1.1.3 Average percentage of courses having focus on employability/ entrepreneurship/ skill development offered by the institution during the last five years

(for the year 2016-17, 2017-18, 2018-19 and 2019-20, 2020-21)

The Documents includes the items stated below

- Copies of Syllabus (Course Outlines) from 2016 to 2021 highlighting the focus on employability/ entrepreneurship/ skill development.
- Course Outcomes
- Mapping of the courses

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COURSE OUTCOME AND MAPPING OF THE COURSES TO EMPLOYABILITY / ENTREPRENEURSHIP / SKILL DEVELOPMENT ACADEMIC YEAR 2018-2021

POST GRADUATE DIPLOMA IN MANAGEMENT

I. Course Outcomes of Courses Offered

Assessment Tools and processes

The course outcome evaluation is based on direct assessment of students through various assessment tools to measure the course assessment / workshop-based assessments.

The list of assessment tools is enlisted in the table appended below.

Table 3.2.1: List of Assessment tools to measure course outcomes

Type	Assessment Tools
Course Outcome	• Quizzes • Moodle-based written assignment on Turnitin (plagiarism-checked assessment) • Exercises/ role plays/ Case studies • Student seminars/ presentations • Student Artifacts/ Portfolios • Online discussion forums • Group project/ assignment • End-term examination – online/offline mode
Workshops / Seminars	• Reflective notes • Diary entry • Group presentation / group reflections on take-away of the workshop/ seminar

Regular Courses Outcome assessment

(A) **Quizzes** – Multiple choice questions or scenario-based questions are used to assess the students on their basic understanding of the subjects. Generally, 2 to 4 quizzes are organized on moodle, where questions are uploaded by the faculty and students are given random questions on which their responses are gathered. This component is used as a part of internal assessment as described in the course outline.

(B) **Moodle based Turnitin assignment** – Turnitin assignments are created on moodle, where students are required to submit their written assignment on the given topic along with the plagiarism report within the given deadline. The acceptable limit of plagiarism is <15%.

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(C) **Role Plays/ exercises/ case studies** – The assessment of the student is also done on the basis of certain case studies, scenario mapping exercises or role plays which are conducted as in-class activities and certain concepts are taught with the help of these exercises alone. This is more prevalent for the second year students when they are adept at the nuances of management courses. Case studies are also used for teaching the concepts and sometimes evaluating the class participation of individual students during the class discussions

(D) **Student Seminars/ presentations** – the students are provided with relevant topics on current trends of marketplace. They are encouraged to prepare themselves with the current issues and participate in student panel discussions. The class is also motivated to ask questions from the panelists; this helps in enhancing everyone's knowledge on recent trends and issues. This also prepares students to keep themselves abreast with latest knowledge on various topics through reading blogs and recent articles.

(E) **Student artifacts/ portfolios** – Students are asked to prepare personal portfolios that are self-assessment reflections report based on the analysis of psychometric instruments. This helps student identify their personality dimensions and let them take up enhancement of those areas which will provide them success in various career and life situations. In yet another assignment, students were asked to create an artifact which consisted of some recent business news articles from newspapers, magazines, financial reports, etc. This is to encourage their reading and writing habits, especially news items, significant for their future corporate roles.

(F) **Online discussions forums** – Topics/ case-lets/ situations are given to the students in an online forum based on moodle platform. The discussions are encouraged from all the students in an online chat-like discussion format. This is done to ensure student engagement, continued learning and facilitation of knowledge dissemination through the usage of all kinds of medium.

(G) **Group Project/ Assignment** – The students are divided into study groups and topics are given in such a manner that the evaluation of each student's contribution in the group can be evaluated. This is also to teach them team collaboration, an important employability skill for management students.

(H) **Mid-term/ End –term examination** – Another form of assessment is through mid-term and end-term exams. In most of the courses, only end-term exams of 40 marks are being held, the rest of the marks is ensured through continued internal assessments as per the course outline. It is important to note that the institute has been aware and mindful of environmental and sustainable issues and strive towards being paperless by conducting online exams to replace pen and paper exams. Such a move proved useful during COVID times when the exams were conducted primarily through online mechanisms. The online submission of end term answer-sheets during COVID times was done on Turnitin to minimize the plagiarism issues.

(I) **Workshop/ Seminar Assessment**

As these courses take place in fast track mode and also have lesser number of sessions than in the regular courses, the assessment has also been designed to incorporate this facet.

(H) **Diary entry** – To ensure that the students keep a track of whatever was being conducted during the sessions, students are asked to prepare journal/ diary entries and submit a written summarized note at the end of the workshop/ seminar.

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(J) **Reflective notes** – Similar to diary entry, students are supposed to submit a reflection of their learnings during the workshop/ seminar in about 300 to 500 words.

(K) **Group presentations/research** – the students are required to work collaboratively on the given topic. Based on their field/ secondary research on the select topic, they are required to give a group presentation and a written report to the concerned facilitator/ instructor/ faculty.

Screenshots of the assessment components from a few sample course outlines have been given below:

Course Code and title	GM 102 Professional Ethics (Workshop)
Credits	1
Term and Year	I Term, 2018 -19

Assessment Tasks

Assessment Component	Description	Weightage	CLOs
Project Report	Group Assignment (5-7 students per group): Students need to do on a past/present situation, where ethical and professional issues have been raised. Report should be in the form of a Case Study. Examples: Vijay Mallya; Lalit Modi; Nirav Modi; ICICI Bank; PNB etc.	50	CLO 3
Project Presentation and Defence	Group Presentations	30	CLO 3
Diary Writing	Date wise entries of each session/workshop on individual's thoughts, feelings and opinions. Submission of write-up about the process of learning and individual take in 1,500 words in hard and soft copies.	20	CLO 1,2

7. Assessment Components:

Assessment Item	Assessment Type	Weightage	CLOs mapped	Week Due On
Quizzes	Scenario based questions	10%	CLO 1	Between 7th and 16th Sessions
Seminar	Student cohort reflections (linking HR functions with sustainability)	20%	CLO 2	Sessions 3rd, 15th and 17th
Industry based Project	Integrated linkage with business operations (Different projects linking business strategy with various HR functions)	20% (Report) + 10% (Presentation)	CLO 3	Between Sessions 5th and 19th
End Term Examination	Questions based on the course content will be asked in a hall examination. Students to give adequate responses with suitable illustrations and examples.	40%	CLO 1 & 2	After completion of all teaching sessions (11th /12th week)

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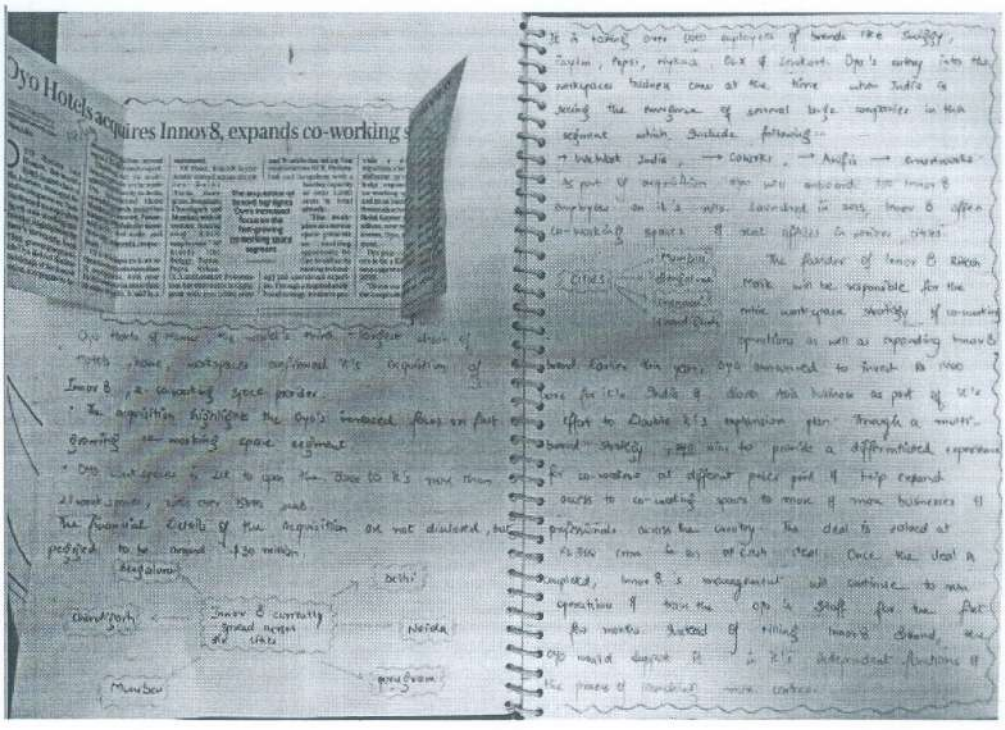
9. **Learning Task and Assessment:**

Assessment criteria set out the details by which performance in each task will be judged. This information will give a clear and explicit understanding of the expected standards to be achieved relative to the marks awarded.

	Assessment Task	Assessment Type	Weightage	Week Due
1.	Business Email Writing Assessment I & II (with feedback in between) FORMATIVE ASSESSMENT: ASSESSMENT FOR TEACHING	Written Submission (In Class Activity)	20%	Session 8, 12
2.	Business Letter Writing: One in Classroom & one on TurnitIn SUMMATIVE ASSESSMENT: ASSESSMENT TO ASSESS	Written Submission (In Class Activity)	20%	Session 12
3.	End Term – Student Artifact (Journal of Text Analysis, Reading & Writing) Handwritten FORMATIVE ASSESSMENT: ASSESSMENT FOR TEACHING VIVA as SUMMATIVE ASSESSMENT: ASSESSMENT OF LEARNING	Student Artifact	60%	Continuous VIVA with End Term

Screenshots of some of the assessment components:

- Snapshot of a Student Artifact:



