



ST. PIOUS X DEGREE & PG COLLEGE FOR WOMEN (AUTONOMOUS)

Affiliated to OU | Re-accredited by NAAC with A+ Grade

Snehapuri Colony, Nacharam, Hyderabad - 500076

www.stpiouscollege.org

**Department of
Business Management
Outcome-based Education,
Course Outcomes**

Department of Business Management

SEMESTER I

Course Title : Principles and practices of Management		
SEM -I	Credits :5 Course Code: BBA101 Year/Group I year BBA	HPW :5
Course outcome		Blooms level
CO1	To understand the concept of management and analyse its scope and functions	U(L1),A (L2)
Co2	Analyze and compare the evolution of management thought	Analyze (L4)
Co3	Apply planning and decision-making principles to develop effective organizational strategies.	Apply (L3)
Co4	Analyze organizational structures, authority relationships, and delegation principles to improve organizational effectiveness.	Analyze (L4)
Co5	Analyze staffing, directing, communication, and control processes to enhance organizational performance and effectiveness.	Analyze (L4)

Course Title :Basics of Business Economics		
SEM-I	credits: 5 Course Code: BBA102 Year/Group: I BBA	HPW: 5
Course Outcomes		Blooms Level
CO1	Acquire conceptual knowledge of business, profession, employment, and forms of business organization	Acquire(L2)
CO2	Understand the basic of economic concepts including nature, scope, and micro vs macro economics	Understand(L2)
CO3	Analyze demand concepts, elasticity, and forecasting methods in business decision-making	Analyze(L4)
CO4	Apply production and cost concepts including break-even analysis in managerial decisions	Apply(L3)
CO5	Evaluate market structures and pricing strategies in different economic environments	Evaluate(L5)

COURSE TITLE : Fundamentals of Marketing			
Sem-I	Credits: 5	Course Code: BBA103	Year/Group: I year BBA
Course Outcomes			HPW: 5
			Blooms Level
CO1	Explain the foundational concepts of marketing, distinguishing between traditional selling and modern marketing orientations to avoid marketing myopia.		Understand (L2)
CO2	Analyse the micro and macro environmental factors to effectively segment, target, and position (STP) products within consumer markets.		Analyse (L4)
CO3	Evaluate a product's position in its life cycle to determine and justify appropriate pricing methods and strategies.		Evaluate (L5)
CO4	Design an Integrated Marketing Communications (IMC) plan and recommend optimal distribution and logistics channels for specific business scenarios.		Create (L6)
CO5	Assess the impact of emerging trends—such as social media, CRM, and sustainable practices—on modern customer relationship management and experiential marketing.		Evaluate (L5)

BBA Financial Markets (Cos) I Sem

COURSE TITLE : Introduction to Financial Markets			
Sem-I	Credits: 5	Course Code: BBA104 FM (NSE)	Year/Group: BBA
Course Outcomes			HPW: 5
			Blooms Level
CO1	Explain the structure and functioning of financial markets, including equity, debt and derivative instruments.		Understand (L2)
CO2	Analyse the functioning of the secondary market including stock exchanges, trading, clearing and settlement systems.		Analyse (L4)
CO3	Analyse securities using fundamental analysis techniques including economic, industry and company analysis.		Analyse (L4)
CO4	Evaluate the role of financial institutions and regulatory bodies such as SEBI, depositories and market participants.		Evaluate (L5)
CO5	Apply the concepts of derivatives, including futures and options for risk management and speculative purposes.		Apply (L3)

Semester II

Course Title : Financial Accounting			
Sem- II	Credits: 5	Course Code: BBA201 Year/Group: I year BBA	HPW: 5
Course Outcomes		Blooms Level	
CO1	Explain the fundamental concepts, principles and conventions of financial accounting, including accounting standards and the accounting cycle.	Understand (L2)	
CO2	Apply accounting procedures to record business transactions using journal entries, ledger posting and preparation of trial balance.	Apply (L3)	
CO3	Analyse financial data to identify errors and prepare rectification entries, bank reconciliation statements and adjustments.	Analyse (L4)	
CO4	Evaluate the financial performance and position of a business by interpreting final accounts including Trading, Profit & Loss Account and Balance sheet.	Evaluate (L5)	
CO5	Prepare complete financial statements for different types of business organizations incorporating adjustments and accounting standards.	Create (L6)	

