### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

## **B COM MARKETING COURSE OUTCOME MAPPING (ISEMESTER)**

### COURSE TITLE: BUSINESS ENGLISH - I

COURSE CODE: BE18101

CREDITS: 3

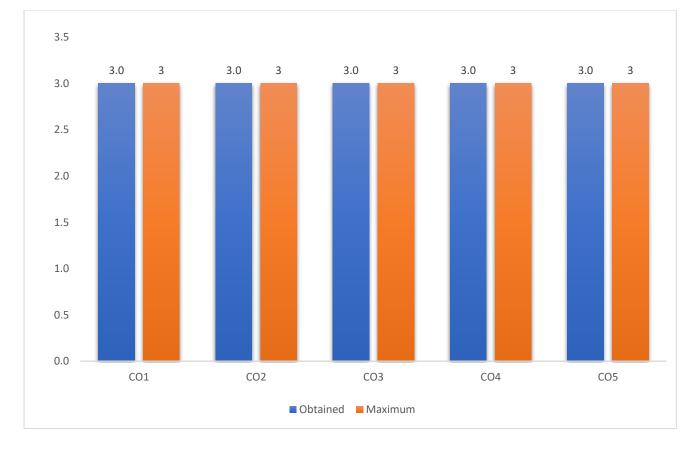
# **DEPARTMENT: B Com Marketing**

- **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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- 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	Η	Н	H	Η	Η	Η	S	H	H	S	H	Η
C02	Н	Н	H	H	Н	Н	H	H	H	H	H	Н
C03	Н	Н	H	H	Н	H	H	H	H	H	H	Н
C04	Н	Н	H	H	S	H	H	H	H	H	H	S
C05	H	Н	H	H	S	H	S	H	H	H	H	Н



co		EKLY EST	MII	O SEM	PRE	FINAL	ASSIG	NMENT	VIV	A-VOCE	ATTENDENCE		I	External Ex			
	pas s%	Attain ment level	pass %	Attain ment level	pass %	Attainm ent level	pass %	Attain ment level	pass %	Attainme nt level	pass%	Attainm ent level	co wise inter nal avera ge	pass %	Attain ment level	co wise extern al averag e	co wise total 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 0 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 0 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	AVER
AGE	AGE
3	3

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

COURSE TITLE: Indian heritage and culture

COURSE CODE: IC19101

CREDITS: 4

**DEPARTMENT: B Com Marketing** 

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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.

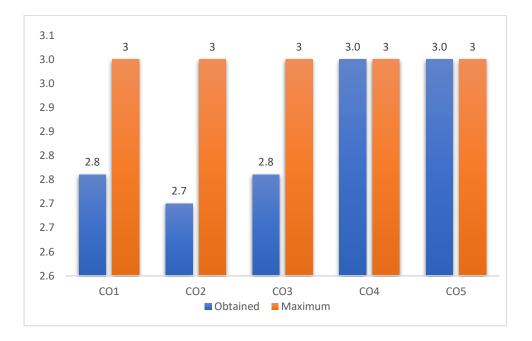
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	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	Н	Н	Н	Н	Н	Н	S	Н	Н	Н	Н	Н
C02	Н	S	Н	S	Н	S	Н	Н	Н	Н	Н	Н

C03	Н	Н	S	Н	Н	Н	Н	S	Н	Н	S	Н
C04	Н	Н	Н	S	Н	Н	Н	Н	Н	Н	Н	S
C05	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	н



со	WEE	KLY TEST	MID	SEM	PREFI	NAL	ASSIG	NMEN T	VIV	A-VOCE		NDEN CE		Exte	rnal Exam		
	pass %	Attainm ent level	pass %	Attainme nt level	pass %	Attainm ent level	pass %	Attainme nt level	e pass %	Attainm ent level	pass%	Attainme nt level	co wise intern al averag e	pass %	Attainm ent level	co wise extern al averag e	co wise total avera ge
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	P	01	Р	02	F	203		PO4	Р	05	Р	06	P	07	F	°08
CO1	Н	2.76	н	2.76	Н	2.76	Н	2.76	н	2.76	н	2.76			н	2.76
CO2	Н	2.7			Н	2.7			н	2.7			н	2.7	н	2.7
CO3	Н	2.76	н	2.76			н	2.76	Н	2.76	Н	2.76	н	2.76		
CO4	Н	3	н	3	Н	3			н	3	н	3	н	3	н	3
CO5	Н	3	н	3	Н	3	н	3	Н	3	Н	3	н	3	н	3
AVERAGE OF COS FOR POS	2.8	844	2	.88	2.	.865		2.84	2.	844	2	.88	2.8	865	2	.865
AVERAGE OF POS		2.8608		2.91		2.89125		2.866667		2.8608		2.91		2.865		2.89125
AVERAGE								2.8	8197083	3						

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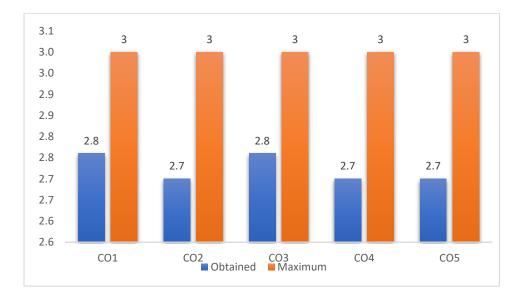
**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	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		1.Remember(knowledge)
	Compare modern means of communications, types of networks and topologies	

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



со	WE	EKLY TEST	Μ	ID SEM	PR	REFINAL	ASSIG	NMENT	VIVA	-VOCE	ATTEN	DENCE	Exter		ternal Exam		
	pas s%	Attainme nt level	pas s%	Attainm ent level	pass %	Attainmen t level	pass %	Attainm ent level	pass %	Attainmen t level	pass %	Attainm ent level	co wise interna l averag e		Attainme nt level	co wise exter nal avera ge	co wise total avera ge
C 0 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 0 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 0 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 0 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	P	01	Р	02	Р	03	Р	04	I	PO5	Р	06	Р	07	ſ	PO8
C01	н	2.76	Н	2.76	Н	2.76	Н	2.76	Н	2.76	н	2.76	Н	2.76	н	2.76
CO2	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7			н	2.7	н	2.7
CO3	н	2.76	Н	2.76	Н	2.76	Н	2.76			Н	2.76	Н	2.76		
CO4	н	2.7			н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7
CO5	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	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								

# <u>COURSE OUTCOME MAPPING</u> MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Financial Accounting-I

COURSE CODE: B C 18001

**CREDITS: 4** 

**DEPARTMENT: B Com Marketing** 

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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.

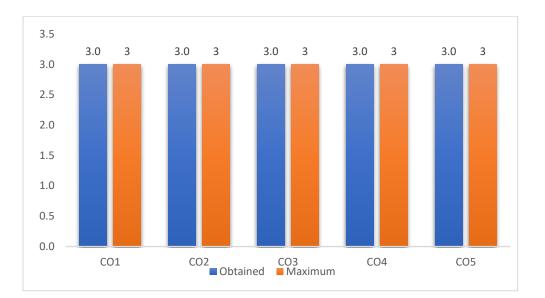
**PSO3.** To give them an understanding of the basic philosophies and tools of marketing management

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

	COURSE OUTCOMES: Financial Accounting	<b>BLOOM'S TAXONOMY LEVEL</b>
601		
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	Н	Н	Н	Н	Н	H	H	Н	Н	H	Н	H
C02	Н	Н	Н	S	Н	S	II	Н	Н	Н	H	H
C03	Н	Н	Н	Н	Н	H	H	Н	Н	S	Η	H
C04	Н	Н	Н	S	Н	H	H	H	H	H	Η	H
C05	Н	S	Н	H	Н	H	H	H	Н	H	Н	H

H: Highly Supportive



S: Supportive

со	WEE	KLY TEST	MIC	) SEM	PF	REFINAL	ASS	IGNMEN	Т	VIVA-VOCE		E,	ATTENDENCE			Extern		l Exam	
	pas s%	Attain ment level	pass %	Attain ment level	pas s%	Attain ment level	pass%	Attai nme nt level	pas	s%	Att ain m en t lev el	pass%	Attain ment level	co wise interna I averag e		55%	Attai nme nt level	co wise exte rnal aver age	co wise total avera ge
C 0 1	96. 7	3.0			96. 7	3.0	100.0	3.0	100	0.0	3. 0	100.0	3.0	3.0	9	98.3	3. 0	3.0	3.0
C O 2	96. 7	3.0			96. 7	3.0			100	0.0	3. 0	100.0	3.0	3.0	9	98.3	3. 0	3.0	3.0
C 0 3	96. 7	3.0	95.0	3.0	96. 7	3.0			100	0.0	3. 0	100.0	3.0	3.0	ç	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	AVER
AGE	AGE
3	3

OUTCOME	DME PO1		F	02	PC	PO3		D4	P	05	PC	06	PC	)7	P	08
CO1	Н	3	н	3	н	3	н	3	Н	3	н	3	н	3	Н	3
CO2	Н	3	Н	3	Н	3			Н	3			Н	3	Н	3
CO3	Н	3	Н	3	Н	3	Н	3	Н	3	Н	3	Н	3	Н	3
CO4	Н	3	Н	3	Н	3			Н	3	Н	3	Н	3	Н	3
CO5	Н	3			Н	3	Н	3	Н	3	Н	3	Н	3	Н	3
AVERAGE OF COS FOR POS	:	3		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

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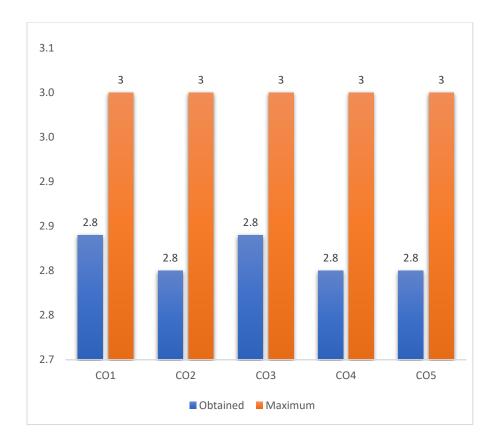
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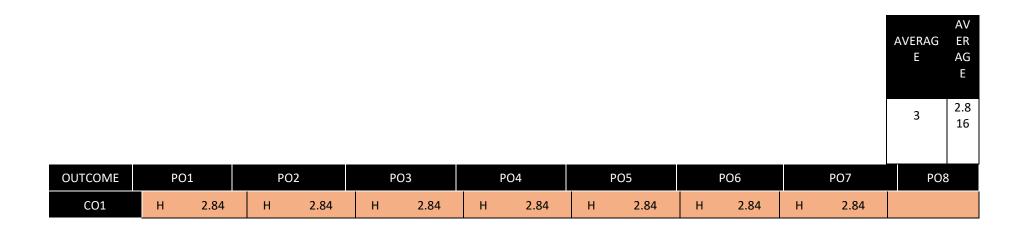
	COURSE OUTCOMES: Fundamentals of Advertising & Media	BLOOM'S TAXONOMY LEVEL
C01	Apply basic advertising theories and principles to practice	3 Apply
CO2	Identify arts knowledge with the principles of advertising in order to create effective advertising campaigns	1. Remember(Knowledge)
CO3	Analyze the expanding environment of Mass media and communication techniques.	4, Analyse