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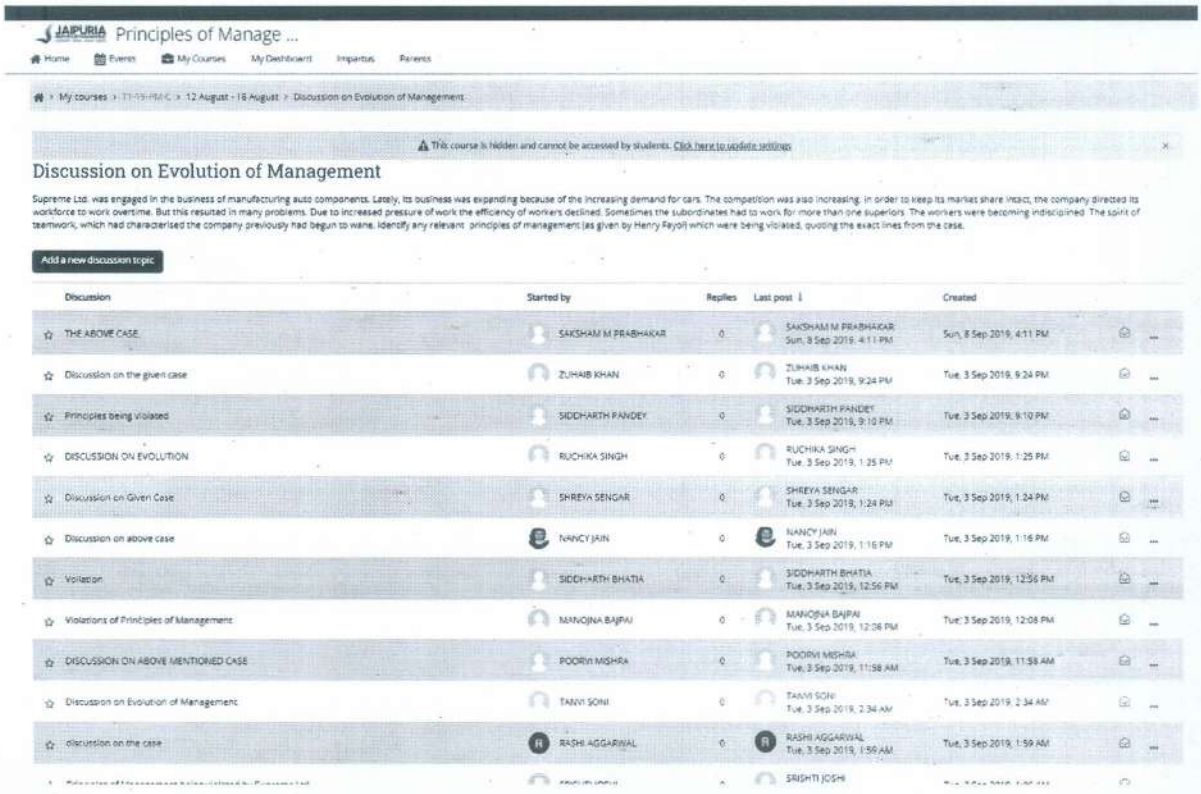
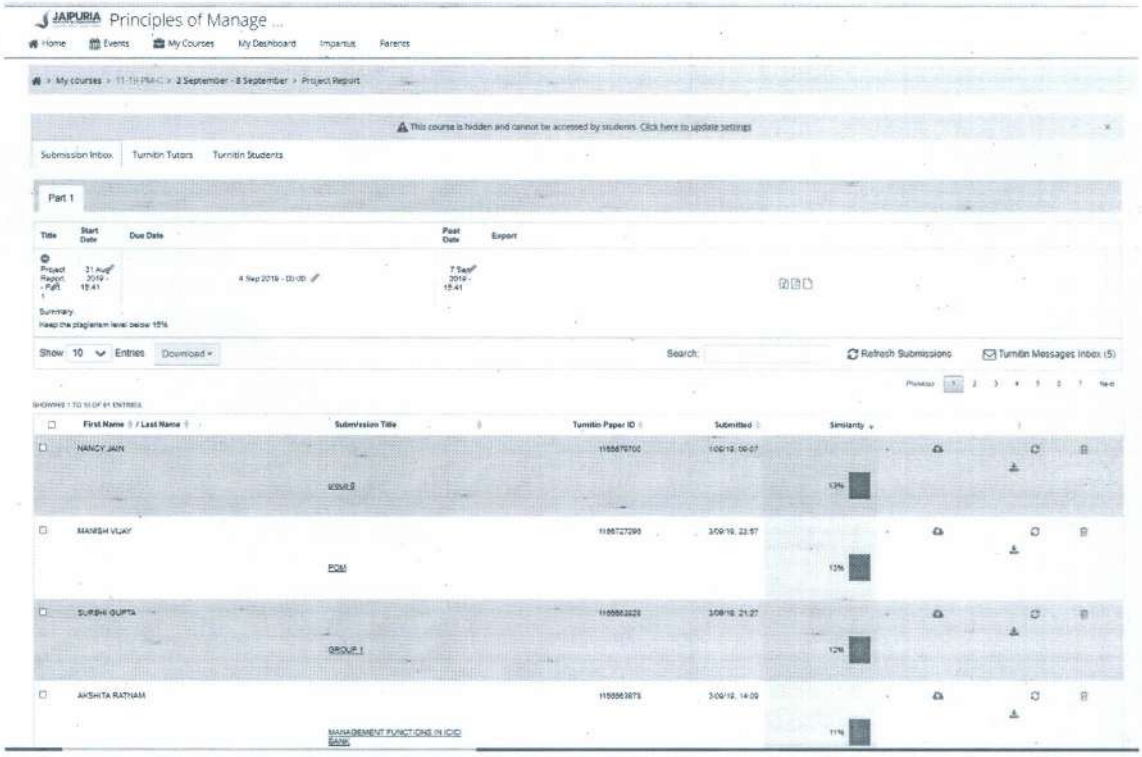
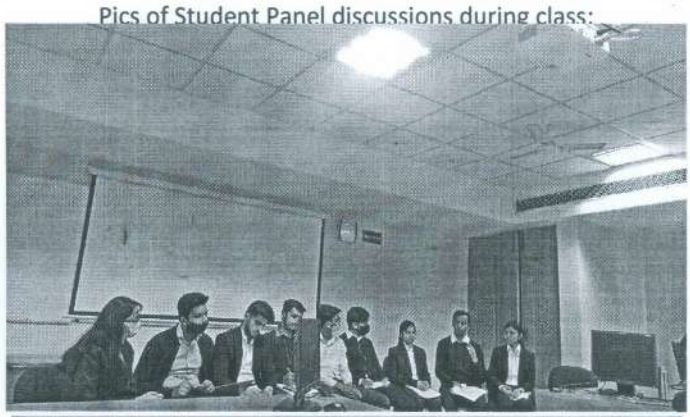
- Snapshot of a Discussion Forum:

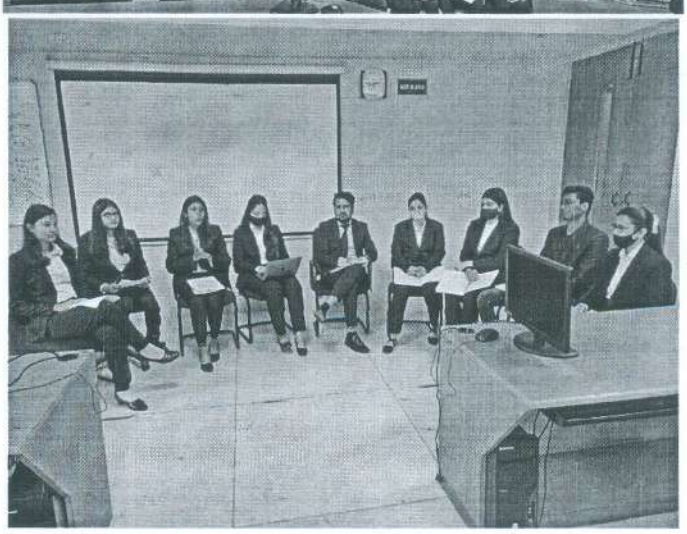


- Snapshot of Turnitin-based moodle assignment:



Pics of Student Panel discussions during class:





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Course outcome attainment levels are calculated for all courses of the program. However, the tables appended below this section states course attainment levels for all core courses (also includes specialization core) mapped on each program objective (PO). The benchmark attainment levels for the AY 2018-19 have been set considering the average performance levels achieved in the preceding years. For all the courses mapped on program objective the benchmark attainment is fixed at medium level. The 60% weightage is assigned to continuous evaluation components held regularly in terms of quizzes, written assignments, discussions, case analysis, etc. and 40% weightage is assigned to end term assessment. The attainment calculations has been taken as 60% of continuous evaluation components + 40% of end term examination or some practical examination for workshop courses.

The course attainment levels for the AY 2018-19 has been defined as per parameters given below:

Attainment Level 1 (Low): Less than **50%** students scoring more than 60% marks out of the relevant maximum marks
Attainment Level 2 (Medium): Between **50 - 60%** students scoring more than 60% marks out of the relevant maximum marks
Attainment Level 3 (High): More than **60%** students scoring more than 60% marks out of the relevant maximum marks

Table 3.2.2. (a) Course Attainment calculation (AY 2018-19)

S. No.	Course Code	Course Name	TERM	Total Number of Students	No. of students achieving target	% achieving Target	Attainment
1	FIN101	Accounting Fundamentals	I	180	70	39%	L
2	IT101	Data Interpretation and Excel	I	180	148	82%	H
3	BC101	Functional English for Business	I	180	141	78%	H
4	ECO101	Managerial Economics	I	180	113	62%	H
5	GM102	Professional Ethics (Workshop)	I	180	94	52%	M
6	GM101	Principles of Management	I	180	129	71%	H
7	HR101	Organizational Behaviour	I	180	147	81%	H
8	MKT201	Marketing Management	II	180	94	52%	M
9	FIN201	Corporate Finance	II	180	62	34%	L
10	HR201	Managing Human Resources	II	180	148	82%	H
11	OM202	Operations Management	II	180	99	55%	M
12	OM201	Statistics for Management	II	180	37	21%	L
13	ECO201	Business and Economic Environment	II	180	116	64%	H
14	GM201	Legal Aspects of Management (Seminar)	II	180	158	88%	H
15	GM202	Design Thinking (Workshop)	II	180	158	88%	H
16	GM301	Strategic Management	III	180	121	67%	H

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17	IT301	Management Information Systems	III	180	123	68%	H
18	OM301	Business Research Methods	III	180	49	27%	L
19	MAC301	Managerial Communication	III	180	142	78%	H
20	GM303	Entrepreneurship (Workshop)	III	180	158	88%	H
21	ECO301	Business, Environmental and Social Sustainability (workshop)	III	180	116	64%	H
22	GM304	Simulation Workshop	III	180	158	88%	H

The attainment levels for courses that did not achieve the benchmark attainment level of 2 (Medium) in AY 2018-19, have been kept the same in the next academic year.

The course attainment for the AY 2019-20 has been defined as per parameters given below:

Attainment Level 1 (Low): Less than **50%** students scoring more than 65% marks out of the relevant maximum marks*
Attainment Level 2 (Medium): Between **50 - 60%** students scoring more than 65% marks out of the relevant maximum marks*
Attainment Level 3 (High): More than **60%** students scoring more than 65% marks out of the relevant maximum marks*

Table 3.2.2. (b) Course Attainment calculation (AY 2019-20)

S. No.	Course Code	Course Name	TERM	Total Number of Students	No. of students achieving target	% achieving Target	Attainment
1	BTA101	Business Text Analysis : Reading & Writing	I	180	135	75%	H
2	IT101	Data Analysis using Spreadsheets	I	180	137	76%	H
3	FIN101	Accounting Fundamentals*	I	180	106	59%	M
4	ECO101	Managerial Economics	I	180	105	58%	M
5	OM101	Statistics for Management*	I	180	140	78%	H
6	MKT101	Fundamentals of Marketing	I	180	93	52%	M
7	GM101	Principles of Management	I	180	101	56%	M
8	HR101	Organizational Behavior	I	180	92	51%	M
9	MKT201	Marketing Management	II	179	143	80%	H
10	FIN201	Corporate Finance*	II	179	70	39%	L
11	HR201	Managing Human Resources	II	179	94	52%	M
12	OM202	Operations Management	II	179	92	51%	M
13	ECO201	Business and Economic Environment	II	179	93	52%	M
14	PSC201	Professional Spoken Communication	II	179	166	92%	H

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15	GM201	Legal Aspects of Management (Seminar Mode)	II	179	125	70%	H
16	GM201	Design Thinking (Workshop)	II	179	92	51%	M
17	FIN202	Management Accounting	II	179	73	41%	L
18	GM301	Strategic Management	III	179	98	55%	M
19	IT301	Management Information Systems	III	179	112	63%	H
20	OM301	Business Research Methods*	III	179	145	81%	H
21	AMC301	Applied Managerial Communication	III	179	119	67%	M
22	GM304	Professional Ethics (Workshop)	III	179	95	53%	M
23	ECO301	Business, Environmental and Social Sustainability (Workshop)	III	179	91	51%	M
24	GM302	Simulation (Workshop)	III	179	122	68%	H
25	GM303	Entrepreneurship (Workshop)	III	179	138	77%	H

Note: *The asterisk (*) mark is to denote the courses for which attainment level benchmark was not revised. The attainment level achievement for these courses as shown in the table above is as per the previous year attainment level*

The course attainment for the AY 2020-21 has been defined as per parameters given below:

Attainment Level 1 (Low): Less than 50% students scoring more than 65% marks out of the relevant maximum marks
Attainment Level 2 (Medium): Between 50 - 60% students scoring more than 65% marks out of the relevant maximum marks
Attainment Level 3 (High): More than 60% students scoring more than 65% marks out of the relevant maximum marks

Table 3.2.2. (c) Course Attainment calculation (AY 2020-21)

