

Criteria 2 Teaching Learning and Evaluation

Key Indicator- 2.6 Student Performance and Learning Outcome

2.6.2. Additional Information

<p>Process of Calculating POs/COs Attainment</p>

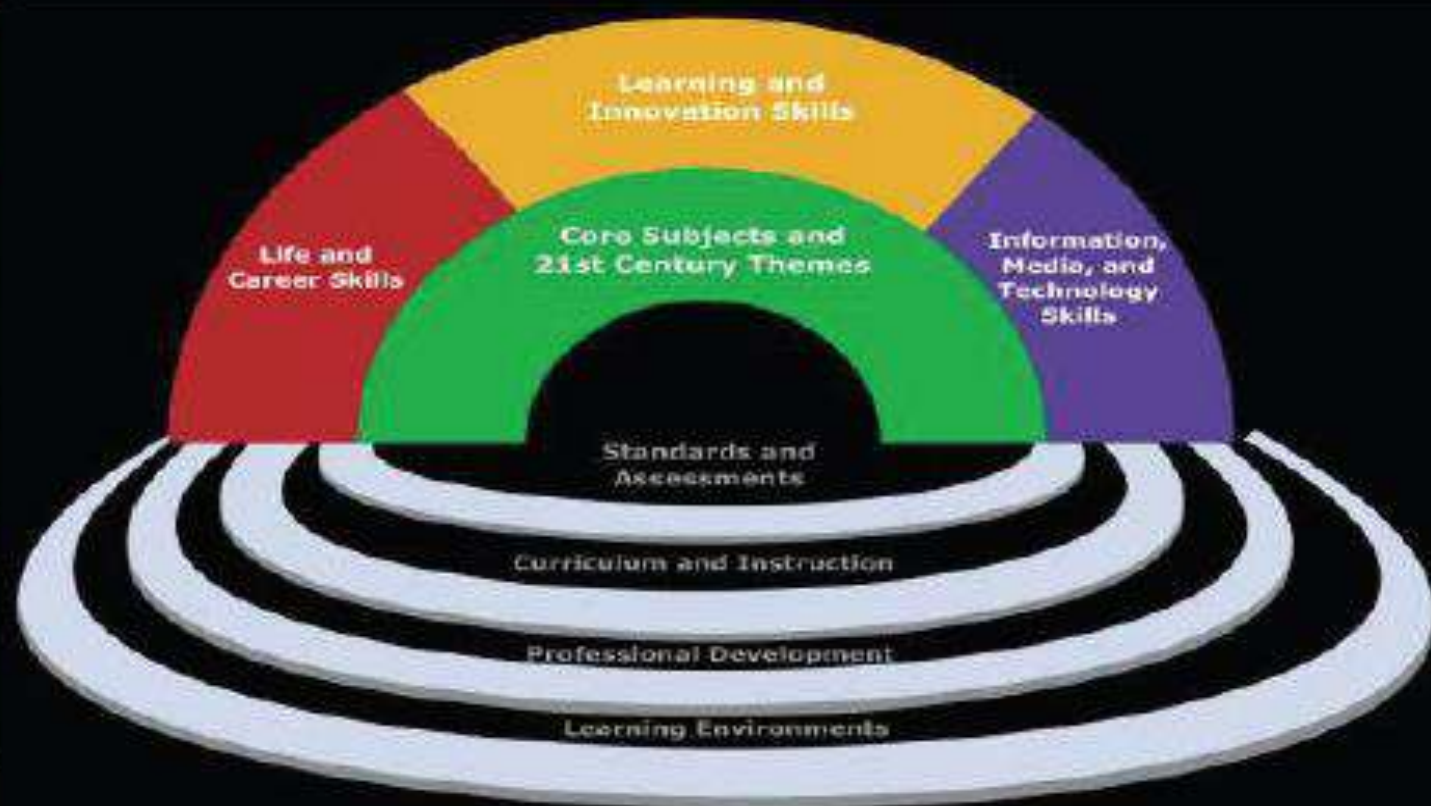
Criteria 2

Learning Outcome Based Approach For Curriculum Planning And Development

Framework for 21st Century Learning

Learning and Innovation "The 4C's"	Digital Literacy	Career and Life
Critical thinking & problem solving	Information literacy	Flexibility & adaptability
Creativity and Innovation	Media Literacy	Initiative & self-direction
Communication	ICT Literacy	Social & cross-cultural interaction
Collaboration		Productivity & Accountability
		Leadership & responsibility

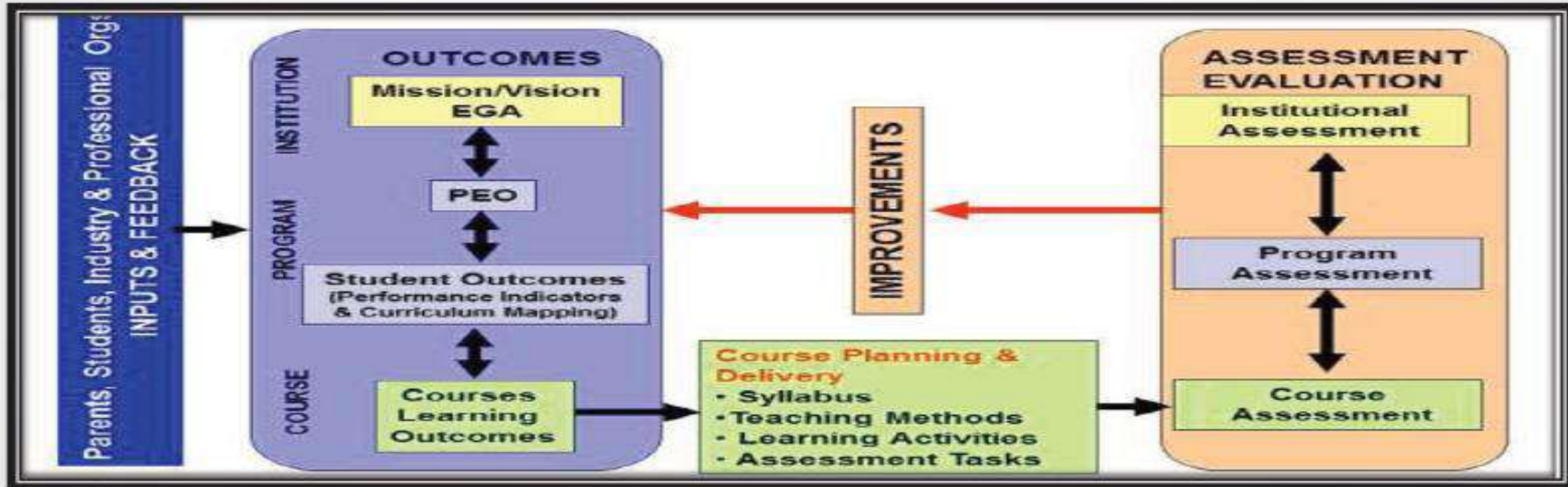
Table 1 - P21 Skills



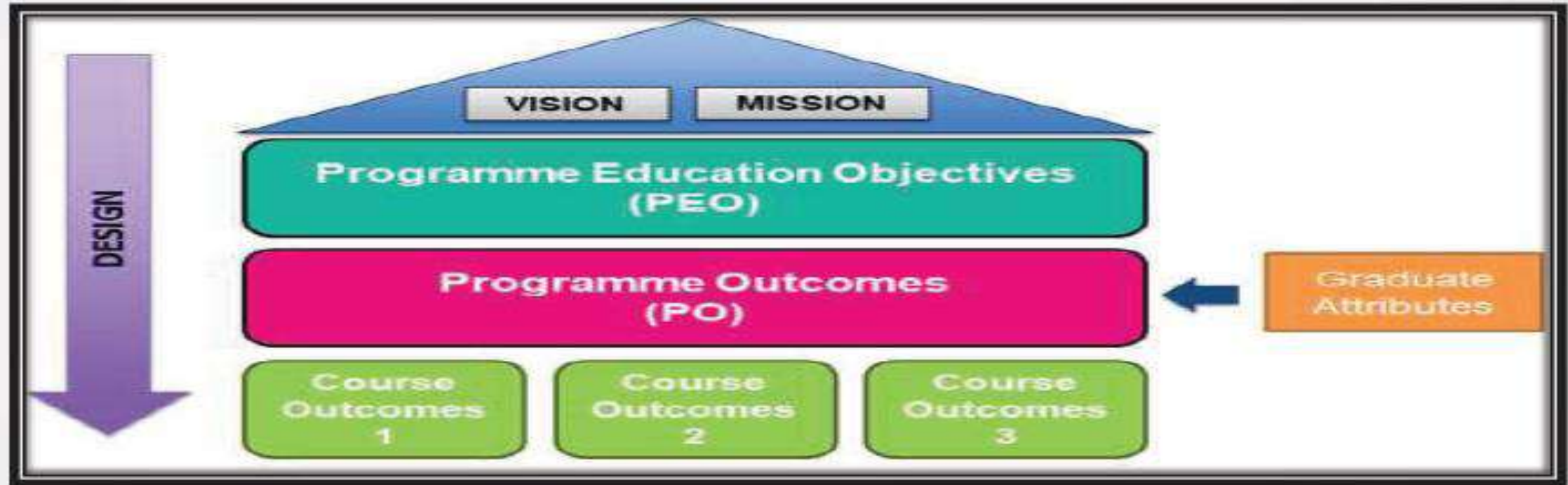
What is Outcome based Education?

