



# AMITY UNIVERSITY

— UTTAR PRADESH —

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## Report of Student Learning & Achievement

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Faculty of studies	<u>Faculty of Management Studies</u> <u>Lucknow Campus</u>
Academic Year	<u>2014-2015</u>

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# Report of Student Learning and Achievement

## *Faculty of Management Studies*

For Academic Year: 2014-2015

### Mission of the Faculty of Management Studies

**“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.”**

#### 1. Student Learning Assessment for *Program 1 (B.Com(H))*

	<b>Programme Name – B. Com (H)</b>
<b>1.1</b>	<b>Programme Educational Objectives</b>
	PEO 1 Students will demonstrate experiential knowledge of the application of accounting, financial management, taxation, auditing in their professional work setting.
	PEO 2 Students will integrate theory and practice, as well as expertise across functional areas in making effective decisions by understanding the concepts, theories, techniques, regulations & advancements in the field of accounting & finance.
	PEO 3 Students will comprehend the basic concept of mathematical, statistical and research tools to solve business problems using computerized accounting system and data analysis.
	PEO 4 Students will identify the industry perspective for of accounting and financial management - when and how to use assertiveness and influential skills.
	PEO 5 Students will apply networking and effective communication skills in competitive businesses to negotiate financial, accounting and management deals.
	PEO 6 Students will develop positive perspectives and skills to inculcate creativity and life-long learning to strategize and plan for business development.

	PEO 7 Students will act ethically in business activities.
	PEO 8 Student will apply decision making techniques in general business practices involving accounting and financial management.
<b>1.1.2</b>	<b>Programme Learning Outcomes</b>
	PLO 1 The student will able to exhibit creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to various business scenarios.
	PLO 2 The student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in global environment.
	PLO 3 The student will able to exhibit management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional.
	PLO 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
	PLO 5 The student will able to exhibit ethical values & considerations in accounts, finance, investment dealings and decisions.
	PLO 6 The student will 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.
	PLO 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.
	PLO 8 The student will able to understand the usage & application of digital tools and comprehend financial networks in competitive business environment.
	PLO 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.
	PLO 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.

1.1.3	Assessment Instruments for Programme Learning Outcomes	Performance Objectives (Targets/Criteria)
<b>Direct Measures:</b>		
	1. Comprehensive Exam 1.1. List of Outcomes assessed by this Measure: PLO 1,5,6,8,10	80% students shall pass the each section of the exam by securing 60% or above.
	2. Scoring Rubrics 2.1 List of Outcomes assessed by this Measure: PLO 2, 3,4,7, 9	Learning Outcomes for Major Project will be assessed utilizing a four (4)-point scale rubric. Learning outcomes for assessing Behavioural aspects, Bussiness communication , Foreign Business and Employability will be assessed utilizing a five (5)-point scale rubrics. At least 80% of students shall achieve an Good Competency.
<b>Indirect Measures:</b>		
	1. Student Exit Survey List of Outcomes assessed by this Measure: PLO 1,2,3,4,5,6,7,8,9,10	On the exit survey instrument, at least 80% of graduating students will indicate that they were “successful” or “very successful” in achieving each of the program learning outcomes assessed by this measure.
	2. Alumni Survey List of Outcomes assessed by this Measure: PLO 9	The alumni survey instrument used will have a response range on the likert scale of 5. At least 80% of alumni will indicate that their level of achievement of each of the program learning outcomes assessed by this measure prepared them “well” or “very well” for their current positions.

2	Assessment Results	
1.2.1	<b>Summary of Results from Implementing Direct Measures of PLOs:</b>	
	<p><b><u>Direct Measure 1:</u></b>  <b>Comprehensive exam</b>  85% Of the students passed the Comprehensive exam conducted at the end of the programme achieving marks of 60% and above. The results indicated that the students were able to demonstrate competencies of independent thinking, leadership, team building, ethical values, indepth knowledge associated with Programme Learning Outcomes .</p>	
	<p><b><u>Direct Measure 2:</u></b>  <b>Scoring Rubris</b></p> <ul style="list-style-type: none"> <li>(a) The results from the rubrics for Major Projects revealed that 95% of the students demonstrated the ability to comprehend the basic concepts of mathematical, statistical research tools , data analysis and achieved satisfactory and good competency associated with the related outcome.</li> <li>(b) Results from the rubrics used for measuring behavioural skills revealed that 85% of students demonstrated a satisfactory and good competency associated with the related outcome.</li> <li>(c) All the students demonstrated skills to communicate satisfactorily in the foreign language associated with the related outcome.</li> <li>(d) 97% of the students demonstrated good competency and proficiency skills in oral and written communication associated with the related learning outcome of the programme.</li> <li>(e) Results of the rubrics for employability and entrepreneuralship 80% of students demonstrated satisfactory or good competency associated with the related learning outcome.</li> </ul>	
	<b>Summary of Results from Implementing Indirect Measures of PLOs:</b>	
	<p><b><u>Indirect Measure 1:</u></b>  <b>Student Exit Survey</b>  92% of students indicated that they were successful in achieving the skills and competencies associated with the program learning outcomes.</p>	



**Indirect Measure 2:**

**Alumni Survey**

Alumni Survey utilized to assess the related programme learning outcomes indicated that 90% of the alumis had successfully acquired relevant skills and competencies very well to meet the requirements and challenges of their current positions.

### Section# 3- Summary of Achievement of Programme Learning Outcomes:

Intended <b>Programme</b> Learning Outcomes								
<b>Programme</b> Learning Outcomes	Direct Measure1 Comprehensive Exam	Direct Measure 2 Scoring Rubrics	Direct Measure 3	Direct Measure 4	Indirect Measure Student Exit Survey	Indirect Measure Alumni Survey4	Indirect Measure 3	Indirect Measure 4
	Performance Target Was	Performance Target Was	Performance Target Was...	Performance Target Was...	Performance Target Was...	Performance Target Was...		
1. Program Learning Outcome 1	Met	NA			Met	NA		
2. Program Learning Outcome 2	NA	Met			Met	NA		
3. Program Learning Outcome 3	NA	Met			Met	NA		
4. Program Learning Outcome 4	NA	Met			Met	NA		
5. Program Learning Outcome 5	Met	NA			Met	NA		
6. Program Learning Outcome 6	Met	NA			Met	NA		
7. Program Learning Outcome 7	NA	Met			Met	NA		
8. Program Learning Outcome 8	Met	NA			Met	NA		
9. Programme Learning Outcome 9	NA	NA			Met	Met		
10. Programme Learning Outcomes 10	Met	NA			Met	NA		

	Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
1	Although all the learning outcomes were successfully met but further increase in the existing targets has been proposed
2	More efforts will be put on converting the satisfactory competency to good and good competency to excellent.

