

Course Code &Name: **C101 - (BA5101- Economic Analysis for Business)**

REGULATION: **R2017**

YEAR/SEM: **I/I**

**COURSE OUTCOMES**

C101.1	<b>AP</b>	Familiarize with both principles of micro and macro economics.
C101.2	<b>AL</b>	Apply the principles to appreciate the functioning of both product and input markets as well as the economy.
C101.3	<b>AP</b>	Perform and evaluate present worth, future worth and annual worth analyses on one of more economic alternatives.
C101.4	<b>AP</b>	Describe the determinants of National Income and Market Equilibrium
C101.5	<b>AP</b>	Explain the principles of Inflation and Deflation

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C102 - (BA5102-Principles of Management)**

REGULATION: **R2017**

YEAR/SEM: **I/I**

**COURSE OUTCOMES**

C102.1	<b>AP</b>	Evaluate the context for taking managerial actions of planning, organizing and Controlling.
C102.2	<b>AL</b>	Assess situation, including opportunities and threats that will impact management of an organization.
C102.3	<b>AP</b>	Integrate management principles into management practices.
C102.4	<b>AP</b>	Summarize the techniques of Effective Communication
C102.5	<b>AP</b>	Develop the Budgetary Control Techniques

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C103 - (BA5103-Accounting For Management)**

REGULATION: **R2017**

YEAR/SEM: **I/I**

**COURSE OUTCOMES**

C103.1	<b>AP</b>	Prepare various costing schedules where an analysis of Balance sheet classification, Profit and Loss Account, and types.
C103.2	<b>AL</b>	Analyze cost-volume-profit techniques to determine optimal managerial decisions.
C103.3	<b>AP</b>	Apply and analyze different types of activity-based management tools through the preparation of estimates.
C103.4	<b>AP</b>	Categorize the Activity Based Costing and Applications.
C103.5	<b>AP</b>	Describe the Information Technology in Accounting Ledgers

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: C104 - (BA5104-Legal Aspects of Business)

REGULATION: R2017

YEAR/SEM: I/I

**COURSE OUTCOMES**

C104.1	<b>AP</b>	Acquire Basic knowledge and understanding of the principles governing the business organization.
C104.2	<b>AL</b>	Ability to analyze legal issues facing a company with the knowledge gained.
C104.3	<b>AP</b>	Comprehend the key concepts of business law relating to contract formation, the selection of a business organization etc
C104.4	<b>AP</b>	Illustrate the concepts of Income Tax and Classifications.
C104.5	<b>AP</b>	Summarize the methods of Consumer protection and Cyber system

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C105 - (BA5105-Organizational Behaviour)**

REGULATION: **R2017**

YEAR/SEM: **I/I**

**COURSE OUTCOMES**

C105.1	<b>AP</b>	Comprehend some of the main theories of Organizational Behavior
C105.2	<b>AL</b>	Analyze how these theories and empirical evidence can help to understand contemporary organizational issues
C105.3	<b>AP</b>	Apply theories to practical problems in organizations in a critical manner
C105.4	<b>AP</b>	Contrast the different styles of Leadership
C105.5	<b>AP</b>	Role-Play the different techniques of Organization Climate

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C106 - (BA5106-Statistics For Management)**

REGULATION: **R2017**

YEAR/SEM: **I/I**

**COURSE OUTCOMES**

C106.1	<b>AP</b>	Have a fundamental knowledge of the basic statistics and probability distribution concepts.
C106.2	<b>AL</b>	Aware of the problem and know how to apply the normal, t-distribution and F-distribution and one-way and two-way analysis of variance for hypothesis testing.
C106.3	AP	Find the application of correlation, regression and time series analysis in various aspects.
C106.4	AP	Examine the Chi-Square and Non-Parametric techniques.
C106.5	AP	Investigate the Correlation and Regression variables

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C107 - (BA5107-Total Quality Management)**

REGULATION: **R2017**

YEAR/SEM: **I/I**

**COURSE OUTCOMES**

C107.1	<b>AP</b>	Apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.
C107.2	<b>AL</b>	Familiar the principles of total quality management and peculiarities of their implementation
C107.3	AP	Use quality management methods analyzing and solving problems of organization
C107.4	AP	Illustrate the Control Line Chart and its types
C107.5	AP	Summarize the ISO Family Standards

