

SUPPORTING DOCUMENTS

CRITERION 2

**2.6.2. Attainment of programme outcomes and course outcomes are evaluated by the institution**

SUBMITTED TO

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

BY



***N. L. Dalmia***<sup>®</sup>

***Institute of Management Studies and Research***

*(A School of Excellence of N. L. Dalmia Educational Society)*

N. L. DALMIA INSTITUTE OF  
MANAGEMENT STUDIES AND RESEARCH

FOR

**NAAC ACCREDITATION SECOND CYCLE 2022**

At the end of the course, faculty determines the attainment of Course Outcomes based on target attainment levels. Each question in the Semester end question paper and each tool administered for internal assessment is mapped to Course Outcome/s. The average attainment score obtained for every CO through various assessment questions/tools is calculated to arrive at the final attainment level. Attainment through Semester end exams is given a weightage of 80% and attainment through internal assessment is given a weightage of 20% in the final Course Outcome attainment score.

### Target Attainment levels

The management program is expected to cater to the industry demand for students with management and functional skills. The PEOs, POs, Courses and all co-curricular activities are designed in alignment of this need. Hence it is very important to measure the students' performance keeping the minimum expected scores by the industry and our placement partners. The Institute's Placement partners generally shortlist the students based on their academic performance along with testing their technical skills through assignments, group discussion and personal interviews. Most companies insist on a First Class grade (>60% marks) as minimum cut off for initial screening of the candidates. Hence the Institute has set the target attainment levels based on this requirement. Students are expected to score more than 60% in their semester end and internal examinations. Thus the target attainment levels for Semester end and internal examinations have been kept as:

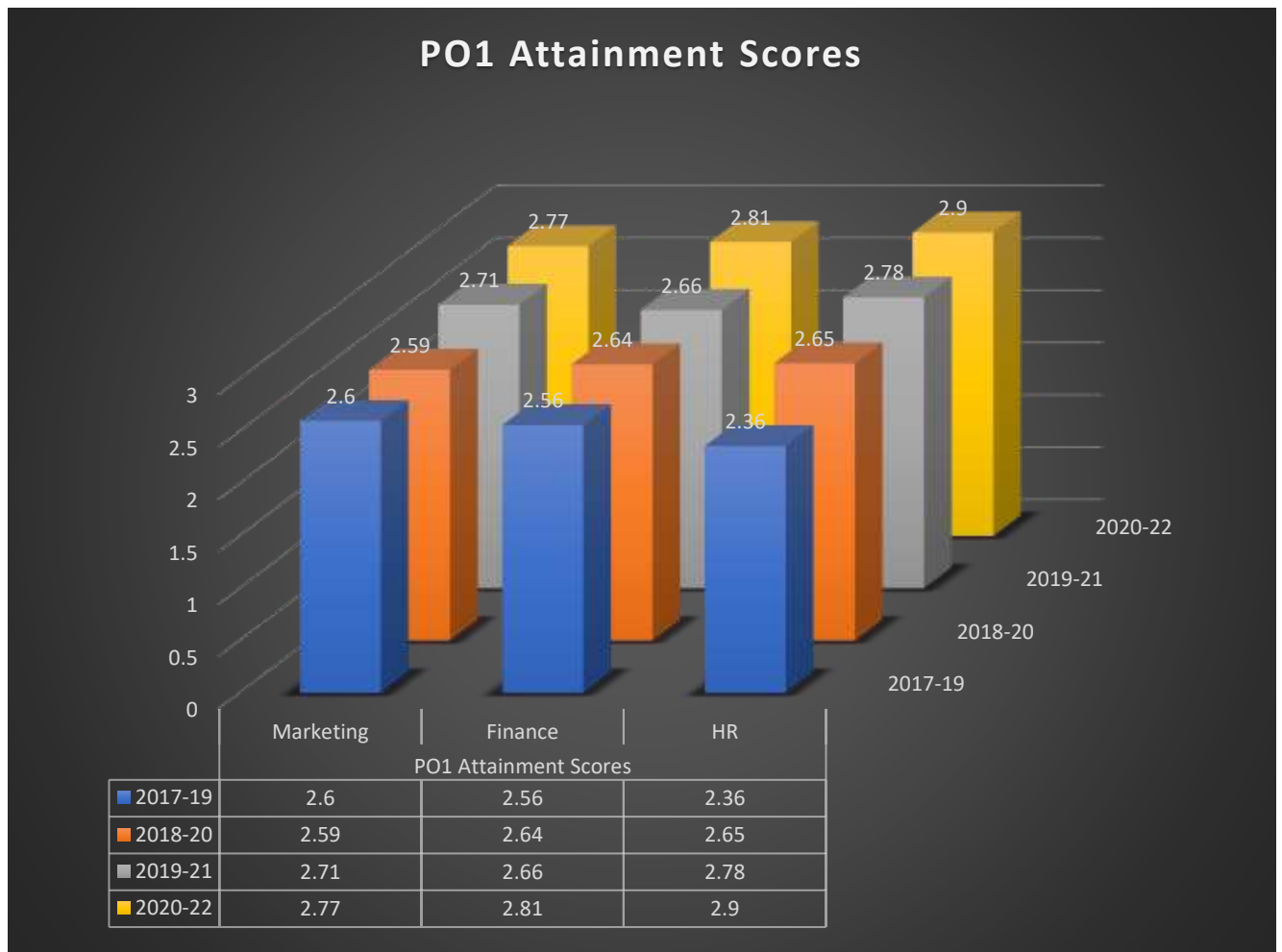
Levels	Targets
High Attainment (H)	More than 70% of the students get more than or equal to 60% marks
Moderate Attainment (M)	More than 60% of the students get more than or equal to 60% marks
Low attainment (L)	More than 50% of the students get more than or equal to 60% marks
Not attained (NA)	Less than 50% of students score more than or equal to 60% marks

***For calculation of final attainment score, H=3, M=2, L=1 and NA =0***

## CO - PO Mapping Batch - 2020-22

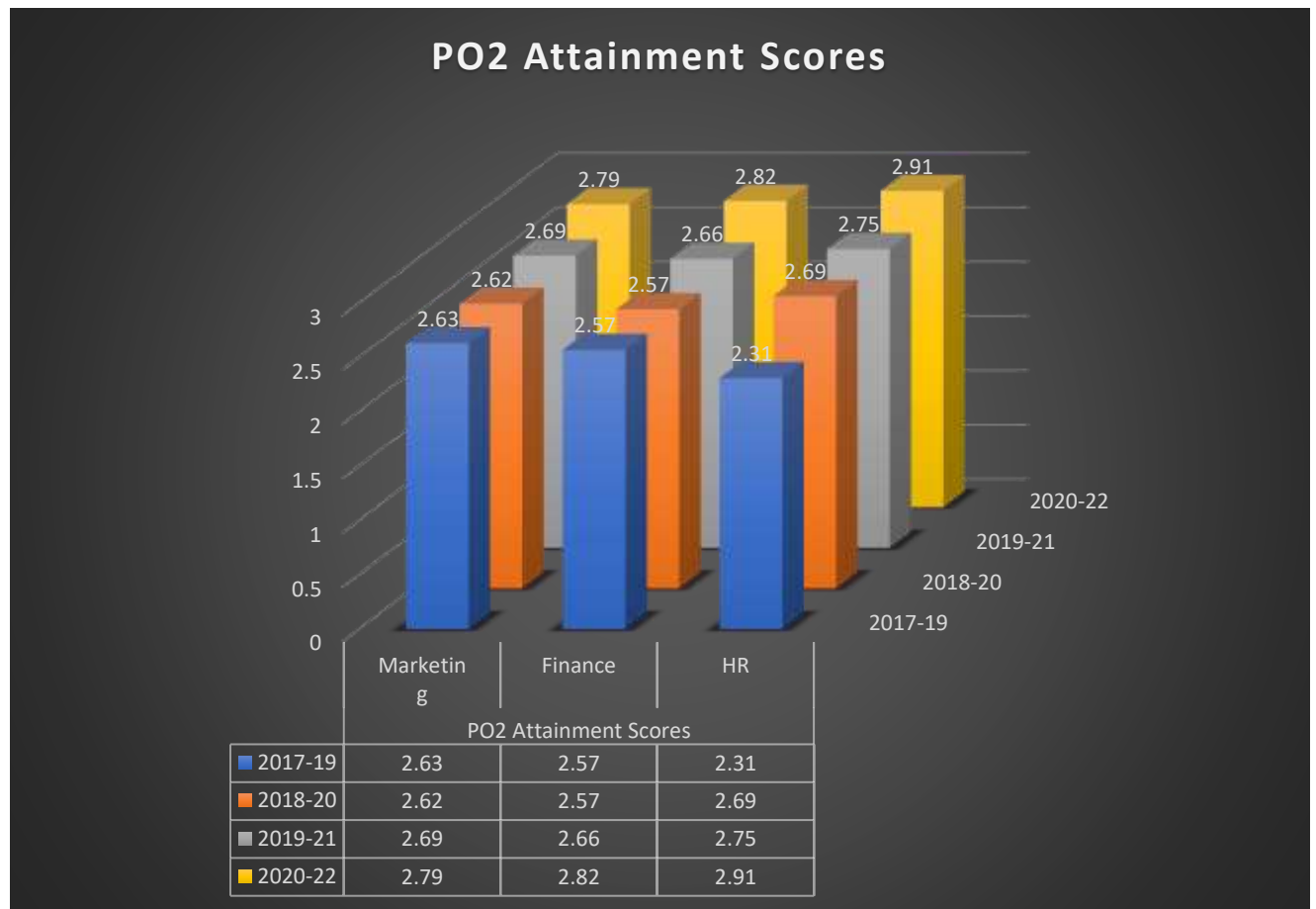
### PO1

	Batch	2017-19	2018-20	2019-21	2020-22
PO1 Attainment Scores	Marketing	2.6	2.59	2.71	2.77
	Finance	2.56	2.64	2.66	2.81
	HR	2.36	2.65	2.78	2.9



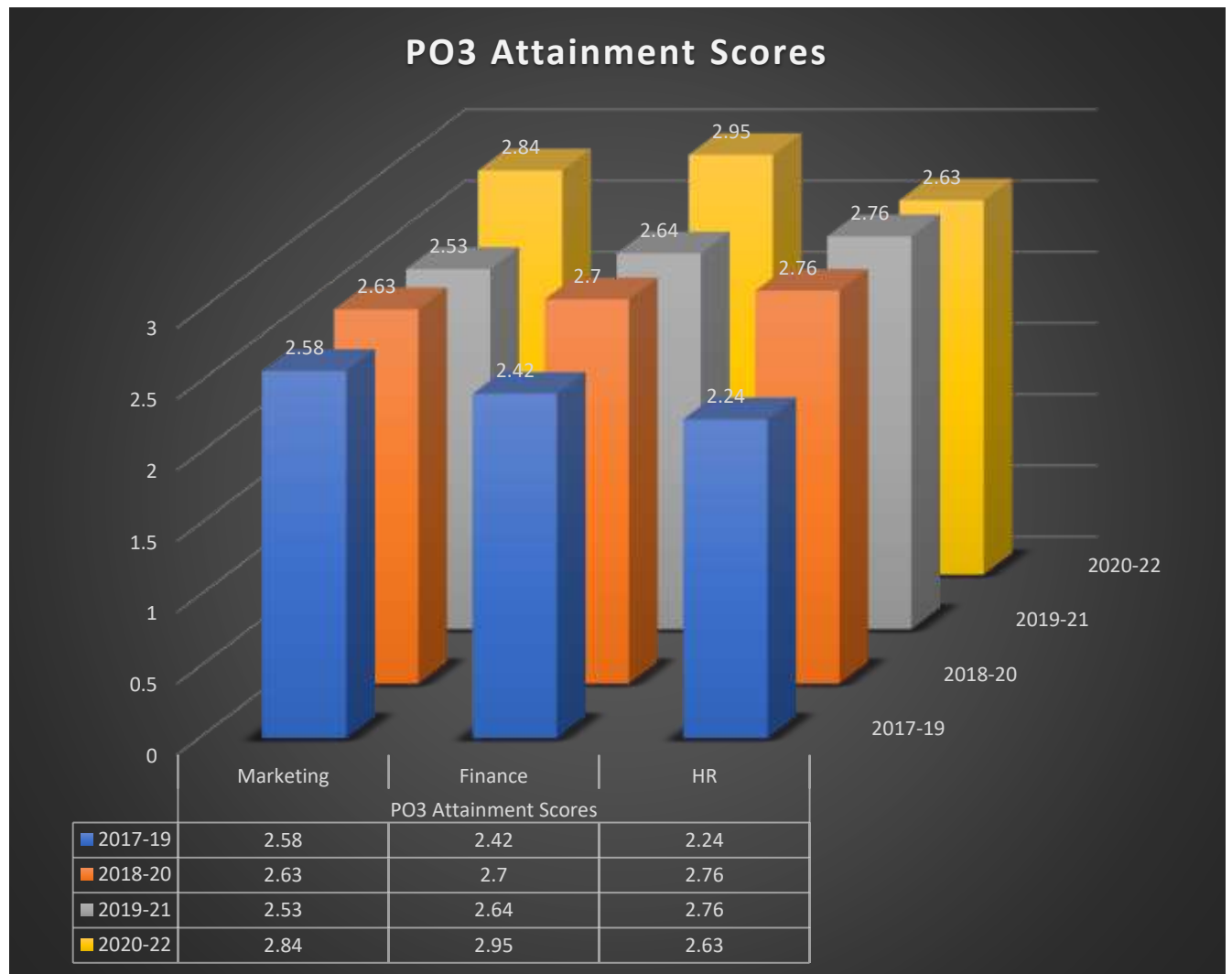
# PO2

	Academic Years	2017-19	2018-20	2019-21	2020-22
PO2 Attainment Scores	Marketing	2.63	2.62	2.69	2.79
	Finance	2.57	2.57	2.66	2.82
	HR	2.31	2.69	2.75	2.91



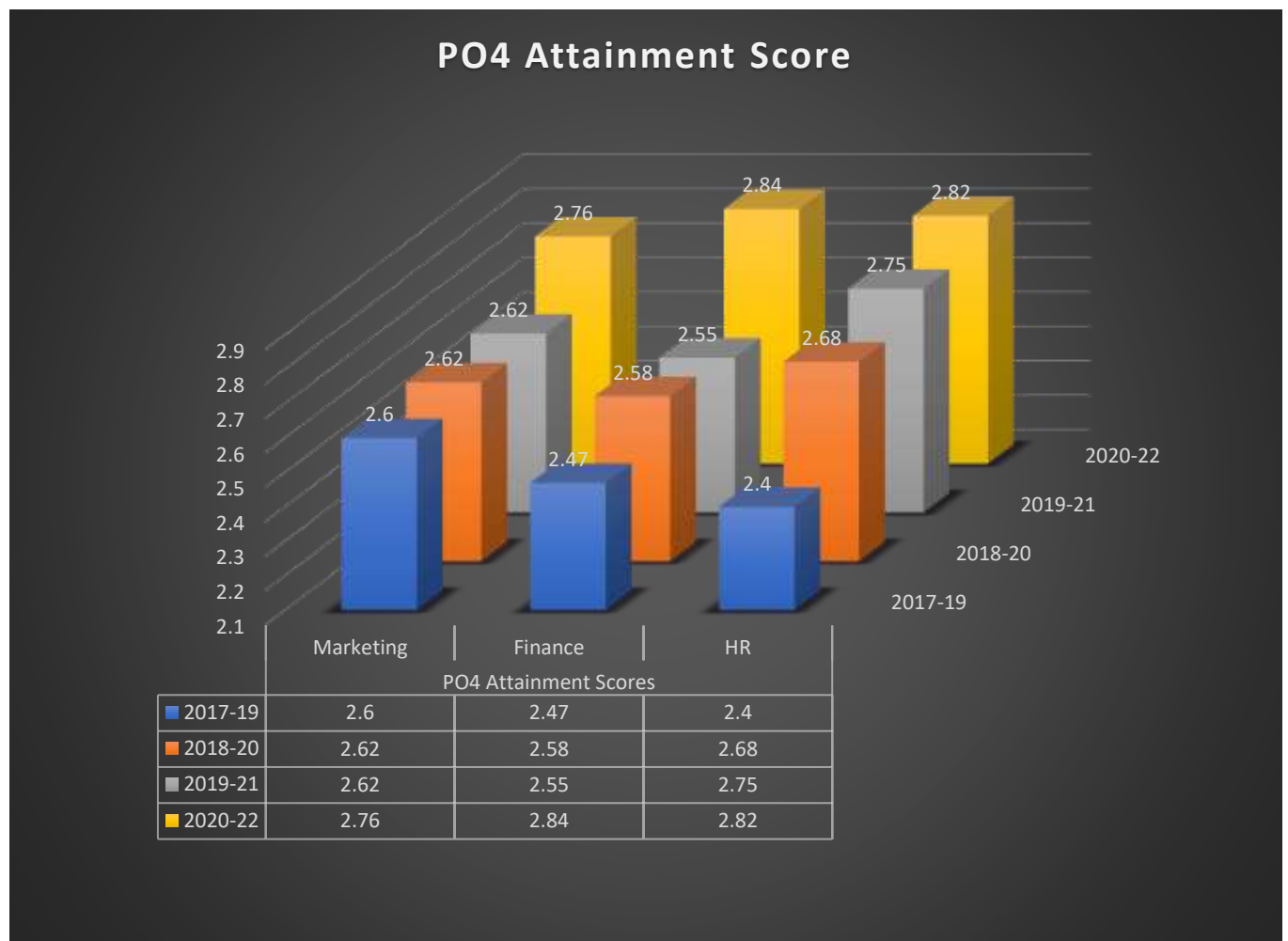
# PO3

	Academic Years	2017-19	2018-20	2019-21	2020-22
PO3 Attainment Scores	Marketing	2.58	2.63	2.53	2.84
	Finance	2.42	2.7	2.64	2.95
	HR	2.24	2.76	2.76	2.63



