

CO – PO MAPPING

FOR

B. COM (Banking Insurance and Financial Services)

(W. E. F 2020-21)



DEPARTMENT OF COMMERCE

D. S. GOVT. DEGREE COLLEGE (W), ONGOLE.

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Vision

To become a centre of educational excellence for empowering women in different fields of life by realising their capabilities so that they can take their rightful place in the society.

Mission

- To inculcate the spirit of quality in higher education.
- To trigger skills related to education and life.
- To enhance physical wellbeing.
- To promote social awareness and community service.
- To enlighten women empowerment.
- To Inculcate values for betterment of women.
- To train the students for academic competition.



DEPARTMENT OF COMMERCE

B. COM (BANKING INSURANCE AND FINANCIAL SERVICES)

VISION

The department shall endeavour to promote entrepreneurial culture and develop accounting and managerial skills of the students to enable them to meet the challenges of contemporary business environment.

MISSION

- To impart professional education and training in the field of Commerce and Accounting.
- To disseminate knowledge and information by organizing seminars/workshops/short term courses to enhance management and entrepreneurial skill.
- To develop students for professional careers in accounting, finance, research and higher education.
- To uphold the values of Personal Integrity and Social Responsibility.



DEPARTMENT OF COMMERCE

B. COM (BANKING INSURANCE AND FINANCIAL SERVICES)

Programme Outcomes (POs)

1. Acquire a comprehensive understanding of domain-specific knowledge and demonstrate their acquired skills effectively during practical transactions within the specific domain.
2. Demonstrate proficient analytical and problem-solving skills through the application of critical thinking strategies to address real-world situations effectively.
3. Master effective communication, collaborate skilfully with diverse stakeholders, nurture meaningful dialogues, build strong professional bonds in and beyond college.
4. Exhibit proficiency in ethically using information from diverse sources, analysing and synthesizing data effectively for real-world research.
5. Exemplify ethical standards in personal and professional contexts, appreciate diverse cultures, evaluate social responsibility's impact on well-being, and advocate for women students' betterment.
6. Actively promote social awareness through community service, contributing to a more inclusive and compassionate global community.
7. Embrace continuous learning, create professional growth chances, and prioritize personality development and physical well-being for a holistic approach.
8. Foster self-confidence, advocate women empowerment, demonstrate expertise for growth in studies, employment, and entrepreneurship, creating a brighter and equitable future.

Programme Specific Outcomes (PSOs)

1. Understand the role of business and its implications on society
2. Understand the conceptual knowledge of accounting and acquire skills of maintaining accounts
3. Acquire entrepreneurial, legal and managerial skills
4. Identify the avenues of marketing and banking both traditional and modern
5. Develop the skills and techniques of communication to be successful in business and personal life
6. Improve competency to make eligible and employable in the financial services sector

**DAMACHARLA SAKKUBAYAMMA GOVT. DEGREE COLLEGE FOR WOMEN
ONGOLE**

PROGRAMME: Four-Year B. Com (Banking, Insurance & Financial Services)

Proposed Restructured Course

(To be implemented from the Academic Year 2020-21)

Domain Subject: Commerce

(Syllabus with Outcomes, Co-curricular Activities, References for Fifteen Courses of 1, 2, 3 & 4 Semesters)

Sl · No	Code	Sem	Courses	Name of Course (Each Course consists of 5 Units with each Unit having 12 hours of class work)	Hours/ Week	Credits	Marks	
							Mid Sem	Sem End
1		I	1A	Fundamentals of Accounting	5	4	25	75
2		I	1B	Business Organization and Management	5	4	25	75
3		I	1C	Business Environment	5	4	25	75
4		II	2A	Financial Accounting	5	4	25	75
5		II	2B	Business Economics	5	4	25	75
6		II	2C	Banking Theory &Practice	5	4	25	75
7		III	3A	Advanced Accounting	5	4	25	75
8		III	3B	Business Statistics	5	4	25	75
9		III	3C	Information Technology	5	4	25	75
10		IV	4A	Marketing	5	4	25	75
11		IV	4B	Cost and Management Accounting	5	4	25	75
12		IV	4C	Business Laws & Income Tax	5	4	25	75
13		IV	4D	Financial Institutions & Markets	5	4	25	75
14		IV	4E	Banking Regulations & Practices	5	4	25	75
15		IV	4F	General Insurance Practices	5	4	25	75
Total					75	60	375	1125

Course1A: Fundamentals of Accounting

COURSE OUTCOMES

CO1: Understand the fundamental principles and concepts of accounting, including Generally Accepted Accounting Principles (GAAP), and apply them to analyse financial transactions and maintain accurate records.

- Comprehension: Understand the need and objectives of accounting.
- Comprehension: Explain the fundamental accounting concepts and conventions.
- Comprehension: Describe the significance of Generally Accepted Accounting Principles (GAAP) in financial reporting.
- Comprehension: Define the accounting cycle and its stages.

CO2: Demonstrate proficiency in double-entry bookkeeping, subsidiary bookkeeping, and the preparation of financial statements, including the ability to identify and rectify errors and discrepancies in financial records.

- Application: Apply the principles of double-entry bookkeeping to record transactions accurately.
- Comprehension: Differentiate between different types of subsidiary books.
- Application: Record transactions in a Cash Book, Three-column Cash Book, and Petty Cash Book.
- Application: Handle journalizing, ledger posting, and balancing of ledger accounts effectively.

CO3 Apply critical thinking skills to prepare financial statements with adjustments, including bank reconciliation statements, and evaluate the financial health and accuracy of an organization's records.

