

2.6.2 *Attainment of PO's and CO's are evaluated*

PO's and CO's ATTAINMENT

DEPARTMENT OF MBA ***(CBCS)***

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REGULATIONS PERTAINING TO MBA DEGREE (DAY) COURSE**MASTER OF BUSINESS ADMINISTRATION (CHOICE BASED CREDIT SYSTEM) (MBA-CBCS – 2018 – 19 ONWARDS)****MINIMUM ELIGIBILITY FOR ADMISSION AND ADMISSION PROCEDURE**

- A graduate degree under **10+2+3** or **10+2+4** pattern under any discipline securing at least 50% marks in aggregate including languages from a recognized University in India or abroad.
- Honors degree under 10+2+4 pattern from a recognized university under UGC Act having at least 50%marks in aggregate including languages.
- Candidates who have passed Bachelor / Master degree through correspondence / Open University system from this university or from any other university recognized by law are exempted from 10+2 pattern. The duration of the degrees must be three years and two years respectively.
- Candidates who pass Bachelor/Master degree in any university system in single sitting pattern are not eligible.
- In case of SC/ST/Cat I candidates, there will be a relaxation of **5%** in the aggregate of marks obtained.
- All admissions to BNU MBA Programme and affiliated colleges will be made through an entrance test conducted by an appropriate body as approved by the Government of Karnataka and State Level Counseling based on Rank Merit and the reservation rules based on the seat matrix as announced by the Government of Karnataka from time to time.

DURATION OF THE COURSE

The duration of the MBA program shall extend over 4 semesters (two academic years) of 16 weeks or more each with a minimum of 90 actual working days of instruction in each semester and 2 to 3 weeks of examinations.

MEDIUM OF INSTRUCTION

The medium of instruction for all subjects and examination shall be English only.

MINIMUM CREDITS AND MAXIMUM CREDITS

- There shall be three categories of courses viz., Core and Compulsory Course, Specialization Course and Open Elective Course/Soft Core Course. The Open Electives are the University approved Courses offered by other Departments of Bengaluru North University.
- The credits for each of Compulsory Course and Specialization Course may vary from 2 to 4 credits. In case of open electives course, each paper shall be of 3 credits. A student is required to take one open elective course in the III Semester. (In the case of Colleges who impart only the MBA Course, students may take up the required Electives in any nearby College.)

ATTENDANCE

- Each paper shall be taken for the purpose of calculating attendance.
- Students are required to attend not less than 75% of the classes in each subject in order to be eligible to appear for the University examinations.
- The statement of attendance shall be displayed on the Notice Board by the institution at the end of every month for the information of students.
- Five marks in Internal Assessment shall be awarded based on the percentage of attendance as an incentive to the student for regularity in attendance.
- A student who does not satisfy the requirement of percentage of attendance shall not be permitted to take the examination of that paper(s).

SEMESTER-WISE CREDIT DISTRIBUTION:

CATEGORY	CREDITS TO BE COVERED IN				TOTAL CREDITS
	SEMEST ER I	SEMEST ER II	SEMEST ER III	SEMEST ER IV	
COMPULSORY CORE	24	24	8	4	60
SUBJECTS					
SOFT CORE SUBJECTS	2	2	-	-	4
SPECIALISATION ELECTIVES	-	-	12	12	24
OPEN ELECTIVE (INTER DISCIPLINARY)	-	-	3	-	3
INTERNSHIP	-	-	3	-	3
DISSERTATION	-	-	-	10	10
TOTAL	26	26	26	26	104

SCHEME OF EXAMINATION

A) Internal Assessment Test

Each of the course would have two components – the First being Internal Assessment Marks and Second being Semester end exams. The Internal Assessment (IA) is based on continuous internal assessment.

- Each paper will carry 100 marks of which 30 marks for Internal Assessment and remaining 70 marks for written examination to be held at the end of each semester. The duration of the written examination for each paper shall be 3 hours.
- The various components of Internal Assessment for 30 Marks are as follows:

I and II Semesters	Marks	III Semester	Marks	IV Semester	Marks
Attendance	5	Attendance	5	Attendance	5
Two Internal Tests	10	One Test	10	One Test	10
Assignment	5	One Mini Project and Presentation	15	Assignment and presentation of this assignment	10
Presentations	5			Presentation on Dissertation topic	5
Books/Journal Article Review/CSR Activity/Online UGC Based Activity	5				
Total	30		30		30

The attendance needs to be calculated as follows:

% of Attendance	Marks
75 - 79 %	1
80 - 84 %	2
85 - 89 %	3
90 – 94%	4
95 +	5

Final Examination

There shall be a University examination at the end of each semester in the prescribed papers which carries 70 marks each. (Online examination might be introduced subject to approval of appropriate bodies of Bengaluru North University in the course of present scheme.)

TIME LIMIT FOR COMPLETION

The candidate shall complete the programme within the period as prescribed in the regulation governing the maximum period for completing MBA programmes from the dates of admissions. It is generally twice the number of years of the programme. The term completing the programme means passing all the prescribed examinations of the programme to become eligible for the degree.

MINIMUM FOR A PASS

1.1 A candidate shall be declared to have passed the MBA program if he/she secures at least a CGPA of 4.0 (Course Alpha-Sign Grade C) in the aggregate of both internal assessment and

semester end examination marks put together in each unit such as theory papers / practical / project work /dissertation / viva-voce.

1.2 The candidates who pass all the semester examinations in the first attempt are eligible for ranks provided they secure at least a CGPA of 6.0 (or Alpha-Sign Grade A).

1.3 The results of the candidates who have passed the fourth semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations).Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.

1.4 A candidate who passes the semester examinations in parts is eligible for only Class / CGPA and Alpha-Sign Grade but not for ranking.

1.5 There shall be no minimum marks in respect of internal assessment.

1.6 A Candidate who fails in any of the unit / project work / Project Report / dissertation / viva-voce shall reappear in that unit / project work / Project Report / dissertation / viva-voce and pass the examination subsequently.

CARRY OVER PROVISION

Candidates who fail the lower semester examinations may take higher semester examinations.

PROJECT WORK

Each candidate should undertake a Project work immediately after the second semester examination and submit a bound copy of the report within two weeks of commencement of III Semester. This project, under the guidance of a faculty of the institution, has to be on a live management problem/issue concerning either an organization or otherwise. The purpose of the project is to develop larger life skills and positive attitude among students who have to have a wider perspective on society/organization. This could involve a desk study/data analysis/ extension work or exploration of an idea or its implementation. In other words, a Management student is expected to be enriched with competency/skills/attitudes and perspectives about live society and organization.

The duration of the project is four weeks after the completion of II Semester and before the commencement of III Semester. There will be 25 marks for project report and 25 marks for viva voce. A minimum of 25 marks out of 50 is required for a pass in the project work. The viva and the project report will be evaluated by a member of the panel of examiners and the concerned faculty guide. Specific guidelines will be issued by BNU/ MBA Department from time to time.

DISSERTATION

Every student is required to work on a Dissertation in the area of his/her specialization and prepare a report under the supervision of a Faculty guide. Prior to the actual work, the students are required

to submit a synopsis of the dissertation incorporating the statement of problem, objectives and methodology to be followed and submit the same to the Faculty Guide at the College level. The dissertation has to be organization specific or freelance. The dissertation duly signed by the guide and certified by the principal/director is to be submitted in a bound copy and a soft copy to the university at the end of the fourth semester before the commencement of the semester examination. The dissertation shall be evaluated for two hundred marks by two examiners (One of them will be the faculty member who has guided the work and other will be the external examiner appointed by the BOE). A minimum of 100 marks is required for a pass in the dissertation. There shall be a viva-voce examination for 50 marks on the dissertation. Viva-voce will be conducted by the Board of Examiners/examiners authorized by the Chairperson of BOE. A minimum of 25 marks is a must for pass in the viva-voce examination.

A Student has to work for not less than eight weeks on full time basis on the Dissertation. There will be no classes for the IV Semester students during this period.

Classes will be held in the first month of the IV Semester, followed by an eight week break in classes for completing the Dissertation. In the fourth month of the IV Semester, classes will be held for a month.

CLASSIFICATION OF SUCCESSFUL CANDIDATES: SEMESTER WISE EIGHT POINT ALPHA – SIGN GRADING SCALE

GRADE	< 4	4 - < 5	5 - <5.5	5.5 - <6	6 - < 7	7 - < 8	8 - <9	9 – 10
POINT AVERAGE								
ALPHA-SIGN GRADE	D	C	B	B+	A	A+	A++	O

The Grade Point Average (GPA) in a Semester and the Cumulative Grade Point Average (CGPA) at the end of fourth semester shall be computed as follows:

COMPUTATION OF GRADE POINT AVERAGE (GPA):

The grade points (GP) in a course shall be assigned based on the basis of actual marks scored in that course as per the table below. They shall be generally percentages divided by 10. The Grade Point Weights (GPW) shall then be calculated as the product of the grade points earned in the course and the credits for the course. The total GPW for a semester is obtained by adding the GPW of all the courses of the semester.

ILLUSTRATION 1 (26 CREDITS)

PAPERS	P1	P2	P3	P4	P5	P6	P7	TOTAL
MAX. MARKS	100	100	100	100	100	100	100	700
% MARKS OBTAINED	77	73	58	76	64	66	82	496
GRADE POINTS EARNED (G.P.)	7.7	7.3	5.8	7.6	6.4	6.6	8.2	-
CREDITS FOR THE COURSE (C)	4	4	4	4	4	4	2	26
TOTAL GPW = GP X C	30.8	29.2	23.2	30.4	25.6	26.4	16.4	182

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Semester Aggregate Marks : $496 / 700 = 70.86\%$

Classification of Result: **First Class with Distinction**

The GPA shall then be computed by dividing the total GPW of all the courses of study by the total credits for the semester, $GPA = \text{Total GPW} / \text{Total Credits} = 182 / 26 = 7.0$

Semester Alpha Sign Grade: **A+**

ILLUSTRATION 2 (24 CREDITS)

PAPERS	P1	P2	P3	P4	P5	P6	TOTAL
MAX. MARKS	100	100	100	100	100	100	600
% MARKS OBTAINED	67	73	78	76	84	88	466
GRADE POINTS EARNED (G.P.)	6.7	7.3	7.8	7.6	8.4	8.8	-
CREDITS FOR THE PAPER	4	4	4	4	4	4	24
TOTAL GPW = GP X C	26.8	29.2	31.2	30.4	33.6	35.2	186.4

Semester Aggregate Marks: $466 / 600 = 77.67\%$

Classification of Result: **First Class with Distinction**

$GPA = \text{Total GPW} / \text{Total Credits} = 186.4 / 24 = 7.77$

Semester Alpha Sign Grade: **A++**

CALCULATION OF CUMULATIVE GRADE POINT AVERAGE (CGPA)

The Cumulative Grade Point Average (CGPA) at the end of the fourth semester shall be calculated as the weighted average of the semester GPW. The CGPA is obtained by dividing the total of GPW of all the four semesters by the total credits for the programme.

ILLUSTRATION 3

SEMESTER	I	II	III	IV	TOTAL
TOTAL MARKS PER SEMESTER	700	700	600	600	2600
TOTAL MARKS SECURED	496	560	466	510	2032
SEMESTER ALPHA SIGN GRADE	A+	A++	A+	A++	-
SEMESTER GPA	7.0	8.0	7.77	8.5	-
SEMESTER CREDITS	26	26	24	24	100
SEMESTER GPW	182	208	186.5	204	822.9

Aggregate Percentage of Marks = $2032 / 2600 = 78.15\%$

Classification of Result: **First Class with Distinction**

Cumulative Grade Point Average (CGPA)

= Total of Semester GPW / Total Credits for the programme =

$780.5 / 100 = 7.805$

Programme Alpha Sign Grade: **A++**

PATTERN OF QUESTION PAPER

The pattern will be decided by the Board of Studies of Bengaluru North University from time to time. The Bengaluru North University will communicate to all affiliated colleges about the pattern as well as the changes therein.

OPEN ELECTIVE

One course is offered in Management as open elective to Non-Management students during the III

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semester of MBA Programme. Details of this course will be decided by the Board of Studies.

SPECIALIZATION STREAMS

The students have a choice to go in for either dual specialization or single specialization depending upon their interest. In the case of dual specialization, students could opt for any two out of the specializations streams offered by Bengaluru North University. In each of the two specializations, the student has to choose for not less than 12 credits of elective papers under their respective specialization streams offered during III and IV Semester of MBA. In other words, the students have to opt for a minimum of 12 out of 24 credits in any of the specialization streams during the III and IV Semesters.

In case the students choose to pursue a single specialization, then the student has to obtain 24 credits under the concerned specialization stream. In case of single and dual specializations, the statement of marks as well as degree certificate will display the specialization stream/s pursued by the student as per the regulations provided as above.

Each institution may decide about the minimum numbers of students required to offer any specialization. In any case, there must be a minimum of 10 students and the college could offer the Specialization/Electives by fixing the minimum number as either 10 or above depending upon the needs of the students and the availability of faculty.

The Board of Studies of Management could explore collaborations and partnership either with associations, industry body, individual companies and other enterprises for the purposes of curriculum design, delivery, and faculty development, publication of study material and case studies and placements. The BOS is also authorized to make necessary changes in the specialization streams as well as the electives offered under the specialization streams.

FOUNDATION COURSES AND ADD ON COURSES

The foundation courses to be designed and delivered by the institutions to their students enrolled under the present MBA Programme will be decided by the Board of Studies from time to time. In case of add on courses also, the Board of Studies could decide on the type and nature of the courses as well as the possible collaborations and partnership with various bodies. It is recommended that each college organize one week to ten days of induction programme for the students of I semester before the commencement of classes. Similar induction could be planned at the time of the commencement of III Semester of MBA as well.

COURSE MATRIX

SUBJECTS	P A P E R	INS TR UC TI ON HR S/ WE EK	DU RA TIO N OF EX AM(HRS)	MARKS			CRE DITS
				IA	EXAM	TOTAL	
A) I SEMESTER							
CORE SUBJECTS: 1.1 ECONOMICS FOR MANAGERS 1.2 ORGANIZATIONAL BEHAVIOUR 1.3 ACCOUNTING FOR MANAGERS 1.4 STATISTICS FOR MANAGEMENT 1.5 MARKETING MANAGEMENT 1.6 PERSPECTIVES OF BUSINESS AND INDUSTRY	6	6 X4	6X3	6X30	6X70	6X100	6 X 4
SOFT CORE: 1.7 COMMUNICATION SKILLS	1	1 X2	1 X 3	1 X 30	1 X 70	1 X 100	1 X 2
TOTAL CREDITS							26
B) II SEMESTER							
CORE SUBJECTS: 2.1 INFORMATION TECHNOLOGY FOR MANAGEMENT 2.2 MANAGERIAL RESEARCH METHODS 2.3 ENTREPRENEURSHIP AND ETHICS 2.4 HUMAN CAPITAL MANAGEMENT	6	6 X4	6X3	6X30	6X70	6X100	6 X 4

2.5 FINANCIAL MANAGEMENT							
2.6 QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH							
SOFT CORE:	1	1	1 X	1 X	1 X	1 X	1 X 2
2.7 INNOVATION MANAGEMENT		X2	3	30	70	100	
TOTAL CREDITS							26
C) III SEMESTER							
CORE SUBJECTS:	5	5	5 X	5 X	5 X	5 X	5 X 4
3.1 STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE		X4	3	30	70	100	
3.2 PROJECTS AND OPERATIONS MANAGEMENT							
ELECTIVE SUBJECTS							
FINANCE							
MARKETING							
HUMAN RESOURCES							
HEALTH CARE MANAGEMENT							
LOGISTICS AND SUPPLY CHAIN MANAGEMENT							
BANKING FINANCE AND INSURANCE							
SERVICES MANAGEMENT (BFIS)							
STARTUPS AND SMES MANAGEMENT							
THREE ELECTIVES IN SPECIALIZATION STREAMS							
3.3 OPEN ELECTIVE	1	1 X	1 X	1 X	1 X	1 X	1 X 3
		3	3	30	70	100	
PROJECT WORK FOR FOUR WEEKS				1 X		1 X	1 X 3
				50		50	
TOTAL CREDITS							26

SUBJECTS	PAP ER	INS TR UC TI ON HR S/ WE EK	DU RA TIO N OF EX AM (HRS)	MARKS			CRE DITS
				IA	EXA M	TO TA L	
D) IV SEMESTER							
CORE SUBJECT:	4	4 X	4 X	4 X	4 X	4 X	4 X 4
4.1 INTERNATIONAL BUSINESS DYNAMICS		4	3	30	70	100	
ELECTIVE SUBJECTS							
FINANCE							
MARKETING							
HUMAN RESOURCES							
HEALTH CARE MANAGEMENT							
LOGISTICS AND SUPPLY CHAIN MANAGEMENT							
BANKING FINANCE AND INSURANCE							
SERVICES MANAGEMENT (BFIS)							
STARTUPS AND SMES MANAGEMENT							
THREE ELECTIVES IN SPECIALIZATION STREAMS							
4.2 DISSERTATION FOR EIGHT WEEKS	-	4	REP OR T EV AL	1 X 50	1 X 200	1 X 250	1 X 8 1 X 2

			U A N I V A R S I T Y				
TOTAL CREDITS							26

ELECTIVES UNDER SPECIALIZATION STREAMS

PROGRAM GRAND TOTAL OF CREDITS		104
III SEMESTER	IV SEMESTER	
FINANCE	FINANCE	
F1 INDIAN FINANCIAL SYSTEM F2 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT F3 CORPORATE TAX PLANNING AND MANAGEMENT	F4 CORPORATE VALUATION AND RESTRUCTURING F5 AND (BFIS 5) INTERNATIONAL FINANCIAL MANAGEMENT F6 RISK MANAGEMENT AND DERIVATIVES	
MARKETING	MARKETING	
M1 RETAILING MANAGEMENT AND SERVICES M2 CONSUMER BEHAVIOR M3 RURAL AND AGRICULTURAL MARKETING	M4 STRATEGIC BRAND MANAGEMENT M5 INTERNATIONAL MARKETING STRATEGY M6 DIGITAL MARKETING	
HUMAN RESOURCES	HUMAN RESOURCES	
H1 LEARNING AND DEVELOPMENT H2 INDUSTRIAL AND EMPLOYEE RELATIONS H3 PERFORMANCE MANAGEMENT SYSTEM	H4 STRATEGIC HRM H5 INTERNATIONAL HRM H6 TALENT AND KNOWLEDGE MANAGEMENT	

HEALTH CARE MANAGEMENT	HEALTH CARE MANAGEMENT
HCM 1 PERSPECTIVES ON HEALTH CARE SECTOR	HCM 4 BASIC MANAGEMENT ASPECTS OF HEALTH CARE
HCM 2 MANAGEMENT OF PUBLIC HEALTH SYSTEMS	HCM 5 STRATEGIC MANAGEMENT IN HEALTH CARE SETTINGS
HCM 3 HEALTH ECONOMICS	HCM 6 MANAGEMENT OF HOSPITAL SERVICES
LOGISTICS AND SUPPLY CHAIN MANAGEMENT	LOGISTICS AND SUPPLY CHAIN MANAGEMENT
LSCM 1 BASICS OF SUPPLY CHAIN MANAGEMENT	LSCM 4 WAREHOUSING AND INVENTORY MANAGEMENT
LSCM 2 PRINCIPLES OF LOGISTICS MANAGEMENT	LSCM 5 E-COMMERCE
LSCM 3 SALES AND DISTRIBUTION MANAGEMENT	LSCM 6 INTERNATIONAL LOGISTICS MANAGEMENT

Vision:

Aspire to be a premier business school dedicated to fostering academic and research excellence, nurturing Versatile corporate leaders and entrepreneurs who positively impact society.

Mission:

The mission of MBA department is to provide an enriching educational journey that empowers students with the expertise of critical thinking abilities, and ethical principles to thrive in the ever-evolving business landscape, fostering active involvement with industry and driving positive societal impact.

Core Values:

Truthfulness and integrity: At the heart of our institution's ethos lies an unwavering commitment to honesty and personal integrity, serving as the cornerstone of our academic and professional endeavors.

Justice: Promoting fairness, equity, and impartiality in all actions and decisions, fostering a culture of justice within our organization.

Service: Our department is committed to delivering exemplary service that exceeds expectations, fosters trust, and positively impacts the lives of our stakeholders.

Program Education objective

PEO1: To cultivate expertise in core business disciplines including Business analytics, finance, Trading, Marketing, Operations, and strategy augmented by proficiency in utilizing advanced tools essential in contemporary business environments.

PEO2: To demonstrate effective leadership skills, including the ability to inspire and motivate teams, make strategic decisions, and adapt to changing business environments.

PEO3: Foster an entrepreneurial mindset among graduates, empowering them to identify opportunities, innovate solutions, and navigate uncertainties in the global marketplace.

PEO4: To equip the stake holders with cutting-edge skills in AI and ML to navigate and excel in the rapidly evolving global business environment.

PEO5: Fostering a culture of integrity and ethical leadership within students.

Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) for MBA Programme**Programme Outcomes (POs)**

PO1: Critical Thinking and creativity- Analysing complex problems and identifying opportunities for novel solutions through interdisciplinary approaches and generating innovative ideas to address societal, scientific, and business challenges.

PO2: Team work and Collaboration - To work effectively in teams, demonstrating collaboration, interpersonal skills, and the ability to leverage diverse perspectives to achieve common goals and objectives.

PO3: Business Ethics and social Responsibility- To have an awareness of ethical challenges within business environments and exhibit a dedication to upholding ethical standards and promoting social responsibility in their professional conduct.

PO4: Self-directed and Lifelong learning- To embody a commitment to lifelong learning and research, continuously seeking new knowledge and methodologies to innovate, solve problems, and contribute to their respective fields.

Programme Specific Outcomes (PSOs)

PSO1: Utilize management tools and methodologies to inform strategic decision-making across various domains, including healthcare, marketing and HR metrics, capital budgeting, logistics and business analytics.

PSO2: Upon completion of the program, students will demonstrate the ability to conduct independent research, including defining research questions, identifying appropriate methodologies, collecting and analysing data, and presenting findings effectively.

PSO3: Cultivate an entrepreneurial mindset, creativity, and innovation skills to identify business opportunities, develop viable business models, and launch new ventures.