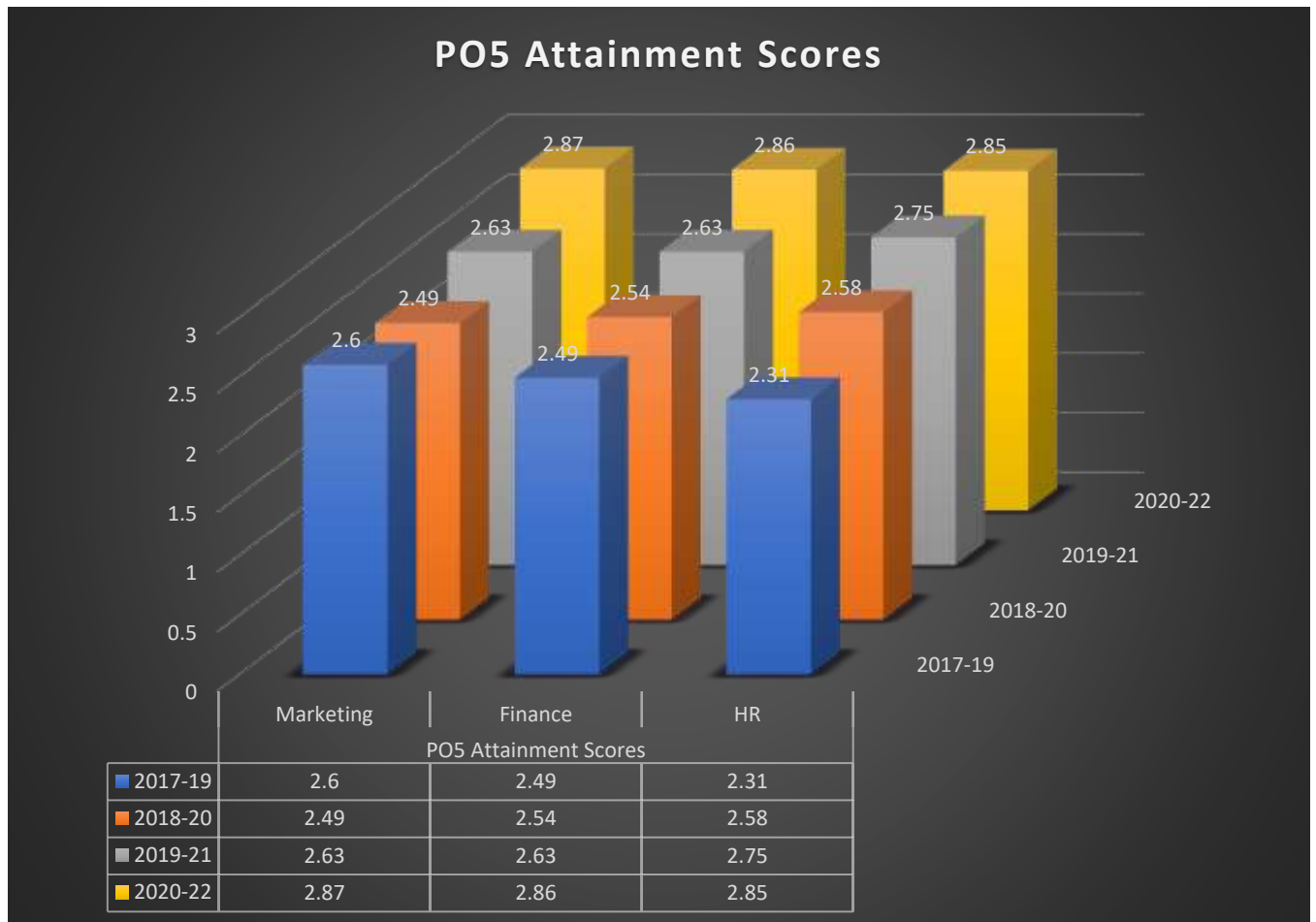
# PO4

PO4 Attainment Scores	Academic Years	2017-19	2018-20	2019-21	2020-22
	Marketing	2.6	2.62	2.62	2.76
	Finance	2.47	2.58	2.55	2.84
	HR	2.4	2.68	2.75	2.82



# PO5

PO5 Attainment Scores	Academic Years	2017-19	2018-20	2019-21	2020-22
	Marketing	2.6	2.49	2.63	2.87
	Finance	2.49	2.54	2.63	2.86
	HR	2.31	2.58	2.75	2.85



### MARKETING

Courses	PO1	PO2	PO3	PO4	PO5
<b>Semester 1</b>					
Principles and Practices of Management					
CO1	3.00				
CO2	3.00				
CO3	3.00				
CO4	3.00		3.00		3.00
Average	3.00		3.00	3.00	3.00
Organization Behaviour					
CO1	3.00				
CO2		3.00		3.00	
CO3			3.00		3.00
Average	3.00	3.00	3.00	3.00	3.00
Business Environment					
CO1	3.00	3.00			
CO2	3.00	3.00		3.00	
CO3	3.00				
CO4					3.00
Average	3.00	3.00		3.00	3.00
Financial Accounting					
CO1	3.00		3.00		
CO2	3.00	3.00		3.00	3.00
CO3	3.00	3.00	3.00	3.00	3.00
CO4	3.00	3.00	3.00		3.00
Average	3.00	3.00	3.00	3.00	3.00
Business Statistics					
CO1	3	3	<input type="checkbox"/>	<input type="checkbox"/>	
CO2	3	3	<input type="checkbox"/>	<input type="checkbox"/>	
CO3	<input type="checkbox"/>	<input type="checkbox"/>		3	
CO4			<input type="checkbox"/>		3.00
Average	3.00	3.00		3	3.00
Marketing Management -I					
CO1	3.00				
CO2		3.00			
CO3	3.00	3.00			
CO4		3.00			
Average	3.00	3.00			
Operations Management					



CO1	3.00			3.00	
CO2	3.00	3.00		3.00	
CO3	3.00			3.00	3.00
Average	3.00	3.00		3.00	3.00
Business Law					
CO1	3.00		3.00	3.00	3.00
CO2	3.00	3.00		3.00	3.00
CO3	3.00	3.00	3.00	3.00	3.00
Average	3.00	3.00	3.00	3.00	3.00
Strategic IT for Management					
CO1	3.00			3.00	
CO2	3.00	3.00			
CO3	3.00			3.00	
CO4					3.00
Average	3.00	3.00		3.00	3.00
Business Communication					
CO1	3	3		3	3
CO2	3	3	3		3
CO3		3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3.00	3.00	3.00	3.00	3.00

Semester II					
Marketing Management -II					
CO1	3			3	
CO2	3			3	
CO3		3			
CO4	3	3		3	
Average	3	3		3	
Financial Management					
CO1	1.6		1.6		
CO2	1.6	1.6			
CO3	3	3	3	1.6	1.6
CO4	3	3	3	3	3
Average	<b>2.3</b>	<b>2.53333333</b>	<b>2.53333333</b>	<b>2.3</b>	<b>2.3</b>
Operations Research					
CO1	3	3			3
CO2	3	3	3		3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
Average	3	3	3	3	3

Business Research Methods					
CO1	3				
CO2	3				
CO3		3		2	
CO4		3		3	
Average	3	3		2.5	
Managerial Economics					
CO1	3				
CO2	3				
CO3		3		3	
CO4		3		3	3
Average	3	3		3	3
Corporate Social Responsibility					
CO1	2.73			2.73	2.73
CO2	2.64		2.64	2.64	2.64
CO3	2.6			2.6	2.6
Average	2.65666667		2.64	2.65666667	2.65666667
Direct and Indirect Taxes					
CO1	3			3	
CO2		3			
CO3		3		3	
Average	3	3		3	

Semester III					
International Business					
CO1	3	3		3	
CO2	3	3			
CO3	3	3			
CO4		3			
Average	3	3		3	
Strategic Management					
CO1	1.8				
CO2	2.4			2.4	
CO3	2.4	2.4		2.4	
CO4			3	3	
Average	2.2	2.4	3	2.4	

Strategic Marketing Management					
CO1	1.5				
CO2	2.1			2.1	
CO3	2.1	2.1		2.1	
CO4			2.4	2.4	

Average	1.9	2.1	2.4	2.1	
Marketing Metrics and Audit					
CO1			3	3	
CO2	3	3	3	3	
CO3	3	3			
Average	3	3	3	3	
Supply Chain Management					
CO1				3	3
CO2	3	3	3	3	3
CO3	3	3		3	
Average	3	3	3	3	3
Integrated Marketing Communication					
CO1	2.84	2.84		2.84	
CO2	2.8	2.8		2.8	
CO3	2.89	2.89			
CO4	2.84	2.84	2.84		2.84
Average	2.8425	2.8425	2.84	2.82	2.84
Strategic Brand Management					
CO1	2.8				
CO2	2.4	2.8			2.4
CO3		2.4			2.8
CO4		2.8			2.4
Average	2.6	2.6666667			2.5333333
Market Research					
CO1	2.2	2.01		2.2	
CO2	1.92	2.2			
CO3	1.92	2.01			
Average	2.01333333	2.07333333		2.2	
Retail Management					
CO1	2.2	2.2		2.2	
CO2	2.2	2.2		2.2	
CO3	2.2	2.2			
CO4	2.2	2.2	2.2	2.2	2.2
Average	2.2	2.2	2.2	2.2	2.2
Services Marketing					
CO1	2.9	2.9	2.9	2.9	2.9
CO2	2.9	2.9	2.9	2.9	2.9
CO3	2.9	2.9	2.4	2.4	2.4
CO4	2.9	2.9	2.4	2.9	2.9
Average	2.9	2.9	2.65	2.775	2.775
Neuro Science and Consumer Behaviour					

CO1	1.4	1.4		1.4	
CO2	1.4	1.4		1.4	3
CO3	1.4	1.4			3
Average	1.4	1.4		1.4	3
Summer Internship	3	3	3	3	3
<b>Semester IV</b>					
Services Marketing					
CO1	2.9	2.9	2.9	2.9	2.9
CO2	2.9	2.9	2.9	2.9	2.9
CO3	2.9	2.9	2.9	2.9	2.9
CO4	2.9	2.4	2.4	2.4	2.4
Average	2.9	2.775	2.775	2.775	2.775
Final Project	3	3	3	3	3

FINANCE

Courses	PO1	PO2	PO3	PO4	PO5
<b>Semester 1</b>					
Principles and Practices of Management					
CO1	3.00				
CO2	3.00				
CO3	3.00				
CO4	3.00		3.00		3.00
Average	3.00		3.00		3.00
Organization Behaviour					
CO1	3.00				
CO2		3.00		3.00	
CO3			3.00		3.00
Average	3.00	3.00	3.00	3.00	3.00
Business Environment					
CO1	3.00	3.00			
CO2	3.00	3.00		3.00	
CO3	3.00				
CO4					3.00
Average	3.00	3.00		3.00	3.00
Financial Accounting					
CO1	3.00		3.00		
CO2	3.00	3.00		3.00	3.00
CO3	3.00	3.00	3.00	3.00	3.00
CO4	3.00	3.00	3.00		3.00
Average	3.00	3.00	3.00	3.00	3.00
Business Statistics					
CO1	3.00	3.00			
CO2	3.00	3.00			
CO3				3.00	
CO4					3.00
Average	3.00	3.00		3.00	3.00
Marketing Management -I					
CO1	3.00				
CO2		3.00			
CO3	3.00	3.00			
CO4		3.00			
Average	3.00	3.00			
Operations Management					
CO1	3.00			3.00	
CO2	3.00	3.00		3.00	
CO3	3.00			3.00	3.00
Average	3.00	3.00		3.00	3.00

Business Law					
CO1	3.00		3.00	3.00	3.00
CO2	3.00	3.00		3.00	3.00
CO3	3.00	3.00	3.00	3.00	3.00
Average	3.00	3.00	3.00	3.00	3.00
Strategic IT for Management					
CO1	3.00			3.00	
CO2	3.00	3.00			
CO3	3.00			3.00	
CO4					3.00
Average	3.00	3.00		3.00	3.00
Business Communication					
CO1	3	3		3	3
CO2	3	3	3		3
CO3		3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	3.00	3.00	3.00	3.00	3.00

Semester II					
Marketing Management -II					
CO1	3			3	
CO2	3			3	
CO3		3			
CO4	3	3		3	
Average	3	3		3	
Financial Management					
CO1	1.6		1.6		
CO2	1.6	1.6		1.6	1.6
CO3	3	3	3	1.6	1.6
CO4	3	3	3	3	3
Average	2.3	2.53333333	2.53333333	2.06666667	2.06666667
Operations Research					
CO1	3	3			3
CO2	3	3	3		3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
Average	3	3	3	3	3
Business Research Methods					
CO1	3				
CO2	3				
CO3		3		2	
CO4		3		3	
Average	3	3		3	

Managerial Economics					
CO1	3				
CO2	3				
CO3		3		3	
CO4		3		3	3
Average	3	3		3	3
Corporate Social Responsibility					
CO1	2.73			2.73	2.73
CO2	2.64		2.64	2.64	2.64
CO3	2.6			2.6	2.6
Average	2.65666667		2.64	2.65666667	2.65666667
Direct and Indirect Taxes					
CO1	3			3	
CO2		3			
CO3		3		3	
Average	3	3		3	

Semester III					
International Business					
CO1	3	3		3	
CO2	3	3			
CO3	3	3			
CO4		3			
Average	3	3		3	
Strategic Management					
CO1	1.8				
CO2	2.4			2.4	
CO3	2.4	2.4		2.4	
CO4			3	3	
Average	2.2	2.4	3	2.6	
Strategic Financial Management					
CO1	1.93	1.93			
CO2	1.6	1.6		1.6	1.6
CO3		2.2			
CO4		3		3	
Average	<b>1.765</b>	<b>2.1825</b>		<b>2.3</b>	<b>1.6</b>
Corporate Valuation					
CO1	3				
CO2		3		3	
CO3	3	3		3	
CO4			3	3	
Average	3	3	3	3	
Securities Analysis and Portfolio Management					

CO1	3				
CO2		3			
CO3		3	3	3	
CO4		3	3	3	
Average	3	3	3	3	
International Finance					
CO 1	3.0			3.0	
CO 2	3.0			3.0	
CO 3	3.0				
CO 4	3.0	3.0	3.0	3.0	3.0
CO 5	3.0	3.0	3.0	3.0	3.0
Average	3.0	3.0	3.0	3.0	3.0
Derivatives and Risk Management					
CO1	3	3			
CO2	2.5			2.5	
CO3	2.9	2.9		2.9	
CO4	2.5	2.5			
Average	2.725	2.8		2.7	
Corporate Credit Appraisal and Finance					
CO1	3		3		
CO2	3		3	3	
CO3	3	3	3		3
CO4			3	3	
Average	3	3	3	3	3
Fixed Income Securities					
CO1	3			3	3
CO2	0.6	0.6			
CO3		3			
CO4	0.6	0.6		0.6	
CO5					2.4
Average	1.4	1.4		1.8	3
Treasury and Risk Management					
CO1	3				3
CO2		3		3	
CO3			3		3
CO4	3				
Average	3	3	3	3	3
Mergers and Acquisitions					
CO1	3	2.9	3		3
CO2	2.9	3		2.9	2.9
CO3	2.5	1.4	3	2.9	
CO4	1.4		2.9		3
CO5					
Average	2.45	2.43333333	2.96666667	2.9	2.96666667



Financial Analytics					
CO1	2.73				
CO2		2.73		2.73	
CO3		2.73		2.73	
CO4		2.73		2.73	
Average	2.73	2.73		2.73	
Summer Internship	3	3	3	3	3

Semester IV					
Project Management					
CO1	2.84				
CO2	2.54			2.54	2.54
CO3		2.69			
CO4		1.5			
Average	2.69	2.095		2.54	2.54

Final Project	3	3	3	3	3
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## HR

Courses	PO1	PO2	PO3	PO4	PO5
<b>Semester 1</b>					
Principles and Practices of Management					
CO1	3.00				
CO2	3.00				
CO3	3.00				
CO4	3.00		3.00		3.00
Average	3.00		3.00		3.00
Organization Behaviour					
CO1	3.00				
CO2		3.00		3.00	
CO3			3.00		3.00
Average	3.00	3.00	3.00	3.00	3.00
Business Environment					
CO1	3.00	3.00			
CO2	3.00	3.00		3.00	
CO3	3.00				
CO4					
Average	3.00	3.00		3.00	
Financial Accounting					
CO1	3.00		3.00		
CO2	3.00	3.00		3.00	3.00
CO3	3.00	3.00	3.00	3.00	3.00
CO4	3.00	3.00	3.00		3.00
Average	3.00	3.00	3.00	3.00	3.00
Business Statistics					
CO1	3	3	□	□	
CO2	3	3	□	□	
CO3	□	□		3	
CO4	□	□	□		3.00
Average	3	3		3	3.00
Marketing Management -I					
CO1	3.00				
CO2		3.00			

CO3	3.00	3.00			
CO4		3.00			
Average	3.00	3.00			
Operations Management					
CO1	3.00			3.00	
CO2	3.00	3.00		3.00	
CO3	3.00			3.00	3.00
Average	3.00	3.00	0.00	3.00	3.00
Business Law					
CO1	3.00		3.00	3.00	3.00
CO2	3.00	3.00		3.00	3.00
CO3	3.00	3.00	3.00	3.00	3.00
Average	3.00	3.00	3.00	3.00	3.00
Strategic IT for Management					
CO1	3.00			3.00	
CO2	3.00	3.00			
CO3	3.00			3.00	
CO4					3.00
Average	3.00	3.00		3.00	3.00
Business Communication					
CO1	3	3		3	3
CO2	3	3	3		3
CO3		3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Average	3.00	3.00	3.00	3.00	3.00

Semester II					
Marketing Management-II					
CO1	3			3	
CO2	3			3	
CO3		3			
CO4	3	3		3	
Average	3	3		3	
Financial Management					
CO1	1.6		1.6		

CO2	1.6	1.6			
CO3	3	3	3	1.6	1.6
CO4	3	3	3	3	3
Average	2.3	2.53333333	2.53333333	2.3	2.3
Operations Research					
CO1	3	3			3
CO2	3	3	3		3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
Average	3	3	3	3	3
Business Research Methods					
CO1	3				
CO2	3				
CO3		3		2	
CO4		3		3	
Average	3	3		2.5	
Managerial Economics					
CO1	3				
CO2	3				
CO3		3		3	
CO4		3		3	3
Average	3	3		3	3
Corporate Social Responsibility					
CO1	2.73			2.73	2.73
CO2	2.64		2.64	2.64	2.64
CO3	2.6			2.6	2.6
Average	2.65666667		2.64	2.65666667	2.65666667
Direct and Indirect Taxes					
CO1	3			3	
CO2		3			
CO3		3		3	
Average	3	3		3	

Semester III					
International Business					
CO1	3	3		3	

CO2	3	3			
CO3	3	3			
CO4		3			
Average	3	3		3	
Strategic Management					
CO1	1.65	1.65			
CO2	1.65				
CO3			1.65	1.65	
CO4				1.65	1.65
Average	1.65	1.65	1.65	1.65	1.65
Strategic HRM					
CO1	2.87		2.87		
CO2		2.87	2.87		2.87
CO3		2.87			2.87
Average	2.87	2.87	2.87	2.87	2.87
Performance Management Systems					
CO1	2.63				
CO2	2.63	2.63			2.63
CO3		2	2	2	2
CO4		3			
Average	2.63	2.543333	2	2	2.315
Organisation Structure, Theory & Design					
CO1	3	3			
CO2		3		3	
CO3	3				3
CO4					
Average	3	3		3	3
Organisational Development & Change Management					
CO1	3	3			
CO2		3		3	
CO3	3				3

Average	3	3		3	3
HR Planning & Audit					
CO1	3				
CO2		3		3	
CO3		3	3	3	
CO4	3		3		
Average	3	3	3	3	
Industrial Relations and Labour Welfare					
CO1	3		2	2	
CO2	3		2	2	
CO3	3				
CO4	3		2		
Average	3		2	2	
Assessment center and Competency mapping					
CO1	3		3		3
CO2		3		3	
CO3		3			3
CO4	3				3
Average	3	3	3	3	3
Human Resource Information Systems					
CO1	3				
CO2	3	3			3
CO3	3	3	3		3
Average	3	3	3		3
HR Analytics					
CO 1	2.93		2.93	2.93	
CO 2		2.73			2.73
CO 3	2.73	2.73			2.73
Average	2.83	2.73	2.93	2.93	2.73
Summer Internship	3	3	3	3	3

