



AMITY UNIVERSITY

UTTAR PRADESH

Report of Student Learning and Achievements

Institution	<u>AMITY UNIVERSITY UTTAR PRADESH</u>
Academic Business Unit	<u>FACULTY OF MANAGEMENT STUDIES (Lucknow)</u>
Academic Year	<u>2019-20</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 demonstrate 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 identify when and how to use assertiveness and influential skills.
5. Students will demonstrate effective communication skills that support and enhance managerial effectiveness.
6. Students will develop 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)

PROGRAM NAME (BBA)	
a. Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<i>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>
2.	<i>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>
3.	<i>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>
4.	<i>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>
5.	<i>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>
6.	<i>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>
7.	<i>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>
8.	<i>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>
9.	<i>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>
10.	<i>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>
11.	<i>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>
12.	<i>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>
b. Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:	
1.	Comprehensive Exam 1. <i>ISLO 1 (Management Knowledge)</i>
c. Performance Objectives (Targets/Criteria) for Direct Measures:	
In comprehensive examination at least 50% of students will attain 50% and above score in each section which is directly mapped to specific	

	<ol style="list-style-type: none"> 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) 	ISLOs to achieve the competency
2.	Scoring Rubrics <ol style="list-style-type: none"> 1. ISLO 5 (Communication Skills) 2. ISLO 6 (Behavioural Skills) 3. ISLO 7 (Global outlook) 	<i>Utilizing a scoring rubric at least 50% of students shall achieve the competency with 50% score in each section mapped with the specific Intended Student Learning Outcomes.</i>
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&Employability) 10. ISLO 10(Life-Long Learning) 11. ISLO 11 (others) 	<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 <ol style="list-style-type: none"> 1. ISLO 9(Entrepreneurship&Employability) 	<i>On the alumni survey instrument, at least 70% of alumni will indicate “Yes” to the question : “Are you employed in an area related to your specialization?”</i>

f. Summary of Results from Implementing Direct Measures of Student Learning:

1.	Comprehensive Exam (Percentage of students score 60% and above in each section which is directly mapped to specific ISLOs to achieve the competency.)
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	<ul style="list-style-type: none"> • ISLO 1 (Management Knowledge): 78.40% • ISLO 2 (Research competency) : 35.19% • ISLO 3 (IT Skills): 87.04% • ISLO 4 (Problem-Solving and Critical Thinking Skills) :81.48% • ISLO 7 (Global Outlook) : 64.81% • ISLO 8 (Ethical Behaviour): 52.47% • ISLO 9 (Entrepreneurship & Employability): 79.63% • ISLO 10 (Life-Long Learning): 32.72%
2.	Scoring Rubrics <ul style="list-style-type: none"> • ISLO 5(Communication Skills): 57.32% • ISLO 6(Behavioural Skill): 51.22% • ISLO 7(Global Outlook) : 41.46%

g. Summary of Results from Implementing Indirect Measures of Student Learning:

1.	Exit Survey: Percentage of students indicated that they agree or strongly agree on various items linked with the intended students learning outcomes <ul style="list-style-type: none"> • ISLO 1(Management Knowledge): 86.58% • ISLO 2(Research competency) : 80.49% • ISLO 3(IT Skills): 85.36% • ISLO 4(Problem-Solving and Critical Thinking Skills): 91.46% • ISLO 5(Communication Skills): 92.68% • ISLO 6(Behavioural Skill): 91.46% • ISLO 7(Global Outlook): 91.46% • ISLO 8(Ethical Behaviour): 97.56% • ISLO 9(Entrepreneurship&Employability): 93.90% • ISLO 10(Life-Long Learning): 92.68%
2.	Alumni Survey: 86% of the students agreed that they have progressed in the relevant area of business studies.

