

ADITYA DEGREE COLLEGE

Affiliated to Adikavi Nannaya University | Approved by APSCHE | Accredited by NAAC with B** Grade Lakshminarayana Nagar, Kakinada - 533 003, Andhra Pradesh

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CO PO MAPPING – BBA DM

SEMESTER I

Course	Course Name	CO	Course Outcome					ΡI	ROC	GR	AM	OU	TCO	MES	5		
Code	Course runne	No	Course outcome	1	2	3	4	5	6	7	8 9	10	11	12	13	14	15
	English-I (A	CO1	Use grammar effectively in writing and Speaking.	2	3							1	2				2
	Course in	CO2	Demonstrate the use of good vocabulary.	3	3							2	1				2
ENG-I	Communication	CO3	Demonstrate an understanding of writing skills.	2	2							1	3				2
	and Soft Skills)	CO4	List Soft Skills in professional and daily life.	3	3							3	2				1
		CO5	List the tools of communication skills.	3	3							3	2				1
		CO1	Recall the concept of Entrepreneurship, its applications and scope.	3	2					2						2	
		CO2	List the types of financial institutions that help the business at Central, State and Local Level.	2	3					1						2	
	Life Skill Course - I	CO3	Recall Central and State Government policies, A ware of various tax incentives.	2	3					2						1	
LSC-1	(ENTEPRENEU RSHIP DEVELOPMEN	CO4	Summarize on generating a broad idea for a starting an enterprise/start up.	3	1					2						2	
	T)	CO5	Discuss on preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.	2	2					2						3	
		CO6	Operate data using charts and spread sheets.	3	2					3						1	

		CO No	Course Outcome	1	2	3	4	5	6 7	8	9	10	11	12	13	14	15
	Skill	CO1	List the field level structure and functioning of insurance sector and it's role in protecting the risks.	2	2			2			2						
SDC-I	Development Course - I	CO2	Recall pertaining skills and their application for promoting insurance coverage	2	3			3			2						
	(Insurance Promotion)	CO3	Explain the Insurance Agent examination conducted by IRDA	3	2			1			2						
		CO4	Summarize 'promoting insurance coverage practice' as one of the career options.	2	1			3			1						
		CO1	Explain the concept of Management, its levels and functions.			3			1	2	2						
	PRINCIPLES OF	CO2	Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals.			2	3		2						1		
1A	MANAGEMENT	CO3	Discuss the planning process, its types and various decision making models.			2	3				2		1				
		CO4	Evaluate the nature of organization structure, and its different types explaining Span of Control.				2	3		1						2	
		CO5	State the directing principles, its components and apply the control methods.		3				2	1						2	
		CO1	Develop to take business decisions in different business situation using theory and concept.			2					2		2				
10	MANAGERIAL	CO2	Categorize consumer behavior and their utility for their consumption through utility, consumer equilibrium, indifference curve & demand concept.			2		2	2								
1B	ECONOMICS	CO3	Experiment the concept of demand and elasticity practically.			2	1				3						
		CO4	Assess the relationship between price and output determination in different market structure.					2	2	2							
		CO5	Demonstrate future demand of a product using qualitative and quantitative techniques.		1				2	3			2				
DSC 3A	FUNDAMENTA LS OF	CO1	Demonstrate the Importance of Marketing for Business	3			3			2		2	2				
DSC 3A	MARKETING AND DIGITAL	CO2	Assess how segmentation helps to reach target markets and customers practically			3			2 2	2		2			2		

	MARKETS	CO No	Course Outcome	1	2	3	4	5	6	7 8	9	10	11	12	13	14	15
		CO3	Sketch the Price impact on Customer Buying Choice					3				2		2			
		CO4	Recommend the digital marketing role in E-commerce and Online Business for businesses				2		2 2	2					2	2	
		CO5	Design blogs and learn how to get traffic to their blogs	3	2			2					2	2			
			SEMESTER II	ı													
Course Code	Course Name	CO No	Course Outcome	1	2	3	4	PR 5			AM 3 9		TCO 11		13	14	15
		CO1	Use reading skills effectively.	3	2							3	3				2
	English - II (A	CO2	List the different types of texts.	3	1							3	2				1
ENC II	Course In	CO3	Summarize what is being read.	3	3							2	2				1
ENG-II	Reading &	CO4	Demonstrate repository of active vocabulary.	3	3							1	2				1
	Writing Skills)	CO5	List the good writing strategies.	3	1							2	1				1
		CO6	Write well for any purpose.	2	1							2	1				2
		CO1	List the literature of social networks and their properties.	3								2	3				
		CO2	Explain which network is suitable for whom.	2								3	2				
	Life Skill Course - II (Information	CO3	Discuss about the skills to use various social networking sites like twitter, flickr, etc.	2								3	3				
LSC-II	& Communication	CO4	Write few GOI digital initiatives in higher education.	1								1	1				
	Technology)	CO5	Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration and research.	3								2	2				
		CO6	Compare internet threats and security mechanisms.	2								2	2				
		CO1	Discuss the types of business communication and correspondence	2	2							2					
SDC-IIA	BUSINESS COMMUNICATI	CO2	Illustrate the processes like receiving, filing and replying	2								2	2				
	ON	CO3	Relate the knowledge in preparing good business communications	3		2			2								

