



<b>MASTERS OF BUSINESS ADMINISTRATION(MBA)</b>					
<b>W.E.F. 2017-18</b>					
<b>CO \ PO</b>	<b>PO1- Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business .</b>	<b>PO2- Analytical and critical thinking abilities for data-based decision making.</b>	<b>PO3- Application of knowledge of all the functional areas of business using integrated problem- solving skills and strategic analysis.</b>	<b>PO4- Develop abilities in relationship building, teamwork, and leadership.</b>	<b>PO5 -Generate creative, innovative, and entrepreneurial solutions to business problems.</b>
<b>Course Code: MS 101</b>	<b>Management Process &amp; Org. Behaviour</b>				
CO1: Examine the definition, basic concepts, theories, and principles applicable to the field of management and demonstrate the roles, skills and functions of management.	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>
CO2: Analyse effective application of principles of management knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>1</b>
CO3: Illustrate the applicability of the concept of organisational behaviour, its theories and models.	<b>-</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>-</b>
CO4: Analyse the complexities related with management of individual behaviour in the organisation and apply these concepts in motivating and leading people in the organisation.	<b>1</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>3</b>
CO5: Understand the issues related with process of organisational change, management of group behaviour and conflict resolution in the organisation.	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>
<b>Average</b>	<b>1.75</b>	<b>2</b>	<b>1.75</b>	<b>2</b>	<b>1.75</b>
<b>Course Code: MS 103</b>	<b>Decision Sciences</b>				
CO1: Understand and use decision making models in solving different business problems.	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>
CO2: Demonstrate effective computational and spreadsheets skills for business analysis.	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
CO3: Apply an appropriate quantitative technique in analysing the management problems.	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>
CO4: Extract insight from models, and to use those insights to communicate, persuade and motivate change.	<b>4</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2.5</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

<b>Course Code: MS 105</b>	<b>Managerial Economics</b>				
CO1: Understand the basic economic principles and methodological knowledge.	<b>3</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>2</b>
CO2: Develop the skills to analyze the market structure and pricing practices.	<b>2</b>	<b>-</b>	<b>3</b>	<b>3</b>	<b>1</b>
CO3: Understand the production, factors of production, its process and impact of various costs on production	<b>-</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>
CO4: Develop the ability to analyze and solve complex business problem	<b>1</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>Average</b>	<b>2.00</b>	<b>1.67</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>
<b>Course Code: MS 107</b>	<b>Accounting for Management</b>				
CO1: Appreciation of fundamental accounting principles and develop understanding of using accounting information for business decision making	<b>2</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>3</b>
CO2: Capacity to understand various implications of accounting information	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO3: Ability to analyze the decision-making context with due regard to the accounting information.	<b>1</b>	<b>-</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO4: General awareness of accounting mechanisms and role of accounting rules.	<b>3</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>
CO5: Acquaintance with the procedural aspects related to financial accounting	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
CO6: Acquisition of skills necessary to read and understand financial statements.	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>
<b>Average</b>	<b>2.00</b>	<b>2.67</b>	<b>2.20</b>	<b>2.00</b>	<b>2.00</b>
<b>Course Code: 109</b>	<b>Information Technology Management</b>				
CO1: Understand the importance and role of different computer hardware, storage system number system and their conversions.	<b>1</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>
CO2: Learn about various softwares, programming languages, DBMS, ER models and their applications.	<b>3</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>
CO3: Gain knowledge about data communication, types of networks and their application.	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
CO4: Understand about various types of information systems and their application.	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>Average</b>	<b>2</b>	<b>1.75</b>	<b>2</b>	<b>1.5</b>	<b>2.33</b>

<b>Course Code: MS 111</b>	<b>Business Communication</b>				
CO1: To understand the scope and importance of business communication to become a global employee.	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO2: To understand the principles of communication to make an impact on all .the stakeholders of the organization.	<b>-</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>-</b>
CO3: To prepare effective written communication correspondence (e.g. emails, reports, notices, blogs, press release etc.) and understand its role in highlighting the company image. Building confidence for employment correspondence.	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>2</b>
CO4: To learn etiquettes for impactful business dealings (dressing sense, listening skills, cultural sensitivity etc) for long lasting relationship building.	<b>-</b>	<b>-</b>	<b>2</b>	<b>1</b>	<b>-</b>
CO5: To be able to solve real life problems from communication perspective.	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>
<b>Average</b>	<b>2</b>	<b>1.67</b>	<b>2.25</b>	<b>2.4</b>	<b>2</b>
<b>Course Code: MS 113</b>	<b>Legal Aspects of Business</b>				
CO1: Active appreciation of various legal provisions related to the laws governing general and special contracts, negotiable instruments, companies, competitive markets , consumers' protection. and investors' protection.	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>
CO2: Capacity to understand the implications of various laws above mentioned for business decision making.	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>
CO3: Ability to analyze the decision-making context with due regard to the regulatory compliances and the consequences thereof.	<b>2</b>	<b>2</b>	<b>-</b>	<b>3</b>	<b>2</b>
CO4: General awareness of various institutional mechanisms set up under the relevant laws for promoting the objectives of respective laws, their role, functions and powers.	<b>3</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>4</b>
CO5: Reasonable level of acquaintance with the procedural aspects related to the availing of the remedies, contesting the matters and participating in proceedings.	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>
CO6: Acquisition of skills necessary to read and understand legal communications and respond to them in an appropriate manner while displaying legal proficiency that matches with the expectations of the job roles.	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Average</b>	<b>2.4</b>	<b>1.8</b>	<b>1.5</b>	<b>2.25</b>	<b>2.75</b>

<b>Course Code: MS 151</b>	<b>Information technology Management lab</b>				
CO1: Understand the Windows and DOS interface and showcase a knowledge of basic commands of DOS.	<b>3</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>
CO2: Apply the knowledge of Editor and Spreadsheet softwares in information processing and report presentation.	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
CO3: Understand the concept of database and use SQL commands for data retrieval.	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>-</b>
<b>Average</b>	<b>2.35</b>	<b>1.45</b>	<b>1.125</b>	<b>2.0625</b>	<b>2.25</b>
<b>Course Code: MS 102</b>	<b>Management of Technology, Innovation and Change</b>				
CO1: Understand the importance of technology and explain its forecasting, development, transfer and acquisition at macro and micro level.	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
CO2: Understand the importance of technological change and explain the organizational capability to build culture and climate for change and innovations.	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>3</b>
CO3: Classify innovation strategies and models and relate these 111 building and managing sustaining innovative organizations.	<b>3</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>1</b>
CO4: Describe creative thinking and demonstrate creative problem solving and lateral thinking management skills.	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>Average</b>	<b>2</b>	<b>1.67</b>	<b>2</b>	<b>1.75</b>	<b>1.75</b>
<b>Course Code: MS 104</b>	<b>Financial Management</b>				
CO1: Demonstrate the ability to apply the concept of Financial Management to comprehend the managerial decisions and corporate capital structure.	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>
CO2: Apply the concept of leverage and EBIT-EPS Analysis for optimizing the financial decisions.	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
CO3: Analyse the convolutions associated with management of short-term and long-term funds in the corporate capital Structure.	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>
CO4: Demonstrate how risk is assessed.	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>-</b>
CO5: Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could help in making optimum valuation of a firm.	<b>2</b>	<b>1</b>	<b>-</b>	<b>3</b>	<b>-</b>
<b>Average</b>	<b>1.6</b>	<b>1.8</b>	<b>2</b>	<b>2.2</b>	<b>1.67</b>

<b>Course Code: MS 106</b>	<b>Marketing Management</b>				
CO1: Demonstrate an understanding of the importance of a customer-centric approach and a knowledge of the basic marketing concepts, processes, and techniques.	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>
CO2: Demonstrate an understanding of the major forces in the macro and microenvironment that impact marketing strategy development and implementation.	<b>3</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>2</b>
CO3: Demonstrate the ability to use a systematic research and information-based approach to critically analysing marketing tasks and challenges and to develop creative solutions.	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>
CO4: Demonstrate an understanding of contemporary marketing trends and emerging issues and the consequent opportunities and challenges.	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>
<b>Average</b>	<b>2</b>	<b>2</b>	<b>1.25</b>	<b>2</b>	<b>1.75</b>
<b>Course Code: MS 108</b>	<b>Business Research Methods</b>				
CO1: Develop necessary skills to prepare effective research proposal, formulate research questions , and choose appropriate methods to data collection and analysis.	<b>2</b>	<b>-</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: Ability to apply critical analytical skills on research projects.	<b>3</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>2</b>
CO3: Understand the strengths and weaknesses of different methods of data analysis	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>
CO4: Gain knowledge about the importance of business research in organizations and develop competitive advantages.	<b>1</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>1.75</b>	<b>2</b>	<b>2.33</b>	<b>1.33</b>	<b>1.75</b>
<b>Course Code: MS 110</b>	<b>Operations Management</b>				
CO1: To understand strategic significance of operations management in a highly competitive global economy.	<b>2</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>
CO2: To understand various principles, concepts, tools and techniques developed in the area of operations management.	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>
CO3: To analyse the tools and techniques developed in the area of operations management and relate them to practical application.	<b>1</b>	<b>-</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO4: To acquire and apply knowledge of global quality management practices in real life situations	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2</b>	<b>1.33</b>	<b>2</b>	<b>1.75</b>	<b>1.5</b>

<b>Course Code: MS 112</b>	<b>Human Resource Management</b>				
CO1: Describe the concept of Human Resource Management with the integration of concept of Strategic Human Resource Management for taking major Human Resource Decisions.	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>
CO2: Explain the role Human Resource Manager plays to face the different challenges and strategies for new millennium.	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>
CO3: Illustrate the applicability of function of Human Resource Planning to Selection process by integrating an analysis of jobs, sources of recruitment and different changes occurring in jobs.	<b>2</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>1</b>
CO4: Identify the steps in assessing the training and development needs, its effectiveness and explain the methods of Performance appraisal and Job Evaluation for deciding the compensation components.	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>2</b>
<b>Average</b>	<b>1.75</b>	<b>1.5</b>	<b>2.5</b>	<b>1.33</b>	<b>2</b>
<b>Course Code: MS 114</b>	<b>E- Business</b>				
CO1: To understand the concept of E-business and its application.	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>
CO2: To identify & understand security issues in e-business.	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>
CO3: To impart knowledge about Electronic payment system and its type.	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>
CO4: To impart knowledge about strategies & emerging trend of e-business along with understanding of various legal & ethical issues in e commerce.	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>Average</b>	<b>1.75</b>	<b>1.75</b>	<b>2.5</b>	<b>3</b>	<b>2</b>
<b>Course Code: MS 201</b>	<b>Summer Training Report</b>				
CO1: Integrate academic theory with practice.	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
CO2: Develop self-confidence, sensitivity and appreciation for diversity, clarification of work and personal values, and workplace etiquette.	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>
CO3: To apply knowledge and skills learned in any/industry/organization to real-world problems.	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>
CO4: Develop and demonstrate workplace competencies such oral and written communication, critical thinking, organization, problem solving, decision making, leadership, managing interpersonal relationships, etc. necessary for professional success.	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>

CO5: Carry out research projects, analyse data, and write up and present results in meetings (including experience in using specialized tools at each stage of this process).	2	2	2	1	2
<b>Average</b>	<b>1.6</b>	<b>2.2</b>	<b>2</b>	<b>1.6</b>	<b>1.8</b>
<b>Course Code: MS 203</b>	<b>Management of International Business</b>				
CO1: Analyse the environment and reasons for going overseas.	1	2	3	1	1
CO2: Formulate different global strategy for international strategic alliances.	2	1	1	3	3
CO3: Interpreting business management at global platform.	2	2	2	1	2
CO4: Evaluate various components required for the globalization for future m International business.	1	3	0	2	2
<b>Average</b>	<b>1.5</b>	<b>2</b>	<b>1.5</b>	<b>1.75</b>	<b>2</b>
<b>Course Code: MS 205</b>	<b>Information System Management</b>				
CO1: To understand the concept of Information System in Global e- Business and collaboration, Information systems. organization, and strategy.	2	1	1	3	2
CO2: To understand c 1cept of DBMS, Telecommunication, Internet, and wireless technology.	3	1	1	1	1
CO3: To analyse Key information Systems and Enterprise Applications, concept of E-commerce and Decision making.	1	3	2	2	3
CO4: To analyse and understand Building Information Systems- system analysis and design, business value of information system and Project risk.	2	2	1	2	2
<b>Average</b>	<b>2</b>	<b>1.75</b>	<b>1.25</b>	<b>2</b>	<b>2</b>
<b>Course Code: MS 207</b>	<b>Entrepreneurship Development</b>				
CO1: To understand the basic concepts in the area of entrepreneurship, traits, role and importance of Entrepreneurship & EDP for economic development.	3	1	2	3	3
CO2: To develop the ability of analyzing and understanding business opportunity situations and apply the concept of feasibilities analysis & report preparation.	3	2	3	3	1
CO3: To understand rational, objective. role & relevance of SSI & identify and evaluate the steps involved in starting SSI.	3	1	2	2	2
CO4: To evaluate the role of support institutions in the path of entrepreneurship in term of marketing, production.	3	3	1	1	2
<b>Average</b>	<b>3</b>	<b>1.75</b>	<b>2</b>	<b>2.25</b>	<b>2</b>

<b>Course Code: MS 211</b>	<b>Consumer Behaviour</b>				
CO1: Demonstrate an understanding of the importance of studying consumer behaviour and its relevance to decisions in marketing, public policy and social and economic spheres.	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO2: Demonstrate an understanding of the consumer decision-making process and the internal and external determinants that influence this process.	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
CO3: Demonstrate the ability to apply the various research tools and techniques to gain insights into consumer behaviour	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
CO4: Demonstrate the ability to develop creative marketing strategies and solutions based on an understanding of the consumer behaviour of the relevant target groups.	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>
<b>Average</b>	<b>2</b>	<b>2.25</b>	<b>1.75</b>	<b>2</b>	<b>2.25</b>
<b>Course Code: MS 215</b>	<b>International Marketing</b>				
CO1: Apply basic international marketing theories and concepts to understand the environment	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: Understand international environment in order to develop appropriate international marketing objectives and strategies	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO3: Develop unique international marketing plans	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Design and implement effective market access strategies	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2.25</b>	<b>1.75</b>	<b>2.25</b>	<b>1.75</b>	<b>1.75</b>
<b>Course Code: MS 217</b>	<b>Service Marketing</b>				
CO1: Demonstrate an understanding of presence of the service element across the tangible- intangible product spectrum and the importance of service marketing management for creating a culture of service.	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO2: Demonstrate an understanding of the process of service positioning, design and development and management of the services marketing mix.	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
CO3: Define and measure service quality and demonstrate an understanding of the causes for gaps between customer expectations and perceptions of services and ability to develop appropriate innovative solutions.	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
CO4: Demonstrate the ability to apply the concepts and principles of service marketing to develop creative service strategies across various service industries.	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>
<b>Average</b>	<b>2</b>	<b>2.25</b>	<b>1.75</b>	<b>2</b>	<b>2.25</b>



<b>Course Code: MS 221</b>	<b>International Financial Management</b>				
CO1: Develop the conceptual understanding of international monetary systems and exchange rate regimes and the concept of balance of payment.	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: Make them understand different types of exchange rate theories	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO3: Enable the students to understand the risk aversion and hedging strategies	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Analyse risk factor in international investment and evaluate project with different techniques that result in successful projects	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2.25</b>	<b>1.75</b>	<b>2.25</b>	<b>1.75</b>	<b>1.75</b>
<b>Course Code: MS 225</b>	<b>Security Analysis and Investment Management</b>				
CO1: Understand the risk and return nature of various securities available in Indian financial markets	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO2: Apply the acquired knowledge of security market for valuation of both equity and fixed income securities under goal-based investment planning	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
CO3: Understand the concept and importance of derivative market	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>
CO4: Showcase a deep understanding on the trade-off between risk and return and portfolio optimisation	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>
<b>Average</b>	<b>2</b>	<b>2.25</b>	<b>1.75</b>	<b>2</b>	<b>2.25</b>
<b>Course Code: MS 227</b>	<b>Corporate Tax Planning</b>				
CO1: Appreciate the principles of taxation and classification of types of taxes, and their impact on business decision making	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: Understand various implications of corporate taxes laws	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO3: Acquaintance with the procedural aspects related to filing of details with the government.	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Acquisition of skill necessary to comply with legal requirement of tax laws.	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2.25</b>	<b>1.75</b>	<b>2.25</b>	<b>1.75</b>	<b>1.75</b>
<b>Course Code: MS 231</b>	<b>Compensation Management</b>				
CO1: To study about components of pay structure in India and abroad.	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO2: To understand the theories involved and premise of the grant of bonus. wages, and minimum wages to workers.	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>
CO3: To understand various factors required to design compensation structure.	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>

