स्वामी राम हिमालयन विश्वविद्यालय
Swami Rama Himalayan University

Criterion 1 - Curricular Aspects

1.1.1 Outcome Analysis of POs, COs

Bachelor of Business Administration (BBA)

(2020-2023)

Himalayan School of Management Studies

Swami Rama Nagar, Jolly Grant, Dehradun 248016, Uttarakhand, India

A. Program Outcomes

After successful completion of the program, graduating students/graduates will able to:

PO1	Knowledge	Ability to identify and apply knowledge of management and related fields to general management and business with diverse situations
PO2	Critical Thinking	Apply management tools and techniques for applying complex issues and problems in business and developing solutions.
PO3	Communication	Ability to produce written documents and oral presentations that communicate effectively complex disciplinary ideas and information for the intended audience and purpose.
PO4	Teamwork	Ability to participate collaboratively and responsible in teams and to reflect upon their own contributions to the team and on the necessary processes and knowledge within the team to achieve specified outcomes.
PO5	Responsible Business	Apply the learning to appraise ethical, environmental and sustainability in decision making and in practice in business.

B. Course-wise CO-PO Mapping

Mapping factor or Correlational level between Course Outcome (CO) and Program Outcomes (PO) indicates to what extent the teaching and assessment method of CO correlates/contributes the PO at the level defined below:

Corelation Level	Particulars
3	Substantial/high contribution of CO towards PO
2	Moderate contribution of CO towards PO
1	Slight/low contribution of CO towards PO

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA101	**Business Communication**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA101.01	Define the communication process and describe communication patterns in a business organization.	1				
BBA101.02	Analyze and choose among appropriate organizational formats and channels for developing and presenting business messages.		2			
BBA101.03	Participate in teams and contribute effectively in organisational activities.			3	3	
BBA101.04	Create effective business documents using latest technology tools.	2				2
BBA101.05	Design and deliver effective oral presentations.	3		3		
	Course-wise Average of POs	1.200	0.400	1.200	0.600	0.400

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA102	**Business Mathematics**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA102.01	Describe various mathematical series, functions, and equations related to micro-economic concepts.	3				1
BBA102.02	Determine present and future values of investment and amount of an EMI.		3			
BBA102.03	Arrange data in matrix form and draw conclusions using matrix algebra.	2	3			

		PO1	PO2	PO3	PO4	PO5
BBA102.04	Apply acquired quantitative knowledge and skills to resolve problems in business.	1	3	1	1	2
	Course-wise Average of POs	**1.500**	**2.250**	**0.250**	**0.250**	**1.750**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA103	**Financial Accounting**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA103.01	Define accounting and bookkeeping.	3				2
BBA103.02	Identify the accounting rules required for business enterprises.	3				2
BBA103.03	Apply the rules of accounting in determining financial results.		3			
BBA103.04	Prepare financial statements.	2	3	1		
BBA103.05	Compare the specificity of different accounts within accounting policies.	2	3	1	1	2
	Course-wise Average of POs	**2.000**	**1.800**	**0.400**	**0.200**	**1.200**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA104	**Management Concepts**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA104.01	Explain management principles required for effective functioning of an organization.	3				
BBA104.02	Apply the basic concepts related to Business.	2		3		
BBA104.03	Demonstrate the roles, skills and functions of a manager.	2		3		
BBA104.04	Analyze the environment of the organization for effective decision making thereby ensuring business sustainability		3			2
BBA104.05	Demonstrate the ability to work in diverse teams			2		
	Course-wise Average of POs	**1.400**	**0.600**	**1.600**	**0.600**	**0.400**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA105	**Micro Economics**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA105.01	Describe the underlying mechanism of demand and supply and implications for business.	2	3			2
BBA105.02	Explain the impact of demand and supply on markets and various stakeholders.	2	3		1	1
BBA105.03	Discuss the decision process of the individual customer.	1	3	2		2
BBA105.04	Demonstrate the process of arriving at costs in production.		3			2
BBA105.05	Identify key characteristics, advantages and limitations of various market structures.		2	1	1	3
	Course-wise Average of POs	1.000	2.800	0.600	0.400	2.000

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA106	**Communicative English - I**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA106.01	Demonstrate the understanding of Phonetics.	3	2	1		
BBA106.02	Prepare official communication (memos and notices)	2	1	3		1
BBA106.03	Communicate in writing (Letters, Minutes, Agenda) for various business purposes	2	2	3	1	1
	Course-wise Average of POs	2.333	1.667	2.333	0.333	0.667

