



Dr D Y Patil Educational Enterprises Charitable Trust's

Dr D Y PATIL SCHOOL OF MANAGEMENT

(Approved by AICTE, New Delhi Recognized by Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University)

AISHE Code: C-48357 DTE Code: MB6189 SPPU PUN Code: IMMP015810

(Accredited by NAAC)

CRITERION II- TEACHING, LEARNING AND EVALUATION

2.6: Student Performance and Learning Outcomes

2.6.2 Attainment of Programme Outcomes (POs) and Course Outcomes (Cos) are evaluated

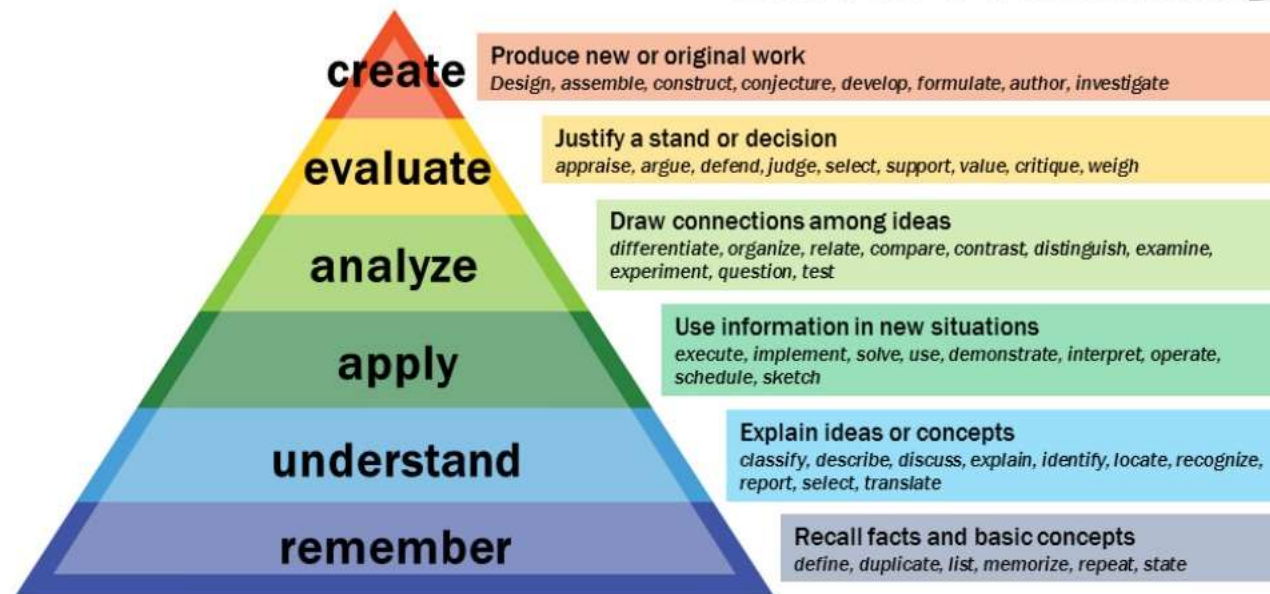
Sr. No.	Documents List
1	Blooms Taxonomy (Introduction to CO-PO)
2	CO Attainment Chart
3	CO-PO Mapping Sample Copy
4	CO-Attainment Explained Sample Copy
5	CO-PO Mapping
6	CO-PO Mapping & CO Attainment



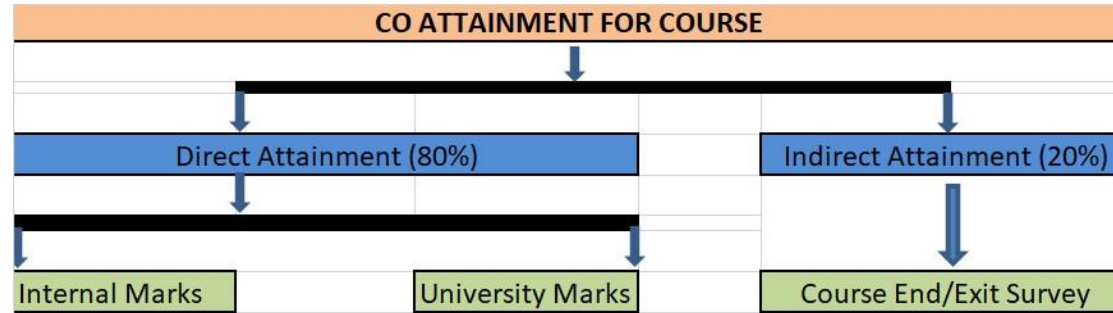
2.6.2 Attainment of Programme Outcomes and Course Outcomes are evaluated by the institute.

