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

SL	COURSE	COURSE TITLE	CO. No.	Course Outcome					PO	S				P	SOs
					1	2	3	4	5	6	7	8 9	10	1	2
			1	Apply the concepts of accurate English while writing	1						1	1	1	H	-
1	22UC110	Integrated professional	2	Apply and analyse the right kind of pronunciation with regards to speech sounds		2			1	1	1	1		Ħ	-
	1	English	3	. Apply the concept of probability			3	+	+	+	+	12	1	1	
			4	Analyze the given conditions and finding out all the possible arrangements in linear & circular order					1	1	†	1		A	
			1	Apply the concepts of accurate English while writing	1			\forall	+	\forall	+	+	+	H	-
	22UC120	English	2	Understand the importance of pronunciation and apply the same day to day conversation.		2			1	1	Ť	t		H	
2	2	Proficiency	3	Apply the concepts of Ratios, Percentages, Averages and Analysing the given information			3		1	1	Ť	1	3		
			4	Apply the basic functionality of Clocks and Calendars to find the solutions for the problems.				1	1	1	1	T	3		
		Essential	1	Able to spot the common grammatical errors related to Sentence Structure, Preposition, Concord, Relative and Conditional Clauses, and Parallel Structures.		1		1		1					
3	22UC210 3	Skills for Employability	2	Able to read, understand, and interpret a text intrinsically as well as extrinsically.			2	T	T	1	T	T		Ħ	
		Employasmity	3	Apply the concepts of Time and Distance and solve the problems related to average speed, relative speed,				3	Ť	1	T	T		Ħ	
			4	Analyze the given data and representing the data			1		1	+	+	1		+	_
			1	Helps you in adapting to the new corporate environment			\forall	+	-	2	+	#		+	(
1	22BB22C 6	Campus to corporate	2	To develop interpersonal skills required for working in the corporate world			1	1	1	+	3		head	1	(
			3	Analyse the corporate communication skills				-	+	1	- 5	opa	ment	of B	84

			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					T	2	П		Ħ	
5	22BB11K	Foreign	2	Understand how to ask questions and framing negative sentences	1			1	T	T	\Box	T	H	
	1	Language	3	Acquires knowledge of different tenses and their usage in various contexts				T	2		H	T	Ħ	
			4	Utilizes the learnt concepts with proper liaison & accuracy to describe about themselves and their family				T	T	3			Ħ	
			1	Apply the concept of matrices and matrix operations and their applications.				T	1				Ħ	
6	2285114	Business	2	Understand the concept variables, types of variables, Functions, and different types of functions.		1		1	T	T			Ħ	
		Mathematics	3	Apply the limits, differentiation and Integration and their applications			2	Ī	T	T	П	\top	Ħ	
			4	Apply the simple and compound interest using Arithmetic and Geometric Progressions				3	T	T			Ħ	1
			1	Apply and interpret basic descriptive statistics				1	+				1	
7	22BS115	Business	2	Apply and construct cross tabulation, correlation, regression and their applications in management					1	T		T	1	
	2203213	Statistics	3	Understand the probabilities for simple events					2				Ħ	2
			4	Apply and be able to perform statistical inference in the form of confidence intervals and hypothesis tests				T	T	3			1	
			1	The students will understand the basic concepts of environment, environmental acts and natural resources.					1				I	2
8	22UC000	Ecology &	2	The students will able to understand the various environmental pollution aspects and their effect on environment.			1		1	1			K	
	9	Environment	3	The students are equipped with knowledge regarding optimization procedures				2			/	h	¢	3
			4	To apply the knowledge on waste management and the way to safeguard the environment.				3			H	read nent of	2	
9			1	Outline various components of Business Environment.			1		1	-	-	ness Sc	hool	2