S. No.	Course Code	Course Name	TERM	Total Number of Students	No. of students achieving target	% achieving Target	Attainment
1	FIN101	Accounting Fundamentals	I	177	130	73%	H
2	BTA101	Business Text Analysis	I	177	91	51%	M
3	IT101	Data Analysis Using Spreadsheet	I	177	161	91%	H
4	MKT101	Fundamentals of Marketing	I	177	147	83%	H
5	ECO101	Managerial Economics	I	177	123	69%	H
6	HR101	Organizational Behaviour	I	177	149	84%	H
7	GM101	Principles of Management	I	177	151	85%	H
8	IT101	Statistics for Management	I	177	157	88%	H
9	MKT201	Marketing Management	II	177	90	51%	M
10	FIN201	Corporate Finance	II	177	89	50%	L
11	FIN202	Management Accounting	II	177	161	91%	H
12	HR201	Managing Human Resources	II	177	117	66%	H
13	OM201	Operations Management	II	177	170	96%	H
14	ECO201	Business and Economic Environment	II	177	108	61%	H
15	BC201	Professional Spoken Communication	II	177	95	54%	M

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16	GM202	Workshop on Design Thinking	II	177	172	97%	H
17	GM201	Legal Aspects of Management (Seminar)	II	177	168	95%	H
18	GM301	Strategic Management	III	168	127	76%	H
19	IT301	Management Information Systems	III	168	152	90%	H
20	OM301	Business Research Methods	III	168	151	90%	H
21	AMC301	Applied Managerial Communication	III	168	122	73%	H
22	GM302	Workshop on Entrepreneurship	III	168	163	97%	H
23	GM304	Workshop on Professional Ethics	III	168	140	83%	H
24	ECO301	Business, Environment and Social Sustainability (Seminar)	III	168	167	99%	H
25	GM303	Strategy Simulation (Workshop)	III	168	167	99%	H

II. MAPPING OF COURSES

CO-PO mapping is done by establishing correlation between the course outcome and the programme outcome on a scale of 0-3, where 0 indicates no correlation, 1 being the ***low*** correlation, 2 being ***medium*** correlation and 3 being ***high*** correlation. In this way a mapping matrix is prepared by including all core courses.

Courses and Programme Outcome matrices for the three assessment years are given as follows:

Table 3.1 (a) Mapping matrix (AY 2018-19)

PO's	PO Description	Courses Mapped
PO1	Communicate effectively and display inter-personnel skills	BC101 - Functional English for Business (H) HR101 - Organizational Behaviour (H) BC301 - Managerial Communication (H)
PO2	Demonstrate leadership and teamwork towards achievement of organizational goals	BC101 - Functional English for Business (H) HR101 - Organizational Behaviour (M) BC301 -Managerial Communication (M)
PO3	Apply relevant conceptual frameworks for effective decision-making	IT101 - Data Interpretation and Excel (M) FIN101 - Accounting Fundamentals (M) ECO101 - Managerial Economics (M) GM101 - Principles of Management (M) HR101 - Organizational Behaviour (H) MKT201 - Marketing Management (M) FIN201 - Corporate Finance (M) OM201 -Statistics for Management (M)

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		OM202 - Operations Management (M) ECO201 - Business and Economic Environment (M) GM201 - Legal Aspects of Management (seminar)(M) GM301 - Strategic Management (M) GM303 - Simulations (workshop) (H) IT301 - Management Information Systems (M) OM301 - Business Research Methods (M) ECO301 - Business, Environmental and Social Sustainability (workshop) (M)
PO4	Develop an entrepreneurial mindset for optimal business solutions	MKT201 - Marketing Management (L) FIN201 - Corporate Finance (M) HR201 - Managing Human Resources (M) IT301 - Management Information Systems (M) GM202 - Design Thinking (Workshop) (M) GM302 - Entrepreneurship (Workshop) (H)
PO5	Evaluate the relationship between business environment and organizations.	GM101 - Principles of Management (L) MKT201 - Marketing Management (M) FIN201 - Corporate Finance (M) HR201 - Managing Human Resources (M) OM202 - Operations Management (M) IT301 - Management Information Systems (M) GM301 - Strategic Management (M) ECO201 - Business and Economic Environment (M) GM201 - Legal Aspects of Management (seminar)(M) GM303 - Simulations (workshop) (H)
PO6	Appreciate sustainable and ethical business practices.	FIN101 - Accounting Fundamentals (M) GM102 - Professional Ethics (Workshop)(M) GM302 - Entrepreneurship (Workshop) (M) ECO301 - Business, Environmental and Social Sustainability (workshop) (M)
PO7	Leverage technology for business decisions.	IT101 - Data Interpretation and Excel (M) OM202 - Operations Management (H) IT301 - Management Information Systems (M) OM301 - Business Research Methods (M)

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PO8	Demonstrate capability as an independent learner.	ECO101 - Managerial Economics (M) MKT201 - Marketing Management (L) HR201 - Managing Human Resources (M) ECO201 - Business and Economic Environment (M) OM201 -Statistics for Management (M) IT301 - Management Information Systems (M) BC301 -Managerial Communication (H)

Table 3.1 (b) Mapping matrix (AY 2019-20)

PO's	PO Description	Courses Mapped
PO1	Communicate effectively and display inter-personnel skills	BTA101 - Business Text Analysis : Reading & Writing (M) HR101 - Organizational Behaviour (M) PSC201 - Professional Spoken Communication (H) AMC301 - Applied Managerial Communication (H) GM302 - Entrepreneurship (Workshop) (M)
PO2	Demonstrate leadership and teamwork towards achievement of organizational goals	ECO101 - Managerial Economics (M) HR101 - Organizational Behaviour (M) GM302 - Entrepreneurship (Workshop) (M)
PO3	Apply relevant conceptual frameworks for effective decision-making	GM101 - Principles of Management (H) HR101 - Organizational Behaviour (H) MKT201 - Marketing Management (M) FIN201 - Corporate Finance (M) HR201 - Managing Human Resources (M) OM101 -Statistics for Management (M) OM202 - Operations Management (M) ECO201 - Business and Economic Environment (M) PSC201 - Professional Spoken Communication (H) GM201 - Legal Aspects of Management (seminar)(M) FIN202 - Management Accounting (M) GM301 - Strategic Management (M) GM303 - Simulations (workshop) (H) IT301 - Management Information Systems (H) FIN101 - Accounting Fundamentals (M)

		OM301 - Business Research Methods (H) ECO301 - Business, Environmental and Social Sustainability (workshop) (M) GM302 - Entrepreneurship (Workshop) (H)
PO4	Develop an entrepreneurial mindset for optimal business solutions	GM202 - Design Thinking (Workshop) (M) GM302 - Entrepreneurship (Workshop) (H)
PO5	Evaluate the relationship between business environment and organizations.	GM101 - Principles of Management (M) MKT101 - Fundamentals of Marketing (M) FIN201 - Corporate Finance (L) HR201 - Managing Human Resources (H) OM202 - Operations Management (M) ECO201 - Business and Economic Environment (M) GM301 - Strategic Management (H) GM303 - Simulations (workshop) (H) OM301 - Business Research Methods (M)
PO6	Appreciate sustainable and ethical business practices.	FIN101 - Accounting Fundamentals (H) GM304 - Professional Ethics (Workshop)(H) ECO301 - Business, Environmental and Social Sustainability (workshop) (H)
PO7	Leverage technology for business decisions.	IT101 - Data Analysis using Spreadsheets (M)
PO8	Demonstrate capability as an independent learner.	MKT101 - Fundamentals of Marketing (M) MKT201 – Marketing Management(M) ECO201 - Business and Economic Environment (M)

Table 3.1 (c) Mapping Matrix (AY 2020-21)

PO's	PO Description	Courses Mapped
PO1	Communicate effectively	BC101 - Business Text Analysis : Reading & Writing (M) MKT101 - Fundamentals of Marketing (L) PSC201 - Professional Spoken Communication (H) ECO201 - Business and Economic Environment (L) OM301 - Business Research Methods (M) AMC301 - Applied Managerial Communication (H)
PO2	Demonstrate ability to work in teams to achieve desired goals	HR101 - Organizational Behaviour (H) BC201 - Professional Spoken Communication (M) AMC301 - Applied Managerial Communication (H) ECO301 - Business, Environmental and Social Sustainability (workshop) (M)
PO3	Reflect on business situations applying relevant conceptual frameworks	FIN101 - Accounting Fundamentals (H) IT101 - Data Analysis using Spreadsheets (M) MKT101 - Fundamentals of Marketing (L) ECO101 - Managerial Economics (M) HR101 - Organizational Behaviour (H) GM101 - Principles of Management (L) OM101 -Statistics for Management (L) MKT201 - Marketing Management (M) FIN201 - Corporate Finance (H) FIN202 - Management Accounting (M) HR201 - Managing Human Resources (M) OM202 - Operations Management (M) ECO201 - Business and Economic Environment (M) GM201 - Legal Aspects of Management (seminar)(M) GM301 - Strategic Management (H) IT301 - Management Information Systems (H) OM301 - Business Research Methods (H) GM303 - Strategy Simulation (Workshop) (M)
PO4	Evaluate different ethical perspectives	FIN101 - Accounting Fundamentals (H) GM304- Professional Ethics (Workshop)(H) MKT101 - Fundamentals of Marketing (L) MKT201 - Marketing Management (M)

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PO5	Comprehend sustainability issues	MKT101 - Fundamentals of Marketing (L) MKT201 - Marketing Management (L) HR201 - Managing Human Resources (M) ECO301 - Business, Environmental and Social Sustainability (workshop) (M)
PO6	Exhibit innovative and creative thinking	MKT201 - Marketing Management (L) GM202 - Design Thinking (Workshop) (M) GM302 - Entrepreneurship (Workshop) (H) OM301 - Business Research Methods (L) AMC301 - Applied Managerial Communication (H)

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COURSE OUTCOME AND MAPPING OF THE COURSES TO EMPLOYABILITY / ENTREPRENEURSHIP / SKILL DEVELOPMENT
ACADEMIC YEAR 2018-2021

POST GRADUATE DIPLOMA IN MANAGEMENT (MARKETING)

I. COURSE OUTCOMES OF COURSES OFFERED

Different assessment tools and processes are used to measure the student learning and assessment of course outcomes.

Assessment Tools and processes

The course outcome evaluation is based on direct assessment of students through various assessment tools to measure the course assessment / workshop-based assessments.

The list of assessment tools is enlisted in the table appended below.

Table3.2.1: List of Assessment tools to measure course outcomes

Type	Assessment Tools
Course Outcome	• Quizzes • Moodle-based written assignment on Turnitin (plagiarism-checked assessment) • Exercises/ role plays/ Case studies • Student seminars/ presentations • Student Artifacts/ Portfolios • Online discussion forums • Group project/ assignment • End-term examination – online/offline mode
Workshops / Seminars	• Reflective notes • Diary entry • Group presentation / group reflections on take-away of the workshop/ seminar

Regular Courses Outcome assessment

(A) **Quizzes** – Multiple choice questions or scenario-based questions are used to assess the students on their basic understanding of the subjects. Generally, 2 to 4 quizzes are organized on moodle, where questions are uPOaded by the faculty and students are given random questions on which their responses are gathered. This component is used as a part of internal assessment as described in the course outline.

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(B) **Moodle based Turnitin assignment** – Turnitin assignments are created on moodle, where students are required to submit their written assignment on the given topic along with the plagiarism report within the given deadline. The acceptable limit of plagiarism is <15%.

(C) **Role Plays/ exercises/ case studies** – The assessment of the student is also done on the basis of certain case studies, scenario mapping exercises or role plays which are conducted as in-class activities and certain concepts are taught with the help of these exercises alone. This is more prevalent for the second year students when they are adept at the nuances of management courses. Case studies are also used for teaching the concepts and sometimes evaluating the class participation of individual students during the class discussions

(D) **Student Seminars/ presentations** – the students are provided with relevant topics on current trends of marketplace. They are encouraged to prepare themselves with the current issues and participate in student panel discussions. The class is also motivated to ask questions from the panelists; this helps in enhancing everyone's knowledge on recent trends and issues. This also prepares students to keep themselves abreast with latest knowledge on various topics through reading blogs and recent articles.

