



Shree Chanakya Education Society's

**INDIRA SCHOOL OF
BUSINESS STUDIES PGDM**

"Empowering Minds to Elevate Lives"



An Autonomous Institution Approved by AICTE
Pune-411033, Maharashtra, INDIA

WELCOMES

HON'BLE MEMBER(S)

OF



EXPERT COMMITTEE TEAM

17TH DEC 2021

PGDM MARKETING DEPARTMENT - PRESENTATION OUTLINE

Part I

- Introduction
- Department achievements/Recognitions:
 - Department level
 - Faculty level
 - Student level
- Criteria 1-** Vision, Mission and Program Educational Objectives
- Criteria 2-** Program Curriculum and Teaching – Learning Processes
- Criteria 3 -** Program Outcomes and Course Outcomes
- Criteria 4 -** Students’ Performance
- Criteria 5 -** Faculty Information and Contributions
- Criteria 6 -** Facilities and Technical Support – Teaching Labs and Special Laboratories
- Criteria 7 -** Continuous Improvement

Part II

- OBE Philosophy of the Department: Description of OBE Philosophy followed by the Department in attainment of COs & POs and Assessment methodology

PART I

PGDM Marketing Program started in 2008 with an intake of 60 students.

Highlights

- ❑ **Near 100% admissions** in AY 2018-19, 2019-20 and 2020-21.
- ❑ Over **95%** students undergo internships in reputed organizations via industry connect
- ❑ Over **90%** students have been placed in reputed organizations since 2018.
- ❑ Average package- INR 4.78 lacs.

DEPARTMENT
ACHIEVEMENT
&
RECOGNITION

DEPARTMENTAL ACHIEVEMENT - FACULTY

Details	Achievements	Faculty Name
Research Paper publications	23 Research publications in reputed journals/ indexed in WoS / SCOPUS since 2018.	Entire PGDM Marketing Department
Patent	Has acquired a patent on Deep Learning Based System For Detection Of Covid-19 Disease Of Patient At Infection Risk Patent in the year 2020	Dr. Vidya Nakhate
Certified Trainer	certified trainer in field of Retail Store Manager & Retail Departmental Manager	Dr. Rohan Das
Books Published	Books written on the topics: 1.Employee Relations & Labor Legislations 2.TQM 3. Management Fundamentals	Dr. Vidya Nakhate (Book No 1.)
		Dr. Gaganpreet Ahluwalia (Book No. 2 & 3)
UGC Net	Has Cleared NET exam	Dr. Vidya Nakhate
Social Media Usage for academics	Creating You Tube Channel and uploading videos to help students to continue learning during the lockdown in 2020	Dr. Rohan Das
Institutional Branding	Have won ' Best Social Media Campaign Award ' Global Digital Marketing Awards, 2020	Dr. Bagirathi Iyer

DEPARTMENTAL ACHIEVEMENT - STUDENT

Event Name	Organizers	Date	Outcome
Essay writing competition	D.Y.Patil	Nov-18	2nd Runners up
Ojasya (Case Study Competition)	Symbiosis	Aug - Sept 2019	1st Runners up
Dewang Mehta Presentation Competition	Dewang Mehta Society	Nov-19	1st Runners up
Dhruv Competition(Singing)	PUMBA	Jan-20	1st Runners up
Dewang Mehta Paper Presentation Competition	Dewang Mehta Society	Nov-20	2nd Runners up
TATA Imagination Challenge	TATA	Oct-20	Participated
CII Debate Competition	CII	Dec-20	Participated
Drug Discovery Hackathon(CaseStudy)	VANATHON	Sep-20	Participated
Hindustan COCA COLA Beverages Case study competiton	HCC	July-Aug 2021	Participated
Dhruv(Perfect Pitch)	PUMBA	Jan-21	1st Runners up
Dhruv(Table Tennis)	PUMBA		1st Runners up
Emblaze(Solo Singing)	Kirloskar Institute	Feb-21	Winners
Emblaze(Photography)	Kirloskar Institute		Winners
Emblaze(Photography)	Kirloskar Institute		1st Runners up



Winners
AIMA Business Simulation



Overall Trophy Winners
PUMBA

5 research papers published jointly with faculty for various conferences and journals since 2018.



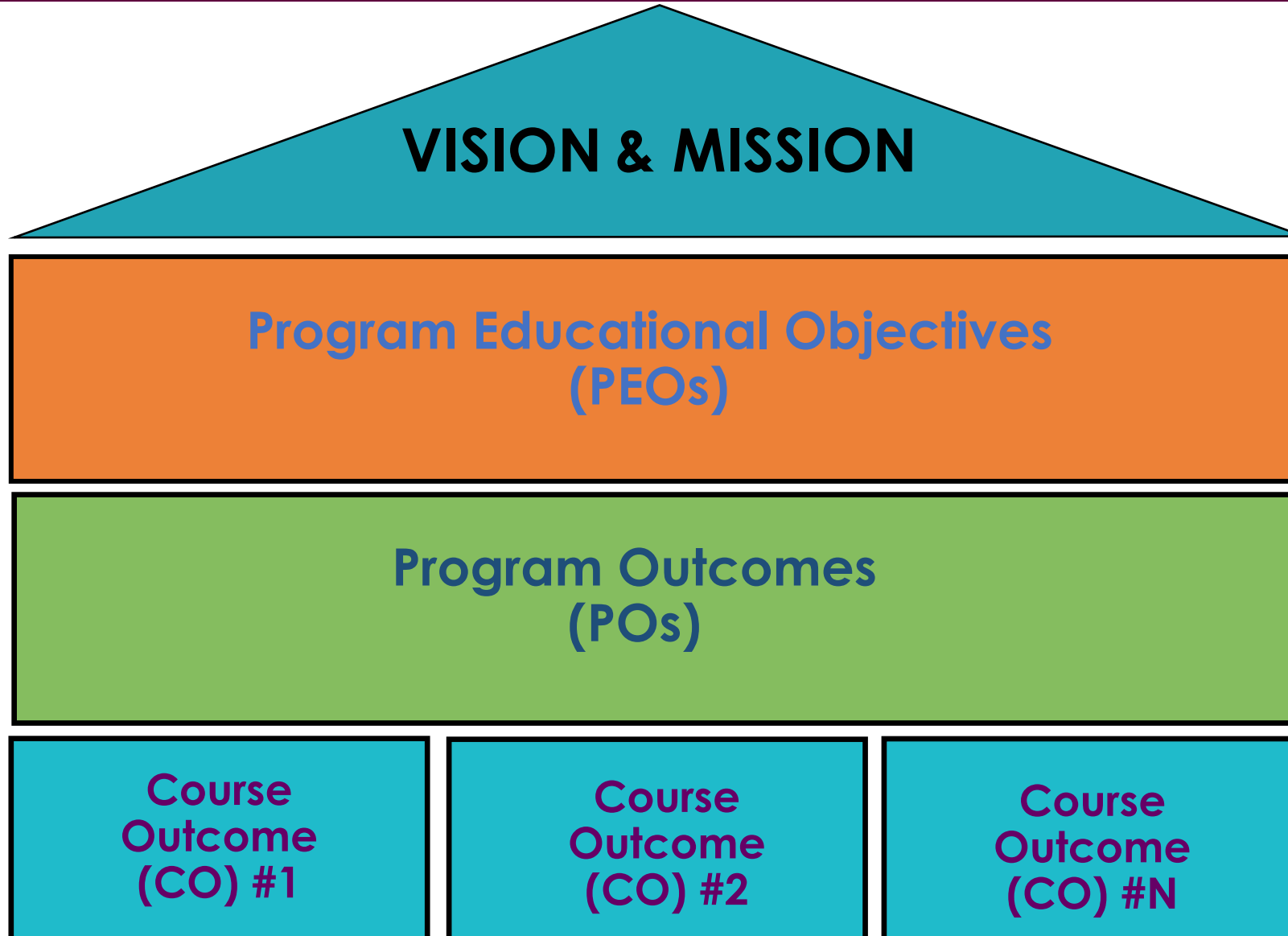
First Runners up
AMITY Pune



Best Paper Presentation
Dewang Mehta B-School Excellence

VISION, MISSION & PEO

VISION, MISSION AND PROGRAM EDUCATIONAL OBJECTIVES



VISION, MISSION AND PROGRAM EDUCATIONAL OBJECTIVES (PROCESS – FORMULATION & ATTAINMENT)

Vision

To become a Preferred Business School for Students, Faculty and Industry.

Mission



To promote learning environment for students from diverse cultures and engage them in globally relevant knowledge dimensions for future application in Industry, Business and Life.