Course Title : Organisational Behaviour			
SEM -II	Credits :5	Course Code: BBA202 Year/Group I year BBA (General /FM)	HPW : 5
Course outcome		Blooms level	
Co1	Understand the Nature and foundations of Organisational Behaviour	Understand(L1)	
Co2	Analyze personality, attitudes, perception, and attribution theories to understand individual behavior in organizational contexts.	Analyze (L4)	
Co3	Evaluate motivation theories and leadership styles to assess their effectiveness in enhancing employee performance and ethical organizational behavior..	Evaluate (L5)	
Co4	Analyze group behavior, team dynamics, communication processes, and organizational conflict to enhance team effectiveness and interpersonal effectiveness in diverse workplaces	Analyze (L4)	
Co5	Analyze organizational culture, change management processes, and contemporary organizational behavior issues to improve adaptability, inclusion, and employee well-being in modern workplaces	Analyze (L4)	

Course Title: Business Statistics		
SEM II	Credits: 5	Course Code: BBA203
Year/Group: I BBA		HPW: 5
COURSE OUTCOMES		Blooms Level
CO1	Apply statistical concepts to organize and present data using tables, frequency distributions and graphs.	Apply(L3)
CO2	Analyse data using measures of central tendency and dispersion to interpret variability and consistency.	Analyse (L4)
CO3	Analyse relationships between variables using correlation and simple regression techniques.	Analyse (L4)
CO4	Apply times series and index number methods to identify trends and interpret data patterns.	Apply(L3)
CO5	Understand probability concepts and sampling techniques for informed business decision-making.	Understand(L1)

Course Title: Fundamentals of Mutual Funds		
SEM II	Credits: 5	Course Code: BBA204FM(NSE)
Year/Group: I BBA		HPW: 5
COURSE OUTCOMES		Blooms Level
CO1	Explain the concept, structure and types of mutual funds along with their role in financial markets.	Understand (L2)
CO2	Apply the concepts of Net Asset Value (NAV), expense ratio and fund pricing in evaluating mutual fund performance.	Apply (L3)
CO3	Analyse various mutual fund schemes based on risk, return and investment objectives.	Analyse (L4)
CO4	Evaluate mutual fund performance using different measures and techniques.	Evaluate (L5)
CO5	Develop suitable investment decisions and strategies based on mutual fund analysis and investor needs.	Create (L6)

SEMESTER III

COURSE TITLE : Human Resource Management		
Sem-I	Credits: 5 Course Code: BBA301 Year/Group: BBA HPW: 5	
Course Outcomes		Blooms Level
CO1	Apply the principles of job analysis and job design (including enlargement, enrichment, and rotation) to structure effective roles within an organization.	Apply (L3)
CO2	Evaluate various recruitment sources, selection methods, and job evaluation techniques to effectively acquire and place human capital.	Evaluate (L5)
CO3	Design targeted employee training programs and career development pathways utilizing established frameworks like the Greenhaus and Protean models.	Create (L6)
CO4	Analyse industrial relations scenarios using Dunlop's Model to recommend appropriate preventive measures and collective bargaining strategies.	Analyse (L4)
CO5	Assess the effectiveness of different performance appraisal methods and their subsequent impact on Quality of Work Life (QWL) and organizational culture.	Evaluate (L5)

COURSE TITLE : Fundamental Of Information Technology (Theory)		
Sem-III	Credits: 5	Course Code: BBA302T
		Year/Group: BBA HPW: 5
Course Outcomes		Blooms Level
CO1	Explain the functional components of computer systems, including hardware peripherals, software classifications, and operating system interfaces.	Understand(L2)
CO2	Differentiate between various Information Systems (MIS, DSS, EIS) and examine the ethical and social implications of their use in modern business.	Analyze(L4)
CO3	Apply appropriate multimedia concepts, digital formats, and compression techniques to specific business scenarios and applications.	Apply(L3)
CO4	Evaluate network topologies, standard architectures (OSI, TCP/IP), and internet security protocols essential for safe e-commerce and networking.	Evaluate(L5)
CO5	Construct effective data management solutions by utilizing advanced spreadsheet techniques and executing MS-SQL commands (DDL, DML) within a DBMS.	Create(L6)

