



Bhavan's Vivekananda College
of Science, Humanities & Commerce

Accredited with 'A' Grade by NAAC
Autonomous College - Affiliated to Osmania University
Sainikpuri, Secunderabad – 500094

Bachelor of Business Administration

2019-2022

Program Objectives

PO1 Apply knowledge of management theories and practices to solve business problems.

PO2 Problem Analysis: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Develop: Ability to design and develop solutions to solve business problems.

PO4 Global Exposure and Cross-Cultural Understanding: Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

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: Apply ethical principles and commit to professional ethics and responsibilities and norms in research and the functional areas.

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 Objectives

PSO1 Able to understand the various functional areas of an organization namely, finance, marketing, human resources, general management and social responsibilities.

PSO2 Able to demonstrate their competencies across business disciplines in analyzing, interpreting and evaluating problems and arrive at solutions both individually and as a team

PSO3 To analyze the impact of global business issues on specific management situations and relate current global events to emerging business opportunities

Course Outcomes

Name of the Course		Fundamentals of Business Organisation
Course Code		BBA 181
CO1	Explain the various elements of business organisation	
CO2	Differentiate the various forms of business organisation.	
CO3	Describe the types and formation of Joint Stock Company.	
CO4	Differentiate the various sources of long-term finance of a company.	
CO5	Examine of various types of business combinations.	

Name of the Course		Business Mathematics I
Course Code		BBA 182
CO1	Solve Problems of Progression and set Theory	
CO2	Solve Business Problems using the concept matrices and determinants	
CO3	Solve Problems in the areas of business calculus	
CO4	Explain basic concepts of business statistics.	
CO5	Solve business statistical problems of measures of central tendency and dispersion	

Name of the Course		Financial Accounting I
Course Code		BBA 183
CO1	Discuss fundamental accounting principles, functions, uses and accounting cycle	
CO2	Present journal entries using double entry bookkeeping and post in ledger accounts and Prepare Trial balance	
CO3	Estimate the balances of two column, three column, petty cash book and other subsidiary books.	

CO4	Perform the steps in the preparation of final accounts (sole proprietorship)
CO5	Find value of an asset using SLM, WDV methods of depreciation

Name of the Course		Financial Accounting I
Course Code		BBA 183
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Name of the Course		Business economics
Course Code		BBA 184
CO1	Define basic concepts of business economics.	
CO2	Describe the theories and laws of business economics and demonstrate when an individual consumer attains a state of equilibrium.	
CO3	Illustrate the concept of elasticity and in take decisions with respect to pricing, and setting budgets for product promotion. The course shall help students in discovering the reasons for success or failure of a product in the market by studying the product elasticities.	
CO4	Inspect the relationship between the output and the cost in the short run and the long run period of operation.	
CO5	Describe the characteristics of the major types of market structures such as monopoly, oligopoly, perfect competition and monopolistic competition. Students will also be able to enumerate and elaborate on different pricing methods and pricing strategies.	

Name of the Course		Principles of Management
Course Code		BBA 281
CO1	Identify the key concepts of management	
CO2	Explain the evolution of Management thought	
CO3	Classify the different types of plans and decision making process	
CO4	Analyze the different organization structures in the organization	
CO5	Evaluate the effectiveness of coordination and control techniques of the organization	

Name of the Course		Business Environment
Course Code		BBA 282
CO1	Develop an understanding of business environment ,economic growth and economic development	
CO2	Summarize the general environment of business environment of India	
CO3	Discuss and analyze the phases of industrialisationand Industrial policies of India	
CO4	Familiarise with the various policies in the current scenario	
CO5	Determine and estimate the calculation of national income.	

Name of the Course		Financial Accounting II
Course Code		BBA 283
CO1	Demonstrate meaning, types of a company and also able to compare different sources of capital.(equity, preference. Debentures)	
CO2	Present financial statements of a company in accordance with accounting standards (income statement and balance sheet)	
CO3	Distinguish causes / differences in balances of cash book and pass book and prepare bank reconciliation statement	
CO4	Estimate the value of inventory using LIFO, FIFO, AVERAGE METHODS	

CO5	Outline specific accounting standards, GAAP, IFRS.
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Name of the Course		Introduction to Information Technology
Course Code		BBA 284
CO1	Identify the components of computers and analyze the basic concepts of operating systems.	
CO2	Interpret the basic concepts of Information Systems.	
CO3	Extract the knowledge of Multimedia concepts.	
CO4	Execute online transactions through Internet.	
CO5	Analyze office management applications.	

Name of the Course		Human Resource Management
Course Code		BBA 381
CO1	Identify the importance of human resources and their effective management in organizations.	
CO2	Compare and Contrast different tools used in forecasting and planning human resource needs.	
CO3	Summarizing the appropriate use of Job analysis and Job design Processes.	
CO4	Demonstrate the ability to prepare the Recruitment and selection strategies for a specific job.	
CO5	Develop the different Post Selection processes followed in the Organization.	

Name of the Course		Fundamentals of Marketing
Course Code		BBA 382
CO1	Expressing the Marketing as an important function and make students know about the basic concepts of Marketing	
CO2	Develop an idea of marketing environment and its components	
CO3	Familiarise the students with Marketing Information Systems and its contents	
CO4	Identifying insights about Demand Analysis in Marketing Context	
CO5	Explaining students about the process of Segmentation, Targeting	

Name of the Course		Financial Statement Analysis
Course Code		BBA 383
CO1	Explain various tools for analysing financial statements.	
CO2	Analyse financial statements and Apply comparative and common size techniques.	
CO3	Analyse financial statements and apply various ratios and Interpret company's financial performance	
CO4	Present Funds Flow Statement.	
CO5	Present Cash Flow Statement as per AS-3.	

