

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

B COM MARKETING COURSE OUTCOME MAPPING (1SEMESTER)

COURSE TITLE: BUSINESS ENGLISH - I

COURSE CODE: BE18101

CREDITS: 3

DEPARTMENT: B Com Marketing

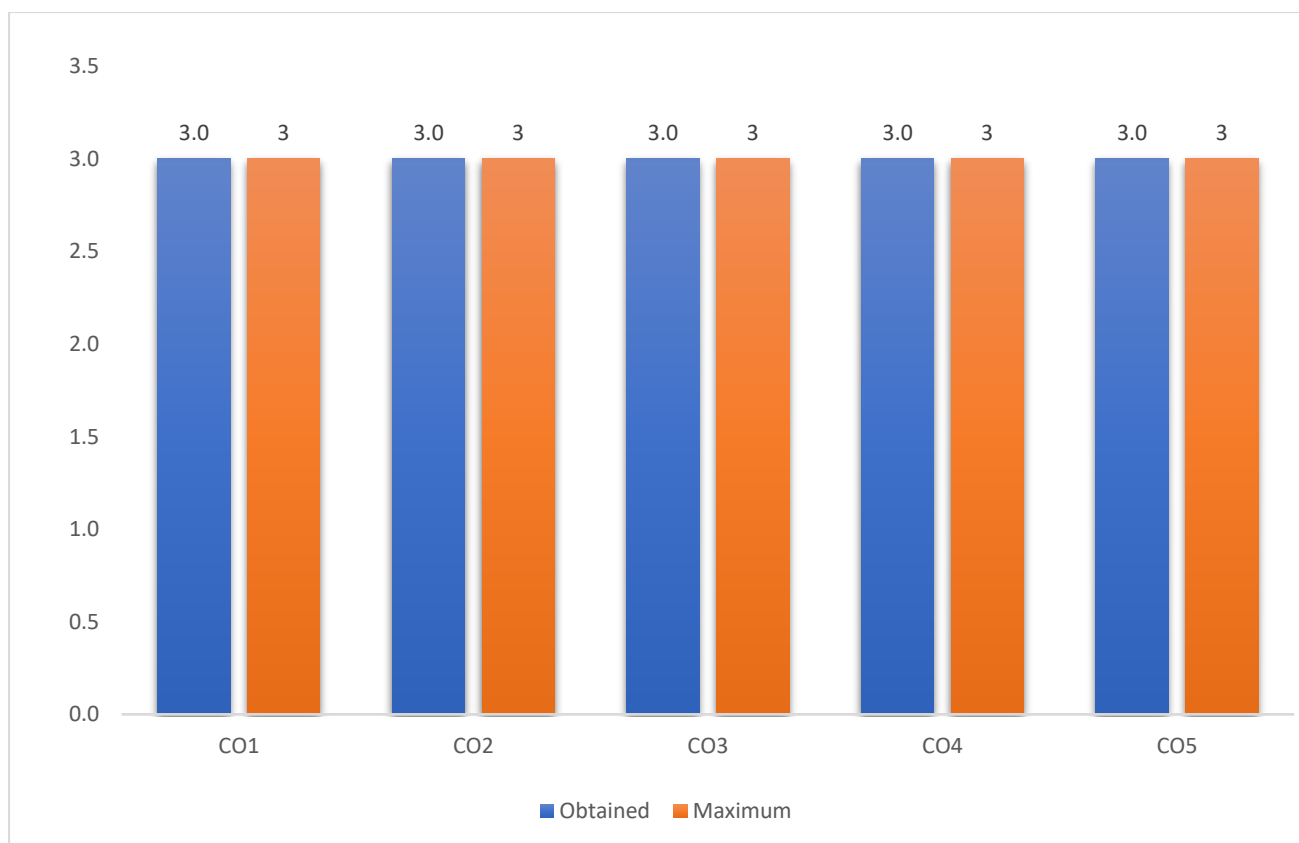
PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

	COURSE OUTCOMES: BUSINESS ENGLISH - I	BLOOM'S TAXONOMY LEVEL
CO1	Students will be able to identify elements, forms and style of letters and will be able to create quotations related to inviting, sending and placing orders.	VI (CREATE)
CO2	Students will be able to identify qualities and functions of a Sales Letter in order to enable them use the format of a Sales Letter.	IV (ANALYZE)
CO3	To understand and write the functions, structure and types of Memorandum and design a notice, agenda and minutes.	II. Understanding
CO4	To demonstrate the guidelines for answering and making effective telephone calls in order to enable understand and implement Note making.	III (APPLY)
CO5	To have a better understanding of scanning and proof-reading incomprehension.	IV Analyse

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	S	H	H	S	H	H
C02	H	H	H	H	H	H	H	H	H	H	H	H
C03	H	H	H	H	H	H	H	H	H	H	H	H
C04	H	H	H	H	S	H	H	H	H	H	H	S
C05	H	H	H	H	S	H	S	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE			External Exam			co wise total average
	pas s%	Attain ment level	pass %	Attain ment level	pass %	Attainm ent level	pass %	Attain ment level	pass %	Attainm ent level	pass%	Attainm ent level	co wise internal average	pass %	Attain ment level	co wise external average	
C O 1	100.0	3.0			98.3	3.0	100.0	3.0	100.0	3.0	86.7	3.0	3.0	96.7	3.0	3.0	3.0
C O 2	100.0	3.0			98.3	3.0			100.0	3.0	86.7	3.0	3.0	96.7	3.0	3.0	3.0
C O 3	100.0	3.0	100.0	3.0	98.3	3.0			100.0	3.0	86.7	3.0	3.0	96.7	3.0	3.0	3.0
C O 4			100.0	3.0	98.3	3.0			100.0	3.0	86.7	3.0	3.0	96.7	3.0	3.0	3.0
C O 5			100.0	3.0	98.3	3.0			100.0	3.0	86.7	3.0	3.0	96.7	3.0	3.0	3.0

AVER AGE	AVER AGE
3	3

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 3	H 3	H 3	H 3	H 3	H 3		H 3
CO2	H 3	H 3	H 3	H 3	H 3	H 3	H 3	H 3
CO3	H 3	H 3	H 3	H 3	H 3	H 3	H 3	H 3
CO4	H 3	H 3	H 3	H 3		H 3	H 3	H 3
CO5	H 3	H 3	H 3	H 3		H 3		H 3
AVERAGE OF COS FOR POS	3	3	3	3	3	3	3	3
AVERAGE OF POS	3	3	3	3	3	3	3	3
AVERAGE	3							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: Indian heritage and culture</p> <p>COURSE CODE: IC19101</p> <p>CREDITS: 4</p>
<p>DEPARTMENT: B Com Marketing</p>

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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

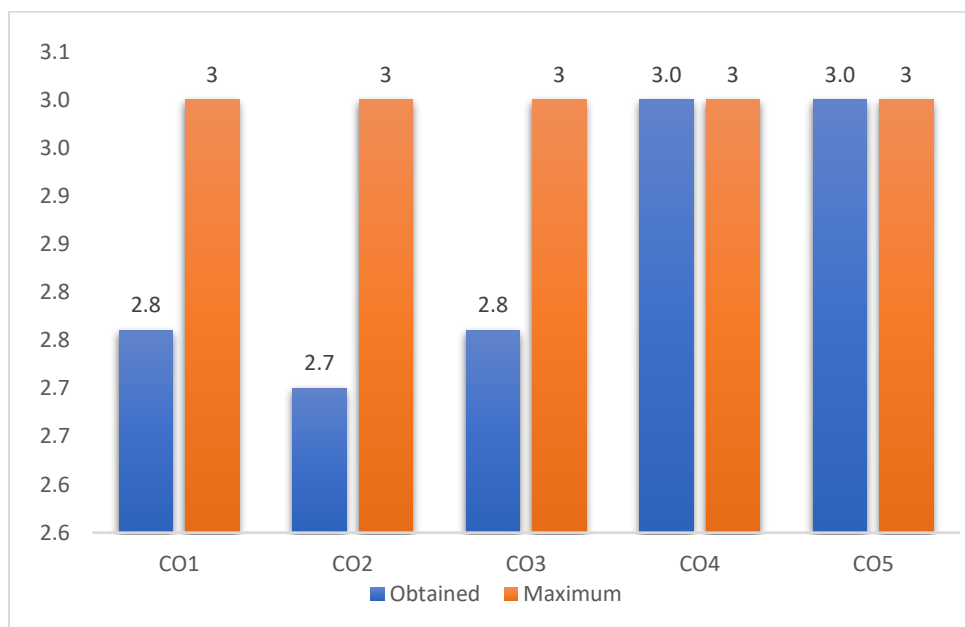
PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Indian heritage and culture	BLOOM'S TAXONOMY LEVEL
CO1	Understand better about the origin of ancient Indian culture and the contributions of great rulers from both north and south India for Indian culture in ancient days.	2. Understanding(Comprehension)
CO2	Indicate how Persian culture entered into India and its influence.	5.Evaluate
CO3	Express how Indian orthodox society turn into modern and western lifestyle in19th century.	1.Remember(knowledge)
CO4	Point out the various challenges faced by the youth of Indian society, the evils of terrorism and its impact on society.	.6 Create(Synthesis)
CO5	Identify and express various gender issues like women rights and LGBT issues.	4. Analyze

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	S	H	H	H	H	H
C02	H	S	H	S	H	S	H	H	H	H	H	H

C03	H	H	S	H	H	H	H	S	H	H	S	H
C04	H	H	H	S	H	H	H	H	H	H	H	S
C05	H	H	H	H	H	H	H	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam		co wise internal average	co wise external average	co wise total average
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level			
CO 1	0.0	0.0			98.3	3.0	100.0	3.0	100.0	3.0	90.0	3.0	2.4	98.3	3.0	3.0	2.8
CO 2	0.0	0.0			98.3	3.0			100.0	3.0	90.0	3.0	2.3	98.3	3.0	3.0	2.7
CO 3	0.0	0.0	91.7	3.0	98.3	3.0			100.0	3.0	90.0	3.0	2.4	98.3	3.0	3.0	2.8
CO 4			91.7	3.0	98.3	3.0			100.0	3.0	90.0	3.0	3.0	98.3	3.0	3.0	3.0
CO 5			91.7	3.0	98.3	3.0			100.0	3.0	90.0	3.0	3.0	98.3	3.0	3.0	3.0

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76			H	2.76
CO2	H	2.7			H	2.7			H	2.7			H	2.7	H	2.7
CO3	H	2.76	H	2.76			H	2.76	H	2.76	H	2.76	H	2.76		
CO4	H	3	H	3	H	3			H	3	H	3	H	3	H	3
CO5	H	3	H	3	H	3	H	3	H	3	H	3	H	3	H	3
AVERAGE OF COS FOR POS	2.844		2.88		2.865		2.84		2.844		2.88		2.865		2.865	
AVERAGE OF POS	2.8608		2.91		2.89125		2.866667		2.8608		2.91		2.865		2.89125	
AVERAGE	2.881970833															

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Fundamental of Information Technology

COURSE CODE: CP18101

CREDITS: 3

DEPARTMENT: B Com Marketing

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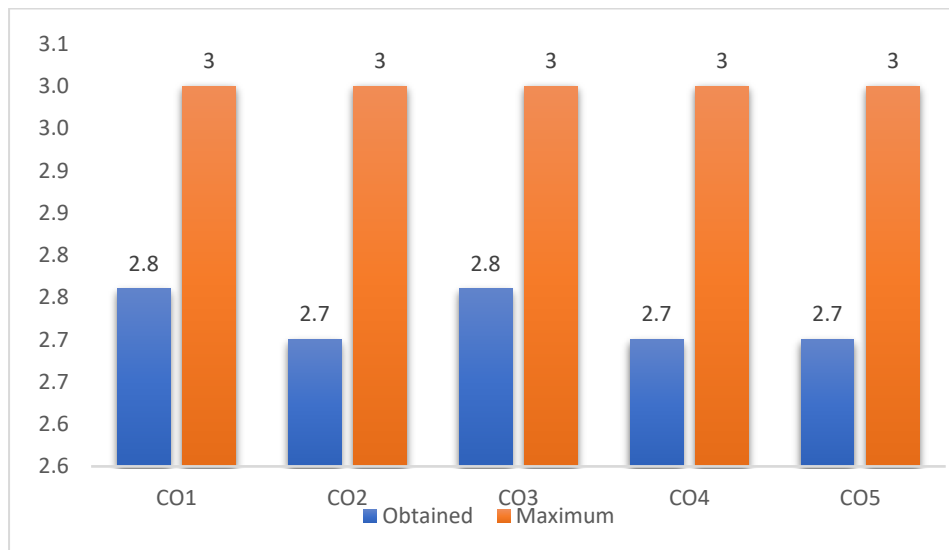
PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Fundamental of Information Technology	BLOOM'S TAXONOMY LEVEL
CO1	Understand basic computer terminology and number systems	2. Understanding
CO2	Explain about operating systems, and its types.	6. Create(Synthesis)
CO3	Identify different applications of Information technology	3 Apply

CO4	Classify phases of Software Development Life Cycle	4, Analyse
CO5	Compare modern means of communications, types of networks and topologies	1.Remember(knowledge)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	H	H	S	H	H	H	H	H	H
C03	H	H	H	H	S	H	H	S	H	H	H	H
C04	H	S	H	H	H	H	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
C O 1	98.3	3.0			98.3	3.0	100.0	3.0	100.0	3.0	65.0	0.0	2.4	96.7	3.0	3.0	2.8
C O 2	98.3	3.0			98.3	3.0			100.0	3.0	65.0	0.0	2.3	96.7	3.0	3.0	2.7
C O 3	98.3	3.0	95.0	3.0	98.3	3.0			100.0	3.0	65.0	0.0	2.4	96.7	3.0	3.0	2.8
C O 4			95.0	3.0	98.3	3.0			100.0	3.0	65.0	0.0	2.3	96.7	3.0	3.0	2.7
C O 5			95.0	3.0	98.3	3.0			100.0	3.0	65.0	0.0	2.3	96.7	3.0	3.0	2.7

AVERAGE		AV ERA GE
3		2.7 24

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76
CO2	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7		H 2.7	H 2.7
CO3	H 2.76	H 2.76	H 2.76	H 2.76		H 2.76	H 2.76	
CO4	H 2.7		H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7
CO5	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7
AVERAGE OF COS FOR POS	2.724	2.73	2.724	2.724	2.715	2.73	2.724	2.715
AVERAGE OF POS	2.7168	2.7225	2.7168	2.7168	2.70375	2.7225	2.7168	2.70375
AVERAGE	2.7149625							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: Financial Accounting-I</p> <p>COURSE CODE: B C 18001</p> <p>CREDITS: 4</p>
<p>DEPARTMENT: B Com Marketing</p>

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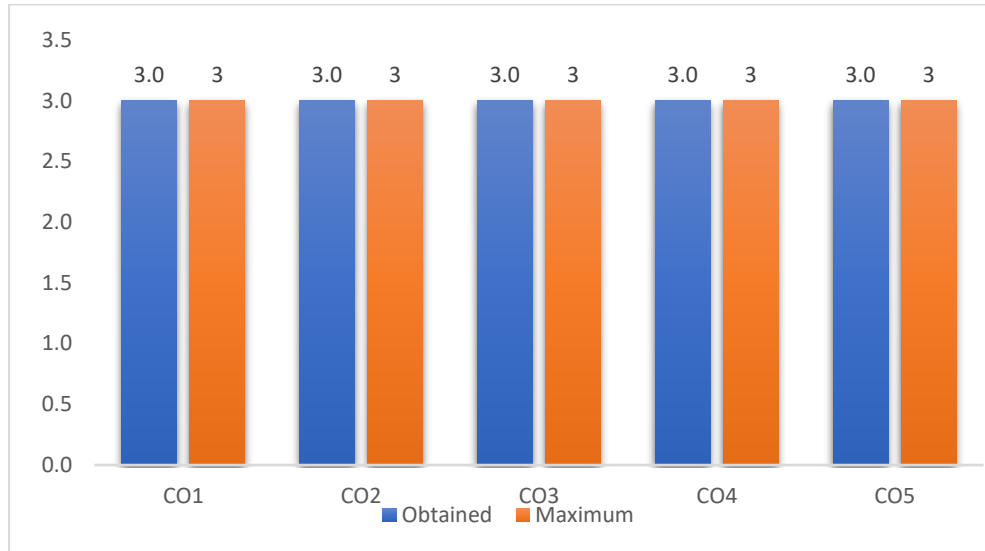
PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Financial Accounting	BLOOM'S TAXONOMY LEVEL
CO1	Describe the need and importance of accounting.	1. Knowledge
CO2	Explain about subdivision of journal	2. Understanding(Comprehension)
CO3	Compare the cashbook and passbook balances to reconcile the difference.	3 Apply
CO4	Analyze the financial position of an organization	4. Analyse
CO5	Identify the mistakes in books of accounts and helps in correcting them.	5.Evaluate

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	S	H	H	H	H	H	H
C03	H	H	H	H	H	H	H	H	H	S	H	H
C04	H	H	H	S	H	H	H	H	H	H	H	H
C05	H	S	H	H	H	H	H	H	H	H	H	H

H: Highly Supportive

S: Supportive



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average		
CO1	96.7	3.0			96.7	3.0	100.0	3.0	100.0	3.0	100.0	3.0	3.0	98.3	3.0	3.0	3.0
CO2	96.7	3.0			96.7	3.0			100.0	3.0	100.0	3.0	3.0	98.3	3.0	3.0	3.0
CO3	96.7	3.0	95.0	3.0	96.7	3.0			100.0	3.0	100.0	3.0	3.0	98.3	3.0	3.0	3.0

C O 4			95.0	3.0	96. 7	3.0			100.0	3. 0	100.0	3.0	3.0	98.3	3. 0	3.0	3.0
C O 5			95.0	3.0	96. 7	3.0			100.0	3. 0	100.0	3.0	3.0	98.3	3. 0	3.0	3.0

AVER AGE	AVER AGE
3	3

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	3	H	3	H	3	H	3	H	3	H	3	H	3	H	3
CO2	H	3	H	3	H	3			H	3			H	3	H	3
CO3	H	3	H	3	H	3	H	3	H	3	H	3	H	3	H	3
CO4	H	3	H	3	H	3			H	3	H	3	H	3	H	3
CO5	H	3			H	3	H	3	H	3	H	3	H	3	H	3
AVERAGE OF COS FOR POS	3		3		3		3		3		3		3		3	
AVERAGE OF POS	3		3		3		3		3		3		3		3	
AVERAGE	3															