COURSE TITLE : Financial Management			
Sem-III	Credits: 5	Course Code: BBA303	Year/Group: II BBA HPW: 5
Course Outcomes		Blooms Level	
CO1	Explain the nature, scope, objectives and key financial decisions involved in financial management including investment, financing and dividend decisions.	Understand (L2)	
CO2	Apply time value of money concepts and discounted cash flow techniques to evaluate investment proposals using methods such as NPV and IRR.	Apply (L3)	
CO3	Analyse various sources of long-term finance, capital structure decisions and cost of capital to support strategic financial planning.	Analyse (L4)	
CO4	Evaluate dividend policies and capital budgeting decisions in relation to shareholder wealth maximization and overall financial performance.	Evaluate (L5)	
CO5	Design effective working capital, cash, receivables and inventory management strategies to ensure optimal utilization of financial resources.	Create (L6)	

COURSE TITLE: CAPITAL MARKET OPERATIONS			
Sem-III	Credits: 4	Code: BBA304	Year/Group: II BBA HPW: 4
Course Outcomes		Blooms Level	
CO1	Explain the nature, scope, objectives and key financial decisions involved in financial management including investment, financing and dividend decisions.	Remembering L1 & Understand (L2)	
CO2	Describe the process of obtaining and maintaining trading membership at stock exchanges and apply the rules governing broker–client relationships, documentation, and regulatory compliance.	Understand (L2) & Apply (L3)	
CO3	Demonstrate the trading process using systems like NEAT, including order management, trade execution, and market operations, and analyze different market types and trading mechanisms.	Apply L3 & Analyze L4	
CO4	Analyze clearing, settlement, and risk management processes in securities markets, and evaluate the effectiveness of margin systems, exposure monitoring, and settlement mechanisms.	Analyze L4 & Evaluate L5	
CO5	Evaluate the legal and regulatory framework governing securities markets and apply fundamental valuation techniques (time value of money, financial statement analysis, and ratio analysis) to make informed investment decisions.	Evaluate L5 & Create L6	

SEMESTER IV

COURSE TITLE : Business Law and Ethics		
Sem-IV	Credits: 5 Course Code: BBA401 Year/Group: II BBA	HPW: 5
Course Outcomes		Blooms Level
CO1	Analyze and apply the fundamental principles of contract law, including formation, elements of a valid contract, performance, breach, remedies, and quasi-contracts in legal and business contexts.	Understand(L2) Analyze (L4)
CO2	Analyze and apply the legal principles governing special contracts, including agency, bailment, pledge, indemnity, guarantee, and sale of goods with respect to conditions and warranties.	Understand(L2) Analyze (L4)
CO3	Examine and analyze the legal framework of companies, including formation, classification, management, and conduct of meetings as per company law.	Analyze (L4)
CO4	Evaluate consumer protection laws, redressal mechanisms, consumer rights, and environmental protection regulations in India.	Evaluate (L5)
CO5	Design and integrate ethical principles, social responsibility, and Indian value systems into business decision-making and management practices.	Create(L6)

