



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

Academic Year : 2023-2024 Institute/ Branch Name : Symbiosis Centre for Management Studies, Hyderabad Programme Name : Bachelor of Business Management

Color Code Description:

| Global | | | | National/ Local | | | Regional/ national | | | | |
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| Sr. No. | GA No. | Graduate Attributes | | | | PO No. | Programme Outcomes | | | | |
| 1 | GA4 | Employability: equipped with skills, attributes, leadership and entrepreneurial qualities that society needs; being capable of making a contribution to society through earning a living | | | | P01 | To apply the domain skills, people skills and Life skills to complex scenarios in the Business world to achieve desired objectives. | | | | |
| 2 | GA1 | Scholarship: research, inquiry and lifelong learning | | | | P02 | To appreciate, understand and apply research tools and techniques in Business & Management Research. | | | | |
| 3 | GA3 | Eco-literate: sensitivity towards a sustainable environment | | | | P03 | To Understand the issues of environmental context and sustainable development with a global Perspective. | | | | |
| 4 | GA4 | Employability: equipped with skills, attributes, leadership and entrepreneurial qualities that society needs; being capable of making a contribution to society through earning a living | | | | P04 | To operate with entrepreneurial mindset. | | | | |
| 5 | GA2 | Global citizenship: ethical, social and professional understanding | | | | P05 | To become a global citizen who is socially responsible, steeped in ethical values. | | | | |
| Sr. No. | Semester | Institute Course Code | Catalog Course Code | Title | Course Outcome No | Course Outcome Statement | P01 | P02 | P03 | P04 | P05 |
| 1 | III | 220210301 | T2340 | Business Entrepreneurship | CO1 | Understand and define the basic concepts, processes, functions, and scope of business entrepreneurship. | M | M | W | S | S |
| 1 | | | | | CO2 | Analyze the activities of entrepreneurs and entrepreneurial ventures carried out in context of everchanging business environment | S | M | M | S | M |
| 1 | | | | | CO3 | Apply and demonstrate entrepreneurial skills to start and manage small and medium enterprises and start-ups. | S | M | M | S | S |
| 1 | | | | | CO4 | Interpret entrepreneurial practices and processes in context of changing business environment and disruptions. | S | W | M | S | W |
| 1 | | | | | CO5 | Evaluate entrepreneurs and entrepreneurial ventures their success, failures, challenges, and role of institutions in creation of entrepreneurial atmosphere. | S | M | M | S | S |
| 2 | III | 220210303 | T2384 | Introduction to International Business | CO1 | Appreciate the need for and importance of International Business | S | S | M | M | S |
| 2 | | | | | CO2 | Understand various International Trade Theories. | S | S | M | S | M |
| 2 | | | | | CO3 | Gain knowledge the role of regional economic groupings on International Business | S | M | S | W | S |
| 2 | | | | | CO4 | Learn about the trade policy. | M | S | M | S | S |
| 2 | | | | | CO5 | Impact of emerging economies on International Business. | S | S | W | M | M |
| 3 | III | 220210304 | T6160 | Post Liberalization Indian Economy | CO1 | Define and explain the basics of Indian Economy Post liberalization.economic reforms | S | M | S | S | S |
| 3 | | | | | CO2 | Analyze various Issues and problems the status of agriculture and industry in the country | W | M | S | S | M |
| 3 | | | | | CO3 | Analyze and assess the importance and shortcomings of the public sector, private sector in India's development | M | S | S | S | S |
| 3 | | | | | CO4 | Interpret the various Industrial policy & Pattern during the plans, New Industrial Policy 1991 on Small sector and medium enterprises | M | W | M | M | W |
| 3 | | | | | CO5 | Evaluate the Poverty alleviation program impacting the Indian Economy | S | M | S | S | M |
| 4 | III | 220210305 | T2510 | Management Accounting | CO1 | Define and explain the basic concepts, functions, scope & techniques used in Management Accounting | S | S | S | S | S |
| 4 | | | | | CO2 | Analyze financial statements using various techniques | S | S | S | M | W |
| 4 | | | | | CO3 | Apply & demonstrate the skills of prapring cash flow and fund flow statement | S | S | M | S | S |
| 4 | | | | | CO4 | Employ appropriate techniques in Management accounting for decision making considering business conditions. | S | S | M | S | S |
