

CRITERION 3: PROGRAM OUTCOMES & COURSE OUTCOMES (100)

3.1 Establish the linkage between the Course Outcomes, the Program Outcomes (POs) and Program Specific Outcomes (PSOs) (20)

a. List of Program Outcomes (POs)

A management postgraduate program shall be able to

PO1: Knowledge & Skill

To equip students with the **knowledge and skills** to identify, formulate, and solve global business problems.

PO2: Critical Thinking

To foster analytical and **critical thinking** abilities for evidence-based decision making.

PO3: Leadership

To develop **value-based leadership** and **cognitive abilities** to work effectively in diverse business environments.

PO4: Business Ethics

To make **ethical decisions** in complex business situations involving diverse stakeholders.

PO5: Individual and Team work

To enhance the ability to assess and improve **team building** through goal-setting, feedback, and **continuous development**.

b. List of Program Specific Outcomes (PSOs)

A management postgraduate program shall be able to

PSO1: To establish a **foundation of value-based learning in leadership and teamwork**, emphasizing **integrity and transparency**.

PSO2: To develop initiative-driven, **innovative and creative thinking** through the integration of **cross-cutting technologies**.

Table 3.1 Correlation between CO, PO and PSO

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BM101	Managerial Economics	Y	Y	Y	-	Y	Y	Y
BM102	Financial Management	Y	Y	Y	Y	-	Y	Y
BM103	Marketing Management I	Y	Y	Y	Y	Y	Y	Y
BM104	Operations Management I	Y	Y	Y	Y	Y	Y	Y
BM105	Quantitative Techniques I	Y	Y	Y	Y	Y	Y	Y
BM106	Organizational Behavior	Y	Y	Y	Y	Y	Y	Y
BM107	Introduction to Data Sciences and Business Analytics	Y	Y	Y	Y	Y	Y	Y
BM108	Macroeconomic Theory and Policy Analysis	Y	Y	Y	Y	Y	Y	Y
BM109	Management Accounting	Y	Y	Y	-	-	Y	Y
BM110	Marketing Management II	Y	Y	Y	Y	Y	Y	Y
BM111	Operations Management II	Y	Y	Y	Y	Y	Y	Y
BM112	Quantitative Techniques II	Y	Y	-	-	-	Y	-
BM113	Organizational Design and Leadership	Y	Y	Y	-	Y	Y	-
BM114	Business Environment	Y	Y	Y	Y	Y	Y	Y
BM115	Business Research Methodology	Y	Y	Y	Y	Y	Y	Y
BM116	Supply Chain Management	Y	Y	Y	Y	Y	Y	Y
BM117	Business Policy & Strategy	Y	Y	Y	Y	Y	Y	Y
BM118	Management Information System	Y	Y	Y	Y	Y	Y	Y
BM119	International Business	Y	Y	Y	Y	Y	Y	Y
BM120	Business Ethics & Corporate Governance	Y	Y	Y	Y	Y	Y	Y
BM121	Business Law	Y	Y	-	Y	Y	Y	-
BM124	Human Resource Management	Y	Y	Y	Y	Y	Y	Y
BM125	Introduction to Mass Communications (Only for Media)	Y	Y	Y	Y	Y	Y	Y
BM126	Introduction to Communication Management (Only for Media)	Y	Y	Y	Y	Y	Y	Y
EM301	Consumer Behavior	Y	Y	-	-	-	Y	Y
EM302	Sales Distribution and Management	Y	Y	Y	-	Y	Y	Y
EM303	Digital Marketing	Y	Y	Y	Y	Y	Y	Y

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EM304	Product and Brand Management	Y	Y	Y	-	Y	Y	Y
EM305	B2B marketing	Y	Y	Y	-	Y	Y	Y
EM306	Customer Relationship Management	Y	Y	Y	-	Y	Y	Y
EM307	Marketing of Financial Services	Y	Y	Y	Y	Y	Y	Y
EM308	Quantitative Marketing Research	Y	Y	-	-	-	Y	Y
EM309	Rural Marketing	Y	Y	-	Y	Y	Y	Y
EM310	Retail Management	Y	Y	Y	Y	Y	Y	Y
EM311	Integrated Marketing Communication	Y	Y	Y	Y	Y	Y	Y
EM312	Strategic Marketing	Y	Y	Y	Y	Y	Y	Y
EM313	International Marketing	Y	Y	Y	Y	Y	Y	Y
EM314	Service Marketing	Y	Y	Y	Y	Y	Y	Y
EM315	Responsible and Sustainable Marketing	Y	Y	Y	Y	Y	Y	Y
EF401	Corporate Finance	Y	Y	Y	Y	Y	Y	Y
EF402	Financial Statement Analysis	Y	Y	Y	Y	Y	Y	Y
EF403	Finance and Risk Analytics	Y	Y	Y	Y	Y	Y	Y
EF404	Financial Market & Services	Y	Y	Y	Y	Y	Y	Y
EF405	Strategic Perspectives in Banking	Y	Y	Y	Y	Y	Y	Y
EF406	Financial Modelling	Y	Y	Y	Y	Y	Y	Y
EF407	Modern Investment & Portfolio Management	Y	Y	Y	-	Y	Y	Y
EF408	International Finance	Y	Y	Y	Y	Y	Y	Y
EF409	Investment Banking	Y	Y	-	Y	Y	Y	Y
EF412	Derivatives, Options and Futures	Y	Y	Y	Y	Y	Y	Y
EF413	Fixed Income Securities	Y	Y	Y	Y	Y	Y	Y
EF414	Corporate Taxation	Y	Y	Y	Y	Y	Y	Y
EF415	Forex Risk Management	Y	Y	Y	Y	Y	Y	Y
EF417	Econometrics for Managers	Y	Y	Y	Y	Y	Y	Y
EF418	Wealth Management	Y	Y	Y	Y	Y	Y	Y
EF419	Behavioral Economics	Y	Y	Y	Y	Y	Y	Y
EF420	Advance Accounting for Managers	Y	Y	Y	Y	-	Y	Y

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EF421	Contemporary Trends in Finance and Risk Management	Y	Y	Y	Y	Y	Y	Y
EH501	Performance Management System	Y	Y	Y	Y	Y	Y	Y
EH502	Talent Management	Y	Y	Y	Y	Y	Y	Y
EH503	Training and Development	Y	Y	Y	-	Y	Y	Y
EH505	Organizational Change and Development	Y	Y	Y	Y	Y	Y	Y
EH506	Career Management	Y	Y	Y	-	Y	Y	Y
EH508	Strategic Human Resource Management	Y	Y	-	-	Y	Y	Y
EH509	Labour Laws -I	Y	Y	-	Y	-	Y	Y
EH510	Labour laws II	Y	Y	Y	Y	-	Y	Y
EH511	Grievance Management	Y	Y	Y	Y	Y	Y	Y
EH512	Negotiation Skills & Collective Bargaining	Y	Y	Y	Y	Y	Y	Y
EH513	HR Issues in Mergers and Acquisition	Y	Y	Y	Y	Y	Y	Y
EH514	Trade Union and Industrial Relations	Y	Y	Y	Y	Y	Y	Y
EH515	Competency based HRM	Y	Y	Y	Y	Y	Y	Y
EH516	HR Analytics	Y	Y	Y	Y	Y	Y	Y
EH517	Global Human Resource Management	Y	Y	Y	Y	Y	Y	Y
EH518	Industrial Discipline	Y	Y	Y	Y	Y	Y	Y
EH519	Strategic Compensation Management	Y	Y	Y	Y	Y	Y	Y
EH520	Executive Search and Consulting	Y	Y	Y	Y	Y	Y	Y
EH521	Recruitment & Selection	Y	Y	-	Y	Y	Y	Y
EH522	Employee Relations	Y	Y	Y	Y	Y	Y	Y
EI601	Insurance Management	Y	Y	Y	Y	Y	Y	Y
EI602	Risk Management	Y	Y	Y	Y	Y	Y	Y
EI603	Credit Risk & Rating Management	Y	Y	Y	Y	Y	Y	Y
EI605	General Insurance Practices	Y	Y	-	Y	Y	Y	Y
EI606	Enterprise Risk Management	Y	Y	Y	Y	Y	Y	Y
ES701	Enterprise Resource Planning	Y	Y	Y	Y	Y	Y	Y
ES702	Project Management	Y	Y	Y	Y	Y	Y	Y
ES705	Advanced Supply Chain Analytics	Y	Y	Y	-	-	Y	Y

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
ES706	Managing Operations Improvement	Y	Y	Y	-	-	Y	Y
ES708	Quality Management	Y	Y	Y	Y	Y	Y	Y
ES709	Logistics & Distribution Management	Y	Y	Y	Y	Y	Y	Y
ES710	Tools for Problem Solving	Y	Y	Y	Y	Y	Y	Y
ES711	Procurement Management	Y	Y	Y	Y	Y	Y	Y
ES712	Technology for SCM	Y	Y	Y	Y	Y	Y	Y
EM801	Media planning & Sales	Y	Y	-	-	-	Y	Y
EM802	Public Relations and Media Ethics	Y	Y	Y	Y	Y	Y	Y
EM803	Campaign Planning & Inbound Marketing	Y	Y	Y	Y	Y	Y	Y
EM804	Social Media and Content Marketing	Y	Y	Y	Y	Y	Y	Y
EM806	Branding for OTT and TV	Y	Y	Y	Y	Y	Y	Y
EM807	Digital Media Campaign Strategies	Y	Y	Y	Y	Y	Y	Y
EM808	Film Production and Editing	Y	Y	Y	-	-	Y	Y
EM809	Media Research and Analysis	Y	Y	Y	Y	Y	Y	Y
EM811	Client Servicing and Media Management	Y	Y	Y	Y	Y	Y	Y
EM812	Corporate Communication and CSR	Y	Y	Y	Y	Y	Y	Y
EM813	Media and Interaction Design	Y	Y	Y	Y	Y	Y	Y
EM814	Advertising and Consumer Culture	Y	Y	Y	Y	Y	Y	Y
EM815	Brand Management	Y	Y	Y	Y	Y	Y	Y
EA901	Introduction to ML and AI concepts	Y	Y	Y	Y	Y	Y	Y
EA902	Fundamentals of Database Design & Data mining	Y	Y	Y	Y	Y	Y	Y
EA903	Public Policy Analysis	Y	Y	Y	Y	Y	Y	Y
EA904	Business Analytics Technologies	Y	Y	-	-	Y	Y	Y
EA905	Marketing Analytics	Y	Y	Y	-	Y	Y	Y
EA906	Optimal Decision-making Using Simulation	Y	Y	Y	Y	Y	Y	Y
EA907	Web and Social Media Analytics	Y	Y	Y	Y	Y	Y	Y
EA908	Business Intelligence	Y	Y	Y	Y	Y	Y	Y
EA909	Managing Data Structures	Y	Y	Y	Y	Y	Y	Y
EA910	Advance Statistical Analysis with R	Y	Y	Y	Y	Y	Y	Y

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EA912	Machine Learning for Predictive Analytics	Y	Y	Y	Y	Y	Y	Y
EA914	Marketing and Retail analytics	Y	Y	Y	Y	Y	Y	Y
EA915	Introduction to Big Data Analytics	Y	Y	Y	Y	Y	Y	Y

Where Y=Yes , Correlated , “_“ means no correlation

3.1.1. Course Outcomes (COs) (5)

Trimester-I: Course Name: Marketing Management-I	
BM101.1	Define (BL-1) and explain (BL-2) key marketing concepts like market size and marketing mix elements.
BM101.2	Demonstrate (BL-2) the interrelationship and illustrate (BL-2) the alignment between sales and marketing teams in organizations.
BM101.3	Utilize (BL-3) marketing intelligence tools to analyze SWOT and assess competitive landscapes.
BM101.4	Analyze (BL-4) the customer journey and compare (BL-2) consumer and industrial buying behavior.
BM101.5	Develop (BL-3) marketing strategies focusing on segmentation, targeting, and creating brand positioning based on consumer factors.
Trimester-II: Course Name: Organization Design and Leadership	
BM102.1	Understand (BL-2) the nature, functioning, and design of organization as social collectivities.
BM102.2	Examine (BL-4) the reciprocal relationship between organizational characteristics and managerial behavior.
BM102.3	To develop (BL-3) theoretical and practical insights in understanding politics and power in organizations.
BM102.4	Compare (BL-2) and contrast (BL-2) the differences and similarities between services and manufacturing technologies and their impact on organizational design.
BM102.5	Contrast (BL-4) different strategic processes to attain organizational goals and anticipate their impact on organizational design.
Trimester-III: Course Name: Machine Learning for Predictive Analytics	
BM103.1	Understand (BL-2) and apply machine learning concepts for predictive analysis.
BM103.2	Apply (BL-3) preprocessing and cleaning techniques to data for building predictive models.
BM103.3	Apply (BL-3) regression and classification algorithms for predictive analysis.
BM103.4	Apply (BL-3) ensemble methods to improve model performance.
BM103.5	Create (BL-6) machine learning models and deploy them in real-world business environments.
Trimester-IV: Course Name: Financial Market and Services	
BM204.1	Understand (BL-2) the role and function of the financial system in reference to the macro economy.