- ❑ **What the students need to learn?**
- ❑ **What the students should demonstrate to the professional world?**
- ❑ **Accordingly designing both curricula and delivery mechanisms(teaching strategies) to build the required skills and competence.**

OBE FRAMEWORK



KEY CONSTITUENTS OF OBE



OBJECTIVE OF EDUCATION: IMPORTANT FUNCTION

Typical Function in Educational Institute:

- **Content Design (Curriculum/Syllabi)**
- **Content Delivery (learning Teaching Process, Pedagogy)**
- **Evaluation (Examination)**

Procedure of OBE

- 1. Assessment learning Derives:** Orientation of students on what students learn and to what extent .Shift from Programme objectives to course objective. Macro level to micro level planning & evaluation
- 2. Circulate :** Session wise course outcome to each student and brief them at the start of each semester and direct student to shift from high level generic goals which are not directly measurable
- 3. Mapping of competencies of students and identify indicators** 1. Measure student competencies & continuous assessment through quizzes /labs 2. Categorizations of student groups according to their competencies and rigorous monitoring
- 4. Structure & Quality Assessment according to Bloom's Taxonomy:** Aligning of Assessment to course outcome Design exam papers according to Blooms Taxonomy (Use of action verbs for assessment)
- 5. Assessment of higher order abilities & Profession Skills:** The attributes of graduate are not only technical skills but also preparing them to have professional skills i.e communication, Team work, Ethics. Life Long Learning Knowledge of contemporary issues. Also development of higher order cognitive abilities through workshops/ trainings/ expert talks/ competitions :1 critical thinking 2. Problem solving Making informed decisions

PADAGOGY

MERI
COLLEGE



Programme Outcomes (Pos)

Three Year Degree Programme Graduates will be able to:

PO1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

PO7. Self-directed and Life-Long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Programme Specific Outcomes (PSOs)

Students of **BBA** able to:

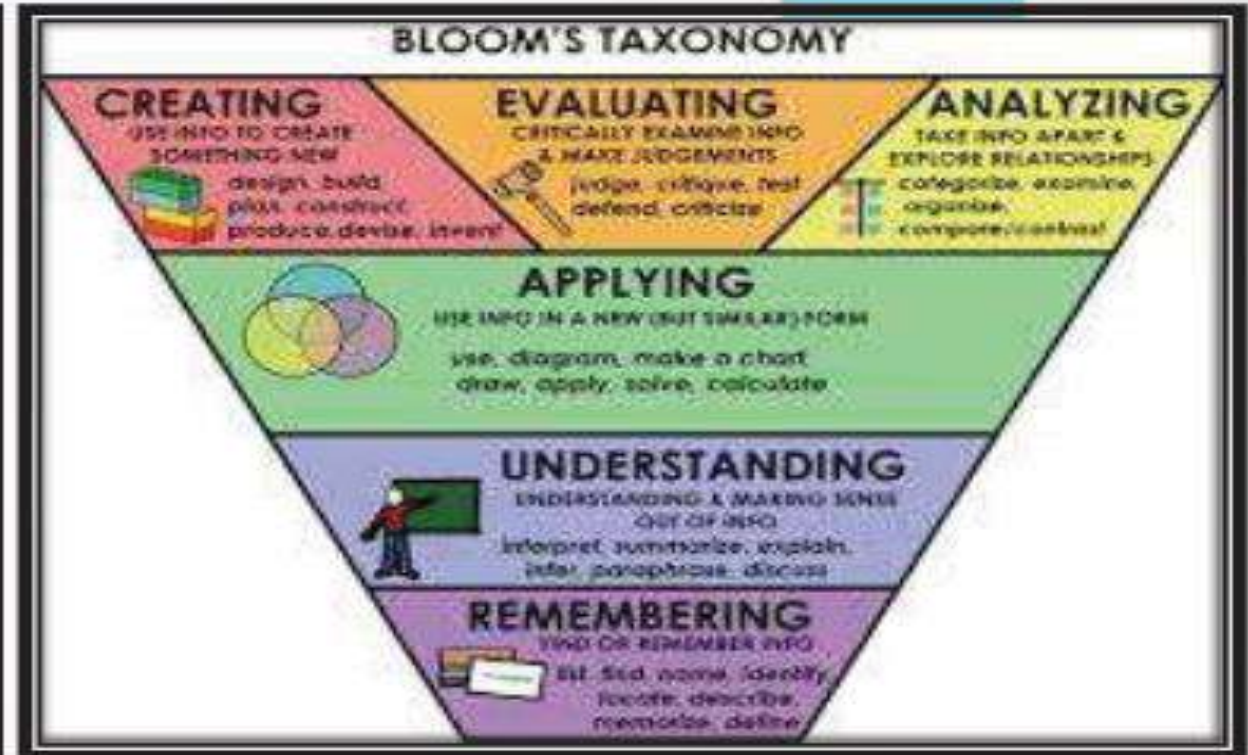
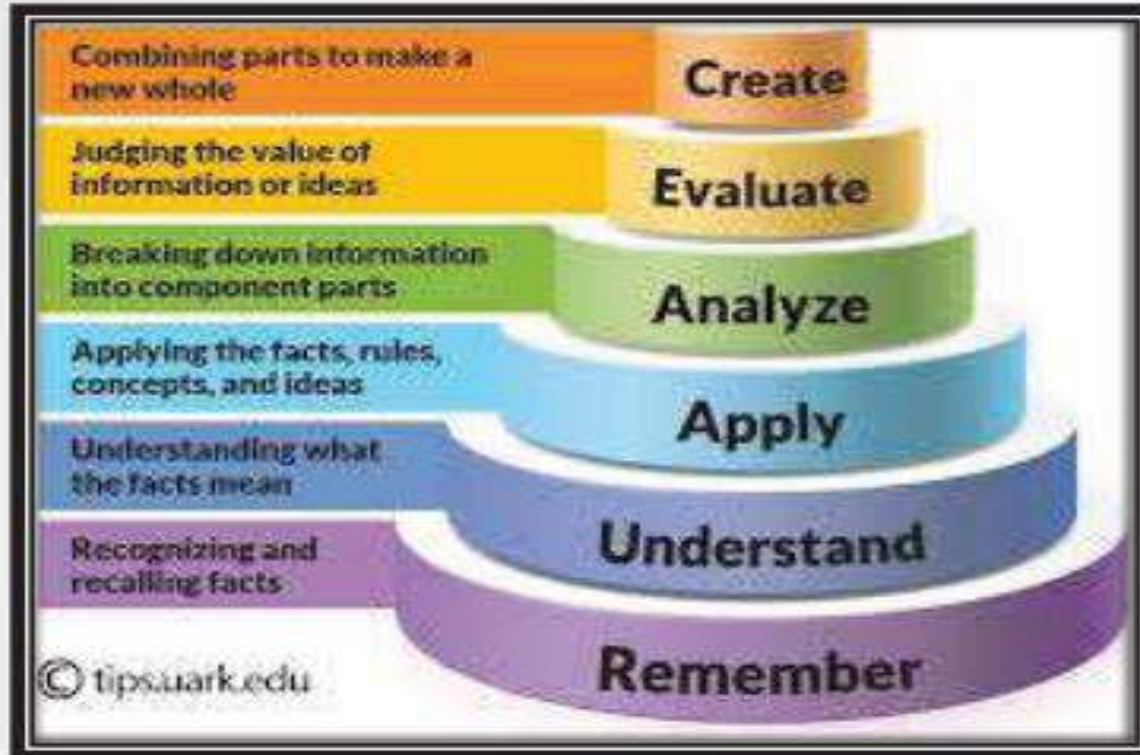
PSO1: Develop a global approach towards the contemporary areas of Finance, HR, Marketing, Information Technology and Law.

PSO2: Develop corporate, social, and environmental responsiveness towards changing business environment.

PSO3: Discuss intellectual integrity, stress management and awareness of business ethics.

PSO4: Develop research oriented thinking and nurture entrepreneurial spirit in students by developing a broad thinking about profitability and risk management.

BLOOM'S TAXONOMY



Bloom's Taxonomy is a common language for teachers to discuss and exchange learning and assessment and to encourage higher order thought in their students by building up from lower level cognitive skills to Higher Order Thoughts

Bloom's Taxonomy is a classification of the different objectives and skills that educators set for their students (Learning objectives)

Revised Bloom's Taxonomy Action Verbs

Definitions	I. Remembering	II. Understanding	III. Applying	IV. Analyzing	V. Evaluating	VI. Creating
Bloom's Definition	Exhibit memory of previously learned material by recalling facts, terms, basic concepts, and answers.	Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas.	Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way.	Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations.	Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria.	Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions.
Verbs	<ul style="list-style-type: none"> • Choose • Define • Find • How • Label • List • Match • Name • Omit • Recall • Relate • Select • Show • Spell • Tell • What • When • Where • Which • Who • Why 	<ul style="list-style-type: none"> • Classify • Compare • Contrast • Demonstrate • Explain • Extend • Illustrate • Infer • Interpret • Outline • Relate • Rephrase • Show • Summarize • Translate 	<ul style="list-style-type: none"> • Apply • Build • Choose • Construct • Develop • Experiment with • Identify • Interview • Make use of • Model • Organize • Plan • Select • Solve • Utilize 	<ul style="list-style-type: none"> • Analyze • Assume • Categorize • Classify • Compare • Conclusion • Contrast • Discover • Dissect • Distinguish • Divide • Examine • Function • Inference • Inspect • List • Motive • Relationships • Simplify • Survey • Take part in • Test for • Theme 	<ul style="list-style-type: none"> • Agree • Appraise • Assess • Award • Choose • Compare • Conclude • Criteria • Criticize • Decide • Deduct • Defend • Determine • Disprove • Estimate • Evaluate • Explain • Importance • Influence • Interpret • Judge • Justify • Mark • Measure • Opinion • Perceive • Prioritize 	<ul style="list-style-type: none"> • Adapt • Build • Change • Choose • Combine • Compile • Compose • Construct • Create • Delete • Design • Develop • Discuss • Elaborate • Estimate • Formulate • Happen • Imagine • Improve • Invent • Make up • Maximize • Minimize • Modify • Original • Originate • Plan

COURSE OUTCOME

BBA 101

Management Process & Organizational Behaviour, year of study 2019-20

After the completion of the course, the students will be able to:

Table No. 1

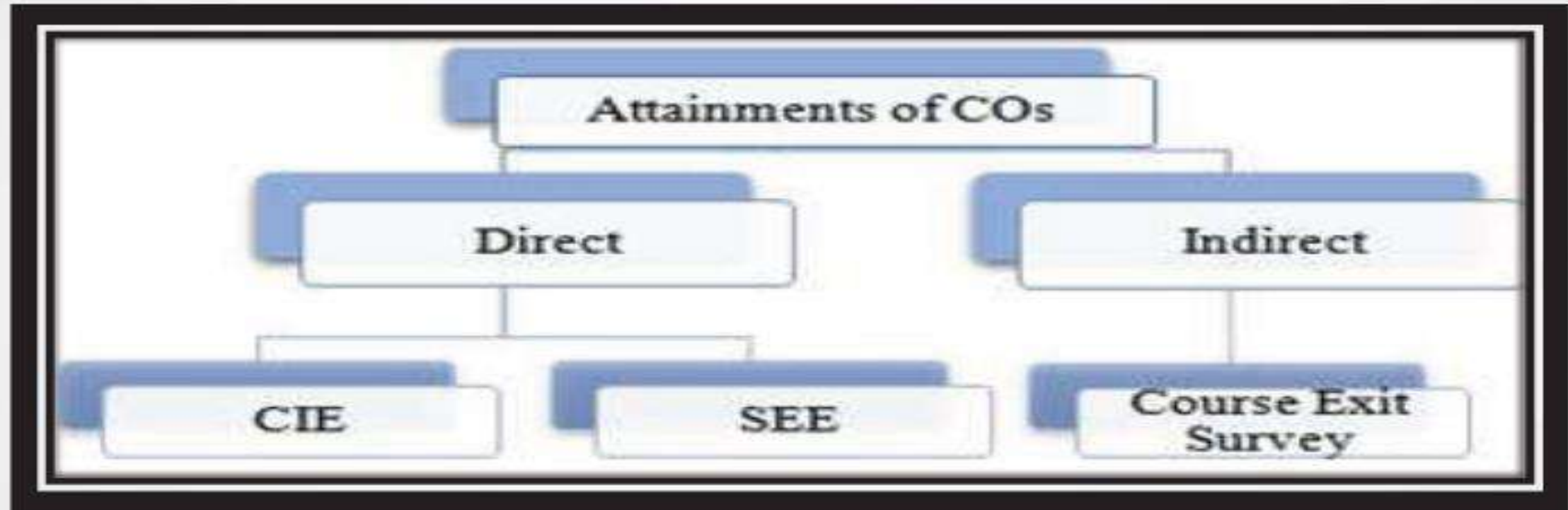
CO. BBA 101.1	Describe the basic concepts, theories, and principles applicable to the field of management.
CO. BBA 101.2	Demonstrate capabilities in critical reasoning and ethical decision-making in various management situations.
CO. BBA 101.3	Explain the basic assumptions of motivation and leadership processes at the workplace.
CO. BBA 101.4	Analyze how the study of organizational behavior can help in making management processes and practices more effective.
CO. BBA 101.5	Assess the different models of team and group effectiveness in the organization.
CO. BBA 101.6	Combine the behaviour theories and management principles to understand contemporary organizational issues.

CO-PO PSO Mapping(Average)

Table No. 2

BBA101	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO BBA101.1	3	3	3	2	-	3	3	3	2	3	-
CO BBA101.2	3	3	3	2	-	3	3	3	-		-
CO BBA101.3	3	3	3	1	-	3	-	3	-		2
CO BBA101.4	-	3	3	2	-	3	3	3	3	-	2
CO BBA101.5	2	-	-	2	-	-			3	3	2
CO BBA101.6	3	1	-	-	-	2	-	-	-	2	-
CO BBA101 (AVERAGE)	2.8	2.6	3	1.8		2.8	3	3	2.6	2.6	2

Assessment tools for attainment of COs



CO attainment of each student is calculated on the basis of the following component

Direct Assessment (Total Weight Assessment Based on End Term Result (50% of total)
of total) Assessment of Mid Term Exam , Assignment and Quiz(30%

Indirect Assessment (Feedback from student in course exit)Total Weightage
20% Table No. 3

Rubrics for CO Attainment

Assessment Types	Assessment Component		Marks	Total Marks	Weightage
Direct (80%)	External Assessment	End Term Examination(ET)	75 Marks	75 Marks	50%
	Internal Assesment	Internal Exam (INT)	15 Marks	25 Marks	30%
		Assignments(A)	10 Marks (AS)		
		Group Discussion (GD)			
Class Participations (CP)					
Indirect(20%)	Course Exit Survey(CES)		5*No. Of CES	5*n marks	20%
CO	$CO = 0.6 * ET + 0.12 * INT + 0.08 * A + 0.2 * CES$				

Table No. 4

STUDENT WISE AVERAGE CO ATTAINMENT OF BATCH 2020

COURSE: BBA101 MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

			END TERM RESULT		CO ATTAINMENT INTERNAL						CO ATTAINMENT ASSIGNMENT						COURSE EXIT SURVEY					
			MAXIMUM 10		MAX. 10 FOR EACH CO						MAX. 10 FOR EACH CO						MAX. 10 FOR EACH CO					
S NO	NAME OF THE STUDENT	ENROLLMENT NO.	ET ACT. (75)	ET MAX(10)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
1	AADITYA	00114701720	75	10	10	10	10	10	10	10	10	10	10	10	10	10	4	5	5	4	4	5
2	ARYAMA	00214701720	71	10	10	10	10	10	10	10	10	10	10	10	10	10	5	5	5	5	5	5
3	AASTHA	00314701720	69	10	10	10	10	10	10	10	10	10	7.06	10	10	6.67	3	3	3	3	3	3
4	AATREY	00414701720	75	10	8	6	10	6	10	8	8.24	4.71	7.06	4.71	10	7.33	5	5	5	5	5	5
5	ABHJEET	00514701720	44	6	8	6	6	6	10	8	8.24	4.71	7.06	4.71	10	7.33	0	0	0	0	0	0
																					
																					
																					
167	SANYAM	36414701720	70	10	10	10	10	10	10	10	10	10	10	10	10	10	5	5	5	5	5	5
168	SUJAT	36514701720	0	0	10	10	6	10	10	6	8.24	10	7.06	4.71	10	8	5	5	5	5	5	5
169	TUSHAR	36614701720	74	10	10	10	6	10	10	6	8.24	10	7.06	4.71	10	8	1	1	1	1	1	1
170	VARSHA	36714701720	70	10	10	10	10	10	10	10	10	10	10	10	10	10	5	5	5	5	5	5
171	YASH	36814701720	75	10	10	10	6	10	10	6	8.24	10	7.06	4.71	10	8	3	2	3	3	3	3
		AVERAGE		8.96491	8.84	8.04	8.53	8.2	9.3	7.84	8.25	8.14	7.62	6.9	9.66	7.3	3.69	3.6	3.66	3.65	3.61	3.57

Calculation of Average CO attainment by the BATCH

Course Code: BBA 101
 Course Title: Management Process & Organizational Behaviour,

Faculty: Professor X
 Professor Y
 Professor Z

Total No. of Students: 171
 Target: >73%

University Average of 2016-17: 68%

Table No. 5

		CO1	CO2	CO3	CO4	CO5	CO6
Direct Assesment (DA)	End Term (ET)	8.9	8.9	8.9	8.9	8.9	8.9
	X = 0.6 * ET	5.34	5.34	5.34	5.34	5.34	5.34
	Internal Exam	8.84	8.04	8.53	8.20	9.30	7.84
	Y = 0.12 * INT	1.06	0.96	1.02	0.98	1.12	0.94
	Assignment	8.25	8.14	7.62	6.90	9.66	7.30
	Z = 0.08 * A	0.66	0.65	0.61	0.55	0.77	0.58
Indirect Assesment	Course Exit Surv	3.69	3.60	3.66	3.65	3.61	3.57
	A = 0.2 * CES	0.74	0.72	0.73	0.73	0.72	0.71
CO Attainmen	X + Y + Z + A	7.80	7.67	7.71	7.61	7.95	7.58

Calculation of Attainment level of CO (Direct & Indirect)

Table No. 6

	CO1	CO2	CO3	CO4	CO5	CO6
Avg Actual Attainment Level of Batch (%)	78.38%	77.14%	77.44%	76.45%	79.89%	76.18%
No. Of Students who achieved target (Out of 171)	142	134	135	128	145	138
% of Students who achieved targets	83.0%	78.0%	78%	74%	84%	80%
Attainment level on scale of 3 (1,2,3 for >60%, >70%, >80%)	3	2	2	3	3	3

CO-PO PSO Mapping

Table No. 7

CO - PO - PSO MAPPING

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
COBBA 101.1	3	-	-	-	-	2	1	3	1	2	-
COBBA 101.2	3	2	3	3	3	1	-	2	3	3	1
COBBA 101.3	1	3	2	-	2	1	-	-	2	-	3
COBBA 101.4	-	-	1	2	1	1	2	1	1	1	-
COBBA 101.5	-	3	1	1	1	-	1	2	1	-	-
COBBA 101.6	1	-	1	1	-	-	1	-	-	-	1
TOTAL	8	8	8	7	7	5	5	8	8	6	5

PO Attainment Calculations

Table No. 8

ETAT304	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO ETAT304.1	9	-	-	-	-	6	3	9	3	6	-
CO ETAT304.2	6	4	6	6	6	2	-	4	6	6	2
CO ETAT304.3	2	6	4	-	4	2	-	-	4	-	6
CO ETAT304.4	-	-	3	6	3	3	6	3	3	3	-
CO ETAT304.5	-	9	3	3	3	-	3	6	3	-	-
CO ETAT304.6	3	-	3	3	-	-	3	-	-	-	3
Total	20	19	19	18	16	13	15	22	19	15	11

POx Attainment value= value of Cox(Table No.6) X (Value of PO value(Table No. 7))

PO Attainment Levels

Table No. 9

BBA 101	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	
BBA 101	2.50	2.38	2.38	2.57	2.29	2.60	3.00	2.75	2.38	2.50	2.20	
AVERAGE	73.3%	83.3%	83.3%	83.3%	-	83.3%	76.6%	83.3%	-	-	83.3%	
	AVERAGE PO ATTAINED				(On a scale of 3)				2.50	81.25%		

POx Attainment Level = Total of POx(table no.8)/ Total of POx(table no.7)

Average = (POx Attainment Level /3)*100

Result of Evaluation of each PO & PSO (All Courses)

Table No. 13

S.NO	COURSE CODE & TITLE	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
1	BBA 101 Management Process & Organizational Behaviour	2.50	2.38	2.38	2.57	2.29	2.60	3.00	2.75	2.38	2.50
2	BBA 103 Business Mathematics	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
3	BBA 105 Financial Accounting & Analysis	3.0	-	-	-	3.0	3.0	-	3.0	3.0	3.0
...											
35	BBA 308 Business Policy & Strategy	2.8	2.6	3	1.8	-	2.8	3	2.6	2.6	2
36	BBA 310 Sales & Distribution Management	1.8	1.8	1.8	1.8	1.8	-	1.8	1.7	1.8	1.7
37	BBA 312 Project Report	1.7	1.7	1.8	1.9	1.0	1.7	1.7	1.7	1.7	1.7
	Average (Direct Attainment)	2.2	2.2	2.4	2.1	2.0	2.1	2.1	2.2	2.2	2.2

Aggregate PO Attainment(Direct and Indirect)