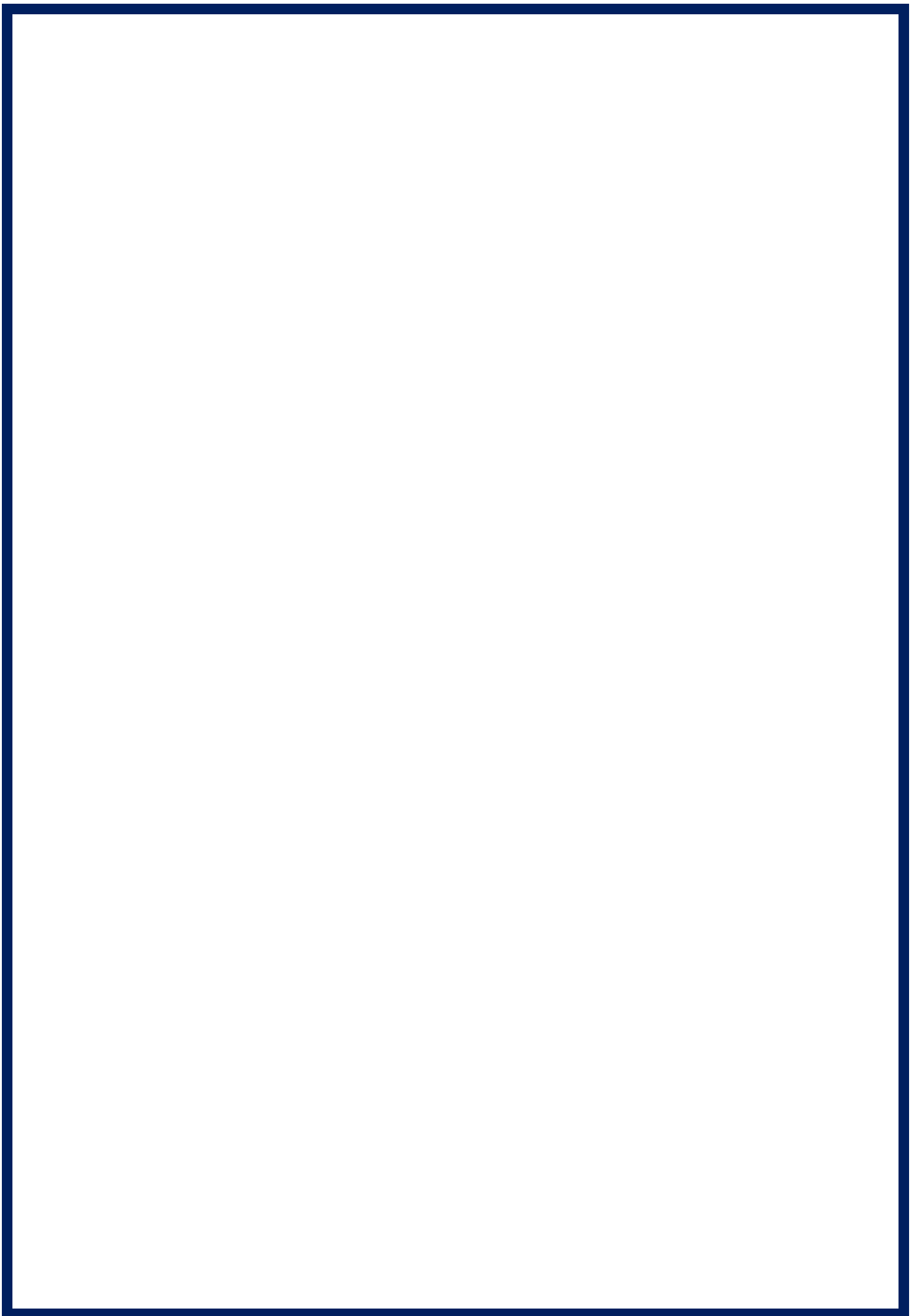
COURSE TITLE : BUSINESS RESEARCH METHODS		
Sem-IV	Credits: 5 Course Code: BBA402 Year/Group: II BBA	HPW: 5
Course Outcomes		Blooms Level
CO1	Explain appropriate research methods and techniques in conducting business research and Examine the steps involved in the business research process , from problem identification to report writing	Understand L1
CO2	Apply appropriate data collection techniques (survey, observation, and interview) to gather reliable and valid data. And Design a structured questionnaire by following systematic steps, including question framing, sequencing, and scaling.	Apply (L3) Create L6
CO3	Evaluate the quality and suitability of secondary data using criteria such as reliability, accuracy, relevance, and timeliness and Explain the steps involved in report writing , including structuring, drafting, and presentation of research findings	EvaluateL5
CO4	Differentiate between types of primary measurement scales —nominal, ordinal, interval, and ratio—based on their characteristics and applications and Apply appropriate scaling techniques to design effective research instruments for data collection. Explain different sampling techniques (probability and non-probability) and their relevance in research design	Apply (L3)
CO5	Apply Z t and Chi square test to Interpret the results of statistical tests and draw meaningful conclusions for business decision-making.	Apply (L3)