COURSE OUTCOME**DEPARTMENT OF MANAGEMENT****I SEMESTER MBA****1.1 ECONOMICS FOR MANAGERS**

	At the end of the course the students will be able to:
CO1:	Analyse implications of economics on managerial decision making.
CO2:	Evaluate demand Analysis and Consumer behaviour
CO3:	Explain the theory of production and analysis of cost
CO4:	Understand different types of competition in the market and analyse the product situations as per the market competitive dynamics
CO5:	Demonstrate a critical understanding of national income concept, money supply and inflation
CO6:	Learn about Keynesian theory of employment, consumption function and investment function

Course: ECONOMICS FOR MANAGERS
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Analyse implications of economics on managerial decision making.	<i>Conceptual</i>	Analyse	8	PO1 PSO1 PSO3
CO2	Evaluate demand behaviour and estimate demand	<i>Factual Conceptual</i>	Evaluate	10	PO4 PSO1 PSO2
CO3	Explain concepts of economies of scale, Isoquants and Isocosts.	<i>Conceptual Factual</i>	Explain	10	PO1 PSO3 PSO2
CO4	Understand different types of competition in the market and analyse the product situations as per the market competitive dynamics	<i>Factual Conceptual</i>	Understand	10	PO4 PSO1 PSO3
CO5	Demonstrate a critical understanding national income	<i>Conceptual Factual Procedural</i>	Demonstrate	08	PO4 PSO2 PSO3

	concept, money supply and inflation				
CO6	Learn about Keynesian theory of employment, consumption function and investment function	<i>Factual</i> <i>Conceptual</i>	Learn	10	PO1 PSO1 PSO3

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	4	0
CO2	1	0	4	0
CO3	1	1	2	0
CO4	1	1	0	4
CO5	1	1	0	4
CO6	0	2	0	2

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.85	0	3.4	0	85
CO2	0.83	0	3.32	0	83
CO3	0.8	0.8	1.6	0	80
CO4	0.81	0.81	0	3.24	81
CO5	0.86	0.86	0	3.44	86
CO6	0	1.74	0	1.74	87

Attainment of COs from SEE

CO	Class Average in SEE
CO1	UNIVERSITY MARK AVERAGE (CLASS AVG) 59
CO2	UNIVERSITY MARK AVERAGE (CLASS AVG) 59
CO3	UNIVERSITY MARK AVERAGE (CLASS AVG) 59
CO4	UNIVERSITY MARK AVERAGE (CLASS AVG) 59
CO5	UNIVERSITY MARK AVERAGE (CLASS AVG) 59
CO6	UNIVERSITY MARK AVERAGE (CLASS AVG) 67

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	85	59	66.8
CO2	83	59	66.2
CO3	80	59	65.3
CO4	81	59	65.6
CO5	86	59	67.1
CO6	87	59	67.4

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	85
CO2	83
CO3	80
CO4	81
CO5	86
CO6	87

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	66.8	85	18.2
CO2	66.2	83	16.8
CO3	65.3	80	14.7
CO4	65.6	81	15.4
CO5	67.1	86	18.9
CO6	67.4	87	19.6

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	85	18.2	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO2	83	16.8	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO3	80	14.7	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO4	81	15.4	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO5	86	18.9	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO6	87	19.6	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO3	8
CO2	PO4 PSO1 PSO2	10
CO3	PO1 PSO3 PSO2	10
CO4	PO4 PSO1 PSO3	10
CO5	PO4 PSO2 PSO3	08
CO6	PO1 PSO1 PSO3	10

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1 28/56*100=50	Mapping Strength 2

PO2	0/56*100=0	Mapping Strength 1
PO3	0/56*100=0	Mapping Strength 1
PO4	38/56*100=68	Mapping Strength 2
PSO1	38/56*100=68	Mapping Strength 2
PSO2	28/56*100=50	Mapping Strength 2
PSO3	46/56*100=82	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	1	1	2	-	-	-	-	-	-	-	-	2	2	2	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1 PSO3	66.8
CO2	PO4 PSO1 PSO2	66.2
CO3	PO1 PSO3 PSO2	65.3
CO4	PO4 PSO1 PSO3	65.6
CO5	PO4 PSO2 PSO3	67.1
CO6	PO1 PSO1 PSO3	67.4

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(2/3)*66.8+65.3+67.4/3 = 66.5*0.66=43.8$
PO2	066.8
PO3	0
PO4	$2/3*66.2+65.6+67.1=66.3*0.66=43.7$
PSO1	$2/3*66.8+66.2+65.6+67.4/4=0.66*66.57=44.3$
PSO2	$2/3*66.2+65.3+67.1/3=0.66*66.2=43.69$
PSO3	$2/3*66.8+65.3+65.6+67.1+67.4/4=0.66*66.44$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	1	1	2	-	-	-	-	-	-	-	-	2	2	2	-	-
Attainment	0.43	0	0	0.43									0.44	0.43	0.43		

1.2 ORGANIZATIONAL BEHAVIOUR

	At the end of the course the students will be able to:
CO1:	Analyse individual and group behaviour, and understand the implications of organizational behaviour in the process of management.
CO2:	Evaluate the various leadership styles and conflict management strategies used in organizations.
CO3:	Explain about organizational change and culture within organizations.
CO4:	Understand individual behaviour in organizations, including attitudes, emotions, personality, values, perception, decision making, and motivational theories.
CO5:	Learn about the group behaviour in organizations, including communication, leadership, conflict, and negotiations.
CO6:	Identifying the methods Organizational Development and ways for managing the changes

Course: Organizational Behaviour
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs /PSOs
CO1	Analyse individual and group behaviour, and understand the implications of organizational behaviour in the process of management	<i>Factual/ Conceptual/ Procedural</i>	Understand and evaluate	6	PO1 PSO1 PSO2
CO2	Evaluate the various leadership styles and conflict management strategies used in organizations	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	12	PO2 PSO1 PSO2
CO3	Explain about organizational change and culture within organizations	<i>Factual/ Conceptual/ Procedural</i>	Understand and Implement	19	PO1 PSO1 PSO2
CO4	Understand individual behaviour in organizations including attitudes, emotions, personality, value perception, decision making and motivational theories	<i>Factual/ Conceptual/ Procedural</i>	Apply and Implement	8	PO2 PSO1 PSO2
CO5	Learn about the group behaviour in organizations including communication, leadership, conflict and negotiations	<i>Factual/ Conceptual/ Procedural</i>	Analyse and Apply	5	PO1 PSO1 PSO2
CO6	Identifying the methods Organizational Development and ways for managing the changes	<i>Factual/ Conceptual/ Procedural</i>	Understand and Analyse	6	PSO2 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (5)	S1 (5)	T1 (10)	T2 (10)
CO1	1	2	0	0
CO2	1	3	0	0
CO3	1	0	5	0
CO4	2	0	5	5
CO5	0	0	0	5
CO6	0	0	0	0

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	S1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0	1.72	0	0	87
CO2	0	2.58	0	0	86
CO3	0	0	4.3	0	85
CO4	0	0	4.3	4.3	84
CO5	0	0	0	4.3	83
CO6	0	0	0	0	84

Attainment of COs from SEE

CO	Class Average in SEE
CO1	87
CO2	87
CO3	87
CO4	87
CO5	87
CO6	87

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.4 * \text{CIE Cl. Ave} + 0.6 * \text{SEE Cl. Ave}$
CO1	87	87	87
CO2	86	87	86.6
CO3	85	87	86.2
CO4	84	87	85.8
CO5	83	87	85.4
CO6	84	87	85.8

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	87
CO2	86
CO3	85
CO4	84
CO5	83
CO6	84

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	87	87	0
CO2	86.6	86	-0.6
CO3	86.2	85	-1.2
CO4	85.8	84	-1.8
CO5	85.4	83	-2.4
CO6	85.8	84	-1.8

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	87	0	More assignment to be given	
CO2	86	-0.6	Tutorial Class+Previous year QP Solve	87
CO3	85	-1.2		86
CO4	84	-1.8		85
CO5	83	-2.4	Classes	84
CO6	84	-1.8		84

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	6
CO2	PO2 PSO1 PSO2	12
CO3	PO1 PSO1 PSO2	19
CO4	PO2 PSO1 PSO2	8
CO5	PO1 PSO1 PSO2	5
CO6	PO2 PSO1 PSO2	6

Course – PO/PSO Mapping Strength(NOTE MAPPING STRENGTH CAN BE 1 2 3)

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
30 OF 56 (53%)SESSIONS ARE DEVOTED TO PO1	2
26 OF 56 (46%) PO2	2
56 OF 56(1%) PSO1	1
56 OF 56(1%) PSO2	1

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	2											1	1			

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1 PSO2	87
CO2	PO2 PSO1 PSO2	86.6
CO3	PO1 PSO1 PSO2	86.2
CO4	PO2 PSO1 PSO2	85.8
CO5	PO1 PSO1 PSO2	85.4
CO6	PSO2 PSO1 PSO2	85.8

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	75.2
PO2	50.26
PSO1	75.28
PSO2	75.28

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	2											3	3			
Attainment	.74	.5											.75	.75			

1.3 ACCOUNTING FOR MANAGERS

	At the end of the course the students will be able to:
CO1:	Understand the need and requirement of accounting system.
CO2:	Develop final Accounts based on Accounting Standards.
CO3:	Analyse, interpret and suggest the management in various managerial functions.
CO4:	Learn to use the techniques of ratio analysis based on risk factors in times of decision making.
CO5:	Evaluate and analyse the cash flow operations with available inputs.
CO6:	Compare the Human Resource Accounting, Forensic Accounting, Environmental Reporting

Course: Accounting for Managers
Credits: 4

CO	Course Outcome	Knowledge category	Cognitive Level	No. of hours	POs/PSOs
CO1	Introduction, Meaning and definition, understanding forms of Business Organizations, Basic framework of Accounting,	<i>Factual, Procedural</i>	Understand and Remember	8	PSO1
CO2	Income statement, Balance sheet and notes to accounts –Accounting concepts and conventions and GAAP.	<i>Conceptual</i>	Apply	10	PSO2
CO3	Current Assets, Inventory valuation, Cost formulas (AS-2) Fixed Assets Cost of Acquisition, Depreciation methods (AS-6)	<i>Conceptual</i>	Create	10	PSO2
CO4	Objectives of financial statements analysis, sources of information, standards of comparison, Quality of earnings, window dressing.	<i>Conceptual</i>	Understand	10	PO3
CO5	Meaning of Costs, Classification of Costs- mainly based on elements, functions and behaviour. Cost Management	<i>Factual</i>	Remember	10	PSO2
CO6	IFRS, Human Resource Accounting, Forensic Accounting, Environmental Reporting, Corporate Social Reporting.	<i>Conceptual</i>	Apply	8	PSO2

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (5)	T2 (5)
CO1	2	2	2	0
CO2	2	2	3	0
CO3	2	2	0	2
CO4	2	2	0	2
CO5	2	1	0	1
CO6	0	1	0	0

Attainment of COs from CIE
Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 Cl. Ave (10)	T1 Cl. Ave (5)	T2 Cl. Ave (5)	CIE Class Average (%)
CO1	1.74	1.74	1.74	0	87
CO2	1.66	1.66	2.49	0	83
CO3	1.7	1.7	0	1.7	85
CO4	1.7	1.7	0	1.7	85
CO5	1.72	0.86	0	0.86	86
CO6	0	0.84	0	0	84

Attainment of COs from SEE

CO	Class Average in SEE
CO1	64
CO2	64
CO3	64
CO4	64
CO5	64
CO6	64

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	87	64	70.9
CO2	83	64	69.7
CO3	85	64	70.3
CO4	85	64	70.3
CO5	86	64	70.6
CO6	84	64	70

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	72
CO2	68
CO3	69
CO4	72
CO5	69
CO6	71

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	70.9	72	1.1
CO2	69.7	68	-1.7
CO3	70.3	69	-1.3
CO4	70.3	72	1.7
CO5	70.6	69	-1.6
CO6	70	71	1

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	72	1.1	Presentations	
CO2	68	-1.7		71
CO3	69	-1.3		71
CO4	72	1.7	Peer to peer learning	
CO5	69	-1.6		71
CO6	71	1	Learning through group discussions	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PSO1	8
CO2	PSO2	10
CO3	PSO2	10
CO4	PO3	10
CO5	PSO2	10
CO6	PSO2	8
		56

Course – PO/PSO Mapping Strength

Note: Mapping strength – 1 – below 40, 2 – 40 to 100, 3 - 100)

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
8 of 56 (16%) Session is devoted to PSO1	Mapping strength is 1
38 of 56 (67.8%) Session is devoted to PSO2	Mapping strength is 2
10 of 56 (17.8%) Session is devoted to PO3	Mapping strength is 1

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
POM	-	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PSO1	70.9
CO2	PSO2	69.7
CO3	PSO2	70.3
CO4	PO3	70.3
CO5	PSO2	70.6
CO6	PSO2	70

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PSO1	$1/3 * (70.9/1) = 23.63$
PSO2	$2/3 * (69.7 + 70.3 + 70.6 + 70) / 4 = 46.76$
PO3	$1/3 * (70.3/1) = 23.43$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
POM	-	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-
Attainment	-	-	0.2	-	-	-	-	-	-	-	-	-	0.2	0.4	-	-	-

1.4 STATISTICS FOR MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Identify and interpret business-related problems and converting those identified requirements to a quantitative styled model using central tendency and dispersion of grouped and ungrouped data.
CO2:	Design, evaluate and apply correlation and regression analysis.
CO3:	Use discrete and continuous probability distribution to various business problems.
CO4:	Construct sampling methodologies and their associated analysis
CO5:	Evaluate parametric and non-parametric test
CO6:	Solve Chi-square test for single sample standard deviation, Chi-square tests for independence of attributes and goodness of fit,

Course: Statistics for Management
Credits: 4

CO	Course Outcome	Knowledge category(<i>Factual/Conceptual/Procedural / Metacognitive</i>)	Cognitive Level	No. of hours	POs/ PSOs
CO1	Identify and interpret business-related problems and converting those identified requirements to a quantitative styled model using central tendency and dispersion of grouped and ungrouped data.	<i>Factual/ Conceptual/ Procedural</i>	Understand and apply	12	PO1 PSO1 PSO2
CO2	Design, evaluate and apply correlation and regression analysis.	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	10	PO1 PSO1 PSO2
CO3	Use discrete and continuous probability distribution to various business problems.	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	8	PO4 PSO1 PSO2 PSO3
CO4	Construct sampling methodologies and their associated analysis	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	8	PO4 PSO1 PSO2 PSO3
CO5	Evaluate parametric and non-parametric test	<i>Conceptual/ Procedural Metacognitive</i>	Evaluate and Apply	8	PO4 PSO1 PSO2 PSO3
CO6	Solve Chi-square test for single sample standard deviation, Chi-square tests for independence of attributes and goodness of fit.	<i>Conceptual/ Procedural Metacognitive</i>	Evaluate and Apply	10	PO4 PSO1 PSO2 PSO3

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (5)	T2 (5)
CO1	1	0	3	0
CO2	1	2	2	0
CO3	2	3	0	1
CO4	2	0	0	1
CO5	2	3	0	2
CO6	2	2	0	1

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (5)	T2 Cl. Ave (5)	CIE Class Average (%)
CO1	0.81	0	2.43	0	81
CO2	0.82	1.64	1.66	0	82
CO3	1.6	2.40	0	$0.8=1*80/100$	80
CO4	1.64	0	0	$1*84/100=0.84$	84
CO5	1.56	2.34	0	$2*100/78=1.56$	78
CO6	1.58	1.58	0	$1*79/100=0.79$	79

Attainment of COs from SEE

CO	Class Average in SEE
CO1	55
CO2	55
CO3	55
CO4	55
CO5	55
CO6	55

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	81	55	62.8
CO2	82	55	63.1
CO3	80	55	62.5
CO4	84	55	63.7
CO5	78	55	61.9
CO6	79	55	62.2

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	65
CO2	60
CO3	62
CO4	60
CO5	62
CO6	60

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	62.8	65	-2.2
CO2	63.1	60	3.1
CO3	62.5	62	0.5
CO4	63.7	60	3.7
CO5	61.9	62	-0.1
CO6	62.2	60	2.2

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	65	-2.2		68
CO2	60	3.1	MORE ASSIGNMENT	
CO3	62	0.5	REMEDIAL CLASS	
CO4	60	3.7	MORE ASSIGNMENT	
CO5	62	-0.1		63
CO6	60	2.2	PREVIOUS YEAR QUESTION PAPER	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	12
CO2	PO1 PSO1 PSO2	10
CO3	PO4 PSO1 PSO2 PSO3	8
CO4	PO4 PSO1 PSO2 PSO3	8
CO5	PO4 PSO1 PSO2 PSO3	8
CO6	PO4 PSO1 PSO2 PSO3	10

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength ^{3/2/1}
PO1 2 TIMES TOTAL HOURS 22 $22/56 = 36\%$	1
PO4 4 TIMES TOTAL $34/56 * 100 = 60.7$	2
PSO1 6 TIMES 56 HOURS 100 %	3
PSO2 6 times 100%	3
PSO3 60.7	2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1			2									3	3	2		

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1 PSO2	62.8
CO2	PO1 PSO1 PSO2	63.1
CO3	PO4 PSO1 PSO2 PSO3	62.5
CO4	PO4 PSO1 PSO2 PSO3	63.7
CO5	PO4 PSO1 PSO2 PSO3	61.9
CO6	PO4 PSO1 PSO2 PSO3	62.2

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)
 = Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(1/3)*(62.8+63.1)/2=20.77$
PO4	$(2/3)*(62.2+ 61.9+63.7 +62.5)/4= 41.25$
PSO1	$(3/3)*(62.2+ 61.9+63.7 +62.5 + 63.1+62.8)/6=62.7$
PSO2	$(3/3)*(62.2+ 61.9+63.7 +62.5 + 63.1+62.8)/6=62.7$
PSO3	$(2/3)*(62.2+ 61.9+63.7 +62.5)/4= 41.25$

MAPPING GOT/MAPPING TOTAL

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
SFM	1			2									3	2	2		
Attainment	.20			.41									.62	.62	.41		

1.5 MARKETING FOR CUSTOMER VALUE

	At the end of the course the students will be able to:
CO1:	Understand importance of customer relationships and holistic marketing to create marketing value for the organization
CO2:	Define market segments.
CO3:	Create product and pricing designs for the defined market segments.
CO4:	Analyse distribution and integrated marketing communication strategies for the given organization.
CO5:	Design marketing strategies for the given organization.
CO6:	Learn about new product development strategy, steps in new product development

Course: MARKETING FOR CUSTOMER VALUE
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand importance of customer relationships and holistic marketing to create marketing value for the organization	<i>Conceptual</i>	Understand	8	PO1 PSO2 PSO3
CO2	Define customer segments	<i>Factual Conceptual</i>	Identify	10	PO3 PSO1
CO3	Create product and pricing designs for the defined market segments.	<i>Conceptual Factual</i>	Acquire	10	PO2 PSO3 PSO2
CO4	Analyse distribution and integrated marketing communication strategies for the given organization	<i>Factual Conceptual</i>	Define	10	PO4 PSO1 PSO3
CO5	Design marketing strategies for the given organization	<i>Conceptual Factual Procedural</i>	Assess	8	PO1 PSO3 PSO1
CO6	Explore various marketing strategies	<i>Factual Conceptual</i>	Apply	10	PSO3 PSO1

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	5	0
CO2	1	0	5	0
CO3	1	1	0	0
CO4	1	1	0	4
CO5	1	1	0	4
CO6	0	2	0	2

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1	SEMINAR/ PPT1	T1	T2	CIE Class
CO1	Cl. Ave (5)	Cl. Ave (5)	Cl. Ave (10)	Cl. Ave (10)	Average (%)
CO1	0.85	0	3.4	0	85
CO2	0.85	0	3.4	0	85
CO3	0.84	0	1.68	0	84
CO4	0.83	0.83	0	3.32	83
CO5	0.82	1.64	0	1.64	82
CO6	0	1.66	0	3.32	83

Attainment of COs from SEE

CO	Class Average in SEE
CO1	55
CO2	55
CO3	55
CO4	55
CO5	55
CO6	55

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	85	55	64
CO2	85	55	64
CO3	84	55	63.7
CO4	83	55	63.4
CO5	82	55	63.1
CO6	83	55	63.4

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	65
CO2	65
CO3	64
CO4	64
CO5	64
CO6	64

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	64	65	0
CO2	64	65	-1.4
CO3	63.7	64	0.2
CO4	63.4	64	2.1
CO5	63.1	64	1.7
CO6	63.4	64	0.3

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	65	1	More Assignments	
CO2	65	1	Remedial Classes	
CO3	64	0.3	Remedial Classes	
CO4	64	0.6	Assignments	
CO5	64	0.9	More Interaction classes	
CO6	64	0.6	Assignments	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO2 PSO3	8
CO2	PO3 PSO1	10
CO3	PO2 PSO3 PSO2	10
CO4	PO4 PSO1 PSO3	10
CO5	PO1 PSO3 PSO1	8
CO6	PSO3 PSO1	10

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO		Mapping Strength
PO1	32	Mapping Strength 1
PO2	20	Mapping Strength 1
PO3	29	Mapping Strength 1
PO4	38	Mapping Strength 1
PSO1	35	Mapping Strength 2
PSO2	48	Mapping Strength 2
PSO3	43	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	1	2	2	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO2 PSO3	64
CO2	PO3 PSO1	64
CO3	PO2 PSO3 PSO2	63.7
CO4	PO4 PSO1 PSO3	63.4
CO5	PO1 PSO3 PSO1	63.1
CO6	PO4 PSO3 PSO1	63.4

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	24
PO2	24
PO3	26
PO4	27
PSO1	35

PSO2	44
PSO4	43

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	1	2		2	-
Attainment	.24	.24	.26	.27									.35	.44		.43	

1.6 PERSPECTIVES OF BUSINESS AND INDUSTRY

	At the end of the course the students will be able to:
CO1:	Understand the fundamentals of Indian Economy
CO2:	Define the Essentials of Business & Industry
CO3:	Compare the Start-Ups, MSME & Large-scale Sector
CO4:	Learn about the Business crises and managing crises
CO5:	Recognize the role of non-governmental organizations (NGOs)
CO6:	Learn about provisions of Companies Act 2013, CSR Rules,2013; characteristics and role of nongovernmental organizations (NGOs)

PERSPECTIVE OF BUSINESS AND INDUSTRY I SEM) CREDIT 4

CO	Course Outcome	Knowledge category(<i>Factual/Conceptual/Procedural/Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand the fundamentals of Indian Economy	conceptual	Understand and apply	7	POs1 PSOs2 PO2
CO2	Define the Essentials of Business & Industry	conceptual	Understand and apply	10	POs1 PSO 2 PO1
CO3	Compare the Start-Ups, MSME & Large-scale Sector	Conceptual /factual	Understand and apply	6	PO2 PSO1 PO3
CO4	Learn about the Business crises and managing crises	Conceptual /factual	Understand and apply	12	PO3 PSO3 PO1
CO5	Recognize the role of non-governmental organizations (NGOs)	Conceptual /factual	Understand and apply	15	PO1 PSO3 PO2
CO6	Learn about provisions of Companies Act 2013, CSR Rules,2013; characteristics and role of nongovernmental organizations (NGOs)	Factual/meta cognitive	Evaluate and apply	6	PO1 PSO3 PSO2

CO Attainment
**Direct Attainment of COs
Assessment Plan for CIE**

CO	A1 (5)	PPT (5)	T1 (10)	T2 (10)
CO1	2	1	5	0
CO2	1	1	5	0
CO3	1	2	0	5
CO4	1	1	0	5
CO5	0	0	0	0

CO6	0	0	0	0
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Attainment of COs from CIE
Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SI (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	17.4	0.87	4.35	0	87
CO2	0.86	0.86	4.3	0	86
CO3	0.85	1.7	0	4.25	85
CO4	0.84	0.84	0	4.2	84
CO5	0	0	0	0	83
CO6	0	0	0	0	82

Attainment of COs from SEE

CO	Class Average in SEE
CO1	60
CO2	60
CO3	60
CO4	60
CO5	60
CO6	60

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	87	60	68.1
CO2	86	60	67.8
CO3	85	60	67.5
CO4	84	60	67.2
CO5	83	60	66.9
CO6	82	60	66.6

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	67
CO2	65
CO3	63
CO4	65
CO5	65
CO6	68

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	68.1	70	-1.9
CO2	67.8	65	2.8
CO3	67.5	63	4.5
CO4	67.2	65	2.2
CO5	66.9	67	-0.1
CO6	66.6	68	-1.4

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	70	-1.9	More Assignment to be given	75
CO2	65	2.8	Assignment of more Projects	75
CO3	63	4.5	Previous question paper to be solved	75
CO4	65	2.2	Remedial classes	75
CO5	67	-0.1	More assignment	75
CO6	68	-1.4	Remedial class	75

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PSO1 PSOs2 PO2	7
CO2	POs1 PSO 2 PO1	10
CO3	PO2 PSO1 PO3	6
CO4	PO3 PSO3 PO1	12
CO5	PO1 PSO3 PO2	15
CO6	PO1 PSO3 PSO2	6

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO		Mapping Strength
PO1	55	2
PO2	50	2
PO3	32	1
PSO1	34	1
PSO2	41	2
PSO3	38	1

Course-POs/PSO Mapping

Course	POs												PSOs					
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
TOC	2	2	1	-	-	-	-	-	-	-	-	-	1	2	1	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PSO1 PSO2	68.1

	PO2	
CO2	PSO1 PSO 2 PO1	67.8
CO3	PO2 PSO1 PO3	67.5
CO4	PO3 PSO3 PSO1	67.2
CO5	PO1 PSO3 PO2	66.9
CO6	PO1 PSO3 PSO2	66.6

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	67
PO2	68
PO3	23
PSO1	23
PSO2	23
PSO3	55

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
PHCM	2	2	1	-	-	-	-	-	-	-	-	-	1	2	1	-	-
Attainment	.67	.68	.23										.23	.23	.55		

1.7 COMMUNICATION SKILLS

	At the end of the course the students will be able to:
CO1:	Understand importance of effective communication in the corporate environment.
CO2:	Define verbal and nonverbal communication
CO3:	Create effective communication strategies for corporate wellbeing.
CO4:	Analyze situation which leads for inefficiency in productivity due to ineffective communication
CO5:	Learn about the importance of effective communication in the corporate environment.