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	<i>Direct Measure Comprehensive Exam</i>	<i>Direct Measure Scoring Rubrics</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure Student Exit Survey</i>	<i>Indirect Measure Alumni Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>

		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
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	Met				Met			
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.	Not Met				Met			
3.	Critically analyze, evaluate and synthesize data into information relevant to taking business decisions. Improve the value delivery process.	Met				Met			
4.	Develop skill and expertise in problem solving. Gain experience in dealing with diverse business situations. Apply requisite research tools and techniques to solve business problems.	Met				Met			
5.	Develop interpersonal skills and high degree of verbal non		Met			Met			

	– verbal and written communication. Demonstrate business etiquettes. Interpret and apply principles of cross cultural difference in communication.								
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.		Met			Met			
7.	Recognize and identify diversity in cultures. Show sensitivity to various cultural and environmental issues and demonstrate traits of global business practitioner.	Met	Not Met			Met			
8.	Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management.	Met				Met			
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.	Met				Met			
10.	Recognize the need for and have preparation and ability to engage in life long learning in	Not Met				Met			

the domain of business management.								
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Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:
1. <i>ISLO 2 (Research Competency): The performance target for this program PLO dealing with research competency area was not met on the comprehensive examination. Faculty of ABS is advised to help students in developing research problems and conducting research.</i>
2. <i>ISLO 10(Life Long Learning): The performance target for this program PLO 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 industry based assignments</i>

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

PROGRAM NAME - B.COM(H)	
a. Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<i>Program Learning Outcome 1: The student will able to exhibit creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to various business scenarios.</i>
2.	<i>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>
3.	<i>Program Learning Outcome 3: The student will able to exhibit management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional.</i>
4.	<i>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>
5.	<i>Program Learning Outcome 5: The student will able to exhibit ethical values & considerations in accounts, finance, investment dealings and decisions.</i>
6.	<i>Program Learning Outcome 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.</i>
7.	<i>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>
8.	<i>Program Learning Outcome 8: The student will able to understand the usage & application of digital tools and comprehend financial networks in competitive business environment.</i>
9.	<i>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>
10.	<i>Program Learning Outcome 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>
11.	<i>Program Learning Outcome 11: Student will be able to demonstrate rigorous and independent thinking and encourage participatory decision making in teams.</i>
12.	<i>Program Learning Outcome 12: Student will be able to understand the importance of networks in competitive business.</i>
b. Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:	
1.	<p>Comprehensive Exams</p> <p>ISLO 1: Management Knowledge</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>
c. Performance Objectives (Targets/Criteria) for Direct Measures:	
<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>	

	ISLO 7: Research Competency ISLO 8: IT Skills ISLO 9: Entrepreneurship and Employability ISLO 10: Lifelong Learning	
2.	Scoring Rubrics ISLO2: Business Communication ISLO 4: Global Outlook ISLO 11: Behavioral Skills	<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>
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 ISLO 1: Management Knowledge ISLO2: Business Communication ISLO 3: Problem Solving and critical thinking skills ISLO 4: Global Outlook ISLO 5: Ethical Behaviour ISLO 6: Lifelong Learning ISLO 7: Research Competency ISLO 8: IT Skills ISLO 9: Entrepreneurship and Employability ISLO 10: Lifelong Learning ISLO 11: Behavioral Skills	<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 and Employability	<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>

f. Summary of Results from Implementing Direct Measures of Student Learning:	
1.	Comprehensive Exam (Percentage of students score 50% and above in each section which is directly mapped to specific ISLOs to achieve the competency.) 1. ISLO 1: Management Knowledge : 68.05% 2. ISLO 4: Global Outlook : 45.64% 3. ISLO 5: Ethical Behaviour: 37.76% 4. ISLO 6: Problem Solving and critical thinking skills: 43.15% 5. ISLO 7: Research Competency: 52.70% 6. ISLO 8: IT Skills: 79.25%

	7. ISLO 9: Entrepreneurship and Employability: 52.28% 8. ISLO 10: Lifelong Learning: 54.36%
2.	Scoring Rubrics. 1. ISLO 2: Business Communication: 65.03% 2. ISLO 4: Global Outlook : 67.83% 3. ISLO 3: Behavioral Skills : 60.14%

g. Summary of Results from Implementing Indirect Measures of Student Learning:

1.	Student Exit Survey ISLO 1: Management Knowledge : 100% ISLO 2: Business Communication: 100% ISLO 3: Problem Solving and critical thinking skills: 100% ISLO 4: Global Outlook: 100% ISLO 5: Ethical Behaviour : 100% ISLO 6: Lifelong Learning: 100% ISLO 7: Research Competency: 100% ISLO 8: IT Skills: 100% ISLO 9: Entrepreneurship and Employability: 100% ISLO 10: Lifelong Learning: 100%
2.	Alumni Survey ISLO 9: Entrepreneurship and Employability :

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	<i>Direct Measure Comprehensive Exam</i>	<i>Direct Measure Scoring Rubrics</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure Student Exit Survey</i>	<i>Indirect Measure Alumni Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1. <i>ISLO 1</i> -The student will able to exhibit creativity, independent thinking, generate new	Met				Met			

	business ideas, plans, strategies etc. to respond effectively to various business scenarios.								
2.	<i>ISLO 2</i> -The student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in global environment.		Met			Met			
3.	<i>ISLO 3</i> -The student will able to exhibit management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional.		Met			Met			
4.	<i>ISLO-4</i> 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	Not Met	Met			Met			
5.	<i>ISLO-5</i> The student will able to exhibit ethical values & considerations in accounts, finance, investment dealings and decisions.	Not Met				Met			
6.	<i>ISLO-6</i> The student will able to demonstrate an in-depth knowledge of accounting, finance, auditing, management and learn to apply the concepts, theories, techniques, regulation &	Not Met				Met			

	advancements in the field of accounting & finance in national & international business environment.								
7.	ISLO-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.	Met				Met			
8.	ISLO-8 The student will able to understand the usage & application of digital tools and comprehend financial networks in competitive business environment.	Met				Met			
	ISLO-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.	Met				Met	Met		
	ISLO-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.	Met				Met			

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

1. ISLO 4 (Global Outlook): *The performance target for this program ISLO dealing with global outlook was not met on the comprehensive examination and scoring rubrics. Faculty of ABSL is advised to expose students to international environment through audio visuals and to comprehend and converse in foreign language.*

2. ISLO 5: (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.*

3. ISLO 6 (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 real and current business situation and discuss business cases to develop the critical thinking skills.*

Masters of Business Administration (MBA)

PROGRAM NAME (MBA-G)	
a. Program Intended Student Learning Outcomes (Program ISLOs)	
1.	<i>Program Learning Outcome 1 : Student shall be able to define, summarize concepts in Management and apply it in multi-disciplinary context, and be able to describe & critically analyse management problems in volatile business environment.</i>
2.	<i>Program Learning Outcome 2 : Student shall have ability to acquire & evaluate new knowledge through Business research methods, have ability to identify, define, investigate, and solve critical business issues, analyse data/information and interpret results for driving optimum solutions.</i>
3.	<i>Program Learning Outcome 3 : Student shall able to use various IT tools and technologies for data processing and analysis.</i>
4.	<i>Program Learning Outcome 4: Student shall able to critically think and apply range of strategies for solving a problem and decision making.</i>
5.	<i>Program Learning Outcome 5: Student shall be able to communicate proficiently in oral, written, presentation, information searching and shall have listening skills in the management profession in global/cross cultural environment.</i>
6.	<i>Program Learning Outcome 6: Student shall 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: Student shall be able to understand global issues from different perspectives, recognize the opportunities that the wider world offers, be able to learn from and respect different cultures, and be able to apply different forms of communication in different cultural settings.</i>
8.	<i>Program Learning Outcome 8: Student shall able to understand and practice the highest standards of ethical behaviour associated with their management profession.</i>
9.	<i>Program Learning Outcome 9: Student shall able to find opportunities to improve the business value chain as an entrepreneur and shall develop and display basic business acumen & business skills.</i>
10.	<i>Program Learning Outcome 10: Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning.</i>
b. Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:	
1.	<p>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)
c. Performance Objectives (Targets/Criteria) for Direct Measures:	
<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>	

