



AMBEDKAR COLLEGE OF ARTS & SCIENCE, WANDOOR
(Aided by Govt. of Kerala & Affiliated to University of Calicut)
Wandoor (PO), Pin 679328, Ph: 04931-249666
acswandoor@gmail.com, Website: www.ambedkarcollegewdr.in

COURSE PLAN

Course code and title	BCM4A13 ENTREPRENEURSHIP DEVELOPMENT		
Class	II year B.Com	Semester	V / ODD
Regulation	R-2019	Academic year	2023-24
Course prerequisites	Basic knowledge in Higher Secondary Education Business Management		
Course objectives	• To familiarize the students with the concept of entrepreneurship		
	To identify and develop the entrepreneurial talents of the students		
	To generate innovative business ideas in the emerging industrial scenario		

COURSE OUTCOMES

At the end of the course the student would be able to...

CO1	To understand the basic concepts of entrepreneurship
CO2	To learn the governmental support for entrepreneurs
CO3	To study the importance of MSMEs and supports available.
CO4	To give a glimpse of establishment and running of a business unit
CO5	To give an idea of preparing a project report.

MAPPING OF PROGRAM OUTCOMES

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	✓		✓		✓	✓	✓	✓		✓
CO2	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO3	✓	✓		✓	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓			✓	✓	✓	✓	✓
CO5	✓		✓		✓	✓	✓	✓	✓	✓
PO1	Knowledge Acquisition					PO6	Ethics and Social responsibility.			


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Department of Commerce
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PO2	Communication, & leadership.	PO7	Research, Innovation & entrepreneurship.
PO3	Professional Skills.	PO8	Lifelong Learning
PO4	Digital intelligence.	PO9	Global perspective.
PO5	Scientific Awareness and Critical Thinking.	PO10	Democratic Co-existence.

PROGRAM SPECIFIC OUTCOMES

PSO1	Exhibit the skills to analyse and apply the learned knowledge to carry out the functions of business related problems, and ensure overall employability.
PSO2	Demonstrate a basic understanding of the latest concepts and trends in the field of Commerce such as Entrepreneurship, Professional Accounting, Investment and Financial Services, Marketing, Business Analytics, Tourism & Hospitality Management
PSO3	Develop and apply research attitude and skills to solve real-life problems in the world of Commerce

MAPPING OF COURSE OUTCOMES TO PROGRAM EDUCATIONAL OUTCOMES

PROGRAM EDUCATIONAL OUTCOMES	COURSE OUTCOMES				
	CO1	CO2	CO3	CO4	CO5
PEO1: Development of Leadership Qualities Graduates will demonstrate leadership qualities by utilizing their full intellectual potential, engaging with their communities, and contributing to the social, cultural, and economic development of society.	✓		✓	✓	
PEO2: Lifelong Learning and Societal Contribution Graduates will be equipped with core values and intellectual capabilities, enabling them to pursue lifelong learning and meaningfully contribute to societal well-being through innovative thinking and service.	✓	✓	✓		✓
PEO3: Entrepreneurial and Global Competence Graduates will possess entrepreneurial skill and a global perspective, promoting sustainable national growth through ethical leadership, innovative ventures, and responsible citizenship.	✓	✓		✓	

References

TEXT BOOKS:

1. A. Vinod Entrepreneurship Development

REFERENCES:

1. Dr. C.K Francis Entrepreneurship Development

e-learning resources

Mode of

Internal Examination (20%) End Semester Examination (80%)

[Signature]
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Evaluation	
Faculty	MANEESHA V Assistant Professor/ Commerce Department
e-mail id	sanumaneesha@gmail.com

COURSE PLAN BCM4A13 ENTREPRENEURSHIP DEVELOPMENT

No of lecture hours	Planned Date	Topics to be covered	Reference/ Teaching aids and methods	Actual date	Weekl y review
MODULE I - Concepts of Entrepreneur					
15		Entrepreneur, Definitions, Characteristics of entrepreneur	T1/BB		
1,2,		Classification of entrepreneur	T1/PPT		
3		Entrepreneurial traits	R1/BB		
4		Entrepreneurial Functions	T1/ PPT		
5		Role of entrepreneurs in the economic development	R1/ PPT		
6,7		Factor effecting entrepreneurial growth	T1/ PPT		
8		Entrepreneurship- Meaning-Definitions	R1/ BB		
9		Entrepreneur -Intrapreneur	T1/BB		
10		Women entrepreneurs-recent developments	T1/BB		
11,12		Problems	R1/T1/BB		
13		EDP ,Objectives	T1/BB		
14		Methods of training, Phases of EDP	R1/BB		
15					Review by Principal
Planned hours	Actual hours	Date	Sign of Faculty	Review by HoD	
17					
MODULE II – Institutional Support and Incentives to entrepreneurs					
16		DIC	T1/BB		
17		SIDCO	T1/BB		
18		NSIC	T1/BB		
19		SIDBI	BB		
20		KVIC	T1/BB		
21		SISI	T1/PPT		
22		KITCO	R1/BB		
23		STEDP	R1/BB		
24		NEDB	T1/BB		
25		NIESBUD	R1/T1/BB		
26		Techno Park	T1/BB		
27		Subsidy-Types			Review by Principal
Planned hours	Actual hours	Date	Sign of Faculty	Review by HoD	
15					

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UNIT III - Micro Small & Medium Enterprises						
28		MSME-Features, Objectives			T1/BB	
29		Importance			R2/BB	
30		Role of SME in the economic Development			T1/BB	
31		MSME Act 2006			R3/BB	
32		Credit Guarantee Fund Trust Scheme for MSME			R3/BB	
33		Industrial estate, classification, benefits			R2/BB	
34		Green channel			T1/BB	
35		Bridge Capital			T1/BB	
36		Seed Capital Assistance			T1/BB	
37		Margin money scheme,				
38		Single window system				
39		Sickness, Causes- Registration of SSI				
						Review by Principal
Planned hours	Actual hours			Review by HoD		
15						
MODULE IV Setting up of Industrial Unit						
40		Environment for entrepreneurship			T1/BB	
41		Criteria for selecting particular project			R2/BB	
42		Generating project ideas			T1/BB	
43		Market and Demand analysis			R3/BB	
44		Feasibility study- scope			R3/BB	
45		Financial feasibility, social cost benefit analysis			R2/BB	
46		Government regulations for project clearance			T1/BB	
47		Import of capital goods			T1/BB	
48		Approval of foreign collaboration, pollution control clearance			T1/BB	
49		Setting up of MSME, Location decision, significance				
						Review by Principal
Planned hours	Actual hours	Date	Sign of Faculty	Review by HoD		
10						
MODULE V Project Report						
44		Meaning, Definition			T1/BB	
45		Purpose of project Report			R2/BB	
46		Requirements of good report			T1/BB	
47		Methods of Reporting			R3/BB	
48		General Principles of good reporting system			R3/BB	
49		Performa of a project Report			R2/BB	
						Review by Principal
Planned	Actual	Date	Sign of	Review by		

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hours	hours	Faculty	HoD	

FACTORY

DR. ANITA M
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AMBEDKAR COLLEGE OF
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WANDOOR, MALAPPURAM DT
PRINCIPAL

Course outcome Program outcome Mapping Table

Course outcome Program outcome Mapping Table														
BCM4A13 ENTREPRENEURSHIP DEVELOPMENT		Cognitive level	Program outcomes											
			1- Moderate Correlation						2- High correlation					
			P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	PO 12
DIRECT METHOD														
CO1	Understand the basic concepts of quantitative methods in statistics for business data collection in a structured framework	Remember	2	1										
CO2	Apply different quantitative and probability concepts for commercial operations of the business functions and computations.	Apply												
CO3	Study and implement quantitative methods and algorithms to analyze the existing data and statistics for developing solutions to business needs.	Apply & Analyze												
CO4	Evaluate and examine the feasibilities to apply probability distribution concepts in business data analysis and new business process design.	Create												
CO5	Evaluate and create in design of new concepts for decision making process and to formulate newer decision-making models to business applications futuristic market requirements.	Innovate												
INDIRECT METHOD														
Class Room contests		Analyze & Create	1						1	2				2



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IQAC Member

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BIJANYA. M
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Course Faculty

COURSE PRE-ANALYSIS

Dear Students,

Welcome back to class, I would like to thank all of you for sparing your time in filling up this Course Pre-Analysis survey for the effective conduct of Computer Aided Design and Manufacturing Course. As you know that this survey is meant for knowing the knowledge level of the students with respect to this course, please fill it very carefully. At this juncture, I am glad to welcome the suggestions from you all (if any).

Rate your prior knowledge about the topics mentioned below

Rate your prior knowledge about the topics

Course Outcomes	Description	Rate your prior knowledge about the topics			
		Excellent (4)	Good (3)	Moderate (2)	Fair (1)
CO1	Understand the basic concepts of quantitative methods in statistics for business data collection in a structured framework		✓		✓
CO2	Apply different quantitative and probability concepts for commercial operations of the business functions and computations.	✓			
CO3	Study and implement quantitative methods and algorithms to analyze the existing data and statistics for developing solutions to business needs.	✓			
CO4	Evaluate and examine the feasibilities to apply probability distribution concepts in business data analysis and new business process design.		✓		
CO5	Evaluate and create in design of new concepts for decision making process and to formulate newer decision-making models to business applications futuristic commercial market requirements.				