			2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.	2			1				2	
	22BB11C 2-	Business Environment	3	Understand the role of regional economic integration and political integration.				T	1	Ħ		Ħ	1
			4	Apply Cognitive knowledge of global issues, to internationalize business.			T	T	2			1	
			1	Understand the basic principles of business economics			+	2	+	+	+	+	2
10	22BB11C	Business	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	2
	3	Econorics	3	Understand the different costs of production and how they affect short and long run decisions	1			T	T	\top			2
			4	Analyze the price and output decisions under different market structures.		2		T	T			T	
			1	Apply the key management concepts along with an insight into skills and functions of managers			3	1	T			T	
		Perspectives	2	Implement various tools and processes used in planning				1	+	+	+	+	_
11	22BB11C 4	Of Management	3	Develop hands on in-depth knowledge and insight into organization and staffing related Issues.			1	1	2			T	
		ge nen	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	Ī				
		IT for	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.				Ī					
12	22BB11C 5	Business Managers	2	Apply the knowledge of networks for effective business operations expansions.			1		T				
		Widilagers	3	Manage and analyze business communication with effective use of Word and PowerPoint					1				1
			4	Create business databases and dashboards using MS-Excel		1	+	1	1		1	1	1
13	22BB12C	Introduction To Financial	1	Understand accounting concepts, conventions and assumptions in the business context			2		1	4	Free	1	6
	1	Accounting	2	Prepare BRS, balancing of ledgers and preparation of trail balance		T	100	Kon	ens l	K.L.	Busines Busines Salah Ed	s Sch ucati	on "

			3	Prepare profit & Loss account and Balance Sheet for the financial year.		P			1		11	11	
			4	Analyze final statements of a company		+	+	+	+	1	+	\rightarrow	
			1	Ability to manage people with an understanding of Individual behavior		T	2		T	1		+	
14	22BB12C	Organization al Behaviour	2	Ability to manage groups with an understanding of the Group behavior and leadership.		Ì		3	\dagger	П		\forall	
		ui beliavioui	3	Ability to motivate and in competitive business environment.		+		1	+	\forall	+		-
			4	Ability to perceive organizational culture and implement organization Change and development interventions.		T		ľ	1	2	\forall	\forall	
			1	Understand the information needs of an organization and a business function.		T	2	1	T		+	+	
15	228B22C	Management Information	2	Evaluate effectiveness of decision making process and identify it's tools.		T	1		T	H	$\dagger \dagger$	\forall	
	2	Systems	3	Apply DSS techniques for effective decisions.		1		T	T	H		+	7
			4	Design parameters for MIS application, for data analysis uses.				1	3	H		2	1
			1	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment	1			T	T		Ħ		
16	22BB21C	Marketing Management	2	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing		2		t			1	\forall	1
		wanagement	3	Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution			3		T		T	#	1
			4	Understand the need for ethics in marketing and the importance of social and green marketing				1			\dagger		
			1	Understand the concept of management accounting and financial statement analysis.	1			1	1			T	1
17	22BB21C	Management Accountancy	2	Analyse various ratios to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency.		2				/	1	V	X
		,	3	Analyze the funds flow and cash flows and applying those techniques for the analysis of financial health of the organisation.			3			Dep	thead artment of Business	of BBA School	0

22	1	And	1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools			1			ineas artment	of BBA	
	22BB22C	Production	4	To analyze the standard costing and variance analysis			3			4	1	V
			3	To understand the various methods of budgetary control and CVP analysis		2			1			1
21	22BB22C 0	Cost Accountancy	2	To provide basic knowledge of important Methods & Techniques of costing	1				Λ			
			1	To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet		1		1				
			4	Understand how comparative advantage provides the basis for gains through trade			T	T	3			
	5	Economics	3	Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run.		1		2				
20	21BB21C	Macro	2	Understand the causes and effects of inflation and unemployment.	1			1				
			1	Analyze the macro economy using national income and aggregate demand and aggregate supply analysis.					2			
			4	Analyze organizational data using software packages					3			+
			3	Take data driven business decisions	T			2	1			1
19	22BB21C 4	Research Methods	2	Evaluate different statistical methods that are applicable to specific research problems.				1	T			
		Business	1	Understand and independently apply the research process to business problems.				T	2			
			4	Rational design of compensation and salary administration and ability to handle employee issues				1	1			
	3	Management	3	Competency to recruit, train, and appraise the performance of employees			3		T			
18	22BB21C	Humar Resource	2	Ability to plan human resources and implement techniques of job design		2	T	T	t			1
			1	Integrated perspective on role of HRM in modern business	1		T	T				
			4	Analysing various tactical decisions with the help of Marginal costing techniques.			1					