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

B COM MARKETING COURSE OUTCOME MAPPING

COURSE TITLE: Introduction to Advertising & Media

COURSE CODE: CP18102

CREDITS: 4

DEPARTMENT: B Com Marketing

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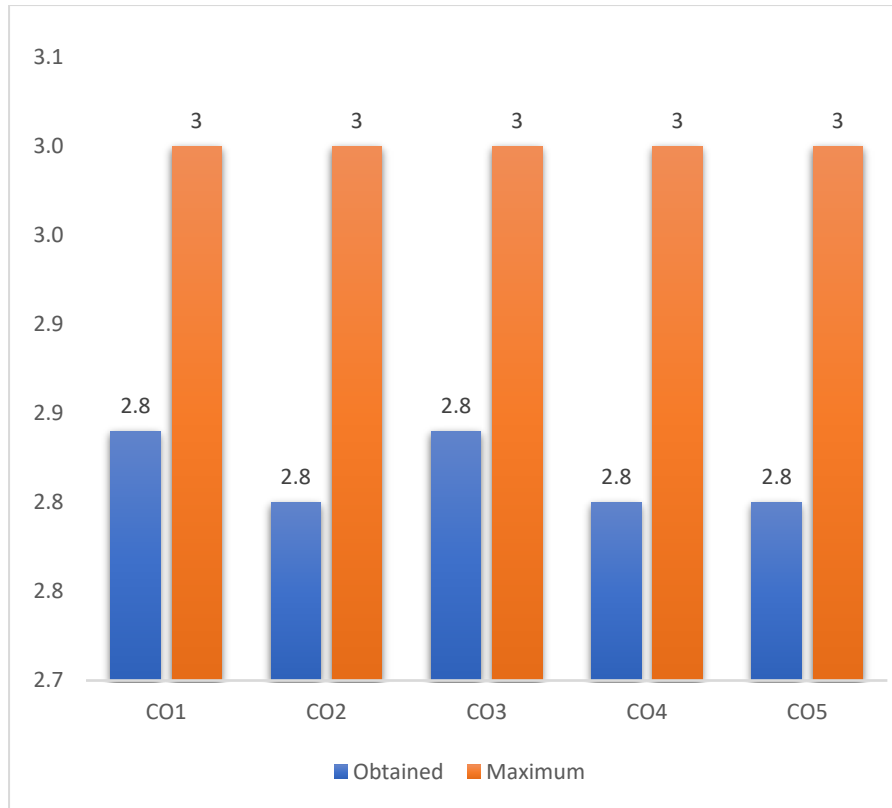
PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

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PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Fundamentals of Advertising & Media	BLOOM'S TAXONOMY LEVEL
CO1	Apply basic advertising theories and principles to practice	3 Apply
CO2	Identify arts knowledge with the principles of advertising in order to create effective advertising campaigns	1. Remember(Knowledge)
CO3	Analyze the expanding environment of Mass media and communication techniques.	4, Analyse



CO2	H	2.8	H	2.8	H	2.8	H	2.8	H	2.8		H	2.8	H	2.8	
CO3	H	2.84	H	2.84	H	2.84	H	2.84	H	2.84	H	2.84	H	2.84	H	2.84
CO4	H	2.8	H	2.8	H	2.8	H	2.8	H	2.8	H	2.8	H	2.8		
CO5	H	2.8	H	2.8	H	2.8	H	2.8	H	2.8	H	2.8	H	2.8		
AVERAGE OF COS FOR POS		2.816		2.816		2.816		2.816		2.816		2.82		2.816		2.82
AVERAGE OF POS		2.8112		2.8112		2.8112		2.8112		2.8112		2.815		2.8112		2.82
AVERAGE	2.812775															

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: Marketing Management</p> <p>COURSE CODE: CP18103</p> <p>CREDITS: 5</p>
<p>DEPARTMENT: B Com Marketing</p>
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- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
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- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
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- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
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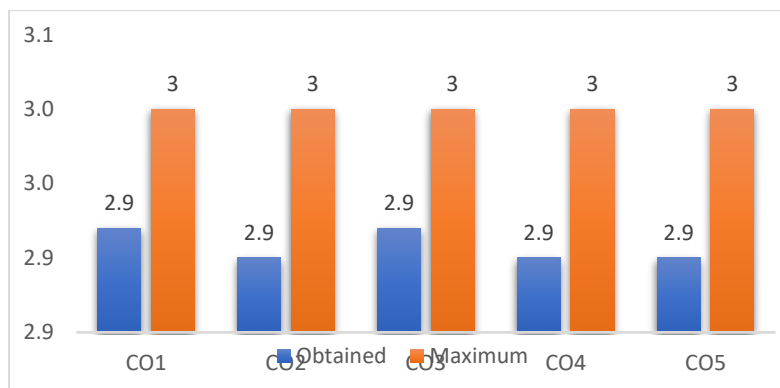
PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO1	98.3	3.0			98.3	3.0	100.0	3.0	100.0	3.0	78.3	2.0	2.8	98.3	3.0	3.0	2.9
CO2	98.3	3.0			98.3	3.0			100.0	3.0	78.3	2.0	2.8	98.3	3.0	3.0	2.9
CO3	98.3	3.0	98.3	3.0	98.3	3.0			100.0	3.0	78.3	2.0	2.8	98.3	3.0	3.0	2.9
CO4			98.3	3.0	98.3	3.0			100.0	3.0	78.3	2.0	2.8	98.3	3.0	3.0	2.9
CO5			98.3	3.0	98.3	3.0			100.0	3.0	78.3	2.0	2.8	98.3	3.0	3.0	2.9

AVERAGE	AVERAGE
3	2.908

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92
CO2		H 2.9	H 2.9		H 2.9	H 2.9		H 2.9
CO3	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92
CO4	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9
CO5	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9
AVERAGE OF COS FOR POS	2.91	2.908	2.908	2.91	2.908	2.908	2.91	2.908
AVERAGE OF POS	2.9075	2.9056	2.9056	2.9075	2.9056	2.9056	2.9075	2.9056
AVERAGE	2.9063125							

B COM MARKETING 2 SEMESTER

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: BUSINESS ENGLISH - II

COURSE CODE: BE18201

CREDITS: 3

DEPARTMENT: B Com Marketing

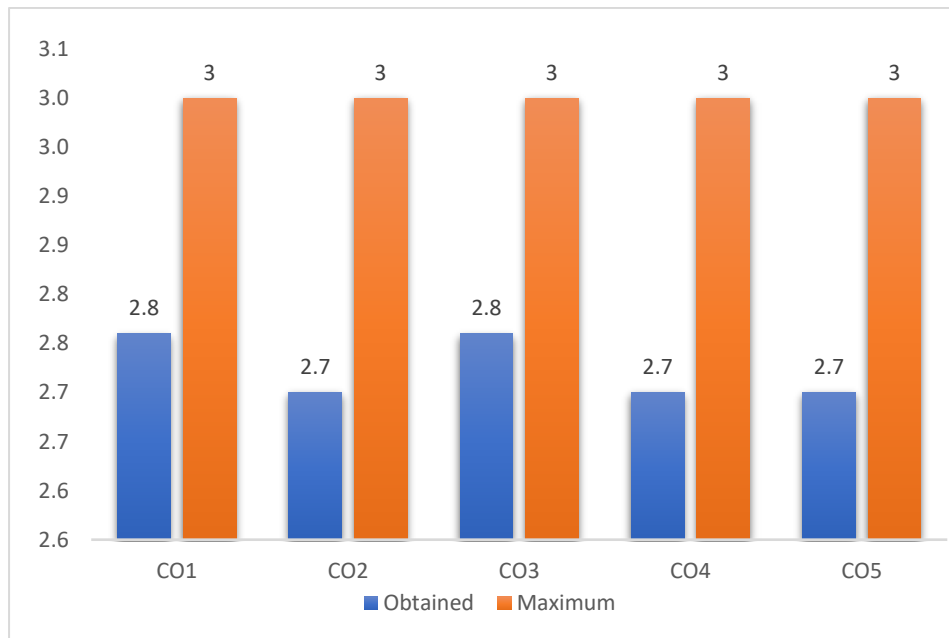
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	COURSE OUTCOMES: BUSINESS ENGLISH - II	BLOOM'S TAXONOMY LEVEL
CO1	Students will be able to identify the elements of Claim and Adjustment letters. Students will also be able to draft Claim letters and Adjustment letters.	I KNOWLEDGE
CO2	They will be able to identify nature and types of credit letters. Students will be able to recognize tone and style of Collection letters.	IV (ANALYZE)
CO3	Students will comprehend the general guidelines to write Application letters and Resumes. They will also be able to execute the form and content of an Application letter and Resume.	III (APPLY)
CO4	Students will also be able to understand characteristics and importance of Business Reports They will also be able to prepare a good Business report	II. Understanding
CO5	Students will be able to understand the techniques of describing Machines and Mechanisms. They will also be able to describe and create good Technical Reports.	VI (CREATE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	S	H	H	H	H	H	H	H	H	H
C02	H	S	H	H	H	H	H	H	H	H	H	H
C03	H	H	H	H	H	H	H	H	H	H	H	H
C04	H	H	H	H	H	H	H	S	H	H	H	H
C05	H	H	H	H	S	H	H	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	96.6	3.0			98.3	3.0	100.0	3.0	100.0	3.0	43.1	0.0	2.4	94.8	3.0	3.0	2.8
CO 2	96.6	3.0			98.3	3.0			100.0	3.0	43.1	0.0	2.3	94.8	3.0	3.0	2.7
CO 3	96.6	3.0	98.3	3.0	98.3	3.0			100.0	3.0	43.1	0.0	2.4	94.8	3.0	3.0	2.8
CO 4			98.3	3.0	98.3	3.0			100.0	3.0	43.1	0.0	2.3	94.8	3.0	3.0	2.7
CO 5			98.3	3.0	98.3	3.0			100.0	3.0	43.1	0.0	2.3	94.8	3.0	3.0	2.7

AVERAGE		AVERAGE	
3		2.724	

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	2.76	H	2.76			H	2.76	H	2.76	H	2.76	H	2.76	H	2.76
CO2	H	2.7			H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7
CO3	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76
CO4	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7		
CO5	H	2.7	H	2.7	H	2.7	H	2.7			H	2.7	H	2.7	H	2.7

AVERAGE OF COS FOR POS	2.724	2.73	2.715	2.724	2.73	2.724	2.724	2.73
AVERAGE OF POS	2.7168	2.7225	2.715	2.7168	2.7225	2.7168	2.7168	2.7225
AVERAGE	2.7187125							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: VALUE EDUCATION & PERSONALITY DEVELOPMENT</p> <p>COURSE OUTCOMES</p> <p>COURSE CODE: VE18201</p> <p>CREDITS: 2</p>
<p>DEPARTMENT: B Com Marketing</p>
<p>PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :</p> <ul style="list-style-type: none"> PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

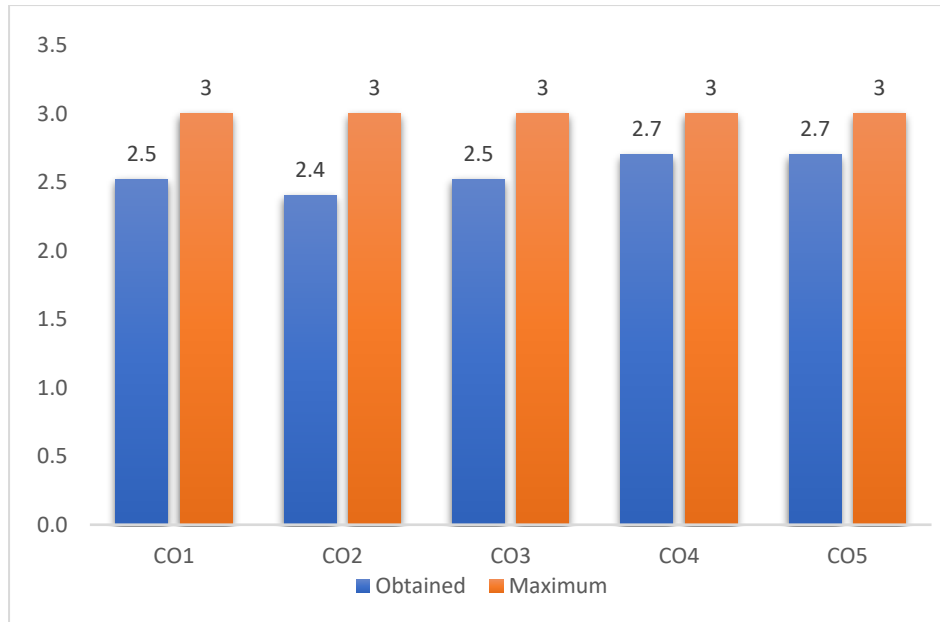
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: VALUE EDUCATION & PERSONALITY DEVELOPMENT COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students will be able to differentiate Accepted norms and Counter values and be able to identify the various Dimensions of Human Development.	1. Knowledge
CO2	Students will be able to demonstrate Love and Experience of God and identify the Basic Issues of Life and Happiness as a life goal.	2. Understanding(Comprehension)
CO3	They will able to understand the importance of Concern for others and critique the various problems that deter the growth of society.	3 Apply
CO4	The students will be able to recognize the traits of a good personality and practice Self-exploration.	4. Analyse
CO5	Students will be able to interpret the Purpose of Life and Goal Setting and demonstrate Self-management.	5.Evaluate

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	H	S	H	H	S	H	H
C03	H	H	H	H	S	H	H	H	H	H	H	H
C04	H	H	H	S	H	H	S	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	S	H	H	H



AVERAGE	AVERAGE
3	2.568

co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam		co wise external average	co wise total average
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	0.0	0.0			98.2	3.0	100.0	3.0	100.0	3.0	36.8	0.0	1.8	96.5	3.0	3.0	2.5
CO 2	0.0	0.0			98.2	3.0			100.0	3.0	36.8	0.0	1.5	96.5	3.0	3.0	2.4
CO 3	0.0	0.0	96.5	3.0	98.2	3.0			100.0	3.0	36.8	0.0	1.8	96.5	3.0	3.0	2.5
CO 4			96.5	3.0	98.2	3.0			100.0	3.0	36.8	0.0	2.3	96.5	3.0	3.0	2.7
CO 5			96.5	3.0	98.2	3.0			100.0	3.0	36.8	0.0	2.3	96.5	3.0	3.0	2.7

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	2.52	H	2.52	H	2.52	H	2.52	H	2.52	H	2.52	H	2.52	H	2.52
CO2	H	2.4	H	2.4	H	2.4			H	2.4	H	2.4			H	2.4
CO3	H	2.52	H	2.52	H	2.52	H	2.52			H	2.52	H	2.52	H	2.52
CO4	H	2.7	H	2.7	H	2.7			H	2.7	H	2.7			H	2.7
CO5	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7
AVERAGE OF COS FOR POS	2.568		2.568		2.568		2.58		2.58		2.568		2.58		2.568	

AVERAGE OF POS	2.5776	2.5776	2.5776	2.6	2.595	2.5776	2.6	2.5776
AVERAGE	2.585375							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: Statistics</p> <p>COURSE CODE: CP18201</p> <p>CREDITS: 4</p>
<p>DEPARTMENT: Advertising Sales Promotion and Sales Management</p>
<p>PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :</p> <ul style="list-style-type: none"> • PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world. • PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development. • PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

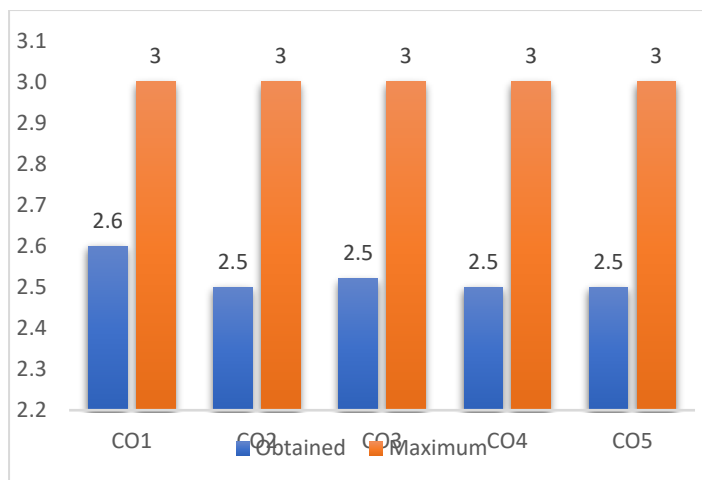
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	COURSE OUTCOMES: BOM	BLOOM'S TAXONOMY LEVEL
CO1	Identify and interpret the various principles and importance of management	1 knowledge



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	84.2	2.0			75.4	2.0	100.0	3.0	100.0	3.0	21.1	0.0	2.0	96.5	3.0	3.0	2.6
CO 2	84.2	2.0			75.4	2.0			100.0	3.0	21.1	0.0	1.8	96.5	3.0	3.0	2.5
CO 3	84.2	2.0	75.4	2.0	75.4	2.0			100.0	3.0	21.1	0.0	1.8	96.5	3.0	3.0	2.5
CO 4			75.4	2.0	75.4	2.0			100.0	3.0	21.1	0.0	1.8	96.5	3.0	3.0	2.5
CO 5			75.4	2.0	75.4	2.0			100.0	3.0	21.1	0.0	1.8	96.5	3.0	3.0	2.5

							AVERAGE		AVERAGE	
							3		2.524	
OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		
CO1	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6		
CO2	H 2.5		H 2.5	H 2.5	H 2.5	H 2.5	H 2.5	H 2.5		
CO3	H 2.52	H 2.52		H 2.52	H 2.52	H 2.52		H 2.52		
CO4	H 2.5		H 2.5	H 2.5	H 2.5	H 2.5	H 2.5	H 2.5		
CO5	H 2.5	H 2.5	H 2.5		H 2.5	H 2.5	H 2.5	H 2.5		
AVERAGE OF COS FOR POS	2.524	2.54	2.525	2.53	2.524	2.524	2.525	2.524		
AVERAGE OF POS	2.5088	2.52	2.50625	2.5125	2.5088	2.5088	2.50625	2.5088		
AVERAGE	2.510025									