CO4: To understand the role of compensation structure on relationships within the organization to boost morale and appreciate good employees.	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>
CO5: To prepare salary structures of different types of employees.	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>
<b>Average</b>	<b>1.8</b>	<b>2.2</b>	<b>1.6</b>	<b>2.2</b>	<b>2.4</b>
<b>Course Code: MS 235</b>	<b>Training and Development</b>				
CO1: Understand the importance of training needs and its role in Human Resource Development for preparing a global employee.	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: To link the learning and development to company's strategy effectively and assess the training needs of the people working in the organization.	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO3: To apply various methods of learning and development in real life situations.	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: To understand the role of a leader and peers in conducting and implementing learning and training initiatives.	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO5: To design, develop, and conduct learning and development programmes.	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
<b>Average</b>	<b>2</b>	<b>1.8</b>	<b>2</b>	<b>2</b>	<b>1.8</b>
<b>Course Code: MS 237</b>	<b>Performance Management</b>				
CO1: Demonstrate an understanding of the concept and philosophy of performance management and the linkage between performance management and organization strategy.	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: Demonstrate an understanding of the performance management process and the ability to select an appropriate measurement approach and plan the performance management process and documentation for an organization	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO3: Demonstrate an understanding of the importance of feedback and performance review Discussions, and training programmes for supervisors for skill development in the areas of effective ratings, coaching and counselling.	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Demonstrate the ability to develop creative solutions to the challenges involved in implementing the performance management process and to employ the performance management process for potential appraisal and competency mapping	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2.25</b>	<b>1.75</b>	<b>2.25</b>	<b>1.75</b>	<b>1.75</b>

<b>Course Code: MS 253</b>	<b>Export, Import Policies, Procedures and Documentation</b>				
CO1: Understand the basics of Export and Import	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO2: Develop the skills which are required to start the export business from India	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO3: To learn the export documentation formalities in India	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO4: To understand the custom and quality control formalities and schemes as per foreign trade policy.	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
<b>Average</b>	<b>1.75</b>	<b>2</b>	<b>2</b>	<b>2.25</b>	<b>2</b>
<b>Course Code: MS 255</b>	<b>WTO and Intellectual Property Rights</b>				
CO1: Understand the working and significance of world trade organization in liberalised era.	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: Be familiar with the concept of intellectual property rights and their application	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO3: Appreciate the impact of WTO on Indian Economy	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Understand Trade Related Aspects Of Intellectual Property Rights (TRIPS) & Trade- Related Investment Measures (TRIMS) in context of international business	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2.25</b>	<b>1.75</b>	<b>2.25</b>	<b>1.75</b>	<b>1.75</b>
<b>Course Code: MS 259</b>	<b>International Business Negotiation</b>				
CO 1: Understand the strategic importance of international business negotiations•	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>
CO2: Understand the strategies, tactics, ploys and a wide range of negotiations in context of international business	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>
CO3: Build the strategic and tactical skills to negotiate more effectively in international business	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Develop the intelligence competencies to correctly analyse the negotiations outcome	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2.25</b>	<b>1.75</b>	<b>2.25</b>	<b>2</b>	<b>1.75</b>
<b>Course Code: MS 202</b>	<b>Project Dissertation</b>				
CO1: Identify and articulate a clear research question or research problem.	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>
CO2: Perform a thorough literature review & formulate a hypothesis.	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>
CO3: Distinguish between different research methodologies and know when to use them.	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>
CO4: Collect pertinent data, analyse it and communicate clearly and effectively the findings and conclusions.	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>
CO5: Give recommendations based on research findings in the interest of benefitting industry and society.	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>Average</b>	<b>2</b>	<b>1.8</b>	<b>1.8</b>	<b>1.4</b>	<b>1.8</b>

<b>Course Code: MS 204</b>	<b>Business Intelligence and Applications</b>				
CO1 Understand the concept of business intelligence and business decisions and different tools for decision making.	<b>1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO2: Understand the concept of data warehouse and its architecture.	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
CO3: Implement SQL for creation modify and display data from DBMS.	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>
CO4: Analyse the concept of data mining and knowledge discovery and their application.	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
CO5: Analyse the concept of knowledge management and issues in business intelligence.	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>
<b>Average</b>	<b>2</b>	<b>1.6</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>Course Code: MS 206</b>	<b>Strategic Management</b>				
CO1: Understand the integrative model of strategic management process along with role of corporate governance in strategic management.	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>
CO2: Demonstrate the knowledge in formulating strategies along with identifying the resource endowments specific to the firm & industry.	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>
CO3: Implement a strategic plan that takes into account the functional areas of business along with procedures in order to achieve organizational goals.	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
CO4: Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>1.75</b>	<b>1.75</b>	<b>2</b>	<b>2.5</b>	<b>1.5</b>
<b>Course Code: MS 208</b>	<b>Corporate Social Responsibility, Human Values &amp; Ethics</b>				
CO1: Describe the concepts of values & Ethics. Types of Values, Institutions influencing value system. relevance of value system & ethical conduct in business.	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
CO2: Explain the role & responsibilities of corporations towards its various Stakeholders.	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>
CO3: Analyse the real-life challenges of moral, values and ethics in variety of functional areas in the organizations.	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>
CO4: Understand the complexities of business corporations in decision making process while upholding the ethical and social responsibility towards its stakeholders.	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>
<b>Average</b>	<b>2</b>	<b>1.75</b>	<b>1.75</b>	<b>2</b>	<b>1.75</b>

<b>Course Code: MS 212</b>	<b>Retail Management</b>				
CO1: Understand the retailing concept, its evolution and importance, and retail scenano at Indian and global level.	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: Explain the process of retail strategy formulation and designing & checking of customer service quality goals in retail.	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO3: Analyse the merchandise management process, inventory planning, retail pricing and designing retail promotion-mix	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Analyse and explain store layout and design process, store management, online and international retailing along with legal & ethical issues in retail.	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2</b>	<b>1.75</b>	<b>2.25</b>	<b>1.75</b>	<b>1.75</b>
<b>Course Code: MS 214</b>	<b>Advertising and Brand Management</b>				
CO1: Understand the nature and scope of advertising management as a part of Integrated marketing communication.	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO2: Evaluate different media and media selection for its effectiveness	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>
CO3: Interpret importance of strategic brand management process with help of different model.	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>
CO4: Analyse managing global brands in different sectors.	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>
<b>Average</b>	<b>1.75</b>	<b>1.5</b>	<b>1.75</b>	<b>2.25</b>	<b>2</b>
<b>Course Code: MS 222</b>	<b>Mergers, Acquisitions and Corporate Restructuring</b>				
CO1: Analyse difference between various mergers along with the motives of undergoing mergers.	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: Understand the role of different regulators of mergers & acquisition.	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO3: Apply correct evaluation technique of target companies	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Evaluate appropriate defence mechanisms against hostile takeovers	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2</b>	<b>1.75</b>	<b>2.25</b>	<b>1.75</b>	<b>1.75</b>
<b>Course Code: MS 224</b>	<b>Financial Derivatives</b>				
CO1: Develop the conceptual understanding of derivatives.	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>
CO2: Enhance the knowledge to understand the risk aversion	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>
CO3: Acquire the understanding about the use of options to face	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Enable to understand about structure of derivative market	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2.25</b>	<b>1.75</b>	<b>2.25</b>	<b>2</b>	<b>1.75</b>

<b>Course Code: MS 228</b>	<b>Strategic Human Resource Management</b>				
CO1: To understand the evolution of SHRM and its role for competitive advantage.	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
CO2: To Demonstrate critical thinking skills in analysing theoretical and applied perspectives of SHRM.	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
CO3: To learn existing SHRM Practices worldwide. To understand the relationship of HR strategy with overall corporate strategy and craft effective functional strategies.	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: To be able to develop solutions to issues of different types of employees at both national and international level.	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO5: To enable students meet HRM challenges through effective SHRM strategies	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>Average</b>	<b>1.8</b>	<b>1.6</b>	<b>2.4</b>	<b>1.8</b>	<b>2</b>
<b>Course Code: MS 230</b>	<b>Organizational Development</b>				
CO1: Apply principles of systems thinking and relevant theories that are foundational to organizational change current research concerning individuals, groups. and organizations to the process of change	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>
CO2: Ability to think analytically and creatively in their approach to organizational problem- solving using change management strategies.	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>
CO3: Collect and analyse organizational data in order to frame effective OD interventions.	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Develop interventions to improve group dynamics. teamwork, leadership, structure, culture, processes. and practices in the organizations.	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO5: To explore the role of OD in addressing issues relating to globalization and ethical issues	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>Average</b>	<b>2</b>	<b>1.6</b>	<b>2.2</b>	<b>2.2</b>	<b>2</b>
<b>Course Code: MS 244</b>	<b>Global Competitiveness and Strategic Alliance</b>				
CO1: Understand the concept of strategic alliances and acquaint themselves with the worldwide trends in this area.	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>
CO2: Explain the factors responsible for the rise of strategic alliances	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO3: Develop an awareness of costs and benefits of alliance arrangements	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
CO4: Explain the process of planning successful alliances and responsibility of the alliance partners.	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>Average</b>	<b>1.75</b>	<b>1.5</b>	<b>2</b>	<b>2.5</b>	<b>2.25</b>

<b>Course Code: MS 246</b>	<b>Supply Chain Management for International Business</b>				
CO1: Understand the challenges involved in managing international supply chain	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>
CO2: Gain command of the key factors in new business models based on e-commerce and an insight on how it affects the logistic system.	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>
CO3: Distinguish the forces shaping international logistics in global market.	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
CO4: Use analytical tools & concept in as well as better understand the major strategic issues and trade off in international business related with supply chain management .	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Average</b>	<b>2.25</b>	<b>1.75</b>	<b>2.25</b>	<b>2</b>	<b>1.75</b>



**BACHELORS OF BUSINESS ADMINISTRATION(BBA)**

W.E.F. 2017-18

CO \ PO	BACHELORS OF BUSINESS ADMINISTRATION(BBA)							
	PO1- Domain Knowledge	PO2 -Problem Analysis ,Critical Thinking and Analytical Skills	PO3- Development of solutions	PO4- Investigation of Complex Problems	PO5- Develop communication and professional presentation and leadership skills	PO6- Creative Thinking for innovative solutions of project and finance	PO7- Ethics, environment sustanbility	PO8- Modern Tool Usages and life-long learning
<b>Course Code: BBA 101</b>	<b>Management Process &amp; Org. Behaviour</b>							
CO1: Comprehend the concepts of Management and its Functions.	3	-	-	-	1	-	1	2
CO-2: Understand the relevance of Organisation and Individual Behaviour	3	1	1	1	1	-	1	1
CO-3: Explore the significance of the theories of Motivation	3	2	2	-	1	-	1	1
CO-4:Examine the concept of Group Behaviour and Team Development	3	2	2	2	1	1	1	1
CO-5: Apply leadership qualities for Managing effective teams	3	2	2	2	2	2	1	2
<b>Average</b>	<b>3.00</b>	<b>1.75</b>	<b>1.75</b>	<b>1.67</b>	<b>1.20</b>	<b>1.50</b>	<b>1.00</b>	<b>1.40</b>
<b>Course Code:BBA 103</b>	<b>Business Mathematics</b>							
CO-1:Competence to resolve Differential Calculus Problems	3	2	3	-	-	2	-	2
CO2: Proficiency to solve the problems of counting	3	2	3	-	-	2	-	2
CO-3: Ability to solve the Integral calculus	3	2	3	-	-	2	-	2
CO-4: Analyzing Business Research Problems	3	3	2	3	2	2	1	2
CO-5: Evaluate the problems of Matrix Algebra in Business Problem	3	3	2	3	-	2	-	2
<b>Average</b>	<b>3.00</b>	<b>2.40</b>	<b>2.60</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>1.00</b>	<b>2.00</b>



<b>Course Code:BBA 105</b>	<b>Financial Accounting &amp; Analysis</b>							
CO1: Understand the concepts of accounting and importance of GAAP and accounting standards	3	-	1	1	-	1	1	1
CO-2: Comprehend the role of SEBI as a regulator	3	-	-	-	-	1	1	1
CO-3: Explore the Contemporary issues and challenges in accounting	3	1	-	1	2	1	-	1
CO-4: Analyze the Journalizing Transactions and Company Final Accounts	3	1	1	1	-	1	1	1
CO-5: Examine the concept and the methods of depreciation	3	1	1	-	-	1	-	1
<b>Average</b>	<b>3.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>
<b>Course Code:BBA 107</b>	<b>Business Economics</b>							
CO1: Comprehend the concepts of Business Economics	3	-	-	-	1	-	1	1
CO2: Explore the theory of Production and through the use of ISO-QUANTS	3	2	1	1	-	1	1	1
CO3: Investigate Cost Analysis and Price Output Decisions	3	2	1	2	-	2	-	1
CO4: Analyze the relationship between consumer behaviour and demand	3	1	1	-	1	-	-	1
<b>Average</b>	<b>3.00</b>	<b>1.67</b>	<b>1.00</b>	<b>1.50</b>	<b>1.00</b>	<b>1.50</b>	<b>1.00</b>	<b>1.00</b>
<b>Course Code:BBA 109</b>	<b>Computer Application</b>							
CO1: Understand the role of databases in Computer applications	3	-	-	-	1	-	-	-
CO2: Explain the concept of Computers	3	-	-	-	-	-	-	1
CO3: Explore Computer Networks and IT Applications.	3	1	-	-	1	-	-	1
CO4: Demonstration of Operating System and Computer Languages	3	-	-	-	-	-	-	-
CO5: Analyze Data using Advanced Excel and MS Word to solve business problems	3	2	2	1	-	2	1	1
<b>Average</b>	<b>3.0</b>	<b>1.5</b>	<b>2.0</b>	<b>1.0</b>	<b>1.0</b>	<b>2.0</b>	<b>1.0</b>	<b>1.0</b>
<b>Course Code:BBA 111</b>	<b>Computer Applications Lab</b>							
CO1: Understand Computer Commands to explore windows.	3	-	-	-	-	-	-	1
CO2: Explore MS PowerPoint for Effective and Professional Presentation and communication skills	3	1	1	-	2	1	1	1
CO3: Proficiency in Advance excel for Data Analysis.	3	1	1	-	-	-	-	1
CO4: Apply the tables and charts from Excel to create interactive and animated presentations	3	1	1	-	2	1	1	1
CO5: Examine the applications of the MS Office	3	1	1	1	1	-	1	1
<b>Average</b>	<b>3.0</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>	<b>1.7</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>

<b>Course Code:BBA 102</b>	<b>Cost Accounting</b>							
CO1: Comprehend the Scope and concepts of Cost Accounting.	3	-	-	-	-	-	-	1
CO2: Preparation of contract accounts using escalation clause	3	2	2	-	-	-	1	2
CO3: Applying Material Controlling techniques for handling Inventories.	3	2	2	1	-	1	1	2
CO4: Examine the incentive schemes and remuneration systems to deal with labour cost and functional analysis	3	2	2	1	1	1	1	1
CO5: Analyze the Cost sheet with computation of normal and abnormal profits/loss	3	2	2	1	-	1	-	2
<b>Average</b>	<b>3.0</b>	<b>2.0</b>	<b>2.0</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>	<b>1.6</b>
<b>Course Code:BBA 104</b>	<b>Quantitative Techniques</b>							
CO1: Understand the basic concepts of Statistics	3	2	2	-	-	-	-	1
CO2: Explore Correlation and Regression concepts in business and research problems	3	3	3	1	1	1	-	2
CO3: Apply linear programming in business decision making.	3	3	3	2	1	1	1	2
CO4: Evaluate transportation and assignment problem	3	3	3	2	-	-	-	1
<b>Average</b>	<b>3.0</b>	<b>2.8</b>	<b>2.8</b>	<b>1.7</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>	<b>1.5</b>
<b>Course Code:BBA 106</b>	<b>E-Commerce</b>							
CO1: Understand the concepts of e-commerce	3	-	-	-	1	-	1	2
CO2: Comprehend the Electronic Payment System and Security issues in e-commerce	3	2	2	1	-	2	1	2
CO3: Prepare web pages using HTML Tools	3	-	2	-	-	2	-	2
CO4: Analyze and Apply the emerging trends and ethical consideration in E-Commerce	3	2	2	-	1	2	-	2
<b>Average</b>	<b>3.0</b>	<b>2.0</b>	<b>2.0</b>	<b>1.0</b>	<b>1.0</b>	<b>2.0</b>	<b>1.0</b>	<b>2.0</b>
<b>Course Code:BBA 108</b>	<b>E-Commerce -Lab</b>							
CO1: Apply basic and advanced text formatting.	3	2	1	2	-	2	-	2
CO2: Design web pages using HTML Tags	3	1	2	1	-	2	-	2
CO3: Create a basic website.	3	1	1	-	-	2	1	2
CO4: Exhibit and develop animations in web pages	3	2	2	1	1	2	1	2
<b>Average</b>	<b>3.0</b>	<b>1.5</b>	<b>1.5</b>	<b>1.3</b>	<b>1.0</b>	<b>2.0</b>	<b>1.0</b>	<b>2.0</b>