CO4	Evaluate how current industry trends and issues impact the future of advertising	5.Evaluate
CO5	Develop creative solutions to address advertising and challenges.	6. Create(Synthesis)

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



с о	W	/EEKLY TEST	MI	D SEM	PRE	FINAL	ASSI	GNMENT	VIV	A-VOCE	AT	TENDENCE				Externa	l Exam	
	p a ss %	Attain ment level	pass %	Attainm ent level	pass %	Attain ment level	pass %	Attainm ent level	pass %	Attainm ent level	pass %	Attainm ent level	co v inte aver	rnal p	ass%	Attai nme nt level	co wise externa I average	co wise total averag e
C 0 1	9 6. 7	3.0			96.7	3.0	100.0	3.0	100.0	3.0	73.3	1.0	2.	6	95.0	3.0	3.0	2.8
C 0 2	9 6. 7	3.0			96.7	3.0			100.0	3.0	73.3	1.0	2.	5	95.0	3.0	3.0	2.8
C 0 3	9 6. 7	3.0	96.7	3.0	96.7	3.0			100.0	3.0	73.3	1.0	2.	6	95.0	3.0	3.0	2.8
C 0 4			96.7	3.0	96.7	3.0			100.0	3.0	73.3	1.0	2.	5	95.0	3.0	3.0	2.8
C 0 5			96.7	3.0	96.7	3.0			100.0	3.0	73.3	1.0	2.	5	95.0	3.0	3.0	2.8



CO2	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8			н	2.8	н	2.8
CO3	Н	2.84	н	2.84	н	2.84	н	2.84	н	2.84	Н	2.84	Н	2.84	Н	2.84
CO4	Н	2.8	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8		
CO5	Н	2.8	Н	2.8	Н	2.8	Н	2.8	Н	2.8	Н	2.8	н	2.8		
AVERAGE OF COS FOR POS		2.816		2.816	2.816			2.816		2.816		2.82		2.816	2	2.82
AVERAGE OF POS		2.8112		2.8112		2.8112	2.8112			2.8112	2 2.815			2.8112		2.82
AVERAGE								2.8	12775							

# MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Marketing Management

COURSE CODE: CP18103

CREDITS: 5

**DEPARTMENT: B Com Marketing** 

- **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.

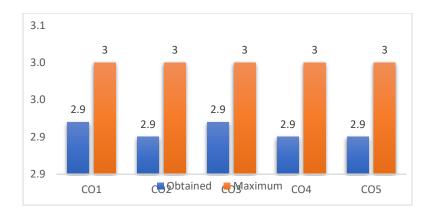
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	COURSE OUTCOMES: Marketing Management	BLOOM'S TAXONOMY LEVEL
CO1	Explain the concept of marketing and sketches the marketing environment.	2.Knowledge
cor	Explain the concept of marketing and sketches the marketing environment.	2.Kilowledge
CO2	Classify the market and identifies the various market segments	2. Understanding(Comprehension)
CO3	Point out the marketing mix with reference to product and price	3 Apply
CO4	Analyze the promotion mix and the channels of distribution.	4. Analyze
CO5	Explain service marketing mix and points out the importance of direct and online marketing.	6 Create(Synthesis)

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



со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATT	INDENCE			External Exa	m	
	pass %	Attainm ent level	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total averag e								
CO 1	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
CO 2	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
CO 3	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
CO 4			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
CO 5			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	P	01	Р	02	Р	03	Р	04	Р	05	Р	06	Р	07	P	08
C01	н	2.92	н	2.92	н	2.92	Н	2.92	н	2.92	н	2.92	Н	2.92	н	2.92
CO2			н	2.9	н	2.9			н	2.9	н	2.9			н	2.9
CO3	н	2.92	н	2.92	н	2.92	Н	2.92	н	2.92	н	2.92	Н	2.92	н	2.92
CO4	н	2.9	н	2.9	н	2.9	н	2.9	н	2.9	н	2.9	н	2.9	н	2.9
C05	н	2.9	н	2.9	н	2.9	н	2.9	н	2.9	Н	2.9	н	2.9	Н	2.9
AVERAGE OF COS FOR POS	2.	91	2.9	908	2.	2.908 2.91			2.	908	2.	908	2	.91	2.	908
AVERAGE OF POS		2.9075		2.9056		2.9056	5 2.9075 2.9056					6 2.9056 2.9075				2.9056
AVERAGE								2	2.906312	5						

# **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

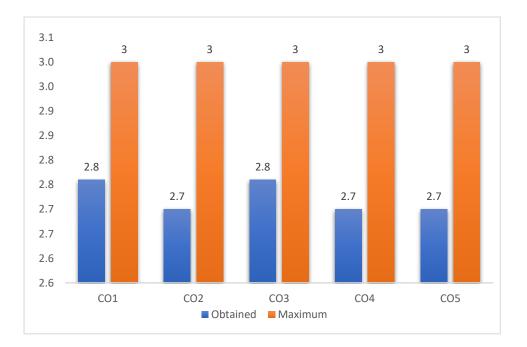
**DEPARTMENT: B Com Marketing** 

- **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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	COURSE OUTCOMES: BUSINESS ENGLISH - II	BLOOM'S TAXONOMY LEVEL
CO1	Students will be able to identify the elements of Claim and Adjustment letters.	I KNOWLEDGE
	Students will also be able to draft Claim letters and Adjustment letters.	
CO2	They will be able to identify nature and types of credit letters.	IV (ANALYZE)
	Students will be able to recognize tone and style of Collection letters.	
CO3	Students will comprehend the general guidelines to write Application letters and Resumes.	III (APPLY)
	They will also be able to execute the form and content of an Application letter and Resume.	
CO4	Students will also be able to understand characteristics and importance of Business Reports	II. Understanding
	They will also be able to prepare a good Business report	
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	Н	Н	S	H	H	H	H	H	H	H	H	H
C02	Н	S	Н	H	H	H	H	H	Н	H	H	H
C03	Н	Н	Н	Н	Н	Н	H	Н	Н	H	H	H
C04	Н	Н	Н	Н	Н	Н	H	S	Н	H	H	H
C05	Н	Н	Н	H	S	H	H	H	H	H	H	H



со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATTE	NDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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	
C01	н	2.76	н	2.76			Н	2.76								
CO2	н	2.7			н	2.7										
CO3	Н	2.76														
CO4	н	2.7														
CO5	Н	2.7	н	2.7	н	2.7	Н	2.7			Н	2.7	Н	2.7	Н	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										

## MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: VALUE EDUCATION & PERSONALITY DEVELOPMENT COURSE OUTCOMES

COURSE CODE: VE18201

CREDITS: 2

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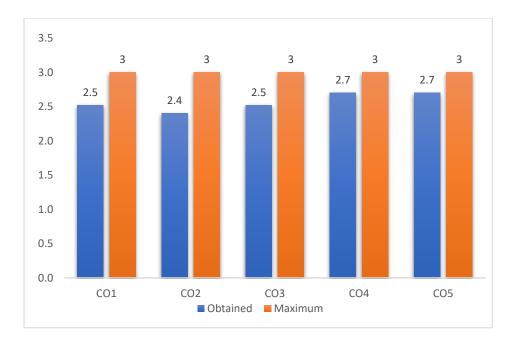
PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

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

	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	Н	Н	H	Н	H	Н	Н	H	н	Н	Н
C02	н	Н	Н	S	н	н	S	Н	Н	S	Н	Н
C03	н	Н	н	н	S	н	н	н	н	Н	н	н
C04	н	Н	н	S	н	н	S	Н	Н	н	Н	н
C05	Н	Н	н	н	н	н	н	Н	S	н	Н	Н



AVERAGE	AVERAGE
3	2.568

со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATTE	NDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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	P	01	Р	02	Р	03	Р	04	Р	05	Р	06	Р	07	Р	08
C01	н	2.52	н	2.52	н	2.52	н	2.52	н	2.52	н	2.52	н	2.52	н	2.52
CO2	н	2.4	н	2.4	н	2.4			н	2.4	н	2.4			Н	2.4
CO3	Н	2.52	н	2.52	н	2.52	н	2.52			н	2.52	Н	2.52	Н	2.52
CO4	н	2.7	н	2.7	н	2.7			н	2.7	н	2.7			н	2.7
CO5	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	Н	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			

### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

**COURSE TITLE:** Statistics COURSE CODE: CP18201 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, ٠ 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 ٠ business conclusions and equip learners to grapple with modern day challenges in commerce and business.

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

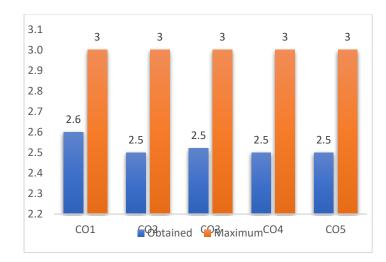
**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	COURSE OUTCOMES: BOM	BLOOM'S TAXONOMY LEVEL
C01	Identify and interpret the various principles and importance of management	1 knowledge

CO2	Explain and demonstrate the uses of planning and organizing	2. Understanding
CO3	Classify and combine the various techniques of control and coordination.	6. Create(Synthesis)
CO4	Point out and develop the essence of motivation and direction to the students	3 Apply
C05	Interrelate and understand the essence of leadership and the importance of communication	4, Analyse

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



со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATTE	NDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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

											ŀ	AVERAGE			AVERAG	E
												3			2.524	
OUTCOME	Р	01	Р	02	Р	03	P	PO4	P	05	Р	06	P	07	Р	08
C01	н	2.6	н	2.6	н	2.6	н	2.6	н	2.6	н	2.6	н	2.6	н	2.6
CO2	н	2.5			н	2.5	Н	2.5	н	2.5	Н	2.5	Н	2.5	н	2.5
CO3	Н	2.52	н	2.52			Н	2.52	н	2.52	Н	2.52			н	2.52
CO4	н	2.5			н	2.5	Н	2.5	н	2.5	Н	2.5	Н	2.5	н	2.5
CO5	Н	2.5	н	2.5	н	2.5			н	2.5	Н	2.5	Н	2.5	н	2.5
AVERAGE OF COS FOR POS	2.	524	2	.54	2.	525	2.53		2.524		2.524		2.5	525	2.	524
AVERAGE OF POS						2.50625		2.5125		2.5088		2.5088		2.50625		2.5088
AVERAGE						2.510025										