Course: Communication Skills
Credits: 2

CO	Course Outcome	Knowledge category(<i>Factual/Conceptual/Procedural/Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand importance of effective communication in the corporate environment.	<i>Conceptual Factual</i>	Understand	4	PO1 PO2 PSO1
CO2	Define verbal and nonverbal communication	<i>Conceptual Factual</i>	Define	6	PO1 PO3 PSO3
CO3	Create effective communication strategies for corporate wellbeing.	<i>Conceptual Procedural</i>	Create	8	PO1 PO2 PSO2
CO4	Analyze situation which leads for inefficiency in productivity due to ineffective communication	<i>Conceptual Factual</i>	Analyze	4	PO1 PO3 PSO1
CO5	Learn about the importance of effective communication in the corporate environment.	<i>Conceptual Procedural</i>	Learn	8	PO1 PO3 PSO3

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	2	0
CO2	1	3	4	0
CO3	1	1	4	2
CO4	1	1	0	4
CO5	1	0	0	4

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.86	0	1.72	0	86
CO2	0.84	2.52	3.36	0	84
CO3	0.83	0.83	3.32	1.66	83
CO4	0.8	0.8	0	3.2	80
CO5	0.81	0	0	3.24	81

Attainment of COs from SEE

CO	Class Average in SEE
CO1	60
CO2	60
CO3	60
CO4	60
CO5	60

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	86	60	67.8
CO2	84	60	67.2
CO3	83	60	66.9
CO4	80	60	66
CO5	81	60	66.3

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	68
CO2	68
CO3	67
CO4	66
CO5	66

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	67.8	68	-0.2
CO2	67.2	68	-0.8
CO3	66.9	67	-0.1
CO4	66	66	0
CO5	66.3	66	0.3

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	68	-0.2		69
CO2	68	-0.8		69
CO3	67	-0.1		69
CO4	66	0		68
CO5	66	0.3		68

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PO2 PSO1	4
CO2	PO1 PO3 PSO3	6
CO3	PO1 PO2 PSO2	8
CO4	PO1 PO3 PSO1	4
CO5	PO1 PO3 PSO3	8

Course – PO/PSO Mapping Strength

	Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1	100	Mapping Strength 3
PO2	40	Mapping Strength 2
PO3	60	Mapping Strength 2
PSO1	27	Mapping Strength 1
PSO2	27	Mapping Strength 1
PSO3	47	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	2	2	-	-	-	-	-	-	-	-	-	1	1	2	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PO2 PSO1	67.8
CO2	PO1 PO3 PSO3	67.2
CO3	PO1 PO2 PSO2	66.9
CO4	PO1 PO3 PSO1	66
CO5	PO1 PO3 PSO3	66.3

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	67
PO2	45
PO3	44
PSO1	22
PSO2	22
PSO3	45

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	2	2		-	-	-	-	-	-	-	-	1	1	2	-	-
Attainment	0.67	0.45	0.44										0.22	0.22	0.45		

II SEMESTER MBA**2.1 INFORMATION TECHNOLOGY FOR MANAGEMENT**

	At the end of the course the students will be able to:
CO1:	Apply a framework and process for aligning and organization's IT objectives with business strategy.
CO2:	Defend the strategic value of information resources for an organization.
CO3:	Understand organization's information systems and technology decision making processes.
CO4:	Identify ways information systems & technology may improve an organization's performance, including improving organizational processes, decision-making, collaboration, and personal productivity.
CO5:	Define what a manager should be able to expect from an IT department in an organization.
CO6:	Apply a framework for evaluating information related ethical dilemmas commonly faced by managers

INFORMATION TECHNOLOGY FOR MANAGEMENT
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/Conceptual/Procedural/Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Apply a framework and process for aligning and organization's IT objectives with business strategy.	conceptual	Understand and apply	4	POs1 PSOs3
CO2	Defend the strategic value of information resources for an organization.	conceptual	Understand and apply	4	PO3 PSO1 PO1
CO3	Understand organization's information systems and technology decision making processes.	Conceptual /factual	Understand and apply	10	PO2 PSO1 PSO2
CO4	Identify ways information systems & technology may improve an organization's performance, including improving organizational processes, decision-making, collaboration, and personal productivity.	Conceptual /factual	Evaluate and apply	10	PO2 PO3 PO4
CO5	Define what a manager should be able to expect from an IT department in an organization.	Conceptual /factual	Understand and apply	12	PO1 PSO3 PO3
CO6	Apply a framework for evaluating information related ethical dilemmas commonly faced by managers	Factual/metacognitive	Evaluate and apply	16	PO1 PSO3 PO4 PO2

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (5)	PPT (5)	T1 (10)	T2 (10)
CO1	2	1	2	0
CO2	1	1	4	2
CO3	1	1	2	2
CO4	0	0	0	2
CO5	1	1	2	2
CO6	0	2	0	2

Attainment of COs from CIE
Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SI (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	2.33	0.86	2.33	0	86
CO2	0.75	0.75	3.00	1.5	75
CO3	0.84	0.84	1.68	1.68	84
CO4	0	0	0	1.52	76
CO5	0.85	0.85	1.7	1.7	85
CO6	0	2.74	0	1.46	73

Attainment of COs from SEE

CO	Class Average in SEE
CO1	69
CO2	69
CO3	69
CO4	69
CO5	69
CO5	69

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	86	69	74.1
CO2	75	69	70.8
CO3	84	69	73.5
CO4	76	69	71.1
CO5	85	69	73.8
CO5	73	69	70.2

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	72
CO2	80
CO3	78
CO4	77
CO5	76
CO6	80

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	86	72	14
CO2	75	80	-5
CO3	84	78	6
CO4	76	77	-1
CO5	85	76	9
CO6	73	80	-7

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	72	14	More assignment	78
CO2	80	-5		86
CO3	78	6		80
CO4	77	-1		79
CO5	76	9	Conduct more presentation	80
CO6	80	-7		82

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO3	4
1CO2	PO3 PSO1 PO1	4
CO3	PO2 PSO1 PSO2	10
CO4	PO2 PO3 PO4	10
CO5	PO1 PSO3 PO3	12
CO6	PO1 PSO3 PO4 PO2	16

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO		Mapping Strength
PO1	64.3	2
PO2	35.7	1
PO3	25.0	1
PO4	46.4	2
PSO1	25.0	1
PSO2	17.9	1
PSO3	57.1	2

Course-POs/PSO Mapping

Course	POs												PSOs					
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
TOC	2	1	1	2	-	-	-	-	-	-	-	-	1	1	2	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO3	86
CO2	PO3 PSO1 PO1	75
CO3	PO2 PSO1 PSO2	84
CO4	PO2 PO3 PO4	76
CO5	PO1 PSO3 PO3	85
CO6	PO1 PSO3 PO4 PO2	73

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	96
PO2	48
PO3	72
PO4	47
PSO1	48
PSO2	25
PSO3	73

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	1	1	2	-	-	-	-	-	-	-	-	1	1	2	-	-
Attainment	.96	.48	.72	.47									.48	.25	.73		

2.2 MANAGERIAL RESEARCH METHODS

	At the end of the course the students will be able to:
CO1:	Understand the difference between qualitative and quantitative research methods
CO2:	Analyze research situations from the management perspective
CO3:	Formulate research designs and implement planned research design to solve management issues.
CO4:	Assess the parametric and Non-parametric test
CO5:	Write project proposals and final reports
CO6:	Learn about Univariate and Bivariate Statistical Analysis

Course: Management of Research Methods
Credits: 4

CO	Course Outcome	Knowledge category (Factual/ Conceptual/ Procedural/ Metacognitive)	Cognitive Level	No. of hours	POs /PSOs
CO1	Understand the difference between qualitative and quantitative research methods	Factual/ Conceptual)	analyze/ comapre	8	PO4
CO2	Analyze research situations from the management perspective	Factual/ Conceptual	Understand/ develop	6	PSO1
CO3	Formulate research designs and implement planned research design to solve management issues.	Factual/ Conceptual	Create/ formulate	12	PSO2
CO4	Assess the parametric and Non-parametric test	Factual/ Conceptual	Understand /design	10	PO1
CO5	Write project proposals and final reports	Factual/ Conceptual	Understand/ create	10	PSO2
CO6	Learn about Univariate and Bivariate Statistical Analysis	Factual/ Conceptual)	Understand/ Develop	10	PSO1

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (5)	SEMINAR (5)	T1 (10)	T2 (10)
CO1	0	1	5	0
CO2	1	0	5	0
CO3	1	1	0	3
CO4	1	1	0	2
CO5	1	1	0	2
CO6	1	1	0	3

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0	0.85	4.25	0	85
CO2	0.83	0	4.15	0	83
CO3	0.08	0.8	0	2.4	80
CO4	0.78	0.78	0	1.56	78
CO5	0.76	0.76	0	1.52	76
CO6	0.75	0.75	0	2.28	75

Attainment of COs from SEE

CO	Class Average in SEE
CO1	51
CO2	51
CO3	51
CO4	51
CO5	51
CO6	51

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	85	51	61.2
CO2	83	51	60.6
CO3	80	51	59.7
CO4	78	51	59.1
CO5	76	51	58.5
CO6	75	51	58.2

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	63
CO2	61
CO3	60
CO4	58
CO5	57
CO6	56

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	61.2	63	1.8
CO2	60.6	61	0.4
CO3	59.7	60	0.3
CO4	59.1	58	-1.1
CO5	58.5	57	-1.5
CO6	58.2	56	-2.2

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	63	1.8	More assignments to be given	
CO2	61	0.4	Previous question paper to be solved	
CO3	60	0.3	More assignments to be given	
CO4	58	-1.1	Previous question paper to be solved	
CO5	57	-1.5	Remedial class	
CO6	56	-2.2	Previous question paper to be solved	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO4	8
CO2	PSO1	6
CO3	PSO2	12
CO4	PO1	10
CO5	PSO2	10
CO6	PSO1	10

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO4 1 TIME $8/56*100=14.28$	1
PSO1 2 TIMES $16/56*100=28.57$	1
PSO2 2 TIMES $22/56*100=39.28$	1
PO1 1 TIME $10/56*100=17.85$	1

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
MRM	1	-	-	1	-	-	-	-	-	-	-	-	1	2	-	-	-

CO Attainment and Pos/PSOs

CO	POs	CO Attainment (%)
CO1	PO4	61.2
CO2	PSO1	60.6
CO3	PSO2	59.7
CO4	PO1	59.1
CO5	PSO2	58.5

CO6	PSO1	58.2
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PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO4	$1/3 * 61.2 / 1 = 20.4$
PSO1	$1/3 * 60.6 / 1 = 20.2$
PSO2	$1/3 * 58.5 / 1 = 19.5$
PO1	$2/3 * 51.9 / 3 = 11.53$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
MRM	2	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-
Attainment	.11			.20									.20	.19			

2.3 ENTREPRENEURSHIP AND ETHICS

	At the end of the course the students will be able to:
CO1:	Understand the international entrepreneurship opportunities and challenges.
CO2:	Identify the risk involved and in a venture capital opportunity.
CO3:	Design the CSR activity for various corporate for environmental awareness.
CO4:	Analyse the boundaries of social entrepreneurship.
CO5:	Demonstrate an ability to engage in critical thinking by analysing situations and constructing and selecting viable solutions to solve problems.
CO6:	Learn about establishing strategy for ethical responsibility and approaches to managerial ethics

Course: ENTREPRENEURSHIP AND ETHICS
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand the entrepreneurship opportunities and challenges.	<i>Conceptual Factual</i>	Understand	8	PO1 PO2 PSO1 PSO3
CO2	Identify the risk involved and in a venture capital opportunity.	<i>Factual Conceptual</i>	Identify	10	PO2 PO4 PSO1 PSO2
CO3	Design the CSR activity for various corporate for environmental awareness.	<i>Conceptual Factual</i>	Design	12	PO2 PO3 PSO3 PSO2
CO4	Analyze the boundaries of social entrepreneurship.	<i>Factual Conceptual</i>	Analyze	6	PO2 PO3 PSO1 PSO3
CO5	Demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.	<i>Conceptual Factual Procedural</i>	Demonstrate	8	PO1 PO4 PSO1 PSO2 PSO3
CO6	Learn about establishing strategy for ethical responsibility and approaches to managerial ethics	<i>Factual Conceptual</i>	Learn	12	PO1 PO3 PO4 PSO3 PSO1

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	4	0
CO2	1	1	4	0
CO3	1	1	2	0
CO4	1	1	0	4
CO5	1	1	0	4
CO6	0	1	0	2

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.82	0	3.28	0	82
CO2	0.78	0.78	3.12	0	78
CO3	0.77	0.77	1.54	0	77
CO4	0.75	0.75	0	3	75
CO5	0.78	0.78	0	3.12	78
CO6	0	0.79	0	1.58	79

Attainment of COs from SEE

CO	Class Average in SEE
CO1	UNIVERSITY MARK AVERAGE (CLASS AVG) 68
CO2	UNIVERSITY MARK AVERAGE (CLASS AVG) 68
CO3	UNIVERSITY MARK AVERAGE (CLASS AVG) 68
CO4	UNIVERSITY MARK AVERAGE (CLASS AVG) 68
CO5	UNIVERSITY MARK AVERAGE (CLASS AVG) 68
CO6	UNIVERSITY MARK AVERAGE (CLASS AVG) 68

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	82	68	72.2
CO2	78	68	71
CO3	77	68	70.7
CO4	75	68	70.1
CO5	78	68	71
CO6	79	68	71.3

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	82
CO2	78
CO3	77
CO4	75
CO5	78
CO6	79

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	72.2	82	9.8
CO2	71	78	7
CO3	70.7	77	6.3
CO4	70.1	75	4.9
CO5	71	78	7
CO6	71.3	79	7.7

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	82	9.8	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO2	78	7	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO3	77	6.3	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO4	75	4.9	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO5	78	7	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO6	79	7.7	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PO2 PSO1 PSO3	8
CO2	PO2 PO4 PSO1 PSO2	10
CO3	PO2 PO3 PSO3 PSO2	12
CO4	PO2 PO3 PSO1 PSO3	6
CO5	PO1 PO4 PSO1 PSO2 PSO3	8

CO6	PO1 PO3 PO4 PSO3 PSO1	12
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Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO		Mapping Strength
PO1	$28/56*100=50$	Mapping Strength 2
PO2	$36/56*100=64$	Mapping Strength 2
PO3	$30/56*100=53$	Mapping Strength 2
PO4	$30/56*100=53$	Mapping Strength 2
PSO1	$44/56*100=78$	Mapping Strength 2
PSO2	$30/56*100=53$	Mapping Strength 2
PSO3	$40/56*100=71$	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	2	2	2	-	-	-	-	-	-	-	-	2	2	2	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PO2 PSO1 PSO3	72.2
CO2	PO2 PO4 PSO1 PSO2	71
CO3	PO2 PO3 PSO3 PSO2	70.7
CO4	PO2 PO3 PSO1 PSO3	70.1
CO5	PO1 PO4 PSO1 PSO2	71

	PSO3	
CO6	PO1 PO3 PO4 PSO3 PSO1	71.3

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(2/3)72.2+71+71.3/3 = 71.5*0.66=47$
PO2	$2/3*72.2+71+70.7+70.7/4=71.15*0.66=47.43$
PO3	$2/3*70.7+70.1+71.3/3=70.7*0.66=46.6$
PO4	$2/3*71+71+71.3/3=71.1*0.66=46.9$
PSO1	$2/3*72.2+71+70.1+71+71.3/5=71.12*0.66=46.9$
PSO2	$2/3*71+70.7+71/3=71*0.66=46.8$
PSO4	$2/3*72.2+70.7+70.1+71+71.3/5=71.6*0.66= 46$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	2	2	2	-	-	-	-	-	-	-	-	2	2	2	-	-
Attainment	0.47	0.474	0.466	0.469									0.469	0.468	0.46		

2.4 HUMAN CAPITAL MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Explain the functions and importance of HCM
CO2:	Learn about job analysis & job evaluation
CO3:	Understand the importance of training and development
CO4:	Learn about the importance of performance management system in enhancing employee performance
CO5:	Compare the employee relations and legal issues
CO6:	Differentiate SHRM Vs Conventional HRM and other practices.

Course: Human Capital Management
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Explain the functions and importance of HCM	<i>Factual/ Conceptual/ Procedural</i>	Understand and evaluate	8	PO1 PSO1 PSO2
CO2	Learn about job analysis & job evaluation	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	8	PO2 PSO1 PSO2
CO3	Understand the importance of training and development	<i>Factual/ Conceptual/ Procedural</i>	Understand and Implement	10	PO1 PSO1 PSO2
CO4	Learn about the importance of performance management system in enhancing the employee performance	<i>Factual/ Conceptual/ Procedural</i>	Apply and Implement	8	PO2 PSO1 PSO2
CO5	Compare the employee relations and legal issues	<i>Factual/ Conceptual/ Procedural</i>	Analyse and Apply	12	PO1 PSO1 PSO2
CO6	Differentiate SHRM Vs Conventional HRM and other practices	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	10	P01 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (5)	S1 (5)	T1 (10)	T2 (10)
CO1	1	0	5	0
CO2	1	0	5	0
CO3	1	3	0	5
CO4	1	2	0	5
CO5	1	0	0	0
CO6	0	0	0	0

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	S1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.84	0	4.2	0	84
CO2	0.84	0	4.2	0	83
CO3	0.84	2.52	0	4.2	82
CO4	0.84	1.68	0	4.2	81
CO5	0.84	0	0	0	80
CO6	0	0	0	0	80

Attainment of COs from SEE

CO	Class Average in SEE
CO1	85
CO2	85
CO3	85
CO4	85
CO5	85
CO5	85
CO6	85

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave} + 0.7 * \text{SEE Cl. Ave}$
CO1	84	85	83.8
CO2	83	85	84.4
CO3	82	85	84.1
CO4	81	85	83.8
CO5	80	85	83.5
CO6	80	85	83.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	84
CO2	83
CO3	82
CO4	81
CO5	80
CO6	80

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	83.8	84	0.2
CO2	84.4	83	-1.4
CO3	84.1	82	-2.1
CO4	83.8	81	-2.8
CO5	83.5	80	-3.5
CO6	83.5	80	-3.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	84	0.2	More assignment to be given	
CO2	83	-1.4		85

CO3	82	-2.1		84
CO4	81	-2.8		83
CO5	80	-3.5		82
CO6	80	-3.5		82

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	8
CO2	PO2 PSO1 PSO2	8
CO3	PO1 PSO1 PSO2	10
CO4	PO2 PSO1 PSO2	8
CO5	PO1 PSO1 PSO2	12
CO6	P01 PS01 PS02	10

Course – PO/PSO Mapping Strength (NOTE MAPPING- STRENGTH CAN BE 1 2 3)

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
40 OF 58 (69%)SESSIONS ARE DEVOTED TO PO1	2
16 OF 58 (27%) PO2	1
50 OF 46 (86%) PSO1	2
50 OF 46 (86%) PSO2	2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	1											2	2			

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1 PSO2	83.8
CO2	PO2 PSO1 PSO2	84.4
CO3	PO1 PSO1 PSO2	84.1
CO4	PO2 PSO1 PSO2	83.8
CO5	PO1 PSO1 PSO2	83.5
CO6	P01 PS01 PS02	83.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	55.81
PO2	28.03
PSO1	55.9
PSO2	55.9

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
HCM	2	1											2	2			
Attainment	0.55	0.28											0.55	0.55			

2.5 FINANCIAL MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Understand the concept of financial management, goals of a firm and agency problem of the company
CO2:	Identify the process of banking and insurance sectors calculation in reference to time value of money.
CO3:	Develop the company's financial position using comparative analysis through EPS and income statement
CO4:	Analyse decision on investment based on cost of capital and risk maintenance.
CO5:	Prepare the budget for individual life and for the company with effective manner
CO6	Learn about Walter's Model, Gordon's Model and types of dividends,

Course: Theory of Computation (Financial Management II SEM) Credits: 4

CO	Course Outcome	Knowledge category(<i>Factual/Conceptual/Procedural/Metacognitive</i>)	Cognitive Level	No. of hours	POs /PS Os
CO 1	Understand the concept of financial management, the goals of a firm, and agency problems of the company	Factual/Procedural	Understand and apply	4	POs 1 PS Os2
CO 2	Identify the process of banking and insurance sector calculation in reference to the time value of money.	Concept/Procedural	Evaluate and apply	4	POs 1 PS O 2
CO 3	Develop the company's financial position using comparative analysis through EPS and income statement	Procedural/ Factual	Evaluate and apply	10	PO2 PS O1
CO 4	Analyse decisions on investment based on cost of capital and risk maintenance.	Procedural/Factual/ Metacognitive	Evaluate and apply	10	PO3 PS O3 PO1
CO 5	Prepare the budget for individual life and for the company in an effective manner	Procedural/concept /metacognitive	Evaluate and apply	12	PO1 PS O3 PO2
CO 6	Learn about Walter's Model, Gordon's Model, and types of dividends,	Procedural/ concept/Metacognitive	Evaluate and apply	16	PO1 PS O3

CO Attainment
**Direct Attainment of COs
Assessment Plan for CIE**

CO	A1 (5)	PPT (5)	T1 (10)	T2 (10)
CO1	1	2	4	0
CO2	1	1	4	0
CO3	1	1	2	3
CO4	1	1	0	4
CO5	1	0	0	4
CO6	0	0	0	2

Attainment of COs from CIE
Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SI (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.84	1.68	3.36	0	84
CO2	0.83	0.83	3.32	0	83
CO3	0.82	0.82	1.64	2.46	82
CO4	0.81	0.81	0	3.24	81
CO5	0.81	0	0	3.24	81
CO6	0	0	0	1.68	84

Attainment of COs from SEE

CO	Class Average in SEE
CO1	54
CO2	54
CO3	54
CO4	54
CO5	54
CO6	54

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	83	54	62.7
CO2	82	54	62.4
CO3	81	54	62.1
CO4	82	54	62.4
CO5	80	54	61.8
CO6	84	54	63

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	60
CO2	61
CO3	78
CO4	61
CO5	78
CO6	65

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	62.7	60	2.7
CO2	62.4	61	1.4
CO3	62.1	78	-15.9
CO4	62.4	61	1.4
CO5	61.8	78	-16.2
CO6	63	65	-2

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	60	2.7	Remedial class	75
CO2	61	1.4		70
CO3	78	-15.9		80
CO4	61	1.4	More assignment	75
CO5	78	-16.2		80
CO6	65	-2	Remedial class	75

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	POs1 PSOs2	4
CO2	POs1 PSO 2	4
CO3	PO2 PSO1	10
CO4	PO3 PSO3 PO1	10
CO5	PO1 PSO3	12
CO6	PO1 PSO3	16

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO		Mapping Strength
PO1	36	1
PO2	46	2
PO3	25	1
PSO1	25	1
PSO2	36	1
PSO3	68	2

Course-POs/PSO Mapping

Course	POs												PSOs					
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
TOC	1	2	1	-	-	-	-	-	-	-	-	-	1	1	2	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	POs1	62.7
CO2	PSOs2	62.4
CO3	POs1	62.1
CO4	PSO 2	62.4

CO5	PO2	61.8
CO6	PSO1 PSO3	63

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	62
PO2	42
PO3	41
PSO1	21
PSO2	21
PSO3	41

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	2	1	-	-	-	-	-	-	-	-	-	1	2	2	-	-
Attainment	.62	.42	.41										.41	.21	.41		

2.6 QUANTITATIVE TECHNIQUES AND OPERATIONAL RESEARCH

	At the end of the course the students will be able to:
CO1:	Identify and develop operational research models from the verbal description of the real system.
CO2:	Understand the mathematical tools and professionally allocate scarce resources to maximise profit.
CO3:	Learn about critical path analysis to solve real life project scheduling time and timely delivery
CO4:	Evaluate customers / clients waiting period for service delivery
CO5:	Develop a report that describes the model and analyse the results
CO6:	Define Monte Carlo simulation using Random numbers, replacement Models and failure mechanism of items.