<b>Course Code:BBA 110</b>	<b>Business Communication</b>							
CO1: Understand the effective communication for Business	3	-	-	-	2	1	-	1
CO2: Ability to make effective formal presentations and business letters.	3	2	2	1	2	1	1	1
CO3: Explore and adapt the multicultural communication	3	1	1	1	2	-	1	1
CO4: Analyze the Communication Barriers for conflict resolution	3	2	2	1	2	-	-	1
<b>Average</b>	<b>3.0</b>	<b>1.7</b>	<b>1.7</b>	<b>1.0</b>	<b>2.0</b>	<b>1.0</b>	<b>1.0</b>	<b>1.0</b>
<b>Course Code:BBA 112</b>	<b>Business Environment</b>							
CO1: Understand the concept and importance of Business Environment	3	-	-	-	2	2	1	1
CO2: Comprehend the concept of Macro Economics and National Income.	3	3	3	2	-	3	-	2
CO3: Able to identify Indian economy development and its problems.	3	3	3	2	-	3	-	2
CO4: Explore the structure of Indian Economy and its environment.	3	2	2	1	-	-	-	1
<b>Average</b>	<b>3.0</b>	<b>2.7</b>	<b>2.7</b>	<b>1.7</b>	<b>2.0</b>	<b>2.7</b>	<b>1.0</b>	<b>1.5</b>
<b>Course Code:BBA 201</b>	<b>Business Laws</b>							
CO1: Understand the concepts of Indian Contract Act,1872	3	1	1	1	1	1	2	1
CO2: Comprehend the difference between Sale and Agreement	3	1	1	1	1	1	2	1
CO3: Acquire fair knowledge of functions and importance of negotiable instruments.	3	2	2	1	1	2	2	2
CO4: Apply problem solving techniques and to be able to present legal arguments in business	2	2	2	1	2	2	2	2
<b>Average</b>	<b>2.75</b>	<b>1.50</b>	<b>1.50</b>	<b>1.00</b>	<b>1.25</b>	<b>1.50</b>	<b>2.00</b>	<b>1.50</b>
<b>Course Code: BBA 203</b>	<b>Marketing Management</b>							
CO1: Understand the effective application of product and pricing policies in business	3	2	2	1	1	1	1	2
CO2: Comprehend the role and importance of Intermediaries	3	2	2	-	1	-	-	1
CO3: Apply the concept and importance of Direct marketing, Public Relations and Digital Marketing	3	2	2	1	2	1	2	2
CO4: Demonstrate strong conceptual knowledge in the functional area of marketing management.	3	2	2	-	1	-	-	1
<b>Average</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.25</b>	<b>1.00</b>	<b>1.50</b>	<b>1.50</b>

<b>Course Code: BBA 205</b>	<b>Business Ethics and Corporate Social Responsibility</b>							
CO1: Understand the concept of values and business ethics in business operations.	3	1	1	-	1	-	3	1
CO2: Comprehend and analyze the concept of corporate governance and how to deal with unethical issues in business	3	2	2	2	2	1	3	2
CO3: Describe the concept of knowledge and wisdom in application of business ethics.	3	2	2	1	2	-	3	1
CO4: Analyze the critical factors playing vital role in implementing CSR activities within the organization.	3	2	2	2	2	1	3	2
<b>Average</b>	<b>3.00</b>	<b>1.75</b>	<b>1.75</b>	<b>1.67</b>	<b>1.75</b>	<b>1.00</b>	<b>3.00</b>	<b>1.50</b>
<b>Course Code: BBA 207</b>	<b>Management Accounting</b>							
CO1: Understand the concepts of Management Accounting	3	2	2	1	-	-	-	1
CO2: Able to perform Financial Analysis, Ratio Analysis and Cash Flow Analysis	3	3	3	3	-	2	1	2
CO3: Application of Marginal Costing and profit planning	3	3	3	3	-	2	-	2
CO4: Preparation of Budgets and establish Budgetary Control	2	3	3	3	-	2	1	2
CO5: Analyze the concept of cost for effective decision making	2	3	3	2	1	2	1	2
<b>Average</b>	<b>2.60</b>	<b>2.80</b>	<b>2.80</b>	<b>2.40</b>	<b>1.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.80</b>
<b>Course Code: BBA 209</b>	<b>Indian Economy</b>							
CO1: Understand different problems in Indian Economy	3	2	2	2	-	1	1	1
CO2: Comprehend the features of India's five years plan and its impact on economy	2	1	1	-	1	-	1	1
CO3: Explore the concept of industrialization and its policies	3	1	1	-	-	-	1	1
CO4: Develop an understanding on economic planning and development in India.	3	-	-	-	-	-	-	1
<b>Average</b>	<b>2.75</b>	<b>1.33</b>	<b>1.33</b>	<b>2.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>
<b>Course Code: BBA 202</b>	<b>Human Resource Management</b>							
CO1: Understand and apply Human Resource Management Perspective in modern business	3	1	1	-	-	-	-	1
CO2: Identify various techniques for performance appraisal and ability to handle Grievances	2	2	2	1	2	2	2	2
CO3: Ability to recruit Select and interview job candidates	2	2	2	1	2	1	1	1
CO4: Ability to identify training and placement needs, and Implement Management Development Techniques	2	2	2	1	-	2	1	2
<b>Average</b>	<b>2.25</b>	<b>1.75</b>	<b>1.75</b>	<b>1.00</b>	<b>2.00</b>	<b>1.67</b>	<b>1.33</b>	<b>1.50</b>

<b>Course Code: BBA 204</b>	<b>Financial Management</b>							
CO1: Understand the concepts of cost of capital and capital structure	3	3	3	2	-	2	1	2
CO2: Identify various sources of finance used in business	3	2	2	1	-	2	-	1
CO3: Demonstrate an understanding of the overall role and importance of the financial management	3	2	2	-	2	-	-	1
CO4: Explore dividend decisions and working capital management	3	3	3	2	2	2	1	2
CO5: Analyze capital budgeting techniques for business	3	3	3	2	-	2	1	2
<b>Average</b>	<b>3.00</b>	<b>2.60</b>	<b>2.60</b>	<b>1.75</b>	<b>2.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.60</b>
<b>Course Code: BBA 206</b>	<b>Research Methodology</b>							
CO1: Identify the process of research and methods of research	3	2	2	1	-	-	1	2
CO2: Apply the knowledge of sampling and techniques for hypothesis testing	3	2	2	1	-	2	1	2
CO3: Prepare research reports and analyze data	2	2	2	1	1	2	1	2
CO4: Develop understanding on scope of business research and its types	3	-	-	-	-	-	-	1
<b>Average</b>	<b>2.75</b>	<b>2.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.75</b>
<b>Course Code: BBA 208</b>	<b>Research Methodology Lab</b>							
CO1: Understand various aspects of research	3	-	-	-	-	-	-	1
CO2: Comprehend and analyse various statistical tools used in research methodology	3	3	3	2	-	-	1	1
CO3: Apply the basic computational and Advanced excel/ SPSS- skills for research.	3	3	3	2	1	1	1	1
CO4: Apply statistical analysis and inference to prove the research outcomes.	3	3	3	2	1	1	1	1
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>
<b>Course Code: BBA 210</b>	<b>Information Systems Management</b>							
CO1: Describe the role of information systems in business organization	3	-	-	-	-	-	-	1
CO2: Compare various Database models for determining the business value of information systems	3	2	2	-	1	1	1	2
CO3: Able to perform cost-benefit analysis for system development	2	2	1	1	-	1	1	2
CO4: Explore the types of information systems and development of IT	2	2	2	-	-	-	-	2
<b>Average</b>	<b>2.50</b>	<b>2.00</b>	<b>1.67</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.75</b>

<b>Course Code: BBA 212</b>	<b>Information Systems Management Lab</b>							
CO1: Understand various aspects and concepts of Information Systems	3	-	-	-	-	-	-	1
CO3: Interpret the result of SQL queries used in Databases	3	2	2	1	-	1	1	2
CO2: Design the databases using Entity Relationship Model	3	2	2	1	1	1	1	2
CO4: Evaluate the role of SQL Queries DML commands & aggregate functions in Databases	2	2	2	-	-	-	-	2
<b>Average</b>	<b>2.75</b>	<b>2.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.75</b>
<b>Course Code: BBA 301</b>	<b>Income tax Law and Practice</b>							
CO-1: Understand the basic concepts of Income Tax Act 1961	2	-	-	-	1	3	2	1
CO-2: Comprehend the residential status of assess and incomes exempted from tax	2	-	1	1	-	1	2	2
CO-3: Apply income tax provisions and deductions to compute income from salary, income from house property and Business Profession	3	2	2	1	2	1	-	1
CO-4: Analyze analytical ability of the students on different aspects of Tax	2	3	3	2	-	3	-	3
CO-5: Develop the ability of students to compute total income and file income tax returns.	3	3	3	2	-	3	1	2
<b>Average</b>	<b>2.40</b>	<b>2.67</b>	<b>2.25</b>	<b>1.50</b>	<b>1.50</b>	<b>2.20</b>	<b>1.67</b>	<b>1.80</b>
<b>Course Code: BBA 303</b>	<b>Production &amp; Operations Management</b>							
CO1: Understand the basics of planning and control activities to achieve the highest efficiency in producing goods/services.	3	2	1	-	2	2	-	2
CO-2: Compare and apply various techniques on locating the Plant Location, choosing the layout and purchasing the material.	2	2	-	-	-	1	1	3
CO-3: Examine the applicability of materials, manpower effectively by using appropriate inventory and time study techniques and can develop productivity by using effective quality control standards and techniques.	3	2	3	2	-	2	1	2
CO-4: Able to maintain the plant and even familiarize with the recent trends in the contemporary issues related to the manufacturing system and prepare them for the future.	3	2	3	3	-	2	1	3
<b>Average</b>	<b>2.75</b>	<b>2.00</b>	<b>2.33</b>	<b>2.50</b>	<b>2.00</b>	<b>1.75</b>	<b>1.00</b>	<b>2.50</b>

<b>Course Code: BBA 305</b>	<b>Services Marketing</b>							
CO1: Understand the basic concept of marketing and the similarities and differences in service-based and physical product based marketing activities	3	1	-	-	-	-	1	1
CO2: Demonstrate a knowledge of the extended marketing mix for services	2	2	2	2	1	2	2	2
CO3: Analyse, Specify and Select markets for specific service products	2	2	2	1	-	2	-	2
CO4: Prepare, Communicate and Justify marketing mixes and information systems for service-based organisations	2	2	1	1	3	1	1	1
CO5: Develop and Justify marketing planning and control systems appropriate to service-based activities	3	2	1	1	1	2	1	2
Average	2.40	1.80	1.50	1.25	1.67	1.75	1.25	1.60
<b>Course Code: BBA 307</b>	<b>Entrepreneurship Development</b>							
CO1: Understand the concept of Entrepreneur and its Emergence.	3	-	-	-	2	2	2	3
CO2: Exhibit the endurance in their Entrepreneurial initiatives	3	2	2	2	2	2	2	1
CO3: Foster self-efficacy and self-advocacy to improve communication and problem-solving skills	2	-	2	-	2	2	-	1
CO4: Able to develop the promotion of a venture for Business.	2	2	3	3	3	2	2	3
CO5: Develop the entrepreneurial behaviour and development problem for better business environment	2	3	2	2	2	2	3	2
Average	2.40	2.33	2.25	2.33	2.20	2.00	2.25	2.00
<b>Course Code: BBA 309</b>	<b>Goods and Service Tax</b>							
CO1: Understand and Analyze the Value - Added Taxes.	2	2	1	1	-	1	1	2
CO2: Comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market	2	2	1	1	-	1	1	2
CO3: Describe the tax planning, tax management into the Payment of tax and filing of tax returns.	2	1	2	-	1	1	1	1
CO4: Acquire and Apply the concepts of indirect tax and its related issues.	3	2	2	2	-	1	-	1
CO5: Apply GST on the taxable capacity consumers, dealers and of the society at large and its changes.	3	1	1	-	-	-	1	1
Average	2.40	1.60	1.40	1.33	1.00	1.00	1.00	1.40
<b>Course Code: BBA 311</b>	<b>Summer Training Report (STR)</b>							
CO1: Learning the process of Entrepreneurship	3	1	1	1	2	1	1	1
CO2: Practice theoretical concepts on day to day tasks assigned through internship	3	2	2	1	3	2	2	2
CO3: Develop skills through managerial tasks assigned by the industry mentor	2	1	1	1	2	-	1	2
Average	2.67	1.33	1.33	1.00	2.33	1.50	1.33	1.67

<b>Course Code: BBA 302</b>	<b>Project Management</b>							
CO1: Understand project characteristics and various stages of the project	2	1	-	-	-	2	1	2
CO2: Describe project lifecycle and skillfully map stages of each cycle.	2	1	-	-	-	1	-	1
CO3: Apply technical and market analysis with network techniques for clarity about project organization and feasibility analyses.	3	3	3	2	1	2	-	1
CO4: Develop project scope while considering various factors such as customer requirements and internal and external goals.	2	2	2	-	1	-	1	2
Average	2.25	1.75	2.50	2.00	1.00	1.67	1.00	1.50
<b>Course Code: BBA 304</b>	<b>Digital Marketing</b>							
CO1: To apply the company orientation towards the Digitalization or Online Market and also evaluate the E-Commerce	3	1	1	1	-	1	1	2
CO2: To classify and interpret the communication mix with respect to advertising, sales promotion, personal selling and various other communication methods in digital marketing	2	1	-	-	3	2	-	1
CO3: To analyse the consumer behavior and can recognize the different steps in decision making	2	2	1	-	2	1	-	2
CO4: To discover, evaluate and analyze a brand in the Online Market.	2	2	2	1	-	1	1	1
Average	2.25	1.50	1.33	1.00	2.50	1.25	1.00	1.50
<b>Course Code: BBA 306</b>	<b>International Business Management</b>							
CO1: Understand the trade dynamics and the country's position in the international markets	3	-	-	-	1	-	1	1
CO2: Comprehend the concept of International Business and its Globization	3	-	-	-	2	-	1	2
CO3: Evaluate and apply business strategies in International market conditions.	2	2	1	2	-	1	-	1
CO4: Develop capability to use international business concepts in real business decision making.	3	1	1	-	-	1	1	1
Average	2.75	1.50	1.00	2.00	1.50	1.00	1.00	1.25
<b>Course Code: BBA 308</b>	<b>Business Policy and Strategy</b>							
CO1: Understand, Identify and Analyze Business Policy & Strategic Management Process for effective decision making	3	2	2	1	1	1	1	1
CO2: Comprehend the choice of business strategies	2	2	2	-	3	-	-	-
CO3: Explore Analysis of Environment and Internal Resources for Business.	2	3	2	2	1	1	1	2
CO4: Examine the process of implementing strategies across business operations	2	2	1	1	2	1	-	1
Average	2.25	2.25	1.75	1.33	1.75	1.00	1.00	1.33



<b>Course Code: BBA 310</b>	<b>Sales and Distribution Management</b>							
CO1: Describe the role of sales training and motivation in sales executive performance	3	1	1	-	-	-	-	1
CO2: Able to apply the knowledge effectively in the fields of Marketing and sales and human resource	2	2	2	-	1	-	1	1
CO3: Develop the understanding of Distribution channel role in remaining competitive in the market.	3	1	2	-	-	-	-	1
CO4: To analyze various legal and ethical issues being faced by the sales executive while performing their sales operations	2	2	2	1	1	2	2	2
Average	2.50	1.50	1.75	1.00	1.00	2.00	1.50	1.25
<b>Course Code: BBA 312</b>	<b>Project Report</b>							
CO1: Understand the process of Entrepreneurship	3	2	1	1	1	1	1	1
CO2: To practice theoretical concepts on day to day tasks assigned through internship	3	1	2	2	2	1	2	2
CO3: Develop skills through managerial tasks assigned by the industry mentor	2	1	1	1	1	-	1	1
Average	2.67	1.33	1.33	1.33	1.33	1.00	1.33	1.33



