

# KL BUSINESS SCHOOL

## DEPARTMENT OF BBA

### MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES

ACADEMIC YEAR 2023-2024

SL NO	COURSE CODE	COURSE TITLE	CO. No.	Course Outcome
1	23UC1101	Integrated professional English	1	
			2	Apply and analyse the right kind of pronunciation with regards to speech sounds
			3	. Apply the concept of probability
			4	Analyze the given conditions and finding out all the possible arrangements in linear & circular order
2	22UC1202	English Proficiency	1	Apply the concepts of accurate English while writing
			2	Understand the importance of pronunciation and apply the same day to day conversation.
			3	Apply the concepts of Ratios, Percentages, Averages and Analysing the given information
			4	Apply the basic functionality of Clocks and Calendars to find the solutions for the problems.
3	22UC2103	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.
			2	Able to read, understand, and interpret a text intrinsically as well as extrinsically.
			3	Apply the concepts of Time and Distance and solve the problems related to average speed, relative
			4	speed, Analyze the given data and representing the data
4	22BB22C6	Campus to corporate	1	Helps you in adapting to the new corporate environment
			2	To develop interpersonal skills required for working in the corporate world
			3	Analyse the corporate communication skills
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.
			1	Learn alphabet, phonetics and basic words like days, months, names of countries, professions etc., useful in daily life

5	22FL3054 / 55/58	Foreign Language	2	Understand how to ask questions and framing negative sentences
			3	Acquires knowledge of different tenses and their usage in various contexts
			4	Utilizes the learnt concepts with proper liaison & accuracy to describe about themselves and their family
6	22BS114	Business Mathematics	1	Apply the concept of matrices and matrix operations and their applications.
			2	Understand the concept variables, types of variables, Functions, and different types of functions.
			3	Apply the limits, differentiation and Integration and their applications
			4	Apply the simple and compound interest using Arithmetic and Geometric Progressions
7	22BS115	Business Statistics	1	Apply and interpret basic descriptive statistics
			2	Apply and construct cross tabulation, correlation, regression and their applications in management
			3	Understand the probabilities for simple events
			4	Apply and be able to perform statistical inference in the form of confidence intervals and hypothesis tests
8	22UC0009	Ecology & Environment	1	The students will understand the basic concepts of environment, environmental acts and natural resources.
			2	The students will be able to understand the various environmental pollution aspects and their effect on environment.
			3	The students are equipped with knowledge regarding optimization procedures
			4	To apply the knowledge on waste management and the way to safeguard the environment.
9	22BB1101-	Business Environment	1	Outline various components of Business Environment.
			2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.
			3	Understand the role of regional economic integration and political integration.
			4	Apply Cognitive knowledge of global issues, to internationalize business.
10	22BB1102	Business Economics	1	Understand the basic principles of 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.
			3	Understand the different costs of production and how they affect short and long run decisions
			4	Analyze the price and output decisions under different market structures.
		Perspectives	1	Apply the key management concepts along with an insight into skills and functions of managers
			2	Implement various tools and processes used in planning

11	22BB1103	Of Management	3	Develop hands on in-depth knowledge and insight into organization and staffing related Issues.
			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.
12	22BB1104	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	22BB1205	Introduction To Financial Accounting	1	Understand accounting concepts, conventions and assumptions in the business context
			2	Prepare BRS, balancing of ledgers and preparation of trail balance.
			3	Prepare profit & Loss account and Balance Sheet for the financial year.
			4	Analyze final statements of a company
14	22BB1206	Organizational Behaviour	1	Ability to manage people with an understanding of Individual behavior
			2	Ability to manage groups with an understanding of the Group behavior and leadership.
			3	Ability to motivate and in competitive business environment.
			4	Ability to perceive organizational culture and implement organization Change and development interventions.
15	22BB2118	Management Information Systems	1	Understand the information needs of an organization and a business function.
			2	Evaluate effectiveness of decision making process and identify it's tools.
			3	Apply DSS techniques for effective decisions.
			4	Design parameters for MIS application, for data analysis uses.
16	22BB1207	Marketing Management	1	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment
			2	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing
			3	Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution
			4	Understand the need for ethics in marketing and the importance of social and green marketing
			1	Understand the concept of management accounting and financial statement analysis.
			2	Analyse various ratios to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency.

