



BBA Department of Business Administration

Program outcomes (po)

PO1: To Develop students to be a better team worker.

PO2: To Develop students professionally to handle business issues.

PO3: To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy

PO4: To develop socially, ethically responsible business leaders.

PO5: To promote entrepreneurial skill among the student.

PROGRAMME SPECIFIC OUTCOME (PSO)

•To develop students professionally to handle business issues.

•To develop students to be a better team worker.

• To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

•To develop socially, ethically responsible business leaders.

• To sharpen soft and hard skills among the students.

• To promote entrepreneurial skills among students.



Semester - I

CORE II :

PRINCIPLES OF MANAGEMENT

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Understand various function of management |
| CO2 | Know various principles of function of management |
| CO3 | Recognize various styles of leadership |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 2 | 2 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 |
| CO3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 2 | 3 | 2 | 2 | 3 |
| CO5 | 3 | 2 | 2 | 2 | 3 |

Strong -3 Medium - 2 low- 0

BUSINESS COMMUNICATION

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Read quite widely to acquire business writing |
| CO2 | Get into the habit of writing regularly |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 1 | 3 | 3 | 2 |
| CO2 | 3 | 2 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 2 | 1 | 2 |
| CO4 | 3 | 2 | 1 | 3 | 2 |
| CO5 | 2 | 1 | 3 | 2 | 3 |

Strong -3 Medium - 2 low - 1

Business Mathematics statistics : I

| CO NUMBER | CO STATEMENT |
|-----------|--|
| CO1 | Understand the sequence, series, Matrix, operation and determines. |



| | |
|-----|---|
| CO2 | Understand the usage of central tendencies and dispersion. |
|-----|---|

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 1 | 3 | 3 | 2 |
| CO2 | 3 | 2 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 2 | 1 | 2 |
| CO4 | 3 | 2 | 1 | 3 | 2 |
| CO5 | 2 | 1 | 3 | 2 | 3 |

Strong-3 Medium-2 low-1

Semester - II**CORE III:****ORGANIZATION BEHAVIOUR**

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Know the importance of understanding behavior in the organizational context |
| CO2 | Be familiar with the factor affecting behavior |
| CO3 | Know the formation and role of group in organization. |
| CO4 | Be able to differentiate and apply various leadership styles. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 1 | 2 | 3 |
| CO3 | 2 | 2 | 2 | 1 | 1 |
| CO4 | 3 | 3 | 1 | 3 | 2 |
| CO5 | 3 | 3 | 3 | 2 | 3 |

Strong -3 Medium - 2 low - 1

FINANCIAL ACCOUNTING**CORE : IV**

| CO NUMBER | CO STATEMENT |
|-----------|--|
| CO1 | Understand the fundamentals of financial accounting. |
| CO2 | Acquire knowledge of accounting principles and practice. |
| CO3 | prepare various books of accounting and final accounts. |

MAPPING WITH PROGRAMME OUTCOMES



SHRI SAKTHIKAILASSH WOMEN'S COLLEGE

(Recognized under section 2(f) & 12(B) of UGC Act 1956) (Affiliated to Periyar University, Salem)

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 2 | 2 | 3 |
| CO2 | 1 | 1 | 2 | 3 | 3 |
| CO3 | 2 | 3 | 2 | 2 | 3 |
| CO4 | 1 | 3 | 3 | 3 | 2 |
| CO5 | 1 | | 3 | 3 | 2 |

Strong -3 Medium - 2 low - 1

Business Mathematics statistics: II

| CONUMBER | COSTATEMENT |
|----------|--|
| CO1 | Understand the sequence ,series ,Matrix ,operation and determines. |
| CO2 | Understand the usage of central tendencies and dispersion. |

MAPPINGWITHPROGRAMMEOUTCOMES

| CONUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 1 | 3 | 3 | 2 |
| CO2 | 3 | 2 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 2 | 1 | 2 |
| CO4 | 3 | 2 | 1 | 3 | 2 |
| CO5 | 2 | 1 | 3 | 2 | 3 |

Strong-3 Medium-2 low-0

MANAGERIAL ECONOMIC

| CONUMBER | COSTATEMENT |
|----------|--|
| CO1 | TO understand how the economic theories are modified into business practice so as for firm development |
| CO2 | It helps to understand project proposal and also how they are framed |

MAPPINGWITHPROGRAMMEOUTCOMES

| CONUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 3 |

Strong-3 Medium-2 low-0

SEMESTER - III



CORE: V

MARKETING MANAGEMENT

| CO NUMBER | CO STATEMENT |
|-----------|--|
| CO1 | Understand various factors of marketing environment. |
| CO2 | Apply the basic concept of marketing. |
| CO3 | Understand recent trends in marketing. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 3 |

Strong -3 Medium - 2 low - 0

FINANCIAL MANAGEMENT

CORE : VI

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Understand the fundamentals of finance. |
| CO2 | Recognize the importance of financial management. |
| CO3 | Apply cost of capital , capital structure and capital budgeting in corporate environment. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 3 |