Name of the student: *Dayana yasin* Signature of the student *[Signature]*



Syllabus

Module I: Concepts of entrepreneur: Entrepreneur- Definitions- Characteristics of entrepreneur- Classification of entrepreneur-Entrepreneurial traits-Entrepreneurial functions- role of entrepreneurs in the economic development- Factor effecting entrepreneurial growth- Entrepreneurship- Meaning- definition- Entrepreneur vs Entrepreneur- Women Entrepreneurs- Recent development- Problems- Entrepreneurial Development Programmes- Objectives of EDP- Methods of training - Phases of EDP.
(15Hours, 15 marks)

Module II: Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC)- Activities of Small Industrial Development Corporation (SIDCO)- Functions of National Small Industries Corporation(NSIC)- Functions of Small Industries Development Bank of India (SIDBI)- Khadi Village Industry Commission (KVIC)-Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National entrepreneurship Development Board (NEDB)-Objectives of National Institute for entrepreneurship and small business development (NIESBUD)- Techno park-Functions of techno park Incentives Importance- Classification of incentives – Subsidy- Types of Subsidy (17 Hours, 15 marks)

Module III: Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs- Industrial estates-Classification-Benefits- Green channel- Bridge capital- Seed capital assistance-Margin money schemes-Single Window System- Sickness- Causes –Remedies- Registration of SSI (15 Hours, 15 marks)

Module IV: Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship- Criteria for selecting particular project- Generating project ideas-Market and demand analysis- Feasibility study- Scope of technical feasibility Financial feasibility- Social cost benefit analysis-Government regulations for project clearance-Import of capital goods approval of foreign collaboration-Pollution control clearances- Setting up of micro small and medium enterprises-Location decision- Significance. (18 Hours, 20 marks)

Module V: Project Report- Meaning-Definition- Purpose of project reports-Requirements of good report- Methods of reporting- General principles of a good reporting system- Performa of a project report- Sample project report. (The preparation of sample project report shall be treated as an assignment of this course). (15 Hours, 15 marks)


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Course outcome –Program Specific outcome Mapping Table

Course outcomes	Program Specific outcomes		
	PSO1	PSO2	PSO3
CO1	2	2	1
CO2	2	2	2
CO3	2	1	2
CO4	1	2	1
CO5	1	1	2


 Course Faculty

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DIRECT ASSESSMENT OF COURSE OUTCOMES

INTERNAL ASSESSMENT TEST 50 MARKS		
(made up for 100 marks then reduced to 20 marks at the end semester)		
Objective	To Identify What Students Have Learned and also to identify students strength and weakness	
To file	Answer scripts	Frequency 3 times in a semester on dates specified by University
Format	Part -A 5 x 2 =10 marks, Part -B 2 x 13 = 26 marks, Part -C 1 x 14 = 14 marks, Total	



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marks = 50, Converted into 100 marks with 1 hour and 30 minutes duration of testing, with an improvement test on the following week with different question paper and the students are allowed to improve further by submission of assignment out of questions from QP 1 & 2 for 10 marks.

Evaluation Based on answer given in the scripts

Marks out of 100

50-64

65- 80

81-100

0-50

Levels of attainment

1

2

3

Counseling / Coaching classes.

IMPROVEMENT TEST

Objective

To make all weaker students to enrich the subject knowledge

Product

Answer Scripts

Frequency

After every internal assessment

Format

Part -A $5 \times 2 = 10$ marks, Part -B $2 \times 13 = 26$ marks, Part -C $1 \times 14 = 14$ marks, Total marks = 50, Duration : 1 hour and 30 minutes

Evaluation

Based on answer given in the scripts

Marks out of 100

50-64

65- 80

81-100

0-50

Levels of attainment

1

2

3

Counseling / Coaching classes.

ASSIGNMENT: 10 MARKS

Objective

To enhance students understanding of a complex structural problems

Product

Hand written assignment sheets

Frequency

Monthly or after completing improvement test

Format

Questions from both question papers

Evaluation

Based on rubrics

Criteria

No. of assignments: 3 to 5, Submit on or before the date of submission

END SEMESTER EXAMINATION 100 MARKS (Reduced to 80Marks)

Objective

To assess the each student's knowledge of the course

Product

Result analysis

Frequency

Semester

Format

Part -A $10 \times 2 = 20$ marks, Part -B $5 \times 16 = 80$ marks, Total marks = 100, Duration : 3 hours

Evaluation

Based on answer given in the scripts

Marks out of 100

30-50

50- 70

71-100

0-50

Levels of attainment

1

2

3

Counseling / Coaching classes.

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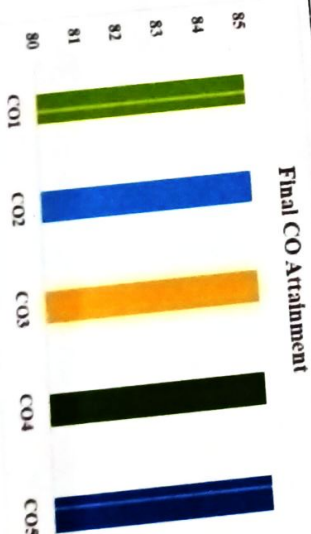


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DEPARTMENT OF COMMERCE
COURSE EXIT SURVEY RESPONSES (EVEN SEM. 2023-2024)
 Course BCM4A13 - ENTREPRENEURSHIP DEVELOPMENT

DEPARTMENT OF COMMUNICATIONS																			
COURSE EXIT SURVEY RESPONSES (EVEN SEM. 2023-2024)																			
Course BOKM413 - ENTREPRENEURSHIP DEVELOPMENT																			
Semester IV																			
Name of the faculty member: MANEESH V																			
Name of the faculty member: MANEESH V		Course Exit Survey Questions					No. of students given the ratings					Total Responses		Weighted Average		CO Max. Count		%age CO attainment	
CO No.	CO description	Are you able to Recognize and recall the key concepts of Linguistics and develop awareness of latest trends in a language study.	0	1	2	3	4	5	62	3.27	5	66.40							
CO1	Recognize and recall the key concepts of Linguistics and develop awareness of latest trends in a language study.	Are you able to Develop a conceptual understanding of the features of language, their sounds, their way of forming words, their sentence structures and their systems of expressing meaning.	0	14	1	13	18	16	62	3.29	5	65.71							
CO2	Develop a conceptual understanding of the features of language, their sounds, their way of forming words, their sentence structures and their systems of expressing meaning.	Are you able to Apply the acquired knowledge of pronunciation and their general standards in every day communication and in situation.	0	8	4	8	5	37	62	3.89	5	77.78							
CO3	Apply the acquired knowledge of pronunciation and their general standards in every day communication and in situation.	Are you able to Analyze the fundamental topics in semantics and develop a concept of different semantic levels.	0	11	4	3	22	22	62	3.59	5	71.75							
CO4	Analyze the fundamental topics in semantics and develop a concept of different semantic levels.	Are you able to Generate innovative and effective communication strategies by synthesizing knowledge from pronunciation, semantics, syntax, morphology and linguistics to address specific communicative challenges.	0	7	0	7	12	21	47	2.87	5	57.46							
CO5	Generate innovative and effective communication strategies by synthesizing knowledge from pronunciation, semantics, syntax, morphology and linguistics to address specific communicative challenges.																		
Final CO Attainment																			

CO Assessment method		CO1	CO2	CO3	CO4	CO5
Direct method	(A. Test, Assignment/Quiz and exam)	99	99	99	99	99
Weightage (80%)		79	79	79	79	79
Indirect method (Course Exit Survey)		65.43	65.71	77.78	71.75	57.46
Weightage (20%)		13.08	13.14	15.56	14.35	11.49
Final CO Attainment		92.56	92.83	95.04	93.83	90.98



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AMBEDKAR COLLEGE OF ARTS AND SCIENCE, WANDOOOR

Fourth Semester B.Com 2022 Admission

Paper: ENTREPRENEURSHIP DEVELOPMENT

Sl. No	Regno	Name	Attendance	Assignment	Seminar	Internal Exam	Total	Signature
1	UFAWBCM001	BAYANA YASMIN C K	4	4	4	8	20	
2	UFAWBCM002	FATHIMA FIDA V P	4	4	4	6	18	
3	UFAWBCM003	FATHIMA NASHWA K P	4	4	4	8	20	
4	UFAWBCM004	FATHIMATH NAFSIYYA	4	4	4	8	20	
5	UFAWBCM005	HIBA	4	4	4	8	20	
6	UFAWBCM006	MARZOUKA	2	4	4	8	18	
7	UFAWBCM007	RINSHANA A P	4	4	4	6	18	
8	UFAWBCM008	RINSHI M	4	4	4	6	18	
9	UFAWBCM010	SHAHALA M	4	4	4	6	18	
10	UFAWBCM011	SHAHMA M P	4	4	4	6	18	
11	UFAWBCM012	SHAHMA P	4	4	4	8	20	
12	UFAWBCM013	SHIFNA V	2	4	4	6	16	
13	UFAWBCM014	ABHALYA N	4	4	4	3	15	
14	UFAWBCM015	ABHISHNA RAJ K	4	4	4	3	15	
15	UFAWBCM016	ABHITHA K	4	4	4	3	15	
16	UFAWBCM017	AMRUTHA V	4	4	4	8	20	
17	UFAWBCM018	ATHIRA A	4	4	4	8	20	
18	UFAWBCM019	ATHIRA K P	4	4	4	6	18	
19	UFAWBCM020	ATHIRA P	4	4	4	4	16	
20	UFAWBCM021	DEVIKA GOPINATH	2	4	4	3	13	
21	UFAWBCM022	DEVIKA N	4	4	4	3	15	
22	UFAWBCM023	FIDHA THASNY O P	4	4	4	4	16	
23	UFAWBCM024	GOPIKA KRISHNA T P	4	4	4	4	16	
24	UFAWBCM025	GOPIKA PRASAD P	4	4	4	6	18	
25	UFAWBCM026	HARSHA MOL K	4	4	4	8	20	
26	UFAWBCM027	ISHA MUNNA K C	4	4	4	6	18	
27	UFAWBCM028	JISNA K	4	4	4	8	20	
28	UFAWBCM029	MEGHA P	4	4	4	8	20	
29	UFAWBCM030	NANADANA B P	4	4	4	6	18	
30	UFAWBCM031	NANADANA C	4	4	4	4	16	
31	UFAWBCM032	NAYANA P	4	4	4	6	18	
32	UFAWBCM033	PRATHYUSHA N	4	4	4	6	18	
33	UFAWBCM034	RASIKA N P	4	4	4	2	14	
34	UFAWBCM035	SANA JASI M P	4	4	4	8	20	
35	UFAWBCM037	SANJANA C	4	4	4	6	18	
36	UFAWBCM038	SANUSHA P	4	4	4	4	16	
37	UFAWBCM039	SHILJA K P	4	4	4	2	14	
38	UFAWBCM041	SNEHA P	4	4	4	8	20	
39	UFAWBCM042	SREYA P	4	4	4	6	18	
40	UFAWBCM043	THEERTHA C	4	4	4	8	20	
41	UFAWBCM044	VARSHA M	4	4	4	8	20	
42	UFAWBCM045	VISMAYA M K	4	4	4	8	20	
43	UFAWBCM046	VAISHNAVI K	4	4	4	2	14	
45	UFAWBCM048	ARJUN A	4	4	4	6	18	

46	UFAWBCM049	ARJUN C	4	4	4	3	15	
47	UFAWBCM050	AHIQ A	4	4	4	8	20	
48	UFAWBCM051	FAWZAN K T	4	4	4	8	20	
49	UFAWBCM052	JITHU DAS K	4	4	4	6	18	
50	UFAWBCM053	MANUKRISHNA M K	2	4	4	2	12	
51	UFAWBCM054	MOHAMMED ASHID T T	4	4	4	6	18	
52	UFAWBCM055	MUHAMMED DANISH P	2	4	4	3	13	
53	UFAWBCM056	MUHAMMED SHABEEL	4	4	4	4	16	
54	UFAWBCM057	MUHAMMED AFLAH K S	2	4	4	6	16	
55	UFAWBCM058	NAJIL E	4	4	4	4	16	
56	UFAWBCM059	NIMEESH A C	4	4	4	4	16	
57	UFAWBCM060	ROHITH C	4	4	4	4	16	
58	UFAWBCM061	SAMSON MATHEW	4	4	4	8	20	
59	UFAWBCM062	SHIJIN K	4	4	4	4	16	
60	UFAWBCM063	SREERAJ C	2	4	4	4	14	
61	UFAWBCM064	VISHNU SANKAR	2	4	4	4	14	
62	UFAWBCM065	ARSHAD K	2	4	4	3	13	
63	UFAWBCM066	HANEEN NAZEER P	2	4	4	6	16	