- Comprehension: Identify the importance of Trial Balance in financial reporting.
- Comprehension: Recognize different types of errors in accounting.
- Application: Apply methods for the rectification of errors and understand the concept of a Suspense Account.
- Application: Apply knowledge of preparing Trading Account, Profit and Loss Account, and Balance Sheet.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understand the fundamental principles and concepts of accounting, including Generally Accepted Accounting Principles (GAAP), and apply them to analyse financial transactions and maintain accurate records.	PO1, PO2	L1, L2, L3, L4
CO - 2	Demonstrate proficiency in double-entry bookkeeping, subsidiary bookkeeping, and the preparation of financial statements, including the	PO1, PO2, PO5	L1, L2, L3, L4, L5, L6

	ability to identify and rectify errors and discrepancies in financial records.		
CO - 3	Apply critical thinking skills to prepare financial statements with adjustments, including bank reconciliation statements, and evaluate the financial health and accuracy of an organization's records.	PO1, PO2, PO3, PO5	L1, L2, L3, L4, L5, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	2	1		1	1
CO2	3	3	2	2	3		1	1
CO3	3	3	3	2	3		1	1



Course 1B: Business Organization and Management

COURSE OUTCOMES

CO1: Understand the concepts and functions of business:

- Knowledge: Demonstrate knowledge of the meaning, features, and functions of business.
- Comprehension: Explain the classification of trade, aids to trade, and factors influencing the choice of suitable forms of organization.

CO2: Compare and evaluate different forms of business organizations:

- Analysis: Analyse the features, merits, and demerits of sole proprietorship, partnership, and joint stock companies.
- Evaluation: Evaluate the differences between private limited and public limited companies, as well as public sector enterprises and multinational corporations.

CO3: Demonstrate knowledge of company incorporation procedures:

- Application: Prepare the necessary documents for the incorporation of a company, such as the certificate of incorporation, certificate of commencement of business, and memorandum and articles of association.
- Knowledge: Understand the contents and legal requirements of prospectus for a company.

CO4: Understand the principles and functions of management:

- Comprehension: Explain the meaning, characteristics, and differences between administration and management.
- Knowledge: Demonstrate knowledge of Fayol's 14 principles of management and the levels of management.
- Evaluation: Assess the merits and demerits of planning, and understand the principles of organization and the concept of line and staff organization.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understand the concepts and functions of business	PO1, PO2, PO3, PO6, PO8	L1, L2, L3, L4
CO - 2	Compare and evaluate different forms of business organizations	PO1, PO2, PO5, PO8	L3, L4, L5, L6
CO - 3	Demonstrate knowledge of company incorporation procedures	PO3, PO4, PO5	L3, L4, L5, L6
CO - 4	Understand the principles and functions of management	PO1, PO4, PO7, PO8	L3, L4, L5, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2		1	2	1	2
CO2	2	3	1		2	1	1	2
CO3	1	1	3	2	1	2		1
CO4	2		1	3	1		3	2

Course 1C: Business Environment

COURSE OUTCOMES

CO1: Understand the concept and scope of the business environment:

- Knowledge and Understanding: Demonstrate knowledge and understanding of the meaning, characteristics, and scope of the business environment.
- Application: Apply the knowledge of the business environment to analyse its macro and micro dimensions.

CO2: Analyse the economic environment and its impact on business:

- Analysis: Analyse the nature, structure, and economic policies to understand their influence on business operations.
- Evaluation: Evaluate the impact of economic policies, such as fiscal policy and monetary policy, on business activities.

CO3: Evaluate the social, political, and legal environment and its implications for business:

- Evaluation: Assess the impact of social, political, and legal factors on business operations, including the effects of demonetization, GST, and legal changes.
- Synthesis: Synthesize the concept of social responsibility of business and its significance in the business environment.

CO4: Explore the global environment and its influence on business:

- Knowledge and Understanding: Understand the concept of globalization and its implications for business.
- Analysis: Analyse the role and functions of international organizations such as WTO, IBRD, and trade blocks (BRICS, SAARC, ASEAN) in the global business environment.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understand the concept and scope of the business environment.	PO1, PO2	L1, L2, L3, L4
CO - 2	Analyse the economic environment and its impact on business.	PO1, PO2	L1, L2, L3, L4
CO - 3	Evaluate the social, political, and legal environment and its implications for business.	PO2, PO3, PO4, PO5, PO6, PO7	L2, L3, L4, L5, L6
CO - 4	Explore the global environment and its influence on business.	PO1, PO6	L1, L2, L5

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	1		1	1	1	1
CO2	3	3		1				1
CO3	1	2	3	3	3	2	2	1
CO4	2	1		1		3		

Course 2A: Financial Accounting

COURSE OUTCOMES

CO1: Understanding of Depreciation and Methods

- Knowledge and Understanding: Acquire a comprehensive understanding of the concept and causes of depreciation.
- Application: Demonstrate knowledge of different methods of depreciation, including straight line, written down value, annuity, and depletion method.

CO2: Proficiency in Provisions and Reserves

- Knowledge and Understanding: Understand the meaning and distinction between provisions and reserves.
- Application: Apply the necessary accounting treatment for provisions, such as bad debts, provision for discount, and repairs and renewals reserves.

CO3: Competence in Bills of Exchange

- Knowledge and Understanding: Comprehend the features and parties involved in bills of exchange.
- Application: Perform accounting entries and transactions related to discounting and renewal of bills.