| 4 | | | | | CO5 | Evaluate the results from various options for better decision-making in the competitive markets. | S | S | M | S | W |
| 5 | III | 220210307 | T6524 | Basic German | CO1 | Construct/use simple sentences or everyday expressions in various situationsin daily life. | S | M | M | M | S |
| | | | | | CO2 | Read and understand simple texts and solve questions based on the same. | M | W | M | M | M |
| 5 | | | | | CO3 | Listen to and respond to basic questions related to hobbies, daily routine, etc. and take part in simple conversations | M | M | W | M | M |
| 5 | | | | | CO4 | Writing simple informal messages , sms, texts | S | M | M | M | S |
| 5 | | | | | CO5 | Develop cross cultural skills along with the languag | M | S | M | M | S |
| 7 | III | 220210309 | TM2016 | Climate Change and Business | CO1 | Define and explain the basic concepts related to climate change. | S | S | S | M | S |
| 7 | | | | | CO2 | Analyze the the impacts of climate change on business practices | S | M | S | S | W |
| 7 | | | | | CO3 | Apply the impacts of climate change on business in India as wel as globally. | M | S | S | S | M |
| 7 | | | | | CO4 | Interpret the policy adoption related to climate change at both national and international levels through conventions, agreements and other initiatives. | S | W | S | M | S |
| 7 | | | | | CO5 | Evaluate the initiatives taken to mitigate climate change impacts, goal achievements of sustainable developmet and green economies | W | W | S | M | S |
| 8 | III | 220210311 | T2101 | Financial Management | CO1 | Understand the various types of markets and their impact on the firm's business. | S | S | S | S | S |
| 8 | | | | | CO2 | Have a deeper understanding on the availability of funds through various financial Institutions. | S | S | S | M | W |
| 8 | | | | | CO3 | Demonstrate a good understanding of concepts,objectives and functions of Financial Management . | S | S | S | S | S |
| 8 | | | | | CO4 | Familiarisation with the concept of compounding & Time value of money, application of evaluation criteria on Payback Period,ARR,NPV,IRR and PI in project evaluation decisions. | S | S | S | S | S |
| 8 | | | | | CO5 | Assess the capital structure of a firm ,its impact on firms's profitability. The students can do preliminary analysis on Capital Structure | W | W | M | S | S |
| 9 | III | 220210312 | T2719 | Elementary Retail Marketing | CO1 | To understand the concepts of retailing | S | S | S | S | S |
| 9 | | | | | CO2 | To understand marketing of both in-store and non-store retailing | S | M | S | S | S |
| 9 | | | | | CO3 | To apply the conceptual and organizational aspects of retail industry at the strategic level | S | S | M | S | S |
| 9 | | | | | CO4 | To analyze retail environment along with behavior of retail customers and formulate retail strategies | S | S | M | S | S |
| 9 | | | | | CO5 | To understand and utilize information system while developing retling strategies | S | S | S | S | M |

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| 10 | III | 220210313 | T2270 | Industrial Relations | C01 | Define and explain the basic concepts, importance and various approaches to IR and explain the evolution of IR in India | S | S | S | S | S |
| 10 | | | | | C02 | Analyze various reasons resulting in conflicts between Employees and Employers | S | S | S | S | M |
| 10 | | | | | C03 | Summarize the important provisions of the Trade Unions Act, 1926 and the Industrial Disputes Act, 1947. | S | S | M | M | S |
| 10 | | | | | C04 | Understand the various processes and procedures for handling Employee-Employer Relations. | S | S | M | W | S |
| 10 | | | | | C05 | Comprehend how the theoretical concepts are applied in the workplace to create a conflict-free work environment. | S | M | S | S | S |
| 1 | IV | 220210401 | T2227 | Business Analytics | C01 | Comprehensive Mastery: Graduates will demonstrate a thorough comprehension of Business Analytics fundamentals, enabling them to navigate and excel in dynamic modern business environments effectively. | S | S | M | S | M |
| 1 | | | | | C02 | Proficient Spreadsheet Analytics: Students will exhibit mastery in utilizing spreadsheet-based analytics tools across diverse decision-making scenarios, ensuring efficient data manipulation and analysis to drive strategic initiatives. | S | S | W | M | W |
| 1 | | | | | C03 | Effective Descriptive Analytics: Graduates will adeptly employ descriptive analytics methods to summarize and interpret data, enabling them to derive actionable insights crucial for informed decision-making and strategic planning. | S | S | M | M | M |
