

**Bhavan's Vivekananda College  
of Science, Humanities and Commerce  
(Sainikpuri, Secunderabad, Telangana – 500094)  
Autonomous College – Affiliated to Osmania University  
Accredited with 'A' Grade by NAAC**

**Bachelor of Commerce (Honours Business Analytics)**

**Program Outcomes:**

**PO1 Business, Accounting and Finance Knowledge:** Ability to apply business, accounting and finance knowledge which is essential for decision making in an organization

**PO2 Problem Analysis:** Ability to apply basic statistical, legal, finance, accounting and analytical skills for interpreting business-related problems.

**PO3 Develop Solutions:** Ability to critically analyze and develop solutions to meet the specific needs of an organization.

**PO4 Adapting to Systems:** Ability to adapt to new systems by applying discipline specific knowledge and entrepreneurial skills to solve problems and provide valid conclusions.

**PO5 Communication:** Communicate effectively on problems, issues and solutions with community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

**PO6 Ethics & Environment:** Apply ethical principles and commit to professional ethics and responsibilities and norms in research and the functional areas, understand the issues of environmental context and sustainable development.

**PO7 Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO8 Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio, economic and technological changes.

### **Program Specific Outcomes**

**PSO 1:** Understand and develop wide spectrum of analytical skills in the areas of Trade, Commerce and Industry.

**PSO 2:** Apply critical and analytical research skill to evaluate the real time problems in specialized field of study.

**PSO 3:** Versatility to function in multi-disciplinary work environment, develop good interpersonal skills with work ethics and societal responsibilities.

**Course Outcomes:**

<b>Name of the Course</b>		<b>FINANCIAL ACCOUNTING – I</b>
<b>Course Code</b>		<b>HBA151</b>
CO1	Identify the key principles of accounting, branches of accounting and apply them in the process of accounting.	
CO2	Acquaint them with different types of subsidiary books.	
CO3	Compare the balances of cash book and pass book and reconcile them.	
CO4	Categorise the types of errors, rectify them and prepare final accounts.	
CO5	Assess the value of assets by using different methods of depreciation.	

<b>Name of the Course</b>		<b>MANAGERIAL ECONOMICS</b>
<b>Course Code</b>		<b>HBA152</b>
CO1	Identify various utility approaches and the laws associated with cardinal utility approach.	
CO2	Identify the factors determining the demand along with the laws of demand and able to demonstrate the knowledge of understanding of elasticity of demand.	
CO3	Identify the factors determining the supply along with the laws of supply and identify the factors determining the production and also able to demonstrate short run and long run production laws.	
CO4	Distinguish between various types of costs short run and long run costs	
CO5	Develop knowledge regarding National income, Measurement of National Income ,Business cycle and inflation	

<b>Name of the Course</b>		<b>PRINCIPLES OF MARKETING</b>
<b>Course Code</b>		<b>HBA153</b>
CO1	Exemplify the key concepts of marketing; define the role of marketing in economic development, and also will be able to identify the relevance of marketing mix for various products and services.	
CO2	Identify the main factors and forces of marketing environment that affect a firm's ability to build and maintain successful customer relationships.	
CO3	Describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing.	
CO4	Explain the major types of consumer market and business market buying behaviour, the stages in the buyer decision process and analyse the major factors that influence both consumer market and business market purchasing decision.	
CO5	Define the basic concepts related to marketing research and list the marketing research process.	

<b>Name of the Course</b>	<b>BUSINESS MATHEMATICS</b>
<b>Course Code</b>	<b>HBA154</b>
CO1	Familiarize the concepts of Time Value of Money by Grasping the Concepts of Simple Interest, Compound Interest and Annuities.
CO2	Examine the nature of the variables by figuring out the logical relationship of the functional behaviour, also the fundamentals of Limits, Continuity and Sets through their applications in the field of Business and Industry.
CO3	Conceptualize the core methods of Mathematical Operations using Matrices.
CO4	Apply the concepts of quadratic equations and progressions in practical business decisions.
CO5	Integrate Differentiation & Integration applications in the areas related to economics & business

<b>Name of the Course</b>	<b>INFORMATION TECHNOLOGY FOR BUSINESS ANALYTICS</b>
<b>Course Code</b>	<b>HBA 155</b>
CO1	Identify various parts of computers and their functions.
CO2	Distinguish various operating systems and execute DOS commands.
CO3	Make use of Ms.-word application.
CO4	Design power point presentation.
CO5	Apply the concepts of Internet and Multimedia.