## 2. Student Learning Assessment for *Program BBA*

<b>Programme Name – BBA</b>	
<b>2.1.1</b>	<b>Programme Educational Objectives</b>
	<b>PEO 1 Students will exhibit practical knowledge of the management concepts and principles in the work scenario.</b>
	<b>PEO 2 Students will amalgamate learning from theory and experience, and make use of skills developed across functional areas in making effective decisions for business in a dynamic scenario.</b>
	<b>PEO 3 Students will progress and sustain effective individual and organizational performance by leveraging research and IT skills in a given context.</b>
	<b>PEO 4 Students will recognize and understand the use of assertiveness and influential skills.</b>
	<b>PEO 5 Students will exhibit effectual communication skills that augment efficacy of managers.</b>
	<b>PEO 6 Students will develop positive outlook and ability that create industrious managerial leaders and business networks.</b>
	<b>PEO 7 Students will become ethically responsible managers that positively impact businesses and society.</b>
<b>2.1.2</b>	<b>Programme Learning Outcomes</b>
	<b>PLO 1 Demonstrate a strong base of general management and build strong pillars over it in a particular area of specialization (Marketing, Finance, I.T., H.R.M, and Entrepreneurship). Develop an ability to integrate knowledge of one area into other and understand management as a comprehensive concept.</b>
	<b>PLO 2 Develop an eye to look out for changes, opportunities and threats in the business environment. Demonstrate ability to use various tools and techniques of research methodology to convert threats into opportunities and weaknesses into strengths.</b>
	<b>PLO 3 Critically analyze, evaluate and synthesize data into information relevant to taking business decisions. Improve the value delivery process.</b>
	<b>PLO 4 Develop skill and expertise in problem solving. Gain experience in dealing with diverse business situations.</b>

	<b>Apply requisite research tools and techniques to solve business problems.</b>
	<b>PLO 5 Develop interpersonal skills and high degree of verbal non – verbal and written communication. Demonstrate business etiquettes. Interpret and apply principles of cross cultural difference in communication.</b>
	<b>PLO 6 Develop highest order of behavioral and interpersonal skills. Demonstrate initiative and lead by example. Practice effectively both as an individual and as a team member.</b>
	<b>PLO 7 Recognize and identify diversity in cultures. Show sensitivity to various cultural and environmental issues and demonstrate traits of global business practioner.</b>
	<b>PLO 8 Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management.</b>
	<b>PLO 9. Acquire all the necessary skill set to be a manager. Practice creativity. Analyse risks and explore opportunities to create new business propositions. Develop idea generation skills, risk taking ability and ability to convert ideas into business ventures</b>
	<b>PLO 10 Recognize the need for and have preparation and ability to engage in life long learning in the domain of business management.</b>

2.1.3	Assessment Instruments for Programme Learning Outcomes	Performance Objectives (Targets/Criteria)
<b>Direct Measures:</b>		
	1. Comprehensive Exam List of Outcomes assessed by this Measure: PLO 1,3,4.,8,10.	80% students shall pass the each section of the exam with 60% or above.
	2. Scoring Rubrics List of Outcomes assessed by this Measure: PLO 2, 5,6,7,9	Learning Outcomes for Major Project will be assessed utilizing a four (4)-point scale rubric. Learning outcomes for assessing Behavioural aspects, Bussiness communication , Foreign Business and Employability will be assessed utilizing a five (5)-point scale rubrics. At least 80% of students shall achieve an Good Competency.
<b>Indirect Measures:</b>		
	1. Student Exit Survey 1.1. List of Outcomes assessed by this Measure: PLO 1,2,3,4,5,6,7,8,9,10	On the exit survey instrument, at least 80% of graduating students will indicate that they were “successful” or “very successful” in achieving each of the program learning outcomes assessed by this measure.
	Alumni Survey List of Outcomes assessed by this Measure: PLO 9	The alumni survey instrument used will have a response range on the likert scale of 5. At least 80% of alumni will indicate that their level of achievement of each of the program learning outcomes assessed by this measure prepared them “well” or “very well” for their current positions.

2.2	Assessment Results	
2.2.1	<b>Summary of Results from Implementing Direct Measures of PLOs:</b>	
	<p><b><u>Direct Measure 1:</u></b>  <b>Comprehensive Exam</b>  85% of the students passed the Comprehensive exam conducted at the end of the programme achieving 60% and above marks. The results indicated that the students were able to demonstrate competencies of independent thinking, leadership, team building, ethical values, indepth knowledge associated with Programme Learning Outcomes .</p>	
	<p><b><u>Direct Measure2</u></b>  <b>Scoring Rubrics</b>  (a)The results from the rubrics for Major Projects revealed that 85% of the students demonstrated the ability to comprehend various tools and techniques of research methodology to convert threats into opportunities and weaknesses into strengths, analyse and use statistical research tools. The students achieved satisfactory and good competency associated with the related outcome.  (b) Results from the rubrics used for measuring behavioural skills revealed that 100% of students demonstrated a satisfactory and good competency associated with the related outcome.  (c)95% of the students demonstrated skills to communicate satisfactorily in the foreign language associated with the related outcome.  (d) 95% of the students demonstrated good competency and proficiency skills in oral and written communication associated with the related learning outcome of the programme.  (e)Results of the rubrics for employability and entrepreneurialship 82% of students demonstrated satisfactory or good competency associated with the related learning outcome.</p>	
2.2.2	<b>Summary of Results from Implementing Indirect Measures of PLOs:</b>	
	<p><b><u>Indirect Measure 1</u></b>  <b>Student Exit Survey</b>  90% of students indicated that they were successful in achieving the skills and competencies associated with the program learning outcomes.</p>	
	<p><b><u>Indirect Measure 2</u></b>  <b>Alumni Survey</b></p>	

Alumni Survey utilized to assess the related programme learning outcomes indicated that 85% of the alumis had successfully acquired relevant skills and competencies very well to meet the requirements and challenges of their current positions.

**Section# 3- Summary of Achievement of Programme Learning Outcomes:**

<b>Intended Programme Learning Outcomes</b>								
<b>Programme Learning Outcomes</b>	<b>Direct Measure Comprehensive Exam</b>	<b>Direct Measure Scoring Rubrics</b>	<b>Direct Measure 3</b>	<b>Direct Measure 4</b>	<b>Indirect Measure Student Exit Survey</b>	<b>Indirect Measure Alumni Survey4</b>	<b>Indirect Measure 3</b>	<b>Indirect Measure 4</b>
	<b>Performance Target Was..</b>	<b>Performance Target Was ..</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>	<b>Performance Target Was...</b>
<b>6. Program Learning Outcome 1</b>	Met	NA			Met	NA		
<b>7. Program Learning Outcome 2</b>	NA	Met			Met	NA		
<b>8. Program Learning Outcome 3</b>	Met	NA			Met	NA		
<b>9. Program Learning Outcome 4</b>	Met	NA			Met	NA		
<b>10. Program Learning Outcome 5</b>	NA	Met			Met	NA		
<b>6. Program Learning Outcome 6</b>	NA	Met			Met	NA		



<b>7.Program Learning Outcome 7</b>	NA	NA			Met	NA		
<b>8.Program Learning Outcome 8</b>	Met	NA			Met	Met		
<b>9.Programme Learning Outcome 9</b>	NA	Met			Met	NA		
<b>10. Programme Learning Outcomes 10</b>	Met	NA			90%	NA		

	<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>
	Although all the learning outcomes were successfully met but further increase in the existing targets has been proposed
	More efforts will be put on converting the satisfactory competency to good and good competency to excellent.