The institute follows the Bloom's Taxonomy.

Bloom's Taxonomy



The CO attainment is done through direct and indirect attainment shown in following diagram.



Steps that are followed for CO PO mapping & attainment

STEP-1 CO-PO Mapping for all the courses (Subjects)



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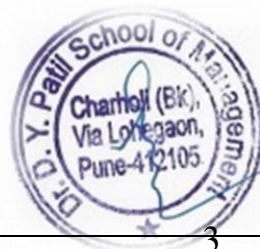
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CO PO mapping and attainment (eg.105-Basics of Marketing)

COs	POs--->	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
I v		Generic and Domain Knowledge	Problem Solving & Innovation	Critical Thinking -	Effective Communication	Leadership and Team Work	Global Orientation and Cross-Cultural Appreciation	Entrepreneurship	Environment and Sustainability	Social Responsiveness and Ethics	Life Long Learning
CO-1	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.	2	1	0	1	1	0	0	0	0	0
CO-2	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.	1	2	2	2	0	1	0	0	0	1
CO-3	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.	1	2	1	3	3	2	1	1	1	0
CO-4	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).	1	3	3	2	2	2	2	1	1	1
CO-5	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.	0	1	1	2	2	3	0	1	1	1
CO-6	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).	1	2	1	2	1	2	1	2	2	2

Correlation Level

"0"	indicates there is no correlation.
"1"	indicates Slight (Low) Correlation
"2"	indicates Moderate (Medium) Correlation
"3"	indicates Substantial (High) Correlation





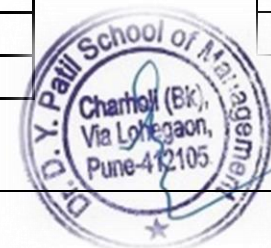
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CO Attainment Direct-1 Internal Marks

Sr. No.	Roll No./ Seat No.	Name of Student	Home Assignment (50 Marks)					Class Test (20 Marks) (Converted to 10 Marks)		Other (GD/Presentation/Case study etc.) (20 Marks)	Internal Exam (50 Marks) (Converted to 10 Marks)					Total (Out of 140)	%	Attainment Level
			1	2	3	4	5	1	2		Q.1	Q.2	Q.3	Q.4	Q.5			
			CO-1	CO-2	CO-3	CO-4	CO-5	CO-4	CO-6		CO-1	CO-2	CO-3	CO-4	CO-5			
1	1	XYZ	9	9	9	9	9	8	8	18	10	8	7	8	5	117	83.57	3
2																		
3																		
4																		
5																		
6																		
7																		
8																		
9																		
10																		
		Total																
		Average																
		Percentage																
		CO attainment in %																

	No. of students who have got attainment level 3 : 97 Students
	Attainment : 89% Level : 3
Attainment Level 1	if 59 % or less than 59% of students have got 60% or more than 60%
Attainment Level 2	if 60 % to 69% of students have got 60% or more than 60%
Attainment Level 3	if 70 % or more than 70% of students have got more than 60%

Percentage	Attainment
0-59	1
60-69	2
70 & above	3



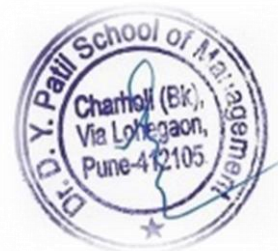
STEP-3 Direct-2 Attainment (University Marks)

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CO Attainment Direct-2 SPPU EXAM Marks

Sr. No.	Roll No./ Seat No.	Name of Student	Internal	External	Total	%	Attainment Level
1	243	XYZ	40	40	80	80	3
2							
3							
4							
5							
6							
7							
8							
9							
10							

Percentage	Attainment
0-60	1
61-69	2
70 & above	3



STEP-4 Indirect Attainment (Course End/Exit Survey)

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				5-Highly Agree,4-Agree.3-Neither Agree nor Disagree,2-Disagree,1-Highly Disagree						
				5	4	3	2	1	Average	
				57	14	6	1	0	4.63	
Sr. No.	Roll No./ Seat No.	Name of Student	Course End/Exit Survey	$\frac{(5*57+4*14+3*6+2*1+1*0)}{57+14+6+1+0} = 4.63$						
1	243	XYZ								
			Average							Attainment
			Less than 4							1
			4 to 4.5							2
			4.6 to 5	3						