<b>Name of the Course</b>	<b>FINANCIAL ACCOUNTING-II</b>
<b>Course Code</b>	<b>HBA251</b>
CO1	Outline the various contemporary issues of accounting.
CO2	'Identify the profit/loss understatement of affairs method and conversion method in single entry system.
CO3	Prepare accounts of non-trading concerns.
CO4	Solve problems related to types of capital accounts, admission, retirement and death of a partner of partnership firm.
CO5	Evaluate the firms at the time of dissolution and insolvency of partnership firm.

<b>Name of the Course</b>	<b>BUSINESS ORGANISATION &amp; MANAGEMENT</b>
<b>Course Code</b>	<b>HBA252</b>
CO1	Classify the concepts of business -trade, industry and commerce.
CO2	Distinguish different forms of business organisations
CO3	Outline the features of Joint Hindu family firm and Categorize different forms of companies.
CO4	Explain the principles of management in business organisations, and develops the skills to act as manager.
CO5	Discuss the concept organization, centralization, decentralization and delegation of authority.

<b>Name of the Course</b>	<b>DATA ANALYSIS WITH EXCEL</b>
<b>Course Code</b>	<b>HBA253</b>
CO1	Identify the data analysis methods and tools in excel application.
CO2	Interpret formatting, sorting, filtering.
CO3	Analyse and implement calculations using formulae and function methods
CO4	Apply knowledge for Design Chart and graphs.
CO5	Interpret data using validation tools Goal seek method and lookup wizard

<b>Name of the Course</b>	<b>Business Statistics-I</b>
<b>Course Code</b>	<b>HBA254</b>
CO1	To familiarise the basic concepts of statistics along with methods of collection and presentation of data.
CO2	To compute averages using different methods of central tendency.
CO3	To examine the variation of data through different methods of dispersion.
CO4	To identify the skewness and peaked ness in the data using the methods of skewness and kurtosis
CO5	To determine the relation between variables using the methods of correlation.

<b>Name of the Course</b>	<b>Financial System</b>
<b>Course Code</b>	<b>HBA255</b>
CO1	Illustrate the role of financial system in economic development.
CO2	Explain about the growth and operations of the Commercial banks in India
CO3	Elucidate the role of RBI with functioning of various banks under the control of RBI
CO4	Describe the regulations and workings of Indian Money Market.
CO5	Evaluate the regulations and functioning of the stock exchange and differentiate the role of different Banks in Indian financial System.

Course Matrix

<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS )</b>											
<b>FINANCIAL ACCOUNTING I</b>								<b>Course Code: HBA151</b>			
<b>Semester: I</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	-	-	2	3	3	2	1
CO2	3	2	1	1	-	-	2	3	3	3	1
CO3	3	3	2	2	2	2	2	3	3	3	1
CO4	3	3	3	2	2	2	2	2	3	3	1
CO5	3	3	1	1	1	1	-	2	3	2	-
	3	2.4	1.6	1.4	1	1	1.6	2.8	3	2.6	0.8

<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS )</b>											
<b>MANAGERIAL ECONOMICS</b>								<b>Course Code: HBA152</b>			
<b>Semester: I</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	1	1	2	3	3	1	1
CO2	2	3	2	2	1	1	-	3	3	1	1
CO3	3	3	3	2	2	-	-	3	3	1	-
CO4	3	3	3	2	2	-	-	3	3	1	-
CO5	2	2	2	2	2	-	-	3	3	1	2
	2.6	2.6	2.4	2.2	1.6	0.4	0.4	3	3	1	0.8

<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS )</b>											
<b>PRINCIPLES OF MARKETING</b>								<b>Course Code: HBA153</b>			
<b>Semester: I</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	2	2	1	2	2	3	3	-	-
CO2	3	1	2	2	1	2	1	3	3	1	1
CO3	3	1	2	2	1	2	1	3	3	-	1
CO4	3	2	2	2	1	1	1	3	3	-	-
CO5	3	2	2	2	2	2	1	3	3	-	-
	3	1.4	2	2	1.2	1.8	1.2	3	3	0.2	0.4