| 1 | | | | | C04 | Advanced Predictive Modeling: Upon completion of the course, students will have developed advanced expertise in predictive modeling and forecasting techniques, empowering them to forecast future trends accurately and make data-driven decisions with confidence. | S | S | M | S | M |
| 1 | | | | | C05 | Strategic Prescriptive Analytics: Graduates will apply prescriptive analytics strategies such as linear optimization and logistic models to optimize decision outcomes, equipping them with the skills to solve complex business problems and enhance organizational performance effectively. | S | M | M | S | M |
| 2 | IV | 220210402 | T2859 | Operations Management | C01 | Understand the nature, scope, evolution and significance of operations management. | S | S | S | M | S |
| 2 | | | | | C02 | Understand the role of facility location and layout in operations management. | S | S | M | S | S |
| 2 | | | | | C03 | Acknowledge the impact of production planning and quality control on operations management | S | S | W | M | M |
| 2 | | | | | C04 | Identify the various concepts, processes related to productivity and maintenance management | S | M | S | M | M |
| 2 | | | | | C05 | Learn about lean production system and service operations and quality. | M | S | M | M | S |
| 3 | IV | 220210403 | T3218 | Basics of Management Information System | C01 | Relate the basic concepts and technologies used in the field of management information systems | S | S | S | S | S |
| 3 | | | | | C02 | Compare the processes of developing and implementing information systems. | S | S | S | M | W |
| 3 | | | | | C03 | Outline the role of the ethical, social, and security issues of information systems. | M | M | M | S | S |
| 3 | | | | | C04 | Translate the role of information systems in organizations, the strategic management processes, with the implications for the management. | M | M | M | S | S |
| 3 | | | | | C05 | Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization. | M | M | M | S | S |
| 4 | IV | 220210404 | T2858 | Indian Banking and Financial System | C01 | Define and explain the basic concepts, functions, nature and scope of Financial System | S | W | W | W | S |
| 4 | | | | | C02 | Analyze the Structure and components of Indian Banking system | S | S | M | S | W |
| 4 | | | | | C03 | Measure impact of mutual funds, insurance companies and other NBFIs on India's Economic Development | M | S | M | S | S |
| 4 | | | | | C04 | Interpret structure and role of money market and capital market | M | S | M | S | S |
| 4 | | | | | C05 | Evaluate various financial services offered by the system | S | S | M | S | S |
| 6 | IV | 220210406 | TM2102 | Microfinance | C01 | Define and explain financial inclusion basic concepts, evolution in Asia and world wide and identify its banking potential | S | M | S | M | M |
| 6 | | | | | C02 | Recognize the role of microfinance in financial inclusion and its delivery models their benefits to women and society. Government, banks and voluntary organizations. | S | M | S | M | M |
| 6 | | | | | C03 | Identify the role of microfinance institutions in developing livelihood for women and small entrepreneurs, understand latest policy framework by RBI. | M | M | M | S | S |
| 6 | | | | | C04 | Interpret the role of developmental banking in promotion of microfinance | S | M | M | S | S |
| 6 | | | | | C05 | Evaluate various Micro insurance and pension schemes and analyze the role of technology in managing MFIs and SHGs | S | W | S | M | S |
| 7 | IV | 220210407 | T2472 | Promotion and Marketing Communication | C01 | Define and explain the basic concepts, functions, scope & techniques used in communication process | S | S | S | S | S |
| 7 | | | | | C02 | Analyze the various contemporary issues in communication mix. | S | S | S | M | W |
| 7 | | | | | C03 | Apply & demonstrate the skills of creating advertisement campaign. | M | M | M | S | S |
| 7 | | | | | C04 | Interpret various campaigns and apply in sales promotion strategy. | W | W | M | S | S |
| 7 | | | | | C05 | Evaluate the various steps of personal selling process and publicity required to reach customers and all stakeholders of the company | W | W | M | S | S |
| 8 | IV | 220210408 | T2276 | Gross Culture Management | C01 | Define and explain the basic concepts of culture and its role in management. | S | M | S | S | S |
| 8 | | | | | C02 | Analyze the various contemporary issues in management across borders as per the current scenario | S | S | S | M | S |