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		Operations Management	2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service	1				2				
			3	Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems		П		1			2		
			4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations				2		П			
			1	Understand and apply the law relating to formation, performance and discharge of contracts and special contracts.					3				
23	220BB22	Business Law	2	Acquire legal knowledge relating to transactions involving, Sale of Goods and also apply appropriate remedies available under the Act.				1					
	C3	business caw	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						
	22BB22C	Financial	2	To evaluate the long term and short term investment decisions				1					
24	4	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				
		Pusings	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						
25	22BB22C 5	Model Generation	2	Analyse existing business models utilizing the course frameworks, tools, and techniques, evaluate their strengths and limitations, and make recommendations for improvement.				1				,	X
			3	Evaluate, design, and recommend innovative business models for entrepreneurial new ventures or businesses experiencing significant changes in their external environments.			2		Dep	Franci Partment Business	of B8	4	9

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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
			1	Enable the students learn Securities & Securities Market		+	Н	3	+	+	+	+	_
26	22BB22C	Dynamics of Capital	2	To learn the Listing of Securities on Stock Exchanges, General guidelines as per SC(R) 1956		t	H		1	\forall	+	\dagger	
		Markets	3	To understand the Constituents of Sensex & sectors. NSE, Index	-	+	2	+	+	1	+	++	
-			4	To understand the functioning of Foreign Stock Exchanges	-	+	14	+	+.	+	+	+	_
			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	IT			
27	22BB31C 0	Business Analytics	2	Apply ethical practices in everyday business activities and make well-reasoned ethical business and data management decisions.	T	T	1	+	t	\parallel	+	\dagger	
			3	Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.	2			T			\vdash	H	+
			4	Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.	1							H	1
			1	Outline the key concepts of digital marketing		2	+	+		+	+	+	\dashv
	221BB31	Fundamental	2	Apply the SEO to a website	_	-	3	+	+	+	+	1	\dashv
28	C2	s Of Digital Marketing	3	Use the key PPC concepts to draw visitors to a business's websites	1			1	H				1
_			4	Use Campaign Management to manage the marketing concepts		\vdash	+	+	2	+		1	\dashv
			1	Able to face audience confidently while giving presentations and speaking in public.	2		†	\dagger	_	\top			1
	ALLEGO VICTOR		2	Think logically and solve problems in professional life		3	+	+	N	+		+	\dashv
29	22BBHS1 15	Soft Skills	3	Creating and crafting effective Resumes, attending, and conducting interviews	2		1		V			<	1
			4	Getting familiar with the key players in the business world and acquiring knowledge about different aspects of the business		2			2	Į.	ad a	-	1
30			1	Understand concepts used in the study of consumer behavior.		-	+	1	K.L	Busin naiah E	ent of B	NO.	-

			2	Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision					2				2
	22BB31 MO	Consumer Behavior	3	Apply the knowledge of consumer behaviour to analyse the changing consumer perceptions, attitudes, values and lifestyles and overall behaviour		Ī	T			3			
			4	Create better marketing programs and strategies basing on the knowledge of consumer behavior.		t	t	T	1		+	\forall	+
		Banking &	1	Understand nature of IFS and Banking Sector	-	1	+	-		\vdash	+	++	+
1	22BB31F	Insurance	2	Analyze banking operations	-	1	2			\vdash	+	-	-
	0	Management	3	Ascertain Regulation and Innovations in Banking System	-	+	12	3		+	+	++	-
			4	Understanding the concept of Insurance operation	-	+	+	3	1	+	+	+	-
			1	Understand the conceptual framework of personal effectiveness and self- leadership	2	T			1	+	\dagger	\forall	
2	22BB32H	Personal Effectiveness	2	Outline the thinking process of designing and perceptual process	2	T					+		
	0	& Self Leadership	3	Demonstrating one's own self- awareness and to understand others	1					1	+		
			4	Analyse the emerging perspectives on personal effectiveness and leadership		3				1	T	\top	1
			1	Students will be able to apply the Basic knowledge of Logistics in the real life situation		2				1	+		
3	22BB31L	Fundamental	2	To enable them to elaborate their abilities and professional skills in Logistics			3		1	1	T		
	0	s of LSCM	3	Students will be able to apply the Basic knowledge of Logistics in the real life situation				2	1	1			\Box
			4	To enable them to elaborate their abilities and professional skills in Logistics					1	+	T		
		Business	1	Outline different data mining technique for which can help organizations' decision making.	2			1	1	1			
4	22BB31B 0	Intelligence & Data	2	Compare the different data mining technique and business intelligence technique.	1			1	1	1	Idon	1	V
		Mining	3	Demonstrate the functions of data mining and functions of association rule mining		2	1	1	1	Pepa	oner	tor BBA	