<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS )</b>											
<b>BUSINESS MATHEMATICS</b>								<b>Course Code: HBA154</b>			
<b>Semester: I</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	1	1	1	3	3	3	3	1
CO2	3	3	3	2	2	1	3	3	3	3	3
CO3	3	3	3	2	1	1	1	3	3	2	-
CO4	3	3	2	2	1	1	1	3	2	2	1
CO5	3	3	3	2	2	1	2	3	3	3	-
	3	3	2.8	1.8	1.4	1	2	3	2.8	2.6	1

<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS )</b>											
<b>INFORMATION TECHNOLOGY FOR BUSINESS ANALYTICS</b>								<b>Course Code: HBA155</b>			
<b>Semester: I</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	-	-	1	2	1	1	3	3	2	1
CO2	3	1	-	2	2	1	2	3	3	2	-
CO3	3	2	-	2	3	2	3	3	3	3	1
CO4	3	3	3	3	2	3	3	3	3	3	1
CO5	3	2	2	3	3	3	2	3	3	3	1
	3	1.6	1	2.2	2.4	2	2.2	3	3	2.6	0.8

<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS )</b>											
<b>FINANCIAL ACCOUNTING II</b>								<b>Course Code: HBA251</b>			
<b>Semester: II</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	2	1	3	2	2	3	2	3
CO2	3	3	2	2	1	3	2	2	3	1	-
CO3	3	3	3	2	1	3	2	2	3	1	2
CO4	3	3	2	2	2	3	2	2	3	1	-
CO5	3	3	3	2	2	3	3	3	3	1	-
	3	2.6	2.2	2	1.4	3	2.2	2.2	3	1.2	1



<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS)</b>											
<b>BUSINESS ORGANISATION AND MANAGEMENT</b>								<b>Course Code: HBA252</b>			
<b>Semester: II</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	1	2	1	2	1	2	3	1	2
CO2	3	2	1	2	1	2	1	2	3	1	2
CO3	3	2	1	2	1	2	1	2	3	1	2
CO4	3	2	1	2	1	2	3	2	3	1	2
CO5	3	2	1	2	1	2	2	2	3	1	2
	3	2	1	2	1	2	1.6	2	3	1	2

<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS)</b>											
<b>DATA ANALYTICS WITH EXCEL</b>								<b>Course Code: HBA253</b>			
<b>Semester: II</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	-	2	-	2	1	2	2	3	1
CO2	3	2	2	2	-	2	1	2	2	3	1
CO3	3	3	2	2	-	2	1	2	3	3	1
CO4	3	3	2	2	-	2	1	2	3	3	1
CO5	3	3	2	2	-	2	1	2	3	3	1
	3	2.6	1.6	2	0	2	1	2	2.6	3	1

<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS)</b>											
<b>BUSINESS STATISTICS I</b>								<b>Course Code: HBA254</b>			
<b>Semester: II</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	1	1	3	3	1	-
CO2	3	2	2	1	1	1	1	3	3	3	-
CO3	3	3	2	2	3	2	2	3	3	2	-
CO4	3	2	2	1	1	1	1	3	3	2	-
CO5	3	2	2	1	2	1	1	3	3	3	1
	3	2.2	2	1.2	1.6	1.2	1.2	3	3	2.2	0.2

<b>Name of the Program: B.COM (HONOURS BUSINESS ANALYTICS)</b>											
<b>FINANCIAL SYSTEM</b>								<b>Course Code: HBA255</b>			
<b>Semester: II</b>								<b>Year: I</b>			
<b>Academic Year: 2019-20</b>								<b>Batch: 2019-22</b>			
	<b>Program Outcomes</b>								<b>PSO</b>		
<b>COs/POs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
CO1	3	2	1	1	1	1	1	3	3	1	1
CO2	3	2	1	1	1	1	1	3	3	2	1
CO3	3	2	1	1	1	1	1	3	3	2	1
CO4	3	2	1	1	1	1	1	3	3	2	1
CO5	3	2	1	1	1	1	1	3	3	2	1
	3	2	1	1	1	1	1	3	3	1.8	1

