



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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KI BUSINESS SCHOOL

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

ACADEMIC YEAR 2019-2020

NO	COURSE CODE	COURSE TITLE	CO-NO	COURSE OUTCOME
1	19BB11C0	Business Communication Skills I	1	Apply and analyse the right kind of pronunciation with regards to speech sounds
			2	Able to read, understand, and interpret a text intrinsically as well as extrinsically.
			4	Apply the concept of probability
			1	Analyze the given conditions and finding out all the possible arrangements in linear & circular order
2	19BB12C0	Business Communication Skills II	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.

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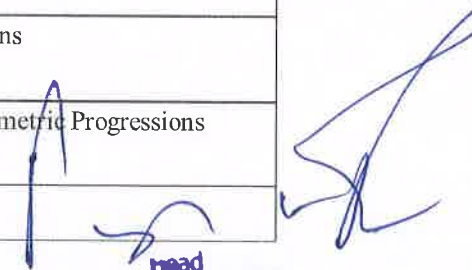
3	19BB21C0	Business Communication Skills III	1	Able to spot the common grammatical errors related to Sentence Structure, Preposition, Concord, Relative and Conditional Clauses, and Parallel Structures.
			2	Able to read, understand, and interpret a text intrinsically as well as extrinsically.
			3	Apply the concepts of Time and Distance and solve the problems related to average speed, relative speed,
			4	Analyze the given data and representing the data
4	19BB11C6	Campus To Corporate I	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.
5	19BB12C6	Campus to Corporate II	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.
6	19BB21C6	Campus To Corporate III	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
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7	19BB22C6	Campus Corporate IV	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.
8	19BB11K1	Foreign Language I	1	Learn alphabet, phonetics and basic words like days, months, names of countries, professions etc., useful in daily life
			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
9	19BB11K2	Foreign Language II	1	Understands how to tell time and talk about habitual actions
			2	Learns vocabulary related to house and usage of different kinds of pronouns
			3	Can make comparisons and talk about frequency of actions
			4	Gain knowledge of how to write a mail & letter in different contexts

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10	19BB11K3	Foreign Language III	1	Understands how to tell time and talk about habitual actions
			2	Learns vocabulary related to house and usage of different kinds of pronouns
			3	Can make comparisons and talk about frequency of actions
			4	Gain knowledge of how to write a mail & letter in different contexts
11	19BB11K4	Foreign Language IV	1	Understands how to tell time and talk about habitual actions
			2	Learns vocabulary related to house and usage of different kinds of pronouns
			3	Can make comparisons and talk about frequency of actions
			4	Gain knowledge of how to write a mail & letter in different contexts
12	19BS114	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
13	19BS115s		1	Apply and interpret basic descriptive statistics


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		Business 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
14	19UC0009	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.
15	19BB11C2	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.
16	19BB11C3	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

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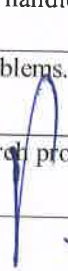

			4	Analyze the price and output decisions under different market structures.
17	19BB11C4	Perspectives Of Management	1	Apply the key management concepts along with an insight into skills and functions of managers
			2	Implement various tools and processes used in planning
			3	Develop hands on in-depth 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.
18	19BB12C1	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
19	19BB12C3	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.




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20	19BB21C1	Management Accountancy	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.
			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.
21	19BB21C2	Marketing Management	1	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
21	19BB21C3	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
22	19BB21C4	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.

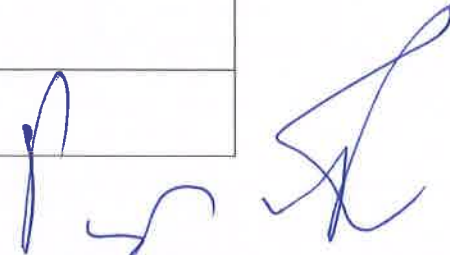




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			3	Take data driven business decisions
			4	Analyze organizational data using software packages
23	19BB22C0	Cost Accountancy	1	To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet
			2	To provide basic knowledge 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
24	19BB22C1	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
25	19BB22C3	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.

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26	19BB22C4	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.
27	19BB31C0	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 wellreasoned 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	19BB31C2	Fundamentals Of Digital Marketing	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


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29	19BBHS115	Soft Skills	1	understand the importance of business conversation, Verbal and non verbal cues in conversation, stress full conversation.
			2	2 understand the importance of general awareness, how to build up the confidence, how he should be adaptable, personal grooming.
			3	3 understand the importance of effective listening skills, Concept of motivation, different types of motivational theories, positive and negative attitude, social dilemmas faced in general.
			4	4 understand the Importance of Group discussion, handling emotions, problem solving ability, develop the persuasive skills
30	19BB31 MO	CONSUMER BEHAVIOR	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	20BB31 M1	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 .

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32	20BB31 M2	ADVERTISING AND SALES PROMOTIO N	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
2	F1	Management of finance	1	Equipped with the knowledge of security analysis.
			2	Apply the concept of portfolio management for the better investment.
			3	Invest in less risk and more return securities.
			4	Understand the role and function of the financial system in reference to the macro economy.
3 3	20BB31E2	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.

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34	20BB31 F3	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.
35	20BB31F4	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.
36	20BB32 F5	FINANCIAL DERIVATIVES	1	Students will be able to analyze the risks in different financial markets.
			2	Acquire ability to selection of various options and then can apply them to specific markets.
			3	Student will be able to learn different option trading strategies
			4	The student will be able to analyze various models in order to take wise decisions for improving their wealth

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3 7	20BB31 H0	PERSONAL EFFECTIVE NESS AND LEADERSHI P	1	Understand the conceptual framework of personal effectiveness and self-leadership
			2	Demonstrating one's own self-awareness and to understand others
			3	Understand the conceptual framework of personal effectiveness and self-leadership
			4	Understand the conceptual framework of personal effectiveness and self-leadership
3 8	20BB31 H1	DYNAMICS OF INDUSTRIAL RELATIONS	1	Understand the employee relations and its complexities
			2	Make use of knowledge to strengthen relations
			3	Utilize the knowledge for team building
3 9	20BB31 L2	Human Resource Development	1	Understand the HRD function and its challenges
			2	Make use of knowledge to design HRD program
			3	Utilize the knowledge for organizational effectiveness
			4	Develop competencies to become HRD person
4 0	20BB31 H3	PERFORMA	1	Make enhanced use of basic abilities in organizational scenarios and selfanalysis

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		NCE MANAGEMENT AND REWARD SYSTEM	2	Make appropriate use of Interpersonal Skills in Business world
			3	Make appropriate use of social skills for better team roles in business organizations
			4	Developing contemporary skills to succeed in the modern business world
4 1	20BB31 H4	LABOUR LEGISLATION	1	Understand the changing Labor legislation in India
			2	Interpret legal aspects of Employee Compensation.
			3	Handle Industrial disputes in Indian organizations.
			4	Implement legal aspects of employee benefits
4 2	20BB32 H5	Training and Development	1	Understand basic concepts associated with learning process, learning theories, training and development;
			2	Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;
			3	Emerging trends in training and development; and

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