		CO No	Course Outcome	1	2	3	4	5	6	7 8	3	9 10	1	1	12	13	14	15
		CO4	Formulate with organizational communication requirements and presentations.	2			2		2									
		CO1	Review the field of Advertising	3		2		2				1						
		CO2	Recognize opportunities and challenges in Advertising sector		3	2		1			4	2						
SDC-III	ADVERTISING	CO3	Prepare a primary advertising model	2		2		2					2	2				
		CO4	Apply related skills to marketise a product			3			2		4	2			2			
		CO5	Identify the scope for making advertising as a future career	3		2			1		4	2						
		CO1	Demonstrate a good understanding the concept of double entry system and principles of accounting.	2	2						2	2						
DSC 1B	ACCOUNTING FOR	CO2	Apply critical thinking and problem solving skill for preparation of trading and profit and loss account and balance sheet of sole trader.			3	2			2	2							
DSC 1B	MANAGERS	CO3	Discuss various methods of maintaining accounts of Departments.	2								2					2	
		CO4	Develop accounting for branches and departments	2							2	2	2	2				
		CO5	Tell about the accounting of single entry system and its difference with double entry system.	2		2						2						
		CO1	Apply Digital marketing strategy for FMCG and submit a presentation	2	3			2	2			2						
	DIGITAL AND	CO2	Plan Digital marketing strategy and discuss outcomes		2			3	2	2	2							2
DSC 2B	SOCIAL MEDIA MARKETING	CO3	Argue social media strategy boost sales and increase brand awareness	2			2		2	2	2						2	
		CO4	Assessing Social media marketing practically and prepare PPT with Discussion	2	3								2	2			2	
		CO5	Create Awareness on Social media Tools				2					2	2	2			2	2
DSC 3B	E-COMMERCE	CO1	Demonstrate an in-depth knowledge of the roots, concepts and evolution of E-Business and E-Commerce along with its benefits and limitations.	3	2			2										

		CO No	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		CO2	Develop an understanding of the concepts related to EDI and web-based tools used for electronic marketing	2					2				2					
		CO3	Demonstrate the awareness about security risks pertaining to E-Commerce and digital tools that can help prevent and/or overcome these threats	2	2				2				2					
		CO4	Build various concepts related to E-Payment Systems and Internet Banking	2		2			2									
		CO5	Demonstrate the knowledge of various applications of E-Business laterally with legal and social impact of E-Commerce	3	2						2							
			SEMESTER III												l l	Ц		
Course Code	Course Name	CO No	Course Outcome	1	2	3	4	1		GF 7	RA 8		OUT 10	CO 11	MES 12	13	14	15
		CO1	Discuss on Speaking fluently in English.	3	2	1							3	2				2
	English - III (A	CO2	Demonstrate confidently in any social interaction.	2	2	1							2	2				3
ENG-III	Course In Conversational	CO3	Summarize on professional discourse.	2	2	1							2	2				1
	Skills)	CO4	Demonstrate critical thinking.	3	2	3							1	1				1
	,	CO5	Identify conversational skill by observing the professional interviews.	3	2	1							2	2				2
		CO1	List the nature, components of an ecosystem and that humans are an integral part of nature.	3									2	2				
	Life Skill Course	CO2	Write the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.	3									2	2				
LSC-III	- III (ENVIRONMEN TAL EDUCATION)	CO3	Explain the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.	3									2	2				
		CO4	Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment a s a whole.	3									1	2				
		CO5	List the international agreements and national	3									1	2				