STEP-5 Final CO attainment [{Direct-1+ Direct-2} (80%) + Indirect (20%)]



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FINAL CO ATTAINMENT FOR COURSE

Sr. No.	Roll No.	Name of Student	Direct Attainment (80%)		Indirect Attainment (20%)	CO Attainment
			Internal	University		
1	243	XYZ	3	2	3	2.7



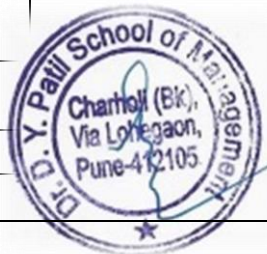
Following are few of the examples of CO-PO Mapping



Correlation Level	
"0"	indicates there is no correlation.
"1"	indicates Slight (Low) Correlation
"2"	indicates Moderate (Medium) Correlation
"3"	indicates Substantial (High) Correlation

CO PO mapping and attainment (404FIN Current Trends & Cases in Finance)

COs	POs--->	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
I v		Generic and Domain Knowledge	Problem Solving & Innovation	Critical Thinking -	Effective Communication	Leadership and Team Work	Global Orientation and Cross-Cultural Appreciation	Entrepreneurship	Environment and Sustainability	Social Responsiveness and Ethics	Life Long Learning
CO-1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics	2	2	0	0	1	0	1	0	1	1
CO-2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus	2	2	1	1	1	0	0	0	0	1
CO-3	APPLY the various theories and models of financial management in the case.	1	3	3	3	3	2	2	1	1	0
CO-4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.	1	3	3	2	2	2	2	1	1	1
CO-5	EVALUATE the financial impact of the alternative on the given case.	0	2	1	1	2	3	0	1	1	1
		6	12	8	7	9	7	5	3	4	4
		15	15	15	15	15	15	15	15	15	15
		1.20	2.40	1.60	1.40	1.80	1.40	1.00	0.60	0.80	0.80



CO PO mapping and attainment (402 - Indian Ethos and Business Ethics)



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COs	POs--->	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
I v		Generic and Domain Knowledge	Problem Solving & Innovation	Critical Thinking -	Effective Communication	Leadership and Team Work	Global Orientation and Cross-Cultural Appreciation	Entrepreneurship	Environment and Sustainability	Social Responsiveness and Ethics	LifeLong Learning
CO-1	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics	1	2	0	2	2	0	1	0	1	0
CO-2	Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures.	2	1	2	1	0	1	0	1	0	1
CO-3	Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues..	1	0	2	1	2	1	0	2	1	0
CO-4	Analyze and make inferences to contemporary business practices in relation to Indian Ethos & Business Ethics	1	2	0	1	2	1	2	2	0	1
CO-5	Appraising the importance of business decisions on the basis of ethics and thus create a value driven management.	0	2	1	1	2	1	0	2	1	1
CO-6	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to Ethical decision making.	1	1	0	2	1	0	1	1	2	1
		6	8	5	8	9	4	4	8	5	4
		18	18	18	18	18	18	18	18	18	18
		1.00	1.33	0.83	1.33	1.50	0.67	0.67	1.33	0.83	0.67



CO PO mapping and attainment (403 MKT- MKT 4.0)



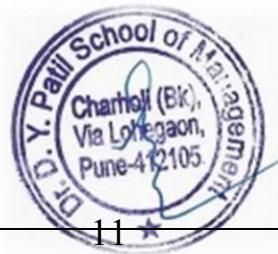
COs	POs--->	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
I v		Generic and Domain Knowledge	Problem Solving & Innovation	Critical Thinking -	Effective Communication	Leadership and Team Work	Global Orientation and Cross-Cultural Appreciation	Entrepreneurship	Environment and Sustainability	Social Responsiveness and Ethics	Life Long Learning
CO-1	DESCRIBE the various concepts associated with Marketing 4.0	2	2	3	2	2	2	2	3	2	2
CO-2	EXPLAIN the importance of 5A's in Marketing 4.0.	1	2	2	2	2	1	1	1	2	1
CO-3	DEMONSTRATE the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy	3	2	2	1	2	2	1	2	2	2
CO-4	DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers.	2	2	3	2	1	1	2	2	1	0
CO-5	ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.	2	1	2	2	2	1	0	3	2	2
CO-6	DEVELOP strategies to create WOW! Moments with customer engagement	3	2	2	3	2	3	2	0	1	1
		13	11	14	12	11	10	8	11	10	8
		2.2	1.8	2.3	2.0	1.8	1.7	1.3	1.8	1.7	1.3