Name of the teacher

Signature :


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AMBEDKAR COLLEGE OF ARTS AND SCIENCE, WANDOOOR

Fourth Semester B.Com 2022 Admission

Paper: ENTREPRENEURSHIP DEVELOPMENT

SL No	Regno	Name	Total	Signature
1	UFAWBCM001	BAYANA YASMIN C K	34	
2	UFAWBCM002	FATHIMA FIDA V P	26	
3	UFAWBCM003	FATHIMA NASHWA K P	38	
4	UFAWBCM004	FATHIMATH NAFSIYYA	34	
5	UFAWBCM005	HIBA	38	
6	UFAWBCM006	MARZOUKA	38	
7	UFAWBCM007	RINSHANA A P	26	
8	UFAWBCM008	RINSHI M	28	
9	UFAWBCM010	SHAHALA M	32	
10	UFAWBCM011	SHAHMA M P	30	
11	UFAWBCM012	SHAHMA P	38	
12	UFAWBCM013	SHIFNA V	30	
13	UFAWBCM014	ABHALYA N	18	
14	UFAWBCM015	ABHISHNA RAJ K	18	
15	UFAWBCM016	ABHITHA K	20	
16	UFAWBCM017	AMRUTHA V	38	
17	UFAWBCM018	ATHIRA A	38	
18	UFAWBCM019	ATHIRA K P	26	
19	UFAWBCM020	ATHIRA P	24	
20	UFAWBCM021	DEVIKA GOPINATH	18	
21	UFAWBCM022	DEVIKA N	20	
22	UFAWBCM023	FIDHA THASNY O P	22	
23	UFAWBCM024	GOPIKA KRISHNA T P	22	
24	UFAWBCM025	GOPIKA PRASAD P	26	
25	UFAWBCM026	HARSHA MOL K	36	
26	UFAWBCM027	ISHA MUNNA K C	28	
27	UFAWBCM028	JISNA K	38	
28	UFAWBCM029	MEGHA P	36	
29	UFAWBCM030	NANADANA B P	26	
30	UFAWBCM031	NANADANA C	22	
31	UFAWBCM032	NAYANA P	30	
32	UFAWBCM033	PRATHYUSHA N	28	
33	UFAWBCM034	RASIKA N P	16	
34	UFAWBCM035	SANA JASI M P	38	
35	UFAWBCM037	SANJANA C	30	
36	UFAWBCM038	SANUSHA P	24	
37	UFAWBCM039	SHILJA K P	16	
38	UFAWBCM041	SNEHA P	36	
39	UFAWBCM042	SREYA P	30	

40	UFAWBCM043	THEERTHA C	34	
41	UFAWBCM044	VARSHA M	36	
42	UFAWBCM045	VISMAYA M K	38	
43	UFAWBCM046	VAISHNAVI K	16	
45	UFAWBCM048	ARJUN A	26	
46	UFAWBCM049	ARJUN C	18	
47	UFAWBCM050	AHIQ A	36	
48	UFAWBCM051	FAWZAN K T	38	
49	UFAWBCM052	JITHU DAS K	26	
50	UFAWBCM053	MANUKRISHNA M K	14	
51	UFAWBCM054	MOHAMMED ASHID T T	26	
52	UFAWBCM055	MUHAMMED DANISH P	18	
53	UFAWBCM056	MUHAMMED SHABEEL	22	
54	UFAWBCM057	MUHAMMED AFLAH K S	26	
55	UFAWBCM058	NAJIL E	22	
56	UFAWBCM059	NIMEESH A C	22	
57	UFAWBCM060	ROHITH C	24	
58	UFAWBCM061	SAMSON MATHEW	34	
59	UFAWBCM062	SHIJIN K	24	
60	UFAWBCM063	SREERAJ C	24	
61	UFAWBCM064	VISHNU SANKAR	24	
62	UFAWBCM065	ARSHAD K	20	
63	UFAWBCM066	HANEEN NAZEER P	28	


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 Wandoor

AMBEDKAR COLLEGE OF ARTS AND SCIENCE, WANDOOOR

Fourth Semester B.Com 2022 Admission

Paper: ENTREPRENEURSHIP DEVELOPMENT ASSIGNMENT TOPIC

SL No	Regno	Name	Signature
1	UFAWBCM001	BAYANA YASMIN CK	Sources of project Ideas
2	UFAWBCM002	FATHIMA FIDA V P	Sources of project Ideas
3	UFAWBCM003	FATHIMA NASHWA K P	Sources of project Ideas
4	UFAWBCM004	FATHIMATH NAFSIYYA	Screening of project Ideas
5	UFAWBCM005	HIBA	Screening of project Ideas
6	UFAWBCM006	MARZOUKA	selection of project
7	UFAWBCM007	RINSHANA A P	Scope of technical Analysis
8	UFAWBCM008	RINSHI M	Scope of technical Analysis
9	UFAWBCM010	SHAHALA M	Scope of technical Analysis
10	UFAWBCM011	SHAHMA M P	Techniques of financial Analysis
11	UFAWBCM012	SHAHMA P	Techniques of financial Analysis
12	UFAWBCM013	SHIFNA V	Techniques of financial Analysis
13	UFAWBCM014	ABHALYA N	Social cost Benefit Analysis Meaning
14	UFAWBCM015	ABHISHNA RAJ K	Social cost Benefit Analysis Meaning
15	UFAWBCM016	ABHITHA K	Objectives Of SCBA
16	UFAWBCM017	AMRUTHA V	Importance of SCBA
17	UFAWBCM018	ATHIRA A	Limitations of SCBA
18	UFAWBCM019	ATHIRA K P	Environmental Clearance Regulation
19	UFAWBCM020	ATHIRA P	Classification of projects for the purpose of environmental clearance
20	UFAWBCM021	DEVIKA GOPINATH	Procedure for environmental clearance
21	UFAWBCM022	DEVIKA N	Procedure for environmental clearance
22	UFAWBCM023	FIDHA THASNY O P	Import of capital goods
23	UFAWBCM024	GOPIKA KRISHNA T P	foreign collaboration
24	UFAWBCM025	GOPIKA PRASAD P	setting up of MSME
25	UFAWBCM026	GOPIKA MOL K	setting up of MSME
26	UFAWBCM027	HARSHA MUNNA K C	setting up of MSME
27	UFAWBCM028	ISHA MUNNA K C	setting up of MSME
28	UFAWBCM029	JISNA K	setting up of MSME
		MEGHA P	

AMBEDKAR COLLEGE OF ARTS AND SCIENCE, WANDOOOR

Fourth Semester B.Com 2022 Admission

Paper: ENTREPRENEURSHIP DEVELOPMENT SEMINAR TOPIC

SL No	Regno	Name	Signature
1	UFAWBCM001	BAYANA YASMIN C K	Sources of project ideas
2	UFAWBCM002	FATHIMA FIDA V P	Sources of project ideas
3	UFAWBCM003	FATHIMA NASHWA K P	Sources of project ideas
4	UFAWBCM004	FATHIMATH NAFSIYYA	Screening of project ideas
5	UFAWBCM005	HIBA	Screening of project ideas selection of project
6	UFAWBCM006	MARZOUKA	Scope of technical Analysis
7	UFAWBCM007	RINSHANA A P	Scope of technical Analysis
8	UFAWBCM008	RINSHI M	Scope of technical Analysis
9	UFAWBCM010	SHAHALA M	Scope of technical Analysis
10	UFAWBCM011	SHAHMA M P	Techniques of financial Analysis
11	UFAWBCM012	SHAHMA P	Techniques of financial Analysis
12	UFAWBCM013	SHIFNA V	Techniques of financial Analysis
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14	UFAWBCM015	ABHISHNA RAJ K	Techniques of financial Analysis
15	UFAWBCM016	ABHITHA K	Techniques of financial Analysis
16	UFAWBCM017	ABHITHA V	Techniques of financial Analysis
17	UFAWBCM018	ATHIRA A	Techniques of financial Analysis
18	UFAWBCM019	ATHIRA K P	Techniques of financial Analysis
19	UFAWBCM020	ATHIRA P	Techniques of financial Analysis
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21	UFAWBCM022	DEVIKA N	Techniques of financial Analysis
22	UFAWBCM023	FIDHA THASNY O P	Techniques of financial Analysis
23	UFAWBCM024	GOPIKA KRISHNA T P	Techniques of financial Analysis
24	UFAWBCM025	GOPIKA PRASAD P	Techniques of financial Analysis
25	UFAWBCM026	GOPIKA MOL K	Techniques of financial Analysis
26	UFAWBCM027	HARSHA MUNNA K C	Techniques of financial Analysis

AMBEDKAR COLLEGE OF ARTS AND SCIENCE, WANDOUR
Fourth Semester B.Com 2022 Admission
Paper: ENTREPRENEURSHIP DEVELOPMENT SLOW LEARNERS LIST

SL No	Regno	Name	Total	Signature
50	UFAWBCM053	MANUKRISHNA M K	14	

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AMBEDKAR COLLEGE OF ARTS AND SCIENCE,WANDOOOR

DEPARTMENT OF COMMERCE

FOURTH SEMESTER B-COM-INTERNAL EXAMINATION FEBRUARY 2024

ENTREPRENEURSHIP DEVELOPMENT

Time: 1.5hr

Max.Marks:40

PART A

Answer all questions(each carries 2marks .Max.ceiling 15)

- 1.Who is an Intrapreneur?**
- 2.Define imitative Entrepreneurs?**
- 3.Write any two difference between Entrepreneur and Manager ?**
- 4.Who is an Entrepreneur?**
- 5.What is 1st generation Entrepreneurs?**
- 6.To identify the list of Personality factors of Entrepreneurial growth?**
- 7.What is innovation?**
- 8.Define entrepreneurship?**

PART B

Answer all questions (each carries 5 marks ceiling 15)

- 9.Write explain the social factors of entrepreneurial growth?**
- 10.To analyse the functions of Entrepreneur?**
- 11.Explain the classification of entrepreneurs by "Clarence Danhof"**
- 12.What are the characteristics of Entrepreneurs?**

PART C

Answer one question (1*10=10)