Course: Quantitative Technique and Operational Research
Credits: 4

CO	Course Outcome	Knowledge category(<i>Factual/Conceptual/Procedural / Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Identify and develop operational research models from the verbal description of the real system.	<i>Factual/ Conceptual/ Procedural</i>	Understand and apply	12	PO1 PSO1 PSO2
CO2	Understand the mathematical tools and professionally allocate scarce resources to maximise profit.	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	10	PO1 PSO1 PSO2
CO3	Learn about critical path analysis to solve real life project scheduling time and timely delivery	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	8	PO4 PSO1 PSO2
CO4	Evaluate customers / clients waiting period for service delivery	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	8	PO4 PSO1 PSO2
CO5	Develop a report that describes the model and analyse the results	<i>Conceptual/ Procedural Metacognitive</i>	Evaluate and Apply	8	PO4 PSO1 PSO2
CO6	Define Monte Carlo simulation using Random numbers, replacement Models and failure mechanism of items.	<i>Conceptual/ Procedural Metacognitive</i>	Evaluate and Apply	10	PO4 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (5)	T2 (5)
CO1	1	0	3	0
CO2	1	2	2	0
CO3	2	3	0	1
CO4	2	0	0	1
CO5	2	3	0	2
CO6	2	2	0	1

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 (10)	T1 Cl. Ave (5)	T2 Cl. Ave (5)	CIE Class Average (%)
CO1	0.83	0	2.43	0	83
CO2	0.82	1.64	1.64	0	82
CO3	1.6	2.40	0	$0.8=1*80/100$	80
CO4	1.64	0	0	$1*84/100=0.84$	84
CO5	1.60	2.40	0	$2*80/100=1.60$	80
CO6	1.60	1.60	0	$1*80/100=0.8$	80

Attainment of COs from SEE

CO	Class Average in SEE
CO1	61
CO2	61
CO3	61
CO4	61
CO5	61
CO6	61

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	83	61	67.6
CO2	82	61	67.3
CO3	80	61	66.7
CO4	84	61	67.9
CO5	80	61	66.7
CO6	80	61	66.7

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	68
CO2	69
CO3	66
CO4	66
CO5	68
CO6	67

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	67.6	68	-0.4
CO2	67.3	69	-1.7
CO3	66.7	66	0.7
CO4	67.9	66	1.9
CO5	66.7	68	-1.3
CO6	66.7	67	-0.3

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	68	-0.4		67
CO2	69	-1.7		70
CO3	66	0.7	REMEDIAL CLASS	
CO4	66	1.9	MORE ASSIGNMENT	
CO5	68	-1.3		70
CO6	67	-0.3		68

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	10
CO2	PO1 PSO1 PSO2	10
CO3	PO4 PSO1 PSO2	10
CO4	PO4 PSO1 PSO2	10
CO5	PO4 PSO1 PSO2	6
CO6	PO4 PSO1 PSO2	10

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1 2 TIMES TOTAL HOURS 22 $20/56 = 35.7\%$	1
PO4 4 TIMES TOTAL $36/56 * 100 = 64.2$	2
PSO1 6 TIMES 56 HOURS 100 %	3
PSO2 6 100% 56/56 100%	3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1			2									3	3			

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1 PSO2	67.6
CO2	PO1 PSO1 PSO2	67.3
CO3	PO4 PSO1 PSO2	66.7
CO4	PO4 PSO1 PSO2	67.9
CO5	PO4 PSO1 PSO2	66.7
CO6	PO4 PSO1 PSO2	66.7

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(1/3) * (67.6+67.3)/2=22.25$
PO4	$(2/3) * (66.7+67.9+66.7+66.7)/4= 44.22$
PSO1	$(3/3) * (67.6+67.3+66.7+67.9+66.7+66.7) /6=67.22$
PSO2	$(3/3) * (67.6+67.3+66.7+67.9+66.7+66.7) /6=67.22$

MAPPING GOT/MAPPING TOTAL
Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
SFM	1			2									3	2	2		
Attainment	.22			.44									.67	.67			

2.7 INNOVATION MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Understand the need for innovation in the competing world
CO2:	Explore innovation along the technology and market
CO3:	Learn about the forecast/deliver strategy dimensions as the innovation moves from idea to market.
CO4:	Analyse the risk factor involved in innovation projects and able to rectify in economic effectiveness.
CO5:	Understand the need for out of box approach

Course: Theory of Computation
Credits: 2

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand the need for innovation in the competing world	Procedural	Understanding	8	PO1 PSO1
CO2	Explore innovation along the technology and market	Conceptual	Apply	8	PO2 PSO1
CO3	Learn about the forecast/deliver strategy dimensions as the innovation moves from idea to market.	Factual	Remember	5	PO3 PSO2
CO4	Analyse the risk factor involved in innovation projects and able to rectify in economic effectiveness.	Factual and Procedural	Analyse	5	PO3 PSO2
CO5	Understand the need for out of box approach	Conceptual	Understand	4	PO3 PSO2

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (5)	T2 (5)
CO1	2	2	2	0
CO2	2	2	3	0
CO3	2	2	0	2
CO4	2	2	0	2
CO5	2	2	0	1

Attainment of COs from CIE
Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 Cl. Ave (10)	T1 Cl. Ave (5)	T2 Cl. Ave (5)	CIE Class Average (%)
CO1	1.72	1.72	1.72	0	86
CO2	1.72	1.72	2.58	0	86
CO3	1.7	1.7	0	1.7	85
CO4	1.66	1.66	0	1.66	83
CO5	1.7	1.7	0	0.85	85

Attainment of COs from SEE

CO	Class Average in SEE
CO1	68
CO2	68
CO3	68
CO4	68
CO5	68

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	86	68	73.4
CO2	86	68	73.4
CO3	85	68	73.1
CO4	83	68	72.5
CO5	85	68	73.1

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	74
CO2	74
CO3	72
CO4	73
CO5	72

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	73.4	74	-0.6
CO2	73.4	74	-0.6
CO3	73.1	72	1.1
CO4	72.5	73	-0.5
CO5	73.1	72	1.1

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	74	-0.6		75
CO2	74	-0.6		75
CO3	72	1.1	Assignments	
CO4	73	-0.5		74
CO5	72	1.1	Collaborative learning	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1	8
CO2	PO2 PSO1	8
CO3	PO3 PSO2	5
CO4	PO3 PSO2	5
CO5	PO3 PSO2	4

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
8 of 30 (26%) Session is devoted to PO1	Mapping strength is 1
8 of 30 (26%) Session is devoted to PO2	Mapping strength is 1
14 of 30 (46%) Session is devoted to PO3	Mapping strength is 2
16 of 30 (53%) Session is devoted to PSO1	Mapping strength is 2
14 of 30 (46%) Session is devoted to PSO2	Mapping strength is 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
IM	1	1	2	-	-	-	-	-	-	-	-	-	2	2	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%age)
CO1	PO1 PSO1	73.4
CO2	PO2 PSO1	73.4
CO3	PO3 PSO2	73.1
CO4	PO3 PSO2	72.5
CO5	PO3 PSO2	73.1

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$1/3*(73.4/1)=24.46$
PO2	$1/3*(73.4/1)=24.46$
PO3	$2/3*(73.1+72.5+73.1)/3=48.6$
PSO1	$2/3*(73.4+73.4)/2=48.93$
PSO2	$2/3*(73.1+72.5+73.1)/3=48.6$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
IM	1	1	2	-	-	-	-	-	-	-	-	-	2	2	-	-	-
Attainment	0.2	0.2	0.4	-	-	-	-	-	-	-	-	-	0.4	0.4			

III SEMESTER**3.1 STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE**

	At the end of the course the students will be able to:
CO1:	Understand the competitive environment of an organization using tools such as the 5 forces model of competition, driving force analysis, strategic group mapping and competitor analysis.
CO2:	Evaluate organizational resources and competitive position using tools such as SWOT analysis, value chain analysis, and benchmarking.
CO3:	Formulate strategies that are effective and ethical
CO4:	Demonstrate adequate understanding of the strategy implementation process
CO5:	Develop strategies for effectively communicate orally and in writing

Course: Strategic Management and Corporate Governance Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs /PSOs
CO1	Understand the competitive environment of an organization using tools such as the 5 forces model of competition, driving force analysis, strategic group mapping and competitor analysis.	<i>Factual/ Conceptual</i>)	analyze	4	PO4
CO2	Evaluate organizational resources and competitive position using tools such as SWOT analysis, value chain analysis, and benchmarking.	<i>Factual/ Conceptual</i>	Understand/ develop	12	PO1
CO3	Formulate strategies that are effective and ethical	<i>Factual/ Conceptual</i>	Create/ formulate	8	PSO3
CO4	Demonstrate adequate understanding of the strategy implementation process	<i>Factual/ Conceptual</i>	Understand/ design	12	PO1
CO5	Develop strategies for effectively communicate orally and in writing	<i>Factual/ Conceptual</i>	Understand/ create	10	PEO2
CO6	To analyse the Organization's Accountability to Its Board of Directors, Role and Responsibilities of the Board	<i>Factual/ Conceptual</i>)	Understand/ Develop	10	PO4

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (5)	SEMINAR (5)	T1 (10)	T2 (10)
CO1	0	1	5	0
CO2	1	0	5	0
CO3	1	1	0	3
CO4	1	1	0	2
CO5	1	1	0	2
CO6	1	1	0	3

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0	0.86	4.3	0	86
CO2	0.8	0	4	0	80
CO3	0.78	0.78	0	2.34	78
CO4	0.77	0.77	0	1.54	77
CO5	0.76	0.76	0	1.52	76
CO6	0.75	0.75	0	2.25	75

Attainment of COs from SEE

CO	Class Average in SEE
CO1	65
CO2	65
CO3	65
CO4	65
CO5	65
CO6	65

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	86	65	71.3
CO2	80	65	69.5
CO3	78	65	68.9
CO4	77	65	68.6
CO5	76	65	68.3
CO6	75	65	68

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	78
CO2	80
CO3	76
CO4	77
CO5	79
CO6	77

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	71.3	78	6.7
CO2	69.5	80	10.5
CO3	68.9	76	7.1
CO4	68.6	77	8.4
CO5	68.3	79	10.7
CO6	68	77	9

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	78	6.7	More assignments to be given	
CO2	80	10.5	Previous question paper to be solved	
CO3	76	7.1	More assignments to be given	
CO4	77	8.4	Previous question paper to be solved	
CO5	79	10.7	Remedial class	
CO6	77	9	Previous question paper to be solved	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO4	8
CO2	PO1	10
CO3	PSO3	10
CO4	PO1	12
CO5	PEO2	10
CO6	PO4	6

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO4 2TIMES $14/56*100=25$	1
PO1 2 TIMES $22/56*100=39.28$	1
PSO3 1 TIME $10/56*100=17.85$	1
PEO 2 1 TIME $10/56*100=17.85$	1

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
SMCG	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-

CO Attainment and Pos/PSOs

CO	POs	CO Attainment (%)
CO1	PO4	71.3
CO2	PO1	69.5
CO3	PSO3	68.9
CO4	PO1	68.6
CO5	PEO2	68.3
CO6	PO4	68

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	23.01
PO4	23
PSO2	22.5
PSO3	22.73

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
SMCG	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-
Attainment	.23	-		.23										.22	.22		

3.2 PROJECTS AND OPERATIONS MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Understand the behavioural aspects of managing operations.
CO2:	Understand production and inventory control methodologies.
CO3:	Demonstrate knowledge and insight into the various tools of operations management;
CO4:	Develop insights into the competencies required to become an effective manager in TQM or operations.
CO5:	Explain and evaluate the quality processes in manufacturing and service sector to improve the operational performance
CO6:	Learn about ABC, VED and other inventory techniques

Course: Theory of Computation
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand Operations, production and inventory control methodologies.	<i>Factual, Procedural</i>	Understand and Remember	8	PSO1
CO2	Demonstrate knowledge and insight into the various tools of operations management;	<i>Conceptual</i>	Apply	10	PSO2
CO3	Develop insights into the competencies required to become an effective manager in TQM or operations.	<i>Conceptual</i>	Create	10	PSO2
CO4	Explain and evaluate the quality processes in manufacturing and service sector to improve the operational performance.	<i>Conceptual</i>	Understand	10	PO3
CO5	Identify future challenges and directions that relate to process and plant layout.	<i>Factual</i>	Remember	10	PSO2
CO6	Apply the tasks, tools and underlying principles of operations management in the manufacturing and service sectors.	<i>Conceptual</i>	Apply	8	PSO2

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (5)	T2 (5)
CO1	2	2	2	0
CO2	2	2	3	0
CO3	2	2	0	2
CO4	2	2	0	2
CO5	2	1	0	1
CO6	0	1	0	0

Attainment of COs from CIE
Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 Cl. Ave (10)	T1 Cl. Ave (5)	T2 Cl. Ave (5)	CIE Class Average (%)
CO1	1.74	1.74	1.74	0	87
CO2	1.66	1.66	2.49	0	83
CO3	1.7	1.7	0	1.7	85
CO4	1.7	1.7	0	1.7	85
CO5	1.72	0.86	0	0.86	86
CO6	0	0.84	0	0	84

Attainment of COs from SEE

CO	Class Average in SEE
CO1	64
CO2	64
CO3	64
CO4	64
CO5	64
CO6	64

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	87	64	70.9
CO2	83	64	69.7
CO3	85	64	70.3
CO4	85	64	70.3
CO5	86	64	70.6
CO6	84	64	70

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	72
CO2	68
CO3	69
CO4	72
CO5	69
CO6	71

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	70.9	72	1.1
CO2	69.7	68	-1.7
CO3	70.3	69	-1.3
CO4	70.3	72	1.7
CO5	70.6	69	-1.6
CO6	70	71	1

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	72	1.1	Presentations	
CO2	68	-1.7		71
CO3	69	-1.3		71
CO4	72	1.7	Peer to peer learning	
CO5	69	-1.6		71
CO6	71	1	Learning through group discussions	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PSO1	8
CO2	PSO2	10
CO3	PSO2	10
CO4	PO3	10
CO5	PSO2	10
CO6	PSO2	8
		56

Course – PO/PSO Mapping Strength

Note: Mapping strength – 1 – below 40, 2 – 40 to 100, 3 - 100)

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
8 of 56 (16%) Session is devoted to PSO1	Mapping strength is 1
38 of 56 (67.8%) Session is devoted to PSO2	Mapping strength is 2
10 of 56 (17.8%) Session is devoted to PO3	Mapping strength is 1

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
POM	-	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%age)
CO1	PSO1	70.9
CO2	PSO2	69.7
CO3	PSO2	70.3
CO4	PO3	70.3
CO5	PSO2	70.6
CO6	PSO2	70

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PSO1	$1/3*(70.9/1)=23.63$
PSO2	$2/3*(69.7+70.3+70.6+70)/4=46.76$
PO3	$1/3*(70.3/1)=23.43$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
POM	-	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-
Attainment	-	-	0.2	-	-	-	-	-	-	-	-	-	0.2	0.4	-	-	-

Human Resource Development

	At the end of the course the students will be able to:
CO1	Understand the concepts of human resource management
CO2	Learn about the concepts of human capital formation and human development index
CO3	Analyze the importance of human relations in organisations and performance appraisal
CO4	Learn about the concept of motivation and its theories

Course: Human Resource Development
Credits: 3

CO	Course Outcome	Knowledge category(<i>Factual/ Conceptual/Procedural /Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand the concepts of human resource management	<i>Conceptual Procedural</i>	Understand	14	PO1 PSO1 PSO2 PSO3
CO2	Learn about the concepts of human capital formation and human development index	<i>Factual Conceptual</i>	Learn	14	PO3 PSO1 PSO2 PSO3
CO3	Analyze the importance of human relations in organisations and performance appraisal	<i>Conceptual Factual</i>	Analyze	14	PO2 PO4 PSO3 PSO2
CO4	Learn about the concept of motivation and its theories	<i>Factual Conceptual</i>	Learn	14	PO4 PO2 PSO1 PSO2 PSO3

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	2	1	5	0
CO2	1	1	5	0
CO3	1	2	0	5
CO4	1	1	0	5

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	1.7	0.85	4.25	0	85
CO2	0.84	0.84	4.2	0	84
CO3	0.83	1.66	0	4.15	83
CO4	0.84	0.84	0	4.2	84

Attainment of COs from SEE

CO	Class Average in SEE
CO1	60
CO2	60
CO3	60
CO4	60

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	85	60	67.5
CO2	84	60	67.2
CO3	83	60	66.9
CO4	84	60	67.2

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	68
CO2	67
CO3	67
CO4	68

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	67.5	68	-0.5
CO2	67.2	67	0.2
CO3	66.9	67	-0.1
CO4	67.2	68	-0.8

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	68	-0.5		69
CO2	67	0.2		68
CO3	67	-0.1		68
CO4	68	-0.8		69

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2 PSO3	14
CO2	PO3 PSO1 PSO2 PSO3	14
CO3	PO2 PO4 PSO3 PSO2	14
CO4	PO4 PO2 PSO1 PSO2 PSO3	14

Course – PO/PSO Mapping Strength

	Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1	25	Mapping Strength 1
PO2	50	Mapping Strength 2
PO3	25	Mapping Strength 1
PO4	50	Mapping Strength 2
PSO1	75	Mapping Strength 2
PSO2	100	Mapping Strength 3
PSO3	100	Mapping Strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	2	1	2	-	-	-	-	-	-	-	-	3	4	4	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1 PSO2 PSO3	67.5
CO2	PO3 PSO1 PSO2 PSO3	67.2
CO3	PO2 PO4 PSO3 PSO2	66.9
CO4	PO4 PO2 PSO1 PSO2 PSO3	67.2

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	23
PO2	45

PO3	22
PO4	45
PSO1	67
PSO2	90
PSO3	90

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	3	-	-
Attainment	0.23	0.45	0.22	0.45									0.67	0.90	0.90		

SPECIALIZATION**MARKETING****M1 RETAILING MANAGEMENT AND SERVICES**

	At the end of the course the students will be able to:
CO1:	Develop strategic thinking and planning skills specific to the retail industry, including analyzing market trends
CO2:	Learn strategies for building and maintaining strong customer relationships, including customer segmentation, loyalty programs, and personalized marketing approaches
CO3:	Understand merchandising principles and techniques for curating product assortments, pricing strategies, and promotional tactics to meet consumer demands and drive sales.
CO4:	Acquire financial management skills specific to the retail industry, including budgeting, financial analysis, revenue forecasting
CO5:	Identify the role of store manager and retail touch points in detail
CO6:	Explore various marketing strategies tailored to retail, such as visual merchandising, store promotions, digital marketing

RETAILING MANAGEMENT AND SERVICES
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Develop strategic thinking and planning skills specific to the retail industry, including analyzing market trends	<i>Conceptual</i>	Understand	8	PO1 PSO2 PSO3
CO2	Learn strategies for building and maintaining strong customer relationships, including customer segmentation, loyalty programs, and personalized marketing approaches	<i>Factual Conceptual</i>	Identify	10	PO3 PSO1
CO3	Understand merchandising principles and techniques for curating product assortments, pricing strategies, and promotional tactics to meet consumer demands and drive sales.	<i>Conceptual Factual</i>	Acquire	10	PO2 PSO3 PSO2
CO4	Acquire financial management skills specific to the retail industry, including budgeting, financial analysis, revenue forecasting	<i>Factual Conceptual</i>	Define	10	PO4 PSO1 PSO3
CO5	Identify the role of store manager and retail touch points in detail	<i>Conceptual Factual Procedural</i>	Assess	8	PO1 PSO3 PSO1
CO6	Explore various marketing strategies tailored to retail, such as visual merchandising, store promotions, digital marketing .	<i>Factual Conceptual</i>	Apply	10	PSO3 PSO1

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	5	0
CO2	1	0	5	0
CO3	1	1	0	0
CO4	1	1	0	4
CO5	1	1	0	4
CO6	0	2	0	2

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1	SEMINAR/ PPT1	T1	T2	CIE Class
CO1	Cl. Ave (5)	Cl. Ave (5)	Cl. Ave (10)	Cl. Ave (10)	Average (%)
CO1	0	0	1.72	0	86
CO2	0.85	0	3.4	0	85
CO3	0.83	0.83	3.32	0	83
CO4	0.8	1.6	0	1.6	80
CO5	0.78	1.56	0	3.12	78

Attainment of COs from SEE

CO	Class Average in SEE
CO1	57
CO2	57
CO3	57
CO4	57
CO5	57
CO6	57

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	86	57	65.7
CO2	85	57	65.4
CO3	83	57	64.8
CO4	80	57	63.9
CO5	78	57	63.3
CO6	86	57	65.7

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	66
CO2	64
CO3	65
CO4	66
CO5	65
CO6	66

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	65.7	66	0
CO2	65.4	64	-1.4
CO3	64.8	65	0.2
CO4	63.9	66	2.1
CO5	63.3	65	1.7

CO6	65.7	66	0.3
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Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	66	0	NO ACTION	67
CO2	64	-1.4	NO ACTION	67
CO3	65	0.2	Remedial Classes	
CO4	66	2.1	Assignments	
CO5	65	1.7	More Interaction classes	
CO6	66	0.3	Assignments	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO2 PSO3	8
CO2	PO3 PSO1	10
CO3	PO2 PSO3 PSO2	10
CO4	PO4 PSO1 PSO3	10
CO5	PO1 PSO3 PSO1	8
CO6	PSO3 PSO1	10

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO		Mapping Strength
PO1	29	Mapping Strength 1
PO2	18	Mapping Strength 1
PO3	36	Mapping Strength 1
PO4	36	Mapping Strength 1
PSO1	68	Mapping Strength 2
PSO2	50	Mapping Strength 2
PSO3	82	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	2	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO2 PSO3	65.7
CO2	PO3 PSO1	65.4
CO3	PO2 PSO3 PSO2	64.8
CO4	PO4 PSO1 PSO3	63.9
CO5	PO1 PSO3 PSO1	63.3
CO6	PO4 PSO3 PSO1	65.7

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	22
PO2	22
PO3	22
PO4	22
PSO1	43
PSO2	65
PSO4	65

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2		2	-
Attainment	.22	.22	.22	.22									.43	.65		.65	

M2 CONSUMER BEHAVIOUR

	At the end of the course the students will be able to:
CO1:	Evaluate into the psychological factors influencing consumer behaviour, including motivations, perceptions, attitudes, and emotions.
CO2:	Differentiate the techniques for understanding consumer needs and preferences, conducting market research, and developing innovative products and services that meet consumer demands.
CO3:	Analyse the stages of the consumer decision-making process, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation
CO4:	Identify strategies for segmenting consumer markets based on demographics, psychographics, and behaviour, and develop targeting strategies to effectively reach and engage with specific consumer segments
CO5:	Implement qualitative and quantitative research methods for studying consumer behaviour, including surveys, focus groups, experiments, and observational research.
CO6:	Develop the understanding about the importance of building and maintaining long-term relationships with consumers, and learn CRM strategies for personalizing interactions, managing customer feedback, and fostering loyalty.