# 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 :**

- **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):

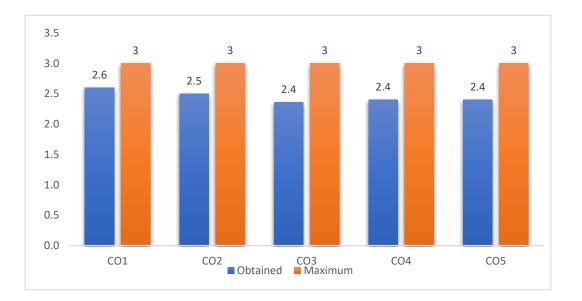
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	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	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	н
C02	н	Н	н	S	Н	н	S	н	Н	S	н	н
C03	н	Н	н	н	н	н	н	н	н	н	н	н
C04	н	Н	н	S	н	н	н	н	н	н	н	н
C05	H	Н	H	H	Н	Н	н	H	Н	Н	н	н



со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATTE	INDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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	Р	01	Р	02	Р	03		PO4	Р	05	Р	06	Р	07	Р	08
C01	н	2.6	н	2.6	н	2.6	н	2.6	н	2.6	н	2.6	н	2.6	н	2.6
CO2	н	2.5	Н	2.5	н	2.5			н	2.5	н	2.5			н	2.5
CO3	Н	2.36	Н	2.36	н	2.36	Н	2.36	н	2.36	н	2.36	Н	2.36	н	2.36
CO4	н	2.4	н	2.4	н	2.4			н	2.4	н	2.4	н	2.4	н	2.4
C05	н	2.4	н	2.4	н	2.4	н	2.4	н	2.4	н	2.4	н	2.4	н	2.4
AVERAGE OF COS FOR POS	2.	452	2.	452	2.	452	2.453	3333333	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								2.4	1735555	6						

### 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

- **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.

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

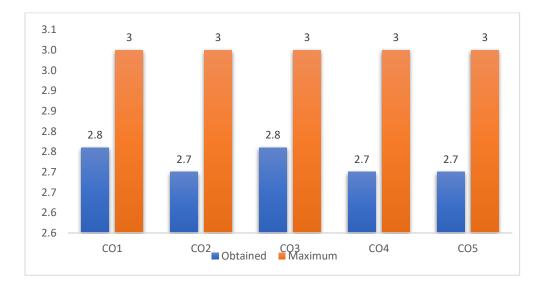
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

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

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

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



со	WEE	KLY TEST	M	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATTE	NDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
CO 1	86.0	3.0			98.2	3.0	100. 0	3.0	100. 0	3.0	52.6	0.0	2.4	98.2	3.0	3.0	2.8
CO 2	86.0	3.0			98.2	3.0			100. 0	3.0	52.6	0.0	2.3	98.2	3.0	3.0	2.7
CO 3	86.0	3.0	93.0	3.0	98.2	3.0			100. 0	3.0	52.6	0.0	2.4	98.2	3.0	3.0	2.8
CO 4			93.0	3.0	98.2	3.0			100. 0	3.0	52.6	0.0	2.3	98.2	3.0	3.0	2.7
CO 5			93.0	3.0	98.2	3.0			100. 0	3.0	52.6	0.0	2.3	98.2	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	Р	01	Р	02	Р	03	P	PO4	F	PO5	Р	06	Р	07	P	08
C01	н	2.76														
CO2	н	2.7			Н	2.7	н	2.7								
CO3	н	2.76	Н	2.76	Н	2.76	Н	2.76			Н	2.76	Н	2.76		
CO4	н	2.7			н	2.7										
CO5	н	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										

### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Business Organisation Management

COURSE CODE: CP18203

CREDITS: 4

**DEPARTMENT:** Advertising Sales Promotion and Sales Management

- **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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- **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.
- **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.

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

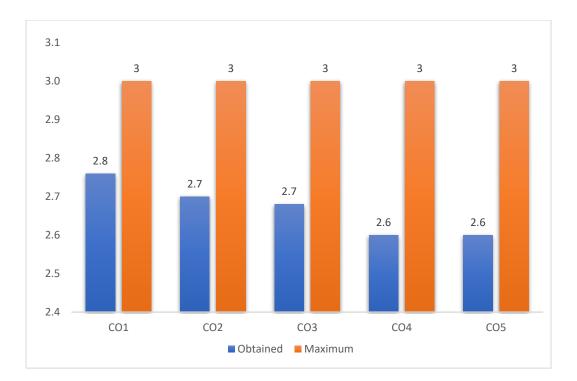
**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

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

CO2	Explain and demonstrate the uses of planning and organizing	2. Understanding
CO3	Classify and combine the various techniques of control and coordination.	6. Create(Synthesis)
CO4	Point out and develop the essence of motivation and direction to the students	3 Apply
CO5		4, Analyse
	Interrelate and understand the essence of leadership and the importance of communication	

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



со	WEE	KLY TEST	Y TEST MID SEM PREFINAL		EFINAL	ASSIGNMENT		VIVA-VOCE		ATTENDENCE				External Exa	m		
	pass %	Attainme nt level	pass %	Attainme nt level	pass %	Attainme nt level	pass %	Attainme nt level	pass %	Attainme nt level	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge
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	P	01		PO2	P	03	Р	04	P	05	Р	06	P	207	P	08
CO1	Н	2.76	н	2.76	Н	2.76	н	2.76	н	2.76	н	2.76	Н	2.76	н	2.76
CO2	Н	2.7			Н	2.7	н	2.7	н	2.7	Н	2.7	Н	2.7	н	2.7
CO3	Н	2.68	н	2.68			н	2.68	н	2.68	Н	2.68			н	2.68
CO4	н	2.6			Н	2.6	н	2.6	н	2.6	Н	2.6	Н	2.6	н	2.6
CO5	н	2.6	н	2.6	Н	2.6	Н	2.6	Н	2.6	н	2.6	Н	2.6	н	2.6
AVERAGE OF COS FOR POS	2.0	2.668 2.68		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** 

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

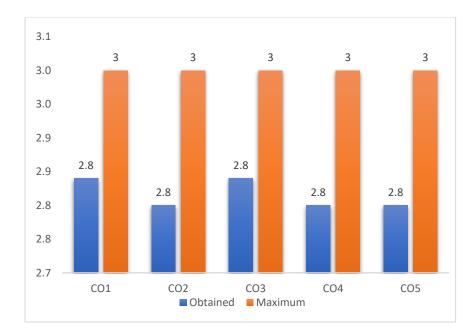
**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	COURSE OUTCOMES: Environmental studies	BLOOM'S TAXONOMY LEVEL
C01	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	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	н	Н
C02	н	Н	н	S	Н	н	н	н	Н	Н	Н	н
C03	н	S	Н	Н	Н	S	Н	Н	Н	Н	Н	н
C04	н	Н	н	н	н	н	н	S	Н	Н	Н	Н
C05	н	S	Н	Н	Н	н	Н	Н	S	Н	Н	н



со	WEEKL	Y TEST	MI	D SEM	PREF	INAL	ASSIGNMENT		VIVA	-VOCE	AT	TENDENCE			External	Exam	
	pass%	Attain ment level	pass %	Attainm ent level	pass%	Attain ment level	pass %	Attain ment level	pass%	Attainm ent level	pass %	Attainm ent level	co wise internal average	pass%	Attainm ent level	co wise extern al avera ge	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															
		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
5										-					

AVERAGE	AVERAGE
3	2.816

OUTCOME	Р	01		PO2	Р	03	Р	04	Р	05	Р	06	Р	07	F	PO8
C01	н	2.84	н	2.84	н	2.84	Н	2.84	н	2.84	Н	2.84	н	2.84	н	2.84
CO2	Н	2.8	Н	2.8	н	2.8			н	2.8	Н	2.8	н	2.8	н	2.8
CO3	Н	2.84			Н	2.84	н	2.84	Н	2.84			Н	2.84	н	2.84
CO4	Н	2.8	Н	2.8	н	2.8	н	2.8	н	2.8	н	2.8	Н	2.8		
CO5	Н	2.8			н	2.8	Н	2.8	н	2.8	Н	2.8	н	2.8	н	2.8
AVERAGE OF COS FOR POS	2.5	816	2.813333333		2.816		2.82		2.816		2	.81	2.	816	2	2.82
AVERAGE OF POS	28112		2.804444 2.811			2.8112		2.815		2.8112	2.8025		2.8112			2.815
AVERAGE	AVERAGE			2.810218056												

# MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Visual Basic

COURSE CODE: CP18301

### CREDITS: 3

### **DEPARTMENT: B Com Marketing**

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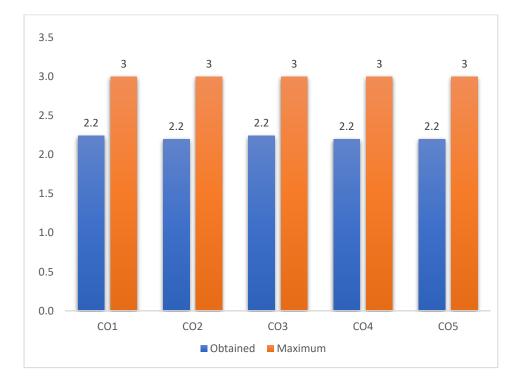
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	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	н	Н	H	H	Н	Н	Н	Н	H	Н	Н	н
C02	н	Н	н	S	Н	н	S	Н	н	S	н	н
C03	н	н	н	н	н	н	н	Н	н	н	н	н
C04	н	S	н	н	н	н	н	S	н	н	н	н
C05	н	Н	н	Н	н	н	н	н	Н	н	н	S



со	WEEKLY	TEST	MI	) SEM	PREFI	NAL	ASSIC	GNMENT	VIVA	-VOCE	ATTE	NDENCE		E	External Exa	m	
	pass%	Attai nme nt level	pass %	Attainm ent level	pass%	Attain ment level	pass %	Attainm ent level	pass%	Attain ment level	pass %	Attainm ent level	co wise intern al avera ge	pass %	Attainm ent level	co wise extern al averag e	co wise total averag e
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	P	01	Р	02	PO3		PO4		PO5		PO6		PO7		F	°O8
C01	н	2.24	Н	2.24	Н	2.24	Н	2.24	Н	2.24	н	2.24	н	2.24	Н	2.24
CO2	н	2.2	н	2.2	н	2.2			н	2.2	н	2.2			н	2.2
CO3	н	2.24	Н	2.24	Н	2.24	Н	2.24	Н	2.24	н	2.24	н	2.24	Н	2.24
CO4	н	2.2			н	2.2	н	2.2	н	2.2	н	2.2	н	2.2		
CO5	н	2.2	Н	2.2	н	2.2	н	2.2	Н	2.2	Н	2.2	н	2.2	н	2.2
AVERAGE OF COS FOR POS	2.2	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							

# MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Advance Accounting
COURSE CODE: CP18302
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.
- 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):

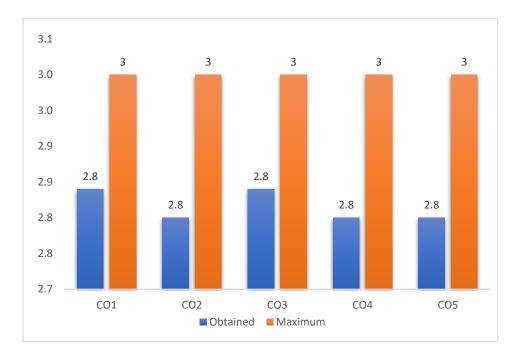
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

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

	COURSE OUTCOMES: Advanced Accounting	BLOOM'S TAXONOMY LEVEL
CO1	State various methods for preparing branch accounts.	3. Apply
CO2	Describe the allocation and interdepartmental transfer of expenses.	2.Understanding
CO3	Analyze the financial position of non trading concerns.	3. Analyse
CO4	Evaluate the different situation of capital issue to public issue of shares at par, premium and forfeiture.	5.Evaluate
CO5	Explain about sources of funds through issue of debentures and various methods of redemption.	6 Create(Synthesis)

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



CO	WEEKL	Y TEST	MIDS	SEM	PREF	INAL	ASSIGN	MENT	VIVA-	VOCE	ATTEN	IDENCE		E	External Exa	m	
	pass%	Attai nme nt level	pass%	Attai nmen t level	pass%	Attainm ent level	pass%	Attai nme nt level	pass%	Attain ment level	pass%	Attainm ent level	co wise intern al avera ge	pass %	Attainm ent level	co wise extern al averag e	co wise total avera ge
<b>CO1</b>	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
<b>CO2</b>	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
<b>CO3</b>	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
<b>CO4</b>			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
<b>CO5</b>			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	P	01	Р	02	PO3		Р	04	PO5		Р	06	PO7		P	08
C01	н	2.84	Н	2.84	Н	2.84	Н	2.84	Н	2.84	Н	2.84	н	2.84	н	2.84
CO2	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8			н	2.8
CO3	н	2.84			н	2.84	Н	2.84	Н	2.84	н	2.84	н	2.84	н	2.84
CO4	н	2.8	н	2.8	н	2.8	Н	2.8	н	2.8	н	2.8	н	2.8	н	2.8
C05	н	2.8	н	2.8	н	2.8			Н	2.8	н	2.8	н	2.8	Н	2.8
AVERAGE OF COS FOR POS	2.8	316	2	.81	2.	816	2	.82	2.	2.816		816	2	.82	2.	816
AVERAGE OF POS	2 8112 2 8025		2.8025	2.8112 2.815			2.8112 2.8112			2.8112	2.815			2.8112		
AVERAGE								2.8110625								

### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Creativity in Advertising

COURSE CODE: CP18303

CREDITS: 4

**DEPARTMENT: B Com Marketing** 

- **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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- **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.

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

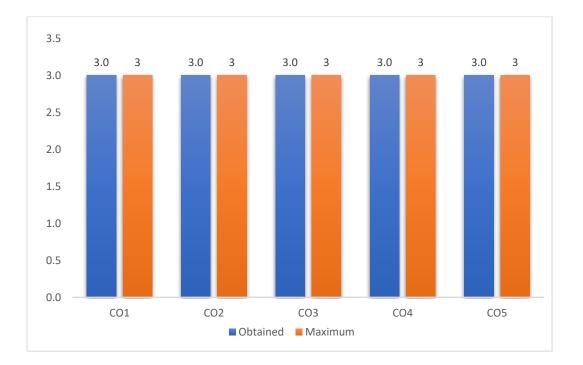
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	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

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



со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATTE	NDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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	P	D1	P	02	PC	)3	P	04	PC	)5	PC	06	PC	)7	P	D8
CO1	н	3	н	3	Н	3	н	3	Н	3	Н	3	Н	3	Н	3
CO2	н	3	н	3	Н	3			Н	3			Н	3	Н	3
CO3	н	3	н	3	Н	3	н	3	Н	3	Н	3	Н	3		
CO4	н	3	н	3	Н	3			н	3	н	3	Н	3	н	3
CO5	н	3	н	3	н	3	н	3	Н	3	Н	3	Н	3	н	3
AVERAGE OF COS FOR POS	:	3		3	3	3		3		3	(1)	3	3	ļ		3
AVERAGE OF POS		3		3		3		3		3		3		3		3
AVERAGE	AVERAGE								3							

## 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.
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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.
- **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):

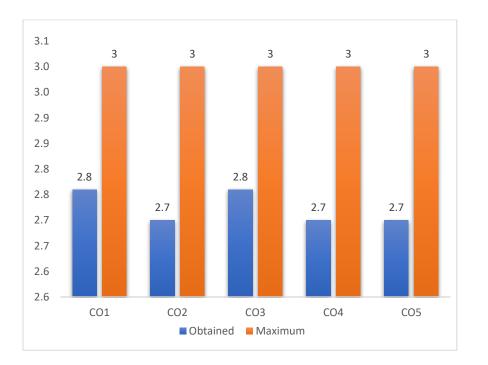
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	COURSE OUTCOMES: Micro Economics	BLOOM'S TAXONOMY LEVEL
CO1	Demonstrate understanding of concepts of business economics	2. Understanding
602		2.4.1
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	Н	Н	H	Н	H	Н	Н	H	H	Н	Н
C02	н	Н	Н	S	Н	н	S	Н	н	S	Н	н
C03	н	Н	Н	Н	S	Н	Н	Н	Н	Н	Н	Н
C04	н	Н	S	н	Н	н	Н	Н	S	Н	S	н
C05	н	Н	н	S	н	н	н	Н	Н	Н	Н	S



со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATTE	NDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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
	AVERA	GE	AVERA														
	3 2.724			4													

OUTCOME	Р	01	Р	02	Р	03		PO4	F	205	P	06	Р	07	P	08
CO1	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	Н	2.76	н	2.76	н	2.76
CO2	н	2.7	н	2.7	н	2.7			н	2.7	н	2.7			н	2.7
CO3	н	2.76	н	2.76	н	2.76	н	2.76			н	2.76	н	2.76	Н	2.76
CO4	н	2.7	н	2.7			н	2.7	н	2.7	н	2.7	н	2.7	н	2.7
CO5	н	2.7	н	2.7	н	2.7			н	2.7	н	2.7	н	2.7	н	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				2.7	18660417			

#### **B COM MARKETING 4 SEMESTER**

#### **COURSE OUTCOME MAPPING**

#### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: E Commerce

COURSE CODE: CP18401

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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- **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.

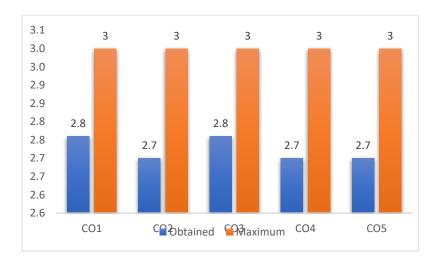
**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	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	н	Н	Н	Н	н	Н	н	Н	Н	Н	Н	н
C02	н	Н	н	S	н	S	н	н	н	н	н	н
C03	н	Н	н	н	н	н	н	S	Н	Н	Н	н
C04	н	Н	н	Н	н	Н	н	Н	Н	Н	Н	н
C05	Н	Н	Н	S	Н	Н	Н	S	Н	Н	Н	Н



со	WEE	KLY TEST	Μ	ID SEM	PR	PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE			External Exam		
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
CO 1	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
CO 2	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
CO 3	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
CO 4			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
CO 5			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	P	01	Р	02	P	03		PO4	Р	05	Р	06	Р	07		PO8
CO1	Н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76
CO2	Н	2.7	н	2.7	н	2.7			н	2.7			н	2.7	н	2.7
CO3	Н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	Н	2.76	н	2.76		
CO4	Н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7
CO5	Н	2.7	н	2.7	н	2.7			Н	2.7	н	2.7	н	2.7		
AVERAGE OF COS FOR POS	2.7	724	2.	724	2.724			2.74		2.724		2.73		2.724		2.72
AVERAGE OF POS		2.7168 2.7168		2.7168	2.7168 2.733333			2.7168 2.7225			2.7225		2.7168		2.706667	
AVERAGE								2	2.718312	5						

## 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):**

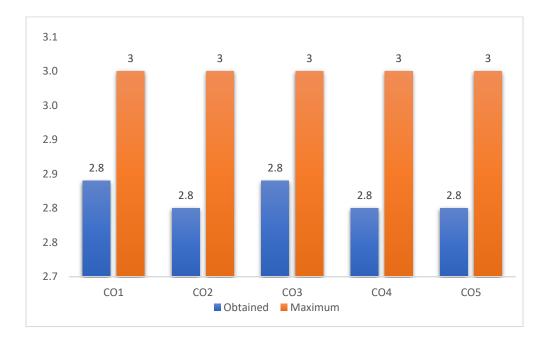
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	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	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	н
C02	н	Н	н	Н	н	S	Н	н	н	Н	Н	н
C03	н	S	н	н	н	н	н	S	н	н	н	н
C04	н	Н	н	н	н	н	н	н	н	н	н	н
C05	н	Н	н	н	н	н	н	Н	Н	Н	н	н



со	WEE	EKLY TEST	M	ID SEM	PR	REFINAL	ASSI	IGNMENT	VIV	/A-VOCE	ATT	ENDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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	P	01	Р	02	Р	03	Р	04	P	05	Р	06	Р	07	ſ	PO8
C01	н	2.84	Н	2.84	Н	2.84	Н	2.84	Н	2.84	Н	2.84	Н	2.84	н	2.84
CO2	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8			н	2.8	н	2.8
CO3	н	2.84			Н	2.84	Н	2.84	Н	2.84	Н	2.84	н	2.84		
CO4	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8	н	2.8
CO5	н	2.8	Н	2.8	н	2.8	Н	2.8	Н	2.8	н	2.8	н	2.8	н	2.8
AVERAGE OF COS FOR POS	2.8	316	2.81		2.816		2.	2.816		816	2.82		2.816		2	2.81
AVERAGE OF POS	2.8112		2 2.8025		2.8112		2.8112		2.8112		2.815		2.8112		2.8025	
AVERAGE	AVERAGE								2.8095							

## MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Applied Public Relations	
COURSE CODE: CP18403	
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):

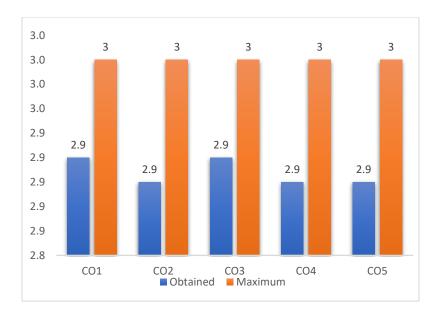
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

