



AMITY UNIVERSITY

UTTAR PRADESH

Summary of Achievement of Intended Student Learning Outcomes

Institution	<u>AMITY UNIVERSITY UTTAR PRADESH</u>
Academic Business Unit	<u>FACULTY OF MANAGEMENT STUDIES (Lucknow)</u>
Academic Year	<u>2020-21</u>

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OUTCOMES ASSESSMENT PLAN

Faculty of Management Studies

Name of your Academic Business Unit – Amity Business School Lucknow Branch

Section I: Mission and Broad-Based Goals

Mission Statement

Mission of the *Name of your Academic Business Unit: Amity Business School*

To provide education at all levels in management discipline of modern times and in the futuristic and emerging frontier areas of management knowledge, learning and research and to develop the overall personality of management students by making them not only excellent management professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Broad-Based Goals

Broad-Based Student Learning Goals:

1. Students will acquire experiential knowledge of the application of management principles in a professional work setting.
2. Students will integrate theory and practice, as well as expertise across functional areas in making effective decisions by understanding the relationship of business to global environment.
3. Students will develop and sustain effective individual and organizational performance by leveraging Research skills, Information and Technological competencies in the given management framework.
4. Students will acquire when and how to use assertiveness and influential skills.
5. Students will acquire effective communication skills that support and enhance managerial effectiveness.
6. Students will acquire positive perspectives and skills that create productive managerial leaders and business networks.
7. Students will act ethically and responsibly.
8. Students will critically evaluate and reflect learning and development throughout their career.

Broad-Based Operational Goals:

1. FMS intends to provide educational excellence in Teaching/Academic Delivery and research.
2. FMS will facilitate an academically conducive environment for holistic development of students.
3. FMS will facilitate environment for innovation and research excellence for the intellectual growth of faculty.
4. FMS will facilitate cultivation of core values of the university and ethical conduct amongst students, faculty and staff.
5. FMS will encourage cultural diversity and a sense of social and environmental responsibility.
6. FMS will provide ample opportunities for international exposure to faculty and students.
7. FMS will be involved in continual improvement of processes and systems and aim to attain national and international accreditations and university rankings.
8. FMS will build a strong industry interaction by way of alumni networks and empanelment of expertise from industry.
9. FMS will facilitate employment opportunities and also support students to start their own ventures.
10. FMS will facilitate good governance in discharge of responsibilities and execution of policies and programs.

OUTCOME ASSESSMENT RESULTS

Bachelor of Business Administration (BBA)

Student Learning Assessment for: <i>Name of BBA</i>
Program Intended Student Learning Outcomes (Program ISLOs)
<i>1. Program Learning Outcome 1 : Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context.</i>
<i>2. Program Learning Outcome 2 : Student shall be able to use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization</i>
<i>3. Program Learning Outcome 3 : Students shall be able to demonstrate knowledge of information management tools, and use IT to manage, synthesize, and analyze information and collaborate with the stakeholders in industry 4.0.</i>
<i>4. Program Learning Outcome 4 : Students shall be able to use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action.</i>
<i>5. Program Learning Outcome 5 : Students shall be able to develop and demonstrate effective communication skills required in a professional context, will have the ability to build better interpersonal camaraderie at a workplace.</i>
<i>6. Program Learning Outcome 6 : Students shall be able to work effectively in a team, demonstrate excellent interpersonal and collaborative skills, and network effectively with various stake holders.</i>
<i>7. Program Learning Outcome 7 : Student shall be able to identify diversity in culture, understand ethnic background, show sensitivity to various cultural and environmental issues, and demonstrate traits of global business practitioner.</i>
<i>8. Program Learning Outcome 8 : Student shall be able to define and apply ethical business practices, develop ethical standards, and develop strong ethical culture in a professional context.</i>
<i>9. Program Learning Outcome 9 : Student shall be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create value, develop and cultivate endurance, and convert innovative ideas into business ventures.</i>
<i>10. Program Learning Outcome 10 : Student shall develop and illustrate interest and competency for knowledge acquisition through primary and secondary sources for lifelong learning and its application on personal and professional front.</i>
<i>11. Program Learning Outcome 11 : Student shall be able to apply independent thinking to analyse and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability.</i>
<i>12. Program Learning Outcome 12 : Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate.</i>

Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
<p>1. Comprehensive Exam</p> <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 7(Global Outlook) 6. ISLO 8(Ethical Behaviour) 7. ISLO 9(Entrepreneurship & Employability) 8. ISLO 10(Life-Long Learning) 9. ISLO 11 (Others) 	<p><i>In comprehensive examination at least 60% of students will attain 70% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i></p>
<p>2. Scoring Rubrics</p> <p>ISLO 5 (Business Communication) ISLO 6 (Behavioural Skills) ISLO 7(Global Outlook)</p>	<p><i>Utilizing a scoring rubric at least 60% of students shall achieve the competency with 70% score in each section mapped with the specific Intended Student Learning Outcomes.</i></p>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
<p>1. <i>Student Exit Survey</i></p> <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 5(Business Communication) 6. ISLO 6(Behavioural Skill) 7. ISLO 7(Global Outlook) 8. ISLO 8(Ethical Behaviour) 9. ISLO 9(Entrepreneurship &Employability): 10. ISLO 10(Life-Long Learning): 11. ISLO 11(Others) 	<p><i>On the exit survey instrument, at least 70% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i></p>
<p>2. <i>Alumni Survey</i></p> <p>ISLO 9(Entrepreneurship &Employability):</p>	<p>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”</p>

Learning Assessment Results: Name of Program BBA

Summary of Results from Implementing Direct Measures of Student Learning:

1. Comprehensive Exam (Percentage of students scoring 70% and above in each section which is directly mapped to specific ISLOs to achieve the competency.)

1. ISLO 1(Management Knowledge): 75.95%
2. ISLO 2(Research competency): 62.03%
3. ISLO 3(IT Skills): 77.22%
4. ISLO 4(Problem-Solving and Critical Thinking Skills): 51.90%
5. ISLO 7(Global Outlook): 77.22%
6. ISLO 8(Ethical Behaviour): 53.16%
7. ISLO 9(Entrepreneurship & Employability): 77.22%
8. ISLO 10(Life-Long Learning): 58.23%
9. ISLO 11(Others): 69.62%

2. Scoring Rubrics

- 1.ISLO 5 (Business Communication): 48.10%
- 2.ISLO 6 (Behavioural Skills): 78.38%
- 3.ISLO 7(Global Outlook): 45.56%

Summary of Results from Implementing Indirect Measures of Student Learning:

1. Student Exit Survey

1. ISLO 1(Management Knowledge): 88.73%
2. ISLO 2(Research competency): 85.91%
3. ISLO 3(IT Skills): 81.69%
4. ISLO 4(Problem-Solving and Critical Thinking Skills): 87.32%
5. ISLO 5(Business Communication): 90.14%
6. ISLO 6(Behavioural Skill): 88.73%
7. ISLO 7(Global Outlook): 91.54%
8. ISLO 8(Ethical Behaviour) : 94.36%
9. ISLO 9(Entrepreneurship & Employability): 91.54%
10. ISLO 10(Life-Long Learning): 90.14%

2. Alumni Survey

- ISLO 9 (Entrepreneurship &Employability): 91.54%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
	<i>Direct Measure 1(CE)</i>	<i>Direct Measure 2(Rubrics)</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure 1(SES)</i>	<i>Indirect Measure 2(AS)</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
<i>1. Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context.</i>	Met				Met			
<i>2. Student shall be able to use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization</i>	Met				Met			
<i>3. Students shall be able to demonstrate knowledge of information management tools, and use IT to manage, synthesize, and analyze information and collaborate with the stakeholders in industry 4.0.</i>	Met				Met			
<i>4. Students shall be able to use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action.</i>	Not Met				Met			
<i>5. Students shall be able to develop and demonstrate effective communication skills required in a professional context, will have the</i>		Not Met			Met			

<i>ability to build better interpersonal camaraderie at a workplace.</i>								
<i>6. Students shall be able to work effectively in a team, demonstrate excellent interpersonal and collaborative skills, and network effectively with various stake holders.</i>		Met			Met			
<i>7. Student shall be able to identify diversity in culture, understand ethnic background, show sensitivity to various cultural and environmental issues, and demonstrate traits of global business practitioner.</i>	Met	Not Met			Met			
<i>8. Student shall be able to define and apply ethical business practices, develop ethical standards, and develop strong ethical culture in a professional context.</i>	Not Met				Met			
<i>9. Student shall be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create value, develop and cultivate endurance, and convert innovative ideas into business ventures.</i>	Met				Met	Met		
<i>10. Student shall develop and illustrate interest and competency for knowledge acquisition through primary and secondary sources for lifelong learning and its application on personal and professional front.</i>	Not Met				Met			
<i>11. Student shall be able to apply independent thinking to analyse and</i>								