**BACHELORS OF COMPUTER APPLICATIONS(BCA)**

**W.E.F 2011-12**

CO \ PO	PO1- Student should be able to apply knowledge of Mathematics, Programming languages, Software Engineering and Technical communication to update him with current technology	PO2- Apply the knowledge of core computer subjects in order to get good command on software designing and development.	PO3- Demonstrate the understanding of concepts of core computer application areas.	PO4- Student should be able to apply basic knowledge, analyze and synthesize information, access the value of information and communicate effectively.	PO5- Student should be able to apply critical thinking and logical skills for real time applications.	PO6- Student should be able to function effectively as an individual as a team member in different work culture.	PO7 -Student should be able to apply Professional ethics & values in IT solutions.	PO8- Student should be able to demonstrate his technical skills to fulfill the requirements of the Industry at national as well as International level	PO9- Student should possess aptitude for mathematics, ability to learn and memorize programming languages, ability to handle multitasking, be able to develop programming skills to meet the current standard of Industry.
<b>Course Code: BCA 101</b>	<b>Mathematics-I</b>								
CO-1:Student will be able to understand the basics of conceptual math and relations.	-	-	3	3	1	3	2	1	2
CO-2 Student will be able to apply partial order recurrence relation and their operations.	-	-	3	3	1	3	2	1	1
CO-3: Student will be able to compare and design sorting and hashing techniques.	3	3	3	2	2	3	2	2	1
CO-4:Student will be able to appraise and determine the correct logic and solutions for any given real world problem.	3	2	3	3	3	3	3	2	2
<b>Average</b>	<b>3.00</b>	<b>2.50</b>	<b>3.00</b>	<b>2.75</b>	<b>1.75</b>	<b>3.00</b>	<b>2.25</b>	<b>1.50</b>	<b>1.50</b>
<b>Course Code:BCA 103</b>	<b>Technical Communication</b>								
CO-1:Student will able to understand the basics of communication and its importance in the organizational world.	3	-	-	1	1	-	-	2	1
CO2:Student will able to develop technical writing skills to write resume, memorandum, notices etc.	2	3	-	-	1	-	-	-	1
CO-3: Student will able to use effective listening skills, know how to negotiate and give effective presentations.	3	-	2	3	-	-	0	3	2
CO-4: Student will able to use effective business language and give a professional look to oneself.	-	1	1	1	-	1	-	-	1
<b>Average</b>	<b>2.67</b>	<b>2.00</b>	<b>1.50</b>	<b>1.67</b>	<b>1.00</b>	<b>1.00</b>	<b>0.00</b>	<b>2.50</b>	<b>1.25</b>

Course Code:BCA 105	Introduction to Programming Language Using C								
CO1.Student will be able to define own logic for a given problem and finally develop one's own programs in C language.	2	3	2	1	2	3	3	3	3
CO2.Student will be able to understand basic programs using selection and iteration logic	2	3	2	2	3	3	2	3	3
CO3.Student will be able to analyze programs using arrays, strings, structures, unions, functions and pointers.	2	3	2	2	3	3	3	3	3
CO4. Student will be able to Implement the concept of dynamic memory allocation, structures, unions, bit fields and perform various operations on files.	2	3	2	2	3	2	3	3	3
<b>Average</b>	<b>2.00</b>	<b>3.00</b>	<b>2.00</b>	<b>1.75</b>	<b>2.75</b>	<b>2.75</b>	<b>2.75</b>	<b>3.00</b>	<b>3.00</b>
Course Code:BCA 107	Introduction to Computers & IT								
CO1Student will be able to memorize computer Basics	3	2	2	-	-	-	-	-	-
CO2. Student will be able to understand different types of Computer Software and working of MS Office applications	-	-	2	2	2	-	-	-	-
CO3.Student will be able to solve numerical problems on Computer Number System	-	-	-	2	-	2	3	-	-
CO4. Student will be able to use Computer Network systems and Internet Applications	3	-	-	-	2	-	-	2	3
<b>Average</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>
Course Code:BCA 109	Physics								
CO1.Student will be able to define the basic principles of physics in order to explain general phenomena	-	-	-	2	-	-	-	-	-
CO2. Student will be able to describe the concepts of physics to gain an understanding of working of computer components	2	-	2	-	-	-	-	-	-
CO3.Student will be able to apply the principles of physics to design scientific applications	-	2	-	-	-	0	1	2	0
CO4. Student will be able to solve problems related to functioning of computer systems based on understanding of concepts related to electricity and magnetism.	-	-	-	-	2	-	-	-	-
<b>Average</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>0.00</b>	<b>1.00</b>	<b>2.00</b>	<b>0.00</b>

Course Code:BCA 151	Practical -I, C Programming Lab								
CO1.Develop programming skills by learning the fundamentals of structured programming using C Language.	2	3	2	1	2	3	3	3	3
CO2.Design and develop programs using arrays, storage classes, functions and to understand memory management through pointers	2	3	2	2	3	3	2	3	3
CO3.Critically analyze real world problems using structures, unions and develop applications for handling text and binary files.	2	3	2	2	3	3	3	3	3
CO4.Explore the use of command line arguments, string manipulation and standard libraries.	2	3	2	2	3	2	3	3	3
<b>Average</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1.75</b>	<b>2.75</b>	<b>2.75</b>	<b>2.75</b>	<b>3</b>	<b>3</b>
Course Code:BCA 153	Practical-II, IT Lab								
CO1.Work with basic DOS Commands and Windows Explorer	3	2	2	-	-	-	-	-	-
CO2.Create Word Documents using advanced features of MS Word.	-	-	2	2	2	-	-	-	-
CO3.Create Worksheet using advanced features of MS Excel	-	-	-	2	-	2	3	-	-
CO4.Create interactive Presentation using advanced features of MS Power-Point.	3	-	-	-	2	-	-	2	3
<b>Average</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>
Course Code:BCA 102	Mathematics-II								
CO1.Student will be able to memorize the knowledge about Set, Relations and Functions.	3	-	-	1	1	-	-	1	2
CO2.Student will be able to understand the basic concepts of Partial Ordering and Lattices	3	-	-	2	1	1	0	-	1
CO3 Student will be able to describe the basics of Graphs & Trees	3	0	0	3	1	1	-	-	1
CO4. Student will be able to apply the concept of Peopositional Logic.	3	-	-	-	-	1	-	-	1
<b>Average</b>	<b>3.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.00</b>	<b>0.00</b>	<b>1.00</b>	<b>1.25</b>

Course Code:BCA 104	Principles of Management								
CO1.Student will be able to explore the evolution of the concepts of management	2	1	1	1	-	-	-	1	1
CO2. Student will be able to examine the relevance of the theories of motivation	1	-	2	1	-	-	-	1	2
CO3. Student will be able to analyze the significance of Organisation and Individual Behaviour	1	1	2	2	1	1	2	1	1
CO4.Student will be able to analyse and relate individual, team and group behaviour	2	2	1	2	1	2	1	2	1
CO5.Student will be able to exhibit leadership qualities by building effective teams	2	1	1	2	-	1	1	2	2
CO6.Student will be able to comprehend dynamics of human behaviour	2	2	1	1	1	1	2	2	1
<b>Average</b>	<b>1.67</b>	<b>1.40</b>	<b>1.33</b>	<b>1.50</b>	<b>1.00</b>	<b>1.25</b>	<b>1.50</b>	<b>1.50</b>	<b>1.33</b>
Course Code:BCA 106	Digital Electronics								
CO1. Student will be able to draw any circuit diagram using basic logic gates and Universal gates.	2	3	1	2	1	2	-	2	2
CO2. Student will be able to solve any Boolean equation using different methods.	1	-	-	1	1	2	2	2	1
CO3.Student will be able to Implement different types of number systems, and their conversions.	1	1	2	2	2	1	1	2	2
CO4.Student will be able to analyze and design various combinational and sequential circuits.	2	3	3	3	1	3	1	2	1
<b>Average</b>	<b>1.50</b>	<b>2.33</b>	<b>2.00</b>	<b>2.00</b>	<b>1.25</b>	<b>2.00</b>	<b>1.33</b>	<b>2.00</b>	<b>1.50</b>
Course Code:BCA 108	Data Structure using C								
CO1.Student will be able to understand the use of basic data structures along with their applications	2	1	1	1	1	1	-	1	1
CO2. Student will be able to summarize algorithms and algorithm correctness.	3	1	2	3	2	-	-	2	1
CO3. Student will be able to execute searching and sorting techniques on data	3	3	3	3	3	1	1	2	2
CO4. Student will be able to Implement stack, queue and linked list operations.	3	3	3	3	3	2	2	2	2
<b>Average</b>	<b>2.75</b>	<b>2.00</b>	<b>2.25</b>	<b>2.50</b>	<b>2.25</b>	<b>1.33</b>	<b>1.50</b>	<b>1.75</b>	<b>1.50</b>

Course Code:BCA 110	Data Base Management System								
CO1. Student will be able to identify and link user needs and take them into account in the selection, Creation, evaluation and administration of computer-based systems	1	2	3	2	2	1	-	1	2
CO2. Student will be able to understand database concepts, structures and query language	2	2	2	2	2	-	-	2	2
CO3. Student will be able to understand the E R model and relational model	2	3	3	3	3	1	1	2	2
CO4. Student will be able to design and build a simple database system and demonstrate competence with the fundamental tasks involved with modelling, designing, and implementing a DBMS.	3	3	3	3	3	2	2	2	2
<b>Average</b>	<b>2.00</b>	<b>2.50</b>	<b>2.75</b>	<b>2.50</b>	<b>2.50</b>	<b>1.33</b>	<b>1.50</b>	<b>1.75</b>	<b>2.00</b>
Course Code:BCA 152	Practical-III, Data Structure Lab								
CO1. Implement basic operations on static linear data structures.	2	1	1	1	1	1	-	1	1
CO2. Implement various operations on dynamic linear data structures.	3	1	2	3	2	-	-	2	1
CO3. Implement basic operations on non-linear data structures	3	3	3	3	3	1	1	2	2
CO4. Implement searching techniques on linear and nonlinear data structures	3	3	3	3	3	2	2	2	2
<b>Average</b>	<b>2.75</b>	<b>2.00</b>	<b>2.25</b>	<b>2.50</b>	<b>2.25</b>	<b>1.33</b>	<b>1.50</b>	<b>1.75</b>	<b>1.50</b>
Course Code:BCA 154	Practical - IV, Database Management System Lab								
CO1. Understand the structure and design of relational databases	1	2	3	2	2	1	0	1	2
CO2. Write DDL statements in SQL to create, Modify and remove database objects	2	2	2	2	2	0	0	2	2
CO3. Write DML statements in SQL to insert, Modify and remove data from database	2	3	3	3	3	1	1	2	2
CO4. Use index and Views in database	3	3	3	3	3	2	2	2	2
<b>Average</b>	<b>2.00</b>	<b>2.50</b>	<b>2.75</b>	<b>2.50</b>	<b>2.50</b>	<b>1.00</b>	<b>0.75</b>	<b>1.75</b>	<b>2.00</b>

Course Code:BCA 201	Mathematics-III								
CO1. Student will able to Define the various approaches dealing the data using central tendency dispersion	3	1	1	-	1	1	-	1	2
CO2. Student will able to Understand various corelation and regression techniques and apply them to solve real life problems	3	1	1	-	1	-	-	2	2
Student will able to Solve the Graphical and Simplex Problems	2	2	2	1	1	1	1	1	2
Student will able to Analyze the transportation and assignment problem and solve real examples based on it.	3	1	2	1	1	2	2	1	2
<b>Average</b>	<b>2.75</b>	<b>1.25</b>	<b>1.50</b>	<b>1.00</b>	<b>1.00</b>	<b>1.33</b>	<b>1.50</b>	<b>1.25</b>	<b>2.00</b>
Course Code:BCA 203	Computer Architecture								
CO1.Perform basic operations with different number systems and Understand concepts of register transfer Language	3	3	2	1	1	-	1	1	2
CO2. Understand the architecture and functionality of cpu and memory Organization	3	1	2	2	-	2	2	1	1
CO3. Understand the Concept of Parallel computing and its applications	2	2	3	1	3	1	1	2	3
CO4.Learn the concepts of pipelined processors and interprocessor communication	3	1	2	2	1	2	1	2	2
<b>Average</b>	<b>2.75</b>	<b>1.75</b>	<b>2.25</b>	<b>1.50</b>	<b>1.67</b>	<b>1.67</b>	<b>1.25</b>	<b>1.50</b>	<b>2.00</b>
Course Code:BCA 205	Front end Design Tool VB .Net								
CO1.Students will be able to use Visual Basic.net IDE to design simple applications	3	3	3	3	3	1	2	3	1
CO2. Use basic VB.net controls to develop simple applications	2	3	3	2	3	1	2	3	1
CO3. Implement lists and loops with VB.NET controls and iteration	2	2	2	1	2	1	2	2	1
CO4.Create VB.NET programs using multiple array techniques	1	2	2	2	2	1	2	2	1
CO5.Use advanced VB.net controls with events	1	2	2	1	2	1	2	2	1
CO6.Create an interface the front-end and back-end (data) in Visual Basic	1	3	3	1	3	1	2	3	1
CO7.To create Crystal Report using <a href="#">VB.NET</a>	1	2	3	1	2	1	2	3	1
<b>Average</b>	<b>1.57</b>	<b>2.43</b>	<b>2.57</b>	<b>1.57</b>	<b>2.43</b>	<b>1.00</b>	<b>2.00</b>	<b>2.57</b>	<b>1.00</b>

Course Code:BCA 207	Principles of Accounting								
CO1. Students will be able to describe, explain, and integrate fundamental concepts underlying accounting, finance, management, marketing, and economics	2	-	2	2	3	3	2	1	-
CO2. Define journal and ledger	1	-	2	2	3	2	2	1	-
CO3. Specify the significance of alternative accounting procedures	1	-	2	2	3	2	2	1	-
CO4. Identify the basis of measurement, presentation, and disclosure issues related to items presented in Income statements and balance sheets	1	1	2	2	3	2	2	1	-
CO5. develop practical activities using techniques and procedures appropriate to financial accounting	1	1	3	3	3	3	2	1	1
<b>Average</b>	<b>1.20</b>	<b>1.00</b>	<b>2.20</b>	<b>2.20</b>	<b>3.00</b>	<b>2.40</b>	<b>2.00</b>	<b>1.00</b>	<b>1.00</b>
Course Code:BCA 209	Object Oriented Programming Using C++								
CO1. Students will be able to understand OOPs concepts and the difference between procedure oriented and Object-oriented approach	3	3	2	2	1	1	-	1	1
CO2. Create classes, constructors, friend functions, operator overloading etc.	3	2	3	3	3	-	-	2	3
CO3. Design and implement various forms of inheritance and polymorphism	3	3	3	3	2	1	1	2	3
CO4. Implement the concepts of generic programming and use stream classes for file handling	3	3	3	3	3	2	2	2	2
<b>Average</b>	<b>3.00</b>	<b>2.75</b>	<b>2.75</b>	<b>2.75</b>	<b>2.25</b>	<b>1.33</b>	<b>1.50</b>	<b>1.75</b>	<b>2.25</b>



Course Code:BCA 251	Practical-V .NET Lab								
CO1. Students will be able to use Visual Basic.net IDE to design simple applications	3	3	3	3	3	1	2	3	1
CO2. Use basic VB.net controls to develop simple applications	2	3	3	2	3	1	2	3	1
CO3. Implement lists and loops with VB.NET controls and iteration	2	2	2	1	2	1	2	2	1
CO4. Create VB.NET programs using multiple array techniques	1	2	2	2	2	1	2	2	1
CO5. Use advanced VB.net controls with events	1	2	2	1	2	1	2	2	1
CO6.Create an interface the front-end and back-end (data) in Visual Basic	1	3	3	1	3	1	2	3	1
CO7.To create Crystal Report using VB.NET	1	2	3	1	2	1	2	3	1
<b>Average</b>	<b>1.57</b>	<b>2.43</b>	<b>2.57</b>	<b>1.57</b>	<b>2.43</b>	<b>1.00</b>	<b>2.00</b>	<b>2.57</b>	<b>1.00</b>
Course Code:BCA 253	C++ Lab								
CO1. Implement basic concepts of Object Oriented Programming	3	3	2	2	1	1	0	1	1
CO2. Implement the concept of Classes and Objects	3	2	3	3	3	0	0	2	3
CO3. Analyses and apply various polymorphism techniques to solve real life problems	3	3	3	3	2	1	1	2	3
CO4. Implement Generic Classes, Exception Handling and various file operations	3	3	3	3	3	2	2	2	2
<b>Average</b>	<b>3.00</b>	<b>2.75</b>	<b>2.75</b>	<b>2.75</b>	<b>2.25</b>	<b>1.00</b>	<b>0.75</b>	<b>1.75</b>	<b>2.25</b>
Course Code:BCA 202	Mathematics-IV								
CO1. Student will able to Define the various approaches dealing the data using theory of Probability	3	1	-	-	-	-	-	1	2
CO2. Student will able to Understand various numerical techniques and apply them to solve real life problems	3	1	-	-	-	-	-	1	2
CO3.Student will able to Solve the accuracy of common Numerical Methods	3	1	1	1	-	0	1	2	2
CO4. Student will able to Develop a mathematical model for real life situation and solving it Using Linear programming technique	3	2	1	1	1	-	1	2	3
<b>Average</b>	<b>3.00</b>	<b>1.25</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>0.00</b>	<b>1.00</b>	<b>1.50</b>	<b>2.25</b>