17	22BB2108	Management Accountancy	3	Analyze the funds flow and cash flows and applying those techniques for the analysis of financial health of the organisation.
			4	Analysing various tactical decisions with the help of Marginal costing techniques.
18	22BB2109	Human Resource Management	1	Integrated perspective on role of HRM in modern business
2	Ability to plan human resources and implement techniques of job design			
3	Competency to recruit, train, and appraise the performance of employees			
4	Rational design of compensation and salary administration and ability to handle employee issues			
19	22BB2110	Business Research Methods	1	Understand and independently apply the research process to business problems.
2	Evaluate different statistical methods that are applicable to specific research problems.			
3	Take data driven business decisions			
4	Analyze organizational data using software packages			
20	21BB2111	Macro Economics	1	Analyze the macro economy using national income and aggregate demand and aggregate supply analysis.
2	Understand the causes and effects of inflation and unemployment.			
3	Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run.			
4	Understand how comparative advantage provides the basis for gains through trade			
21	22BB22C0	Cost Accountancy	1	To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet
2	To provide basic knowledge of important Methods & Techniques of costing			
3	To understand the various methods of budgetary control and CVP analysis			
4	To analyze the standard costing and variance analysis			
22	22BB22C1	Production And Operations Management	1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools
2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service			
3	Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems			
4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations			

23	220BB2214	Business Law	1	Understand and apply the law relating to formation, performance and discharge of contracts and special contracts.
			2	Acquire legal knowledge relating to transactions involving, Sale of Goods and also apply appropriate remedies available under the Act.
			3	Comprehend the use of negotiable instruments i.e., Promissory Notes, Bills of Exchange and Cheques.
			4	Understand the nature of partnership and also appreciate the law governing relationship between the partners and working of partnership.
24	22BB2216	Financial Management	1	To gain a knowledge on availability of various sources of finance and markets for raising of funds.
			2	To evaluate the long term and short term investment decisions
			3	To Evaluate the financing decisions by using different techniques of valuation.
			4	To evaluate the dividend Decisions in relation to wealth maximization.
25	22BB2217	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 inter dependencies 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.
			3	Evaluate, design, and recommend innovative business models for entrepreneurial new ventures or businesses experiencing significant changes in their external environments.
			4	Apply the strategic approach to business models, to identify the environmental changes, to design the business models and to manage multiple business models
26	22BB3119	Dynamics of Capital	1	Enable the students learn Securities & Securities Market
			2	To learn the Listing of Securities on Stock Exchanges, General guidelines as per SC(R) 1956
		Markets	3	To understand the Constituents of Sensex & sectors. NSE, Index
			4	To understand the functioning of Foreign Stock Exchanges
27	22BB3222	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	Apply ethical practices in everyday business activities and make well-reasoned ethical business and data management decisions.
			3	Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.
			4	Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.

28	221BB2213	<b>Fundamentals Of Digital Marketing</b>	1	Outline the key concepts of digital marketing
			2	Apply the SEO to a website
			3	Use the key PPC concepts to draw visitors to a business's websites
			4	Use Campaign Management to manage the marketing concepts
29	22BBHS115	<b>Soft Skills</b>	1	Able to face audience confidently while giving presentations and speaking in public.
			2	Think logically and solve problems in professional life
			3	Creating and crafting effective Resumes, attending, and conducting interviews
			4	Getting familiar with the key players in the business world and acquiring knowledge about different aspects of the business
30	22BB31MO	<b>Consumer Behavior</b>	1	Understand concepts used in the study of consumer behavior.
			2	Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision
			3	Apply the knowledge of consumer behaviour to analyse the changing consumer perceptions, attitudes, values and lifestyles and overall behaviour
			4	Create better marketing programs and strategies basing on the knowledge of consumer behavior.
31	22BB31F0	<b>Banking &amp; Insurance Management</b>	1	Understand nature of IFS and Banking Sector
			2	Analyze banking operations
			3	Ascertain Regulation and Innovations in Banking System
			4	Understanding the concept of Insurance operation
32	22BB32H0	<b>Personal Effectiveness &amp; Self</b>	1	Understand the conceptual framework of personal effectiveness and self- leadership
			2	Outline the thinking process of designing and perceptual process
			3	Demonstrating one's own self- awareness and to understand others
		<b>Leadership</b>	4	Analyse the emerging perspectives on personal effectiveness and leadership
33	22BB31L0	<b>Fundamentals of LSCM</b>	1	Students will be able to apply the Basic knowledge of Logistics in the real life situation
			2	To enable them to elaborate their abilities and professional skills in Logistics
			3	Students will be able to apply the Basic knowledge of Logistics in the real life situation
			4	To enable them to elaborate their abilities and professional skills in Logistics
34	22BB31B0	<b>Business Intelligence &amp;</b>	1	Outline different data mining technique for which can help organizations' decision making.
			2	Compare the different data mining technique and business intelligence technique.
			3	Demonstrate the functions of data mining and functions of association rule mining.