			movements, and realize citizen's role in protecting environment and nature.															
		CO No	Course Outcome	1	2	3	4	5	6	7 8	3 9	10	11	12	2	13	14	15
	T.C. Cl.:II Commo	CO1	Identify the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.	3			3	3				2	1					
LSC-IV	Life Skill Course - IV (ANALYTICAL	CO2	List the competency in the use of verbal reasoning.	3			2	3				2	1					
	SKILS)	CO3	Apply the skills and competencies acquired in the related areas.	2			2	1				2	1					
		CO4	Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outstand the campus.	2			3	3				2	1					
		CO1	Identify the online business and its advantages and disadvantages	3	3					2		3	2				2	
	Skill	CO2	Recall new channels of marketing, their scope and steps involved	3	3					2		2	1				2	
SDC-IV	Development Course - IV (Online Pusiness)	CO3	Summarize the procurement, payment process, security and shipping in online business	3	3					2		2	2				1	
	(Online Business)	CO4	Develop new marketing tools for online business	2	2					2		2	1				2	
		CO5	List the search engine, payment gateways and SEO techniques.	3	2					3		3	2				2	
		CO1	Demonstrate with a good understanding of concepts, goals, and functions of organizational behaviour		2				2			2						
		CO2	Remember the challenges and opportunities in organizational behaviour concept.	2	2							2						
3A	ORGANIZATIO NAL	CO3	Evaluate the importance of personality in an organization.		3											2	1	
	BEHAVIOUR	CO4	Analyse effective learning skills and leadership qualities in an effective behaviour in an organization			2		1	2	3								
		CO5	Analyze the concept regarding importance of organization culture, organization change and organization development.	2				2			2	2						

		CO No	Course Outcome	1	2	3	4	5	6	7 8	3 9	10	11	12	13	14	15
		CO1	Review on Search Engine and how it works	3		3		2	2			2					
		CO2	Illustrate Website needs		2			2				2	2	2			
DSC 2C	SEO	CO3	Appraise the constructs of Search engine friendly websites	2	2		2					2		2			
		CO4	Recommend inbound Links from other Web Sites to increase conversion rate	3					2 2	2			2			2	
		CO5	Review SEO impact on Digital Marketing Strategy	2	2	2			2				2				
		CO1	Demonstrate a good understanding of concepts, goals and functions of financial management.	3					2			1	2				
		CO2	Analyze the pattern of fund requirement and associated risk through financial planning.		2			2				2					
		CO3	Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity	2		2			2								
3C	FINANCIAL MANAGEMENT	CO4	Estimate various capital structure theories and factors affecting capital structure decisions in a firm.		2		2				2	2					
		CO5	Determine optimum capital structure and cost of capital of various sources like equity, debt, preference and retained earnings.	2	2				2		2	,					
		CO6	Synthesize determinants of working capital requirement of the company and its tools for smooth functioning of business.	2		2		2				2					

SEMESTER IV

Course	Course Name	CO	Course Outcome					PI	RO	GR	Αľ	M (CUC	CO	MES	5		
Code	Course Maine	No	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
DSC 1D	TRAINING AND DEVELOPMEN	CO1	To develop an understanding of the evolution of training & development from a tactical to a strategic function.	2	2				2				2					
DSC ID	T	CO2	To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training	3	2				2				2					

		CO No	Course Outcome	1	2	3	4	5	6	7 8	8	9 1	10	11	12	13	14	15
		CO3	To understand the concept of training audit & training evaluation.	2	2			3			2	2		2				
		CO4	To learn how design a training module and execute it.	3	2	2			2									
		CO5	To understand the need for and concept of Performance Management.	2	2			2		4	2		2					
		CO1	Students will understand of the concepts Company Law.	3	2						,	2	2					
		CO2	They will come to know the Process of formation and registration of company.	3	2								2					
DSC 2D	BUSINESS LAWS	CO3	They will understand the importance and of memorandum of association and Article of association	2	2								2	2				
		CO4	They will understand legal rules related to issue of Prospectus and shares.	2				2	2			1	2					
		CO5	They will come to know the Process of winding up of company.	3	2	2							2					
		CO1	Define the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2						,	2	3					
		CO2	Explain the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2						,	2	2					
DSC 3D	Micro, Small & Medium Enterprises	CO3	Illustrate the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2						2	2	2					
	Management	CO4	Examine the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2						,	2	2					
		CO5	Evaluate the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2	2					2		2					