(E) **Student artifacts/ portfolios** – Students are asked to prepare personal portfolios that are self-assessment reflections report based on the analysis of psychometric instruments. This helps student identify their personality dimensions and let them take up enhancement of those areas which will provide them success in various career and life situations. In yet another assignment, students were asked to create an artifact which consisted of some recent business news articles from newspapers, magazines, financial reports, etc. This is to encourage their reading and writing habits, especially news items, significant for their future corporate roles.

(F) **Online discussions forums** – Topics/ case-lets/ situations are given to the students in an online forum based on moodle platform. The discussions are encouraged from all the students in an online chat-like discussion format. This is done to ensure student engagement, continued learning and facilitation of knowledge dissemination through the usage of all kinds of medium.

(G) **Group Project/ Assignment** – The students are divided into study groups and topics are given in such a manner that the evaluation of each student's contribution in the group can be evaluated. This is also to teach them team collaboration, an important emPOyability skill for management students.

(H) **Mid-term/ End –term examination** – Another form of assessment is through mid-term and end-term exams. In most of the courses, only end-term exams of 40 marks are being held, the rest of the marks is ensured through continued internal assessments as per the course outline. It is important to note that the institute has been aware and mindful of environmental and sustainable issues and strive towards being paperless by conducting online exams to replace pen and paper exams. Such a move proved useful during COVID times when the exams were conducted primarily through online mechanisms. The online submission of end term answer-sheets during COVID times was done on Turnitin to minimize the plagiarism issues.

(I) **Workshop/ Seminar Assessment**

As these courses take place in fast track mode and also have lesser number of sessions than in the regular courses, the assessment has also been designed to incorporate this facet.

(J) **Diary entry** – To ensure that the students keep a track of whatever was being conducted during the sessions, students are asked to prepare journal/ diary entries and submit a written summarized note at the end of the

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workshop/ seminar.

(K) **Reflective notes** – Similar to diary entry, students are supposed to submit a reflection of their learnings during the workshop/ seminar in about 300 to 500 words.

(L) **Group presentations/research** – the students are required to work collaboratively on the given topic. Based on their field/ secondary research on the select topic, they are required to give a group presentation and a written report to the concerned facilitator/ instructor/ faculty.

Screenshots of the assessment components from a few sample course outlines have been given below:

Course Code and title	GM 102 Professional Ethics (Workshop)
Credits	1
Term and Year	I Term, 2018 -19

Assessment Tasks

Assessment Component	Description	Weightage	CLOs
Project Report	Group Assignment (5-7 students per group): Students need to do on a past/present situation, where ethical and professional issues have been raised. Report should be in the form of a Case Study. Examples: Vijay Mallya; Lalit Modi; Nirav Modi; ICICI Bank; PNB etc.	50	CLO 3
Project Presentation and Defence	Group Presentations	30	CLO 3
Diary Writing	Date wise entries of each session/workshop on individual's thoughts, feelings and opinions. Submission of write-up about the process of learning and individual take in 1,500 words in hard and soft copies.	20	CLO 1,2

7. Assessment Components:

Assessment Item	Assessment Type	Weightage	CLOs mapped	Week Due On
Quizzes	Scenario based questions	10%	CLO 1	Between 7th and 16th Sessions
Seminar	Student cohort reflections (linking HR functions with sustainability)	20%	CLO 2	Sessions 3rd, 15th and 17th
Industry based Project	Integrated linkage with business operations (Different projects linking business strategy with various HR functions)	20% (Report) + 10% (Presentation)	CLO 3	Between Sessions 5th and 19th
End Term Examination	Questions based on the course content will be asked in a hall examination. Students to give adequate responses with suitable illustrations and examples.	40%	CLO 1 & 2	After completion of all teaching sessions (11th /12th week)

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9. Learning Task and Assessment:

Assessment criteria set out the details by which performance in each task will be judged. This information will give a clear and explicit understanding of the expected standards to be achieved relative to the marks awarded.

	Assessment Task	Assessment Type	Weightage	Week Due
1.	Business Email Writing Assessment I & II (with feedback in between) FORMATIVE ASSESSMENT: ASSESSMENT FOR TEACHING	Written Submission (In Class Activity)	20%	Session 8, 12
2.	Business Letter Writing: One in Classroom & one on TurnitIn SUMMATIVE ASSESSMENT: ASSESSMENT TO ASSESS	Written Submission (In Class Activity)	20%	Session 12
3.	End Term – Student Artifact (Journal of Text Analysis, Reading & Writing) Handwritten FORMATIVE ASSESSMENT: ASSESSMENT FOR TEACHING VIVA as SUMMATIVE ASSESSMENT: ASSESSMENT OF LEARNING	Student Artifact	60%	Continuous VIVA with End Term

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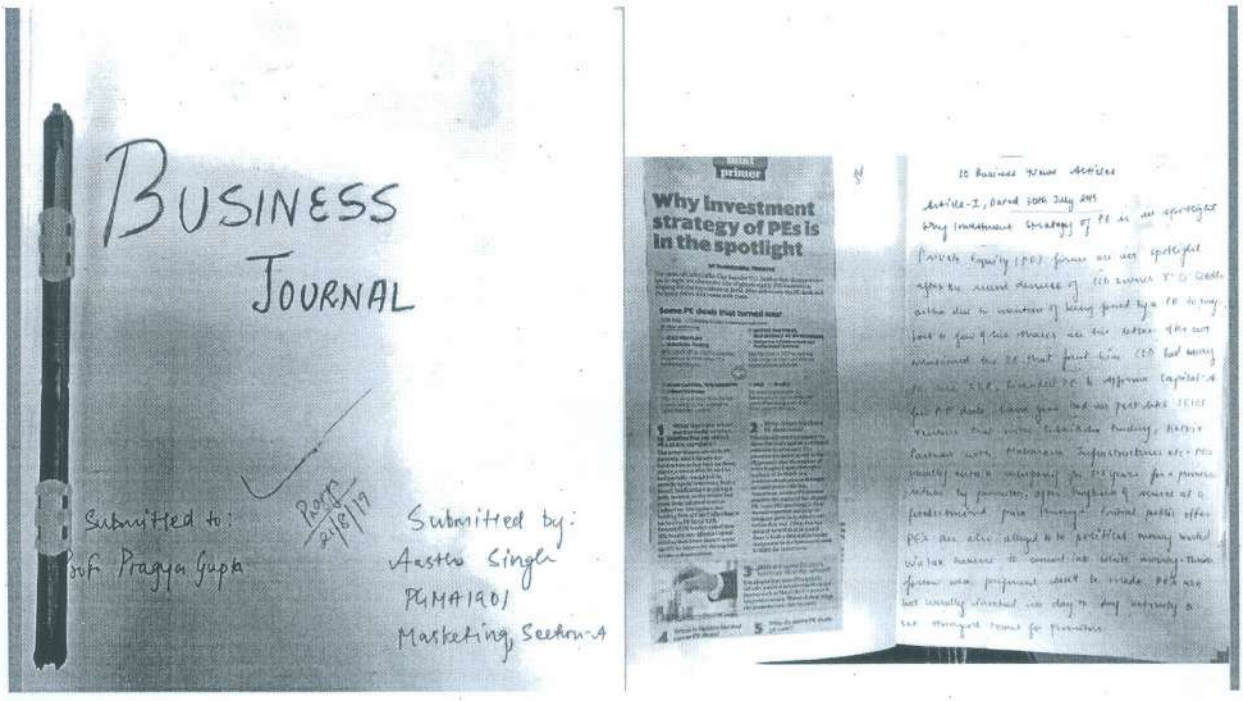
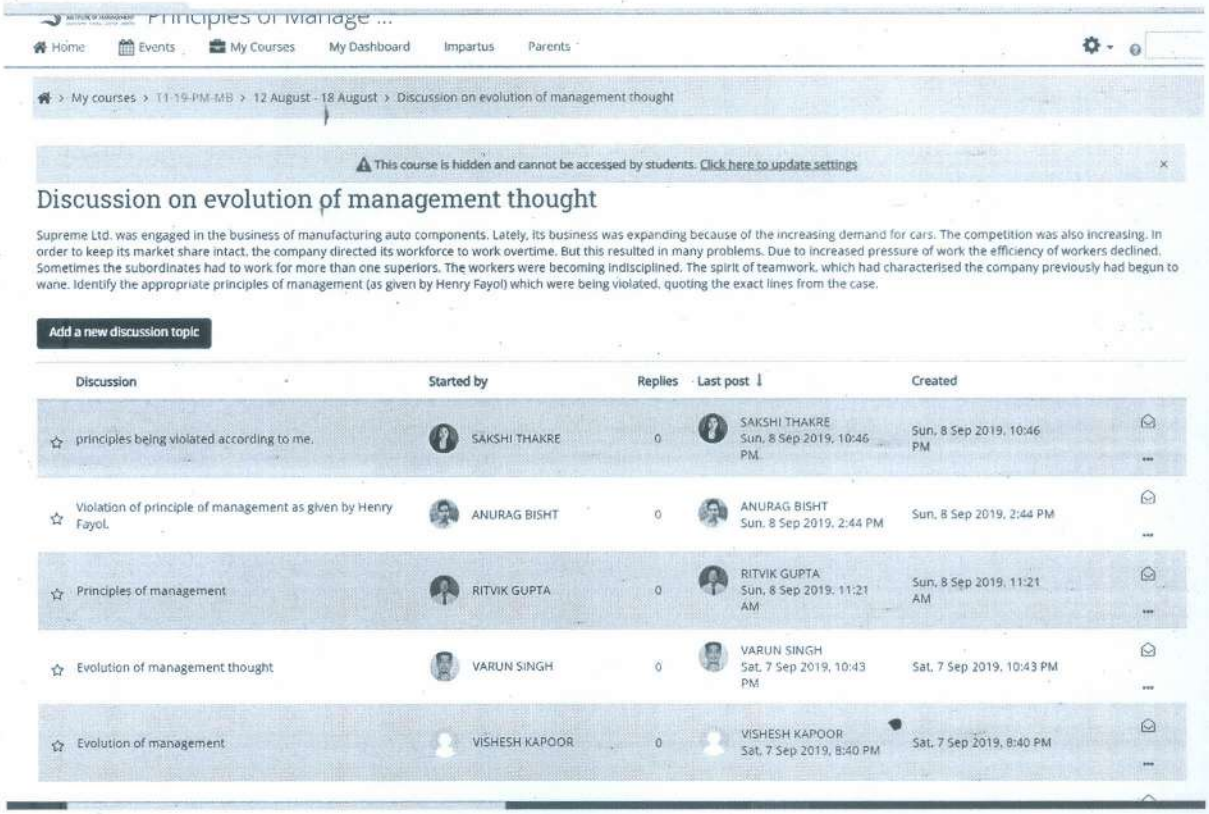
Screenshots of some of the assessment components:

- Snapshot of a Student Artifact:



- Snapshot of a Discussion Forum:



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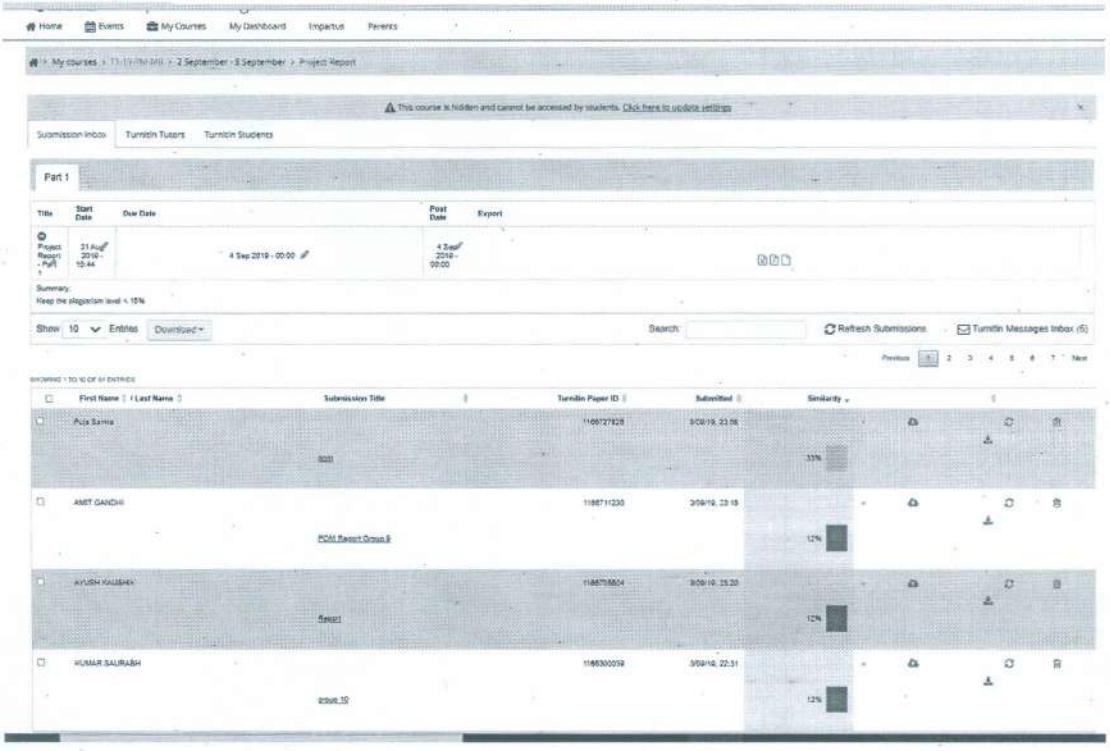
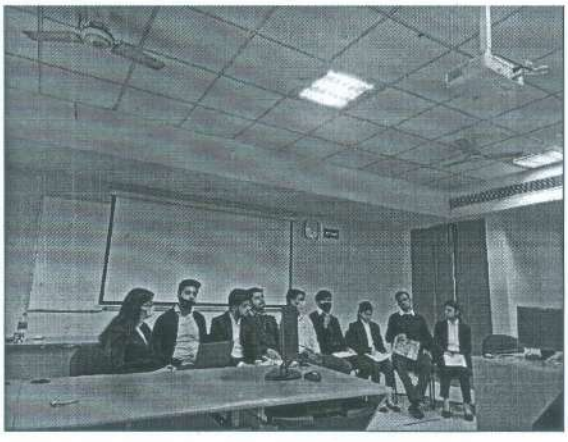
- Snapshot of Turnitin-based Moodle assignment:



- Pics of Student Panel discussions during class:



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Course outcome attainment levels are calculated for all courses of the program. However, the tables appended below this section states course attainment levels for all core courses (also includes specialization core) mapped on each program objective (PO). The benchmark attainment levels for the AY 2018-19 have been set considering the average performance levels achieved in the preceding years. For all the courses mapped on program objective the benchmark attainment is fixed at medium level. The 60% weightage is assigned to continuous evaluation components held regularly in terms of quizzes, written assignments, discussions, case analysis, etc. and 40% weightage is assigned to end term assessment. The attainment calculations has been taken as 60% of continuous evaluation components + 40% of end term examination or some practical examination for workshop courses.

The course attainment levels for the AY 2018-19 has been defined as per parameters given below:

Attainment Level 1 (Low): Less than **50%** students scoring more than 60% marks out of the relevant maximum marks
Attainment Level 2 (Medium): Between **50 - 60%** students scoring more than 60% marks out of the relevant maximum marks
Attainment Level 3 (High): More than **60%** students scoring more than 60% marks out of the relevant maximum marks

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Table 3.2.2(a) Calculation of Course Attainment for Batch 2018-20 (AY 2018-19)

S.No.	Course Code	Course Name	Total Number of Students	No. of students achieving target	% achieving Target	Attainment	Bench mark
1	BC101	Functional English for Business	60	57	95.0	H***	M*
2	IT101	Data Interpretation and Excel	60	54	90.0	H	M
3	FIN101	Accounting Fundamentals	60	17	28.3	L*	M
4	ECO101	Managerial Economics	60	30	50.0	M	M
5	GM102	Professional Ethics	60	3	4.92	L	M
6	GM101	Principles of Management	60	58	95.08	H	M
7	HR101	Organizational Behaviour	60	53	86.89	H	M
8	MKT201	Marketing Management	60	31	51.67	M	M
9	FIN201	Corporate Finance	60	20	33.33	L	M
10	HR201	Managing Human Resources	60	59	98.33	H	M
11	OM202	Operations Management	60	59	98.33	H	M
12	OM201	Statistics for Management	60	15	25.00	L	M
13	ECO201	Business and Economic Environment	60	38	63.33	H	M
14	GM201	Legal Aspects of Management	60	35	58.33	M	M
15	GM202	Design Thinking (Workshop)	60	60	100.0	H	M
16	GM301	Strategic Management	60	36	60.00	M	M
17	IT301	Management Information Systems	60	52	86.67	H	M
18	OM301	Business Research Methods	60	54	90.00	H	M
19	BC301	Managerial Communication	60	35	58.33	M	M
20	GM303	Entrepreneurship (Workshop)	60	42	70.00	H	M
21	ECO301	Business, Environmental and Social Sustainability (workshop)	60	44	73.33	H	M
22	GM303	Simulation Workshop	60	32	53.33	M	M
23	MKT302	Sales Management and Business Development	60	42	70.00	H	M

**L (Low), **M(Medium), ***H(High)*

The course attainment for the AY 2019-20 has been defined as per the parameters given below:

*Attainment Level 1 (Low): Less than **50%** students scoring more than 65% marks out of the relevant maximum marks*

*Attainment Level 2 (Medium): Between **50 - 60%** students scoring more than 65% marks out of the relevant maximum marks*

*Attainment Level 3 (High): More than **60%** students scoring more than 65% marks out of the relevant maximum marks*

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Table 3.2.2(b) Calculation of Course Attainment for AY 2019-20

S.No.	Course Code	Course Name	Total Number of Students	No. of students achieving the target	% achieving Target	Attainment	Bench mark
1	BC101	Business Text Analysis: Reading & Writing	120	65	54.17	M**	M
2	IT101	Data Analysis using Spreadsheets	120	94	78.33	H***	M
3	FIN101	Accounting Fundamentals	120	10	8.33	L*	M
4	ECO101	Managerial Economics	120	62	51.67	M	M
5	GM102	Statistics for Management	120	64	53.33	M	M
6	MKT101	Fundamentals of Marketing	120	66	55.00	M	M
7	GM101	Principles of Management	120	64	53.33	M	M
8	HR101	Organizational Behaviour	120	62	51.67	M	M
9	MKT201	Marketing Management	119	64	53.78	M	M
10	FIN201	Corporate Finance	119	11	9.24	L	M
11	GM201	Legal Aspects of Management (Seminar) (LAM)	119	63	52.94	M	M
12	HR201	Managing Human Resources	119	65	54.62	M	M
13	OM202	Operations Management	119	116	97.48	H	M
14	ECO201	Business and Economic Environment	119	61	51.26	M	M
15	PSC201	Professional Spoken Communication	119	100	84.03	H	M
16	GM201	Design Thinking (Workshop)	119	64	53.78	M	M
17	FIN202	Management Accounting	119	62	52.10	M	M
18	GM301	Strategic Management	117	104	88.89	H	M
19	IT301	Management Information Systems	117	61	52.14	M	M
20	OM301	Business Research Methods	117	62	52.99	M	M
21	AMC301	Applied Managerial Communication	117	60	51.28	M	M
22	GM304	Professional Ethics (Workshop)	117	84	71.79	H	M
23	ECO301	Business, Environmental and Social Sustainability (Workshop)	117	62	52.99	M	M
24	GM303	Simulation (Workshop)	117	85	72.65	H	M
25	GM302	Entrepreneurship (Workshop)	117	63	53.85	M	M
26	MKT301	Marketing Planning and Control	117	91	77.78	H	M

L (Low),M(Medium),***H(High)*

The benchmark for AY 2020-21 were kept same as previous AY 2019-20 during envisioning exercise for Program the Program Outcomes were reformulated.

The course attainment for the AY 2020-21 has been defined as per parameters given below:

*Attainment Level 1 (Low): Less than **50%** students scoring more than 65% marks out of the relevant maximum marks*

*Attainment Level 2 (Medium): Between **50 - 60%** students scoring more than 65% marks out of the relevant maximum marks*

*Attainment Level 3 (High): More than **60%** students scoring more than 65% marks out of the relevant maximum marks*

Table 3.2.2(c) Calculation of Course Attainment for AY 2020-21

S. No.	Course Code	Course Name	Total No. Students	No. of students achieving the target	% achieving Target	Attainment	Bench mark
1	FIN101	Accounting Fundamentals	111	26	23.42	L*	M
2	BC101	Business Text Analysis	109	61	55.96	M**	M
3	IT101	Data Analysis Using Spreadsheet	112	86	76.78	H***	M
4	MKT101	Fundamentals of Marketing	112	76	67.86	H	M
5	ECO101	Managerial Economics	112	47	41.96	L	M
6	HR101	Organizational Behaviour	109	73	66.97	H	M
7	GM101	Principles of Management	109	63	57.80	M	M
8	IT101	Statistics for Management	112	77	68.75	H	M
9	MKT201	Marketing Management	111	78	70.27	H	M
10	FIN201	Corporate Finance	111	35	31.53	L	M
11	FIN202	Management Accounting	111	100	90.09	H	M
12	HR201	Managing Human Resources	111	77	69.37	H	M
13	OM201	Operations Management	111	100	90.09	H	M
14	ECO201	Business and Economic Environment	111	67	60.36	H	M
15	BC201	Professional Spoken Communication	111	77	69.37	H	M
16	GM202	Workshop on Design Thinking	109	107	98.17	H	M
17	GM201	Legal Aspects of Management	105	62	59.05	M	M
18	GM301	Strategic Management	105	56	53.33	M	M

19	IT301	Management Information Systems	108	54	50.00	M	M
20	OM301	Business Research Methods	105	72	68.57	H	M
21	AMC301	Applied Managerial Communication	105	55	52.38	M	M
22	GM302	Workshop on Entrepreneurship	105	100	95.23	H	M
23	GM304	Workshop on Professional Ethics	105	104	99.05	H	M
24	ECO301	Business, Environment and Social Sustainability	111	106	95.49	H	M
25	GM303	Strategy Simulation	105	103	98.10	H	M
26	MKT302	Marketing Planning and Control	105	100	95.24	H	M

L (Low), **M(Medium),*H(High)*

II. MAPPING OF COURSES

CO-PO mapping is done by establishing correlation between the course outcome and the programme outcome on a scale of 0-3, where 0 indicates no correlation, 1 being the ***low*** correlation, 2 being ***medium*** correlation and 3 being ***high*** correlation. In this way a mapping matrix is prepared by including all core courses.