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C108 - (BA5111-Spoken and Written Communication)**

REGULATION: **R2017**

YEAR/SEM: **I/I**

**COURSE OUTCOMES**

C108.1	<b>AP</b>	Get into the habit of business communication regularly
C108.2	<b>AL</b>	Express themselves in different genres of communication from creative to critical to factual communication
C108.3	AP	Take part in print and online media communication
C108.4	AP	Read quite widely to acquire a style of writing, and Identify their areas of strengths and weaknesses in writing and reading
C108.5	AP	Take Part in Print and Online Media Communication.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: C201 - (BA5201-Applied Operations Research)

REGULATION: R2017

YEAR/SEM: I/II

**COURSE OUTCOMES**

C201.1	<b>AP</b>	Identify the optimization techniques under limited resources for the engineering and business problems
C201.2	<b>AL</b>	Expose the basic characteristics features of a queuing system and acquires skills in analyzing queuing models
C201.3	AP	Facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.
C201.4	AP	Appraise the different models of EBQ
C201.5	AP	Categorize the Replacement methods of Queuing Theory.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C202 - (BA5202-Business Research Methods)**

REGULATION: **R2017**

YEAR/SEM: **I/II**

**COURSE OUTCOMES**

C202.1	<b>AP</b>	Acquaint with the scientific methodology in business research domain.
C202.2	<b>AL</b>	Become analytically skillful
C202.3	AP	Familiarize with the nuances of scientific methodologies.
C202.4	AP	Interpret the Quantitative and Qualitative Data techniques
C202.5	AP	Cite about the Ethics in Research

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C203 - (BA5203-Financial Management)**

REGULATION: **R2017**

YEAR/SEM: **I/II**

**COURSE OUTCOMES**

C203.1	<b>AP</b>	Describe what determines the value of a firm's securities and how management can influence these values
C203.2	<b>AL</b>	Analyze a firm's performance to determine its strengths and weaknesses, and be able to use financial analysis to improve performance.
C203.3	AP	Forecast a firm's financial needs
C203.4	AP	Determinants of Working Capital and its types
C203.5	AP	Classify the different types of short-term and long-term sources of finance

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C204 - (BA5204-Human Resource Management)**

REGULATION: **R2017**

YEAR/SEM: **I/II**

**COURSE OUTCOMES**

C204.1	<b>AP</b>	Discuss how to strategically plan for the human resources needed to meet organizational goals and objectives
C204.2	<b>AL</b>	Define the process of job analysis and discuss its importance as a foundation for human resource management practice
C204.3	AP	Comprehend the human resource management and evaluative practices
C204.4	AP	Demonstrate theories of motivation and its application
C204.5	AP	Determine the performance evaluation and control process.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: C205 - (BA5205-Information Management)

REGULATION: R2017

YEAR/SEM: I/II

**COURSE OUTCOMES**

C205.1	<b>AP</b>	Describe basic information systems concepts and terminology
C205.2	<b>AL</b>	Identify the range and importance of information systems applications in modern organizations
C205.3	AP	Describe the role of databases and database management systems in organizations
C205.4	AP	Discover the methodologies for securing web
C205.5	AP	Make use of ERP system and E-business

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C206 - (BA5206-Operation Management)**

REGULATION: **R2017**

YEAR/SEM: **I/II**

**COURSE OUTCOMES**

C206.1	<b>AP</b>	Aware the role of operations management in the overall business strategy of the firm.
C206.2	<b>AL</b>	Realize the interdependence of the operating system with other key functional areas of the firm.
C206.3	AP	Identify and evaluate the key factors and the interdependence of these factors in the design of effective operating systems
C206.4	AP	Illustrate Vendor selection, methods of rating and Value Analysis
C206.5	AP	Assess PERT and CPM techniques and Scheduling of Project

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C207 - (BA5207-Marketing Management)**