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Financial Accounting-II

COURSE CODE: B C 18003

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

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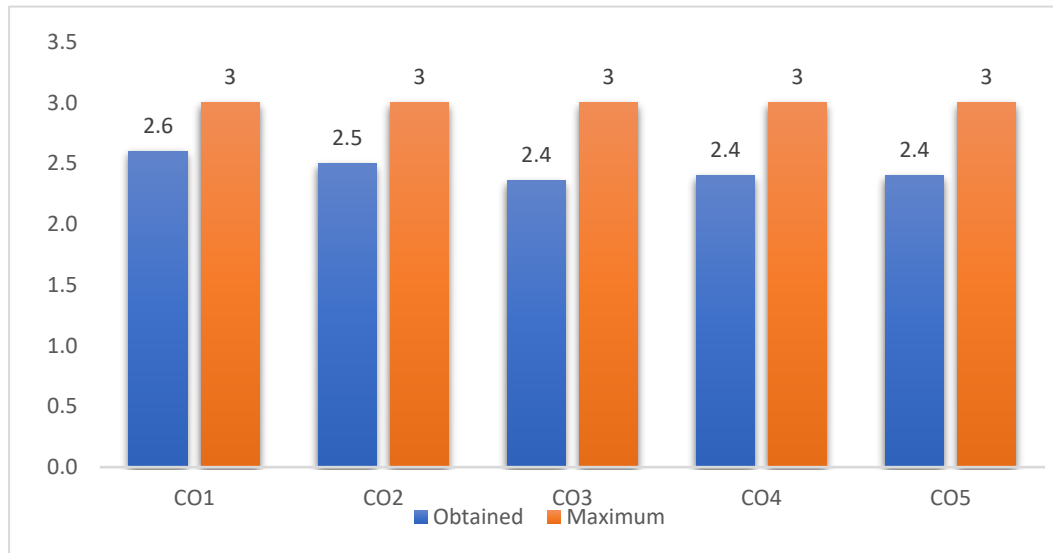
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Financial Accounting II	BLOOM'S TAXONOMY LEVEL
CO1	Introduce basic concepts of partnership and explains the admission of a partner.	2. Knowledge
CO2	Demonstrate accounting treatment relating to retirement and death of a partner.	2. Understanding(Comprehension)
CO3	Identify the rules applicable for winding up of partnership and insolvency of a partner.	3 Apply
CO4	Show the method of finding out profits and financial position by using incomplete records.	4. Analyse
CO5	Illustrate method of preparing books under hire purchase and installment purchase system.	5.Evaluate

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	H	S	H	H	S	H	H
C03	H	H	H	H	H	H	H	H	H	H	H	H
C04	H	H	H	S	H	H	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise external average	co wise total average
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	73.7	1.0			93.0	3.0	100.0	3.0	100.0	3.0	40.4	0.0	2.0	87.7	3.0	3.0	2.6
CO 2	73.7	1.0			93.0	3.0			100.0	3.0	40.4	0.0	1.8	87.7	3.0	3.0	2.5
CO 3	73.7	1.0	64.9	0.0	93.0	3.0			100.0	3.0	40.4	0.0	1.4	87.7	3.0	3.0	2.4
CO 4			64.9	0.0	93.0	3.0			100.0	3.0	40.4	0.0	1.5	87.7	3.0	3.0	2.4
CO 5			64.9	0.0	93.0	3.0			100.0	3.0	40.4	0.0	1.5	87.7	3.0	3.0	2.4

AVERAGE	AVERAGE
3	2.452

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6
CO2	H 2.5	H 2.5	H 2.5		H 2.5	H 2.5		H 2.5
CO3	H 2.36	H 2.36	H 2.36	H 2.36	H 2.36	H 2.36	H 2.36	H 2.36
CO4	H 2.4	H 2.4	H 2.4		H 2.4	H 2.4	H 2.4	H 2.4
CO5	H 2.4	H 2.4	H 2.4	H 2.4	H 2.4	H 2.4	H 2.4	H 2.4
AVERAGE OF COS FOR POS	2.452	2.452	2.452	2.453333333	2.452	2.452	2.44	2.452
AVERAGE OF POS	2.4224	2.4224	2.4224	2.404444	2.4224	2.4224	2.4	2.4224
AVERAGE	2.417355556							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Print Advertising

COURSE CODE: CP18202

CREDITS: 4

DEPARTMENT: Advertising Sales Promotion and Sales Management

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

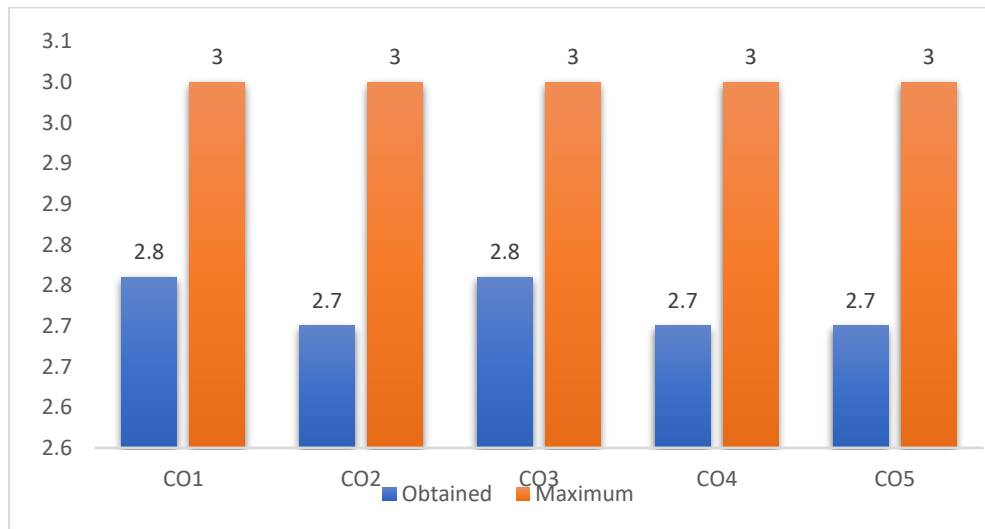
PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Print Advertising	BLOOM'S TAXONOMY LEVEL
CO1	Develop creative strategies for Print advertising	6. Create(Synthesis)
CO2	Plan and implement basic research and interpret research results as they apply to advertising campaigns	2. Understanding
CO3	Analyze the expanding environment of Print media and communication techniques.	4, Analyse

CO4	Apply digital intelligence across a broad range of business functions.	3 Apply
CO5	Select creative solutions to address Print advertising and challenges.	1 Remember(knowledge)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	H	H	S	H	H	H	H	H	H
C03	H	H	H	H	S	H	H	S	H	H	H	H
C04	H	S	H	H	H	H	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H	H	H



AVERAGE OF COS FOR POS	2.724	2.73	2.724	2.724	2.715	2.73	2.724	2.715
AVERAGE OF POS	2.7168	2.7225	2.7168	2.7168	2.70375	2.7225	2.7168	2.70375
AVERAGE	2.7149625							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: Business Organisation Management</p> <p>COURSE CODE: CP18203</p> <p>CREDITS: 4</p>
<p>DEPARTMENT: Advertising Sales Promotion and Sales Management</p>
<p>PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :</p> <ul style="list-style-type: none"> • PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world. • PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development. • PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

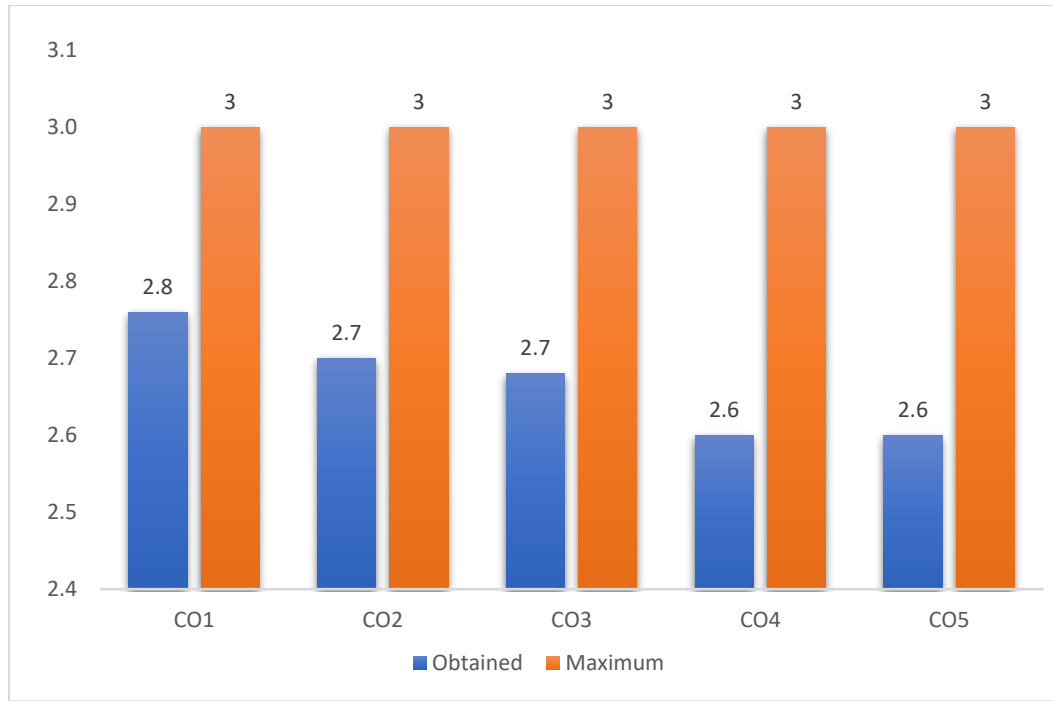
PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: BOM	BLOOM'S TAXONOMY LEVEL
CO1	Identify and interpret the various principles and importance of management	1 knowledge



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise external average	co wise total average
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	86.0	3.0			98.2	3.0	100.0	3.0	100.0	3.0	21.1	0.0	2.4	96.5	3.0	3.0	2.8
CO 2	86.0	3.0			98.2	3.0			100.0	3.0	21.1	0.0	2.3	96.5	3.0	3.0	2.7
CO 3	86.0	3.0	84.2	2.0	98.2	3.0			100.0	3.0	21.1	0.0	2.2	96.5	3.0	3.0	2.7
CO 4			84.2	2.0	98.2	3.0			100.0	3.0	21.1	0.0	2.0	96.5	3.0	3.0	2.6
CO 5			84.2	2.0	98.2	3.0			100.0	3.0	21.1	0.0	2.0	96.5	3.0	3.0	2.6

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76
CO2	H	2.7			H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7
CO3	H	2.68	H	2.68			H	2.68	H	2.68	H	2.68			H	2.68
CO4	H	2.6			H	2.6	H	2.6	H	2.6	H	2.6	H	2.6	H	2.6
CO5	H	2.6	H	2.6	H	2.6	H	2.6	H	2.6	H	2.6	H	2.6	H	2.6
AVERAGE OF COS FOR POS	2.668		2.68		2.665		2.668		2.668		2.668		2.665		2.668	
AVERAGE OF POS	2.6496		2.653333		2.64125		2.6496		2.6496		2.6496		2.64125		2.6496	
AVERAGE	2.647979167															

B COM MARKETING SECOND YEAR 2021-22 (3 SEMESTER)

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Environmental Studies

COURSE CODE: ES18301

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

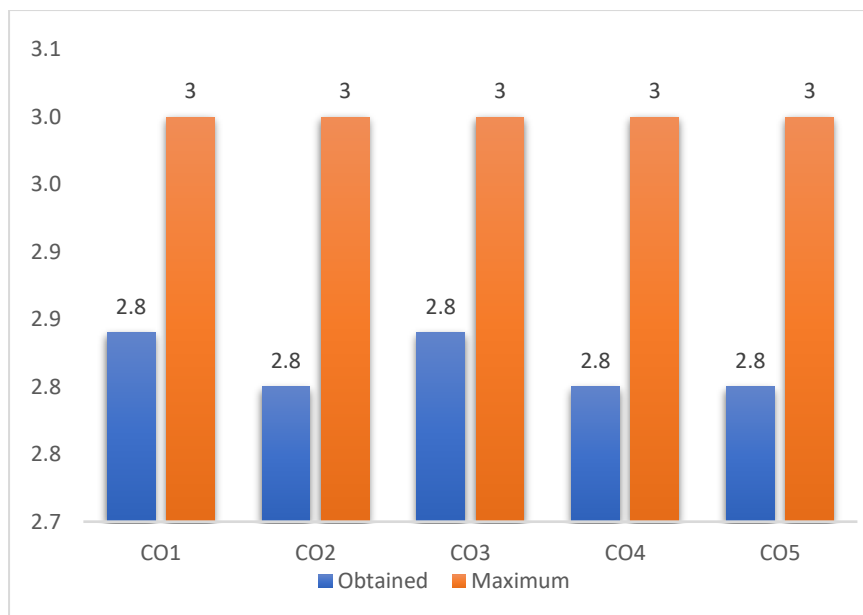
PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Environmental studies	BLOOM'S TAXONOMY LEVEL
CO1	Understand the importance of Environmental education, conservation of natural resources & understand the importance of ecosystems and biodiversity	1 knowledge

CO2	Understand the pollution problems and apply the environmental science knowledge on solid waste management, disaster management	2. Understanding (Comprehension)
CO3	Apply the environmental science knowledge to improve the resources Evaluate and understand the sustainable environmental conditions and control methods	3 Apply
CO4	Identify the interactions and intersections of identities (e.g., gender, race, ethnicity, class, sexuality, and so on) and assess the ways in which they contribute to instances of privilege and power dynamics across cultures, space, and time. And their problems	4. Analyze
CO5	Understand the gender problems and ways of addressing them, including interactions across local to global scales in communities and overcome inequalities with legislation	6. Create (Synthesis)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	H	H	H	H	H	H	H
C03	H	S	H	H	H	S	H	H	H	H	H	H
C04	H	H	H	H	H	H	H	S	H	H	H	H
C05	H	S	H	H	H	H	H	H	S	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass %	Attainm ent level	pass%	Attainment level	pass %	Attainment level	pass%	Attainm ent level	pass %	Attainm ent level	co wise internal average	pass%	Attainm ent level	co wise external average	co wise total average
CO 1	100.0	3.0			98.3	3.0	100.0	3.0	100.0	3.0	67.8	1.0	2.6	100.0	3.0	3.0	2.8
CO 2	100.0	3.0			98.3	3.0			100.0	3.0	67.8	1.0	2.5	100.0	3.0	3.0	2.8
CO 3	100.0	3.0	98.3	3.0	98.3	3.0			100.0	3.0	67.8	1.0	2.6	100.0	3.0	3.0	2.8
CO 4			98.3	3.0	98.3	3.0			100.0	3.0	67.8	1.0	2.5	100.0	3.0	3.0	2.8

CO 5			98.3	3.0	98.3	3.0			100.0	3.0	67.8	1.0	2.5	100.0	3.0	3.0	2.8
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AVERAGE	AVERAGE
3	2.816

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84
CO2	H 2.8	H 2.8	H 2.8		H 2.8	H 2.8	H 2.8	H 2.8
CO3	H 2.84		H 2.84	H 2.84	H 2.84		H 2.84	H 2.84
CO4	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	
CO5	H 2.8		H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8
AVERAGE OF COS FOR POS	2.816	2.813333333	2.816	2.82	2.816	2.81	2.816	2.82
AVERAGE OF POS	2.8112	2.804444	2.8112	2.815	2.8112	2.8025	2.8112	2.815
AVERAGE	2.810218056							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Visual Basic

COURSE CODE: CP18301

CREDITS: 3

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

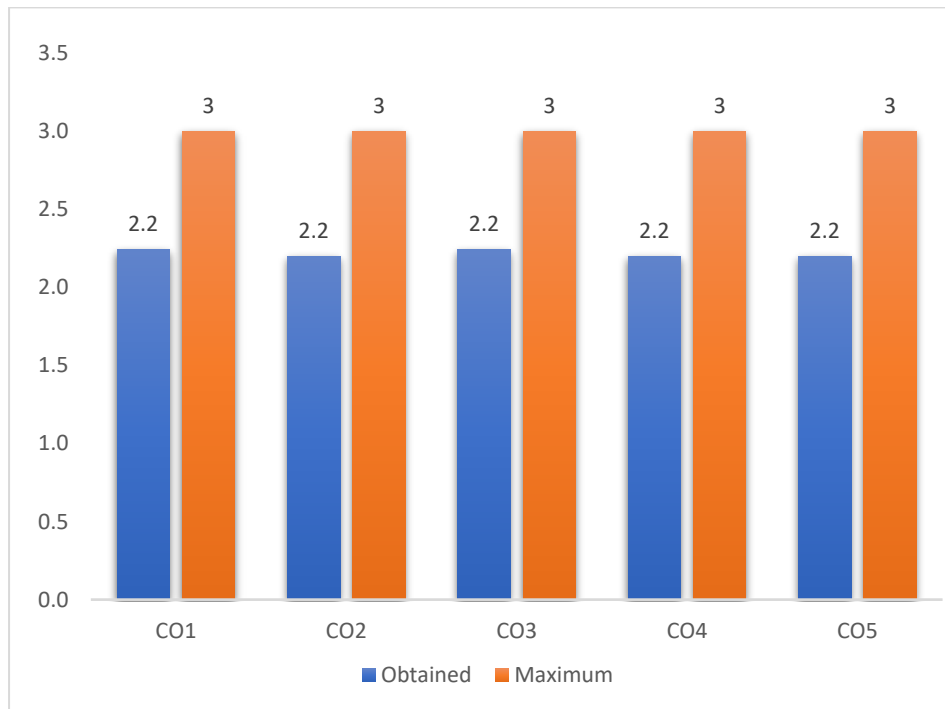
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Visual Basic	BLOOM'S TAXONOMY LEVEL
CO1	Explain basic computer terminology and number systems.	1. Knowledge
CO2	Illustrate the concepts of data base management system.	2. Understanding
CO3	Identify the integrated development environment	6 Create(Synthesis)
CO4	Classify different types of control structures	4. Analyse
CO5	Apply modern means of file handling methods	3. Apply

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	H	S	H	H	S	H	H
C03	H	H	H	H	H	H	H	H	H	H	H	H
C04	H	S	H	H	H	H	H	S	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H	H	S



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam		co wise total average	
	pass%	Attainment level	pass %	Attainment level	pass%	Attainment level	pass %	Attainment level	pass%	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO1	100.0	3.0			98.3	3.0	100.0	3.0	100.0	3.0	67.8	1.0	2.6	83.1	2.0	2.0	2.2
CO2	100.0	3.0			98.3	3.0			100.0	3.0	67.8	1.0	2.5	83.1	2.0	2.0	2.2
CO3	100.0	3.0	94.9	3.0	98.3	3.0			100.0	3.0	67.8	1.0	2.6	83.1	2.0	2.0	2.2
CO4			94.9	3.0	98.3	3.0			100.0	3.0	67.8	1.0	2.5	83.1	2.0	2.0	2.2
CO5			94.9	3.0	98.3	3.0			100.0	3.0	67.8	1.0	2.5	83.1	2.0	2.0	2.2