Semester IV					
Business Ethics & Corporate Governance					
CO1	3		3		
CO2					3
Co3		3		3	
Co4					
Average	3	3	3	3	3
Final Project	3	3	3	3	3

Attainment of Course Outcomes based on target attainment level is shown in Table below:

**CO Attainment Batch 2019-21 - Finance**

CO Attainment Batch 2019-21 Finance					
Courses	PO1	PO2	PO3	PO4	PO5
<b>Semester 1</b>					
<b>Principles and Practices of Management</b>					
CO1	2.4				
CO2	3				
CO3	2.4				
CO4	3		3		3
<b>People &amp; Performance</b>					
CO1	2.92				
CO2		2.85		2.85	
CO3			2.73		2.73
<b>Business Environment</b>					
CO1	2.70	2.70			
CO2	1.80	1.80		1.80	
CO3		3.00			3.00
CO4				2.20	2.20
<b>Financial Accounting</b>					
CO1	3.00				
CO2	3.00	3.00			
CO3	2.80	2.80			2.80
CO4	2.80			2.80	2.80
<b>Business Statistics</b>					
CO1		2.80			



CO2		3.00			
CO3	3.00				
Marketing Management -I					
CO1	3.00				
CO2		3.00			
CO3	3.00	3.00			
CO4		3.00			
Operations Management					
CO1	2.93			2.93	
CO2	3.00	3.00		3.00	
CO3	3.00			3.00	3.00
Business Law					
CO1	1.51		1.51	1.51	1.51
CO2	1.13	1.13		1.13	1.13
CO3			0.60	0.60	
Business Communication					
CO1	3	3		3	3
CO2	3	3	3		3
CO3		3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Financial markets and Institutions					
CO1	1.47			1.47	
CO2	2.71	2.71			
CO3		1.20		1.20	
CO4	2.20	2.20		2.20	
Marketing Management - II					

CO1	3	3		3	
CO2	3	3		3	
CO3		3		3	
CO4		3			3
<b>Financial Management</b>					
CO1	1.2				
CO2	2.53	2.53		2.53	
CO3		2.52		2.52	
CO4	2.2	2.2			
<b>Operations Research</b>					
CO1	3			3	
CO2	3	3			
CO3	3	3			
CO4		3			
<b>Business Research Methods</b>					
CO1	3				
CO2	3				
CO3		3		3	
CO4		3		3	
<b>Managerial Economics</b>					
CO1	3				
CO2	3	3			
CO3		3		3	
CO4				3	3
<b>Corporate Social Responsibility</b>					
CO1	2.6		2.6		
CO2	2.6	2.6	2.6	2.6	

CO3		2.6		2.6	2.6
CO4	2.6	2.6			2.6
CO5	2.6	2.6	2.6	2.6	2.6
<b>Direct and Indirect Taxes</b>					
CO1	2.8			2.8	
CO2		2.8			
CO3		2.8		2.8	
<b>Analysis of Financial Statements</b>					
CO1	3				
CO2		3		3	
CO3		3		3	
CO4	3	3			
<b>Banking and Financial Services</b>					
CO1	2.8	2.8		2.8	
CO2		2.8		2.8	
CO3		2.8			2.8
CO4	2.8		2.8		2.8
<b>Cost and Management Accounting</b>					
CO1	3				
CO2	3	3			
CO3	3	3		3	3
CO4				3	3
<b>Financial Regulations</b>					
CO1	2.4	2.4	2.4	2.4	
CO2	2.4	2.4		2.4	
CO3	2.4		2.4	2.4	
CO4				2.4	2.4

Semester III					
<b>International Business</b>					
CO1	3	3		3	
CO2	3	3			
CO3	3	3			
CO4		3			
<b>Strategic Management</b>					
CO1	3		3		
CO2	3	3			
CO3		3		3	
CO4				3	3
<b>Strategic Financial Management</b>					
CO1	3	3			
CO2	3	3		3	3
CO3		2.4			
CO4		2.4		2.4	
<b>Corporate Valuation</b>					
CO1	3			3	
CO2		3		3	
CO3	3	3		3	
CO4			3		
<b>Securities Analysis and Portfolio Management</b>					
CO1	3.0				
CO2		3.0			
CO3		3.0	3.0	3.0	
CO4		3.0	3.0	3.0	
<b>International Finance</b>					

CO 1	3.0			3.0	
CO 2	1.8			1.8	
CO 3	2.2				
CO 4	3	3	3	3	3
CO 5	2.73	2.73	2.73	2.73	2.73
Derivatives and Risk Management					
CO1	3	3			
CO2	2.2	2.2			2.2
CO3	3				
CO4	3	3		3	
CO5	2.2	2.2		2.2	2.2
Corporate Credit Appraisal and Finance					
CO1	3		3		
CO2	3		3		
CO3	3	3	3		
CO4			3	3	3
Fixed Income Securities					
CO1	3	3	3		
CO2	3	3			3
CO3	3		3		
CO4	3	3	3		
CO5	3		3	3	
Treasury and Risk Management					
CO1	3		3		3
CO2		3		3	3
CO3			3		3
CO4	3				

Mergers and Acquisitions					
CO1	3	3	3		3
CO2	3	3			3
CO3	3	3	3	3	3
CO4			3	3	
CO5	3				
Financial Analytics					
CO1	3	3			
CO2	3	3	3		
CO3	3	3	3	3	
CO4	3	3		3	
Summer Internship	3	3	3	3	3
<b>Semester IV</b>					
Project Management					
CO1	3				
CO2	3			3	3
CO3		3			
CO4		3			
Final Project	3	3	3	3	3

**CO Attainment Batch 2019-21 - Marketing**

<b>CO Attainment Batch 2019-21- Marketing</b>					
<b>Courses</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>Semester 1</b>					
<b>Principles and Practices of Management</b>					
CO1	2.40				
CO2	3.00				
CO3	2.40				
CO4	3.00		3.00		3.00
<b>People &amp; Performance</b>					
CO1	2.56				
CO2		2.84		2.84	
CO3			2.84		2.84
<b>Business Environment</b>					
CO1	3.00	3.00			
CO2	3.00	3.00		3.00	
CO3	3.00				
CO4					3.00
<b>Financial Accounting</b>					
CO1	3.00				
CO2	3.00	3.00			
CO3	3.00	3.00			3.00
CO4	3.00			3.00	3.00
<b>Business Statistics</b>					
CO1	3	3			
CO2	3	3			
CO3				3	

CO4					3
<b>Marketing Management -I</b>					
CO1	3.00				
CO2		3.00			
CO3	3.00	3.00			
CO4		3.00			
<b>Operations Management</b>					
CO1	2.60			2.60	
CO2	2.76	2.76		2.76	
CO3	3.00			3.00	3.00
<b>Business Law</b>					
CO1	2.40		2.40	2.40	2.40
CO2	1.86	1.86		1.86	1.86
CO3			0.86	0.86	
<b>Business Communication</b>					
CO1	2.4	2.4		2.4	2.4
CO2	3	2.4	3		3
CO3		3	2.4	2.4	2.4
CO4	3	3	3	2.4	3
CO5	3	3	3	2.4	3
<b>Digital Marketing</b>					
CO1	3.00				
CO2	3.00	3.00			3.00
CO3		3.00		3.00	
<b>Semester II</b>					



Marketing Management -II					
CO1	3	3		3	
CO2	3	3		3	
CO3		3		3	
CO4		3			3
Financial Management					
CO1	3				
CO2	3	3		3	
CO3		3		3	
CO4	3	3			
Operations Research					
CO1	3				
CO2	3	3			
CO3				3	
CO4					3
Business Research Methods					
CO1	3				
CO2	3				
CO3		3		2.5	
CO4		3		3	
Managerial Economics					
CO1	2.6				
CO2	2.6	2.6			
CO3		2.6		2.6	
CO4				2.6	2.6
Corporate Social Responsibility					
CO1	2.6		2.6		

CO2	2.6	2.6	2.6	2.6	
CO3		2.6		2.6	2.6
CO4	2.6	2.6			2.6
CO5	2.6	2.6	2.6	2.6	2.6
Direct and Indirect Taxation					
CO1	3			3	
CO2		3			
CO3		3		3	
Customer Relation Management					
CO1	1.13				
CO2	2.9				
CO3	2.6				
CO4	2.8	2.9			
Sales and Distribution Management					
CO1	3				
CO2		3			
CO3				3	
Selling and Negotiation Skills	3	1			
CO1		1			
CO2	3				
Consumer Buying Behaviour					
CO1	3	3			
CO2		3			
CO3		3			3

Semester III					
<b>International Business</b>					
CO1	3	3		3	
CO2	3	3			
CO3	3	3			
CO4		3			
<b>Strategic Management</b>					
CO1	3		3		
CO2	3	3			
CO3		3		3	
CO4				3	3
<b>Strategic Marketing Management</b>					
CO1	3				
CO2	3			3	
CO3	3	3		3	
CO4			3	3	
<b>Integrated Marketing Communication</b>					
CO1	3	3		3	
CO2	3	3		3	
CO3	3	3			
CO4	3	3	3		3
<b>Strategic Brand Management</b>					
CO1				3	
CO2	3	3			
CO3		3			
CO4				3	

Supply Chain Management					
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
Market Research					
CO1	3				
CO2	3			3	
CO3		3		3	
International Marketing					
CO1	3	3		3	
CO2	3	3			
CO3	3	3			
CO4		3			
Science of Retailing					
CO1	3			3	
CO2	3	3		3	
CO3		3			
CO4		3			
Marketing Metrics, Audit and Analytics					
CO1	3	3		3	
CO2	3	3			
CO3		3		3	
Summer Internship	3	3	3	3	3
Semester IV					

Services Marketing					
CO1	2	2	2	2	2
CO2	2	2	2	2	2
CO3	2	2	2	2	2
CO4	2	2	2	2	2
Project Management					
CO1	3				
CO2	3			3	3
CO3		3			
CO4		3			
Final Project	3	3	3	3	3

**PO Attainment Batch 2019-21 - HR**

<b>PO Attainment Batch 2019-21- HR</b>					
<b>Courses</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>Semester 1 ( Batch 2019-21)</b>					
Principles and Practices of Management					
CO1	2.4				
CO2	3				
CO3	2.4				
CO4	3		3		3
People & Performance					
CO1	3				
CO2		3		3	
CO3			3		3
Business Environment					
CO1	3	3			

CO2	3	3		3	
CO3	3				
CO4					3
<b>Financial Accounting</b>					
CO1	3				
CO2	3	3			
CO3	2.7	2.7			2.73
CO4	2.7			2.7	2.73
<b>Business Statistics</b>					
CO1	3	3			
CO2	3	3			
CO3				3	
CO4					3
<b>Marketing Management -I</b>					
CO1		2.09			
CO2		2.20		2.20	
CO3	2.31	2.31	2.31	2.31	
CO4	2.20	2.20	2.20	2.20	2.20
<b>Operations Management</b>					
CO1	3				
CO2	3				
CO3	3	3		3	
CO4					0.6
<b>Business Law</b>					
CO1	3		3	3	3
CO2	3	3		3	3
CO3			3	3	

<b>Business Communication</b>					
CO1	3	3		3	3
CO2	2.4	2.4	2.4		2.4
CO3		2.84	2.84	2.84	2.84
CO4	2.66	2.66	2.66	2.66	2.66
CO5	2.6	2.6	2.6	2.6	2.6
<b>HRM</b>					
CO1	3	3	3	3	3
CO2	3	3			
CO3		3		3	
CO4	3	3			3
<b>Semester II</b>					
<b>Marketing Management -II</b>					
CO1	3	3		3	
CO2	3	3		3	
CO3		3		3	
CO4		3			3
<b>Financial Management</b>					
CO1	3				
CO2	3	3		3	
CO3		3		3	
CO4	1.8	1.8			
<b>Operations Research</b>					
CO 1	3				
CO 2	3	3			
CO 3				3	
CO4					3

<b>Business Research Methods</b>					
CO 1	2.5				
CO 2	2.5				
CO 3		3		2.5	
CO4		3		3	
<b>Managerial Economics</b>					
CO1	3	3			
CO2		3		3	
CO3				3	3
<b>Corporate Social Responsibility</b>					
CO1	3		3		
CO2	3	3	3	3	
CO3		3		3	3
CO4	3	3			3
CO5	3	3	3	3	3
<b>Direct and Indirect Taxation</b>					
CO1	3			3	
CO2		3			
CO3		3		3	
<b>HR Information System</b>					
CO1	3	3			
CO2		3	3		
CO3			3		3
CO4		3	3		
CO5			3		3
<b>Labour Laws</b>					
CO 1	3			3	3



CO 2	3			3	3
CO 3	3			3	3
Learning & Development					
CO1	3				
CO2		3			
CO3					3
CO4	3				
Compensation & Benefits					
CO1	3		3		
CO2			3		
CO3		3			
CO4		3			
<b>Semester III</b>					
International Business					
CO1	3	3		3	
CO2	3	3			
CO3	3	3			
CO4		3			
Strategic Management					
CO1	3		3		
CO2	3	3			
CO3		3		3	
CO4				3	3
Strategic HRM					
CO1	3	3	3	3	3
CO2	3	3			
CO3		3		3	

<b>Performance Management Systems</b>					
CO1	3				
CO2	3	3			3
CO3		3	3	3	3
CO4		3			
<b>Organisation Structure, Theory &amp; Design</b>					
CO1	3	3			
CO2	3	3		3	
CO3	3				3
CO4					
<b>Organisational Development &amp; Change Management</b>					
CO1	3	3			
CO2		3		3	
CO3	3				3
<b>HR Planning &amp; Audit</b>					
CO1	3				
CO2		3		3	
CO3		3	3	3	
CO4	3		3		
<b>Assessment Center and Competency mapping</b>					
CO1		3			
CO2	3	3	3	3	
CO3			3		
CO4	3	3		3	

High Performance Leadership Dev & Personal Growth Labs					
CO1	3		3		3
CO2		3		3	
CO3		3			3
CO4	3				3
Industrial Relations and Labour Welfare					
CO1	3		3		
CO2	3		3	3	
CO3	3			3	
CO4	3		3		
HR Analytics					
CO 1		3			
CO 2	3			3	
CO 3		3			3
Summer Internship	3	3	3	3	3
Semester IV					
Business Ethics & Corporate Governance					
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
Final Project	3	3	3	3	3

**CO Attainment Batch 2018-20 – Finance**

<b>CO Attainment Batch 2018-20-Finance</b>					
<b>Courses</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
<b>Semester 1</b>					
<b>Principles and Practices of Management</b>					
CO1	2.4				
CO2	2.8				
CO3	2.4				
CO4	3		3		3
<b>People &amp; Performance</b>					
CO1	3				
CO2		3		3	
CO3			3		3
<b>Business Environment</b>					
CO1	2	2			
CO2	3	3		3	
CO3	3				
CO4					3
<b>Financial Accounting</b>					
CO1	2.73				
CO2	2.2	2.2			
CO3	2.47	2.47			2.47
CO4	3			3	3
<b>Business Statistics</b>					
CO1	3	3			
CO2	3	3			
CO3				3	
CO4					3
<b>Marketing Management -I</b>					
CO1	3		3		

CO2	3		3		
CO3	3	3	3		3
<b>Operations Management</b>					
CO1	3				
CO2	3	3			
CO3	3			3	
CO4					0.6
<b>Business Law</b>					
CO1	2.88		2.88	2.88	2.88
CO2	2.88	2.88		2.88	2.88
CO3			3	3	
<b>Strategic IT for Management</b>					
CO1	3			3	
CO2	3	3			
CO3	3			3	
CO4					3
<b>Business Communication</b>					
CO1	3	3		3	3
CO2	3	3	3		3
CO3		3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
<b>Financial markets and Institutions</b>					
CO1	2.6			2.6	
CO2	2.47	2.47			
CO3		2.6		2.6	
CO4	3	3		3	
<b>Marketing Management -II</b>					
CO1	3	3	3	3	3

CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
<b>Financial Management</b>					
CO1	2.33				
CO2	1.8	1.8		1.8	
CO3		2.68		2.68	
CO4	3	3			
<b>Operations Research</b>					
CO1	3	3			3
CO2	2.6	2.6	2.6		2.6
CO3	3	3	3	3	3
CO4	3	3	3	3	3
<b>Business Research Methods</b>					
CO1	2.2				
CO2	1.66				
CO3		2.8		2.8	
CO4		2.36		2.36	
<b>Managerial Economics</b>					
CO1	2				
CO2	3				
CO3		1		1	
CO4		3		3	3
<b>Corporate Social Responsibility</b>					
CO1	3		3		
CO2	3	3	3	3	
CO3		3		3	3
CO4	3	3			3
CO5	3	3	3	3	3

Analysis of Financial Statements					
CO1	3				
CO2		3		3	
CO3		3		3	
CO4	2.4	2.4			
Banking and Financial Services					
CO1	2.2	2.2		2.2	
CO2		2.47		2.47	
CO3		2.47			2.47
CO4	3		3		3
Cost and Management Accounting					
CO1	3				
CO2	3	3			
CO3	3	3		3	3
CO4				2.4	2.4
Financial Regulations					
CO1	2.65	2.65	2.65	2.65	
CO2	2.65	2.65		2.65	
CO3	2.65		2.65	2.65	
CO4				0.6	0.6
Direct and Indirect Taxes					
CO1	2.33			2.33	
CO2		2			
CO3		3		3	
International Business					
CO1	3	3		3	
CO2	3	3			
CO3	2.4	2.4			

CO4		3			
<b>Strategic Management</b>					
CO1	2.42		2.42		
CO2	2.13	2.13			
CO3		2.5		2.5	
CO4				2.4	2.4
CO5			2.68	2.68	
CO6				2.27	2.27
<b>Strategic Financial Management</b>					
CO1	2	2			
CO2	1.8	1.8		1.8	1.8
CO3		0.8			
CO4		2.4		2.4	
<b>Corporate Valuation</b>					
CO1	3				
CO2		3		3	
CO3	3	3		3	
CO4			3	3	
<b>Securities Analysis and Portfolio Management</b>					
CO1	2.7				
CO2		2.8			
CO3		3	3	3	
CO4		2.8	2.8	2.8	
<b>International Finance</b>					
CO 1	3			3	
CO 2	3			3	
CO 3	3				
CO 4	3	3	3	3	3
CO 5					



Corporate Credit Appraisal and Finance					
CO1	2.77		2.77		
CO2	3		3	3	
CO3	3	3	3		
CO4			1.6	1.6	1.6
Fixed Income Securities					
CO1	3			3	3
CO2	3	3			
CO3		3			
CO4	3	3		3	
CO5			2.2		2.2
Treasury and Risk Management					
CO1	2.2				2.2
CO2		2.47		2.47	
CO3			2.36		2.36
CO4	1.6				
Mergers and Acquisitions					
CO1	2.2	2.2			2.2
CO2	2.2	2.2			2.2
CO3	3	3	3	3	3
CO4			3	3	
CO5	3				
Financial Analytics					
CO1	3	3			
CO2	3	3	3		
CO3	3	3	3	3	
Summer Internship	3	3	3	3	3
Final Project	3	3	3	3	3