Course Code:BCA 204	Web Technologies								
CO1. Understand and define www, email protocols and web pages with its working	3	2	2	2	1	1	1	1	2
CO2. Write a well defined XML document and choose appropriate parser techniques	2	2	2	2	1	-	-	1	1
CO3. Develop static and dynamic web pages using HTML, DHTML and Javascript	3	3	3	3	2	2	1	2	3
CO4. Apply various elements of form design to create a small web application using Dreamweaver or similar software	3	3	3	3	2	2	2	2	3
<b>Average</b>	<b>2.75</b>	<b>2.50</b>	<b>2.50</b>	<b>2.50</b>	<b>1.50</b>	<b>1.67</b>	<b>1.33</b>	<b>1.50</b>	<b>2.25</b>
Course Code:BCA 206	Java Programming								
CO1. List object oriented concepts such as abstraction, polymorphism, inheritance, exception handling for solving real world problems.	2	3	3	3	2	2	1	1	1
CO2. Illustrate the basic concepts and discuss the internal organization of Java virtual machine	3	3	3	2	1	1	-	2	1
CO3. Apply functionalities of java such as – creating packages, implementing interfaces and strings etc	3	2	2	3	3	2	-	1	1
CO4. Analyze concepts involving java database connectivity (JDBC), networking and remote method invocation (RMI)	3	3	3	2	2	1	-	-	2
<b>Average</b>	<b>2.75</b>	<b>2.75</b>	<b>2.75</b>	<b>2.50</b>	<b>2.00</b>	<b>1.50</b>	<b>1.00</b>	<b>1.33</b>	<b>1.25</b>
Course Code:BCA 208	Software Engineering								
CO1. Students will be able to apply the software engineering lifecycle by demonstrating competence in analysis, design, construction of SRS	3	3	3	2	2	-	1	1	1
CO2. Work as an individual and as part of a multidisciplinary team to develop and deliver software projects	-	-	1	1	1	3	3	3	-
CO3. Understand and apply the software metrics and module design techniques like cohesion and coupling	3	2	2	3	2	-	3	3	3
CO4. To perform testing techniques using tools necessary for engineering practice	2	1	3	3	1	1	1	2	2
<b>Average</b>	<b>2.67</b>	<b>2.00</b>	<b>2.25</b>	<b>2.25</b>	<b>1.50</b>	<b>2.00</b>	<b>2.00</b>	<b>2.25</b>	<b>2.00</b>

Course Code:BCA 210	Computer Networks								
CO1. Students will be able to understand basics of computer networks and various protocols.	2	3	3	3	2	2	1	2	1
CO2.Students will be able to illustrate functionalities and services of OSI and TCP/IP layer.	3	3	3	2	1	1	-	-	1
CO3. Students will be able to compare different routing protocols	3	2	2	3	3	2	-	-	1
CO4.Students will be able to choose appropriate protocol for desired communication service	3	3	3	2	2	1	-	2	2
<b>Average</b>	<b>2.75</b>	<b>2.75</b>	<b>2.75</b>	<b>2.50</b>	<b>2.00</b>	<b>1.50</b>	<b>1.00</b>	<b>2.00</b>	<b>1.25</b>
Course Code:BCA 252	Practical-VII Java								
CO1. Illustrate the Object-Oriented paradigm and Java language constructs	2	3	3	3	2	2	1	1	1
CO2. To inculcate concepts of inheritance to create new classes from existing ones and design the classes needed given a problem specification	3	3	3	2	1	1	-	2	1
CO3. To apply various functions of String class	3	2	2	3	3	2	-	1	1
CO4. To facilitate students in handling exceptions and defining their own exceptions.	3	3	3	2	2	1	-	-	2
<b>Average</b>	<b>2.75</b>	<b>2.75</b>	<b>2.75</b>	<b>2.50</b>	<b>2.00</b>	<b>1.50</b>	<b>1.00</b>	<b>1.33</b>	<b>1.25</b>
Course Code:BCA 254	Practical-VIII Web Tech Lab								
CO1. Develop static web pages through HTML, CSS, JavaScript, bootstrap and XML.	3	2	2	2	1	1	1	1	2
CO2. Implement different constructs and programming techniques provided by JavaScript.	2	2	2	2	1	0	0	1	1
CO3. Adapt HTML, CSS, javascript, bootstrap and XML syntax and semantics to build web pages	3	3	3	3	2	2	1	2	3
CO4. Develop Client-Side Scripts using JavaScript to display the contents dynamically	3	3	3	3	2	2	2	2	3
<b>Average</b>	<b>2.75</b>	<b>2.50</b>	<b>2.50</b>	<b>2.50</b>	<b>1.50</b>	<b>1.25</b>	<b>1.00</b>	<b>1.50</b>	<b>2.25</b>

Course Code:BCA 301	Operating System								
CO1. Understand the concepts of OS, the basic principles used in the design of modern operating system and process.	1	3	3	2	1	2	3	1	3
CO2. Understand the concepts of threads and mechanisms for synchronization.	-	-	1	-	1	2	-	1	-
CO3. Understand the concepts related to deadlock and memory management.	1	3	-	-	1	2	3	2	-
CO4. Understand the concepts of virtual memory management, file system.	1	3	-	-	1	2	-	1	-
CO5. Understand the concepts of secondary storage structure, protection and case study of Linux operating system.	1	3	-	2	1	2	3	2	-
<b>Average</b>	<b>1.00</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>1.00</b>	<b>2.00</b>	<b>3.00</b>	<b>1.40</b>	<b>3.00</b>
Course Code:BCA 303	Computer Graphics								
CO1. Understand the basics of computer graphics, its applications and software used for computer graphics	1	-	1	1	-	-	-	3	2
CO2. Perform scan conversion and geometric transformations on graphic objects	2	2	3	1	1	2	3	-	-
CO3. Extract parts of graphic objects using clipping and geometric projections	2	2	3	1	1	2	3	-	-
CO4. Create graphic objects using solid modelling and hidden surface removal techniques	2	2	3	1	1	2	3	2	2
<b>Average</b>	<b>1.75</b>	<b>2.00</b>	<b>2.50</b>	<b>1.00</b>	<b>1.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.50</b>	<b>2.00</b>
Course Code:BCA 305	E- Commerce								
CO1. Examines Strengths and weakness of digital profiles of Business organizations.	2	3	2	2	3	-	2	2	2
CO2. Explore ways to enhance online visibility of organizations.	3	2	-	1	2	-	-	2	1
CO3. Analyze Challenges of Security,privacy and legal jurisdictions in organizations.	2	2	-	1	3	3	-	1	1
CO4. Examine Barriers to Successful online positioning of Businessness.	2	2	2	2	2	2	2	1	2
<b>Average</b>	<b>2.25</b>	<b>2.25</b>	<b>2.00</b>	<b>1.50</b>	<b>2.50</b>	<b>2.50</b>	<b>2.00</b>	<b>1.50</b>	<b>1.50</b>

Course Code:BCA 307	Software Testing								
CO1. Understand the basic concepts of software testing and various testing approaches	2	3	2	2	3	-	2	2	2
CO2. Explain important concepts of cyclomatic complexity and graph metrics	3	2	-	1	2	-	-	2	1
CO3. Demonstrate functional and structural testing techniques and other testing activities	2	2	-	1	3	3	-	1	1
CO4. Explore object oriented testing techniques to test applications	2	2	2	2	2	2	2	1	2
<b>Average</b>	<b>2.25</b>	<b>2.25</b>	<b>2.00</b>	<b>1.50</b>	<b>2.50</b>	<b>2.50</b>	<b>2.00</b>	<b>1.50</b>	<b>1.50</b>
Course Code:BCA 313	Web Based Programming								
CO1. Students will have a good understanding of Web Application terminologies	1	1	2	2	-	1	2	1	2
CO2. Students will be able to design and develop dynamic web pages with good aesthetic sense of designing and latest technical tool using php	2	1	1	2	2	3	3	1	2
CO3. Students will learn how to link and publish web sites	1	2	1	1	2	3	3	1	-
CO4. Students will be able to design a usable Database using SQL	1	1	-	-	1	2	2	1	1
<b>Average</b>	<b>1.25</b>	<b>1.25</b>	<b>1.33</b>	<b>1.67</b>	<b>1.67</b>	<b>2.25</b>	<b>2.50</b>	<b>1.00</b>	<b>1.67</b>
Course Code:BCA 351	Practical-IX CG Lab								
CO1. Understand the basics of computer graphics, its applications and software used for computer graphics	1	-	1	1	-	-	-	3	2
CO2. Perform scan conversion and geometric transformations on graphic objects	2	2	3	1	1	2	3	-	-
CO3. Extract parts of graphic objects using clipping and geometric projections	2	2	3	1	1	2	3	-	-
CO4. Create graphic objects using solid modelling and hidden surface removal techniques	2	2	3	1	1	2	3	2	2
<b>Average</b>	<b>1.75</b>	<b>2.00</b>	<b>2.50</b>	<b>1.00</b>	<b>1.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.50</b>	<b>2.00</b>

Course Code:BCA 357	Minor Project								
Demonstrate the ability to apply theoretical knowledge and skills acquired during the course of study to solve real-world problems within the project scope.	1	-	1	1	-	-	-	3	2
Develop proficiency in project planning, execution, monitoring, and control, including resource allocation, risk assessment, and time management.	2	2	3	1	1	2	3	-	-
Enhance critical thinking abilities by identifying and analyzing complex problems within the project and devising effective solutions.	2	2	3	1	1	2	3	-	-
Foster effective teamwork skills by working collaboratively with team members, communicating ideas, resolving conflicts, and leveraging diverse perspectives to achieve project goals.	2	2	3	1	1	2	3	2	2
Develop adaptability to changing project requirements, unexpected challenges, and dynamic environments, showcasing flexibility in adjusting strategies and approaches.	2	1	1	1	1	-	2	-	2
<b>Average</b>	<b>1.80</b>	<b>1.75</b>	<b>2.20</b>	<b>1.00</b>	<b>1.00</b>	<b>2.00</b>	<b>2.75</b>	<b>2.50</b>	<b>2.00</b>
Course Code:BCA 302	Data Mining & Data Warehousing								
CO1.Determine data warehouse architecture for organizing huge data and deduce association rules for mining relevant patterns	1	1	2	2	-	1	2	1	2
CO2. Analyze and compare various data mining techniques for finding interesting patterns in data	2	1	1	2	2	3	3	1	2
CO3. Explain different classification and clustering algorithms used for predictions in various applications	1	2	1	1	2	3	3	1	-
CO4. Explore data mining on complex data objects, multidimensional databases, spatial data etc.	1	1	-	-	1	2	2	1	1
<b>Average</b>	<b>1.25</b>	<b>1.25</b>	<b>1.33</b>	<b>1.67</b>	<b>1.67</b>	<b>2.25</b>	<b>2.50</b>	<b>1.00</b>	<b>1.67</b>

Course Code:BCA 304	Mobile Computing								
CO1. Understand the basics of wireless communications, mobile Internet services, radio transmission and satellite systems	1	1	2	3	2	-	1	1	-
CO2. Understand and Compare different types modulation techniques, multiplexing, media access control techniques	1	1	3	3	2	2	1	-	-
CO3. Understand the basics of Wireless Access Protocol, Wireless Markup Language and the use of datatypes, operators, precedence, associativity, contexts, pragmas and libraries in WML script	2	2	2	1	2	1	3	1	-
CO4. Create programs in WML Script using variables, expressions, image elements, tables, functions, loops	2	3	3	2	3	2	3	-	2
<b>Average</b>	<b>1.50</b>	<b>1.75</b>	<b>2.50</b>	<b>2.25</b>	<b>2.25</b>	<b>1.67</b>	<b>2.00</b>	<b>1.00</b>	<b>2.00</b>
Course Code:BCA 306	Linux Environment								
CO1. Student will be able to apply various UNIX commands on a standard UNIX/LINUX Operating system	2	3	2	2	3	2	1	-	1
CO2. Student will be able to develop C / C++ programs on UNIX.	2	3	1	1	2	2	2	2	-
CO3. Student will be able to do shell programming on UNIX OS.	2	1	2	1	1	1	1	2	1
CO4. Student will be able to apply and handle UNIX system calls.	2	2	1	1	2	2	2	-	1
<b>Average</b>	<b>2.00</b>	<b>2.25</b>	<b>1.50</b>	<b>1.25</b>	<b>2.00</b>	<b>1.75</b>	<b>1.50</b>	<b>2.00</b>	<b>1.00</b>
Course Code:BCA 312	Artificial Intelligence								
CO1. Understand the fundamental understanding of artificial intelligence (AI) and expert systems.	-	1	1	1	1	1	1	2	2
CO2. Explore the basics of ANN and different optimizations techniques.	1	1	1	1	1	1	1	-	-
CO3. Acquire Knowledge about scientific method to models of machine learning.	1	2	2	1	2	2	2	1	1
CO4. Apply basic principles of AI in solutions that require problem solving, inference, perception, knowledge representation, and learning	1	1	2	2	2	2	3	-	1
<b>Average</b>	<b>1.00</b>	<b>1.25</b>	<b>1.50</b>	<b>1.25</b>	<b>1.50</b>	<b>1.50</b>	<b>1.75</b>	<b>1.50</b>	<b>1.33</b>

Course Code:BCA 352	Practical-X Linux Lab								
CO1.Understand Linux Environment with the help of its architecture.	2	3	2	2	3	2	1	-	1
CO2. Understand the Linux environment by using general Linux Commands	2	3	1	1	2	2	2	2	-
CO3. Implement Process Related commands	2	1	2	1	1	1	1	2	1
CO4. Implement File Permission concept	2	2	1	1	2	2	2	-	1
<b>Average</b>	<b>2.00</b>	<b>2.25</b>	<b>1.50</b>	<b>1.25</b>	<b>2.00</b>	<b>1.75</b>	<b>1.50</b>	<b>2.00</b>	<b>1.00</b>
Course Code:BCA 356	Major Project								
CO1. Understand programming language concepts, as well as software engineering principles or go through the research work and gather knowledge over the field and develop an ability to apply them to software design of real life problems in an industry/ commercial environment 27 or propose methodology in the field of research.	3	3	3	2	3	3	3	3	3
CO2. Plan, analyze, design a software project and demonstrate the ability to communicate effectively in speech and writing.	1	1	1	3	1	1	1	-	-
CO3. Introduce with major software engineering topics and position them to lead medium sized software projects in industry or propose any new model over the selected field of research that will be useful for future activities.	1	2	2	1	2	2	2	1	1
CO4.Learn about and go through the software development cycle with emphasis on different processes -requirements, design, and implementation phases and also learn details about different artifacts produced during software development.	1	1	2	2	2	2	3	-	1
CO5. Learn about different software development process models and how to choose an appropriate one for a project.	2	3	1	2	2	1	1	2	1
CO6.Gain confidence at having conceptualized, designed, and implemented a working, medium sized project with their team.	2	2	1	1	2	3	1	2	1
<b>Average</b>	<b>1.67</b>	<b>2.00</b>	<b>1.67</b>	<b>1.83</b>	<b>2.00</b>	<b>2.00</b>	<b>1.83</b>	<b>2.00</b>	<b>1.40</b>





BACHELORS OF ARTS(JOURNALISM & MASS COMMUNICATION) (BA(JMC))

W.E.F. 2017-18

CO \ PO	PO1- Shall acquire fundamental knowledge of Journalism & Mass Communication and related study area.	PO2- Shall acquire the knowledge related to media and its impact.	PO3- Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.	PO4- Shall empower themselves by communication, professional and life skills.	PO5- Shall be able to enhance the ability of leadership.	PO6- Shall become socially responsible citizen with global vision.	PO7- Shall be equipped with ICTs competencies including digital literacy.	PO8- Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.	PO9- Shall have an understanding of acquiring knowledge throughout life.	PO10- Shall acquire the primary research skills; understand the importance of innovation, entrepreneurship and incubation abilities.	PO11- Shall acquire the understanding of importance of cooperation and teamwork.	PO12- Shall acquire the skills and competencies for lifelong learning and growing.
<b>Course Code: BA(JMC)101</b>												
<b>Communication: Concepts &amp; Processes</b>												
CO1- Understand the different aspects of communication and appreciate the role of body language and voice tone in effective communication.	3	-	-	3	1	-	-	-	1	0	-	1
CO2- Student would interpret different forms of mass communication and Mass media activism.	3	3	2	1	1	1	2	1	2	-	1	1
CO3- Students would be able to analyze & evaluate the various communication Models & Theories and their relevance.	3	2	2	3	3	1	-	1	1	-	-	1
CO4- Students would be able to identify & evaluate the emerging trends in Communication & Mass Communication.	3	3	3	3	2	1	2	1	1	-	-	1
CO5- Ability to apply & evaluate the communication theories into practice. Students would be able to strengthen the 5Cs of Communication.	2	2	2	2	1	1	-	1	1	-	-	1
<b>Average</b>	<b>2.8</b>	<b>2.5</b>	<b>2.25</b>	<b>2.4</b>	<b>1.6</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1.2</b>	<b>0</b>	<b>1</b>	<b>1</b>
<b>Course Code: BA(JMC)103</b>												
<b>Contemporary India: An Overview</b>												
CO1- Students would be able to understand the various aspects of Indian history, art, Economy and culture.	3	1	1	1	-	1	-	2	1	-	0	1
CO2- Students would be able to critically analyze the various socio-economic and political issues in India.	2	3	2	1	1	2	-	2	1	-	-	1