	1 - 1 -		4	Identify the basic functionalities of meta data warehousing.		1	1	13	1	1	1.1	1	11	E
			5	Compare data reduction technique with data cube aggregation with dimensionality reduction.				T	1	1	H	1		1
			1	Provide the fundamentals of product and brand management		+	+	+	+	1	+	+	1	4
	2240024	Product And	2	Product Management Process		+	+	+	-	2	++	-	-	4
35	221BB31 M1	Brand Maragement	3	Understand the Brand Management and Brand Management Process		1	T		2	+	H		+	1
			4	Create awareness about measuring Brand equity, Brand Assessment & Financial Aspects .				H		3	\forall			1
			1	Explore to different avenues of investment.		+	-	H	1	+	+	-		-
	22BB31F	Investment	2	Equipped with the knowledge of security analysis.	1	+	-	H	1	+		-	+	-
36	1	Management	3	Apply the concept of portfolio management for the better investment.	1	2		1	+	-	1	\forall	+	1
			4	Invest in less risk and more return securities.	_	-	3	+	+	-	+	+	+	4
			1	Analyze the dynamics of industrial relations climate and industrial relations system from a national perspective.			3	\dagger	1		+		+	1
37	22BB31H	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									
	1	Relations	3	Analyze the procedures involved in collective and productivitybargaining exercises including the machinery of bipartism,tripartism and social dialogue		2			T					
			4	Analyze the concept and practices of workers participation inmanagement from a practical perspective, more specifically fromIndian Industrial Relations Scenario			3	T					2	
			1	Create different types of charts, tables, Dashboard			\forall	1	+		+	+	-	1
18	221BB31 B1	Data Vizualization	2	Identify the key techniques and theory used in visualization, including datamodels, graphica Iperceptionand techniques for visual encoding and interaction		1			V	1			<	W
		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		1	Dep	negartmen	t of BB4	V	tor

			4	Summarize the basic Practical experience building and evaluating visualization systems.		1	1	3		11	11	11	1
-			5	Enable the students with Tableau software and Cross tabulation		-	2	+	+	\vdash	-	1	
	228831	Advertising	1	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media.			2	1					1
39	M2	And Sales	2	Analyze the design and execution of advertising campaigns	-	+	+	+	-	-		1	_
		Promotion	3	Understand the basic components of sales promotion and apply the sales promotion campaign related decisions		+	+	+	1	2	+		+
			4	Analyzethe emerging trends in sales promotion techniques		+	+	+		1	+	1	
			1	Understand the role and function of the financial system in		+	+	+	2	-	-	-	_
			1	reference to the macro economy.	-	+	+	+	1	3	++-	-	-
1			2	Demonstrate an awareness of the current structure and		1	+	-	1	+	-	-	-
40	22BB31F	Financial	-	regulation of the Indian financial services sector.		1	2	+		+	++-	+	+
-	2	Services	3	Evaluate and create strategies to promote financial products and services.		Ţ.	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.		l	T	1		2			
			1	Understand the HRD function and its challenges	+	+	1	Н	-	+	+		-
	22BB31H	Human	2	Applying the various need analysis techniques at various levelsof organizations	\forall	t	3	1		+		-	1
41	2	Resource Development	3	Applying the training delivery methods in due consideration of HRD interventions		t	t		1	2		+	1
			4	Analyze the role of various issues and challenges inimplementation and assessment of HRD program	1		Ħ		1	\dagger		+	1
		Business	1	Identify and implement appropriate control structures to solve a particular programming problem		1			1	1			-
12	22BB31B	Analytics With R	2	Demonstrate and recognize to make appropriate use of different types of data structures.		T	2	1	1	1		15	1
		Programming -	3	Familiarize with R syntax knowledge about R language.		+		3	+	11	1	-	4
		0	4	Familiarize with industry and firms for their projects and business need, use data visualization through R Program.		T	H	3	1 4	Depar	ment of 88 siness Scho	A	