BM204.2	Demonstrate (BL-2) an awareness of the current structure and regulation of the Indian financial services sector.
BM204.3	Acquaint (BL-2) the students with the appropriate concepts, theories of investment management.
BM204.4	Understand (BL-2) the latest developments in investment management including growing importance of credit rating and prompt investors to divert their savings to the insurance sector.
BM204.5	Evaluate (BL-5) and create (BL-6) strategies to promote financial products and services.
Trimester- V: Course Name: Investment Banking	
BM205.1	Discuss (BL-6) trends affecting the investment banking industry and assess (BL-5) their implications.
BM205.2	Understand (BL-2) major investment banking products and services.
BM205.3	Explain (BL-2) how the investment industry and capital markets interact
BM205.4	Understand (BL-2) internal procedures and decision-making to deliver investment banking products and services.
BM205.5	Analyze (BL-4) the impact of financial innovation, technological advances, and regulatory changes on the structure and dynamics of the investment banking industry.
Trimester- VI: Course Name: Management Information System	
BM206.1	Analyze (BL-4) the concepts of information systems and evaluate (BL-5) their application and management for achieving competitive advantage in business enterprises.
BM206.2	Examine (BL-4) the latest trends in technology and assess (BL-5) their disruptive potential in competitive environments to adapt strategies accordingly.
BM206.3	Relate (BL-2) the fundamental concepts and technologies utilized in management information systems.
BM206.4	Compare (BL-4) and contrast (BL-4) the processes involved in developing and implementing information systems.
BM206.5	Discuss (BL-6) the ethical, social, and security issues associated with information systems.

3.1.2. CO-PO matrices of courses selected in 3.1.2 (one matrix to be mentioned for each semester/trimester) (5)

Table 3.1.2 CO- PO / PSO matrices of courses

COs/POs/PSOs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
Trimester- I: Course Name: Marketing Management-I							
BM101.1	3	-	-	-	1	-	-
BM101.2	2	-	2	-	3	3	3
BM101.3	1	1	-	2	2	1	2
BM101.4	1	2	-	-	2	1	1
BM101.5	1	3	2	2	3	3	3

Average	1.6	2	2	2	2.2	2	2.25
Trimester-II: Course Name: Organization Design and Leadership							
BM102.1	2	1	1	-	1	2	-
BM102.2	3	2	2	-	1	1	-
BM102.3	2	2	3	-	-	2	-
BM102.4	2	2	1	-	1	1	-
BM102.5	3	3	2	-	2	2	-
Average	2.4	2	1.8	-	1.25	1.6	-
Trimester-III: Course Name: Machine Learning for Predictive Analytics							
BM103.1	3	3	2	-	2	-	3
BM103.2	3	3	1	-	2	-	2
BM103.3	3	3	1	-	2	-	3
BM103.4	3	3	1	-	2	-	3
BM103.5	3	3	3	2	3	1	3
Average	3	3	1.6	2	2.2	1	2.8
Trimester-IV: Course Name: Financial Markets and Services							
BM204.1	3	0	1	1	2	3	1
BM204.2	2	2	2	1	2	3	1
BM204.3	1	2	2	2	3	2	2
BM204.4	1	2	2	2	2	3	2
BM204.5	1	0	2	3	1	2	1
Average	1.6	2	1.8	1.8	2	2.6	1.4
Trimester-V: Course Name: Investment Banking							
BM205.1	2	3	-	2	-	1	2
BM205.2	2	-	-	1	-	2	0
BM205.3	2	3	-	1	1	-	1
BM205.4	2	-	1	2	2	-	-
BM205.5	2	3	-	3	-	2	2
Average	2.00	3.00	1.00	1.80	1.50	1.67	1.67
Trimester-VI: Course Name: Management Information System							
BM206.1	3	1	2	-	2	3	3
BM206.2	2	-	-	-	2	2	3
BM206.3	2	-	-	-	2	2	2
BM206.4	3	-	2	-	2	-	2
BM206.5	3	-	2	3	2	3	2
Average	2.6	1	2	3	2	2.5	2.4

3.1.3 Course-PO/PSO Mapping matrix of all courses in the program (10)

3.1.3 (a) Course-PO/PSO Mapping matrix of all courses in the program for Academic Year 2023-24

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BM101	Managerial Economics	1.60	2.60	-	-	1.00	2.20	2.60
BM102	Financial Management	2.60	2.80	1.00	1.67	-	2.40	2.60
BM103	Marketing Management I	1.60	2.00	2.00	2.00	2.20	2.00	2.25
BM104	Operations Management I	1.75	2.00	1.50	1.00	2.50	2.33	2.50
BM105	Quantitative Techniques I	1.75	1.50	1.00	2.25	1.50	2.60	2.20
BM106	Organizational Behaviour	1.80	1.80	1.40	1.80	1.80	2.20	1.80
BM107	Introduction to Data Sciences & Business Analytics	2.00	1.40	-	1.40	2.00	1.00	2.00
BM108	Macroeconomic Theory & Policy Analysis	2.80	1.60	1.60	1.40	2.00	2.00	2.20
BM109	Management Accounting	2.40	1.80	-	1.00	1.00	1.80	1.00
BM110	Marketing Management II	1.40	2.20	2.50	1.33	1.00	1.40	1.33
BM111	Operations Management II	2.00	2.20	1.75	1.00	1.00	1.80	1.00
BM112	Quantitative Techniques II	2.40	2.40	-	-	-	1.00	-
BM113	Organizational Design and Leadership	2.40	2.00	1.80	-	1.25	1.60	-
BM114	Business Environment	2.60	2.40	1.25	1.60	1.40	2.60	2.20
BM115	Business Research Methodology	2.80	1.20	1.20	1.40	1.40	1.60	1.60
BM116	Supply Chain Management	2.80	1.00	1.80	1.25	1.40	1.80	1.40
BM117	Business Policy & Strategy	2.60	2.00	1.50	1.40	1.60	1.60	1.60
BM118	Management Information System	2.60	1.00	2.00	3.00	2.00	2.50	2.40
BM119	International Business	2.20	2.00	1.60	1.60	1.40	1.80	1.80
BM120	Business Ethics & Corporate Governance	1.80	2.00	1.60	2.20	1.00	2.00	1.80
BM121	Business Law	1.60	2.20	-	1.60	1.67	1.60	1.00
BM124	Human Resource Management	1.60	1.00	2.20	1.00	1.40	2.60	1.40
EM301	Consumer Behaviour	2.60	2.50	2.00	1.00	1.00	1.80	1.00
EM302	Sales Distribution and Management	1.40	2.60	3.00	1.00	2.40	2.20	1.25

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EM303	Digital Marketing	1.40	2.40	1.60	1.25	1.20	1.20	1.00
EM304	Product and Brand Management	1.80	2.60	1.80	1.00	2.60	2.20	2.20
EM305	B2B marketing	2.80	1.00	2.00	-	2.40	2.00	1.80
EM306	Customer Relationship Management	2.80	1.00	2.00	1.00	2.60	2.20	2.00
EM307	Marketing of Financial Services	1.60	2.00	1.80	1.80	2.00	2.60	1.40
EM309	Rural Marketing	1.60	1.67	-	1.33	2.00	2.00	1.00
EM310	Retail Management	3.00	2.60	2.67	2.00	2.25	2.60	1.60
EM311	Integrated marketing communication	1.40	2.40	1.50	2.50	2.00	2.00	2.00
EM312	Strategic Marketing	3.00	2.60	2.00	1.60	2.00	2.60	2.00
EM313	International Marketing	1.40	2.80	2.40	1.80	2.60	2.80	2.40
EM314	Service Marketing	3.00	2.40	2.33	2.33	1.50	2.80	1.80
EF401	Corporate Finance	1.20	2.60	2.20	2.00	2.00	2.80	2.20
EF402	Financial Statement Analysis	1.60	2.60	1.80	1.40	1.80	2.00	1.80
EF404	Financial Market & Services	2.00	2.80	1.80	1.60	2.20	2.40	2.00
EF405	Strategic Perspectives in Banking	1.60	2.80	2.00	2.00	1.80	2.40	2.40
EF406	Financial Modelling	1.60	2.80	2.00	2.00	1.80	2.40	2.40
EF407	Modern Investment & Portfolio Management	2.20	2.80	2.00	1.00	2.00	1.50	1.50
EF409	Investment Banking	2.00	3.00	1.00	1.80	1.50	1.67	1.67
EF412	Derivatives, Options and Futures	2.00	2.20	2.20	1.20	1.80	2.60	2.40
EF414	Corporate Taxation	2.00	2.60	2.20	2.40	1.80	2.60	1.60
EF417	Econometrics for Managers	3.00	2.00	1.33	1.00	1.80	2.80	1.60
EF418	Wealth Management	3.00	2.40	1.40	1.75	1.60	2.80	2.40
EF420	Advance Accounting for Managers	1.40	2.20	1.40	3.00	1.00	2.40	2.60
EF421	Contemporary Trends in Finance and Risk Management	1.60	2.60	2.20	3.00	2.00	2.80	2.40
EH501	Performance Management System	2.60	2.40	2.20	3.00	2.40	2.60	2.20
EH503	Training and Development	3.00	2.40	2.40	2.00	2.20	3.00	2.20

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EH505	Organizational Change & Development	1.20	2.80	2.00	2.00	2.25	2.40	1.80
EH506	Career Management	3.00	2.80	2.00	2.00	2.67	2.40	1.75
EH508	Strategic Human Resource Management	3.00	2.40	2.00	-	3.00	2.20	1.67
EH515	Competency based HRM	3.00	2.60	2.60	2.40	2.40	3.00	2.60
EH516	HR analytics	3.00	2.60	2.60	2.40	2.40	3.00	2.60
EH519	Strategic Compensation Management	2.40	2.60	2.20	2.20	1.60	2.80	2.60
EH520	Executive Search and Consulting	1.20	2.60	2.20	1.60	1.80	3.00	2.20
EH521	Recruitment and Selection	2.20	2.50	1.00	1.50	2.33	2.00	1.75
EH522	Employee Relations	1.20	2.80	2.20	1.60	2.20	3.00	2.25
ES702	Project management	3.00	2.80	1.80	0.80	1.40	1.60	1.00
ES707	Quality Management	3.00	2.80	2.50	1.40	2.00	2.80	2.50
ES710	Tools for Problem Solving	2.60	2.80	2.20	1.40	2.40	2.60	2.80
ES711	Procurement Management	2.80	2.60	2.60	2.40	2.40	2.80	2.80
ES712	Technology in SCM	1.40	1.20	2.20	1.40	2.40	2.00	2.40
EM815	Brand Management	2.80	2.80	2.20	1.40	2.20	2.60	2.00
EA902	Fundamentals of Database Design & Data mining	3.00	2.80	2.40	1.00	1.80	2.60	2.20
EA907	Web and Social Media Analytics	2.60	2.60	2.40	1.20	2.00	2.80	2.60
EA908	Business Intelligence	2.72	2.52	2.48	2.44	2.20	2.76	2.72
EA909	Managing Data Structures	3.00	2.60	2.20	1.60	1.60	1.00	2.20
EA910	Advance Statistical Analysis with R	3.00	2.60	1.80	1.20	2.00	1.00	2.60
EA911	Machine Learning for Predictive Analytics	3.00	3.00	1.60	2.00	2.20	1.00	2.80
EA912	Marketing and Retail Analytics	2.00	2.20	2.20	1.40	2.00	1.00	2.00
EA913	Introduction to Big Data Analytics	2.00	2.20	2.20	1.40	2.00	1.00	2.00
	Target Attainment	2.23	2.29	1.95	1.68	1.89	2.19	1.99

3.1.3 (b) Course-PO/PSO Mapping matrix of all courses in the program for Academic Year 2022-23

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BM101	Managerial Economics	1.60	1.40	2.00	-	1.00	1.50	2.40
BM102	Financial Management	2.60	1.40	2.00	1.67	-	2.00	2.00
BM103	Marketing Management I	1.60	1.60	3.00	2.00	2.20	1.25	2.00
BM104	Operations Management I	1.75	2.25	1.50	1.00	2.50	1.33	2.50
BM105	Quantitative Techniques I	1.75	1.80	1.00	2.25	1.50	1.00	2.00
BM106	Organizational Behaviour	1.80	1.60	1.00	1.80	1.80	2.20	2.00
BM107	Introduction to Data Sciences & Business Analytics	2.00	1.25	2.00	1.40	2.00	2.00	2.00
BM108	Macroeconomic Theory & Policy Analysis	2.80	1.60	1.60	1.40	2.00	1.00	2.00
BM109	Management Accounting	2.40	1.20	1.00	1.00	1.00	2.00	1.00
BM110	Marketing Management II	1.40	1.60	1.50	1.33	1.00	1.40	1.33
BM111	Operations Management II	2.00	1.00	1.00	1.00	1.00	1.00	-
BM112	Quantitative Techniques II	2.40	1.50	-	-	-	1.00	-
BM113	Organizational Design and Leadership	2.40	1.00	1.80	-	1.25	1.60	-
BM114	Business Environment	2.60	2.40	2.40	1.60	1.40	2.00	1.40
BM115	Business Research Methodology	2.80	1.00	1.20	1.40	1.40	1.33	1.20
BM116	Supply Chain Management	2.80	1.60	1.40	1.25	1.40	1.80	1.40
BM117	Business Policy & Strategy	2.60	1.60	1.33	1.40	1.60	1.60	1.60
BM118	Management Information System	2.60	1.25	2.25	3.00	2.00	2.50	2.40
BM119	International Business	2.20	1.33	1.60	1.60	1.40	1.80	1.67
BM120	Business Ethics & Corporate Governance	1.80	1.50	1.00	2.20	1.00	2.00	1.80
BM121	Business Law	1.60	2.20	-	1.60	1.67	1.60	1.00
BM124	Human Resource Management	1.60	1.80	2.20	1.00	1.40	2.00	1.40
BM125	Introduction to Mass Communications (Only for Media)	2.33	1.80	3.00	1.00	1.40	1.00	1.60
BM126	Introduction to Communication Management (Only for Media)	1.60	1.80	2.25	1.00	1.40	2.00	1.40
EM301	Consumer Behaviour	2.60	2.50	2.00	1.00	1.00	1.50	2.00