CO4: Proficiency in Consignment Accounts

- Knowledge and Understanding: Understand the concept and features of consignment accounts.
- Application: Apply appropriate accounting treatment for consignment transactions, including proforma invoices, account sales, del-credere commission, and valuation of closing stock.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding of Depreciation and Methods	PO1	L1, L2
CO - 2	Proficiency in Provisions and Reserves	PO1, PO4, PO5	L1, L2, L3, L4, L5, L6
CO - 3	Competence in Bills of Exchange	PO1	L1, L2
CO - 4	Proficiency in Consignment Accounts	PO1, PO2, PO3	L1, L2, L3, L4

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1		1		1	1	1
CO2	3	1	1	2	2			
CO3	3	1	1	1				
CO4	3	2	2		1			

Course 2B: Business Economics

COURSE OUTCOMES

CO1: Understanding of Business Economics and its Scope

- Knowledge and Understanding: Acquire a comprehensive understanding of the meaning and definitions of business economics, as well as the nature and scope of the field.
- Comprehension: Demonstrate comprehension of the micro and macroeconomic aspects and their interface in the context of business economics.

CO2: Analysis of Demand and Elasticity

- Knowledge and Understanding: Understand the meaning and determinants of demand, and the concept of demand function.
- Application: Apply the law of demand, Analyse exceptions to the law, and calculate price elasticity of demand using appropriate measurement methods.

CO3: Analysis of Production, Cost, and Revenue

- Knowledge and Understanding: Comprehend the concept of production function, the law of variable proportion, and the law of returns to scale.
- Analysis: Analyse and classify costs, perform break-even analysis, and evaluate its advantages.

CO4: Understanding of Market Structures and National Income

- Knowledge and Understanding: Understand the concept of markets and the classification of market structures, including perfect competition and monopoly.
- Evaluation: Evaluate the characteristics and equilibrium conditions of perfect competition and monopoly.
- Comprehension: Comprehend the meaning and measurements of national income, as well as the components and problems associated with measuring national income.

CO – PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding of Business Economics and its Scope	PO1	L1, L2, L3, L4
CO - 2	Analysis of Demand and Elasticity	PO1, PO2	L1, L2, L3, L4
CO - 3	Analysis of Production, Cost, and Revenue	PO1, PO4	L1, L2, L4, L6
CO - 4	Understanding of Market Structures and National Income	PO1, PO4	L1, L2, L4, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	0	1	1	1	1	1
CO2	3	3	0	1	1	0	1	0
CO3	3	1	1	2	0	0	0	0
CO4	3	1	0	2	1	0	0	0

Course 2C: Banking Theory and Practice

COURSE OUTCOMES

CO1: Understanding of Banks and their Functions

- Knowledge and Understanding: Acquire a comprehensive understanding of the meaning and definition of banks, as well as the functions performed by commercial banks.
- Comprehension: Explain the process of credit creation by commercial banks, supported by examples.
- Analysis: Compare and contrast central banking and commercial banking, highlighting their key differences.

CO2: Knowledge of Banking Systems and Innovations

- Knowledge and Understanding: Understand the different types of banking systems, such as unit banking, branch banking, and investment banking.
- Application: Apply knowledge of innovations in banking, including e-banking, online and offshore banking, internet banking, anywhere banking, ATMs, RTGS, NEFT, and mobile banking.

CO3: Familiarity with Types of Banks

- Knowledge and Understanding: Comprehend the concept of indigenous banking and the types of banks such as cooperative banks, regional rural banks, SIDBI, NABARD, and EXIM bank.

CO4: Understanding of Banker-Customer Relationship and Payment Systems

- Knowledge and Understanding: Understand the meaning and definition of banker and customer, as well as the types of customers.
- Comprehension: Explain the general and special relationships between a banker and a customer, and describe the KYC (Know Your Customer) norms.
- Application: Apply knowledge of the duties, responsibilities, and statutory protections of collecting bankers and paying bankers, as well as the concept of payment gateways.

CO – PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding of Banks and their Functions	PO1, PO2, PO5	L1, L2, L3, L4, L5, L6
CO - 2	Knowledge of Banking Systems and Innovations	PO1, PO4	L1, L2, L4, L6
CO - 3	Familiarity with Types of Banks	PO1	L1, L2
CO - 4	Understanding of Banker-Customer Relationship and Payment Systems	PO1, PO2, PO4	L1, L2, L3, L4, L5, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	1	2	1	1	1
CO2	2	1	1	3	1	1	1	1
CO3	3							
CO4	3	3	1	2	1	1	1	1

Course 3A: Advanced Accounting

COURSE OUTCOMES

CO1: Understanding of Accounting for Non-Profit Organizations

- Knowledge and Understanding : Acquire a comprehensive understanding of non-profit entities, including their meaning, features, and provisions as per Sec 8.
- Comprehension: Explain the accounting process for non-profit organizations, including the preparation of accounting records, receipts and payments account, income and expenditure account, and balance sheet.

CO2: Knowledge of Single Entry System and Statement of Affairs

- Knowledge and Understanding: Understand the features of the single entry system and the differences between single entry and double entry systems.
- Comprehension: Identify the disadvantages of the single entry system and apply the principles for ascertaining profit and preparing a statement of affairs.

CO3: Familiarity with Hire Purchase System

- Knowledge and Understanding: Comprehend the features of the hire purchase system and the differences between hire purchase and installment purchase systems.
- Application: Apply the appropriate accounting treatment in the books of hire purchaser and hire vendor, including handling defaults and reposessions.