COURSE TITLE : MANAGEMENT SCIENCE		
Sem-IV	Credits: 5 Course Code:BBA403 Year/Group: II BBA	HPW: 5
Course Outcomes		Blooms Level
CO1	Acquire conceptual knowledge of management principles, functions, and evolution of management thought	Acquire(L1)
CO2	Examine the application of planning, organizing, staffing, and directing functions in real world organizational setting.	Examine(L4)
CO3	Evaluate communication processes and control techniques for effective management	Evaluate(L5)
CO4	Validate the alignment of leadership, motivation, and communication practices with organizational goals and employee performance standards	Validate(L5)
CO5	Design strategies for decision making and problem solving using management science techniques	Design (L6)

COURSE TITLE: STARTUP OPPORTUNITY AND FEASIBILITY			
SEM IV	CREDITS: 2	COURSE CODE: BBASEC4A	Year/Group: II BBA HPW: 2
COURSE OUTCOMES			Blooms Level
CO1	Explain sources of entrepreneurial opportunities and types of entrepreneurs in the context of environmental, technological, and market changes.		Understand L1
CO2	Evaluate business opportunities using appropriate criteria, considering risk, uncertainty, and feasibility factors.		EvaluateL5
CO3	Describe the process of business plan development, including feasibility analysis and strategic management concepts.		Understand L1
CO4	Develop a basic business plan incorporating competitive strategy, marketing, and financial considerations.		Create L6

Course Title : Business Policy Strategy		
Sem-IV	Credits: 5 Course Code: BBASEC4B Year/Group: BBA HPW: 5	
Course Outcomes		Blooms Level
CO1	Explain the fundamental components of the strategic management process, including how organizations establish their vision, mission, and corporate objectives.	Understand(L2)
CO2	Analyse a company's internal capabilities and external environment to evaluate its readiness for strategic policy formulation.	Analyze(L4)
CO3	Examine the impact of macro-environmental forces (demographic, political, economic, socio-cultural, technological) on a firm's ability to implement strategy.	Analyze(L4)
CO4	Formulate competitive business-level and functional-level strategies tailored to specific industry contexts (e.g., market leaders, challengers, or businesses in crisis).	Create (L6)

Course Title : INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT		
Sem-IV	Credits: 4 Course Code: BBA404 (NSE) Year/Group: BBA HPW: 4	
Course Outcomes		Blooms Level
CO1	Explain the concepts of investment theory, asset classes, financial markets, and the risk–return trade-off in investment decision-making.	Remember L1 Understand(L2)
CO2	Apply valuation techniques such as Discounted Cash Flow (DCF), price multiples, and bond valuation methods to analyze equity and fixed-income securities.	Apply L3 Analyze(L4)
CO3	Construct and analyze investment portfolios using Modern Portfolio Theory (MPT), diversification strategies, and asset allocation models.	Apply L3 Analyze(L4)
CO4	Assess portfolio risks and evaluate investment performance using risk management tools (VaR, hedging) and performance metrics such as Sharpe ratio, alpha, and beta.	Analyze(L4) & Evaluate L5
CO5	Evaluate the impact of behavioral biases and alternative investments in portfolio management, and design diversified global investment strategies.	Evaluate L5 & Create L6



SEMESTER V

COURSE TITLE : Mobile Commerce		
Sem- V	Credits: 5	Course Code: BBAGE501
		Year/Group: BBA HPW: 5
Course Outcomes		Blooms Level
CO1	Understand the fundamental principles of e-business and e-commerce.	Understand(L2)
CO2	Analyze the impact of information and communication technologies on business.	Analyze(L4)
CO3	Explore the tools and services used in virtual e-commerce platforms.	L2: Understand
CO4	Gain awareness of advancements in M-Commerce applications and technology.	Remember (L1) & Understand (L2)
CO5	Evaluate security, ethical, and legal issues related to e-business and e-commerce	Evaluate (L5)

COURSE TITLE : Financial Markets and Services		
Sem- V	Credits: 5	Course Code: BBA502(A)
		Year/Group: BBA HPW: 5
Course Outcomes		Blooms Level
CO1	Acquire knowledge of the structure and components of the financial system.	Remember L1
CO2	Identify the functions and operations of primary and secondary markets.	Remember L1
CO3	Equip students with concepts of leasing and hire purchase for financial decisions.	Apply(L3)
CO4	Analyze non-fund based financial services and merchant banking activities.	Analyze(L4)
CO5	Evaluate the performance and functioning of mutual funds.	Evaluate (L5)