CONSUMER BEHAVIOUR
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Evaluate into the psychological factors influencing consumer behaviour, including motivations, perceptions, attitudes, and emotions.	<i>Conceptual</i>	Understand	8	PO1 PSO2 PSO3
CO2	Differentiate the techniques for understanding consumer needs and preferences, conducting market research, and developing innovative products and services that meet consumer demands.	<i>Factual Conceptual</i>	Identify	10	PO3 PSO1
CO3	Analyse the stages of the consumer decision-making process, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation	<i>Conceptual Factual</i>	Acquire	10	PO2 PSO3 PSO2
CO4	Identify strategies for segmenting consumer markets based on demographics, psychographics, and behaviour, and develop targeting strategies to effectively reach and engage with specific consumer segments	<i>Factual Conceptual</i>	Define	10	PO4 PSO1 PSO3
CO5	Implement qualitative and quantitative research methods for studying consumer behaviour, including surveys, focus groups, experiments, and observational research.	<i>Conceptual Factual Procedural</i>	Assess	8	PO1 PSO3 PSO1

CO6	Develop the understanding about the importance of building and maintaining long-term relationships with consumers, and learn CRM strategies for personalizing interactions, managing customer feedback, and fostering loyalty	<i>Factual</i> <i>Conceptual</i>	Apply	10	PSO3 PSO1
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CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	5	0
CO2	1	0	5	0
CO3	1	1	0	0
CO4	1	1	0	4
CO5	1	1	0	4
CO6	0	2	0	2

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1	SEMINAR/ PPT1	T1	T2	CIE Class
CO1	Cl. Ave (5)	Cl. Ave (5)	Cl. Ave (10)	Cl. Ave (10)	Average (%)
CO1	0	0	1.02	0	51
CO2	0.5	0	2	0	50
CO3	0.5	0.5	2	0	50
CO4	0.49	0.98	0	0.98	49
CO5	0.48	0.96	0	1.92	48

Attainment of COs from SEE

CO	Class Average in SEE
CO1	45
CO2	45
CO3	45
CO4	45
CO5	45
CO6	45

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	51	45	46.8
CO2	50	45	46.5
CO3	50	45	46.5
CO4	49	45	46.2
CO5	48	45	45.9
CO6	51	45	46.8

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	48
CO2	47
CO3	48
CO4	47
CO5	47
CO6	48

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	46.8	48	1
CO2	46.5	47	0.5
CO3	46.5	48	1.5
CO4	46.2	47	0.8
CO5	45.9	47	1.1
CO6	46.8	48	1.2

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	48	1	More Interaction classes	
CO2	47	0.5	Assignments	
CO3	48	1.5	Remedial Classes	
CO4	47	0.8	Assignments	
CO5	47	1.1	More Interaction classes	
CO6	48	1.2	Assignments	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO2 PSO3	8
CO2	PO3 PSO1	10
CO3	PO2 PSO3 PSO2	10
CO4	PO4 PSO1 PSO3	10

CO5	PO1 PSO3 PSO1	8
CO6	PSO3 PSO1	10

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO		Mapping Strength
PO1	25	Mapping Strength 1
PO2	22	Mapping Strength 1
PO3	34	Mapping Strength 1
PO4	35	Mapping Strength 1
PSO1	34	Mapping Strength 1
PSO2	55	Mapping Strength 2
PSO3	71	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	1	2	2	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO2 PSO3	46.8
CO2	PO3 PSO1	46.5
CO3	PO2 PSO3 PSO2	46.5
CO4	PO4 PSO1 PSO3	46.2
CO5	PO1 PSO3 PSO1	45.9
CO6	PO4 PSO3 PSO1	46.8

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	34
PO2	32
PO3	33
PO4	33
PSO1	44
PSO2	51
PSO4	46

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	1	2		2	-
Attainment	.34	.32	.33	.33									.44	.51		.46	

M3 RURAL AND AGRICULTURAL MARKETING

	At the end of the course the students will be able to:
CO1:	Develop a comprehensive understanding of rural market characteristics, including demographics, consumer behaviour, and purchasing power, in the context of agricultural economies.
CO2:	Construct market research and segmentation analysis to identify rural market segments, consumer preferences, and unmet needs in agricultural product markets.
CO3:	Identifying marketing strategies and tactics tailored to rural market environments, considering factors such as product positioning, pricing strategies, promotion channels, and distribution networks
CO4:	Examine the structure and dynamics of agricultural value chains, including production, processing, distribution, and marketing, to identify value-added opportunities and supply chain inefficiencies
CO5:	Evaluate supply chain management practices and logistics solutions for efficiently sourcing, transporting, and distributing agricultural products in rural areas, considering challenges such as perishability and seasonality
CO6:	Assessing future trends and opportunities in rural marketing and contract farming in India, including the role of technology, sustainability, and inclusive growth agendas

Course: RURAL AND AGRICULTURE MARKETING
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Develop a comprehensive understanding of rural market characteristics, including demographics, consumer behavior, and purchasing power, in the context of agricultural economies.	<i>Conceptual</i>	Develop	8	PO1 PO2 PSO1 PSO2
CO2	Construct market research and segmentation analysis to identify rural market segments, consumer preferences, and unmet needs in agricultural product markets.	<i>Factual Conceptual</i>	Construct	10	PO1 PO3 PSO2 PO4
CO3	Identifying marketing strategies and tactics tailored to rural market environments, considering factors such as product positioning, pricing strategies, promotion channels, and distribution networks	<i>Conceptual Factual</i>	Identify	10	PO2 PO3 PSO1 PSO3

CO4	Examine the structure and dynamics of agricultural value chains, including production, processing, distribution, and marketing, to identify value-added opportunities and supply chain inefficiencies	<i>Factual Conceptual</i>	Examine	10	PO4 PSO2 PSO3
CO5	Evaluate supply chain management practices and logistics solutions for efficiently sourcing, transporting, and distributing agricultural products in rural areas, considering challenges such as perishability and seasonality	<i>Conceptual Factual Procedural</i>	Evaluate	8	PO4 PO1 PSO1 PSO2
CO6	Assessing future trends and opportunities in rural marketing and contract farming in India, including the role of technology, sustainability, and inclusive growth agendas	<i>Factual Conceptual</i>	Assessing	10	PO2 PO3 PSO3 PSO2

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	4	0
CO2	1	0	4	0
CO3	1	1	2	0
CO4	1	1	0	4
CO5	1	1	0	4
CO6	0	2	0	2

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.8	0	3.2	0	80
CO2	0.76	0	3.04	0	76
CO3	0.78	0.78	1.56	0	78
CO4	0.75	0.75	0	3	75
CO5	0.77	0.77	0	3.08	77
CO6	0	1.5	0	1.5	75

Attainment of COs from SEE

CO	Class Average in SEE
CO1	UNIVERSITY MARK AVERAGE 62
CO2	UNIVERSITY MARK AVERAGE 62
CO3	UNIVERSITY MARK AVERAGE 62
CO4	UNIVERSITY MARK AVERAGE 62
CO5	UNIVERSITY MARK AVERAGE 62
CO6	UNIVERSITY MARK AVERAGE 62

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	80	62	67.4
CO2	76	62	66.2
CO3	78	62	66.8
CO4	75	62	65.9
CO5	77	62	66.5
CO6	75	62	65.9

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	76
CO3	78
CO4	75
CO5	77
CO6	75

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	67.4	80	12.6
CO2	66.2	76	9.8
CO3	66.8	78	11.2
CO4	65.9	75	9.1
CO5	66.5	77	10.5
CO6	65.9	75	9.1

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	12.6	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO2	76	9.8	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO3	78	11.2	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO4	75	9.1	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO5	77	10.5	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO6	75	9.1	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PO2 PSO1 PSO2	8
CO2	PO1 PO3 PSO2 PO4	10
CO3	PO2 PO3 PSO1 PSO3	10
CO4	PO4 PSO2 PSO3	10
CO5	PO4 PO1 PSO1 PSO2	8
CO6	PO2 PO3	10

	PSO3 PSO2	
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Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1 = $26/56 \times 100 = 46.42$	Mapping Strength 2
PO2 = $28/56 \times 100 = 50$	Mapping Strength 2
PO3 = $30/56 \times 100 = 53$	Mapping Strength 2
PO4 = $28/56 \times 100 = 50$	Mapping Strength 2
PSO1 = $26/56 \times 100 = 46.42$	Mapping Strength 2
PSO2 = $46/56 \times 100 = 82.1$	Mapping Strength 2
PSO3 = $30/56 \times 100 = 53$	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	2	2	2	-	-	-	-	-	-	-	-	2	2	2	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PO2 PSO1 PSO2	67.4
CO2	PO1 PO3 PSO2 PO4	66.2
CO3	PO2 PO3 PSO1 PSO3	66.8
CO4	PO4 PSO2 PSO3	65.9
CO5	PO4 PO1 PSO1 PSO2	66.5

CO6	PO2 PO3 PSO3 PSO2	65.9
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PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

$$= \text{Actual Mapping Strength} / 3$$

PO/PSO	Attainment (%)
PO1	$2/3 * 67.4 + 66.2 + 66.5 / 3 = 66.7 * 0.66 = 44.46$
PO2	$2/3 * 67.4 + 66.8 + 65.9 + / 3 = 66.7 * 0.66 = 44.4$
PO3	$2/3 * 66.8 + 65.9 + 66.2 / 3 = 66.35 * 0.66 = 44.2$
PO4	$2/3 * 66.2 + 65.9 + 66.5 / 3 = 66.2 * 0.66 = 44.1$
PSO1	$2/3 * 67.4 + 66.8 + 66.5 / 3 = 66.9 * 0.66 = 44.1$
PSO2	$2/3 * 67.4 + 66.2 + 65.9 + 66.5 + 65.9 / 5 = 66.38 * 0.66 = 43.81$
PSO3	$2/3 * 66.8 + 65.9 + 65.9 / 3 = 66.2 * 0.66 = 43.6$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	2	2	2	-	-	-	-	-	-	-	-	2	2	2	-	-
Attainment	0.444	0.44	0.442	0.441									0.44	0.43	0.43		

SPECIALIZATION

HEALTHCARE MANAGEMENT

H1 PERSPECTIVES ON HEALTH CARE SECTOR

	At the end of the course the students will be able to:
CO1:	To develop management and leadership skills specific to the healthcare sector, including strategic planning, organizational behaviour, quality improvement, and change management.
CO2:	Implement the economic principles underlying healthcare financing and reimbursement mechanisms, including insurance systems, payment models, and healthcare market dynamics.
CO3:	Improving healthcare quality and patient safety, including implementing evidence-based practices, measuring performance, and managing risk.
CO4:	Analyse about health information technology systems and their role in improving healthcare delivery, including electronic health records, telemedicine, health analytics, and interoperability standards.
CO5:	Formulate and to collaborate effectively with diverse healthcare professionals and stakeholders to improve patient outcomes and population health.
CO6:	Proficient in research methods and evaluation techniques relevant to the healthcare sector, including study design, data collection, analysis, and interpretation.

III SEM PERSPECTIVE OF HEALTH CARE
CREDIT 4

CO	Course Outcome	Knowledge category(<i>Factual/Conceptual/Procedural/Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	To develop management and leadership skills specific to the healthcare sector, including strategic planning, organizational Behavior, quality improvement, and change management.	Conceptual/ factual	Understand and apply	8	POs1 PSOs 2 PSO3
CO2	To Implement the economic principles underlying healthcare financing and reimbursement mechanisms, including insurance systems, payment models, and healthcare market dynamics.	Conceptual/factual	Understand and apply	8	POs1 PSO 2 PO2
CO3	To Improving healthcare quality and patient safety, including implementing evidence-based practices, measuring performance, and managing risk.	Conceptual /factual	Understand and apply	10	PO2 PSO1 PO3
CO4	To Analyse about health information technology systems and their role in improving healthcare delivery, including electronic health records, telemedicine, health analytics, and interoperability standards.	Conceptual /factual	Understand and apply	12	PO3 PSO3 PO1
CO5	To Formulate and to collaborate effectively with diverse healthcare professionals and stakeholders to improve patient outcomes and population health.	Conceptual /factual	Understand and apply	12	PO1 PSO3 PO2
CO6	To Proficient in research methods and evaluation techniques relevant to the healthcare sector, including study design, data collection, analysis, and interpretation.	Factual/metacognitive	Evaluate and apply	6	PO1 PSO3 PO2

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	PPT (5)	T1 (10)	T2 (10)
CO1	1	2	2	2
CO2	1	1	2	1
CO3	1	1	2	2
CO4	1	1	0	2
CO5	1	0	2	1
CO6	0	0	2	1

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SI (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.53	1.06	1.06	1.06	53
CO2	0.52	0.52	1.04	0.52	52
CO3	0.5	0.5	1	1	50
CO4	0.52	0.52	0	1.04	52
CO5	0.53	0	1.06	0.53	53
CO6	0	0	0	0.5	50

Attainment of COs from SEE

CO	Class Average in SEE
CO1	46
CO2	46
CO3	46
CO4	46
CO5	46
CO6	46

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	53	46	48.1
CO2	52	46	47.8
CO3	50	46	47.2
CO4	52	46	47.8
CO5	53	46	48.1
CO6	60	46	47.2

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	50
CO2	55
CO3	60
CO4	60
CO5	55
CO6	55

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	48.1	40	8.1
CO2	47.8	50	-2.2
CO3	47.2	48	-0.8
CO4	47.8	45	2.8
CO5	48.1	49	-0.9
CO6	47.2	45	2.2

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	40	8.1	More assignment to be given	75
CO2	50	-2.2	Previous question paper to be solved	75
CO3	48	-0.8	Remedial class	75
CO4	45	2.8	More assignment to be given	75
CO5	49	-0.9	Remedial class	75
CO6	45	2.2	Remedial class	75

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	POs1 PSOs2 PSO3	4
CO2	POs1 PSO2 2PO2	4
CO3	PO2 PSO1 PO3	10
CO4	PO3 PSO3 PO1	10
CO5	PO1 PSO3 PO2	12
CO6	PO1 PSO3 PO2	16

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO		Mapping Strength
PO1	64	2
PO2	57	2
PO3	25	1
PSO1	18	1
PSO2	14	1
PSO3	75	2

Course-POs/PSO Mapping

Course	POs												PSOs					
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
TOC	2	2	1	-	-	-	-	-	-	-	-	-	1	1	2	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	POs1 PSOs2 PSO3	48.1
CO2	POs1 PSO2 2PO2	47.8
CO3	PO2 PSO1 PO3	47.2
CO4	PO3 PSO3 PO1	47.8
CO5	PO1 PSO3 PO2	48.1
CO6	PO1 PSO3 PO2	47.2

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	63
PO2	32
PO3	19
PSO1	16
PSO2	16
PSO3	62

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
PHCM	2	2	1	-	-	-	-	-	-	-	-	-	1	1	2	-	-
Attainment	.63	.32	.19										.19	.16	.62		

H2 MANAGEMENT OF PUBLIC HEALTH SYSTEMS

	At the end of the course the students will be able to:
CO1:	Comprehensive understanding of public health principles, including epidemiology, biostatistics, environmental health, social and behavioural sciences, and health policy and management.
CO2:	To develop skills in management and leadership specific to public health settings, including strategic planning, organizational development, financial management, and human resources management.
CO3:	To understand the economic principles underlying healthcare systems and public health interventions, including financing mechanisms, cost-effectiveness analysis, and resource allocation.
CO4:	Assessing health equity issues and the social determinants of health, including factors such as race& ethnicity.
CO5:	To analyse and evaluate health policies at local, national, and international levels, considering their impact on public health outcomes and equity.
CO6:	Examining socioeconomic status, and geographic location influence health outcomes and access to healthcare.

Course: Management of Public Health System
Credits: 4

CO	Course Outcome	Knowledge category (Factual/ Conceptual/ Procedural/ Metacognitive)	Cognitive Level	No. of hours	POs/PSOs
CO1	Comprehensive understanding of public health principles, including epidemiology, biostatistics, environmental health, social and behavioral sciences, and health policy and management.	Factual/ Conceptual)	analyze/ comapre	8	PO3
CO2	To develop skills in management and leadership specific to public health settings, including strategic planning, organizational development, financial management, and human resources management.	Factual/ Conceptual	Understand/ develop	10	PSO1
CO3	To understand the economic principles underlying healthcare systems and public health interventions, including financing mechanisms, cost-effectiveness analysis, and resource allocation.	Factual/ Conceptual	Create/ formulate	10	PO2
CO4	Assessing health equity issues and the social determinants of health, including how factors such as race, ethnicity	Factual/ Conceptual	Understand/ design	12	PEO2
CO5	To analyse and evaluate health policies at local, national, and international levels, considering their impact on public health outcomes and equity	Factual/ Conceptual	Understand/c reate	10	PSO2
CO6	Examining socioeconomic status, and geographic location influence health outcomes and access to healthcare.	Factual/ Conceptual)	Understand/ Develop	6	PSO2

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (5)	SEMINAR (5)	T1 (10)	T2 (10)
CO1	0	1	5	0
CO2	1	0	5	0
CO3	1	1	0	3
CO4	1	1	0	2
CO5	1	1	0	2
CO6	1	1	0	3

Attainment of COs from CIE
Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0	0.88	4.4	0	88
CO2	0.86	0	4.3	0	86
CO3	0.82	0.82	0	2.46	82
CO4	0.78	0.78	0	1.56	78
CO5	0.76	0.76	0	1.52	76
CO6	0.75	0.75	0	2.25	75

Attainment of COs from SEE

CO	Class Average in SEE
CO1	62
CO2	62
CO3	62
CO4	62
CO5	62
CO6	62

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	88	62	69.8
CO2	86	62	69.2
CO3	82	62	68
CO4	78	62	66.8
CO5	76	62	66.2
CO6	75	62	65.9

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	72
CO2	71
CO3	70
CO4	65
CO5	64
CO6	63

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	69.8	72	2.2
CO2	69.2	71	1.8
CO3	68	70	2
CO4	66.8	65	-1.8
CO5	66.2	64	-2.2

CO6	65.9	63	-2.9
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Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	72	2.2	More assignments to be given	
CO2	71	1.8	Previous question paper to be solved	
CO3	70	2	More assignments to be given	
CO4	65	-1.8	Previous question paper to be solved	
CO5	64	-2.2	Remedial class	
CO6	63	-2.9	Previous question paper to be solved	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO3	8
CO2	PSO1	10
CO3	PO2	10
CO4	PSO2	12
CO5	PSO2	10
CO6	PSO2	6

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO3 1 TIME $8/56*100=14.28$	1
PSO1 1 TIME $10/56*100=17.85$	1
PO2 1 TIME $10/56*100=17.85$	1
PSO2 3 TIMES $28/56*100=50$	2

Course-POs/PSO Mapping

Course	POs	PSOs
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	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
MPHS	-	1	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-

CO Attainment and Pos/PSOs

CO	POs	CO Attainment (%)
CO1	PO3	69.8
CO2	PSO1	69.2
CO3	PO2	68
CO4	PSO2	66.8
CO5	PSO2	66.2
CO6	PSO2	65.9

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

$$= \text{Actual Mapping Strength} / 3$$

PO/PSO	Attainment (%)
PO3	$1/3 * 69.8 / 1 = 23.26$
PSO1	$1/3 * 69.2 / 1 = 23.06$
PO2	$1/3 * 68 / 1 = 22.66$
PSO2	$3/3 * 198.9 / 3 = 66.3$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
MPHS	-	1	1	-	-	-	-	-	-	-	-	-	1	3	-	-	-
Attainment		.22	.23										.23	.66			

H3 HEALTH ECONOMICS

	At the end of the course the students will be able to:
CO1:	Understand the fundamental principles and concepts of health economics.
CO2:	Identify the relevance of Evaluation in healthcare.
CO3:	Acquire knowledge about Current Assets and the methodologies used for valuing Inventory.
CO4:	Defining the methodologies employed to achieve Economic Efficiency, Operational Efficiency, and Allocation Efficiency.
CO5:	Assess strategies for market entry, competition, and innovation in healthcare delivery.
CO6:	Apply supply analysis techniques to evaluate the availability of healthcare resources, including medical professionals, facilities, and technology, in the target market area.