Name of the Course		Quantitative Techniques
Course Code		BBA 384
CO1	To Know the basic concept of probability	
CO2	To Know the applications of Probability Distributions	
CO3	To develop an idea about sampling procedures and apply them in practice	
CO4	To know about hypothesis testing using one sample and two sample tests.	

CO5	To Know the applications of Anova and Chisquare
Name of the Course	Human Resource Development
Course Code	BBA 481
CO1	To explain the importance Human Resource Development and identify the different techniques of training.
CO2	To identify the career planning and development concepts and apply performance appraisal techniques in the Organisation.
CO3	Able to evaluate the factors of compensation in organizational settings.
CO4	Apply the learnt concepts in maintaining effective employee relations
CO5	Enhances the knowledge relating to contemporary practices of HR

Name of the Course	Research Methodology
Course Code	BBA 482
CO1	Explain the meaning and importance of research, explain the types of research, the research process, and a hypothesis, and explain the types of research designs.
CO2	Explain the methods of data collection for research, enumerate the contact methods, describe the research instruments for data collection, explain the importance of census and sample survey explain the steps and methods of sampling, determining the sample size.
CO3	Describe the various levels of measurement and the types of measurement scales, explain the validity and reliability of a scale.
CO4	Formulate and test a hypothesis using parametric and non-parametric tests such as ANOVA, Chi-square, McNemar, Wilcoxon matched pairs test, Mann Whitney U test, Kruskalwallis test.
CO5	Explain the methodology and precautions while writing reports, and explain what is plagiarism while writing a report.

Name of the Course	Financial Management
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Course Code		BBA 483
CO1	Demonstrate functions of financial management in business corporations, Knowledge of the value of money overtime.	
CO2	Calculate the various capital budgeting techniques for taking investment decisions	
CO3	Distinguish between equity, debt and preference capital. Calculate specific cost of capital and weighted average cost of capital.	
CO4	Demonstrate the concept of working capital Determine working capital estimation.	
CO5	Calculate value of the firm using Walter's Model, Gordon's Model dividend theories .	

Name of the Course		Basics of Business Analytics
Course Code		BBA 484
CO1	Describe business analytics concepts and Examine the various types of analytics	
CO2	Examine the concept of Big Data.	
CO3	Implement the techniques of descriptive analytics.	
CO4	Demonstrate the various techniques of forecasting techniques like Trend analysis	
CO5	Evaluative predictive techniques like regression analysis	

Name of the Course		Management Accounting
Course Code		BBA 581
CO1	Compare between different branches of accounting and classify the cost	
CO2	Construct the break-even charts and determine the break-even point.	

CO3	Analyse business decisions using cost-volume-profit analysis.
CO4	Classify the budgets develop the various functional budgets.
CO5	Develop and apply standards and budgets for planning and controlling purposes.

Name of the Course		International Business
Course Code		BBA 582
CO1	Develop a clear perspective on environmental factors both the domestic and global business	
CO2	To Know the basis knowledge on global integration	
CO3	To be able to identify opportunities and challenges in designing strategies and to deal with them effectively.	
CO4	To identify e-enabler of business	
CO5	To identify functional resources useful for international business	

Name of the Course		Business Law
Course Code		BBA 583
CO1	To Identify essential elements of contract act 1872.	
CO2	To Define concepts of sale of goods act and to Distinguish sale and agreement to sale.	
CO3	To Summarize various types and characteristics of negotiable instruments under Negotiable Instruments ac 1881.	
CO4	To Summarize the formation, MOA, AOA along with Highlights of Companies act 2013.	
CO5	To Explain Consumer protection Act and outline concepts of IPR.	

Name of the Course		Investment Management
Course Code		BBA 584.1

CO1	Discuss the various investment avenues and differentiate between financial assets and real assets.
CO2	Discuss the relationship between economy, industry and company.
CO3	Interpret the chart patterns and construct the various charts used in technical analysis.
CO4	Calculate the risk and return and determine the intrinsic value of equity and bonds.
CO5	Construct the two and three security portfolio using Markowitz model. Rank the portfolios using sharpe's, Tryenor's and Jensens Model.

Name of the Course		Financial services
Course Code		BBA 584.2
CO1	To Categorize the classification of financial services and Define new financial services.	
CO2	To Relate the methods of primary market and Express the secondary market functions.	
CO3	To summarize the various services and responsibilities of Merchant banking.	
CO4	To Comment on the various Credit Rating functions and Factoring.	
CO5	To Relate the concepts - leasing, hire purchasing and venture capital.	

Name of the Course		Leadership and Change Management
Course Code		BBA 585.1
CO1	To identify key theoretical concepts of Leaderships	
CO2	To develop an understanding of basic attributes, behaviours and styles of Leadership	
CO3	To learn how to design and develop leadership in decision making teams and groups	
CO4	To develop insights and acquire a sound knowledge regarding the role and concepts of organisational change	
CO5	To identify the process of effective planned change	

Name of the Course		Talent Management
Course Code		BBA 585.2
CO1	Explain the various elements of Talent Value Chain	
CO2	Analyse the various elements of talent friendly organizations and Explain the Talent Measurement System.	
CO3	Explain the elements of Talent Management System	
CO4	Explain the methods of planning the talents	
CO5	Summarize the return of talent measurement techniques.	