AVERAGE	AVERAGE
2	2.216

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.24	H 2.24	H 2.24	H 2.24	H 2.24	H 2.24	H 2.24	H 2.24
CO2	H 2.2	H 2.2	H 2.2		H 2.2	H 2.2		H 2.2
CO3	H 2.24	H 2.24	H 2.24	H 2.24	H 2.24	H 2.24	H 2.24	H 2.24
CO4	H 2.2		H 2.2	H 2.2	H 2.2	H 2.2	H 2.2	
CO5	H 2.2	H 2.2	H 2.2	H 2.2	H 2.2	H 2.2	H 2.2	H 2.2
AVERAGE OF COS FOR POS	2.216	2.22	2.216	2.22	2.216	2.216	2.22	2.22
AVERAGE OF POS	2.2112	2.215	2.2112	2.215	2.2112	2.2112	2.215	2.215
AVERAGE	2.2131							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: Advance Accounting</p> <p>COURSE CODE: CP18302</p> <p>CREDITS: 5</p>
<p>DEPARTMENT: B Com Marketing</p>

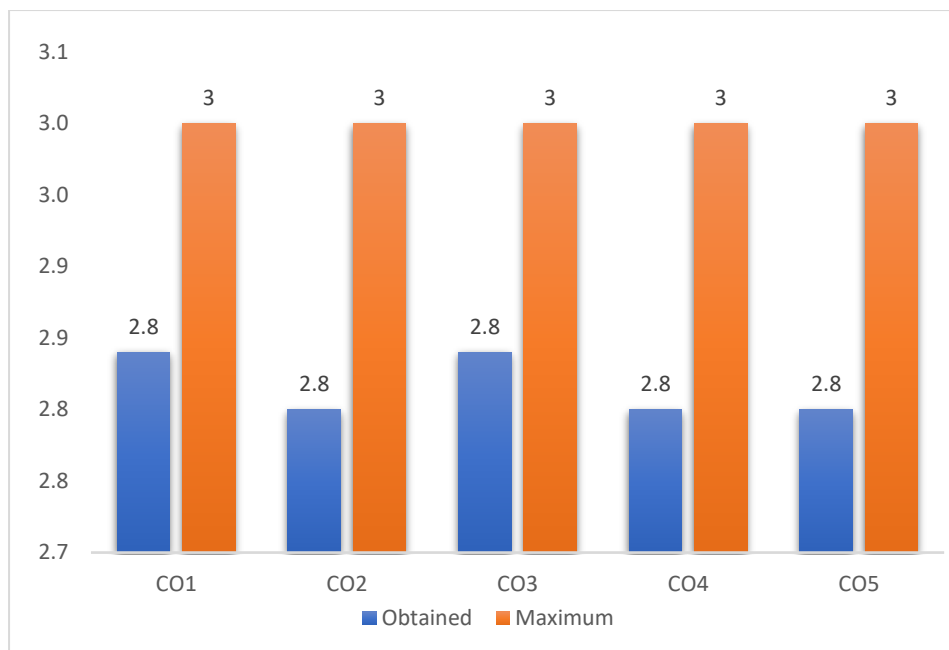
PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam			
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		co wise external average	co wise total average		
CO1	96.6	3.0			94.9	3.0	100.0	3.0	100.0	3.0	67.8	1.0	2.6	98.3	3.0	3.0	2.8
CO2	96.6	3.0			94.9	3.0			100.0	3.0	67.8	1.0	2.5	98.3	3.0	3.0	2.8
CO3	96.6	3.0	91.5	3.0	94.9	3.0			100.0	3.0	67.8	1.0	2.6	98.3	3.0	3.0	2.8
CO4			91.5	3.0	94.9	3.0			100.0	3.0	67.8	1.0	2.5	98.3	3.0	3.0	2.8
CO5			91.5	3.0	94.9	3.0			100.0	3.0	67.8	1.0	2.5	98.3	3.0	3.0	2.8

AVERAGE	AVERAGE
3	2.816

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84
CO2	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8		H 2.8
CO3	H 2.84		H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84
CO4	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8
CO5	H 2.8	H 2.8	H 2.8		H 2.8	H 2.8	H 2.8	H 2.8
AVERAGE OF COS FOR POS	2.816	2.81	2.816	2.82	2.816	2.816	2.82	2.816
AVERAGE OF POS	2.8112	2.8025	2.8112	2.815	2.8112	2.8112	2.815	2.8112
AVERAGE	2.8110625							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Creativity in Advertising

COURSE CODE: CP18303

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

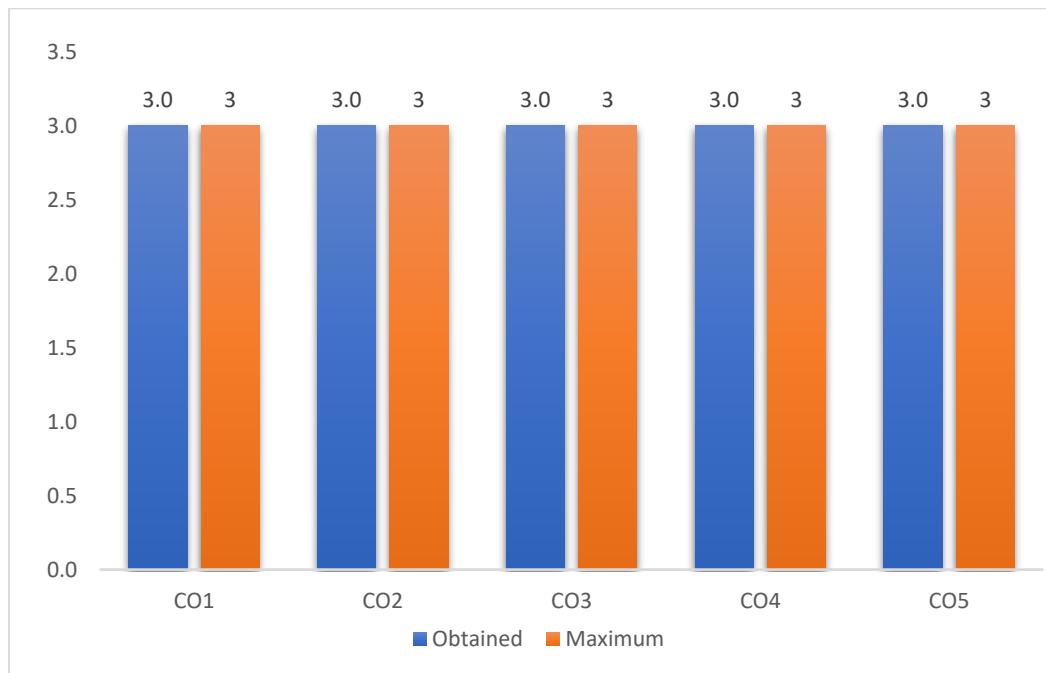
PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Creativity in Advertising	BLOOM'S TAXONOMY LEVEL
CO1	Develop creative strategies for advertising	3 Apply
CO2	Create and conduct ethically sound and socially responsible advertising strategies and campaigns	6. Create (Synthesis)
CO3	Judge the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns.	5.Evaluate
CO4	Interpret the importance of market segmentation, position and action objectives to the development of an advertising and promotion program.	2. Understanding (Comprehension)

CO5	Analyze media strategy, scheduling, and vehicle selection.	4. Analyze
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outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	S	H	H	H	H	H	H
C03	H	H	H	H	H	H	H	S	H	H	H	H
C04	H	H	H	S	H	H	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	93.2	3.0			96.6	3.0	100.0	3.0	100.0	3.0	93.2	3.0	3.0	98.3	3.0	3.0	3.0
CO 2	93.2	3.0			96.6	3.0			100.0	3.0	93.2	3.0	3.0	98.3	3.0	3.0	3.0
CO 3	93.2	3.0	100.0	3.0	96.6	3.0			100.0	3.0	93.2	3.0	3.0	98.3	3.0	3.0	3.0
CO 4			100.0	3.0	96.6	3.0			100.0	3.0	93.2	3.0	3.0	98.3	3.0	3.0	3.0
CO 5			100.0	3.0	96.6	3.0			100.0	3.0	93.2	3.0	3.0	98.3	3.0	3.0	3.0

AVERAGE	AVERAGE
3	3

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 3	H 3	H 3	H 3	H 3	H 3	H 3	H 3
CO2	H 3	H 3	H 3		H 3		H 3	H 3
CO3	H 3	H 3	H 3	H 3	H 3	H 3	H 3	
CO4	H 3	H 3	H 3		H 3	H 3	H 3	H 3
CO5	H 3	H 3	H 3	H 3	H 3	H 3	H 3	H 3
AVERAGE OF COS FOR POS	3	3	3	3	3	3	3	3
AVERAGE OF POS	3	3	3	3	3	3	3	3
AVERAGE	3							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Micro Economics

COURSE CODE: CP18304

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

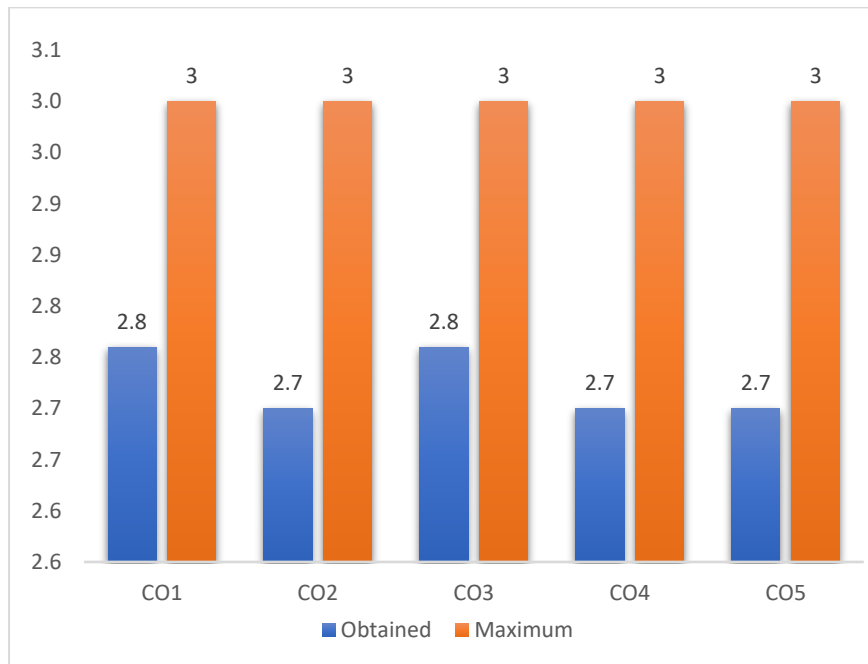
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Micro Economics	BLOOM'S TAXONOMY LEVEL
CO1	Demonstrate understanding of concepts of business economics	2. Understanding
CO2	Apply different methods of demand forecasting based on time period and nature of product	3. Apply
CO3	Analyze different types of production function	4. Analyse
CO4	Compare various market structures and analyze price-output decision in different markets	5. Evaluate
CO5	Analyze importance of international trade to Indian economy and evaluate effects of government policy on trade	6 Create(Synthesis)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	H	S	H	H	S	H	H
C03	H	H	H	H	S	H	H	H	H	H	H	H
C04	H	H	S	H	H	H	H	H	S	H	S	H
C05	H	H	H	S	H	H	H	H	H	H	H	S



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam			co wise total average
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level	co wise external average	
CO 1	100.0	3.0			96.6	3.0	100.0	3.0	100.0	3.0	44.1	0.0	2.4	89.8	3.0	3.0	2.8
CO 2	100.0	3.0			96.6	3.0			100.0	3.0	44.1	0.0	2.3	89.8	3.0	3.0	2.7
CO 3	100.0	3.0	100.0	3.0	96.6	3.0			100.0	3.0	44.1	0.0	2.4	89.8	3.0	3.0	2.8
CO 4			100.0	3.0	96.6	3.0			100.0	3.0	44.1	0.0	2.3	89.8	3.0	3.0	2.7
CO 5			100.0	3.0	96.6	3.0			100.0	3.0	44.1	0.0	2.3	89.8	3.0	3.0	2.7
AVERAGE			AVERAGE														
3			2.724														

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76
CO2	H	2.7	H	2.7	H	2.7			H	2.7	H	2.7			H	2.7
CO3	H	2.76	H	2.76	H	2.76	H	2.76			H	2.76	H	2.76	H	2.76
CO4	H	2.7	H	2.7			H	2.7	H	2.7	H	2.7	H	2.7	H	2.7
CO5	H	2.7	H	2.7	H	2.7			H	2.7	H	2.7	H	2.7	H	2.7
AVERAGE OF COS FOR POS	2.724		2.724		2.73		2.74		2.715		2.724		2.73		2.724	

AVERAGE OF POS	2.7168	2.7168	2.7225	2.733333	2.70375	2.7168	2.7225	2.7168
AVERAGE	2.718660417							

B COM MARKETING 4 SEMESTER

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: E Commerce</p> <p>COURSE CODE: CP18401</p> <p>CREDITS: 4</p>
<p>DEPARTMENT: B Com Marketing</p>
<p>PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :</p> <ul style="list-style-type: none"> • PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world. • PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development. • PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

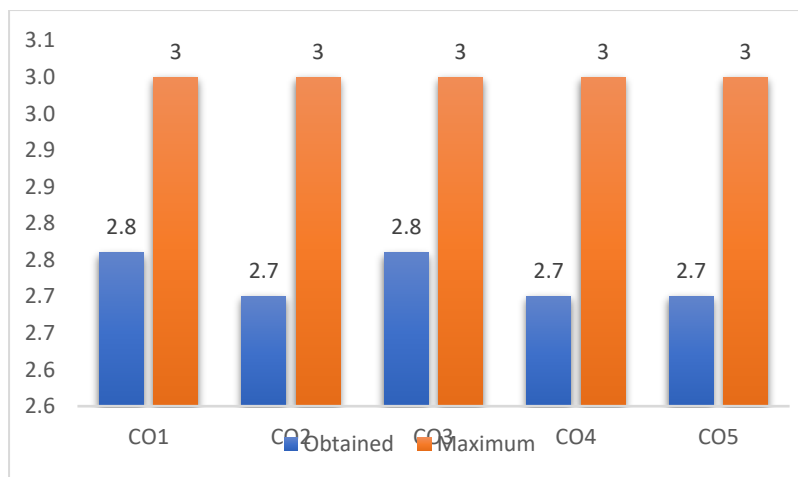
PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: E Commerce	BLOOM'S TAXONOMY LEVEL
CO1	Explain the basics of ecommerce applications	I Knowledge

CO2	Categorize different types electronic payment systems	VI Create(Synthesis)
CO3	Develop the consumer oriented applications	III Apply
CO4	Sub divides technology or services EDI and MIME	II Understanding(Comprehension)
CO5	Create the consumer search and resource discovery	IV Analyze

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	S	H	H	H	H	H	H
C03	H	H	H	H	H	H	H	S	H	H	H	H
C04	H	H	H	H	H	H	H	H	H	H	H	H
C05	H	H	H	S	H	H	H	S	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO1	94.9	3.0			98.3	3.0	100.0	3.0	100.0	3.0	25.4	0.0	2.4	86.4	3.0	3.0	2.8
CO2	94.9	3.0			98.3	3.0			100.0	3.0	25.4	0.0	2.3	86.4	3.0	3.0	2.7
CO3	94.9	3.0	96.6	3.0	98.3	3.0			100.0	3.0	25.4	0.0	2.4	86.4	3.0	3.0	2.8
CO4			96.6	3.0	98.3	3.0			100.0	3.0	25.4	0.0	2.3	86.4	3.0	3.0	2.7
CO5			96.6	3.0	98.3	3.0			100.0	3.0	25.4	0.0	2.3	86.4	3.0	3.0	2.7

AVERAGE

AVERAGE

3	2.724
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OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76
CO2	H 2.7	H 2.7	H 2.7		H 2.7		H 2.7	H 2.7
CO3	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	
CO4	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7
CO5	H 2.7	H 2.7	H 2.7		H 2.7	H 2.7	H 2.7	
AVERAGE OF COS FOR POS	2.724	2.724	2.724	2.74	2.724	2.73	2.724	2.72
AVERAGE OF POS	2.7168	2.7168	2.7168	2.733333	2.7168	2.7225	2.7168	2.706667
AVERAGE	2.7183125							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Marketing Research COURSE CODE: CP18402

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

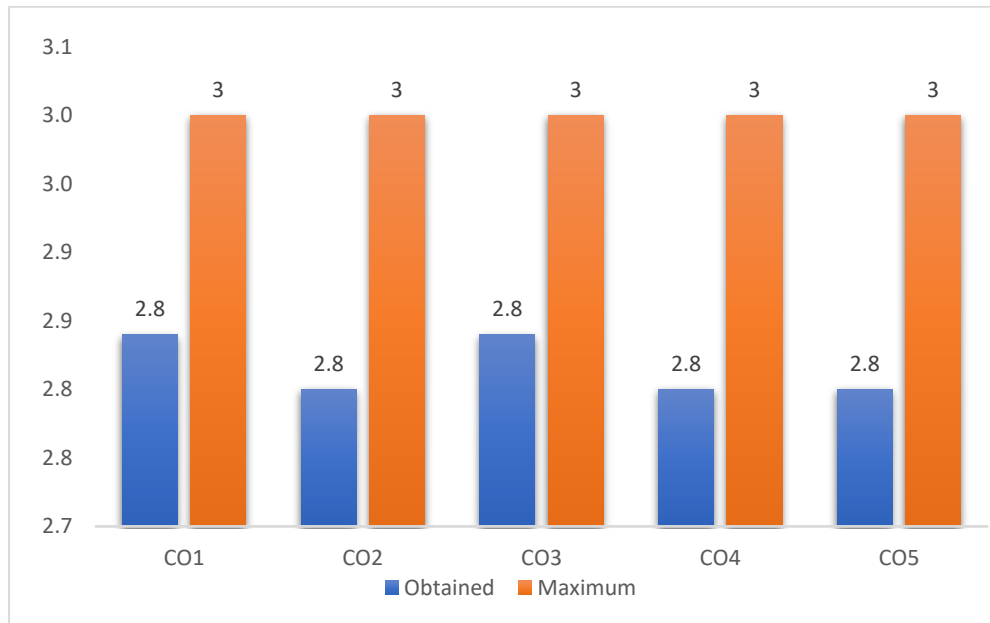
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Marketing Research	BLOOM'S TAXONOMY LEVEL
CO1	CO1: To understand and interpret the basic meaning of Marketing Research, to define marketing research problems at hand & construct the procedure for undertaking research.	1.Knowledge
CO2	CO2: To classify the different sources of data and analyze the various methods of data collection.	3 Apply
CO3	CO3: Develop the most appropriate sample size and design as well as determine the sampling and non-sampling errors.	6. Create(Synthesis)
CO4	CO4: To classify the various types of attitude measurement scales and applies the principles and format of Report writing and representation.	2. Understanding(Comprehension)
CO5	CO5: To critically evaluate the application of Marketing Research in different marketing segments.	4. Analyze