<i>evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability.</i>								
<i>12.Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate.</i>								
Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:								
<i>ISLO 4 (Problem solving and Critical Thinking Skills) The performance target for this program ISLO dealing with problem solving and critical thinking skills was not met on the comprehensive examination. Faculty of ABSL is advised to expose students to business situations, understanding of business environment and discuss business cases and use video recordings of business experts for the purpose to sharpen their problem solving skills.</i>								
<i>ISLO 8(Ethical Behaviour): The performance target for this program ISLO dealing in ethical behaviour was not met on the comprehensive examination. Faculty of ABS is advised to discuss life examples, discuss the various aspects of ethics and consequences in both academia andIndustry.</i>								
<i>ISLO 10(Life Long Learning): The performance target for this program ISLO dealing in life long learning was not met on the comprehensive examination. Faculty of ABS is advised to discuss life examples, encourage students for live projects and provide opportunities to apply their skills.</i>								
<i>ISLO 5 (Business Communication): The performance target for this program ISLO dealing in business communication was not met on the scoring rubrics. Faculty are advised to involve students in group discussions, make and deliver presentations. Conduct workshops to improve on communication skills.</i>								
<i>ISLO 7(Global Outlook): The performance target for this program ISLO dealing in global outlook was not met on the scoring rubrics. Faculty are advised to understand the situations and scenarios around the world and learn to communicate, interact and display their awareness on global issues.</i>								

Bachelor of Commerce-Honours (B.Com – H)

Student Learning Assessment for: <i>Name of Program - B Com (H)</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
	<i>1. Program Learning Outcome 1 : The student will be able to exhibit creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to various business scenarios.</i>
	<i>2. Program Learning Outcome 2 : The student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in global environment.</i>
	<i>3. Program Learning Outcome 3 : The student will be able to exhibit management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional.</i>
	<i>4. Program Learning Outcome 4 : Student will be able to understand global trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communication in cultural diversity.</i>
	<i>5. Program Learning Outcome 5 : The student will be able to exhibit ethical values & considerations in accounts, finance, investment dealings and decisions.</i>
	<i>6. Program Learning Outcome 6 : The student will be able to demonstrate an in-depth knowledge of accounting, finance, auditing, management and learn to apply the concepts, theories, techniques, regulation & advancements in the field of accounting & finance in national & international business environment.</i>
	<i>7. Program Learning Outcome 7 : The student will be able to comprehend the basic concepts of mathematical, statistical and research tools using data analysis / financial models and computerized accounting system.</i>
	<i>8. Program Learning Outcome 8 : The student will be able to understand the usage & application of digital tools and comprehend financial networks in competitive business environment.</i>
	<i>9. Program Learning Outcome 9 : The student will be able to develop large and small profit and non-profit organization by setting high standards and enhance skills for commercial and financial management.</i>
	<i>10. Program Learning Outcome 10 : The student will be able to understand the significance of learning, self-initiative and self-directedness to recognize the need for life-long learning for productive employment.</i>
	<i>11. Program Learning Outcome 11 : Student will be able to demonstrate rigorous and independent thinking and encourage participatory decision making in teams.</i>
	<i>12. Program Learning Outcome 12 : Student will be able to understand the importance of networks in competitive business.</i>
Assessment Instruments for Intended Student Learning Outcomes—	Performance Objectives (Targets/Criteria) for Direct Measures:

Direct Measures of Student Learning:	
1. Comprehensive Exam <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 7(Global Outlook) 6. ISLO 8(Ethical Behaviour) 7. ISLO 9(Entrepreneurship & Employability) 8. ISLO 10(Life-Long Learning) 	<i>In comprehensive examination at least 50% of students will attain 60% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i>
2. Scoring Rubrics ISLO 5 (Business Communication) ISLO 6 (Behavioural Skills) ISLO 7(Global Outlook)	<i>Utilizing a scoring rubric at least 50% of students shall achieve the competency with 60% score in each section mapped with the specific Intended Student Learning Outcomes.</i>
Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Indirect Measures:
1. Student Exit Survey <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 5(Business Communication) 6. ISLO 6(Behavioural Skill) 7. ISLO 7(Global Outlook) 8. ISLO 8(Ethical Behaviour) 9. ISLO 9(Entrepreneurship &Employability: 10. ISLO 10(Life-Long Learning): 	<i>On the exit survey instrument, at least 70% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i>
2. Alumni Survey ISLO 9(Entrepreneurship &Employability):	On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”
Learning Assessment Results: Name of Program B Com (H)	
Summary of Results from Implementing Direct Measures1 of Student Learning: Comprehensive Exam	

1. (Percentage of students score 60% and above in each section which is directly mapped to specific ISLOs to achieve the competency.)

1. ISLO 1(Management Knowledge): 67.57%
2. ISLO 2(Research competency): 56.76%
3. ISLO 3(IT Skills): 57.66%
4. ISLO 4(Problem-Solving and Critical Thinking Skills): 53.15%
5. ISLO 7(Global Outlook): 12.61%
6. ISLO 8(Ethical Behaviour): 36.04%
7. ISLO 9(Entrepreneurship & Employability): 42.34%
8. ISLO 10(Life-Long Learning): 45.00%

Summary of Results from Implementing Direct Measures 2 of Student Learning: Scoring Rubrics

2. Scoring Rubrics

- 1.ISLO 5 (Business Communication): 55.65%
- 2.ISLO 6 (Behavioural Skills): 85.22%
- 3.ISLO 7(Global Outlook): 54.78%