To provide research-oriented learning environment for faculty.



To foster alliance with industry.



To promote ethical and social values as a basis of humane social order.

Program Educational Objectives

PEO 1: Provide opportunity for application-oriented learning in the field of business management to enhance decision making and leadership skills for managing dynamic business environment.

PEO 2: Engaging faculty in research and training to impart current business trends to students to enhance their analytical and critical thinking.

PEO 3: Forge industry and academic interface for student's exposure to manage dynamics of business management.

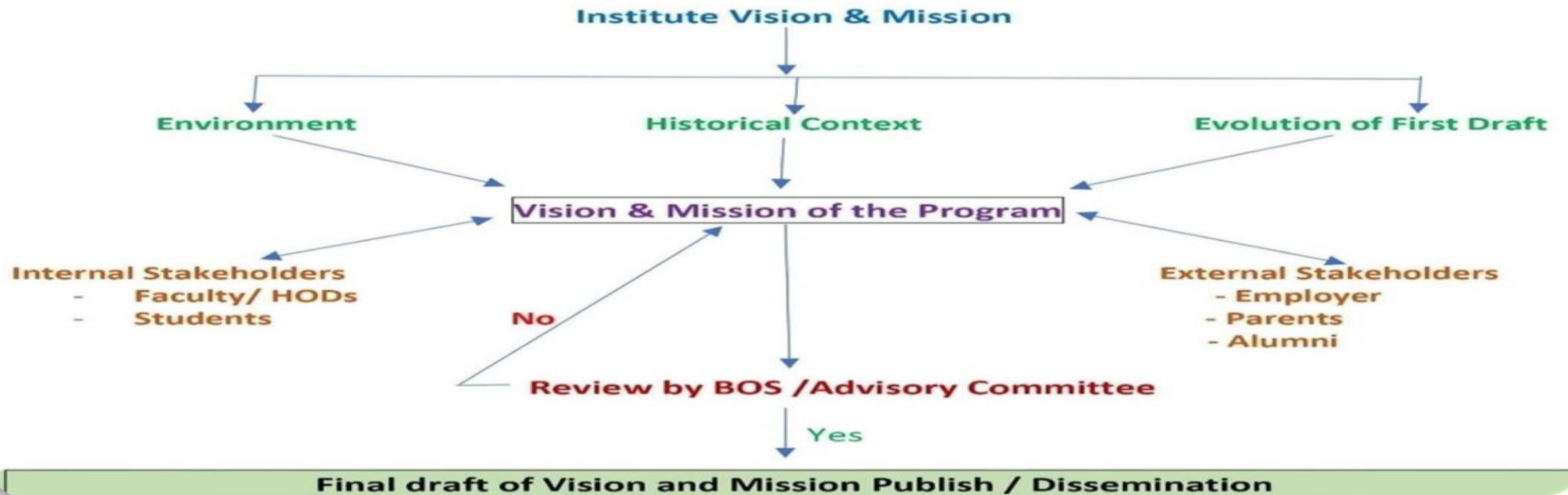
PEO 4: Expose students to various community centric initiatives to foster sensitivity for work ethics and human values.