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	H	H	S	H	H	H	H	H	H
C03	H	S	H	H	H	H	H	S	H	H	H	H
C04	H	H	H	H	H	H	H	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level	co wise external average	co wise total average
CO 1	94.9	3.0			96.6	3.0	100.0	3.0	100.0	3.0	67.8	1.0	2.6	93.2	3.0	3.0	2.8
CO 2	94.9	3.0			96.6	3.0			100.0	3.0	67.8	1.0	2.5	93.2	3.0	3.0	2.8
CO 3	94.9	3.0	96.6	3.0	96.6	3.0			100.0	3.0	67.8	1.0	2.6	93.2	3.0	3.0	2.8
CO 4			96.6	3.0	96.6	3.0			100.0	3.0	67.8	1.0	2.5	93.2	3.0	3.0	2.8
CO 5			96.6	3.0	96.6	3.0			100.0	3.0	67.8	1.0	2.5	93.2	3.0	3.0	2.8

AVERAGE	AVERAGE
3	2.816

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	H 2.84
CO2	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8		H 2.8	H 2.8
CO3	H 2.84		H 2.84	H 2.84	H 2.84	H 2.84	H 2.84	
CO4	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8
CO5	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8	H 2.8
AVERAGE OF COS FOR POS	2.816	2.81	2.816	2.816	2.816	2.82	2.816	2.81
AVERAGE OF POS	2.8112	2.8025	2.8112	2.8112	2.8112	2.815	2.8112	2.8025
AVERAGE	2.8095							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: Applied Public Relations</p> <p>COURSE CODE: CP18403</p> <p>CREDITS: 3</p>
<p>DEPARTMENT: B Com Marketing</p>

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

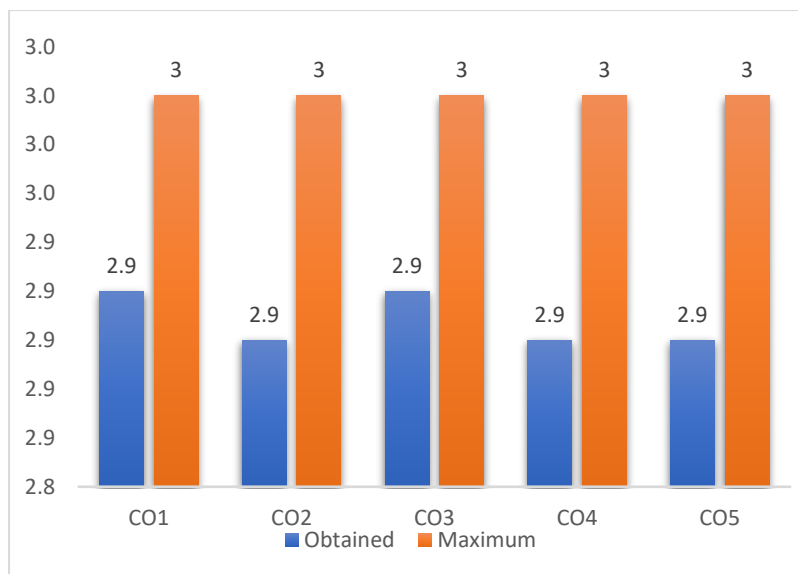
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Applied Public Relations	BLOOM'S TAXONOMY LEVEL
CO1	Apply basic Public Relations theories and principles to practice.	3 Apply
CO2	Prepare effective presentations to work teams, clients, and publics.	3. Apply
CO3	Select broader liberal arts knowledge with the principles of Public Relations in order to create effective public relations campaigns.	4. Analyze
CO4	Compose written Public Relations materials in a logical, coherent, concise, and appropriate format.	6 Create(Synthesis)
CO5	Create and conduct ethically sound and socially responsible Public Relations strategies and campaigns.	6 Create(Synthesis)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	H	S	H	H	H	H	H
C03	H	H	H	H	H	H	H	H	H	H	H	H
C04	H	H	H	H	H	H	H	H	H	H	H	H
C05	H	H	H	H	H	H	S	H	H	H	H	S



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	100.0	3.0			96.6	3.0	100.0	3.0	100.0	3.0	78.0	2.0	2.8	94.9	3.0	3.0	2.9
CO 2	100.0	3.0			96.6	3.0			100.0	3.0	78.0	2.0	2.8	94.9	3.0	3.0	2.9
CO 3	100.0	3.0	98.3	3.0	96.6	3.0			100.0	3.0	78.0	2.0	2.8	94.9	3.0	3.0	2.9
CO 4			98.3	3.0	96.6	3.0			100.0	3.0	78.0	2.0	2.8	94.9	3.0	3.0	2.9
CO 5			98.3	3.0	96.6	3.0			100.0	3.0	78.0	2.0	2.8	94.9	3.0	3.0	2.9

AVERAGE	AVERAGE
3	2.908

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92
CO2	H 2.9	H 2.9	H 2.9		H 2.9	H 2.9		H 2.9
CO3	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92
CO4	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9
CO5	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9		H 2.9
AVERAGE OF COS FOR POS	2.908	2.908	2.908	2.91	2.908	2.908	2.913333333	2.908
AVERAGE OF POS	2.9056	2.9056	2.9056	2.9075	2.9056	2.9056	2.911111	2.9056
AVERAGE	2.906526389							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Business Law

COURSE CODE: CP18404

CREDITS: 3

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

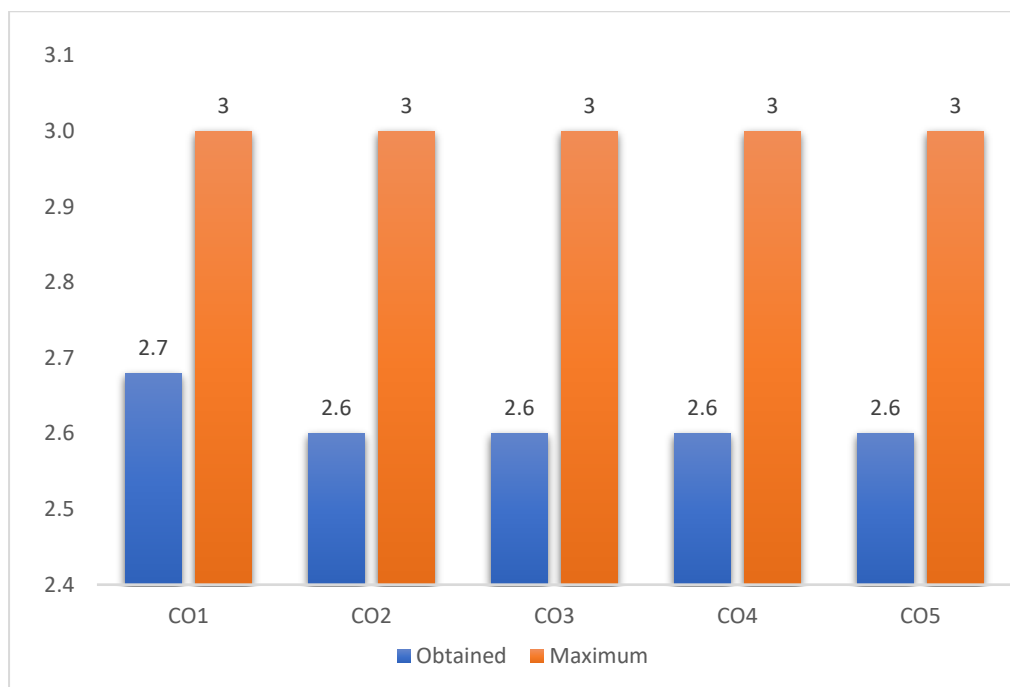
PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Business Law	BLOOM'S TAXONOMY LEVEL
CO1	Demonstrate an understanding of the legal environment of the business.	2. Understanding(Comprehension
CO2	Explain legality of object and consideration, discharge of a contract and remedies available.	3 Apply
CO3	Identify the recognition of transactions involving the sales of goods act.	6. Create(Synthesis)
CO4	Dramatize the application of consumer protection act.	1 Knowledge

CO5	Recognize intellectual property rights and introduction to IT act 2000 and right to information act.	5 Evaluate
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outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H		H	H	H	H	S	H	H	S
C02	H	H	H		H	S	S	H	H	H	H	H
C03	H	H	H		H	H	H	H	H	H	H	H
C04	H	H	H		H	H	S	H	H	H	H	H
C05	H	H	H		H	H	S	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level		
CO 1	84.7	2.0			89.8	3.0	100.0	3.0	100.0	3.0	42.4	0.0	2.2	94.9	3.0	3.0	2.7
CO 2	84.7	2.0			89.8	3.0			100.0	3.0	42.4	0.0	2.0	94.9	3.0	3.0	2.6
CO 3	84.7	2.0	81.4	2.0	89.8	3.0			100.0	3.0	42.4	0.0	2.0	94.9	3.0	3.0	2.6
CO 4			81.4	2.0	89.8	3.0			100.0	3.0	42.4	0.0	2.0	94.9	3.0	3.0	2.6
CO 5			81.4	2.0	89.8	3.0			100.0	3.0	42.4	0.0	2.0	94.9	3.0	3.0	2.6

AVERAGE	AVERAGE
3	2.616

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.68	H 2.68	H 2.68		H 2.68	H 2.68	H 2.68	H 2.68
CO2	H 2.6	H 2.6	H 2.6		H 2.6			H 2.6
CO3	H 2.6	H 2.6	H 2.6		H 2.6	H 2.6	H 2.6	H 2.6
CO4	H 2.6	H 2.6	H 2.6		H 2.6	H 2.6		H 2.6
CO5	H 2.6	H 2.6	H 2.6		H 2.6	H 2.6		H 2.6
AVERAGE OF COS FOR POS	2.616	2.616	2.616		2.616	2.62	2.64	2.616
AVERAGE OF POS	2.6032	2.6032	2.6032		2.6032	2.605	2.62	2.6032
AVERAGE	2.605857143							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: Corporate Accounting</p> <p>COURSE CODE: CP18405</p> <p>CREDITS: 3</p>
<p>DEPARTMENT: B Com Marketing</p>

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
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- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

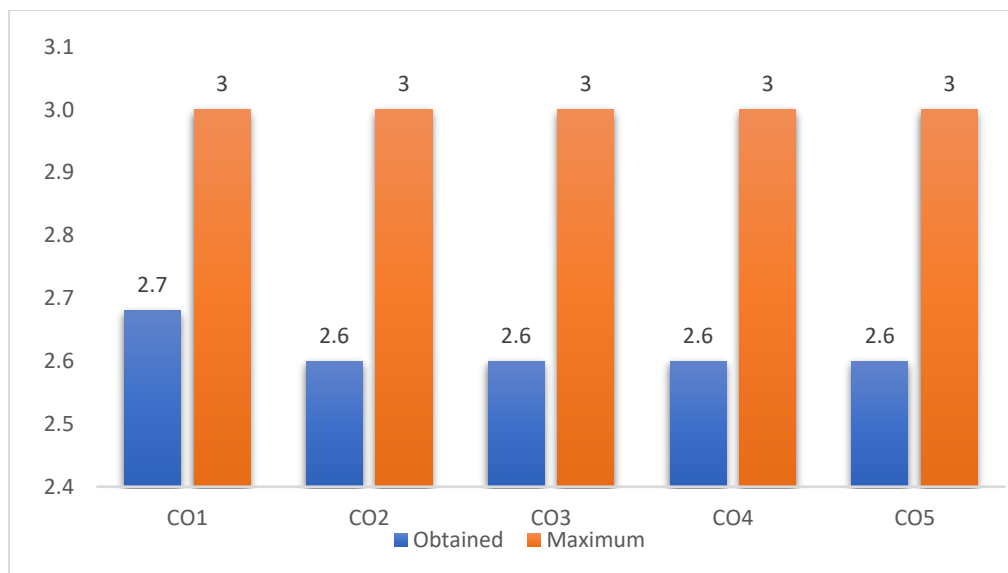
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Corporate Accounting	BLOOM'S TAXONOMY LEVEL
CO1	Understand the various types of capital structures of the company and their representation in the balance sheet, preparation of financial statements with profits before incorporation.	1. Understanding
CO2	Explain the valuation of shares and goodwill.	1. Knowledge
CO3	Analyze amalgamation in the nature of merger and purchase and accounting treatment for internal reconstruction.	4. Analyze
CO4	Demonstrate the accounting systems of a banking company under the guidance of RBI.	3. Apply
CO5	Help to prepare insurance accounts as per IRDAI guidelines.	3. Apply

utcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H		H	H	H	H	H	H
C02	H	H	S	H	H		S	H	H	H	H	H
C03	H	H	H	H	H		H	H	H	H	H	H
C04	H	H	H	H	H		H	S	H	H	H	H
C05	H	H	H	H	H		S	H	H	H	H	S



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam			co wise total average
	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass %	Attainment level	co wise external average	
CO1	84.7	2.0			100.0	3.0	100.0	3.0	100.0	3.0	35.6	0.0	2.2	86.4	3.0	3.0	2.7
CO2	84.7	2.0			100.0	3.0			100.0	3.0	35.6	0.0	2.0	86.4	3.0	3.0	2.6
CO3	84.7	2.0	79.7	2.0	100.0	3.0			100.0	3.0	35.6	0.0	2.0	86.4	3.0	3.0	2.6
CO4			79.7	2.0	100.0	3.0			100.0	3.0	35.6	0.0	2.0	86.4	3.0	3.0	2.6
CO5			79.7	2.0	100.0	3.0			100.0	3.0	35.6	0.0	2.0	86.4	3.0	3.0	2.6

AVERAGE	AVERAGE
	2.616

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.68	H 2.68	H 2.68	H 2.68	H 2.68		H 2.68	H 2.68
CO2	H 2.6	H 2.6		H 2.6	H 2.6			H 2.6
CO3	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6		H 2.6	H 2.6
CO4	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6		H 2.6	
CO5	H 2.6	H 2.6	H 2.6	H 2.6	H 2.6			H 2.6
AVERAGE OF COS FOR POS	2.616	2.616	2.62	2.616	2.616		2.626666667	2.62
AVERAGE OF POS	2.6032	2.6032	2.605	2.6032	2.6032		2.608889	2.605
AVERAGE	2.604526984							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Radio Advertising

COURSE CODE: CP18406

CREDITS: 3

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
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- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

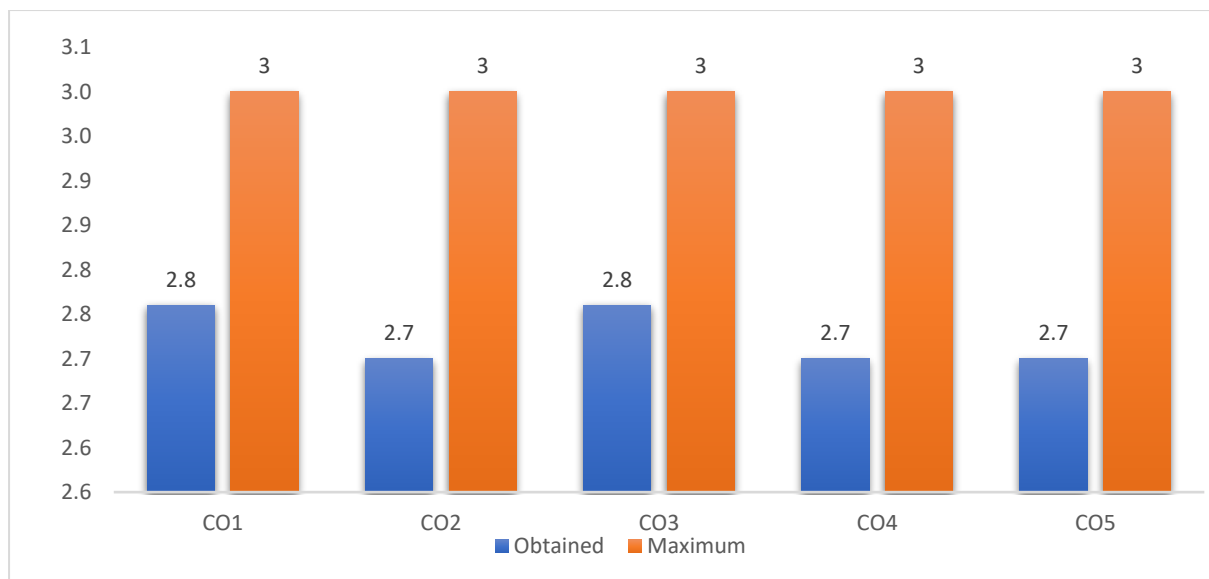
	COURSE OUTCOMES: Radio Advertising	BLOOM'S TAXONOMY LEVEL
CO1	Develop creative strategies for Radio advertising	6. Create(Synthesis)
CO2	Plan and implement basic research and interpret research results as they apply to advertising campaigns	2. Understanding(Comprehension)
CO3	Analyze the expanding environment of Radio media and communication techniques.	4. Analyze
CO4	Apply digital intelligence across a broad range of business functions.	3 Apply

C05	Select media strategy, scheduling, and vehicle selection.	3 Apply
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outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	S	S	H	H	H	H	H
C03	H	H	H	H	H	H	H	H	H	H	H	H
C04	H	H	H	H	H	H	S	H	H	H	H	H
C05	H	H	H	H	H	H	S	H	H	H	H	H

H: Highly Supportive

S: Supportive



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level		
CO 1	96.6	3.0			98.3	3.0	100.0	3.0	100.0	3.0	59.3	0.0	2.4	96.6	3.0	3.0	2.8
CO 2	96.6	3.0			98.3	3.0			100.0	3.0	59.3	0.0	2.3	96.6	3.0	3.0	2.7
CO 3	96.6	3.0	96.6	3.0	98.3	3.0			100.0	3.0	59.3	0.0	2.4	96.6	3.0	3.0	2.8
CO 4			96.6	3.0	98.3	3.0			100.0	3.0	59.3	0.0	2.3	96.6	3.0	3.0	2.7