**3. Student Learning Assessment for *Program 1 (MBA)***

<b>Programme Name – MBA</b>	
<b>3.1.1</b>	<b>Programme Educational Objectives</b>
	<b>PEO 1 Students of the Management Programme will have theoretical knowledge and demonstrate application of management principles in a professional work setting</b>
	<b>PEO 2 Students of the Management Programme will think independently, analytically through the process of research and inquiry while making effective decisions in global environment</b>
	<b>PEO 3 The Programme Cultivates in the students the values and attitudes that make them agents of social change.</b>
	<b>PEO 4 Students of the programme will strategically think when and how to use assertiveness and influential skills</b>
	<b>PEO 5 Students will be able to demonstrate communication skills that support and enhance managerial effectiveness</b>

	<b>PEO 6</b> Students will have the positive perspectives and skills that create productive managerial leaders and business networks.
	<b>PEO 7</b> Students of the Management Programme will be able to review and critique organizational efforts to act ethically and responsibly
	<b>PEO 8</b> Students of the Management Programme will be prepared for continued learning throughout their career and represent themselves in various professional bodies.
<b>3.1.2</b>	<b>Programme Learning Outcomes</b>
	<b>PLO 1 To define, summarize concepts in Management and apply it in multi-disciplinary context, able to describe and critically analyse management problems in volatile business environment</b>
	<b>PLO 2. Ability to acquire and evaluate new knowledge through Business research methods, Ability to identify, define, investigate, and solve critical business issues, analyze data/information and interpret results for driving optimum solutions</b>
	<b>PLO 3. Able to identify potential sources of Business environment information using technologies, Synthesize and define an idea from multiple information sources</b>
	<b>PLO 4 Able to pay attention to details, challenging conventional ways of thinking, Applying a range of strategies to problem solving.</b>
	<b>PLO 5. Communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession.</b>
	<b>PLO 6 To demonstrate excellent interpersonal, mentoring and decision-making skills, including an awareness of personal strengths and limitations. Promote self-awareness, empathy, cultural awareness and mutual respect while working in teams</b>
	<b>PLO 7 Able to Understand global issues from different perspectives, Recognize the opportunities that the wider world offers, Learning from and respecting different cultures, Apply different forms of communication in different cultural settings.</b>
	<b>PLO 8 Understand and practice the highest standards of ethical behaviour associated with their management</b>

	<b>profession.</b>	
	<b>PLO 9 Able to find opportunities to improve the business value chain as an intrapreneur. Develop business acumen and display basic business skills.</b>	
	<b>PLO 10. Able to critically evaluate and reflect upon their personal development during the work experience and future learning needs to support their career aspirations in future.</b>	
<b>3.1.3</b>	<b>Assessment Instruments for Programme Learning Outcomes</b>	<b>Performance Objectives (Targets/Criteria)</b>
	<b>Direct Measures:</b>	
	1. Comprehensive Exam 1.1. List of Outcomes assessed by this Measure: PLO 1,3,4,8,10	80% students shall pass the each section of the exam with 60% or above.
	2. Scoring Rubrics List of Outcomes assessed by this Measure: PLO 2,5,6,7,9	Learning Outcomes for Dissertation will be assessed utilizing a four (4)-point scale rubric. Learning outcomes for assessing Behavioural aspects, Bussiness communication , Foreign Business and Employability will be assessed utilizing a five (5)-point scale rubrics. At least 80% of students shall achieve an Good Competency or Saisfactory competency
	<b>Indirect Measures:</b>	
	1. Student Exit Survey List of Outcomes assessed by this Measure: PLO 1,2,3,4,5,6,7,8,9,10	On the exit survey instrument, at least 80% of graduating students will indicate that they were “successful” or “very successful” in achieving each of the program learning outcomes assessed by this measure.

	<p>2. Industry Guide Feedback List of Outcome assessed by this Measure PLO1,3,4,8,10</p>	<p>80% of Industry Guide will be satisfied with the performance of the students .</p>
	<p>3. Alumni Survey List of Outcomes assessed by this Measure: PLO 9</p>	<p>The alumni survey instrument used will have a response range on the likert scale of 5. At least 80% of alumni will indicate that their level of achievement of each of the program learning outcomes assessed by this measure prepared them “well” or “very well” for their current positions.</p>

3.2	<b>Assessment Results</b>	
3.2.1	<b>Summary of Results from Implementing Direct Measures of PLOs:</b>	
	<p><b><u>Direct Measure 1</u></b>  <b>Comprehensive Exam</b>  87% of the students passed the Comprehensive exam conducted at the end of the programme achieving 60% and above marks. The results indicated that the students were able to demonstrate competencies of independent thinking, leadership, team building, ethical values, indepth knowledge associated with Programme Learning Outcomes .</p>	
	<p><b><u>Direct Measure 2</u></b>  <b>Scoring Rubrics</b>  (a)The results from the rubrics for Dissertation revealed that 90% of the students demonstrated the ability to evaluate business environment, identify, define, investigate, and solve critical business issues, analyze data/information and interpret results for driving optimum solutions. The students achieved satisfactory and good competency associated with the related outcome.  (b)Results from the rubrics used for measuring behavioural skills revealed that 85% of students demonstrated a satisfactory and good competency associated with the related outcome.  (c)90% of the students demonstrated skills to communicate satisfactorily in the foreign language associated with the related outcome.  (d) 90% of the students demonstrated good competency and proficiency skills in oral and written communication associated with the related learning outcome of the programme.  (e)Results of the rubrics for employability and entrepreneurialship 85% of students demonstrated satisfactory or good competency associated with the related learning outcome.</p>	
3.2.2	<b>Summary of Results from Implementing Indirect Measures of PLOs:</b>	
	<p><b><u>Indirect Measure 1</u></b>  <b>Student Exit Survey</b>  85% of students indicated that they were successful in achieving the skills and competencies associated with the program learning outcomes.</p>	
	<b><u>Indirect Measure 2</u></b>	

	<p><b>Feedback of Industry Guide</b> 85% of the Industry guide were satisfied with the performance of the students.</p>
	<p><b><u>Indirect Measure 3</u></b> <b>Alumni Survey</b> Alumni Survey utilized to assess the related programme learning outcomes indicated that 90% of the alumis had successfully acquired relevant skills and competencies very well to meet the requirements and challenges of their current positions</p>