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EM302	Sales Distribution and Management	1.40	2.60	1.80	1.00	2.40	1.40	1.75
EM303	Digital Marketing	1.40	2.40	2.00	1.25	1.20	1.00	1.40
EM304	Product and Brand Management	1.80	2.60	1.75	1.00	2.60	2.00	2.20
EM305	B2B marketing	2.80	2.40	2.00	-	2.40	1.60	1.80
EM306	Customer Relationship Management	2.80	2.60	1.25	1.00	2.60	2.00	2.00
EM307	Marketing of Financial Services	1.60	2.60	1.67	1.80	2.00	2.00	1.40
EM309	Rural Marketing	1.60	2.40	-	1.33	2.00	1.67	3.00
EM310	Retail Management	3.00	2.60	2.67	2.00	2.25	2.60	2.00
EM311	Integrated Marketing Communication	1.40	2.40	1.50	2.50	2.00	2.00	2.00
EM312	Strategic Marketing	3.00	2.60	2.00	1.60	2.00	2.60	2.00
EM313	International Marketing	1.40	2.80	2.25	1.80	2.60	2.80	2.40
EM314	Service Marketing	3.00	2.40	2.33	2.33	1.50	2.80	1.40
EF401	Corporate Finance	1.20	2.60	1.00	2.00	2.00	2.80	1.60
EF402	Financial Statement Analysis	1.60	2.60	1.20	1.40	1.80	2.00	1.80
EF403	Finance and Risk Analytics	3.00	3.00	1.00	1.40	2.20	2.60	1.67
EF404	Financial Market & Services	2.00	2.80	1.80	1.60	2.20	2.40	1.67
EF405	Strategic Perspectives in Banking	1.60	2.80	2.00	2.00	1.80	2.40	3.00
EF406	Financial Modelling	1.60	2.80	2.00	2.00	1.80	2.40	2.40
EF407	Modern Investment & Portfolio Management	2.20	2.80	2.00	1.00	2.00	1.50	1.67
EF408	International Finance	2.00	2.80	1.67	1.50	1.67	1.67	1.67
EF409	Investment Banking	2.00	3.00	1.00	1.80	1.50	1.67	1.67
EF412	Derivatives, Options and Futures	2.00	2.20	2.20	1.20	1.80	2.60	1.20
EF414	Corporate Taxation	2.00	2.60	2.20	2.40	1.80	2.60	1.60
EF417	Econometrics for Managers	3.00	2.00	1.33	1.00	1.80	2.80	2.40
EF418	Wealth Management	3.00	2.40	1.40	1.75	1.60	2.80	2.40
EF419	Behavioral Economics	3.00	2.80	1.75	2.50	1.00	2.60	2.80

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EF420	Advance Accounting for Managers	1.40	2.20	1.40	3.00	1.00	2.00	2.60
EF421	Contemporary Trends in Finance and Risk Management	1.60	2.60	2.20	3.00	2.00	2.00	2.40
EH501	Performance Management System	2.60	2.40	2.20	3.00	2.40	3.00	2.20
EH502	Talent Management	3.00	2.40	2.40	2.00	2.40	3.00	2.40
EH503	Training and Development	3.00	2.40	2.40	2.00	2.20	3.00	2.20
EH506	Career Management	3.00	2.80	2.00	2.00	2.67	2.40	1.75
EH508	Strategic Human Resource Management	3.00	2.40	2.00	-	3.00	2.20	1.67
EH509	Labour Laws -I	3.00	3.00	-	3.00	2.00	2.80	1.50
EH516	HR Analytics	3.00	2.60	2.60	2.40	2.40	3.00	2.60
EH519	Strategic Compensation Management	2.40	2.60	2.20	2.20	1.60	2.80	2.60
EH520	Executive Search and Consulting	1.20	2.60	2.20	1.60	1.80	3.00	2.20
EH522	Employee Relations	1.20	2.80	2.20	1.60	2.20	3.00	2.25
EI602	Risk Management	1.00	2.00	1.50	2.00	2.33	2.00	1.75
EI606	Enterprise Risk Management	1.80	2.40	1.00	1.00	1.00	1.50	2.25
EM801	Media Planning and Sales	1.60	2.60	2.00	2.00	2.00	2.60	2.80
EM802	Public Relations and Media Ethics	1.20	1.25	1.50	1.33	1.25	1.20	1.67
EM803	Campaign Planning & Inbound Marketing	1.40	1.60	2.00	1.67	1.50	2.60	2.80
EM806	Branding for OTT and TV	1.50	2.25	1.33	2.00	1.50	1.00	2.00
EM808	Film Production and Editing	1.67	2.33	1.00	-	-	2.75	2.75
EM811	Client Servicing and Media Management	1.00	2.00	2.00	1.67	1.67	2.60	2.80
EM812	Corporate Communication and CSR	1.60	2.80	2.40	2.60	2.60	2.60	1.00
EM813	Media and Interaction design	2.80	3.00	2.60	2.40	2.40	2.60	2.00
EM814	Advertising and Consumer Culture	1.60	3.00	2.40	2.80	2.20	2.60	1.00
EA901	Introduction to ML and AI concepts	2.80	2.80	2.60	1.40	1.80	2.60	1.00
EA902	Fundamentals of Database Design & Data mining	2.20	1.40	2.40	1.00	1.80	2.60	2.20
EA905	Marketing Analytics	1.50	2.00	2.00	-	1.00	2.60	2.60

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EA906	Optimal decision-making using simulation	2.80	2.60	3.00	1.50	1.60	2.20	1.40
EA907	Web and social media analytics	2.60	2.60	2.00	1.20	2.00	2.80	2.00
EA908	Business Intelligence	2.75	2.50	2.50	2.75	2.25	1.00	2.00
EA909	Managing Data Structures	3.00	2.60	2.20	1.60	1.60	2.00	2.00
EA912	Marketing and Retail analytics	2.00	2.20	2.20	1.40	2.00	2.60	1.40
EA913	Introduction to big data analytics	2.00	2.20	2.20	1.40	2.00	2.60	1.00
	Target Attainment	2.12	2.22	1.88	1.73	1.81	2.11	1.92

3.1.3 (c) Course-PO/PSO Mapping matrix of all courses in the program for Academic Year 2021-22

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BM101	Managerial Economics	1.60	2.60	2.00	-	1.00	2.20	2.60
BM102	Financial Management	2.60	2.80	2.00	1.67	-	2.40	2.60
BM103	Marketing Management I	1.60	2.80	3.00	2.00	2.20	2.00	2.25
BM104	Operations Management I	1.75	2.25	1.50	1.00	2.50	2.33	2.50
BM105	Quantitative Techniques I	1.75	2.60	2.20	2.25	1.50	2.60	2.20
BM106	Organizational Behaviour	1.80	1.80	1.80	1.80	1.80	2.20	1.80
BM107	Introduction to Data Sciences & Business Analytics	2.00	2.20	2.20	1.40	2.00	2.60	2.00
BM108	Macroeconomic Theory & Policy Analysis	2.80	1.60	1.60	1.40	2.00	2.00	2.20
BM109	Management Accounting	2.40	1.80	2.00	1.00	1.00	1.80	1.00
BM110	Marketing Management II	1.40	2.20	2.25	1.33	1.00	1.40	1.33
BM111	Operations Management II	2.00	2.20	1.75	1.00	1.00	1.80	1.00
BM112	Quantitative Techniques II	2.40	2.40	-	-	-	1.00	-
BM113	Organizational Design and Leadership	2.40	2.00	1.80	-	1.25	1.60	-
BM114	Business Environment	2.60	2.40	2.40	1.60	1.40	2.60	2.20
BM115	Business Research Methodology	2.80	2.60	1.20	1.40	1.40	1.60	1.60
BM116	Supply Chain Management	2.80	2.40	2.20	1.25	1.40	1.80	1.40
BM117	Business Policy & Strategy	2.60	2.40	2.40	1.40	1.60	1.60	1.60

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BM118	Management Information System	2.60	2.80	2.25	3.00	2.00	2.50	2.40
BM119	International Business	2.20	2.00	1.60	1.60	1.40	1.80	1.80
BM120	Business Ethics & Corporate Governance	1.80	2.40	1.60	2.20	1.00	2.00	1.80
BM121	Business Law	1.60	2.20	-	1.60	1.67	1.60	1.00
BM124	Human Resource Management	1.60	1.80	2.20	1.00	1.40	2.60	1.40
BM125	Introduction to Mass Communications (Only for Media)	2.33	1.80	2.20	1.00	1.40	2.60	1.40
BM126	Introduction to Communication Management (Only for Media)	1.60	1.80	2.20	1.00	1.40	2.60	1.40
EM301	Consumer Behaviour	2.60	2.50	2.00	1.00	1.00	1.80	2.00
EM302	Sales Distribution and Management	1.40	2.60	3.00	1.00	2.40	2.20	2.00
EM303	Digital Marketing	1.40	2.40	1.60	1.25	1.20	1.20	1.75
EM304	Product and Brand Management	1.80	2.60	1.80	1.00	2.60	2.20	2.20
EM305	B2B marketing	2.80	2.40	2.00	-	2.40	2.00	1.80
EM306	Customer Relationship Management	2.80	2.60	2.00	1.00	2.60	2.20	2.00
EM307	Marketing of Financial Services	1.60	2.60	1.80	1.80	2.00	2.60	1.40
EM308	Quantitative Marketing Research	1.40	3.00	1.00	1.00	1.00	1.67	2.40
EM309	Rural Marketing	1.60	2.40	-	1.33	2.00	2.00	3.00
EM310	Retail Management	3.00	2.60	2.67	2.00	2.25	2.60	2.00
EM311	Integrated Marketing Communication	1.40	2.40	1.50	2.50	2.00	2.00	2.00
EM312	Strategic Marketing	3.00	2.60	2.00	1.60	2.00	2.60	2.00
EM313	International marketing	1.40	2.80	2.40	1.80	2.60	2.80	2.40
EM314	Service Marketing	3.00	2.40	2.33	2.33	1.50	2.80	1.80
EM315	Responsible and Sustainable Marketing	1.50	2.40	2.00	2.33	1.50	2.80	1.80
EF401	Corporate Finance	1.20	2.60	2.20	2.00	2.00	2.80	2.20
EF402	Financial Statement Analysis	1.60	2.60	1.80	1.40	1.80	2.00	1.80
EF403	Finance and Risk Analytics	3.00	3.00	2.00	1.40	2.20	2.60	2.40

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EF404	Financial Market & Services	2.00	2.80	1.80	1.60	2.20	2.40	2.00
EF405	Strategic Perspectives in Banking	1.60	2.80	2.00	2.00	1.80	2.40	2.40
EF406	Financial Modelling	1.60	2.80	2.00	2.00	1.80	2.40	2.40
EF407	Modern Investment & Portfolio Management	2.20	2.80	2.00	1.00	2.00	1.50	1.50
EF408	International Finance	2.00	2.80	1.67	1.50	1.67	1.67	1.67
EF409	Investment Banking	2.00	3.00	1.00	1.80	1.50	1.67	1.67
EF412	Derivatives, Options and Futures	2.00	2.20	2.20	1.20	1.80	2.60	2.40
EF413	Fixed Income Securities	1.60	2.80	2.20	1.40	2.00	2.40	2.80
EF414	Corporate Taxation	2.00	2.60	2.20	2.40	1.80	2.60	2.00
EF415	Forex Risk Management	3.00	2.60	1.60	1.20	2.00	2.60	2.80
EF417	Econometrics for Managers	3.00	2.00	1.33	1.00	1.80	2.80	2.40
EF418	Wealth Management	3.00	2.40	1.40	1.75	1.60	2.80	2.40
EF419	Behavioral Economics	3.00	2.80	1.75	2.50	1.00	2.60	2.80
EH501	Performance Management System	2.60	2.40	2.20	3.00	2.40	2.60	2.20
EH502	Talent Management	3.00	2.40	2.40	2.00	2.40	3.00	2.40
EH503	Training & Development	3.00	2.40	2.40	2.00	2.20	3.00	2.20
EH505	Organizational Change & Development	1.20	2.80	2.00	2.00	2.25	2.40	1.80
EH506	Career Management	3.00	2.80	2.00	2.00	2.67	2.40	1.75
EH508	Strategic Human Resource Management	3.00	2.40	2.00	-	3.00	2.20	1.67
EH509	Labour Laws -I	3.00	3.00	-	3.00	2.00	2.80	1.50
EH510	Labour laws II	3.00	2.40	2.00	2.67	2.00	3.00	2.40
EH511	Grievance Management	3.00	2.40	2.33	2.75	1.67	2.80	2.20
EH512	Negotiation Skills & Collective Bargaining	3.00	2.80	2.50	1.80	2.50	2.20	2.00
EH513	HR Issues in Mergers and Acquisition	3.00	2.60	2.80	2.40	2.40	2.60	2.80
EH514	Trade Union and Industrial Relations	3.00	2.60	2.60	2.20	2.00	2.80	2.80
EH515	Competency based HRM	3.00	2.60	2.60	2.40	2.40	3.00	2.60