| 8 | | | | | C03 | Apply & demonstrate the skills of HR managers towards employees and the organization from various cultures. | S | M | M | S | S |
| 8 | | | | | C04 | Stress the importance of communication while managing people from various cultures. | S | M | W | S | S |
| 8 | | | | | C05 | Evaluate the various negotiation and decision-making approaches across borders | S | M | M | S | S |
| 9 | IV | 220210410 | T2092 | Financial Statement Analysis | C01 | Analyse, appraise and compare financial statements of various industries. | S | S | S | S | S |
| 9 | | | | | C02 | Evaluate and estimate the financial health of a firm. | S | S | M | S | W |
| 9 | | | | | C03 | Interpret the results of the company for managerial decision making | S | S | M | S | M |
| 9 | | | | | C04 | Assess companies liquidity position using cashflow analysis. | M | S | M | S | S |
| 9 | | | | | C05 | Compute ratios and apply the concepts learned on actual results published by companies | S | M | W | S | M |
| 10 | IV | 220210411 | T2107 | Working Capital Management | C01 | Understand and develop an insight to concepts of investing in current assets and elaborate the concept of operating cycle. | M | S | M | M | W |
| 10 | | | | | C02 | Apply the techniques to estimate requirement of working capital, inventory management and to estimate the cost of trade credit | M | S | M | M | W |
| 10 | | | | | C03 | Evaluate optimum credit policy | S | M | M | M | M |
| 10 | | | | | C04 | Able to appraise the need for investing surplus cash in marketable securities. | S | M | M | M | N |
| 10 | | | | | C05 | Evaluate Bank Assessment of Working Capital (MPBF) | M | S | S | M | M |

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| 11 | IV | 220210412 | T2123 | Elementary Marketing Research | C01 | Understand the basic concepts of marketing research. | S | S | M | M | S |
| 11 | | | | | C02 | Analyze the various sampling methods in the field of marketing research. | S | S | M | S | M |
| 11 | | | | | C03 | Learn about data collection and information for marketing research. | S | M | S | W | S |
| 11 | | | | | C04 | Demonstrate various data and information. | M | S | M | S | S |
| 11 | | | | | C05 | Prepare report writing using various methods. | S | S | W | M | M |
| 12 | IV | 220210413 | T2135 | Sales and Distribution Management | C01 | Define and explain the basic concepts, evolution, objectives of Sales and Distribution Management | S | S | M | S | S |
| 12 | | | | | C02 | Develop an understanding of the various theories of selling and selling process | S | S | S | M | M |
| 12 | | | | | C03 | Acknowledge the importance of the management of the sales force and related functions | M | S | M | S | S |
| 12 | | | | | C04 | Understand the role and significance of distribution functions and intermediaries | S | S | M | S | S |
| 12 | | | | | C05 | Learn about the design of channel system and its management | S | W | M | S | M |
| 14 | IV | 220210414 | TM2053 | Talent Management | C01 | Define and explain the key concepts related to talent management, such as talent acquisition, talent development, succession planning, and employee retention. | S | S | S | S | S |
| 14 | | | | | C02 | Analyze how talent management aligns with overall organizational strategy and contributes to achieving business goals | S | S | S | S | W |
| 14 | | | | | C03 | Apply & demonstrate the skills and strategies to retain top talent, including creating a positive work culture, offering competitive compensation and benefits, and providing opportunities for career growth. | W | M | S | S | M |
| 14 | | | | | C04 | Interpret various HR policies and how it can be useful in the changing scenario | S | M | M | M | S |
| 14 | | | | | C05 | Evaluate the issues faced by the employees in the organizations and provide solutions to maintain a healthy work force | S | M | S | M | S |
| 10 | IV | 220210415 | T2782 | Workforce Planning | C01 | Define and explain the concept and importance of workforce planning | S | W | W | S | M |
| 10 | | | | | C02 | Analyze the current trends in workforce planning, recruitment and selection methods | S | S | W | M | S |
| 10 | | | | | C03 | Apply effective skills for recruitment, selection process and succession planning | M | M | W | S | M |
| 10 | | | | | C04 | Interpret the role of Human Resource Information system for effective workforce planning | S | S | W | S | W |
| 10 | | | | | C05 | Evaluate the various methods of HR forecasting tools. | W | W | W | M | W |