	8. ISLO 10(Life-Long Learning)	
2.	Scoring Rubrics ISLO 2(Research competency) 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>
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 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):	<i>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?”</i>

f. Summary of Results from Implementing Direct Measures of Student Learning:	
1.	Comprehensive Exam (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): 83.75% 2. ISLO 2(Research competency): 52.50% 3. ISLO 3(IT Skills): 47.50% 4. ISLO 4(Problem-Solving and Critical Thinking Skills): 62.50% 5. ISLO 7(Global Outlook): 46.25 % 6. ISLO 8(Ethical Behaviour): 25.00% 7. ISLO 9(Entrepreneurship & Employability): 56.25%

	8. ISLO 10(Life-Long Learning): 45.00%
2.	Scoring Rubrics 1.ISLO 5 (Business Communication): 81.08% 2.ISLO 6 (Behavioural Skills): 78.38% 3.ISLO 7(Global Outlook): 08.11%

g. Summary of Results from Implementing Indirect Measures of Student Learning:

1.	Student Exit Survey 1. ISLO 1(Management Knowledge): 97.29% 2. ISLO 2(Research competency): 97.29% 3. ISLO 3(IT Skills): 97.29% 4. ISLO 4(Problem-Solving and Critical Thinking Skills): 97.29% 5. ISLO 5(Business Communication): 97.29% 6. ISLO 6(Behavioural Skill): 97.29% 7. ISLO 7(Global Outlook): 97.29% 8. ISLO 8(Ethical Behaviour) : 97.29% 9. ISLO 9(Entrepreneurship & Employability): 97.29% 10. ISLO 10(Life-Long Learning): 97.29%
2.	Alumni Survey ISLO 9 (Entrepreneurship &Employability): 97.29%

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	<i>Direct Measure Comprehensive Exam</i>	<i>Direct Measure Scoring Rubrics</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure Student Exit Survey</i>	<i>Indirect Measure Alumni Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1. Student shall be able to define, summarize concepts in Management and apply it in	Met				Met			

	multi-disciplinary context, and be able to describe & critically analyse management problems in volatile business environment.								
2.	Student shall have ability to acquire & evaluate new knowledge through Business research methods, have ability to identify, define, investigate, and solve critical business issues, analyse data/information and interpret results for driving optimum solutions.	Met				Met			
3.	Student shall able to use various IT tools and technologies for data processing and analysis.	Not Met				Met			
4.	Student shall able to critically think and apply range of strategies for solving a problem and decision making.	Met				Met			
5.	Student shall be able to communicate proficiently in oral, written, presentation, information searching and shall have listening skills in the management profession in global/cross cultural environment.		Met			Met			
6.	Student shall develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective		Met			Met			

	Teamwork, including an awareness of personal strengths and limitations.								
7.	Student shall be able to understand global issues from different perspectives, recognize the opportunities that the wider world offers, be able to learn from and respect different cultures, and be able to apply different forms of communication in different cultural settings.	Not Met	Not Met			Met			
8.	Student shall able to understand and practice the highest standards of ethical behaviour associated with their management profession.	Not Met				Met			
9.	Student shall able to find opportunities to improve the business value chain as an entrepreneur and shall develop and display basic business acumen & business skills.	Met				Met			
10.	Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning.	Not Met							

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

3. ISLO 3 (IT skills) The performance target for this program ISLO dealing with IT skills was not met on the comprehensive examination.

Faculty of ABS is advised to encourage students to use these skills and practice on Excel . Students to be encouraged to take my certification courses in Advance Excel and SPSS.