Name of the Course		Personal Selling
Course Code		BBA 586.1
CO1	Describe the evolution of the sales department, buyer-seller dyads and diversity of personal selling situations, elaborate on the theories of selling, sales forecasting methods and sales related marketing policies.	
CO2	Describe the process of recruiting, selecting, training, motivating, compensating, supervising, controlling, and evaluating the sales personnel, elaborate on the personal selling process and the personal selling strategy.	
CO3	Describe the sales organization, elaborate on the coordination of the sales department with other departments, explain the role of personal selling in the IMC program, and elaborate on sales budgets, quotas and sales territories.	
CO4	Defining a sales information system(SIS), explain the features of an SIS and information structures, demonstrate on how to update in an SIS, elaborate on the factors that influence updation of an SIS, and define SRIS.	
CO5	Explain the opportunities and challenges in electronic commerce, elaborate on the types and benefits of e-marketplaces, describe the benefits of online shopping, and elaborate on inside sales, online auctions and sales apps.	

Name of the Course		Customer Relationship Management
Course Code		BBA 586.2
CO1	Develop an understanding of CRM as an important marketing function and observe the advantage of having and maintaining CRM in organization	
CO2	Know the basic concepts applicable in CRM function	
CO3	Design and develop CRM programmes and strategies for organizations	
CO4	Analyse the application and development of CRM function in organizations.	
CO5	Summarize the problems and issues in CRM implementation and be able to handle and control them	

Name of the Course		Digital Marketing
Course Code		SEC
CO1	To understand digital marketing media.	
CO2	To know about digital marketing strategies.	

Name of the Course		Entrepreneur Development
Course Code		BBA 681
CO1	Explain the concepts and types of entrepreneurships.	
CO2	Identify the factors affecting entrepreneurial growth.	
CO3	Explain the role of small businesses in economic development and development of project.	
CO4	Examine the institutional support provided by the various financial institutions to the entrepreneurs	
CO5	Determine the different methods of venture financing.	

Name of the Course		Operations Management
Course Code		BBA 682
CO1	To develop an understanding of operations management as important function of business organizations and know about process technologies	
CO2	To learn how to plan and design production processes .	
CO3	To Know the basic concepts about plant location and materials management	
CO4	To learn the basics of Total quality Management and Six sigma concepts	
CO5	To Analyse the Quality control process in Production process	

Name of the Course		Strategic Management
Course Code		BBA 683
CO1	To develop an understanding of strategic management as important concept for business organizations functioning	
CO2	To learn how to analyse environment	
CO3	To Know the basic concepts to design strategies	
CO4	To learn the alternatives available in strategic functioning of organizations	
CO5	To Know the bases for implementation and execution of strategies	

Name of the Course		Fundamentals of Financial Derivatives
Course Code		BBA 684.1
CO1	Discuss the uses of financial derivatives in managing the risk.	
CO2	Apply their knowledge of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk and credit risk.	
CO3	Calculate the option pricing using BOPM and BSOPM models	

CO4	Analyze the various factors affecting option pricing
CO5	Differentiate between different derivative instruments (Forwards, Futures and options)

Name of the Course		Banking & Insurance
Course Code		BBA 684.2
CO1	To Present the functions of banks and to Identify the various types (classification) of banks.	
CO2	To compare various types of loans offered by Banks and Comment on Non-Performing Assets.	
CO3	To Define various Trends and Innovations in Banking.	
CO4	To Appraise principles of insurance and Summarize the functions of Insurers.	
CO5	To Categorize insurance Intermediaries and to compare Life insurance and General insurance.	

Name of the Course		Performance Management
Course Code		BBA 685.1
CO1	Explain performance management components.	
CO2	Examine Performance planning, performance appraisal and performance review.	
CO3	Examine the elements of Performance Management System and Strategic performance Management System	
CO4	Identify the elements of competency-based performance management system	
CO5	Categorize the types of decisions based on performance based on compensation.	

Name of the Course		Industrial Relations in India
Course Code		BBA 685.2

CO1	To develop an understanding of Industrial Relations - concept and approaches
CO2	To learn about problems and determinants of Industrial relations
CO3	To Know about dynamics of trade unions
CO4	To learn the process, challenges and application of collective bargaining and workers participation in management
CO5	To Analyse the process of legislative framework of settlement of Industrial dispute

Name of the Course		Advertising and Sales Promotion
Course Code		BBA 686.1
CO1	Describe the marketing communication mix, IMC, communication models, elucidate the role of advertising in marketing communication, design an advertising plan and an advertising program using the 5 Ms of advertising, describe the methods for setting the advertising budget, and describe the functions of advertising agencies.	
CO2	Develop a creative strategy using the steps in creative strategy development, explain the various styles of advertising executions, creative tactics, appeals, layouts, describe the elements of a media strategy, explain the implementation of media strategy with IMC perspective, and enumerate emerging media options.	
CO3	Describe the methods for testing advertising effectiveness, explain the methods used in advertising research, explain the Social, Economic, Cultural and Ethical aspects of advertising, enumerate the functions of ASCI and types of advertising awards.	
CO4	Define sales promotion and its purpose, explain the major decisions in sales promotions, differentiate between consumer and trade promotion tools, coordinate sales promotion with advertising, define Online consumer and explain the advantages, disadvantages and challenges of Online marketing,	
CO5	Define digital media and the digital consumer, explain digital marketing methods, social media marketing and platforms, and enumerate methods for Online reputation management.	

Name of the Course		Product Management
Course Code		BBA 686.2
CO1	Enumerate individual product decisions, develop an understanding of the dimensions of the product mix and product line decisions.	
CO2	Develop an understanding of the steps in new product development, and apply the techniques for idea generation.	
CO3	Enumerate the stages in the product life cycle and suggest strategies in each stage.	
CO4	Develop an understanding of branding strategies, brand positioning and brand equity.	
CO5	Demonstrate uses of the Ansoff's matrix, BCG matrix and GE grid for closing the strategic planning gap.	

