writing	1											
			2	Apply and analyse the right kind of pronunciation with regards to speech sounds		2										2
			3	. Apply the concept of probability			3						2		1	
			4	Analyze the given conditions and finding out all the possible arrangements in linear & circular order					1							
2	22UC120 2	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							3		
			4	Apply the basic functionality of Clocks and Calendars to find the solutions for the problems.				1								
3	22UC210 3	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	22BB22C 6	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												

			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.			1								1
5	22BB11K 1	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					
6	22BS114	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
7	22BS115	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
8	22UC000 9	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
9			1	Outline various components of Business Environment.											3

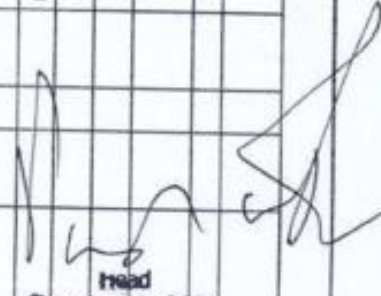
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	22BB11C 2-	Business Environment	2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.		2								2	
			3	Understand the role of regional economic integration and political integration.						1					1
			4	Apply Cognitive knowledge of global issues, to internationalize business.						2				1	
10	22BB11C 3	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								
11	22BB11C 4	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					
12	22BB11C 5	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	Apply the knowledge of networks for effective business operations expansions.											
			3	Manage and analyze business communication with effective use of Word and PowerPoint											
			4	Create business databases and dashboards using MS-Excel											
13	22BB12C 1	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.											

		Operations Management	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									2	
			4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations					2										
23	220BB22C3	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									
			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											
24	22BB22C4	Financial Management	1	To gain a knowledge on availability of various sources of finance and markets for raising of funds.					3										
			2	To evaluate the long term and short term investment decisions						1									
			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								
25	22BB22C5	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 interactions and interdependencies among the elements.					3										
			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									

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			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
26	22BB22C 7	Dynamics of Capital Markets	1	Enable the students learn Securities & Securities Market				3										
			2	To learn the Listing of Securities on Stock Exchanges, General guidelines as per SC(R) 1956					1									
			3	To understand the Constituents of Sensex & sectors. NSE, Index				2										
			4	To understand the functioning of Foreign Stock Exchanges						1								
27	22BB31C 0	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	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											
28	221BB31 C2	Fundamental s Of Digital Marketing	1	Outline the key concepts of digital marketing			2											
			2	Apply the SEO to a website				3										
			3	Use the key PPC concepts to draw visitors to a business's websites					1									1
			4	Use Campaign Management to manage the marketing concepts						2								
29	22BBHS1 15	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										
30			1	Understand concepts used in the study of consumer behavior.														


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	22BB31 MO	Consumer Behavior	2	Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision					2					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					
31	22BB31F 0	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				
32	22BB32H 0	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 others		1								
			4	Analyse the emerging perspectives on personal effectiveness and leadership			3							1
33	22BB31L 0	Fundamental s of LSCM	1	Students will be able to apply the Basic knowledge of Logistics in the real life situation		2								
			2	To enable them to elaborate their abilities and professional skills in Logistics				3						
			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				
34	22BB31B 0	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							

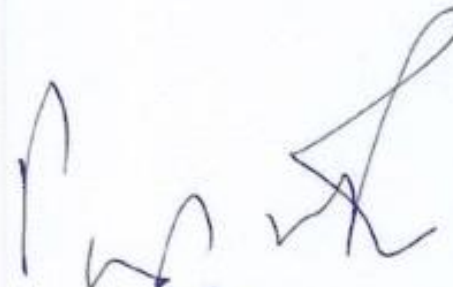
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35	221B831 M1	Product And Brand Management	4	Identify the basic functionalities of meta data warehousing.				3												
			5	Compare data reduction technique with data cube aggregation with dimensionality reduction.				1												
			1	Provide the fundamentals of product and brand management															1	
			2	Product Management Process									2							
36	22B831F 1	Investment Management	3	Understand the Brand Management and Brand Management Process									1							
			4	Create awareness about measuring Brand equity, Brand Assessment & Financial Aspects .									2							
			1	Explore to different avenues of investment.																
			2	Equipped with the knowledge of security analysis.	1															
37	22B831H 1	Dynamics Of Industrial Relations	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.																
			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															
38	221B831 B1	Data Visualization And Tableau	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							2
			1	Create different types of charts, tables, Dashboard																
			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												