- 11.To explain the qualities of a successful entrepreneurs?**
- 12."innovation is the most important function of an entrepreneur".Examine the statement**



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DEPARTMENT OF COMMERCE

CO-PO-PSO MAPPING (EVEN SEM . 2023-2024)

Semester: IV

Name of the faculty member: MANEESHA V

Course BCM4A13 - ENTREPRENEURSHIP DEVELOPMENT

(I) CO Attainment

A: Direct assessment (80%)-Tests, Assignment, Examination

B: Indirect assessment (20%)-Course end survey

COs	Mapping of POs	Mapping of PSOs	Direct Assessment	Indirect Assessment		Overall Attainment 0.8 (a) + 0.2(b)	Target (%)	Attainment
				(a)	(b)			
CO1	PO1, PO7 & PO8	PSO3	99	99	65.40	93	75	YES
CO2	PO1, PO3, PO5 & PO9	PSO1, PSO2 & PSO3	99	99	65.71	93		
CO3	PO2, PO6 & PO10	PSO2 & PSO3	99	99	77.78	95		
CO4	PO1, PO5 & PO6	PSO1, PSO2 & PSO3	99	99	71.75	94		
CO5	PO2, PO3, PO4 & PO7	PSO1, PSO2 & PSO3	99	99	57.46	91		

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MANEESHA V
DHANYA. M Head
Assistant Professor of Commerce
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DEPARTMENT OF COMMERCE
CO ATTAINMENT - IA TEST MARKS (EVEN SEM. 2023-2024)
 Course: BCM4A13 - ENTREPRENEURSHIP DEVELOPMENT

Sem.: IV

Name of the faculty member: MANEESHA V

Sl. No.	Name of the student	REG NO	Max. Marks	COURSE OUTCOMES		
				IA TEST		Y/N
				Q1 TO Q14	IA TEST	
				CO1 TO CO5	CO1 TO CO5	
				40	%age	
1	BAYANA YASMIN C K	UFAWBCM001		39	98	Y
2	FATHIMA FIDA V P	UFAWBCM002		24	60	Y
3	FATHIMA NASHWA K P	UFAWBCM003		38	95	Y
4	FATHIMATH NAFSIYYA	UFAWBCM004		34	85	Y
5	HIBA	UFAWBCM005		38	95	Y
6	MARZOUKA	UFAWBCM006		38	95	Y
7	RINSHANA A P	UFAWBCM007		26	65	Y
8	RINSHI M	UFAWBCM008		28	70	Y
9	SHAHALA M	UFAWBCM010		36	90	Y
10	SHAHMA M P	UFAWBCM011		30	75	Y
11	SHAHMA P	UFAWBCM012		38	95	Y
12	SHIFNA V	UFAWBCM013		30	75	Y



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DEPARTMENT OF COMMERCE

CO ATTAINMENT - ASSIGNMENT(EVEN SEM. 2023-2024)

Sem.: IV
 Name of the faculty member: MANEESHA V
 Course:BCM4A13 - ENTREPRENEURSHIP DEVELOPMENT

Sl. No.	Name of the student	REG NO	Max. Marks	ASSIGNMENT	SEMINAR	ATTENDANCE	COURSE OUTCOMES				ATTENDANCE	
				CO1 to CO3	CO4 to CO5	CE	CO1 - 3	CO4 - 5			%age	Y/N
				4	4	4	%age	Y/N	%age	Y/N		
1	BAYANA YASMIN C K	UFAWBCM001		4	4	4	100	Y	100	Y	100	Y
2	FATHIMA FIDA V P	UFAWBCM002		4	4	4	100	Y	100	Y	100	Y
3	FATHIMA NASHWA K P	UFAWBCM003		4	4	4	100	Y	100	Y	100	Y
4	FATHIMATH NAFSIYYA	UFAWBCM004		4	4	4	100	Y	100	Y	100	Y
5	HIBA	UFAWBCM005		4	4	4	100	Y	100	Y	100	Y
6	MARZOUKA	UFAWBCM006		4	4	2	100	Y	100	Y	50	Y
7	RINSHANA A P	UFAWBCM007		4	4	4	100	Y	100	Y	100	Y
8	RINSHI M	UFAWBCM008		4	4	4	100	Y	100	Y	100	Y
9	SHAHAL A M	UFAWBCM010		4	4	4	100	Y	100	Y	100	Y
10	SHAHMA M P	UFAWBCM011		4	4	4	100	Y	100	Y	100	Y
11	SHAHMA P	UFAWBCM012		4	4	4	100	Y	100	Y	100	Y
12	SHIFNA V	UFAWBCM013		4	4	2	100	Y	100	Y	50	Y
13	ABHALYA N	UFAWBCM014		4	4	4	100	Y	100	Y	100	Y
14	ABHISHNA RAJ K	UFAWBCM015		4	4	4	100	Y	100	Y	100	Y
15	ABHITHA K	UFAWBCM016		4	4	4	100	Y	100	Y	100	Y
16	AMRUTHA V	UFAWBCM017		4	4	4	100	Y	100	Y	100	Y



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DEPARTMENT OF COMMERCE

CO ATTAINMENT - FINAL EXAM MARKS (EVEN SEM . 2023-2024)

Course: BCM4A13 - ENTREPRENEURSHIP DEVELOPMENT

Sem.: IV

Sl. No.	Name of the student	REG NO	COURSE OUTCOMES CO 1 TO CO5	CO ATTAINMENT	
				%age	Y/N
		Max. Credit Points	40		
1	BAYANA YASMIN C K	UFAWBCM001	28	70	Y
2	FATHIMA FIDA V P	UFAWBCM002	24	60	Y
3	FATHIMA NASHWA K P	UFAWBCM003	32	80	Y
4	FATHIMATH NAFSIYYA	UFAWBCM004	28	70	Y
5	HIBA	UFAWBCM005	32	80	Y
6	MARZOUKA	UFAWBCM006	28	70	Y
7	RINSHANA A P	UFAWBCM007	24	60	Y
8	RINSHI M	UFAWBCM008	28	70	Y
9	SHAHALA M	UFAWBCM010	20	50	Y
10	SHAHMA M P	UFAWBCM011	20	50	Y
11	SHAHMA P	UFAWBCM012	24	60	Y
12	SHIFNA V	UFAWBCM013	24	60	Y
13	ABHALYA N	UFAWBCM014	16	40	Y
14	ABHISHNA RAJ K	UFAWBCM015	28	70	Y
15	ABHITHA K	UFAWBCM016	16	40	Y
16	AMRUTHA V	UFAWBCM017	32	80	Y
17	ATHIRA A	UFAWBCM018	24	60	Y
18	ATHIRA K P	UFAWBCM019	24	60	Y



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DEPARTMENT OF COMMERCE

DIRECT ASSESSMENT METHOD - CO ATTAINMENT (EVEN SEM . 2023-2024)

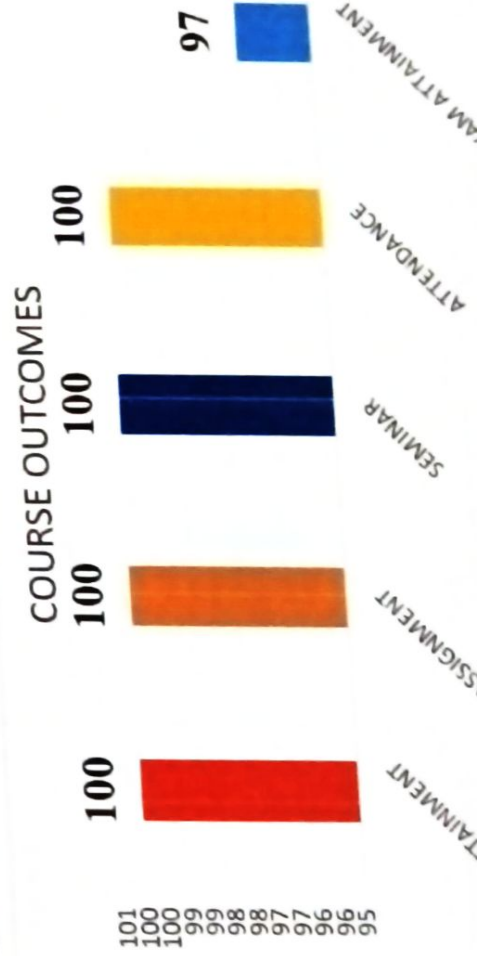
Semester: IV

Name of the faculty member: MANEESHA V

Course: BCM4A13 - ENTREPRENEURSHIP DEVELOPMENT

TARGET: 60% ATTAINMENT

COs	CO1 to CO5
IA MARKS ATTAINMENT	100
ASSIGNMENT	100
SEMINAR	100
ATTENDANCE	100
FINAL EXAM ATTAINMENT	97
AVERAGE	99



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DEPARTMENT OF COMMERCE

COURSE EXIT SURVEY RESPONSES (EVEN SEM. 2023-2024)

Course BCM4A13 - ENTREPRENEURSHIP DEVELOPMENT

Semester: IV

Name of the faculty member: MANEESHA V

Sl. No.	NAME OF THE STUDENT	REG NO	Are you able to Recognize and recall the key concepts of Linguistics and develop awareness of latest trends in language study.	Are you able to Develop a conceptual understanding of the features of language, their sounds, their ways of forming words, their sentence structures and their systems of expressing	Are you able to Apply the acquired knowledge of pronunciation and their general standards in every day conversation and in meaning.	Are you able to Analyze the fundamental topics in semantics and develop a concept of different semantic levels	Are you able to Generate innovative and effective communication strategies by synthesizing knowledge from pronunciation, semantics, syntax, morphology and linguistics to address specific communicative challenges.
COURSE OUTCOMES			CO1	CO2	CO3	CO4	CO5
1	BAYANA YASMIN C K	UFAWBCM/001	1 (Fair)	4 (Very Good)	5 (EXCELLENT)	5 (EXCELLENT)	3 (Good)
2	FATHIMA FIDA V P	UFAWBCM/002	1 (Fair)	4 (Very Good)	5 (EXCELLENT)	5 (EXCELLENT)	2 (Very Fair)
3	FATHIMA NASHWA K P	UFAWBCM/003	5 (EXCELLENT)	4 (Very Good)	5 (EXCELLENT)	5 (EXCELLENT)	2 (Very Fair)
4	FATHIMATH NAFSIYYA	UFAWBCM/004	4 (Very Good)	4 (Very Good)	5 (EXCELLENT)	3 (Good)	4 (Very Good)
5	HIBA	UFAWBCM/005	5 (EXCELLENT)	3 (Good)	3 (Good)	3 (Good)	2 (Very Fair)
6	MARZOUKA	UFAWBCM/006	3 (Good)	3 (Good)	3 (Good)	3 (Good)	2 (Very Fair)
7	RINSHANA A P	UFAWBCM/007	3 (Good)	3 (Good)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)
8	RINSHI M	UFAWBCM/008	3 (Good)	3 (Good)	3 (Good)	5 (EXCELLENT)	2 (Very Fair)
9	SHAFALA M	UFAWBCM/010	3 (Good)	3 (Good)	3 (Good)	5 (EXCELLENT)	2 (Very Fair)
10	SHAFEMA M P	UFAWBCM/011	4 (Very Good)	3 (Good)	3 (Good)	4 (Very Good)	2 (Very Fair)
11	SHAFEMA P	UFAWBCM/012	4 (Very Good)	3 (Good)	3 (Good)	4 (Very Good)	5 (EXCELLENT)
12	SHIFNA V	UFAWBCM/013	4 (Very Good)	3 (Good)	3 (Good)	4 (Very Good)	5 (EXCELLENT)
13	ABHALYA N	UFAWBCM/014	3 (Good)	3 (Good)	5 (EXCELLENT)	4 (Very Good)	5 (EXCELLENT)



