

Program Education Objectives

The MBA and BBA programs offered by IM, JKLU have been designed to prepare students for a meaningful career and life-long learning. Our alumni are expected to:

PEO1: Meaningfully contribute to the organizations, economies and societies through appropriate set of knowledge, skills, attitude and behavior.

PEO2: To identify and tap entrepreneurial opportunities within and outside the organizations they work for.

PEO3: Continue their intellectual development through critical thinking, self-study, higher education and research as well as through participation in research groups and professional networks.

Program Outcomes

Graduates of BBA program offered by IM, JKLU will have the following competencies:

PO1: Life Long Learning: Demonstrate inquisitiveness, open mindedness and the ability to engage in independent and life-long learning.

PO2: Citizenship, Sustainability and Professional Ethics

PO2a: Demonstrate knowledge of and sensitivity towards constitution while dealing with organizational, societal and environmental issues.

PO2b: Use and allocate resources in a sustainable manner.

PO2c: Demonstrate commitment for professional integrity, excellence and responsibilities as prescribed for the management profession.

PO3: Management Practice and Modern Tool Usage

PO3a: Demonstrate a clear conceptual understanding and application orientation of the fundamentals of management discipline.

PO3b: Plan, direct and control their own efforts and those of others to help achievement of organizational objectives.

PO3c: Identify and collate relevant data from within and outside organization and analyze it using appropriate tools and techniques.

PO3d: Exhibit proficiency in usage of modern management/IT tools while solving business problems.

PO4: Communication, Critical Thinking and Problem Solving

PO4a: Identify, formulate and analyze problems to arrive at justified conclusions using critical thinking along with domain knowledge.

PO4b: Think creatively and communicate effectively to solve business problems.

PO5: Teamwork: Ability to work effectively as an individual and as a team member or leader in diverse and distributed teams, and in multidisciplinary settings.

PO6: Innovation and Entrepreneurship

PO6a: Take an innovative and entrepreneurial viewpoint amidst changing situations while proposing creative solutions to complex organizational, societal and environmental issues.

PO6b: Undertake meaningful economic activities with a focus on having a sustainable business model.

JK LakshmiPat University, Jaipur
Institute of Management
Course Structure for the BBA (Batch 2019-2022)

S. No.	Course Code	Course Title	Credits	Total Credits
Year 1				
Semester-I				
1	LS1101	Foundation of Management	4	18
2	EP1101	Economics-I	4	
3	FA1101	Accounting for Business	4	
4	ID1101	Spreadsheet Essentials	4	
5	CC1101	Fundamentals of Communication	2	
Semester-II				
6	AS1103	Business Mathematics	4	20
7	EP1102	Economics-II	4	
8	BS1101	Organizational Behavior	4	
9	ED1101	Entrepreneur & Entrepreneurship	4	
10	CC1102	Critical Thinking and Storytelling	2	
11	PW1101	Capstone-I	2	
Year 2				
Semester-III				
12	BS1102	Human Resource Management	4	24
13	FA1102	Management Accounting	4	
14	MA1101	Principles of Marketing	4	
15	ID1102	Statistical Reasoning	4	
16	ED1102	Idea to Business Model	4	
17	CC1103	Perspectives on Contemporary Issues	2	
18	LD1101	Understanding and Leading Self	2	
Semester-IV				
19	FA1103	Financial Management	4	24
20	MA1102	Advertising & Sales Management	4	
21	OP1101	Operations Management	4	
22	ID1103	Data Driven Business Decisions	4	
23	ED1103	Business Model to Product Market Fit	4	
24	CC1104	Communication and Identity	2	
25	PW1102	Capstone-II	2	
Year 3				
Semester-V				
26	LS1102	Legal Aspects of Business	4	22

27	FA1104	Taxation	2	
28	MA1103	Consumer Behavior	4	
29	ID1121	Intelligent Automation	2	
30	ED1104	Sustaining and Growing Start-ups	4	
31	CC1105	Understanding and Managing Conflict	2	
32	PW1104	Summer Internship Project	4	
Semester-VI				
33	FA1105	Indian Financial System	3	19
34	MA1104	Brand Management	4	
35	ID1122	Introduction to Web Development	2	
36	ED1105	Run Your Venture	4	
37	CC1106	Critical Thinking for Decisions at Workplace	2	
38	PW1105	Social Project	2	
39	PW1103	Capstone-III	2	
Total Credits				