**Section# 3- Summary of Achievement of Programme Learning Outcomes:**

<b>Intended Programme Learning Outcomes</b>								
<b>Programme Learning Outcomes</b>	<b>Direct Measure Comprehensive Exam</b>	<b>Direct Measure Scoring Rubrics</b>	<b>Direct Measure 3</b>	<b>Direct Measure 4</b>	<b>Indirect Measure Student Exit Survey</b>	<b>Indirect Measure Feedback of Industry Internship Guide</b>	<b>Indirect Measure Alumni Survey</b>	<b>Indirect Measure</b>
	<b>Performance Target Was..</b>	<b>Performance Target Was..</b>	<b>Performance Target Was..</b>	<b>Performance Target Was..</b>	<b>Performance Target Was..</b>	<b>Performance Target Was..</b>	<b>Performance Target Was..</b>	<b>Performance Target Was..</b>
<b>11. Program Learning Outcome 1</b>	Met	NA			Met	met	NA	
<b>12. Program Learning Outcome 2</b>	NA	Met			Met	NA	NA	

<b>13. Program Learning Outcome 3</b>	<b>Met</b>	<b>NA</b>			<b>Met</b>	<b>Met</b>	<b>NA</b>	
<b>14. Program Learning Outcome 4</b>	<b>Met</b>	<b>NA</b>			<b>Met</b>	<b>Met</b>	<b>NA</b>	
<b>15. Program Learning Outcome 5</b>	<b>NA</b>	<b>Met</b>			<b>Met</b>	<b>NA</b>	<b>NA</b>	
<b>6. Programme Learning Outcomes 6</b>	<b>NA</b>	<b>Met</b>			<b>Met</b>	<b>NA</b>	<b>NA</b>	
<b>7 Program Learning Outcome7</b>	<b>NA</b>	<b>Met</b>			<b>Met</b>	<b>NA</b>	<b>NA</b>	
<b>8 Program Learning Outcome8</b>	<b>Met</b>	<b>NA</b>			<b>Met</b>	<b>Met</b>	<b>NA</b>	
<b>9 Program Learning Outcome9</b>	<b>NA</b>	<b>Met</b>			<b>Met</b>	<b>NA</b>	<b>Met</b>	
<b>10 Program Learning Outcome10</b>	<b>Met</b>	<b>NA</b>			<b>Met</b>	<b>Met</b>	<b>NA</b>	

	<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>
<b>1</b>	Although all the learning outcomes were successfully met but further increase in the existing targets has been proposed
<b>2</b>	More efforts will be put on converting the satisfactory competency to good and good competency to excellent.



4. Student Learning Assessment for Program (MBA- Human Resource)

<b>Programme Name – Programme 1 MBA (Human Resource)</b>	
<b>4.1.1</b>	<b>Programme Educational Objectives</b>
PEO 1	Students will have an excellent Human Resource Management knowledge with an exclusively business vocabulary, research and analytical skills
PEO 2	Students will know to develop overall leadership and team building skills to become a more effective change agent and achieve desired business outcomes
PEO 3	Students will critically understand and evaluate the current issues with research skills , ICT trends, and limitations of human resource management
PEO 4	Students will know to communicate effectively and realise the importance of information packaging in presentation skills to manage relationships with various stakeholders
PEO 5	Students will learn to analyse the challenges in recruitment, training employees for skills, examine the components of pay models, analyse the variety of employment benefits, the legalities associated with each, and their impact on the employee recruiting, retention, and satisfaction
PEO 6	Students will be able to evaluate the challenges of global workforce to include expatriate employees, culture, training, and development
PEO 7	Students will understand the role of ethical values and practices within a business organization
PEO 8	Students will be prepared for continued learning throughout their career
<b>4.1.2</b>	<b>Programme Learning Outcomes</b>
PLO 1	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.
PLO 2	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.
PLO 3	Recognize pertinent Human Capital and business information needs, use appropriate technologies and methodologies to locate access and use information.
PLO 4	Respond effectively to unfamiliar problems in unfamiliar Business contexts

	<b>PLO 5</b>	<b>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.</b>
	<b>PLO 6</b>	<b>Demonstrate confidence in work, imitativeness , be reliable, enthusiastic, pro-active and a team player</b>
	<b>PLO 7</b>	<b>Able to work effectively in diverse communities. Evaluate Cultural diversity to benefit business growth. Formulate multiple HR strategies for diverse employee groups.</b>
	<b>PLO 8</b>	<b>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.</b>
	<b>PLO 9</b>	<b>Ability to innovate, plan and organize HR Practices that contributes to productive outcomes. Demonstrate self management skills that contribute to employee satisfaction and growth.</b>
	<b>PLO 10</b>	<b>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.</b>
<b>4.1.3</b>	<b>Assessment Instruments for Programme Learning Outcomes</b>	<b>Performance Objectives (Targets/Criteria)</b>
	<b>Direct Measures:</b>	
	1. Comprehensive Exam List of Outcomes assessed by this Measure: PLO 1,3,4,8,10	80% students shall pass the each section of the exam with 60% or above.
	2. Scoring RubricsDissertation List of Outcomes assessed by this Measure: PLO 2,5,6,7,9	Learning Outcomes for Dissertation will be assessed utilizing a four (4)-point scale rubric. Learning outcomes for assessing Behavioural aspects, Bussiness communication , Foreign Business and Employability will be assessed utilizing a five (5)-point scale rubrics. At least 80% of students shall achieve an Good Competency or Saisfactory competency
	<b>Indirect Measures:</b>	

	1. Student Exit Survey 1.1. List of Outcomes assessed by this Measure: PLO 1,2,3,4,5,6,7,8,9,10	On the exit survey instrument, at least 80% of graduating students will indicate that they were “successful” or “very successful” in achieving each of the program learning outcomes assessed by this measure
	2. Alumni Survey List of Outcomes assessed by this Measure: PLO 9	The alumni survey instrument used will have a response range on the likert scale of 5. At least 80% of alumni will indicate that their level of achievement of each of the program learning outcomes assessed by this measure prepared them “well” or “very well” for their current positions.
	3. Industry Guide Feedback List of Outcome assessed by this Measure PLO 1,3,4,8,10	80% of Industry Guide will be satisfied with the performance of the students
<b>4.2</b>	<b>Assessment Results</b>	
<b>4.2.1</b>	<b>Summary of Results from Implementing Direct Measures of PLOs:</b>	
	<p><b><u>Direct Measure 1</u></b>  <b>Comprehensive Exam</b>  85% of the students passed the Comprehensive exam conducted at the end of the programme achieving 60% and above marks. The results indicated that the students were able to demonstrate competencies to evaluate knowledge in HR Discipline, identify the cause-effect variables in defining work related behaviours, interpret findings and provide solutions to increase employee performance and productivity associated with Programme Learning Outcomes .</p>	
	<p><b><u>Direct Measure 2</u></b>  <b>Scoring Rubrics</b>  (a) The results from the rubrics for Dissertation revealed that 90% of the students demonstrated the ability to comprehend the basic concepts of mathematical, statistical research tools , data analysis and achieved satisfactory and good competency associated with the related outcome.  (b) Results from the rubrics used for measuring behavioural skills revealed that 85% of students demonstrated a satisfactory and good competency associated with the related outcome.  (c) 86% of the students demonstrated skills to communicate satisfactorily in the foreign language associated with the related outcome.</p>	