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EH516	HR Analytics	3.00	2.60	2.60	2.40	2.40	3.00	2.60
EH517	Global Human Resource Management	2.80	2.20	2.20	2.20	2.40	2.80	2.20
EH518	Industrial Discipline	2.80	2.40	2.60	2.80	1.20	3.00	2.20
EH519	Strategic compensation management	2.40	2.60	2.20	2.20	1.60	2.80	2.60
EH520	Executive Search and Consulting	1.20	2.60	2.20	1.60	1.80	3.00	2.20
EH521	Recruitment & selection	2.20	2.50	1.00	1.50	2.33	2.00	1.75
EI601	Insurance Management	2.00	1.60	1.40	1.40	1.60	2.00	1.80
EI603	Credit Risk & Rating Management	2.00	2.75	1.00	1.00	1.00	1.33	2.25
EI606	Enterprise Risk Management	1.80	2.40	1.00	1.00	1.00	1.50	2.25
ES701	Enterprise Resource Planning	3.00	2.40	2.50	2.00	2.50	2.67	2.67
ES702	Project management	3.00	2.80	1.80	0.80	1.40	1.60	1.00
ES705	Advanced Supply Chain Analytics	3.00	2.60	2.67	1.00	2.00	1.40	2.00
ES706	Managing Operations Improvement	3.00	2.60	2.67	1.00	2.00	1.40	2.00
ES708	Logistics and Distribution Management	1.00	2.20	2.50	1.00	2.00	1.80	2.20
EM801	Media Planning and Sales	1.60	2.60	2.00	2.00	2.00	2.60	2.80
EM802	Public Relations and Media Ethics	2.80	2.80	2.20	1.40	2.20	2.60	2.00
EM804	Social Media and Content Management	1.60	2.80	1.00	1.67	1.25	1.00	2.60
EM807	Digital Media Campaign Strategies	2.20	2.60	2.20	2.40	2.80	2.40	2.80
EM808	Film Production and Editing	1.80	2.40	1.60	2.40	2.80	2.68	2.76
EM809	Media Research and Analysis	1.96	2.28	2.20	2.10	1.70	1.67	2.15
EM811	Client Servicing and Media Management	1.00	2.00	2.00	1.67	1.67	2.60	2.80
EA902	Fundamentals of Database Design & Data mining	3.00	2.80	2.40	1.00	1.80	2.60	2.20
EA903	Public Policy Analysis	1.33	2.00	1.00	1.00	1.00	1.75	2.00
EA904	Business Analytics Technologies	1.60	2.20	-	-	1.00	1.25	2.20
EA905	Marketing Analytics	1.50	2.00	2.00	-	1.00	2.60	2.60
EA907	Web and Social Media Analytics	2.60	2.60	2.40	1.20	2.00	2.80	2.60

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EA912	Marketing and Retail analytics	2.00	2.20	2.20	1.40	2.00	2.60	2.00
	Total Attainment	2.23	2.46	2.01	1.69	1.82	2.26	2.10

3.2 Course Outcomes (40)

3.2.1. Describe the assessment tools and processes used to gather the data upon which the evaluation of Course Outcome is based (10)

The Institute has implemented complete Outcome based Education (**OBE**). The assessment of the course outcome is based on the various assessment techniques implemented in the Institute is as follows

The exhaustive list of Direct Assessment Tools used are as follows. The faculty use a combination of the assessment tools based on the specific requirements of the course

1. Quiz
2. Class Test
3. Case Discussion
4. Class / Take Home Assignments
6. Student Seminars & Group Projects
8. Mid-Term Exam
9. End-Term Exam
10. Summer Internship Project (SIP)
11. Dissertation

Following flow chart depicts a typical teaching learning process used in management educations various pedagogy and used by MIBM faculty.

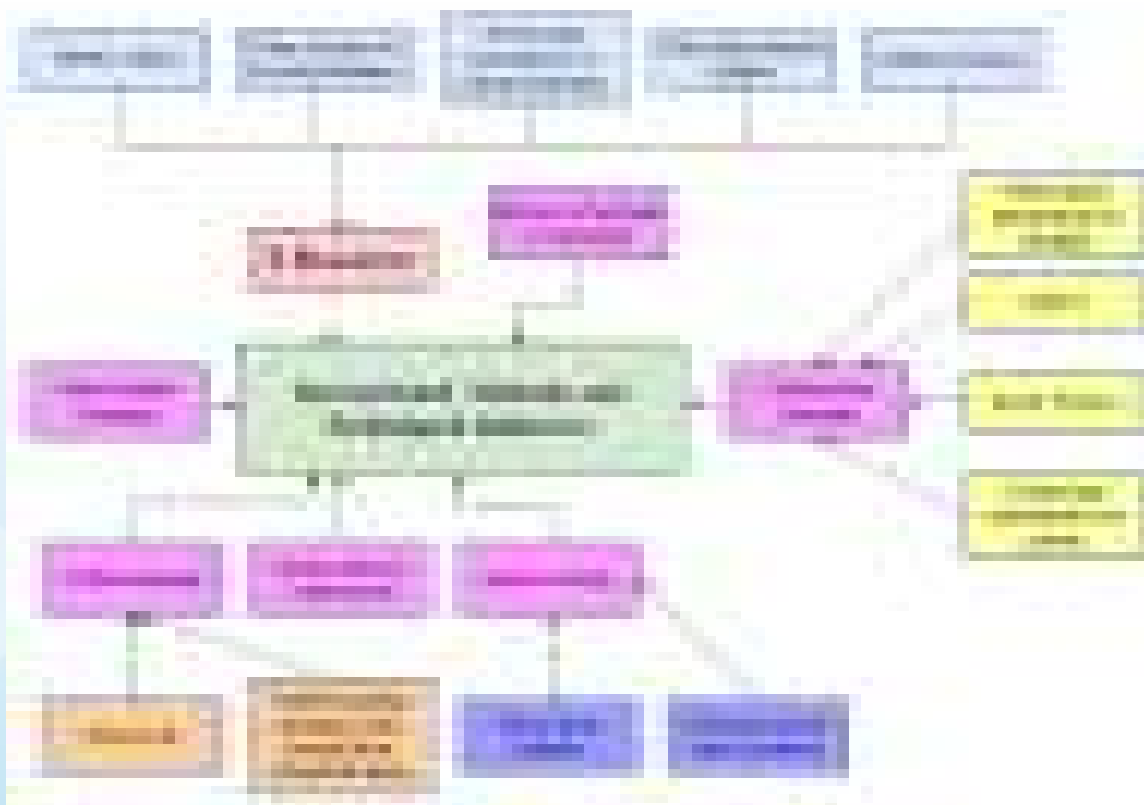


Fig. 1: Instructional methods and pedagogy

The quality of assessment processes and tools are assured through standard rubrics and evaluation sheets.

Assessments of all courses are divided in two components, Internal Assessment and End Trimester Examination; weightage is in the ratio 70:30 respectively.

The faculties regularly monitor the attainment of course with the help of different pedagogy tools and in case the target is not attainment, supplementary activities such as assignments, case studies, class test, presentation, group discussion etc. are conducted additionally.

Direct assessment tools and marks distribution for each course is as follows:

Sr.No.		Assessment	
1.	A	Internal Assessment: Case studies /Quiz /Assignments/Report etc. Tutorial (Discussion forum) & Group activity (as decided by course faculty) and Mid-term	70
2.	B	End term	30
		Total	100
4.	D	SIP	200
5.	E	Dissertation	100

Assessment process and its quality:

Due importance is given to quality assessment by MIBM faculty under each pedagogy breakdown. For example, a contemporary MCQ quiz is conducted with binary evaluation. Class participation during case analysis and group projects is evaluated objectively. Mid-term evaluation is conducted either “Take Home” mode or “Written Mode” based on faculty’s preference. A written end-term exams is evaluated in a traditional way.

a. Summer Internship Program

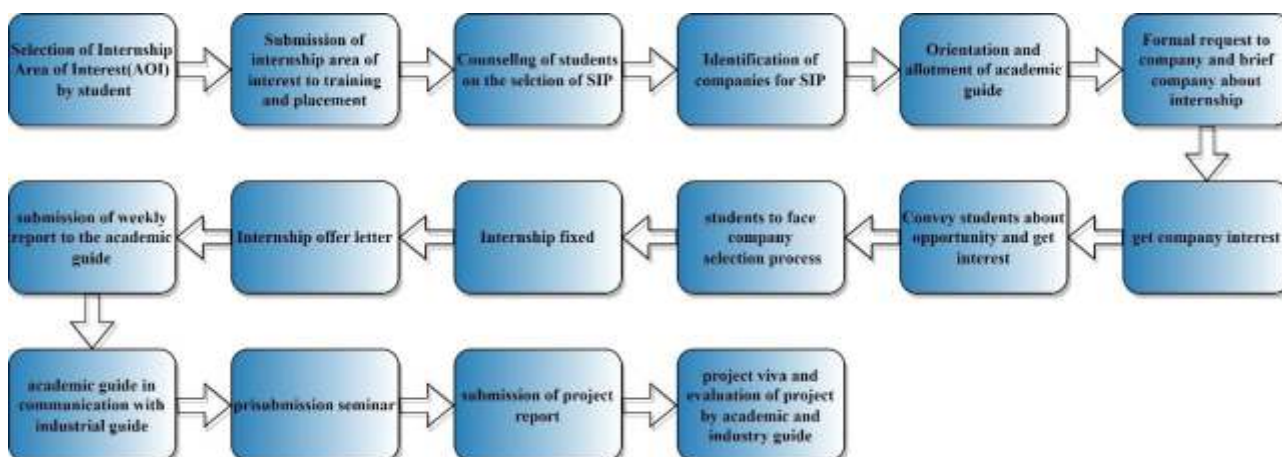
Summer Internship Program is an important component of PGDM as it is first brush of Corporate World to MIBM students. Program which provides the student with a real-life situation of an Industry and provides him/her the practical exposure.

On completion of third trimester exams students are sent to industry for SIP. The period for SIP is 8 weeks and could be stretched to 12 weeks in special cases. It will start just after Trimester 3 exams normally from second April and end in second week of June every year. SIP carries 200 marks and the 6 credit are assigned to it.

100% SIP is arranged from Campus and no student is allowed to arrange at his/her own. The selection process for SIP begins at the beginning of third trimester. There are two guides/mentors, first one from Institute and second one from Industry they are doing their SIP. They review progress of project continuously and at the end of SIP students bring certification signed by Industry mentor proving successful completion of the project.

MIBM encourages students to be disciplined and perform well so that chances of Pre Placement Offer raises.

b. SIP milestones: As depicted in flow chart below



c. Evaluation of SIP consists of following weightage:

The evaluation of the dissertation is done based on multiple parameters targeted towards of attainment of direct program outcome. Dissertation is of 100 marks

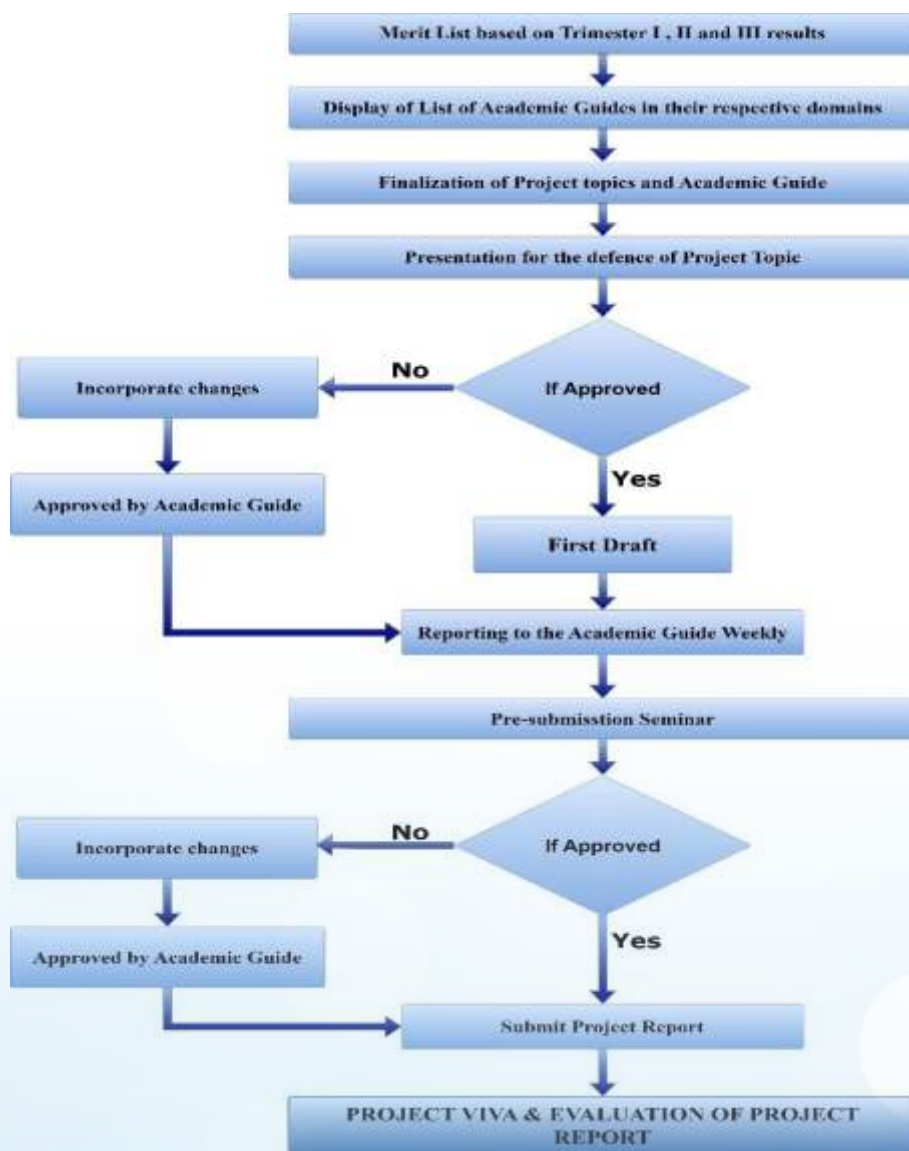
Industry Guide Evaluation,
Academic Guide Evaluation.
Viva-Voce

Sr.No.	Description	Marks
1	Evaluation by Industry Guide (Attendance, Punctuality, Appearance, Initiative, Professionalism, Courtesy, Attitude, Cooperation, Work habits, Accuracy of work, Communication, Adaptability)	60
2	Evaluation by Academic Guide Report (Contents, style and overall presentation)	60
3	Evaluation of Viva-Voce Examination jointly with external examiner	
	a. Basic knowledge and understanding of the functional area of the Project study	20
	b. Knowledge and understanding of the industry and the organization	20
	c. Suggestions and Recommendations, Value addition	20
	d. Depth of Understanding through (Viva Voce)	20
	Total	200

d. Dissertation

Students undertake dissertation during their 4th trimester on a topic related to the contemporary issues in management. The topic is chosen in consultation with faculty mentor from MIBM and external mentor from ISB&M. It provides opportunity to work largely independently and study in depth on a chosen topic. A dissertation outlines the entire problem, literature review and results obtained. It is

expected that students shall provide evidence of competence in understanding varied aspects of the topic. Academic office schedules particular dates for dissertation submission. The faculty monitor the progress of the dissertation accordingly. Final copies of dissertation and records of evaluation are preserved by the academic office.