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

	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	4. Analyze
	relations campaigns.	
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	н	Н	Н	Н	Н	Н	Н	Н	Н	Н	н	н
C02	н	Н	Н	S	Н	н	S	Н	Н	Н	Н	Н
C03	н	Н	н	н	н	н	н	н	н	н	Н	н
C04	н	Н	н	н	н	н	н	н	н	н	н	н
C05	н	Н	н	н	н	н	S	Н	Н	н	н	S



со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATTE	NDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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	P	01	Р	02	Р	03	P	04	P	205	Р	06		PO7	Р	08
C01	н	2.92	Н	2.92	Н	2.92	Н	2.92	Н	2.92	Н	2.92	н	2.92	н	2.92
CO2	н	2.9	н	2.9	н	2.9			н	2.9	Н	2.9			н	2.9
CO3	н	2.92	н	2.92	н	2.92	Н	2.92	н	2.92	н	2.92	н	2.92	н	2.92
CO4	н	2.9	н	2.9	н	2.9	н	2.9	н	2.9	н	2.9	н	2.9	н	2.9
CO5	н	2.9	н	2.9	н	2.9	н	2.9	Н	2.9	н	2.9			н	2.9
AVERAGE OF COS FOR POS			8 2.908		2.908		2	2.91		908	2.	908	2.913	3333333	2.	908
AVERAGE OF POS		2.9056		2.9056		2.9056		2.9075		2.9056	2.9056		2.911111		2.9056	
AVERAGE								2	2.906526	5389						

#### 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.

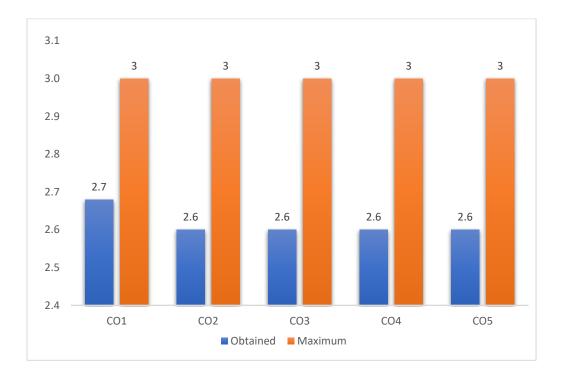
PSO2. Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

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

CO5	Recognize intellectual property rights and introduction to IT act 2000 and right to information act.	5 Evaluate

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



со	WEE	KLY TEST	MI	D SEM	PRI	FINAL	ASSIG	NMENT	VIVA	-VOCE	ATTEND	ENCE		Ex	ternal Exa	m	
	pass %	Attainm ent level	pass %	Attainm ent level	pass %	Attainm ent level	pass %	Attain ment level	pass%	Attainm ent level	pass%	Attai nme nt level	co wise intern al avera ge	pass%	Attain ment level	co wise extern al averag e	co wise total avera ge
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	P	D1	Р	02	P	03	PO4	Р	05	P	06	Р	07	Р	08
C01	Н	2.68	н	2.68	н	2.68		н	2.68	н	2.68	н	2.68	Н	2.68
CO2	н	2.6	н	2.6	н	2.6		н	2.6					н	2.6
CO3	Н	2.6	Н	2.6	н	2.6		Н	2.6	н	2.6	Н	2.6	Н	2.6
CO4	н	2.6	н	2.6	н	2.6		н	2.6	н	2.6			Н	2.6
CO5	н	2.6	Н	2.6	н	2.6		н	2.6	н	2.6			Н	2.6
AVERAGE OF COS FOR POS	2616		16 2.616		2.0	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														

## MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Corporate Accounting
COURSE CODE: CP18405
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):

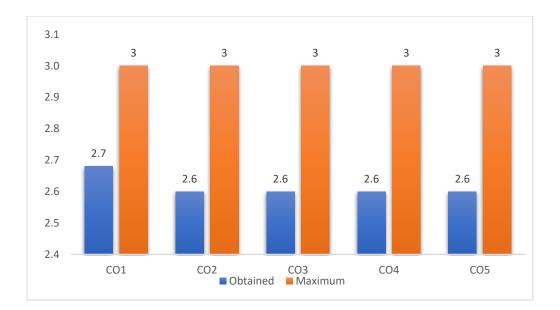
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

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

	COURSE OUTCOMES: Corporate Accounting	BLOOM'S TAXONOMY LEVEL
C01	Understand the various types of capital structures of the company and their representation in the balance sheet,	1. Understanding
CO2	preparation of financial statements with profits before incorporation.   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
C05	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	н	Н	н	н	н		н	н	Н	Н	Н	Н
C02	Н	н	S	н	н		S	н	Н	Н	н	н
C03	н	н	н	н	н		н	н	н	н	н	Н
C04	н	н	н	н	н		н	S	н	н	н	Н
C05	н	н	н	н	н		S	н	н	н	н	S



со	WEEK	WEEKLY TEST MID SEM		PRE	FINAL	ASSIGN	ASSIGNMENT		VOCE	ATTEN	NDENCE		External Exar		Exam		
	pass %	Attain ment level	pass%	Attain ment level	pass%	Attainm ent level	pass%	Attai nme nt level	pass%	Attain ment level	pass%	Attainme nt level	co wise intern al avera ge	pass %	Attai nme nt level	co wise externa l averag e	co wise total avera ge
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
<b>CO2</b>	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
<b>CO4</b>			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	P	01	Р	02	Р	03	Р	04	F	PO5	PO6		PO7	PO8	
C01	н	2.68	Н	2.68	Н	2.68	Н	2.68	Н	2.68		Н	2.68	Н	2.68
CO2	н	2.6	н	2.6			н	2.6	Н	2.6				Н	2.6
CO3	н	2.6	н	2.6	н	2.6	Н	2.6	н	2.6		н	2.6	н	2.6
CO4	н	2.6	н	2.6	н	2.6	н	2.6	н	2.6		н	2.6		
C05	н	2.6	Н	2.6	Н	2.6	Н	2.6	н	2.6				н	2.6
AVERAGE OF COS FOR POS	2.616		2.616		2.62		2.616		2.616			2.620	6666667	2	62
AVERAGE OF POS	2.60			2.6032	2.605			2.6032		2.6032		2.608889			2.605
AVERAGE								2	2.604526	5984					

#### 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.
- **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.
- **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

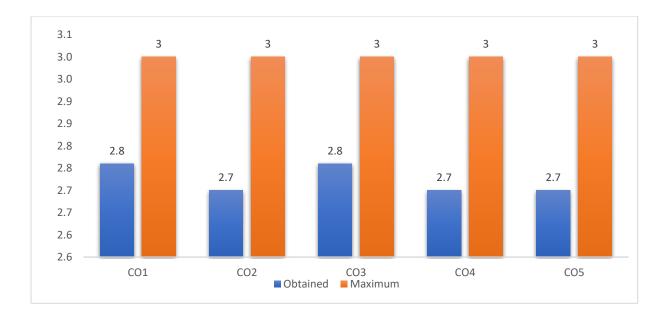
	COURSE OUTCOMES: Radio Advertising	BLOOM'S TAXONOMY LEVEL
CO1	Develop creative strategies for Radio advertising	6. Create(Synthesis)
CO2	Plan and implement basic research and interpret research results as they apply to advertising campaigns	2. Understanding(Comprehension)
CO3	Analyze the expanding environment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

CO5	Select media strategy, scheduling, and vehicle selection.	3 Apply

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

H: Highly Supportive

S: Supportive



со	WEEI	KLY TEST	MI	D SEM	PREF	INAL	ASSIGNM	1ENT	VIVA-	VOCE	ATTEND	ENCE		External Exam		im	
	pass %	Attainm ent level	pass %	Attainm ent level	pass %	Attai nme nt level	pass%	Atta inm ent leve l	pass%	Attainm ent level	pass%	Attai nme nt level	co wise intern al avera ge	pass%	Attain ment level	co wise extern al averag e	co wise total avera ge
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

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1		PO2		Р	03	Р	PO4		05	Р	06	Р	07	PO8	
CO1	н	2.76	н	2.76	Н	2.76	Н	2.76	Н	2.76	Н	2.76	Н	2.76	Н	2.76
CO2	н	2.7	н	2.7	н	2.7			н	2.7					н	2.7
CO3	н	2.76	Н	2.76	Н	2.76	н	2.76	Н	2.76	н	2.76	Н	2.76	н	2.76
CO4	н	2.7	Н	2.7	Н	2.7	н	2.7	н	2.7	н	2.7			н	2.7
CO5	н	2.7	н	2.7	н	2.7	Н	2.7	н	2.7	н	2.7			н	2.7
AVERAGE OF COS FOR POS	) /)4		2.724		2.724		2.73		2.724		2.73		2	.76	2.	724
AVERAGE OF POS	2/168			2.7168	2.7168			2.7225		2.7168	2.7225		2.76		2.7168	
AVERAGE		2.723625														

# **B COM MARKETING 3 YEARS 5<sup>TH</sup> 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.
- **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.

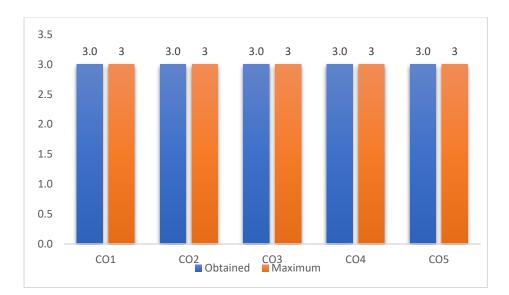
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	COURSE OUTCOMES: Sales Promotion	BLOOM'S TAXONOMY LEVEL
CO1	Determine the best organizational structure for its sales. Design a system to recruit, select, hire, and assimilate effective sales people.	6 Create(Synthesis)
CO2	Design a system to train effective sales people. Design a plan to motivate, monitor, and control the Sales Promotion.	6 Create(Synthesis)
CO3	Setting the budget for Sales Promotion, Potential and Limitations of Sale Promotion	3 Apply
CO4	Developing Sales Promotion programmes – Planning, Implementation Evaluation and making necessary modifications .	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	н	Н	Н	Н	Н	Н	Н	Н	Н	н	Н	Н
C02												н
C03	н	Н	S	Н	Н	Н	Н	Н	Н	S	Н	Н
C04	н	Н	н	Н	н	н	S	Н	н	н	н	н
C05	н	Н	Н	Н	Н	Н	Н	Н	Н	н	Н	Н