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA107	**Environment Studies**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA107.01	Live responsibly, demonstrate awareness in society, and appreciate the environmental assets of the places they inhabit.			1	2	3
BBA107.02	Describe and analyze the current local, national and global environmental issues and the science behind them.	2	2			

Course Code	Course Title					
BBA107.03	Apply the concept of reduce, reuse and recycle for the conservation of natural resources and environment	2			2	3
BBA107.04	Distinguish between eco-friendly and environmental destructive practices/approaches and communicate appropriately.			1		2
	Course-wise Average of POs	**1.000**	**0.500**	**0.250**	**1.000**	**2.000**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA201	**Business Environment Analysis**					
CO#	At the end of the course the students will be able to:	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
BBA201.01	Explain the concept, significance and changing dimensions of Business Environment.	3				
BBA201.02	Recognize different types of Business Environment.		3			
BBA201.03	Analyze the effect of government policy on Business Environment.		3	2		
BBA201.04	Establish the relationship between businesses and stakeholders.		3			2
BBA201.05	Describe the impact of changing laws and regulations on a business firm	3				1
BBA201.06	Discuss the cooperative organizations and their management and contribution in rural economic development.	3			1	2
	Course-wise Average of POs	**1.500**	**1.500**	**0.333**	**0.167**	**0.833**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA202	**Business Statistics**					
CO#	At the end of the course the students will be able to:	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
BBA202.01	Describe the process of collection of data and its statistical analysis in order to improve business decisions.	3			1	1
BBA202.02	Discuss data, process management, hypothesis testing, and model building.	3	3			
BBA202.03	Build statistical models suiting business applications.			2	2	

BBA202.04	Analyse data and create reports		2	3		
	Course-wise Average of POs	**1.500**	**1.250**	**1.250**	**1.000**	**0.250**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA203	**Computing For Business**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA203.01	Describe the fundamentals of Information Technology infrastructure components: hardware, software, and data communications systems.	3				
BBA203.02	Evaluate the performance of Operating systems and distinguish the various operating systems.	2	3			
BBA203.03	Distinguish among various storage devices and their usage.	2	2			
BBA203.04	Describe the computers networks and databases.	3				
BBA203.05	Explain the guiding principles of professional behavior in computing.			1	1	3
BBA203.06	Demonstrate the Applications of Microsoft Office	2	3			
	Course-wise Average of POs	**2.000**	**1.333**	**0.167**	**0.167**	**0.500**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA204	**Cost & Management Accounting**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA204.01	Assessing the role of cost accounting in the modern economic environment.	3				
BBA204.02	Adapting costs according as per its impact on business		3			1
BBA204.03	Determining the methods of schedule costs per unit of production		3			
BBA204.04	Evalaute the different methods to calculate inventory		3			
BBA204.05	Identify and interpret the impact of the selected costs method.		3	2	1	
BBA204.06	Prepare various budget in keeping with the business requirements.		3		1	
	Course-wise Average of POs	**0.500**	**2.500**	**0.667**	**0.333**	

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA205	Macro Economics					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA205.01	Explain the fundamental concepts of macroeconomics.	3				
BBA205.02	Describe circular flow model in open and closed economy.	2	3			
BBA205.03	Explain the concepts of national income, inflation and unemployment.	3		2	1	
BBA205.04	Discuss fiscal and monetary policies, and their impact on economy.	2	3			
BBA205.05	Identify the causes of prosperity, growth, and economic change over time.	3	2	2		
BBA205.06	Apply the application of economic principles in business.		3			2
	Course-wise Average of POs	2.167	1.833	0.667	0.167	0.333

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA206	Communicative English - II					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA206.01	Express lengthy texts while keeping the original ideas intact.	2	2	3		
BBA206.02	Identify, analyze, interpret and describe creatively ideas, values, and themes.	2	3	2		
BBA206.03	Write analytically in a report format.	2	2	3		1
BBA206.04	Demonstrate proficiency in written documents in the English language.	1		2	1	1
	Course-wise Average of POs	1.750	1.750	2.500	0.250	0.500

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA207	**Spreadsheet Modelling Lab**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA207.01	Identify the spreadsheet data environment and its applications.	3	1			
BBA207.02	Apply the various types of analyses options available in spreadsheets.	2	3			
BBA207.03	Create, use, edit, and manage macros and data validation	1	3			
BBA207.04	Apply Critical thinking skills to design and create spreadsheets.	2	3	1		1
BBA207.05	Design spreadsheet models for business problems.	2	3	2	1	1
BBA207.06	Explain the applications and features of power BI.	3				
	Course-wise Average of POs	2.167	2.167	0.500	0.167	0.333