### CO Attainment Batch 2018-20 – Marketing

CO Attainment Batch 2018-20 Marketing					
Courses	PO1	PO2	PO3	PO4	PO5
<b>Semester 1</b>					
<b>Principles and Practices of Management</b>					
CO1	2.4				
CO2	2.8				
CO3	2.4				
CO4	3		3		3
<b>People &amp; Performance</b>					
CO1	2.77				
CO2		2.6		2.6	
CO3			3		3
<b>Business Environment</b>	3	3	3	3	3
CO1	3	3			
CO2	3	3		3	
CO3	3				
CO4					3
<b>Financial Accounting</b>					
CO1	2.73				
CO2	3	3			
CO3	3	3			3
CO4	2.73			2.73	2.73
<b>Business Statistics</b>					
CO1	3	3			
CO2	3	3			
CO3				3	
CO4					3

Marketing Management -I					
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3		3
Operations Management					
CO1	3				
CO2	3	3			
CO3	3			3	
CO4					0.6
Business Law					
CO1	2.3		2.3	2.3	2.3
CO2	2.3	2.3		2.3	2.3
CO3			3	3	
Strategic IT for Management					
CO1	2			2	
CO2	3	3			
CO3	3			3	
CO4					3
Business Communication					
CO1					
CO2	2.46	2.46		2.46	2.46
CO3	3	3	3		3
CO4		2.68	2.68	2.68	2.68
CO5	2.77	2.77	2.77	2.77	2.77
Digital Marketing					
CO1	3				
CO2	2.8	2.8			2.8

CO3		2.8		2.8	
<b>Marketing Management -II</b>					
CO1	2.6	2.6	2.6	2.6	2.6
CO2	2.728	2.728	2.728	2.728	2.728
CO3	3	3	3	3	3
CO4	2.4	2.4	2.4	2.4	2.4
<b>Financial Management</b>					
CO1	1.4				
CO2	2.6	2.6		2.6	
CO3		3		3	
CO4	2.47	2.47			
<b>Operations Research</b>	3	3		3	0.6
CO1	3				
CO2	3	3			
CO3				3	
CO4					0.6
<b>Business Research Methods</b>					
CO1	2.2				
CO2	1.92				
CO3		2.8		2.8	
CO4		2.8		2.8	
<b>Managerial Economics</b>					
CO1	3				
CO2	3				
CO3		2.8		2.8	
CO4		3		3	3
<b>Corporate Social Responsibility</b>					

CO1	2.4		2.4		
CO2	2.4	2.4	2.4	2.4	
CO3		2.2		2.2	2.2
CO4	1.6	1.6			1.6
CO5	2.2	2.2	2.2	2.2	2.2
Direct and Indirect Taxation					
CO1	3			3	
CO2		3			
CO3		3		3	
Customer Relation Management					
CO1	3				
CO2	1.2				
CO3	2.4				
CO4	2.4	2.4			
Sales and Distribution Management (AS)					
CO1	3				
CO2		3			
CO3				3	
CO4	3				
Marketing Metrics and Audit					
CO1	3	3		3	
CO2	3	3			
CO3		3		3	
Rural Marketing					
CO1	2.3	2.3		2.3	2.3
CO2	2.7	2.7	2.7	2.7	2.7
CO3	2.7	2.7	2.7	2.7	2.7
CO4	2.38	2.38	2.38	2.38	2.38

<b>International Business</b>					
CO1	3	3		3	
CO2	3	3			
CO3	2.4	2.4			
CO4		3			
<b>Strategic Management</b>					
CO1	3		3		
CO2	2.6	2.6			
CO3		2.73		2.73	
CO4				2.67	2.67
CO5			2.7	2.7	
CO6				2.73	2.73
<b>Strategic Marketing Management</b>					
CO1	3	3	3		3
CO2	2.8	2.8	2.8		
CO3	2.86	2.86	2.86		2.86
<b>Integrated Marketing Communication</b>					
CO1	3	3		3	
CO2	3	3		3	
CO3	3	3			
CO4	3	3	3	3	3
<b>Strategic Brand Management</b>					
CO1	2.52	-	-	2.52	-
CO2	2.6	2.6	-	-	-
CO3	-	2.4	-	-	-
CO4	-	2.4	-	2.4	

Consumer Buying Behaviour and Marketing Touchpoint Analysis					
CO1	2.47	2.47			
CO2		2.54			
CO3		2.66			2.66
Market Research and Analytics					
CO1	3				
CO2	3			3	
CO3		3		3	
International Marketing	2.8	2.85		3	
CO1	3	3		3	
CO2	3	3			
CO3	2.4	2.4			
CO4		3			
Science of Retailing					
CO1	2.2	-		2.2	
CO2	2.2	2.2		2.2	
CO3		2.2			
CO4		2.2			
Marketing Analytics					
CO1	3	3		3	
CO2	3	3			
CO3		3		3	
Summer Internship	3	3	3	3	3
Services Marketing					
CO1	2.52			2.52	

CO2	2.6	2.6			
CO3		2.4			
CO4		2.4		2.4	
Final Project	3	3	3	3	3

### CO Attainment Batch 2018-20 – HR

CO Attainment Batch 2018-20 HR					
Courses	PO1	PO2	PO3	PO4	PO5
<b>Semester 1</b>					
Principles and Practices of Management					
CO1	2.4				
CO2	2.8				
CO3	0				
CO4	2.5		2.5		2.5
People & Performance					
CO1	3				
CO2		3		3	
CO3			3		3
Business Environment (DC)					
CO1	3	3			
CO2	2	2		2	
CO3	3				
CO4					3
Financial Accounting					
CO1	2.73			2.73	
CO2	2.2	2.2		2.2	
CO3				2.73	2.73
CO4	3		3		3
Business Statistics					



CO1	3	3			
CO2	3	3			
CO3				3	
CO4					3
<b>Marketing Management -I</b>					
CO1		3			
CO2		3		3	
CO3	3	3	3	3	
CO4	3	3	3	3	3
<b>Operations Management</b>					
CO1	3				
CO2	3	3			
CO3	3			3	
CO4					0.6
<b>Business Law</b>					
CO1	2.2	2.2			
CO2	2.6	2.6			
CO3		3		3	3
CO4			3	3	3
<b>Strategic IT for Management</b>					
CO1	2			2	
CO2	3	3			
CO3	3			3	
CO4					3
<b>Business Communication</b>					
CO1	3	3		3	3
CO2	3	3	3		3
CO3		3	3	3	3

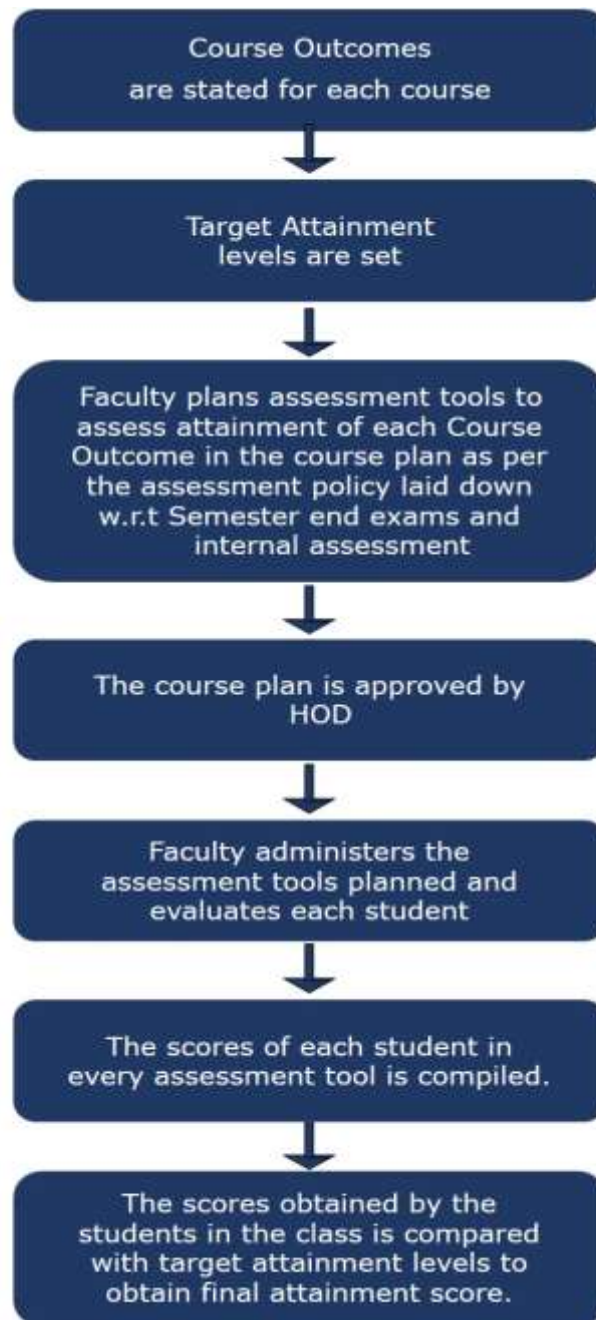
CO4	3	3	3	3	3
CO5	3	3	3	3	3
HRM					
CO1	3	3	3	3	3
CO2	3	3			
CO3		3		3	
CO4	3	3			3
<b>Semester II</b>					
<b>Marketing Management -II</b>					
CO1		3			
CO2		3		3	
CO3	3	3	3	3	
CO4	3	3	3	3	3
<b>Financial Management</b>					
CO1	3				
CO2	2.6	2.6		2.6	
CO3		2.73		2.73	
CO4	3	3			
<b>Operations Research</b>					
CO 1	3				
CO 2	3	3			
CO 3				3	
CO4					0.6
<b>Business Research Methods</b>					
CO 1	3				
CO 2	3				
CO 3		2.75		2.75	
CO4		2.8		2.8	
<b>Managerial Economics</b>					

CO1	3				
CO2	3				
CO3		2.73		2.73	
CO4		3		3	3
Corporate Social Responsibility					
CO1	3		3		
CO2	3	3	3	3	
CO3		3		3	3
CO4	3	3			3
CO5	3	3	3	3	3
Direct and Indirect Taxation					
CO1	3			3	
CO2		3			
CO3		3		3	
HR Information System					
CO1	3	3			
CO2		3	3		
CO3			3		3
CO4		3	3		
CO5			3		3
Labour Laws					
CO 1	2.84			2.84	2.84
CO 2	2.87			2.87	2.87
CO 3	2.84			2.84	2.84
Learning & Development					
CO1	3				
CO2		3			
CO3		3			3

CO4				3	
Compensation & Benefits					
CO 1	2.3			2.3	2.3
CO 1	2.3			2.3	2.3
CO 1	2.3			2.3	2.3
Semester III					
Strategic Management					
CO1	2.84		2.84		
CO2	2.36	2.36			
CO3		2.73		2.73	
CO4				2.52	2.52
CO5			2.52	2.52	
CO6				2.36	2.36
Performance Management Systems					
CO1	2.5				
CO2	2.75			2.75	
CO3		2.2			
CO4		0.8			0.8
Organisation Structure, Theory & Design					
CO1	3	3			
CO2		3		3	
CO3	3				3
CO4					
Organisational Development & Change Management					
CO1	3	3			
CO2		3		3	
CO3	3				3

HR Planning & Audit					
CO1	2.71		2.71	2.71	2.71
CO2	3	3	3	3	3
Assessment Center and Competency mapping					
CO1	3				
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
High Performance Leadership Dev & Personal Growth Labs					
CO1	3		3		3
CO2		3		3	
CO3		3			3
CO4	3				3
Industrial Relations and Labour Welfare					
CO1	3	3			
CO2		3			3
CO3		3		3	
CO4	2.75			2.75	
CO5		3			3
HR Analytics					
CO 1		3			
CO 2	3			3	
CO 3		3			3
Summer Internship	3	3	3	3	3
Final Project	3	3	3	3	3

The process of Course Outcome attainment can be thus explained as:



## Calculation of CO attainment is explained with the help of examples

### Example 1

Subject: Financial Management  
Semester II – Marketing (AY 2020-21)  
Total credits 4 (100 marks)

#### Assessment Tools and methods planned for evaluation (in course plan)

**Table 3.2.2.7** Assessment Tools and methods planned for evaluation (in course plan)

Sr. No	Components with details	Individual / Group	Marks	CO intended to be assessed
1	Mid Term	Individual	20	CO1, CO2
2	Case Study	Individual	10	CO1, CO2
3	Assignment	Individual	10	CO1, CO2, CO3, CO4
4	Semester end Exam	Individual	60	CO1, CO2, CO3, CO4
	<b>Total Marks</b>		<b>100</b>	

#### a) Mapping of Course Outcomes with assessment questions

**Table 3.2.2.8** Mapping of Course Outcomes with assessment questions

Q1a	Q1b	Q2a	Q2b	Q3	Q3b	Q4a	Q4b	Q5a	Q5b
CO1, CO2	CO3, CO4	CO1, CO2	CO1, CO3	CO1, CO4	CO1, CO3	CO3, CO4	CO2	CO1, CO2	CO3, CO4

#### b) Calculation of CO attainment

**Table 3.2.2.9** Calculation of CO attainment

Number of students attempting the question	59	59	0	0	57	57	59	59	2
Number of students getting 60% and above	59	1	0	0	57	57	58	59	2
Percentage of students	100.00	1.69	0	0	100.00	100.00	98.31	100.00	100.00

CO attainment based on attainment levels defined	H	NA			H	H	H	H	H
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**c) Mapping attainment levels with CO (Semester end exams)**

**Table 3.2.2.10 Mapping attainment levels with CO (Semester end exams)**

	Q1a	Q1b	Q2a	Q2b	Q3	Q3b	Q4a	Q4b		Q5b
<b>CO 1</b>	3		0	0	3	3			3	3
<b>CO 2</b>	3		0					3	3	3
<b>CO 3</b>		0		0		3	3			
<b>CO 4</b>		0			3		3			
	H				H	H	H	H	H	H

**d) Mapping attainment levels with CO (Internals)**

**Table 3.2.2.11 Mapping attainment levels with CO (Internals)**

<b>A-Assignment</b>	<b>B-Case Study Based Viva</b>	<b>C-Midterm-MCQ</b>
<b>CO1, CO2</b>	<b>CO1, CO2</b>	<b>CO1, CO2, CO3, CO4</b>
3	3	3
3	3	3
		3
		3
H	H	H

**e) Final Attainment level**

**Table 3.2.2.12 Final Attainment Level**

	<b>Semester end exams (80% weightage)</b>	<b>Internals (20% weightage)</b>	<b>Average based on 80:20 weightage</b>
<b>CO1</b>	<b>2.14</b>	<b>3</b>	<b>2.31</b>
<b>CO2</b>	<b>2.40</b>	<b>3</b>	<b>2.52</b>
<b>CO3</b>	<b>1.50</b>	<b>3</b>	<b>1.80</b>
	<b>2.00</b>	<b>3</b>	<b>2.20</b>



**f) Mapping CO attainment with PO (from course plan)**

**Table 3.2.2.13 Mapping CO attainment with PO (from course plan)**

	PO1	PO2	PO3	PO4	PO5
CO1	2.31		2.31		
CO2	2.52	2.52		2.52	2.52
CO3	1.80	1.80	1.80	1.80	1.80
Total	2.20	2.20	2.20		2.20
Final score (avg)	2.21	2.17	2.10	2.16	2.17

**Example 2**

Subject: Digital Marketing

Semester I – Marketing (AY 2019-20)

Total credits 4 (100 marks)

**Assessment Tools and methods planned for evaluation (in course plan)**

**Table 3.2.2.14 Assessment Tools and methods planned for evaluation (in course plan)**

Sr. No	Components with details	Individual/ Group	Marks	CO intended to be assessed
1	Project on use of digital media comprising of: Organic promotion of website Use of SEM to promote business Use of Social Media to build customer engagement	Group- 5 to 6 members	20	CO1, CO2, CO3
2	Mid-term test	Individual	20	CO1, CO2
3	End Semester Examination- The end semester exam will cover the entire course and assess the students understanding on digital media and using it for marketing of products and services	Individual	60	CO1, CO2, CO3
	<b>Total Marks</b>		<b>100</b>	

**a) Mapping of Course Outcomes with assessment questions**

**Table 3.2.2.15 Mapping of Course Outcomes with assessment questions**

	Q1 (20 Marks)	Q2 (10 Marks)	Q3 (10 Marks)	Q4 (10 Marks)	Q5 (10 Marks)	Q6 (10 Marks)	Class Test (20 marks)	Project (20 marks)
CO mapping	CO2, CO3	CO1, CO2	CO1	CO1, CO3	CO2, CO3	CO2, CO3	CO1, CO2	CO1, CO2, CO3

**b) Calculation of CO attainment**

**Table 3.2.2.16 Calculation of CO attainment**

Number of students attempting the questions	39	26	37	35	38	25	40	40	40
Number of students getting 60% and above	21	20	35	30	36	23	34	28	38
Percentage of students	53.85 %	76.92 %	94.59 %	85.71 %	94.74 %	92.00 %	85.00 %	70.00 %	95.00 %
CO attainment based on attainment levels defined:	L	H	H	H	H	H	H	H	H

**c) Mapping attainment levels with CO (Semester end exams)**

**Table 3.2.2.17 Mapping attainment levels with CO (Semester end exams)**

	Q1 (20 Marks)	Q2 (10 Marks)	Q3 (10 Marks)	Q4 (10 Marks)	Q5 (10 Marks)	Q6 (10 Marks)	Attainment Semester end exams
	M	H	H	H	H	H	
	CO2,CO3	CO1,CO2	CO1	CO1,CO3	CO2,CO3	CO2,CO3	
<b>CO1</b>		3	3	3			3
<b>CO2</b>	2	3			3	3	2.75

CO3	2			3	3	3	2.75
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d) Mapping attainment levels with CO (Internals)

Table 3.2.2.18 Mapping attainment levels with CO (Internals)

Class Test	Project	Attainment internals
H	H	
CO1,CO2	CO1,CO2,C03	
3	3	3
3	3	3
	3	3

e) Final Attainment level

Table 3.2.2.19 Final Attainment level

	Semester end exams (80% weightage)	Internals (20% weightage)	Average based on 80:20 weightage
CO1	3	3	3
CO2	2.75	3	2.8
CO3	2.75	3	2.8

f) Mapping CO attainment with PO (from course plan)

Table 3.2.2.20 Mapping CO attainment with PO (from course plan)

	PO1	PO2	PO3	PO4	PO5
CO1	3				
CO2	2.8	2.8			2.8
CO3		2.8		2.8	
Total					
Final score (avg)	2.9	2.8		2.8	2.8

### Example 3

Subject: People and Performance

Semester I - HR

Total credits 4 (100 marks)

#### Assessment Tools and methods planned for evaluation as per course plan

Table 3.2.2.21 Assessment Tools and methods planned for evaluation as per course plan

