



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University esld 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 SCHOOL

DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

ACADEMIC YEAR 2020-2021

SL 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	Analyse the corporate communication skills
			3	Apply the concept of probability
			3	Analyse 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.
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	Analyse the given data and representing the data
4	19BB11C6	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.
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

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K.L. Business School
Koneru Lakshmaiah Education Foundation
(Deemed to be University)

			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
			4	Develop the confidence to handle a wide range of difficult and demanding situations more effectively.
7	19BB11K1	Foreign Language	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
8	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
8	19BS115s	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
9	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.

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 Koneru Lakshmaiah Education Foundation
 (Deemed to be University)

10	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.
11	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
			4	Analyze the price and output decisions under different market structures.
12	19BB11C4	Perspectives Of Management	1	Apply the keymanagement 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.
13	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
14	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.
15	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.

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Koneru Lakshmaiah Education Foundation
(Deemed to be University)

			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.
16	19BB21C2	Marketing Management	1	Explain the keyterms, 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
17	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
18	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.
			3	Take data driven business decisions
			4	Analyze organizational data using software packages
19	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
19	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

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Koneru Lakshmaiah Education Foundation
(Deemed to be University)

			4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations
21	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.
22	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.
23	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 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.
24	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
25	19BBHS115	Soft Skills	1	
			2	
			3	
			4	
26	19BB31MO	Consumer Behavior	1	Understand concepts used in the study of consumer behavior.

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			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.
27	19BB31F0	Banking & Insurance Management	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
28	19BB32H0	Personal Effectiveness & Self Leadership	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
			4	Analyse the emerging perspectives on personal effectiveness and leadership
29	19BB31L0	Fundamentals Of Logistics	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
30	19BB31B0	Business Intelligence & Data Mining	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.
			4	Identify the basic functionalities of meta data warehousing.
			5	Compare data reduction technique with data cube aggregation with dimensional reduction.
31	19BB31M1	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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(Deemed to be University)

			1	Explore to different avenues of investment.
			2	Equipped with the knowledge of security analysis.
32	19BB31F1	Investment Management	3	Apply the concept of portfolio management for the better investment.
			4	Invest in less risk and more return securities.
			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.
33	19BB31H1	Dynamics Of Industrial Relations	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
			1	Students will be able to apply the knowledge about material management.
			2	To enable the students to develop their managerial ability and professional skills
34	19BB31L1	Materials And Warehouse Management	3	To make the students understand the warehouse activities
			4	To enable the students learn Warehouse Safety Rules and Procedures
			1	Create different types of charts, tables, Dashboard
			2	Identify the key techniques and theory used in visualization, including data models, graphical perception and 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.
35	19BB31B1	Data Visualization And Tableau	4	Summarize the basic Practical experience building and evaluating visualization systems.
			5	Enable the students with Tableau software and Cross tabulation
			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
36	19BB31M2	Advertising And Sales Promotion	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


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 (Deemed to be University)

37	19BB31F2	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.
38	19BB31H2	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
39	19BB31L2	Freight Forwarding & Surface Transportation	1	Students will be able to apply the Basic knowledge of freight forwarding and Surface Transportation including ocean and air cargo
			2	This subject will enable them to enhance their ability and professional skills in freight forwarding
			3	To enable them to enhance their ability in freight forwarding techniques
			4	This subject will enable them to enhance their ability in surface transportation
40	19BB31B2	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.
41	19BB32C0	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

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42	19BB32C1	Strategic Management	1	Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives
			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;
43	19BB32C2	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.
44	19BB32M3	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.
45	19BB32F3	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.
46	19BB31H3	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
47	19BB31L3	Forecasting & Inventory Management	1	Students will be able to apply the Basic knowledge of freight forwarding and Surface Transportation including ocean and air cargo
			2	This subject will enable them to enhance their ability and professional skills.









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 (Deemed to be University)

		nt	3	Provide awareness on Inventory and basic concepts of inventory
			4	Provide knowledge on Inventory Management Systems
48	19BB31B3	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
49	19BB32M4	Services Marketing	1	Implement the best practices of the 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
50	19BB32F4	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.
51	19BB32C4	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
52	19BB32L4	International Logistics Management	1	Students will be able to apply the Basic knowledge of International Logistics management in the real life situation
			2	This subject will enable them to enhance their ability and professional skills in Logistics
			3	Students will be able to gain better understanding about transportation functionality and their principles
			4	It discuss about containerization and international commercial documents concepts
53	19BB32B4	Introducti	1	Perform operations and function in Python

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		on To 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

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