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FA1101	Accounting for Business	7
ID1101	Spreadsheet Essentials	8
CC1101	Fundamentals of Communication	9
AS1103	Business Mathematics	10
EP1102	Economics-II	11
BS1101	Organizational Behavior	12
ED1101	Entrepreneur & Entrepreneurship	13
CC1102	Critical Thinking and Storytelling	14
PW1101	Capstone-I	15
BS1102	Human Resource Management	16
FA1102	Management Accounting	17
MA1101	Principles of Marketing	18
ID1102	Statistical Reasoning	19
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Course Code: LS1101

Course Name: Foundation of Management

Course Outcomes: After course completion, the student will be able to

LS1101.1: Evaluate the context for taking managerial actions of planning, organizing and controlling

LS1101.2: Assess global situation, including opportunities and threats that will impact management of an organization

LS1101.3: Assess managerial practices and choices relative to ethical principles and standards

LS1101.4: Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances

LS1101.5: Determine the most effective action to take in specific situations

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
LS1101.1	1								2				
LS1101.2					2				2				
LS1101.3				2						2			
LS1101.4	1								2	2			
LS1101.5	1									1		2	

Course Code: EP1101

Course Name: Economics-I

Course Outcomes: After course completion, the student will be able to

EP1101.1: Apply the fundamental economic concepts, theories of economic analysis in their day to day life and in business world

EP1101.2: Recognize and interpret a Demand Curve and a Supply Curve in the market, and identify the underlying determinants of each in different industries

EP1101.3: Calculate elasticities and apply them in various decision making processes

EP1101.4: Analyze various production functions, cost concepts, revenue concepts and calculate break-even quantity

EP1101.5: Relate business costs, pricing and profit

EP1101.6: Analyze and Infer through using data and excel

EP1101.7: Formulate the sales, output, pricing and market strategies against the dynamic business environment in different market structures

EP1101.8: Understand market failures and role of government

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
EP1101.1	1				2								
EP1101.2					2		1						
EP1101.3					2		2						
EP1101.4					2		2	1					
EP1101.5					2		1	1					
EP1101.6							2						
EP1101.7					2		1		1				
EP1101.8					2								

Course Code: FA1101

Course Name: Accounting for Business

Course Outcomes: After course completion, the student will be able to

FA1101.1: Prepare various financial statements such as Balance sheet, Income Statement and Cash Flow Statement etc.

FA1101.2: Analyze and interpret the accounting facts and figures for various business decisions making.

FA1101.3: Make use of Marginal costing and breakeven analysis for various business decision making.

FA1101.4: Identify, recognize the importance of various costs for business decision and able to Prepare a statement of cost

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
FA1101.1					1		1	1					
FA1101.2					1	2		2					
FA1101.3		1			2		1						
FA1101.4									2	1	1		

Course Code: ID1101

Course Name: Spreadsheet Essentials

Course Outcomes: After course completion, the student will be able to

ID1101.1: Create, format and link worksheets using MS-Excel.

ID1101.2: Use formulas and functions to perform computations on data.

ID1101.3: Create data visualizations using different types of charts.

ID1101.4: Apply Conditional formatting, Perform Goal Seek Analysis, Use lookup functions.

ID1101.5: Create and update Pivot Tables and Pivot Charts.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ID1101.1	1				1			1					
ID1101.2	1		1		1								
ID1101.3	1				1		1	1					
ID1101.4	1				1			1	1				
ID1101.5	1		1	1									

Course Code: CC1101

Course Name: Fundamentals of Communication

Course Outcomes: After course completion, the student will be able to

CC1101.1 Identify different cultural differences and their impact on communication.

CC1101.2 Compose grammatically correct sentences and paragraphs.

CC1101.3 Deliver effective oral presentations following appropriate kinesics and paralinguistic features.

CC1101.4 Identify impact of cultural differences on communication.

CC1101.5 Apply appropriate communication skills across settings, purposes, and audiences.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
CC1101.1:	1									1			
CC1101.2:										2			
CC1101.3:										1			
CC1101.4:	1												
CC1101.5:	2									1	1		

Course Code: AS1103

Course Name: Business Mathematics

Course Outcomes: After course completion, the student will be able to

AS1103.1: Solve basic matrix and determinant problems and apply the techniques in solving related business problems.