Sr. No.	Components with details	Individual / Group	Marks	Intended COs to be assessed
1	Attendance and Class Participation	Individual	10	CO1, CO2, CO3
2	Presentations on Assignment- Students will be presenting on the topic assigned to them (One group comprises of six students)	Group	20	CO1, CO2, CO3
3	Mid-term exam- Class Test would be conducted covering basic concepts in people and performance in the form of MCQs.	Individual	10	CO1, CO2, CO3
4	End Semester Examination- The end semester exam will cover the entire course and assess the students understanding on concepts of organization behavior	Individual	60	CO1, CO2, CO3

#### a) Mapping of Course Outcomes with assessment questions

Table 3.2.2.22 Mapping of Course Outcomes with assessment questions

Q1 (20 Marks)	Q2 (10 Marks)	Q3 (10 Marks)	Q4 (10 Marks)	Q5 (10 Marks)	Q6 (10 Marks)	Q7 (10 Marks)	Attendance & Class participation	Presentation	Mid-term exam
CO1, CO2, CO3	CO1	CO1	CO1, CO2, CO3	CO1, CO2	CO1, CO2	CO1	CO1, CO2, CO3	CO1, CO2, CO3	CO1, CO2, CO3

**b) Calculation of CO attainment**

**Table 3.2.2.23 Calculation of CO attainment**

Number of students attempting the questions	40	29	29	20	28	28	27	40	40	40	40
Number of students getting 60% and above	32	25	21	16	15	21	23	40	40	40	40
Percentage of students	80.00 %	86.21 %	72.41 %	80.00 %	53.57 %	75.00 %	85.19 %	100.00 %	100.00 %	100.00 %	100.00 %
<b>CO attainment based on attainment levels defined:</b>	H	H	H	H	L	H	H	H	H	H	H

**c) Mapping attainment levels with CO (Semester end exams)**

**Table 3.2.2.24 Mapping attainment levels with CO (Semester end exams)**

	<b>Q1 (20 Marks)</b>	<b>Q2 (10 Marks)</b>	<b>Q3 (10 Marks)</b>	<b>Q4 (10 Marks)</b>	<b>Q5 (10 Marks)</b>	<b>Q6 (10 Marks)</b>	<b>Q7 (10 Marks)</b>	<b>Avg</b>
<b>CO1</b>	3	3	3	3	1	3	3	2.71
<b>CO2</b>	3			3	1	3		2.5
<b>CO3</b>	3			3				3

**d) Mapping attainment levels with CO (Internals)**

**Table 3.2.2.25 Mapping attainment levels with CO (Internals)**

	<b>Attendance &amp; Class participation</b>	<b>(Mid-term exam)</b>	<b>(Presentation)</b>	<b>Avg</b>
<b>CO1</b>	3	3	3	3

<b>CO2</b>	3	3	3	3
<b>CO3</b>	3	3	3	3

e) **Final Attainment level**

**Table 3.2.2.26 Final Attainment Level**

	<b>Semester end exams (80% weightage)</b>	<b>Internals (20% weightage)</b>	<b>Average based on 80:20 weightage</b>
<b>CO1</b>	2.71	3	<b>2.77</b>
<b>CO2</b>	2.5	3	<b>2.60</b>
<b>CO3</b>	3	3	<b>3.00</b>

f) **Mapping CO attainment with PO**

**Table 3.2.2.27 Mapping CO attainment with PO**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	2.77				
<b>CO2</b>		2.6		2.6	
<b>CO3</b>			3		3
<b>Final score (avg)</b>	<b>2.77</b>	<b>2.6</b>	<b>3</b>	<b>2.6</b>	<b>3</b>

Design and review of PGDM Program Curriculum is guided by the Program Educational Objectives, Program Outcomes and industry expectations. The overall curriculum is a balanced structure commencing with providing students with knowledge on various management concepts and functions and then progressing to competency development and skill building. Thus the course structure is well balanced and provides participating students with Management knowledge, critical thinking and analytical skills, leadership skills and business communication skills required to groom them to become a business manager. The quality and level of program curriculum is ensured by the following measures taken by the Institute at regular intervals:

1. **PO Attainment**

Calculation of PO attainment from all the courses: PO attainment levels are calculated to identify the gaps and areas for improvement.

2. **Academic Advisory Council and Board of Studies**

Annual Meetings with Academic Advisory Council and Board of Studies to review and incorporate changes in the course contents/ inclusion and deletion of

topic/ subject to keep the curriculum contemporary and industry relevant.

3. **Industry Interface**

Regular interaction with Industry experts and Placement partners for insights into the recent developments in the business world.

4. **Inputs from faculty**

Faculty inputs on improvements in course at the end of every Semester

**Gaps identified and actions taken are summarized as under:**

<b>Specialisation</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
Marketing	2.66	2.66	2.64	2.55	2.63
Finance	2.71	2.69	2.53	2.62	2.63
HR	2.78	2.75	2.76	2.75	2.73

**Analysis:** Improvement in PO attainment scores. To improve PO attainment scores by introducing courses and value added programs.

**Action taken:**

- 1) New courses like Commercial Banking, Talent Management etc.
- 2) Value Added programs like Capstone Project, Fintech, Data Science, Data Visualisation provided to enhance students' knowledge and skills and make them work ready.
- 3) Board of Studies set up for each specialisation for review of curriculum.

**Analysis of Assessment of Program Outcomes Batch 2018-20**

<b>Specialisation</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
Marketing	2.59	2.62	2.64	2.63	2.49
Finance	2.64	2.57	2.70	2.58	2.55
HR	2.65	2.69	2.76	2.68	2.59

**Analysis:** Improvement in PO attainment scores. To improve PO attainment scores by introducing courses and value added programs.

**Action taken:**

- 1) New courses like Commercial Banking, Talent Management, Neuro Science and Consumer behaviour, Story Telling through Data introduced.
- 2) Value Added programs like Data Science provided to enhance analytical and critical thinking skills of students
- 3) Compulsory Certification Program on Professional Ethics by ISAC and AICTE

**Analysis of Assessment of Program Outcomes Batch 2017-19**

Specialisation	PO1	PO2	PO3	PO4	PO5
Marketing	2.60	2.63	2.58	2.60	2.57
Finance	2.57	2.58	2.43	2.47	2.50
HR	2.36	2.32	2.24	2.40	2.32

**Analysis:** To improve PO attainment scores by introducing courses and value added programs.

**Action taken:**

- 1) Introduction of courses like Corporate Credit Appraisal and Finance, Basics of Derivatives, Financial Analytics, HR Analytics, Marketing Analytics, Strategic Financial Management to improve the quality and relevance of curriculum.

The Institute believes in fostering and nurturing a conducive teaching and learning environment in the campus. Highly qualified, experienced and enthusiastic faculty form the core of the teaching process. The quality of teaching process is ensured by Course delivery process, Student feedback on course delivery, Faculty feedback on course improvement, designing appropriate assessment tools.

Learning opportunities to students at NLDIMSR is provided through a healthy mix of:



Sr. No	Type	Activities
1	Classroom engagement	Lectures, Computer Lab and Bloomberg Lab sessions
2	Co-curricular activities	Summer Internship Project, Guest Lectures, workshops, certification and training programs
3	Extra-curricular activities	Conclaves, Seminars, My Social Responsibility (MSR) cell activities, Department magazines
4	Events and Competitions	Participation in Inter B-School and Intra B- School events

The students are provided with ample opportunities to develop themselves as a business manager in their two years of learning in the Institute so that by the end of the Program, they are ready to take up the responsibilities given by the corporate world.

The processes followed to improve quality of teaching & learning is described below:

#### **1. Preparation of Academic Calendar**

Academic Calendar is prepared before the commencement of Academic Year with planned dates for commencement and end of Semester, examinations and events.

N. L. Dalmia		Academic Calendar for students (Full Time-) 2019-20				Holidays	Exams	Events
Date	June	July	August	September	October	November	4 Month ends	
1		PGDM,UMBA: Rural Interaction Visit	Induction program for MMS Sem.I	Sunday	Mid Term Examination MMS SEM.I	Commencement of Final Exam PART TIME SEM.I,II and V		
2	Sunday			Ganesh Chaturthi	Ganesh Jayanti	Final Exam Part Time Sem.I,II,V		
3						Sunday		
4			Sunday		Mulyakan	Commencement of Final Exam PGDM,MMS Sem.II & I & UMBA I		
5			Commencement of MMS Sem.I		Mulyakan			
6		Commencement of PART TIME SEM I, III, V			Sunday			
7	Sunday				Commencement of placement MWL PGDM Sem.II			
8		Commencement of PGDM & MMS Sem.III		Sunday	Thiruvirka	Final Exam Part Time Sem.I,II,V		
9	Sunday					Final Exam Part Time Sem.I,II,V		
10			AKASHAN			Sunday		
11		Commencement of PGDM & UMBA Sem.I	Sunday		Semter Alumni Conclave			
12					End Day PART TIME Sem.I,II,IV			
13					Sunday			
14								
15			Independence Day	Sunday		End Day PGDM,MMS Sem.II		
16	Sunday							
17					MIIM	Sunday		
18		MIIM	Sunday		MIIM			
19		MIIM						
20		Summer Internship Viva-voce		Madhyam	Sunday	End of PGDM/MMS Sem.I, II, UMBA Exam		
21		Sunday	Mid Term Exams PGDM SEM.I	Marketing Conclave				
22			Mid Term Exams PGDM SEM.I	Sunday				
23	Sunday		Mid Term Exams PGDM SEM.I			End Day PGDM,MMS, UMBA Sem.I		
24	Induction program for PGDM & UMBA Sem.I		Mid Term Exams PGDM SEM.I			Sunday		
25			Sunday					
26			Mid Term Exams PGDM SEM.I	Shikhar	Shivaji Holiday			
27			Mid Term Exams PGDM SEM.I	Mid Term Exams MMS SEM.I, PGDM SEM.I, UMBA Sem.I	Sunday			
28		Sunday		Mid Term Examination MMS SEM.I	Shivaji Holiday			
29				Sunday	Shivaji Holiday			
30	Sunday		Manasmandhar/Utkarsh	Mid Term Examination MMS SEM.I		Commencement of PART TIME Sem. II, IV, VI		
31			Akashan	Mid Term Examination MMS SEM.I				

N. L. Dalmia		Academic Calendar for students (Full Time- 2019-20)				Holidays	Exams	Events
Date	December	January	February	March	April	May	4 Month ends	
1		New Year Holiday	Viva Voce PGDM,MMS SEM IV	Sunday				
2	Commencement of PGDM & MMS,UMBA Sem.II & IV		Sunday					
3		Memorial Lecture (Festative)	Mid Term PGDM,MMS,UMBA Sem.II		Final Exam Part Time Sem.II	Sunday		
4			Mid Term PGDM,MMS,UMBA Sem.II		Final Exam Part Time Sem.II,IV,VI			
5	Sunday		Mid Term PGDM,MMS,UMBA Sem.II		Sunday			
6			Mid Term PGDM,MMS,UMBA Sem.II					
7			Mid Term PGDM,MMS,UMBA Sem.II	Final Exam PGDM, MMS Sem.VI				
8	Sunday		PGDM Convocation	Sunday				
9			Sunday					
10	MMS Roundgan Visit			Holi Festival	Final Exam Part Time Sem.II, IV	Sunday		
11					Final Exam Part Time Sem.II,IV			
12		Sunday			Sunday			
13	Part Time MBA Alumni Get Together	MIIM						
14		MIIM		Final Exam PGDM, MMS Sem.VI				
15	Sunday	Makar Sankranti	Vishkahan	Sunday End of Part Time SEM I,II,IV,VI	End of Final Exam PGDM, MMS, UMBA Sem.II			
16			Sunday		MIIM			
17					MIIM	Sunday		
18								
19		Sunday			Sunday			
20								
21				End of PGDM,MMS Sem.II				
22	Sunday		MMS,PART TIME Convocation	Sunday				
23			Sunday					
24		Part Time MBA Alumni Get Together				Sunday		
25	Christmas							
26	Winter Vacation	Sunday, Republic Day			Sunday			
27	Winter Vacation							
28	Winter Vacation							
29	Sunday			Sunday				
30	Winter Vacation	PGDM Roundgan Visit		Commencement of Final Exam PGDM,MMS,UMBA Sem.II				
31	Winter Vacation	NEE TALK				Sunday		

ACADEMIC CALENDAR - AY 2018-19							Events	Exams	Holidays
Date	June	July	August	September	October	November			
1	Academic Year begins/ Summer Internship Continues	SUNDAY		PGDM- Convocation 2018 Batch					
2		Commencement of Sem I PGDM		SUNDAY	Gandhi Jayanti				
3	SUNDAY								End Sem.Exams. End for Sem.I
4									SUNDAY
5			SUNDAY		Mulyamban				Diwali Vacation
6					Finance Conclave & Release of Delta				Diwali Vacation
7				HR Conclave	SUNDAY				Diwali Vacation
8		SUNDAY		HR Conclave					Diwali Vacation
9		Commencement of Sem III PGDM		SUNDAY					Diwali Vacation
10	SUNDAY								Diwali Vacation
11									SUNDAY
12			SUNDAY						Commencement -Sem II PGDM
13				Ganesh Chaturthi	End of Sem I PGDM course	Final Exam. Starts for Sem.III			
14					SUNDAY				
15		SUNDAY	Independence Day		Preparatory Leave for Sem I				
16				SUNDAY					
17	SUNDAY	International Innovation Round Table							
18			Mid-Term Examination						
19			SUNDAY		Dussehra	SUNDAY			
20			Mid-Term Examination						
21		Summer Project Viva-voce	Mid-Term Examination						
22		SUNDAY	Mid-Term Examination		SUNDAY				Final Exam. Starts for Sem.I
23			Mid-Term Examination	SUNDAY					
24	SUNDAY		Mid-Term Examination						
25	Induction for PGDM Sem I		Mid-Term Examination						SUNDAY
26			SUNDAY	Founder's Anniversary Shiksha - A National Level Paper Presentation	End of Sem III PGDM course				
27					Preparatory Leave for Sem III				
28		Best Summer Project Contest			SUNDAY				
29		SUNDAY							
30	Academic Advisory Meeting, Summer Internship for 1st Year Ends.(Month End)		Aksharshan	SUNDAY					Exams End for Sem III (Month End)
31			Aksharshan (Month End)		End of Sem III PGDM course(Month Ends)				

ACADEMIC CALENDAR - AY 2018-19							Events	Exams	Holidays
Date	December	January	February	March	April	May			
1		Winter Vacation Ends			Final Exam Sem.II starts	Maharashtra Day			
2	SUNDAY					Beginning of Summer Internship for 1st Year			
3	COMMENCEMENT OF SEM IV		SUNDAY	SUNDAY					
4									
5									SUNDAY
6		SUNDAY							
7		Mid-Term Examination							
8		Mid-Term Examination			SUNDAY				
9	SUNDAY	Mid-Term Examination	Vishalashan & Release of Delta						
10		Mid-Term Examination	SUNDAY	SUNDAY					
11		Mid-Term Examination							
12		Mid-Term Examination							
13		SUNDAY							SUNDAY
14									
15				End of Sem. IV	SUNDAY				
16	SUNDAY			Final Project Sub. & Viva-Voce					
17			SUNDAY	Final Project Sub. & Viva-Voce					
18				SUNDAY					
19		PGDM Convocation 2018-18			Final Exam. Starts for Sem.IV				
20		SUNDAY							SUNDAY
21					Holi	Final Exam Sem.II End			
22	Release of Eplidams				SUNDAY				
23	SUNDAY								
24	Winter Vacation Starts	Industrial Visit	SUNDAY	End of Sem.II					
25		Industrial Visit		SUNDAY					
26		Republic Day			Final Exam. Ends for Sem.IV				
27		SUNDAY							SUNDAY
28			(Month End)						
29					SUNDAY				
30						(Month End)			
31	(Month End)	(Month End)		SUNDAY (Month End)					

## 2. Preparation of detailed Course Plan

Faculty prepares the Course plan for every course/subject allotted in prescribed format. The Course plan indicates the plan for course delivery and assessment tools. It also maps the Course Outcomes with Program Outcomes. The course plan is approved by HOD after discussion with faculty.

### **3. Preparation of Course Completion and Review report**

On completion of the course, Faculty calculates the attainment levels of each Course Outcomes and maps the same with POs. Gap Analysis is done and measures for improvement in PO attainment is discussed with HOD and noted in the Course Completion and Review Report to incorporate the same in the next year's Course Plan.

### **4. Instruction Methods and pedagogical initiatives**

The Institute emphasizes on interactive class delivery through various pedagogical tools to ensure quality learning process. Case studies, class exercises, assignments, video cases, workshops, lab sessions using live data are used along with class room lectures and discussions. Students are encouraged to work in teams by allotting group projects and assignments. Faculty members are encouraged to attend and participate in FDPs, workshops and conferences to enrich their pedagogical approach.

### **5. Use of IT resources**

The Institute subscribes to databases like Bloomberg and Capitaline which helps the students in data collection and analysis. Students are encouraged to use the database in their projects and assignments. The Institute has 12 Bloomberg terminals for the use of students and faculty. Regular sessions are held to familiarise all students with its navigation. Faculty also gives projects to students where they are instructed to use Bloomberg for data collection and analysis. The Institute has well equipped ICT lab with statistical analysis packages like SPSS. Simulation is another activity undertaken to give the students real world experience of solving business problems.

### **6. Feedback Analysis**

Student Feedback on course delivery is obtained. The feedback is discussed by

Director with HODs and concerned faculty to identify areas of improvement if any.

Types of feedback obtained:

- Course Outcome Attainment feedback (every course)
- Program Outcome Attainment feedback (at the end of the Program)

Course and faculty feedback on course delivery with the following criteria:

- (i) Subject Knowledge and content
- (ii) Encourages critical thinking, innovative thinking, problem solving skills
- (iii) Use of case studies
- (iv) Use of real world examples
- (v) Use of modern teaching tools
- (vi) Effective teaching
- (vii) Punctuality and ability to maintain class discipline
- (viii) Availability to solve queries

#### **7. Industry Institute Interactions:**

Regular guest lectures and workshops are conducted on topics to give the students' knowledge and information about current business practices.

#### **8. Interaction with alumni:**

The Institute has a strong alumni connect. Senior alumni regularly interact with students on industry expectations and recent business practices. Mock interviews are conducted by alumni to train the students gain for their placement interviews.

#### **9. Value Added Programs and non-credit courses:**

Along with courses, value added programs and non-credit courses are offered to students to enhance their technical skills. Bloomberg Certification, Advanced excel, Data Analytics, Simulation, Basics of Derivatives and Fixed Income Securities, are some of the value added programs given to participating students.

#### **10. Events, Seminars and Department activities:**

The Institute organises Conclaves, Seminars, Case study competitions which are student driven. Each department also has their student's forums and clubs which

conducts various activities. Each academic department has a Bi-annual magazine entirely managed by the students. All these activities give students an opportunity to hone their managerial and leadership skills and gain confidence.

#### **11. My Social responsibility cell (MSR) activities:**

The Institute believes that social conscience and awareness is as learning business management skills. Adoption of Kondgaon village to develop and empower it is one of the important activity undertaken students. Medical camps, awareness program on sanitation are organised by the cell. These activities generate social awareness amongst students and also makes them socially responsible citizens.

#### **12. Learning Resources:**

The Institute has a well-equipped and spacious library and digital library with text books, reference books, e- books and other e-resources like Capitaline Database, EBSCO, JGate to cite a few.