			2	used in Entrepreneurship Development Apply the techniques of environmental analysis, opportunity			-	\forall	+	+	+	+	-	+	- 53
43	22BB32C 0	Entrepreneur ship	3	assessment, feasibility study and generating business ideas Construct a well-structured business plan by including all the necessary elements of the business plan		+		H	+	+	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	+	1	+			+	-
44	22BB32C	Strategic	2	Formulate a strategic plan that operationalizes the goals and objectives of the firm;		1		1		1	t	H		+	+
	1	Management	3	Identify the resource endowments specific to the firm and those that are homogeneous to industry participants;			2	1	t	T	t				+
			4	Evaluate and revise programs and procedures in order to achieve organizational goals;				3	T	\dagger	t	Н			1
			1	Make basic use of Enterprise software, and its role in integrating business functions	1			1	T	T	T				1
45	22BB32C 2	Enterprise Resource Planning	2	Analyze the strategic options for ERP identification and adoption.		2			1	T					
			3	Design the ERP implementation strategies.		1	+	+	+	+	\vdash	\vdash		+	+
			4	Create reengineered business processes for successful ERP implementation.			1	2	T	T	1				1
46	220BB32 M3	Customer Relationship	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		T	1	,		7	\$
		Management	2	Analyze CRM practices for competitive advantage of organization			1	+	+	2	+	4	1	-	-
			3	Implement data mining tools and techniques in the organization			+	+	1	-	Dep		ess So	BBA	+

						_	_	-	-	Pol (I	HEIR O	choo		1
1			1	Understand the need for effective financial planning		+	+		m		nent o	(DD -	+	-
			4	Analyze, interpret and solve problems in service Recovery		1	+		+	2	11	1	1	7
0	M4	Marketing	3	Analyze the gaps between service provider and consumer and perform lifelong learning and professional development to enrich the services marketing strategies				1				1	1	1
0	22BB32	Services	2	Apply the marketing mix elements of services for designing proper marketing strategy			1	3		1	1		-	-
			1	Implement the best practices of the Services Marketing			2	1	\vdash	+			+	-
			5	Enable the students learn about running external projects		2	+	+	\vdash	-	+		+	-
			4	Understand how to work with data base Transaction queries Concepts			2	1		1				1
49	228B31B 3	DBMS	3	Understand how to work with data base Transaction queries Concepts		1		1		1			+	
			2	Performs Basic SQL Queries	-	2		+			-		+	-
			1	Understand Basic Data base Concepts	1			+		-	-		+	-
			4	The student will be able to analyze Performance Management linked Reward Systems			2	1		-				
		System	3	Student will be able to learn Performance Appraisal Interview	1			+		2	-		-	-
48	22BB31H 3	Performance Management	2	Student will be able to learn Performance appraisal, methods and approaches to performance appraisal				1			\dagger			
			1	Students will be able to analyze nature, scope, importance, process of Performance Management				T	3	1	T			
			4	Understand the impact that financial markets and changes in regulations on the structure of the financial firms/industry		1		s						
			3	Understand the financial markets which are in India.		1	1	-	-	H		-	+	
47	22BB32F 3	Financial Markets	2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.					1					
			1	Understand the role and function of the financial Markets in reference to the macro economy.		t			\dagger	3			1	
			4	Gets the ability to analyze customer relationship management strategies by understanding customers' Preferences for the long- term sustainability of the Organizations.					2				11	