AS1103.2: Solve basic set problems and apply the concepts of set theory in business problems

AS1103.3: Identify and analyze different mathematical functions and draw their graphs

AS1103.4: Calculate derivatives of different functions and use the concept of rate of change in various applications.

AS1103.5: Compute permutation – combinations and calculate the probabilities of events and visualize different datasets.

AS1103.6: Formulate linear programming problems with respect to industrial or societal issues.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
AS1103.1	1				1				2				
AS1103.2	1								2				
AS1103.3	1	2			1								
AS1103.4			1			2							
AS1103.5					2		2						
AS1103.6	2								2				1

Course Code: EP1102

Course Name: Economics-II

Course Outcomes: After course completion, the student will be able to

EP1102.1: Apply the different concepts, theories of macroeconomic analysis in understanding business environment

EP1102.2: Summarize the change in the size of circular flow of national income due to different withdrawals and injections, and their impact

EP1102.3: Analyze the various macroeconomic variables and their interlinkages with each other like income, saving, consumption, investment, rate of interest, MEC and multiplier etc

EP1102.4: Outline the money market dynamics in economy and role in determination of interest rate

EP1102.5: Infer the phase of business cycle from present economic condition and evaluate the policy measures to control business cycle

EP1102.6: Analyze and evaluate the basic problems of an economy which have been faced by the countries and policy makers over time like achieving high rate of growth, controlling inflation, preventing business cycles and solving problems of unemployment and poverty

EP1102.7: Explain the ripple impact of Exchange rate and BOP in an economy

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
EP1102.1	1	1			2								
EP1102.2					2				1				
EP1102.3					1		2						
EP1102.4					2		1						
EP1102.5							2		1				
EP1102.6							2		2			2	
EP1102.7					2								

Course Code: BS1101

Course Name: Organizational Behaviour

Course Outcomes: After course completion, the student will be able to

BS1101.1: Analyze the connectedness between organizational issues and human behavior of each topic covered.

BS1101.2: Explain and justify specific theories behind human behavior.

BS1101.3: Comprehend and formulate practical solutions for people related issues in organization.

BS1101.4: Demonstrate proficiency in communicating ideas and work in teams.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
BS1101.1	2				2								
BS1101.2	1									2			
BS1101.3		2							2	1			
BS1101.4				1							2		

Course Code: ED1101

Course Name: Entrepreneur and Entrepreneurship

Course Outcomes: After course completion, the student will be able to

ED1101.1: Describe the role and features of an entrepreneur, and also delineate the evolution and importance of entrepreneurship

ED1101.2: Appreciate the role of entrepreneurship in the economic development of a nation

ED1101.3: Distinguish between entrepreneur and manager

ED1101.4: Delineate the concept of Social Entrepreneurship and Women Entrepreneurship

ED1101.5: Give an overview of family business in India and identify challenges

ED1101.6: Define MSME and differentiate the different forms of the business

ED1101.7: Explain the interconnection between climate change and entrepreneurship

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ED1101.1					2								
ED1101.2			1		1							2	1
ED1101.3					2								
ED1101.4					2								
ED1101.5					2				1				
ED1101.6					2								
ED1101.7			2									2	1

Course Code: CC1102

Course Name: Critical Thinking & Power of Storytelling

Course Outcomes: After course completion, the student will be able to

CC1102.1: Formulate intelligent questions to investigate.

CC1102.2: Evaluate information and argument for correctness, consistency, relevance and validity.

CC1102.3: Compose well-structured and well-reasoned arguments.

CC1102.4: Articulate and evaluate the impact of narratives.

CC1102.5: Distinguish between facts, assumptions and opinion.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
CC1102.1	2								1	1			
CC1102.2							1		1				
CC1102.3									1				
CC1102.4										1			
CC1102.5							1		1				

Course Code: PW1101

Course Name: Capstone-I

Course Outcomes: After course completion, the student will be able to

PW1101.1: Increasing student's motivation and engagement through increased academic rigor.

PW1101.2: Enhancing a student's educational and career aspirations.

PW1101.3: Boosting student's confidence, self-perception and self-esteem.

PW1101.4: Providing a platform for demonstrating learning and proficiency in the acquisition of knowledge and skills.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
PW1101.1	1				1								
PW1101.2									1				
PW1101.3				1							1		
PW1101.4	1									1			

Course Code: BS1102

Course Name: Human Resource Management

Course Outcomes: After course completion, the student will be able to

BS1102.1: Explain the various functions of human resource management and identify their relationship to the workplace from the perspective of both employee and employer.