Strong -3 Medium - 2 low - 0

HUMAN RESOURCE MANAGEMENT

CORE : VII

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 2 | 2 | 2 | 1 | 2 |



| | | | | | |
|-----|---|---|---|---|---|
| CO3 | 3 | 1 | 1 | 2 | 3 |
| CO4 | 3 | 2 | 1 | 1 | 1 |
| CO5 | 2 | 1 | 1 | 3 | 2 |

Strong -3 Medium - 2 low – 1

OPERATIONS RESEARCH

| CO NUMBER | CO STATEMENT |
|-----------|--|
| CO1 | Able to plan and provide a feasible solution based on the constraints. |
| CO2 | Able to estimate the cost and construct a model to derive a solution. |
| CO3 | Capable of analyzing the various situations and implement the strategies. |
| CO4 | Able to apply the network techniques of PERT and CPM to control the operation cost . |
| CO5 | Able to find a better solution for complex problem. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 2 | 2 | 2 | 1 | 2 |
| CO3 | 3 | 1 | 1 | 2 | 3 |
| CO4 | 3 | 2 | 1 | 1 | 1 |
| CO5 | 2 | 1 | 1 | 3 | 2 |

Semester : IV

PRODUCTION AND MATERIALS MANAGEMENT

CORE : VIII

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Identify the need for production management. |
| CO2 | Plan the production activity and design the plant layout. |
| CO3 | Acquire knowledge of material handling. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 2 | 2 | 2 | 1 | 2 |
| CO3 | 3 | 2 | 1 | 2 | 3 |
| CO4 | 3 | 2 | 2 | 1 | 2 |
| CO5 | 2 | 1 | 1 | 3 | 2 |

Strong -3 Medium - 2 low – 1

SBEC-I FUNDAMENTAL OF INSURANCE

| | |
|-----|--|
| CO1 | To analyze the sources of risk in Insurance policies. |
| CO2 | To apply the management techniques for avoidance of risk. |
| CO3 | Use Forward Contract and Futures Contract to hedge the unsystematic Risk |
| CO4 | Gain insight knowledge on types of insurance to be needed in |



| |
|----------------------------|
| an hour for an individual. |
|----------------------------|

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 1 | 2 | 2 |
| CO2 | 2 | 2 | 2 | 1 | 2 |
| CO3 | 3 | 2 | 1 | 2 | 3 |
| CO4 | 3 | 2 | 2 | 1 | 2 |
| CO5 | 2 | 1 | 1 | 3 | 2 |

Strong -3 Medium - 2 low – 1

SEMESTER : IV**Management Accounting**

| CONUMBER | COSTATEMENT |
|----------|---|
| CO1 | Understand the fundamentals of management accounting. |
| CO2 | Comprehend the operation of marginal costing |
| CO3 | Prepare master budget. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 2 | 2 | 2 | 1 | 2 |
| CO3 | 3 | 2 | 1 | 2 | 3 |
| CO4 | 3 | 2 | 2 | 1 | 2 |
| CO5 | 2 | 1 | 1 | 3 | 2 |

Strong -3 Medium - 2 low – 1

Business law**Core: x**

| CONUMBER | COSTATEMENT |
|----------|--|
| CO1 | Legalinsightwillbeestablishedinthebusinesspracticesaccordingtothesituationofchangingenvi ronment. |

MAPPINGWITHPROGRAMMEOUTCOMES

| CONUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 1 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 1 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |



| | | | | | |
|-----|---|---|---|---|---|
| CO5 | 2 | 2 | 3 | 3 | 1 |
|-----|---|---|---|---|---|

Strong-3Medium-2low-1

Money Banking and Global business

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Understand simple articles concerned with monetary economic and banking the theory. |
| CO2 | Appreciate the potential importance of monetary phenomenon in the economy. |
| CO3 | Apply to current events key model and concept of monetary economics and banking theory. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 3 |

Strong -3 Medium - 2 low - 0

COST ACCOUNTING

| CO NUMBER | CO STATEMENT |
|-----------|--|
| CO1 | Understand the fundamentals of cost accounting |
| CO2 | Recognize the costing methods |
| CO3 | Prepare cost sheet. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 1 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 1 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 1 |

Strong -3 Medium - 2 low - 1

MANAGEMENT INFORMATION SYSTEM

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Understand various concepts of MIS |
| CO2 | Apply MIS for the decision making process |
| CO3 | Know the roles of functional MIS |
| CO4 | Be familiar with electronic payments. |

**MAPPING WITH PROGRAMME OUTCOMES**

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 1 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 1 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 1 |

Strong -3 Medium - 2 low - 1

TAXATION

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Students can understand the basic Taxation in India. Sales Tax Act related Central Government and State Government. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 2 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 2 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 2 |

Strong -3 Medium - 2 low - 0

SBEC- I INPLANT TRAINING-VIVA-VOCE

| | |
|-----|---|
| CO1 | Students may make their own arrangements in fixing the companies for candidates should submit a report in not less than 25 type written pages. |
| CO2 | Industrial training reports shall be prepared by the students under the supervision of the faculty of the department. |
| CO3 | Cover page Copy of training certificate Profile of the business unit |
| CO4 | Practical viva – voce examination will be conducted with internal & external examiners at the end of the fourth semester and the credits will be awarded. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 2 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 1 | 3 | 3 | 2 |