Course: H3 HEALTH ECONOMICS
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand the fundamental principles and concepts of health economics	<i>Conceptual Procedural</i>	Understand	6	PO1 PSO2 PSO3
CO2	Identify the relevance Evaluation in healthcare	<i>Factual Conceptual</i>	Identify	10	PO3 PSO1 PSO2 PSO4
CO3	Acquire knowledge about Current Assets and the methodologies used for valuing Inventory.	<i>Conceptual Factual Procedural</i>	Acquire	10	PO2 PSO3 PSO1
CO4	Defining the methodologies employed to achieve Economic Efficiency, Operational Efficiency, and Allocation Efficiency.	<i>Procedural Conceptual</i>	Define	10	PO4 PSO1 PSO3 PSO2
CO5	Assess strategies for market entry, competition, and innovation in healthcare delivery.	<i>Conceptual Factual</i>	Assess	12	PO1 PSO3 PSO1 PSO4
CO6	Apply supply analysis techniques to evaluate the availability of healthcare resources, including medical professionals, facilities, and technology, in the target market area.	<i>Procedural Conceptual</i>	Apply	8	PO4 PO3 PSO3 PSO1 PSO4

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	0	0	2	0
CO2	1	0	4	0
CO3	1	1	4	0
CO4	1	2	0	2
CO5	1	2	0	4
CO6	1	0	0	4

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0	0	1.74	0	87
CO2	0.85	0	3.4	0	85
CO3	0.82	0.82	3.28	0	82
CO4	0.86	1.72	0	1.72	86
CO5	0.84	1.68	0	3.36	84
CO6	0.83	0	0	3.32	83

Attainment of COs from SEE

CO	Class Average in SEE
CO1	70
CO2	70
CO3	70
CO4	70
CO5	70
CO6	70

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	87	70	75.1
CO2	85	70	74.5
CO3	82	70	73.6
CO4	86	70	74.8
CO5	84	70	74.2
CO6	83	70	73.9

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	76
CO2	74
CO3	74
CO4	75
CO5	74
CO6	73

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	75.1	76	1
CO2	74.5	74	-0.5
CO3	73.6	74	0.5
CO4	74.8	75	0.2
CO5	74.2	74	-0.2
CO6	73.9	73	-0.9

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	76	1	More assignment to be included in the schedule	
CO2	74	-0.5		75
CO3	74	0.5	More assignment to be included in the schedule	
CO4	75	0.2		76
CO5	74	-0.2		75
CO6	73	-0.9		74

CO-PO/PSO Mappings

CO	POs/PSOsS	Class Sessions
CO1	PO1 PSO2 PSO3	6
CO2	PO3 PSO1 PSO2 PSO4	10
CO3	PO2 PSO3 PSO1	10
CO4	PO4 PSO1 PSO3 PSO2	10
CO5	PO1 PSO3 PSO1 PSO4	12
CO6	PO4 PO3 PSO3 PSO1 PSO4	8

Course – PO/PSO Mapping Strength

	Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1	32%	Mapping Strength 1
PO2	18%	Mapping Strength 1
PO3	32%	Mapping Strength 1
PO4	32%	Mapping Strength 1
PSO1	71%	Mapping Strength 2
PSO2	46%	Mapping Strength 2
PSO3	82%	Mapping Strength 2
PSO4	54%	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	2	2	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO2 PSO3	75.1
CO2	PO3 PSO1 PSO2 PSO4	74.5
CO3	PO2 PSO3 PSO1	73.6
CO4	PO4 PSO1 PSO3 PSO2	74.8
CO5	PO1 PSO3 PSO1	74.2

	PSO4	
CO6	PO4 PO3 PSO3 PSO1 PSO4	73.9

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	25
PO2	25
PO3	25
PO4	25
PSO1	50
PSO2	50
PSO3	50
PSO4	49

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	2	2	-
Attainment	.25	.25	.25	.25	-	-	-	-	-	-	-	-	.50	.50	.50	.49	-

SPECIALIZATION**FINANCE****F1 INDIAN FINANCIAL SYSTEM**

	At the end of the course the students will be able to:
CO1:	Develop a comprehensive understanding of the structure, functions, and components of the financial system.
CO2:	Analyze the functions, roles, and regulatory frameworks of various types of financial institutions, including banks, credit unions, insurance companies, and investment firms.
CO3:	Evaluate the risks associated with non-banking financial activities and develop risk management strategies.
CO4:	Develop proficiency in financial planning and advisory services, including budgeting, wealth management, and retirement planning.
CO5:	Apply fundamental and technical analysis techniques to evaluate investment opportunities and make informed trading decisions.
CO6:	Understand the role and functions of a stock exchange in the financial market ecosystem.

Course: Indian financial system
Credits: 4

CO	Course Outcome	Knowledge category(<i>Factual/ Conceptual/Procedural /Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Develop a comprehensive understanding of the structure, functions, and components of the financial system.	<i>Conceptual Procedural</i>	Develop	6	PO1 PSO2 PSO3
CO2	Analyze the functions, roles, and regulatory frameworks of various types of financial institutions, including banks, credit unions, insurance companies, and investment firms.	<i>Factual Conceptual</i>	Analyze	12	PO3 PSO1 PSO2 PSO3
CO3	Evaluate the risks associated with non-banking financial activities and develop risk management strategies.	<i>Conceptual Factual</i>	Evaluate	8	PO2 PSO3 PSO2
CO4	Develop proficiency in financial planning and advisory services, including budgeting, wealth management, and retirement planning.	<i>Factual Conceptual</i>	Develop	12	PO4 PSO1 PSO2 PSO3
CO5	Apply fundamental and technical analysis techniques to evaluate investment opportunities and make informed trading decisions.	<i>Conceptual Factual Procedural</i>	Apply	12	PO1 PSO1 PSO2 PSO3
CO6	Understand the role and functions of a stock exchange in the financial market ecosystem.	<i>Procedural Conceptual</i>	Understand	6	PO4 PSO3 PSO1

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	4	0
CO2	1	0	4	0
CO3	1	0	2	0
CO4	1	2	0	4
CO5	1	1	0	4
CO6	0	2	0	2

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.88	0	3.52	0	88
CO2	0.86	0	3.44	0	86
CO3	0.87	0	1.74	0	87
CO4	0.85	1.7	0	3.4	85
CO5	0.83	0.83	0	3.32	83
CO6	0	1.68	0	1.68	84

Attainment of COs from SEE

CO	Class Average in SEE
CO1	65
CO2	65
CO3	65
CO4	65
CO5	65
CO6	65

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	88	65	71.9
CO2	86	65	71.3
CO3	87	65	71.6
CO4	85	65	71
CO5	83	65	70.4
CO6	84	65	70.7

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	72
CO2	72
CO3	72
CO4	72
CO5	71
CO6	71

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	71.9	72	0.1
CO2	71.3	72	0.7
CO3	71.6	72	0.4
CO4	71	72	1
CO5	70.4	71	0.6
CO6	70.7	71	0.3

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	72	0.1		75
CO2	72	0.7	Better concepts and case studies to be used	
CO3	72	0.4		73
CO4	72	1	More assignment to be included in the schedule	
CO5	71	0.6	More assignment to be included in the schedule	
CO6	71	0.3		72

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO2 PSO3	6
CO2	PO3 PSO1 PSO2 PSO3	12
CO3	PO2 PSO3 PSO2	8
CO4	PO4 PSO1 PSO2 PSO3	12
CO5	PO1 PSO1 PSO2 PSO3	12
CO6	PO4 PSO3 PSO1	6

Course – PO/PSO Mapping Strength

	Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1	32%	Mapping Strength 1
PO2	14%	Mapping Strength 1
PO3	21%	Mapping Strength 1
PO4	32%	Mapping Strength 1
PSO1	75%	Mapping Strength 2
PSO2	89%	Mapping Strength 2
PSO3	100%	Mapping Strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	3	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO2 PSO3	71.9
CO2	PO3 PSO1	71.3
CO3	PO2 PSO3 PSO2	71.6
CO4	PO4 PSO1 PSO3	71
CO5	PO1 PSO3 PSO1	70.4
CO6	PO4 PSO3 PSO1	70.7

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
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PO1	24
PO2	24
PO3	24
PO4	24
PSO1	63
PSO2	48
PSO3	71

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	3	-	-
Attainment	0.24	0.24	0.24	0.24									.63	.48	.71		

F2 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

	At the end of the course the students will be able to:
CO1:	To understand the concept Investment, speculation and risk
CO2:	To identify the concepts and understanding of Fundamental and technical analysis
CO3:	To explore the concepts of securities, ROI, Bonds
CO4:	To assess the different theories of capital market and derivative market.

Course: Security Analysis and Portfolio Management

Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	To understand the concept of Investment, speculation and risk.	<i>Conceptual</i>	Understand and remember	10	PO1 PSO1
CO2	To brief out the concepts and understanding of Fundamental and technical analysis.	<i>Factual/ Procedural</i>	Understand and apply	20	PO1 PO3 PSO2
CO3	To explore the concepts of securities, ROI, Bonds.	<i>Conceptual</i>	Understand and remember	10	PO1 PSO2
CO4	To assess the different theories of capital market and derivative market.	<i>Metacognitive</i>	Understand, analyse and apply	16	PO1 PSO2

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SI (5)	T1 (10)	T2 (10)
CO1	1	1	5	0
CO2	2	1	5	0
CO3	1	1	0	5
CO4	1	2	0	5

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SI Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.87	0.87	4.35	0	87
CO2	1.7	0.85	4.25	0	85
CO3	0.75	0.75	0	3.75	75
CO4	0.82	1.64	0	4.10	82

Attainment of COs from SEE

CO	Class Average in SEE
CO1	UNIVERSITY MARK AVERAGE (CLASS AVG) 77
CO2	UNIVERSITY MARK AVERAGE
CO3	UNIVERSITY MARK AVERAGE
CO4	UNIVERSITY MARK AVERAGE
CO5	UNIVERSITY MARK AVERAGE
CO6	UNIVERSITY MARK AVERAGE

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	87	77	80
CO2	85	77	79.4
CO3	75	77	76.4
CO4	82	77	78.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	85
CO2	75
CO3	70
CO4	80

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	80	85	-5
CO2	79.4	75	4.4
CO3	76.4	70	6.4
CO4	78.5	80	-1.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	85	5	More assignments to be given Audio visual presentations	
CO2	75	0	Conduct slip tests	
CO3	70	0	Revision of important topics to be conducted	
CO4	80	1.5	Previous year question papers to be solved Tutorial classes	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1	10
CO2	PO1 PO3 PSO2	20
CO3	PO1 PSO2	10
CO4	PO1 PSO2	16
		56

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
56 of 56 (100%) sessions devoted to PO1	Mapping strength is 3
36 of 56 (64%) sessions devoted to PSO2	Mapping strength is 2
10 of 56 (18%) sessions devoted to PSO1	Mapping strength is 1
20 of 56 (36%) sessions devoted to PO3	Mapping strength is 1

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%)
CO1	PO1 PSO1	75.8
CO2	PO1 PO3 PSO2	74.3
CO3	PO1 PSO2	75.2
CO4	PO1 PSO2	74.3

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$3/3*(74.8+74.3+75.2+74.3/4) = 74.65$
PSO1	$1/3*(75.8/1) = 25.26$
PSO2	$2/3*(74.3+75.2+74.3/3) = 49.7$
PO3	$1/3*(74.3/1) = 24.76$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	3	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-
Attainment	.74		.24										.25	.49			

F3 CORPORATE TAX PLANNING AND MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Develop effective communication and collaboration skills to work with tax professionals, executives, and stakeholders in implementing tax planning strategies and managing tax-related risks.
CO2:	Learn how to optimize corporate tax planning strategies to enhance shareholder value and achieve strategic business objectives, such as maximizing after-tax profits, minimizing the cost of capital, and enhancing competitiveness.
CO3:	Analyze the implications of proposed tax policy changes, tax reform legislation, and court rulings on corporate tax planning strategies and business operations.
CO4:	Understand the ethical and legal considerations involved in corporate tax planning and management, including principles of tax ethics, corporate governance, and professional responsibility.
CO5:	Identify potential tax risks and exposures facing corporations, such as tax audits, disputes, and penalties, and develop strategies to mitigate these risks and ensure compliance with tax laws.
CO6:	Differentiate between legitimate tax planning strategies aimed at minimizing tax liability within the boundaries of the law and illegal activities such as tax evasion or fraudulent behavior.

Course: Corporate Tax Planning & Management
Credits: 4

CO	Course Outcome	Knowledge category (Factual/ Conceptual/ Procedural /Metacognitive)	Cognitive Level	No. of hours	POs/PSOs
CO1	Types of companies, Residential Status and Incidence of tax for companies, computation of taxable and tax liability according to income Tax Provisions	<i>Conceptual / Procedural</i>	Develop	6	PO1 PSO2 PSO3
CO2	Tax planning, Tax Avoidance and evasion – Meaning and difference. Objectives and types of Tax Planning, Areas of Tax Planning – Location of Business, Nature of Business, Form of ownership	<i>Factual / Conceptual</i>	Analyse	12	PO3 PSO1 PSO2 PSO3
CO3	Exports and Import procedure. Meaning and Type, Features and sources, applicability, chargeability of customs Duty, Exceptions for levy of customs duty.	<i>Conceptual / Factual</i>	Evaluate	8	PO2 PSO3 PSO2
CO4	Introduction of Goods and Service Tax, Constitutional Framework, Orientation top CGST, SGST and IGST, Definitions- Supply, inward supply, Outward supply, Continuous Supply.	<i>Factual / Conceptual</i>	Develop	12	PO4 PSO1 PSO2 PSO3
CO5	Taxable and Exempted Goods; valuation of taxable Supply of Goods, Computation of GST Liability on Supply of goods.	<i>Conceptual / Factual / Procedural</i>	Apply	12	PO1 PSO1 PSO2 PSO3
CO6	Registration under GST, Tax Invoice ,Levy and Collection of GST, Computation Scheme, Due dates for Payment of GST, GST Return.	<i>Procedural / Conceptual</i>	Understand	6	PO4 PSO3 PSO1

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	4	0
CO2	1	0	4	0
CO3	1	0	2	0
CO4	1	2	0	4
CO5	1	1	0	4
CO6	0	2	0	2

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.88	0	3.52	0	88
CO2	0.86	0	3.44	0	86
CO3	0.87	0	1.74	0	87
CO4	0.85	1.7	0	3.4	85
CO5	0.83	0.83	0	3.32	83
CO6	0	1.68	0	1.68	84

Attainment of COs from SEE

CO	Class Average in SEE
CO1	65
CO2	65
CO3	65
CO4	65
CO5	65
CO6	65

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	88	65	71.9
CO2	86	65	71.3
CO3	87	65	71.6
CO4	85	65	71
CO5	83	65	70.4
CO6	84	65	70.7

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	72
CO2	72
CO3	72
CO4	72
CO5	71
CO6	71

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	71.9	72	0.1
CO2	71.3	72	0.7
CO3	71.6	72	0.4
CO4	71	72	1
CO5	70.4	71	0.6
CO6	70.7	71	0.3

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	72	0.1		75
CO2	72	0.7	Better concepts and case studies to be used	
CO3	72	0.4		73
CO4	72	1	More assignment to be included in the schedule	
CO5	71	0.6	More assignment to be included in the schedule	
CO6	71	0.3		72

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO2 PSO3	6
CO2	PO3 PSO1 PSO2 PSO3	12
CO3	PO2 PSO3 PSO2	8
CO4	PO4 PSO1 PSO2 PSO3	12
CO5	PO1 PSO1 PSO2 PSO3	12
CO6	PO4 PSO3 PSO1	6

Course – PO/PSO Mapping Strength

	Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1	32%	Mapping Strength 1
PO2	14%	Mapping Strength 1
PO3	21%	Mapping Strength 1
PO4	32%	Mapping Strength 1
PSO1	75%	Mapping Strength 2
PSO2	89%	Mapping Strength 2
PSO3	100%	Mapping Strength 3

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	3	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO2 PSO3	71.9
CO2	PO3 PSO1	71.3
CO3	PO2 PSO3 PSO2	71.6
CO4	PO4 PSO1 PSO3	71
CO5	PO1 PSO3 PSO1	70.4
CO6	PO4 PSO3 PSO1	70.7

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	24
PO2	24
PO3	24
PO4	24
PSO1	63
PSO2	48
PSO3	71

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	3	-	-
Attainment	0.24	0.24	0.24	0.24									.63	.48	.71		

IV SEMESTER**4.1 INTERNATIONAL BUSINESS DYNAMICS**

	At the end of the course the students will be able to:
CO1:	Understand the concept of globalization and International Business
CO2:	Compare the trade with Domestic, international, multinational, transnational companies.
CO3:	Investigate and analyse the Foreign Direct investment and Foreign Institutional Investment.
CO4:	Learn how business organizations operate in an international environment.
CO5:	Identify the impact of international influences on business
CO6:	Define major activities in international marketing Human Resource Management and Approaches, Expatriation and Repatriation Process.

Course: INTERNATIONAL BUSINESS AND DYNAMICS
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand the concept of globalization and International Business	<i>Conceptual Factual</i>	Understand	10	PO1 PO4 PSO1 PSO3
CO2	Compare the trade with Domestic, international, multinational, transnational companies.	<i>Factual Conceptual</i>	Compare	8	PO1 PO2 PSO1 PSO2
CO3	Investigate and analyse the Foreign Direct investment and Foreign Institutional Investment.	<i>Conceptual Factual</i>	Investigate	8	PO1 PO4 PSO3 PSO2
CO4	Learn how business organizations operate in an international environment.	<i>Factual Conceptual</i>	Learn	10	PO4 PSO1 PSO2 PO2
CO5	Identify the impact of international influences on business	<i>Conceptual Factual Procedural</i>	Identify	10	PO1 PO3 PSO3 PSO1
CO6	Define major activities in international marketing Human Resource Management and Approaches, Expatriation and Repatriation Process.	<i>Factual Conceptual</i>	Define	10	PO4 PO3 PSO3 PSO1

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	3	0
CO2	1	1	3	0
CO3	1	1	4	0
CO4	1	1	0	4
CO5	1	1	0	3
CO6	0	1	0	3

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.83	0	2.49	0	83
CO2	0.81	0.81	2.43	0	81
CO3	0.78	0.78	3.12	0	78
CO4	0.79	0.79	0	3.16	79
CO5	0.76	0.76	0	2.28	76
CO6	0	0.77	0	2.31	77

Attainment of COs from SEE

CO	Class Average in SEE
CO1	UNIVERSITY MARK AVERAGE 65
CO2	UNIVERSITY MARK AVERAGE 65
CO3	UNIVERSITY MARK AVERAGE 65
CO4	UNIVERSITY MARK AVERAGE 65
CO5	UNIVERSITY MARK AVERAGE 65
CO6	UNIVERSITY MARK AVERAGE 65

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	83	65	70.4
CO2	81	65	69.8
CO3	78	65	68.9
CO4	79	65	69.2
CO5	76	65	68.3
CO6	77	65	68.6

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	83
CO2	81
CO3	78
CO4	79
CO5	76
CO6	77

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	70.4	83	12.6
CO2	69.8	81	11.2
CO3	68.9	78	9.1
CO4	69.2	79	9.8
CO5	68.3	76	7.7
CO6	68.6	77	8.4

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	83	12.6	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO2	81	11.2	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO3	78	9.1	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO4	79	9.8	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO5	76	7.7	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	
CO6	77	8.4	GIVING ASSIGNMENTS & CONDUCT SLIP TEST	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PO4 PSO1 PSO3	10
CO2	PO1 PO2 PSO1 PSO2	8
CO3	PO1 PO4 PSO3 PSO2	8
CO4	PO4 PSO1 PSO2 PO2 PO3	10
CO5	PO1 PO3 PSO3 PSO1	10

CO6	PO4 PO3 PSO3 PSO1	10

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO		Mapping Strength
PO1	$36/56*100=64.2$	Mapping Strength 2
PO2	$18/56*100=32.1$	Mapping Strength 1
PO3	$28/56*100=50$	Mapping Strength 2
PO4	$38/56*100= 67$	Mapping Strength 2
PSO1	$38/56*100= 67$	Mapping Strength 2
PSO2	$26/56*100=46.4$	Mapping Strength 2
PSO3	$38/56*100= 67$	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	1	2	2	-	-	-	-	-	-	-	-	2	2	2	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PO4 PSO1 PSO3	70.4
CO2	PO1 PO2 PSO1 PSO2	69.8
CO3	PO1 PO4 PSO3 PSO2	68.9
CO4	PO4 PSO1 PSO2 PO2 PO3	69.2
CO5	PO1	68.3

	PO3 PSO3 PSO1	
CO6	PO4 PO3 PSO3 PSO1	68.6

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$(2/3)*70.4+69.8+68.9+68.3/4=69.35*0.66=45.7$
PO2	$1/3*69.8+69.2/2=69.5*0.66=23.1$
PO3	$2/3*69.2+68.3+68.6/3=68.7*0.66=45.3$
PO4	$2/3*70.4+68.9+69.2+68.6/4=69.2*0.66=45.7$
PSO1	$2/3*70.4+69.8+69.2+68.3+68.6/5=69.26*0.66=45$
PSO2	$2/3*69.8+68.9+69.2/3=69.1*0.66=45.6$
PSO3	$2/3*68.6+68.3+68.9+70.4/4=69*0.66=45.5$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	1	2	2	-	-	-	-	-	-	-	-	2	2	2	-	-
Attainment	0.457	0.231	0.453	0.457									0.450	0.456	0.455		

SPECIALIZATION

MARKETING

M4 STRATEGIC BRAND MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Judge the development of comprehensive brand strategies aligned with the company's overall business objectives, vision, and values, including brand positioning, differentiation, and competitive advantage.
CO2:	Define and manage the company's brand architecture, including the relationships between corporate brands, product brands, sub-brands, and brand extensions, to ensure clarity and consistency across all touchpoints.
CO3:	Compare the development and maintenance of the company's brand identity, including logos, visual elements, colour schemes, typography, and brand guidelines, ensuring consistency and adherence to brand standards.
CO4:	Develop and execute integrated brand communication strategies across various channels and touchpoints, including advertising, public relations, digital marketing, social media, events, and sponsorships, to build brand awareness and equity.
CO5:	Justify consistent and positive brand experiences for customers at every touchpoint, including online and offline interactions, product/service delivery, customer service, and post-purchase support, to strengthen brand loyalty and advocacy.
CO6:	Analyze brand performance metrics, market trends, competitor activities, and customer feedback to assess brand health, identify opportunities, and inform strategic decision-making