CO 5			96.6	3.0	98.3	3.0			100.0	3.0	59.3	0.0	2.3	96.6	3.0	3.0	2.7
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AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76
CO2	H 2.7	H 2.7	H 2.7		H 2.7			H 2.7
CO3	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76
CO4	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7		H 2.7
CO5	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7		H 2.7
AVERAGE OF COS FOR POS	2.724	2.724	2.724	2.73	2.724	2.73	2.76	2.724
AVERAGE OF POS	2.7168	2.7168	2.7168	2.7225	2.7168	2.7225	2.76	2.7168
AVERAGE	2.723625							

B COM MARKETING 3 YEARS 5TH SEMESTER

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Sales Promotion

COURSE CODE: CP18501

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
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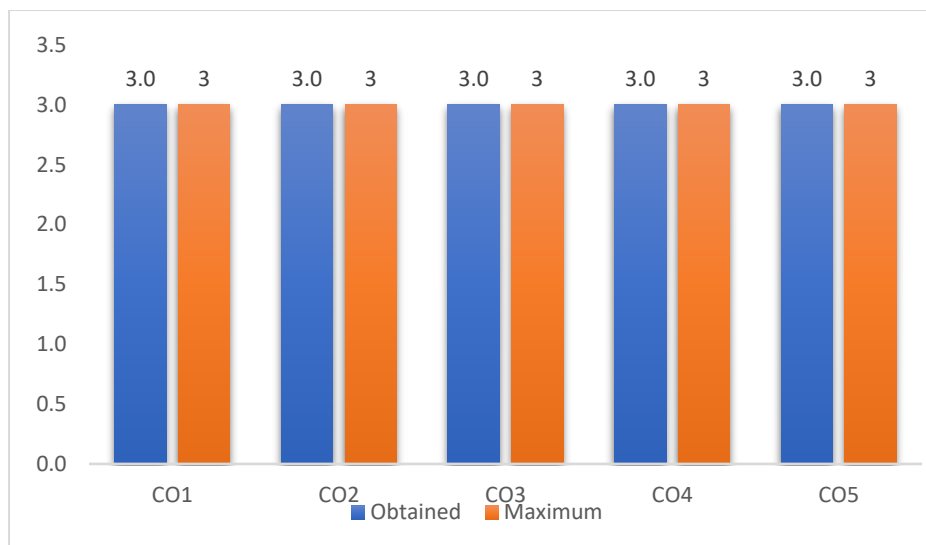
PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	100.0	3.0			96.4	3.0	100.0	3.0	100.0	3.0	92.9	3.0	3.0	100.0	3.0	3.0	3.0
CO2	100.0	3.0			96.4	3.0			100.0	3.0	92.9	3.0	3.0	100.0	3.0	3.0	3.0
CO3	100.0	3.0	100.0	3.0	96.4	3.0			100.0	3.0	92.9	3.0	3.0	100.0	3.0	3.0	3.0
CO4			100.0	3.0	96.4	3.0			100.0	3.0	92.9	3.0	3.0	100.0	3.0	3.0	3.0
CO5			100.0	3.0	96.4	3.0			100.0	3.0	92.9	3.0	3.0	100.0	3.0	3.0	3.0

AVERAGE	AVERAGE
3	3

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 3	H 3	H 3	H 3	H 3	H 3	H 3	H 3
CO2								
CO3	H 3	H 3		H 3	H 3	H 3	H 3	H 3
CO4	H 3	H 3	H 3	H 3	H 3	H 3		H 3
CO5	H 3	H 3	H 3	H 3	H 3	H 3	H 3	H 3
AVERAGE OF COS FOR POS	3	3	3	3	3	3	3	3
AVERAGE OF POS	3	3	3	3	3	3	3	3
AVERAGE	3							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Taxation

COURSE CODE: CP18501B

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
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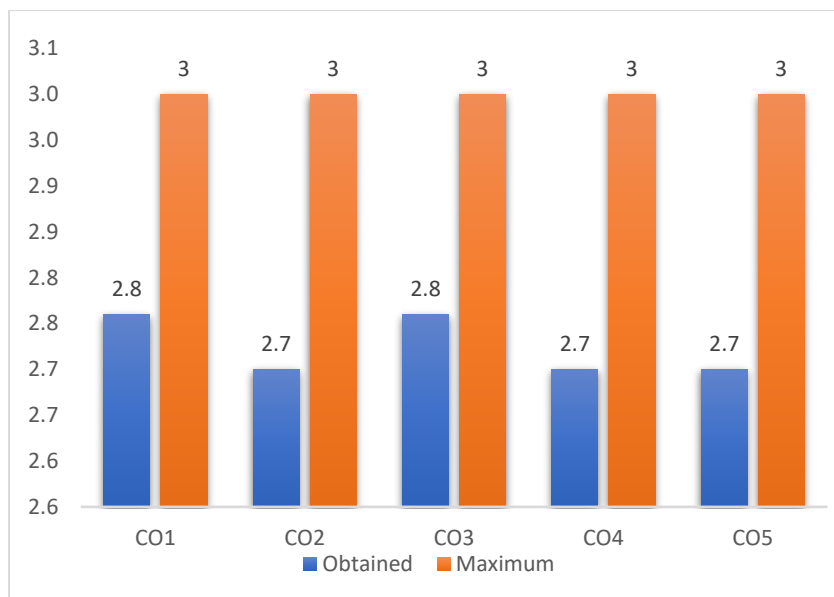
PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam			
	pass%	Attainment level	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		co wise external average	co wise total average		
CO1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	57.1	0.0	2.4	100.0	3.0	3.0	2.8
CO2	100.0	3.0			100.0	3.0			100.0	3.0	57.1	0.0	2.3	100.0	3.0	3.0	2.7
CO3	100.0	3.0	95.2	3.0	100.0	3.0			100.0	3.0	57.1	0.0	2.4	100.0	3.0	3.0	2.8
CO4			95.2	3.0	100.0	3.0			100.0	3.0	57.1	0.0	2.3	100.0	3.0	3.0	2.7
CO5			95.2	3.0	100.0	3.0			100.0	3.0	57.1	0.0	2.3	100.0	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76
CO2	H 2.7	H 2.7		H 2.7	H 2.7	H 2.7	H 2.7	H 2.7
CO3	H 2.76	H 2.76		H 2.76	H 2.76		H 2.76	H 2.76
CO4	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7		H 2.7
CO5	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7
AVERAGE OF COS FOR POS	2.724	2.724	2.72	2.724	2.724	2.715	2.73	2.724
AVERAGE OF POS	2.7168	2.7168	2.706667	2.7168	2.7168	2.70375	2.7225	2.7168
AVERAGE	2.714614583							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Personal selling & Salesmanship

COURSE CODE: CP18502

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

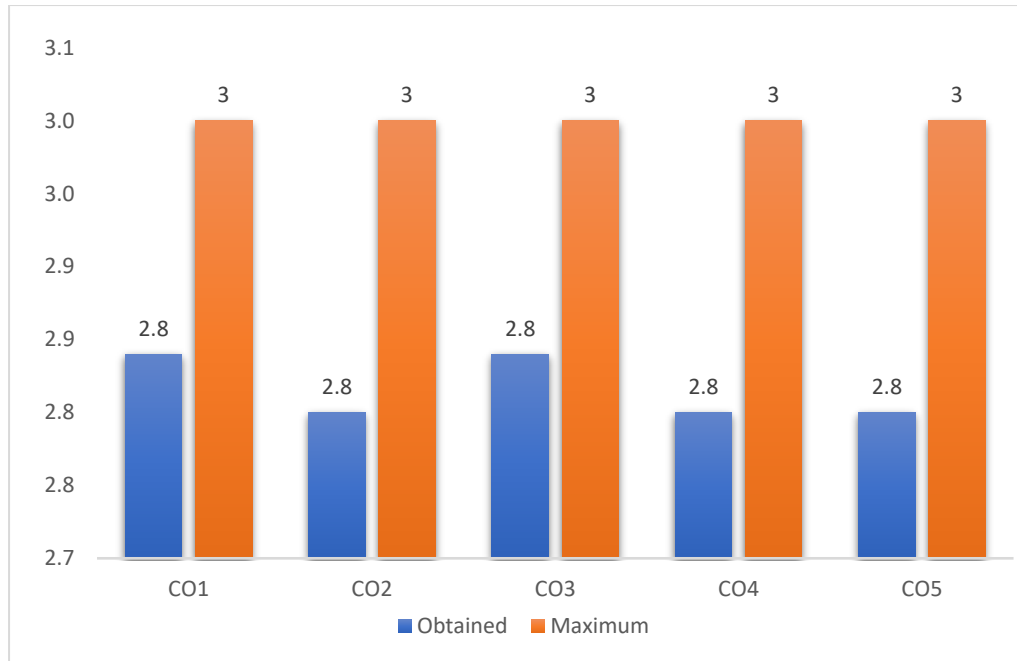
PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Personal selling	BLOOM'S TAXONOMY LEVEL
CO1	CO1. Analyze the importance and Role of Personal Selling	4. Analyze
CO2	CO2. Demonstrate Buying motives, Types of markets and implications for the selling function	3 Apply
CO3	CO3. Understand the Process of effective selling and merits and demerits of different sales presentation's	2 Understanding
CO4	CO4. Imports the Selection and Training of Sales Persons and explain the Skills and qualities for successful sales person 1	1 Knowledge
CO5	CO5. Describe Distribution network , Reports and Documents, Daily report, Sales reports, Sales manual and Sales Bulletin	6 Create(Synthesis)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H		H	H	H	H	H	H	H
C02	H	H	H	H		H	S	H	H	H	H	H
C03	H	H	H	H		H	H	H	H	H	H	H
C04	H	H	H	H		H	S	H	H	H	H	H
C05	H	H	H	H		H	H	H	H	H	H	H

H: Highly Supportive

S: Supportive



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			96.6	3.0	100.0	3.0	100.0	3.0	65.5	1.0	2.6	100.0	3.0	3.0	2.8
CO 2	100.0	3.0			96.6	3.0			100.0	3.0	65.5	1.0	2.5	100.0	3.0	3.0	2.8
CO 3	100.0	3.0	100.0	3.0	96.6	3.0			100.0	3.0	65.5	1.0	2.6	100.0	3.0	3.0	2.8
CO 4			100.0	3.0	96.6	3.0			100.0	3.0	65.5	1.0	2.5	100.0	3.0	3.0	2.8
CO 5			100.0	3.0	96.6	3.0			100.0	3.0	65.5	1.0	2.5	100.0	3.0	3.0	2.8

AVERAGE	AVERAGE
3	2.816

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	2.84	H	2.84	H	2.84	H	2.84			H	2.84	H	2.84	H	2.84
CO2	H	2.8	H	2.8	H	2.8	H	2.8			H	2.8			H	2.8
CO3	H	2.84	H	2.84	H	2.84	H	2.84			H	2.84	H	2.84	H	2.84
CO4	H	2.8	H	2.8	H	2.8	H	2.8			H	2.8			H	2.8
CO5	H	2.8	H	2.8	H	2.8	H	2.8			H	2.8	H	2.8	H	2.8
AVERAGE OF COS FOR POS	2.816		2.816		2.816		2.816				2.816		2.826666667		2.816	

AVERAGE OF POS	2.8112	2.8112	2.8112	2.8112		2.8112	2.822222	2.8112
AVERAGE	2.812774603							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: Internal Marketing and Export Management (IMEM)</p> <p>COURSE CODE: BC18019</p> <p>CREDITS: 4</p>
<p>DEPARTMENT: B Com Marketing</p>
<p>PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :</p> <ul style="list-style-type: none"> • PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world. • PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

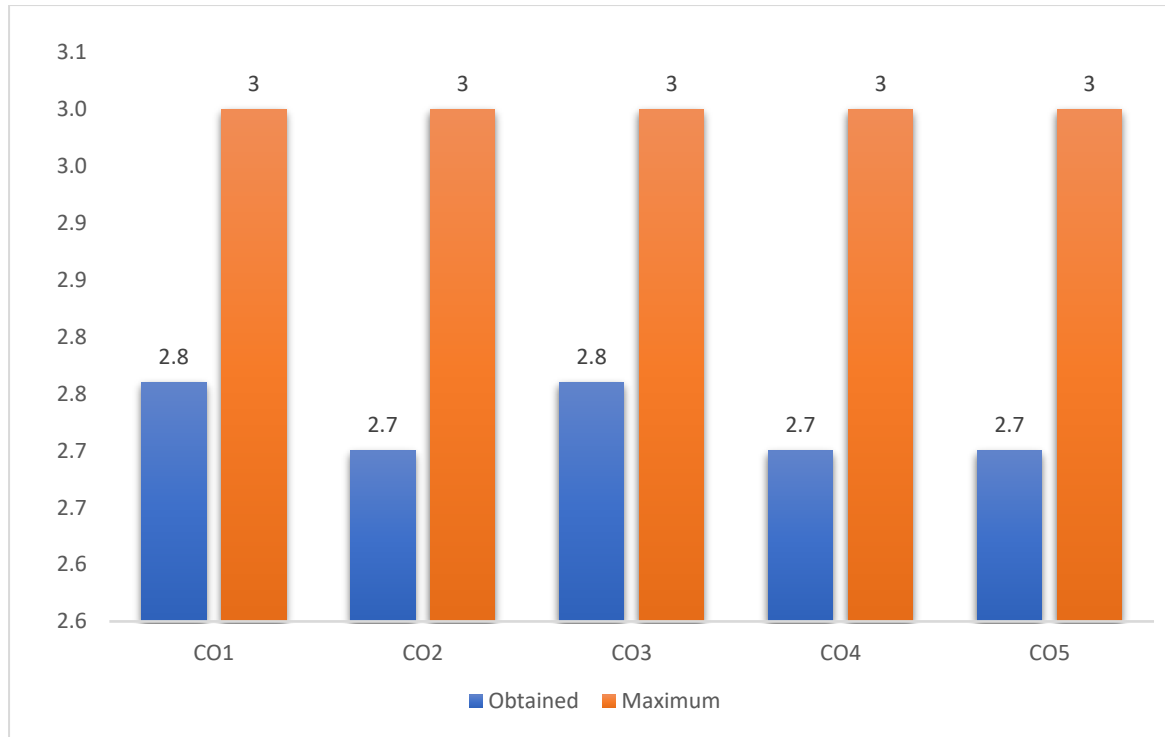
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise total average	
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level		
CO1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	55.0	0.0	2.4	100.0	3.0	3.0	2.8
CO2	100.0	3.0			100.0	3.0			100.0	3.0	55.0	0.0	2.3	100.0	3.0	3.0	2.7
CO3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	55.0	0.0	2.4	100.0	3.0	3.0	2.8
CO4			100.0	3.0	100.0	3.0			100.0	3.0	55.0	0.0	2.3	100.0	3.0	3.0	2.7
CO5			100.0	3.0	100.0	3.0			100.0	3.0	55.0	0.0	2.3	100.0	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76
CO2	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7		H 2.7
CO3	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76		H 2.76
CO4	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7		H 2.7
CO5	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7
AVERAGE OF COS FOR POS	2.724	2.724	2.724	2.724	2.724	2.724	2.73	2.724
AVERAGE OF POS	2.7168	2.7168	2.7168	2.7168	2.7168	2.7168	2.715	2.7168
AVERAGE	2.716575							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Financial management

COURSE CODE: CP18503

CREDITS: 5

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

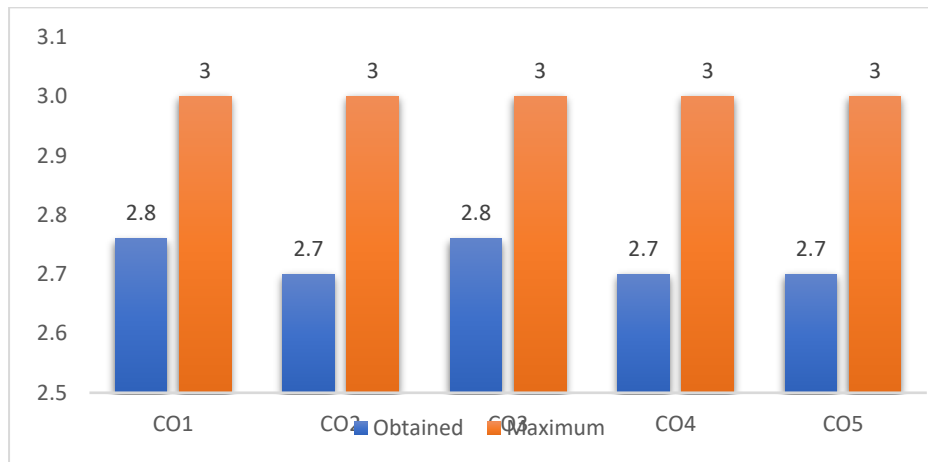
- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
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- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
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- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

<ul style="list-style-type: none"> • PO8 Lifelong learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.
<p>PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):</p> <p>PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.</p> <p>PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.</p> <p>PSO3. To give them an understanding of the basic philosophies and tools of marketing management</p> <p>PSO4. To help the learners to understand the application of various management accounting tools in decision making</p>

	COURSE OUTCOMES: Financial Management	BLOOM'S TAXONOMY LEVEL
CO1	To interpret the concept of business finance, finance decision and functions of finance manager.	2 Understanding
CO2	Able to understand the concept of cost of capital and leverages and calculate the cost of capital and leverages of a business concern	1 Knowledge
CO3	To interpret the concept of capital budget and will be able to apply the techniques of ARR, NPV, IRR, PI etc.	3 . Apply

CO4	To understand the concept of working capital management and apply the concept and able to determine working capital requirement of a business organization.	5 Evaluate
CO5	To interpret the concept of cash management and cash budgeting and receivables management.	4 . Analyze

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	S	H	H	H	H	H	H	S	H	H
C03	H	H	S	H	H	S	H	H	H	S	H	H
C04	H	H	S	H	H	H	S	H	H	H	H	H
C05	S	H	H	H	H	H	H	H	H	H	H	H



AVERAGE OF COS FOR POS	2.73	2.724	2.73	2.724	2.724	2.715	2.73	2.724
AVERAGE OF POS	2.7225	2.7168	2.715	2.7168	2.7168	2.70375	2.7225	2.7168
AVERAGE	2.71636875							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Cost Accounting