CO PO mapping and attainment 103-Economic Analysis For Business Decision



COs	POs--->	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
I v		Generic and Domain Knowledge	Problem Solving & Innovation	Critical Thinking -	Effective Communication	Leadership and Team Work	Global Orientation and Cross- Cultural Appreciation	Entrepreneurship	Environment and Sustainability	Social Responsiveness and Ethics	LifeLong Learning
CO-1	DEFINE the key terms in economics	3	0	1	0	0	2	2	0	2	3
CO-2	EXPLAIN the key concepts in economics, from a managerial perspective.	2	0	2	1	0	1	2	1	0	2
CO-3	IDENTIFY the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making.	3	3	2	0	1	1	3	2	1	2
CO-4	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.	3	1	1	0	0	2	1	1	1	2
CO-5	EVALUATE critical thinking based on principles of micro-economics for informed business decision making.	0	2	3	1	2	1	3	1	0	0
CO-6	ELABORATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.	2	2	3	2	3	2	1	0	1	1
		13	8	12	4	6	9	12	5	5	10
	Targeted POs	2.17	1.33	2.00	0.67	1.00	1.50	2.00	0.83	0.83	1.67
		18	18	18	18	18	18	18	18	18	18



CO PO mapping and attainment 403HRM-Organizational Diagnosis and Development



COs	POs--->	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
I V		Generic and Domain Knowledge	Problem Solving & Innovation	Critical Thinking -	Effective Communication	Leadership and Team Work	Global Orientation and Cross-Cultural Appreciation	Entrepreneurship	Environment and Sustainability	Social Responsiveness and Ethics	LifeLong Learning
CO-1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.	3	0	0	0	0	0	0	1	1	2
CO-2	UNDERSTAND concept of OD and 'intervention'.	2	1	2	0	1	1	1	0	1	2
CO-3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.	3	0	2	3	1	0	1	1	1	2
CO-4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.	2	1	2	2	3	2	1	2	2	2
CO-5	IDENTIFY AND MAP an intervention to organisational need	2	1	3	2	2	2	1	2	2	2
CO-6	DESIGN the role of the consultant for an organisational issue	1	2	3	3	2	2	3	1	2	2
		13	5	12	10	9	7	7	7	9	12
		18	18	18	18	18	18	18	18	18	18
	Targeted POs	2.17	0.83	2.00	1.67	1.50	1.17	1.17	1.17	1.50	2.00



CO PO mapping (304-MKT Services Marketing)

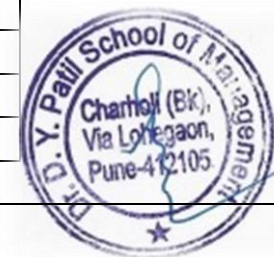
COs	POs--->	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
I v		Generic and Domain Knowledge	Problem Solving & Innovation	Critical Thinking -	Effective Communication	Leadership and Team Work	Global Orientation and Cross-Cultural Appreciation	Entrepreneurship	Environment and Sustainability	Social Responsiveness and Ethics	Life Long Learning
CO-1	RECALL the key concepts in services marketing	3	2	0	1	1	0	1	0	1	1
CO-2	Describe the role of Extended Marketing Mix in Services in managing consumer behavior and in improving service quality	2	2	1	1	1	0	0	0	0	1
CO-3	Identify concepts related to service experience in the context of real world offering.	1	3	3	3	3	2	2	1	1	1
CO-4	Examine the elements of services marketing and service quality in contemporary context.	1	3	3	2	2	2	2	2	1	1
CO-5	EVALUATE Segmentation, Targeting & Positioning of Services and assess its importance and challenges in the dynamic marketing environment	1	2	2	1	2	2	1	1	1	1
CO-6	DEVELOP marketing mix, service blueprint and servicescapes for various services offering	1	2	2	1	2	1	3	2	1	1
		9	14	11	9	11	7	9	6	5	6
		18	18	18	18	18	18	18	18	18	18
	Targeted PO	1.50	2.33	1.83	1.50	1.83	1.17	1.50	1.00	0.83	1.00