		Management	2	Understand various financial tax saving schemes to save money to get tax benefits		1		1	2	11	1		1	
	22BB32F 4	Of Personal Finance	3	Uncerstand 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.			\vdash	+	+	H	-		-	_
			1	Students will be able to analyze Overview of Labour legislation in India	1			+	1	H	+		+	
52	22BB32C 4	Labour Legislation	2	Student will be able to learn Legislations related to Wages		2	\dagger	+		H	+		+	
			3	Stucent will be able to understand Legislations related to Social Security			3	1			\forall			
			4	The student will be able to learn the Compliances				1		+	+	-	+	+
			1	Perform operations and function in Python			+	+	2	+	+	-	+	+
			2	understanding of Python especially the object-oriented concept			+	1	1	+	+		-	4
53	22BB32B	Introduction	3	Outline the built-in objects of Python			+	2	Н	+	+	-	-	1
	4	To Python	4	Be exposed to advanced applications such as multithreaded programming, Web applications, discrete-event simulations, etc				-	3	1	\dagger	+		-
			5	To understand theclient server databases		2	+	+		+	+	-	-	1
273		INTRODUCTI	1	Understand the concept of Software Engineering		-	+	1	Н	+	+	+	-	ł
54	22BB31E	ON TO SOFTWARE	2	Explore the concepts of Software Requirements			+	1	\vdash	+	+	-	-	ł
	0	ENGINEERIN	3	Examine the System models	2	-	+	+	\vdash	+	+	-		ł
		G	4	Explore Risk management		3	+	+	\forall	+	+	+	-	ı
		ERP SYSTEMS	1	Understand the concept of ERP		-	1	-	\vdash	+	+		-	
55	22BB31E	DESIGN AND	2	Explore the Various Modules of ERP	_	+	1	12	+	+	+	-	-	
	1	IMPLEMENTA	3	Examine the Executive Information System		+	+,	2	-	-	+	-		-
		TION	4	Examine the Issues in Implementing ERP Packages		+	2		-	1	+	-	1	
	221BB31	ERP SYSTEM	1	Understand Issues to be consider in planning design and implementation of cross functional integrated ERP systems		1	1	3		#		0	2	4
56	E2	ADMINISTRA	2	Explore Overview of ERP software solutions		+	+		-		1	d Pe	V	
	NIN	TION	3	Examine the Post Implementation of ERP		+	+		-	-	Busine	- Cube	446	1
			4	Examine the Emerging Trends on ERP		+	+	Kone	ru Li	4 14-	Busine maiah E	Aucatio	in Four	4

	22BB31E	CRM IN ERP	1	Understand Definition and concepts of CRM,	- 1	2	1	1	1	1.1	1	1.1	
57	3	ENVIRONME	2	Explore CRM PROCESS		1-	3	+	+	+	+	+	_
3/	,	NT	3	Examine the Role of CRM in business strategy			-	1	+	+	+	-	_
	-		4	Examine the Enterprise Marketing Automation		+	+	+	2	+	+	+	_
			1	Understand Overview of enterprise systems ñ Evolution		+	+	1	_	+	+	+	_
58	22BB31E	ERP IN	2	Explore ERP Implementation		+	+	-	2	+	+	+	
	4	MSMES	3	Examine the Role of Business in the modern Indian Economy SMEs in India		Ħ	+	1	3	H	+	\forall	
			4	Discuss the Issues and challenges of MSMEs		+	+	+	+	1	+	+	_
	22BB31E	INFORMATIO	1	Understand the concept of Information Systems Computer Competency	1	Ħ	+	t	T	1	T	Ħ	
59	5	N SYSTEMS	2	Explore the Internet Applications and Service	+	+	2	+	+	+	+	+	
			3	Examine Operating System Functions & type		+	-	+	\vdash	+	+	+	_
			4	Discuss the Database Concepts	+	+	+	1	\vdash	+	+	+	_
		DIGITAL	1	Understand the core concepts of Digital Branding		+	+	+	+	2	+	++	_
50	200 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A 1 A	BRANDING	2	Explore the concept of owned media and its importance	-		+	+	1	-	+	+	_
	0	AND	3	Examine the brand engagement and its importance	+	+	+	+	2	+	+	+	_
		PLANNING	4	Explore strategies for shaping earned media			+	+	14	3	+	++	
			1	Understand the significance of Digital Marketing and Innovation			+	+	1	3	+	++	_
	22BB31D	DIGITAL:	2	Explore the Opportunities for Digital Innovation	+		+	+	1	+	+	++	_
51	1	MARKETING STRATEGY	3	Explore the Big data and contemporary developments		2	T	T	П	+		1	
-			4	Examine the principles of agile marketing		1	3	+	\forall	+	+	+	-
		E-	1	Understand the concept of E-Commerce		-	1	+	\vdash	+	+	+	-
	22BB31D	COMMERCE	2	Explore Building an E-commerce Web Site		+	+	+	2	1	+	+	_
2	2:	AND	3	Understand the E-Commerce Marketing Concepts		+	+	1	-	+	-	+	-
		STRATEGY	4	Examine the Social Networks, auctions and portals		+	+	2	+	1	+	1	-
		SEARCH	1	Understand the concept of Search Engine Optimization		+	+	2	2	+	1	1	
	22BB31D	ENGINE	2	Explore the concepts of Keyword Research		-	-	1	3	-		-	-
3	3	OPTIMIZATIO	3	Examine the on Page Optimization				0	ерап	ment	of BBA	-	-
		N	4	Explore off Page Optimization	2	700	b. 5	K:	LIEU	siness	School		