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA301	**Business Research**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA301.01	Explain different types of research and their implications.	3				
BBA301.02	Describe the scientific way of thinking about a management problem.	3	2			
BBA301.03	Read and relate available literature review with respect to business problems.	2	3			2
BBA301.04	Create research designs suiting business problems.		3		2	
BBA301.05	Analyze various aspects of report writing.		2	3	1	
	Course-wise Average of POs	1.600	2.000	0.600	0.600	0.400

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA302	Company Accounts					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA302.01	Explain the accounting procedure in companies.	3	2			
BBA302.02	Gain the knowledge of preparation of companies' final accounts as balance sheet, statement of profit and loss and liquidation accounts.	3	2	1		
BBA302.03	Describe various provisions of The Indian Companies' Act regarding issue; buy back, underwriting and redemption of share and debentures.		3	2	1	
BBA302.04	Explain profit acquisition of business and profit prior to incorporation.		3	2	1	
BBA302.05	Discuss the accounting standards with regard to companies.	3				2
	Course-wise Average of POs	1.800	2.000	1.000	0.400	0.400

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA303	Human Resource Management					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA303.01	Describe the basic concepts of human resource management.	3				
BBA303.02	Analyze business problems from an HR perspective.		3			
BBA303.03	Evaluate HRM related social, cultural, ethical and environmental responsibilities & issues in a global context.		2			3
BBA303.04	Analyze and develop training strategies for effective delivery of training programs.	2	3	2		
BBA303.05	Exhibit the knowledge and skills required to effectively manage a diverse workforce.	1		2	3	
	Course-wise Average of POs	1.200	1.600	0.800	0.600	0.600

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA304	**Marketing Management**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA304.01	Describe the key concepts of marketing and the objectives of the Marketing function.	3				1
BBA304.02	Critically evaluate and carry out SWOT analysis within the environment.	3	2			
BBA304.03	Analyze buying behavior of customers.		2			1
BBA304.04	Explain product, pricing, distribution and communication strategies of organizations.			2	2	
	Course-wise Average of POs	1.500	1.000	0.500	0.500	0.500

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA305	**Production & Operations Management**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA305.01	Describe production systems and processes in business organizations.	3				
BBA305.02	Analyze the role of facility layout and location in product delivery.	2	2			
BBA305.03	Compare various types of production / service processes in order to devise appropriate solutions.	1	3		2	
BBA305.04	Analyse demand-supply gaps and identify a suitable production planning & control method.		2	3		2
BBA305.05	Improve organization-wide quality of product and service delivery through quality management tools.	1	3	1	2	2
	Course-wise Average of POs	1.400	2.000	0.800	0.800	0.800

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA306	**Communicative English - III**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA306.01	Describe information in notices, advertisements, official documents, instruction material, etc.	2	1	3		

Course Code		PO1	PO2	PO3	PO4	PO5
BBA306.02	Create their resumes, detailing the various requisite sections.	2	1	3		
BBA306.03	Successfully appear in an interview		2	3		1
BBA306.04	Listen effectively in order to analyse situations and contexts.			3	1	1
	Course-wise Average of POs	**1.000**	**1.000**	**3.000**	**0.250**	**0.500**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA307	**Business Research Lab**					
CO#	At the end of the course the students will be able to:	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
BBA307.01	Describe the process for conducting statistical analysis using SPSS.	3				
BBA307.02	Apply SPSS for choosing charts to highlight and interpret their research results.	2	1			
BBA307.03	Conduct descriptive analysis and analyze results.	3	2	2		
BBA307.04	Carry out inferential analysis using SPSS and interpret results.		3			
BBA307.05	Create models by integrating information.		2		1	
BBA307.06	Produce scientifically sound research reports using SPSS output.			2		1
	Course-wise Average of POs	**1.333**	**1.333**	**0.667**	**0.167**	**0.167**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA401	**Business Finance**					
CO#	At the end of the course the students will be able to:	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
BBA401.01	Describe the principles and practices of financial management	3	3			
BBA401.02	Apply financial tools in decision making.		3		1	
BBA401.03	Describe the composition of different securities in the total capital structure.		3		1	2
BBA401.04	Calculate cost of capital and its impact on business strategies related to investment decisions and dividend distribution.		3			
BBA401.05	Interpret financial statements.		3	2		
	Course-wise Average of POs	**0.600**	**3.000**	**0.400**	**0.600**	**0.800**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA402	**Business Laws**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA402.01	Explain the relevance of business law in socio economic contexts.	3				1
BBA402.02	Identify the fundamental legal principles behind rules in business practice.	3	2			
BBA402.03	Examine the liability of an orgainsation in various operations and processes generally undertaken in business.		3			1
BBA402.04	Explain the legal rights and responsibilities of various stakeholders in a business.	3			2	2
BBA402.05	Analyze situations to draw out appropriate legal solutions.		3	2		1
	Course-wise Average of POs	1.800	1.600	0.400	0.400	1.000