Table No. 14

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Direct Attainment	2.2	2.2	2.4	2.1	2.0	2.1	2.1	2.2	2.2	2.2	2.3
80% of Direct Attainment	1.76	1.76	1.92	1.68	1.6	1.68	1.68	1.76	1.76	1.68	1.85
Student's Program Exit Survey (PES)	1.3	1.85	2.05	1.7	1.1	2.1	1.8	1.4	1.8	1.7	1.7
Employer Feedback (EFB)	1.75	1.5	1.5	1.2	1.15	1.7	1.6	1.6	1.6	1.4	1.6
Alumni Feedback (AFB)	1.8	1.5	1.6	1.35	1.1	1.6	2	2	1.4	1.9	1.8
Indirect Attainment Level	1.62	1.62	1.72	1.42	1.12	1.80	1.80	1.67	1.60	1.67	1.77
20% of Indirect Attainment	0.32	0.32	0.34	0.28	0.22	0.36	0.36	0.33	0.32	0.33	0.33
Aggregate PO Attainment	2.08	2.08	2.10	2.04	1.98	2.12	2.04	2.09	2.08	2.01	2.03

Direct Attainment is summation of average of all courses taught(refer table 13)
Indirect attainment is average of PES, EFB,AFB
Aggregate PO is sum of 20%Indirect Attainment + 80% Direct Attainment

Actions taken Based on the results of evaluation of each of the POs and PSOs

Pos & PSOs Attainment level and actions for improvement

PO1: Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

POs	Target Level	Attainment Level	Observations
PO1	2	2.08	PO attained. No actions required

PO2. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

POs	Target Level	Attainment Level	Observations
PO2	2	2.08	PO attained No actions required

Actions taken Based on the results of evaluation of each of the POs and PSOs

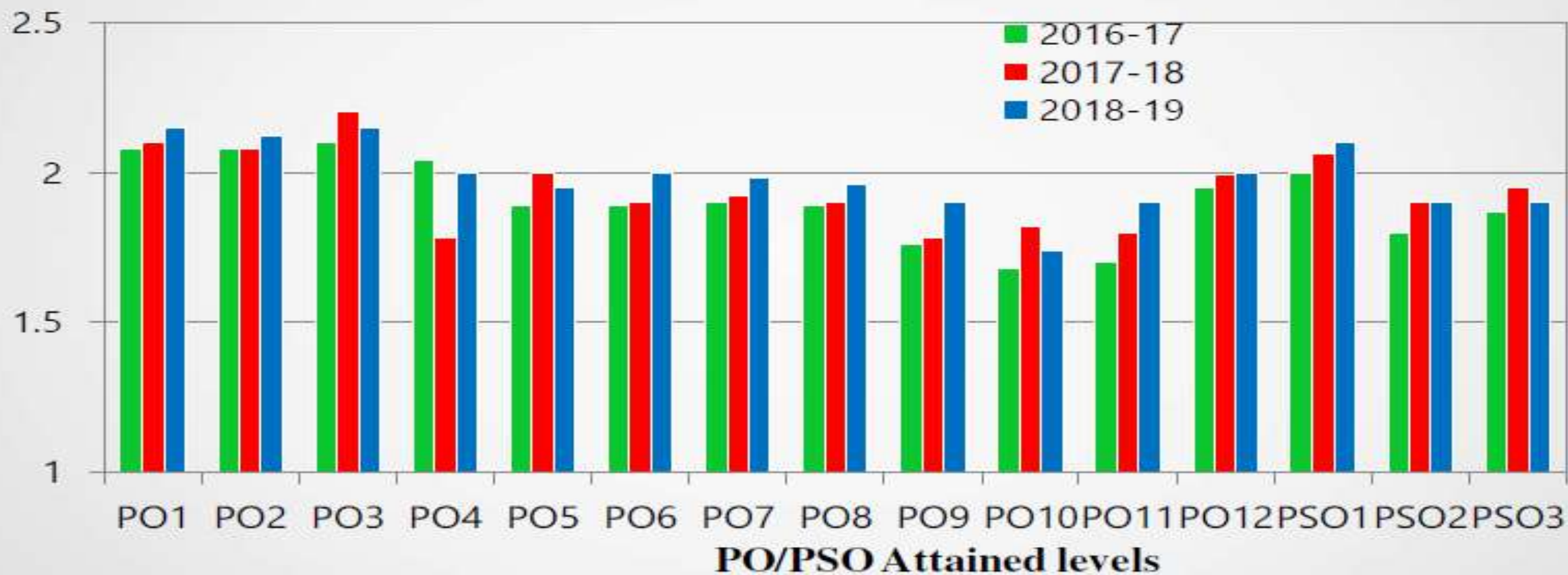
PO5: Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

POs	Target Level	Attainment Level	Observations
PO5	2	1.98	Students are unaware that how their decisions are going to affect their life.
Actions 1: Value System need to be instilled into the students. Actions 2: More focus on Ethics related papers.			

PO7: Self-directed and Life-Long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

POs	Target Level	Attainment Level	Observations
PO7	2	2.04	PO attained. No actions required

POs & PSOs attainment for 3 assessment years



**All the values in the tables are only for illustrative purpose

THANK YOU



Criteria 2 Teaching Learning and Evaluation

Key Indicator- 2.6 Student Performance and Learning Outcome

2.6.2. Programme/Department wise POs, PSOs and COs attainment

Department
B.B.A.
B.Com. (Hons.)
B.A. (JMC)
M.B.A.

Attainment Level of Program Specific Outcome, Program Outcome
Course: BBA
Batch: 2019-2022 (1st Shift)
Assessment Year: 2019-20, 2020-21 and 2021-22

C.Code	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3	PSO4
17101	Management Process & Org. Behaviour	1.6	2.0	2.0	2.0	2.0	2.0	2.5	1.6	1.9	1.7	2.0
17103	Business Mathematics	2.2	2.7	2.0	2.0	3.0	2.0	2.2	2.0	2.3	2.2	2.0
17105	Financial Accounting & Analysis	2.8	2.7	3.0	2.8	2.7	2.8	3.0	2.5	3.0	2.5	3.0
17107	Business Economics	2.6	2.7	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.4	2.6
17109	Computer Application	2.4	2.5	0.0	0.0	0.0	0.0	2.4	2.0	2.4	2.4	2.4
17111	Comp Application Lab	2.8	2.8	0.0	0.0	0.0	0.0	2.8	2.8	2.8	2.8	2.8
17102	Cost Accounting	2.8	2.5	3.0	2.7	2.5	3.0	2.7	2.5	3.0	2.7	2.0
17104	Quantitative Techniques	2.8	2.5	3.0	2.7	2.5	3.0	2.7	2.5	3.0	2.7	2.0
17106	Ecommerce	2.3	2.5	2.4	2.5	2.2	2.0	2.2	2.0	2.7	2.3	2.5
17108	E-Commerce Lab	2.8	3.0	2.5	1.5	1.5	2.3	2.0	2.4	2.6	3.0	2.5
17110	Business Communication	2.5	2.5	2.6	2.7	3.0	3.0	2.6	2.6	2.7	2.8	2.4
17112	Business Environment	2.6	2.0	2.5	2.5	2.7	3.0	2.2	1.3	2.3	3.0	2.6
17201	Business Law	2.2	2.0	2.2	1.9	2.0	2.3	2.3	2.1	2.3	2.2	2.4
17203	Marketing Management	1.7	1.5	2.0	1.6	1.6	2.0	1.7	1.6	2.0	1.6	1.0
17205	Business Ethics & CSR	1.6	1.5	1.5	2.0	1.4	0.0	0.7	1.7	2.0	2.3	0.0
17207	Management Accounting	1.8	0.7	1.4	2.5	1.3	1.4	1.8	1.8	2.1	1.8	1.7
17209	Indian Economy	2.5	0.0	2.5	2.6	3.0	2.5	2.4	2.6	2.7	2.3	0.0
17211	Environmental science	1.6	1.1	1.7	1.7	1.7	1.8	1.5	1.7	1.5	1.3	1.9
17202	Human Resource Management	1.6	2.0	1.8	2.0	2.0	2.0	1.8	1.7	1.3	2.0	1.7
17204	Financial Management	2.0	2.0	2.0	0.9	2.3	2.8	1.8	1.6	1.5	2.0	2.0
17206	Research Methodology	2.3	1.6	1.7	2.0	3.0	3.0	2.7	2.7	2.8	3.0	2.2
17208	RM Lab	2.0	2.5	1.0	2.7	2.3	2.0	2.4	2.3	2.5	1.8	0.7
17210	Information System Management	2.7	2.7	2.5	3.0	2.6	3.0	2.6	2.8	3.0	2.8	2.7
17212	ISM Lab	2.0	2.0	0.0	0.0	0.0	0.0	1.7	1.7	0.0	0.0	2.0
17214	Managerial Skills and Development	1.6	1.4	1.4	1.4	1.6	1.8	1.3	1.5	1.0	1.6	1.7
17301	Income Tax & Law	1.7	2.0	0.0	1.7	1.7	0.0	1.7	1.7	1.5	1.5	0.0
17303	Production & Op. Management	1.9	1.7	1.3	1.2	1.5	1.3	1.7	1.8	1.3	1.7	1.5
17305	Services Marketing	1.5	2.0	1.7	2.0	2.0	2.0	1.5	1.2	1.5	1.8	2.0
17307	Entrepreneurship Development	1.7	1.0	2.0	2.3	1.8	3.0	1.3	1.5	1.8	1.5	2.2
17309	Good & Service Tax	2.0	2.5	2.0	1.8	1.9	2.6	1.7	1.8	2.8	2.0	1.5

C.Code	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3	PSO4
17302	Project Management	2.1	2.3	1.6	2.5	2.2	2.7	2.4	2.3	2.4	1.6	1.0
17304	Digital Marketing	1.7	1.7	1.6	1.8	1.6	2.0	1.6	1.7	1.8	1.7	1.6
17306	International Business Management	1.8	0.3	1.9	0.2	1.7	1.3	1.8	0.3	2.2	0.2	0.5
17308	Business Policy & Strategy	1.9	1.5	1.4	0.9	0.5	0.7	1.2	1.2	1.3	1.0	1.2
17310	Sales & Distribution Management	1.4	2.0	1.5	1.4	1.3	3.0	1.3	1.3	1.5	1.3	1.0
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3	PSO4
	AVERAGE	2.1	2.0	1.8	1.8	1.9	2.0	2.0	1.9	2.1	2.0	1.8

Batch: 2019-2022 (2nd Shift)