CO3-Students would be able to appraise their debating skills on various aspects of Indian history, art, Economy and culture.	3	2	3	3	2	2	-	2	1	-	-	1
CO4-Students would be able to utilize knowledge gained to influence the social fabric of the country.	3	3	-	3	-	-	-	-	-	-	-	1
CO5-Students would be able to create media text with culture, economy, critical and ethical sensitivity.	3	3	3	3	1	1	1	2	2	0	-	2
<b>Average</b>	<b>2.8</b>	<b>2.4</b>	<b>2.25</b>	<b>2.2</b>	<b>1.33</b>	<b>1.5</b>	<b>1</b>	<b>2</b>	<b>1.25</b>	<b>0</b>	<b>0</b>	<b>1.2</b>
<b>Course Code: BA(JMC)105</b>	<b>Basics of Design and Graphics</b>											
CO1-Learners would be able to understand the concept of design & graphics i.e. typography, colour scheme, principles etc.	3	3	3	2	1	-	-	-	-	-	-	-
CO2-Learners would able to execute have relatable skills of Layout and Publication design.	0	0	0	-	-	-	-	-	-	-	-	-
CO3-Learners would be able to apply skills related to Visuals and Designs i.e. Posters/Logo/Brochure design.	3	2	3	2	1	3	1	2	2	-	-	1
CO4-Student would be able to Create design considering the historical perspective by following contemporary methods of DTP & Printing.	3	3	3	3	-	-	-	-	3	0	0	3
<b>Average</b>	<b>2.25</b>	<b>2</b>	<b>2.25</b>	<b>2.33</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2.5</b>	<b>0</b>	<b>0</b>	<b>2</b>
<b>Course Code: BA(JMC)107</b>	<b>Personality Development</b>											
CO1-Learner would be able to define Personality Development.	1	-	2	3	3	-	-	1	-	-	1	1
CO2-Learner would able to analyze themselves through different personality models i.e. SWOT & JOHARI window.	1	-	1	3	2	1	-	1	2	-	1	1
CO3-Learner would be able to evaluate communicative persona enclosed with personal & professional skills.	1	-	2	3	2	1	-	1	1	-	1	1

CO4-Learner would be able to develop life skills (time mgmt., team work, decision making etc.) in themselves.	3	1	3	3	3	1	-	2	1	1	3	2
CO5-Learners would be able to develop social behaviour & attitude i.e. Coping with Emotions and Coping with Stress.	3	2	2	3	2	2	0	1	1	1	1	3
<b>Average</b>	<b>1.8</b>	<b>1.5</b>	<b>2</b>	<b>3</b>	<b>2.4</b>	<b>1.25</b>	<b>0</b>	<b>1.2</b>	<b>1.25</b>	<b>1</b>	<b>1.4</b>	<b>1.6</b>
<b>Course Code: BA(JMC)109</b>	<b>Writing Skills</b>											
CO1-Learners would be able to understand writing skills meant for the industry.	3	2	3	3	1	1	3	2	2	2	1	2
CO2-Learners would be able to utilize knowledge gained in writing accurately and creatively for mass media.	3	2	3	3	2	2	3	2	2	1	1	1
CO3-Learners would be able to develop online writing skills as per new trends and industry requirements.	3	2	3	3	1	1	3	2	2	2	2	2
CO4-Learners would able to interpret the nuances of the language through the various tools like translation, grammar, syntax etc	2	1	3	3	-	1	3	2	2	1	-	1
CO5-Learners would be able to develop the skills of translation.	1	2	3	3	1	1	2	1	1	-	-	1
<b>Average</b>	<b>2.40</b>	<b>1.80</b>	<b>3.00</b>	<b>3.00</b>	<b>1.25</b>	<b>1.20</b>	<b>2.80</b>	<b>1.80</b>	<b>1.80</b>	<b>1.50</b>	<b>1.33</b>	<b>1.40</b>
<b>Course Code: BA(JMC)151</b>	<b>Communication Skill Lab</b>											
CO1.Learners would be able to present themselves through different extempore activities.	3	1	3	3	2	1	1	2	2	1	2	3
CO2. Learners would be able to put forward their views/opinions through Group Discussion.	3	2	2	3	3	2	1	2	3	2	3	3
CO3. Learners would be able identify and analyse newspaper/magazine content based on one or more models of communication & theories of mass Communication.	3	3	2	2	1	2	-	1	2	3	2	2
CO4. Learners would be able to create Multi-media presentation.	3	1	2	2	1	1	3	1	2	2	3	3
<b>Average</b>	<b>3.00</b>	<b>1.75</b>	<b>2.25</b>	<b>2.50</b>	<b>1.75</b>	<b>1.50</b>	<b>1.67</b>	<b>1.50</b>	<b>2.25</b>	<b>2.00</b>	<b>2.50</b>	<b>2.75</b>

Course Code: BA(JMC)153	Contemporary India: Issues and Debates											
CO1.Students would be able to create the Multi-media presentation or Seminar on different facets of Indian history, art, culture, health and socio-economic and political scenario of contemporary India.	3	3	2	3	2	3	3	3	2	1	2	2
CO2. Students would be able to conduct seminar on Current Five Year Plan/ New Economic Initiatives along with the summarized report.	2	2	3	2	2	2	3	3	2	2	3	3
CO3.Students would be able to conduct and contribute in a debate/ group discussion on socio-economic, political issues, women safety and gender equality of Contemporary India.	3	3	2	3	3	3	2	2	2	2	3	2
<b>Average</b>	<b>2.67</b>	<b>2.67</b>	<b>2.33</b>	<b>2.67</b>	<b>2.33</b>	<b>2.67</b>	<b>2.67</b>	<b>2.67</b>	<b>2.00</b>	<b>1.67</b>	<b>2.67</b>	<b>2.33</b>
Course Code: BA(JMC)155	Design & Graphics Lab – I											
CO1. Learners would be able to design different objects using Photoshop software.	3	2	3	3	-	-	3	2	2	2	1	2
CO2. Learners would be able to create layouts using page layout softwares for print media.	3	2	3	3	-	-	3	2	2	1	2	2
CO3. Learners would be able to design Brochure and Tabloid/Broadsheet using QuarkXpress software	3	2	3	3	0	0	3	2	2	1	2	2
<b>Average</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>1.33</b>	<b>1.67</b>	<b>2.00</b>
Course Code: BA(JMC)157	Personality Development Lab											
CO1. Learner would be able to identify personality traits and play a role the accordingly.	3	1	2	3	2	2	0	2	3	1	1	3
CO2. Learner would be able to explain presentation and group discussion Etiquettes	3	2	2	3	3	2	0	2	3	1	3	3
CO3. Learner would be able to inculcate & analyze situation-based behaviors	3	2	3	3	3	2	1	3	3	1	3	3
CO4. Learner would able to prepare themselves for professional appearance i.e., resumes writing & interviewing skills.	3	3	3	3	1	1	3	2	2	2	1	2
CO5.Learners would able to develop their Portfolio.	2	1	3	3	1	1	3	1	2	2	1	2
<b>Average</b>	<b>2.8</b>	<b>1.8</b>	<b>2.6</b>	<b>3</b>	<b>2</b>	<b>1.6</b>	<b>1.4</b>	<b>2</b>	<b>2.6</b>	<b>1.4</b>	<b>1.8</b>	<b>2.6</b>

Course Code: BA(JMC)159	Writing Skills Lab											
CO1. Learners would be able to translate Hindi News Story to English, and English to Hindi.	2	1	3	2	-	1	3	2	1	1	2	2
CO2. Learners would be able to employ Transliteration and Trans-creation exercises	2	1	3	2	-	1	3	2	1	1	2	2
CO3. Learners would be able to create content for Online platforms,	2	2	3	3	-	3	3	2	3	3	3	2
CO4. Learners would be able to develop writing skills for both the professional languages.	2	2	3	3	1	2	3	2	1	2	1	2
<b>Average</b>	<b>2</b>	<b>1.5</b>	<b>3</b>	<b>2.5</b>	<b>1</b>	<b>1.75</b>	<b>3</b>	<b>2</b>	<b>1.5</b>	<b>1.75</b>	<b>2</b>	<b>2</b>
Course Code: BA(JMC)102	Print Journalism											
CO1. Learners would be able to define the concept of Print Journalism.	3	3	3	3	-	-	-	-	3	-	-	2
CO2. Learners would be able to compare different types of reporting and editing practices and their application and able to understand the working pattern of various print media platform.	3	3	2	1	-	-	-	2	2	1	2	3
CO3. Learners would be able to interpret specialized reporting. It would be able to create understanding of various print media content.	3	3	3	3	1	2	-	2	3	-	3	2
CO4. Learners would be able to examine the functioning and structure of News Room.	3	3	2	2	-	-	-	-	1	-	3	3
CO5. Learners would be able to develop with the process of Editing and Layout Design to employ professionally in Print Media.	3	3	3	2	2	-	0	-	2	1	2	2
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.6</b>	<b>2.2</b>	<b>1.5</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2.2</b>	<b>1</b>	<b>2.5</b>	<b>2.4</b>

<b>Course Code: BA(JMC)104</b>	<b>Media Laws and Ethics</b>											
CO1.Learners would be defining the Legal terminology and Indian constitution along with freedom of press.Shall get aware to legal aspects of the media and its values.	3	3	3	3	-	-	-	-	3	-	-	2
CO2.Learners would be able to understand the structure and functioning of Press Commission and Press Council of India. Shall get aware to legal aspects of the media and its values	3	3	2	1	-	-	-	2	2	1	2	3
CO3. Learners would be able to interpret Media acts and Laws to put into practice in professional field.Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.	3	3	3	3	1	2	-	2	3	-	3	2
CO4.Learners would be able to explain how media laws and ethics empower media practitioners to perform their duties with commitment.Shall know how media laws and ethics empower media practitioners to perform their duties with commitment.	3	3	3	2	2	2	2	1	1	-	2	2
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>2.75</b>	<b>2.25</b>	<b>1.50</b>	<b>2.00</b>	<b>2.00</b>	<b>1.67</b>	<b>2.25</b>	<b>1.00</b>	<b>2.33</b>	<b>2.25</b>
<b>Course Code: BA(JMC)106</b>	<b>Still Photography</b>											
CO1.Learners would be able to define the concept of Photography.	3	3	3	3	2	-	2	2	3	-	2	3
CO2. Learners would be able to understand with the concept of Camera, Camera functioning and its accessories.	3	3	3	2	2	2	1	-	3	2	2	3
CO3. Learners would be able to create different types of lights for professional photography.	3	3	3	3	3	1	2	-	2	1	2	3
CO4. Learners would be able to interpret with the Photo Journalism along with the legal and ethical concerns.	3	3	3	3	3	2	3	3	1	2	2	3
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>2.75</b>	<b>2.50</b>	<b>1.67</b>	<b>2.00</b>	<b>2.50</b>	<b>2.25</b>	<b>1.67</b>	<b>2.00</b>	<b>3.00</b>

<b>Course Code: BA(JMC)108</b>	<b>Health Communication</b>											
CO1. Learners would be able to define the concept of Public Health and Indian Public Healthcare system.	2	2	1	1	-	1	1	2	1	-	1	1
CO2. Learners would be able to understand the Health Journalism along with the identification of authentic sources.	2	3	3	2	-	2	2	2	2	-	1	2
CO3. Learners would be able to demonstrate the role of Media in Public Healthcare campaigns in reference with the case studies of Polio, HIV/AIDS, and Reproductive Child Health etc.	3	3	3	3	2	2	1	2	2	1	2	2
CO4.Learners would be able to apply the Health Reporting and related Writing blogs.	3	3	3	3	1	1	1	2	2	2	2	2
CO5. Learners would be distinguish different lingos of Health Communication i.e. IEC and BCC.	2	2	3	3	2	2	1	2	2	1	-	2
CO6.Learners would be able to design, pre-test and evaluate Health Communication campaign under the supervision of subject teacher.	2	3	3	3	1	2	2	2	1	3	3	2
<b>Average</b>	<b>2.33</b>	<b>2.67</b>	<b>2.67</b>	<b>2.50</b>	<b>1.50</b>	<b>1.67</b>	<b>1.33</b>	<b>2.00</b>	<b>1.67</b>	<b>1.75</b>	<b>1.80</b>	<b>1.83</b>
<b>Course Code: BA(JMC)110</b>	<b>Sports Journalism</b>											
CO1. Learners would be able to define and understand sports journalism.	3	3	3	3	-	1	1	2	2	1	2	2
CO2. Learners would be able to understand and develop skills related to Sports Reporting and writing.	3	3	3	3	2	1	2	2	2	3	2	2
CO3. Learners would be able to examine the role and significance of Sports Management and Regulatory Organizations, working at various levels.	3	2	2	2	3	2	3	3	1	3	3	2
CO4. Learners would be able to interpret the Sports Writing for different Mass Media Platforms.	3	2	3	3	2	2	2	2	2	2	2	2
CO5. Learners would be able to evaluate the role, opportunities and emerging trends for Sports Journalists.	2	2	3	3	2	1	1	1	-	2	-	1
<b>Average</b>	<b>2.8</b>	<b>2.4</b>	<b>2.8</b>	<b>2.8</b>	<b>2.25</b>	<b>1.4</b>	<b>1.8</b>	<b>2</b>	<b>1.75</b>	<b>2.2</b>	<b>2.25</b>	<b>1.8</b>

<b>Course Code: BA(JMC)152</b>	<b>Print Journalism Lab</b>											
CO1. Learner would be able to rewrite the headlines of news story.	3	3	3	3	2	3	1	-	3	-	1	3
CO2. Learner would be able to develop news report of different news beats	3	3	2	1	-	3	-	1	3	-	2	3
CO3. Learners would be able to translate Hindi News Story to English, and English to Hindi	1	2	2	3	1	-	-	-	-	-	1	2
CO4. Learner would be able to convert news story into feature story.	3	3	3	3	3	-	-	-	2	0	1	3
<b>Average</b>	<b>2.50</b>	<b>2.75</b>	<b>2.50</b>	<b>2.50</b>	<b>2.00</b>	<b>3.00</b>	<b>1.00</b>	<b>1.00</b>	<b>2.67</b>	<b>0.00</b>	<b>1.25</b>	<b>2.75</b>
<b>Course Code: BA(JMC)154</b>	<b>Still Photography Lab</b>											
CO1. Learners would be able to capture photography with different compositions	3	2	3	3	2	-	2	2	2	-	1	2
CO2. Learners would be acquainted with different lightning for capture the indoor photography's.	3	3	3	2	1	2	-	-	2	1	3	3
CO3. Learners would be able to create different news and feature story through photography.	3	3	3	3	2	3	2	3	2	-	3	3
<b>Average</b>	<b>3.00</b>	<b>2.67</b>	<b>3.00</b>	<b>2.67</b>	<b>1.67</b>	<b>2.50</b>	<b>2.00</b>	<b>2.50</b>	<b>2.00</b>	<b>1.00</b>	<b>2.33</b>	<b>2.67</b>
<b>Course Code: BA(JMC)156</b>	<b>Design and Graphics Lab – II</b>											
CO1. Learners would be able to design different objects using coral draw	3	3	3	3	3	-	-	-	2	1	2	3
CO2. Learners would be able to create layouts using page layout software's for print media.	3	3	3	3	3	-	-	-	2	-	2	2
CO3. Learners would be able to design magazine using Indesign software	3	3	3	3	3	0	0	0	2	-	2	3
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2.00</b>	<b>1.00</b>	<b>2.00</b>	<b>2.67</b>



Course Code: BA(JMC)158	Health Communication Lab											
CO1. Learners would be able to create different blogs on health issues.	2	3	3	2	2	1	2	2	3	-	3	3
CO2. Learners would be able to develop feature for a health magazine.	3	3	2	3	1	2	2	2	3	1	2	3
CO3. Learners would be able to design and construct the media material for behaviour communication	3	3	1	1	1	3	2	3	2	2	3	3
<b>Average</b>	<b>2.67</b>	<b>3.00</b>	<b>2.00</b>	<b>2.00</b>	<b>1.33</b>	<b>2.00</b>	<b>2.00</b>	<b>2.33</b>	<b>2.67</b>	<b>1.50</b>	<b>2.67</b>	<b>3.00</b>
Course Code: BA(JMC)160	Sports Journalism Lab											
CO1.Learner would be able to rewrite the headlines of news story for sports magazine.	3	3	3	2	1	1	2	3	2	-	2	3
CO2. Learners would be able to design and develop sport blogs & interviews on by using smartphones	3	3	2	1	2	2	2	2	2	2	2	2
CO3. Learners would be able to design and cultivate the sports magazine.	3	3	3	3	3	1	2	3	3	2	2	3
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>2.67</b>	<b>2.00</b>	<b>2.00</b>	<b>1.33</b>	<b>2.00</b>	<b>2.67</b>	<b>2.33</b>	<b>2.00</b>	<b>2.00</b>	<b>2.67</b>
Course Code: BA(JMC)201	Development Communication											
CO1. Learners would have the understanding of Development Communication along with the Economic and Social Indicators, and approaches.	3	3	2	2	2	3	2	3	2	1	2	2
CO2. Learners would be able to analyze & evaluate the models and paradigms of Development Communication.It would know different programmes and policies of the development.	3	3	3	2	2	3	2	2	2	2	2	2
CO3. Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development.	3	2	3	3	2	3	3	2	1	-	-	1
CO4. Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems he also will understands the communication gap.	2	2	2	2	2	3	1	3	2	1	2	2
CO5. Evaluate the protocols and Principles in computer networking	3	2	2	3	-	1	3	2	1	-	-	2
<b>Average</b>	<b>2.80</b>	<b>2.40</b>	<b>2.40</b>	<b>2.40</b>	<b>2.00</b>	<b>2.60</b>	<b>2.20</b>	<b>2.40</b>	<b>1.60</b>	<b>1.33</b>	<b>2.00</b>	<b>1.80</b>