	<p>(d) 87% of the students demonstrated good competency and proficiency skills in oral and written communication associated with the related learning outcome of the programme.</p> <p>(e) Results of the rubrics for employability and entrepreneurialship 86% of students demonstrated satisfactory or good competency associated with the related learning outcome.</p>
<b>4.2.2</b>	<b>Summary of Results from Implementing Indirect Measures of PLOs:</b>
	<p><b><u>Indirect Measure 1</u></b>  <b>Student Exit Survey</b>  85% of students indicated that they were successful in achieving the skills and competencies associated with the program learning outcomes.</p>
	<p><b><u>Indirect Measure 2</u></b>  Feedback of Industry Guide  80% of the Industry guide were satisfied with the performance of the students. Industry Guide Feedback</p>
	<p><b><u>Indirect Measure 3</u></b>  <b>Alumni Survey</b>  Alumni Survey utilized to assess the related programme learning outcomes indicated that 84% of the alumis had successfully acquired relevant skills and competencies very well to meet the requirements and challenges of their current positions.</p>

**Section# 3- Summary of Achievement of Programme Learning Outcomes:**

Intended Programme Learning Outcomes								
Programme Learning Outcomes	Direct Measure Comprehensive Exam	Direct Measure Scoring Rubrics	Direct Measure 3	Direct Measure 4	Indirect Measure Student Exit Survey	Indirect Measure Feedback of Industry Internship Guide	Indirect Measure Alumni Survey	Indirect Measure 4
	Performance Target Was	Performance Target Was	Performance Target Was	Performance Target Was	Performance Target Was	Performance Target Was..	Performance Target Was....	
16. Program Learning Outcome 1	Met	NA			Met	Met	NA	
17. Program Learning Outcome 2	NA	Met			Met	NA	NA	
18. Program Learning Outcome 3	Met	NA			Met	Met	NA	
19. Program Learning Outcome 4	Met	NA			Met	Met	NA	
20. Program Learning Outcome 5	NA	Met			Met	NA	NA	

<b>6. Programme Learning Outcomes 6</b>	<b>NA</b>	<b>Met</b>			<b>Met</b>	<b>NA</b>	<b>NA</b>	
<b>7 Program Learning Outcome7</b>	<b>NA</b>	<b>Met</b>			<b>Met</b>	<b>NA</b>	<b>NA</b>	
<b>8 Program Learning Outcome8</b>	<b>Met</b>	<b>NA</b>			<b>Met</b>	<b>Met</b>	<b>NA</b>	
<b>9 Program Learning Outcome9</b>	<b>NA</b>	<b>Met</b>			<b>Met</b>	<b>NA</b>	<b>Met</b>	
<b>10 Program Learning Outcome10</b>	<b>Met</b>	<b>NA</b>			<b>Met</b>	<b>Met</b>	<b>NA</b>	

<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>	
<b>1</b>	Although all the learning outcomes were successfully met but further increase in the existing targets has been proposed
<b>2</b>	More efforts will be put on converting the satisfactory competency to good and good competency to excellent.

**Programme Name – MBA (International Business)**

<b>Programme Name – MBA (International Business)</b>	
<b>5.1.1</b>	<b>Programme Educational Objectives</b>
<b>PEO 1</b>	<b>The objective of the MBA- IB program is to educate and prepare a diverse groups of students with the knowledge, analytical ability, and management perspectives and skills needed to provide leadership to organizations competing in a world increasingly characterized by diversity in the workforce, rapid technological change, and a fiercely competitive global marketplace</b>
<b>PEO 2</b>	<b>The programme is designed to help the students develop their decision making skills, problem identification &amp; problem solving skills and integrative and critical thinking. The course selection offered to the students over four semesters helps them to create a better understanding of the working of business with effective use of simulations and case studies.</b>
<b>PEO 3</b>	<b>MBA- IB is designed to prepare students for careers in management and leadership . Students acquire a comprehensive foundation in the fundamentals of business, the global environment in which they will function, and the analytical tools for intelligent decision-making.</b>
<b>5.1.2</b>	<b>Programme Learning Outcomes</b>
<b>PLO 1</b>	<b>To Interpret and analyze various subjects of management domain with special focus in the area of International Business</b>
<b>PLO 2</b>	<b>To 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</b>
<b>PLO 3</b>	<b>Apply technologies appropriately .Developing and demonstrating capabilities to process information with the help of IT driven analytics for effective decision making.</b>
<b>PLO 4</b>	<b>Acquire ability to identify and formulate strategies to discover apparent and latent problems and finding research driven solutions to address stated and tacit issues.</b>
<b>PLO 5</b>	<b>Ability to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in global /cross cultural environment.</b>
<b>PLO 6</b>	<b>Develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamism and effective Teamwork, including an awareness of personal strengths and limitations.</b>
<b>PLO 7</b>	<b>Summarise, Interpret and explain conversations in selected Foreign language for basic social &amp; informal</b>

	<p><b>business interactions and to be able to identify and illustrate global issues from different perspectives, Learning from and respecting different cultures.</b></p>	
	<p><b>PLO 8 Ability to recognize and practice ethical responsibilities and defend justice, honesty and integrity in all personal and professional pursuits</b></p>	
	<p><b>PLO 9 Create a sustainable business model through Creative and innovative thinking.</b></p>	
	<p><b>PLO 10 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.</b></p>	
<b>5.1.3</b>	<b>Assessment Instruments for Programme Learning Outcomes</b>	<b>Performance Objectives (Targets/Criteria)</b>
	<b>Direct Measures:</b>	
	<p>1. Comprehensive Exam 1.1. List of Outcomes assessed by this Measure: PLO 1,3,4,8,10</p>	80% students shall pass the each section of the exam securing 60% or above.
	<p>2. Scoring Rubrics  List of Outcomes assessed by this Measure: PLO 2,5,6,7,9</p>	<p>Learning Outcomes for Dissertation will be assessed utilizing a four (4)-point scale rubric. Learning outcomes for assessing Behavioural aspects, Bussiness communication , Foreign Business and Employability will be assessed utilizing a five (5)-point scale rubrics. At least 80% of students shall achieve an Good Competency or Saisfactory competency</p>
	<b>Indirect Measures:</b>	
	<p>1. Student Exit Survey 1.1. List of Outcomes assessed by this Measure: PLO 1,2,3,4,5,6,7,8,9,10</p>	On the exit survey instrument, at least 80% of graduating students will indicate that they were “successful” or “very successful” in achieving each of the program learning outcomes assessed by this measure