	22BB32F 4	Management Of Personal Finance	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									
52	22BB32C 4	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											
53	22BB32B 4	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													
54	22BB31E 0	INTRODUCTI ON TO SOFTWARE ENGINEERIN G	1	Understand the concept of Software Engineering					1										
			2	Explore the concepts of Software Requirements															
			3	Examine the System models	2														
			4	Explore Risk management		3													
55	22BB31E 1	ERP SYSTEMS DESIGN AND IMPLEMENTA TION	1	Understand the concept of ERP			1												
			2	Explore the Various Modules of ERP						2									
			3	Examine the Executive Information System				1											
			4	Examine the Issues in Implementing ERP Packages				2											
56	221BB31 E2	ERP SYSTEM ADMINISTRA TION	1	Understand Issues to be consider in planning design and implementation of cross functional integrated ERP systems					3										
			2	Explore Overview of ERP software solutions															
			3	Examine the Post Implementation of ERP															
			4	Examine the Emerging Trends on ERP															

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64	22BB31D 4	:SOCIAL MEDIA MANAGEMENT	1	Understand the concept of Social Media for Marketing				3										2
			2	Explore the concepts of Setting up Social Media Profiles				1										
			3	Examine the Optimizing Social Media Platforms						2								
			4	Explore Developing a content strategy					1									
65	22BB31D 5	WEB ANALYTICS AND AFFILIATE MARKETING	1	Understand the concept of Web Analytic Fundamentals					2									
			2	Explore the concepts of Web Analytics 2.0														
			3	Examine the concept of Affiliate Marketing						3								
			4	Explore website syndicates							1							2


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Program Articulation Matrix (Mapping of Courses with POs/SOs/PSOs)

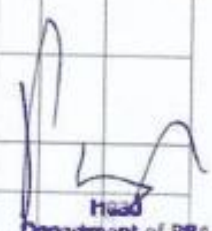
Sl No	Course Code	Course name	Category	L	T	P	S	cr	PO/SO										PSO	
1	22UC1101	INTEGRATED PROFESSIONAL ENGLISH	HSS	0	0	4	0	2	1	2	3		1					2	1	2
2	22UC1202	ENGLISH PROFICIENCY	HSS	0	0	4	0	2	1	2	3	1					3			
3	22UC2103	ESSENTIAL SKILLS FOR EMPLOYABILITY	HSS	0	0	4	0	2		1	2	3	1							
4	22BB22C6	Campus to corporate	HSS	0	0	04	0	2			1		2	3				1		
5	22BB11K1	FOREIGN LANGUAGE	HSS	2	0	2	0	3	1					2	3					
6	22BS114	BUSINESS MATHEMATICS	BS	3	1	0	0	4		1	2	3	1							1
7	22BS115	BUSINESS STATISTICS	BS	3	1	0	0	4					1		2	3		1		
8	22UC009	ECOLOGY & ENVIRONMENT	HSS	2	0	0	0	2			1	2	3	1				2		2
9	22BB11C2	BUSINESS ENVIRONMENT	PC	3	0	0	0	3		2				1	2			2		2
10	22BB11C3	BUSINESS ECONOMICS	PC	3	0	0	0	3		1	2			2		1		1		2
11	22BB11C4	PERSPECTIVES OF MANAGEMENT	PC	3	0	0	0	3				3	1	1	2					
12	22BB11C5	IT FOR BUSINESS MANAGERS	PC	2	0	2	0	3												
13	22BB12C1	INTRODUCTION TO FINANCIAL ACCOUNTING	PC	3	1	0	0	4				2	3	1	1					

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14	22BB12C3	ORGANIZATIONAL BEHAVIOUR	PC	3	0	0	0	3			2	3	1		2						
15	22BB22C2	MANAGEMENT INFORMATION SYSTEMS	PC	3	0	0	0	3		1	2										
16	22BB22C2	MARKETING MANAGEMENT	PC	3	0	0	0	3	1	2	3	1									
17	22BB21C1	MANAGEMENT ACCOUNTANCY	PE1	3	1	0	0	4	1	2	3	1									
18	22BB21C3	HUMAN RESOURCE MANAGEMENT	PC	3	0	0	0	3		1	2	3	1								
19	22BB21C4	BUSINESS RESEARCH METHODS	PE2	3	0	0	0	3					2	3							
20	22BB21C5	MACRO ECONOMICS	PC	3	0	0	0	3					2	3							
21	22BB22C0	COST ACCOUNTANCY	PC	3	1	0	0	4		1	2	3		1							
22	22BB22C1	PRODUCTION AND OPERATIONS MANAGEMENT	PE1	3	1	0	0	4					1		2		1	2			
23	22BB22C3	BUSINESS LAW	PE2	3	0	0	0	3			1	2	1		3						
24	22BB22C4	FINANCIAL MANAGEMENT	PE3	3	1	0	0	4				2	3	1	1						
25	22BB22C5	BUSINESS MODEL GENERATION	PC	3	0	0	0	3				2	3	1	2						
26	22BB22C7	DYNAMICS OF CAPITAL MARKETS	PC	3	0	0	0	3				2	3	1	1						
27	22BB31C2	FUNDAMENTALS OF DIGITAL MARKETING	PC	3	0	0	0	3			2	3	1		2						