COURSE CODE: BC 18018

CREDITS: 5

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Cost Accounting	BLOOM'S TAXONOMY LEVEL
CO1	Understand importance of cost accounting in organization.	2 Understanding
CO2	Describe the principles of managing inventories of materials and the procedures for accounting inventory.	1 Knowledge
CO3	Describe the principles and practice of costing labor to a business.	3 . Apply
CO4	Describe the principles and process of overhead cost analysis.	5 Evaluate
CO5	To apply the operation of process costing methods	4 . Analyze

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	H		H	H	H	H	H	H	H
C03	H	H	H	H		H	H	S	H	H	H	H

CO 1	85.7	3.0			98.0	3.0	100.0	3.0	100.0	3.0	26.5	0.0	2.4	95.9	3.0	3.0	2.8
CO 2	85.7	3.0			98.0	3.0			100.0	3.0	26.5	0.0	2.3	95.9	3.0	3.0	2.7
CO 3	85.7	3.0	89.8	3.0	98.0	3.0			100.0	3.0	26.5	0.0	2.4	95.9	3.0	3.0	2.8
CO 4			89.8	3.0	98.0	3.0			100.0	3.0	26.5	0.0	2.3	95.9	3.0	3.0	2.7
CO 5			89.8	3.0	98.0	3.0			100.0	3.0	26.5	0.0	2.3	95.9	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76
CO2	H 2.7	H 2.7	H 2.7	H 2.7		H 2.7	H 2.7	H 2.7
CO3	H 2.76	H 2.76	H 2.76	H 2.76		H 2.76	H 2.76	
CO4	H 2.7		H 2.7	H 2.7		H 2.7	H 2.7	H 2.7
CO5	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7
AVERAGE OF COS FOR POS	2.724	2.73	2.724	2.724	2.73	2.724	2.724	2.715
AVERAGE OF POS	2.7168	2.7225	2.7168	2.7168	2.715	2.7168	2.7168	2.70375
AVERAGE	2.71565625							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Electronic Media Advertising

COURSE CODE: CP18504

CREDITS: 5

DEPARTMENT: Advertising Sales Promotion and Sales Management

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
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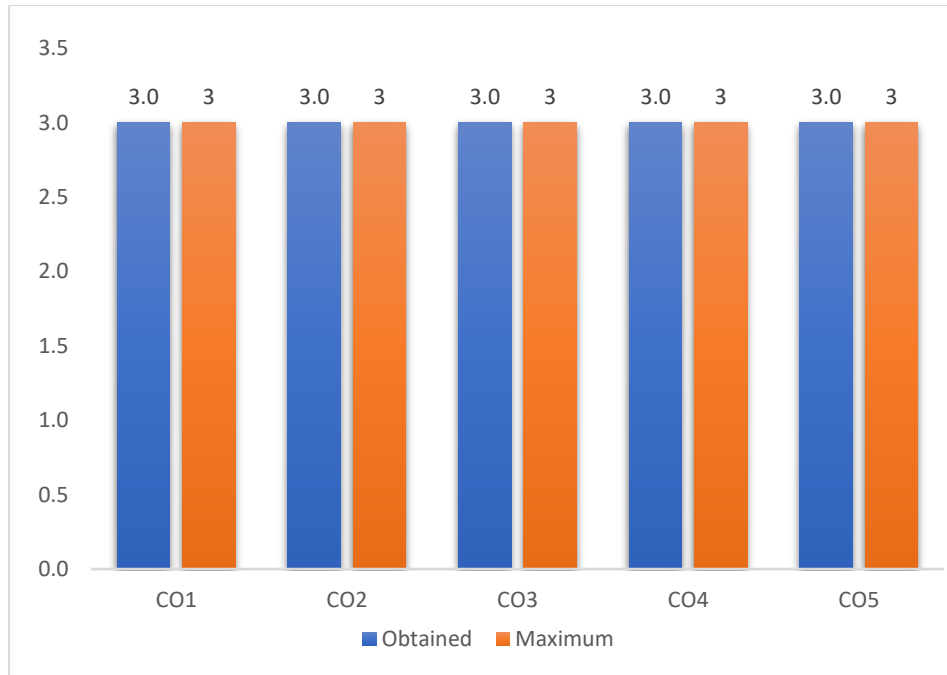
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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		External Exam				
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			98.0	3.0	100.0	3.0	100.0	3.0	87.8	3.0	3.0	98.0	3.0	3.0	3.0
CO 2	100.0	3.0			98.0	3.0			100.0	3.0	87.8	3.0	3.0	98.0	3.0	3.0	3.0
CO 3	100.0	3.0	100.0	3.0	98.0	3.0			100.0	3.0	87.8	3.0	3.0	98.0	3.0	3.0	3.0
CO 4			100.0	3.0	98.0	3.0			100.0	3.0	87.8	3.0	3.0	98.0	3.0	3.0	3.0
AVERAGE					AVERAGE												
3					3												

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	3	H	3	H	3	H	3	H	3	H	3	H	3	H	3
CO2	H	3	H	3	H	3			H	3	H	3	H	3	H	3
CO3	H	3			H	3	H	3	H	3	H	3	H	3	H	3
CO4	H	3	H	3	H	3	H	3	H	3	H	3	H	3	H	3
CO5	H	3			H	3	H	3	H	3	H	3	H	3	H	3
AVERAGE OF COS FOR POS	3		3		3		3		3		3		3		3	
AVERAGE OF POS	3		3		3		3		3		3		3		3	
AVERAGE			3													

B COM MARKETING 6TH SEMESTER

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: AUDITING & ACCOUNTING STANDARDS

COURSE CODE: BC18022

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
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- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

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- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
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- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

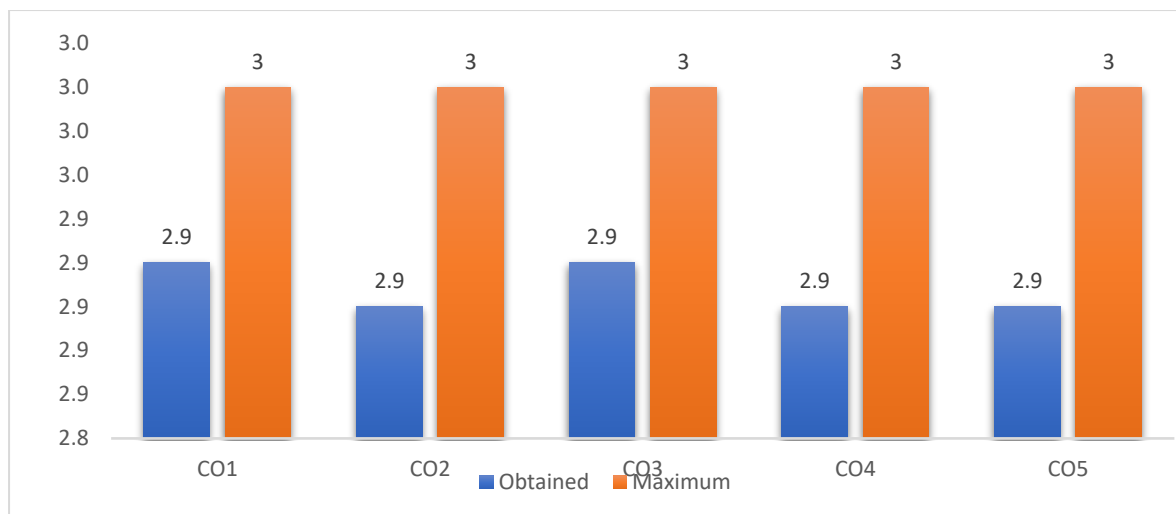
PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise external average	co wise total average
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	89.5	3.0			100.0	3.0	100.0	3.0	100.0	3.0	78.9	2.0	2.8	100.0	3.0	3.0	2.9
CO 2	89.5	3.0			100.0	3.0			100.0	3.0	78.9	2.0	2.8	100.0	3.0	3.0	2.9
CO 3	89.5	3.0	94.7	3.0	100.0	3.0			100.0	3.0	78.9	2.0	2.8	100.0	3.0	3.0	2.9
CO 4			94.7	3.0	100.0	3.0			100.0	3.0	78.9	2.0	2.8	100.0	3.0	3.0	2.9
CO 5			94.7	3.0	100.0	3.0			100.0	3.0	78.9	2.0	2.8	100.0	3.0	3.0	2.9

AVERAGE	AVERAGE
3	2.908

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.92	H 2.92		H 2.92	H 2.92	H 2.92	H 2.92	H 2.92
CO2	H 2.9	H 2.9	H 2.9		H 2.9	H 2.9	H 2.9	H 2.9
CO3	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92	H 2.92
CO4	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9		H 2.9
CO5	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9	H 2.9
AVERAGE OF COS FOR POS	2.908	2.908	2.905	2.91	2.908	2.908	2.91	2.908
AVERAGE OF POS	2.9056	2.9056	2.905	2.9075	2.9056	2.9056	2.9075	2.9056
AVERAGE	2.906							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Human Resource Management

COURSE CODE: BC18016

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

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PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

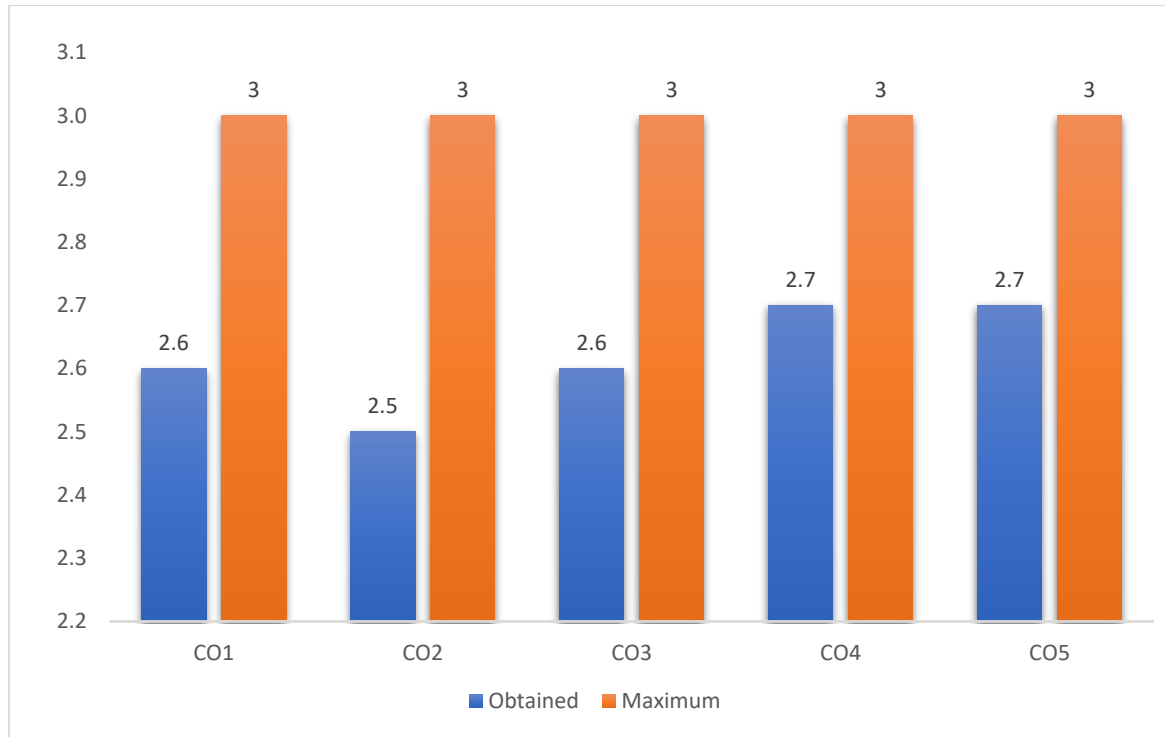
PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: HRM	BLOOM'S TAXONOMY LEVEL
CO1	Understand the concept of HRM, functions and changing role of a hr manager	1 Knowledge
CO2	Distinguish between the various methods of job design and interpret the techniques of acquisition of human resource.	4 Analyze
CO3	Explain the importance of HRP and point out the various HRD approaches for Work life balance and describe the concept of job evaluation.	3 Apply
CO4	Analyze the core concepts of HRD,TQM and understand the concept of career development.	5 Evaluate
CO5	Explain the various concepts of worker's participation and quality of work life.	2 Understanding

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	S	H	H	H	H	H	H	H	H	H
C02	H	H	H	S	H	H	S	H	H	H	H	H
C03	H	H	H	H	S	H	S	H	H	H	H	H
C04	H	H	H	H	H	H	S	H	H	H	H	H
C05	H	H	H	H	H	H	H	H	H	H	H	H

H: Highly Supportive

S: Supportive



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam			co wise total average
	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level	co wise external average	
CO 1	70.0	1.0			100.0	3.0	100.0	3.0	100.0	3.0	33.3	0.0	2.0	100.0	3.0	3.0	2.6
CO 2	70.0	1.0			100.0	3.0			100.0	3.0	33.3	0.0	1.8	100.0	3.0	3.0	2.5
CO 3	70.0	1.0	96.7	3.0	100.0	3.0			100.0	3.0	33.3	0.0	2.0	100.0	3.0	3.0	2.6
CO 4			96.7	3.0	100.0	3.0			100.0	3.0	33.3	0.0	2.3	100.0	3.0	3.0	2.7
CO 5			96.7	3.0	100.0	3.0			100.0	3.0	33.3	0.0	2.3	100.0	3.0	3.0	2.7

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	2.6	H	2.6			H	2.6	H	2.6	H	2.6	H	2.6	H	2.6
CO2	H	2.5	H	2.5	H	2.5			H	2.5	H	2.5			H	2.5
CO3	H	2.6	H	2.6	H	2.6	H	2.6			H	2.6			H	2.6
CO4	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7			H	2.7
CO5	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7	H	2.7
AVERAGE OF COS FOR POS	2.62		2.62		2.625		2.65		2.625		2.62		2.65		2.62	
AVERAGE OF POS	2.624		2.624		2.625		2.6625		2.63125		2.624		2.675		2.624	
AVERAGE	2.63621875															

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Management of Sales Force

COURSE CODE: CP18601

CREDITS: 3

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

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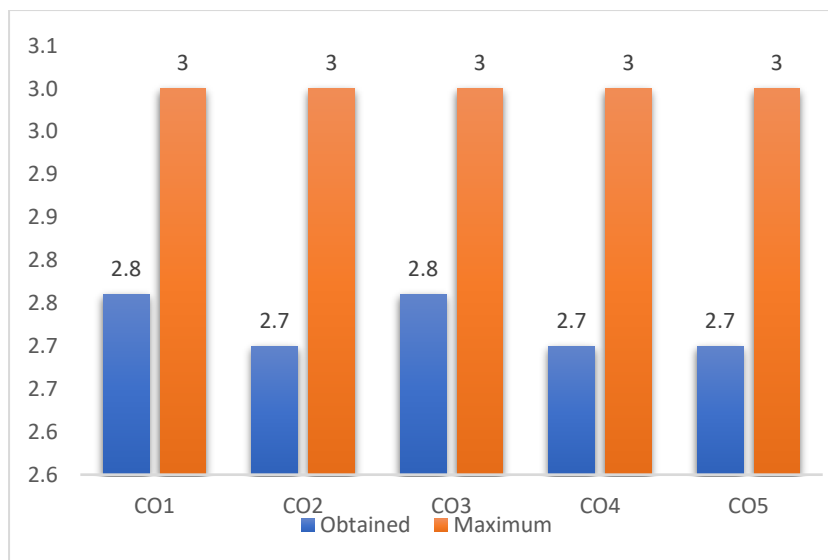
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Management of Sales Force	BLOOM'S TAXONOMY LEVEL
CO1	Determine the best organizational structure for its sales force. Design a system to recruit, select, hire, and assimilate effective sales people.	6 Create(Synthesis)
CO2	Design a system to train effective salespeople. Design a plan to motivate, monitor, and control the sales force.	2 Understanding
CO3	Select a compensation plan for the firm's sales force.	3 Apply
CO4	Estimate the market potential for each product; determine sales territories, quotas and forecast sales performance. Evaluate the performance of each member of a company's sales force.	5 Evaluate
CO5	Distinguish possible ethical/legal implications and assess management's responsibility to the customer, the salesperson, and the firm.	4 Analyze

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	S	H	H	H	H	H
C02	H	S	H	S	H	S	H	H	H	S	H	H
C03	H	H	H	H	H	H	S	H	H	H	H	H
C04	H	H	H	H	S	H	H	H	S	S	H	H
C05	H	H	S	H	S	H	H	H		H	S	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO1	85.2	3.0			100.0	3.0	100.0	3.0	100.0	3.0	29.6	0.0	2.4	100.0	3.0	3.0	2.8
CO2	85.2	3.0			100.0	3.0			100.0	3.0	29.6	0.0	2.3	100.0	3.0	3.0	2.7
CO3	85.2	3.0	96.3	3.0	100.0	3.0			100.0	3.0	29.6	0.0	2.4	100.0	3.0	3.0	2.8
CO4			96.3	3.0	100.0	3.0			100.0	3.0	29.6	0.0	2.3	100.0	3.0	3.0	2.7
CO5			96.3	3.0	100.0	3.0			100.0	3.0	29.6	0.0	2.3	100.0	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76		H 2.76
CO2	H 2.7		H 2.7		H 2.7		H 2.7	H 2.7
CO3	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76	H 2.76		H 2.76
CO4	H 2.7	H 2.7	H 2.7	H 2.7		H 2.7	H 2.7	H 2.7
CO5	H 2.7	H 2.7		H 2.7		H 2.7	H 2.7	H 2.7
AVERAGE OF COS FOR POS	2.724	2.73	2.73	2.73	2.74	2.73	2.7	2.724
AVERAGE OF POS	2.7168	2.7225	2.7225	2.7225	2.733333	2.7225	2.7	2.7168
AVERAGE	2.719616667							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Consumer Behaviour