	22BB31D	:SOCIAL	1	Understand the concept of Social Media for Marketing		3			1		11	1	2
64	4	MEDIA MANAGEME	2	Explore the concepts of Setting up Social Media Profiles		+	1	-	+	+	+		-
		NT	3	Examine the Optimizing Social Media Platforms		+	1		-	+	+	\rightarrow	+
			4	Explore Developing a content strategy		Н	+	-	2	+	1		-
		WEB	1	Understand the concept of Web Analytic Fundamentals		H	+	1	+	+	\perp	_	-
55	228B31D	ANALYTICS	2	Explore the concepts of Web Analytics 2.0	-	H	+	2	1	+	+	-	+
05	5	AFFILIATE	3	Examine the concept of Affiliate Marketing	-	+	+	+	3	+	\vdash	-	+
		MARKETING	4	Explore website syndicates		\forall	+	+	+	1		-	-

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

SI No	Course Code	Course name	Category	L	T	P	5	cr						D	0/50					
1	22UC1101	INTEGRATED PROFESSIONAL ENGLISH	HSS	0	0	4	0	2	1	2	3		1		0/30			2		PSC 1
2	22UC1202	ENGLISH PROFICIENCY	HSS	0	0	4	0	2	1	2	3	1			T		3			+
3	22UC2103	ESSENTIAL SKILLS FOR EMPLOYABILITY	HSS	0	0	4	0	2		1	2	3	1		t		1			1
4	22BB22C6	Campus to corporate	HSS	0	0	04	0	2			1		2	3	+	H	+	+		+
5	22BB11K1	FOREIGN LANGUAGE	HSS	2		2	0	3	1		-		-	2	3		-	-	1	-
6	22BS114	BUSINESS MATHEMATICS	BS	3		0	0	4		1	2	3	1	-	3	Ħ		r		1
7	22BS115	BUSINESS STATISTICS	BS	3	1	0	0	4					1		2	3	+			+
8	22UC009	ECOLOGY & ENVIRONMENT	HSS	2	0	0	0	2			1	2	3	1	-	3			2	1
9	22BB11C2	BUSINESS ENVIRONMENT	PC	3	0	0	0	3		2				1	2		T		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	228B11C5	IT FOR BUSINESS MANAGERS	PC	2	0	2	0	3									1			<
13	22BB12C1	INTRODUCTION TO FINANCIAL ACCOUNTING	PC	3	1	0	0	4				2	3	1	1		1	his	ad of BE	V