Name of the Course		Advertising Management
Course Code		SEC
CO1	To acquaint students with the concept and emerging trends in Advertising	
CO2	To provide knowledge for developing and executing an effective advertising campaign.	

Course Matrix

Name of the Course: Fundamentals of Business Organisation									Course Code: BBA 181		
Semester: 1									Year:1		
Academic Year:2019-20									Batch:2019-2022		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3

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CO1	3	1	2	1	1	1	1	1	3	1	1
CO2	3	2	1	1	1	1	1	1	3	1	1
CO3	3	1	1	1	1	1	1	1	3	2	1
CO4	3	2	1	1	2	1	1	1	3	1	1
CO5	3	2	2	1	1	1	1	1	3	1	1
	3	1.6	1.4	1	1.2	1	1	1	3	1.2	1

Name of the Program: BBA

Name of the Course: Business Mathematics I									Course Code: BBA 182		
Semester: 1									Year:1		
Academic Year:2019-20									Batch:2019-2022		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	1	1	1	2	2	1
CO2	3	2	2	1	1	1	1	1	2	2	1
CO3	3	2	2	1	1	1	1	1	2	2	1
CO4	3	2	2	1	1	1	1	1	2	2	1
CO5	3	2	2	1	1	1	1	1	2	2	1
	3	2	2	1	1	1	1	1	2	2	1

Name of the Program: BBA

Name of the Course: Financial Accounting I									Course Code: BBA 183		
Semester: 1									Year:1		
Academic Year:2019-20									Batch:2019-2022		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	1	1	1	1	1	3	3	1
CO2	3	3	3	1	1	1	1	1	3	2	1
CO3	3	3	3	1	1	1	1	1	3	3	1
CO4	3	3	3	1	1	1	1	1	3	3	1
CO5	3	3	3	1	1	1	1	1	3	2	1
	3	3	3	1	1	1	1	1	3	2.6	1

Name of the Program: BBA

Name of the Course: Business Economics									Course Code: BBA 184		
Semester: 1									Year:1		
Academic Year:2019-20									Batch:2019-2022		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3			3	3	3	3	3	3	
CO2	3	3	3		3	3	3	3	3	3	
CO3	3	3	3		3	3	3	3	3	3	
CO4	3	3	3		3	3	3	3	3	3	
CO5	3	3	3	3	3	3	3	3	3	3	3

Name of the Program: BBA

Name of the Course: Principles of Management

Course Code: BBA 181

Semester: II

Year:1

Academic Year:2019-20

Batch:2019-2022

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	1	1	1	1	1	1	1	3	1	1
CO3	3	1	1	1	1	1	1	1	3	2	1
CO4	3	2	1	1	1	1	1	1	3	1	1
CO5	3	2	2	1	1	1	1	1	3	1	1
	3	1.4	1.2	1	1	1	1	1	3	1.2	1

Name of the Program: BBA

Name of the Course: Business Environment

Course Code: BBA 282

Semester: II

Year:1

Academic Year:2019-20

Batch:2019-2022

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	3	2	1	1	1	2	2	1	2
CO2	2	2	1	1	1	2	1	2	2	1	2
CO3	2	3	1	1	1	1	1	1	2	1	3
CO4	3	1	2	1	1	1	1	1	3	1	2
CO5	2	1	3	1	1	1	1	1	2	1	1
	2.2	1.8	2	1.2	1	1.2	1	1.4	2.2	1	2

Name of the Program: BBA

Name of the Course: Financial Accounting II

Course Code: BBA 283

Semester: II

Year:1

Academic Year:2019-20

Batch:2019-2022

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	1	1	1	1	1	3	3	1
CO2	3	3	3	1	1	1	1	1	3	2	1
CO3	3	3	3	1	1	1	3	1	3	3	1
CO4	3	3	3	1	1	1	1	1	3	3	1
CO5	3	3	3	1	1	1	1	1	3	2	1
	3	3	3	1	1	1	1.4	1	3	2.6	1

Name of the Program: BBA

Name of the Course: Introduction to Information Technology

Course Code: BBA 284

Semester: II

Year:1

Academic Year:2019-20

Batch:2019-2022

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COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	1	1	1	1	1	1
CO2	2	1	1	1	1	1	1	1	2	1	1
CO3	2	1	1	1	1	1	1	1	2	1	1
CO4	2	1	1	1	1	1	1	1	2	1	1
CO5	2	1	1	1	1	1	1	1	2	1	1
	2	1	1	1	1	1	1	1	1.8	1	1
Name of the Program: BBA											
Name of the Course: Human Resource Management								Course Code: BBA 381			
Semester: III								Year:2			
Academic Year:2020-21								Batch:2019-2022			
COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	2	2	1	1	1	1	1	3	2	1
CO3	3	1	2	1	1	1	1	1	3	2	1
CO4	3	2	2	1	1	1	1	1	3	2	1
CO5	3	1	2	1	1	1	1	1	3	1	1
	3	1.4	1.8	1	1	1	1	1	3	1.6	1

Name of the Program: BBA											
Name of the Course: Fundamentals of Marketing								Course Code: BBA 382			
Semester: III								Year:2			
Academic Year:2020-21								Batch:2019-2022			
COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	1	2	2	1	1	2	2	2	1
CO2	2	1	3	2	1	1	2	1	1	1	1
CO3	2	1	2	1	1	1	1	1	2	1	1
CO4	2	2	2	1	1	1	2	2	1	1	1
CO5	2	1	2	1	1	1	1	1	2	2	1
	2	1.2	2	1.4	1.2	1	1.4	1.4	1.6	1.4	1