Course: STRATEGIC BRAND MANAGEMENT
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual / Procedural / Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Judge the development of comprehensive brand strategies aligned with the company's overall business objectives, vision and values including brand positioning, differentiation and competitive advantage	<i>Factual/ Conceptual / Procedural</i>	Understand and evaluate	8	PO1 PSO1 PSO2
CO2	Define and manage the company's brand architecture including the relationships between corporate brands, sub-brands and brand extensions, to ensure clarity and consistency across all touchpoints	<i>Factual/ Conceptual / Procedural</i>	Evaluate and Apply	10	PO2 PSO1 PSO2
CO3	Compare the development and maintenance of the company's brand guidelines, ensuring consistency and adherence to brand standards	<i>Factual/ Conceptual / Procedural</i>	Understand and Implement	12	PO1 PSO1 PSO2
CO4	Develop and execute integrated brand communication strategies across various channels and touchpoints, including advertising, public relations, digital marketing, social	<i>Factual/ Conceptual / Procedural</i>	Apply and Implement	8	PO2 PSO1 PSO2

	media, events and sponsorships to build brand awareness and equity				
CO5	Justify consistent and positive brand experiences for customers at every touchpoint, including online and offline interactions, product/service delivery, customer service, and post-purchase support to strengthen brand loyalty and advocacy.	<i>Factual/ Conceptual / Procedural</i>	Analyse and Apply	8	PO1 PSO1 PSO2
CO6	Analyze brand performance metrics, market trends, competitive activities and customer feedback to access brand health, identify opportunities and inform strategic decision making	<i>Factual/ Conceptual / Procedural</i>	Evaluate and Apply	10	PO1 PSO1 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (5)	S1 (5)	T1 (10)	T2 (10)
CO1	2	1	2	5
CO2	0	0	5	0
CO3	1	2	0	0
CO4	1	0	2	0
CO5	1	2	0	5
CO6	0	0	1	0

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	S1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.86	0.86	1.72	4.3	86
CO2	0.86	0	4.3	0	85
CO3	0.86	1.72	0	0	84
CO4	0.86	0	1.72	0	83
CO5	0.86	1.72	0	4.3	82
CO6	0	0	0.86	0	82

Attainment of COs from SEE

CO	Class Average in SEE
CO1	84
CO2	88
CO3	88
CO4	88

CO5	88
CO5	88
CO6	88

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	86	88	87.4
CO2	85	88	87.1
CO3	84	88	86.8
CO4	83	88	86.5
CO5	82	88	86.2
CO6	82	88	86.2

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	85
CO2	84
CO3	83
CO4	82
CO5	81
CO6	81

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	84.3	85	-0.7
CO2	84	84	0
CO3	83	83	0
CO4	83.4	82	1.4
CO5	83.1	81	2.1
CO6	83.1	81	2.1

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	85	-0.7	More assignment to be given	85
CO2	84	0		84
CO3	83	0		83
CO4	82	1.4		82
CO5	81	2.1		81
CO6	81	2.1		81

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	8
CO2	PO2 PSO1 PSO2	8
CO3	PO1 PSO1 PSO2	10
CO4	PO2 PSO1	10

	PSO2	
CO5	PO1 PSO1 PSO2	10
CO6	P01 PS01 PS02	10

Course – PO/PSO Mapping Strength (NOTE MAPPING- STRENGTH CAN BE 1 2 3)

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
38 OF 56 (69%)SESSIONS ARE DEVOTED TO PO1	4
18 OF 56 (27%) PO2	2
56 OF 56 (86%) PSO1	2
56 OF 56 (86%) PSO2	2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	1											2	2			

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1 PSO2	83.8
CO2	PO2 PSO1 PSO2	84.4
CO3	PO1 PSO1 PSO2	84.1
CO4	PO2 PSO1 PSO2	83.8
CO5	PO1 PSO1 PSO2	83.5
CO6	P01 PS01 PS02	83.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	55.81
PO2	28.03
PSO1	55.9
PSO2	55.9

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
HCM	2	1											2	2			
Attainment	0.55	0.28											0.55	0.55			

M5 INTERNATIONAL MARKETING STRATEGY

	At the end of the course the students will be able to:
CO1:	Understand the key concepts and principles of global marketing, including market segmentation, targeting, positioning, and marketing mix strategies.
CO2:	Identify different research methods used in information systems research, including quantitative, qualitative, and mixed-method approaches.
CO3:	Evaluate different market entry modes available to firms, such as exporting, licensing, joint ventures, strategic alliances, franchising, foreign direct investment (FDI), and mergers and acquisitions.
CO4:	Examine global product strategies, including standardization versus adaptation, new product development, and product lifecycle management in diverse markets.
CO5:	Analyze the factors influencing pricing decisions, including cost structure, competition, demand elasticity, market positioning, and perceived value.
CO6:	Interpret emerging trends and technologies in documentation management, such as electronic documentation systems, blockchain technology, and digital signature

M5 INTERNATIONAL MARKETING STRATEGY
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/Meta cognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand the key concepts and principles of global marketing, including market segmentation, targeting, positioning, and marketing mix strategies.	<i>Conceptual Procedural</i>	Understand	12	PO1 PSO2 PSO3
CO2	Identify different research methods used in information systems research, including quantitative, qualitative, and mixed-method approaches.	<i>Factual Conceptual</i>	Identify	10	PO3 PSO1 PSO2 PSO4
CO3	Evaluate different market entry modes available to firms, such as exporting, licensing, joint ventures, strategic alliances, franchising, foreign direct investment (FDI), and mergers and acquisitions.	<i>Conceptual Factual</i>	Evaluate	8	PO2 PSO3 PSO2 PSO1 PSO4
CO4	Examine global product strategies, including standardization versus adaptation, new product development, and product lifecycle management in diverse markets.	<i>Factual Conceptual</i>	Examine	8	PO4 PSO1 PSO3 PSO2
CO5	Analyze the factors influencing pricing decisions, including cost structure, competition, demand elasticity, market positioning, and perceived value.	<i>Conceptual Factual Procedural</i>	Analyze	8	PO1 PSO3 PSO1 PSO4
CO6	Interpret emerging trends and technologies in documentation management, such as electronic documentation systems, blockchain technology, and digital signature	<i>Procedural Conceptual</i>	Interpret	10	PO4 PSO3 PSO1

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	4	0
CO2	1	0	4	0
CO3	1	0	2	0
CO4	1	1	0	4
CO5	1	2	0	2
CO6	0	2	0	4

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.82	0	3.28	0	82
CO2	0.83	0	3.32	0	83
CO3	0.81	0	1.62	0	81
CO4	0.78	0.78	0	3.12	78
CO5	0.79	1.58	0	1.58	79
CO6	0	1.6	0	3.2	80

Attainment of COs from SEE

CO	Class Average in SEE
CO1	52
CO2	52
CO3	52
CO4	52
CO5	52
CO6	52

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	82	52	61
CO2	83	52	61.3
CO3	81	52	60.7
CO4	78	52	59.8
CO5	79	52	60.1
CO6	80	52	60.4

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	61
CO2	62
CO3	61
CO4	60
CO5	60
CO6	60

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	61	61	0
CO2	61.3	62	0.7
CO3	60.7	61	0.3
CO4	59.8	60	0.2
CO5	60.1	60	-0.1
CO6	60.4	60	-0.4

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	61	0		62
CO2	62	0.7	More assignment to be included in the schedule	
CO3	61	0.3		62
CO4	60	0.2		61
CO5	60	-0.1		61
CO6	60	-0.4		61

CO-PO/PSO Mappings

CO	POs/PSOsS	Class Sessions
CO1	PO1 PSO2 PSO3	12
CO2	PO3 PSO1 PSO2 PSO4	10
CO3	PO2 PSO3 PSO2 PSO1 PSO4	8
CO4	PO4 PSO1 PSO3 PSO2	8
CO5	PO1 PSO3 PSO1 PSO4	8
CO6	PO4 PSO3 PSO1	10

Course – PO/PSO Mapping Strength

	Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1	36%	Mapping Strength 1
PO2	14%	Mapping Strength 1
PO3	18%	Mapping Strength 1
PO4	32%	Mapping Strength 1
PSO1	79%	Mapping Strength 2
PSO2	68%	Mapping Strength 2
PSO3	82%	Mapping Strength 2
PSO4	46%	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	2	2	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO2 PSO3	61
CO2	PO3 PSO1	61.3
CO3	PO2 PSO3 PSO2	60.7
CO4	PO4 PSO1 PSO3	59.8
CO5	PO1 PSO3 PSO1	60.1
CO6	PO4 PSO3 PSO1	60.4

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	20
PO2	20
PO3	20
PO4	20
PSO1	40
PSO2	40
PSO3	40
PSO4	40

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	2	2	-
Attainment	.20	.20	.20	.20									.40	.41	.40	.40	

M6 DIGITAL MARKETING

	At the end of the course the students will be able to:
CO1:	To understand the basics of digital marketing.
CO2:	To develop a comprehensive digital marketing strategy
CO3:	To use new media such as search engine and social networking.
CO4:	To evaluate the risks involved in digital marketing. It shall make them be able to attract and retain customers online
CO5:	To operate customer acquisition efforts through targeted digital advertising campaigns, lead generation initiatives, and conversion optimization strategies, while also implementing strategies to nurture customer relationships and improve retention rates.
CO6:	To illustrate the development and implementation of digital branding initiatives to enhance brand visibility, reputation, and credibility across online channels, ensuring brand consistency and messaging alignment.

Course: DIGITAL MARKETING
Credits: 4

CO	Course Outcome	Knowledge category(<i>Factual/Conceptual/Procedural/Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	To understand the basics of digital marketing.	conceptual	Understand and apply	10	POs1 PSOs2
CO2	To develop a comprehensive digital marketing strategy	conceptual	Understand and apply	10	POs1 PSO2
CO3	To use new media such as search engines and social networking.	Conceptual /factual	Understand and apply	10	PO2 PSO1
CO4	To evaluate the risks involved in digital marketing. It shall make them be able to attract and retain customers online	Conceptual /factual	Understand and apply	10	PO3 PSO3 PO1
CO5	To operate customer acquisition efforts through targeted digital advertising campaigns, lead generation initiatives, and conversion optimization strategies, while also implementing strategies to nurture customer relationships and improve retention rates.	Conceptual /factual	Understand and apply	10	PO1 PSO3 PO2
CO6	To illustrate the development and implementation of digital branding initiatives to enhance brand visibility, reputation, and credibility across online channels, ensuring brand consistency and messaging alignment.	Factual/metacognitive	Evaluate and apply	8	PO1 PSO3

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (5)	PPT (5)	T1 (10)	T2 (10)
CO1	2	1	4	2
CO2	1	1	4	2
CO3	1	1	2	3
CO4	1	1	0	1
CO5	0	1	0	1
CO6	0	0	0	1

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SI (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	1.66	0.83	3.32	1.66	83
CO2	0.82	0.82	3.28	1.64	82
CO3	0.81	0.81	1.62	2.43	81
CO4	0.82	0.82	0	0.82	82
CO5	0	0.80	0	0.80	80
CO6	0	0	0	0.82	82

Attainment of COs from SEE

CO	Class Average in SEE
CO1	75
CO2	75
CO3	75
CO4	75
CO5	75

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	83	75	77.4
CO2	82	75	77.1
CO3	81	75	76.8
CO4	82	75	77.1
CO5	80	75	76.5

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	80
CO2	80
CO3	78
CO4	77
CO5	78
CO6	80

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	77.4	80	2.6
CO2	77.1	80	2.9
CO3	76.8	78	1.2
CO4	77.1	77	0.1
CO5	76.5	78	1.5
CO6	77.4	80	2.6

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	80	2.6		82
CO2	80	2.9		82
CO3	78	1.2		80
CO4	77	0.1		79
CO5	78	1.5		80
CO6	80	2.6		82

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	POs1 PSOs2	10
CO2	POs1 PSO 2	10
CO3	PO1 PO2	10
CO4	PO2 PSO1	10
CO5	PO1 PO2	10
CO6	PO3	8

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1 35	2
PO3 17.85	1
PSO1 17.85	1
PSO2 35	2

Course-POs/PSO Mapping

Course	POs												PSOs					
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6
TOC	2	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1	77.4
CO2	PSO2	77.1
CO3	PO1 PSO 2	76.8
CO4	PO3 PSO3 PO1	77.1
CO5	PO2 PSO1	76.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor
 Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)
 = Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	20.59
PSO1	25.5
PSO2	25.6
PO3	25.7

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	-	1	-	-	-	-	-	-	-	-	-	1	2	-	-	-
Attainment	.21		.26										.26	27			

SPECIALIZATION**LOGISTICS AND SUPPLY CHAIN MANAGEMENT****LSCM 4 WAREHOUSING AND INVENTORY MANAGEMENT**

	At the end of the course the students will be able to:
CO1:	Develop and implement strategic plans to optimize warehouse operations and inventory management processes.
CO2:	To construct in-depth knowledge in material requirement planning and costs associated with warehousing and accounting for inventories.
CO3:	Identify warehouse operations to improve efficiency, reduce costs, and enhance overall productivity.
CO4:	Implement strategies for effective inventory control, including inventory forecasting, replenishment, and cycle counting
CO5:	Identify and implement technology solutions such as warehouse management systems (WMS) and inventory management software to automate processes and improve accuracy.
CO6:	Experiment strong relationships with suppliers and vendors to ensure timely and accurate delivery of goods and material

Course: Theory of Computation
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/ PSOs
CO1	Develop and implement strategic plans to optimize warehouse operations and inventory management processes.	Procedural	Evaluate and Apply	10	PO1 PSO1
CO2	To construct in-depth knowledge in material requirement planning and costs associated with warehousing and accounting for inventories.	Conceptual	Evaluate	10	PO1 PSO2
CO3	Identify warehouse operations to improve efficiency, reduce costs, and enhance overall productivity.	Procedural	Remember	10	PO1 PO3
CO4	Implement strategies for effective inventory control, including inventory forecasting, replenishment, and cycle counting	Conceptual	Apply	10	PO2 PSO2
CO5	Identify and implement technology solutions such as warehouse management systems (WMS) and inventory management software to automate processes and improve accuracy.	Conceptual	Apply and Remember	10	PO3 PSO1
CO6	Experiment strong relationships with suppliers and vendors to ensure timely and accurate delivery of goods and material	Procedural	Apply	6	PO3 PSO2

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (5)	T2 (5)
CO1	2	2	2	0
CO2	2	2	3	0
CO3	2	2	0	2
CO4	2	2	0	2
CO5	2	1	0	1
CO6	0	1	0	0

Attainment of COs from CIE
Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 Cl. Ave(10)	T1 Cl. Ave (5)	T2 Cl. Ave (5)	CIE Class Average (%)
CO1	1.72	1.72	1.72	0	86
CO2	1.7	1.7	2.55	0	85
CO3	1.7	1.7	0	1.7	85
CO4	1.66	1.66	0	1.66	83
CO5	1.7	0.85	0	0.85	85
CO6	0	0.86	0	0	86

Attainment of COs from SEE

CO	Class Average in SEE
CO1	86
CO2	86
CO3	86
CO4	86
CO5	86
CO6	86

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave} + 0.7 * \text{SEE Cl. Ave}$
CO1	86	86	86
CO2	85	86	85.7
CO3	85	86	85.7
CO4	83	86	85.1
CO5	85	86	85.7
CO6	86	86	86

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	87
CO2	86
CO3	84
CO4	85
CO5	86
CO6	87

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	86	87	1
CO2	85.7	86	1.7
CO3	85.7	84	1.7
CO4	85.1	85	0.1
CO5	85.7	86	-0.3
CO6	86	87	-1

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	87	-1		88
CO2	86	-0.3		87
CO3	84	1.7	Assignments	
CO4	85	0.1	Peer to peer learning	
CO5	86	-0.3		87
CO6	87	-1		88

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1	10
CO2	PO1 PSO2	10
CO3	PO1 PO3	10
CO4	PO2 PSO2	10
CO5	PO3 PSO1	10
CO6	PO3 PSO2	6

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
30 of 56 (32.1%) Session is devoted to PO1	Mapping strength is 1
10 of 56 (17.8%) Session is devoted to PO2	Mapping strength is 1
26 of 56 (46.4.8%) Session is devoted to PO3	Mapping strength is 2
20 of 56 (35.7%) Session is devoted to PSO1	Mapping strength is 1
26 of 56 (46.4%) Session is devoted to PSO2	Mapping strength is 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
WIM	1	1	2	-	-	-	-	-	-	-	-	-	1	2	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1	86
CO2	PO1 PSO2	85.7
CO3	PO1 PO3	85.7
CO4	PO2 PSO2	85.1
CO5	PO3 PSO1	85.7
CO6	PO3 PSO2	86

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$1/3*(86+85.7+85.7)/3=28.6$
PO2	$1/3*(85.1)/1=28.36$
PO3	$2/3*(85.7+85.7+86)/3=57.2$
PSO1	$1/3*(86+86+85.1)/2=42.85$
PSO2	$2/3*(85.7+81.6+86)/3=56.28$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
WIM	1	1	2	-	-	-	-	-	-	-	-	-	1	2	-	-	-
Attainment	0.2	0.2	0.5	-	-	-	-	-	-	-	-	-	0.4	0.5	-	-	-

LSCM 5 E-COMMERCE

	At the end of the course the students will be able to:
CO1:	Understand the fundamental concepts and components of e-commerce.
CO2:	Identify different types of e-commerce models and their respective advantages and limitations.
CO3:	Analyze the impact of e-commerce on traditional business models and industries.
CO4:	Evaluate the importance of user experience (UX) design in e-commerce websites and applications.
CO5:	Demonstrate proficiency in using e-commerce platforms and tools for online selling.
CO6:	Explore various online payment systems and their security implications.

Course: E COMMERCE
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/ Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Understand the fundamental concepts and components of E Commerce	<i>Factual/ Conceptual/ Procedural</i>	Understand and evaluate	8	PO1 PSO1 PSO2
CO2	Identify different types of E Commerce models and their respective advantage and limitations	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	8	PO2 PSO1 PSO2
CO3	Analyse the impact of E Commerce on traditional business model and industries	<i>Factual/ Conceptual/ Procedural</i>	Understand and Implement	10	PO1 PSO1 PSO2
CO4	Evaluate the importance of user experience(UX) design in E Commerce, websites and applications	<i>Factual/ Conceptual/ Procedural</i>	Apply and Implement	10	PO2 PSO1 PSO2
CO5	Demonstrate proficiency in using E Commerce platforms and tools for online selling	<i>Factual/ Conceptual/ Procedural</i>	Analyse and Apply	10	PO1 PSO1 PSO2
CO6	Explore various online payment systems and their security implications	<i>Factual/ Conceptual/ Procedural</i>	Evaluate and Apply	10	P01 PS01 PS02

CO Attainment
Direct Attainment of COs
Assessment Plan for CIE

CO	A1 (5)	S1 (5)	T1 (10)	T2 (10)
CO1	1	0	5	0
CO2	1	0	2	0
CO3	1	3	0	0
CO4	1	0	3	5
CO5	2	2	1	5
CO6	0	0	1	0

Attainment of COs from CIE
Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	S1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.85	0	4.25	0	85
CO2	0.85	0	1.7	0	84
CO3	0.85	2.55	0	0	83
CO4	0.85	0	2.55	4.25	82
CO5	0.85	1.7	0.85	4.25	81
CO6	0	0	0.85	0	81

Attainment of COs from SEE

CO	Class Average in SEE
CO1	84
CO2	84
CO3	84
CO4	84
CO5	84
CO5	84
CO6	84

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave} + 0.7 * \text{SEE Cl. Ave}$
CO1	85	84	84.3
CO2	84	84	84
CO3	83	84	83
CO4	82	84	83.4
CO5	81	84	83.1
CO6	81	84	83.1

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	85
CO2	84
CO3	83
CO4	82
CO5	81
CO6	81

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	84.3	85	-0.7
CO2	84	84	0
CO3	83	83	0
CO4	83.4	82	1.4
CO5	83.1	81	2.1
CO6	83.1	81	2.1

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	85	-0.7	More assignment to be given	85
CO2	84	0		84
CO3	83	0		83
CO4	82	1.4		82
CO5	81	2.1		81
CO6	81	2.1		81

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1 PSO2	8
CO2	PO2 PSO1 PSO2	8
CO3	PO1 PSO1 PSO2	10
CO4	PO2 PSO1 PSO2	10
CO5	PO1 PSO1 PSO2	10
CO6	P01 PSO1 PSO2	10

Course – PO/PSO Mapping Strength (NOTE MAPPING- STRENGTH CAN BE 1 2 3)

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
38 OF 56 (69%)SESSIONS ARE DEVOTED TO PO1	4
18 OF 56 (27%) PO2	2
56 OF 56 (86%) PSO1	2
56 OF 56 (86%) PSO2	2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	2	1											2	2			

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1 PSO2	83.8
CO2	PO2 PSO1	84.4

	PSO2	
CO3	PO1 PSO1 PSO2	84.1
CO4	PO2 PSO1 PSO2	83.8
CO5	PO1 PSO1 PSO2	83.5
CO6	P01 PS01 PS02	83.5

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	55.81
PO2	28.03
PSO1	55.9
PSO2	55.9

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
HCM	2	1											2	2			
Attainment	0.55	0.28											0.55	0.55			

LSCM 6 INTERNATIONAL LOGISTICS MANAGEMENT

	At the end of the course the students will be able to:
CO1:	To understand the various processes involved in International Trade and the various types of Marketing Channels and its role in Logistics.
CO2:	To introduce the Concept of Multimodal transportation, their legal classifications, Characteristics and the choice of transport.
CO3:	To construct the basic concepts of Containerization and also focuses on Chartering.
CO4:	To create basic knowledge on Inventory management, Packaging and various kinds of packing.
CO5:	To develop relationships with international carriers, freight forwarders, customs brokers, and other logistics service providers to negotiate favorable terms, ensure reliable transportation, and minimize costs.
CO6:	To implement strategic plans to optimize the global supply chain, including transportation, warehousing, inventory management, and distribution, to ensure efficient and cost-effective operations

Course: International Logistics Management
Credits: 4

CO	Course Outcome	Knowledge category	Cognitive Level	No. of hours	POs/PSOs
CO1	To understand the various processes involved in International Trade and the various types of Marketing Channels and its role in Logistics	Procedural	Evaluate and Apply	10	PO1 PSO1
CO2	To introduce the concept of Multimodal transport, their legal classifications	Conceptual	Evaluate	10	PO1 PSO2
CO3	To construct the basic concepts of Containerization and also focuses on Chartering	Procedural	Remember	10	PO1 PO3
CO4	To create basic knowledge on Inventory management.	Conceptual	Apply	10	PO2 PSO2
CO5	To develop relationships with international carriers	Conceptual	Apply and Remember	10	PO3 PSO1
CO6	To implement strategic plans to optimize the global supply chain including transportation, warehousing etc	Procedural	Apply	6	PO3 PSO2

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (10)	S1 (10)	T1 (5)	T2 (5)
CO1	2	2	2	0
CO2	2	2	3	0
CO3	2	2	0	2
CO4	2	2	0	2
CO5	2	1	0	1
CO6	0	1	0	0

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (10)	S1 Cl. Ave (10)	T1 Cl. Ave (5)	T2 Cl. Ave (5)	CIE Class Average (%)
CO1	1.72	1.72	1.72	0	86
CO2	1.7	1.7	2.55	0	85
CO3	1.7	1.7	0	1.7	85
CO4	1.66	1.66	0	1.66	83
CO5	1.7	0.85	0	0.85	85
CO6	0	0.86	0	0	86

Attainment of COs from SEE

CO	Class Average in SEE
CO1	86
CO2	86
CO3	86
CO4	86
CO5	86
CO6	86

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	86	86	86
CO2	85	86	85.7
CO3	85	86	85.7
CO4	83	86	85.1
CO5	85	86	85.7
CO6	86	86	86

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	87
CO2	86
CO3	84
CO4	85
CO5	86
CO6	87

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	86	87	1
CO2	85.7	86	1.7
CO3	85.7	84	1.7
CO4	85.1	85	0.1
CO5	85.7	86	-0.3
CO6	86	87	-1

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	87	-1		88
CO2	86	-0.3		87
CO3	84	1.7	Assignments	
CO4	85	0.1	Peer to peer learning	
CO5	86	-0.3		87
CO6	87	-1		88

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO1	10
CO2	PO1 PSO2	10
CO3	PO1 PO3	10
CO4	PO2 PSO2	10
CO5	PO3 PSO1	10
CO6	PO3 PSO2	6

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
30 of 56 (32.1%) Session is devoted to PO1	Mapping strength is 1
10 of 56 (17.8%) Session is devoted to PO2	Mapping strength is 1
26 of 56 (46.4.8%) Session is devoted to PO3	Mapping strength is 2
20 of 56 (35.7%) Session is devoted to PSO1	Mapping strength is 1
26 of 56 (46.4%) Session is devoted to PSO2	Mapping strength is 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
WIM	1	1	2	-	-	-	-	-	-	-	-	-	1	2	-	-	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO1	86
CO2	PO1 PSO2	85.7
CO3	PO1 PO3	85.7
CO4	PO2 PSO2	85.1
CO5	PO3 PSO1	85.7
CO6	PO3 PSO2	86

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	$1/3*(86+85.7+85.7)/3=28.6$
PO2	$1/3*(85.1)/1=28.36$
PO3	$2/3*(85.7+85.7+86)/3=57.2$
PSO1	$1/3*(86+86+85.1)/2=42.85$
PSO2	$2/3*(85.7+81.6+86)/3=56.28$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
WIM	1	1	2	-	-	-	-	-	-	-	-	-	1	2	-	-	-
Attainment	0.2	0.2	0.5	-	-	-	-	-	-	-	-	-	0.4	0.5	-	-	-

SPECIALIZATION**HUMAN RESOURCE****H4 STRATEGIC HRM**

	At the end of the course the students will be able to:
CO1:	Developing HR policies and procedures that align with legal requirements and industry best practices.
CO2:	Apply various strategic fit models such as SWOT analysis, Porter's Five Forces, Value Chain analysis, and the VRIO framework to assess strategic fit within organizations.
CO3:	Critically assess the impact of HR systems on organizational culture, employee engagement, and overall performance.
CO4:	Identify HR strategies to support organizational growth, restructuring, mergers, acquisitions, and other strategic initiatives.
CO5:	Examine the role of leadership in driving strategic change and fostering organizational agility and innovation.
CO6:	Understanding and key skills that are required by today's HR professionals.