CO4: Understanding of Partnership Accounts

- Knowledge and Understanding: Understand the meaning of partnership, partnership deeds, and fixed and fluctuating capitals in partnership accounts.
- Comprehension: Explain the accounting treatment of goodwill, admission and retirement of partners, and dissolution of a partnership firm, including the application of Garner v/s Murray Rule and handling insolvency of partners.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding of Accounting for Non-Profit Organizations	PO1, PO2, PO5	L1, L2, L3, L4, L5, L6
CO - 2	Knowledge of Single Entry System and Statement of Affairs	PO1, PO2	L1, L2, L3, L4, L5, L6
CO - 3	Familiarity with Hire Purchase System	PO1, PO2	L1, L2, L3, L4
CO - 4	Understanding of Partnership Accounts	PO1, PO2, PO5	L1, L2, L3, L4, L5, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	1	2	1	1	1
CO2	3	2	1				1	1
CO3	3	2	1	1			1	1
CO4	3	2	1	1	2	1	1	1

Course 3B: Business Statistics

COURSE OUTCOMES

CO1: Understanding of Basic Concepts in Statistics

- Knowledge and Understanding: Define statistics and explain its importance, characteristics, and limitations. Understand the classification and tabulation of data and the construction of frequency distribution tables. Comprehend the use of diagrams and graphic presentation of data.

CO2: Proficiency in Measures of Central Tendency

- Knowledge and Understanding: Identify the different types of averages and understand the qualities of a good average. Calculate and interpret measures of central tendency such as mean, median, mode, and median-based averages. Calculate geometric mean and harmonic mean.

CO3: Competency in Measures of Dispersion

- Knowledge and Understanding: Define dispersion and its properties. Differentiate between absolute and relative measures of dispersion. Calculate and interpret measures of dispersion such as range, quartile deviation (semi-interquartile range), mean deviation, standard deviation, and coefficient of variation.

CO4: Application of Correlation and Skewness Analysis

- Application: Apply the concept of correlation to Analyse the relationship between variables. Calculate and interpret Karl Pearson's correlation coefficient. Understand and interpret measures of skewness including absolute measures and coefficients of skewness (Karl Pearson's, Bowley's, and Kelly's). Use these measures to analyse and describe the shape and distribution of data.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding of Basic Concepts in Statistics	PO1, PO2,	L1, L2, L3, L4
CO - 2	Proficiency in Measures of Central Tendency	PO1, PO2	L1, L2, L3, L4
CO - 3	Competency in Measures of Dispersion	PO1, PO2	L1, L2, L3, L4
CO - 4	Application of Correlation and Skewness Analysis	PO1, PO2, PO5, PO7	L1, L2, L3, L4, L5, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	1	1	1	1	1
CO2	3	2	1	1			1	1
CO3	3	2	1	1			1	1
CO4	2	2	1	1	2		2	1

Course 3C: Marketing

COURSE OUTCOMES

CO1: Understanding Marketing Concepts and the Marketing Mix

- Knowledge and Understanding: Define and differentiate between needs, wants, and demands. Explain the marketing concepts and the marketing mix (4 P's of Marketing). Understand the influence of the marketing environment on marketing activities.

CO2: Analysing Consumer Behaviour and Market Segmentation

- Knowledge and Understanding: Describe the stages of the buying decision process and the factors influencing consumer behaviour. Explain the concept of market segmentation and the different bases of segmentation. Understand the advantages of market segmentation.

CO3: Managing Product Decisions

- Knowledge and Understanding: Classify products and understand the levels of a product. Explain the concept of the product life cycle and its implications for product management. Discuss new product development, product mix, product line decisions, and the importance of design, branding, packaging, and labeling.

CO4: Exploring Pricing, Promotion, and Distribution Strategies

- Analysis and Application: Identify the factors influencing price determination and discuss pricing strategies such as skimming and penetration pricing. Understand the promotion mix and various promotional tools including advertising, sales promotion, publicity, public relations, personal selling, and direct marketing. Explain distribution channels and the role of online marketing.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding Marketing Concepts and the Marketing Mix	PO1, PO3, PO7, PO8	L1, L2, L3, L4
CO - 2	Analysing Consumer Behaviour and Market Segmentation	PO1, PO2, PO3, PO6, PO8	L1, L2, L3, L4, L5, L6
CO - 3	Managing Product Decisions	PO1, PO3, PO6, PO8	L1, L2, L3, L4, L5, L6
CO - 4	Exploring Pricing, Promotion, and Distribution Strategies	PO4, PO7, PO8	L1, L2, L3, L4, L5, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	2	1	1	1	2	2
CO2	2	3	2		1	2	1	2
CO3	2	1	3	1	1	2	1	2
CO4	1		1	3	1	1	2	2

Course 4B: Cost and Management Accounting

COURSE OUTCOMES

CO1: Understanding Cost Accounting and Management Accounting

- Knowledge and Understanding: Define and distinguish between cost accounting and management accounting. Explain the features, objectives, functions, and scope of cost accounting and management accounting. Identify the advantages and limitations of cost accounting. Prepare a cost sheet.

CO2: Analysing Material and Labour Costs

- Application and Analysis: Apply techniques of inventory control, such as FIFO, LIFO, and weighted average methods. Evaluate and value material issues using different inventory valuation methods. Differentiate between direct and indirect labour costs. Analyse and calculate wages using various payment methods. Solve problems related to material and labour costs.

CO3: Applying Job Costing and Batch Costing

- Application and Analysis: Define job costing and batch costing and their features. Determine the economic batch quantity (EBQ). Prepare job cost sheets and solve problems related to job costing and batch costing.