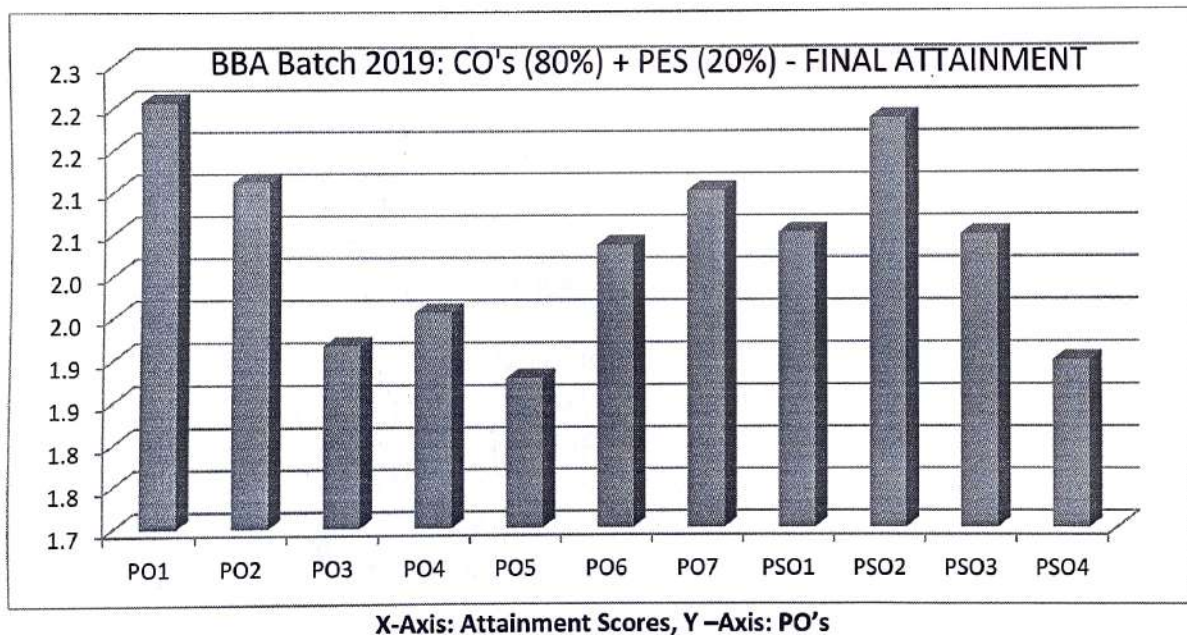
Assessment Year: 2019-20, 2020-21 and 2021-22

CODE	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
17101	Management Process & Org. Behaviour	2	2.6	2.6	2.7	2.6	2.8	2	2.1	2.4	2.2	2.3
17101	Business Mathematics	2.0	2.6	2.6	2.7	2.6	2.8	2.0	2.1	2.4	2.2	2.3
17103	Financial Accounting & Analysis	2.2	3.0	3.0	1.0	1.5	2.1	0.9	2.8	2.2	1.7	2.3
17105	Business Economics	2.7	2.8	3.0	3.0	3.0	3.0	3.0	3.0	2.8	2.7	2.5
17107	Computer Application	2.8	3.0	2.8	2.8	2.8	2.8	2.9	2.8	2.8	2.7	2.7
17109	Comp Application Lab	2.8	2.8	0.0	0.0	0.0	0.0	2.8	2.8	2.8	2.8	2.8
17111	Cost Accounting	2.8	2.8	0.0	0.0	0.0	0.0	2.8	2.8	2.8	2.8	2.8
17102	Quantitative Techniques	3.0	3.0	3.0	3.0	2.5	3.0	3.0	2.5	3.0	3.0	3.0
17104	Ecommerce	2.8	2.5	3.0	2.7	2.5	3.0	2.7	2.5	3.0	2.7	2.0
17106	E-Commerce Lab	2.8	2.9	2.6	2.1	2.8	3.0	2.7	2.3	2.8	3.0	2.8
17108	Business Communication	2.8	3.0	2.5	1.5	1.5	2.3	2.0	2.4	2.6	3.0	2.5
17110	Business Environment	1.5	2.6	2.1	2.5	2.0	0.0	0.7	1.3	1.8	1.5	0.0
17112	Business Law	2.7	3.0	3.0	2.5	2.4	2.7	2.2	1.5	2.3	2.0	2.6
17201	Marketing Management	2.2	2.0	2.2	1.9	2.0	2.3	2.3	2.1	2.3	2.2	2.4
17203	Business Ethics & CSR	2.2	2.5	1.0	2.6	2.4	3.0	2.7	2.5	3.0	1.7	0.6
17205	Management Accounting	2.7	0.0	2.0	2.3	2.3	3.0	3.0	2.4	3.0	2.7	2.3
17207	Indian Economy	1.6	0.7	1.3	2.5	1.3	1.2	1.8	1.6	2.0	1.6	1.5
17209	Environmental science	2.5	0.0	2.5	2.6	3.0	2.6	2.5	2.6	2.7	2.3	0.0
17211	Human Resource Management	2.3	1.7	2.3	2.3	2.3	2.4	2.2	2.3	2.1	1.7	2.1
17202	Financial Management	1.4	1.5	1.5	2.0	1.5	2.0	1.6	1.7	0.7	1.8	1.2
17204	Research Methodology	2.0	2.0	2.0	0.9	2.3	2.8	1.8	1.6	1.5	2.0	2.0
17206	RM Lab	2.0	1.5	1.6	2.0	2.0	3.0	2.2	2.2	2.3	2.5	2.2
17208	Information System Management	1.8	2.2	1.2	2.3	2.1	1.9	2.3	2.2	2.4	1.9	0.9
17210	ISM Lab	2.5	2.6	2.5	3.0	2.4	3.0	2.5	2.6	3.0	2.8	2.4
17212	Managerial Skills and Development	1.7	2.3	0.0	0.0	0.0	0.0	1.4	0.4	0.0	0.0	2.0
17214	Income Tax & Law	1.3	1.3	1.3	1.4	1.2	1.3	1.0	1.3	1.0	1.2	1.3
17301	Production & Op. Management	1.3	2.0	0.0	1.3	1.4	0.0	1.3	1.3	1.5	1.2	0.0
17303	Services Marketing	1.9	1.7	1.3	1.2	1.5	1.3	1.7	1.8	1.3	1.7	1.5
17305	Entrepreneurship Development	2.5	2.0	2.4	0.8	1.3	0.5	2.4	1.1	1.3	1.1	1.7
17307	Good & Service Tax	1.7	1.0	2.0	2.3	1.8	3.0	1.3	1.5	1.8	1.5	2.2
17309	Project Management	1.1	1.8	0.5	1.8	1.9	0.8	1.7	1.8	1.6	1.0	1.5

17302	Project Management	1.7	2.5	0.7	2.7	1.8	2.0	2.0	1.8	2.0	1.5	0.6
17304	Digital Marketing	1.6	1.6	1.5	1.8	1.7	1.8	1.5	1.4	1.6	1.5	1.4
17306	International Business Management	1.7	0.3	1.8	0.2	1.6	1.2	1.6	0.3	2.0	0.2	0.5
17308	Business Policy & Strategy	2.6	1.9	1.8	1.4	0.8	0.8	0.9	1.7	1.7	1.3	1.7
17310	Sales & Distribution Management	1.3	1.6	1.3	1.3	1.1	2.0	1.2	1.2	1.3	1.0	1.0
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
AVERAGE		2.1	2.0	1.8	1.9	1.8	1.9	2.0	2.0	2.1	1.9	1.8

BBA PSO and PO Attainment Table

PROG	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
BBA	2.10	2.00	1.80	1.80	1.90	1.90	2.00	1.90	2.10	1.90	1.80
80% of Direct Attainment	1.70	1.60	1.40	1.50	1.50	1.60	1.60	1.60	1.70	1.60	1.40
PES	2.50	2.50	2.50	2.50	2.00	2.50	2.50	2.50	2.50	2.50	2.50
Alumni Feedback	2.50	2.00	2.50	2.50	2.40	2.00	2.50	2.10	2.50	2.10	2.50
Employer Feedback	2.50	2.50	2.50	2.50	2.30	2.10	2.50	2.00	2.30	2.00	2.50
Average	2.50	2.33	2.50	2.50	2.23	2.20	2.50	2.20	2.43	2.20	2.50
20% of PES	0.50	0.50	0.50	0.50	0.40	0.40	0.50	0.40	0.50	0.40	0.50
Aggregate Attainment	2.20	2.10	1.90	2.00	1.90	2.00	2.10	2.00	2.20	2.00	1.90



Program Attainment Analysis and Action Taken Report

Major Observations:

- Faculty Team very much appreciated the OBE Frame Structure Designed for the Programme
- Individual Courses are designed to address the outcomes of the programme and vision of the department and university.
- Special Care has been taken to design each course modules and outcomes based on Bloom's Taxonomy.
- Faculty members are recommended to organize Value Added Programmes to enrich the employability skills and to focus on specific industry requirements time to time.

- Many faculty members suggested enhancing the learning infrastructure facilities such as laboratory requirements (equipment and consumables), library and purchase procedures.
- Few faculty members have suggested encouraging students to participate in curricular and extracurricular programmes organized by the premier institution.
- Field oriented, case studies and assignments need to be provided within the course for internal evaluation.
- Business research related courses, the teachers suggested more interaction opportunities with the industry relevant applications and modification of the course content as per industry relevance.
- Almost all faculty members are able to prepare their question papers as per Bloom's Taxonomy levels and prepare lesson plans but a few faculty members are not comfortable with calculation of attainment levels and the processes used were not uniform.
- In case of weak students, extra classes were conducted and alternative teaching methods were employed. This gave positive results and class attendance and student performance improved.
- Syllabus content was found to be sufficient and could be covered within the stipulated time.

Suggested Action:

- Industry relevance was found to be a major drawback. Especially business analysis and data science related application need to be introduced in the syllabus and the teachers need to be trained to handle them.
- It is difficult for a non-technical faculty member to find CO- attainment and its intricacies. One round of training on CO attainment would be helpful.
- PO1, PO2 & PO7 have high attainment levels, suggested that we are doing good in terms of Critical thinking, Commination & have long lasting & Self Directed in Overall teaching and learning process.
- PO5 is lowest in achievement level. It is therefore suggested to have courses on Ethics, Human Values, Human Resources & Organizational Behaviour and Community Outreach (HVCO) through NSS and NCC etc.
- The College is required to imbibe different types of courses in the curriculum, aim to inculcate general competencies like social values, human values, environment sensitivity etc., thereby leading to the holistic development of students.
- Students should take lead in innovation and entrepreneurship activities with high Professional standards and moral ethics and prove themselves beneficial to society at large.