Name of the Program: BBA											
Name of the Course: Financial Statement Analysis								Course Code: BBA 383			
Semester: III								Year:2			
Academic Year:2020-21								Batch:2019-2022			
COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	1	1	2	1	1	1	3	3	1
CO2	2	3	1	1	2	1	1	1	3	2	1
CO3	2	3	1	1	2	1	1	1	3	3	1
CO4	3	1	3	1	2	1	1	1	3	3	1

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CO5	2	1	3	1	2	1	1	1	3	3	1
	2.4	2.2	1.8	1	2	1	1	1	3	2.8	1

Name of the Program: BBA

Name of the Course: Quantitative Techniques

Course Code: BBA 384

Semester: III

Year:2

Academic Year:2020-21

Batch:2019-2022

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	1	1	1	2	2	1
CO2	3	2	2	1	1	1	1	1	2	2	1
CO3	3	2	2	1	1	1	1	1	2	2	1
CO4	3	2	2	1	1	1	1	1	2	2	1
CO5	3	2	2	1	1	1	1	1	2	2	1
	3	2	2	1	1	1	1	1	2	2	1

Name of the Program: BBA

Name of the Course: Human Resource Development

Course Code: BBA 481

Semester: IV

Year:2

Academic Year:2020-21

Batch:2019-2022

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	1	1	1	3	2	1
CO2	3	1	2	1	1	1	1	1	3	1	1
CO3	3	2	2	1	1	1	1	1	3	2	1
CO4	3	1	1	1	1	1	1	1	3	1	1
CO5	3	1	1	2	1	1	1	1	3	1	2
	3	1.4	1.6	1.2	1	1	1	1	3	1.4	1.2

Name of the Program: BBA

Name of the Course: Research Methodology

Course Code: BBA 482

Semester: IV

Year:2

Academic Year:2020-21

Batch:2019-2022

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3		3	3	3	3	3	3	
CO2	3	3	3		3	3	3	3	3	3	
CO3	3	3	3		3	3	3	3	3	3	
CO4	3	3	3		3	3	3	3	3	3	
CO5	3	1	3		3	3	3	3	3	1	
	3	2.6	3	0	3	3	3	3	3	2.6	0

Name of the Program: BBA

Name of the Course: Financial Management

Course Code: BBA 483

Semester: IV

Year:2

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	2	1	1	1	3	3	1
CO2	3	3	1	1	2	1	1	1	3	2	1
CO3	2	2	1	1	1	1	1	1	3	2	1
CO4	2	2	2	1	2	1	1	1	3	3	1
CO5	3	2	1	1	1	1	1	1	3	3	1
	2.6	2	1.2	1	1.6	1	1	1	3	2.6	1

Name of the Program: BBA

Name of the Course: Basics of Business Analytics

Course Code: BBA 484

Semester: IV

Year:2

Academic Year:2020-21

Batch:2019-2022

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	3	3	2	2	3	3	3	3
CO2	3	2	2	3	3	2	2	3	3	3	3
CO3	3	3	3	3	3	2	2	3	3	3	3
CO4	3	3	3	3	3	2	2	3	3	3	3
CO5	3	3	3	3	3	2	2	3	3	3	3
	3	2.6	2.6	3	3	2	2	3	3	3	3

Name of the Program: BBA

Name of the Course: Management Accounting

Course Code: BBA 581

Semester: V

Year: 3

Academic Year:2021-22

Batch:2019-2022

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	2	3	1	2	1	1	2	3	2	1
CO3	3	3	1	1	1	1	1	1	3	3	1
CO4	3	1	3	2	1	1	1	2	3	1	1
CO5	3	1	3	2	1	1	1	2	3	1	1
	3	1.6	2.2	1.4	1.2	1	1	1.6	3	1.6	1

Name of the Program: BBA

Name of the Course: International Business

Course Code: BBA 582

Semester: V

Year: 3

Academic Year:2021-22

Batch:2019-2022

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	1	2	2	1	1	2	3	3	2
CO2	2	2	2	2	1	2	1	2	2	3	3

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CO3	3	3	3	3	2	2	2	2	3	3	3
CO4	3	3	2	3	2	2	2	2	3	3	3
CO5	2	2	2	3	3	3	2	2	3	3	3
	2.4	2.4	2	2.6	2	2	1.6	2	2.8	3	2.8

Name of the Program: BBA											
Name of the Course: Business Law								Course Code: BBA 583			
Semester: V								Year: 3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	2	1	2	3	3	1
CO2	3	1	1	1	1	1	1	2	3	2	1
CO3	3	1	1	1	1	1	1	2	3	3	1
CO4	3	1	1	1	1	2	1	1	3	3	1
CO5	3	1	1	1	1	1	1	1	3	2	1
	3	1	1	1	1	1.4	1	1.6	3	2.6	1

Name of the Course: Investment Management								Course Code: BBA 584.1			
Semester: V								Year: 3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	1	1	1	3	3	1
CO2	3	1	3	2	1	1	1	2	3	3	1
CO3	3	2	2	2	1	1	1	2	3	3	1
CO4	2	3	3	1	1	1	1	1	3	3	1
CO5	2	3	3	1	1	1	1	1	3	3	1
	2.6	2.2	2.6	1.4	1	1	1	1.4	3	3	1

Name of the Program: BBA											
Name of the Course: Financial Services								Course Code: BBA 584.2			
Semester: V								Year: 3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	2	1	1	1	1	1	3	3	1
CO2	3	1	2	1	1	1	1	1	3	2	1
CO3	3	1	2	1	1	1	3	1	3	3	1
CO4	3	1	1	1	1	1	1	1	3	3	1
CO5	3	1	1	1	1	1	1	1	3	2	1
	3	1	1.6	1	1	1	1.4	1	3	2.6	1