CO4: Interpreting Financial Statements and Using Marginal Costing

- Analysis and Evaluation: Understand the features, limitations, and objectives of financial statement analysis. Apply comparative analysis, common-size analysis, and trend analysis to Analyse financial statements. Interpret the results and draw conclusions. Explain the concepts of marginal costing, contribution, profit-volume ratio, break-even point, and margin of safety. Estimate profit and sales using marginal costing techniques. Solve problems related to financial statement analysis and marginal costing.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding Cost Accounting and Management Accounting	PO1, PO2	L1, L2, L3, L4
CO - 2	Analysing Material and Labour Costs	PO1, PO2, PO3, PO4	L1, L2, L3, L4, L6
CO - 3	Applying Job Costing and Batch Costing	PO1, PO2, PO3, PO4	L1, L2, L3, L4, L6
CO - 4	Interpreting Financial Statements and Using Marginal Costing	PO1, PO2, PO4	L1, L2, L3, L4, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	1	1	1	1	1
CO2	3	3	2	2	1	1	1	1
CO3	3	3	2	2	1	1	1	1
CO4	3	2	1	3			1	1

Course 4C: Business Laws and Income Tax

COURSE OUTCOMES

CO1: Understand Contract Essentials

- Knowledge and Understanding: Define the concept of a contract and identify its essential elements. Differentiate between valid, void, and voidable contracts as outlined in the Indian Contract Act, 1872.

CO2: Analyse Offer and Acceptance

- Comprehension: Explain the definitions of valid offers, acceptance, and consideration. Demonstrate an understanding of the core components required for a legally binding offer and acceptance.

CO3: Evaluate Contractual Capacity and Contingent Contracts

- Analysis: Analyse the legal implications of contracts involving minors and their capacity to enter into contracts. Examine the rules and conditions surrounding contingent contracts and their modes of discharge.

CO4: Apply Income Tax Fundamentals to Salary Income

- Application: Apply knowledge of income tax principles to salary income scenarios, including allowances, perquisites, profits in lieu of salary, and deductions under Section 80C. Calculate and interpret taxable salary income considering the provided information.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understand Contract Essentials	PO1	L1, L2
CO - 2	Analyse Offer and Acceptance	PO1, PO2	L1, L2, L3, L4
CO - 3	Evaluate Contractual Capacity and Contingent Contracts	PO1, PO2	L1, L2, L3, L4
CO - 4	Apply Income Tax Fundamentals to Salary Income	PO1, PO4	L1, L2, L4, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1		1	1	1	1
CO2	3	2	1		1	1	1	1
CO3	3	3	1		1	1	1	1
CO4	3	1		3			1	1

Course 4D: Financial Institutions and Markets

COURSE OUTCOMES

CO1: Understanding Indian Financial System

- Knowledge and Understanding: Define the Indian financial system, describe its objectives, and recognize the structure and functions of financial institutions, markets, and instruments.

CO2: Analysing Financial Institutions and NBFCs

- Analysis: Examine the origin, role, and structure of financial institutions, including Non-Bank Financial Companies (NBFCs), and Analyse their significance in the financial system.

CO3: Evaluating Financial Markets and Instruments

- Evaluation: Evaluate the types and components of financial markets, distinguish between money and capital markets, and assess the significance of money market instruments and capital market instruments.

CO4: Interpreting Stock Exchange and SEBI's Role

- Analysis: Interpret the functions and objectives of stock exchanges, focusing on BSE and NSE. Analyse the regulatory role, powers, and functions of the Securities and Exchange Board of India (SEBI) in investor protection and financial sector reforms.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO – 1	Understanding Indian Financial System	PO1	L1, L2
CO - 2	Analysing Financial Institutions and NBFCs	PO1, PO2	L1, L2, L3, L4
CO - 3	Evaluating Financial Markets and Instruments	PO1, PO2	L1, L2, L3, L4
CO - 4	Interpreting Stock Exchange and SEBI's Role	PO1, PO2	L1, L2, L3, L4,

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	1	1
CO2	3	2	1		1	1	1	1
CO3	3	2						
CO4	3	2	1	1	1		1	1

Course 4E: Banking Regulations and Practices

COURSE OUTCOMES

CO1: Understanding the Indian Banking System

- Knowledge and Understanding : Explain the evolution of the Indian banking system, identify the different types of banks in India (commercial, co-operative, development, NBFCs), and understand the significance of banking sector reforms.

CO2: Analysing Regulatory Framework of Banks

- Analysis: Analyse the constitution, objectives, functions, and powers of the Reserve Bank of India (RBI) as the central bank. Examine the tools of monetary control and regulatory restrictions on lending by banks.

CO3: Evaluating Banking Business Regulation

- Evaluation: Evaluate the regulatory role of RBI in areas such as issuance of directions, acceptance of deposits, loans and advances, interest rate regulation, payment systems, and internet banking guidelines.

CO4: Understanding Non-Performing Assets and Securities

- Comprehension: Define non-performing assets (NPAs) and explain concepts related to income recognition, asset classification, and provisioning norms. Understand the calculation of interest, equated monthly instalments, and annuities.
- Application: Apply knowledge of various types of securities for banker's loans, including assignment, lien, hypothecation, pledge, mortgage, and guarantees. Explain the procedures, documentation, and legal aspects of securing loans.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding the Indian Banking System	PO1	L1, L2
CO - 2	Analysing Regulatory Framework of Banks	PO1, PO2	L1, L2, L3, L4
CO - 3	Evaluating Banking Business Regulation	PO1, PO2, PO4, PO5, PO7	L1, L2, L3, L4, L5, L6
CO - 4	Understanding Non-Performing Assets and Securities	PO1	L1, L2

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	1	1
CO2	3	2	1	1	1		1	1
CO3	3	3	1	2	2		2	1
CO4	2	1		1				

Course 4F: General Insurance and Practices

COURSE OUTCOMES

CO1: Understanding General Insurance Market

- Knowledge and Understanding: Define the structure and classification of the Indian general insurance market. Identify the salient features that distinguish the general insurance sector in India.