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DEPARTMENT OF COMMERCE

CO-PO-PSO MAPPING (EVEN SEM . 2023-2024)

Semester: IV

Name of the faculty member: MANEESHA V

Course BCM4A13 - ENTREPRENEURSHIP DEVELOPMENT

(I) CO Attainment

A: Direct assessment (80%)-Tests, Assignment, Examination

B: Indirect assessment (20%)-Course end survey

COs	Mapping of POs	Mapping of PSOs	Direct Assessment	Indirect Assessment		Overall Attainment 0.8 (a) + 0.2(b)	Target (%)	Attainment
			(a)	(b)				
CO1	PO1, PO7 & PO8	PSO3	99	65.40		93	75	YES
CO2	PO1, PO3, PO5 & PO9	PSO1, PSO2 & PSO3	99	65.71		93		
CO3	PO2, PO6 & PO10	PSO2 & PSO3	99	77.78		95		
CO4	PO1, PO5 & PO6	PSO1, PSO2 & PSO3	99	71.75		94		
CO5	PO2, PO3, PO4 & PO7	PSO1, PSO2 & PSO3	99	57.46		91		

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COURSE PLAN

Course code and title	BCM2C02 MARKETING MANAGEMENT		
Class	1st year B.Com	Semester	V / ODD
Regulation	R-2019	Academic year	2023-24
Course prerequisites	Basic knowledge in Higher Secondary Education Business Management		
Course objectives	To provide basic knowledge about the concepts, principles, tools and techniques of marketing		
	To impart necessary knowledge which help the student to choose a career in the field of marketing		
	To expose the students to the latest trends in marketing		

COURSE OUTCOMES

At the end of the course the student would be able to ...

CO1	Develop basic knowledge about the concepts, principles, tools and techniques of marketing
CO2	Analyze consumer behavior and decision making processes to identify market opportunities and develop effective marketing strategies.
CO3	Apply marketing frameworks and models to analyze the competitive landscape and develop positioning strategies.
CO4	Communicate marketing concepts, strategies, and recommendations effectively through written reports and oral presentations.
CO5	Create innovative marketing solution.

MAPPING OF PROGRAM OUTCOMES

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	✓	✓		✓		✓	✓	✓	✓	✓
CO2	✓	✓	✓			✓	✓	✓	✓	✓
CO3	✓	✓				✓		✓	✓	✓
CO4	✓	✓	✓			✓		✓	✓	✓
CO5	✓		✓	✓			✓	✓	✓	✓

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PO1	Knowledge Acquisition	PO6	Ethics and Social responsibility
PO2	Communication, & leadership	PO7	Research, Innovation & entrepreneurship
PO3	Professional Skills	PO8	Lifelong Learning
PO4	Digital Intelligence	PO9	Global perspective
PO5	Scientific Awareness and Critical Thinking	PO10	Democratic Co-existence

PROGRAM SPECIFIC OUTCOMES

PSO1	Exhibit the skills to analyse and apply the learned knowledge to carry out the functions of business related problems, and ensure overall employability.
PSO2	Demonstrate a basic understanding of the latest concepts and trends in the field of Commerce such as Entrepreneurship, Professional Accounting, Investment and Financial Services, Marketing, Business Analytics, Tourism & Hospitality Management
PSO3	Develop and apply research attitude and skills to solve real-life problems in the world of Commerce

MAPPING OF COURSE OUTCOMES TO PROGRAM EDUCATIONAL OUTCOMES

PROGRAM EDUCATIONAL OUTCOMES	COURSE OUTCOMES				
	CO1	CO2	CO3	CO4	CO5
PEO1: Development of Leadership Qualities Graduates will demonstrate leadership qualities by utilizing their full intellectual potential, engaging with their communities, and contributing to the social, cultural, and economic development of society.	✓		✓	✓	
PEO2: Lifelong Learning and Societal Contribution Graduates will be equipped with core values and intellectual capabilities, enabling them to pursue lifelong learning and meaningfully contribute to societal well-being through innovative thinking and service.	✓	✓	✓		✓
PEO3: Entrepreneurial and Global Competence Graduates will possess entrepreneurial skill and a global perspective, promoting sustainable national growth through ethical leadership, innovative ventures, and responsible citizenship.	✓	✓		✓	

References

TEXT BOOKS:

1. Philip Kotler Principles of Marketing

REFERENCES:

1. George E Belch Advertising & Promotion

[Signature]

DHANYA. M
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e-learning resources	
Mode of Evaluation	Internal Examination (20%) End Semester Examination (80%)
Faculty	MANEESHA V Assistant Professor/ Commerce Department
e-mail id	sanumaneesha@gmail.com

COURSE PLAN BCM2C02 MARKETING MANAGEMENT

No of lecture hours	Planned Date	Topics to be covered	Reference/ Teaching aids and methods	Actual date	Weekl y review w
MODULE I - Marketing Management					
15					
1		The value of marketing, core marketing concepts	T1/BB		
2		The new marketing realities, philosophy of marketing	T1/PPT		
3		Marketing management tasks, long term loyalty relationship	T1/BB		
4,5		Analysing consumer market, factors influencing consumer behaviour	R1/ PPT		
6		Buying decision process	T1/ PPT		
7		Market segmentation, bases for segmenting consumer markets	T1/ PPT		
8		Market targeting	R1/ BB		
9,10		Marketing of services	T1/BB		
11		Rural marketing in India, potential, challenges & strategies	T1/BB		
12					
Planned hours	Actual hours	Date	Sign of Faculty	Review by HoD	Review by Principal
15					
MODULE II - Creating & Capturing value					
13					
14		The fundamentals of product management,	T1/BB		
15		Product levels	R1/BB		
16		Customer value hierarchy, classification of product	, T1/BB		
17		Managing brands & brand equity	T1/BB		
18		Product & service differentiation	R1/BB		
19		Product & brand relationship	T1/BB		
20		Product life cycle	T1/PPT		
21		New product development	R1/T1		

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22		Packaging,labelling,warranties guarantees			T1/BB	
23		Pricing to capture value,setting the price			T1/BB	
24		Pricing strategies, pricing for rural markets			R1/BB	
	Planned hours	Date	Sign of Faculty	Review by HoD	Review by Principal	
25						

UNIT III - Delivering Value

25		Distribution			T1/BB	
26,27		Marketing channels & value networks			R1/BB	
28		Role of marketing channels			T1/BB	
29		Channel design & management decision			R1/BB	
30		Channel integration & system			R1/BB	
31		Conflict,cooperation & competition			R1/BB	
32,33		Managing retailing,wholesaling & logistics			T1/BB	
34		Direct & online marketing			T1/BB	
	Planned hours	Actual hours		Review by HoD	Review by Principal	
15						

MODULE IV Communicating Value

35		Integrated marketing communications			T1/BB	
36		Role of marketing communications			R1/BB	
37		Developing effective communication			T1/BB	
38		Marketing communication mix			R1/BB	
39		Managing advertising,deciding on media and measuring effectiveness			R1/BB	
40		Communicating to rural audience			R1/BB	
41		Sales promotion			T1/BB	
42		Personal selling			T1/BB	
43		Principles of personal selling			T1/BB	
44,45,46		Event& experiences,public relation,interactive marketing ,word of mouth marketing				
	Planned hours	Actual hours	Date	Sign of Faculty	Review by HoD	Review by Principal
10						

MODULE V E-commerce & E-Marketing

47		Concept & nature, Reasons for growth of e-marketing			T1/BB	
					R1/BB	
48		Types of e-commerce			T1/BB	
49		e-commerce business models			R1/BB	
51		e-commerce marketing strategies			R1/BB	
52		M-commerce marketing practices			R1/BB	
53		Electronic Payment System			T1/BB	

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Security Issues in E-commerce					T1/BB
54	Planned hours	Actual hours	Date	Sign of Faculty	Review by HoD
				<i>[Signature]</i>	<i>[Signature]</i>
Assistant Professor & Head Department of Commerce Ambedkar College of Arts & Science Wandoor					Review by Principal
					<i>[Signature]</i> Principal

Course outcome - Program outcome Mapping Table

BCM2C02 MARKETING MANAGEMENT	Cognitive level	Program outcomes											
		1- Moderate Correlation					2- High correlation						
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12

DIRECT METHOD

CO1	Understand the basic concepts of quantitative methods in statistics for business data collection in a structured framework	Remember	2	1									
CO2	Apply different quantitative and probability concepts for commercial operations of the business functions and computations.	Apply											
CO3	Study and implement quantitative methods and algorithms to analyze the existing data and statistics for developing solutions to business needs.	Apply & Analyze											
CO4	Evaluate and examine the feasibilities to apply probability distribution concepts in business data analysis and new business process design.	Create											
CO5	Evaluate and create in design of new concepts for decision making process and to formulate newer decision-making models to business applications commercial requirements.	Innovate											

INDIRECT METHOD

Class Room contests	Analyze	1							1	2				
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**&
Create**

Course Faculty

IQAC Member

HOD
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COURSE PRE-ANALYSIS

Dear Students,

Welcome back to class, I would like to thank all of you for sparing your time in filling up this Course Pre-Analysis survey for the effective conduct of Computer Aided Design and Manufacturing Course. As you know that this survey is meant for knowing the knowledge level of the students with respect to this course, please fill it very carefully. At this juncture, I am glad to welcome the suggestions from you all (if any).

Rate your prior knowledge about the topics mentioned below

Course Outcomes	Description	Rate your prior knowledge about the topics			
		Excellent (4)	Good (3)	Moderate (2)	Fair (1)
CO1	Understand the basic concepts of quantitative methods in statistics for business data collection in a structured framework				
CO2	Apply different quantitative and probability concepts for commercial operations of the business functions and computations.				
CO3	Study and implement quantitative methods and algorithms to analyze the existing data and statistics for developing solutions to business needs.				
CO4	Evaluate and examine the feasibilities to apply probability distribution concepts in business data analysis and new business process design.				
CO5	Evaluate and create in design of new concepts for decision making process and to formulate newer decision-making models to business applications futuristic commercial market requirements.				