REGULATION: **R2017**

YEAR/SEM: **I/II**

**COURSE OUTCOMES**

C207.1	<b>AP</b>	Define and apply knowledge of the following key marketing concepts
C207.2	<b>AL</b>	Apply theories of consumer behavior to the formulation of effective marketing strategy
C207.3	AP	Recognize trends based on current research related to consumer behavior.
C207.4	AP	Interpret Buyer Behavior Models and Customer Satisfaction
C207.5	AP	Describe Marketing Information System and its applications

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **C208 - (BA5211-Data Analysis and Business Modeling)**

REGULATION: **R2017**

YEAR/SEM: **I/II**

**COURSE OUTCOMES**

C208.1	<b>AP</b>	Describe the business application development process and its phases
C208.2	<b>AL</b>	Test the system with appropriate testing techniques
C208.3	AP	Use software project management method
C208.4	AP	Apply the Parametric and Non-Parametric Spread sheet applications

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: C301 - (BA5301-International Business Management)

REGULATION: R2017

YEAR/SEM: II/III

**COURSE OUTCOMES**

C301.1	<b>AP</b>	Recognize how international factors affect domestic concerns
C301.2	<b>AL</b>	Explain regional economic integration and economic and political integration
C301.3	AP	Analyze the main institutions that shape the global marketplace
C301.4	AP	Define strategic selection of Global markets
C301.5	AP	Describe types of Conflicts in International Business

Course Code &Name: C302 - (BA5302-Strategic Management)

REGULATION: R2017

YEAR/SEM: II/III

**COURSE OUTCOMES**

C302.1	<b>AP</b>	Comprehend the integrative nature of strategic management
C302.2	<b>AL</b>	Display a knowledge of principal models of strategic management
C303.3	AP	Appreciate the importance of environmental and industry analysis in formulating strategy
C303.4	AP	Develop Organizational Structure Design and Strategic Control System
C303.5	AP	Organize methodologies for New Business Models

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: CM101 - (BA5001-Brand Management)

REGULATION: R2017

YEAR/SEM: II/III

**COURSE OUTCOMES**

CM101.1	<b>AP</b>	Understand the Key Branding Concepts
CM101.2	<b>AL</b>	Determine the key issues in crafting and evaluating brand strategies
CM101.3	AP	Assess the skills in delivering persuasive brand presentations
CM101.4	AP	evaluate brand extension and its contribution to parent brand
CM101.5	AP	Develop an understanding of brand equity and a range of performance related outcomes.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **CM102 - (BA5002-Consumer Behavior)**

REGULATION: **R2017**

YEAR/SEM: **II/III**

**COURSE OUTCOMES**

CM102.1	<b>AP</b>	Understand the concepts of consumer behavior and its application in purchase decisions.
CM102.2	<b>AL</b>	Analyze of the reasons and motives for consumer buying behavior
CM102.3	AP	Assess the relationship between psychological social and cultural drivers behind consumer behavior and marketing
CM102.4	AP	identify the dynamics of human behavior and the basic factors that influence the consumers decision process
CM102.5	AP	Develop major stages which consumers usually go through when making a consumption-related decision

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **CM103 - (BA5003-Customer Relationship Management)**

REGULATION: **R2017**

YEAR/SEM: **II/III**

**COURSE OUTCOMES**

CM103.1	<b>AP</b>	Define the concepts of Customer relationship management and its approaches.
CM103.2	<b>AL</b>	Understand the need and importance of maintaining a good customer relationship.
CM103.3	AP	Assess the relationship between Customer relationship and Customer Acquisition
CM103.4	AP	identify the Customer relationship management process and its analytical tools
CM103.5	AP	Use strategic customer acquisition and retention techniques in CRM.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **CM104 - (BA5004-Integrated Marketing Communication)**

REGULATION: **R2017**

YEAR/SEM: **II/III**

**COURSE OUTCOMES**

CM104.1	<b>AP</b>	Define the concepts of advertising and sales promotion
CM104.2	<b>AL</b>	Assess the need and importance of Media Strategy and scheduling design
CM104.3	AP	Understand the different models of Sales Promotion
CM104.4	AP	identify the Personal Selling Methodolgies
CM104.5	AP	Insight into the importance of advertising and sales promotion campaigns planning and objective setting in relation to consumer decision making processes.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **CM105 - (BA5005-Retail Marketing)**