BS1102.2: Exhibit an understanding of the important role that human resources play in an organization.

BS1103.3: Analyze the training needs of an organization.

BS1104.4: Assess, design, access and implement various methods, techniques and sources of training.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
BS1102.1	1	2											
BS1102.2	1				2								
BS1102.3	1								2	2			
BS1102.4	1								2	2	1		

Course Code: FA1102

Course Name: Management Accounting

Course Outcomes: After course completion, the student will be able to

FA1102.1: Analyze and interpret the financial statements for managerial decision making

FA1102.2: Prepare Cash, sales and other functional budgets

FA1102.3: Make cost, volume and profit analysis and suggest the breakeven points and managerial decision on the basis of contribution factors

FA1102.4: Find and control cost through standard costing and variance analysis

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
FA1102.1	1				2		1	2	1				
FA1102.2			1			2		1					
FA1102.3					1		1	1					
FA1102.4					1		1	1	1				

Course Code: MA1101

Course Name: Principles of Marketing

Course Outcomes: After course completion, the student will be able to

MA1101.1: To introduce the key elements in developing a marketing strategy and planning a marketing program.

MA1101.2: To enhance the problem solving skills in marketing by offering a set of analytical tools (frameworks, concepts, models, and techniques).

MA1101.3: To provide understanding of elements of marketing mix.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
MA1101.1		1			1								
MA1101.2									2	1			
MA1101.3	1						1						

Course Code: ID1102

Course Name: Statistical Reasoning

Course Outcomes: After course completion, the student will be able to

ID1101.1: Identify and use the various statistical tools.

ID1101.2: Develop an aptitude towards analyzing, interpreting quantitative data and lay foundation for data analysis.

ID1101.3: Students can complete an introductory course on statistics at Coursera and other online platforms.

ID1101.4: Use MS-Excel for data analysis using statistics

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ID1102.1	1				1	2	2		1	1	1		
ID1102.2	1				1	2			2				
ID1102.3							1	2	1	1			
ID1102.4	1				1	2	2		2	1	1		

Course Code: ED1102

Course Name: Idea to Business Model

Course Outcomes: After course completion, the student will be able to

ED1102.1: Identify problem worth solving through design thinking.

ED1102.2: Identify customer segment and niche for specific markets

ED1102.3: Craft Value Proposition Canvas

ED1102.4: Create business model using Lean Canvas Template

ED1102.5: Build 'A' team for new start-ups

ED1102.6: Design and validate solution demo and MVP

ED1102.7: Analyze cost, revenue, key channels and pricing model for the venture

ED1102.8: Craft positioning statement of a new venture

ED1102.9: Classify the different sources of funding

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ED1102.1					1				2			2	1
ED1102.2					1				1				1
ED1102.3					2			2				2	
ED1102.4					1			2				2	2
ED1102.5											2		
ED1102.6								1				2	2
ED1102.7					2		2						
ED1102.8			2						2				
ED1102.9					2								

Course Code: CC1103

Course Name: Perspectives on Contemporary Issues

Course Outcomes: After course completion, the student will be able to

1. Identify different perspectives objectively.
2. Explain interconnectedness of the issues and their impact at micro and macro levels.
3. Recognize their own beliefs, biases, claims and assumptions.
4. Evaluate sources, argue and defend effectively.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
CC1103.1.	1								2	1			
CC1103.2.	1								2	1			
CC1103.3.	1								2	1			
CC1103.4.	1								2	1			

Course Code: LD1101

Course Name: Understanding and Leading Self

Course Outcomes: After course completion, the student will be able to

LD1101.1: Clearly map their personal strengths and identify their personal brand.

LD1101.2: Identify the personal goals and related competencies required.

LD1101.3: Create Personal Leadership Development Plans by analyzing activities they need to continue or eliminate to become who they want to be.

LD1101.4: Demonstrate awareness and take ownership of key societal responsibilities to lead positive change so as to define his/her personal leadership

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
LD1101.1	2								2				
LD1101.2	1					2							
LD1101.3	1					2					2		
LD1101.4	2			2									

Course Code: FA1103

Course Name: Financial Management

Course Outcomes: After course completion, the student will be able to

FA1103.1: Acquire and exhibit an understanding of finance and the role that finance plays within an organization

FA1103.2: Acquire and exhibit an understanding to utilize TVM in different financial decisions.