COURSE TITLE : Organizational Development				
Sem-V	Credits: 5	Course Code: BBA502(C)	Year/Group: BBA	HPW: 5
Course Outcomes				Blooms Level
CO1	Explain and Analyse the concept, characteristics, evolution, process, benefits, limitations, and underlying values, assumptions, and beliefs of Organization Development (OD).			Understand(L2) Analyze (L4)
CO2	Describe, compare, and analyse major OD models, systems theory, and the role of participation, empowerment, and teamwork in organizational change.			Understand(L2) Analyze (L4)
CO3	Apply and evaluate OD processes, including phases of OD programs, Six-Box Model, change management models, and organizational transformation approaches.			Apply(L3) Evaluate (L5)
CO4	Understand, classify, and apply OD interventions, including planning factors, consultation techniques, and team-building methods in organizational settings.			Understand(L2) Apply (L3)
CO5	Design and develop effective OD applications by integrating concepts such as self-managed teams, MBO, quality initiatives, organizational learning, and self-design systems to enhance organizational effectiveness.			Understand(L2)

COURSE TITLE : Analysis of Investment in Financial Assets				
Sem-V	Credits: 5	Course Code: BBA503(A)	Year/Group: BBA	HPW: 5
Course Outcomes				Blooms Level
CO1	Explain the fundamental concepts of investment, types of financial assets, sources of investment information, and the risk–return relationship.			Remember L1 & Understand L2
CO2	Compute and apply various measures of risk and return, and evaluate bond prices and yields including Yield to Maturity (YTM) and duration.			Apply L3
CO3	Analyze and differentiate equity valuation models such as Dividend Discount Model, Earnings Capitalization, and Price-Earnings approach, including the role of systematic and unsystematic risk.			Analyze L4
CO4	Construct and analyze optimal portfolios using diversification principles and basic portfolio theory, including risk–return estimation for multi-asset portfolios.			Apply L3 & Analyze(L4)
CO5	Evaluate portfolio performance using risk-adjusted measures such as Sharpe Ratio, Treynor Ratio, and Jensen’s Alpha, and assess the effectiveness of different investment strategies.			Evaluate L5

COURSE TITLE : Performance Appraisal and Counselling			
Sem-V	Credits: 5	Course Code: BBA503(C)	Year/Group: III BBA HPW: 5
Course Outcomes			Blooms Level
CO1	Illustrate the components and objectives of performance appraisal systems. Analyze different performance appraisal systems and methods		Apply L3 and Analyze L4
CO2	Explain the concept of Key Performance Areas (KPAs) identifying KPAs and developing performance plans for employees and develop an effective performance appraisal program		Understand L2 and Apply L3
CO3	Demonstrate the ability to select and apply appropriate appraisal methods based on organizational requirements and job roles.		Apply L3
CO4	Explain the concept and process of performance diagnosis, including methods used to analyze performance gaps. Analyze the factors influencing performance, including individual, organizational, and environmental variables.		Understanding L2 and Analyze L4
CO5	Describe the key elements of performance counseling, including communication, feedback, trust, and goal setting. Demonstrate the sequential process of performance counseling in workplace situations.		Apply L3 and Understanding L2

SEMESTER VI

COURSE TITLE : SUPPLY CHAIN MANAGEMENT			
Sem-VI	Credits: 5	Course Code: BBA601(A)	Year/Group: III BBA HPW: 5
Course Outcomes			Blooms Level
CO1	Explain the concepts, definitions, and importance of Supply Chain Management in modern business environments. Understand (L2) and principles and functions of Logistics Management, including transportation, warehousing, and inventory control.		Remember L1 Understand L2
CO2	Explain the concept and significance of sourcing strategies in supply chain and organizational competitiveness and Describe the principles and functions of manufacturing management, including production planning and control. Describe the principles and functions of manufacturing management, including production planning and control and Evaluate the choice of sources (supplier selection) based on criteria such as cost, quality,		Remember L1 Understand L2 Evaluate L5
CO3	Explain the concept and importance of distribution strategy in achieving efficient supply chain performance.. and Explain operational aspects of warehouse management , including layout, storage, and material handling systems. Evaluate different modes of transportation Assess the importance of packaging		Remember L1 Understand L2 Apply L3 Evaluate L5

