



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

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

Color Code Description:

Global						National/ Local		Regional/ national					
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	I	2202200101	T2584	Human Resource Management	C01	Define and explain the basic concepts, functions, scope & techniques used in different modules of HRM	S	S	S	S	S		
1					C02	Analyze the various contemporary issues faced by the HRM personnel in the current scenario	S	S	S	S	w		
1					C03	Apply & demonstrate the skills of HR to develop good and effective manpower	S	M	S	S	M		
1					C04	Interpret various HR policies that can be implemented in quality assurance at the workplace	S	W	S	M	S		
1					C05	Evaluate the active role of HR in the present Media Industry	S	S	M	S	S		
2	I	2202200102	T2113	Fundamentals of Marketing	C01	Understand how marketing has an impact on the society and individual consumers	S	S	S	M	S		
2					C02	Understand the interaction between marketing function and environmental factors.	S	S	M	S	S		
2					C03	Acknowledge the scope of different types of marketing.	S	S	W	M	M		
2					C04	Identify the various concepts, processes of marketing management.	S	M	S	M	M		
2					C05	Design marketing strategy in terms of 4Ps of marketing.	M	S	M	M	S		
3	I	2202200103	T2560	Principles and Practices of Management	C01	Define the basic concepts, functions, role and importance of managerial positions in modern organisations.	S	M	S	S	S		
3					C02	Hitorial evolution of management theories along with providing insights about various forms of structure available to an organisation.	S	M	S	M	W		
3					C03	Gain theoretical and practical knowledge of management functions like Planing, Organising, staffing and Controlling. Learning the environment in this these functions are implemented.	S	M	S	S	S		
3					C04	To learn and apply how decision making, coordinating and communicating within an organization are discharged.	S	S	M	S	S		
3					C05	Understand the importance of budgeting	M	W	M	S	W		
4	I	220220104	T2858	Indian Banking and financial System	C01	Define and explain changing role of financial institutions in the process of growth and development of financial institutions with emphasis on the structure of the Indian banking system.	S	S	S	S	S		
4					C02	Analyze the trends in the Indian banking sector since 1991 and to review various reforms introduced in the banking sector.	S	S	S	M	W		
4					C03	Understand and analyze the nature, functions and issues related to money, banks and non-bank financial intermediaries in India.	M	M	M	S	S		
4					C04	Analyze the challenges of the Indian banking sector.	S	S	M	S	S		
4					C05	Evaluate the growth of mutual funds in India and other financial services including venture funding and merchant funding	S	M	M	S	S		
5	I	220220105	T2518	Consumer Behaviour	C01	Have theoretical clarity on various principles of consumer behavior	S	W	M	S	M		
5					C02	Able to analyze consumer behavior from multi-disciplinary perspective	S	M	W	S	S		
5					C03	Understand the role of media design and consumer	S	S	M	S	S		
5					C04	Evaluate target audience	S	S	M	S	S		
5					C05	Able to independently carry out Consumer Research and understand its ramifications in decision making.	S	S	M	S	S		
6	I	220220106	T2263	Organizational Behaviour	C01	Define the basic concepts and analyze different models of OB	S	S	S	S	S		
6					C02	Analyze how individual differences and groups at the workplace have an impact on Organization and avoid such differences	S	S	S	S	S		
6					C03	Apply & demonstrate the skills of Leadership and Behavioural theories to work with people from diverse cultures.	S	S	M	S	M		
6					C04	Interpret various causes of stress at the workplace and manage employees effectively by conducting stress management programs.	M	S	S	W	W		
6					C05	Evaluate the causes of conflict and manage to resolve the conflicts between individuals and groups inside the organization for employee inclusion.	M	S	S	S	S		
7	I	220220107	T2340	Business Entrepreneurship	C01	Understand and define the basic concepts, processes, functions, and scope of business entrepreneurship.	M	M	W	S	S		
7					C02	Analyze the activities of entrepreneurs and entrepreneurial ventures carried out in context of everchanging business environment.	S	M	M	S	M		
7					C03	Apply and demonstrate entrepreneurial skills to start and manage small and medium enterprises and start-ups.	S	M	M	S	S		
7					C04	Interpret entrepreneurial practices and processes in context of changing business environment and disruptions.	S	W	M	S	W		
7					C05	Evaluate entreprenurs and entrepreneurial ventures their success, failures, challenges, and role of institutions in creation of entrepreneurial atmosphere.	S	M	M	S	S		