REGULATION: **R2017**

YEAR/SEM: **II/III**

**COURSE OUTCOMES**

CM105.1	<b>AP</b>	Determine the factors influencing retail management
CM105.2	<b>AL</b>	understand the concepts of effective retailing
CM105.3	AP	Assess the different models of Retail supply chain management
CM105.4	AP	Manage the retail chains and understand the retail customer's behavior
CM105.5	AP	Develop the Retailer Shop Models

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **CM106 - (BA5005-Service Marketing)**

REGULATION: **R2017**

YEAR/SEM: **II/III**

**COURSE OUTCOMES**

CM106.1	<b>AP</b>	Understand the meaning of services and the significance of marketing the services.
CM106.2	<b>AL</b>	Apply the concepts of services marketing in promoting services
CM106.3	AP	Assess the different methods of Service Quality
CM106.4	AP	Manage the designing service delivery system
CM106.5	AP	Develop the Non-Profit organization service strategies

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **CF101 - (BA5008-Banking Financial Services Management)**

**REGULATION: R2017**

**YEAR/SEM: II/III**

**COURSE OUTCOMES**

CF101.1	<b>AP</b>	Understand the fundamentals of Banking Regulation Act
CF101.2	<b>AL</b>	Grasp how banks raise their sources and how they deploy it and manage the associated risks
CF101.3	AP	Assess the various types of loans proposed by banks.
CF101.4	AP	Classify the different factors influencing merger & acquisition of banks
CF101.5	AP	Understand e-banking and the threats that go with it.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **CF102 - (BA5009-Corporate Finance)**

REGULATION: **R2017**

YEAR/SEM: **II/III**

**COURSE OUTCOMES**

CF102.1	<b>AP</b>	Identify the key themes in corporate finance
CF102.2	<b>AL</b>	Explain the role of finance in an organization
CF102.3	AP	Explain and analyze the interrelationship between finance and governance
CF102.4	AP	Analyze the relationship between strategic decision making and corporate financing decisions.
CF102.5	AP	Understand SEBI guideline regarding corporate governance

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: **CF103 - (BA5011-Merchant Banking and Financial Services)**

REGULATION: **R2017**

YEAR/SEM: **II/III**

**COURSE OUTCOMES**

CF103.1	<b>AP</b>	Examine Financial Services management as an important and contemporary area of financial management.
CF103.2	<b>AL</b>	Understand the various financial services and their future
CF103.3	AP	Determine the most suitable financial service-Factoring
CF103.4	AP	Enable the students get familiarized with Mutual Funds
CF103.5	AP	Making a deep understanding on credit rating and its regulatory.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>
<b>C201.1</b>	2	3	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.2</b>	3	3	2	2	3	2	0	0	0	0	0	2	2	3
<b>C201.3</b>	2	2	0	0	2	0	0	0	0	0	0	0	2	2
<b>C201.4</b>	3	3	2	1	3	1	0	0	0	0	0	0	2	2
<b>C201.5</b>	3	2	3	2	3	2	0	0	0	0	0	2	2	2
<b>C201</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code &Name: CF104 - (BA5011-Merchant Banking and Financial Services)

REGULATION: R2017

YEAR/SEM: II/III

**COURSE OUTCOMES**

CF104.1	<b>AP</b>	Understand and get thorough knowledge of workings of the capital market
CF104.2	<b>AL</b>	Empowering the students in risk profiling and stock exchange market
CF104.3	AP	Apply the acquired knowledge of capital market for valuation of both equity and fixed income securities under goal-based investment planning.
CF104.4	AP	Enable the students get familiarized with Technical Analysis
CF104.5	AP	Making a deep understanding on the tradeoff between risk and return and getting expertise on asset allocation in portfolio

Course Code &Name: CH101 - (BA5014-Entrepreneurship Development)

REGULATION: R2017

YEAR/SEM: II/III

**COURSE OUTCOMES**

CH101.1	<b>AP</b>	Understand the nature of entrepreneurship
CH101.2	<b>AP</b>	Understand the function of the entrepreneur in the successful, commercial application of innovations
CH101.3	AP	Confirm an entrepreneurial business idea
CH101.4	AP	Identify personal attributes that enable best use of entrepreneurial opportunities
CH101.5	AP	Explore entrepreneurial leadership and management style.