H4 STRATEGIC HRM
Credits: 4

CO	Course Outcome	Knowledge category (<i>Factual/ Conceptual/ Procedural/Metacognitive</i>)	Cognitive Level	No. of hours	POs/PSOs
CO1	Developing HR policies and procedures that align with legal requirements and industry best practices.	<i>Conceptual Procedural</i>	Develop	8	PO1 PSO2 PSO3
CO2	Apply various strategic fit models such as SWOT analysis, Porter's Five Forces, Value Chain analysis, and the VRIO framework to assess strategic fit within organizations.	<i>Factual Conceptual</i>	Apply	10	PO3 PSO1 PSO2 PSO4
CO3	Critically assess the impact of HR systems on organizational culture, employee engagement, and overall performance.	<i>Conceptual Factual Procedural</i>	Evaluate	10	PO2 PSO3 PSO1 PSO4
CO4	Identify HR strategies to support organizational growth, restructuring, mergers, acquisitions, and other strategic initiatives.	<i>Procedural Conceptual</i>	Identify	10	PO4 PSO1 PSO3 PSO2
CO5	Examine the role of leadership in driving strategic change and fostering organizational agility and innovation.	<i>Conceptual Factual</i>	Examine	10	PO1 PSO3 PSO1 PSO4
CO6	Understanding and key skills that are required by today's HR professionals.	<i>Procedural Conceptual</i>	Understand	8	PO4 PSO3 PSO1

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	4	0
CO2	1	0	4	0
CO3	1	0	2	0
CO4	1	1	0	4
CO5	1	2	0	2
CO6	0	2	0	4

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.88	0	3.52	0	88
CO2	0.85	0	3.4	0	85
CO3	0.89	0	1.78	0	89
CO4	0.86	0.86	0	3.44	86
CO5	0.87	1.74	0	1.74	87
CO6	0	1.66	0	3.32	83

Attainment of COs from SEE

CO	Class Average in SEE
CO1	64
CO2	64
CO3	64
CO4	64
CO5	64
CO6	64

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	88	64	71.2
CO2	85	64	70.3
CO3	89	64	71.5
CO4	86	64	70.6
CO5	87	64	70.9
CO6	83	64	69.7

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	72
CO2	71
CO3	72
CO4	71
CO5	71
CO6	70

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	71.2	72	1
CO2	70.3	70	-0.3
CO3	71.5	72	0.5
CO4	70.6	70	-0.6
CO5	70.9	71	0.1
CO6	69.7	70	0.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	72	1	More assignment to be included in the schedule	
CO2	70	-0.3		71
CO3	72	0.5	More assignment to be included in the schedule	
CO4	70	-0.6		71
CO5	71	0.1		71
CO6	70	0.5	More assignment to be included in the schedule	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO2 PSO3	8
CO2	PO3 PSO1 PSO2 PSO4	10
CO3	PO2 PSO3 PSO1 PSO4	10
CO4	PO4 PSO1 PSO3 PSO2	10
CO5	PO1 PSO3 PSO1 PSO4	10
CO6	PO4 PSO3 PSO1	8

Course – PO/PSO Mapping Strength

	Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1	32%	Mapping Strength 1
PO2	18%	Mapping Strength 1
PO3	18%	Mapping Strength 1
PO4	32%	Mapping Strength 1
PSO1	86%	Mapping Strength 2
PSO2	68%	Mapping Strength 2
PSO3	82%	Mapping Strength 2
PSO4	54%	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	2	2	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO2 PSO3	60.55
CO2	PO3 PSO1	60.7
CO3	PO2 PSO3 PSO2	61.3
CO4	PO4 PSO1 PSO3	60.1
CO5	PO1 PSO3 PSO1	60.46
CO6	PO4 PSO3 PSO1	60.7

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	20
PO2	20
PO3	20
PO4	20
PSO1	40
PSO2	40
PSO3	40
PSO4	40

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	2	2	-
Attainment	.20	.20	.20	.20									.40	.41	.40	.40	

HUMAN RESOURCE**H5 INTERNATIONAL HRM**

	At the end of the course the students will be able to:
CO1:	Identifying the fundamental principles and theories of international human resource management, including cultural diversity, legal frameworks, and global talent management.
CO2:	Develop skills to navigate cultural differences and effectively manage diverse teams across different countries and regions.
CO3:	Learn about recruitment, selection, and deployment of employees in international assignments, including expatriate management, repatriation, and cross-border mobility.
CO4:	Understand the complexities of designing competitive compensation packages, managing international benefits, and addressing issues such as currency fluctuations and taxation.
CO5:	Explore the unique challenges and opportunities faced by HR professionals in MNCs, including coordinating HR practices across multiple locations, standardizing policies, and fostering a global corporate culture.
CO6:	Recognize ethical dilemmas and legal issues related to HRM in an international context, such as compliance with labour laws, human rights standards, and cultural norms.

Course: International Human Resource Management
Credits: 4

CO	Course Outcome	Knowledge category (Factual/ Conceptual/ Procedural/ Metacognitive)	Cognitive Level	No. of hours	POs/ PSOs
CO1	Identifying the fundamental principles and theories of international human resource management, including cultural diversity, legal frameworks, and global talent management.	Factual/ Conceptual)	analyze/ comapre	8	PSO1
CO2	Develop skills to navigate cultural differences and effectively manage diverse teams across different countries and regions.	Factual/ Conceptual	Understand /develop	10	PO2
CO3	Learn about recruitment, selection, and deployment of employees in international assignments, including expatriate management, repatriation, and cross-border mobility.	Factual/ Conceptual	Create /formulate	10	PO2
CO4	Understand the complexities of designing competitive compensation packages, managing international benefits, and addressing issues such as currency fluctuations and taxation.	Factual/ Conceptual	Understand /design	10	PO4
CO5	Explore the unique challenges and opportunities faced by HR professionals in MNCs, including coordinating HR practices across multiple locations, standardizing policies, and fostering a global corporate culture.	Factual/ Conceptual	Understand/ create	10	PSO3
CO6	Recognize ethical dilemmas and legal issues related to HRM in an international context, such as compliance with labor laws, human rights standards, and cultural norms.	Factual/ Conceptual)	Understand/ Develop	8	PO3

CO Attainment

Direct Attainment of COs

Assessment Plan for CIE

CO	A1 (5)	SEMINAR (5)	T1 (10)	T2 (10)
CO1	0	1	5	0
CO2	1	0	5	0
CO3	1	1	0	3
CO4	1	1	0	2
CO5	1	1	0	2
CO6	1	1	0	3

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0	0.89	4.45	0	89
CO2	0.97	0	4.85	0	97
CO3	0.85	0.85	0	2.55	85
CO4	0.83	0.83	0	1.66	83
CO5	0.8	0.80	0	1.60	80
CO6	0.78	0.78	0	2.34	78

Attainment of COs from SEE

CO	Class Average in SEE
CO1	68
CO2	68
CO3	68
CO4	68
CO5	68
CO6	68

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	89	68	74.3
CO2	97	68	76.7
CO3	85	68	73.1
CO4	83	68	72.5
CO5	80	68	71.6
CO6	78	68	71

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	76
CO2	78
CO3	75
CO4	71
CO5	70
CO6	69

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	74.3	76	1.7
CO2	76.7	78	1.3
CO3	73.1	75	1.9
CO4	72.5	71	-1.5
CO5	71.6	70	-1.6
CO6	71	69	-2

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	76	1.7	More assignments to be given	
CO2	78	1.3	Previous question paper to be solved	
CO3	75	1.9	More assignments to be given	
CO4	71	-1.5	Previous question paper to be solved	
CO5	70	-1.6	Remedial class	
CO6	69	-2	Previous question paper to be solved	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PSO1	8
CO2	PO2	10
CO3	PO2	10
CO4	PO4	10
CO5	PSO3	10
CO6	PO3	8

Course – PO/PSO Mapping Strength

Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PSO1 1 TIME $8/56*100=14.28$	1
PO2 2 TIMES $20/56*100=35.71$	1
PO4 1 TIME $10/56*100=17.85$	1
PSO3 1 TIME $10/56*100=17.85$	1
PO3 1 TIME $8/56*100=14.28$	1

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
IHRM	-	2	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-

CO Attainment and Pos/PSOs

CO	POs	CO Attainment (%)
CO1	PSO1	74.3
CO2	PO2	76.7
CO3	PO2	73.1
CO4	PO4	72.5
CO5	PSO3	71.6
CO6	PO3	71

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PSO1	$1/3 * 74.3 / 1 = 24.76$
PO2	$2/3 * 76.7 / 1 = 51.13$
PO4	$1/3 * 72.5 / 1 = 24.16$
PSO3	$1/3 * 71.6 / 1 = 23.86$
PO3	$1/3 * 71 / 1 = 23.66$

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
IHRM	-	2	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-
Attainment		.51	.23	.24									.24		.23		

H6 TALENT AND KNOWLEDGE MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Understand the fundamental concepts and theories of talent and knowledge management.
CO2:	Identify the role of talent and knowledge management in organizational success and competitiveness.
CO3:	Analyze the process of attracting, selecting, and retaining talent within organizations.
CO4:	Evaluate strategies for developing and nurturing talent through training, mentoring, and career planning.
CO5:	Examine the importance of knowledge creation, sharing, and utilization in organizational performance.

Talent & Knowledge Management
Credits: 4

CO	Course Outcome	Knowledge Category	Cognitive Level	No. of hours	POs/PSOs
CO1	Talent - Engine of new economy - Difference between talent and knowledge workers - Leveraging talent - Talent value chain	<i>Conceptual Procedural</i>	Develop	8	PO1 PSO2 PSO3
CO2	Elements, benefits and challenges of Talent Management System - Building blocks of talent management: competencies, performance management	<i>Factual Conceptual</i>	Apply	10	PO3 PSO1 PSO2 PSO4
CO3	Talent Planning – Succession management process - Cross functional capabilities and fusion of talents	<i>Conceptual Factual Procedural</i>	Evaluate	10	PO2 PSO3 PSO1 PSO4
CO4	Return on talent (ROT) - ROT measurements - Optimizing investment in talent - Integrating compensation with talent management	<i>Procedural Conceptual</i>	Identify	10	PO4 PSO1 PSO3 PSO2
CO5	Knowledge economy - Understanding Knowledge management - Types of knowledge - Knowledge centric organizations - Knowledge management framework.	<i>Conceptual Factual</i>	Examine	10	PO1 PSO3 PSO1 PSO4
CO6	Interviews with five senior executives of two organizations on their talent and knowledge management practices.	<i>Procedural Conceptual</i>	Understand	8	PO4 PSO3 PSO1

CO Attainment

Direct Attainment of COs Assessment Plan for CIE

CO	A1 (5)	SEMINAR/ PPT1 (5)	T1 (10)	T2 (10)
CO1	1	0	4	0
CO2	1	0	4	0
CO3	1	0	2	0
CO4	1	1	0	4
CO5	1	2	0	2
CO6	0	2	0	4

Attainment of COs from CIE

Class average in CIE (As Calculated)

CO	A1 Cl. Ave (5)	SEMINAR/ PPT1 Cl. Ave (5)	T1 Cl. Ave (10)	T2 Cl. Ave (10)	CIE Class Average (%)
CO1	0.88	0	3.52	0	88
CO2	0.85	0	3.4	0	85
CO3	0.89	0	1.78	0	89
CO4	0.86	0.86	0	3.44	86
CO5	0.87	1.74	0	1.74	87
CO6	0	1.66	0	3.32	83

Attainment of COs from SEE

CO	Class Average in SEE
CO1	64
CO2	64
CO3	64
CO4	64
CO5	64
CO6	64

Computation of CO Direct Attainment in the course:

CO	CIE Cl. Ave	SEE Cl. Ave	Direct CO Attainment $0.3 * \text{CIE Cl. Ave}$ $+0.7 * \text{SEE Cl. Ave}$
CO1	88	64	71.2
CO2	85	64	70.3
CO3	89	64	71.5
CO4	86	64	70.6
CO5	87	64	70.9
CO6	83	64	69.7

Targets: Targets are set for each CO of a course separately as

CO	Target (Class Average)
CO1	72
CO2	71
CO3	72
CO4	71
CO5	71
CO6	70

CO Attainment Gap

CO	CO Attainment	Target (Class Average)	CO attainment Gap CA-COA
CO1	71.2	72	1
CO2	70.3	70	-0.3
CO3	71.5	72	0.5
CO4	70.6	70	-0.6
CO5	70.9	71	0.1
CO6	69.7	70	0.5

Closure of the Quality Loop for COs:

	Target	CO Attainment gap (%)	Action proposed to bridge the gap	Modification of target where achieved
CO1	72	1	More assignment to be included in the schedule	
CO2	70	-0.3		71
CO3	72	0.5	More assignment to be included in the schedule	
CO4	70	-0.6		71
CO5	71	0.1		71
CO6	70	0.5	More assignment to be included in the schedule	

CO-PO/PSO Mappings

CO	POs/PSOs	Class Sessions
CO1	PO1 PSO2 PSO3	8
CO2	PO3 PSO1 PSO2 PSO4	10
CO3	PO2 PSO3 PSO1 PSO4	10
CO4	PO4 PSO1 PSO3 PSO2	10
CO5	PO1 PSO3 PSO1 PSO4	10
CO6	PO4 PSO3 PSO1	8

Course – PO/PSO Mapping Strength

	Percentage of Sessions devoted to each PO/PSO	Mapping Strength
PO1	32%	Mapping Strength 1
PO2	18%	Mapping Strength 1
PO3	18%	Mapping Strength 1
PO4	32%	Mapping Strength 1
PSO1	86%	Mapping Strength 2
PSO2	68%	Mapping Strength 2
PSO3	82%	Mapping Strength 2
PSO4	54%	Mapping Strength 2

Course-POs/PSO Mapping

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	2	2	-

CO Attainment and POs/PSOs

CO	POs	CO Attainment (%ge)
CO1	PO1 PSO2 PSO3	60.55
CO2	PO3 PSO1	60.7
CO3	PO2 PSO3 PSO2	61.3
CO4	PO4 PSO1 PSO3	60.1
CO5	PO1 PSO3 PSO1	60.46
CO6	PO4 PSO3 PSO1	60.7

PO and PSO Attainment

Attainment of PO/PSO = (Average of attainments of relevant COs) x Scale Factor

Scale Factor = (Actual Mapping Strength / Maximum Possible Mapping Strength)

= Actual Mapping Strength / 3

PO/PSO	Attainment (%)
PO1	20
PO2	20
PO3	20
PO4	20
PSO1	40
PSO2	40
PSO3	40
PSO4	40

Attainment of POs and PSOs

Course	POs												PSOs				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
TOC	1	1	1	1	-	-	-	-	-	-	-	-	2	2	2	2	-
Attainment	.20	.20	.20	.20									.40	.41	.40	.40	

SUBJECT	POS												PSOS				
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5
ECONOMICS FOR MANAGERS	0.43	0.00	0.00	0.43									0.44	0.43	0.43		
ORGANIZATIONAL BEHAVIOUR	0.74	0.50											0.75	0.75			
ACCOUNTING FOR MANAGERS	-	-	0.20	-	-	-	-	-	-	-	-	-	0.40	0.40	-	-	-
STATISTICS FOR MANAGEMENT	0.20			0.41									0.62	0.62	0.41		
MARKETING MANAGEMENT	.24	.24	.26	.27									.35	.44		.43	
PERSPECTIVE OF BUSINESS AND INDUSTRY	0.67	0.68	0.23										0.23	0.23	0.23		
COMMUNICATION SKILLS	0.67	0.45	0.44										0.22	0.22	0.45		
INFORMATION TECHNOLOGY FOR MANAGEMENT	0.96	0.48	0.72	0.47									0.85	0.25	0.73		
MANAGERIAL RESEARCH METHODS	0.11			0.20									0.20	0.19			
ENTREPRENEURS HIP AND ETHICS	0.47	0.47	0.47	0.47									0.47	0.47	0.47		
HUMAN CAPITAL MANAGEMENT	0.55	0.28											0.55	0.55			
FINANCIAL MANAGEMENT	0.62	0.42	0.41										0.41	0.21	0.41		
QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH	0.22			0.44									0.67	0.67			
INNOVATION MANAGEMENT	0.20	0.20	0.40	-	-	-	-	-	-	-	-	-	0.40	0.40			
STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE	0.23	-		0.23										0.22	0.22		
PROJECTS AND OPERATIONS MANAGEMENT	-	-	0.20	-	-	-	-	-	-	-	-	-	0.40	0.40	-	-	-
HUMAN RESOURCE DEVELOPMENT	0.23	0.45	0.22	0.45									0.67	0.90	0.90		

M1 RETAILING MANAGEMENT AND SERVICES	0.22	0.22	0.22	0.22											0.43	0.65	0.65	0.65
M2 CONSUMER BEHAVIOUR	0.34	0.32	0.33	0.33											0.44	0.51		0.46
M3 RURAL AND AGRICULTURAL MARKETING	0.44	0.44	0.44	0.44											0.44	0.43	0.43	
H1 PERSPECTIVES ON HEALTH CARE SECTOR	0.63	0.32	0.19												0.19	0.16	0.16	0.16
H2 MANAGEMENT OF PUBLIC HEALTH SYSTEMS		0.22	0.23												0.23	0.66		
H3 HEALTH ECONOMICS	0.25	0.25	0.25	0.25	-	-	-	-	-	-	-	-	-	-	0.25	0.50	0.50	0.50
F1 INDIAN FINANCIAL SYSTEM	0.24	0.24	0.24	0.24											0.24	0.48	0.48	0.48
F2 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	0.74		0.24												0.24	0.49		
F3 CORPORATE TAX PLANNING AND MANAGEMENT	0.24	0.24	0.24	0.24											0.24	0.48	0.48	0.48
4.1 INTERNATIONAL BUSINESS DYNAMICS	0.46	0.23	0.45	0.46											0.46	0.46	0.46	0.46
M4 STRATEGIC BRAND MANAGEMENT GOPI SIR	0.55	0.28													0.28	0.55		
M5 INTERNATIONAL MARKETING STRATEGY	0.20	0.20	0.20	0.20											0.20	0.41	0.41	0.41
M6 DIGITAL MARKETING	0.21		0.26												0.26	0.27		
LSCM 4 WAREHOUSING AND INVENTORY MANAGEMENT	0.20	0.20	0.50		-	-	-	-	-	-	-	-	-	-	0.20	0.50		
LSCM 5 E-COMMERCE	0.55	0.28													0.28	0.55		
LSCM 6 INTERNATIONAL LOGISTICS MANAGEMENT	0.20	0.20	0.50		-	-	-	-	-	-	-	-	-	-	0.20	0.50		
H4 STRATEGIC HRM	0.20	0.20	0.20	0.20											0.20	0.41	0.41	0.41

H5 INTERNATIONAL HRM		0. 51	0. 23	0. 24								0. 2 4		0. 2 3		
H6 TALENT AND KNOWLEDGE MANAGEMENT	0.20	0. 20	0. 20	0. 20								0. 4 0	0. 41	0. 4 0	0. 4 0	

PROGRAM OUTCOME	ACTION TO BE TAKEN TO BRIDGE THE GAP
PO2	More number students' presentations Motivate the students to read the newspaper and business magazines Conduct English classes
PO3	Conduct GD Conduct resource person talks Conduct panel discussions
PO4	Motivate the students to participate in extension activities Awareness classes on social important things

PROGRAM OUTCOME	ACTION TO BE TAKEN TO BRIDGE THE GAP
PSO2	Provide off the job training Training will be provided for starting trading accounts Off the job training

Procedure for Attaining CO's, PO's and PSO's (Indirect Method)

- Feedback will be collected from students, employees, parents and alumni related to curriculum and program
- Student feedback: Feedback will be collected from the final year for understanding their impression about the curriculum
- Alumni Feedback: Feedback from the alumni also will be collected by using online mediums such as google link and it helps for understanding the practical implication of PO and CO
- Employers Feedback: Employers suggestion also taken in to consideration
- Apart from this institution consider the evidences such as internships, placements and assignments and project details