



Koneru Lakshmaiah Education Foundation

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

Accredited by NAAC as 'A++' Approved by AICTE ISO 21001:2018 Certified

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KL BUSINESS SCHOL

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

ACADEMIC YEAR 2021-2022

SL NO	COURSE CODE	COURSE TITLE	CO. No.	COURSE OUTCOME
1	20UC1101	Integrated professional English	1	Apply and analyse the right kind of pronunciation with regards to speech sounds
			2	Apply the concept of probability
			3	Analyze the given conditions and finding out all the possible arrangements in linear & circular order
2	20UC1202	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	21UC2103	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 speed,
			4	Analyze the given data and representing the data
4	21UC22042 2C6	Corporate Readiness skills	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	Analyze the employment related skills
			1	Learn alphabet, phonetics and basic words like days, months, names of countries, professions etc.,. useful in daily life
	21BB11K1	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

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		1	Apply the concept of matrices and matrix operations and their applications.
21BS114	Business Mathematics	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
		1	Apply and interpret basic descriptive statistics
21BS115	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
		1	The students will understand the basic concepts of environment, environmental acts and natural resources.
21UC0009	Ecology & Environment	2	The students will 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.
21BB11C2	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.
21BB11C3	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.
21BB11C4	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.

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21BB11C5	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
21BB12C1	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
21BB12C3	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.
21BB21C2	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
21BB21C1	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.
21BB21C3	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

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21BB21C4	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
21BB21C5	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
21BB21C6	- Fundamentals Of LSCM	1	Analyze Importance of logistics, Logistics-A systems concept
		2	Analyze the Supply Chain management,
		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 gain through trade
21BB1203	Designthinking And Innovation	1	Design thinking an overview
		2	Empathy: definition, Empathic rese
		3	Techniques to generate, shortlist and evaluate Idea
		4	Innovation Management, Business Model Basics,
21BB22C0	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
21BB22C1	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

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210BB22C3	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.
21BB22C4	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.
21BB22C5	Business Model Generation	1	Understand and be able to explain the purpose, role and importance of business models including the key elements of a business model and the interactions and interdependencies among the elements.
		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
21BB22C7	Dynamics of Capital Markets	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
		3	To understand the Constituents of Sensex & sectors. NSE, Index
		4	To understand the functioning of Foreign Stock Exchanges
21BB31C0	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.
21BB31C2	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 website

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		4	Use Campaign Management to manage the marketing concepts
21BBHS115	Soft Skills	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
21BB31C7	Research paper Writing	2	The student should apply the concepts, tools and methods learned in research methodology and various functional specializations
		3	The student should analyze the data collected and finalize the results and can discuss the results
		4	The student should understand the structure of a Research Paper and able to choose a topic for the purpose of writing research Paper by applying the knowledge acquired
21BB31MO	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.
21BB31F0	Banking & Insurance Management		Understand nature of IFS and Banking Sector
		1	
		2	Analyze banking operations
		3	Ascertain Regulation and Innovations in Banking System
		4	Understanding the concept of Insurance operation
21BB32H0	Personal Effectiveness & Self Leadership		Understand the conceptual framework of personal effectiveness and self- leadership
		1	
		2	Outline the thinking process of designing and perceptual process
		3	Demonstrating one's own self- awareness and to understand others
		4	Analyse the emerging perspectives on personal effectiveness and leadership
21BB31M1	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 .
21BB31F1	Investment Management	1	Explore to different avenues of investment.
		2	Equipped with the knowledge of security analysis.

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		3	Apply the concept of portfolio management for the better investment
		4	Invest in less risk and more return securities.
21BB31B1	Dynamics of Industrial Relations	1	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.
		2	Analyze the procedures involved in collective and productivity bargaining exercises including the machinery of bipartism, tripartism and social dialogue
		3	Analyze the concept and practices of workers participation in management from a practical perspective, more specifically from Indian Industrial Relations Scenario
		4	Enable the students with Tableau software and Cross tabulation
21BB31M2	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
21BB31F2	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.
21BB31H2	Human Resources 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
21BB32CO	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
21BB32c1	Strategic Management	1	Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives

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		2	Formulate a strategic plan that operationalizes the goals and objectives of the firm;
		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;
21BB32C2	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 reengineered business processes for successful ERP implementation.
21BB32C3	INCOME TAX AND GST	1	Analyse the Computation of Gross Total Income
		2	Examine the meaning of Income Tax: Meaning, Features and Contribution to Public Revenue, Determination
		3	Analyse the concept of GST in India
		4	Evaluate the Tax Invoice, Credit and Debit notes ;
21BB32M3	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.
21BB32F3	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.
21BB31H3	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
21BB32M4	Services Marketing	1	Implement the best practices of the Services Marketing

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		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
21BB32F4	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.
21BB32C4	LABOUR LEGISLATION	1	Students will be able to analyze Overview of Labour legislation in India
		2	Student will be able to learn Legislations related to Wages
		3	Student will be able to understand Legislations related to Social Security
		4	The student will be able to learn the Compliances

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