	2. Alumni Survey List of Outcomes assessed by this Measure: PLO 9	The alumni survey instrument used will have a response range on the likert scale of 5. At least 80% of alumni will indicate that their level of achievement of each of the program learning outcomes assessed by this measure prepared them “well” or “very well” for their current positions.
	3. Industry Guide Feedback List of Outcome assessed by this Measure PLO 1,3,4,8,10	80% of Industry Guide will be satisfied with the performance of the students
<b>5.2</b>	<b>Assessment Results</b>	
<b>5.2.1</b>	<b>Summary of Results from Implementing Direct Measures of PLOs:</b>	
	<p><b><u>Direct Measure 1</u></b> <b>Comprehensive Exam</b> 85% of the students passed the Comprehensive exam conducted at the end of the programme achieving 60% and above marks. The results indicated that the students were able to demonstrate competencies of independent thinking, leadership, team building, ethical values, indepth knowledge associated with Programme Learning Outcomes .</p>	
	<p><b><u>Direct Measure 2</u></b> <b>Scoring Rubrics</b> (a) The results from the rubrics for Dissertation revealed that 92% of the students demonstrated the ability to comprehend , describe and analyse knowledge driven capabilities through extensive research work and solving latent and manifested problems and achieved satisfactory and good competency associated with the related outcome. (b) Results from the rubrics used for measuring behavioural skills revealed that 89% of students demonstrated a satisfactory and good competency associated with the related outcome. (c) All the students demonstrated skills to communicate satisfactorily in the foreign language associated with the related outcome. (d) 83% of the students demonstrated good competency and proficiency skills in oral and written communication associated with the related learning outcome of the programme. (e) Results of the rubrics for employability and entrepreneurialship 87% of students demonstrated satisfactory or good competency associated with the related learning outcome.</p>	

<b>.2.2</b>	<b>Summary of Results from Implementing Indirect Measures of PLOs:</b>
	<p><b><u>Indirect Measure 1</u></b>  <b>Student Exit Survey</b>  86% of students indicated that they were successful in achieving the skills and competencies associated with the program learning outcomes.</p>
	<p><b><u>Indirect Measure 2</u></b>  Feedback of Industry Guide  82% of the Industry guide were satisfied with the performance of the students. Industry Guide Feedback</p>
	<p><b><u>Indirect Measure 3</u></b>  <b>Alumni Survey</b>  Alumni Survey utilized to assess the related programme learning outcomes indicated that 85% of the alumis had successfully acquired relevant skills and competencies very well to meet the requirements and challenges of their current positions.</p>

**Section# 3- Summary of Achievement of Programme Learning Outcomes:**

Intended Programme Learning Outcomes								
Programme Learning Outcomes	Direct Measure 1 Comprehensive Exam	Direct Measure 2 Scoring Rubrics	Direct Measure 4	Direct Measure 5	Indirect Measure 1 Student Exit Survey	Indirect Measure 2 Feedback of Industry Internship Guide	Indirect Measure 3 Alumni Survey	Indirect Measure 4
	Performance Target Was	Performance Target Was	Performance Target Was	Performance Target Was	Performance Target Was	Performance Target Was	Performance Target Was	
21. Program Learning Outcome 1	Met	NA			Met	Met	NA	
22. Program Learning Outcome 2	NA	Met			Met	NA	NA	
23. Program Learning Outcome 3	Met	NA			Met	Met	NA	
24. Program Learning Outcome 4	Met	NA			Met	Met	NA	
25. Program Learning Outcome 5	NA	Met			Met	NA	NA	
6. Programme Learning Outcomes 6	NA	Met			Met	NA	NA	

<b>7 Program Learning Outcome7</b>		<b>Met</b>			<b>Met</b>	<b>NA</b>	<b>NA</b>	
<b>8 Program Learning Outcome8</b>	<b>Met</b>	<b>NA</b>			<b>Met</b>	<b>Met</b>	<b>NA</b>	
<b>11 Program Learning Outcome9</b>	<b>NA</b>	<b>Met</b>			<b>Met</b>	<b>NA</b>	<b>Met</b>	
<b>12 Program Learning Outcome10</b>	<b>Met</b>	<b>NA</b>			<b>Met</b>	<b>Met</b>	<b>NA</b>	

<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>	
<b>1</b>	Although all the learning outcomes were successfully met but further increase in the existing targets has been proposed
<b>2</b>	More efforts will be put on converting the satisfactory competency to good and good competency to excellent.

**6. Student Learning Assessment for Program (MBA- Marketing and Sales)**

<b>Programme Name – MBA Marketing and Sales</b>	
<b>6.1.1</b>	<b>Programme Educational Objectives</b>
PEO 1	Students of MBA (Marketing and Sales) programme will gain the ability to influence customer through understanding , predicting and shaping the customers’ preferences and behaviour with their Marketing knowledge and Market research skills
PEO 2	Students will learn to review traditional marketing topics, such as customer behaviour, segmentation, pricing, partnerships, branding and negotiation, but transposes them to the competitive B2B environment
PEO 3	Students will gain a balanced overview of the rapidly changing advertising landscape
PEO 4	Students will learn to communicate effectively, logically, clearly, and persuasively in spoken, written, and visual form
PEO 5	Students will recognise the importance of team working skills, relationship management, networking and leadership skills needed by successful marketing managers in a competitive global, multicultural environment
PEO 6	Students shall learn to research and analyse the competitive environment of an industry, recommend the best combination of basic 4 p’s marketing for strategic positioning of products and services within the industry and develop associated strategic plans such as logistics & supply chain management
PEO 7	Students will be prepared for continued learning throughout their career
PEO 8	Students will understand the role of ethical values and practices within a business organization
<b>6.1.2</b>	<b>Programme Learning Outcomes</b>
PLO 1	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
PLO 2	Effectively conduct primary research to evaluate a 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.