8	I	220220108	T6375	Business Communication	C01	Define and explain the basic concepts of communication - process, type, functions, and barriers.	S	M	M	S	M
8					C02	Analyze the various forms of written communication and create one of each type.	S	S	W	S	M
8					C03	Apply & demonstrate the skills of effective communication	S	W	S	S	S
8					C04	Draw audience attention by making powerful business presentation	S	M	W	S	M
8					C05	Build and enhance business vocabulary and move to more formal ways of communication - written and spoken	S	M	W	S	M
9	I	220220109	T2970	Business Accounting	C01	Understand the theoretical concepts of accounting	S	W	M	S	M
9					C02	Analyze various procedural aspects of accounting cycle	S	M	W	S	S
9					C03	Learn double entry book keeping system and recording of Journals and Ledgers.	S	S	M	S	S
9					C04	Appreciate the importance of preparing different subsidiary books.	S	S	M	S	S
9					C05	Prepare and interpret the financial statements like Profit and loss account, Balance Sheet for sole proprietor	S	S	M	S	S
1	II	220220201	T6756	Economics	C01	To understand economic principles and their use in business decisions	W	W	M	S	S
1					C02	Analyse constraints and scope of consumer demand and producer's supply potential with the help of economic methods.	S	S	S	M	W
1					C03	To understand price determination in different market structure and to explain firm's objective and to evaluate inflation and causes of inflation	M	M	M	S	S
1					C04	Demonstrate a clear grasp on role of government policy, firm level competition and external sector in explaining economic growth.	W	W	M	S	S
1					C05	To make them conscious about interaction of macroeconomic factors with decision-making approaches and technique.	S	S	S	S	S
2	II	220220202	T2456	Financial Management	C01	understand the overall scope and importance of the finance function	S	M	M	S	S
2					C02	demonstrate knowledge of present value and future value for decision making	S	S	S	M	M
2					C03	compute, interpret and evaluate various techniques of capital budgeting	M	M	M	S	S
2					C04	determine the cost of debt and cost of equity for deciding capital structure	S	M	S	S	W
2					C05	analyze and estimate the need for working capital requirement for operations/cash cycle	S	S	M	S	W
3	II	220220203	TM2131	Services Marketing	C01	Understand the the nature, scope, and importance of services marketing	S	S	S	M	S
3					C02	Understand the significance and process of service consumption.	S	S	S	M	M
3					C03	Acknowledge the importance of customer driven service marketing strategy	S	M	W	S	S
3					C04	Identify the various concepts, processes related to 7 Ps of service marketing	M	S	M	S	S
3					C05	Learn about service quality and service recovery strategy.	S	S	M	W	S
4	II	220220204	T2478	Human Resource and Total Quality Management	C01	Define and explain the basic concepts, functions, scope & techniques used in HRM and TQM	S	S	S	S	S
4					C02	Analyze the various contemporary issues in HRM as per the current scenario of quality standards	S	S	S	M	S
4					C03	Apply & demonstrate the skills of HR manager towards employees and the organization with quality orientation	S	M	S	W	S
4					C04	Interpret various HR policies and how it can be useful in the changing scenario of attrition and retention	M	S	M	W	S
4					C05	Evaluate the various HR functions functions and recommend the necessary changes used in quality operations of the firms	M	W	M	S	S
5	II	220220205	T2601	Creativity and Innovations	C01	Define and explain the basic concepts, functions, and techniques of creativity and innovations.	W	M	S	S	M
5					C02	Analyze the role and relevance of creativity and innovations management in business management.	S	M	W	S	M
5					C03	Apply and demonstrate the skills of managing creativity and innovations in business organization.	S	S	W	S	M
5					C04	Interpret the various components and phases of developing creativity and innovations and how it can be applied in organizations, working in fast changing business environment scenarios	M	W	S	S	M
5					C05	Evaluate the outcomes of creativity and innovations management practices applied in different business organizations from across industries.	S	S	M	S	S
6	II	220220206	T6186	Basic French - I	C01	Construct/use simple sentences or everyday expressions in various situationsin daily life.	S	M	M	M	S
6					C02	Read and understand simple texts and solve questions based on the same.	M	W	M	M	S
6					C03	Listen to and respond to basic questions related to hobbies, daily routine, etc. and take part in simple conversations	M	M	W	M	M
6					C04	Writing simple informal messages , sms, texts	S	M	M	M	S
6					C05	Develop cross cultural skills along with the language	M	S	M	M	S
7	II	220220207	T6186	German - I	C01	Construct/use simple sentences or everyday expressions in various situationsin daily life	S	M	M	M	S
7					C02	Read and understand simple texts and solve questions based on the same.	M	W	M	M	M
7					C03	Listen to and respond to basic questions related to hobbies, daily routine, etc. and take part in simple conversations	M	M	W	M	M
7					C04	Writing simple informal messages , sms, texts	S	M	M	M	S
7					C05	Develop cross cultural skills along with the languag	M	S	M	M	S