FORMULATION PROCESS

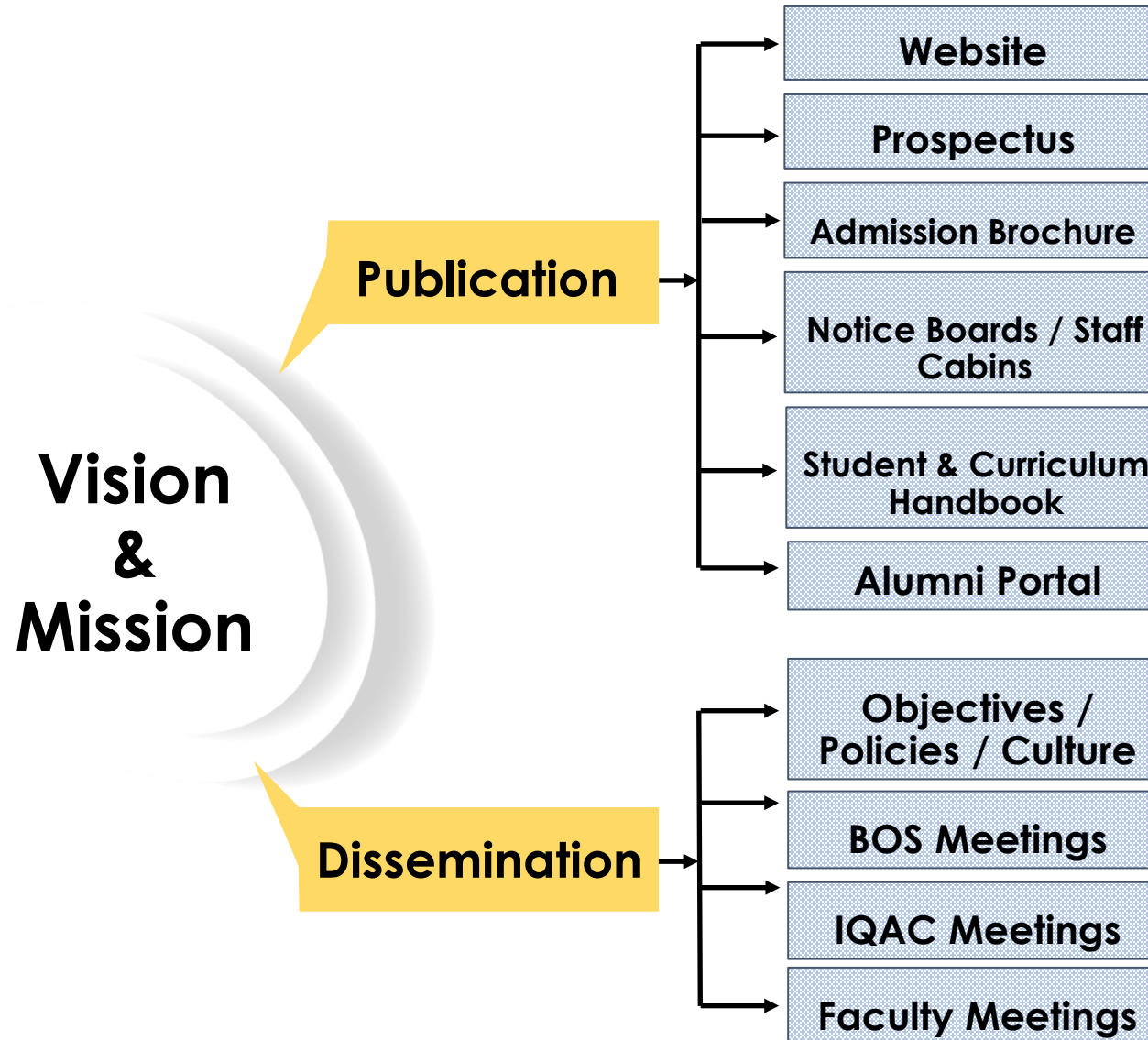


Indira School of Business Studies PGDM



Vision and Mission Formulation Process



DISSEMINATION PROCESS



MISSION AND PEO CONSISTENCY MATRIX

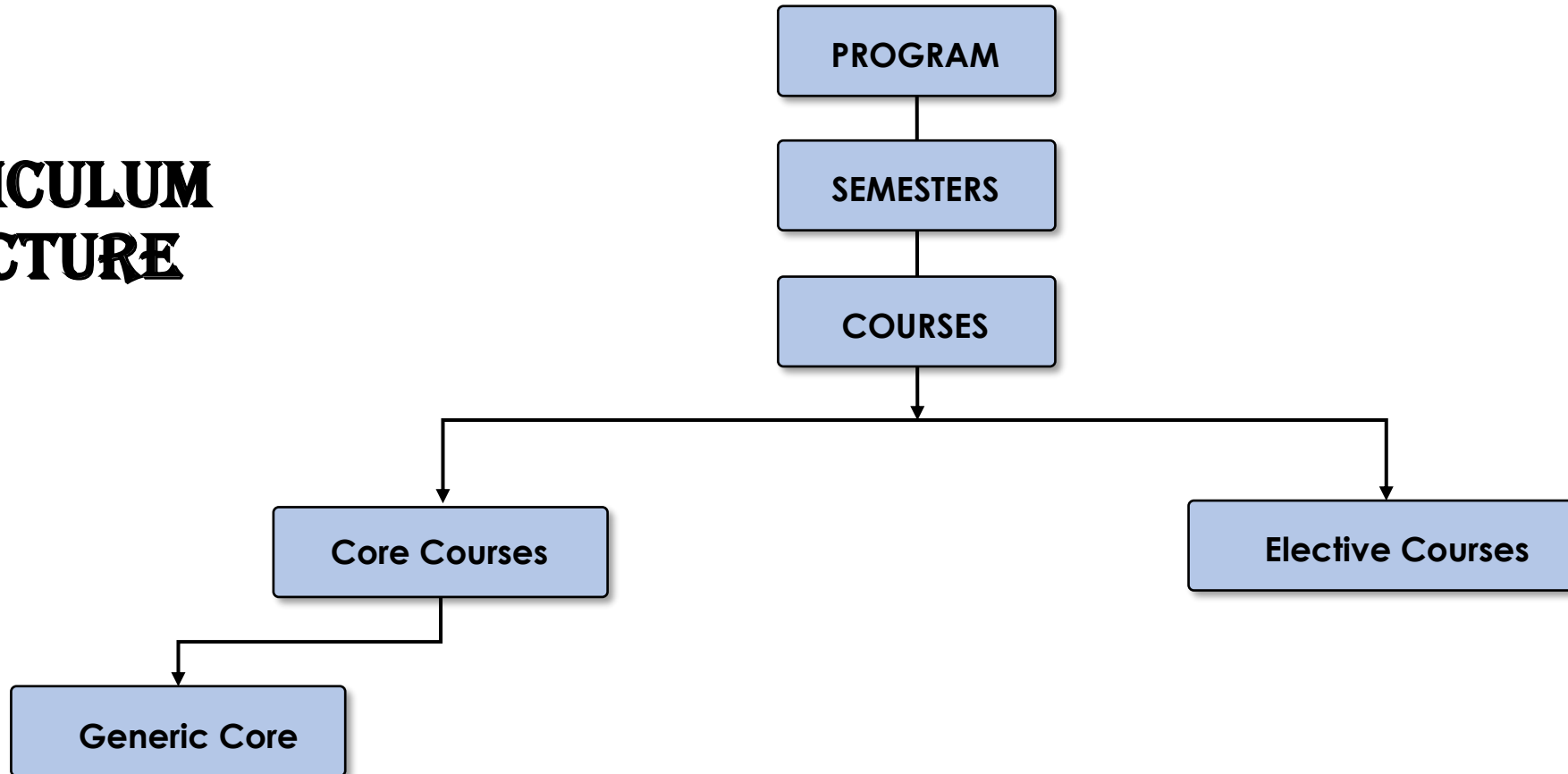
PEO Statements 	Mission Statements 	Learning Environment & Knowledge	Research	Industry Interface	Social & Ethical Values
PEO1: Provide opportunity for application-oriented learning in the field of business management to enhance decision making and leadership skills for managing dynamic business environment.	3	3	3	3	
PEO2: Engaging faculty in research and training to impart current business trends to students to enhance their analytical and critical thinking	3	3	2	3	
PEO3: Forge industry and academic interface for student's exposure to manage dynamics of business Management.	3	3	3	2	
PEO4: Expose students to various community centric initiatives to foster sensitivity for work ethics and human values.	3	2	3	3	

**PROGRAM
CURRICULUM
AND
TEACHING-LEARNING
PROCESSES**

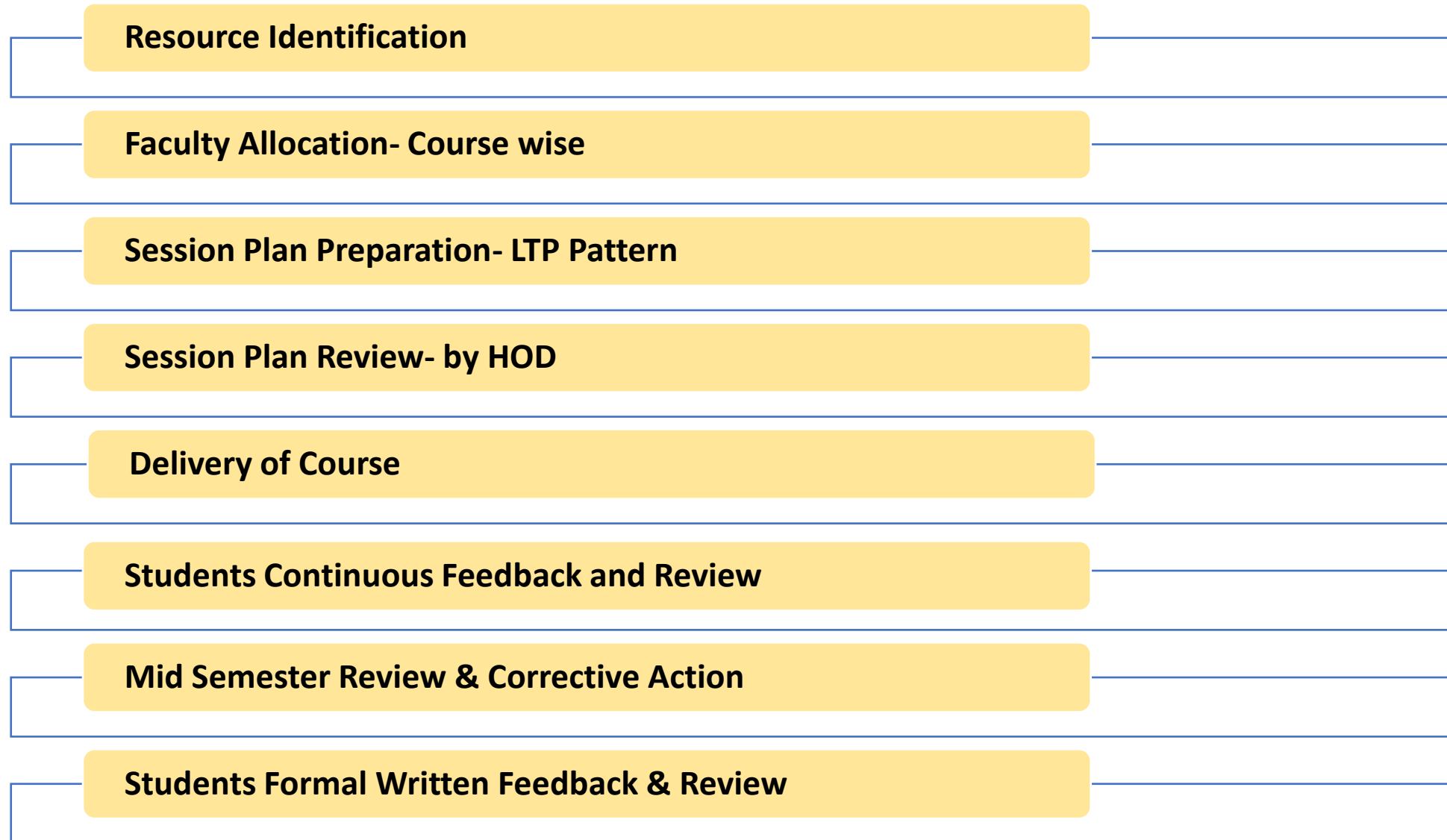
PROGRAM CURRICULUM AND TEACHING-LEARNING PROCESSES

Choice Based Credit and Grading System (CBGS)

CURRICULUM STRUCTURE



CURRICULUM IMPLEMENTATION PROCESS



- Academic Committee prepares the Curriculum Scheme (With Course Title) by referring to:
 - AICTE Guidelines
 - Vision & Mission, PEOs, and POs of Program
 - Current requirements of the Industry
 - Comparing the curriculum with 2 institutes of repute.
 - Stakeholders Feedback
- Course Coordinator will define Course Outcomes which will be reviewed by Academic Committee
- Course coordinator will prepare the contents, delivery methods & assessment methods as per Cos.
- Academic Committee reviews the Draft Syllabus & places before **Board of Studies (BoS)**
- BoS finalizes the curriculum
- Academic Council approves the curriculum

Curriculum Revision

Parameters for Revising the Curriculum

- CO attainment value
- PO attainment Value
- Industry/Market Requirements
- Feedbacks from Stakeholders