## Program Targets

S. No	Sem	Course	Program Outcomes								Program Specific Outcomes		
			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
1	I	English	0	0	0	0	3	2.5	3	3	0	0	2.25
2	I	Environmental Science	0	1	2	2	1	2	2	2.5	0	1	2
3	I	Financial Accounting-I	3	2.4	1.6	1.4	1	1	1.6	2.8	3	2.6	0.8
4	I	Managerial Economics	2.6	2.6	2.4	2.2	1.6	0.4	0.4	3	3	1	0.8
5	I	Principles of Marketing	3	1.4	2	2	1.2	1.8	1.2	3	3	0.2	0.4
6	I	Business Mathematics	3	3	2.8	1.8	1.4	1	2	3	2.8	2.6	1
7	I	Information Technology for Business Analytics	3	1.6	1	2.2	2.4	2	2.2	3	3	2.6	0.8
8	II	English	0	0	0	0	3	2.75	3	3	0	0	2
9	II	Gender Sensitisation	0	1.5	1	1.5	1.5	3	1.5	2.5	0	1	3
10	II	Financial Accounting-II	3	2.6	2.2	2	1.4	3	2.2	2.2	3	1.2	1
11	II	Business Organization and Management	3	2	1	2	1	2	1.6	2	3	1	2
12	II	Data Analytics with excel	3	2.6	1.6	2	0	2	1	2	2.6	3	1
13	II	Business Statistics-1	3	2.2	2	1.2	1.6	1.2	1.2	3	3	2.2	0.2
14	II	Financial System	3	2	1	1	1	1	1	3	3	1.8	1
		<b>Target Average</b>	<b>2.11</b>	<b>1.78</b>	<b>1.47</b>	<b>1.52</b>	<b>1.51</b>	<b>1.83</b>	<b>1.71</b>	<b>2.71</b>	<b>2.10</b>	<b>1.44</b>	<b>1.30</b>

## Program Attainments

S.No	Sem	Course	Program Outcomes								Program Specific Outcomes		
			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
1	I	English	0	0	0	0	3	2.5	3	3	0	0	2.25
2	I	Environmental Science	0	1	2	2	1	2	2	2.5	0	1	2
3	I	Financial Accounting-I	3	2.4	1.6	1.4	1	1	1.6	2.8	3	2.6	0.8
4	I	Managerial Economics	2.6	2.6	2.4	2.2	1.6	0.4	0.4	3	3	1	0.8
5	I	Principles of Marketing	3	1.4	2	2	1.2	1.8	1.2	3	3	0.2	0.4
6	I	Business Mathematics	3	3	2.8	1.8	1.4	1	2	3	2.8	2.6	1
7	I	Information Technology for Business Analytics	3	1.6	1	2.2	2.4	2	2.2	3	3	2.6	0.8
8	II	English	0	0	0	0	3	2.7 5	3	3	0	0	2
9	II	Gender Sensitisation	0	1.5	1	1.5	1.5	3	1.5	2.5	0	1	3
10	II	Financial Accounting-II	3	2.6	2.2	2	1.4	3	2.2	2.2	3	1.2	1
11	II	Business Organization and Management	3	2	1	2	1	2	1.6	2	3	1	2
12	II	Data Analytics with excel	3	2.6	1.6	2	0	2	1	2	2.6	3	1
13	II	Business Statistics-1	3	2.2	2	1.2	1.6	1.2	1.2	3	3	2.2	0.2
14	II	Financial System	3	2	1	1	1	1	1	3	3	1.8	1
		<b>Attainment Average</b>	<b>2.11</b>	<b>1.78</b>	<b>1.47</b>	<b>1.52</b>	<b>1.51</b>	<b>1.83</b>	<b>1.71</b>	<b>2.71</b>	<b>2.10</b>	<b>1.44</b>	<b>1.30</b>

## GAP

	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>Program Target</b>	2.11	1.78	1.47	1.52	1.51	1.83	1.71	2.71	2.10	1.44	1.30
<b>Attainment matrix</b>	2.11	1.78	1.47	1.52	1.51	1.83	1.71	2.71	2.10	1.44	1.30
<b>Gap</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>