Name of the Program: BBA											
Name of the Course: Leadership and Change Management								Course Code: BBA 585.1			

Measurement of POs, PSOs and COs

Semester: V	Year: 3										
Academic Year:2021-22	Batch:2019-2022										
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	3	3	3	3	3	3
CO2	1	1	1	2	2	3	3	2	2	2	2
CO3	2	3	3	3	2	2	2	2	3	3	3
CO4	3	3	3	3	3	2	2	2	3	3	3
CO5	2	2	2	1	1	1	2	2	2	2	2
	2	2.2	2.2	2.2	2	2.2	2.4	2.2	2.6	2.6	2.6

Name of the Program: BBA											
Name of the Course: Talent Management								Course Code: BBA 585.2			
Semester: V								Year: 3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	1	1	1	1	1	1	1	3	1	1
CO3	3	1	1	1	1	1	1	1	3	1	1
CO4	3	1	1	1	1	1	1	1	3	1	1
CO5	3	1	1	1	1	1	1	1	3	1	1
	3	1	1	1	1	1	1	1	3	1	1

Name of the Program: BBA											
Name of the Course: Personal Selling								Course Code: BBA 585.3			
Semester: V								Year: 3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	1	1	1	1	1	1	1	3	1	1
CO3	3	1	1	1	1	1	1	1	3	1	1
CO4	3	1	1	1	1	1	1	1	3	1	1
CO5	3	1	1	1	1	1	1	1	3	1	1
	3	1	1	1	1	1	1	1	3	1	1

Name of the Program: BBA											
Name of the Course: Customer Relationship Management								Course Code: BBA 585.3			
Semester: V								Year: 3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	2	3	2	1	1	2	3	3	2
CO2	2	2	1	2	2	1	1	2	3	3	3

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CO3	3	3	3	3	2	2	2	2	3	3	3
CO4	3	3	2	3	2	2	2	2	3	3	3
CO5	2	2	2	3	3	3	2	2	3	3	3

Name of the Program: BBA											
Name of the Course: Digital Marketing								Corse Code: SEC			
Semester: V								Year: III			
Academic Year: 2021-22								Batch: 2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	2	3	1	1	1	1	3	2	2
CO2	3	3	3	1	1	1	1	2	3	2	1
	3	2	2.5	2	1	1	1	1.5	3	1.5	2

Name of the Course: Entrepreneurial Development								Corse Code: BBA 681			
Semester: VI								Year:3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	1	1	1	2	1	1	3	2	2
CO2	3	1	1	1	1	2	1	2	3	2	1
CO3	3	2	1	1	1	2	1	2	3	2	1
CO4	3	1	1	1	1	2	1	1	3	2	1
CO5	3	2	2	1	1	2	1	1	3	3	1
	3	1.6	1.2	1	1	2	1	1.4	3	2.2	1.2

Name of the Program: BBA											
Name of the Course: Operations Management								Course Code: BBA 682			
Semester: VI								Year:3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	1	3	2	1	1	1	2	2	2
CO2	3	3	2	2	2	2	3	1	2	2	2
CO3	3	2	2	2	2	2	2	1	2	2	2
CO4	3	2	2	2	2	2	3	1	2	2	2
CO5	3	3	3	2	2	2	3	1	2	2	2
	2.8	2.2	2	2.2	2	1.8	2.4	1	2	2	2

Name of the Program: BBA											
Name of the Course: Strategic Management								Course Code: BBA 683			
Semester: VI								Year:3			

Academic Year:2021-22									Batch:2019-2022		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	1	3	2	1	1	1	1	2	2
CO2	3	3	3	2	2	2	3	1	1	2	2
CO3	3	3	3	2	2	2	2	2	1	2	2
CO4	3	3	3	2	2	2	3	1	1	2	2
CO5	3	3	3	2	2	2	3	2	1	2	2
	2.8	2.6	2.6	2.2	2	1.8	2.4	1.4	1	2	2

Name of the Program: BBA

Name of the Course: Fundamentals of Financial Derivatives

Course Code: BBA 684.1

Semester: VI

Year:3

Academic Year:2021-22

Batch:2019-2022

	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	1	1	1	1	1	1	3	2	2
CO2	3	3	3	1	1	1	1	2	3	2	1
CO3	3	3	3	1	1	1	1	2	3	2	1
CO4	3	1	1	1	1	1	1	1	3	2	1
CO5	3	3	3	1	1	1	1	1	3	3	1
	3	2.4	2.2	1	1	1	1	1.4	3	2.2	1.2

Name of the Program: BBA

Name of the Course: Banking and Insurance

Course Code: BBA 684.2

Semester: VI

Year:3

Academic Year:2021-22

Batch:2019-2022

	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	2	1	2	2	2	3	2	3
CO2	3	1	1	1	1	1	1	2	3	3	2
CO3	3	1	1	1	1	1	1	1	3	3	2
CO4	3	1	1	1	1	1	1	1	3	2	2
CO5	3	1	1	1	1	1	1	1	3	2	2
	3	1	1	1.2	1	1.2	1.2	1.4	3	2.4	2.2

Name of the Program: BBA

Name of the Course: Performance Management

Course Code: BBA 685.1

Semester: VI

Year:3

Academic Year:2021-22

Batch:2019-2022

	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	2	1	1	1	1	1	1	3	2	1
CO3	3	2	1	1	1	1	1	1	3	2	1