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BCM2C02 : MARKETING MANAGEMENT

Syllabus

Module I: Marketing Management: The value of marketing–Core marketing concepts–The new marketing realities–Philosophy of marketing- Creating long term loyalty relationships– Marketing management tasks–Analyzing consumer markets–Factors influencing consumer behaviour–Buying decision process- market segmentation; bases for segmenting consumer markets– market targeting–marketing of services- rural marketing in India; potential, challenges and strategies. (20 Hours, 20 marks)

Module II: Creating and Capturing Value: The fundamentals of product management; product levels; customer value hierarchy– Classification of product–Managing brands and brand equity- Product and Services differentiation–Product and brand relationships- Product Life Cycle Marketing Strategies- New product development–Packaging, labeling, Warranties and Guarantees. Pricing to capture value; setting the price; methods of pricing; pricing strategies; pricing for rural markets. (20 Hours, 20 marks)

Module III: Delivering Value: Distribution–marketing channels and value networks–role of marketing channels–channel design and management decision–channel integration and system–conflict, cooperation and competition–Managing retailing, wholesaling and logistics–Direct and online marketing (10 Hours, 10 marks)

Module IV: Communicating Value: Integrated Marketing Communications; role of marketing communication; developing effective communication; marketing communication mix- managing advertising; deciding on media and measuring effectiveness ; communicating to rural audience- Sales Promotion–Personal selling; principles of personal selling–Events and experiences–Public relation–Interactive marketing–word of mouth marketing. (15 Hours, 15 marks)

Module V: E-commerce and E-marketing: Concept and nature; Reason for growth of e-marketing– Ecommerce marketing practices; types of E-commerce; E-commerce business models; Ecommerce marketing strategies M-commerce marketing practices- Electronic Payment System–Security issues in E commerce. (15 Hours, 15 marks) Specific Outcomes: 1. The learner understands the core marketing concepts and consumer buying behavior

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PRINCIPAL

Course outcome –Program Specific outcome Mapping Table

Course outcomes	Program Specific outcomes		
	PSO1	PSO2	PSO3
CO1	2	2	1
CO2	2	2	2
CO3	2	1	2
CO4	1	2	1
CO5	1	1	2

Course Faculty

IQAC Member

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DIRECT ASSESSMENT OF COURSE OUTCOMES

INTERNAL ASSESSMENT TEST 50 MARKS

(made up for 100 marks then reduced to 20 marks at the end semester)

Objective	To Identify What Students Have Learned and also to identify students strength and weakness		
To file	Answer scripts	Frequency	3 times in a semester on dates specified by University
Format	Part –A 5 x 2 =10 marks, Part –B 2 x 13 = 26 marks, Part –C 1 x 14 = 14 marks, Total marks = 50, Converted into 100 marks with 1 hour and 30 minutes duration of testing, with an improvement test on the following week with different question paper and the students are allowed to improve further by submission of assignment out of questions from QP 1 & 2 for 10 marks.		
Evaluation	Based on answer given in the scripts		



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Marks out of 100	50-64	65- 80	81-100	0-50
Levels of attainment	1	2	3	Counseling / Coaching classes.

IMPROVEMENT TEST

Objective	To make all weaker students to enrich the subject knowledge			
Product	Answer Scripts			
Frequency	After every internal assessment			
Format	Part -A 5 x 2 =10 marks, Part -B 2 x 13 = 26 marks, Part -C 1 x 14 = 14 marks, Total marks = 50, Duration : 1 hour and 30 minutes			
Evaluation	Based on answer given in the scripts			

Marks out of 100	50-64	65- 80	81-100	0-50
Levels of attainment	1	2	3	Counseling / Coaching classes.

ASSIGNMENT: 10 MARKS

Objective	To enhance students understanding of a complex structural problems			
Product	Hand written assignment sheets			
Frequency	Monthly or after completing improvement test			
Format	Questions from both question papers			
Evaluation	Based on rubrics			
Criteria	No. of assignments: 3 to 5, Submit on or before the date of submission			

END SEMESTER EXAMINATION 100 MARKS (Reduced to 80Marks)

Objective	To assess the each student's knowledge of the course			
Product	Result analysis			
Frequency	Semester			
Format	Part -A 10 x 2 =20 marks, Part -B 5 x 16 = 80 marks, Total marks = 100, Duration : 3hours			
Evaluation	Based on answer given in the scripts			
Marks out of 100	30-50	50- 70	71-100	0-50
Levels of attainment	1	2	3	Counseling / Coaching classes.

2016
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SECOND SEMESTER B.COM CO-OPERATION

2023 ADMISSION

SUBJECT: BCM2C02 : MARKETING MANAGEMENT

SLNo	Reg.No	Name	MARK
1	UFAXBCM001	AYISHA DILNA CHELADATHIL	28
2	UFAXBCM002	FAMINA A P	28
3	UFAXBCM003	FATHIMA NAJIYA	AB
4	UFAXBCM004	FATHIMA SHERIN. C. P	34
5	UFAXBCM005	JINSHA JABIN. K	7
6	UFAXBCM006	JINSHA K	34
7	UFAXBCM007	NADIYA.T	24
8	UFAXBCM008	NAJIYA NASRIN N T	34
9	UFAXBCM009	NASIYA NASRIN . M	38
10	UFAXBCM010	NIDHA SALEEM . T T	32
11	UFAXBCM011	RASHA	23
12	UFAXBCM012	SADIKA SHAHANAS K	28
13	UFAXBCM013	SHIBINA .P	20
14	UFAXBCM014	SHIBLA.T.M	26
15	UFAXBCM015	SHIFA NARSHA. K	36
16	UFAXBCM016	SHUHAILA .K	20
17	UFAXBCM017	SILSHA M K	34
18	UFAXBCM018	THABSHEERA.T.M	25
19	UFAXBCM019	ANSIF V	16
20	UFAXBCM021	MOHAMMED NIHAL V	ab
21	UFAXBCM022	MUHAMMED HAFEEZ T	10
22	UFAXBCM023	MUHAMMED NIHAJ . T . P	18
23	UFAXBCM024	NASIB RAHMAN K	24
24	UFAXBCM025	RAMEEZ T P	15
25	UFAXBCM026	ADHITHYA . P	11
26	UFAXBCM027	ADITHYA C.	2
27	UFAXBCM028	AJANYA . K	4
28	UFAXBCM029	ANAGHA M	11
29	UFAXBCM030	ANASWARA ANIL.P K	26
30	UFAXBCM031	ANJANA. M	10
31	UFAXBCM032	ANJUSHA P	22
32	UFAXBCM033	APARNA P	10
33	UFAXBCM034	ASWANI KRISHNA. M	32
34	UFAXBCM035	BABITHA K B	8
35	UFAXBCM036	FAMINA . K . P	AB
36	UFAXBCM037	KHADHEEJATHU SANIYYA T	18
37	UFAXBCM038	NAMITHA . P	14
38	UFAXBCM039	NANDANA K M	2
39	UFAXBCM040	NILSHA C.M	20
40	UFAXBCM041	NIRANJANA C	28
41	UFAXBCM042	NIVYA RAJ K	4


 Assistant Professor
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42	UFAXBCM043	PAVITHIRA. V P	30
43	UFAXBCM044	PRAJISHA E C	2
44	UFAXBCM045	SANDRA V	9
45	UFAXBCM046	SIJISHA M	13
46	UFAXBCM047	VIHANYA M	7
47	UFAXBCM048	VINAYA N	10
48	UFAXBCM049	VRINDHA K M	5
49	UFAXBCM050	ABHIJITH M	7
50	UFAXBCM051	ADARSH A	14
51	UFAXBCM052	ATHUL K	14
52	UFAXBCM053	ATHUL RAJ	4
53	UFAXBCM054	MUHAMMED HISHAM. P	0
54	UFAXBCM055	MUHAMMED SAFVAN . K . S	14
55	UFAXBCM056	MUHAMMED SINAN . P	20
56	UFAXBCM057	RISHAL K. C.	16
57	UFAXBCM058	ROHITH. M	4
58	UFAXBCM059	SOORYA PRASAD. T	12
59	UFAXBCM060	VINAY A	4
60	UFAXBCM061	VIVEK MV	4


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SECOND SEMESTER B.COM CO-OPERATION

2023 ADMISSION

SUBJECT: MARKETING MANAGEMENT

Sl. No	Reg.No	Name	ATTE NDA NCE	ASSI GN ME NT	SEMI NAR	EXA M	TOTAL	Signature
1	UFAXBCM001	AYISHA DILNA CHELADATHIL	4	4	4	6	18	
2	UFAXBCM002	FAMINA A P	2	4	4	6	16	
3	UFAXBCM003	FATHIMA NAJIYA	4	4	4	0	12	
4	UFAXBCM004	FATHIMA SHERIN. C. P	4	4	4	8	20	
5	UFAXBCM005	JINSHA JABIN. K	4	4	4	1	13	
6	UFAXBCM006	JINSHA K	4	4	4	8	20	
7	UFAXBCM007	NADIYA.T	4	4	4	4	16	
8	UFAXBCM008	NAJIYA NASRIN N T	4	4	4	8	20	
9	UFAXBCM009	NASIYA NASRIN . M	4	4	4	8	20	
10	UFAXBCM010	NIDHA SALEEM . T T	2	4	4	6	16	
11	UFAXBCM011	RASHA	4	4	4	4	16	
12	UFAXBCM012	SADIKA SHAHANAS K	4	4	4	6	18	
13	UFAXBCM013	SHIBINA .P	4	4	4	3	15	
14	UFAXBCM014	SHIBLA.T.M	4	4	4	6	18	
15	UFAXBCM015	SHIFA NARSHA. K	4	4	4	8	20	
16	UFAXBCM016	SHUHAILA .K	4	4	4	3	15	
17	UFAXBCM017	SILSHA M K	4	4	4	8	20	
18	UFAXBCM018	THABSHEERA.T.M	4	4	4	4	16	
19	UFAXBCM019	ANSIF V	4	4	4	2	14	
20	UFAXBCM020	DILSHAD. K	1	0	0	0	1	
21	UFAXBCM021	MOHAMMED NIHAL V	4	0	4	0	8	
22	UFAXBCM022	MUHAMMED HAFEEZ T	2	0	0	1	3	
23	UFAXBCM023	MUHAMMED NIHAJ . T . P	2	4	4	3	13	
24	UFAXBCM024	NASIB RAHMAN K	2	4	4	4	14	
25	UFAXBCM025	RAMEEZ T P	2	4	4	2	12	
26	UFAXBCM026	ADHITHYA . P	4	4	4	1	13	
27	UFAXBCM027	ADITHYA C.	4	4	4	1	13	
28	UFAXBCM028	AJANYA . K	4	4	4	1	13	
29	UFAXBCM029	ANAGHA M	4	4	4	1	13	
30	UFAXBCM030	ANASWARA ANIL.P K	4	4	4	6	18	
31	UFAXBCM031	ANJANA. M	4	4	4	1	13	
32	UFAXBCM032	ANJUSHA P	2	4	4	4	14	
33	UFAXBCM033	APARNA P	4	4	4	1	13	
34	UFAXBCM034	ASWANI KRISHNA. M	4	4	4	6	18	
35	UFAXBCM035	BABITHA K B	2	4	4	1	11	
36	UFAXBCM036	FAMINA . K . P	4	0	4	0	8	
37	UFAXBCM037	KHADHEEJATHU SANIYYA T	4	4	4	3	15	
38	UFAXBCM038	NAMITHA . P	4	4	4	2	14	
39	UFAXBCM039	NANDANA K M	4	0	0	1	5	