#### **13. Industrial Visits:**

Industrial visits are an important experiential learning opportunity for students which not only exposes them to the industry practices but also helps them get first-hand information on business organisations.

#### **14. Research and Live Projects:**

Faculty and students are encouraged to do live research projects for experiential learning. Faculty are encouraged to research and publish their work in national and international journals of repute through a well laid down policy. Faculty research increases the effectiveness of classroom teaching.

#### **15. Learning environment:**

The Institute strives to create a learning environment aimed to foster and nurture a harmonious student community. Every student is expected to contribute to the academic ambience of the Institute. The Institute has constituted Disciplinary

Committee, Anti-Ragging Committee, Internal Complaint Committee and Committee for Prevention of Unfair Means to promote a vibrant learning environment in the campus.

#### 4.2.1 Quality of continuous assessment and evaluation processes (40) (38)

The Institute has a well-defined assessment and grading policy to ensure quality and objectivity in assessment and evaluation process. All students are assessed over the Semester through Semester end examinations and continuous assessment through class tests, projects, assignments, presentations, quiz, case study, class participation etc. Assessment of each course is designed to evaluate the attainment of course outcomes. The Course plan has to detail the assessment methods planned along with the weightage. The assessment plan is approved by the HOD. The students are informed about the assessment scheme and methods for each course at the commencement of the Semester.

##### (i) Assessment scheme:

Credit / Marks	Continuous assessment	Semester end examinations	Minimum marks for passing*
Full credit (04)/ 100 Marks	40 marks	60 marks	50 marks
Half credit (02)/50 Marks	20 marks	30 marks	25 marks

\*The students have to individually pass both continuous assessment and semester end examination to be declared pass for each course.

A Student failing in not more than three subjects/papers/courses in the Semester I exam shall be allowed to keep terms in Semester II of the PGDM program. A student who has passed in both the semester examinations conducted by the Institute i.e. Semester I and Semester II examinations shall be eligible for admission into Semester III of the PGDM program. A student failing in not more than three subjects/papers/courses in the Semester III examination shall be allowed to keep terms in Semester IV of the PGDM

program. A student failing in more than three subjects are not allowed to keep term. Student will be declared PASS and be eligible for Grade in PGDM course if a student secures at least 50% marks separately in each head of passing as mentioned above. The mark list for every Semester is displayed within 30 days of the completion of Semester end examinations. Report Card with grades for each Semester is given to students.

**(ii) Semester end written examination (Comprehensive Evaluation)**

A written examination covering the syllabus is administered to all students for all courses at the end of every Semester. The examination is for 60 marks/ 30 marks for a full credit/half credit course. Questions evaluating students’ understanding of the course contents, application of management theories, critical and analytical skills are assessed through Semester end examinations.

**Format of Question paper**

<b>Section</b>	<b>Type of questions</b>	<b>Marks allotted</b>
1.Compulsory Question	Case study/Situation Analysis – Questions evaluating the student’s conceptual clarity and critical thinking skills.	20
2. Six Questions of which the students have to attempt four questions	Questions evaluating students understanding of various modules of the syllabus and its application to business. The student’s ability to present information is also evaluated.	40
	<b>Total</b>	<b>60</b>

Semester end Examinations are conducted as scheduled in Academic Calendar. Students should have minimum 75% class attendance to be eligible to appear for examination. Every faculty submits two sets of question papers in specified format to Examination department. The question paper adequately covers the course contents and help assess the student’s subject knowledge and analytical skills as per the expected course outcomes.



The time frame for various examination related activities are:

Sr. No.	Events	TIME FRAME
1	Preparation of Faculty-Subject Master List	At start of Academic Year
2	Arrangement for Examination Stationary	2 months before examination
3	Examination Notification	30 days before the examination
4	Preparation of Time-Table & Display	20 days before the examination
5	Requisition of Question Papers	21 days before the examination
6	Question Paper moderation	7 days before the examination
7	Notification to Invigilators	10 days before the examination
8	Preparation & Procurement of Material needed for Examination	7 days before the examination

**(iii) Internal Assessment (Continuous Evaluation)**

**Internal Assessment:** The students are also assessed on their understanding of the course content and application to business problems through various tools as a part of pedagogy during the delivery of the course. The tools are designed to evaluate the attainment of specific Course Outcomes. Faculty prepares the assessment plan which details the method and mechanism of assessment. The assessment methods are discussed with the HOD before finalizing the course plan. At the end of the course, the faculty calculates the Course Outcome attainment based on target attainment levels. Action to be taken for improvement of attainment levels is noted down in the Course Completion and Review Report after discussion with HOD.

The tools administered are:

- a) **Class test:** Mid-term tests are conducted to assess students understanding of the subject. Questions are based on the topics covered in the class. The focus of mid-term test is management knowledge and critical thinking skills.
- b) **Case Study:** Case study are used to assess student's ability to understand a business problem/ scenario and develop solutions for the same. Case study is generally administered to a team formed by the Faculty and the Class

Representative. The focus on case study is to develop understanding business situations, critical thinking and decision making skills in the students.

- c) **Presentations:** Presentations are used to assess the student's ability to discuss and communicate business theories, problems, events, recent updates etc. The focus of this tool is student's ability to present management theories, business updates, business problems and its analysis.
- d) **Projects / Assignments:** Projects and assignments are given to students to assess their ability to use data and information to develop solutions to business problems. The focus of this tool is on data analysis and critical thinking skills.
- e) **Others;** Other tools like Quiz, role plays, viva-voce etc are also used to assess the students understanding of the course and its application to business.

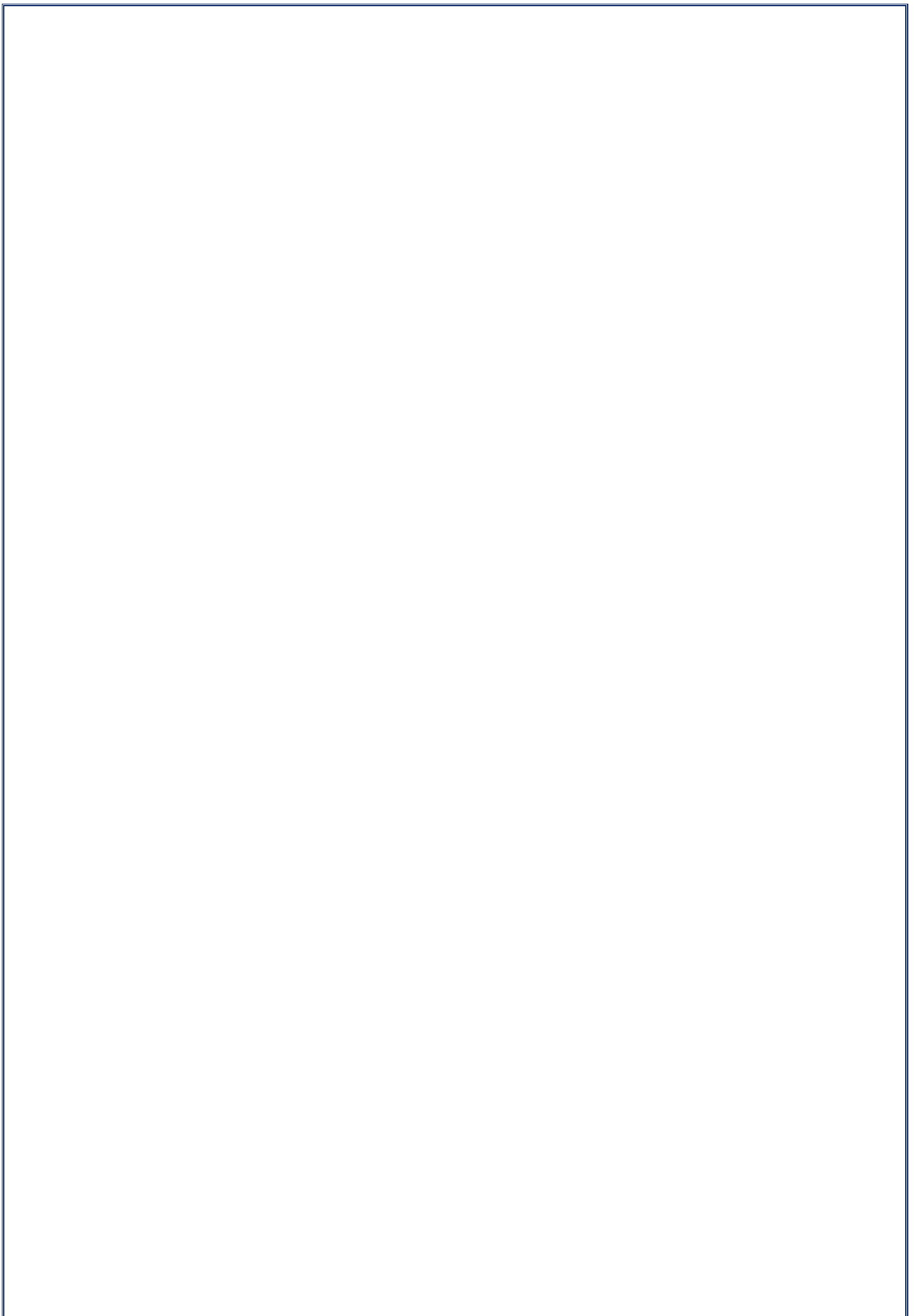
Rubrics for Continuous assessment is designed as under:



<b>Rubrics for Project / Research work/ Field work / Live project Evaluation - 20 marks</b>					
<b>Level of Achievement</b>					
		<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Below Average</b>
1	<b>Project Contents- Organisation, Technical understanding, Data collection (10 marks)</b>	Logically sequenced, excellent clarity in contents and appropriate supporting data (9 marks)	Logically sequenced, clarity in contents and supporting data (7-8 marks)	Needs better organisation of information and use of data (4-6 marks)	Poor organisation of information and inadequate use of data (less than 4 marks)
2	<b>Report Writing and Presentation (5 marks)</b>	High quality report writing with excellent presentation of data and information (4 marks)	Good report with presentation of data and information (3 marks)	Needs better structuring and presentation of data and information (1-2 marks)	Poor presentation of data and information (0 mark)
3	<b>Initiative, originality, timeliness (5 marks)</b>	Exceeds project scope expectation, originality in work done, meets timelines (4 marks)	Meets project scope expectations, originality in work (3 marks)	Substantially meets project scope, guidance required (1-2 marks)	Does not meet project scope expectations, poor interest shown in completing the project (0 mark)

<b>Rubrics for Presentation ( 10 marks)</b>					
<b>Level of Achievement</b>					
		<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Below Average</b>
1	<b>Contents of presentation (3 marks)</b>	Excellent clarity in contents, appropriate supporting data, more than meets the requirement of the topic (3 marks)	Clarity in contents and supporting data, meets topic requirement (2 marks)	Needs improvement in information presented and use of data (1 mark)	Inadequate information and use of data. Does not meet requirement of topic (0 mark)
2	<b>Organisation and presentation (3 marks)</b>	Logically sequenced and very interesting presentation (3 marks)	Logically sequenced good presentation (2 marks)	Needs improvement in sequencing the information (1 mark)	Poor presentation of data and information (0 mark)
3	<b>Mechanics - communication skills, confidence, eye contact with audience, poise, voice clarity, team work (4 marks)</b>	Very confident, excellent communication skills, very positive body language and audience engagement (3 marks)	Good communication skills and a positive body language (2 marks)	Mediocre communication skills and body language (1 mark)	Poor communication and body language (0 marks)

<b>Rubrics for Assignment ( 20 marks)</b>					
<b>Level of Achievement</b>					
		<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Below Average</b>
1	<b>Technical understanding and Completeness (10 marks)</b>	Assignment more than meets the scope of work, is technical correct exhibiting excellent understanding of the topic given (9 marks)	Assignment meets the scope of work, is technically correct exhibiting understanding of the topic given (7-8 marks)	Assignment meets substantially the scope of work, need more technical clarity exhibiting inadequate understanding of topic. (4-6 marks)	Assignment does not meet most scope of work, is technically poor exhibiting inadequate understanding of topic (less than 4 marks)
2	<b>Organisation and Presentation ( 5 marks)</b>	Excellent presentation of data and information (4 marks)	Good presentation of data and information (3 marks)	Needs better structuring and presentation of data and information (1-2 marks)	Poor presentation of data and information (0 mark)
3	<b>Initiative and timeliness (5 marks)</b>	Meets timelines, displays enthusiastic participation and initiative (4 marks)	Meets timelines with adequate participation (3 marks)	Delayed submission and limited participation (1-2 marks)	No submission till evaluation (0 mark)



## Example of rubrics used in continuous evaluation

Corporate Valuation- Trimester IV- Batch 2020-22						
Continuous Evaluation- Fin Grp 1						
Sr. No	Roll Nos.	Student Name	Project Report ( 20 marks)			Total
			Project Contents- Organisation, Technical understanding, Data collection (10 marks)	Report Writing and Presentation ( 5 marks)	Initiative, originality, timeliness (5 marks)	
1	PF2022-1001	Aakamshi Salian	7	4	4	15
2	PF2022-1005	Ankita Verma	6	4	4	14
3	PF2022-1009	Deepshikha Yadav	8	4	4	16
4	PF2022-1013	Harleen Kaur Kaberwal	6	4	4	14
5	PF2022-1017	Krishani Gokani	8	4	4	16
6	PF2022-1021	Nihalee Chalke	8	4	4	16
7	PF2022-1025	Rhutuja Walimbe	8	4	4	16
8	PF2022-1029	Ritu Yadav	7	4	4	15
9	PF2022-1033	Rujuta Kulkarni	6	3	4	13
10	PF2022-1041	Shreya Jain	7	4	4	15
11	PF2022-1045	Simran Kesharwani	7	3	4	14
12	PF2022-1049	Tanvi Tambat	7	3	4	14
13	PF2022-1056	Aakarsh Bedi	7	4	4	15
14	PF2022-1060	Arth Soni	7	4	4	15
15	PF2022-1064	Ayush Maheshwari	8	4	4	16
16	PF2022-1068	Hritik Kumar	7	4	4	15
17	PF2022-1072	Manan Munshi	7	4	4	15
18	PF2022-1076	Nirajkumar Bhanushali	7	4	4	15
19	PF2022-1084	Prathamesh Banerjee	8	4	4	16
20	PF2022-1088	Ronak Mehta	7	3	4	14
21	PF2022-1092	Sarvesh Thakurdesai	8	4	4	16
22	PF2022-1096	Tanmay Nandiwadekar	8	4	4	16
23	PF2022-1100	Aayushi Shah	8	4	4	16
24	PF2022-1104	Manasi Deshmukh	7	4	4	15
25	PF2022-1108	Rachel Dsouza	7	4	4	15
27	PF2022-1115	Abrar Khan .	7	4	4	15
28	PF2022-1119	Amol Nakashe	7	4	4	15
29	PF2022-1123	Ankush Chawhan	7	4	4	15
30	PF2022-1127	Gunwant Lambodari	7	4	4	15
31	PF2022-1131	Yash Shashikant Landge	8	4	4	16
32	PF2022-1135	Mohammad Rehan Khan	7	4	4	15
33	PF2022-1139	Onkar Jadhav	8	4	4	16
34	PF2022-1143	Prashant Upadhyay	7	3	4	14
35	PF2022-1151	Sanket Sapat	8	4	4	16
36	PF2022-1155	Sidhesh Kadam	8	4	4	16
37	PF2022-1159	Vineet Gopal Singh Bist	9	4	4	17
38	PF2022-1161	Shreyank Rao	6	4	4	14
39	PF2022-1163	Juhi Ashar	6	4	4	14
40	PF2022-1165	Rounak Tipnis	8	4	4	16
41	PF2022-1172	Rahul Singh	7	3	4	14
42	PF2022-4004	Ambika Dubey	9	4	4	17
43	PF2022-4008	Cardoz Marilyn	9	4	4	17
44	PF2022-4012	Estuti Jain	9	4	4	17
45	PF2022-4016	Khyati Shah	9	4	4	17
46	PF2022-4020	Natasha Fernandes	9	4	4	17
47	PF2022-4024	Rakhi Narula	8	4	4	16
48	PF2022-4028	Ritika Ramane	9	4	4	17
49	PF2022-4032	Ruchi Shah	9	4	4	17
50	PF2022-4036	Sakshi Khemika	9	4	4	17
51	PF2022-4040	Shreesha Padunnayil	9	4	4	17
52	PF2022-4044	Shruti Kedia	9	4	4	17
53	PF2022-4048	Tanvi Phutane	9	4	4	17
54	PF2022-4052	Vedanthi Kale	9	4	4	17
55	PF2022-4053	Vidhi Puj	9	4	4	17
56	PF2022-4054	Vinita Bhagwani	9	4	4	17

### 4.2.2 Quality of student reports/dissertation (15) (20) (14)

Quality of the project is measured in terms of:

- Very clear and concise objectives
- Very clear methodology, articulated using technical terms indicating all steps and tools
- Cites substantial current and good quality literature
- Clarity in research methodology
- Benchmarks used / Assumptions made
- Interpretation of results and justification thereof and validity of the results presented.
- Overall presentation of the report

**Note: Semester may be read as Trimester/Semester/Yearly as applicable**

**A. Evaluation of Summer Internship**

<b>Evaluation by</b>	<b>Evaluation Criteria</b>	<b>Marks</b>
<b>Faculty mentor</b>	Project Objective, Scope of Study & Methodology	10
	Data Analysis Interpretation of Results & Recommendations	15
	Report Writing , Presenting Skills	15
<b>Industry mentor</b>	Adaptability to organisation environment, Punctuality, Professional appearance, attitude behavior and confidence, delivery of assigned project, quality of project report	50
<b>Viva-Voce</b>	Ability to discuss the project and answer questions	10
	<b>Total</b>	<b>100</b>

The Summer Internship, is an integral, compulsory part of the academic curriculum carrying 4 credits (100 marks). The internship is for duration of 6-8 weeks during May-June months (after



the completion of first year of the program). The summer internship is coordinated by the Placement team along with HODs through the Summer Internship Policy laid down by Placement Department. Students can secure Summer Internship either through Placement Department of the Institute or through personal contact as per summer placement policy of the institute. Placement Department will ensure that all students interested to seek summer internship through institute acquire 1 internship preferably in the profile of their interest, profile relevant to their stream of specialization.

The Institute has a well-defined policy for summer internship and project evaluation. Placement Department allots faculty guides to students in consultation with HOD. Students keep their faculty guide periodically informed about all the details of their summer project. On completion of the internship, the students submit the project report in prescribed format to the faculty guide for evaluation. The summer internship project is also evaluated by the industry mentor. On completion of the project, students make a presentation of the project before the faculty guide.

### **Guidelines and format of Summer Internship Project**



## Summer Internship Guidelines – PGDM for Batch 2019-2021

### **1. Introduction:**

The Summer Internship is an integral and mandatory part of the academic curriculum at N. L. Dalmia Institute of Management Studies and Research (NLDIMSR). The duration of the Summer internship is of 2 months, starting from 1<sup>st</sup> May, 2020 to 30<sup>th</sup> June, 2020.

For the successful completion of the MBA programme, the students are required to complete the Summer Internship in accordance with the guidelines of the interning organization as well as NLDIMSR.