Flowchart for process of Dissertation

Written Report	80 Marks
Choice of subject/Title and its industrial replicability	20
Clarity about objectives scope and coverage of the study	10
Design of the study and methodology, Review of earlier work/literature available for the subject, data collection primary, secondary: questionnaire used where applicable, field work	15
Analysis and Interpretation of data: Data Processing technique quantitative OR other tools made use of.	10
Innovative technique/approach to problem solving	10
Finding of Research Study; recommendations, suggestions, policy issues	5
Report writing and presentation; language, composition & chapter scheme.	5
Usefulness of the Study; applicability in business/industry, in decision making/system development	5
Viva Voce	20 Marks
Identification of the problem. Clarity about objectives, scope and coverage of the study	5
Ability to discuss the report design, methodology instruments used literature connected with the report, data quality analysis and interpretation findings and recommendations	10
Depth of the subject and conceptualization of the key areas after completing the Project Work	5
Overall presentation	5

3.2.2. Record the attainment of Course Outcomes of all courses with respect to set attainment levels (30)

Program shall have set Course Outcome attainment levels for all courses.

(The attainment levels shall be set considering average performance levels in the university examination or any higher value set as target for the assessment years. Attainment level is to be measured in terms of student performance in internal assessments with respect to the Course Outcomes of a course in addition to the performance in the University examination)

***Note:** In case of non-affiliating institutions (Autonomous/deemed universities etc.), the attainment level targets may be set considering average performance levels in the preceding years with due justifications.*

The Course Outcomes were measured by students' performance. The scores of all the students in different assessments in a course were tabulated and mapped to Course Outcomes. Threshold limits for student's performance or score were set at the beginning of the course.

Step 1: Define Course Outcomes for each course

Step 2: Setting threshold level

Threshold levels were set for all courses. The threshold level was set at 70% for internal assessments and end-term examinations. Most of the companies' basic criteria for job application requirements is 60% or CGPA of 6 out of 10. Therefore, the threshold has been fixed as 60%.

Step 3: Setting Attainment Level

Attainment can be defined as the percentage of students scoring above the threshold marks set.

The attainment level is given below:

Attainment Level 3: 80% or more students scoring more than the threshold

Attainment Level 2: 70-79% of students scoring more than the threshold

Attainment Level 1: 60% to 69% of students scoring more than the threshold

Step 4: CO attainment level is calculated for all the COs stated for all courses

The Course Outcomes for each course were measured using different assessment tools as provided in the respective course outlines, like quizzes, assignments, class participation, group projects, case study, presentation, mid-term exam and end term examination etc. Various components of assessments were mapped to COs. The performance of all students in respective COs was calculated, to determine the number of students who crossed the prescribed threshold limit.

The CO attainment for the course will be calculated by taking the average of all CO's final attainment value. If the Final Attainment of the Course outcomes are equal to the target, then all the course outcomes are attained else not attained.

If a course failed to attain the set attainment target, then action to be taken for continuous improvement will be suggested by the course handling faculty.

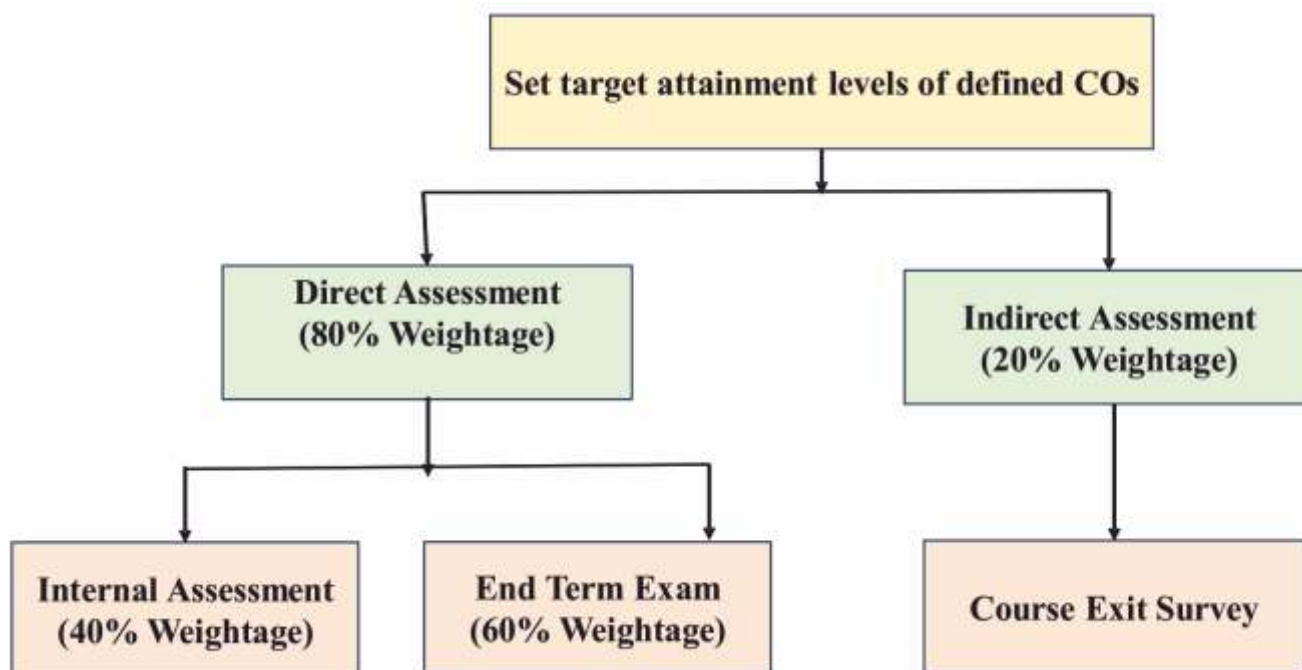


Fig1.Process of defining CO attainment

Table 3.2.2 (a) Attainment of Course Outcomes for Academic Year 2023 -24

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Over all CO attainment
	Core Subjects						
BM101	Managerial Economics	2.24	2.16	2.19	2.14	2.20	2.19
		Attained	Attained	Attained	Attained	Attained	
BM102	Financial Management	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
BM103	Marketing Management I	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
BM104	Operations Management I	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Over all CO attainment
BM105	Quantitative Techniques I	2.98	2.97	2.14	2.15	2.16	2.48
		Attained	Attained	Attained	Attained	Attained	
BM106	Organizational Behavior	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM107	Introduction to Data Sciences & Business Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM108	Microeconomics Theory and Policy Analysis	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
BM109	Management Accounting	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM110	Marketing Management II	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM111	Operations Management II	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM112	Quantitative Techniques II	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
BM113	Organizational Design and Leadership	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM114	Business Environment	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM115	Business Research Methodology	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
BM116	Supply Chain Management	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
BM117	Business Policy and Strategy	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
BM118		2.98	2.97	2.94	2.15	2.16	2.64

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Over all CO attainment
	Management Information System	Attained	Attained	Attained	Attained	Attained	
BM119	International Business	2.98	2.17	2.94	2.15	2.96	2.64
		Attained	Attained	Attained	Attained	Attained	
BM120	Business Ethics and Corporate Governance	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM121	Business Law	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM122	Human Resource Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	Electives						
	Marketing						
EM301	Consumer Behaviour	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EM302	Sales & Distribution Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM303	Digital Marketing	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM304	Product & Brand Management	2.18	2.17	2.14	2.15	2.94	2.32
		Attained	Attained	Attained	Attained	Attained	
EM305	B-to-B Marketing	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM306	Customer Relationship Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM307	Marketing of Financial Services	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EM309	Rural Marketing	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EM310	Retail Management	1.38	1.37	2.94	2.95	2.96	2.32

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Over all CO attainment
		Not Attained	Not Attained	Attained	Attained	Attained	
EM311	Integrated Marketing Communication	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM312	Strategic Marketing	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EM313	International Marketing	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EM314	Services Marketing	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	Finance						
EF401	Corporate Finance	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EF402	Financial Statement Analysis	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF404	Financial Market & Services	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF405	Strategic Perspectives in Banking	2.18	2.17	2.14	2.15	2.94	2.32
		Attained	Attained	Attained	Attained	Attained	
EF406	Financial Modelling	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF407	Modern Investment & Portfolio Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF409	Investment Banking	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EF412	Derivatives, Options and Futures	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EF414	Corporate Taxation	1.38	1.37	2.94	2.95	2.96	2.32

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Over all CO attainment
		Not Attained	Not Attained	Attained	Attained	Attained	
EF417	Econometrics for Managers	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF418	Wealth Management	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EF420	Advance Accounting for Managers	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EF421	Contemporary Trends in Finance and Risk Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	HR						
EH501	Performance Management System	2.18	2.97	2.94	2.95	2.96	2.80
		Attained	Attained	Attained	Attained	Attained	
EH503	Training and Development	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EH505	Organization Change and Development	2.98	2.97	2.14	2.15	2.16	2.48
		Attained	Attained	Attained	Attained	Attained	
EH506	Career management	2.98	2.97	2.14	2.15	2.16	2.48
		Attained	Attained	Attained	Attained	Attained	
EH508	Strategic Human Resource Management	2.18	2.97	2.94	2.95	2.96	2.80
		Attained	Attained	Attained	Attained	Attained	
EH515	Competency-Based HRM	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EH516	HR Analytics	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EH519	Strategic Compensation Management	2.18	2.17	2.14	2.95	2.96	2.48
		Attained	Attained	Attained	Attained	Attained	
EH520		2.98	2.97	2.94	2.95	2.96	2.96

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Over all CO attainment
	Executive Search and Consulting	Attained	Attained	Attained	Attained	Attained	
EH502	Recruitment and Selection	2.98	2.17	2.14	2.15	2.16	2.32
		Attained	Attained	Attained	Attained	Attained	
EH522	Employee Relations	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM815	Brand Management	2.18	2.97	2.14	2.95	2.96	2.64
		Attained	Attained	Attained	Attained	Attained	
	SCOM						
ES702	Project Management	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
ES707	Quality Management	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
ES710	Tools for Problem Solving	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
ES711	Procurement Management	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
ES712	Technology in SCM	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	Business Analytics						
EA902	Fundamentals of Database Design & Data mining	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA907	Web and Social Media Analytics	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EA908	Business Intelligence	2.98	2.97	2.94	2.15	-	2.76
		Attained	Attained	Attained	Attained	Attained	
EA909	Managing Data Structures	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Overall CO attainment
EA910	Advance Statistical Analysis With R	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA911	Machine Learning for Predictive Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA912	Marketing and Retail Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA913	Introduction to Big Data Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	SIP	3.00	3.00	3.00	3.00	3.00	3.00
		Attained	Attained	Attained	Attained	Attained	
	Dissertation	3.00	3.00	3.00	3.00	3.00	3.00
		Attained	Attained	Attained	Attained	Attained	
	Overall CO Attainment	2.75	2.74	2.73	2.57	2.63	2.69