Correlation between Courses and Programme Outcome for the three assessment year are given as follows:

Table 3.1 (a) Mapping matrix (AY 2018-19)

PO's	PO Description	Courses Mapped
PO1	Demonstrate persuasive communication skills.	BC101-Functional English for Business (H) HR101- Organizational Behaviour (H) BC301-Managerial Communication (H) MKT302 - Sales Management and Business Development(M)
PO2	Demonstrate leadership and teamwork towards the achievement of organizational goals.	BC101 - Functional English for Business (M) HR101 - Organizational Behaviour (H) GM101- Principles of Management(M)
PO3	Apply relevant conceptual frameworks for effective marketing decision making.	IT101 - Data Interpretation and Excel (M) FIN101 - Accounting Fundamentals (M) ECO101 - Managerial Economics (M) GM101 - Principles of Management (M)

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		HR101 - Organizational Behaviour (H) MKT201 - Marketing Management (H) FIN201 - Corporate Finance (M) HR201 Managing Human Resources (M) OM201 -Statistics for Management (M) OM202 - Operations Management (M) ECO201 - Business and Economic Environment (M) GM301 - Strategic Management (M) IT301-Management Information Systems (M) OM301 - Business Research Methods (M) ECO301 - Business, Environmental and Social Sustainability (workshop) (M) MKT 301-Sales Management and Business Development (H)
PO4	Develop innovative thinking for effective management.	IT101- Data Interpretation and Excel(M) HR201-Managing Human Resources (L) GM202 -Design Thinking (Workshop Mode) (H) GM301 -Strategic Management (L) IT301 -Management Information Systems (L) GM302 -Entrepreneurship Workshop (H) GM303 -Simulation Workshop (L)
PO5	Demonstrate domain competency in a chosen sector.	IT101 - Data Interpretation and Excel (L) MKT201 -Marketing Management (L) HR201-Managing Human Resources (M) OM301-Business Research Methods (M) MKT 301 -Sales Management and Business Development(M)
PO6	Appreciate sustainable, ethical, and legal issues in a given marketing context.	FIN101 - Accounting Fundamentals (L) GM102 - Professional Ethics (Workshop)(M) GM 201- Legal Aspects of Management(Seminar)(M) GM 301- Strategic Management(L) ECO301 - Business, Environmental and Social Sustainability (workshop) (H)
PO7	Leverage technology for business decisions.	IT101- Data Interpretation and Excel (H) OM202-Operations Management (M) IT301- Management Information Systems(M) MKT 301-Sales Management and Business Development(L)
PO8	Demonstrate capability as an independent learner.	IT101- Data Interpretation and Excel(L) HR201-Managing Human Resources(M) ECO201-Business and Economic Environment(M) IT301- Management Information Systems (M) MKT 301-Sales Management and Business Development(M)

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Table 3.1 (b) Mapping Matrix (AY 2019-20)

PO's	PO Description	Courses Mapped
PO1	Demonstrate persuasive communication skills.	BC101-Business Text Analysis: Reading & Writing (H) HR101 - Organizational Behavior (M) PSC 201- Professional Spoken Communication (H) ST301 - Strategic Management (H) AMC301- Applied Managerial Communication(H) GM302-Entrepreneurship (Workshop)(M)
PO2	Demonstrate leadership and teamwork towards achievement of organizational goals.	ECO101 -Managerial Economics (M) GM102 -Statistics for Management(L) HR101 -Organizational Behavior (M) GM302 -Entrepreneurship (Workshop)(M)
PO3	Apply relevant conceptual frameworks for effective marketing decision making.	FIN101- Accounting Fundamentals (H) ECO101 - Managerial Economics (H) GM301 -Statistics for Management(M) GM101 -Principles of Management (M) HR101 -Organizational Behavior (M) MKT201 -Marketing Management(M) FIN201 -Corporate Finance(M) HR201 -Managing Human Resources(M) OM202 -Operations Management(M) ECO201 -Business and Economic Environment(M) FIN202 -Management Accounting(M) ST301 -Strategic Management (H) IT301 -Management Information Systems (M) OM301 -Business Research Methods(H) ECO301 -Business, Environmental and Social Sustainability (Workshop)(M) ST302 -Simulation (Workshop Mode) (M) MKT301 -Marketing Planning and Control(M)

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PO4	Develop innovative thinking for effective management.	GM101 - Principles of Management (L) GM201 - Design Thinking (Workshop)(M) ST301 - Strategic Management (L) GM302 - Entrepreneurship (Workshop)(M) MKT301- Marketing Planning and Control(H)
PO5	Demonstrate domain competency in a chosen sector.	MKT101- Fundamentals of Marketing (M) MKT201- Marketing Management(M) MKT301- Marketing Planning and Control(H)
PO6	Appreciate sustainable, ethical, and legal issues in a given marketing context.	FIN101 -Accounting Fundamentals (M) GM201 -Legal Aspects of Management (Seminar Mode) (H) ST301 -Strategic Management (M) GM301 -Professional Ethics (Workshop)(H) ECO301 -Business, Environmental and Social Sustainability (Workshop)(H) MKT301 -Marketing Planning and Control(H)
PO7	Leverage technology for marketing management.	IT101 -Data Analysis using Spreadsheets(M) IT301 -Management Information Systems (M) MKT301 -Marketing Planning and Control(L)
PO8	Demonstrate capability as an Independent learner.	MKT101 -Fundamentals of Marketing (M) MKT201 -Marketing Management(M) ECO201 -Business and Economic Environment(M) OM301 -Business Research Methods (L)

Table 3.1 (c) Mapping Matrix (AY 2020-21)

PO's	PO Description	Courses Mapped
PO1	Communicate effectively	BC101 - Business Text Analysis (H) MKT101 Fundamentals of Marketing(L) ECO201 -Business and Economic Environment (BEE)(L) BC201 - Professional Spoken Communication (PSC)(H) OM301 -Business Research Methods (BRM)(M) AMC301 -Applied Managerial Communication (AMC)(H)
PO2	Demonstrate the Ability to Work in Teams to Achieve Desired Goals	HR101 - Organizational Behaviour(M) BC201 - Professional Spoken Communication (PSC)(H) AMC301- Applied Managerial Communication (AMC)(H) ECO301 - Business, Environment and Social Sustainability (Seminar) (BESS)(M) MKT302-Marketing Planning and Control ()

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PO3	Reflect on business situations and apply relevant conceptual frameworks	FIN101-Accounting Fundamentals(H) IT101- Data Analysis Using Spreadsheet(H) MKT101- Fundamentals of Marketing(L) ECO101- Managerial Economics(M) HR101- Organizational Behaviour(M) GM101- Principles of Management(L) IT101- Statistics for Management(M) MKT201- Marketing Management (M) FIN201 - Corporate Finance (H) FIN202 -Management Accounting (M) HR201-Managing Human Resources (M) OM201 -Operations Management (M) ECO201- Business and Economic Environment (M) GM301 -Strategic Management (M) IT301 -Management Information Systems (M) OM301 -Business Research Method (H) MKT302- Marketing Planning and Control () GM303 -Strategy Simulation (Workshop)
PO4	Comprehend sustainability issues	MKT101- Fundamentals of Marketing(L) ECO301- Business, Environment and Social Sustainability (H) GM301-Strategic Management (M)
PO5	Apply relevant Technological tools for marketing decisions	MKT101- Fundamentals of Marketing(L) MKT201 -Marketing Management (MM)(L) IT101- Data Analysis Using Spreadsheet(H) OM201-Operations Management (H) MKT302- Management Planning and Control (M) GM303 -Strategy Simulation (Workshop)(L) IT301- Management Information Systems (L)
PO6	Exhibit innovative and creative thinking	MKT201 -Marketing Management (L) GM202-Workshop on Design Thinking (M) AMC301- Applied Managerial Communication (H) GM302 -Workshop on Entrepreneurship (M)

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COURSE OUTCOME AND MAPPING OF THE COURSES TO EMPLOYABILITY / ENTREPRENEURSHIP / SKILL DEVELOPMENT ACADEMIC YEAR 2018-2021

POST GRADUATE DIPLOMA IN MANAGEMENT (SERVICE MANAGEMENT)

I. COURSE OUTCOMES OF COURSES OFFERED

Different assessment tools and processes are used to measure the student learning and assessment of course outcomes.

Assessment Tools and processes

The course outcome evaluation is based on direct assessment of students through various assessment tools to measure the course assessment / workshop-based assessments.

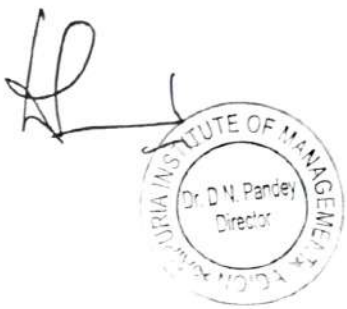
The list of assessment tools is enlisted in the table appended below.

Table: List of Assessment tools to measure course outcomes

Type	Assessment Tools
Course Outcome	• Quizzes • Moodle-based written assignment on Turnitin (plagiarism-checked assessment) • Exercises/ role plays/ Case studies • Student seminars/ presentations • Student Artifacts/ Portfolios • Online discussion forums • Group project/ assignment • End-term examination – online/offline mode
Workshops / Seminars	• Reflective notes • Diary entry • Group presentation / group reflections on take-away of the workshop/ seminar

Regular Courses Outcome assessment

(A) **Quizzes –** Multiple choice questions or scenario-based questions are used to assess the students on their basic understanding of the subjects. Generally, 2 to 4 quizzes are organized on moodle, where questions are uploaded by the faculty and students are given random questions on which their responses are gathered. This component is used as a part of internal assessment as described in the course outline.



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(E) **Student artifacts/ portfolios** – Students are asked to prepare personal portfolios that are self-assessment reflections report based on the analysis of psychometric instruments. This helps student identify their personality dimensions and let them take up enhancement of those areas which will provide them success in various career and life situations. In yet another assignment, students were asked to create an artifact which consisted of some recent business news articles from newspapers, magazines, financial reports, etc. This is to encourage their reading and writing habits, especially news items, significant for their future corporate roles.

(F) **Online discussions forums** – Topics/ case-lets/ situations are given to the students in an online forum based on moodle platform. The discussions are encouraged from all the students in an online chat-like discussion format. This is done to ensure student engagement, continued learning and facilitation of knowledge dissemination through the usage of all kinds of medium.

(G) **Group Project/ Assignment** – The students are divided into study groups and topics are given in such a manner that the evaluation of each student's contribution in the group can be evaluated. This is also to teach them team collaboration, an important employability skill for management students.

(H) **Mid-term/ End –term examination** – Another form of assessment is through mid-term and end-term exams. In most of the courses, only end-term exams of 40 marks are being held, the rest of the marks is ensured through continued internal assessments as per the course outline. It is important to note that the institute has been aware and mindful of environmental and sustainable issues and strive towards being paperless by conducting online exams to replace pen and paper exams. Such a move proved useful during COVID times when the exams were conducted primarily through online mechanisms. The online submission of end term answer-sheets during COVID times was done on Turnitin to minimize the plagiarism issues.

(I) **Workshop/ Seminar Assessment**

As these courses take place in fast track mode and also have lesser number of sessions than in the regular courses, the assessment has also been designed to incorporate this facet.

(J) **Diary entry** – To ensure that the students keep a track of whatever was being conducted during the sessions, students are asked to prepare journal/ diary entries and submit a written summarized note at the end of the workshop/ seminar.

(K) **Reflective notes** – Similar to diary entry, students are supposed to submit a reflection of their learnings during the workshop/ seminar in about 300 to 500 words.

(L) **Group presentations/research** – the students are required to work collaboratively on the given topic. Based on their field/ secondary research on the select topic, they are required to give a group presentation and a written report to the concerned facilitator/ instructor/ faculty.

Screenshots of the assessment components from a few sample course outlines have been given below:

Course Code and title	GM 102 Professional Ethics (Workshop)
Credits	1
Term and Year	I Term, 2018 -19

Assessment Tasks

Assessment Component	Description	Weightage	CLOs
Project Report	Group Assignment (5-7 students per group): Students need to do on a past/present situation, where ethical and professional issues have been raised. Report should be in the form of a Case Study. Examples: Vijay Mallya; Lalit Modi; Nirav Modi; ICICI Bank; PNB etc.	50	CLO 3
Project Presentation and Defence	Group Presentations	30	CLO 3
Diary Writing	Date wise entries of each session/workshop on individual's thoughts, feelings and opinions. Submission of write-up about the process of learning and individual take in 1,500 words in hard and soft copies.	20	CLO 1,2

7. Assessment Components:

Assessment Item	Assessment Type	Weightage	CLOs mapped	Week Due On
Quizzes	Scenario based questions	10%	CLO 1	Between 7th and 16th Sessions
Seminar	Student cohort reflections (linking HR functions with sustainability)	20%	CLO 2	Sessions 3rd, 15th and 17th
Industry based Project	Integrated linkage with business operations (Different projects linking business strategy with various HR functions)	20% (Report) + 10% (Presentation)	CLO 3	Between Sessions 5th and 19th
End Term Examination	Questions based on the course content will be asked in a hall examination. Students to give adequate responses with suitable illustrations and examples.	40%	CLO 1 & 2	After completion of all teaching sessions (11th /12th week)

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9. Learning Task and Assessment:

Assessment criteria set out the details by which performance in each task will be judged. This information will give a clear and explicit understanding of the expected standards to be achieved relative to the marks awarded.