### **Summer Internship Guidelines:**

- Students can secure Summer Internship either through Placement Dept of NLDIMSR or through Personal Contact as per summer placement policy of the institute.
- Summer Internship is more of a learning exposure and interim initial introduction of the student to the corporate world. The Placement Department will ensure that all students seeking Summer Internship through Institute acquire an internship preferably in the profile relevant to their stream of specialization.
- The duration of the summer internship cannot be extended beyond 2 months as the Institute does not want students to compromise on attendance of academic subjects covered during the start of Semester III from July onwards.
- Summer internships are carefully monitored work experiences in which students have intentional learning goals which are gained through experience in a professional workplace under the general supervision of an experienced professional as well as a Faculty guide. These learning goals need to be translated in the form of a Summer Internship Project.
- The final deliverables will be a written report and presentation to the host organization, as also submission of the written report (hard copy) to Exam Department at the Institute.
- The project reports will be shared with the faculty guide at NLDIMSR who will then conduct internship based viva with the student. The Project Report and the viva are a compulsory part of the academic requirements of the Program. Dates of the internship project presentation cum viva will be communicated separately upon opening of the new academic year of the Institute.
- Do ensure that the report is free from plagiarized content as the faculty guides will be assessing the same for plagiarism.

**Summer Internship Flow of Activities:**

1. After 15 days upon joining the summer internship organization, Students need to update the Placement Dept. of NLDIMSR about tentative title /domain of the Summer Internship Project and through an online form titled 'Online Summer Project Registration Form' circulated by Placement dept.
2. Faculty guide will be allotted by respective H.o.Ds or assigned Section Heads prior to the commencement of the Summer Internship & details will be conveyed to students & respective faculty officially.
3. Students must keep their Faculty Guide periodically informed about all the details of their summer project. Also during the period of project student must regularly report to their Faculty Guide about the progress of their project
4. Students must ensure at least two to three personal meetings/ telephone conversations between their Industry guide and Faculty Guide during the period of their project
5. During the last week of Summer Internship, Internship Evaluation form will be sent by Corporate Relations department & they need to get it filled by respective Industry Guide.
6. The Industry guide can either mail/courier the duly completed Internship Evaluation form to placement dept or submit the same to allotted faculty guide or Student who in turn will forward it to Placement Dept. for official compilation.
7. All students must note that the project work must be completed on or before end of June. No extension will be granted and all the students must resume as soon as the Institute re-opens for the new academic year. Any student who has to extend the duration of the internship has to take NOC through H.o.D. & Director before continuing with the summer project.
8. While writing the report, the student should use their learning in the subject "Research Methodology". All the rules of report writing must be followed which are taught to them. Students should also refer to the Guidelines for report preparation as indicated further in this Internship guideline document.
9. The Soft copy & hard bound project report must be submitted duly certified by the Industry Guide and Faculty Guide within a week from commencement of new academic year.
10. The student must submit the project report to the NLDIMSR Exam Dept. and the Industry Guide.
11. A total weightage of 100 marks will be assigned for the summer project. Out of the total 100 marks, evaluation will be done for 50 marks by the Industry Guide and 50 marks by the Faculty Guide.

All the students are advised that they must carry out all the activities related to summer project with utmost sincerity and try to generate a project report of the highest possible quality under the guidance of Industry guide & allotted faculty guide. Best Internship reports from each stream are recommended for External Summer Internship Report Competitions of repute.

\*\*\*\*\*

### **Guidelines and Format of Submission of Report**

(Explanation on Terms, Sample Format used in Standard Project Report)

#### **1) Format of the Project Report:**

The Project Report should follow the following suggested format:-

1. Title Page
2. Preface
3. Acknowledgements (Point 2 & 3 can also be combined in one page)
4. Certificate
5. Executive Summary: It is also called Synopsis or Abstract. Executive Summary is after the Acknowledgement. The Executive Summary **provides** an overview to the reader or a busy researcher or executive. It should summarize whole project report including its findings and recommendations. Important calculations or workings should be referred with page numbers.
6. Table of Contents
7. List of Tables, Graphs & Figures (if any)
8. Chapter 1 – 'Introduction: (includes Intro to Subject / Industry / Organization/ Project)
9. Chapters 2, 3, 4, and so on dealing with main project matter
10. Last Chapter – 'Findings & Recommendations'
11. Annexure: Questionnaire or any other as and if applicable
12. References & Bibliography

**NOTE:-** In case the project is not a research based Project the student is required to contact their Summer Project Guide at the Institute for guidance on the format of their report.

#### **2) NUMBER OF COPIES TO BE SUBMITTED:**

- The Report should be Spiral Bound.
- Students should submit one copy to the Exam Office on or before the specified date.
- Students are advised to keep one copy for themselves which the students will require during final placement Interview Process if required
- Students may need to submit one copy to the Summer Internship Organization where they have undergone their Summer Placements.

#### **3) PAGE DIMENSIONS AND MARGINS:**

The dimensions of the final bound copy of the project report should be in standard A4 size. 80 gsm paper may be used for preparing the copies. The final copy of the project report (at the time of submission) should preferably have the following page margins:

Top edge	:	3 cm to 3.5 cm	(1.2" to 1.4")
Bottom edge	:	2.5 cm to 3 cm	(1" to 1.2")
Left side	:	3.5 cm to 4.0 cm	(1.4" to 1.6")
Right side	:	2 cm to 2.5 cm	(0.8" to 1")

#### **4) FONT SIZE AND SPACING:** The report should be typed in 'Times New Roman', font size 12 in one and half line spacing.

## Evaluation Sheet for Summer Internship Project



### Evaluation form Summer Internship Batch 2019-2021

Sr. No.	Attribute	Excellent	Good	Average	Below Average	Poor
	<b>Marks</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Adaptability to Organization environment					
2	Attendance / Punctuality / Adherence to Timelines					
3	<b>Professional Appearance</b>					
4	Ability to Communicate & Listen					
5	Initiative & Commitment to Learn					
6	Attitude & Behaviour					
7	Overall Confidence level in a Business Environment					
8	Delivery by the Trainee on the Project Assigned					
9	Quality of the Project Report submitted by the Trainee at the end of the Project					
10	Overall Grading of the Student					
	Would you consider him/her for a Live Project	Yes	No			
	Would you like to make a Pre-Placement Offer?	Yes	No			
Suggestions / Area of Improvement for the Trainee:						
<b>Name of the Industry Guide</b>					<b>Seal of the Organization</b>	
<b>Designation::</b>						
<b>Mobile Number:</b>						
<b>Email ID:</b>						
<b>Signature:</b>						
<b>We appreciate your support and Thank you for training our students</b>						

Summer Internship Project Evaluation ( Batch .....							
Program		PGDM	Marks given by Faculty Mentor				
Specialisation Fin / Mktg / HR			Project Objective, Scope of Study & Methodology (A)	Data Analysis, Interpretation of Results & Recommendations (B)	Ability to answer Questions related to the Project Satisfactorily (C)	Report Writing and Presenting Skills (D)	Total Marks (A+B+C+D)
		Total Allotted Marks	10	15	10	15	50
Sr.	Roll Nos	Name of the Student					
1							
2							
<b>Name and signature of Faculty Guide</b>							

Faculty also visits the companies where the students are interning to get feedback on students' performance from the industry mentors.

### **B. Evaluation of Final Project**

Each student has to complete a research project in Semester IV carrying 04 credits (100 marks). The students take up a research project in their specialization under the guidance of a faculty. The students are assessed on the basis of their reports (80%) and viva voce (20%).

**Final project is evaluated based on the following assessment guidelines in prescribed format:**



**PGDM (SEM-IV) Batch 2019-21**

**Academic Year-2020-21**

**GUIDELINES FOR FINAL PROJECT**

1. Each student has to undertake a Project with respect to their specialization under the guidance of faculty. The students are expected to synthesize, integrate and apply skills that they have acquired during entire program, across all semesters that approximate a professional practice experience.
2. Project is mandatory and carries 100 marks.
3. Project Report is to be prepared strictly as per guidelines attached else it will not be considered for evaluation.
4. Students have to necessarily submit printed '**Plagiarism Check**' report along with final submission of the project report without which it will not be accepted.
5. After final submission of reports, **VIVA VOCE** (20 marks) will be conducted through notification by examination department.
6. For any other clarification contact the Examination Department.
7. **Important Dates:**

Topic Finalization with Mentor:	<b>30/09/2020</b>
Final Submission of Hard Bound Copy:	<b>12/12/2020</b>

**PGDM Sem IV Final Project Evaluation Sheet**

Date : \_\_\_\_\_

Roll No :- \_\_\_\_\_

Name of the student : - \_\_\_\_\_

Specialization :- \_\_\_\_\_

Div:- \_\_\_\_\_

Project Title :- \_\_\_\_\_

<b>Project Report</b>	<b>MAX MARKS</b>	<b>MARKS ALLOTTED</b>
Scope and Objectives of study	10	
Literature Review	10	
Methodology - Tools/Techniques used for Data collection and analysis	10	
Data Collection and Analysis	20	
Conclusions & Recommendations	10	
Form & Presentation of Report	10	
Interaction with the Guide	10	
<b>Total (A)</b>	<b>80</b>	
<b>Viva- voce ( B )</b>	<b>20</b>	
<b>Grand Total (A + B)</b>	<b>100</b>	

Name of the faculty - (Mentor):

\_\_\_\_\_

Signature

Name of the faculty - (Viva voce):

\_\_\_\_\_

Signature



## Contents of the Project Report

1. **Cover Page**
2. **Certificate**
3. **Declaration**
4. **Acknowledgement**
5. **Where appropriate you may wish to acknowledge the assistance of particular organizations or individuals who provided information advice or help.**
6. **Table of Contents**

The Contents page should list the different chapters and / or headings together with the page numbers
7. **Introduction**

The title of Chapter 1 shall be Introduction. The Introduction sets the scene for the main body of the report & should provide a clear statement of the problem posed by the Project, and why the problem is of interest. The aims and objectives of the project should be explained in detail. Any problems or limitations in the scope of the report should be identified, and a description or research methods, the parameters of the research and any necessary background history should be included.
8. **Review of Literature**

This shall normally form Chapter 2 and shall present a critical appraisal of the previous work published in the literature pertaining to the study. Appropriate referencing for data and literature quoted needs to be done.
9. **Methodology**

Chapter 3 should discuss and describe the approach followed to reach project's objectives. Information under this heading include: explanation of procedures followed, relevant information on data/materials used, including sources of data/materials and details of any necessary preparation, reference to any problems encountered and subsequent changes in procedure.
10. **Data Analysis and Discussion of results**

In this Chapter of the report, you discuss the data that has been found which includes the facts and evidence you have gathered. This should be analyzed and discussed with specific reference to the area of study. The discussion interprets the result in the light of the project's objectives so that the reader is informed of the insight or answers that the results provide. If your discussion section is lengthy you might divide it into section headings. Your points should be grouped and arranged in an order that is logical and easy to follow. Use headings and subheadings to create a clear structure for your material. Use bullet points to present a series of points in an easy to follow list. This section should also include a summary of the results of the investigation or experiment together with any necessary diagrams, graphs or tables of gathered data that support your results. The Results section is dedicated to presenting the actual results (i.e. measured and calculated quantities.) not to discussing their meaning or interpretation. Present your result in a logical order without comment.

Every Figure and label should have a legend that described concisely what is contained or shown. Figure legends go below the figure, table legends above the table. Throughout the report, but especially in this section, pay attention to reporting numbers with an appropriate number of significant figures.
11. **Conclusion and Recommendation**

This Chapter should summarize the central points made in the Analysis and Discussion section. Reinforcing for the reader the value and implications of the work. If the results were not definitive, specific future work that may be needed can be (briefly) described. Therefore, any conclusions should be based on observations and data already discussed. You may want to remind the reader of the most important points that have been made in the report or highlight what you consider to

be the most central issues or findings. However, no new material should be introduced in the conclusion.

#### **12. Bibliography/References**

The References section should contain complete citation following standard form viz APA style. The Form of the citation depends on the type of source being referenced. And is different for whole books, chapters in books and articles published in a journal. The references should be numbered and listed in the order they were cited in the body of the report. In the text of the report a particular reference can be cited by using a numerical superscript that corresponds to its number in the reference list. References must be numbered in the order that they are cited.

#### **13. Appendices**

Under this heading you should include all the supporting information you have used that is not published. This might include tables, graphs, questionnaires, surveys or transcripts, Refer to the appendices in the body of your report.

#### **14. Report on Plagiarism check**

Write the final report in **Your Own Words**. In case you need to quote another author you can do so by writing the wording in " ". DO NOT CUT-PASTE parts of any text either from another paper or from the net. This is Plagiarism. The soft copy of project will be checked by the student for plagiarism through the Learning Resources Centre and the output report should be attached to the hard copy of the project. This will have to be done before submission. Your report should reflect original work. Do not unnecessary download stuff and fill pages. You can and should read as much as possible- but rewrite relevant comments in your own words.

### **Guidelines for Formatting**

#### **Paper**

The report shall be printed/Xeroxed on white bond paper, whiteness 95% or above, weight 70 grams or more per Square meter. The size of the paper shall be standard A4: Height 297mm, width 210 mm.

#### **Type – Setting, Text Processing and Printing**

The text shall be printed on single side of page (BE report on both side of a page) employing laser jet or inkjet printer, the text having been processed using a standard text processor. The standard font shall be Times New Roman of 12 pts. With 1.5 line spacing.

#### **Page Format**

The printed sheets shall have the following written area and margins:

Top Margin	:	15 mm
Head Height	:	3 mm
Head Separation	:	12 mm
Bottom Margin	:	22 mm
Footer	:	03 mm
Foot Separation	:	10 mm
Left Margin	:	30 mm
Right Margin	:	20 mm
Text Height	:	245 mm
Text Width	:	160 mm

When header is not used the top margin shall be 30 mm

### **Pagination**

Page numbering in the text of the report shall be Hindu-Arabic numerals at the center of the footer. Page number "1" for the first page of the Introduction chapter shall not appear in print only second page will bear the number "2". The subsequent chapters shall begin on the fresh page. Pagination for pages before the Introduction chapter shall be in lower case Roman numerals, e.g. "iv"

### **Header**

When the header style is chosen, the header can have the Chapter number and Section number (e.g. Chapter 2, Section 3) on even numbered page headers and chapter title or section title on the odd numbered page header.

### **Paragraph Format**

Vertical space between paragraphs shall be about 2.5 line spacing. A paragraph should normally comprise more than one line. A single line of a paragraph shall not be left at the top or bottom of a page. The word at the right end of the first line of a page or paragraph should as far as possible, not be hyphenated.

### **Chapter Format**

Each chapter shall begin on a fresh page with an additional top margin of about 75mm. Chapter number (in Hindu-Arabic) and title shall be printed at the center of the line in 6mm font size (18pt) in bold face using both upper and lower case (all capitals or small capitals shall not be used). A vertical gap of about 12mm (spacing after font size 36 with single line spacing) shall be left between the Chapter number and Chapter title lines and between chapter title line and the first paragraph.

### **Table/Figure Format**

Tables and figures should be presented in portrait style as far as possible. Small size table and figures (less than half of writing area of the page) should be incorporated within the text. While larger ones may be presented on separated pages. Table and figures shall be numbered chapter-wise. For example, the fourth figure in chapter 5 will bear the number Figure 5.4 or Fig. 5.4. Table number and title will be placed above the table while the figure number and caption will be located below the figure. Reference for Table and Figures reproduced from elsewhere shall be cited in the last and separate line in the table and figure caption.

### **Auxiliary Format**

#### **Binding**

The final copy of the report need to be hardbound in black color.

#### **Front Cover**

The front cover shall contain the following details:

- a. Full title of project in 6 mm 22 point's size font properly centered and positioned at the top.
- b. Full name of the student in 4.5 mm 15 point's size font properly centered at the middle of the page.
- c. The name of the Institute and the year of submission. Each in a separate line and properly centered and located at the bottom of page.

#### **Lettering**

All lettering shall be embossed in gold. The degree, the name of the candidate and the year of submission shall also be embossed on the bound (side) in gold.

# Final Project Evaluation Sheet



## PGDM Sem. IV Final Project Evaluation Sheet

		<b>Date :</b>	
<b>Roll No :-</b> _____		<b>Name of the student : -</b>	
_____			
<b>Specialization :-</b> _____		<b>Div:-</b>	
_____			
<b>Project Title :-</b> _____			
<b>Project Report</b>	<b>MAX MARKS</b>	<b>MARKS ALLOTTED</b>	
Scope and Objectives of study	<b>10</b>		
Literature Review	<b>10</b>		
Methodology - Tools/Techniques used for Data collection and analysis	<b>10</b>		
Data Collection and Analysis	<b>20</b>		
Conclusions & Recommendations	<b>10</b>		
Form & Presentation of Report	<b>10</b>		
Interaction with the Guide	<b>10</b>		
<b>Total (A)</b>	<b>80</b>		
<b>Viva- voce ( B )</b>	<b>20</b>		
<b>Grand Total (A + B)</b>	<b>100</b>		
<b>Name of the faculty - (Mentor):</b>			
_____			

<b>Signature</b>		
<b>Name of the faculty - (Viva voce):</b>		
_____		
<b>Signature</b>		



### COURSE OUTCOMES

Trimester	I - Core		
Title of the Subject / course	Perspective Management		
Course Code			
Credits	3	Duration in Hrs	30

#### Course outcome

Sr. No	At the end of the course students will be able to :
CO1	understand / explain the evolution of management
CO2	understand/explain different managerial functions
CO3	understand ethical and social issues in managerial functions
CO4	explain management concepts using industry examples theoretically and via group presentations

Trimester	I - Core		
Title of the Subject / course	Quantitative Techniques -I ( Business Stats)		
Course Code			
Credits	3	Duration in Hrs	30

#### Course outcome

No	
CO1	Understand and analyse appropriate descriptive statistical techniques for different types of data.
CO2	Analyse and present data based on appropriate statistical measures
CO3	Apply the statistical concepts to do variety of hypothesis tests to aid decision making in a business context.

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Organisational Behaviour</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

#### Course outcome

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To understand the theories, models and concepts of organization Behaviour
CO2	To apply and analyze organisational behaviour concepts, models and theories to real life management situations through case analysis
CO3	To enable students to synthesize the organizational behavioural related problems and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Organisational Behaviour</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

#### Course outcome

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To understand the theories, models and concepts of organization Behaviour
CO2	To apply and analyze organisational behaviour concepts, models and theories to real life management situations through case analysis
CO3	To enable students to synthesize the organizational behavioural related problems and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Marketing Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

#### Course outcome

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the key elements of Marketing Management
CO2	Enable the students to critically analyze the marketing environment
CO3	Apply the concept of Segmentation, Targeting, Positioning across sectors
CO4	Enable the students to formulate a marketing plan that will meet the goals of a business and develop creative solutions to marketing problems.