1. Summary of Results from Implementing Indirect Measures of Student Learning: Student Exit Survey

1. ISLO 1(Management Knowledge): 93.80%
2. ISLO 2(Research competency): 92.03%
3. ISLO 3(IT Skills): 90.26%
4. ISLO 4(Problem-Solving and Critical Thinking Skills): 94.69%
5. ISLO 5(Business Communication): 95.57%
6. ISLO 6(Behavioural Skill): 94.69%
7. ISLO 7(Global Outlook): 94.69%
8. ISLO 8(Ethical Behaviour) : 96.46%
9. ISLO 9(Entrepreneurship & Employability): 94.69%
10. ISLO 10(Life-Long Learning): 92.92%

2.Summary of Results from Implementing Indirect Measures of Student Learning: Alumni Survey

ISLO 9 (Entrepreneurship &Employability): 94.69%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1(CE)	Direct Measure 2(Rubrics)	Direct Measure 3	Direct Measure 4	Indirect Measure 1(SES)	Indirect Measure 2(AS)	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. The student will be able to exhibit creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to various business scenarios.	Met				Met			
2. The student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in global environment.	Met				Met			
3. The student will be able to exhibit management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional.	Met				Met			
4. Student will be able to understand global trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communication in cultural diversity	Met				Met			
5. The student will be able to exhibit ethical values & considerations in accounts, finance, investment dealings and decisions.		Met			Met			
6. The student will be able to demonstrate an in-depth knowledge of accounting,		Met			Met			

<i>finance, auditing, management and learn to apply the concepts, theories, techniques, regulation & advancements in the field of accounting & finance in national & international business environment.</i>								
<i>7.The student will be able to comprehend the basic concepts of mathematical, statistical and research tools using data analysis / financial models and computerized accounting system.</i>	Not Met	Met			Met			
<i>8.The student will able to understand the usage & application of digital tools and comprehend financial networks in competitive business environment.</i>	Not Met				Met			
<i>9.The student will be able to develop large and small profit and non-profit organization by setting high standards and enhance skills for commercial and financial management.</i>	Not Met				Met	Met		
<i>10.The student will able to understand the significance of learning, self-initiative and self-directedness to recognize the need for life-long learning for productive employment.</i>	Not Met				Met			
<i>11.Student will be able to demonstrate rigorous and independent thinking and encourage participatory decision making in teams.</i>								
<i>12. Student will be able to understand the importance of networks in competitive business.</i>								

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

ISLO 7(Global Outlook): The performance target for this program ISLO dealing with global outlook was not met on the comprehensive examination. Faculty of ABSL is advised to discuss global business scenarios and global economic aspects and concerns.

ISLO 8: (Ethical Behaviour): The performance target for this program ISLO dealing with ethical behaviour was not met on the comprehensive examination. Faculty of ABSL is advised to concentrate and help students to distinguish between ethical and unethical behavior and exhibit high standard of values.

ISLO 9(Entrepreneurship & Employability): The performance target for this program ISLO dealing with Entrepreneurship & Employability was not met on the comprehensive examination. Faculty of ABSL is advised to connect with the e-cell and organize sessions for students to develop these skills and conduct workshops on improving logical reasoning, quantitatives, data Interpretation, interview skills.

ISLO 10(Life-Long Learning): The performance target for this program ISLO dealing with Life-Long Learning was not met on the comprehensive examination. Faculty of ABSL is advised to focus on developing conceptual knowledge and its application in real world.

Masters of Business Administration (MBA)

Student Learning Assessment for: <i>Name of Program - MBA</i>	
Program Intended Student Learning Outcomes (Program ISLOs)	
1. <i>Program Learning Outcome 1 : Student shall be able to define and analyze principle management concepts and theories in the functional areas of business.</i>	
2. <i>Program Learning Outcome 2 : Student shall be able to formulate research strategy and apply research skills appropriate for decision making</i>	
3. <i>Program Learning Outcome 3 : Student shall be able to identify the impact of emerging and disruptive Information Technologies on business and apply appropriate IT Tools for Business Analytics</i>	
4. <i>Program Learning Outcome 4 : Student shall be able to define, relate, and demonstrate decision making skills by applying problem-solving concepts, critical thinking skills and analytical techniques</i>	
5. <i>Program Learning Outcome 5 : Student shall be able to identify critical situations and demonstrate effective communication skills by communicating information accurately and clearly</i>	
6. <i>Program Learning Outcome 6 : Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team</i>	
7. <i>Program Learning Outcome 7 : Student shall be able to manage cultural diversity and demonstrate managerial skills in global business context</i>	
8. <i>Program Learning Outcome 8 : Student shall be able to judge ethical problems and operate standards of ethical behaviour in management business</i>	
9. <i>Program Learning Outcome 9 : Student shall be able to develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of specialisation</i>	
10. <i>Program Learning Outcome 10 : Student shall be able to use various information sources to acquire knowledge and apply it for life-long learning</i>	
Assessment Instruments for Intended Student Learning Outcomes— Direct Measures of Student Learning:	Performance Objectives (Targets/Criteria) for Direct Measures:
3. Comprehensive Exam <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 7(Global Outlook) 6. ISLO 8(Ethical Behaviour) 	<i>In comprehensive examination at least 60% of students will attain 70% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i>