40	UFAXBCM040	NILSHA C.M	2	4	4	3	13
41	UFAXBCM041	NIRANJANA C	4	4	4	6	18
42	UFAXBCM042	NIVYA RAJ K	2	4	0	1	7
43	UFAXBCM043	PAVITHRA. V P	4	4	4	6	18
44	UFAXBCM044	PRAJISHA E C	4	4	4	1	13
45	UFAXBCM045	SANDRA V	4	4	4	1	13
46	UFAXBCM046	SIJISHA.M	4	4	4	1	13
47	UFAXBCM047	VIHANYA M	4	4	4		12
48	UFAXBCM048	VINAYA N	4	4	4	1	13
49	UFAXBCM049	VRINDHA K M	4	0	4	1	9
50	UFAXBCM050	ABHIJITH M	4	4	4	2	14
51	UFAXBCM051	ADARSH A	4	4	4	1	13
52	UFAXBCM052	ATHUL K	4	4	4	1	13
53	UFAXBCM053	ATHUL RAJ	2	4	4	0	10
54	UFAXBCM054	MUHAMMED HISHAM. P	2	4	4	2	12
55	UFAXBCM055	MUHAMMED SAFVAN . K . S	2	4	4	3	13
56	UFAXBCM056	MUHAMMED SINAN . P	4	4	4	2	14
57	UFAXBCM057	RISHAL K. C.	4	4	4	1	13
58	UFAXBCM058	ROHITH. M	4	4	4	1	13
59	UFAXBCM059	SOORYA PRASAD. T	4	0	4	1	9
60	UFAXBCM060	VINAY A	4	4	4	1	13
61	UFAXBCM061	VIVEK MV					


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LIST OF SLOW LEARNERS

SL.No	Reg.No	Name	MARK
5	UFAXBCM005	JINSHIA JABIN. K	7
19	UFAXBCM019	ANSIF V	16
21	UFAXBCM022	MUHAMMED HAFEEZ T	10
22	UFAXBCM023	MUHAMMED NIHAJ . T . P	18
24	UFAXBCM025	RAMEEZ T P	15
25	UFAXBCM026	ADHITHYA . P	11
26	UFAXBCM027	ADITHYA C.	2
27	UFAXBCM028	AJANYA . K	4
28	UFAXBCM029	ANAGHA M	11
30	UFAXBCM031	ANJANA. M	10
32	UFAXBCM033	APARNA P	10
34	UFAXBCM035	BABITHA K B	8
36	UFAXBCM037	KHADHEEJATHU SANIYYA T	18
37	UFAXBCM038	NAMITHA . P	14
38	UFAXBCM039	NANDANA K M	2
41	UFAXBCM042	NIVYA RAJ K	4
43	UFAXBCM044	PRAJISHA E C	2
44	UFAXBCM045	SANDRA V	9
45	UFAXBCM046	SIJISHA.M	13
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48	UFAXBCM049	VRINDHA K M	5
49	UFAXBCM050	ABHIJITH M	7
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51	UFAXBCM052	ATHUL K	14
52	UFAXBCM053	ATHUL RAJ	4
53	UFAXBCM054	MUHAMMED HISHAM. P	0
54	UFAXBCM055	MUHAMMED SAFVAN . K . S	14
56	UFAXBCM057	RISHAL K. C.	16
57	UFAXBCM058	ROHITH. M	4
58	UFAXBCM059	SOORYA PRASAD. T	12
59	UFAXBCM060	VINAY A	4
60	UFAXBCM061	VIVEK MV	4


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DEPARTMENT OF COMMERCE
CO ATTAINMENT - IA TEST MARKS (ODD SEM. 2023-2024)
 Course: BCM2C02-MARKETING MANAGEMENT

Sem.: 2

Name of the faculty member: MANEESHA V

Sl. No.	Name of the student	REG NO	IA TEST	COURSE OUTCOMES	
			Q1 TO Q14	IA TEST	
			CO1 TO CO5	CO1 TO CO5	
		Max. Marks	40	%age	Y/N
1	AYISHA DILNA CHELADATHIL	UFAXBCM001	14	35	Y
2	FAMINA A P	UFAXBCM002	14	35	Y
3	FATHIMA NAJIYA	UFAXBCM003	AB	0	N
4	FATHIMA SHERIN C. P	UFAXBCM004	AB	0	N
5	JINSHA JABIN K	UFAXBCM005	4	10	N
6	JINSHA K	UFAXBCM006	17	43	Y
7	NADIYA T	UFAXBCM007	12	30	N
8	NAJIYA NASRIN N T	UFAXBCM008	17	43	Y
9	NASIYA NASRIN M	UFAXBCM009	19	48	Y
10	NIDHA SALEEM T T	UFAXBCM010	16	40	Y
11	RASHA	UFAXBCM011	12	30	N
12	SADIKA SHAHANAS K	UFAXBCM012	14	35	Y
13	SHIBINA P	UFAXBCM013	10	25	N
14	SHIBLA T M	UFAXBCM014	AB	0	N
15	SHIFA NARSHA K	UFAXBCM015	18	45	Y
16	SHUHAILA K	UFAXBCM016	20	50	Y
17	SILSHA M K	UFAXBCM017	17	43	Y
18	THABSHEERA T M	UFAXBCM018	13	33	N
19	ANSIF V	UFAXBCM019	8	20	N
20	DILSHAD K	UFAXBCM020	AB	0	N
21	MOHAMMED NIHAL V	UFAXBCM021	AB	0	N
22	MUHAMMED HAFEEZ T	UFAXBCM022	4	10	N
23	MUHAMMED NIHAJ T. P	UFAXBCM023	9	23	N
24	NASIB RAHMAN K	UFAXBCM024	12	30	N

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25	RAMEEZ T P	UFAXBCM025	8	20	N
26	ADHITHYA P	UFAXBCM026	6	15	N
27	ADITHYA C	UFAXBCM027	1	3	N
28	AJANYA K	UFAXBCM028	2	5	N
29	ANAGHA M	UFAXBCM029	6	15	N
30	ANASWARA ANIL P K	UFAXBCM030	13	33	N
31	ANJANA M	UFAXBCM031	5	13	N
32	ANJUSHA P	UFAXBCM032	11	28	N
33	APARNA P	UFAXBCM033	5	13	N
34	ASWANI KRISHNA. M	UFAXBCM034	17	43	Y
35	BABITHA K B	UFAXBCM035	4	10	N
36	FAMINA. K. P	UFAXBCM036	AB	0	N
37	KHADHEEJATHU SANIYYA T	UFAXBCM037	18	45	Y
38	NAMITHA. P	UFAXBCM038	7	18	N
39	NANDANA K M	UFAXBCM039	1	3	N
40	NILSHA C.M	UFAXBCM040	10	25	N
41	NIRANJANA C	UFAXBCM041	14	35	Y
42	NIVYA RAJ K	UFAXBCM042	2	5	N
43	PAVITHRA. V P	UFAXBCM043	15	38	Y
44	PRAJISHA E C	UFAXBCM044	1	3	N
45	SANDRA V	UFAXBCM045	5	13	N
46	SUJISHA.M	UFAXBCM046	7	18	N
47	VIHANYA M	UFAXBCM047	4	10	N
48	VINAYA N	UFAXBCM048	AB	0	N
49	VRINDHA K M	UFAXBCM049	3	8	N
50	ABHIJITH M	UFAXBCM050	4	10	N
51	ADARSH A	UFAXBCM051	7	18	N
52	ATHUL K	UFAXBCM052	7	18	N
53	ATHUL RAJ	UFAXBCM053	2	5	N
54	MUHAMMED HISHAM. P	UFAXBCM054	AB	0	N

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55	MUHAMMED SAFVAN . K . S	UFAXBCM055	7	18	N
56	MUHAMMED SINAN . P	UFAXBCM056	10	25	N
57	RISHAL K. C.	UFAXBCM057	8	20	N
58	ROHITH. M	UFAXBCM058	4	10	N
59	SOORYA PRASAD. T	UFAXBCM059	6	15	N
60	VINAY A	UFAXBCM060	2	5	N
61	VIVEK MV	UFAXBCM061	2	5	N
				14	
				26.42	

FOR LAL (ENG5B09)	CO1 to CO5
	26.4

TARGET: 50% OF STUDENTS WILL SCORE 35% OF MARKS


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DEPARTMENT OF COMMERCE

CO ATTAINMENT - ASSIGNEMENT(ODD SEM. 2023-2024)

Sem.