Attainment Level of Program Specific Outcome, Program Outcome

Course: B.Com (Hons.)

Batch: 2019-2022

Assessment Year: 2019-20, 2020-21 and 2021-22

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
BCOM 101	Management Process and Organisational Behaviour	2.30	2.33	2.40	2.40	2.25	2.22	2.29	2.22	2.11	2.25	2.33
BCOM 103	FINANCIAL ACCOUNTING	2.50	2.83	0.00	3.00	2.50	2.40	0.00	2.17	2.17	2.50	2.80
BCOM105	Micro Economics	1.80	2.00	1.88	1.89	1.82	1.80	1.80	1.80	1.80	1.78	1.80
BCOM 107	BUSINESS COMMUNICATION	2.14	2.00	2.00	1.91	2.00	2.29	2.00	2.10	2.11	2.13	2.25
BCOM 109	COMPUTER APPLICATIONS	2.40	1.80	2.40	1.00	0.00	2.25	2.00	2.50	0.00	0.00	2.00
BCOM 111	Computer Applications Lab	2.30	2.75	3.00	3.00	2.00	3.00	2.60	2.40	2.60	2.60	2.60
BCOM 102	BUSINESS MATHEMATICS	2.28	2.28	2.40	2.33	1.86	2.25	2.25	1.88	2.20	2.29	2.17
BCOM 104	BUSINESS LAWS	2.10	2.27	2.00	2.00	2.00	0.00	1.83	1.93	2.22	2.20	2.21
BCOM106	MACRO ECONOMICS	2.11	2.25	2.13	0.00	0.00	2.18	1.92	2.27	2.00	2.26	2.38
BCOM108	COST ACCOUNTING	1.90	2.08	2.00	1.14	1.67	1.90	1.62	1.89	2.00	2.00	2.00
BCOM 110	Business Studies	1.38	0.00	0.00	0.67	0.00	2.00	0.75	1.22	1.25	2.00	1.25
BCOM 209	Business Statistics	2.3	2.3	2.3	0.8	2.0	2.4	1.6	1.5	1.0	2.0	1.8
BCOM201	MARKETING MANAGEMENT	2.2	2.1	2.3	2.0	2.0	2.0	2.0	2.2	2.2	2.0	2.3
BCOM203	MANAGEMENT ACCOUNTING	2.4	2.3	0.0	1.7	1.9	2.3	1.9	1.8	2.4	2.0	2.4
BCOM 205	HRM	2.1	0.0	2.1	2.3	1.0	2.0	2.0	1.7	2.0	2.2	2.2
BCOM207	Business Ethics and Corporate Social Responsibility	2.2	2.5	2.5	0.8	1.9	2.0	1.9	2.5	2.6	2.1	0.0
BCOM 213	MPD	2.6	2.5	2.4	2.0	2.0	2.8	1.9	2.1	2.6	2.4	2.6
BCOM 202	Financial Management	2.4	2.4	3.0	1.5	2.7	2.8	2.8	2.0	2.3	2.5	2.5

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
BCOM 204	AUDITING	2.2	2.3	2.0	1.8	1.8	2.0	2.0	2.2	2.7	2.0	2.0
BCOM 206	CORPORATE ACCOUNTING	2.4	2.0	0.0	3.0	1.6	0.0	1.8	1.0	2.5	2.0	2.5
BCOM 208	INDIAN ECONOMY	2.4	2.7	2.0	2.0	2.0	2.0	2.3	2.4	2.7	2.5	2.0
BCOM 210	Financial Modelling Theory	2.6	0.0	2.5	2.0	1.2	2.8	2.2	1.3	2.4	2.5	2.8
BCOM 212	Financial Modelling Lab	2.4	0.0	2.5	2.0	1.2	2.5	1.9	1.7	2.3	2.5	2.5
BCOM 214	RESERACH METHODOLOGY THEORY	2.0	2.4	2.3	2.0	0.8	2.0	2.0	1.7	2.0	2.0	2.2
BCOM 216	RM LAB	2.6	2.2	1.0	1.5	1.8	1.0	2.1	2.0	2.4	3.0	2.2
BCOM301	Income Tax Law and Practice	3	0.5	0	3	3	0	3	3	1	2.5	0
BCOM303	Entrepreneurship Development	2	0.3	2.8	2.8	2.7	0.3	2.8	2	2.78	2.33	2.8
BCOM305	ISM	2.85	2.9	1.5	0.5	2.3	0.5	2.8	2.88	1	1.5	2.38
BCOM307	ISM LAB	2.17	2.2	0	0	0	0	2.3	2.17	0	1	1
BCOM311	Investment Management	2.7	0.8	1	0.8	2.3	0.5	1.7	2.2	1	2.2	0.8
BCOM315	Sales and Distribution Management	0.7	2	1	1.7	0.3	0.7	0.3	1	1	1.3	0.3
BCOM302	Project Management	1.2	2	0.6	1.3	0.9	0.8	1.4	0.8	0.6	1.3	0.8
BCOM304	GOODS & SERVICES TAXATION (GST)	1.2	1.3	0.7	2.2	2	0.3	2	2.1	0.9	1.2	0.7
BCOM306	E-COMMERCE	1.5	1	1.9	1.3	1.6	1.6	2.2	0.92	2.4	1.83	1.83
BCOM308	E-COMMERCE LAB	2.2	2	1.5	1.5	1.5	2	2.1	2.44	2.5	1.6	2.2
BCOM310	Environmental Science	2.08	1.6	2.2	2.2	2.2	2.3	1.9	2.08	1.8	1.43	2
BCOM314	Introduction to Derivative	1.5	0	0	0	0	0	2	1.9	1.4	0.5	1.9
BCOM318	Services Marketing	2.4	1.9	2.2	0.8	1.3	0.5	2.2	0.9	1.1	1.6	1.6
	Average (Direct Attainment)	2.1	1.8	1.6	1.7	1.6	1.6	1.9	1.9	1.8	2.0	1.9

PSO and PO Attainment Table

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Direct Attainment	2.10	1.80	1.60	1.70	1.60	1.60	1.90	1.90	1.80	2.00	1.90
80% of Direct Attainment	1.68	1.44	1.28	1.36	1.28	1.28	1.52	1.52	1.44	1.60	1.52

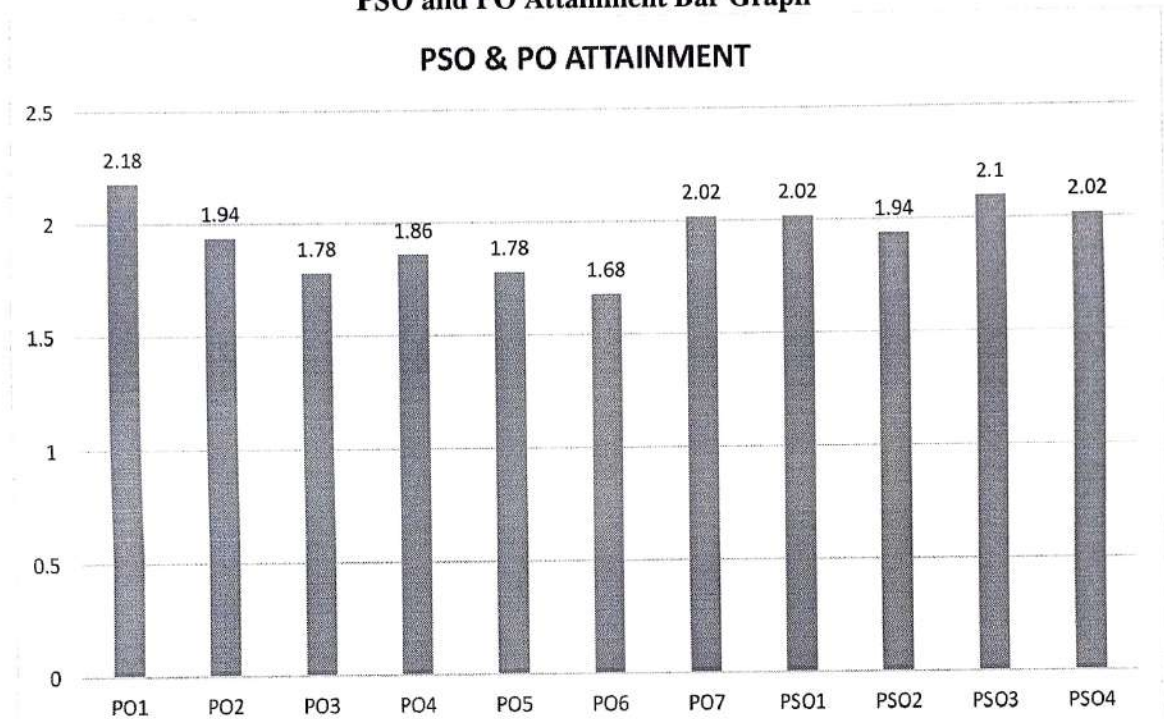
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
Program Exit Survey (PES)	2.50	2.50	2.50	2.50	2.50	2.00	2.50	2.50	2.50	2.50	2.50
Alumni Feedback	2.50	2.00	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50
Employer Feedback	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.30	2.50	2.50
Average	2.50	2.33	2.50	2.50	2.50	2.33	2.50	2.50	2.43	2.50	2.50
20% of PES	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
Aggregate Attainment	2.18	1.94	1.78	1.86	1.78	1.78	2.02	2.02	1.94	2.10	2.02

Action Taken Report

PSO1: Develop a global approach towards the contemporary areas of Finance, HR, Marketing, Information Technology and Law.		
Target Level	Attainment Level	Observation and Action Taken
2	2.02	PSO attained
		No actions required
PSO2: Develop corporate, social, and environmental responsiveness towards changing business environment.		
Target Level	Attainment Level	Observation and Action Taken
2	1.94	PSO2: Students don't realize the impact of their actions on the environment.
		Actions:
		<ol style="list-style-type: none"> 1. Industrial visit is organized to help students gain insight on corporate culture. 2. Webinars are conducted on different social issues to make students more aware and responsible. 3. Plantation drive is organized to make students more sensitive towards the environment.
PSO3: Discuss intellectual integrity, stress management and awareness of business ethics.		
Target Level	Attainment Level	Observation and Action Taken
2	2.1	PSO attained.
		No actions required
PSO4: Develop research-oriented thinking and nurture entrepreneurial spirit in students by developing a broad thinking about profitability and risk management		

Target Level	Attainment Level	Observation and Action Taken
2	2.02	PSO attained. No actions required
PO1: Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.		
Target Level	Attainment Level	Observation and Action Taken
2	2.18	PO attained. No actions required
PO2: Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.		
Target Level	Attainment Level	Observation and Action Taken
2	1.94	Students find it difficult to express their feelings. Actions: <ol style="list-style-type: none"> 1. Students are encouraged to participate in article writing for college magazine or commerce society's fest to enhance their documentation and idea expression skills. 2. Assignments of all the subjects are mandatory which help students in improving writing skills.
PO3: Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings		
Target Level	Attainment Level	Observation and Action Taken
2	1.78	Students find it difficult to coordinate and cooperate in a group setting. Actions: <ol style="list-style-type: none"> 1. Students are encouraged to be a part of various clubs in the institution and take part in college activities to enable them to work in teams. 2. Students are motivated to take part in different inter and intra college activities to promote idea sharing and interaction.