<p>7. ISLO 9(Entrepreneurship & Employability) 8. ISLO 10(Life-Long Learning)</p>	
<p>4. Scoring Rubrics ISLO 2(Research competency) ISLO 5 (Business Communication) ISLO 6 (Behavioural Skills) ISLO 7(Global Outlook)</p>	<p><i>Utilizing a scoring rubric at least 60% of students shall achieve the competency with 70% score in each section mapped with the specific Intended Student Learning Outcomes.</i></p>
<p>Assessment Instruments for Intended Student Learning Outcomes— Indirect Measures of Student Learning:</p>	<p>Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
<p>3. <i>Student Exit Survey</i> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 5(Business Communication) 6. ISLO 6(Behavioural Skill) 7. ISLO 7(Global Outlook) 8. ISLO 8(Ethical Behaviour) 9. ISLO 9(Entrepreneurship &Employability): 10. ISLO 10(Life-Long Learning):</p>	<p><i>On the exit survey instrument, at least 70% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i></p>
<p>4. <i>Alumni Survey</i> ISLO 9(Entrepreneurship &Employability):</p>	<p>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question #5: “Are you employed in an area related to your MBA specialization?”</p>
<p align="center">Learning Assessment Results: <i>Name of Program MBA</i></p>	
<p>Summary of Results from Implementing Direct Measures 1 of Student Learning: Comprehensive Exam</p>	

1. Comprehensive Exam (Percentage of students scoring 70% and above in each section which is directly mapped to specific ISLOs to achieve the competency.)

1. ISLO 1(Management Knowledge): 81.13%
2. ISLO 2(Research competency): 66.04%
3. ISLO 3(IT Skills): 67.92%
4. ISLO 4(Problem-Solving and Critical Thinking Skills): 56.60%
5. ISLO 7(Global Outlook): 60.38%
6. ISLO 8(Ethical Behaviour): 50.94%
7. ISLO 9(Entrepreneurship & Employability): 58.49%
8. ISLO 10(Life-Long Learning): 37.74%
9. ISLO 11(Others): 66.04%

Summary of Results from Implementing Direct Measures 2 of Student Learning: Scoring Rubrics

Scoring Rubrics

- 1.ISLO 5 (Business Communication): 89.29%
- 2.ISLO 6 (Behavioural Skills): 48.21%
- 3.ISLO 7(Global Outlook): 70.91%

Summary of Results from Implementing Indirect Measures 1 of Student Learning: Student Exit Survey

1. ISLO 1(Management Knowledge): 96.22%
2. ISLO 2(Research competency): 94.33%
3. ISLO 3(IT Skills): 94.33%
4. ISLO 4(Problem-Solving and Critical Thinking Skills): 94.33%
5. ISLO 5(Business Communication): 94.33%
6. ISLO 6(Behavioural Skill): 98.11%
7. ISLO 7(Global Outlook): 96.22%
8. ISLO 8(Ethical Behaviour) : 96.22%
9. ISLO 9(Entrepreneurship & Employability): 94.33%
10. ISLO 10(Life-Long Learning): 94.33%

Summary of Results from Implementing Indirect Measures 1 of Student Learning: Alumni Survey

ISLO 9 (Entrepreneurship &Employability): 94.33%

Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes	Learning Assessment Measures							
Program ISLOs	Direct Measure 1(CE)	Direct Measure 2(Rubrics)	Direct Measure 3	Direct Measure 4	Indirect Measure 1(SES)	Indirect Measure 2(AS)	Indirect Measure 3	Indirect Measure 4
	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...
1. Student shall be able to define and analyze principle management concepts and theories in the functional areas of business	Met				Met			
2. Student shall be able to formulate research strategy and apply research skills appropriate for decision making	Met				Met			
3. Student shall be able to identify the impact of emerging and disruptive Information Technologies on business and apply appropriate IT Tools for Business Analytics	Met				Met			
4. Student shall be able to define, relate, and demonstrate decision making skills by applying problem-solving concepts, critical thinking skills and analytical techniques	Not Met				Met			
5. Student shall be able to identify critical situations and demonstrate effective communication skills by communicating information accurately and clearly		Met			Met			
6. Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team		Not Met			Met			

