

DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING

Academic Year -2021-22

Course Outcomes

B.TECH.8^h SEM

**RURAL DEVELOPMENT:
ADMINISTRATION AND
PLANNING (KHU801)**

Course Outcome (CO)	Details of Course Outcomes
(CO1)	Students can understand the definitions, concepts and components of Rural Development
(CO2)	Students will know the importance, structure, significance, resources of Indian rural economy
(CO3)	Students will have a clear idea about the area development programmes and its impact
(CO4)	Students will be able to acquire knowledge about rural entrepreneurship.
(CO5)	Students will be able to understand about the using of different methods for human resource planning .

QUALITY MANAGEMENT (KOE-085)

Course Outcome (CO)	Details of Course Outcomes
(CO1)	Understand the basic concepts of quality, quality control, and quality assurance, and their significance in engineering and manufacturing environments.
(CO2)	Apply statistical quality control tools like control charts and sampling techniques to monitor and improve quality in industrial processes.
(CO3)	Analyze and implement Total Quality Management (TQM) principles and practices to achieve continuous improvement and customer satisfaction.
(CO4)	Interpret and apply quality standards such as ISO 9001 and Six Sigma methodologies for effective quality system development.
(CO5)	Utilize quality improvement tools such as QFD, FMEA, benchmarking, and quality audits to enhance product and process reliability.

DIGITAL AND SOCIAL MEDIA MARKETING (KOE-094)

Course Outcome (CO)	Details of Course Outcomes
(CO1)	Understand the fundamentals of digital marketing, its evolution, and the role it plays in the modern marketing ecosystem.
(CO2)	Analyze and apply various digital marketing tools and platforms such as SEO, SEM, email marketing, and display advertising for strategic promotions.
(CO3)	Explore the features and uses of social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube for brand building and customer engagement.
(CO4)	Design and evaluate social media marketing campaigns based on consumer behavior, analytics, and digital metrics.
(CO5)	Apply ethical, legal, and privacy considerations in digital and social media marketing practices and develop strategic insights for business growth.

Project II (KEN851)

Course Outcome (CO)	Details of Course Outcomes
(CO1)	Identify, formulate, and define real-life engineering problems by applying fundamental and advanced engineering concepts.
(CO2)	Design practical solutions and/or prototypes by integrating technical knowledge, tools, and modern engineering software.
(CO3)	Conduct in-depth research, experiments, or simulations and analyze data to draw meaningful conclusions for decision-making.
(CO4)	Work effectively as an individual or in a team, demonstrating professional behavior, project management, and communication skills.
(CO5)	Present technical findings through well-documented project reports and oral presentations, while adhering to ethical standards and sustainability considerations.