- 6. ISLO 7(Global Outlook) The performance target for this program ISLO dealing with global outlook was not met on the comprehensive Exam as well as the Scoring rubrics.. Faculties teaching these courses are advised expose students to international business scenarios, discuss case studies, give them self work and skill development assignments to develop these skills.*
- 7. ISLO 8(Ethical Behaviour) The performance target for this program ISLO dealing with ethical behaviour was not met on the comprehensive examination. Faculty of ABS is advised to concentrate and help students to distinguish between ethical and unethical practices.*
- 9. ISLO 10(Life Long Learnings) The performance target for this program ISLO dealing with life long learnings was not met on the comprehensive examination. Faculty of ABS is advised to create an environment of self learning, demand participation in class discussions and also assign real life projects.*

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:
<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>

	ISLO 8: Ethical Behaviour ISLO 9: Entrepreneurship and Employability ISLO 10: Life-Long Learning	
2.	Scoring Rubrics ISLO 5: Business Communication ISLO 6: Behavioral 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>
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 ISLO 1: Management Knowledge ISLO2: Business Communication ISLO 3: Problem Solving and critical thinking skills ISLO 4: Global Outlook ISLO 5: Ethical Behaviour ISLO 6: Lifelong Learning ISLO 7: Research Competency ISLO 8: IT Skills ISLO 9: Entrepreneurship and Employability ISLO 10: Lifelong Learning ISLO 11: Problem Solving and critical thinking skills ISLO 12: Behavioral Skills	<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>
2.	Alumni Survey ISLO 9: Entrepreneurship and Employability	<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>

f. Summary of Results from Implementing Direct Measures of Student Learning:

1.	Comprehensive Exam (Percentage of students score 60% and above in each section which is directly mapped to specific ISLOs to achieve the competency.) ISLO 1: (Management Knowledge) : 100% ISLO 2 : (Research Competency) : 72.73% ISLO 3: (IT Skills) : 63.64%
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	ISLO 4: (Problem Solving): 9.09% ISLO 7 : (Global Outlook) : 63.64% ISLO 8: (Ethical Behaviour) : 36.36% ISLO 9: (Entrepreneurship & Employability) : 72.73% ISLO 10: (Life-Long Learning): 63.64%
2.	Scoring Rubrics ISLO 5: (Business Communication) : 100% ISLO 6: (Behavioral Skills) : 63.63% ISLO 7: (Global Outlook) : 45.45%

g. Summary of Results from Implementing Indirect Measures of Student Learning:

1.	ISLO 1: (Management Knowledge) : 100% ISLO 2 : (Research Competency) : 90.90% ISLO 3: (IT Skills) : 90.90% ISLO 4: (Problem Solving): 100% ISLO 5: (Business Communication) : 100% ISLO 6: (Behavioral Skills) : 100% ISLO 7 : (Global Outlook) : 100% ISLO 8: (Ethical Behaviour) : 100% ISLO 9: (Entrepreneurship & Employability) : 100% ISLO 10: (Life-Long Learning): 100%
2.	1. Alumni Survey ISLO 9: Entrepreneurship and Employability: 90%

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures							
	Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs	<i>Direct Measure Omprehensive Exam</i>	<i>Direct Measure Rubrics</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure Student Exit Survey</i>	<i>Indirect Measure Alumni Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
	Performance Objective Was CE	Performance Objective Was Rubric	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1. Student will able to be intellectually curious, open to new ideas in the area of HRM	Met				t			

	and able to sustain intellectual interest. To understand the linkage of HR Strategy, HR activities, programs and policies								
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.	Met				Met			
3.	Student will able to recognize pertinent Human Capital and business information needs, use appropriate technologies and methodologies to locate access and use information.	Met				Met			
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.	Not Met				Met			
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.	Met	Met			Met			

6.	Student will able to demonstrate confidence in work, imitativeness, be reliable, enthusiastic, proactive and a team player	Met	Met			Met			
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.	Met	Not Met			Met			
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.	Not Met				Met			
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	Met				Met	Met		
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.	Met				Met			

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

12. ISLO 4 (Problem solving and Critical Thinking Skills) The performance target for this program PLO dealing with problem solving and critical thinking skills was not met on the comprehensive examination. Faculty of ABSL is advised to expose students to real business situations and discuss business cases and give industry based projects and self- work to enhance learning.

13. ISLO7 (Global Outlook) The performance target for this program ISLO dealing in global outlook was not met on the Scoring Rubrics. Faculty teaching this course is advised to encourage students to practice.

14. 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.