Table 3.2.2 (b) Attainment of Course Outcomes for Academic Year 2022 - 23

Course Code	Name of Course	CO1	CO2	CO3	CO4	CO5	Overall CO attainment
	Core Subjects						
BM101	Managerial Economics	2.02	2.01	1.98	1.99	2.00	2.00
		Attained	Attained	Attained	Attained	Attained	
BM102	Financial Management	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
BM103	Marketing Management I	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
BM104	Operations Management I	1.86	1.85	1.82	1.83	1.84	1.84
		Attained	Attained	Attained	Attained	Attained	
BM105	Quantitative Techniques I	2.18	2.17	2.14	2.47	2.48	2.29
		Attained	Attained	Attained	Attained	Attained	
BM106	Organizational Behavior	2.18	2.17	1.66	2.15	2.16	2.06
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Course	CO1	CO2	CO3	CO4	CO5	Overall CO attainment
BM107	Introduction to Data Science and Business Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM108	Macroeconomic Theory & Policy Analysis	2.66	2.65	2.14	1.67	1.68	2.28
		Attained	Attained	Attained	Attained	Attained	
BM109	Management Accounting	2.50	2.01	1.98	1.99	2.00	2.10
		Attained	Attained	Attained	Attained	Attained	
BM110	Marketing Management II	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM111	Operations Management II	1.70	2.17	2.62	2.63	2.16	2.26
		Attained	Attained	Attained	Attained	Attained	
BM112	Quantitative Techniques II	1.70	1.69	1.66	1.67	1.68	1.68
		Attained	Attained	Attained	Attained	Attained	
BM113	Organizational Design and Leadership	2.02	2.65	2.14	2.63	2.64	2.42
		Attained	Attained	Attained	Attained	Attained	
BM114	Business Environment	2.66	1.69	1.66	1.67	1.68	1.87
		Attained	Attained	Attained	Attained	Attained	
BM115	Business Research Methodology	2.18	2.17	2.14	2.63	1.68	2.16
		Attained	Attained	Attained	Attained	Attained	
BM116	Supply Chain Management	2.50	2.65	2.62	2.63	2.64	2.61
		Attained	Attained	Attained	Attained	Attained	
BM117	Business Policy and Strategic Management	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
BM118	Management Information System	2.66	2.65	2.14	2.15	2.64	2.45
		Attained	Attained	Attained	Attained	Attained	
BM119	International Business	1.70	2.17	2.62	1.67	1.68	1.97
		Not Attained	Attained	Attained	Attained	Attained	
BM120	Business Ethics and Corporate Governance	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM121	Business Law	2.50	2.49	2.46	2.47	2.48	2.48
		Attained	Attained	Attained	Attained	Attained	
BM122	Human Resource Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM123	Introduction to Contemporary Mass	2.98	2.97	2.94	2.15	2.96	2.80
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Course	CO1	CO2	CO3	CO4	CO5	Over CO attainment
	Media (Only for Media)						
BM124	Introduction to communication management (only for media)	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	Electives						
	Marketing						
EM301	Consumer Behaviour	2.98	2.65	2.62	2.63	2.64	2.70
		Attained	Attained	Attained	Attained	Attained	
EM302	Sales & Distribution Management	2.98	2.49	2.46	2.95	2.96	2.77
		Attained	Attained	Attained	Attained	Attained	
EM303	Digital Marketing	2.98	2.49	2.46	2.95	2.48	2.67
		Attained	Attained	Attained	Attained	Attained	
EM304	Product & Brand Management	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EM305	B-to-B Marketing	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM306	Customer Relationship Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM307	Marketing of Financial Services	2.98	2.17	1.34	2.15	1.36	2.00
		Attained	Attained	Not Attained	Attained	Not Attained	
EM309	Rural Marketing	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM310	Retail Management	2.98	2.97	2.94	2.63	2.64	2.83
		Attained	Attained	Attained	Attained	Attained	
EM311	Integrated Marketing Communication	2.50	2.49	2.46	2.47	2.48	2.48
		Attained	Attained	Attained	Attained	Attained	
EM312	Strategic Marketing	2.50	2.49	2.46	2.95	2.48	2.58
		Attained	Attained	Attained	Attained	Attained	
EM313	International Marketing	2.66	2.65	2.14	2.15	2.16	2.35
		Attained	Attained	Attained	Attained	Attained	
EM314	Services Marketing	2.98	2.49	2.94	2.47	2.48	2.67
		Attained	Attained	Attained	Attained	Attained	
	Finance						
EF401	Corporate Finance	2.66	2.65	1.66	1.67	1.68	2.06
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Course	CO1	CO2	CO3	CO4	CO5	Overall CO attainment
EF402	Financial Statement Analysis	2.02	1.53	1.98	1.99	2.00	1.90
		Attained	Attained	Attained	Attained	Attained	
EF403	Finance and Risk Analytics	1.70	1.69	1.66	1.67	1.68	1.68
		Attained	Attained	Attained	Attained	Attained	
EF404	Financial Market & Services	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF405	Strategic Perspectives in Banking	2.66	2.65	2.14	2.63	2.16	2.45
		Attained	Attained	Attained	Attained	Attained	
EF406	Financial Modelling	2.18	1.69	2.14	1.67	2.16	1.97
		Attained	Attained	Attained	Attained	Attained	
EF407	Modern Investment and Portfolio Analysis	2.98	2.65	2.14	1.99	2.64	2.48
		Attained	Attained	Attained	Attained	Attained	
EF408	International Finance	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EF409	Investment Banking	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EF412	Derivatives, Options and Futures	2.18	2.17	2.62	2.15	2.16	2.26
		Attained	Attained	Attained	Attained	Attained	
EF414	Corporate Taxation	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF417	Econometrics for Managers	2.98	2.97	2.94	1.35	1.84	2.42
		Attained	Attained	Attained	Not Attained	Attained	
EF418	Wealth Management	2.50	2.49	2.94	1.99	2.00	2.38
		Attained	Attained	Attained	Attained	Attained	
EF419	Behavioral economics	2.50	2.49	1.98	1.99	2.96	2.38
		Attained	Attained	Attained	Attained	Attained	
EF420	Advance Accounting for Managers	2.50	2.49	1.98	1.99	2.96	2.38
		Attained	Attained	Attained	Attained	Attained	
EF421	Contemporary Trends in Finance and Risk Management	2.18	2.17	2.14	1.67	2.64	2.16
		Attained	Attained	Attained	Attained	Attained	
	HR						
EH501	Performance Management System	2.66	2.65	2.14	2.15	2.16	2.35
		Attained	Attained	Attained	Attained	Attained	
EH502	Talent Management	2.66	2.65	2.62	2.63	1.68	2.45

Course Code	Name of Course	CO1	CO2	CO3	CO4	CO5	Overall CO attainment
		Attained	Attained	Attained	Attained	Attained	
EH503	Training & Development	2.18	1.69	1.66	2.15	2.16	1.97
		Attained	Attained	Attained	Attained	Attained	
EH506	Career Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EH508	Strategic Human Resource Management	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EH509	Labour Laws-I	2.98	2.49	2.46	2.95	2.96	2.77
		Attained	Attained	Attained	Attained	Attained	
EH516	HR Analytics	2.66	2.65	1.98	2.47	2.48	2.45
		Attained	Attained	Attained	Attained	Attained	
EH519	Strategic Compensation Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EH520	Executive Search and Consulting	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EH522	Employee Relations	2.66	2.65	2.62	2.15	1.68	2.35
		Attained	Attained	Attained	Attained	Attained	
	IRM						
EI602	Risk Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EI606	Enterprise Risk Management	2.66	2.65	2.62	2.63	-	2.64
		Attained	Attained	Attained	Attained	Attained	
	Media						
EM801	Media Planning & Sales	2.18	2.17	2.14	1.67	2.16	2.06
		Attained	Attained	Attained	Attained	Attained	
EM802	Public Relations and Media Ethics	2.50	2.97	2.46	1.99	2.48	2.48
		Attained	Attained	Attained	Attained	Attained	
EM803	Campaign Planning and Inbound Marketing	2.50	2.97	2.46	1.99	2.48	2.48
		Attained	Attained	Attained	Attained	Attained	
EM806	Branding for OTT and TV	2.50	2.97	2.46	1.83	2.48	2.45
		Attained	Attained	Attained	Attained	Attained	
EM808	Film Production and Editing	2.50	2.49	2.46	1.99	2.48	2.38
		Attained	Attained	Attained	Attained	Attained	
EM811	Client Servicing and Media Management	2.02	2.01	1.98	1.99	2.00	2.00
		Attained	Attained	Attained	Attained	Attained	
EM812	Corporate Communication and CSR	2.18	2.17	2.46	2.15	2.16	2.22
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Course	CO1	CO2	CO3	CO4	CO5	Overall CO attainment
EM813	Media and Interaction Design	2.66	2.65	2.14	2.63	2.64	2.54
		Attained	Attained	Attained	Attained	Attained	
EM814	Advertising and Consumer Culture	2.66	2.65	2.62	2.63	2.48	2.61
		Attained	Attained	Attained	Attained	Attained	
	Business Analytics						
EA901	Introduction to ML and AI concepts	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA902	Fundamentals of Database Design & Data Mining	2.98	2.97	2.46	2.95	2.96	2.86
		Attained	Attained	Attained	Attained	Attained	
EA905	Marketing and Retail Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA906	Optimal Decision-making Using Simulation	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA907	Web and Social Media Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA908	Business Intelligence	1.86	1.85	1.34	1.83	-	1.72
		Attained	Attained	Not Attained	Attained	-	
EA909	Managing Data Structures	2.50	2.49	1.98	2.47	2.48	2.38
		Attained	Attained	Attained	Attained	Attained	
EA911	Introduction to Big Data Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	SIP	3.00	3.00	3.00	3.00	3.00	3.00
		Attained	Attained	Attained	Attained	Attained	
	Dissertation	3.00	3.00	3.00	3.00	3.00	3.00
		Attained	Attained	Attained	Attained	Attained	
	Total Attainment	2.60	2.55	2.45	2.42	2.47	2.27

Table 3.2.2 (c) Attainment of Course Outcomes for Academic Year 2021-22

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Overall
	Core Subjects						
BM101	Managerial Economics	2.99	2.99	2.99	2.97	2.97	2.98
		Attained	Attained	Attained	Attained	Attained	
BM102	Financial Management	2.02	2.01	1.98	1.99	2.00	2.00
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Overall
BM103	Marketing Management I	2.67	2.67	2.67	2.65	2.65	2.66
		Attained	Attained	Attained	Attained	Attained	
BM104	Operations Management I	2.19	2.19	2.19	2.17	2.17	2.18
		Attained	Attained	Attained	Attained	Attained	
BM105	Quantitative Techniques I	2.99	2.99	2.99	2.97	2.97	2.98
		Attained	Attained	Attained	Attained	Attained	
BM106	Organizational Behavior	2.99	2.99	2.99	2.97	2.97	2.98
		Attained	Attained	Attained	Attained	Attained	
BM107	Introduction to Data Sciences & Business Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM108	Microeconomics Theory and Policy Analysis	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
BM109	Management Accounting	2.67	2.67	2.67	2.65	2.65	2.66
		Attained	Attained	Attained	Attained	Attained	
BM110	Marketing Management II	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM111	Operations Management II	2.67	2.67	2.67	2.65	2.65	2.66
		Attained	Attained	Attained	Attained	Attained	
BM112	Quantitative Techniques II	1.22	1.21	1.18	1.19	1.20	1.20
		Not Attained	Not Attained	Not Attained	Not Attained	Not Attained	
BM113	Organizational Design and Leadership	2.67	2.67	2.67	2.65	2.65	2.66
		Attained	Attained	Attained	Attained	Attained	
BM114	Business Environment	2.34	2.33	2.30	2.31	2.32	2.32
		Attained	Attained	Attained	Attained	Attained	
BM115	Business Research Methodology	1.55	1.55	1.55	1.53	1.53	1.54
		Attained	Attained	Attained	Attained	Attained	
BM116	Supply Chain Management	2.98	2.01	1.98	1.99	2.00	2.19
		Attained	Attained	Attained	Attained	Attained	
BM117	Business Policy and Strategy	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
BM118	Management Information System	1.71	1.71	1.71	1.69	1.69	1.70
		Attained	Attained	Attained	Attained	Attained	
BM119	International Business	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
BM120	Business Ethics and Corporate Governance	2.51	2.51	2.51	2.49	2.49	2.50
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Overall
BM121	Business Law	2.50	2.49	2.46	2.47	2.48	2.48
		Attained	Attained	Attained	Attained	Attained	
BM122	Human Resource Management	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
BM123	Introduction to Contemporary Mass Media (Only for Media)	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
BM124	Introduction to Communication management (Only for media)	2.99	2.99	2.99	2.97	2.97	2.98
		Attained	Attained	Attained	Attained	Attained	
	Electives						
	Marketing						
EM301	Consumer Behaviour	2.02	2.01	1.98	1.99	2.00	2.00
		Attained	Attained	Attained	Attained	Attained	
EM302	Sales & Distribution Management	2.99	2.99	2.99	2.97	2.97	2.98
		Attained	Attained	Attained	Attained	Attained	
EM303	Digital Marketing	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM304	Product & Brand Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM305	B-to-B Marketing	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM306	Customer Relationship Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM307	Marketing of Financial Services	2.99	2.97	2.98	2.97	2.99	2.98
		Attained	Attained	Attained	Attained	Attained	
EM308	Quantitative Marketing Research	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM309	Rural Marketing	2.99	2.99	2.99	2.97	2.97	2.98
		Attained	Attained	Attained	Attained	Attained	
EM310	Retail Management	2.67	2.65	2.66	2.65	2.67	2.66
		Attained	Attained	Attained	Attained	Attained	
EM311	Integrated Marketing Communication	2.51	2.49	2.50	2.49	2.51	2.50
		Attained	Attained	Attained	Attained	Attained	
EM312	Strategic Marketing	2.50	2.49	2.46	2.47	2.48	2.48
		Attained	Attained	Attained	Attained	Attained	
EM313	International Marketing	2.35	2.35	2.35	2.35	2.35	2.35
		Attained	Attained	Attained	Attained	Attained	
EM314	Services Marketing	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM315		2.99	2.99	2.99	2.99	2.99	2.99

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Overall
	Responsible and Sustainable Marketing	Attained	Attained	Attained	Attained	Attained	
	Finance						
EF401	Corporate Finance	1.08	1.08	1.08	1.08	1.08	1.08
		Not Attained	Not Attained	Not Attained	Not Attained	Not Attained	
EF402	Financial Statement Analysis	2.04	2.04	2.04	2.04	2.04	2.04
		Attained	Attained	Attained	Attained	Attained	
EF403	Finance and Risk Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF404	Financial Market & Services	2.34	2.33	2.30	2.31	2.32	2.32
		Attained	Attained	Attained	Attained	Attained	
EF405	Strategic Perspectives in Banking	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EF406	Financial Modelling	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF407	Modern Investment & Portfolio Management	2.50	2.49	2.46	2.47	2.48	2.48
		Attained	Attained	Attained	Attained	Attained	
EF408	International Finance	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EF409	Investment Banking	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EF412	Derivatives, Options and Futures	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EF413	Fixed Income Securities	1.06	1.05	1.02	1.03	1.04	1.04
		Not Attained	Not Attained	Not Attained	Not Attained	Not Attained	
EF414	Corporate Taxation	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF415	Forex Risk Management	2.02	2.01	1.98	1.99	2.00	2.00
		Attained	Attained	Attained	Attained	Attained	
EF417	Econometrics for Managers	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EF418	Wealth Management	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EF419	Behavioral Economics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	HR						
EH501		2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EH502	Talent Management	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Overall
EH503	Training & Development	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EH505	Organization Change and Development	1.86	1.85	1.82	1.83	1.84	1.84
		Attained	Attained	Attained	Attained	Attained	
EH506	Career management	2.02	2.01	1.98	1.99	2.00	2.00
		Attained	Attained	Attained	Attained	Attained	
EH508	Strategic Human Resource Management	1.54	1.53	1.50	1.51	1.52	1.52
		Attained	Attained	Attained	Attained	Attained	
EH509	Labour laws-I	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EH510	Labour laws-II	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EH511	Grievance Management	2.98	2.97	2.94	2.15	2.16	2.64
		Attained	Attained	Attained	Attained	Attained	
EH512	Negotiation Skills and Collective Bargaining	1.54	1.53	1.50	1.51	1.52	1.52
		Attained	Attained	Attained	Attained	Attained	
EH513	HR Issues in Mergers and Acquisition	1.86	1.85	1.82	1.83	1.84	1.84
		Attained	Attained	Attained	Attained	Attained	
EH514	Trade Union and Industrial Relations	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EH515	Competency based HRM	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EH516	HR Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EH517	Global Human Resource and Diversity Management	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EH518	Industrial Discipline	1.86	1.85	1.82	1.83	1.84	1.84
		Attained	Attained	Attained	Attained	Attained	
EH519	Strategic Compensation Management	2.18	2.17	2.14	2.15	2.16	2.16
		Attained	Attained	Attained	Attained	Attained	
EH520	Executive Search and Consulting	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EH521	Recruitment & Selection	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
	IRM						
EI601	Insurance Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EI603	Credit Risk & Rating Management	2.98	2.97	2.94	2.95	-	2.96
		Attained	Attained	Attained	Attained	Attained	
EI605	General Insurance Practices	2.66	2.65	2.62	2.63	-	2.64
		Attained	Attained	Attained	Attained	Attained	