COURSE CODE: BC18026

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

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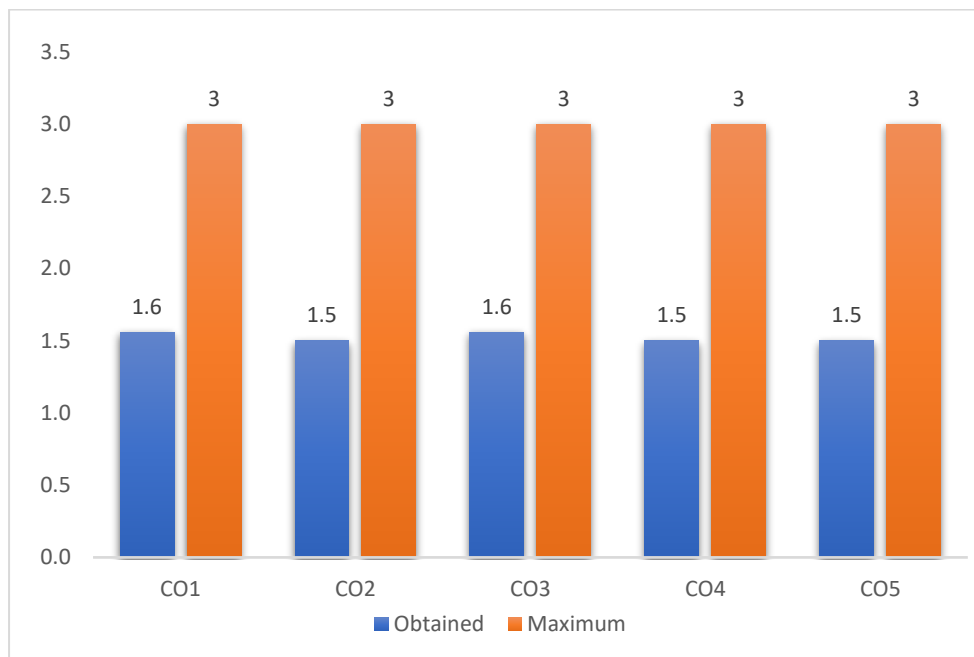
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PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Consumer Behaviour	BLOOM'S TAXONOMY LEVEL
CO1	Understand the nature and basic concept of Consumer behaviour.	2 Understanding
CO2	Explain the Brand Loyalty related Concepts.	3 Apply
CO3	Interpret the results, developments, models and attributes of attitudes.	4, Analyse
CO4	Analyze Reference groups and their relevance, social class and culture and Social stratification.	5 Evaluate
CO5	Demonstrate various Consumer Behavior Models and Consumer decision process model.	6 Create(Synthesis)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	S	H	H	H	H	H
C02	H	S	H	S	H	S	H	H	H	S	H	H
C03	H	H	H	H	H	H	S	H	H	H	H	H
C04	H	H	H	H	S	H	H	H	S	S	H	H
C05	H	H	S	H	S	H	H	H		H	S	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam			
	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass %	Attainment level		pass %	Attainment level	co wise external average	co wise total average
CO 1	95.5	3.0			100.0	3.0	100.0	3.0	100.0	3.0	36.4	0.0	2.4	72.7	1.0	1.0	1.6
CO 2	95.5	3.0			100.0	3.0			100.0	3.0	36.4	0.0	2.3	72.7	1.0	1.0	1.5
CO 3	95.5	3.0	100.0	3.0	100.0	3.0			100.0	3.0	36.4	0.0	2.4	72.7	1.0	1.0	1.6
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	36.4	0.0	2.3	72.7	1.0	1.0	1.5
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	36.4	0.0	2.3	72.7	1.0	1.0	1.5

AVERAGE	AVERAGE
1	1.524

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	1.56	H	1.56	H	1.56	H	1.56	H	1.56	H	1.56			H	1.56
CO2	H	1.5			H	1.5			H	1.5			H	1.5	H	1.5
CO3	H	1.56	H	1.56	H	1.56	H	1.56	H	1.56	H	1.56			H	1.56
CO4	H	1.5	H	1.5	H	1.5	H	1.5			H	1.5	H	1.5	H	1.5
CO5	H	1.5	H	1.5			H	1.5			H	1.5	H	1.5	H	1.5

AVERAGE OF COS FOR POS	1.524	1.53	1.53	1.53	1.54	1.53	1.5	1.524
AVERAGE OF POS	1.5168	1.5225	1.5225	1.5225	1.533333	1.5225	1.5	1.5168
AVERAGE	1.519616667							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<p>COURSE TITLE: ENTREPRENEURSHIP DEVELOPMENT COURSE CODE: BC18023</p> <p>CREDITS: 4</p>
<p>DEPARTMENT: B Com Marketing</p>
<p>PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :</p> <ul style="list-style-type: none"> PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

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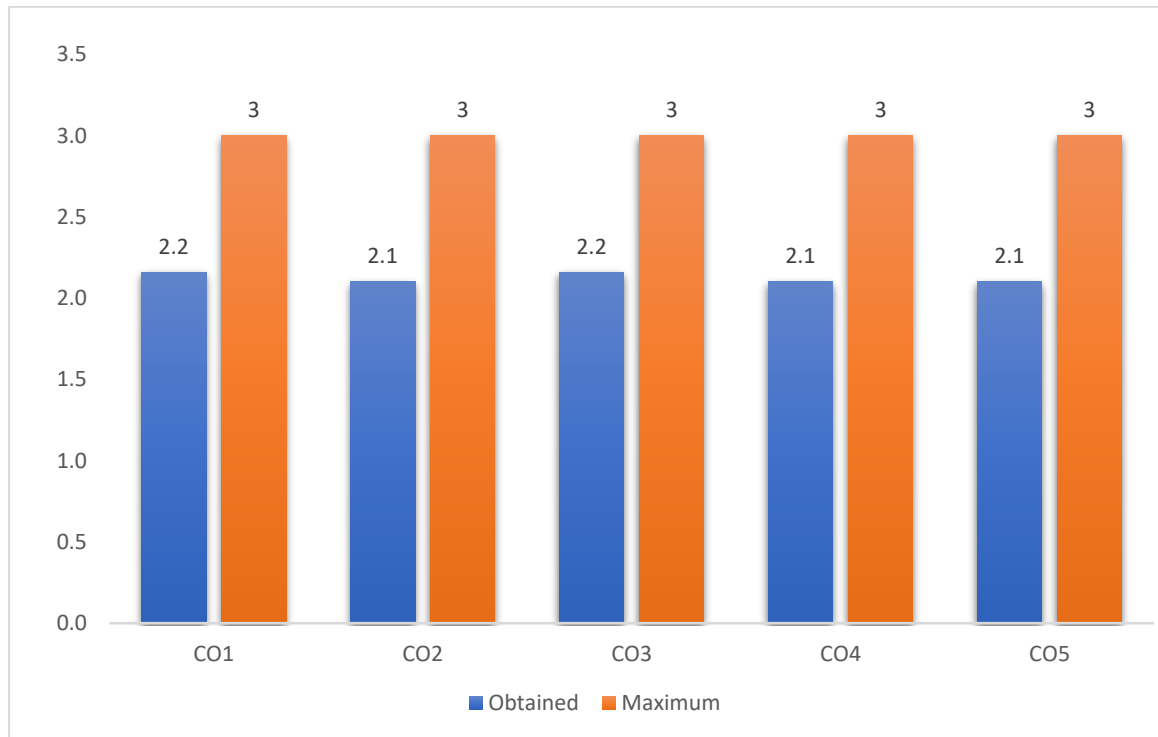
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: ENTREPRENEURSHIP DEVELOPMENT	BLOOM'S TAXONOMY LEVEL
CO1	Understand the nature and basic concept of entrepreneur and entrepreneurship.	2 Understanding
CO2	Demonstrate the knowledge of entrepreneurship development programmes	3 Apply
CO3	Recognise the need for project report and analyze the concepts of project formulation	4, Analyse
CO4	Interpret factory design and factory layout and identify the importance of standardization and quality control	5 Evaluate
CO5	Differentiate small and large scale industries and identify the reasons for sickness of small scale industries	6 Create(Synthesis)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H	H	H	H	H	H	S	H	H	H	H	H
C03	H	S	H	S	H	H	H	H	H	H	H	H
C04	H	H	H	H	H	H	S	H	H	H	H	H
C05	H	H	H	H	S	H	H	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise external average	co wise total average
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	93.9	3.0			100.0	3.0	100.0	3.0	100.0	3.0	44.9	0.0	2.4	79.6	2.0	2.0	2.2
CO 2	93.9	3.0			100.0	3.0			100.0	3.0	44.9	0.0	2.3	79.6	2.0	2.0	2.1
CO 3	93.9	3.0	100.0	3.0	100.0	3.0			100.0	3.0	44.9	0.0	2.4	79.6	2.0	2.0	2.2
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	44.9	0.0	2.3	79.6	2.0	2.0	2.1
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	44.9	0.0	2.3	79.6	2.0	2.0	2.1

AVERAGE	AVERAGE
2	2.124

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.16	H 2.16	H 2.16	H 2.16	H 2.16	H 2.16	H 2.16	H 2.16
CO2	H 2.1	H 2.1	H 2.1	H 2.1	H 2.1	H 2.1		H 2.1
CO3	H 2.16		H 2.16		H 2.16	H 2.16	H 2.16	H 2.16
CO4	H 2.1	H 2.1	H 2.1	H 2.1	H 2.1	H 2.1		H 2.1
CO5	H 2.1	H 2.1	H 2.1	H 2.1		H 2.1	H 2.1	H 2.1
AVERAGE OF COS FOR POS	2.124	2.115	2.124	2.115	2.13	2.124	2.14	2.124
AVERAGE OF POS	2.1168	2.10375	2.1168	2.10375	2.1225	2.1168	2.133333	2.1168
AVERAGE	2.116316667							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Financial Statement Analysis

COURSE CODE: BC 18024

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

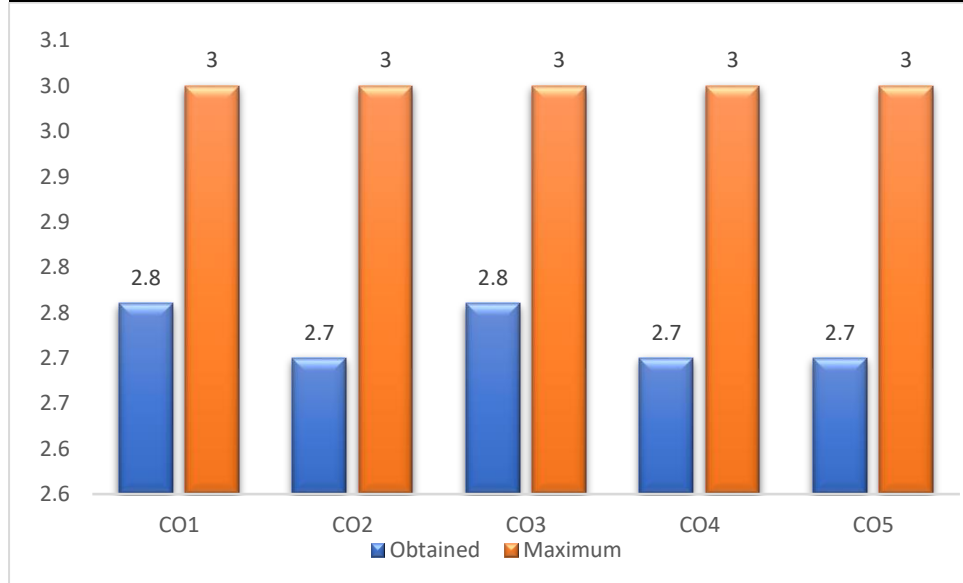
- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

<ul style="list-style-type: none"> • PO8 Lifelong learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.
<p>PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):</p> <p>PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.</p> <p>PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.</p> <p>PSO3. To give them an understanding of the basic philosophies and tools of marketing management</p> <p>PSO4. To help the learners to understand the application of various management accounting tools in decision making</p>

	COURSE OUTCOMES: FSA	BLOOM'S TAXONOMY LEVEL
CO1	To describe the role of management accounting information in managerial planning and decision making	1 Knowledge
CO2	To prepare and interpret the comparative and common size statements and ratio analysis	2. Understanding
CO3	To analyze funds flow and to prepare the fund flow statement	3 Apply

CO4	To analyze cash flow and prepare cash flow statement	4 Analyze
CO5	To develop an understanding of budgetary control methods.	6 Create

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H		H	H	H
C02	H	H	H	H		H	H	H		H	H	H
C03	H	H	H	H		H	H	S		H	H	H
C04	H	S	H	H		H	H	H		H	H	H
C05	H	H	H	H	H	H	H	H		H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDANCE		co wise internal average	External Exam		co wise total average	
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level		pass %	Attainment level		
CO 1	85.7	3.0			98.0	3.0	100.0	3.0	100.0	3.0	26.5	0.0	2.4	95.9	3.0	3.0	2.8
CO 2	85.7	3.0			98.0	3.0			100.0	3.0	26.5	0.0	2.3	95.9	3.0	3.0	2.7
CO 3	85.7	3.0	89.8	3.0	98.0	3.0			100.0	3.0	26.5	0.0	2.4	95.9	3.0	3.0	2.8
CO 4			89.8	3.0	98.0	3.0			100.0	3.0	26.5	0.0	2.3	95.9	3.0	3.0	2.7
CO 5			89.8	3.0	98.0	3.0			100.0	3.0	26.5	0.0	2.3	95.9	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76
CO2	H	2.7	H	2.7	H	2.7	H	2.7			H	2.7	H	2.7	H	2.7
CO3	H	2.76	H	2.76	H	2.76	H	2.76			H	2.76	H	2.76		
CO4	H	2.7			H	2.7	H	2.7			H	2.7	H	2.7	H	2.7

CO5	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7	H 2.7
AVERAGE OF COS FOR POS	2.724	2.73	2.724	2.724	2.73	2.724	2.724	2.715
AVERAGE OF POS	2.7168	2.7225	2.7168	2.7168	2.715	2.7168	2.7168	2.70375
AVERAGE	2.71565625							

COURSE OUTCOME MAPPING

MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Marketing Communications

COURSE CODE: CP18602

CREDITS: 4

DEPARTMENT: B Com Marketing

PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems and initiating Practical knowledge:** utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Environment and Sustainability:** Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.
- **PO8 Lifelong learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

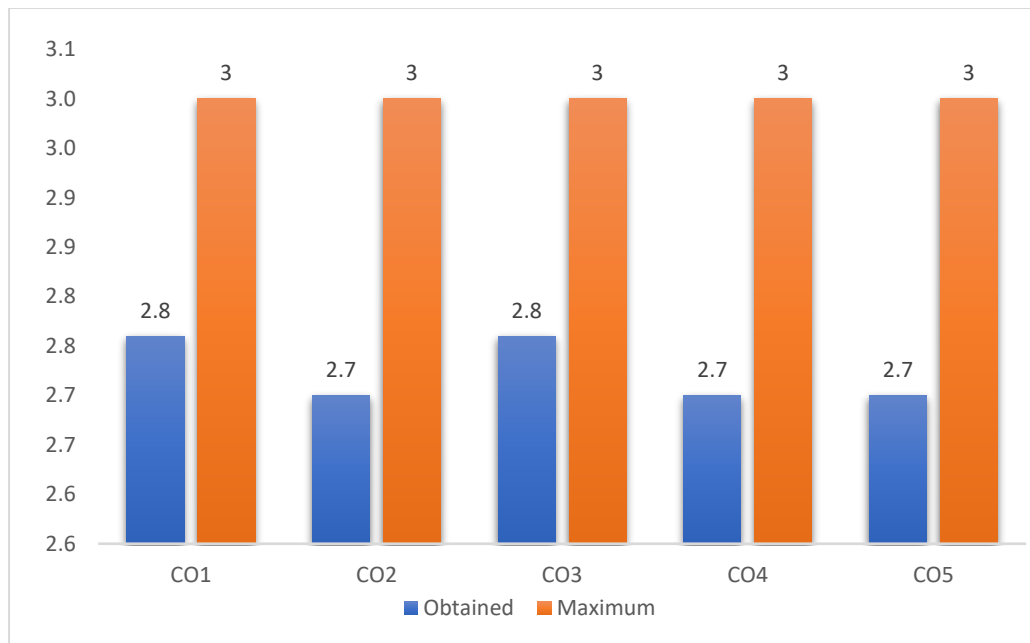
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

PSO3. To give them an understanding of the basic philosophies and tools of marketing management

PSO4. To help the learners to understand the application of various management accounting tools in decision making

	COURSE OUTCOMES: Marketing Communications	BLOOM'S TAXONOMY LEVEL
CO1	Identify, and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.	4. Analyze
CO2	Evaluate the effectiveness of integrated advertising and marketing communications initiatives.	5 Evaluate
CO3	Perform a market segmentation analysis, determine the organization's target market/audience and define the consumer behaviour of each segment.	4, Analyse
CO4	Plan, implement, monitor and evaluate projects by applying the principles of project management. Complete all work in a professional, ethical and timely manner.	3 Apply
CO5	Develop and execute creative marketing communications solutions within a branded advertising approach.	6 Create(Synthesis)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H	H	H	H	H	H	H	H	H	H	H
C02	H		H	H	H	H	S	H	H	H	H	H
C03	H		H	S	H	H	H	H	H	H	H	H
C04	H		H	H	H	H	S	H	H	H	H	H
C05	H	H	H	H	S	H	H	H	H	H	H	H



co	WEEKLY TEST		MID SEM		PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE		co wise internal average	External Exam			co wise total average
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level		pass%	Attainment level	co wise external average	
CO 1	89.8	3.0			100.0	3.0	100.0	3.0	100.0	3.0	22.4	0.0	2.4	100.0	3.0	3.0	2.8
CO 2	89.8	3.0			100.0	3.0			100.0	3.0	22.4	0.0	2.3	100.0	3.0	3.0	2.7
CO 3	89.8	3.0	89.8	3.0	100.0	3.0			100.0	3.0	22.4	0.0	2.4	100.0	3.0	3.0	2.8
CO 4			89.8	3.0	100.0	3.0			100.0	3.0	22.4	0.0	2.3	100.0	3.0	3.0	2.7
CO 5			89.8	3.0	100.0	3.0			100.0	3.0	22.4	0.0	2.3	100.0	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
CO1	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76	H	2.76
CO2	H	2.7			H	2.7	H	2.7	H	2.7	H	2.7			H	2.7
CO3	H	2.76			H	2.76			H	2.76	H	2.76	H	2.76	H	2.76
CO4	H	2.7			H	2.7	H	2.7	H	2.7	H	2.7			H	2.7
CO5	H	2.7	H	2.7	H	2.7	H	2.7			H	2.7	H	2.7	H	2.7

AVERAGE OF COS FOR POS	2.724	2.73	2.724	2.715	2.73	2.724	2.74	2.724
AVERAGE OF POS	2.7168	2.715	2.7168	2.70375	2.7225	2.7168	2.733333	2.7168
AVERAGE	2.717722917							