FA1103.3: Critically analyze viability of different projects of capital nature

FA1103.4: Critically evaluate different sources of capital and to develop understanding of the cost involved in financing alternatives

FA1103.5: Analyze dividend distribution pattern of companies and role of dividend to enhance shareholder's wealth

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
FA1103.1	2	1	1		2								
FA1103.2	2				2			1					
FA1103.3			2		2	1	2						1
FA1103.4							2	1	2				
FA1103.5	1				1	2	1		1				

Course Code: MA1102

Course Name: Advertising & Sales Management

Course Outcomes: After course completion, the student will be able to

MA1102.1: Explain the concept of marketing communication mix and sales management in theory and practice.

MA1102.2: Analyze the role and configuration of the marketing communication mix and explains the main characteristics associated with the principal tools and media.

MA1102.3: Interpret the fundamental principle of 'place' in the marketing mix and to management decisions concerning distribution channels, channel members, logistics management, retailing and wholesaling.

MA1102.4: Create marketing strategy to achieve the long-term objectives for a firm in a competitive market situation.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
MA1102.1					2								
MA1102.2					1			1					
MA1102.3	1				1			1					
MA1102.4							2			2			

Course Code: OP1101

Course Name: Operations Management

Course Outcomes: After course completion, the student will be able to

OP1101.1: Learn operations management vocabulary.

OP1101.2: Learn various tools and methods used in operations management

OP1101.3: Develop an aptitude to present their views and discuss a topic.

OP1101.4: Prepare themselves for objective questions, job interviews and discussion.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
OP1101.1	1								1	1	1		
OP1101.2	1	1	1		1	2		1	1				
OP1101.3		1		2	2		2	2	2	1		1	1
OP1101.4												1	

Course Code: ID1103

Course Name: Data Driven Business Decisions

Course Outcomes: After course completion, the student will be able to

ID1103.1: Understand how to use data analytics to create value for business.

ID1103.2: Perform sophisticated data analysis using Microsoft Excel.

ID1103.3: Identify and develop skills needed to be successful in data analysis jobs.

ID1103.4: Assess organizations on their effectiveness in using the data analytics.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ID1103.1	1				1			1	1	1			
ID1103.2	1				1		1	2					
ID1103.3			1								2		
ID1103.4	1				1								1

Course Code: ED1103

Course Name: Business Model to Product Market Fit

Course Outcomes: After course completion, the student will be able to

ED1103.1: Refine business models and expand customer segments

ED1103.2: Design business plan for the venture

ED1103.3: Explore and develop the strategies to grow revenue and market

ED1103.4: Understand funding process and what investor look for

ED1103.5: Learn to build an A- Team and how to pitch the venture

ED1103.6: Develop brand strategy and channel strategy for customer outreach

ED1103.7: Understand the key metrics to measure & track the venture progress

ED1103.8: Select the right type of legal form of the venture and understand the legal

issues related to it.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ED1103.1	2				2	1							2
ED1103.2	1					1		1			1	2	
ED1103.3	2					2			2				
ED1103.4				1				1			1	1	1
ED1103.5									2		2	2	2
ED1103.6				2				2				1	
ED1103.7						2	2					1	
ED1103.8					2				2			2	1

Course Code: CC1104

Course Name: **Communication and Identity**

Course Outcomes: After course completion, the student will be able to

CC1104.1: Analyse their personal identities, both private and social

CC1104.2: Identify their different values, strengths and areas of professional interest

CC1104.3: Articulate their personal statement and use it to craft an influential pitch

CC1104.4: Express themselves through various communication formats on different platforms

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
CC1104.1.	2	1		1						1	2		
CC1104.2.	2				1				1			1	
CC1104.3.				1	1					1			
CC1104.4.										1			

Course Code: PW1102

Course Name: Capstone-II

Course Outcomes: After course completion, the student will be able to

PW1102.1: Increasing student's motivation and engagement through increased academic rigor.

PW1102.2: Enhancing a student's educational and career aspirations.

PW1102.3: Boosting student's confidence, self-perception and self-esteem.