со	WEEKLY	TEST	MID S	EM	PRE	FINAL	ASSIGN	MENT	VIVA	A-VOCE	ATTEND	ENCE		Ex	ternal Exa	im	
	pass%	Attai nme nt level	pass%	Attai nme nt level	pass %	Attain ment level	pass%	Attai nme nt level	pass%	Attainm ent level	pass%	Attai nme nt level	co wise intern al avera ge	pass%	Attain ment level	co wise extern al averag e	co wise total avera ge
CO 1	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
CO 2	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
CO 3	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
CO 4			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
CO 5			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	P	01	Ρ	02	P	03	P	04	PC	05	PC	D6	PC	)7	P	<b>D</b> 8
C01	н	3	н	3	н	3	н	3	н	3	н	3	н	3	н	3
CO2																
CO3	н	3	н	3			н	3	н	3	н	3	н	3	н	3
CO4	н	3	н	3	н	3	н	3	н	3	н	3			н	3
CO5	Н	3	Н	3	Н	3	н	3	н	3	н	3	Н	3	н	3
AVERAGE OF COS FOR POS	:	3		3	:	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:

**COURSE TITLE:** Taxation

COURSE CODE: CP18501B

**CREDITS: 4** 

**DEPARTMENT: B Com Marketing** 

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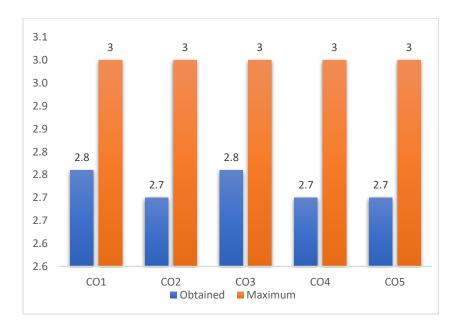
PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	COURSE OUTCOMES: Taxation	<b>BLOOM'S TAXONOMY LEVEL</b>
<u>CO1</u>	CO1 To understand the basis definitions of Income Toy. A misultural Income Desidential	2 un deusten din s
CO1	CO1.To understand the basic definitions of Income Tax, Agricultural Income, Residential Status and Exempted Incomes.	2. understanding
CO2	CO2.To show the computation of income from the Head Salaries and House property as per IT act.	3. Apply
CO3	CO3.To identify the Income from Business, Profession and Capital Gains.	5 . Evaluate
<b>CO4</b>	CO4.To compute Total Income of individuals and HUF.	1. Knowledge
CO5	CO5.To assess the tax liability of Individuals and HUF as per IT act.	4 . Analyze

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



со	WEEKI	LY TEST	MID	SEM	PREF	NAL	ASSIG	INMENT	VIVA-	VOCE	ATTEND	ENCE		Exte	ernal Exa	m	
	pass%	Attain ment level	pass %	Attai nme nt level	pass%	Attainme nt level	pass%	Attainm ent level	pass%	Attain ment level	pass%	Attai nme nt level	co wise intern al avera ge	pass%	Attai nme nt level	co wise exter nal aver age	co wise total aver age
<b>CO1</b>	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
<b>CO2</b>	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	OUTCOME PO1		PO2		PO3		Р	04	Р	05	F	PO6	Р	07	Р	08
C01	н	2.76	Н	2.76	н	2.76	н	2.76	н	2.76	Н	2.76	Н	2.76	Н	2.76
CO2	н	2.7	H	2.7			н	2.7	н	2.7	н	2.7	H	2.7	H	2.7
CO3	н	2.76	Н	2.76			н	2.76	н	2.76			н	2.76	н	2.76
CO4	н	2.7	н	2.7	н	2.7	Н	2.7	н	2.7	н	2.7			н	2.7
CO5	н	2.7	н	2.7	н	2.7	Н	2.7	н	2.7	н	2.7	н	2.7	н	2.7
AVERAGE OF COS FOR POS	) /)4		2.724		2.72		2.724		2.	724	2.	.715	2	.73	2.	724
AVERAGE OF POS	2/162			2.7168	2.706667			2.7168		2.7168		2.70375		2.7225		2.7168
AVERAGE								2.7	1461458	33						

#### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<b>COURSE TITLE:</b>	Personal selling	& Salesmanship
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COURSE CODE: CP18502

CREDITS: 4

**DEPARTMENT: B Com Marketing** 

- **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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**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.

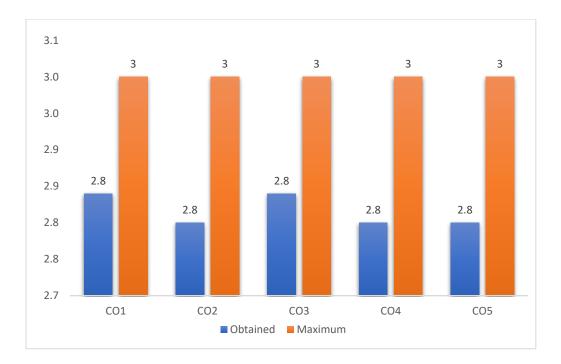
PSO3. To give them an understanding of the basic philosophies and tools of marketing management

	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	Н	Н	Н	Н		н	Н	н	н	н	Н	н
C02	н	Н	н	н		н	S	н	н	н	н	Н
C03	н	Н	н	н		н	н	Н	н	Н	н	н
C04	н	Н	н	н		н	S	н	н	н	н	Н
C05	Н	Н	Н	н		н	н	н	н	н	Н	н

H: Highly Supportive

S: Supportive



со	WEEKL	Y TEST	MID SE	M	PREFI	NAL	ASSIGN	MENT	VIVA-	VOCE	ATTENDENCE			External Exam		n	
	pass%	Attai nme nt level	pass%	Attai nme nt level	pass%	Attain ment level	pass%	Attai nme nt level	pass%	Attain ment level	pass%	Attai nmen t level	co wise internal average	pass%	Attainm ent level	co wise extern al averag e	co wise total avera ge
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	Р	01	Р	02	Р	03	P	04	PO5	P	PO6		PO7		08
CO1	н	2.84	Н	2.84	Н	2.84	Н	2.84		Н	2.84	н	2.84	Н	2.84
CO2	н	2.8	н	2.8	н	2.8	н	2.8		Н	2.8			н	2.8
CO3	н	2.84	Н	2.84	н	2.84	Н	2.84		Н	2.84	Н	2.84	Н	2.84
CO4	н	2.8	н	2.8	н	2.8	н	2.8		Н	2.8			н	2.8
CO5	н	2.8	н	2.8	н	2.8	Н	2.8		Н	2.8	н	2.8	н	2.8
AVERAGE OF COS FOR POS	2 816		2.816		2.816		2.816			2.	816	2.826	666667	2.	816

AVERAGE OF POS	2.8112	2.8112	2.8112	2.8112		2.8112	2.822222	2.8112
AVERAGE				2	2.812774603			

#### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

**COURSE TITLE: Internal Marketing and Export Management (IMEM)** 

COURSE CODE: BC18019

**CREDITS: 4** 

**DEPARTMENT: B Com Marketing** 

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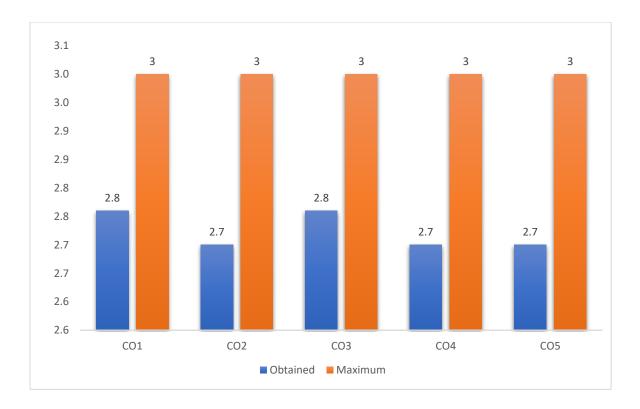
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**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	COURSE OUTCOMES: IMEM	<b>BLOOM'S TAXONOMY LEVEL</b>
CO1	To analyze the process of international marketing and classify India's export trade.	2 Understanding
CO2	To describe the important factors of international marketing environment differentiate marketing research, market selection and market segmentation.	6 Create(Synthesis)
CO3	Analyze the importance of production and distribution strategies.	4 Analyze
CO4	Differentiate the need for promotion mix strategies and pricing decisions.	3 Apply
CO5	Explain foreign exchange strategies, differentiate balance of payments balance of trade and interpret international economic organizations.	1 Knowledge

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



со	WEEKL	Y TEST	MIDS	SEM	PREF	INAL	ASSIGN	IMENT	VIV	A-VOCE	ATTENDENCE		ATTENDENCE			External Exam		m	
	pass%	Attai nme nt level	pass%	Attai nmen t level	pass%	Attainm ent level	pass%	Attain ment level	pass %	Attainm ent level	pass%	Attai nme nt level	co wise intern al avera ge	pass%	Attain ment level	co wise extern al averag e	co wise total avera ge		
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	P	01	Р	02	Р	03	Р	04	Р	05	Р	PO6		77	P	08
C01	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	Н	2.76	Н	2.76
CO2	н	2.7	Н	2.7	н	2.7	Н	2.7	Н	2.7	н	2.7			Н	2.7
CO3	Н	2.76	Н	2.76	Н	2.76	н	2.76	Н	2.76	Н	2.76			Н	2.76
CO4	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7			Н	2.7
CO5	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	Н	2.7
AVERAGE OF COS FOR POS	2.7	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									2.71657	5						

### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

**COURSE TITLE:** Financial management

COURSE CODE: CP18503

CREDITS: 5

**DEPARTMENT: B Com Marketing** 

- **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.