	<b>PLO 3</b>	<b>Ability to retrieve important demographic/psychographic information from web, to use information in critical and creative thinking, Proficiency in the appropriate use of contemporary technologies.</b>
	<b>PLO 4</b>	<b>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.</b>
	<b>PLO 5</b>	<b>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.</b>
	<b>PLO 6</b>	<b>Ability to maintain assertiveness, Capacity to interact and collaborate with customers and marketing teams effectively, and demonstrate business development skills in culturally diverse contexts.</b>
	<b>PLO 7</b>	<b>Understand different cultures and sustainability while developing marketing / branding strategies. Embrace business opportunities offered across globe and accept different ways of working.</b>
	<b>PLO 8</b>	<b>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</b>
	<b>PLO 9</b>	<b>To be motivated to draw upon existing knowledge, generating new ideas and create competitiveness to business through better marketing strategies. To identify professional employment opportunities</b>
	<b>PLO 10</b>	<b>Act with integrity, set themselves high standards and have skills that are essential to their future lives</b>
<b>6.1.3</b>	<b>Assessment Instruments for Programme Learning Outcomes</b>	<b>Performance Objectives (Targets/Criteria)</b>
	<b>Direct Measures:</b>	
	1. Comprehensive Exam 1.1. List of Outcomes assessed by this Measure: PLO 1,3,4,8,10	80% students shall pass the each section of the exam securing 60% or above.
	2. Scoring Rubrics  List of Outcomes assessed by this Measure: PLO 2,5,6,7,9	Learning Outcomes for Dissertation will be assessed utilizing a four (4)-point scale rubric. Learning outcomes for assessing Behavioural aspects, Business communication , Foreign Business and Employability will be assessed utilizing a five (5)-point scale rubrics.

		At least 80% of students shall achieve an Good Competency or Saisfactory competency
	<b>Indirect Measures:</b>	
	1. Student Exit Survey 1.1. List of Outcomes assessed by this Measure: PLO 1,2,3,4,5,6,7,8,9,10	On the exit survey instrument, at least 80% of graduating students will indicate that they were “successful” or “very successful” in achieving each of the program learning outcomes assessed by this measure
	2. Alumni Survey List of Outcomes assessed by this Measure: PLO 9	The alumni survey instrument used will have a response range on the likert scale of 5. At least 80% of alumni will indicate that their level of achievement of each of the program learning outcomes assessed by this measure prepared them “well” or “very well” for their current positions.
	3.Industry Guide Feedback List of Outcome assessed by this Measure PLO 1,3,4,8,10	80% of Industry Guide will be satisfied with the performance of the students
<b>6.2</b>	<b>Assessment Results</b>	
<b>6.2.1</b>	<b>Summary of Results from Implementing Direct Measures of PLOs:</b>	
	<p><b><u>Direct Measure 1</u></b>  <b>Comprehensive Exam</b>  84% of the students passed the Comprehensive exam conducted at the end of the programme achieving 60% and above marks. The results indicated that the students were able to demonstrate competencies of effectively conducting primary research to evaluate a potential market opportunity and articulate marketing and branding strategies, analyze and interpret marketing data and information for driving optimum solutions associated with Programme Learning Outcomes .</p>	
	<p><b><u>Direct Measure 2</u></b>  <b>Scoring Rubrics</b></p>	

	<p>(a)The results from the rubrics for Dissertation revealed that 70% of the students demonstrated the ability to comprehend the basic concepts of mathematical, statistical research tools , data analysis and achieved satisfactory and good competency associated with the related outcome.</p> <p>(b)Results from the rubrics used for measuring behavioural skills revealed that 84% of students demonstrated a satisfactory and good competency associated with the related outcome.</p> <p>(c)85% of the students demonstrated skills to communicate satisfactorily in the foreign language associated with the related outcome.</p> <p>(d) 91% of the students demonstrated good competency and proficiency skills in oral and written communication associated with the related learning outcome of the programme.</p> <p>(e)Results of the rubrics for employability and entrepreneurialship 95% of students demonstrated satisfactory or good competency associated with the related learning outcome.</p>
<b>6.2.2</b>	<b>Summary of Results from Implementing Indirect Measures of PLOs:</b>
	<p><b><u>Indirect Measure 1</u></b>  <b>Student Exit Survey</b>  85% of students indicated that they were successful in achieving the skills and competencies associated with the program learning outcomes.</p>
	<p><b><u>Indirect Measure 2</u></b>  <b>Alumni Survey</b>  Alumni Survey utilized to assess the related programme learning outcomes indicated that 81% of the alumis had successfully acquired relevant skills and competencies very well to meet the requirements and challenges of their current positions.</p>
	<p><b><u>Indirect Measure 3</u></b>  <b>Feedback of Industry Guide</b>  80% of the Industry guide were satisfied with the performance of the students.Industry Guide Feedback</p>



**Section# 3- Summary of Achievement of Programme Learning Outcomes:**

<b>Intended Programme Learning Outcomes</b>								
<b>Programme Learning Outcomes</b>	<b>Direct Measure Comprehensive Exam</b>	<b>Direct Measure Scoring Rubrics</b>	<b>Direct Measure 3</b>	<b>Direct Measure 4</b>	<b>Indirect Measure Student Exit Survey</b>	<b>Indirect Measure Alumni Survey</b>	<b>Indirect Measure Feedback of Industry Internship Guide</b>	<b>Indirect Measure 4</b>
	<b>Performance Target Was</b>	<b>Performance Target Was</b>	<b>Performance Target Was</b>	<b>Performance Target Was</b>	<b>Performance Target Was</b>	<b>Performance Target Was</b>	<b>Performance Target Was</b>	
<b>26. Program Learning Outcome 1</b>	Met	NA			Met	NA	Met	
<b>27. Program Learning Outcome 2</b>	NA	Not Met			Met	NA	NA	
<b>28. Program Learning Outcome 3</b>	Met	NA			Met	NA	Met	
<b>29. Program Learning Outcome 4</b>	Met	NA			Met	NA	Met	
<b>30. Program Learning Outcome 5</b>	NA	Met			Met	NA	NA	
<b>6. Programme Learning Outcomes 6</b>	NA	Met			Met	NA	NA	
<b>7 Program Learning Outcome7</b>		Met			Met	NA	NA	

<b>8 Program Learning Outcome8</b>	<b>Met</b>				<b>Met</b>	<b>NA</b>	<b>Met</b>	
<b>13 Program Learning Outcome9</b>	<b>NA</b>	<b>Met</b>			<b>Met</b>	<b>Met</b>	<b>NA</b>	
<b>14 Program Learning Outcome10</b>	<b>Met</b>	<b>NA</b>			<b>Met</b>	<b>NA</b>	<b>Met</b>	

<b>Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:</b>	
<b>1.</b>	The Programme target for Learning outcomes 2 of this programme dealing with that the student shall effectively conduct primary research to evaluate a potential market opportunity and articulate marketing and branding strategies was not met. It has been proposed to give research projects live projects under guidance of faculty to help student to understand the problem , research on literature, analyse and draw inferences.
<b>2.</b>	Weak students will be identified in the initial stages of the commencement of the programme and the students will be personally helped to understand and analyse the problems.