PW1102.4: Providing a platform for demonstrating learning and proficiency in the acquisition of knowledge and skills.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
PW1102.1	1				2								
PW1102.2									1				
PW1102.3				1							1		
PW1102.4	1									1			

Course Code: LS1102

Course Name: Legal Aspects of Business

Course Outcomes: After course completion, the student will be able to

LS1102.1: Appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.

LS1102.2: Identify the fundamental legal principles behind contractual agreements.

LS1102.3: Examine how businesses can be held liable in tort for the actions of their employees.

LS1102.4: Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

LS1102.5: Acquire problem solving techniques and to be able to present coherent, concise legal argument.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
LS1102.1	1		2	2									
LS1102.2					2	2			1				
LS1102.3						1	1		2	2			
LS1102.4											1	1	1
LS1102.5							2		1	1			

Course Code: FA1104

Course Name: Taxation

Course Outcomes: After course completion, the student will be able to

FA1104.1: Understand and differentiate basic terms under the Income Tax Act, 1961 and to determine residential status of an assessee

FA1104.2: Differentiate various sources of income of an assessee under different heads of income of Income Tax Act, 1961

FA1104.3: Acquaint with the Concepts of GST in India and acquaint them with its terminology

FA1104.4: Comprehend the application to GST in various types of business and services

FA1104.5: Calculate the GST in connection with SGST, CGST and IGST and process GST return file

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
FA1104.1	1	2	1		2								
FA1104.2	1			1	2			1					
FA1104.3			1	1	2	1	2						
FA1104.4							2	1	2				
FA1104.5	1				1	2	2		1				

Course Code: MA1103

Course Name: Consumer Behavior

Course Outcomes: After course completion, the student will be able to

MA1103.1: Acquire a framework for analyzing consumer behavior problems

MA1103.2: Learn how consumer behavior can be affected by different marketing strategies

MA1103.3: Show how behavioral evidence can be used to evaluate alternative marketing strategies

MA1103.4: Learn about and use consumer behavior theories in marketing and social psychology

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
MA1103.1	1				1								
MA1103.2				1			1						
MA1103.3	1						1	1					
MA1103.4	1			1			1			2			

Course Code: ID1121

Course Name: Intelligent Automation

Course Outcomes: After course completion, the student will be able to

ID1121.1: Discuss insightfully role of artificial intelligence and robotics in automation.

ID1121.2: Use and understand the various functionalities and features of UiPath Studio.

ID1121.3: Design, implement, and use robotic process automation activities.

ID1121.4: Explore various data extraction techniques.

ID1121.5: Implement Email Automation

ID1121.6: Identify processes which can be automated.

ID1121.7: Apply best practices in RPA use cases.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ID1121.1	2	1								1			
ID1121.2							1	1	1				
ID1121.3								1		2		1	
ID1121.4							1		1	1			
ID1121.5							1					1	1
ID1121.6							1		2	1		1	1
ID1121.7		1		1				2			1		

Course Code: ED1104

Course Name: Sustaining and Growing Start-ups

Course Outcomes: After course completion, the student will be able to

ED1104.1: Understand the evolution of a start-up

ED1104.2: Built Collaboration and Networking

ED1104.3: Learn to apply the process of IPR

ED1104.4: Explore the ways of growing business and manage growth

ED1104.5: Understand the role of leadership in growing business

ED1104.6: Create new strategies of marketing and growth

ED1104.7: Learn the role of business for social responsibility

ED1104.8: Understand the process revival of sick ventures and exit from a venture

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ED1104.1				3	2	2							
ED1104.2										3	2		2
ED1104.3					3								
ED1104.4						3		2				2	3
ED1104.5											3		
ED1104.6					3							2	3
ED1104.7		3	2										
ED1104.8						2		3					

Course Code: CC1105

Course Name: Understanding and Managing Conflict

Course Outcomes: After course completion, the student will be able to-

CC1105.1: Define a group and explain the stages of group development.

CC1105.2: Describe conflict and explain types and causes of conflict.

CC1105.3: Use inquiry and advocacy to engage with groups.

CC1105.4: Give and receive feedback effectively.