	Assessment Task	Assessment Type	Weightage	Week Due
1.	Business Email Writing Assessment I & II (with feedback in between) FORMATIVE ASSESSMENT: ASSESSMENT FOR TEACHING	Written Submission (In Class Activity)	20%	Session 8, 12
2.	Business Letter Writing: One in Classroom & one on TurnitIn SUMMATIVE ASSESSMENT: ASSESSMENT TO ASSESS	Written Submission (In Class Activity)	20%	Session 12
3.	End Term – Student Artifact (Journal of Text Analysis, Reading & Writing) Handwritten FORMATIVE ASSESSMENT: ASSESSMENT FOR TEACHING VIVA as SUMMATIVE ASSESSMENT: ASSESSMENT OF LEARNING	Student Artifact	60%	Continuous VIVA with End Term

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Screenshots of some of the assessment components:

- Snapshot of a Student Artifact:

Sebi raises concerns over rising corporate failures

The regulator asks firms to protect interests of minority shareholders

AVISHEK RAKSHIT
Kolkata, 3 August

Following the rise in corporate failures over the past few months, the Securities and Exchange Board of India (Sebi) has flagged concerns on key issues plaguing companies and recommended corrective measures.

The primary issue, according to the capital markets regulator, is related party transactions (RPT) — being extensively used by some companies to raise capital for another firm. The regulator feels that while RPTs serve the promoter's purpose to raise capital by means of mortgage or extension of loans/inter-corporate deposits, it goes against the interest of minority shareholders. Moreover, it is being used as a means to commit fraud.

"We have seen promoters use the RPT route when their company is heading towards insolvency," said Amarjeet Singh, executive director at Sebi, during an event organised by the CII.

According to Singh, boards need to protect the interests of both minority and majority stakeholders, and need to balance the same. The second aspect, which the markets regulator said was plaguing the industry is non-disclosure of valuation reports and low transparency.

"There are concerns over adequacy and transparency of the disclosures," Singh said. Sebi is of the view that some promoter groups have been using a complex structure of companies to conceal possible fraud that is hard to detect and surfaces only at a time of dire financial stress. Singh cited an incident in which a promoter group had floated as many as 150 companies to hide "his misdeeds". Singh also called for more participation from independent directors.

BONE OF CONTENTION

- Related-party transactions
- Non-disclosure of valuation reports
- Transparency and quality of disclosures
- Use of complex corporate structure
- Role of independent directors

Economy to revive

Government and industry officials say that while the current sluggishness is momentary, one needs to consider ongoing investments and other parameters that will help revive the economy.

Anand Mohan Bajaj, joint secretary (FM) at the Centre's department of economic affairs, says an investment of ₹1 trillion is being lined up to boost rural infrastructure to help the economy recover, while good corporate governance norms, greater use of technology, and fiscal prudence will help India achieve its projection of becoming a $5-trillion economy.

"I believe the target is very much achievable. Low inflation, stable exchange rate and an optimal GDP growth rate will help achieve the target," he said.

Key words:-
Corporate failures, SEBI, RPT, Insolvency, Non disclosure of valuation Reports, Non-Transperency, Fraudulent Practices, Momentary sluggishness, Revive the Economy, 5-Trillion Economy.

Scanning:-
SEBI is apprehensive about the company's current environment it has raised Concerns over several issues and suggested Corrective measures.
Corporate these days are using RELATED PARTY TRANSACTIONS (RPT)
a RPT - transaction is takes place between two parties who hold a pre-existing connection prior to transaction and being extensively used to Raise capital from another firm.
companies use this strategy to raise capital by means of mortgage or extension of loans/inter-corporate deposits.

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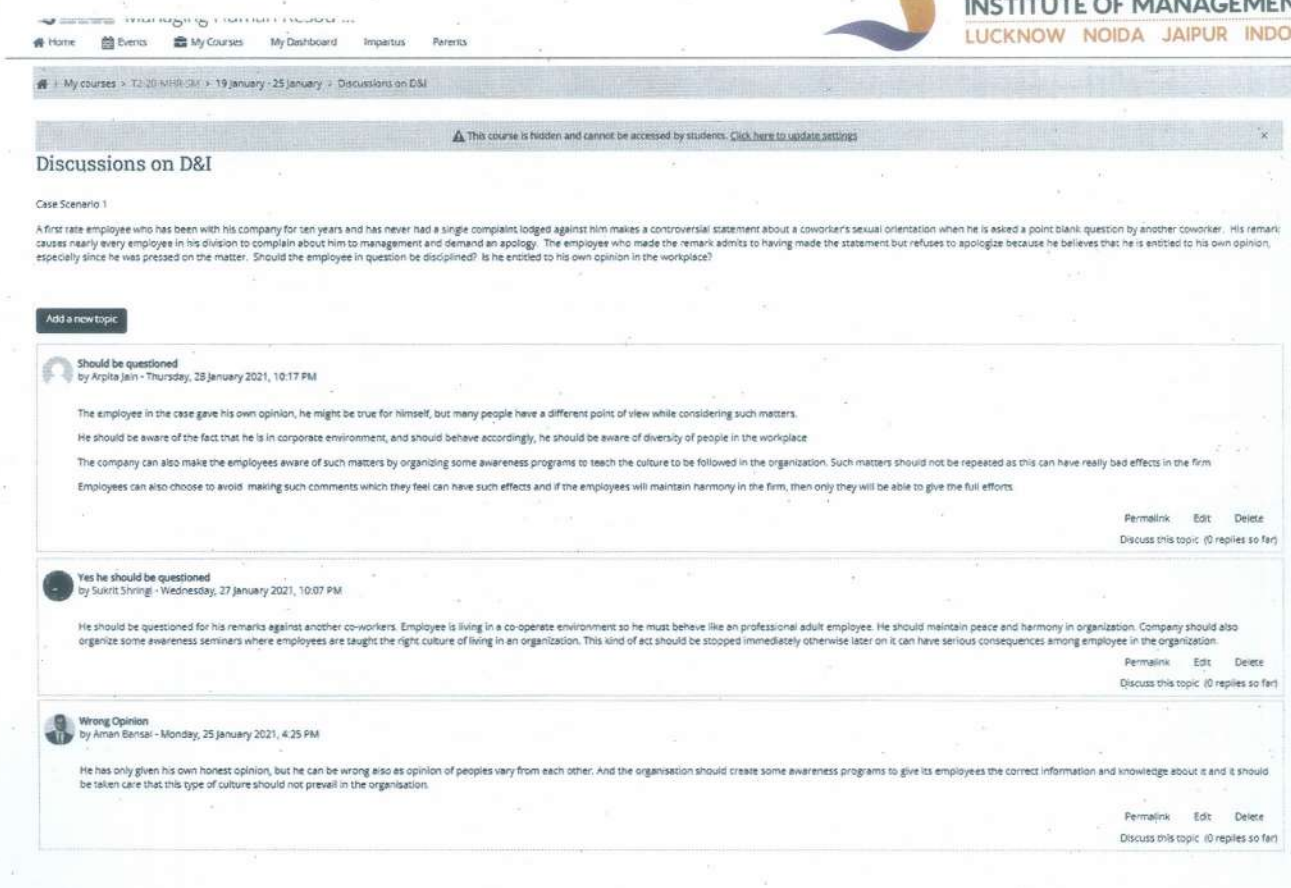
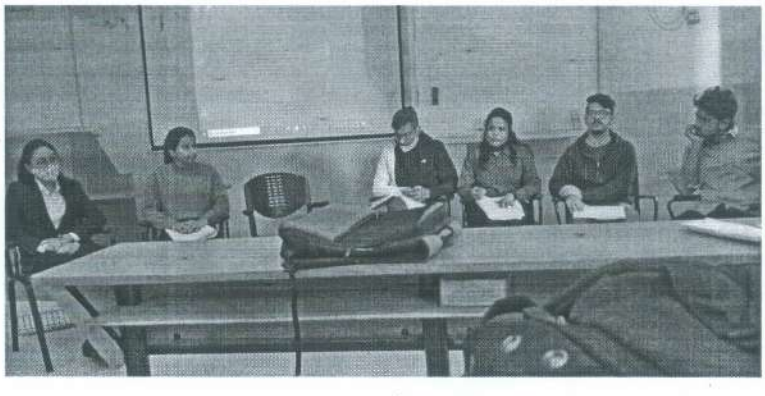
- Snapshot of a Discussion Forum:



- Snapshot of Turnitin-based moodle assignment:

- Pics of Student Panel discussions during class:



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Course outcome attainment levels are calculated for all courses of the program. However, the tables appended below this section states course attainment levels for all core courses (also includes specialization core) mapped on each program objective (PO). The benchmark attainment levels for the AY 2018-19 have been set considering the average performance levels achieved in the preceding years. For all the courses mapped on program objective the benchmark attainment is fixed at medium level. The 60% weightage is assigned to continuous evaluation components held regularly in terms of quizzes, written assignments, discussions, case analysis, etc. and 40% weightage is assigned to end term assessment. The attainment calculations has been taken as 60% of continuous evaluation components + 40% of end term examination or some practical examination for workshop courses.

The course attainment levels for the AY 2018-19 has been defined as per parameters given below:

Attainment Level 1 (Low): Less than **50%** students scoring more than 60% marks out of the relevant maximum marks
Attainment Level 2 (Medium): Between **50 - 60%** students scoring more than 60% marks out of the relevant maximum marks
Attainment Level 3 (High): More than **60%** students scoring more than 60% marks out of the relevant maximum marks

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Table 3.2.2. (a) Course Attainment calculation (AY 2018-19)

S.No.	Course Code	Course Name	Total Number of Students	No. of students achieving target	% achieving Target	Attainment
1	BC101	Functional English for Business	60	57	95.00	H
2	IT101	Data Interpretation and Excel	60	40	66.67	H
3	FIN101	Accounting Fundamentals	60	30	50.00	M
4	ECO101	Managerial Economics	60	30	50.00	M
5	GM102	Workshop on Professional Ethics	60	13	21.67	L
6	GM101	Principles of Management	60	37	61.67	H
7	HR101	Organizational Behaviour	60	32	53.33	M
8	MKT201	Marketing Management	60	37	61.67	H
9	FIN201	Corporate Finance	60	44	73.33	H
10	HR201	Managing Human Resources	60	31	51.67	M
11	OM202	Operations Management	60	43	71.67	H
12	OM201	Statistics for Management	60	55	91.67	H
13	ECO201	Business and Economic Environment	60	40	66.67	H
14	GM201	Legal Aspects of Management (Seminar Mode)	60	53	88.33	H
15	GM202	Design Thinking (Workshop Mode)	60	60	100.00	H
16	GM301	Strategic Management	60	47	78.33	H
17	IT301	Management Information Systems	60	51	85.00	H
18	OM301	Business Research Methods	60	53	88.33	H
19	BC301	Managerial Communication	60	55	91.67	H
20	ECO301	Business, Environmental and Social Sustainability (workshop)	60	34	56.67	M
21	GM303	Entrepreneurship Workshop Mode	60	40	66.67	H
22	GM304	Simulation Workshop	60	19	31.67	L
23	GM305	Service Management	60	56	93.33	H

***Note:** *Low = L, Medium = M and High = H*

The attainment levels for courses that have not achieved the benchmark attainment level of 2 (Medium) in AY 2018-19, have been kept the same as the previous academic year.