35	221BB31M1	Data Mining	4	Identify the basic functionalities of meta data warehousing.
			5	Compare data reduction technique with data cube aggregation with conditionality reduction.
35	221BB31M1	Product And Brand Management	1	Provide the fundamentals of product and brand management
			2	Product Management Process
			3	Understand the Brand Management and Brand Management Process
			4	Create awareness about measuring Brand equity, Brand Assessment & Financial Aspects .
36	22BB31F1	Investment Management	1	Explore to different avenues of investment.
			2	Equipped with the knowledge of security analysis.
			3	Apply the concept of portfolio management for the better investment.
			4	Invest in less risk and more return securities.
37	22BB31H1	Dynamics Of Industrial Relations	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.
			3	Analyze the procedures involved in collective and productivity bargaining exercises including the machinery of bipartisan,tripartite and social dialogue
			4	Analyze the concept and practices of workers participation in-management from a practical perspective, more specifically from Indian Industrial Relations Scenario
38	221BB31B1	Data Vizualization And Tableau	1	Create different types of charts, tables, Dashboard
			2	Identify the key techniques and theory used in visualization, including data models, graphic perceptual techniques for visual encoding and interaction
			3	Outline the Exposure to a number of common data domains and corresponding analysis tasks, including multivariate data, networks, text and cartography.
			4	Summarize the basic Practical experience building and evaluating visualization systems.
			5	Enable the students with Tableau software and Cross tabulation
39	22BB31M2	Advertising And Sales Promotion	1	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media.
			2	Analyze the design and execution of advertising campaigns
			3	Understand the basic components of sales promotion and apply the sales promotion campaign related decisions

			4	Analyze the emerging trends in sales promotion techniques
40	22BB31F2	Financial Services	1	Understand the role and function of the financial system in reference to the macro economy.
			2	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
			3	Evaluate and create strategies to promote financial products and services.
			4	Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry.
41	22BB31H2	Human Resource Development	1	Understand the HRD function and its challenges
			2	Applying the various need analysis techniques at various levels of organizations
			3	Applying the training delivery methods in due consideration of HRD interventions
			4	Analyze the role of various issues and challenges in implementation and assessment of HRD program
42	22BB31B2	Business Analytics With R Programming	1	Identify and implement appropriate control structures to solve a particular programming problem
			2	Demonstrate and recognize to make appropriate use of different types of data structures.
			3	Familiarize with R syntax knowledge about R language.
			4	Familiarize with industry and firms for their projects and business need, use data visualization through R Program.
			5	Familiarize with industry and firms for their projects and business need, use data visualization through R Program.
43	22BB32C0	Entrepreneurship	1	Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development
			2	Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas
			3	Construct a well-structured business plan by including all the necessary elements of the business plan
			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
			1	Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives
			2	Formulate a strategic plan that ope rationalizes the goals and objectives of the firm;

44	22BB32C1	Strategic Management	3	Identify the resource endowments specific to the firm and those that are homogeneous to industry participants;
			4	Evaluate and revise programs and procedures in order to achieve organizational goals;
45	22BB32C2	Enterprise Resource Planning	1	Make basic use of Enterprise software, and its role in integrating business functions
			2	Analyze the strategic options for ERP identification and adoption.
			3	Design the ERP implementation strategies.
			4	Create re engineered business processes for successful ERP implementation.
46	220BB32M3	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.
			2	Analyze CRM practices for competitive advantage of organization
			3	Implement data mining tools and techniques in the organization
			4	Gets the ability to analyze customer relationship management strategies by understanding customers' Preferences for the long-term sustainability of the Organizations.
47	22BB32F3	Financial Markets	1	Understand the role and function of the financial Markets in reference to the macro economy.
			2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.
			3	Understand the financial markets which are in India.
			4	Understand the impact that financial markets and changes in regulations on the structure of the financial firms/industry.
48	22BB31H3	Performance Management System	1	Students will be able to analyze nature, scope, importance, process of Performance Management
			2	Student will be able to learn Performance appraisal, methods and approaches to performance appraisal
			3	Student will be able to learn Performance Appraisal Interview
			4	The student will be able to analyze Performance Management linked Reward Systems
49	22BB31B3	DBMS	1	Understand Basic Data base Concepts
			2	Performs Basic SQL Queries
			3	Understand how to work with data base Transaction queries Concepts
			4	Understand how to work with data base Transaction queries Concepts
			5	Enable the students learn about running external projects
			1	Implement the best practices of the Services Marketing