CC1105.5: Identify sources of conflict and manage them using difference conflict handling styles.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
CC1105.1.	1										1		
CC1105.2.	1											1	
CC1105.3.	1										2		
CC1105.4.	1									2	3		
CC1105.5.	1										3	1	

Course Code: PW1104

Course Name: Summer Internship Project

Course Outcomes: After course completion, the student will be able to

PW1104.1: Apply theoretical concept in live projects

PW1104.2: Integrate theoretical knowledge with the application of technical and managerial skills involved in professional environment

PW1104.3: Closely understand and participate in business operations and decision making process

PW1104.4: Work under the guidance and support of industry mentors to become industry ready professionals

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
PW1104.1				2	3	3		2	2				
PW1104.2					3	2		3	2				
PW1104.3						2			2	2			
PW1104.4				3						2			

Course Code: FA1105

Course Name: Indian Financial System

Course Outcomes: After course completion, the student will be able to

FA1105.1: Evaluate role and significance of financial system in economic development

FA1105.2: Critically analyze capital adequacy of Indian commercial banks in relation to global standards

FA1105.3: Practically understand the mechanism of new issue market and stock exchange

FA1105.4: Assimilate practical aspects of foreign exchange operations

FA1105.5: Learn and utilize knowledge of operating mechanism of several financial services in diverse decision making areas

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
FA1105.1	2	1	1		2	1	1	3					
FA1105.2	2		1		2		1	1					2
FA1105.3	1				2	1	2	2	1				2
FA1105.4							2	1	2				
FA1105.5	1				1	2	1		1	1			2

Course Code: MA1104

Course Name: Brand Management

Course Outcomes: After course completion, the student will be able to

MA1104.1: Develop a consumer-centric approach in building, measuring and evaluating strategies that build brand equity for new and existing brands.

MA1104.2: Identify important issues related to planning and implementing brand strategies

MA1104.3: Learn how to identify brand meaning and to measure brand strength for any particular market offering.

MA1104.4: Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
MA1104.1	1		1		1		1						
MA1104.2	1				1					2			
MA1104.3	1				1			1					
MA1104.4				1									1

Course Code: ID1122

Course Name: Introduction to Web Development

Course Outcomes: After course completion, the student will be able to

ID1122.1. Learn the web design concept and web publishing or Hosting

ID1122.2. Write the code in HTML for a Web page.

ID1122.3. Design the web page using CSS

ID1122.4. Create a Web site using WordPress

ID1122.5. Write code using JavaScript.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ID1122.1								3					
ID1122.2								3					
ID1122.3								3					
ID1122.4								3					
ID1122.5								3					

Course Code: ED1105

Course Name: Run Your Venture

Course Outcomes: After course completion, the student will be able to

ED1105.1: Upon successful completion of the course, the students will be able to learn to create, develop and manage a venture.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
ED1105.1				1		2		2		1	2	2	2

Course Code: CC1106

Course Name: Critical Thinking for Decisions at Workplace

Course Outcomes: After course completion, the student will be able to

CC1106.1: Apply techniques of Critical Thinking to analyze organizational problems through positive inquiry.

CC1106.2: Describe and analyze appropriate problem-solving and ethical decision-making processes.

CC1106.3: Choose the most effective and logical decision among multiple alternatives.

CC1106.4: Evaluate solutions and anticipate likely risks based on purpose, context and ethics.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
CC1106.1.	1								3	2		1	
CC1106.2.	1								2	2		1	
CC1106.3.	1								2	2		2	
CC1106.4.	1								1	2			

Course Code: PW1105

Course Name: Social Project

Course Outcomes: After course completion, the student will be able to

PW1105.1: Gain an understanding of the surrounding urban and rural communities and social realities

PW1105.2: Appreciate the significant contribution of local communities to Indian society and economy.

PW1105.3: Analyze the issues and challenges of local community

PW1105.4: Identify ways and means to contribute towards the sustaining the development of community.

PW1105.5: Develop a sense of empathy and bond of mutuality with local community.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
PW1105.1	1	2											
PW1105.2	2	2			1								
PW1105.3	2								3	2			
PW1105.4	2	2	2	2									
PW1105.5	2			3							2		

Course Code: PW1103

Course Name: Capstone-III

Course Outcomes: After course completion, the student will be able to

PW1103.1: Increasing student's motivation and engagement through increased academic rigor.

PW1103.2: Enhancing a student's educational and career aspirations.

PW1103.3: Boosting student's confidence, self-perception and self-esteem.

PW1103.4: Providing a platform for demonstrating learning and proficiency in the acquisition of knowledge and skills.

Course Outcome	Correlation with program outcomes												
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
PW1103.1	1				2								
PW1103.2									2				
PW1103.3				1							1		
PW1103.4	1									2			