CO4	Analyze inventory planning methods to ensure optimal stock levels and minimize carrying and shortage costs. Examine the functions and benefits of Warehouse Management Systems (WMS)	Understand L2 AnalyzeL4
CO5	Analyze different types of distribution channels and evaluate their suitability Explain the importance of customer service strategy Apply revenue management techniques	Understand L2 Apply L3 AnalyzeL4

COURSE TITLE: BUSINESS INTELLIGENCE AND DATA VISUALIZATION				
Sem- VI	Credits 5	Course Code: BBA601 (B)	Year/Group: BBA	HPW: 5
Course Outcomes			Blooms Level	
CO1	Acquire knowledge of banking concepts, functions, and role in economic development		Acquire L1	
CO2	Identify functions of RBI and differentiate between various types of banks.		IdentifyL2	
CO3	Equip students with knowledge of negotiable instruments and their usage in banking transactions..		Apply(L3)	
CO4	Differentiate types of cheques and analyze banker's duties and liabilities.		Analyze(L4)	
CO5	Evaluate modern banking innovations and construct understanding of digital banking systems.		Evaluate(L5)	

COURSE TITLE : Banking				
Sem- VI	Credits: 5	BBA- 602 (A)	Year/Group: BBA	HPW: 5
Course Outcomes			Blooms Level	
CO1	Acquire knowledge of banking concepts, functions, and role in economic development		Understand/ L2	
CO2	Identify functions of RBI and differentiate between various types of banks.		Understand, Analyse L2/L4	
CO3	Equip students with knowledge of negotiable instruments and their usage in banking transactions..		Apply(L3)	
CO4	Differentiate types of cheques and analyze banker's duties and liabilities.		Analyze(L4)	
CO5	Evaluate modern banking innovations and construct understanding of digital banking systems.		Evaluate(L5)	

COURSE TITLE : LEADERSHIP & CHANGE MANAGEMENT (LCM)		
Sem-VI	Credits: 5	Course Code: BBA602C) Year/Group: BBA HPW: 5
Course Outcomes		Blooms Level
CO1	Acquire conceptual knowledge of leadership theories, styles, and change management principles	Acquire(L1)
CO2	Apply leadership skills and techniques in managing teams and organizational behavior	Apply(L3)
CO3	Analyze the process of organizational change and identify challenges in implementation	Analyze(L4)
CO4	Evaluate different change management models and leadership approaches in real-world scenarios	Evaluate(L5)
CO5	Design effective leadership strategies and change initiatives for organizational development	Design(L6)

COURSE TITLE : Insurance		
Sem-VI	Credits: 5	Course Code: BBA603(A) Year/Group: BBA HPW: 5
Course Outcomes		Blooms Level
CO1	Understand the role and importance of insurance and its various types	Understand(L2)
CO2	Analyze different life insurance products and their policy procedures	Analyze(L4)
CO3	Learn about the different types of life insurance and general insurance policies.	L2: Understand
CO4	Familiarize with the terms and conditions mentioned in insurance policy documents.	Remember (L1)
CO5	Evaluate the procedures and regulations involved in insurance claim settlement.	Evaluate (L5)

Course Title : Compensation Management		
SEM VI	Credits :5	Course Code: BBA- 603(C) Year/Group IIBBA HPW : 5
Course outcome		Blooms level
CO1	Evaluate compensation systems, including financial and non-financial rewards, to assess their effectiveness in motivating employees and supporting organizational objectives.	Evaluate (L5)
CO2	Analyze traditional and modern pay systems, including seniority-based, incentive-based, team-based, and knowledge-based pay structures, to evaluate their effectiveness in organizational compensation strategies.	Analyze (L4)
CO3	Evaluate motivation theories and leadership styles to assess their effectiveness in enhancing employee performance and ethical organizational behavior..	Evaluate (L5)
CO4	Analyze components of employee benefits, including legally required benefits, discretionary fringe benefits, and benefits	Analyze (L4)

CO5	Evaluate international compensation systems and executive compensation packages to design competitive reward strategies aligned with organizational goals.	Evaluate (L5)
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