7. Student shall be able to manage cultural diversity and demonstrate managerial skills in global business context	Met	Met			Met			
8. Student shall be able to judge ethical problems and operate standards of ethical behaviour in management business	Not Met				Met			
9. Student shall be able to develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of specialisation	Not Met				Met	Met		
10. Student shall be able to use various information sources to acquire knowledge and apply it for life-long learning	Not Met				Met			

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. ISLO 2 (Problem solving and Critical Thinking Skills) The performance target for this program ISLO dealing with problem solving and critical thinking skills was not met on the comprehensive examination. Faculty of ABSL is advised to expose students to international business situations and discuss international business cases and use audio visuals for the purpose to sharpen their problem solving skills.
2. ISLO 6 (Behavioural Skill) The performance target for this program ISLO dealing with interpersonal skills, team building skills was not met on the comprehensive examination and the scoring rubrics. Faculties have been advised to give group assignments, projects and any other activities. Leaders to identified and made responsible for each group performance.
3. ISLO 8 (Ethical Behaviour) The performance target for this program ISLO dealing with ethical behaviour was not met on the comprehensive examination. Faculty of ABSL is advised to emphasis on ethical expectations desired by corporates and academia.
4. ISLO 10 (Life-Long learning) The performance target for this program ISLO dealing with life long learning was not met on the comprehensive examination. Faculty of ABSL is advised to expose students to international business situations and discuss international business cases and use audio visuals for the purpose. Course of Action 4

MBA- HUMAN RESOURCE

PROGRAM NAME (MBA-HR)			
a. Program Intended Student Learning Outcomes (Program ISLOs)			
1.	<i>Program Learning Outcome 1: Student will able to be intellectually curious, open to new ideas in the area of HRM and able to sustain intellectual interest. To understand the linkage of HR Strategy, HR activities, programs and policies</i>		
2.	<i>Program Learning Outcome 2: Student will able to acquire and evaluate knowledge in HR Discipline through independent research. Able to identify the cause-effect variables in defining work related behaviours. Able to interpret findings and provide solutions to increase employee performance and productivity.</i>		
3.	<i>Program Learning Outcome 3: Student will able to recognize pertinent Human Capital and business information needs, use appropriate technologies and methodologies to locate access and use information.</i>		
4.	<i>Program Learning Outcome 4: Student will able to respond effectively to unfamiliar problems in unfamiliar Business contexts; to take initiative and act resiliently in meeting challenging business discussions, able to encourage participatory decision making.</i>		
5.	<i>Program Learning Outcome 5: Student will able to possess a high standard of oral, visual and written communication skills, demonstrate skills in drafting letters/ emails, be polite and sensible in listening to others.</i>		
6.	<i>Program Learning Outcome 6: Student will able to demonstrate confidence in work, imitativeness , be reliable, enthusiastic, pro-active and a team player.</i>		
7.	<i>Program Learning Outcome 7: Student will able to work effectively in diverse communities. Evaluate Cultural diversity to benefit business growth. Formulate multiple HR strategies for diverse employee groups.</i>		
8.	<i>Program Learning Outcome 8: Student will able to Strive for justice, equality, honesty, and integrity in all personal and professional pursuits. Able to understand how businesses and professionals work, and conduct in a manner that is socially responsible and respectful.</i>		
9.	<i>Program Learning Outcome 9: Student will able to innovate, plan and organize HR Practices that contributes to productive outcomes. Demonstrate self management skills that contribute to employee satisfaction and growth</i>		
10.	<i>Program Learning Outcome 10: Student will able to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development, and evaluate their own performance effectively.</i>		
b. Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:			
1.	c. Performance Objectives (Targets/Criteria) for Direct Measures:		
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%; vertical-align: top;"> <p>Comprehensive Exam</p> <p>ISLO 1: Management Knowledge</p> <p>ISLO 2 : Research Competency</p> <p>ISLO 3: IT Skills</p> <p>ISLO 4: Ethical Behaviour</p> <p>ISLO 7 : Global Outlook</p> </td> <td style="width: 60%; vertical-align: top;"> <p><i>In comprehensive examination at least 50% of students will attain 60% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i></p> </td> </tr> </table>		<p>Comprehensive Exam</p> <p>ISLO 1: Management Knowledge</p> <p>ISLO 2 : Research Competency</p> <p>ISLO 3: IT Skills</p> <p>ISLO 4: Ethical Behaviour</p> <p>ISLO 7 : Global Outlook</p>	<p><i>In comprehensive examination at least 50% of students will attain 60% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i></p>
<p>Comprehensive Exam</p> <p>ISLO 1: Management Knowledge</p> <p>ISLO 2 : Research Competency</p> <p>ISLO 3: IT Skills</p> <p>ISLO 4: Ethical Behaviour</p> <p>ISLO 7 : Global Outlook</p>	<p><i>In comprehensive examination at least 50% of students will attain 60% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.</i></p>		