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"> 1. ISLO 5(Business Communication) 2. ISLO 6(Behavioural Skill) 3. 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?”

f. Summary of Results from Implementing Direct Measures of Student Learning:	
1.	Comprehensive Exam (Percentage of students score 60% and above in each section which is directly mapped to specific ISLOs to achieve the competency.) <ul style="list-style-type: none"> • ISLO 1(Management Knowledge) : 78.57% • ISLO 2(Research competency) : 35.71% • ISLO 3(IT Skills): 50% • ISLO 4(Problem-Solving and Critical Thinking Skills): 35.71% • ISLO 7(Global Outlook) : 64.29%

	<ul style="list-style-type: none"> • ISLO 8(Ethical Behaviour) : 35.71 • ISLO 9(Entrepreneurship & Employability): 50% • ISLO 10(Life-Long Learning) : 14.29% • Others
2.	Scoring Rubrics <ul style="list-style-type: none"> • ISLO 5(Business Communication): 92.86 • ISLO 6(Behavioural Skill): 78.58 • ISLO 7(Global Outlook) : 0%

g. Summary of Results from Implementing Indirect Measures of Student Learning:

1.	Exit Survey: Percentage of students indicated that they agree or strongly agree on various items linked with the intended students learning outcomes <ul style="list-style-type: none"> • ISLO 1(Management Knowledge) : 100% • ISLO 2(Research competency) : 78.57% • ISLO 3(IT Skills):100% • ISLO 4(Problem-Solving and Critical Thinking Skills): 85.71% • ISLO 5(Business Communication): 100% • ISLO 6(Behavioural Skill): 100% • ISLO 7(Global Outlook): 100% • ISLO 8(Ethical Behaviour): 100% • ISLO 9(Entrepreneurship &Employability) : 100% • ISLO 10(Life-Long Learning): 92.85%
2.	Alumni Survey: 88% alumni responded as “Yes” to the question #5: “Are you employed in an area related to MBA specialization.

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)		Learning Assessment Measures							
		Direct Measures of Student Learning				Indirect Measures of Student Learning			
Program ISLOs		Direct Measure Comprehensive Exam	Direct Measure Scoring Rubrics	Direct Measure 3	Direct Measure 4	Indirect Measure Student Exit Survey	Indirect Measure Alumni Survey	Indirect Measure 3	Indirect Measure 4
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	Student will be able to demonstrate marketing &	Met				Met			

	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								
2.	Student will able to 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.	Not Met				Met			
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.	Met				Met			
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	Not Met				Met			

	market opportunities.								
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.		Met			Met			
6.	<i>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>		Met			Met			
7.	<i>Ability to maintain assertiveness, Capacity to interact and collaborate with customers and marketing teams effectively, and demonstrate business development skills in Understand different cultures and sustainability while developing marketing / branding strategies. Embrace business opportunities offered across globe and accept different ways of working.</i>	Met	Not Met			Met			
8.	<i>To understand how their actions can enhance the wellbeing of theirs and will be equipped to make a valuable contribution to society by</i>	Not Met				Met			

	<i>practicing code of ethics</i>								
9.	<i>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>	Met				Met	Met		
10.	<i>Student will able to act with integrity, set themselves high standards and have skills that are essential to their future lifelong learning.</i>	Not Met				Met			

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

1. ISLO 2 (Research Competency): The performance target for this program ISLO dealing with research competency area was not met on the comprehensive examination. Faculty of ABS is advised to help students in developing research problems and conducting research.

4. 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 ABS is advised to expose students to real business situations and discuss business cases.

5.ISLO 7(Global Outlook) The performance target for this program ISLO dealing with global outlook was not met on the Scoring Rubrics Faculty of ABS is advised to expose students to international business environment and situation, discuss case studies. Current Business scenario should be focused on.

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

8.ISLO 10(Life Long Learnings) The performance target for this program ISLO dealing with life long learnings was not met on the comprehensive examination. Faculty of ABS is advised to create an environment by assigning real life projects and assignments.

