

Report on CO attainment (Batch 6 Term 5 & Batch 7 Term 2)

Submitted to Academic Board

The attainment levels of course outcomes of Batch 6 Term 5 subjects and Batch 7 Term 2 subjects were reviewed and following are the observations.

1. For Batch 6 Term 5, one of the core courses did not attain their overall target level of 2.5.
The following is the course:
 - a) 18CG15- Business Ethics
2. Among the elective courses the following courses did not attain the target level. All other courses attained the target level of 2.5.
 - a) 18EM04- Consumer Behaviour
 - b) 18EM08- Advertising and Sales promotion
 - c) 18EH02- Training and Development
 - d) 18EF05- Corporate Taxation
3. For Batch 7 Term 2, the following courses did not attain their overall target level of 2.5:
 - a) 18CG05 - Macroeconomics
 - b) 18CM02- Marketing-II
 - c) 18CH02- Organizational Behaviour II
 - d) 18CI02- Quantitative Techniques II
 - e) 18CG06- Presentation Skills

A detailed table showing the attainment levels of various courses are given below for your perusal.

Course Code & Name	CO1	CO2	CO3	CO4	CO5	CO6	Actual Attainment	Gap Analysis
Batch 6 Term 5 Core Courses								
18CG16- International Business	3.00	2.73	2.47	3.00			2.80	Attained
18CG15- Business Ethics	2.73	2.20	2.47	2.20			2.40	Gap- 0.1
Batch 6 Term 5 Electives								
18EM04- Consumer Behavior	1.47	1.93	2.20	2.20			1.95	Gap- 0.55
18EM08- Advertising and Sales promotion	2.20	1.80	1.40	2.20			1.90	Gap- 0.6
18EH04- Competency Based Management	3.00	2.47	2.20	2.47			2.53	Attained
18EM11- CRM and Marketing Metrics	3.00	2.47	3.00	3.00			2.87	Attained

18EA02- Data Base Management, Data Warehousing and Business Intelligence	2.47	2.73	2.47	2.73			2.60	Attained
18EO05- Enterprise Resource Planning	2.00	2.60	2.73	3.00			2.58	Attained
18EF04- International Finance	2.47	3.00	3.00	3.00			2.87	Attained
18EF12- Mergers and Acquisitions	3.00	3.00	3.00	3.00			3.00	Attained
18EM06- Product & Brand Management	3.00	2.47	3.00	3.00			2.87	Attained
18EM15- Retail Marketing	3.00	3.00	3.00	2.47			2.87	Attained
18EH02- Training and Development	1.93	2.47	2.47	2.47	2.73	1.93	2.33	Gap- 0.17
18EF05- Corporate Taxation	2.20	1.93	1.80	1.80			1.93	Gap- 0.57
18EO08- Total-Quality Management	2.73	2.20	3.00	2.60	2.60		2.63	Attained
Batch 7 Term 2 Courses								
18CF02- Cost & Management Accounting	2.73	2.73	2.47	3	-		2.73	Attained
18CG05- Macroeconomics	2.6	2.27	2.47	2.6	-		2.48	Gap-0.02
18CM02- Marketing-II	2.2	2.2	1.93	2.2	-		2.13	Gap-0.37
18CO01- Manufacturing Operations	2.73	2.47	2.6	2.6	-		2.6	Attained
18CH02- Organizational Behaviour II	2.8	1.93	1.93	1.93	1.93		2.1	Gap-0.40
18CI02- Quantitative Techniques II	2.73	2.2	2.2	2.2	-		2.33	Gap-0.17
18CG07- Contemporary Business Environment I	2.73	2.73	2.73	2.73	-		2.73	Attained
18CG06- Presentation Skills	2.53	1.67	-	-	-		2.1	Gap -0.40



Dean (Academics)

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