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA403	**Organizational Behaviour**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA403.01	Explain the importance and application of organizational behavior.	3				
BBA403.02	Apply fundamentals skills in diagnosing and managing organizations which will help to develop a human centric work organization.	2		3		
BBA403.03	Analyze organizational environments, situations, and cases through contemporary theories & models for a sustainable business	1	3			1
BBA403.04	Demonstrate skills to participate in teams and contribute effectively in diverse settings			2	3	
	Course-wise Average of POs	1.500	0.750	1.250	0.750	0.250

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA404	**Quantitative Techniques for Management**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BA404.01	Explain application of various models such as linear programming, transportation, assignment, decision-making, etc.	3				
BA404.02	Calculate & develop optimal solutions through various quantitative models.	1	3			

BA404.03	Conduct and interpret sensitivity analysis of an optimal solution.	2	2	1		2
BA404.04	Apply CPM and PERT to manage projects.	2	2			
BA404.05	Analyze a business scenario with limiting constraints and depict it in a model form.	1	2	2	2	1
	Course-wise Average of POs	**1.800**	**1.800**	**0.600**	**0.400**	**0.600**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA405	**Supply Chain & Distribution Management**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA405.01	Descirbe the underlying processes, concepts and tools of supply chain management.	3				
BBA405.02	Analyze the process of distribution and creation of metrics to measure the supply chain performance.		3			
BBA405.03	Explain the process of purchasing, negotiating, storing and warehousing concepts.	3		2	2	
BBA405.04	Apply the metrics of supply chain and distribution to real life cases and problems.		2			3
BBA405.05	Summarize the enabling role of supply chain and distribution.		3	2		
	Course-wise Average of POs	**1.200**	**1.600**	**0.800**	**0.400**	**0.600**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA406	**Soft Skills-I**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA406.01	Demonstrate effective communication skills for successful placement.	1		3		2
BBA406.02	Work in teams confidently and produce results.	1	2		3	
BBA406.03	Apply soft skills for professional success.		1		2	
	Course-wise Average of POs	**0.667**	**1.000**	**1.000**	**1.667**	

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA407	**Disaster Management**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA407.01	Describe and distinguish different types of disasters.	1		1		2
BBA407.02	Analyze the relationship between development and disasters.		2			2
BBA407.03	Apply disaster management concepts during crisis.				3	1
BBA407.04	Communicate and participate responsibly in teams to contribute to society.				3	
	Course-wise Average of POs	0.250	0.500	0.250	1.500	1.250

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA501	**Business Policy & Strategic Management**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA501.01	Describe the practical and integrative model of strategic management and identify the basic activities in the process.	2				
BBA501.02	Explain the process of formulating strategies and strategic plans in an organisation.				2	2
BBA501.03	Analyze competitive situations and identify an option for strategy formulation in business.		3			
BBA501.04	Evaluate challenges faced by managers in implementing and evaluating strategies in diverse businesses, industries, and cultures.	3		1		2
BBA501.05	Apply the basic methods and process of strategic management to frame appropriate strategies.		3			2
	Course-wise Average of POs	1.000	1.200	0.200	0.400	1.200

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA502	**Financial Institutions & Markets**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA502.01	Describe various financial institutions and their functions.	3				
BBA502.02	Explain the types of NBFCs and how they impact the financial scene.	3	2	1		