CO2: Analysing Insurance Policies and Documents

- Analysis: Analyse the elements and components of an insurance contract. Interpret insurance policies and understand the contents of insurance proposal forms, certificates of insurance, and claim forms.

CO3: Evaluating Specific Types of Insurance

- Evaluation: Evaluate the coverage, exclusions, and conditions of fire insurance policies. Examine motor insurance policies, including liability coverage, types of policies, and motor claims procedures. Understand the specifics of personal accident insurance.

CO4: Exploring General Insurance Products and Claims

- Application: Apply knowledge of various classes of engineering insurance, including burglary, baggage, fidelity guarantee, jeweller's block, and crime insurance. Understand the scope and coverage of these insurance products.
- Comprehension: Explain the preliminary procedures and loss minimization strategies in the claims process. Understand the procedures for claim management, arbitration, modes of settlement, and recoveries. Identify key factors in processing and managing claims.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding General Insurance Market	PO1	L1, L2
CO - 2	Analysing Insurance Policies and Documents	PO1, PO2	L1, L2, L3, L4
CO - 3	Evaluating Specific Types of Insurance	PO1, PO2, PO4, PO5	L1, L2, L3, L4, L5, L6
CO - 4	Exploring General Insurance Products and Claims	PO1, PO4	L1, L2, L4, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	1	1
CO2	3	2	1	1	1		1	1
CO3	3	3	1	2	2		2	1
CO4	2	1		2			1	1

**DAMACHARLA SAKKUBAYAMMA GOVT. DEGREE COLLEGE FOR
WOMEN, ONGOLE.**

PROGRAMME: Four-Year B. Com (Banking, Insurance & Financial Services)

Proposed Restructured Course

(To be implemented from the Academic Year 2020-21)

Domain Subject: Commerce

(Syllabus with Outcomes, References for 5 Semester)

Sl. No	Code	Courses	Name of Course (Each Course consists of 5 Units with each Unit having 12hours of class work)	Hours/ Week	Credits	Marks	
						Mid Sem	Sem End
1		5A	Advertising and Media Planning	5	4	25	75
2		5B	Sales Promotion and Practice	5	4	25	75
3		5C	Management Accounting and Practice	5	4	25	75
4		5D	Cost Control Techniques	5	4	25	75
5		5E	Financial services	5	4	25	75
6		5F	Marketing of Financial services	5	4	25	75

Course 5A: Advertising and Media Planning

COURSE OUTCOMES

CO1: Understanding the Nature and Impact of Advertising

- Recall and Understand: Define advertising and remember its nature, scope, and functions.
- Analyse and Evaluate: Examine the impact of advertising on social, ethical, and economic aspects.
- Understand and Apply: Recognize the significance of advertising as a marketing tool for promoting business development.
- Analyse and Evaluate: Critically assess criticisms and controversies surrounding advertising.

CO2: Exploring Strategies and Approaches in Advertising

- Apply and Analyse: Apply knowledge of different types of advertising agencies and Analyse their strategies.
- Understand and Apply: Define the objectives and apply approaches used in creating advertisements.
- Analyse and Evaluate: Evaluate the effectiveness of the campaigning process in advertising.
- Understand and Apply: Apply understanding of the role of Advertising Standard Council of India (ASCI) and the DAGMAR approach in advertising.

CO3: Mastering the Creative Process in Advertising

- Apply and Synthesize: Apply creative thinking and communication skills in designing advertisements.
- Understand and Apply: Apply the creative process, including appeals and copywriting, to develop advertisements.
- Analyse and Synthesize: Analyse issues related to effective advertising copy and slogans.
- Apply and Create: Create visually appealing advertisements by applying principles of design and elements of design.

CO4: Planning and Executing Media Strategies

- Analyse and Evaluate: Evaluate the role and impact of advertising media and types of media.

- Evaluate and Create: Create a media planning strategy by evaluating advantages and disadvantages of different media.
- Analyse and Apply: Apply market analysis techniques to identify target audiences, influencing factors, and language and geographical considerations.
- Analyse and Evaluate: Critically Analyse the effectiveness of media choices and market strategies through case studies.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding the Nature and Impact of Advertising.	PO1, PO5	L1, L2, L5, L6
CO - 2	Exploring Strategies and Approaches in Advertising.	PO1, PO2, PO3 , PO4	L1, L2, L3, L4
CO - 3	Mastering the Creative Process in Advertising.	PO1, PO2	L1, L2, L3, L4
CO - 4	Planning and Executing Media Strategies.	PO1, PO2	L1, L2, L3, L4

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	1
CO2	2	3	2	2	1		1	1
CO3	2	3	1	1	1		1	1
CO4	2	3	1	1	1		1	1

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Course 5B: Sales Promotion And Practice

COURSE OUTCOMES

CO1: Understand and Analyse Sales Promotion Concepts

- Understand and Analyse: Explain the nature, scope, and functions of sales promotion.
- Analyse and Evaluate: Assess the impact of social, ethical, and economic aspects on sales promotion strategies.
- Apply and Evaluate: Evaluate the strengths and limitations of different sales promotion methods.
- Analyse and Synthesize: Examine the role of sales promotion within the broader marketing context.