Strong -3 Medium - 2 low - 1

**SEMESTER - V****COMPANY LAW**

| CO NUMBER | CO STATEMENT |
|-----------|--|
| CO1 | The basic concepts of formulation of a company have been studied. |
| CO2 | The knowledge about preparation of prospects, incorporation have been studied. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 3 |

Strong -3 Medium - 2 low – 0

FUNDEMENTALS OF RESEARCH METHODOLOGY

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Ability to apply research formulation on business problem. |
| CO2 | Capable of collecting data using appropriate statistical tools. |
| CO3 | Adoption of various parameter to test the significance of variables . |
| CO4 | Able to select appropriates research design. |
| CO5 | Able to measure the various. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 3 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 3 |
| CO5 | 2 | 2 | 3 | 3 | 3 |

Strong -3 Medium - 2 low – 0

SEMESTER –VI**FINANCIAL MARKET AND SERVICES.**

| CO NUMBER | CO STATEMENT |
|-----------|--|
| CO1 | The field of capital markets has been studied clearly |
| CO2 | The knowledge about financial markets has been understood. |

MAPPING WITH PROGRAMME OUTCOMES



| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 1 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 1 | 2 |
| CO3 | 2 | 1 | 3 | 3 | 2 |
| CO4 | 1 | 3 | 2 | 2 | 1 |
| CO5 | 2 | 2 | 3 | 1 | 3 |

Strong -3 Medium - 2 low – 1

ENTREPRENERIAL DEVEPLOMENT**CORE: XIX**

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | On the successful completion of the course, student will be able. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 1 | 2 | 3 |
| CO2 | 3 | 3 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 3 | 3 | 2 |
| CO4 | 1 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 2 | 3 |

Strong -3 Medium - 2 low – 1

SBEC-III ADVERTISING MANAGEMENT

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | To prepare the students for measuring advertising |
| CO2 | To make the students to measure media effectiveness |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 1 | 2 | 3 |
| CO2 | 1 | 3 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 2 | 3 |

Strong -3 Medium - 2 low – 1

CONSUMER BEHAVIOUR

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Students will gain the knowledge about consumer behavior and its applications |
| CO2 | Students will understand the psychological behavior of consumer behavior |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 1 | 2 | 3 |
| CO2 | 1 | 3 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 3 | 3 | 2 |



| | | | | | |
|-----|---|---|---|---|---|
| CO4 | 2 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 2 | 3 |

Strong -3 Medium - 2 low – 1**CORE : XIII INTERNATIONAL BUSINESS ENVIRONMENT**

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Learners understand the concepts, trade theories and importance of international business environment. |
| CO2 | Students acquire the required skills to be an effective management professional in an internationalized business environment. |
| CO3 | Learners understand, analyze and take decisions for a given business environmental situation |
| CO4 | Students acquire the knowledge about the functional of international organizations associated with international business. |
| CO5 | Students by understanding the changing international business environment will opt for higher studies, research, employment and entrepreneurship. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 1 | 2 | 3 |
| CO2 | 1 | 3 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 2 | 3 |

Strong -3 Medium - 2 low – 1**CORE : XVIII – STRATEGIC MANAGEMENT**

| CO NUMBER | CO STATEMENT |
|-----------|--|
| CO1 | Demonstrate the concepts of strategic management benefits received by the organization |
| CO2 | Acquire knowledge on guidelines to formulate mission, goals and objectives. |
| CO3 | Implement the knowledge gained in strategy selection. |
| CO4 | Analyze the factors and approaches to implement the strategy |
| CO5 | Understand the importance and criteria for strategic evaluation and control |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 1 | 2 | 3 |
| CO2 | 1 | 3 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 2 | 3 |

Strong -3 Medium - 2 low – 1**CORE: XX SERVICES MARKETING**



| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Differentiate between Goods and Service |
| CO2 | Know the dimensions and factors affecting service quality |
| CO3 | Understand various service marketing mix elements |
| CO4 | Apply service marketing concepts in various service industries. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 1 | 2 | 3 |
| CO2 | 1 | 3 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 2 | 3 |

Strong -3 Medium - 2 low – 1

SBEC: IV CAMPUS TO CORPORATE

| CO NUMBER | CO STATEMENT |
|-----------|---|
| CO1 | Be able to read and listen better. |
| CO2 | Make their presentation more effective. |
| CO3 | Be a good team player. |
| CO4 | Perform better in GD and Interview. |

MAPPING WITH PROGRAMME OUTCOMES

| CO NUMBER | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------|-----|-----|-----|-----|-----|
| CO1 | 3 | 2 | 1 | 2 | 3 |
| CO2 | 1 | 3 | 2 | 2 | 2 |
| CO3 | 2 | 2 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 2 | 2 | 2 |
| CO5 | 2 | 2 | 3 | 2 | 3 |

Strong -3 Medium - 2 low – 1