	<p>ISLO 8: Ethical Behaviour</p> <p>ISLO 9: Entrepreneurship and Employability</p> <p>ISLO 10: Life-Long Learning</p>	
2.	<p>Scoring Rubrics</p> <p>ISLO 5: Business Communication</p> <p>ISLO 6: Behavioral Skills</p> <p>ISLO 7: Global Outlook</p>	<p><i>Utilizing a scoring rubric at least 50% of students shall achieve the competency with 60% score in each section mapped with the specific Intended Student Learning Outcomes.</i></p>
<p>d. Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</p>		<p>e. Performance Objectives (Targets/Criteria) for Indirect Measures:</p>
1.	<p>Student Exit Survey</p> <p>ISLO 1: Management Knowledge</p> <p>ISLO2: Business Communication</p> <p>ISLO 3: Problem Solving and critical thinking skills</p> <p>ISLO 4: Global Outlook</p> <p>ISLO 5: Ethical Behaviour</p> <p>ISLO 6: Lifelong Learning</p> <p>ISLO 7: Research Competency</p> <p>ISLO 8: IT Skills</p> <p>ISLO 9: Entrepreneurship and Employability</p> <p>ISLO 10: Lifelong Learning</p> <p>ISLO 11: Problem Solving and critical thinking skills</p> <p>ISLO 12: Behavioral Skills</p>	<p><i>On the exit survey instrument, at least 80% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.</i></p>
2.	<p>Alumni Survey</p> <p>ISLO 9: Entrepreneurship and Employability</p>	<p><i>On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question : “Are you employed in an area related to your specialization?”</i></p>

No student enrollment from this programme for batch of 2020-21

MBA-Marketing and Sales

PROGRAM NAME (MBA-M&S)	
a. Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<i>Program Learning Outcome 1: Student will able to demonstrate marketing & selling skills. To acquire sound knowledge of Marketing strategies and consumer behaviour, apply conceptual knowledge in finding practical solutions for competing and increasing market sales</i>
2.	<i>Program Learning Outcome 2: potential market opportunity and articulate marketing and branding strategies. Ability to collect, analyze and interpret marketing data and information for driving optimum solutions related to consumer trends, advertising etc.</i>
3.	<i>Program Learning Outcome 3: Student will able to retrieve important demographic/psychographic information from web, to use information in critical and creative thinking, Proficiency in the appropriate use of contemporary technologies.</i>
4.	<i>Program Learning Outcome 4: Ability to apply existing skills and knowledge to identify and formulate new problems; Ability to develop inventive and creative solutions useful for marketing, branding and advertising, demonstrating flexibility and resourcefulness; Ability to identify and take serendipitous advantage of market opportunities.</i>
5.	<i>Program Learning Outcome 5: Communicate proficiently, in oral, written, presentation, information searching and listening skills to increase the brand value in the market. Be assertive and articulate, be able to negotiate responsibly and persuade customers effectively.</i>
6.	<i>Program Learning Outcome 6: Ability to maintain assertiveness, Capacity to interact and collaborate with customers and marketing teams effectively, and demonstrate business development skills in culturally diverse contexts.</i>
7.	<i>Program Learning Outcome 7: Ability to maintain assertiveness, Capacity to interact and collaborate with customers and marketing teams effectively, and demonstrate business development skills in 7. Understand different cultures and sustainability while developing marketing / branding strategies. Embrace business opportunities offered across globe and accept different ways of working.</i>
8.	<i>Program Learning Outcome 8: To understand how their actions can enhance the wellbeing of theirs and will be equipped to make a valuable contribution to society by practicing code of ethics</i>
9.	<i>Program Learning Outcome 9: Student will able to apply existing skills and knowledge to identify and formulate new problems; develop inventive and creative solutions useful for marketing, branding and advertising, demonstrating flexibility and resourcefulness; identify and take serendipitous advantage of market opportunities; able to apply decision making methodologies, display commitment to professional development and a willingness to listen and respond to constructive feedback for enhancing participatory decision making among marketing teams.</i>
10.	<i>Program Learning Outcome 10: Student will able to act with integrity, set themselves high standards and have skills that are essential to their future lifelong learning.</i>
b. Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:	
1.	Comprehensive Exam
	<ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills)
c. Performance Objectives (Targets/Criteria) for Direct Measures:	
	In comprehensive examination at least 50% of students will attain 60% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.