Curriculum Revision

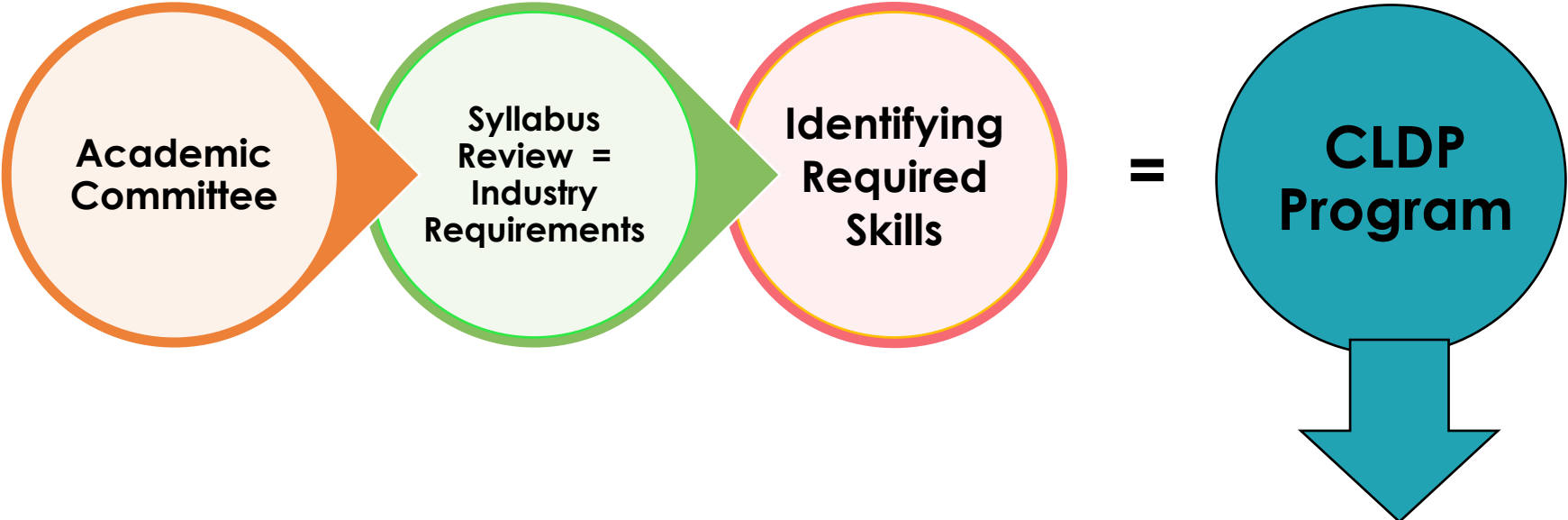
Major Revision – Once in 3 Years

Minor Revision – Every Year

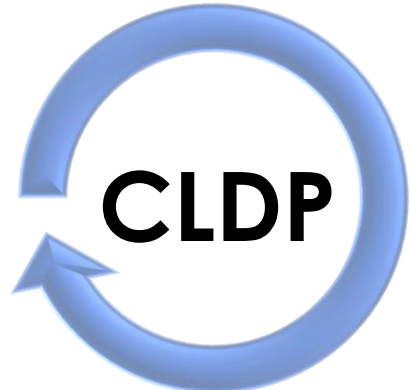
PROGRAMME STRUCTURE - 2020-22

Particulars	Semester I	Semester II	Semester III	Semester IV	Total Number of Subjects	Total Credits	Total Marks
Generic Core	9	11	8	4	32	87	2800
Electives	-	2	2	2	06	12	300
Total Number of Subjects	9	13	10	6	38	-	-
Total Credits	25	33	26	16	-	100	-
Total Marks	800	1000	800	500	-	-	3100

STRENGTHENING THE CURRICULUM



S. No.	Semester
1	Sem I CLDP mapping on Program Outcomes
2	Sem II CLDP mapping on Program Outcomes
3	Sem III CLDP mapping on Program Outcomes



- JCPs / Certification Workshops
- Conferences
- Aptitude Training
- Personality Development
- Skill Enhancement
- Guest Lectures

PEDAGOGICAL MIX



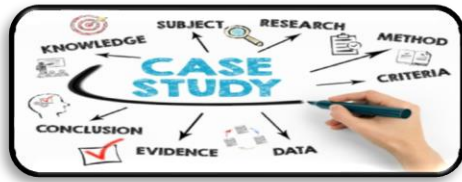
Lectures Interspersed with Discussions



Tutorials



Industrial Visits



Case Study



Seminar



Debates



Workshops/Invited Talks/Webinars



Written Assignments



Internship



Simulation Based Learning



MOOC Based Learning



Group Projects



Research Papers



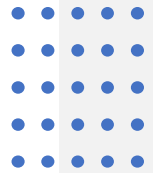
Role Plays



Language Lab

ACADEMIC CALENDAR

ISBS PGDM- Academic calender for year 2020-21			
Sr.no.	Activity	PGDM (2020-22) Sem. I	PGDM (2019-21) Sem. III
1	Induction program	15-07-2020 to 08-08-2020	NA
2	Holiday of Raksha Bandhan	03-08-2020	03-08-2020
3	Commencement of academic sessions	10-08-2020	04-08-2020
4	Holiday of Independence Day	15-08-2020	15-08-2020
5	Holiday of Ganesh Chaturthi	22-08-2020	22-08-2020
6	Holiday of Anant Chaturthi	01-09-2020	01-09-2020
7	Continuous assessment- 1	30-09-2020	30-09-2020
8	Holiday of Gandhi Jayanti	02-10-2020	02-10-2020
9	Indira HR Superachievers' Awards	23-10-2020, 24-10-2020	23-10-2020, 24-10-2020
10	Mid semester examination	02-11-2020 to 10-11-2020	02-11-2020 to 10-11-2020
11	Diwali break	14-11-2020 to 16-11-2020	14-11-2020 to 16-11-2020
12	Indira Brand Slam	27-11-2020, 28-11-2020	27-11-2020, 28-11-2020
13	Continuous assessment- 2	10-12-2020	10-12-2020
14	Christmas break	25-12-2020	25-12-2020
15	End of academic sessions	23-12-2020	23-12-2020
16	Preparatory leaves	24-12-2020 to 03-01-2021	24-12-2020 to 03-01-2021
17	End semester examination	04-01-2021 to 12-01-2021	04-01-2021 to 12-01-2021
18	Commencement of next semester	18-01-2021	18-01-2021
19	Holiday of Republic Day	26-01-2021	26-01-2021
20	Abhinavan International Research Conference	27-01-2021	27-01-2021
21	Holiday of Shivaji Jayanti	19-02-2021	19-02-2021
22	Continuous assessment- 1	25-02-2021	25-02-2021
23	Convocation (Batch 2017-19)	27-02-2021	
24	Holiday of Mahashivratri	11-03-2021	11-03-2021
25	Indiapreneur B- Plan competition	13-03-2021	
26	Mid semester examination	15/03/2021 to 24/03/2021	15/03/2021 to 24/03/2021
27	Holiday of Holi	29-03-2021	29-03-2021
28	Continuous assessment- 2	12-04-2021	12-04-2021
29	Holiday of Gudi Padwa	13-04-2021	13-04-2021
30	Holiday of Dr. Babasaheb Ambedkar Jayanti	14-04-2021	14-04-2021
31	End of academic sessions	25-04-2021	25-04-2021
32	Preparatory leaves	26/04/2021 to 04/05/2021	26/04/2021 to 04/05/2021
33	End semester examination	05/05/2021 to 15/05/2021	05/05/2021 to 15/05/2021



ONLINE INSTRUCTIONAL TOOLS & RESOURCES

Microsoft teams & Zoom
platform for online sessions

Smart Classroom – Impartus
Lecture Capturing

LCD Projector, CPU & Wi-Fi
in Classroom

Use of ICT - File Transfer
Protocol, Shared online
Storage on Institute's
Intranet, One Drive - Hosting
Files in Cloud (Outlook IDs
across IGI)

Learning Management
System – Inpods

ERP for Data Management –
GEMS

PROGRAM OUTCOMES AND COURSE OUTCOMES

PROGRAM OUTCOMES & COURSE OUTCOMES

- ❑ Program Outcomes (POs) are defined by NBA
- ❑ Course Outcomes(COs) are stated by considering POs
- ❑ CO Target
 - Initial Target fixed by ISBS PGDM is 60% students attaining 60% or more marks in overall assessment.
- ❑ PO Target
 - The Expected level of attainment for PO is computed through Course wise CO target.