CO2: Apply Strategies for Effective Sales Promotion

- Apply and Analyse: Apply various sales promotion strategies based on types of advertising agencies and their approaches.
- Analyse and Evaluate: Evaluate the suitability of sales promotion methods across different stages of the product life cycle.
- Analyse and Synthesize: Analyse the role of advertising standard regulations in shaping sales promotion strategies.
- Analyse and Evaluate: Evaluate the effectiveness of DAGMAR approach in developing successful sales promotion campaigns.

CO3: Developing Promotion Strategies and Campaign

- Apply and Analyse: Apply creative thinking and communication techniques in designing appealing advertisements.
- Analyse and Evaluate: Evaluate the impact of different appeals and copywriting strategies in sales promotion.
- Apply and Create: Develop effective sales promotion campaigns by applying principles of design and creativity.
- Analyse and Evaluate: Assess the ethical and legal implications of various promotional strategies in advertising.

CO4: Manage Sales Operations and Enhance Sales Force

- Apply and Analyse: Apply strategies for managing various types of salesmen and their roles.

- Apply and Analyse: Apply sales techniques like prospecting, pre-approach, and selling sequence.
- Analyse and Evaluate: Evaluate the impact of sales budgets, territories, and quotas in effective sales operations.
- Analyse and Evaluate: Assess the role of sales contests, coupons, discounts, and free offers in motivating sales personnel.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understand and Analyse Sales Promotion Concepts	PO1, PO2, PO3, PO5, PO6	L1, L2, L3, L4, L5, L6
CO - 2	Apply Strategies for Effective Sales Promotion.	PO1, PO2, PO3, PO4, PO5	L1, L2, L3, L4, L5, L6
CO - 3	Developing Promotion Strategies and Campaigns.	PO1, PO2, PO3, PO5,	L1, L2, L3, L4, L5, L6
CO - 4	Manage Sales Operations and Enhance Sales Force	PO1, PO2, PO4, PO5	L1, L2, L3, L4

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	2	2	1	1
CO2	3	2	2	2	2			1
CO3	3	2	2	1	2	1		1
CO4	3	2		2	2			1

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Course 5C: Management Accounting and Practice

COURSE OUTCOMES

CO1: Understanding Management Accounting Principles and Tools

- Knowledge and Comprehension: Define the nature, scope, and significance of management accounting.
- Comprehension and Application: Apply management accounting principles to different business scenarios.
- Analysis and Evaluation: Differentiate between management accounting, financial accounting, and cost accounting.
- Evaluation and Synthesis: Evaluate the limitations of management accounting in decision-making processes.

CO2: Analysing Financial Ratios and Performance Measurement

- Application and Analysis: Calculate and interpret various types of ratios, such as profitability, liquidity, and turnover ratios.
- Analysis and Evaluation: Evaluate the benefits and limitations of using ratio analysis for financial evaluation.
- Analysis and Synthesis: Analyse the implications of different ratios on an organization's financial health.
- Synthesis: Synthesize information from ratio analysis to make informed financial decisions.

CO3: Application of Fund Flow, Cash Flow Analysis, and Budgetary Control in financial decision making

- Understanding and Application: Explain the concepts of working capital and its relevance in business operations.
- Application and Analysis: Prepare and interpret fund flow and cash flow statements.
- Analysis and Evaluation: Compare and contrast fund flow and cash flow statements, highlighting their distinctions.
- Evaluation and Synthesis: Assess the significance of fund flow and cash flow analysis in financial stability assessment.

CO4: Effective Management Reporting and Communication

- Understanding and Application: Define budgeting, its objectives, and elements.

- Application and Analysis: Apply various types of budgets for effective financial planning.
- Analysis and Evaluation: Evaluate the role of budgetary control in financial discipline and performance evaluation.
- Application and Synthesis: Prepare different types of budgets, including cash budget, fixed budget, and flexible budget.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding Management Accounting Principles and Tools	PO1, PO2, PO3, PO5, PO6	L1, L2, L3, L4, L5, L6
CO - 2	Analysing Financial Ratios and Performance Measurement	PO1, PO2,	L1, L2, L3, L4
CO - 3	Application of Fund Flow, Cash Flow Analysis, and Budgetary Control in financial decision making	PO1, PO2, PO4	L1, L2, L3, L4, L5, L6
CO - 4	Effective Management Reporting and Communication	PO1, PO2, PO4	L1, L2, L3, L4, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	2	2	1	1
CO2	2	3	1	1				1
CO3	2	3	1	2	1	1		1
CO4	2	3	1	2	1			1

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Course 5D: Cost Control Techniques

COURSE OUTCOMES

CO1: Understand Cost Control Fundamentals and Techniques

- Knowledge and Understanding: Define cost control and its significance. Recognize effective cost control techniques.
- Application: Apply cost control techniques to manage expenses in various business scenarios.
- Analysis: Compare and contrast cost control and cost reduction, and explain their scopes and differences.

CO2: Apply Activity Based Costing (ABC) for Overhead Allocation

- Understanding and Application : Explain the concept of Activity Based Costing (ABC) and its categories.
- Application: Allocate overheads using ABC methodology to enhance cost allocation accuracy.
- Analysis: Assess the advantages of implementing ABC for cost reduction and improved decision-making.

CO3: Analysis using Cost Volume Profit (CVP) Analysis

- Application: Apply marginal costing techniques for profit planning and decision-making scenarios.
- Analysis: Evaluate performance using CVP analysis and its role in key decisions like setting selling prices.
- Synthesis: Synthesize information to make informed decisions in situations like make or buy, accept or reject, and closing activities.