BBA502.03	Learn about such regulatory and promotional institutions like RBI & SEBI.	3		2		
BBA502.04	Analyse the basis upon which they can develop into a financial practitioner.		1	3	1	2
	Course-wise Average of POs	**2.250**	**0.750**	**1.500**	**0.250**	**1.000**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA503	**Management Information System**					
CO#	At the end of the course the students will be able to:	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
BBA503.01	Demonstrate the major steps in the design and implementation phases of the system development life cycle (SDLC).	2	3			
BBA503.02	Apply the various tools i.e. entity relationship diagram, dataflow diagram, and table structure to construct the information system for the organization.	1	3			1
BBA503.03	Illustrate how current technologies and decision-support tools can be utilized to the advantage of business operations.	3	2			
BBA503.04	Express ethical awareness and moral reasoning applied to a MIS problem, issue or case study.			1	1	3
	Course-wise Average of POs	**1.500**	**2.000**	**0.250**	**0.250**	**1.000**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA505	**Soft Skills II**					
CO#	At the end of the course the students will be able to:	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
BBA506.01	Demonstrate effective communication skills for successful placement.			3		2
BBA506.02	Work in teams confidently and produce results.	1			3	2
BBA506.03	Apply soft skills for professional success.		3		2	1
	Course-wise Average of POs	**0.333**	**1.000**	**1.000**	**1.667**	**1.667**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA511	Industrial Relations & Labour Laws					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA511.01	Describe the concept of industrial relations and the behavior of people in an organization.	3				
BBA511.02	Analyze the issues pertaining to complexities around managing people in organization with diverse interests.		3		2	
BBA511.03	Describe and apply labor legislations in establishments to prevent non-compliance.	3		2		
BBA511.04	Demonstrate the skills and competencies to maintain healthy industrial relations to develop a healthy and sustainable business environment.			3		2
BBA511.05	Integrate the role of three parties i.e. employees, employer and government in order to achieve industrial harmony.	1	3		2	
	Course-wise Average of POs	1.400	1.200	1.000	0.800	0.400

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA522	Service Marketing					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA522.01	Explain the concepts and the processes involved in services marketing.	3				
BBA522.02	Design standards for quality service and providing value to customers.	3	1	3		1
BBA522.03	Identify service gaps and means to address them.		2	2	1	1
BBA522.04	Analyse critical issues in service delivery including identifying and managing customer service experiences, expectations, perceptions and outcomes.		2	2	1	1
	Course-wise Average of POs	1.500	1.250	1.750	0.500	0.750

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA532	Sales & Distribution for Rural Products					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA532.01	Manage sales for rural products.	3	2	1		

BBA532.02	Manage sales force for selling of rural products.	2	2	1		
BBA532.03	Manage logistics and distributions system of rural products.	2	2	1		
BBA532.04	Maintain channel relationship.			3	2	2
BBA532.05	Plan sales and budgets		3	2	1	1
	Course-wise Average of POs	**1.400**	**1.800**	**1.600**	**0.600**	**0.600**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA533	**Management Of Cooperatives & FPOs**					
CO#	At the end of the course the students will be able to:	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
BBA533.01	Apply the concepts of cooperatives.	3		1		
BBA533.02	Provide appropriate suggestions for managing cooperatives.	1		3		
BBA533.03	Describe the structure, evolution, establishment and formation of FPOs.	3				
BBA533.04	Mobilise the support of FPOs				3	
BBA533.05	Create an appropriate model for managing rural finance			3		1
	Course-wise Average of POs	**1.400**	**0.000**	**1.400**	**0.600**	**0.200**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA601	**Human Values & Ethics**					
CO#	At the end of the course the students will be able to:	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
BBA601.01	Recognize the importance of human values for sustained happiness.	3				
BBA601.02	Demonstrate a balance between profession and personal happiness/ goals.		2			
BBA601.03	Critically appraise situations involving ethical dilemmas and come out with a value based solution.		3		1	
BBA601.04	Demonstrate an ethical conduct and contribute towards a sustainable organization.					3
	Course-wise Average of POs	**0.750**	**1.250**	**0.250**	**0.250**	**0.750**

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA602	**International Business**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA602.01	Describe the basics of export – import business and trade regulations.	3				
BBA602.02	Select an appropriate product to export, and carry out the registration procedure.	2	3			
BBA602.03	Document export procedures.		2	3		
BBA602.04	Source funds appropriately.	2				2
BBA602.05	Appreciate the importance of mitigating export risks		2		1	1
	Course-wise Average of POs	1.400	1.400	0.600	0.200	0.600

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA603	**Project Management & Entrepreneurship**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA603.01	Explain the purpose and principles of project management.	3				
BBA603.02	Analyze projects on the basis of their feasibility.	1	3	1	2	
BBA603.03	Describe the process of project implementation.	3				
BBA603.04	Identify opportunities in the field of entrepreneurship	3	2			1
BBA603.05	Discuss the contribution of Small Scale Industries in the growth and development of individual and the nation					
BBA603.06	Identify the sources of project financing.	1	3	1		
	Course-wise Average of POs	1.833	1.333	0.333	0.333	0.167