PROGRAM OUTCOMES

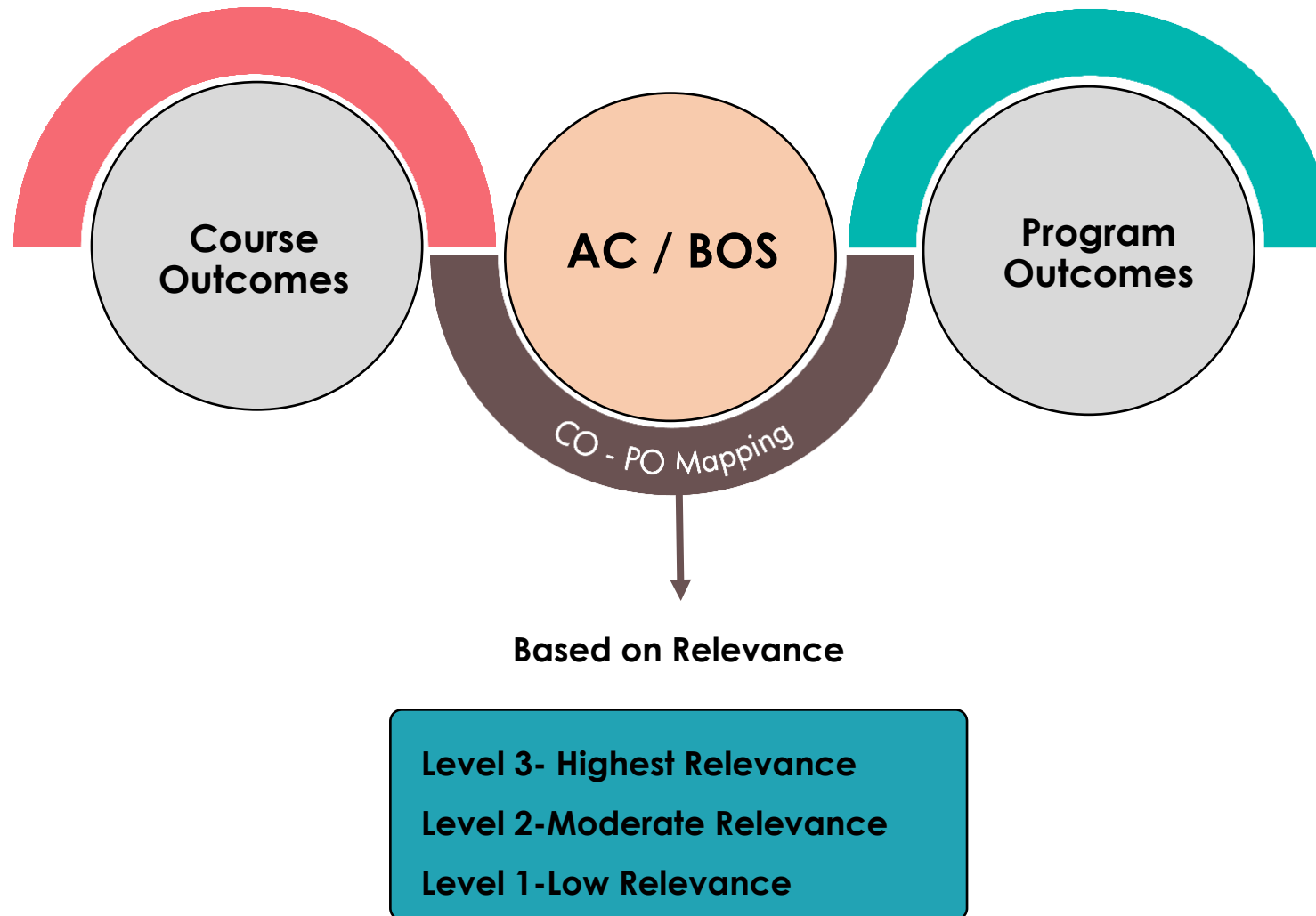
PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Ability to develop Value based Leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

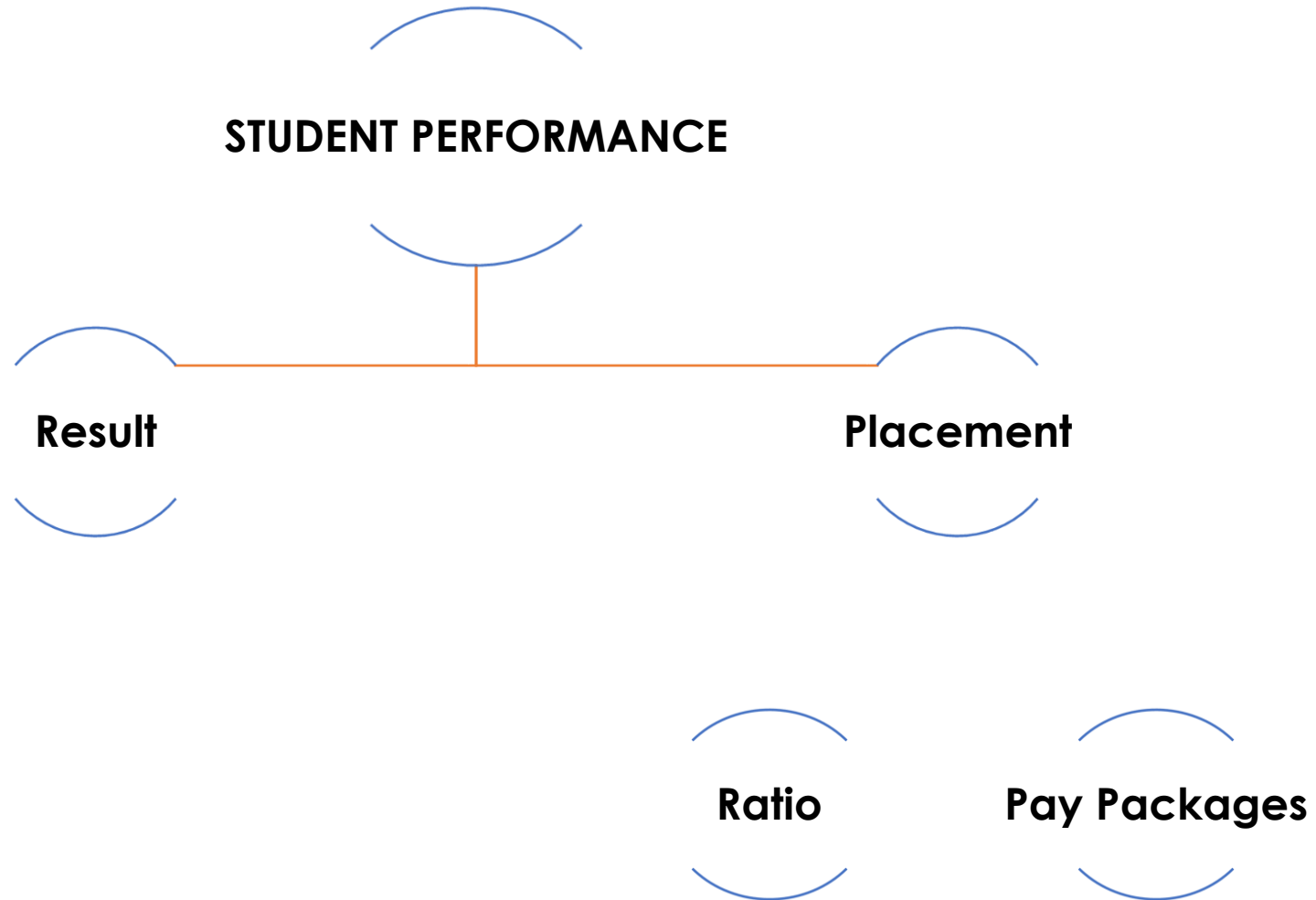


SAMPLE COURSE ARTICULATION MATRIX

Sr. No.	Course Name	Course Type	Course Outcome No.	Course Outcomes	Program Outcomes				
					PO1	PO2	PO3	PO4	PO5
1	Managerial Economics	Generic Core	101.1	To understand and appreciate the concepts of managerial economics in theory and practice.	3	-	-	2	-
			101.2	To understand and apply the concept of economics in marketing strategy formulation & implementation such as pricing, costs, production, demand analysis & forecasting.	3	-	-	2	2
			101.3	To understand how the cost of environmental degradation is taken into account for national income accounting.	2	2	-	2	-