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Overall
	SCOM						
ES701	Enterprise Resource Planning	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
ES702	Project management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
ES705	Advanced Supply chain Analytics	2.34	2.33	2.30	2.31	2.32	2.32
		Attained	Attained	Attained	Attained	Attained	
ES706	Managing Operational Improvement	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
ES708	Logistics and Distribution Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	Media	.					
EM801	Media Planning and Sales	2.50	2.49	2.46	2.47	2.48	2.48
		Attained	Attained	Attained	Attained	Attained	
EM802	Public Relations and Media Ethics	2.66	2.65	2.62	2.63	2.64	2.64
		Attained	Attained	Attained	Attained	Attained	
EM804	Social Media and Content Management	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM807	Digital Media Campaign Strategies	2.98	2.97	2.94	2.95	-	2.96
		Attained	Attained	Attained	Attained	Attained	
EM808	Film Production and Editing	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EM809	Media Research and Analysis	2.98	2.97	2.94	2.95	-	2.96
		Attained	Attained	Attained	Attained	Attained	
EM811	Client Servicing and Media Management	2.34	2.33	2.30	2.31	2.32	2.32
		Attained	Attained	Attained	Attained	Attained	
	Business Analytics	.					
EA902	Fundamentals of Database Design & Data mining	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA903	Public Policy Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA904	Business Analytics Technologies	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA905	Marketing Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA907	Web and Social Media Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
EA912	Marketing and Retail Analytics	2.98	2.97	2.94	2.95	2.96	2.96
		Attained	Attained	Attained	Attained	Attained	
	SIP	3.00	3.00	3.00	3.00	3.00	3.00

Course Code	Name of Subject	CO1	CO2	CO3	CO4	CO5	Overall
		Attained	Attained	Attained	Attained	Attained	
	Dissertation	3.00	3.00	3.00	3.00	3.00	3.00
		Attained	Attained	Attained	Attained	Attained	
	Total Attainment	2.61	2.59	2.57	2.56	2.56	2.58

3.3. Attainment of Program Outcomes and Program Specific Outcomes (40)

3.3.1. Describe the assessment tools and processes used to gather the data to evaluate Program Outcome and Program Specific Outcomes (10)

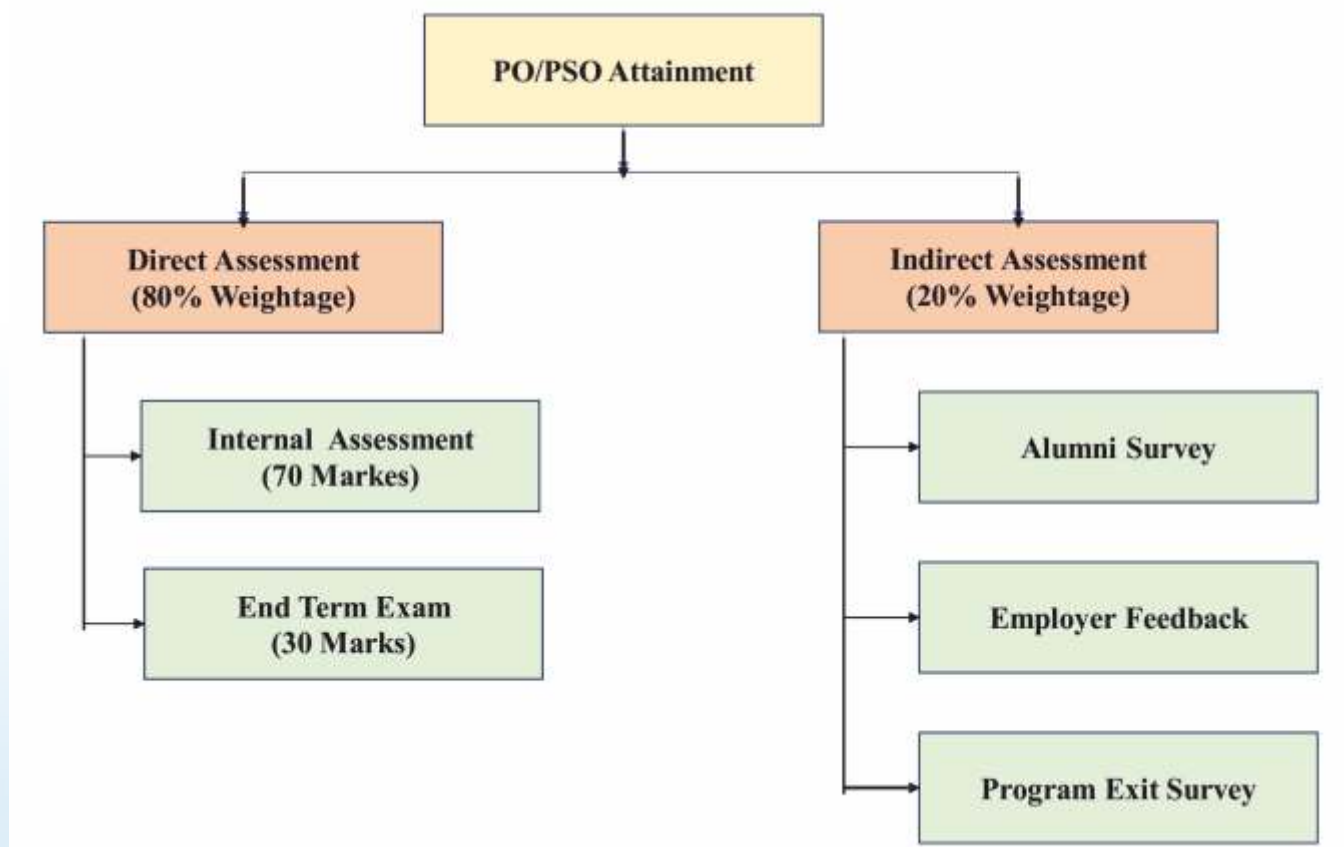


Fig 3 Process of defining PO/PSO Attainment

Table 3.3.2 (a) PO and PSO Attainment Academic Year 2023- 24

Course Code	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BM101	1.54	2.11	1.76	-	1.19	1.89	2.12
BM102	2.10	2.21	1.18	1.56	-	1.98	2.10
BM103	1.52	1.75	1.75	1.75	1.87	1.75	1.89
BM104	1.61	1.75	1.46	1.18	2.04	1.95	2.04
BM105	1.88	1.46	1.26	1.94	1.46	2.31	1.99
BM106	2.02	2.02	1.70	2.02	2.02	2.34	2.02
BM107	2.18	1.70	0.60	1.70	2.18	1.39	2.18
BM108	2.21	1.52	1.52	1.41	1.75	1.75	1.87
BM109	2.50	2.02	0.60	1.39	1.39	2.02	1.39
BM110	1.71	2.33	2.57	1.65	1.39	1.70	1.65
BM111	2.18	2.34	1.98	1.39	1.39	2.02	1.39
BM112	1.91	1.80	1.46	-	1.17	1.29	-
BM113	2.49	2.18	2.02	-	1.59	1.86	-
BM114	2.65	2.49	1.59	1.86	1.70	2.65	2.34
BM115	2.21	1.29	1.29	1.41	1.41	1.52	1.52
BM116	2.43	1.28	1.81	1.48	1.58	1.77	1.53
BM117	2.44	1.74	1.73	1.58	1.74	1.74	1.69
BM118	2.40	1.40	1.90	2.33	2.01	2.42	2.33
BM119	2.17	2.01	1.73	1.69	1.62	1.85	1.89
BM120	2.02	2.17	1.86	2.33	1.39	2.18	2.02
BM121	1.87	2.34	-	1.86	1.92	1.86	1.39
BM124	1.87	1.39	2.33	1.39	1.71	2.65	1.71
EM301	2.55	2.46	2.09	1.35	1.34	1.94	1.35
EM302	1.71	2.65	2.97	1.39	2.49	2.34	1.59
EM303	1.71	2.49	1.86	1.58	1.55	1.55	1.39
EM304	1.57	2.14	1.48	1.23	1.77	1.66	1.61
EM305	2.81	1.39	2.18	-	2.50	2.18	2.02
EM306	2.81	1.39	2.18	1.39	2.65	2.34	2.18
EM307	1.52	1.75	1.64	1.64	1.75	2.10	1.40
EM309	1.80	1.82	-	1.58	2.06	2.09	1.33
EM310	2.46	2.23	2.70	1.89	2.16	2.23	1.69
EM311	1.71	2.49	1.78	2.57	2.18	2.18	2.18
EM312	2.84	2.54	2.08	1.79	2.09	2.54	2.08
EM313	1.58	2.55	2.24	1.85	2.39	2.55	2.28
EM314	2.97	2.49	2.44	2.44	1.78	2.81	2.02
EF401	1.29	1.97	1.65	1.67	1.58	2.04	1.65
EF402	1.10	1.41	1.17	1.02	1.17	1.24	1.17
EF404	2.18	2.81	2.02	1.86	2.34	2.49	2.18

Course Code	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EF405	1.74	2.55	1.96	1.96	1.89	2.33	2.24
EF406	1.44	1.96	1.54	1.54	1.51	1.81	1.72
EF407	2.34	2.81	2.18	1.39	2.18	1.79	1.78
EF409	2.18	2.97	1.39	2.02	1.78	1.92	1.92
EF412	2.18	2.34	2.33	1.55	2.02	2.65	2.49
EF414	1.33	1.54	1.40	1.47	1.25	1.54	1.18
EF417	2.97	2.18	1.65	1.39	2.02	2.81	1.86
EF418	1.05	0.96	0.81	0.86	0.84	1.02	0.96
EF420	1.71	2.34	1.70	2.96	1.39	2.49	2.65
EF421	1.87	2.65	2.34	2.97	2.17	2.81	2.49
EH501	2.52	2.41	2.29	2.97	2.41	2.52	2.25
EH503	2.71	2.24	2.24	1.75	2.12	2.71	2.12
EH505	1.42	2.42	1.86	1.75	2.00	2.15	1.76
EH506	2.58	2.42	1.74	1.75	2.13	2.15	1.66
EH508	2.84	2.41	2.18	-	2.97	2.25	1.91
EH515	2.97	2.65	2.65	2.49	2.49	2.97	2.65
EH516	2.71	2.40	2.39	2.24	2.28	2.71	2.40
EH519	2.15	2.31	2.08	2.12	1.69	2.43	2.35
EH520	1.55	2.65	2.33	1.86	2.02	2.97	2.34
EH521	1.95	2.15	1.40	1.46	2.16	1.75	1.72
EH522	1.55	2.81	2.33	1.86	2.34	2.97	2.37
ES702	2.71	2.55	2.11	1.44	1.77	1.69	2.25
ES707	2.71	2.55	2.36	1.58	1.97	2.55	2.30
ES710	2.49	2.57	2.36	2.03	2.50	2.53	2.52
ES711	2.60	2.44	2.39	2.28	2.28	2.55	2.60
ES712	1.71	1.55	2.33	1.70	2.49	2.18	2.50
EM815	2.55	2.60	2.16	1.58	2.12	2.44	2.05
EA902	2.97	2.81	2.49	1.39	2.02	2.65	2.33
EA907	2.40	2.44	2.24	1.42	2.01	2.60	2.39
EA908	2.61	2.41	2.41	2.61	2.22	2.66	2.61
EA909	2.97	2.65	2.34	1.86	1.86	1.39	2.34
EA910	2.97	2.97	1.86	2.18	2.34	1.39	2.81
EA911	2.97	2.97	1.86	2.18	2.34	1.39	2.81
EA912	2.18	2.34	2.34	1.70	2.18	1.39	2.18
EA913	2.18	2.34	2.34	1.70	2.18	1.39	2.18
SIP	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Dissertation	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Average	2.19	2.22	1.96	1.82	1.95	2.14	2.03