PSO and PO Attainment Bar Graph



PO4: Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering

Target Level	Attainment Level	Observation and Action Taken
2	1.86	<p>Students are more inclined towards profit making rather than service to society.</p> <p>Actions:</p> <ol style="list-style-type: none"> Students are encouraged to participate in NCC, NSS and other social activities. Dates/Days of important value to the Indian culture are celebrated at college level and students are encouraged to participate in them.
<p>PO5: Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them</p>		
Target Level	Attainment Level	Observation and Action Taken

2	1.78	<p>Students are unaware how their decisions are impacting their own and others life.</p> <p>Actions:</p> <ol style="list-style-type: none"> 1. Students are given authority to organize and lead events which helps them develop accountability and leadership qualities. 2. Extra lectures are conducted to educate students on various ethical practices.
PO6: Environment and Sustainability: Understand the issues of environmental contexts and sustainable development		
Target Level	Attainment Level	Observation and Action Taken
2	1.68	<p>Students are more concerned about their own needs rather than thinking about the future requirements.</p> <p style="text-align: center;">Actions:</p> <p>Webinars and workshops are conducted to teach students the significance of sustainable environment solutions.</p>
PO7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes		
Target Level	Attainment Level	Observation and Action Taken
2	2.02	PO attained.
		No actions required

Attainment Level of Program Specific Outcome, Program Outcome

Course: B.A. Journalism and Mass Communication

Batch: 2019-2022 (1st Shift)

Assessment Year: 2019-20, 2020-21 and 2021-22

SEM	C.Code	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
1	24101	CCP	2.0	1.9	2.0	2.0	0.0	0.0	2.3	1.6	2.1	2.1	2.1
1	24103	Contemporary India : An Overview	2.6	2.5	2.4	2.8	2.0	3.0	2.6	2.5	2.6	3.0	2.3
1	24105	Basics of Design and Graphics	2.2	2.3	2.5	2.5	2.3	2.8	2.4	2.3	2.5	2.4	2.3
1	24107	Personality Development	1.1	1.3	1.1	1.1	3.0	3.0	3.0	1.5	0.6	3.0	1.4
1	24109	Writing Skills	1.0	3.0	0.0	0.0	1.0	0.0	0.0	2.0	3.0	3.0	0.0
1	24151	Comm Skills Lab	2.7	2.7	2.8	2.8	2.8	2.0	2.8	2.7	2.8	2.7	2.8
1	24153	Contemporary India Issues & Debates(Seminar/Presentations)	2.1	1.9	2.1	2.0	2.0	0.8	2.0	0.8	2.0	2.0	2.0
1	24155	Design and Graphics Lab - 1	3.0	3.0	2.8	3.0	3.0	2.6	2.9	2.8	3.0	2.8	2.6
1	24157	Personality Development	1.0	1.4	1.5	2.2	1.9	2.8	1.5	1.1	1.3	2.3	2.8
1	24159	Writing Skills Lab	3.0	2.8	3.0	3.0	2.0	3.0	3.0	3.0	3.0	2.8	2.0
2	20160	Sports Journalism Lab	0.7	3.0	2.3	3.0	1.5	2.0	1.0	1.3	3.0	1.7	3.0
2	24102	Print Journalism	1.1	1.8	1.2	1.5	1.1	1.6	2.3	1.2	2.5	2.3	1.5
2	24104	Media Laws and Ethics	3.0	2.5	2.6	2.9	3.0	2.7	2.4	2.8	2.6	2.5	2.5
2	24106	Still Photography	3.0	2.6	2.7	0.0	2.3	3.0	2.2	2.4	3.0	2.8	3.0
2	24108	Health Communication	3.0	3.0	3.0	1.9	2.1	3.0	2.0	1.5	3.0	3.0	3.0
2	24154	Still Photography Lab	2.2	2.3	2.4	1.7	2.1	2.3	2.3	2.3	2.3	2.4	2.5
2	24156	D&G LAB-2	3.0	3.0	3.0	2.4	2.5	3.0	2.5	2.1	3.0	3.0	3.0
3	24201	Development Communication	1.5	3.0	1.5	1.6	1.5	1.0	3.0	2.0	1.4	3.0	3.0
3	24203	Basics of Radio Programming and Production	2.5	2.4	2.0	1.7	2.0	2.0	2.1	2.0	2.0	2.4	2.5
3	24205	Basics of Video Camera, Lights and Sound	1.7	1.8	1.7	1.0	1.0	1.0	1.4	1.5	2.0	1.8	1.0
3	24207	Radio Jockeying and News Reading	3.0	2.7	2.5	1.2	2.7	2.0	2.2	2.0	3.0	2.7	2.0
3	24209	Video Editing	2.4	2.6	2.0	3.0	2.0	2.0	2.2	2.3	2.0	2.5	2.8
3	24251	Radio Production Lab	1.2	1.2	0.3	1.2	2.3	3.0	1.8	1.2	2.6	2.0	2.0
3	24253	Video Production Lab	1.8	2.0	1.2	1.5	2.3	3.0	3.0	2.3	3.0	3.0	1.5
3	24259	Video Editing Lab	2.3	2.4	2.0	3.0	3.0	3.0	1.9	2.0	2.0	2.3	2.3
4	24202	Basics of Advertising	2.0	2.1	2.0	3.0	2.1	2.3	2.1	2.8	2.7	0.8	2.8
4	24204	Basics of Public Relations	2.6	3.0	3.0	3.0	1.8	3.0	2.0	2.5	2.8	3.0	2.8
4	24206	TVPP	1.7	1.8	0.0	1.1	1.0	1.8	1.6	2.3	0.0	1.8	1.7

SEM	C.Code	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
4	24208	Television News Reporting and Anchoring	2.6	2.4	1.0	3.0	1.5	2.6	2.3	2.3	3.0	2.6	2.0
4	24210	Corporate Communication	2.5	2.0	2.3	2.0	2.8	3.0	2.3	2.1	2.4	2.6	1.9
4	24252	Advertising Lab	1.8	2.3	1.7	2.8	2.0	1.5	1.6	2.9	3.0	1.6	2.6
4	24254	Public Relations Lab	2.2	2.2	2.2	1.7	2.3	2.2	2.0	2.2	2.1	2.7	2.7
4	24256	TV Production Lab	1.9	1.7	1.3	1.6	2.3	3.0	1.8	2.2	1.3	1.6	2.7
4	24258	TNRA Lab	1.7	1.5	1.6	1.5	2.0	1.4	1.7	1.5	1.0	1.5	1.8
4	24260	Corporate Communication	2.3	2.3	2.1	1.8	2.2	3.0	2.5	2.1	2.1	2.4	2.3
5	24301	New Media	1.6	1.4	2.0	1.6	1.3	2.0	1.1	1.5	1.5	1.4	1.5
5	24303	Media Research	1.9	0.8	1.1	1.2	1.6	1.3	1.1	2.0	1.2	1.6	2.1
5	24305	Event Management	0.7	1.5	0.7	1.5	1.2	1.8	0.0	2.5	1.5	0.9	2.0
5	24305	Event Management	0.7	1.5	0.7	1.5	1.2	1.8	0.0	2.5	1.5	0.9	2.0
5	24307	Digital Media Marketing	1.4	1.9	1.4	1.5	1.5	1.2	1.6	2.1	2.5	0.8	2.5
5	24309	Film Appreciation	1.7	2.3	1.7	1.5	1.5	1.2	1.8	2.7	3.0	1.2	3.0
5	24351	New Media Lab	1.5	1.7	0.8	1.7	1.0	3.0	1.7	1.6	1.4	1.4	1.4
5	24353	Media Research Lab	2.7	1.5	1.7	1.8	2.6	2.2	2.7	1.7	2.6	2.3	2.6
5	24355	Event Management Lab	1.3	0.2	1.7	0.2	1.7	1.5	2.2	0.5	1.3	1.5	0.3
5	24355	Event management lab	0.6	0.1	0.8	0.1	1.2	0.6	1.0	0.1	0.6	0.9	0.2
5	24359	Digital Media Marketing Lab	1.2	1.0	1.0	1.0	1.0	0.6	1.0	2.5	2.6	0.7	2.4
6	24302	Media Management & Entrepreneurship	1.5	1.2	1.3	1.3	2.2	0.0	1.7	0.9	1.0	1.9	1.6
6	24304	Global Media: An Overview	2.1	2.2	1.9	2.1	1.3	0.0	1.7	2.1	2.0	0.0	2.2
6	24306	Environment Communication	2.0	2.1	1.1	0.9	0.5	0.2	1.5	2.1	1.9	0.5	2.1

Batch: 2019-2022 (2nd Shift)