STUDENTS' PERFORMANCE

STUDENT PERFORMANCE



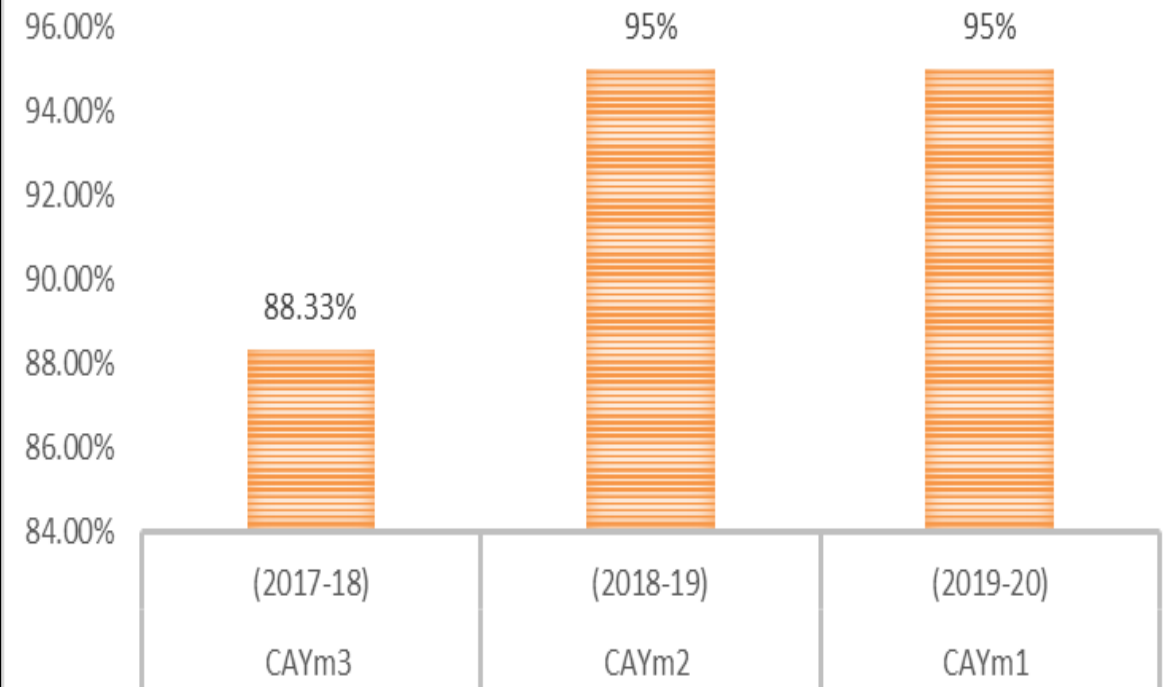
SUCCESS RATE

PGDM Marketing	LYG (2018-20)	LYGm1 (2017-19)	LYGm2 (2016-18)
Number of students appeared	59	59	58
Number of students who have graduated in minimum time	59	50	47
Success Index (SI)	1	0.84	0.81
Average SI		.88	
Success Rate		8.8	

PLACEMENT, HIGHER STUDIES AND ENTREPRENEURSHIP

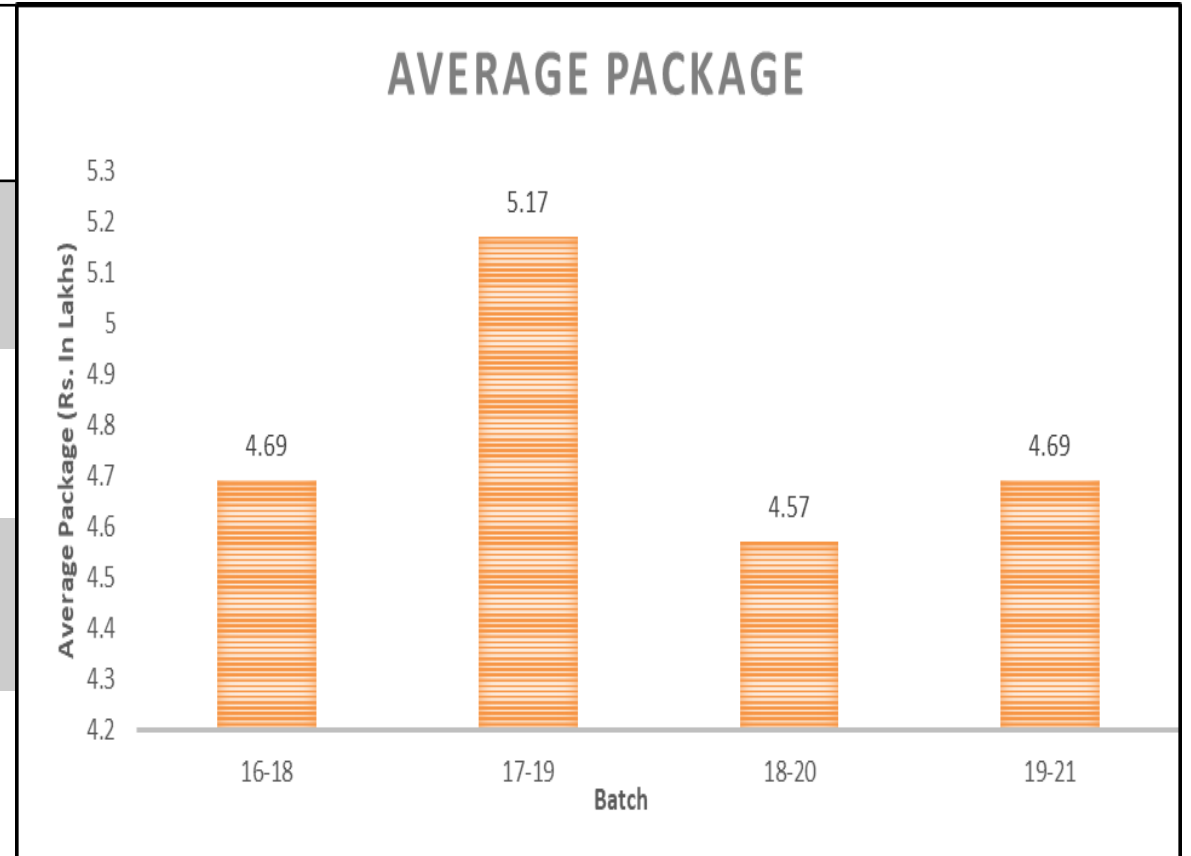
Particulars	CAYm1 (2019-20)	CAYm2 (2018-19)	CAYm3 (2017-18)
No. of students placed in companies	56	52	50
No. of students pursuing Ph.D. / Higher Studies (y)	0	3	0
No. of students turned entrepreneur (z)	1	2	3
x + y + z	57	57	53
N= total no. of students admitted	60	60	60
Placement Index: $(x + y + z)/N$	95%	95%	88.33%
Average placement= $(P1 + P2 + P3) / 3$	92%		
Assessment Points = $40 \times$ average placement	36.8		