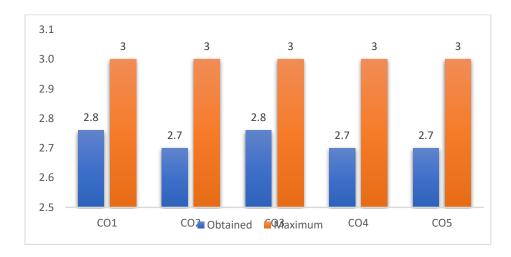
**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	COURSE OUTCOMES: Financial Management	<b>BLOOM'S TAXONOMY LEVEL</b>
601		
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	1Knowledge
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	н	Н	Н	Н	н	Н	Н	Н	Н	Н	Н	н
C02	н	н	S	н	н	н	н	н	н	S	н	н
C03	н	Н	S	Н	н	S	н	Н	Н	S	Н	н
C04	Н	Н	S	Н	н	н	S	Н	Н	Н	Н	н
C05	S	н	н	н	Н	Н	Н	Н	н	н	н	н



со	WEEK	Y TEST	MI	D SEM	PREF	INAL	ASSIGNMENT		VIVA-'	VOCE	ATTEND	ENCE		E>	ternal Exa	m	
	pass%	Attain ment level	pass %	Attainm ent level	pass %	Attai nme nt level	pass%	Atta inm ent leve I	pass%	Attainm ent level	pass%	Attai nme nt level	co wise intern al avera ge	pass%	Attain ment level	co wise extern al averag e	co wise total avera ge
CO 1	100.0	3.0			98.0	3.0	100.0	3.0	100.0	3.0	30.6	0.0	2.4	93.9	3.0	3.0	2.8
CO 2	100.0	3.0			98.0	3.0			100.0	3.0	30.6	0.0	2.3	93.9	3.0	3.0	2.7
CO 3	100.0	3.0	98.0	3.0	98.0	3.0			100.0	3.0	30.6	0.0	2.4	93.9	3.0	3.0	2.8
CO 4			98.0	3.0	98.0	3.0			100.0	3.0	30.6	0.0	2.3	93.9	3.0	3.0	2.7
CO 5			98.0	3.0	98.0	3.0			100.0	3.0	30.6	0.0	2.3	93.9	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	P	01	Р	02	Р	03	Р	04	Р	05	F	PO6	Р	07	P	08
C01	н	2.76														
CO2	н	2.7	н	2.7			н	2.7								
CO3	н	2.76	н	2.76			н	2.76	Н	2.76			Н	2.76	н	2.76
CO4	н	2.7	н	2.7			н	2.7	н	2.7	н	2.7			н	2.7
CO5			н	2.7												

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	2.71636875			

#### 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.
- **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.

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

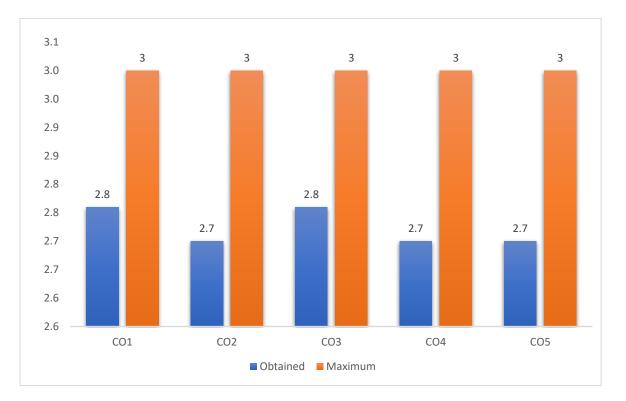
**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	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.	1Knowledge
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	н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	н
C02	н	Н	н	н		н	Н	н	н	Н	Н	н
C03	Н	Н	Н	Н		Н	Н	S	Н	Н	Н	Н

C04	н	S	н	н		н	н	н	н	н	н	н
C05	н	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	н



со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	A-VOCE	ATTE	NDENCE			External Exa	m	
	pass %	Attainm ent level		Attainm ent level	co wise intern al avera ge	pass %	Attainm ent level	co wise extern al avera ge	co wise total avera ge								

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	P	01	I	PO2	F	203	F	204	P	05	Р	06	Р	07		PO8		
C01	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76	н	2.76		
CO2	н	2.7	н	2.7	н	2.7	н	2.7			н	2.7	н	2.7	н	2.7		
CO3	D3 H 2.76		н	2.76	н	2.76	н	2.76			н	2.76	н	2.76				
CO4	Н 2.7				н	2.7	н	2.7			н	2.7	н	2.7	н	2.7		
CO5	н 2.7 н 2		2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7			
AVERAGE OF COS FOR POS	///4		2.73		2	2.724		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									2.7156562	5								

#### 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

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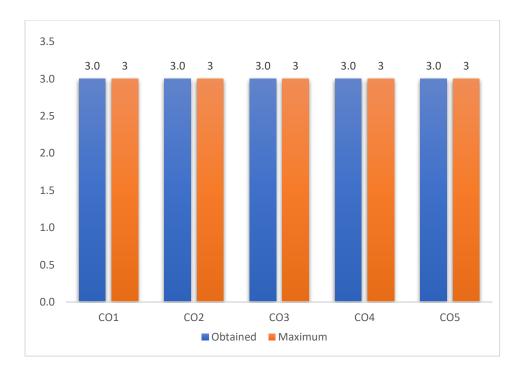
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	COURSE OUTCOMES: Electronic media Advertising	BLOOM'S TAXONOMY LEVEL
CO1	Develop creative strategies for Electronic Media advertising	6. Create(Synthesis)
CO2	Plan and implement basic research and interpret research results as they apply to broadcast advertising campaigns	2. Understanding(Comprehension)
CO3	Analyze the expanding environment of Television media, Internet advertising and communication techniques.	4. Analyze
<b>CO4</b>	Apply digital intelligence across a broad range of business functions.	3 Apply
CO5	Use digital tools to improve digital profitability and accessibility as well as the overall consumer experience.	3 Apply

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



CO	WEEKL	Y TEST	T MID SEM		M PREFINAL		ASSIGNMENT		VIVA-VOCE		ATTENDENCE			External Exam			
	pass%	Attai nme nt level	pass%	Attai nme nt level	pass%	Attainm ent level	pass %	Attain ment level	pass%	Attainm ent level	pass%	Attai nme nt level	co wise intern al avera ge	pass %	Attainm ent level	co wise extern al averag e	co wise total avera ge
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	OUTCOME PO1		PO2		PO3		PO4		PO5		PO6		PO7		PO8	
C01	Н	3	н	3	н	3	н	3	н	3	н	3	н	3	н	3
CO2	Н	3	н	3	Н	3			Н	3	Н	3	Н	3	н	3
CO3	Н	3			Н	3	н	3	Н	3	Н	3	Н	3	н	3
CO4	н	3	н	3	н	3	н	3	н	3	н	3	н	3	н	3
CO5	н	3			н	3	н	3	н	3	н	3	н	3	н	3
AVERAGE OF COS FOR POS	2		3		3		3		3		3		3		3	
AVERAGE OF POS		3		3	3		3		3		3		3		3	
AVERAGE		3														

#### **B COM MARKETING 6<sup>TH</sup> 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** 

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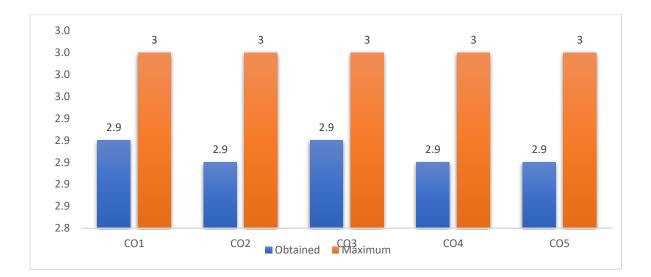
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	COURSE OUTCOMES: AUDITING & ACCOUNTING STANDARDS	BLOOM'S TAXONOMY LEVEL
CO1	To understand the basic concepts of Auditing and the nature and scope of auditing.	1 Knowledge
CO2	To organize the various steps in an auditing process and point out the techniques of vouching of cash payments and receipts.	3 Apply
CO3	To analyze the features and importance of Internal Control, Check and Audit.	4 Analyze
CO4	To prepare different types of audit reports and explain the procedure for appointment and removal of a company auditor.	2 Understanding
CO5	To understand the regulatory framework in which accounting standards are formulated and operated.	6 Create

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



со	WEEKI	LY TEST	MID S	EM	PREFIN	NAL	ASSIG	NMENT	VIVA-V	/OCE	ATTE	NDENCE			External Exa	m	
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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	P	01	Р	02	Р	03	P	04	Р	05	Р	06	Р	07	PO8	
CO1	н	2.92	н	2.92			н	2.92								
CO2	н	2.9	н	2.9	н	2.9			н	2.9	н	2.9	н	2.9	н	2.9
CO3	Н	2.92	Н	2.92	Н	2.92	Н	2.92	Н	2.92	Н	2.92	Н	2.92	Н	2.92
CO4			н	2.9	н	2.9	н	2.9	н	2.9	н	2.9			н	2.9
C05	O5 H 2.9		н	2.9	н	2.9	Н	2.9	н	2.9	н	2.9	н	2.9	Н	2.9
AVERAGE OF COS FOR POS		908	2.908		2.905		2.91		2.908		2.908		2.91		2.	908
AVERAGE OF 2.9056 POS			2.9056		2.905		2.9075		2.9056		2.9056		2.9075		2.9056	
AVERAGE			AVERAGE						2.906							

#### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

<b>COURSE TITLE: Human Resource Management</b>
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COURSE CODE: BC18016

**CREDITS: 4** 

**DEPARTMENT: B Com Marketing** 

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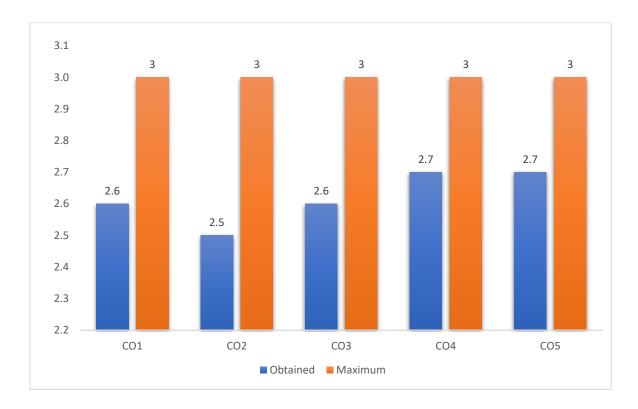
**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	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	н	н	S	н	н	н	н	н	н	н	н	н
C02	н	н	н	S	н	н	S	н	н	н	н	н
C03	н	н	н	н	S	н	S	н	н	н	н	н
C04	н	н	н	н	н	н	S	н	н	н	н	н
C05	н	Н	н	н	н	н	н	Н	Н	н	Н	н

H: Highly Supportive S: Supportive



со	WEEK	LY TEST	MIDS	SEM	PREFIN	AL	ASSIG	NMENT	VIVA-VOCE		ATTEND	ENCE		Exter	nal Exam		
	pass %	Attain ment level	pass%	Attai nmen t level	pass%	Attain ment level	pass %	Attain ment level	pass%	Attainm ent level	pass%	Attai nme nt level	co wise inter nal aver age	pass%	Atta inm ent level	co wise extern al averag e	co wise total avera ge
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	P	01	P	02	Р	PO3		04	Р	05	Р	06	PO7		PO8	
C01	н	2.6	Н	2.6			н	2.6	Н	2.6	н	2.6	н	2.6	н	2.6
CO2	н	2.5	н	2.5	н	2.5			н	2.5	н	2.5			н	2.5
CO3	н	2.6	Н 2.6		н	2.6	н	2.6			н	2.6			н	2.6
CO4	Н 2.7		н	2.7	н	2.7	н	2.7	н	2.7	н	2.7			н	2.7
CO5	Н 2.7		Н	2.7	Н	2.7	Н	2.7	Н	2.7	н	2.7	Н	2.7	Н	2.7
AVERAGE OF COS FOR POS	2.62		2.62 2.62		2.625		2	2.65		2.625		2.62		2.65		.62
AVERAGE OF 2.624			2.624		2.625		2.6625		2.63125		2.624		2.675		2.624	
AVERAGE					2.63621875											

#### 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** 

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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.
- **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.