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA611	**Talent Management**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA611.01	Explain the importance and application of talent management practices in an organization.	3				
BBA611.02	Analyse & identify competencey gaps and evaluate the strategies used to fill the same.	1	3			
BBA611.03	Demonstrate the steps required to conduct an effective talent review of present employee performance as well as his potential as a successor to a higher position.	1		3		
BBA611.04	Identify the key requirements to engage and retain skilled resources.	1	3			
BBA611.05	Exhibit the skills to work in collaboration in diverse workforce settings.			2	3	
BBA611.06	Demonstrate the skills and knowledge to build an effective talent management strategy for an organization for a sustainable business.	1		2		3
	Course-wise Average of POs	1.167	1.000	1.167	0.500	0.500

Course Code	Course Title	CO-PO Mapping (Articulation Matrix)				
BBA621	**Integrated Marketing Communication**					
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA621.01	Explain the need for marketing communication.	3				
BBA621.02	Describe communication objectives for a brand.	3				
BBA621.03	Interpret the expectations of client organization and explain the same to the campaign team in the advertising agency and vice versa.	2	3		1	
BBA621.04	Describe the creative strategy for a brand for achievement of a communication objective.	3				
BBA621.05	Develop effective media strategy for achieving the communication objective.			3		
BBA621.06	Analyse the communication and sales impact of advertising campaign.		3			
	Course-wise Average of POs	1.833	1.000	0.500	0.167	-

Course Code BBA631	Course Title Rural Tourism	CO-PO Mapping (Articulation Matrix)				
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA631.01	Describe the principles of rural tourism.	3				
BBA631.02	Strategise and plan for rural livelihoods based on demand analysis.		2	1		
BBA631.03	Plan to increase the rural tourists.		3			
BBA631.04	Apply marketing concepts to rural tourism.	2		3		
BBA631.05	Practice sustainable and responsible rural tourism					3
	Course-wise Average of POs	1.000	1.000	0.800	-	0.600

Course Code BBA634	Course Title Rural Banking	CO-PO Mapping (Articulation Matrix)				
CO#	At the end of the course the students will be able to:	PO1	PO2	PO3	PO4	PO5
BBA634.01	Describe the concept of rural economy.	3				
BBA634.02	Discuss and describe the structure of rural finance.	3	2			
BBA634.03	Classify the types of banks, choose an appropriate bank, do paperwork for getting the loan sanctioned.	1	2			1
BBA634.04	Apply the legal and regulatory framework.		3	2	1	
BBA634.05	Appraise the advantage of role of IT in rural banking		2	1		
	Course-wise Average of POs	1.400	1.800	0.600	0.200	0.200

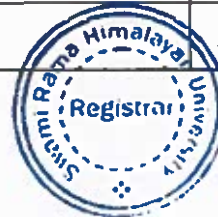## C. Program Outcome Reference Values:

Following table calculates the overall average of all POs of the Courses and is referred as Course-wise Average of POs Reference values.

SR. No.	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5
1	BBA101	Business Communication	1.200	0.400	1.200	0.600	0.400
2	BBA102	Business Mathematics	1.500	2.250	0.250	0.250	1.750
3	BBA103	Financial Accounting	2.000	1.800	0.400	0.200	1.200
4	BBA104	Management Concepts	1.400	0.600	1.600	0.600	0.400
5	BBA105	Micro Economics	1.000	2.800	0.600	0.400	2.000
6	BBA106	Communicative English - I	2.333	1.667	2.333	0.333	0.667
7	BBA107	Environment Studies	1.000	0.500	0.250	1.000	2.000
8	BBA201	Business Environment Analysis	1.500	1.500	0.333	0.167	0.833
9	BBA202	Business Statistics	1.500	1.250	1.250	1.000	0.250
10	BBA203	Computing For Business	2.000	1.333	0.167	0.167	0.500
11	BBA204	Cost & Management Accounting	0.500	2.500	0.667	0.333	0.167
12	BBA205	Macro Economics	2.167	1.833	0.667	0.167	0.333
13	BBA206	Communicative English - II	1.750	1.750	2.500	0.250	0.500
14	BBA207	Spreadsheet Modelling Lab	2.167	2.167	0.500	0.167	0.333