PLACEMENT INDEX - PGDM MARKETING



AVERAGE PACKAGE

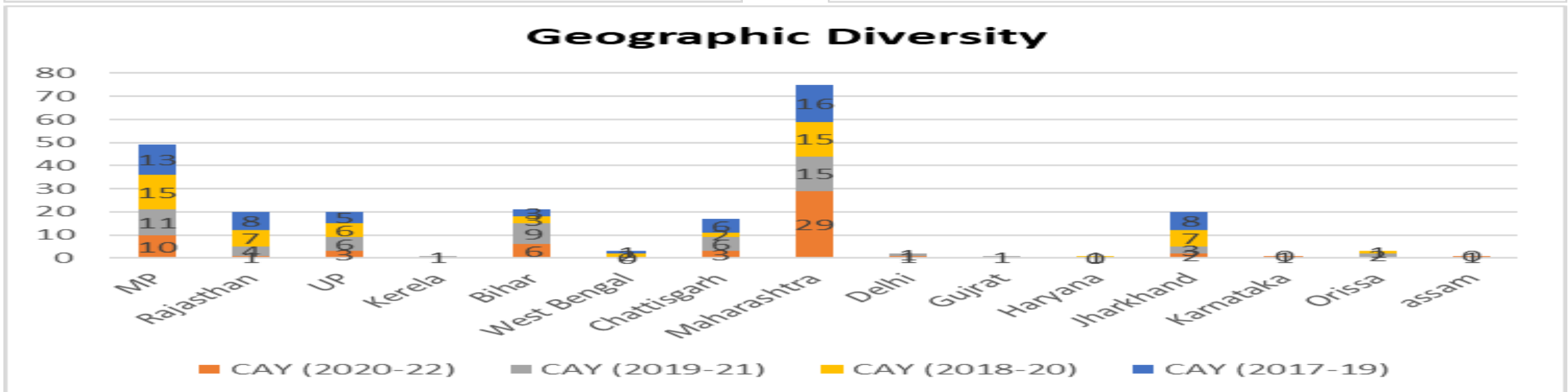
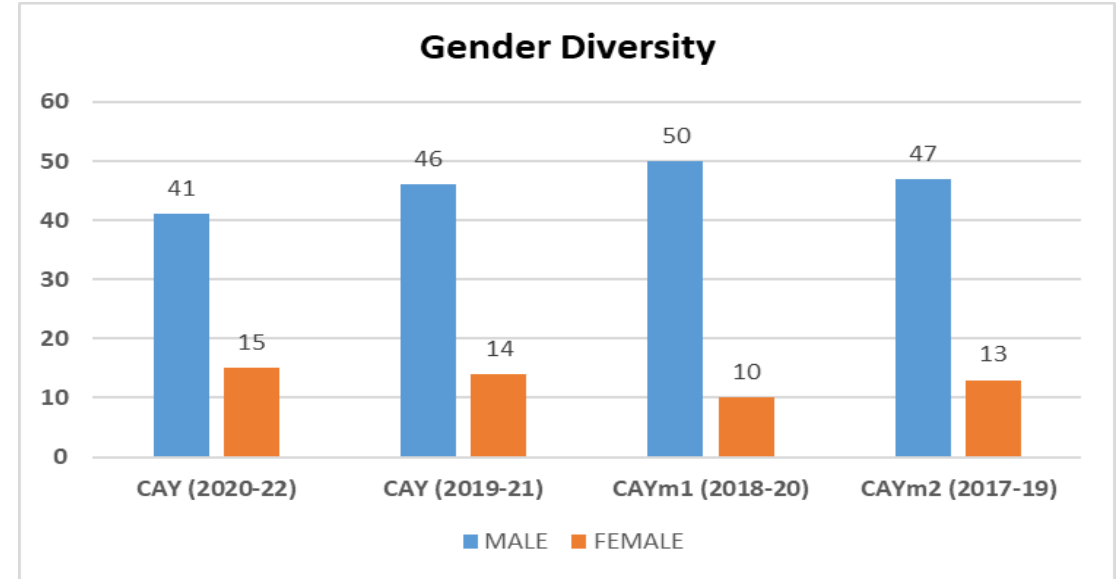
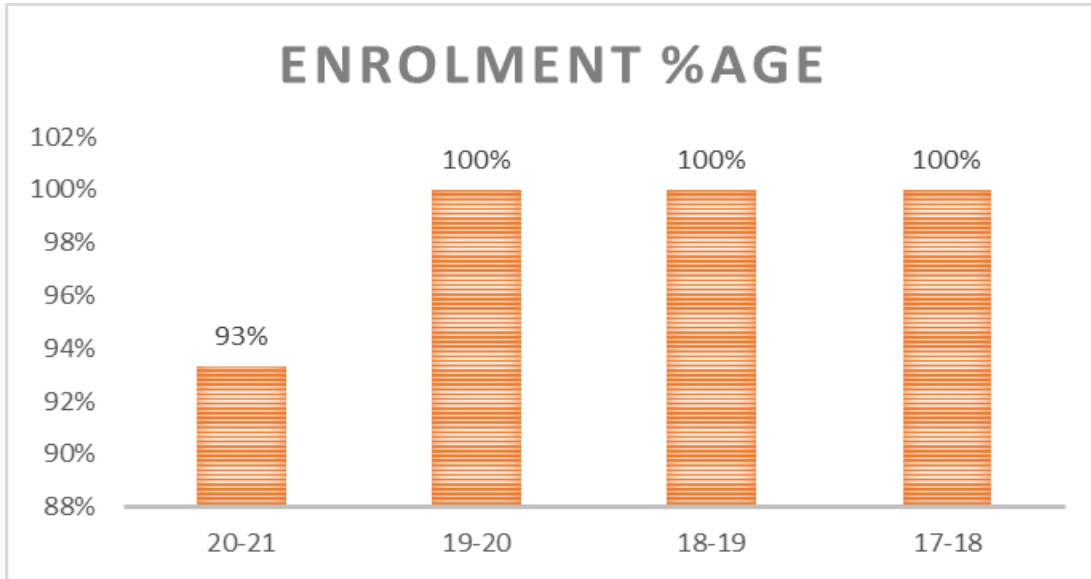
Placement Package Summary (Rs. In Lakhs)				
Package	16-18	17-19	18-20	19-21
Highest Package	8.76	7.8	9.6	7.94
Lowest Package	3	1.5	2.8	2.16
Average Package	4.69	5.17	4.57	4.69



STUDENT PUBLICATION

Sr. No	Authors	Title of the Paper	Publication Details	Affiliations	Acad. Year
1	Ms. Deepa Thanekar Dr. Vidya Nakhate	Entrepreneurship Development and role of management and commerce for 21 st Century”	International Journal of Aquatic Science	Peer-Reviewed Journal	2020-21
2	Ms. Nancy Khilwani Dr. Gaganpreet Ahluwalia	Impact of Technological Advancement on Entrepreneurship	Journal of Oriental Research Madras	UGC Care Approved	2020-21
3	Ms. Ketaki Gokhale Dr. Neetu Randhawa	Analysing The Growth Of Women Entrepreneurs and Understanding Challenges Faced by Them.	IX National Conference on Entrepreneurship, Innovation and Development	NA	2020-21
4	Mr.Rahul Samantara Dr. Neetu Randhawa	Understanding Service Innovation and its Impact on Economic Development	IX National Conference on Entrepreneurship, Innovation and Development	Shodh Sarita, UGC Care Approved	2020-21
5	Mr. Tushar Raisane Mr. Kanishk Dhamdhare	Consumer Buying Behavior while Ordering Food Through Apps	VII National Conference- Abhinavan 2019	NA	2018-19

STUDENT DIVERSITY & ENROLMENT



STUDENT'S PERFORMANCE POINTS

PGDM (General)			
Enrollment Ratio (Average of past 3 years)	97.66%		
Success Index (Without Backlog)	83% (19 - 21)	52.5% (18 - 20)	42.3% (17 - 19)
Success Index (With Backlog)	100% (19 - 21)	100% (18 - 20)	84.74% (17 - 19)
Number of students Placed in Companies	56 (CAYm1 – 19-20)	52 (CAYm2 – 18-19)	50 (CAYm3 – 17-18)
Number of students admitted to Higher studies	00 (CAYm1 – 19-20)	03 (CAYm2 – 18-19)	00 (CAYm3 – 17-18)
Number of students turned Entrepreneurs/joined family business	01 (CAYm1 – 19-20)	02 (CAYm2 – 18-19)	03 (CAYm3 – 17-18)
Assessment Points for placement	36.8		
Number of Training/Guest Lectures Organized (Past 3 Years)	300 Hours		
Number of student publications (Past 3 Years)	5		

**FACULTY
INFORMATION
&
CONTRIBUTION**

FACULTY PROFILE

Sr. No.	Name	Designation	Program	Date of Joining	Nature of Association	Qualification	Total Exp.
1	Dr. Vidya Nakhate	Professor & Director	PGDM Marketing	17-03-2021	Regular	B.Pharma, MBA, B.A, MBA (Mkg), NET, M.Phil., Ph.D.	18Y 7M
2	Dr. Bagirathi Iyer	Associate Professor & Program HoD	PGDM Marketing	02-01-2014	Regular	B.Com, PGDBA, M.Com. Ph. D.	13Y 7M
3	Dr. Rohan Das	Assistant Professor	PGDM Marketing	18-06-2015	Regular	B.Sc, MBA, Ph. D	17Y 4M
4	Dr. Gaganpreet Ahluwalia	Associate Professor	PGDM Marketing	24-04-2017	Regular	BBA, MBA, MA, Ph.D	17Y 6M
5	Dr. Neetu Randhawa	Assistant Professor	PGDM Marketing	18-01-2016	Regular	BA, MBA (HR), MBA (Mkt), Masters -HRM- Sydney, Ph. D..	12Y 9M
6	Prof. Neha Agarwal	Assistant Professor	PGDM Marketing	09-07-2018	Regular	BBA, MBA	8Y 3M

FACULTY CONTRIBUTION

PGDM (Marketing)	
Number of Faculty	06
SFR (Past 3 Years)	1:14
Cadre Ratio	1 (Prof) : 2 (Assoc) : 3 (Asst)
Cadre Ratio Marks	20
Faculty with Ph.D	5
Faculty Qualification- Avg. Assessment (Past 3 Years)	11
Faculty Retention (Past 3 Years)	86%
Faculty participation in FDPs/Training Pgms (Avg. Assessment Over 3 Years)	1614 Hours
Number of Journal Publications – UGC CARE/WoS/Scopus (Past 3 Years)	23
Number of Books/Book Chapters Published (Past 3 Years)	4
Consultancy (CAYm1 + CAYm2 + CAYm3)	INR 5,25,828