50	22BB32M4	Services Marketing	2	Apply the marketing mix elements of services for designing proper marketing strategy
			3	Analyze the gaps between service provider and consumer and perform lifelong learning and professional development to enrich the services marketing strategies
			4	Analyze, interpret and solve problems in service Recovery
51	22BB32F4	Management Of Personal Finance	1	Understand the need for effective financial planning
			2	Understand various financial tax saving schemes to save money to get tax benefits
			3	Understand the basic concepts of money management, tax planning, consumer credit, housing and other consumer decisions, insurance, investments, retirement planning etc.
			4	Understand savings and investment plans.
52	22BB32C4	Labour Legislation	1	Students will be able to analyze Overview of Labour legislation in India
			2	Student will be able to learn Legislation related to Wages
			3	Student will be able to understand Legislation related to Social Security
			4	The student will be able to learn the Compliance
53	22BB32B4	Introduction To Python	1	Perform operations and function in Python
			2	understanding of Python especially the object-oriented concept
			3	Outline the built-in objects of Python
			4	Be exposed to advanced applications such as multi threaded programming, Web applications, discrete-event simulations, etc
			5	To understand the client server databases
54	22BB31E0	INTRODUCTION TO SOFTWARE ENGINEERING	1	Understand the concept of Software Engineering
			2	Explore the concepts of Software Requirements
			3	Examine the System models
			4	Explore Risk management
55	22BB31E1	ERP SYSTEMS DESIGN AND IMPLEMENTATION	1	Understand the concept of ERP
			2	Explore the Various Modules of ERP
			3	Examine the Executive Information System
			4	Examine the Issues in Implementing ERP Packages
56	221BB31E2	ERP SYSTEM ADMINISTRATION	1	Understand Issues to be consider in planning design and implementation of cross functional integrated ERP systems
			2	Explore Overview of ERP software solutions

57	22BB31E3	CRM IN ERP ENVIRONMEN T	3	Examine the Post Implementation of ERP
			4	Examine the Emerging Trends on ERP
58	22BB31E4	ERP IN MSMES	1	Understand Definition and concepts of CRM,
			2	Explore CRM PROCESS
			3	Examine the Role of CRM in business strategy
			4	Examine the Enterprise Marketing Automation
59	22BB31E5	INFORMATION SYSTEMS	1	Understand Overview of enterprise systems ñ Evolution
			2	Explore ERP Implementation
			3	Examine the Role of Business in the modern Indian Economy SMEs in India
			4	Discuss the Issues and challenges of MSMEs
60	22BB31D0	DIGITAL BRANDING AND PLANNING	1	Understand the concept of Information Systems Computer Competency
			2	Explore the Internet Applications and Service
			3	Examine Operating System Functions & type
			4	Discuss the Database Concepts
61	22BB31D1	DIGITAL: MARKETING STRATEGY	1	Understand the core concepts of Digital Branding
			2	Explore the concept of owned media and its importance
			3	Examine the brand engagement and its importance
			4	Explore strategies for shaping earned media
	22BB31D2:	E-COMMERCE	1	Understand the concept of E-Commerce

62		<b>AND STRATEGY</b>	2	Explore Building an E-commerce Web Site
			3	Understand the E-Commerce Marketing Concepts
			4	Examine the Social Networks, auctions and portals
63	<b>22BB31D3</b>	<b>SEARCH ENGINE OPTIMIZATION</b>	1	Understand the concept of Search Engine Optimization
			2	Explore the concepts of Keyword Research
			3	Examine the on Page Optimization
			4	Explore off Page Optimization
64	<b>22BB31D4</b>	<b>:SOCIAL MEDIA MANAGEMEN T</b>	1	Understand the concept of Social Media for Marketing
			2	Explore the concepts of Setting up Social Media Profiles
			3	Examine the Optimizing Social Media Platforms
			4	Explore Developing a content strategy
65	<b>22BB31D5</b>	<b>WEB ANALYTICS AND AFFILIATE MARKETING</b>	1	Understand the concept of Web Analytic Fundamentals
			2	Explore the concepts of Web Analytics 2.0
			3	Examine the concept of Affiliate Marketing
			4	Explore website syndicates