Course Code &Name: **CH102 - (BA5015-Industrial Relations and Labor Welfare)**

REGULATION: **R2017**

YEAR/SEM: **II/III**

**COURSE OUTCOMES**

CH102.1	<b>AP</b>	Know the development and the judicial setup of Labour Laws.
CH102.2	<b>AP</b>	Learn the salient features of welfare and wage Legislations.
CH102.3	AP	Assess the laws relating to Industrial Relations, Social Security and Working conditions.
CH102.4	AP	Understand the laws related to working conditions in different settings.
CH102.5	AP	Explore child labor law and related to working conditions in different settings.

Course Code &Name: **CH103 - (BA5017-Managerial Behavior and Effectiveness)**

REGULATION: **R2017**

YEAR/SEM: **II/III**

**COURSE OUTCOMES**

CH103.1	<b>AP</b>	Analyze the functions of managers, leadership styles, theories and perspectives of effective leadership
CH103.2	<b>AP</b>	Explain interpersonal awareness and impact of interpersonal behavior on organizational effectiveness.
CH103.3	AP	Identify the factors that enhance group performance and increase group cohesiveness.
CH103.4	AP	Understand the reasons and stages of group formation, team development and applications of interventions in respond to organizational changes.
CH103.5	AP	Gain knowledge about appropriate style of managerial behaviour.

Course Code &Name: CH104 - (BA5018-Organizational Theory, Design and Development)

REGULATION: R2017

YEAR/SEM: II/III

**COURSE OUTCOMES**

CH104.1	<b>AP</b>	Understand the practical and integrative study of organization change & design defines basic activities in different types of function in the organization
CH104.2	<b>AP</b>	Explain the relationship among organizational change, redesign, an organizational effectiveness.
CH104.3	AP	Identify the each type of technology needs to be matched to a certain kind of organizational structure if an organization is to be effective
CH104.4	AP	Explore change process and the techniques that can be used to help an organization achieve its desired future state
CH104.5	AP	Analyze organizations more accurately and deeply by applying organization theory.

Course Code &Name: CH105 - (BA5019-Strategic Human Resource Management)

REGULATION: R2017

YEAR/SEM: II/III

**COURSE OUTCOMES**

CH105.1	<b>AP</b>	Identify the key HRM functions and operations
CH105.2	<b>AP</b>	Define, explain, illustrate and reason with the key human resource management concepts
CH105.3	AP	Determine the linkages between HRM functions and operations and organizational strategies, structures and culture
CH105.4	AP	Reflect and comment in a way that demonstrates awareness of the different contexts that impact on the operation of HRM
CH105.5	AP	Exhibit behavior and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem-solving, planning and team work.

Course Code &Name: CP101 - (BA5411-Project Work)


REGULATION: R2017

YEAR/SEM: II/IV

**COURSE OUTCOMES**

CP101.1	AP	Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society
CP101.2	AP	Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions
CP101.3	AP	Engage in systematic discovery and critical review of appropriate and relevant information sources
CP101.4	AP	Appropriately apply qualitative and/or quantitative evaluation processes to original data
CP101.5	AP	Communicate research concepts and contexts clearly and effectively both in writing and orally

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
C611.1	3	3	3	0	0	0	0	0	0	0	0	3	3	2
C611.2	3	3	3	0	0	0	0	0	0	0	0	3	2	3
C611.3	3	2	2	0	0	0	0	0	0	0	0	3	2	2
C611.4	3	2	2	0	0	0	0	0	0	0	0	3	3	2
C611.5	3	3	0	0	0	0	0	0	0	0	0	3	3	2
C611	3	3	3	0	0	0	0	0	0	0	0	3	3	3

  
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