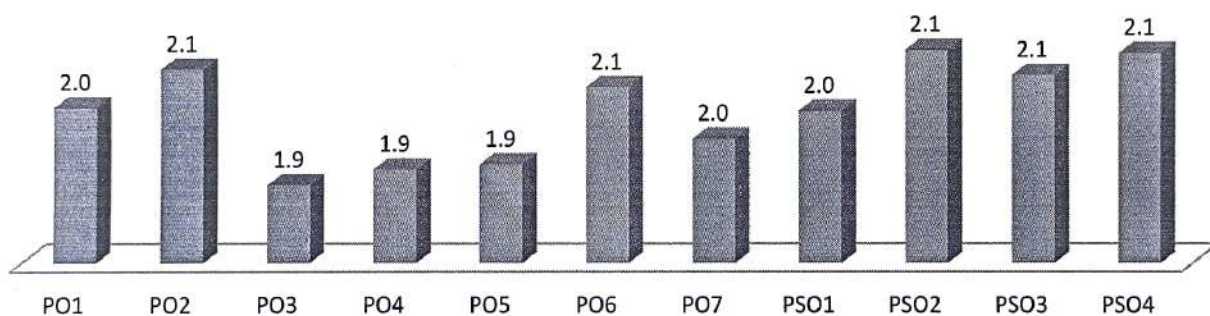
SEM	CODE	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
1	24101	CCP	2.1	1.8	2.0	2.0	0.0	0.0	2.5	1.4	2.2	2.2	2.3
1	24103	Contemporary India : An Overview	2.2	2.3	1.9	2.3	2.0	2.0	2.2	2.3	2.3	2.7	2.0
1	24105	Basics of Design and Graphics	2.6	2.5	3.0	2.5	2.3	2.8	2.4	2.5	2.5	2.6	2.5
1	24107	Personality Development	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
1	24109	Writing Skills	1.0	2.0	0.0	0.0	1.0	0.0	0.0	1.5	2.0	2.0	0.0
1	24151	Comm Skills Lab	1.9	1.4	1.6	1.3	1.8	3.0	1.8	2.0	1.5	1.7	1.6
1	24153	Contemporary India Issues & Debates (Seminar/Presentations)	2.3	3.0	2.3	2.1	1.4	3.0	1.9	1.5	2.4	2.0	2.4
1	24155	Design and Graphics lab -1	2.0	2.4	3.0	2.0	3.0	2.7	2.4	2.6	3.0	2.4	2.6
1	24157	Personality Development Lab	1.0	1.4	1.5	2.2	1.9	2.8	1.5	1.1	1.3	2.3	2.8
1	24159	Writing Skills Lab	3.0	2.5	3.0	2.0	1.0	3.0	2.0	3.0	3.0	2.3	1.0
2	24102	Print Journalism	1.7	2.2	1.6	2.0	1.6	2.0	2.6	1.8	2.5	2.5	2.0
2	24104	Media Laws and Ethics	3.0	3.0	3.0	3.0	1.5	3.0	3.0	3.0	3.0	3.0	3.0
2	24106	Still Photography	2.3	1.7	2.0	0.0	2.3	2.0	1.3	1.8	3.0	1.9	2.5
2	24108	Health Communication	2.0	2.2	2.0	1.3	1.4	2.3	1.7	1.0	2.3	2.5	2.2
2	24152	Print Journalism Lab	1.3	1.9	2.0	1.0	1.9	2.3	1.4	1.3	1.5	1.9	1.3

SEM	CODE	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
2	24156	Design & Graphics Lab -II	3.0	3.0	3.0	2.5	2.3	3.0	2.5	2.1	3.0	3.0	3.0
2	24158	Health Communication Lab	2.6	2.6	2.8	1.9	2.0	2.4	2.1	1.6	2.4	2.0	2.6
2	24160	Sports Journalism Lab	0.7	3.0	2.0	3.0	1.0	2.0	2.0	1.3	3.0	1.4	2.7
3	24201	Development Communication	1.5	2.0	1.5	1.3	1.0	1.0	2.0	2.0	1.4	2.0	2.0
3	24203	Basics of Radio Programming and Production and Programming	2.3	2.2	2.0	1.7	2.0	2.0	1.9	1.8	3.0	2.2	2.3
3	24205	Basics of Video Camera, Lights and Sound	1.4	1.4	1.0	1.2	1.0	1.5	1.0	1.3	1.0	1.4	1.5
3	24207	Radio Jockeying and News Reading	2.8	2.7	2.5	1.2	2.4	2.0	2.2	2.0	2.0	2.0	2.0
3	24209	Video Editing	2.2	2.3	3.0	3.0	3.0	3.0	1.6	1.9	3.0	2.2	2.0
3	24251	Radio Production Lab	3.0	3.0	1.0	1.0	2.4	3.0	2.0	1.8	3.0	2.6	3.0
3	24253	Video Production Lab	1.8	2.0	1.2	1.5	2.0	3.0	2.4	2.0	2.8	2.8	1.5
3	24257	Radio Jockeying and News Reading Lab	3.0	2.8	3.0	2.7	3.0	3.0	2.7	2.3	3.0	2.4	2.9
3	24259	Video Editing Lab	2.3	2.2	2.0	2.5	3.0	3.0	1.7	1.9	2.0	2.2	2.0
4	24202	Basics of Advertising	1.8	2.0	1.6	3.0	1.9	2.0	2.0	2.6	2.4	0.8	2.6
4	24204	Basics of Public Relations	1.4	1.6	2.0	2.0	1.0	2.0	0.8	1.4	1.5	1.6	1.8
4	24206	TVPP	1.9	1.8	0.0	1.1	1.0	1.8	1.6	2.3	0.0	1.8	1.7
4	24208	Television News Reporting & Anchoring	2.2	2.0	0.8	2.0	1.5	2.3	1.9	2.0	2.0	2.1	1.8
4	24210	Corporate Communication	2.6	2.5	2.6	2.2	3.0	3.0	2.5	2.6	2.7	2.6	2.7
4	24252	Advertising Lab	1.6	1.8	1.3	2.0	1.3	1.0	1.0	2.1	2.0	1.4	2.3
4	24254	Public Relations Lab	2.1	2.3	2.3	1.8	2.2	2.3	2.0	2.3	1.9	2.6	2.0
4	24256	TV Production Lab	1.9	1.7	1.3	2.5	2.3	3.0	1.8	2.2	1.3	1.6	2.7
4	24258	TNRA LAB	2.6	2.4	2.0	2.5	1.5	2.3	2.0	2.0	2.0	2.4	2.7
4	24260	Corporate Communication Lab	2.6	3.0	2.6	2.2	2.3	3.0	3.0	2.7	2.5	2.8	2.0
5	24301	New Media	1.8	1.5	2.0	1.9	1.4	2.2	1.4	1.6	1.8	1.6	1.6
5	24303	Media Research	1.8	1.8	1.8	2.0	1.8	1.8	1.8	1.8	1.5	1.6	2.1
5	24305	Event Management	0.5	1.0	0.5	1.2	0.8	1.2	0.6	0.8	1.0	0.6	1.3
5	24307	Digital Media Marketing	0.9	1.7	0.9	0.5	1.2	0.8	1.2	1.9	1.8	0.8	2.2
5	24309	Film Appreciation	1.4	2.1	1.4	1.5	1.5	1.2	1.8	2.3	2.5	1.2	2.5
5	24351	New Media Lab	0.8	1.8	0.4	1.0	1.0	1.0	0.9	0.9	1.0	0.8	0.8
5	24353	Media Research Lab	2.1	1.1	1.3	1.5	2.1	1.7	2.2	1.5	2.1	2.0	2.2
5	24355	Event Management lab	1.4	1.5	0.7	1.5	0.7	1.1	1.2	1.7	0.8	1.0	1.3
5	24355	Event Management lab	0.1	0.5	0.0	0.5	0.0	0.4	0.2	0.3	0.2	0.3	0.3
5	24359	Digital Media Marketing Lab	1.4	0.6	1.4	0.6	1.3	1.2	1.1	1.5	1.4	1.3	1.6
6	24302	Media Management & Entrepreneurship	1.8	2.3	1.6	2.0	2.4	1.0	2.2	1.3	0.5	2.5	1.8
6	24304	Global MEDIA:AN OVERVIEW	2.8	0.8	1.0	0.9	2.5	0.5	1.9	2.5	1.0	2.3	0.9
6	24306	Environment Communication	1.5	1.6	1.0	1.8	1.5	1.0	1.5	1.7	1.6	3.0	1.5

BJMC PSO and PO Attainment Table

PROG	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
BA(JMC)	1.90	2.00	1.70	1.80	1.80	2.00	1.90	1.90	2.10	2.00	2.10
80% of Direct Attainment	1.60	1.60	1.40	1.40	1.40	1.60	1.50	1.50	1.70	1.60	1.70
PES	2.50	2.50	2.50	2.50	2.00	2.50	2.50	2.50	2.50	2.50	2.50
Alumni Feedback	2.10	2.00	2.50	2.50	2.40	2.00	2.50	2.10	2.20	2.10	2.00
Employer Feedback	2.00	2.50	2.50	2.50	2.40	2.30	2.50	2.20	2.00	2.20	2.20
Average	2.20	2.33	2.50	2.50	2.27	2.27	2.50	2.27	2.23	2.27	2.23
20% of PES	0.40	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.40	0.50	0.40
Aggregate Attainment	2.00	2.10	1.90	1.90	1.90	2.10	2.00	2.00	2.10	2.10	2.10

**BA(JMC) Batch 2019
Program Attainment**



X-Axis: PO's, Y –Axis: Attainment Score

Program Attainment Analysis and Action Taken Report

Major Observations:

- Bloom's Taxonomy is followed to design each course to achieve the set outcomes.
- All Courses are specially designed to achieve the outcomes of the programme and vision of the department and university.
- Many faculty members suggested enhancing the learning infrastructure facilities such as studios requirements (equipment and softwares), library resources is significant.
- The OBE Frame Structure Designed for the Programme is highly appreciated by the faculty and they try to work accordingly.
- Faculty members are recommended to organize Value Added Programmes, workshops and media visit to enrich the practical skills and to focus on specific industry requirements.

- Media oriented case studies and assignments need to be provided within the course for internal evaluation.
- For media research related courses, the teachers suggested more relevant applications and softwares as per industry requirement is to be done.
- All faculty members are able to prepare their question papers as per Bloom's Taxonomy levels and prepare lesson plans.
- In case of weak students, tutorials were conducted and interactive teaching methods were employed which resulted in improving class attendance and student performance.
- Syllabus content is good but needs to be updated on the regular basis and practical courses need more weightage.

Suggested Action:

- Media relevance was found to be a drawback. Especially media production and the teachers need to be trained to handle them well according to the industry updates.
- PO1, PO2, PO6 & PO7 have high attainment levels, suggested that we are doing good in terms of Critical thinking, Communication & have long lasting & Self-Directed impact in Overall teaching and learning process.
- PO3, PO4 and PO5 are the lowest in achievement level. It is therefore suggested to have courses on Ethics, Human Values, Social interaction & effective citizen and Community Outreach through NSS and NCC etc.
- The college is required to introduce different types of courses in the curriculum, aimed to teach social values, human values, environment sensitivity etc., thereby helping students to become better human beings.
- Students should take more social initiatives and outreach activities to contribute to the society.