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14	22BB12CE	ORGANIZATIONAL BEHAVIOUR	PC	3	0	0	0	3			2	3	1		2				T		
15	22BB22C2	MANAGEMENT INFORMATION SYSTEMS	PC	3	0	0	0	3		1	2										
16	228822C2	MARKETING MANAGEMENT	PC	3	0	0	0	3	1	2	3	1			T	1	-				
17	228B21C1	MANAGEMENT ACCOUNTANCY	PE1	3	1	0	0	4	1	2	3	1					T				
18	22BB21C3	HUMAN RESOURCE MANAGEMENT	PC	3	0	0	0	3		1	2	3	1								
19	22882104	BUSINESS RESEARCH METHODS	PE2	3	0	0	0	3					2	3	T	t					
20	22882105	MACRO ECONOMICS	PC	3	0	0	0	3					2	3	1	+	-				
21	22882200	COST ACCOUNTANCY	PC	3	1	0	0	4		1	2	3	-	1	I	T					
22	22882201	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	228822€4	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					1	\cap
27	22BB31C2	FUNDAMENTALS OF DIGITAL MARKETING	PC	3	0	0	0	3			2	3	1		2				Der	he	ad nt of BB

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	22BB31C0	BUSINESS ANALYTICS	PC	2	0	2	0	3	T	2	T	1	T	T	2	TT	TT		
28	22HS115	SOFT SKILLS FOR MANAGERS	HSS	2	0		0	3					T		2		H		
29	22BB31M3	CONSUMER BEHAVIOUR	PE	3	0	0	0	3				T		2	3		Ħ		2
30	22BB31F0	BANKING & INSURANCE MANAGEMENT	PE	3	0	0	0	3			1	2	3		1				
31	22BB31H0	PERSONAL EFFECTIVENESS AND SELF- LEADERSHIPSERVICES MARKETING	PE	3	0	0	0	3	1	2	3								1
32	228B31LO	Funamentals of LSCM	Pe	3	0	0	0	3			2	3	2	1					
33	22883180	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	228B31H1	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		1	A
39	22BB31H2	HUMAN RESOURCE DEVELOPMENT	PE	3	0	0	0	3		2	3		1		2	L			nent of 88/

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40	22BB31H2	Business Analytics with R Programming	PC	3	0	0	0	3		2	1	2	T	3	T	1				Г
41	22BB32C0	ENTREPRENEURSHIP	PC	3	0	0	0	3		2	2	+	+	-	+	+	H	+	-	-
42	22BB32C4	STRATEGIC MANAGEMENT	PC	3			0		1	1	2	3		2	t	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	1	2	+	1	3	+	+		-
45	22BB31H3	PERFORMANCE MGT & REWARD SYSTEM	PE	3	0	0	0	3		1	3	1	2		2	3				
46	228B31B3	DBMS	Pe	3	0	0	0	3	1	2	2		-	1	+	Н		+		-
47	22BB31M0	SERVICES MARKETING	PE	3		0	0	3			Ť	2	3	1	2					
48	228B31F4	MANAGING PERSONAL FINANCE	PE	3	0	0	0	3				1	2	3	1		T	T		
49	22BB31H4	LABOUR LEGISLATION	PE	3	0	0	0	3			3	1	2		T		1			
50	22883284	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				Λ			
52	22BB31E1	ERP SYSTEMS DESIGN AND IMPLEMENTATION	PE	3	0	0	0	3			1	2	3						1	7
53	22BB31E2	ERP SYSTEM ADMINISTRATION	PE	3	0	0	0	3				2	1				De		nead nent of	RRA

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54	22BB31E3	CRM IN ERP ENVIRONMENT	PE	3	0	0	0	3		2	3	1	2	T	T	T	T	
55	22BB31E4	ERP IN MSMES	PE	3	0	0	0	3	\top		2	3	1	+	+	+	-	+
56	22BB31E5	TOTAL QUALITY MANAGEMENT	PE	3	0	0	0	3			1	2	-	3	T			
57	218B31D0	E-COMMERCE AND STRATEGY	PE	3	0	0	0	3				1	2		2	t		
58	21BB31D1	SSEARCH ENGINE OPTIMISATION	PE	3	0	0	0	3		2		T		3	1	-		H
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	218B31D4	WEB ANALYTICS AND AFFILIATE MARKETING	PE	3	0	0	0	3				2	3	1				2

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