15	BBA301	Business Research	1.600	2.000	0.600	0.600	0.400
16	BBA302	Company Accounts	1.800	2.000	1.000	0.400	0.400
17	BBA303	Human Resource Management	1.200	1.600	0.800	0.600	0.600
18	BBA304	Marketing Management	1.500	1.000	0.500	0.500	0.500
19	BBA305	Production & Operations Management	1.400	2.000	0.800	0.800	0.800
20	BBA306	Communicative English - III	1.000	1.000	3.000	0.250	0.500
21	BBA307	Business Research Lab	1.333	1.333	0.667	0.167	0.167
22	BBA401	Business Finance	0.600	3.000	0.400	0.600	0.800
23	BBA402	Business Laws	1.800	1.600	0.400	0.400	1.000
24	BBA403	Organizational Behaviour	1.500	0.750	1.250	0.750	0.250
25	BBA404	Quantitative Techniques for Management	1.800	1.800	0.600	0.400	0.600
26	BBA405	Supply Chain & Distribution Management	1.200	1.600	0.800	0.400	0.600
27	BBA406	Soft Skills-I	0.667	1.000	1.000	1.667	1.667
28	BBA407	Disaster Management	0.250	0.500	0.250	1.500	1.250
29	BBA501	Business Policy & Strategic Management	1.000	1.200	0.200	0.400	1.200
30	BBA502	Financial Institutions & Markets	2.250	0.750	1.500	0.250	1.000

31	BBA503	Management Information System	1.500	2.000	0.250	0.250	1.000
32	BBA505	Soft Skills II	0.333	1.000	1.000	1.667	1.667
33	BBA511	Industrial Relations & Labour Laws	1.400	1.200	1.000	0.800	0.400
34	BBA522	Service Marketing	1.500	1.250	1.750	0.500	0.750
35	BBA532	Sales & Distribution for Rural Products	1.400	1.800	1.600	0.600	0.600
36	BBA533	Management Of Cooperatives & FPOs	1.400	0.000	1.400	0.600	0.200
37	BBA601	Human Values & Ethics	0.750	1.250	0.250	0.250	0.750
38	BBA602	International Business	1.400	1.400	0.600	0.200	0.600
39	BBA603	Project Management & Entrepreneurship	1.833	1.333	0.333	0.333	0.167
40	BBA611	Talent Management	1.167	1.000	1.167	0.500	0.500
41	BBA621	Integrated Marketing Communication	1.833	1.000	0.500	0.167	-
42	BBA631	Rural Tourism	1.000	1.000	0.800	-	0.600
43	BBA634	Rural Banking	1.400	1.800	0.600	0.200	0.200
Combined Course-wise Average of POs Reference values			**1.391**	**1.431**	**0.878**	**0.509**	**0.726**

D. Assessment of CO and PO Attainment Value

The attainment of the course outcome is measured at the level of 3 as follows:

| Attainment Levels	Criteria
3	If **80%** of student achieves marks **greater** than threshold percentage of the total score of assessment
2	If **70%** of student achieves marks **greater** than threshold percentage of the total score of assessment
1	If **60%** of student achieves marks **greater** than threshold percentage of the total score of assessment
0	If **60%** of student achieves marks **less** than threshold percentage of the total score of assessment

Attainment level of COs is measured through direct attainment of COs depending on the performance of the students in Internal Assessment (IA) and End Semester Examination (ESE) individually. For the program the threshold percentage is set at 50% for ESE and 60% for IA. assessments. The weightage of attainments for IA and ESE is in proportion of 30:70.

Sr. No.	Course Code	Course Title	Attainment of COs	Derived Attainment of POs Course-wise				
				PO1	PO2	PO3	PO4	PO5
1	BBA101	Business Communication	3.000	1.200	0.400	1.200	0.600	0.400
2	BBA102	Business Mathematics	0.000	0.000	0.000	0.000	0.000	0.000
3	BBA103	Financial Accounting	2.000	1.333	1.200	0.267	0.133	0.800
4	BBA104	Management Concepts	2.500	1.167	0.500	1.333	0.500	0.333
5	BBA105	Micro Economics	3.000	1.000	2.800	0.600	0.400	2.000
6	BBA106	Communicative English - I	2.500	1.944	1.389	1.944	0.278	0.556
7	BBA107	Environment Studies	3.000	1.000	0.500	0.250	000	2.000
8	BBA201	Business Environment Analysis	2.500	1.250	1.250	0.278	0.139	0.6