CO4	3	2	1	1	1	1	1	1	3	2	1
CO5	3	2	1	1	1	1	1	1	3	2	1
	3	1.8	1	1	1	1	1	1	3	1.8	1

Name of the Program: BBA											
Name of the Course: Industrial Relations in India								Course Code: BBA 685.2			
Semester: VI								Year:3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	2	1	1	2	2	1	1	2	2
CO2	3	3	2	2	2	2	3	1	2	2	2
CO3	2	2	2	2	2	2	3	2	3	3	2
CO4	2	2	1	1	1	2	2	1	3	3	3
CO5	3	3	2	1	1	1	1	2	3	3	3

Name of the Program: BBA											
Name of the Course: Advertising and Sales Promotion								Course Code: BBA 685.3			
Semester: VI								Year:3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3

Name of the Program: BBA											
Name of the Course: Product Management								Course Code: BBA 685.2			
Semester: VI								Year:3			
Academic Year:2021-22								Batch:2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	2	3	1	1	1	2	3	2	2
CO2	2	3	2	3	1	1	2	2	3	2	2
CO3	2	2	3	3	1	1	2	2	3	2	2
CO4	2	1	2	2	1	1	2	2	3	2	2
CO5	2	2	2	2	1	1	2	2	3	2	2

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Name of the Program: BBA											
Name of the Course: Advertising Management								Corse Code: SEC			
Semester: VI								Year: III			
Academic Year: 2021-22								Batch: 2019-2022			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	2	2	2	2	2	2	3	2	2
CO2	3	3	2	1	1	1	1	2	3	3	1

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of Science, Humanities and Commerce

Sainikpuri, Secunderabad - 500094

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Programme Matrix

Name of the Program: BBA											
Batch : 2019-22											
	Program Outcomes								Program Specific Outcomes		
Course/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
English I (I/I)	0	0	0	0	2.4	2	2.4	2.4	2.4	2.4	0
Second Language	0	0	0	1.5	3	2.5	3	3	3	1.5	1.25
Fundamentals of Business Organization	3	1.6	1.4	1	1.2	1	1	1	3	1.2	1
Business Mathematics	3	2	2	1	1	1	1	1	2	2	1
Financial Accounting I	3	3	3	1	1	1	1	1	3	2.6	1
Business Economics	3	3	2.4	0.6	3	3	3	3	3	3	0.6
English II (I/II)	0.75	1.5	0.75	3	3	2.75	3	3	3	3	0
Second Language	0	0	0	1.5	3	1.5	3	3	2.75	1.25	1.5
Principles of Management	3	1.4	1.2	1	1	1	1	1	3	1.2	1
Business Environment	2.2	1.8	2	1.2	1	1.2	1	1.4	2.2	1	2
Financial Accounting II	3	3	3	1	1	1	1.4	1	3	2.6	1
Introduction to Information Technology	2	1	1	1	1	1	1	1	1.8	1	1
English III (II/III)	0.4	0.6	0.6	1.4	3	2.4	3	3	0.6	0.4	0
Second Language	0	0	0	0	3	1.5	3	3	2.75	1.25	1.5
Human Resource Management	3	1.4	1.8	1	1	1	1	1	3	1.6	1
Fundamentals of Marketing	2	1.2	2	1.4	1.2	1	1.4	1.4	1.6	1.4	1
Financial Statement Analysis	2.4	2.2	1.8	1	2	1	1	1	3	2.8	1

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Quantitative Techniques	3	2	2	1	1	1	1	1	2	2	1
Presentation Skills	1	1	1	1	3	1	3		1	1	1
English IV (II/IV)	0	0.6	0	1.2	3	2.2	3	3	0	0	0
Second Language	0	0	0	0	3	2.4	3	3	1.6	0	0
Human Resource Development	3	1.4	1.6	1.2	1	1	1	1	3	1.4	1.2
Research Methodology	3	2.6	3	0	3	3	3	3	3	2.6	0
Financial Management	2.6	2	1.2	1	1.6	1	1	1	3	2.6	1
Basics of Business Analytics	3	2.6	2.6	3	3	2	2	3	3	3	3
Excel for Management	3	3	3	1	1	1	1	1	1	1	1
Management Accounting	3	1.6	2.2	1.4	1.2	1	1	1.6	3	1.6	1
International Business	2.4	2.4	2	2.6	2	2	1.6	2	2.8	3	2.8
Business Law	3	1	1	1	1	1.4	1	1.6	3	2.6	1
Investment Management	2.6	2.2	2.6	1.4	1	1	1	1.4	3	3	1
Financial services	3	1	1.6	1	1	1	1.4	1	3	2.6	1
Leadership and Change Management	2	2.2	2.2	2.2	2	2.2	2.4	2.2	2.6	2.6	2.6
Talent Management	3	1	1	1	1	1	1	1	3	1	1
Personal Selling	3	1	1	1	1	1	1	1	3	1	1
Customer Relationship Management	2.4	2.2	2	2.8	2.2	1.8	1.6	2	3	3	2.8
SEC - Advertising Management	3	2	2	1.5	1.5	1.5	1.5	2	3	2.5	1.5
Entrepreneurial Development	3	1.6	1.2	1	1	2	1	1.4	3	2.2	1.2
Operations Management	2.8	2.2	2	2.2	2	1.8	2.4	1	2	2	2
Strategic Management	2.8	2.6	2.6	2.2	2	1.8	2.4	1.4	1	2	2
Fundamentals of Financial Derivatives	3	2.4	2.2	1	1	1	1	1.4	3	2.2	1.2
Banking & Insurance	3	1	1	1.2	1	1.2	1.2	1.4	3	2.4	2.2
Performance Management	3	1.8	1	1	1	1	1	1	3	1.8	1
Industrial Relations in India	2.4	2.4	1.8	1.4	1.4	1.8	2.2	1.4	2.4	2.6	2.4
Advertising and Sales Promotion	3	3	3	3	3	3	3	3	3	3	3
Product Management	2.2	1.8	2.2	2.6	1	1	1.8	2	3	2	2
SE - Digital Marketing	3	2	2.5	2	1	1	1	1.5	3	2	1.5