Direct-1



Sr. No.	Seat No.	Name	Home Assignment 1,2,3	Home Assignment 4,5	Open book test-1	Open book test-1	value added course	End Semester Internal Exam					Total	Marks	%	Attainment
			CO1	CO2	CO2	CO3	CO2	Q1- CO1	Q2- CO2	Q3- CO3	Q4- CO4	Q5- CO5				
			30 marks	20 marks	10 marks	10 marks	20 marks	10 marks	10 marks	10 marks	10 marks	10 marks	140	50		
1	32684	BHOI SANDESH RAMESH	24	17	8	9	15	6	5	5	5	6	100	36	71.43	3
2	32685	KUNAL OSWAL	27	18	7	8	16	8	7	6	7	5	109	39	77.86	3
3	32686	MANCHARKAR HARSHADA ADINATH	25	15	9	8	14	4	5	5	5	6	96	34	68.57	3
4	32687	NAIKWADE SOHAIL ALLAUDDIN	26	15	8	7	13	6	7	6	5	7	100	36	71.43	3
5	32688	PAYMODE VIVEK KAILAS	27	14	7	8	15	8	8	5	5	5	102	36	72.86	3
6	32707	KHADSE ROHAN BHARAT	22	13	9	7	16	6	6	6	6	5	96	34	68.57	3
7	32711	GADAVI RUSHIKESH SURESH	23	15	9	8	18	8	4	7	7	5	104	37	74.29	3
8	32712	GHATOL SHUBHAM PRAKASHRAO	25	16	8	7	16	4	5	5	6	6	98	35	70.00	3
9	32713	KATE PRUTHVIRAJ PRAKASH	23	14	8	8	15	8	7	5	6	7	101	36	72.14	3
10	32714	KOLI KRUTIKA LILANATH	25	13	7	7	16	6	6	5	5	6	96	34	68.57	3
11	32715	NARKE PRASHANT	26	15	8	9	14	4	8	6	6	6	102	36	72.86	3
12	32716	PATHAN ATTAYA LATIF	24	16	7	8	13	8	5	7	6	5	99	35	70.71	3
13	32717	SACHIN SHASHIKANT PATIL	23	18	8	9	15	6	7	6	7	6	105	38	75.00	3
14	32718	SIDHARTHA MAHESHWAR	18	16	7	8	16	4	6	6	6	6	93	33	66.43	3
15	32719	TAPKIR SHUBHAM SAMBHAJI	23	15	8	8	15	6	5	5	7	6	98	35	70.00	3
16	32722	BATHWAR HARDIKKUMAR RAJESHBHAI	25	16	7	8	16	4	8	6	6	6	102	36	72.86	3
17	32731	GHUGE VAIBHAV MANIKRAO	23	14	9	9	14	6	7	6	7	7	102	36	72.86	3
18	32761	SHAIKH REHAN MUSTAK	24	13	8	8	13	8	5	6	6	6	97	35	69.29	3
19	32770	ARSUL PRAJAKTA TULSIRAM	26	15	9	7	15	8	6	7	7	7	107	38	76.43	3
20	32771	BARAPATRE ADITI KUNDAN	25	16	8	9	16	6	8	6	6	6	106	38	75.71	3
21	32774	DHANESHREE JITENDRA PATEL	24	18	8	9	18	8	5	7	5	7	109	39	77.86	3
22	32776	HARAL JAYASHRI SOMINATH	28	16	7	8	16	6	7	6	5	6	105	38	75.00	3
23	32782	PARUL KURMI	23	15	8	8	15	8	6	7	5	7	102	36	72.86	3