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.	<i>Comprehensive exam</i> <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)
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?”

f. Summary of Results from Implementing Direct Measures of Student Learning:

1.	Comprehensive Exam (Percentage of students score 60% and above in each section which is directly mapped to specific ISLOs to achieve the competency.)
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	<ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge): 57.14% 2. ISLO 2(Problem-Solving and Critical Thinking Skills) : 28.57% 3. ISLO 3(IT Skills): 57.14% 4. ISLO 4(Research competency): 42.86% 5. ISLO 7(Global Outlook): 42.86% 6. ISLO 8(Research competency) : 42.86% 7. ISLO 9(Entrepreneurship & Employablity): 42.86% 8. ISLO 10(Life-Long Learning): 42.86% 9. ISLO 11(Global Outlook): 42.86%
2.	<p>Scoring Rubrics</p> <ol style="list-style-type: none"> 1. ISLO 5(Business Communication): 57.15% 2. ISLO 6(Behavioural Skill): 85.72% 3. ISLO 7(Global Outlook): 14.29%

g. Summary of Results from Implementing Indirect Measures of Student Learning:

1.	<p>Student Exit Survey</p> <ol style="list-style-type: none"> 1. ISLO 1(Management Knowledge): 85.7% 2. ISLO 2(Problem-Solving and Critical Thinking Skills): 85.7% 3. ISLO 3(IT Skills): 85.7% 4. ISLO 4(Research competency) : 85.7% 5. ISLO 5(Business Communication) : 85.7% 6. ISLO 6(Behavioural Skill) : 85.7% 7. ISLO 7(Global Outlook) : 85.7% 8. ISLO 8 (Ethical Behaviour) : 85.7% 9. ISLO 9(Entrepreneurship&Employablity): 85.7% 10. ISLO 10(Life-Long Learning): 85.7% 11. ISLO 11(Global Outlook): 85.7% 12. ISLO 12 (Behavioural Skill): 85.7%
2.	<p>Alumni Survey</p> <p>ISLO 9(Entrepreneurship & Employablity): 85.7%</p>

h. Summary of Achievement of Intended Student Learning Outcomes:

Intended Student Learning Outcomes (ISLOs)	Learning Assessment Measures	
	Direct Measures of Student Learning	Indirect Measures of Student Learning

Program ISLOs		<i>Direct Measure Comprehensive Exam</i>	<i>Direct Measure Rubrics</i>	<i>Direct Measure 3</i>	<i>Direct Measure 4</i>	<i>Indirect Measure Student Exit Survey</i>	<i>Indirect Measure Alumni Survey</i>	<i>Indirect Measure 3</i>	<i>Indirect Measure 4</i>
		Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...	Performance Objective Was...
1.	Students shall be able to interpret and analyze various subjects of management domain with special focus in the area of International Business.	Met				Met			
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.	Not Met				Met			
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.	Met				Met			
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.	Not Met				Met			
5.	Students shall be able to compose and practice		Met			Met			

	communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in global /cross cultural environment.								
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.		Met			Met			
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.	Not Met	Met			Met			
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.	Not Met				Met			
9.	Students shall be able to	Not Met				Met	Met		

	create a sustainable business model through creative and innovative thinking.								
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.	Not Met				Met			
11.	develop decision making capabilities and abilities, considering global dynamism and building multiple scenarios	Not Met				Met			
12.	Ability to use Social Networking Skills for business professional use	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.*
2. *ISLO 4 (Research Competency): The performance target for this program ISLO dealing with research competency area was not met on the comprehensive examination. Faculty of ABSL is advised to help students in developing and identifying research problems, gaps and conducting research.*
3. *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 expose students to international business environment ,learn, understand, and analyse global competitive environment and apply the learnings.*
15. *ISLO 7(Global Outlook) The performance target for this program ISLO dealing with global outlook learnings was not met on the scoring rubrics. Faculty dealing in the foreign language is advised to create greater learning and practice sessions for students.*

16. ISLO 10(Life Long Learnings) The performance target for this program ISLO dealing with life- long learnings was not met on the comprehensive examination. Faculty of ABSL is advised to create an environment by assigning real life projects and assignments