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	22BB31C0	BUSINESS ANALYTICS	PC	2	0	2	0	3		2		1			2					
28	22HS115	SOFT SKILLS FOR MANAGERS	HSS	2	0	2	0	3												
29	22BB31M3	CONSUMER BEHAVIOUR	PE	3	0	0	0	3						2	3					2
30	22BB31F0	BANKING & INSURANCE MANAGEMENT	PE	3	0	0	0	3			1	2	3		1					
31	22BB31H0	PERSONAL EFFECTIVENESS AND SELF-LEADERSHIP SERVICES MARKETING	PE	3	0	0	0	3		1	2	3								1
32	22BB31L0	Funamentals of LSCM	Pe	3	0	0	0	3			2	3	2	1						
33	22BB31B0	Business Intelligence and data Mining	PE	3	0	0	0	3		2	2	3	1		2				1	
34	22BB31F1	INVESTMENT MANAGEMENT	PE	3	0	0	0	3		1	2	3			1					
35	22BB31H1	DYNAMICS OF INDUSTRIAL RELATIONS	PE	3	0	0	0	3		1	2	3								2
36	221BB31B1	Data Visualisation and Tableau	PE	3	0	0	0	3		1	3	3								
37	22BB31M1	ADVERTISING AND SALES PROMOTION	PE	3	0	0	0	3						1	2					
38	22BB31F2	FINANCIAL SERVICES	PE	3	0	0	0	3		1	2	3	1			2				
39	22BB31H2	HUMAN RESOURCE DEVELOPMENT	PE	3	0	0	0	3		2	3		1		2					


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40	22BB31H2	Business Analytics with R Programming	PC	3	0	0	0	3		2	1	2		3		1				
41	22BB32C0	ENTREPRENEURSHIP	PC	3	0	0	0	3		2	2			2						
42	22BB32C4	STRATEGIC MANAGEMENT	PC	3	0	0	0	3	1	1	2	3				1				
43	22BB32C2	ENTERPRISE RESOURCE PLANNING	PC	3	0	0	0	3		2	1		2							1
44	22BB31F3	FINANCIAL MKTS	PE	3	0	0	0	3			1		2		1	3				
45	22BB31H3	PERFORMANCE MGT & REWARD SYSTEM	PE	3	0	0	0	3		1	3	1	2		2					
46	22BB31B3	DBMS	Pe	3	0	0	0	3	1	2	2			1						
47	22BB31M0	SERVICES MARKETING	PE	3	0	0	0	3				2	3	1	2					
48	22BB31F4	MANAGING PERSONAL FINANCE	PE	3	0	0	0	3				1	2	3	1					
49	22BB31H4	LABOUR LEGISLATION	PE	3	0	0	0	3			3	1	2							
50	22BB32B4	Introduction to Pythom	Pe	3	0	0	0	3		2		2	3							
51	22BB31E0	INTRODUCTION TO SOFTWARE ENGINEERINGG	PE	3	0	0	0	3		2	1		3							
52	22BB31E1	ERP SYSTEMS DESIGN AND IMPLEMENTATION	PE	3	0	0	0	3			1	2	3							
53	22BB31E2	ERP SYSTEM ADMINISTRATION	PE	3	0	0	0	3				2	1							


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54	22BB31E3	CRM IN ERP ENVIRONMENT	PE	3	0	0	0	3			2	3	1	2						
55	22BB31E4	ERP IN MSMES	PE	3	0	0	0	3				2	3	1						
56	22BB31E5	TOTAL QUALITY MANAGEMENT	PE	3	0	0	0	3				1	2		3					
57	21BB31D0	E-COMMERCE AND STRATEGY	PE	3	0	0	0	3					1	2		2				
58	21BB31D1	SEARCH ENGINE OPTIMISATION	PE	3	0	0	0	3			2				3	1				
59	21BB31D2	SOCIAL MEDIA MANAGEMENT	PE	3	0	0	0	3			3	1		2				2		
60	21BB31D3	DIGITAL BRANDING AND PLANNING	PE	3	0	0	0	3												
61	21BB31D4	WEB ANALYTICS AND AFFILIATE MARKETING	PE	3	0	0	0	3					2	3	1					2


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