Programme Targets	2.28	1.66	1.62	1.34	1.73	1.52	1.73	1.71	2.53	1.93	1.27
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Bhavan's Vivekananda College

of Science, Humanities and Commerce

Sainikpuri, Secunderabad - 500094

Autonomous College - Affiliated to Osmania University

Re-Accredited with 'A' grade by NAAC

Programme Attainment

Name of the Program: BBA											
Batch : 2019-22											
Program Outcomes									Program Specific		

Course/POs									Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
English I (I/I)	0	0	0	0	2.4	2	2.4	2.4	2.4	2.4	0
Second Language	0	0	0	1.5	3	2.5	3	3	3	1.5	1.25
Fundamentals of Business Organization	3	1.6	1.4	1	1.2	1	1	1	3	1.2	1
Business Mathematics	3	2	2	1	1	1	1	1	2	2	1
Financial Accounting I	3	3	3	1	1	1	1	1	3	2.6	1
Business Economics	3	3	2.4	0.6	3	3	3	3	3	3	0.6
English II (I/II)	0.75	1.5	0.75	3	3	2.75	3	3	3	3	0
Second Language	0	0	0	1.5	3	1.5	3	3	2.75	1.25	1.5
Principles of Management	3	1.4	1.2	1	1	1	1	1	3	1.2	1
Business Environment	2.2	1.8	2	1.2	1	1.2	1	1.4	2.2	1	2
Financial Accounting II	3	3	3	1	1	1	1.4	1	3	2.6	1
Introduction to Information Technology	2	1	1	1	1	1	1	1	1.8	1	1
English III (II/III)	0.4	0.6	0.6	1.4	3	2.4	3	3	0.6	0.4	0
Second Language	0	0	0	0	3	1.5	3	3	2.75	1.25	1.5
Human Resource Management	3	1.4	1.8	1	1	1	1	1	3	1.6	1
Fundamentals of Marketing	2	1.2	2	1.4	1.2	1	1.4	1.4	1.6	1.4	1
Financial Statement Analysis	2.4	2.2	1.8	1	2	1	1	1	3	2.8	1
Quantitative Techniques	3	2	2	1	1	1	1	1	2	2	1
Presentation Skills	1	1	1	1	3	1	3		1	1	1
English IV (II/IV)	0	0.6	0	1.2	3	2.2	3	3	0	0	0
Second Language	0	0	0	0	3	2.4	3	3	1.6	0	0
Human Resource Development	3	1.4	1.6	1.2	1	1	1	1	3	1.4	1.2
Research Methodology	3	2.6	3	0	3	3	3	3	3	2.6	0
Financial Management	2.6	2	1.2	1	1.6	1	1	1	3	2.6	1
Basics of Business Analytics	3	2.6	2.6	3	3	2	2	3	3	3	3
Excel for Management	3	3	3	1	1	1	1	1	1	1	1
Management Accounting	3	1.6	2.2	1.4	1.2	1	1	1.6	3	1.6	1
International Business	2.4	2.4	2	2.6	2	2	1.6	2	2.8	3	2.8
Business Law	3	1	1	1	1	1.4	1	1.6	3	2.6	1
Investment Management	2.6	2.2	2.6	1.4	1	1	1	1.4	3	3	1
Financial services	3	1	1.6	1	1	1	1.4	1	3	2.6	1
Leadership and Change Management	2	2.2	2.2	2.2	2	2.2	2.4	2.2	2.6	2.6	2.6
Talent Management	3	1	1	1	1	1	1	1	3	1	1
Personal Selling	3	1	1	1	1	1	1	1	3	1	1

Customer Relationship Management	2.4	2.2	2	2.8	2.2	1.8	1.6	2	3	3	2.8
SEC - Advertising Management	3	2	2	1.5	1.5	1.5	1.5	2	3	2.5	1.5
Entrepreneurial Development	3	1.6	1.2	1	1	2	1	1.4	3	2.2	1.2
Operations Management	2.8	2.2	2	2.2	2	1.8	2.4	1	2	2	2
Strategic Management	2.8	2.6	2.6	2.2	2	1.8	2.4	1.4	1	2	2
Fundamentals of Financial Derivatives	3	2.4	2.2	1	1	1	1	1.4	3	2.2	1.2
Banking & Insurance	3	1	1	1.2	1	1.2	1.2	1.4	3	2.4	2.2
Performance Management	3	1.8	1	1	1	1	1	1	3	1.8	1
Industrial Relations in India	2.4	2.4	1.8	1.4	1.4	1.8	2.2	1.4	2.4	2.6	2.4
Advertising and Sales Promotion	3	3	3	3	3	3	3	3	3	3	3
Product Management	2.2	1.8	2.2	2.6	1	1	1.8	2	3	2	2
SE - Digital Marketing	3	2	2.5	2	1	1	1	1.5	3	2	1.5

Programme Attainment	2.28	1.66	1.62	1.34	1.73	1.52	1.73	1.71	2.53	1.93	1.27
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GAP ANALYSIS:

Programme Targets	2.28	1.66	1.62	1.34	1.73	1.52	1.73	1.71	2.53	1.93	1.27
Programme Attainment	2.28	1.66	1.62	1.34	1.73	1.52	1.73	1.71	2.53	1.93	1.27
GAP	0	0	0	0	0	0	0	0	0	0	0