Course Code: BA(JMC)203	Basics of Radio Programming and Production											
CO1. Students would be able to define the fundamentals and role of radio as a tool of mass communication.	3	3	3	3	3	2	2	3	2	1	2	2
CO2. Students would be able to understand the functions and programme formats of commercial radio stations.	3	3	3	2	2	2	1	3	3	-	1	2
CO3. Students would interpret with the real world of radio production and transmission process.	3	2	3	3	2	2	-	-	3	2	3	3
CO4. Students would be able to operate various radio equipment and the mixers for post-production process. Students would know different programmes and policies of the development.	3	3	3	3	2	-	2	-	2	1	3	2
CO5. Students would be able to create & apply an appropriate radio program in different formats i.e. Talk Show/ Feature/ News/ Entertainment program etc. Students will be able to apply radio production techniques.	3	3	3	2	1	-	-	2	2	-	2	3
<b>Average</b>	<b>3.00</b>	<b>2.80</b>	<b>3.00</b>	<b>2.60</b>	<b>2.00</b>	<b>2.00</b>	<b>1.67</b>	<b>2.67</b>	<b>2.40</b>	<b>1.33</b>	<b>2.20</b>	<b>2.40</b>
Course Code: BA(JMC)205	Basics of Video Camera, Lights and Sound											
CO1. Learners would be able to understand the basic functioning of video camera.	3	3	3	3	1	-	-	-	3	-	2	3
CO2. Learners would be able to describe video camera operations and functions.	3	2	3	2	3	-	-	-	-	1	2	2
CO3. Learners would be able demonstrate different types of shots and angles.	3	3	3	3	2	-	3	2	2	2	3	3
CO4. Learners would be able to apply the techniques and skills required for presentation, anchoring for television programme production.	3	3	3	3	2	-	-	2	2	2	3	3
CO5. Learners would be able to apply and administer camera in professional manner.	2	2	3	3	1	1	3	2	2	1	2	3
<b>Average</b>	<b>2.8</b>	<b>2.6</b>	<b>3</b>	<b>2.8</b>	<b>1.8</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2.25</b>	<b>1.5</b>	<b>2.4</b>	<b>2.8</b>

<b>Course Code: BA(JMC)207</b>	<b>Radio Jockeying and News Reading</b>											
CO1. Learners would be able to understand the concept structure and functioning of Radio Station.	2	1	3	3	1	1	3	2	1	2	2	2
CO2. Learners would be able to create packages of Radio Infotainment programs enclosed with the basic writing skills of Radio programs.	2	1	3	3	1	-	2	2	2	2	2	2
CO3. Learners would be able to demonstrate the technicalities related to Voice personality and Presentation.	2	2	3	2	1	-	2	1	2	-	-	2
CO4. Learners would be appraise with the Production process and On Air Programming of Radio industry along with the emerging industrial trends.	2	1	3	3	1	-	3	1	1	1	2	1
<b>Average</b>	<b>2.00</b>	<b>1.25</b>	<b>3.00</b>	<b>2.75</b>	<b>1.00</b>	<b>1.00</b>	<b>2.50</b>	<b>1.50</b>	<b>1.50</b>	<b>1.67</b>	<b>2.00</b>	<b>1.75</b>
<b>Course Code: BA(JMC)209</b>	<b>Video Editing</b>											
CO1. Student would be able to define the concept of Video editing and Editing Process.	3	2	3	2	-	-	2	3	1	-	-	1
CO2. Students would be able to identify and employ different equipment's and editing techniques of Video Editing.	3	1	3	2	-	-	2	1	-	-	-	1
CO3. Students would be able to appraise skills required for Mixing and Exporting in Video editing.	2	-	3	2	-	-	3	1	1	1	1	1
CO4. Students would be able to develop skills related to Multi Camera Editing and Live event telecasting.	2	1	3	3	0	0	3	1	1	1	1	1
<b>Average</b>	<b>2.50</b>	<b>1.33</b>	<b>3.00</b>	<b>2.25</b>	<b>0.00</b>	<b>0.00</b>	<b>2.50</b>	<b>1.50</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>
<b>Course Code: BA(JMC)251</b>	<b>Radio Production Lab</b>											
CO1. Learners would be able to identify the various Radio programme formats	3	2	3	2	2	1	2	2	1	2	1	1
CO2. Learners would be having Hands on practice of different Radio equipment.	2	1	2	2	-	1	3	1	2	2	1	1
CO3. Learners would be able to create the outdoor programmes of Radio.	2	3	3	2	2	1	3	2	2	2	2	2

CO4. Learners would be able to formulate a production book for radio station.	2	3	3	3	2	2	3	2	2	2	2	2
CO5. Learners would be able to create Public Service Announcement, News, Documentary, Drama, Interview etc.	1	2	2	2	-	1	1	1	1	2	1	2
<b>Average</b>	<b>2.00</b>	<b>2.20</b>	<b>2.60</b>	<b>2.20</b>	<b>2.00</b>	<b>1.20</b>	<b>2.40</b>	<b>1.60</b>	<b>1.60</b>	<b>2.00</b>	<b>1.40</b>	<b>1.60</b>
<b>Course Code: BA(JMC)253</b>	<b>Video Production Lab</b>											
CO1. Learners would be able to administer the video camera and camera movements.	3	2	3	3	-	-	3	2	3	3	1	2
CO2. Learners would be able to operate and situate different lights, filters and gels in their production.	2	3	3	3	1	1	3	2	2	2	1	1
CO3. Learners would be able to practice the audio control and audio adjustment in video camera.	2	2	3	3	-	-	3	2	2	1	2	2
CO4. Learners would be able to produce Public Service Message using i-cam editing techniques.	2	3	3	3	2	2	3	2	1	1	1	2
<b>Average</b>	<b>2.25</b>	<b>2.5</b>	<b>3</b>	<b>3</b>	<b>1.5</b>	<b>1.5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1.75</b>	<b>1.25</b>	<b>1.75</b>
<b>Course Code: BA(JMC)-255</b>	<b>Summer Training Report</b>											
CO1. Learners would be able to demonstrate the ability to translate academic concepts into practical skills for print media	3	3	2	2	1	2	3	2	2	2	2	2
CO2. Learners would be able to demonstrate proficiency in applying current industry practices, tools, and techniques to create high-quality media and entertainment content.	3	3	3	3	1	2	3	3	2	2	2	2
CO3. Learners would be able to develop a strategic approach to networking, including the use of social platforms, industry events, and informational interviews to enhance career opportunities.	2	2	3	2	1	1	2	2	1	2	2	2
CO4. Learners would be able to foster collaborative skills by working in diverse teams on print media industry-relevant projects.	2	2	3	2	3	2	3	2	1	2	2	2
<b>Average</b>	<b>2.5</b>	<b>2.5</b>	<b>2.75</b>	<b>2.25</b>	<b>1.5</b>	<b>1.75</b>	<b>2.75</b>	<b>2.25</b>	<b>1.5</b>	<b>2</b>	<b>2</b>	<b>2</b>

Course Code: BA(JMC)257	Radio Jockeying and News Reading Lab											
CO1. Learners would be able to formulate a script for radio news, Acquire proper voice culture and communication skills	2	2	3	2	1	2	3	2	2	2	2	2
CO2. Learners would be able to prepare and present the news bulleting package for radio containing Live reporting and Phone-in sequences.	3	2	2	3	2	2	3	2	2	2	2	3
CO3.Learners would be able Host both live and recorded program for radio	3	3	3	3	2	3	3	3	3	3	2	2
CO4.Learners would be able to produce entertainment based Radio show.	3	3	3	3	3	3	3	3	3	2	3	3
<b>Average</b>	<b>2.75</b>	<b>2.5</b>	<b>2.75</b>	<b>2.75</b>	<b>2</b>	<b>2.5</b>	<b>3</b>	<b>2.5</b>	<b>2.5</b>	<b>2.25</b>	<b>2.25</b>	<b>2.5</b>
Course Code: BA(JMC)259	Video Editing Lab											
CO1.Learners would be able to understand the NLE Setup and connecting various audio-visual equipment's for editing	3	2	3	2	1	1	2	2	1	1	2	2
CO2. Learners would be able to edit programmes, including news bulletins, news packages etc.	3	3	3	2	2	2	3	2	1	2	2	1
CO3. Learners would able to create final news package with montage for news/non-news story.	2	3	3	2	1	1	3	2	2	2	2	2
<b>Average</b>	<b>2.67</b>	<b>2.67</b>	<b>3.00</b>	<b>2.00</b>	<b>1.33</b>	<b>1.33</b>	<b>2.67</b>	<b>2.00</b>	<b>1.33</b>	<b>1.67</b>	<b>2.00</b>	<b>1.67</b>
Course Code: BA(JMC)202	Basics of Advertising											
CO1.Learners would be able to define the concept of Advertising.Learner will have the knowledge of self-employment.	3	3	3	2	1	-	-	1	3	2	1	3
CO2. Learners would be able to understand with the concept and significance of different Advertising models.	3	2	1	-	-	-	-	1	2	1	-	2
CO3. Learners would be able to examine the significance and functioning of different regulatory bodies of Advertising.	3	3	1	-	1	2	2	2	2	-	-	2
CO4. Learners would be able to interpret employ Creativity in Advertising.	2	3	1	3	-	2	2	-	2	-	1	3
CO5. Learners would be examining with the structure and functioning of Advertising Agencies.Learner would know about the advertising industry and its functioning.	3	3	2	1	-	-	3	3	3	1	2	3

CO6.Learners would be able to develop and carry out Advertising Campaign.	3	3	3	3	2	3	3	3	3	1	3	3
CO7.Learners would be able to classify the importance and functioning of different Media Measurement tools of Ad Campaign, i.e. IRS, RAM, BARC, WAM etc.	3	3	3	3	2	2	3	2	3	-	3	2
<b>Average</b>	<b>2.86</b>	<b>2.86</b>	<b>2.00</b>	<b>2.40</b>	<b>1.50</b>	<b>2.25</b>	<b>2.60</b>	<b>2.00</b>	<b>2.57</b>	<b>1.25</b>	<b>2.00</b>	<b>2.57</b>
<b>Course Code: BA(JMC)204</b>	<b>Basics of Public Relations</b>											
CO1. Learners would be able to define the concept and functioning of Public Relations	3	3	3	1	2	1	-	1	2	2	2	2
CO2. Learners would be able to understand the ethical norms of PRSI and IPRA.	3	3	3	2	1	-	1	2	-	-	2	2
CO3. Learners would be able to interpret with the Structure and Functioning of PR agency.	3	2	1	-	1	1	1	2	2	-	2	2
CO4. Learners would be able to examine the roles and responsibilities of PRO in different sector.	3	3	3	3	3	3	2	3	2	3	3	3
CO5. Learners would be able to classify the concept and classification of Corporate Communication and PR.	3	3	3	3	2	1	3	3	3	3	3	3
CO6. Learners would be able to formulate the PR campaign.	3	3	3	3	2	2	2	3	2	3	3	2
<b>Average</b>	<b>3.00</b>	<b>2.83</b>	<b>2.67</b>	<b>2.40</b>	<b>1.83</b>	<b>1.60</b>	<b>1.80</b>	<b>2.33</b>	<b>2.20</b>	<b>2.75</b>	<b>2.50</b>	<b>2.33</b>
<b>Course Code: BA(JMC)206</b>	<b>Television Programming and Production</b>											
CO1. Gain in-depth knowledge on Entrepreneurial development in today's global scenario	3	3	3	3	2	2	1	2	2	-	2	3
CO2.Understand the concept of entrepreneurs and to help the students to develop an entrepreneurial mind-set	3	1	2	1	-	-	-	2	2	1	3	3
CO3. Develop critical thinking for shaping strategies and help them to become an successful entrepreneur	3	2	2	2	1	1	-	-	2	-	3	3
CO4. Acquire values and attitudes towards understanding complex business problems, and active participation in solving current business problems.	3	3	3	3	1	-	-	1	2	-	3	2
CO5. Understand the concept of the fundamentals of management	2	2	3	2	2	2	1	1	2	2	3	2
<b>Average</b>	<b>2.80</b>	<b>2.20</b>	<b>2.60</b>	<b>2.20</b>	<b>1.50</b>	<b>1.67</b>	<b>1.00</b>	<b>1.50</b>	<b>2.00</b>	<b>1.50</b>	<b>2.80</b>	<b>2.60</b>

<b>Course Code: BA(JMC)208</b>	<b>Television News: Reporting and Anchoring</b>												
CO1. Learners would be able to define the role and responsibilities of TV as a medium of Mass Communication.	3	3	2	2	2	2	2	2	2	1	1	1	1
CO2. Learners would be able to understand the concept of Pre-Production process of Television Program to perform professionally. Students will be able to write scripts of television news stories, special stories and on the spot reporting.	3	2	3	3	1	1	2	1	1	1	1	2	2
CO3. Learners would be able to create Programmes by following Production process of Television Program to perform professionally.	2	2	3	3	1	1	1	1	1	1	1	2	2
CO4. Learners would be able to interpret with the Post-Production process of Television Program to perform professionally. Students will be able to do the editing both offline and online programme of television with using the softwares .	2	3	3	3	3	2	3	1	2	1	1	1	1
<b>Average</b>	<b>2.5</b>	<b>2.5</b>	<b>2.75</b>	<b>2.75</b>	<b>1.75</b>	<b>1.5</b>	<b>2</b>	<b>1.25</b>	<b>1.25</b>	<b>1</b>	<b>1.5</b>	<b>1.5</b>	<b>1.5</b>
<b>Course Code: BA(JMC)210</b>	<b>Corporate Communication</b>												
CO1. Learners would be able to define the conceptuality and forms of Corporate domain.	3	3	3	2	1	1	-	1	2	-	2	2	2
CO2. Learners would be able to understand the basic concept, structure and functioning of Corporate Communication.	3	3	3	1	1	-	-	1	2	1	2	2	2
CO3. Learners would be able to examine Corporate Communication in strategic mannerism.	3	3	3	2	1	1	-	-	2	2	2	2	2
CO4. Learners would be able to execute Corporate Communication with the assistance of different Media and Non-media tools.	3	3	3	2	1	3	2	1	2	-	2	2	2
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>1.75</b>	<b>1.00</b>	<b>1.67</b>	<b>2.00</b>	<b>1.00</b>	<b>2.00</b>	<b>1.50</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>

Course Code: BA(JMC)252	Adverstising Lab											
CO1- Learners would be able to construct different objectives for advertising campaign.	3	3	3	3	2	3	2	2	2	2	3	3
CO2- Learners would be able to build strategies for ad campaign.	3	3	3	3	1	2	2	2	2	-	3	3
CO3- Learners would be able to produce and design the advertisement message for different medium.	3	3	3	3	-	2	2	-	2	-	2	2
CO4- Learners would be able to construct the audience feedback and analysis of Ad Campaign.	3	3	3	3	-	2	2	2	2	-	3	2
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1.5</b>	<b>2.25</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2.75</b>	<b>2.5</b>
Course Code: BA(JMC)254	Public Relation Lab											
CO1- Learners would be able to plan and design the press release on product launch.	3	3	3	3	1	-	-	-	-	-	2	3
CO2- Learners would be able to organize a mock press conference.	3	3	3	3	-	-	-	-	1	-	2	2
CO3- Learners would be able to design and implement the PR Campaign.	3	3	3	3	3	2	1	3	3	1	2	3
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2.67</b>
Course Code: BA(JMC)256	TV Production Lab											
CO1- Learners would be able to produce the different video programme of social relevance.	3	3	3	3	-	-	-	2	2	-	2	3
CO2- Learners would be able to identify the various video programme formats	3	3	3	3	-	-	1	1	2	-	2	2
CO3- Learners would be able to formulate a production book for Television	3	3	3	3	3	0	-	-	2	1	3	3
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>1.5</b>	<b>2</b>	<b>1</b>	<b>2.33</b>	<b>2.67</b>
Course Code: BA(JMC)258	Television News: Reporting and Anchoring Lab											
CO1- Learners would be able to formulate a script for TV News.	3	3	2	2	2	2	2	2	1	1	1	1
CO2- Learners would be able to prepare and present the news bulletin for News Channel.	3	2	3	3	1	1	2	1	1	1	2	2
CO3- Learners would be able to Host a talk show and interview program for News Channel.	2	2	3	3	1	1	1	1	1	1	2	2
CO4- Learners would be able to produce debate or discussion based TV show	2	3	3	3	3	2	3	1	2	1	1	1
<b>Average</b>	<b>2.5</b>	<b>2.5</b>	<b>2.75</b>	<b>2.75</b>	<b>1.75</b>	<b>1.5</b>	<b>2</b>	<b>1.25</b>	<b>1.25</b>	<b>1</b>	<b>1.5</b>	<b>1.5</b>