9	BBA202	Business Statistics	1.500	0.750	0.625	0.625	0.500	0.125
10	BBA203	Computing For Business	3.000	2.000	1.333	0.167	0.167	0.500
11	BBA204	Cost & Management Accounting	1.500	0.250	1.250	0.334	0.167	0.084
12	BBA205	Macro Economics	3.000	2.167	1.833	0.667	0.167	0.333
13	BBA206	Communicative English - II	2.500	1.458	1.458	2.083	0.208	0.417
14	BBA207	Spreadsheet Modelling Lab	3.000	2.167	2.167	0.500	0.167	0.333
15	BBA301	Business Research	1.000	0.533	0.667	0.200	0.200	0.133
16	BBA302	Company Accounts	1.500	0.900	1.000	0.500	0.200	0.200
17	BBA303	Human Resource Management	3.000	1.200	1.600	0.800	0.600	0.600
18	BBA304	Marketing Management	2.000	1.000	0.667	0.333	0.333	0.333
19	BBA305	Production & Operations Management	2.500	1.167	1.667	0.667	0.667	0.667
20	BBA306	Communicative English - III	3.000	1.000	1.000	3.000	0.250	0.500
21	BBA307	Business Research Lab	3.000	1.333	1.333	0.667	0.167	0.167
22	BBA401	Business Finance	0.000	0.000	0.000	0.000	0.000	0.000
23	BBA402	Business Laws	3.000	1.800	1.600	0.400	0.400	1.000
24	BBA403	Organizational Behaviour	2.500	1.250	0.625	1.042	0.625	0.208
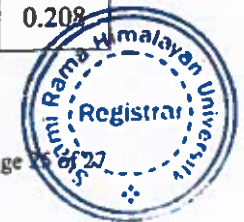
25	BBA404	Quantitative Techniques for Management	0.000	0.000	0.000	0.000	0.000	0.000
26	BBA405	Supply Chain & Distribution Management	2.500	1.000	1.333	0.667	0.333	0.500
27	BBA406	Soft Skills-I	3.000	0.667	1.000	1.000	1.667	1.667
28	BBA407	Disaster Management	1.500	0.125	0.250	0.125	0.750	0.625
29	BBA501	Business Policy & Strategic Management	3.000	1.000	1.200	0.200	0.400	1.200
30	BBA502	Financial Institutions & Markets	2.000	1.500	0.500	1.000	0.167	0.667
31	BBA503	Management Information System	1.500	0.750	1.000	0.125	0.125	0.500
32	BBA505	Soft Skills II	1.500	0.167	0.500	0.500	0.834	0.834
33	BBA511	Industrial Relations & Labour Laws	3.000	1.400	1.200	1.000	0.800	0.400
34	BBA522	Service Marketing	2.000	1.000	0.833	1.167	0.333	0.500
35	BBA532	Sales & Distribution for Rural Products	3.000	1.400	1.800	1.600	0.600	0.600
36	BBA533	Management Of Cooperatives & FPOs	2.500	1.167	0.000	1.167	0.500	0.167
37	BBA601	Human Values & Ethics	3.000	0.750	1.250	0.250	0.250	0.750
38	BBA602	International Business	3.000	1.400	1.400	0.600	0.200	0.600
39	BBA603	Project Management & Entrepreneurship	1.500	0.917	0.667	0.167	0.167	0.084
40	BBA611	Talent Management	1.500	0.584	0.500	0.584	0.250	0.250

41	BBA621	Integrated Marketing Communication	3.000	1.833	1.000	0.500	0.167	-
42	BBA631	Rural Tourism	1.500	0.500	0.500	0.400	-	0.300
43	BBA634	Rural Banking	1.000	0.467	0.600	0.200	0.067	0.067
Course-wise Average of POs Achievement Through Results				**1.035**	**0.986**	**0.677**	**0.368**	**0.526**
Course-wise Average of POs Reference values				1.391	1.431	0.878	0.509	0.726
Percentage Attainment of PO's				74.4%	68.9%	77.1%	72.4%	72.4%

From the Attainment level of CO, the Derived PO's value for course is calculated as follows:

$$Derived\ PO\ Value = \frac{CO\ attaintment \times respective\ PO\ average}{3}$$

Depending on derived PO values of the courses, calculate the Course-wise Average of POs achievement for each PO.
Calculate the percentage attainment of PO's as follows:

$$Percentage\ attainment\ of\ PO's = \frac{Average\ PO\ Attainment\ through}{average\ PO\ refrenece\ value} \times 100$$