2

Course: BCM2C02-MARKETING MANAGEMENT

Name of the faculty member:

MANEESHA V

Sl. No.	Name of the student	REG NO	Max. Marks	ASSIGNMENT CO1 to CO3	SEMINAR CO4 to CO5	ATTENDANCE CE	COURSE OUTCOMES				ATTENDANCE	
							CO1 - 3	CO4 - 5			%age	Y/N
1	AYISHA DILNA CHELADATHIL	UFAXBCM001		4	4	4	%age	Y/N	%age	Y/N		
2	FAMINA A P	UFAXBCM002					0	0	0	0	0	N
3	FATHIMA NAJIYA	UFAXBCM003					0	0	0	0	0	N
4	FATHIMA SHERIN C. P	UFAXBCM004					0	0	0	0	0	N
5	JINSHA JABIN K	UFAXBCM005					0	0	0	0	0	N
6	JINSHA K	UFAXBCM006					0	0	0	0	0	N
7	NADIYA T	UFAXBCM007					0	0	0	0	0	N
8	NAJIYA NASRIN T	UFAXBCM008					0	0	0	0	0	N
9	NASIYA NASRIN M	UFAXBCM009					0	0	0	0	0	N
10	NIDHA SALEEM T T	UFAXBCM010					0	0	0	0	0	N
11	RASHA	UFAXBCM011					0	0	0	0	0	N
12	SADIKA SHAHANAS K	UFAXBCM012					0	0	0	0	0	N
13	SHIBINA P	UFAXBCM013					0	0	0	0	0	N
14	SHIBLA T M	UFAXBCM014					0	0	0	0	0	N
15	SHIFA NARSHA K	UFAXBCM015					0	0	0	0	0	N
16	SHUHAILA K	UFAXBCM016					0	0	0	0	0	N



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DEPARTMENT OF COMMERCE

CO ATTAINMENT - FINAL EXAM MARKS (ODD SEM., 2023-2024)

Sem.: 2

Course: BCM2C02-MARKETING MANAGEMENT

Sl. No.	Name of the student	REG NO	COURSE OUTCOMES CO 1 TO CO6	CO ATTAINMENT	
				%age	Y/N
		Max. Marks			
1	AYISHA DILNA CHELADATHIL	UFAXBCM001	28	70	Y
2	FAMINA A P	UFAXBCM002	28	70	Y
3	FATHIMA NAJIYA	UFAXBCM003	24	60	Y
4	FATHIMA SHERIN. C. P	UFAXBCM004	32	80	Y
5	JINSHA JABIN. K	UFAXBCM005	16	40	Y
6	JINSHA K	UFAXBCM006	24	60	Y
7	NADIYA.T	UFAXBCM007	28	70	Y
8	NAJIYA NASRIN N T	UFAXBCM008	28	70	Y
9	NASIYA NASRIN . M	UFAXBCM009	36	90	Y
10	NIDHA SALEEM . T T	UFAXBCM010	16	40	Y
11	RASHA	UFAXBCM011	28	70	Y
12	SADIKA SHAHANAS K	UFAXBCM012	28	70	Y
13	SHIBINA P	UFAXBCM013	20	50	Y
14	SHIBLA.T.M	UFAXBCM014	32	80	Y
15	SHIFA NARSHA. K	UFAXBCM015	32	80	Y
16	SHUHAILA .K	UFAXBCM016	24	60	Y
17	SILSHA M K	UFAXBCM017	28	70	Y
			24	60	Y



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DEPARTMENT OF COMMERCE

DIRECT ASSESSMENT METHOD - CO ATTAINMENT (ODD SEM . 2023-2024)

Semester: 2

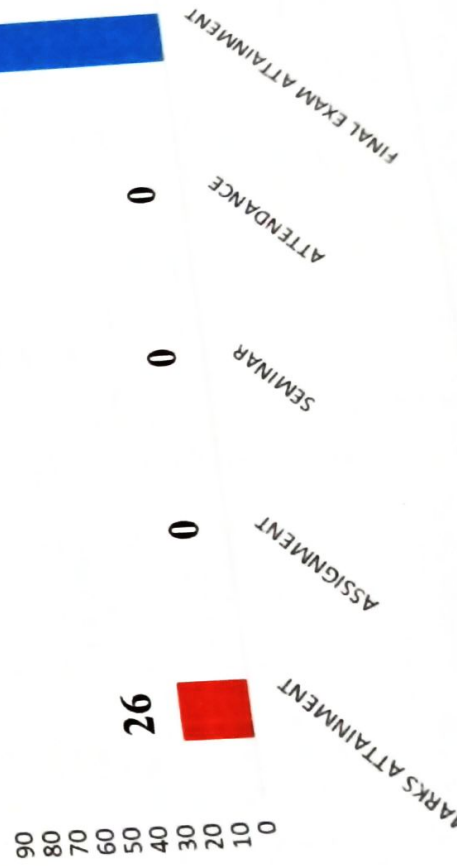
Course: BCM2C02-MARKETING MANAGEMENT

Name of the faculty member: MANEESHA V

TARGET: 60% ATTAINMENT

COS	CO1 to CO5
IA MARKS ATTAINMENT	26
ASSIGNMENT	0
SEMINAR	0
ATTENDANCE	0
FINAL EXAM ATTAINMENT	80
AVERAGE	21

COURSE OUTCOMES




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DEPARTMENT OF COMMERCE

COURSE EXIT SURVEY RESPONSES (ODD SEM. 2023-2024)

Course: BCM2C02-MARKETING MANAGEMENT

Semester: 2

Name of the faculty member: MANEESHA V

Sl. No.	NAME OF THE STUDENT	REG NO	Are you able to Recognize and recall the key concepts of Linguistics and develop awareness of latest trends in language study.	Are you able to Develop a conceptual understanding of the features of language, their sounds, their ways of forming words, their sentence structures and their systems of expressing	Are you able to Apply the acquired knowledge of pronunciation and their general standards in every day conversation and in meaning.	Are you able to Analyze the fundamental topics in semantics and develop a concept of different semantic levels	Are you able to Generate innovative and effective communication strategies by synthesizing knowledge from pronunciation, semantics, syntax, morphology and linguistics to address specific communicative challenges.
COURSE OUTCOMES							
1	CHELADATHIL	UFAXBCM001	CO1 1 (Fair)	CO2 5 (EXCELLENT)	CO3 5 (EXCELLENT)	CO4 5 (EXCELLENT)	CO6 5 (EXCELLENT)
2	FAMINA A P	UFAXBCM002	1 (Fair)	2 (Very Fair)	5 (EXCELLENT)	1 (Fair)	5 (EXCELLENT)
3	FATHIMA NAJIYA	UFAXBCM003	1 (Fair)	2 (Very Fair)	3 (Good)	1 (Fair)	2 (Very Fair)
4	FATHIMA SHERIN. C. P	UFAXBCM004	1 (Fair)	2 (Very Fair)	3 (Good)	1 (Fair)	2 (Very Fair)
5	FATHIMA JABIN. K	UFAXBCM005	5 (EXCELLENT)	5 (EXCELLENT)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)
6	JINSHA K	UFAXBCM006	1 (Fair)	3 (Good)	5 (EXCELLENT)	5 (EXCELLENT)	1 (Fair)
7	NADIYA T	UFAXBCM007	1 (Fair)	3 (Good)	3 (Good)	2 (Very Fair)	1 (Fair)
8	NAJIYA NASRIN N T	UFAXBCM008	4 (Very Good)	3 (Good)	3 (Good)	2 (Very Fair)	1 (Fair)
9	NAJIYA NASRIN M	UFAXBCM009	4 (Very Good)	3 (Good)	3 (Good)	2 (Very Fair)	1 (Fair)
10	NADIYA NASRIN M	UFAXBCM010	4 (Very Good)	3 (Good)	3 (Good)	2 (Very Fair)	1 (Fair)
11	NIDHA SALEEM. T T	UFAXBCM011	4 (Very Good)	3 (Good)	3 (Good)	2 (Very Fair)	1 (Fair)
12	RASHA	UFAXBCM012	4 (Very Good)	3 (Good)	5 (EXCELLENT)	2 (Very Fair)	1 (Fair)
13	SADIKA SHAHANAS K	UFAXBCM013	2 (Very Fair)	4 (Very Good)	5 (EXCELLENT)	1 (Fair)	1 (Fair)
14	SHIBINA P	UFAXBCM014	2 (Very Fair)	4 (Very Good)	5 (EXCELLENT)	1 (Fair)	1 (Fair)



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DEPARTMENT OF COMMERCE
COURSE EXIT SURVEY RESPONSES (ODD SEM . 2023-2024)
Course: BCM202-MARKETING MANAGEMENT

Semester: 2

Name of the faculty member: MANEESHA V

CO No.	CO description	Course Exit Survey Questions	No. of students given the ratings					Total Responses	Weighted Average	CO Max. Count	%age CO attainment
			0	1	2	3	4	5			
CO1	Recognize and recall the key concepts of Linguistics and develop awareness of latest trends in language study.	Are you able to Recognize and recall the key concepts of Linguistics and develop awareness of latest trends in language study.	0	15	8	0	19	19	5.32	5	106.32
CO2	Develop a conceptual understanding of the features of language, their sounds, their ways of forming words, their sentence structures and their systems of expressing meaning.	Are you able to Develop a conceptual understanding of the features of language, their sounds, their ways of forming words, their sentence structures and their systems of expressing meaning.	0	4	12	15	4	26	5.76	5	115.26
CO3	Apply the acquired knowledge of pronunciation and their general standards in every day conversation and in meaning.	Are you able to Apply the acquired knowledge of pronunciation and their general standards in every day conversation and in meaning.	0	4	4	17	10	25	6.00	5	120.00
CO4	Analyze the fundamental topics in semantics and develop a concept of different semantic levels.	Are you able to Analyze the fundamental topics in semantics and develop a concept of different semantic levels.	0	7	13	11	9	20	5.32	5	106.32
CO5	Generate innovative and effective communication strategies by synthesizing knowledge from pronunciation, semantics, syntax, morphology and linguistics to address specific communicative challenges.	Are you able to Generate innovative and effective communication strategies by synthesizing knowledge from pronunciation, semantics, syntax, morphology and linguistics to address specific communicative challenges.	0	14	0	3	3	25	4.21	5	84.21

Final CO Attainment

CO Assessment method	CO1	CO2	CO3	CO4	CO5
Direct method (IA Test, Assignment/quiz and exam)	21	21	21	21	21
Weightage (80%)	17	17	17	17	17
Indirect method (Course Exit Survey)	106.32	115.26	120.00	106.32	84.21
Weightage (20%)	21.26	23.05	24.00	21.26	16.84
Final CO Attainment	38.34	40.13	41.08	38.34	33.92

85
84
83
82
81
80

CO1 CO2 CO3 CO4 CO5

[Signature]

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DEPARTMENT OF COMMERCE
CO-PO-PSO MAPPING (ODD SEM . 2023-2024)
 Course: BCM2C02-MARKETING MANAGEMENT

Semester: 2
 Name of the faculty member: MANEESHA V

(I) CO Attainment

A: Direct assessment (80%)- Tests, Assignment, Examination
B: Indirect assessment (20%)-Course end survey

COs	Mapping of POs	Mapping of PSOs	Direct Assessment	Indirect Assessment	Overall Attainment	Target (%)	Attainment
			(a)	(b)	$0.8(a) + 0.2(b)$		
CO1	PO1, PO7 & PO8	PSO3	21	106.32	38	75	YES
CO2	PO1, PO3, PO5 & PO9	PSO1, PSO2 & PSO3	21	115.26	40		
CO3	PO2, PO6 & PO10	PSO2 & PSO3	21	120.00	41		
CO4	PO1, PO5 & PO6	PSO1, PSO2 & PSO3	21	106.32	38		
CO5	PO2, PO3, PO4 & PO7	PSO1, PSO2 & PSO3	21	84.21	34		

PRINCIPAL

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FACULTY