#### Section # 4 Institution Assessment Committee

S.No	Institution Name	Head of the Institution	Institution Assessment Committee	Role
1	Amity Business School Lucknow Campus	Prof. V. P. Sahi	Prof. V.P. Sahi	Chair
			Prof. Manoj Joshi	Member
			Prof. Ashok Kumar	Member
			Prof. Anil Dubey	Member
			Prof. Alpana Srivastava	Member
			Prof. R.P. Gupta	Member
			Prof. Pravin Agarwal	Member
			Dr. Anviti Gupta	Member
			Dr. Archana Sharma	Member
Dr. Himanshu Rastogi	Member			

<b>Programme Outcome Assessment Committee</b>						
<b>S.No</b>	<b>Institution Name</b>	<b>Head of the Institution</b>	<b>Programme Title</b>	<b>Programme Leaders</b>	<b>Programme Outcome Assessment Committee</b>	<b>Role</b>
<b>1</b>	<b>Amity Business School, Lucknow Campus</b>	<b>Prof. V.P.Sahi</b>	<b>BBA</b>	<b>Prof. Pravin Agarwal</b>	<b>Prof. V.P.Sahi</b>	<b>Chair</b>
					<b>Prof. Pravin Agarwal</b>	<b>Member</b>
					<b>Prof. R.P. Gupta</b>	<b>Member</b>
					<b>Mr. Hitesh Kesarwani</b>	<b>Member</b>
					<b>Dr. Shobhit Goel</b>	<b>Member</b>
<b>2</b>	<b>Amity Business School, Lucknow Campus</b>	<b>Prof. V.P.Sahi</b>	<b>B.Com (H)</b>	<b>Prof. Pravin Agarwal</b>	<b>Prof. V.P.Sahi</b>	<b>Chair</b>
					<b>Prof. Pravin Agarwal</b>	<b>Member</b>
					<b>Dr. Richa Raghuvanshi</b>	<b>Member</b>
					<b>Dr. Fatima Bina</b>	<b>Member</b>
					<b>Ms. Sabeeha Fatima</b>	<b>Member</b>
<b>1</b>	<b>Amity Business School, Lucknow Campus</b>	<b>Prof. V.P.Sahi</b>	<b>MBA General</b>	<b>Prof. Manoj Joshi</b>	<b>Prof. V.P.Sahi</b>	<b>Chair</b>
					<b>Prof M. Joshi</b>	<b>Member</b>
					<b>Prof. R.P. Gupta</b>	<b>Member</b>
					<b>Dr. Archana Sharma</b>	<b>Member</b>
					<b>Dr. Amit Sinha</b>	<b>Member</b>

<b>S.No</b>	<b>Institution Name</b>	<b>Head of the Institution</b>	<b>Programme Title</b>	<b>Programme Leaders</b>	<b>Programme Outcome Assessment Committee</b>	<b>Role</b>
<b>1</b>		<b>Prof. V.P.Sahi</b>	<b>MBA(HR)</b>	<b>Prof. Ashok Kumar</b>	<b>Prof. V.P. Sahi</b>	<b>Chair</b>
					<b>Prof. Ashok Kumar</b>	<b>Member</b>
					<b>Prof. Anil sharma</b>	<b>Member</b>
					<b>Ms. Jayanti Srivastava</b>	<b>Member</b>
					<b>Prof . Pravin Agarwal</b>	<b>Member</b>
					<b>Dr. Richa Raghuwanshi</b>	<b>Member</b>
					<b>Dr. Fatima Beena</b>	<b>Member</b>
<b>1</b>		<b>Prof. V.P.Sahi</b>	<b>MBA(M&amp;S)</b>	<b>Prof. R.P. Gupta</b>	<b>Prof. V.P. Sahi</b>	<b>Chair</b>
					<b>Prof. R. P. Gupta</b>	<b>Member</b>
					<b>Prof. Alpana Srivastava</b>	<b>Member</b>
					<b>Dr. Shaili Vadera</b>	<b>Member</b>
					<b>Prof . Pravin Agarwal</b>	<b>Member</b>
					<b>Dr. Richa Raghuwanshi</b>	<b>Member</b>
					<b>Dr. Fatima Beena</b>	<b>Member</b>

<b>S.No</b>	<b>Institution Name</b>	<b>Head of the Institution</b>	<b>Programme Title</b>	<b>Programme Leaders</b>	<b>Programme Outcome Assessment Committee</b>	<b>Role</b>
<b>1</b>		<b>Prof. V.P.Sahi</b>	<b>MBA (IB)</b>	<b>Prof Anil Dubey</b>	<b>Prof. V.P. Sahi</b>	<b>Chair</b>
					<b>Prof. Anil Dubey</b>	<b>Member</b>
					<b>Prof. Ashok Kumar</b>	<b>Member</b>
					<b>Dr. Rekha Khosla</b>	<b>Member</b>
					<b>Dr. Himanshu Rastogi</b>	<b>Member</b>
					<b>Prof . Pravin Agarwal</b>	<b>Member</b>
					<b>Dr. Richa Raghuwanshi</b>	<b>Member</b>
					<b>Dr. Fatima Beena</b>	<b>Member</b>

<b>Institutional Research &amp; Planning Committee</b>				
<b>S.No</b>	<b>Institution Name</b>	<b>Head of the Institution</b>	<b>Institutional Research &amp; Planning Committee</b>	<b>Role</b>
<b>1</b>	<b>Amity Business School, Lucknow Campus</b>	<b>Prof. V. P. Sahi</b>	<b>Prof. V.P. Sahi</b>	<b>Chair</b>
			<b>Prof. Manoj Joshi</b>	<b>Member</b>
			<b>Prof. Ashok Kumar</b>	<b>Member</b>
			<b>Prof. Pravin Agarwal</b>	<b>Member</b>
			<b>Prof. Anil K. Sharma</b>	<b>Member</b>
			<b>Prof. Alpana Srivastava</b>	<b>Member</b>
			<b>Dr. Nimish Gupta</b>	<b>Member</b>
			<b>Dr. Charu Bisaria</b>	<b>Member</b>
			<b>Dr. Anviti Gupta</b>	<b>Member</b>
			<b>Dr. Archana Sharma</b>	<b>Member</b>

**Section # 4 Institution Assessment Committee**

<b>Institutional Research &amp; Planning Committee</b>				
<b>S.No</b>	<b>Institution Name</b>	<b>Head of the Institution</b>	<b>Institutional Research &amp; Planning Committee</b>	<b>Role</b>
<b>1</b>	<b>Amity Business School, Lucknow Campus</b>	<b>Prof. V. P. Sahi</b>	<b>Prof. V.P. Sahi</b>	<b>Chair</b>
			<b>Prof. Manoj Joshi</b>	<b>Member</b>
			<b>Prof. Ashok Kumar</b>	<b>Member</b>
			<b>Prof. Pravin Agarwal</b>	<b>Member</b>
			<b>Prof. Anil K. Sharma</b>	<b>Member</b>
			<b>Prof. Alpana Srivastava</b>	<b>Member</b>
			<b>Prof. R. P. Gupta</b>	<b>Member</b>
			<b>Dr. Anviti Gupta</b>	<b>Member</b>
			<b>Dr. Archana Sharma</b>	<b>Member</b>
			<b>Dr. Nimish Gupta</b>	<b>Member</b>