<b>Course Code: BA(JMC)260</b>	<b>Corporate Communication Lab</b>											
CO1- Learners would be able to analyse and conduct an identity audit using multi-media Presentation.	3	3	3	2	1	1	-	1	2	-	2	2
CO2- Learners would be able to create an email invite, press note and Social media Strategy of media organization.	3	3	3	1	1	-	-	1	2	1	2	2
CO3- Learners would be able to construct the media planning and management for Disaster & Crisis Management	3	3	3	2	1	1	0	-	2	2	2	2
<b>Average</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1.67</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>1.5</b>	<b>2</b>	<b>2</b>
<b>Course Code: BA(JMC)301</b>	<b>Basics of New Media</b>											
CO1- Learners would have defined of the concept and approach of New Media and Online Communication.	3	3	3	3	-	2	3	3	2	2	2	2
CO2- Students would have the understanding about Online Journalism, Cyber Law and Ethics to imbibe professionalism.	3	3	3	3	2	3	3	3	2	2	2	2
CO3- Students would be able to develop etiquettes of social media appearance.	2	2	3	3	2	2	2	2	2	1	2	2
CO4- Students would able to learn the Application part of Media convergence by understanding of New Media Issues.	2	3	2	1	-	3	3	2	2	1	2	2
CO5- Learners would be able to create Web Content along with the Website Audience Measurement.	1	3	3	2	-	1	2	2	-	2	-	1
<b>Average</b>	<b>2.2</b>	<b>2.8</b>	<b>2.8</b>	<b>2.4</b>	<b>2</b>	<b>2.2</b>	<b>2.6</b>	<b>2.4</b>	<b>2</b>	<b>1.6</b>	<b>2</b>	<b>1.8</b>
<b>Course Code: BA(JMC)303</b>	<b>Media Research</b>											
CO1- Student would be able to define the conceptual knowledge of media research.	2	3	2	2	1	2	1	2	2	3	1	2
CO2- Students would be able to understand the Communication research and its effective use.	2	1	2	2	-	2	-	-	2	3	2	2
CO3- Students would be able to apply the research methodology.	2	1	1	2	-	-	1	-	2	3	2	2
CO4- Students will be able to apply the theoretical knowledge of Research.	3	2	3	2	2	3	3	2	2	3	2	2
CO5- Students will be able to appraise the ethics in Research.	2	1	1	1	1	2	1	1	1	3	-	2
CO6- Students would be creating research paper.	3	2	3	3	1	2	2	2	2	3	2	2
<b>Average</b>	<b>2.33</b>	<b>1.67</b>	<b>2.00</b>	<b>2.00</b>	<b>1.25</b>	<b>2.20</b>	<b>1.60</b>	<b>1.75</b>	<b>1.83</b>	<b>3.00</b>	<b>1.80</b>	<b>2.00</b>

Course Code: BA(JMC)305	Event Management											
CO1- Learners would be able to define the basic concepts related to event management.	3	2	2	2	2	1	2	1	1	2	3	2
CO2- Learners would be able to understand the Organizational structure and functioning of Event Management Organization.	1	2	2	1	1	-	1	-	1	-	2	1
CO3- Learners would be able to apply the event management process.	2	2	3	3	1	-	-	1	1	-	3	1
CO4- Learners would be able to create a sample event and evaluate post event process.	1	1	2	2	1	-	1	1	-	1	3	2
<b>Average</b>	<b>1.75</b>	<b>1.75</b>	<b>2.25</b>	<b>2</b>	<b>1.25</b>	<b>1</b>	<b>1.33</b>	<b>1</b>	<b>1</b>	<b>1.5</b>	<b>2.75</b>	<b>1.5</b>
Course Code: BA(JMC)307	Digital Media Marketing											
CO1- Learners would have able to define the concepts and theory of Social media & Social Network.	2	3	2	2	-	2	2	-	1	-	1	1
CO2- Learners would develop the skills required for Branding on Digital media containing skill-sets of SEO,SEM, ZMOT etc.	3	3	3	2	-	-	3	-	1	-	-	1
CO3- Learners would be able to understanding related to Online Entrepreneurship.	2	1	3	3	3	2	3	2	2	3	2	2
CO4- Learners would be able to examine Social Media measurement and Metrics from professional perspective.	2	3	2	3	2	2	3	2	1	2	1	1
CO5- Learners would be able to analyse the different Case studies related to Digital Media Marketing.	3	3	1	2	-	1	2	1	1	2	2	2
<b>Average</b>	<b>2.4</b>	<b>2.6</b>	<b>2.2</b>	<b>2.4</b>	<b>2.5</b>	<b>1.75</b>	<b>2.6</b>	<b>1.67</b>	<b>1.20</b>	<b>2.33</b>	<b>1.50</b>	<b>1.40</b>
Course Code: BA(JMC)309	Film Appreciation											
CO1- Learners would be able to define the significance and strength of films.	2	3	2	3	-	2	2	2	2	-	1	2
CO2- Learners would be able to understand the concept historical landmarks of films for better understanding of cinematic evaluation.	2	3	1	2	-	1	-	-	1	-	-	1
CO3- Learners would be able to classify emerging trends and debates in Indian Cinema.	3	3	2	2	2	2	1	1	2	2	1	1

CO4- Learners would be able to compare Censorship standards and Contemporary Indian Film Industry trends.	2	3	2	2	-	2	3	2	1	2	1	1
CO5- Learners would be able to examine Film Appreciation and Film Review.	2	3	2	2	-	-	2	2	1	2	-	1
CO6- Learners would be able to construct Job Profile and responsibilities of a Film Reviewer.	1	1	2	2	-	1	1	1	1	-	-	1
<b>Average</b>	<b>2.00</b>	<b>2.67</b>	<b>1.83</b>	<b>2.17</b>	<b>2.00</b>	<b>1.60</b>	<b>1.80</b>	<b>1.60</b>	<b>1.33</b>	<b>2.00</b>	<b>1.00</b>	<b>1.17</b>
<b>Course Code: BA(JMC)351</b>	<b>New Media Lab</b>											
CO1- Learners would be able to communicate using New Media application effectively.	2	2	3	2	1	1	2	2	1	2	2	2
CO2- Learners would be able to design and develop blog/vlog on various subjects	2	2	3	2	1	2	3	2	2	3	2	2
CO3- Learners would be able to analyze and evaluate various elements and content for news website	2	2	3	2	1	2	3	2	1	2	-	1
CO4- Learners would be able to apply the HTML code to develop a news website	2	2	3	3	-	-	3	-	1	1	-	3
CO5- Learners would be able to apply adobe Dreamweaver software to create dynamic website	2	2	3	3	-	-	3	-	1	1	-	3
<b>Average</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2.4</b>	<b>1</b>	<b>1.67</b>	<b>2.8</b>	<b>2</b>	<b>1.2</b>	<b>1.8</b>	<b>2</b>	<b>2.2</b>
<b>Course Code: BA(JMC)353</b>	<b>Media Research Lab</b>											
CO1- Learner would be able to Identify problems and select topics from research perspective.	3	2	2	1	-	1	2	1	1	3	2	2
CO2- Learner would be acclimated with the basic research process	3	1	2	1	-	-	2	-	2	2	1	2
CO3- Learner would be able to review literature and collect data with the help of different research methodology and sampling techniques	3	1	2	2	-	-	3	-	2	2	1	2
CO4- Learner would be able to apply research techniques in pre-testing/evaluation of collected material.	2	1	2	2	1	1	3	1	2	2	3	3
CO5- Learner would able to conduct media research and write a report.	3	3	3	2	1	1	2	1	1	2	2	2
<b>Average</b>	<b>2.8</b>	<b>1.6</b>	<b>2.2</b>	<b>1.6</b>	<b>1</b>	<b>1</b>	<b>2.4</b>	<b>1</b>	<b>1.6</b>	<b>2.2</b>	<b>1.8</b>	<b>2.2</b>

<b>Course Code: BA(JMC)355</b>		<b>Event Management Lab</b>											
CO1- Learners would be able to Conduct and analyze Pre-event survey.	1	2	2	2	2	1	3	2	1	2	2	2	
CO2- Learners would be able to Conceptualize, Organize, Conduct and Evaluate an Event containing all the steps.	2	1	3	3	3	1	3	2	2	3	3	2	
CO3- Learners would be able to prepare final report and Multi-media presentation of the conducted Event.	2	2	1	2	2	-	2	-	1	1	2	1	
<b>Average</b>	<b>1.67</b>	<b>1.67</b>	<b>2.00</b>	<b>2.33</b>	<b>2.33</b>	<b>1.00</b>	<b>2.67</b>	<b>2.00</b>	<b>1.33</b>	<b>2.00</b>	<b>2.33</b>	<b>1.67</b>	
<b>Course Code: BA(JMC)357</b>		<b>Functional Exposure Report</b>											
CO1- Learners will be able to effectively apply theoretical concepts acquired in the classroom to practical work experiences within the Electronic Media industry.	2	3	3	3	2	1	3	2	2	2	3	3	
CO2- Learners will be able to develop a portfolio of professional skills essential for success in the Electronic Media, including communication, problem-solving, and adaptability.	2	2	3	3	2	1	3	2	2	2	2	2	
CO3- Learners will be able to demonstrate a high level of proficiency in through practical applications, projects, or assessments that reflect competence and mastery in specific areas such as content creation, production, management, or any other relevant field.	3	3	3	3	1	2	2	2	2	1	2	2	
<b>Average</b>	<b>2.33</b>	<b>2.67</b>	<b>3.00</b>	<b>3.00</b>	<b>1.67</b>	<b>1.33</b>	<b>2.67</b>	<b>2.00</b>	<b>2.00</b>	<b>1.67</b>	<b>2.33</b>	<b>2.33</b>	
<b>Course Code: BA(JMC)359</b>		<b>Digital Media Marketing Lab</b>											
CO1- Learners would be able to create and maintain corporate blog for any Organization/Product/Service	3	2	3	2	1	2	3	2	2	2	2	2	
CO2- Learners would be able to maintain their social media platform to promote their Blog/Vlog as per the algorithm and format of the platform.	2	3	3	3	2	2	3	2	2	3	2	2	
CO3- Learners would be able to analyze and evaluate the Social media marketing strategy for any Organization/Product/Service.	3	3	3	2	2	2	2	2	2	2	2	2	
CO4- Learners would be able to use multimedia presentation tools to analyze and present the strategies of digital media marketing for any Organization/Product/Service.	2	2	3	3	2	2	3	2	1	2	2	2	
<b>Average</b>	<b>2.5</b>	<b>2.5</b>	<b>3</b>	<b>2.5</b>	<b>1.75</b>	<b>2</b>	<b>2.75</b>	<b>2</b>	<b>1.75</b>	<b>2.25</b>	<b>2</b>	<b>2</b>	

Course Code: BA(JMC)361	Film Appreciation Lab											
CO1- Learners would be able to understand the way that content, form, and contexts work together to create meaning in film.	2	2	2	2	1	2	2	1	1	2	1	1
CO2- Learners would be able to understand the myriad of creative and technical choices that construct a work, and how ultimately each individually impacts a finished film	3	3	3	2	2	3	3	2	2	3	3	2
CO3- Learners would be able to identify and use key concepts, models and tools in film criticism.	2	2	1	1	1	2	3	2	1	1	-	1
CO4- Learners would be able to review, develop basic script and screenplay for a film	2	2	3	3	2	2	3	3	2	2	1	1
<b>Average</b>	<b>2.25</b>	<b>2.25</b>	<b>2.25</b>	<b>2</b>	<b>1.5</b>	<b>2.25</b>	<b>2.75</b>	<b>2</b>	<b>1.5</b>	<b>2</b>	<b>1.67</b>	<b>1.25</b>
Course Code: BA(JMC)302	Media Management and Entrepreneurship											
CO1- Learners would be able to understand the Structure, functioning and ownership patterns of Media Organization.	3	3	2	1	2	1	1	2	2	3	3	2
CO2- Learners would be able to define the mannerism of FDI in Media and entertainment industry.	2	3	3	2	3	2	2	1	1	2	2	1
CO3- Learners would be able to identify the concept and functioning of Management.	2	1	1	2	3	1	1	2	1	3	3	2
CO4- Learners would be able to examine the Establishment and Management of Media organization start-ups.	3	3	3	3	3	2	3	3	2	3	3	3
CO5- Learners would be able to develop Marketing, Entrepreneurship and Emerging trends of Media from career perspective.	3	3	3	3	3	3	3	2	2	3	3	3
<b>Average</b>	<b>2.6</b>	<b>2.6</b>	<b>2.4</b>	<b>2.2</b>	<b>2.8</b>	<b>1.8</b>	<b>2</b>	<b>2</b>	<b>1.6</b>	<b>2.8</b>	<b>2.8</b>	<b>2.2</b>
Course Code: BA(JMC)304	Global Media: An Overview											
CO1- Learners would be able to define the concept and significance of global communication in historical and contemporary context.	3	3	1	1	-	3	1	3	1	-	-	2
CO2- Learners would be acquainted with the Global Communication Giants along with TV and Cultural Imperialism.	3	2	1	1	2	2	2	1	1	-	-	1

CO3- Learners would be able to interpret the functioning of International Practices and Visual regulation of Media exchange.	2	3	3	2	2	3	3	3	2	1	2	3
CO4- Learners would be able to examine the structure and functioning of Indian Media and Media Regulatory bodies.	3	3	3	3	2	2	2	3	2	2	3	2
<b>Average</b>	<b>2.75</b>	<b>2.75</b>	<b>2</b>	<b>1.75</b>	<b>2</b>	<b>2.5</b>	<b>2</b>	<b>2.5</b>	<b>1.5</b>	<b>1.5</b>	<b>2.5</b>	<b>2</b>
<b>Course Code: BA(JMC)306</b>	<b>Environment Communication</b>											
CO1- Learners would be able to Remember, analyze and respond on the basic understanding of their environmental complexes.	1	2	1	2	-	2	2	2	2	3	2	1
CO2- Learners would be able to understand and evaluate the Concept and Significance of Media Ecosystem.	3	3	2	2	3	3	2	2	1	3	3	3
CO3- Learners would be able to analyze the role and significance of Media, Government and regulatory bodies for Environment Disaster.	3	3	2	3	2	3	2	2	2	2	2	3
CO4- Learners would be able to evaluate the significance and mannerism of Human welfare for Environment safety.	2	3	2	2	2	3	1	2	3	1	2	2
CO5- Learners would be able to Interpret and elaborate various tools viz. policies, rules/acts, mechanisms, compliances, institutions/agencies in securing the planet.	1	3	2	2	2	3	2	3	2	1	3	3
<b>Average</b>	<b>2</b>	<b>2.8</b>	<b>1.8</b>	<b>2.2</b>	<b>2.25</b>	<b>2.8</b>	<b>1.8</b>	<b>2.2</b>	<b>2</b>	<b>2</b>	<b>2.4</b>	<b>2.4</b>
<b>Course Code: BA(JMC)352</b>	<b>Final Project and Comprehensive Viva</b>											
CO1- Understand actual perspective about organizations in their totality.	3	-	3	1	-	-	-	-	-	-	-	-
CO2- Gain deeper understanding in specific functional area.	3	1	2	-	-	-	-	-	-	2	-	-
CO3- Demonstrate all the requirements of the selected field.	3	1	3	1	-	-	-	-	-	-	-	-
CO4- Develop insight into the working of the real media organization.	2	2	2	2	-	-	-	2	2	1	1	2
CO5- Explore career opportunities in their area of interest.	2	-	-	2	-	-	-	-	-	-	-	-
CO6- Perform the all the basic and advance skills related to anyone filed from Print, Electronic Media (Radio, Television, Film), New Media, Photography, Advertising and Public Relations and Event Management.	2	3	2	3	2	0	2	3	1	2	1	1
<b>Average</b>	<b>2.5</b>	<b>1.75</b>	<b>2.4</b>	<b>1.8</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2.5</b>	<b>1.5</b>	<b>1.67</b>	<b>1</b>	<b>1.5</b>