	<ol style="list-style-type: none"> 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 7(Global Outlook) 6. ISLO 8(Ethical Behaviour) 7. ISLO 9(Entrepreneurship&EmISLOyablity) 8. ISLO 10(Life-Long Learning) 	
2.	Scoring Rubrics <ol style="list-style-type: none"> 5. ISLO 5(Business Communication) 6. ISLO 6(Behavioural Skill) 7. ISLO 7(Global Outlook) 	Utilizing a scoring rubric at least 50% of students shall achieve the competency with 60% score in each section mapped with the specific Intended Student Learning Outcomes.
d. Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:		e. Performance Objectives (Targets/Criteria) for Indirect Measures:
1.	Student Exit Survey <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Research competency) 3. ISLO 3(IT Skills) 4. ISLO 4(Problem-Solving and Critical Thinking Skills) 5. ISLO 5(Business Communication) 6. ISLO 6(Behavioural Skill) 7. ISLO 7(Global Outlook) 8. ISLO 8(Ethical Behaviour) 9. ISLO 9(Entrepreneurship&EmISLOyablity) 10. ISLO 10(Life-Long Learning) 	On the exit survey instrument, at least 70% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.
2.	Alumni Survey <ul style="list-style-type: none"> • ISLO 9(Entrepreneurship&EmISLOyablity) 	On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question : “Are you emISLOyed in an area related to your specialization?”

No student enrollment from this programme for batch of 2020-21

MBA- International Business

PROGRAM NAME (MBA-IB)	
a. Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<i>Program Learning Outcome 1: Students shall be able to interpret and analyze various subjects of management domain with special focus in the area of International Business.</i>
2.	<i>Program Learning Outcome 2: Students shall be able to describe and analyse knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested problems.</i>
3.	<i>Program Learning Outcome 3: Students shall be able to apply technologies appropriately, developing and demonstrating capabilities to process information with the help of IT driven analytics for effective decision making.</i>
4.	<i>Program Learning Outcome 4: Students shall be able to develop ability to identify and formulate strategies to discover apparent and latent problems and finding research driven solutions to address stated and tacit issues.</i>
5.	<i>Program Learning Outcome 5: Students shall be able to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in global /cross cultural environment.</i>
6.	<i>Program Learning Outcome 6: Students shall be able to develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective teamwork, including an awareness of personal strengths and limitations.</i>
7.	<i>Program Learning Outcome 7: Students shall be able to summarise, Interpret and explain conversations in selected Foreign language for basic social & informal business interactions and to be able to identify and illustrate global issues from different perspectives, Learning from and respecting different cultures.</i>
8.	<i>Program Learning Outcome 8: Students shall be able to describe and analyse knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested problems.</i>
9.	<i>Program Learning Outcome 9: Students shall be able to create a sustainable business model through creative and innovative thinking.</i>
10.	<i>Program Learning Outcome 10: Students shall be able to develop competency to define, apply and interpret knowledge on one's own, through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning.</i>
11.	<i>Program Learning Outcome 11: Develop decision making capabilities and abilities, considering global dynamism and building multiple scenarios.</i>
12.	<i>Program Learning Outcome 12: Ability to use Social Networking Skills for business professional use.</i>
b. Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:	
1.	Comprehensive exam 1. ISLO 1(Management Knowledge) 2. ISLO 2(Problem-Solving and Critical Thinking Skills) 3. ISLO 3(IT Skills)
c. Performance Objectives (Targets/Criteria) for Direct Measures:	
In comprehensive examination at least 50% of students will attain 60% and above score in each section which is directly mapped to specific ISLOs to achieve the competency.	

	<ol style="list-style-type: none"> 4. ISLO 4(Research competency) 5. ISLO 7(Global Outlook) 6. ISLO 8(Research competency) 7. ISLO 9(Entrepreneurship&Employability) 8. ISLO 10(Life-Long Learning) 9. ISLO 11(Global Outlook) 	
2.	Scoring Rubrics <ol style="list-style-type: none"> 1. ISLO 5(Business Communication) 2. ISLO 6(Behavioural Skill) 3. ISLO 7(Global Outlook) 4. ISLO 12(Behavioural Skill) 	Utilizing a scoring rubric at least 50% of students shall achieve the competency with 60% score in each section mapped with the specific Intended Student Learning Outcomes.
d. Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:		e. Performance Objectives (Targets/Criteria) for Indirect Measures:
1.	Student Exit Survey <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge) 2. ISLO 2(Problem-Solving and Critical Thinking Skills) 3. ISLO 3(IT Skills) 4. ISLO 4(Research competency) 5. ISLO 5(Business Communication) 6. ISLO 6(Behavioural Skill) 7. ISLO 7(Global Outlook) 8. ISLO 8(Research competency) (Ethical Behaviour) 9. ISLO 9(Entrepreneurship&Employability) 10. ISLO 10(Life-Long Learning) 11. ISLO 11(Global Outlook) 12. ISLO 12 (Behavioural Skill) 	On the exit survey instrument, at least 70% of graduating class will indicate that they agree or strongly agree on various items linked with the intended students learning outcomes.
2.	Alumni Survey ISLO 9(Entrepreneurship&Employability)	On the alumni survey instrument, at least 80% of alumni will indicate “Yes” to the question: “Are you employed in an area related to your specialization?”

No student enrollment from this programme for batch of 2020-21