CO: Implementing Standard Costing and Variance Analysis Techniques

- Application and Analysis: Apply standard costing methodologies to calculate standard costs for various components within a business process.
- Analyse and Evaluate: Analyse the variance between actual costs and standard costs to identify areas of operational inefficiency or cost overruns.
- Synthesis: Synthesize insights from variance analysis to recommend strategies for cost control and performance improvement.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understand Cost Control Fundamentals and Techniques	PO1, PO2, PO3, PO5, PO6	L1, L2, L3, L4, L5, L6
CO - 2	Apply Activity Based Costing (ABC) for Overhead Allocation	PO1, PO2,	L1, L2, L3, L4
CO - 3	Analysis using Cost Volume Profit (CVP) Analysis	PO2, PO4	L3, L4, L6
CO - 4	Implementing Standard Costing and Variance Analysis Techniques	PO2, PO4	L3, L4, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	2	2	1	1
CO2	2	3	1	1	1			1
CO3		3	1	2				1
CO4	1	3		2	1			1



Course 5E: Financial Services

COURSE OUTCOMES

CO1: Understanding Financial Services and their Significance

- Knowledge and Understanding: Define financial services and recognize their role in the economy. Differentiate between banking and non-banking financial companies.
- Comprehension: Explain the activities of non-banking finance companies in the financial services sector.

CO2: Exploring Merchant Banking and Specialized Services

- Analysis: Examine the scope and importance of merchant banking services in financial markets.
- Application: Apply knowledge of venture capital, securitization, and D-mat services in financial activities.
- Evaluation: Evaluate the role of merchant banking in supporting businesses and investors.

CO3: Understanding Leasing, Hire-Purchase, and Debt Securitization

- Evaluation: Assess different types of leases and their legal aspects, including documentation.
- Application: Apply concepts of fixation of rentals and evaluation in leasing and hire-purchase transactions.
- Analysis: Analyse the benefits and mechanisms of securitization and house finance.

CO4: Assessing Credit Rating and Mutual Funds

- Knowledge and Understanding: Define credit rating, its purpose, and types of credit rating symbols.
- Application: Apply knowledge of credit rating agencies such as CRISIL and CARE.
- Evaluation: Compare equity assessment and grading in credit rating. Examine the role of mutual funds in financial services.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understanding Financial Services and their Significance	PO1, PO2, PO3, PO5	L1, L2, L3, L4, L5, L6
CO - 2	Exploring Merchant Banking and Specialized Services	PO1, PO2, PO4	L1, L2, L3, L4, L6
CO - 3	Understanding Leasing, Hire-Purchase, and Debt Securitization	PO1, PO2, PO4	L1, L2, L3, L4, L6
CO - 4	Assessing Credit Rating and Mutual Funds	PO1, PO3, PO4	L1, L2, L3, L4, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	2	1	1	1
CO2	2	3	1	2				1
CO3	2	3	1	2				1
CO4	3	1		3	1			1

Course 5F: Marketing Of Financial Services

COURSE OUTCOMES

CO1: Understand Financial Services Landscape

- Knowledge and Understanding: Define financial services and explain their significance in the economy. Differentiate between banking and non-banking financial companies based on their roles and functions.
- Comprehension: Explain the operational activities carried out by non-banking finance companies within the broader financial services sector.

CO2: Analyse Merchant Banking and Investment Services

- Analysis: Examine the wide scope and importance of merchant banking services within financial markets, including their role in capital formation and investment activities.
- Application: Apply your understanding of venture capital, securitization, and D-mat services to real-world financial activities, considering their impact on investment strategies and market efficiency.
- Evaluation: Evaluate the multifaceted role of merchant banking in supporting businesses and investors, considering both their strategic and financial contributions.

CO3: Evaluate Leasing, Hire-Purchase, and Securitization

- Evaluation: Critically assess various types of leasing arrangements, their legal aspects, and documentation requirements, considering their implications for both lessees and lessors.
- Application: Apply the concepts of rental determination and evaluation in the contexts of leasing and hire-purchase transactions, demonstrating an understanding of their financial impact.
- Analysis: Analyse the benefits and operational mechanisms of securitization as a financial strategy and evaluate the role of house finance in facilitating home ownership.

CO4: Understand Credit Rating and Mutual Funds

- Knowledge and Understanding: Define the concept of credit rating and comprehend its purpose in financial markets. Identify different types of credit rating symbols and their meanings.
- Application: Apply your knowledge of credit rating agencies like CRISIL and CARE to explain how creditworthiness is assessed and rated in the financial services context.

- Evaluation: Compare and contrast the approaches of equity assessment and grading within the framework of credit rating. Evaluate the significance and role of mutual funds in providing diversified investment opportunities for individuals and institutions.

CO-PO Mapping

CO. No.	Upon the successful completion of the course, students will be able to	POs mapped	Cognitive Level
CO - 1	Understand Financial Services Landscape	PO1, PO2, PO5	L1, L2, L3, L4, L5, L6
CO - 2	Analyse Merchant Banking and Investment Services	PO1, PO2, PO4	L1, L2, L3, L4, L6
CO - 3	Evaluate Leasing, Hire-Purchase, and Securitization	PO2, PO4	L3, L4, L6
CO - 4	Understand Credit Rating and Mutual Funds	PO1, PO2, PO4	L1, L2, L3, L4, L6

Mapping COs to POs: Alignment on a Three-Point Scale from Weak to Strong

CO	PO							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	2	1	1	1
CO2	2	3	1	2				1
CO3		3	1	2				1
CO4	3	2		2	1			1

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