24	32785	RANJANE SEJAL AVINASH	24	16	9	9	16	6	5	6	6	6	103	37	73.57	3
25	32787	SANSKRUTI MAHESH MUTKEKAR	18	14	8	8	18	8	8	7	7	5	101	36	72.14	3
26	32789	THORAVE ADESH KAILAS	23	13	7	8	16	6	7	6	6	5	97	35	69.29	3
27	32792	BANSODE SWAPNIL DEEPAK	25	15	9	7	15	8	5	5	6	5	100	36	71.43	3
28	32793	BHIKULE ANIKET SANJAY	23	16	9	8	16	8	6	6	5	5	102	36	72.86	3
29	32797	SAMIR ARVIND KOTWAL	24	18	8	9	14	6	8	5	6	6	104	37	74.29	3
30	32802	CHAVAN PRATIK SAMPAT	26	16	9	8	13	8	7	5	6	5	103	37	73.57	3
31	32804	KADAM AKSHAY ASHOK	28	13	8	7	15	6	5	6	6	5	99	35	70.71	3
32	32807	LAGAD ABHISHEK MITHU	23	14	9	9	17	8	7	5	7	5	104	37	74.29	3
		Total No. of Students scoring more than 60%	32	32	32	32	32	32	32	32	32	32				
		% of students scoring more than 60%	100	100	100	100	100	100	100	100	100	100				
		Attainment	3	3	3	3	3	3	3	3	3	3				



Direct-2



Sr. No.	Seat No.	Name	SPPU Exam Score	%	Attainment
			50 marks		
1	32684	BHOI SANDESH RAMESH	35	70.00	3
2	32685	KUNAL OSWAL	28	56.00	1
3	32686	MANCHARKAR HARSHADA ADINATH	36	72.00	3
4	32687	NAIKWADE SOHAIL ALLAUDDIN	30	60.00	3
5	32688	PAYMODE VIVEK KAILAS	31	62.00	3
6	32707	KHADSE ROHAN BHARAT	30	60.00	3
7	32711	GADAVI RUSHIKESH SURESH	35	70.00	3
8	32712	GHATOL SHUBHAM PRAKASHRAO	40	80.00	3
9	32713	KATE PRUTHVIRAJ PRAKASH	38	76.00	3
10	32714	KOLI KRUTIKA LILANATH	43	86.00	3
11	32715	NARKE PRASHANT	35	70.00	3
12	32716	PATHAN ATTAYA LATIF	36	72.00	3
13	32717	SACHIN SHASHIKANT PATIL	35	70.00	3
14	32718	SIDHARTHA MAHESHWAR	34	68.00	3
15	32719	TAPKIR SHUBHAM SAMBHAJI	32	64.00	3
16	32722	BATHWAR HARDIKKUMAR RAJESHBHAI	38	76.00	3
17	32731	GHUGE VAIBHAV MANIKRAO	36	72.00	3
18	32761	SHAIKH REHAN MUSTAK	35	70.00	3
19	32770	ARSUL PRAJAKTA TULSIRAM	37	74.00	3
20	32771	BARAPATRE ADITI KUNDAN	39	78.00	3
21	32774	DHANESHREE JITENDRA PATEL	35	70.00	3
22	32776	HARAL JAYASHRI SOMINATH	36	72.00	3
23	32782	PARUL KURMI	38	76.00	3
24	32785	RANJANE SEJAL AVINASH	37	74.00	3
25	32787	SANSKRUTI MAHESH MUTKEKAR	36	72.00	3
26	32789	THORAVE ADESH KAILAS	38	76.00	3
27	32792	BANSODE SWAPNIL DEEPAK	35	70.00	3
28	32793	BHIKULE ANIKET SANJAY	36	72.00	3
29	32797	SAMIR ARVIND KOTWAL	34	68.00	3
30	32802	CHAVAN PRATIK SAMPAT	37	74.00	3
31	32804	KADAM AKSHAY ASHOK	36	72.00	3
32	32807	LAGAD ABHISHEK MITHU	32	64.00	3
		Total No. of Students scoring more than 60%	31		
		% of students scoring more than 60%	96.87		
		Attainment	3		



Attainment of CO by Indirect Evaluation (Avg. Course Exit Course Feedback)						
Question of Feedback	CO1 : Remembering	CO2 : Understanding	CO3: Applying	CO4: Analyzing	CO5: Evaluating	CO6 Creating
Q1	3					
Q2		2.5				
Q3			2			
Q4				2.5		
Q5					2	
Q6						3
Average	3	2.5	2	2.5	2	3
InDirect Attainment(20%)	0.6	0.5	0.4	0.5	0.4	0.6



Attainment of CO by Direct + Indirect Evaluation

	CO1 : Remembering	CO2 : Understanding	CO3: Applying	CO4: Analyzing	CO5: Evaluating	CO6 Creating
Direct (80%)	2.4	2.4	2.4	2.4	2.4	2.4
InDirect (20%)	0.6	0.5	0.4	0.5	0.4	0.6
Total	3	2.9	2.8	2.9	2.8	3