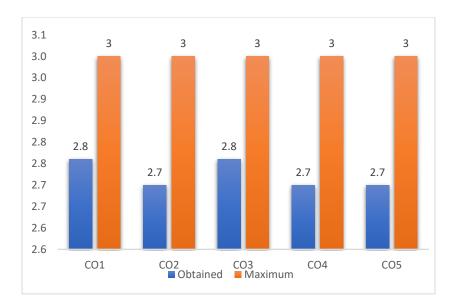
PSO1. Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	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	н	Н	Н	Н	Н	Н	S	Н	Н	н	Н	Н
C02	н	S	н	S	н	S	н	н	н	S	н	н
C03	н	Н	Н	Н	Н	Н	S	Н	Н	Н	Н	Н
C04	н	Н	н	н	S	н	н	н	S	S	н	н
C05	Н	Н	S	Н	S	Н	Н	Н		н	S	н



со	WEEKLY TEST MID SEM		ID SEM	PR	EFINAL	ASSI	GNMENT	VIV	VIVA-VOCE ATTENDENCE External Exa				External Exa	m			
	pass %	Attainme nt level	pass %	Attainme nt level	pass %	Attainme nt level	pass %	Attainme nt level	pass %	Attainme nt level	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge
CO 1	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
CO 2	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
CO 3	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
CO 4			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
CO 5			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		Р	02	PO3		Р	04		PO5	Р	06	P	70	Р	08
CO1	н	2.76	н	2.76	н	2.76	н	2.76	Н	2.76	н	2.76			н	2.76
CO2	н	2.7			н	2.7			н	2.7			Н	2.7	н	2.7
CO3	н	2.76	н	2.76	н	2.76	н	2.76	Н	2.76	н	2.76			н	2.76
CO4	н	2.7	н	2.7	н	2.7	н	2.7			н	2.7	н	2.7	н	2.7
CO5	н	2.7	н	2.7			н	2.7			н	2.7	н	2.7	н	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	2.719616	667						

#### MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: Consumer Behaviour COURSE CODE: BC18026

**CREDITS: 4** 

**DEPARTMENT: B Com Marketing** 

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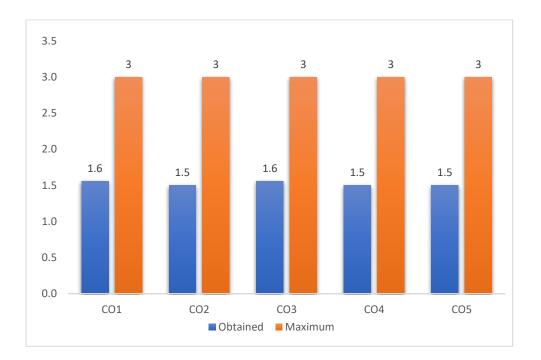
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

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

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



со	WEEK	LY TEST	MIDS	MID SEM PREFINAL ASSIGNMENT VIVA-VOCE ATTENDENCE			External Exam										
	pass %	Attain ment level	pass%	Attai nmen t level	pass%	Attai nme nt level	pass%	Atta inm ent leve I	pass%	Attainm ent level	pass %	Attainm ent level	co wise intern al avera ge	pass %	Attainm ent level	co wise extern al averag e	co wise total avera ge
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		PO1		PO1 PO2		Р	03	P	204	ſ	PO5	Р	06	PO7		Р	08
C01	Н	1.56	н	1.56	Н	1.56	Н	1.56	Н	1.56	Н	1.56			Н	1.56		
CO2	н	1.5			н	1.5			Н	1.5			н	1.5	н	1.5		
CO3	н	1.56	н	1.56	н	1.56	Н	1.56	Н	1.56	Н	1.56			н	1.56		
CO4	н	1.5	н	1.5	н	1.5	Н	1.5			н	1.5	н	1.5	н	1.5		
CO5	н	1.5	н	1.5			Н	1.5			Н	1.5	н	1.5	н	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										

## MAPPING COURSE OUTCOMES LEADING TO THE ATTAINMENT OF PROGRAM OUTCOMES:

COURSE TITLE: ENTREPRENEURSHIP DEVELOPMENT COURSE CODE: BC18023
CREDITS: 4
DEPARTMENT: B Com Marketing
PROGRAMME OUTCOMES(BA/BSC/BCOM and BBA)Or POs :
• <b>PO1 Business and Management Knowledge:</b> 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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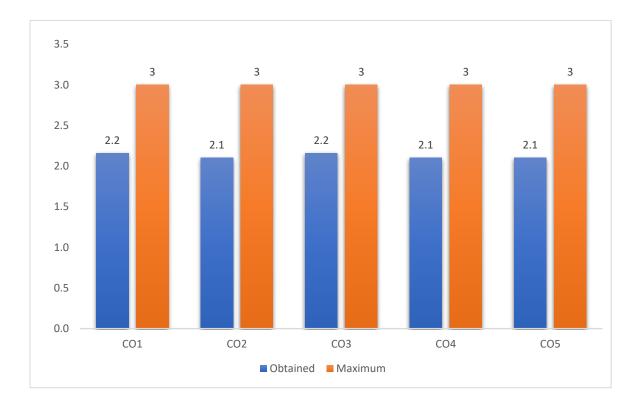
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	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	н	Н	н	н	н	н	н	н	н	Н	н	н
C02	н	Н	н	н	Н	н	S	н	н	Н	Н	Н
C03	н	S	н	S	н	н	н	н	н	н	н	н
C04	н	н	н	н	н	н	S	н	н	н	н	н
C05	н	Н	Н	Н	S	Н	Н	Н	Н	Н	Н	н



со	WEE	KLY TEST	Μ	ID SEM	PR	PREFINAL		ASSIGNMENT		VIVA-VOCE		NDENCE			External Exam		
	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge										
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	P	D1	F	02	Р	203	F	PO4	F	05	Р	06		PO7	PO8	
C01	Н	2.16	Н	2.16	н	2.16	н	2.16	Н	2.16	н	2.16	Н	2.16	н	2.16
CO2	н	2.1	Н	2.1	н	2.1	н	2.1	н	2.1	н	2.1			н	2.1
CO3	н	2.16			Н	2.16			н	2.16	н	2.16	Н	2.16	н	2.16
CO4	Н	2.1	Н	2.1	н	2.1	н	2.1	Н	2.1	н	2.1			н	2.1
CO5	н	2.1	Н	2.1	н	2.1	н	2.1			н	2.1	Н	2.1	н	2.1
AVERAGE OF COS FOR POS	2.1	124	2.115		2.124		2	.115	2	.13	2.	124		2.14	2.	124
AVERAGE OF POS	E 2.1168 2.10375		2.10375		2.1168		2.10375		2.1225		2.1168		2.133333		2.1168	
AVERAGE								2.:	1163166	67						

## 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**

- **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.

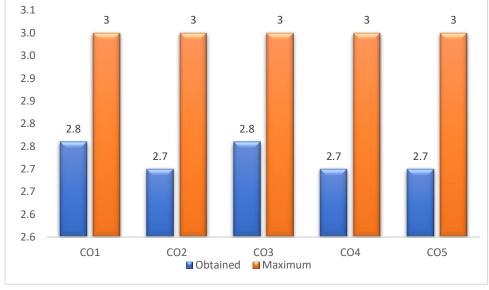
**PSO2.** Analyse the relationship between business and society, and the various ways business respond to socio-political-religious and economic factors.

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

	COURSE OUTCOMES: FSA	BLOOM'S TAXONOMY LEVEL
<b>CO1</b>	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

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

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



со	WEE	KLY TEST	Μ	ID SEM	PR	EFINAL	ASSI	GNMENT	VIVA-VOCE		ATTENDENCE				External Exam		
	pass %	Attainme nt level	pass %	Attainme nt level	co wise intern al avera ge	pass %	Attainme nt level	co wise extern al averag e	co wise total avera ge								
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	
C01	Н	2.76														
CO2	Н	2.7	н	2.7	н	2.7	н	2.7			н	2.7	н	2.7	н	2.7
CO3	Н	2.76	Н	2.76	Н	2.76	Н	2.76			Н	2.76	Н	2.76		
CO4	Н	2.7			н	2.7	н	2.7			н	2.7	н	2.7	н	2.7

CO5	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7	н	2.7
AVERAGE OF COS FOR POS	2 7 7 7 1 2 7 3		73	2.724		2.724		2.73		2.724		2.724		2.715		
AVERAGE OF POS	2	2.7168		2.7225	2.7168 2.7168 2.7							2.7168		2.7168		2.70375
AVERAGE		2.71565625														

#### 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.

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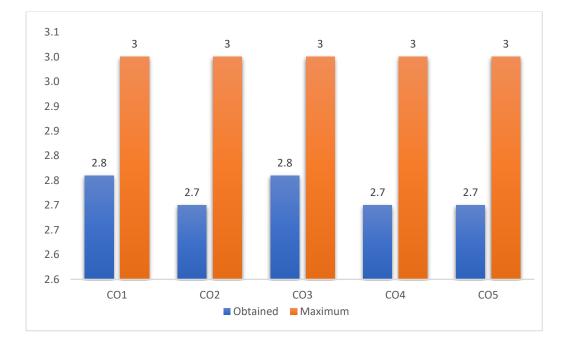
**PSO1.** Understand the nature and basic concepts of Accounts and Marketing, and how effectively helpful to the business organisations.

**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

	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	Н	Н	Н	Н	Н	Н	Н	Н	Н	Н	н
C02	н		н	н	Н	н	S	н	н	Н	Н	н
C03	н		н	S	н	н	н	н	н	н	н	н
C04	н		н	н	н	н	S	н	н	н	н	н
C05	Н	Н	н	Н	S	н	н	Н	Н	Н	Н	н



со	WEEKLY	' TEST	MID	SEM	PR	EFINAL	ASSIG	NMENT	VIVA-	VOCE	ATTEN	DENCE		External Exam			
	pass%	Attai nme nt level	pass %	Attain ment level	pass%	Attainment level	pass%	Attainm ent level	pass%	Attain ment level	pass %	Attai nme nt level	co wise inter nal aver age	pass%	Attain ment level	co wise exter nal aver age	co wise total avera ge
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	
C01	н	2.76														
CO2	н	2.7			н	2.7	н	2.7	н	2.7	н	2.7			н	2.7
CO3	н	2.76			н	2.76			н	2.76	н	2.76	Н	2.76	н	2.76
CO4	н	2.7			н	2.7	н	2.7	н	2.7	Н	2.7			н	2.7
CO5	н	2.7	н	2.7	н	2.7	н	2.7			н	2.7	Н	2.7	н	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										