<b>Trimester</b>	I - Core		
<b>Title of the Subject/ course</b>	Business Economics I		
<b>Course Code</b>			
<b>Credits</b>	1.5	<b>Duration in Hrs</b>	15

#### Course outcome

<b>Sr. No.</b>	<b>Course Outcome</b>
	At the end of the course students would be able to,
CO1	Record thoroughly financial transactions based on dual aspect and draw up financial statements systematically
CO2	Apply precisely the underlying accounting concepts, principles and assumptions in preparing company's financial statements
CO3	Understand the components of financial statements
CO4	Conduct primary analysis and interpretation of companies' financial performance

<b>Trimester</b>	I - Core		
<b>Title of the Subject/ course</b>	Business Communication		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	15



**Course outcome**

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Use the knowledge gained during the sessions to effectively communicate
CO2	Learn strategies for effective decision making while communicating with others
CO3	Analyse and imbibe the global aspects of business communication
CO4	Effectively communicate for the the achievement of organisational goals, contributing effectively to a team environment

<b>Trimester</b>	I - Core		
<b>Title of the Subject/ course</b>	Financial Accounting and control		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	30

**Course outcome**

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Provide a basic understanding of microeconomics concepts and the role of market structure
CO2	Application of microeconomic concepts in business
CO3	Solution to business problems and decision making in a real situation
CO4	Current learning will help students in future to take actual decision making in real business and relate the theory acquired into practice.

<b>Trimester</b>	II		
<b>Title of the Subject/ course</b>	Business Economics II		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	15

**Course outcome**

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Use the knowledge gained during the sessions to effectively communicate
CO2	Learn strategies for effective decision making while communicating with others
CO3	Analyse and imbibe the global aspects of business communication
CO4	Effectively communicate for the the achievement of organisational goals, contributing effectively to a team environment

<b>Trimester</b>	II		
<b>Title of the Subject / course</b>	Digital Marketing		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	30

**Course outcome**

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To learn digital marketing tools like search engine optimization and associated analytics.
CO2	Apply practical tools to for designing and launching of the marketing campaign on social media,. Websites, and search engines.
CO3	Demonstrate competency related to launching, analyzing and taking corrective actions for better RoI
CO4	Develop critical thinking skills for developing and enhanced performance of digital marketing campaigns

<b>Trimester</b>	II		
<b>Title of the Subject / course</b>	Financial Markets and Services		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	30

**Course outcome**

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Outline the flow of investible funds between savers and borrowers, markets and across jurisdictions and further understand the operation, structure and services of Indian Financial System.
CO2	Illustrate the marketability, liquidity, volatility, maturity, and pricing of various financial instruments issued across domestic and foreign markets.
CO3	Appraise the working of financial regulators, financial intermediaries and financial markets in the financial system
CO4	Analyze all the risks faced by modern financial institutions, investors and savers and critique the strategies that are adopted for controlling and managing these risks.

<b>Trimester</b>	II		
<b>Title of the Subject/ course</b>	Financial Management		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	30

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Describe the key activities of financial manager and understand the functions of finance aligned to the overall company objective of creation of value for shareholders and other stakeholders.
CO2	Apply various concepts, theories, techniques and best practices in financial management to view a situation critically, make assumptions, monitor outcomes, solve business problems and/or make decisions (investment, financing, liquidity and dividend decisions).
CO3	Analyze the financial data and risk profile of the firm along with other economic and business information to guide the management towards sound inferences w.r.t dividend policy, target capital structure, credit terms, inventory levels, cash management, operating cycle, etc.
CO4	Evaluate the impact of financial decisions on profitability, value of the firm and market share price using various concepts like time value of money, capital budgeting, cost of capital, leverages, capital structure, dividend policy and working capital management.

<b>Trimester</b>	<b>II</b>		
<b>Title of the Subject / course</b>	<b>Human Resource Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Students will be able to use right recruiting methods and selection process for successful staffing practice
CO2	To analyze and design appropriate training programs and evaluate the same to understand how beneficial training to the organization.
CO3	Apply right performance appraisals and develop performance-based compensation. Endeavour for good employer relation

<b>Trimester</b>	<b>II</b>		
<b>Title of the Subject / course</b>	<b>Labour Laws</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	The course would be helpful to students in legal aspects of employment. It will help students in the field of recruitment, selection, compensation as well as performance appraisal.
CO2	It will help students to understand to take Disciplinary actions with in Labour related legal framework.
CO3	It will help students to understand statutory compliances & learn to deal with Legal agencies and unions.
CO4	Able to and understand the Past & Current Aspects of Business.

<b>Trimester</b>	<b>II</b>		
<b>Title of the Subject / course</b>	<b>Legal Aspects of Business</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Through caselaws, know how legal practitioners apply knowledge of management theories and practices to solve business problems
CO2	Analyse and interpret laws for decision making
CO3	Understand the role of laws to preserve ethics and morals
CO4	Understand and analyse legal aspects of business
CO5	Use the legal knowledge gained by them for the benefit of the employers and employees of the company

<b>Trimester</b>	II		
<b>Title of the Subject/ course</b>	Quantitative Techniques II		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	20

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Identify business problems and formulate Decision Making models using Operations Research techniques.
CO2	Appreciate Theoretical and Practical Knowledge of Operations Research concepts.
CO3	Use Analytical Skills to handle Business Decisions and Problems
CO4	Link different functional Areas of Business using optimization techniques.

<b>Trimester</b>	III (FINANCE)		
<b>Title of the Subject/ course</b>	Analysis of Financial Statements		
<b>Course Code</b>			
<b>Credits</b>	1.5	<b>Duration in Hrs</b>	15

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Understand the Financial Statements and need to analyze financial statements
CO2	Apply various tools for financial statement analysis i.e. commonsize statements, comparative statements and ratio analysis, for comprehensive analysis the financial statements

CO3	Evaluate important components of a business and impact of their changes on company's performance, position and valuation
CO4	Interpret the financial statements of a company for taking effective decisions with respect to company's profitability, liquidity, solvency and efficiency

<b>Trimester</b>	<b>III (FINANCE)</b>		
<b>Title of the Subject / course</b>	<b>BASICS OF DERIVATIVES</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>1.5</b>	<b>Duration in Hrs</b>	<b>15</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	<b>Explain the basic characteristics of derivatives market</b>
CO2	<b>Option Pricing valuation models</b>
CO3	<b>Explain Swap</b>
CO4	<b>Examine Greeks of the derivatives.</b>

<b>Trimester</b>	<b>III Marketing/Finance/Human Resource</b>		
<b>Title of the Subject / course</b>	<b>Cost Management and Accounting</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Understand ,Examine, show and employ cost accounting theories for cost problems
CO2	Develop, restructure and apply cost accounting approaches to solve practical problems
CO3	Critically analyze and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques
CO4	Interpret cost and management accounting opportunities and threats

<b>Trimester</b>	<b>III Finance</b>		
<b>Title of the Subject / course</b>	<b>Corporate Finance</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to:</b>
CO1	Understand functions of corporate finance aligned to the overall company objective of creation of value for shareholders and other stakeholders;
CO2	Understand and apply important principles and tools of Corporate Finance (investment, financing and dividend decisions) for performing the functions;

<b>Trimester</b>	<b>III Finance</b>		
<b>Title of the Subject/ course</b>	Direct and Indirect Taxes		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Understand the important provisions of Income Tax and GST and its implication in business
CO2	Calculate income under different heads of income
CO3	Compute total income and tax liability

<b>Trimester</b>	<b>III Finance / Marketing / HR</b>		
<b>Title of the Subject/ course</b>	Business Research Methods		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course the students will be able to:</b>
CO 1	Understand the business research process – its importance and perspective
CO 2	Understand and interpret the various tools and techniques in business research for better decision making.
CO 3	Analyze and interpret data to make meaningful decisions
CO 4	Equip themselves in applying the concepts in the industry to solve business problems

<b>Trimester</b>	<b>III Finance</b>		
<b>Title of the Subject / course</b>	<b>Entrepreneurship Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>1.5</b>	<b>Duration in Hrs</b>	<b>15</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the concepts of entrepreneurship development, the theories of entrepreneurship and the relationship between theory and practice.
CO2	Comprehend the process of creating an entrepreneurial venture.
CO3	Develop analytical skills for evaluating new venture ideas and understanding both the opportunities and constraints faced by entrepreneurs.
CO4	Develop an entrepreneurial spirit and have feasible ideas for ventures.

<b>Trimester</b>	<b>III Finance / Marketing / HR</b>		
<b>Title of the Subject / course</b>	<b>Operations Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the basic concepts of Operations Management as a Course of Study and its Applications in the Industry with emphasis on Managing Operations
CO2	Understand the relationship among the interlinked areas of Operations like Process Planning, Layout Planning, Inventory Planning, Product Development and Forecasting
CO3	Apply and analyze the detailed aspects of Operations Management by deeper Research on the subject

<b>Trimester</b>	<b>III HR</b>		
<b>Title of the Subject / course</b>	<b>Human Resource Planning and Acquisition</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>



<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Students will be able to understand the human resource planning process and framework
CO2	Students will be able to understand talent acquisition process and challenges faced
CO3	Students will be able to apply all HR planning and talent acquisition practices in the organization.

<b>Trimester</b>	III HR		
<b>Title of the Subject/ course</b>	Learning & Development		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	30

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the concepts and fundamentals of the function of Learning & Development.
CO2	Design an effective training module applying conceptual knowledge and execute the training program.
CO3	Aware of the various training practice used by the organizations across the globe.
CO4	Evaluate the effectiveness of the training program

<b>Trimester</b>	III Marketing		
<b>Title of the Subject/ course</b>	Consumer Buying Behaviour		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	30

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the various Consumer Behaviour concepts
CO2	Analyze the various factors influencing Consumer Behaviour
CO3	Analyze the impact of Culture and Subculture in influencing Consumer Behaviour
CO4	Apply the Consumer Behaviour strategies in real life marketing scenario

<b>Trimester</b>	<b>III Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Story Telling with Data</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the importance of Storytelling with Data and learn to identify the story out of data
CO2	Understand to spin the storyline by using available data visualization tools
CO3	Conversant with Tableau and apply the tools to story scenarios.

<b>Trimester</b>	<b>III Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Sales and Distribution Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to:
CO1	To be aware of selling skills/processes required to sell goods or services and comprehend its importance in any organization
CO2	To be able to identify issues related to design and implementation of sales strategy and manage sales force
CO3	Analyze roles and apply concepts related to improving performance of sales team
CO4	Design and implement channel strategies

<b>Trimester</b>	<b>IV</b>		
<b>Title of the Subject/ course</b>	<b>BASICS OF DERIVATIVES</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>1.5</b>	<b>Duration in Hrs</b>	<b>15</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	<b>Explain the basic characteristics of derivatives market</b>
CO2	<b>Option Pricing valuation models</b>
CO3	<b>Explain Swap</b>
CO4	<b>Examine Greeks of the derivatives.</b>

<b>Trimester</b>	<b>IV HR</b>		
<b>Title of the Subject / course</b>	<b>Industrial Relations and Employee Welfare</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Explain and interpret the concepts, legal and ethical aspects of Industrial Relations while facing IR issues and deciding on employee welfare.
CO2	Exemplifying the IR issues through case studies and way to resolve it
CO3	Implementing the concepts and legal knowledge gained by them for successful handling of IR issues.

<b>Trimester</b>	<b>IV HR</b>		
<b>Title of the Subject / course</b>	<b>Performance Management System</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To understand the role of performance management in supporting the strategic objectives of the organization in different business environments and explain the Performance Management System process.
CO2	Students will understand different measures of performance management and practices used to improve organisational and employee performance.
CO3	To design an organizations performance management process that is compliant with the law and supports organizational mission and strategy.
CO4	Students will be equipped with the necessary skills and a critical understanding of the performance review process.

<b>Trimester</b>	<b>IV Marketing</b>		
<b>Title of the Subject/ course</b>	<b>B2B Marketing</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will....
CO1	have advanced knowledge and skills to compete effectively in B2B context
CO2	Have increased self-belief to navigate successfully across clients and partners
CO3	Have improved ability to develop and/or strengthen relationship with their customers and suppliers
CO4	be able to apply B2B marketing concepts and tools in a stable as well as a tumultuous environment.

<b>Trimester</b>	<b>IV Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Integrated Marketing Communication (IMC)</b>		
<b>Course Code</b>	Elective		
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Ability to UNDERSTAND the meaning, relevance, and importance of IMC tools in branding.
CO2	Ability to DEMONSTRATE the knowledge of each of tool of IMC and their implications in consumer behaviour and overall communication campaign.
CO3	Ability to CONSTRUCT a basic media strategy and craft a rudimentary creative message strategy.
CO4	Ability to OUTLINE an IMC campaign, integrating all elements of IMC to achieve the desired objectives.

<b>Trimester</b>	<b>IV Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Retail Marketing</b>		
<b>Course Code</b>	Elective		
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To educate students about current retailing trends and strategies.
CO2	To develop the students towards managing the retail stores and organizations.
CO3	To identify the nuances of visual merchandising and its elements
CO4	To know the consumer purchase decision process in the context of organized retailing
CO5	To emphasis on global retailing strategies

<b>Trimester</b>	<b>IV Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Financial Aspects of Marketing</b>		
<b>Course Code</b>	Elective		
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the integral elements of Cost & Revenue in Marketing
CO2	Learn the different elements of Marketing Investment
CO3	Learn the policy decisions and marketing finance concepts
CO4	Understand the concepts of various pricing models

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject/ course</b>	<b>Financial Analytics</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>2</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the concept of financial analytics in financial decision making
CO2	Describe time series data and develop forecasting models
CO3	Analyse the credit risk data and evaluate the creditworthiness of borrower
CO4	Analyse financial investment data for more meaning full investment decisions

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject/ course</b>	<b>International Finance</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Understand macro economic factors influencing International Finance, meaning, need and evolution of International Finance
CO2	Get famiarized with the various exchange rate systems, their pros and cons
CO3	Be able to apply quantitative techniques to caculate impact of various international finance products
CO4	Become familiar with the accounting methods for foreign trade followed by Nations and drivers of International Trade

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject/ course</b>	<b>Mergers &amp; Acquisitions</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to:</b>
CO1	Understand functions of finance with respect to MACR aligned to the overall company objective of creation of value for shareholders and other stakeholders;
CO2	Understand and apply important principles and tools of MACR for performing the goals and functions;

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject/ course</b>	<b>Treasury &amp; Risk Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

Sr. No	At the end of the course students will be able to:
CO 1	The students will learn the conceptual, theoretical as well as practical aspects of that is taking place in Treasury Unit.
CO 2	The student will get in-depth knowledge on Treasury Functioning as well as macro economic functions of RBI in control of inflation and the instruments which RBI uses in controlling the inflation and liquidity in the economy
CO 3	The students will learn practical aspects of domestic, forex and derivatives desks of the Treasury.
CO 4	The students will be exposed to practical situations in Treasury function of a Financial Institution to make them thoroughly prepared for becoming a part of Treasury dept. of a Bank/Financial Institution.

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject/ course</b>	<b>International Business</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

Sr. No	At the end of the course students will be able to :
CO1	Understand the opportunity , scope and strategies of International Business
CO2	Understand the signifinance of International Business Environment
CO3	Analyse the cultural differences and its impact on International Business
CO4	Analyse the optimal way to enter a market and carry out International Business

<b>Trimester</b>	<b>V HR</b>		
<b>Title of the Subject/ course</b>	<b>Assessment Centre and Competency Mapping.</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

Sr. No	At the end of the course students will be able to :
CO1	To enable the students to understand the leadership competencies and Human Resource competencies.
CO2	To provide the students with a sound framework of techniques of identifying and mapping competencies to deal with organizational problems

<b>Trimester</b>	V HR		
<b>Title of the Subject/ course</b>	HR Analytics		
<b>Course Code</b>			
<b>Credits</b>	2	<b>Duration in Hrs</b>	20

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Students will be able to understand evolution of HR Analytics and HRM
CO2	Students will be able to apply HR analytics to end to end employee lifecycle
CO3	Students will be able to develop insight and link data to make people management related decisions

<b>Trimester</b>	V HR		
<b>Title of the Subject/ course</b>	Organization Development & Change Management		
<b>Course Code</b>			
<b>Credits</b>	2	<b>Duration in Hrs</b>	20

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Explain and understand the importance of organization development

CO2	Identify and explain OD concepts and problem areas
CO3	Apply OD concepts both as an individual and member of the organization

<b>Trimester</b>	V HR		
<b>Title of the Subject/ course</b>	Strategic HRM		
<b>Course Code</b>			
<b>Credits</b>	2	<b>Duration in Hrs</b>	20



<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Students will be able to understand basics of SHRM practices and approaches
CO2	Students will be able to apply SHRM approaches in talent management process
CO3	Students will be able to develop and design HRM strategies based on different approaches Organizational performance.

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Marketing Metrics and Audit</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to:</b>
CO 1	Equip the students in understanding the basic tools & techniques used in Marketing Metrics and Measurements
CO 2	Instigate analytical thinking abilities for data based decision making
CO 3	Apply the tools & techniques in Marketing measurements for better decision making

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Neuroscience and Consumer Behaviour</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>2</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Understand the importance of consumer psychology in influencing consumer behavior.
CO2	Interpret consumer behavior in terms of learning, motivation and interpretation of information by consumers.
CO3	Appreciate how to influence consumer behavior through various marketing stimuli.
CO4	Nil

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Retail Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Analyze & understand the retailing processes in modern day organized retail businesses, the environment within which these operate, and the institutions and functions that are performed. Also, achieve a foundation for working in retailing or related disciplines, while gaining an understanding of the concepts and tools used.
CO2	Interpret the applications of the principles of a retail business across various formats and markets.
CO3	Understand and appreciate the variables available to a manager in different functions with a retail business, and how to use these for the benefit of the business.
CO4	Formulate broad strategies and plans for a retail management business, and help to organize resources accordingly.

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Service Marketing</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>2</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Understand the Expanded Marketing Mix for Services
CO2	Analyze the GAPS model in Services, its application across various service sectors and the various strategies to close the GAPS
CO3	Apply the various Customer Defined Service Standards across Service sectors
CO4	Understand the role of Boundary Spanners in Services

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject/ course</b>	<b>Strategic Brand Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand why brands matter, know its functions and why are they so valuable to marketers.
CO2	Analyze brands by comprehending the tools for measuring brand and delving deeper into the concept of brand equity and customer based brand equity concept.
CO3	Familiarize the students with the strategies to build strong brands and integrate with marketing communications strategies for the same.
CO4	Strategies to manage and revitalize brands over time and describe the changes in marketing and consumer behaviour in a digital era.

<b>Trimester</b>	<b>VI Marketing / Finance</b>		
<b>Title of the Subject/ course</b>	<b>Project Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To introduce students of Management to concepts of Project
CO2	To apply and evaluate success parameters of cost ,time and quality in project management
CO3	To apply various techniques as CPM/PERT/Earned Value Analysis and Projected Financial Statements
CO4	To enable student to conceive an idea, evaluate its feasibility and make it workable.

<b>Trimester</b>	<b>VI HR</b>		
<b>Title of the Subject/ course</b>	<b>Business Ethics and Corporate Governance</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
<b>CO1</b>	<b>Students will be able to understand the basic concepts in business ethics</b>
<b>CO2</b>	<b>The student will be able to understand and analyze various ethical codes in corporate governance</b>
<b>CO3</b>	<b>The student will be able to understand and Analyze concepts in corporate social Responsibility</b>