The course attainment for the AY 2019-20 has been defined as per parameters given below:

Attainment Level 1 (Low): Less than **50%** students scoring more than 65% marks out of the

relevant maximum marks*
Attainment Level 2 (Medium): Between **50 - 60%** students scoring more than 65% marks out of the relevant maximum marks*
Attainment Level 3 (High): More than **60%** students scoring more than 65% marks out of the relevant maximum marks*

Table 3.2.2. (b) Course Attainment calculation (AY 2019-20)

S.No.	Course Code	Course Name	Total Number of Students	No. of students achieving target	% achieving Target	Attainment
1	IT101	Data Analysis Using Spreadsheet	60	54	90.00	H
2	FIN101	Accounting Fundamentals	60	06	10.00	L
3	ECO101	Managerial Economics	60	11	18.33	L
4	OM101	Statistics for Management	60	36	60.00	M
5	HR101	Organizational Behaviour	60	32	53.33	M
6	BC101	Business Text Analysis: Reading & Writing	60	34	56.67	M
7	MKT101	Fundamentals of Marketing	60	32	53.33	M
8	GM101	Principles of Management	60	33	55.00	M
9	MKT201	Marketing Management	60	36	60.00	M
10	FIN201	Corporate Finance	60	03	5.00	L
11	HR201	Managing Human Resources	60	37	61.66	M
12	OM201	Operations Management	60	35	58.33	M
13	ECO201	Business economic Environment	60	32	53.33	M
14	BC201	Professional Spoken Communication	60	36	60.00	M
15	FIN202	Management Accounting	60	04	06.67	L
16	GM201	Legal Aspects of Management	60	30	50.00	M
17	GM302	Entrepreneurship (Workshop)	60	44	73.33	H
18	GM301	Strategic Management	60	32	53.33	M
19	IT301	Management Information Systems	60	37	61.67	M
20	OM301	Business Research Methods	60	34	56.67	M
21	AMC301	Applied Managerial Communication	60	36	60.00	M
22	GM301	Professional Ethics (Workshop)	60	35	58.33	M*
23	GM303	Design Thinking (Workshop)	60	31	51.67	M
24	ECO301	Business, Environmental and Social Sustainability (Workshop)*	60	34	56.67	M
25	ST302	Simulation (Workshop Mode)	60	38	63.33	M*
26	GM305	Service Management	60	34	56.67	M

Note: *The asterisk (*) mark is to denote the courses for which attainment level benchmark was not revised. The attainment level achievement shown in the table is as per the previous year attainment level.*

The course attainment for the AY 2020-21 has been defined as per parameters given below:

Attainment Level 1 (Low): Less than 50% students scoring more than 65% marks out of the relevant maximum marks
Attainment Level 2 (Medium): Between 50 - 60% students scoring more than 65% marks out of the relevant maximum marks
Attainment Level 3 (High): More than 60% students scoring more than 65% marks out of the relevant maximum marks

Table 3.2.2. (c) Course Attainment calculation (AY 2020-21)

S.No.	Course Code	Course Name	Total Number of Students	No. of students achieving target	% Achieving Target	Attainment
1	IT101	Data Analysis Using Spreadsheet	32	26	81.25	H
2	FIN101	Accounting Fundamentals	32	10	31.25	L
3	ECO101	Managerial Economics	32	20	62.50	M
4	IT101	Statistics for Management	32	25	78.13	H
5	HR101	Organizational Behaviour	32	17	53.13	M
6	BC101	Business Text Analysis	32	32	100.00	H
7	MKT101	Fundamentals of Marketing	32	19	59.38	M
8	GM101	Principles of Management	32	19	59.38	M
9	MKT201	Marketing Management	32	22	68.75	H
10	FIN201	Corporate Finance	32	14	43.75	L
11	HR201	Managing Human Resources	32	17	53.13	M
12	OM201	Operations Management	32	31	96.88	H
13	ECO201	Business economic Environment	32	18	56.25	M
14	BC201	Professional Spoken Communication	32	20	62.50	M
15	FIN202	Management Accounting	32	29	90.63	H
16	GM201	Legal Aspects of Management	32	19	59.38	M
17	GM202	Workshop on Design Thinking	32	31	96.88	H
18	GM301	Strategic Management	31	23	74.19	H
19	BC301	Applied Managerial Communication	31	31	100.00	H
20	IT301	Management Information Systems	31	19	61.29	M
21	OM301	Business Research Methods	31	29	93.55	H
22	GM304	Workshop on Professional Ethics	31	30	96.77	H
23	GM302	Workshop on Entrepreneurship	31	31	100.00	H
24	ECO301	Business, Environment and Social Sustainability (Seminar)	31	31	100.00	H
25	GM304	Simulation (Workshop Mode)	31	30	96.77	H
26	GM305	Service Management	31	24	77.42	H

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27	MKT409	Customer Experience Management	31	17	54.84	M

***Note:** *Low = L, Medium = M and High = H*

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II. MAPPING OF COURSES

CO-PO mapping is done by establishing correlation between the course outcome and the programme outcome on a scale of 0-3, where 0 indicates no correlation, 1 being the ***low*** correlation, 2 being ***medium*** correlation and 3 being ***high*** correlation. In this way a mapping matrix is prepared by including all core courses.

Correlation between Courses and Programme Outcome matrices for the three assessment years are given as follows:

Table 3.1 (a) Mapping Matrix (AY 2018-19)

PO's	PO Description	Courses Mapped
PO1	Communicate effectively and display inter-personnel skills	BC101 - Functional English for Business (H) HR101 - Organizational Behaviour (H) BC301 - Managerial Communication (H)
PO2	Demonstrate leadership and teamwork towards achievement of organizational goals	BC101 - Functional English for Business (H) HR101 - Organizational Behaviour (M) BC301 -Managerial Communication (M)
PO3	Apply relevant conceptual frameworks for effective decision-making	IT101 - Data Interpretation and Excel (M) FIN101 - Accounting Fundamentals (M) ECO101 - Managerial Economics (M) GM101 - Principles of Management (M) HR101 - Organizational Behaviour (H) MKT201 - Marketing Management (M) FIN201 - Corporate Finance (M) OM201 -Statistics for Management (M) OM202 - Operations Management (M) ECO201 - Business and Economic Environment (M) GM201 - Legal Aspects of Management (seminar)(M) GM301 - Strategic Management (M) GM303 - Simulations (workshop) (H) IT301 - Management Information Systems (M) OM301 - Business Research Methods (M) ECO301 - Business, Environmental and Social Sustainability (workshop) (M)

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PO4	Develop an entrepreneurial mindset for optimal business solutions	MKT201 - Marketing Management (L) FIN201 - Corporate Finance (M) HR201 - Managing Human Resources (M) IT301 - Management Information Systems (M) GM202 - Design Thinking (Workshop) (M) GM302 - Entrepreneurship (Workshop) (H)
PO5	Evaluate the relationship between business environment and organizations.	GM101 - Principles of Management (L) MKT201 - Marketing Management (M) FIN201 - Corporate Finance (M) HR201 - Managing Human Resources (M) OM202 - Operations Management (M) IT301 - Management Information Systems (M) GM301 - Strategic Management (M) ECO201 - Business and Economic Environment (M) GM201 - Legal Aspects of Management (seminar)(M) GM303 - Simulations (workshop) (H)
PO6	Appreciate sustainable and ethical business practices.	FIN101 - Accounting Fundamentals (M) GM102 - Professional Ethics (Workshop)(M) GM302 - Entrepreneurship (Workshop) (M) ECO301 - Business, Environmental and Social Sustainability (workshop) (M)
PO7	Leverage technology for business decisions.	IT101 - Data Interpretation and Excel (M) OM202 - Operations Management (H) IT301 - Management Information Systems (M) OM301 - Business Research Methods (M)
PO8	Demonstrate capability as an independent learner.	ECO101 - Managerial Economics (M) MKT201 - Marketing Management (L) HR201 - Managing Human Resources (M) ECO201 - Business and Economic Environment (M) OM201 -Statistics for Management (M) IT301 - Management Information Systems (M) BC301 -Managerial Communication (H)

Table 3.1 (b) Mapping Matrix (AY 2019-20)

PO's	PO Description	Courses Mapped

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PO1	Communicate effectively and display inter-personnel skills	BTA101 - Business Text Analysis : Reading & Writing (M) HR101 - Organizational Behaviour (M) PSC201 - Professional Spoken Communication (H) AMC301 - Applied Managerial Communication (H) GM302 - Entrepreneurship (Workshop) (M)
PO2	Demonstrate leadership and teamwork towards achievement of organizational goals	ECO101 - Managerial Economics (M) HR101 - Organizational Behaviour (M) GM302 - Entrepreneurship (Workshop) (M)
PO3	Apply relevant conceptual frameworks for effective decision-making	GM101 - Principles of Management (H) HR101 - Organizational Behaviour (H) MKT201 - Marketing Management (M) FIN201 - Corporate Finance (M) HR201 - Managing Human Resources (M) OM101 -Statistics for Management (M) OM202 - Operations Management (M) ECO201 - Business and Economic Environment (M) PSC201 - Professional Spoken Communication (H) GM201 - Legal Aspects of Management (seminar)(M) FIN202 - Management Accounting (M) GM301 - Strategic Management (M) GM303 - Simulations (workshop) (H) IT301 - Management Information Systems (H) FIN101 - Accounting Fundamentals (M) OM301 - Business Research Methods (H) ECO301 - Business, Environmental and Social Sustainability (workshop) (M) GM302 - Entrepreneurship (Workshop) (H)
PO4	Develop an entrepreneurial mindset for optimal business solutions	GM202 - Design Thinking (Workshop) (M) GM302 - Entrepreneurship (Workshop) (H)
PO5	Evaluate the relationship between business environment and organizations.	GM101 - Principles of Management (M) MKT101 - Fundamentals of Marketing (M) FIN201 - Corporate Finance (L) HR201 - Managing Human Resources (H) OM202 - Operations Management (M) ECO201 - Business and Economic Environment (M)

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		GM301 - Strategic Management (H) GM303 - Simulations (workshop) (H) OM301 - Business Research Methods (M)
PO6	Appreciate sustainable and ethical business practices.	FIN101 - Accounting Fundamentals (H) GM304 - Professional Ethics (Workshop)(H) ECO301 - Business, Environmental and Social Sustainability (workshop) (H)
PO7	Leverage technology for business decisions.	IT101 - Data Analysis using Spreadsheets (M)
PO8	Demonstrate capability as an independent learner.	MKT101 - Fundamentals of Marketing (M) MKT201 – Marketing Management(M) ECO201 - Business and Economic Environment (M)

Table 3.1 (c) Mapping Matrix (AY 2020-21)

PO's	PO Description	Courses Mapped
PO1	Communicate effectively	BC101 - Business Text Analysis : Reading & Writing (M) MKT101 - Fundamentals of Marketing (L) PSC201 - Professional Spoken Communication (H) ECO201 - Business and Economic Environment (L) OM301 - Business Research Methods (M) AMC301 - Applied Managerial Communication (H)
PO2	Demonstrate ability to work in teams to achieve desired goals	HR101 - Organizational Behaviour (H) BC201 - Professional Spoken Communication (M) AMC301 - Applied Managerial Communication (H) ECO301 - Business, Environmental and Social Sustainability (workshop) (M)
PO3	Reflect on business situations applying relevant conceptual frameworks	FIN101 - Accounting Fundamentals (H) IT101 - Data Analysis using Spreadsheets (M) MKT101 - Fundamentals of Marketing (L) ECO101 - Managerial Economics (M) HR101 - Organizational Behaviour (H)

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		GM101 - Principles of Management (L) OM101 -Statistics for Management (L) MKT201 - Marketing Management (M) FIN201 - Corporate Finance (H) FIN202 - Management Accounting (M) HR201 - Managing Human Resources (M) OM202 - Operations Management (M) ECO201 - Business and Economic Environment (M) GM201 - Legal Aspects of Management (seminar)(M) GM301 - Strategic Management (H) IT301 - Management Information Systems (H) OM301 - Business Research Methods (H) GM303 - Strategy Simulation (Workshop) (M)
PO4	Evaluate different ethical perspectives	FIN101 - Accounting Fundamentals (H) GM304- Professional Ethics (Workshop)(H) MKT101 - Fundamentals of Marketing (L) MKT201 - Marketing Management (M)
PO5	Comprehend sustainability issues	MKT101 - Fundamentals of Marketing (L) MKT201 - Marketing Management (L) HR201 - Managing Human Resources (M) ECO301 - Business, Environmental and Social Sustainability (workshop) (M)
PO6	Exhibit innovative and creative thinking	MKT201 - Marketing Management (L) GM202 - Design Thinking (Workshop) (M) GM302 - Entrepreneurship (Workshop) (H) OM301 - Business Research Methods (L) AMC301 - Applied Managerial Communication (H)