		CO No	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		CO1	Developed an understanding of major issues related to international business.	3	2									2				
		CO2	Access the different entry modes in the international business	3	2			2			2	2						
DSC 4D	INTERNATION AL BUSINESS	CO3	Analyze the recent trends in India foreign trade policy and its procedures	2	2		2	2					2					
	AL BUSINESS	CO4	Demonstrate the various channels of distribution used in international business, its procedure and promotion tools used in export and import.	3	2			2	1									
		CO5	Evaluate export documentation and its procedures in the international business	2		2						2	2					
		CO1	Understand elements of search engine marketing plan.	2				3	2				2	2				
	SEM &	CO2	Create effective landing pages by understanding web users' behavior			2		2					2	2			2	
DSC 5D	AFFILIATE MARKETING	CO3	Describe how Affiliate marketing helps in building performance-base		2		2		2									
		CO4	Criticism on how Affiliates can rapidly scale your traffic and sale	3				2		,	2	2					2	
		CO5	Examine PPC activities	2			2	2						2			2	
		CO1	Define and describe the nature and scope of cybercrime	3	2							2	2					
		CO2	Develop knowledge of major incidents of cybercrime and their resulting impact	3	2								2					
DSC 6D	CYBER LAW	CO3	Analyze and discuss national and global digital law enforcement efforts	2	2								2	2				
		CO4	Discuss specific laws and policies governing cybercrime detection and prosecution	2				2	2			1	2					
		CO5	Discuss the Cybercrimes in India and in other countries- A Comparison	3	2	2							2					

			SEMESTER V														
Course	Course Name	CO	Course Outcome						RO			1	ГСО	MES	5		
Code	o our so i (unic	No		1	2	3	4	5	6	7	8 9	10	11	12	13	14	15
		CO1	Review the nuances of product and product concepts, and understand key principles of branding	2	2						2	2					
	PRODUCT &	CO2	Explain branding concepts and ideas in their own words	2	2							2					
6A	BRAND MANAGEMENT	CO3	Determine the brand equity and brand performance	2	2						2	2					
	MANAGEMENT	CO4	Formulate effective brand strategies for consumer and business goods and services.	2	2	2											
		CO5	Demonstrate the ability to conduct a critical brand audit, including recommendations for changes and improvement in brand management.	2	2	2					2	,	2				
		CO1	Develop a plan for organizing, staffing and training a sales force	3	2							2					
		CO2	Explain the Steps taken for Management of Sales Territory	2	2				2								
7A	SALES MANAGEMENT	CO3	Discuss the Procedure for sales quota and its impact on effectiveness on Organisations objective	3	2	2											
		CO4	Review the Survey on Sales force motivation and compensation - Gap Identification and offer suggestions towards it	3	2							3					
		CO5	Explain Case study in Indian context														
		CO6	Prepare PPT on sales presentation	2	3			ĺ			2	2					
		CO1	Define how Content impacts a customer's buying decision		2		2			2	2	,		2			
	CONTENT	CO2	Determine the types of content for Website Promotion	2		2					2 2	,					2
6A	MARKETING	CO3	Create Content strategy and planning for Digital Marketing		2			2	2				2			2	
		CO4	Discuss the Word Press design	2			2			2				2	2		
		CO5	Design Website through Word press	2		2			2		2		2				
7A	CONTENT	CO1	Setup and Install Local Host based Website	3	2				$_$ $ extstyle $	\Box		2	2				2

	MANAGEMENT SYSYTEM	CO No	Course Outcome	1	2	3	4	5	6 7	7 8	3 9	10	11	12	13	14	15
		CO2	Explain the Steps in Creating Website using Wordpress		2		2					2			2		2
		CO3	Apply Plugins, theme for creating websites for better performance		2				2		2	2	2			2	
		CO4	Demonstrate the process of Domains and its authority	2			2			2	2		2		2		
		CO5	Describe Webhosting and webserver		2				2			2		2			2
		CO1	Explain Make use of mobile devices to promote products and services	2	3		2		2					2			
		CO2	Categorise Mobile marketing activities and campaigns	3		3		2				2			2		
6A	MOBILE	CO3	Demonstrate Augmented Reality Campaign Delivery Option	2	2					2	2	2				2	
0A	MARKETING	CO4	Apply SEO and Advertising concepts to Mobile Websites	2			2		2 2	2				2			
		CO5	Arguments and Recommendations about App Marketing		2	2				4	2 2	2					2
		CO6	Impact and correlation of Social Media and Mobile marketing	2	2			3				2	2			2	
		CO1	Recognize the current landscape of the Digital Business				3	2	2	2 2	2				2		
		CO2	Recommendations on E-Mail Marketing				2		2	2		2		2		2	
7A	E-MAIL MARKETING	CO3	Interpret the Email Marketing Strategy of different products/brands			3					2	2	2		2		2
		CO4	Review the customer attitude towards E-mail campaigns	2	2			3		2	2	2				2	
		CO5	Tracking Email Marketing Reports	3	2		3		2			2				2	