Table 3.3.2 (b) PO and PSO Attainment– Academic Year 2022-23

Course Code	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BM101	1.46	1.35	1.66	-	1.13	1.40	1.88
BM102	2.43	1.59	2.01	1.77	-	2.01	2.00
BM103	1.73	1.73	2.71	2.00	2.15	1.48	2.01
BM104	1.46	1.70	1.33	1.09	1.82	1.25	1.82
BM105	-	1.70	1.18	2.02	1.59	1.26	1.92
BM106	1.61	1.50	1.18	1.61	1.56	1.79	1.74
BM107	2.18	1.59	2.17	1.70	2.18	2.17	2.18
BM108	2.21	1.50	1.52	1.35	1.75	1.05	1.49
BM109	1.96	1.26	1.13	1.13	1.13	1.66	1.13
BM110	1.71	1.86	1.78	1.65	1.39	1.70	1.65
BM111	1.75	1.20	1.18	1.26	1.22	1.22	0.60
BM112	1.62	1.18	-	-	-	1.14	-
BM113	2.17	1.24	1.75	-	1.44	1.61	-
BM114	1.92	1.78	1.72	1.37	1.28	1.60	1.28
BM115	2.24	1.18	1.32	1.41	1.36	1.32	1.27
BM116	2.32	1.58	1.45	1.33	1.42	1.71	1.45
BM117	2.43	1.73	1.54	1.58	1.73	1.73	1.72
BM118	2.30	1.42	2.12	2.71	1.91	2.30	2.19
BM119	1.74	1.20	1.44	1.39	1.35	1.51	1.43
BM120	2.02	1.78	1.39	2.33	1.39	2.18	2.02
BM121	1.66	2.05	-	1.66	1.70	1.66	1.26
BM122	1.87	2.02	2.33	1.39	1.71	2.18	1.71
BM123	2.46	2.46	1.65	1.39	1.39	1.94	1.98
BM124	2.07	2.07	2.27	1.58	1.58	1.79	2.18
EM301	2.55	2.46	2.09	1.35	1.34	1.72	2.07
EM302	1.63	2.42	1.89	1.26	2.29	1.58	1.82
EM303	1.60	2.29	1.92	1.46	1.44	1.31	1.60
EM304	1.57	2.14	1.47	1.23	1.77	1.52	1.68
EM305	2.81	2.49	2.18	-	2.50	1.86	2.02
EM306	2.81	2.65	1.59	1.39	2.65	2.18	2.18
EM307	1.57	1.97	1.49	1.46	1.67	1.32	1.32
EM309	1.80	2.39	-	1.58	2.06	1.82	2.78
EM310	2.87	2.55	2.56	2.06	2.29	2.57	2.09
EM311	1.53	2.19	1.59	2.25	1.92	1.92	1.92
EM312	2.84	2.54	2.08	1.79	2.09	2.54	2.08
EM313	1.48	2.34	2.02	1.71	2.20	2.34	2.11
EM314	2.74	2.26	2.22	2.14	1.65	2.58	1.58

Course Code	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EF401	1.29	2.02	1.15	1.70	1.65	2.11	1.47
EF402	1.40	1.91	1.21	1.30	1.51	1.62	1.51
EF403	1.94	1.94	1.05	1.23	1.59	1.76	1.35
EF404	2.18	2.81	2.02	1.86	2.34	2.49	1.92
EF405	1.68	2.42	1.88	1.88	1.77	2.19	2.45
EF406	1.45	2.06	1.65	1.65	1.56	1.86	1.85
EF407	2.06	2.42	2.01	1.13	1.90	1.66	1.63
EF408	2.01	2.57	1.77	1.65	1.77	1.77	1.77
EF409	2.01	2.71	1.30	1.87	1.65	1.78	1.78
EF412	1.80	1.92	1.94	1.32	1.69	2.17	1.32
EF414	2.18	2.65	2.33	2.49	2.02	2.65	1.86
EF417	2.53	1.83	1.31	1.28	1.73	2.37	2.14
EF418	2.51	2.13	1.45	1.66	1.63	2.37	2.11
EF419	2.51	2.40	1.76	1.92	1.22	2.27	2.40
EF420	1.50	2.00	1.47	2.19	1.26	1.87	2.27
EF421	1.55	2.10	1.87	2.71	1.75	1.75	1.96
EH501	2.23	2.11	1.94	2.33	2.08	2.48	1.97
EH502	2.56	2.19	2.13	1.75	2.14	2.56	2.14
EH503	2.17	1.88	1.88	1.75	1.76	2.17	1.76
EH506	2.97	2.81	2.17	2.18	2.70	2.49	1.98
EH508	2.33	1.98	1.75	-	2.33	1.87	1.56
EH509	2.81	2.81	-	2.88	1.91	2.66	1.66
EH516	2.56	2.31	2.28	2.17	2.18	2.56	2.31
EH519	2.49	2.65	2.34	2.33	1.86	2.81	2.65
EH520	1.55	2.65	2.33	1.86	2.02	2.97	2.34
EH522	1.37	2.34	1.94	1.57	1.97	2.48	2.12
EI602	1.55	2.18	1.65	2.18	2.18	2.18	1.98
ES704	3.00	3.00	3.00	3.00	3.00	3.00	3.00
EM801	1.50	2.02	1.74	1.49	1.76	2.02	2.14
EM802	1.39	1.39	1.59	1.44	1.39	1.37	1.74
EM803	1.55	1.63	2.01	1.74	1.63	2.32	2.43
EM806	1.60	2.06	1.48	1.92	1.66	1.26	1.90
EM808	1.67	2.05	1.13	-	-	2.32	2.36
EM811	1.14	1.67	1.66	1.49	1.49	1.99	2.09
EM812	2.38	2.26	2.03	2.15	2.15	2.15	1.19
EM813	2.50	2.64	2.35	2.24	2.24	2.35	1.96
EM814	2.55	2.69	2.26	2.55	2.12	2.40	1.30
EA901	2.81	2.81	2.65	1.70	2.02	2.65	1.39

Course Code	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EA902	2.89	2.73	2.44	1.36	1.97	2.60	2.28
EA906	2.81	2.65	2.96	1.78	1.86	2.34	1.70
EA907	2.65	2.65	2.18	1.55	2.18	2.81	2.18
EA908	1.89	1.73	1.73	1.89	1.64	1.06	1.52
EA909	2.51	2.24	2.00	1.61	1.61	1.87	1.87
EA905	2.18	2.34	2.34	1.70	2.18	2.65	1.71
EA911	2.18	2.34	2.34	1.70	2.18	2.65	1.39
SIP	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Dissertation	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Average	2.06	2.11	1.88	1.79	1.84	2.03	1.88

Table 3.3.2 (c) PO and PSO Attainment-Academic Year 2021-22

Course Code	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BM101	1.87	2.66	2.18	-	1.39	2.35	2.65
BM102	1.99	2.09	1.67	1.49	-	1.88	1.99
BM103	1.74	2.59	2.72	2.02	2.16	2.02	2.19
BM104	1.62	1.91	1.47	1.18	2.04	1.96	2.04
BM105	1.99	2.67	2.35	2.38	1.79	2.66	2.35
BM106	2.03	2.03	2.03	2.03	2.03	2.35	2.03
BM107	2.18	2.34	2.34	1.70	2.18	2.65	2.18
BM108	2.57	1.73	1.73	1.58	2.01	2.01	2.15
BM109	2.30	1.88	2.02	1.31	1.31	1.88	1.31
BM110	1.55	1.86	1.78	1.12	1.19	1.39	1.13
BM111	2.02	2.16	1.84	1.31	1.31	1.88	1.31
BM112	1.33	1.27	-	-	-	0.98	-
BM113	2.30	2.02	1.88	-	1.48	1.74	-
BM114	2.21	2.09	2.08	1.59	1.47	2.21	1.96
BM115	1.75	1.67	1.09	1.17	1.17	1.26	1.26
BM116	2.81	2.49	2.33	1.58	1.71	2.02	1.70
BM117	2.43	2.29	2.29	1.58	1.73	1.73	1.72
BM118	1.78	1.87	1.62	1.95	1.51	1.73	1.69
BM119	1.87	1.75	1.52	1.52	1.41	1.64	1.64
BM120	1.80	2.20	1.67	2.07	1.27	1.93	1.80
BM121	1.66	2.05	-	1.66	1.70	1.66	1.26
BM122	1.73	1.87	2.15	1.30	1.59	2.43	1.59
BM123	2.57	2.57	1.65	1.39	1.39	2.02	1.98
BM124	1.59	2.18	2.38	1.65	1.66	1.79	2.18

Course Code	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EM301	2.55	2.46	2.09	1.35	1.34	1.94	2.07
EM302	1.71	2.67	2.98	1.39	2.51	2.35	2.19
EM303	1.71	2.49	1.86	1.58	1.55	1.55	1.98
EM304	1.93	2.72	1.80	1.46	2.21	2.05	2.13
EM305	2.81	2.49	2.18	-	2.50	2.18	2.02
EM306	2.81	2.65	2.18	1.39	2.65	2.34	2.18
EM307	1.87	2.66	2.03	2.03	2.19	2.66	1.71
EM308	1.65	2.84	1.33	1.33	1.34	1.87	2.38
EM309	1.84	2.45	-	1.62	2.14	2.15	2.92
EM310	2.73	2.44	2.49	2.02	2.20	2.44	2.02
EM311	1.53	2.20	1.60	2.27	1.93	1.93	1.93
EM312	2.84	2.54	2.08	1.79	2.09	2.54	2.08
EM313	1.48	2.35	2.10	1.73	2.23	2.35	2.10
EM314	2.97	2.49	2.44	2.44	1.78	2.81	2.02
EM315	1.80	2.51	2.19	2.46	1.80	2.83	2.03
EF401	0.95	1.35	1.23	1.18	1.18	1.41	1.23
EF402	1.47	2.01	1.58	1.36	1.58	1.69	1.58
EF403	2.97	2.97	2.18	1.70	2.34	2.65	2.49
EF404	1.84	2.33	1.71	1.59	1.96	2.08	1.83
EF405	1.73	2.57	2.01	2.01	1.87	2.29	2.29
EF406	1.86	2.81	2.18	2.18	2.02	2.50	2.49
EF407	2.06	2.45	1.92	1.26	1.92	1.60	1.59
EF408	2.01	2.57	1.77	1.65	1.77	1.77	1.77
EF409	2.01	2.71	1.30	1.87	1.65	1.78	1.78
EF412	1.75	1.87	1.86	1.29	1.64	2.10	1.98
EF413	1.04	1.38	1.21	0.99	1.15	1.26	1.38
EF414	2.18	2.65	2.33	2.49	2.02	2.65	2.18
EF415	2.20	1.98	1.45	1.24	1.67	1.99	2.09
EF417	2.97	2.18	1.65	1.39	2.02	2.81	2.49
EF418	2.33	1.98	1.41	1.61	1.52	2.21	1.98
EF419	2.97	2.81	1.98	2.56	1.39	2.65	2.81
EH501	2.43	2.29	2.15	2.71	2.29	2.43	2.15
EH502	2.71	2.29	2.29	2.00	2.29	2.71	2.29
EH503	2.97	2.49	2.49	2.18	2.34	2.97	2.34
EH505	1.19	1.97	1.58	1.58	1.70	1.78	1.48
EH506	2.20	2.09	1.66	1.67	2.01	1.88	1.53
EH508	1.82	1.57	1.41	-	1.82	1.49	1.27
EH509	2.97	2.97	-	2.97	2.17	2.81	1.79
EH510	2.97	2.49	2.17	2.70	2.18	2.97	2.49

Course Code	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EH511	1.82	1.61	-	-	1.31	1.74	1.44
EH512	1.82	1.73	1.61	1.33	1.61	1.49	1.41
EH513	2.07	1.87	1.97	1.78	1.77	1.88	1.97
EH514	2.71	2.43	2.43	2.15	2.01	2.57	2.57
EH515	2.84	2.54	2.53	2.39	2.39	2.84	2.54
EH516	2.97	2.65	2.65	2.49	2.49	2.97	2.65
EH517	2.21	1.86	1.86	1.87	1.98	2.21	1.87
EH518	1.97	1.78	1.88	1.97	1.19	2.07	1.68
EH519	1.98	2.10	1.87	1.87	1.52	2.21	2.10
EH520	1.45	2.43	2.15	1.73	1.87	2.71	2.15
EH521	2.15	2.36	1.31	1.65	2.24	2.01	1.83
EI601	2.01	2.01	1.83	2.24	2.01	2.36	1.87
EI603	2.18	2.77	1.39	1.39	1.39	1.66	2.37
EI606	2.01	2.25	1.83	2.36	1.77	2.36	1.83
ES701	2.81	2.49	2.57	2.17	2.57	2.70	2.70
ES702	2.97	2.81	2.37	1.65	1.98	1.86	2.57
ES706	2.46	2.21	2.25	1.22	1.84	1.47	1.84
ES707	1.39	2.34	2.57	1.40	2.17	2.02	2.33
ES709	2.81	2.49	2.81	2.34	2.97	2.65	2.65
EM801	1.66	2.32	1.91	1.92	1.93	2.32	2.45
EM804	1.87	2.81	1.39	1.92	1.59	1.40	2.65
EM807	2.38	2.77	2.38	2.38	2.77	2.57	2.77
EM808	1.79	2.17	2.18	2.18	2.18	2.50	2.65
EM809	2.18	2.38	2.57	2.18	1.65	1.65	2.18
EM811	1.22	1.84	1.83	1.63	1.63	2.21	2.33
EM816	2.84	2.84	2.36	1.72	2.36	2.68	2.20
EA902	2.97	2.81	2.49	1.39	2.02	2.65	2.33
EA903	1.65	2.18	1.39	1.39	1.39	1.98	2.18
EA904	1.86	2.33	-	-	1.39	1.59	2.33
EA905	1.79	2.18	2.18	-	1.39	2.65	2.65
EA907	2.65	2.65	2.49	1.55	2.18	2.81	2.65
EA914	2.18	2.34	2.34	1.70	2.18	2.65	2.18
SIP	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Dissertation	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Average	2.14	2.30	2.01	1.80	1.87	2.17	2.07