FACULTY QUALIFICATION

- Total Number of Faculty – 06
- Number of PhDs – 5
- Number of faculty who completed PhD during 2018-21 -1
- Number of faculty pursuing PhD - 1
- Faculty possessing industry experience in a managerial position and above - 1
- Average experience – **14 Years**
- 50% of faculty have been with ISBS PGDM for more than 5 years.**

Assessment Years	X	Y	F	FQ=1.5 x [(10X +4Y)/F]
CAY (2020-21)	3	3	6	11=1.5 x [(30 +12)/6]
CAYm1 (2019-18)	3	3	6	11=1.5 x [(30 +12)/6]
CAYm2 (2018-19)	3	4	6	12=1.5 x [(30 +16)/6]
Average Assessment				11

FACULTY CADRE

Year	Professors		Associate Professors		Assistant Professors	
	Required F1	Available	Required F2	Available	Required F3	Available
CAY (2020-21)	1	2	1	2	4	4
CAYm1 (2019-20)	1	1	1	2	4	3
CAYm2 (2018-19)	1	1	1	2	4	5
Average Numbers	RF1=1	AF1=1	RF2=1	AF2=2	RF3=4	AF3=4

$$\text{Cadre Ratio Marks} = \left[\frac{AF1}{RF1} + \left[\frac{AF2}{RF2} \times 0.6 \right] + \left[\frac{AF3}{RF3} \times 0.4 \right] \right] \times 10$$

Cadre Ratio Marks = (1+1.2+0.4) x 10= 26, thus considered as 20 (as its more than 20)

FACULTY PUBLICATIONS

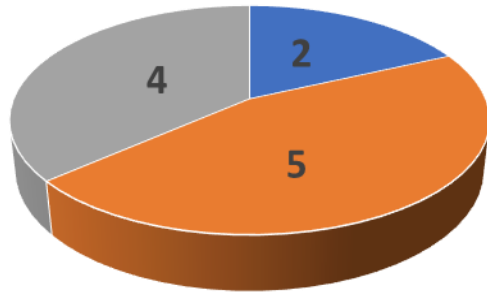
	20-21	19-20	18-19
No of Journals Papers with WOS/Scopus Indexing	02	00	00
No of Research Papers published in UGC Care Journals	06	03	03
No of Research Papers published in Peer Reviewed Journals	02	02	04
Publications in A listed International Conference	00	01	00

FACULTY DEVELOPMENT PROGRAMS

Internal				External			
Sr. No	Status	Academic Year	Total No. of Hours	Sr. No	Status	Academic Year	Total No. of Hours
1	Completed	2018-19	397	1	Completed	2018-19	356
2	Completed	2019-20	268	2	Completed	2019-20	136
3	Completed	2020-21	63	3	Completed	2020-21	394
Total Hours			728	Total Hours			886

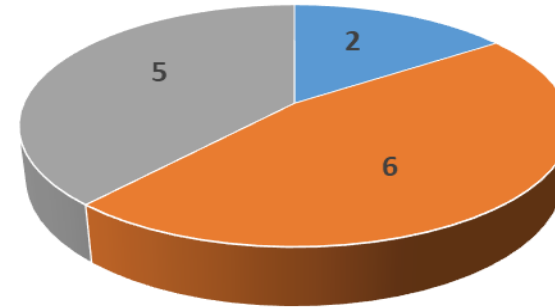
TRAINING & CONSULTANCY

Clients Served



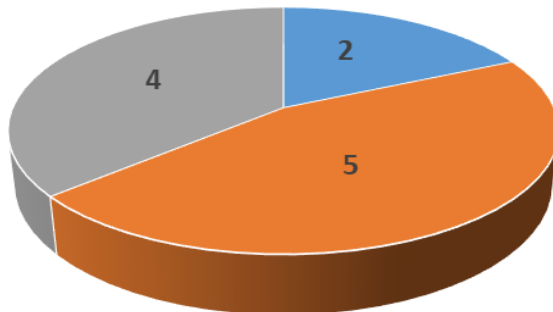
■ 2017-18 ■ 2018-19 ■ 2019-20

Projects Executed



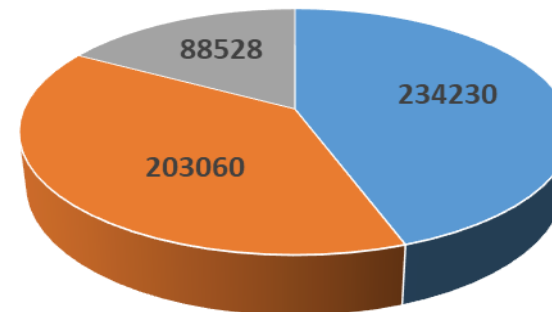
■ 2017-18 ■ 2018-19 ■ 2019-20

Faculty Trainers



■ 2017-18 ■ 2018-19 ■ 2019-20

Revenue Generated (In Rs)



■ 2017-18 ■ 2018-19 ■ 2019-20

Top Clients

Axis Bank

L & T

Jabil

Meccalte

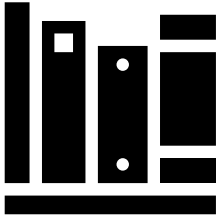
Kalyani Tech

FACULTY INTERNATIONAL EXPOSURE

Sr. No.	Date	Organization	Name of Faculty Member
International Business Exposure programme			
Guest session at Manipal Academy of Higher Education Dubai			
1.	September / October 2019	Ace Cranes, Metito, Dubai Investment Park, Blue Rhine Industries, Masar printing and Publishing LLC, RajYog Water Plant	Dr.Rohan Das
2.	September / October 2018	Manipal Academy of Higher Education (MAHE)	Dr.Rohan Das Dr.Neetu Randhawa Dr.Bagirathi Iyer

FACILITIES & TECHNICAL SUPPORT

LIBRARY & INFORMATION CENTER



35641

Number of Volumes
(Print)

5501

Number of Titles

60

National Journals

11099

National &
International e-Journals

24000+

Number of Volumes
(e-books)

Library & Information Centre has a collection of variety of Books, Periodicals, Audio / Video CD-ROMs and E-Resources (e-Books, e-Journals, e-QP & Syllabus & e-Publications)

- Online Question Papers
- Inter Library Cooperation & Loan Service
- Membership & Association – MCCIA & DELNet
- Online Journals, Current Content & abstract
- SLIM Software
- Library Website for student access
- Library Manual



IT INFRASTRUCTURE

Well Equipped Computer Lab, LAN Connectivity

Hardware Resources – Terminals, LCD, Printers, Scanners, Wi-fi, CC TV, UPS, Television Set

Software Resources – Licensed Products, Shared Online Storage Facility (FTP), Outlook Usage

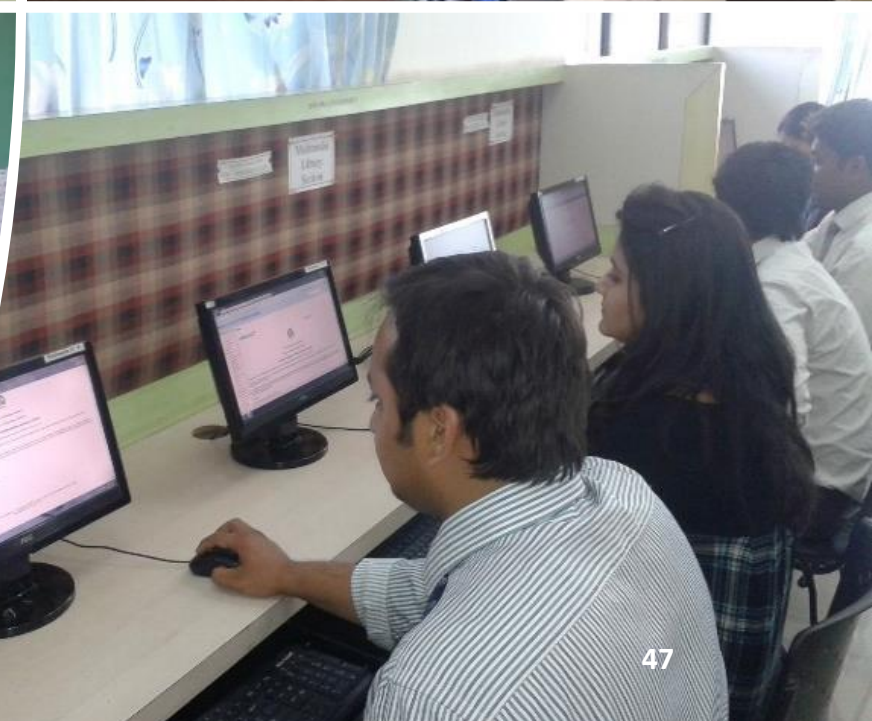
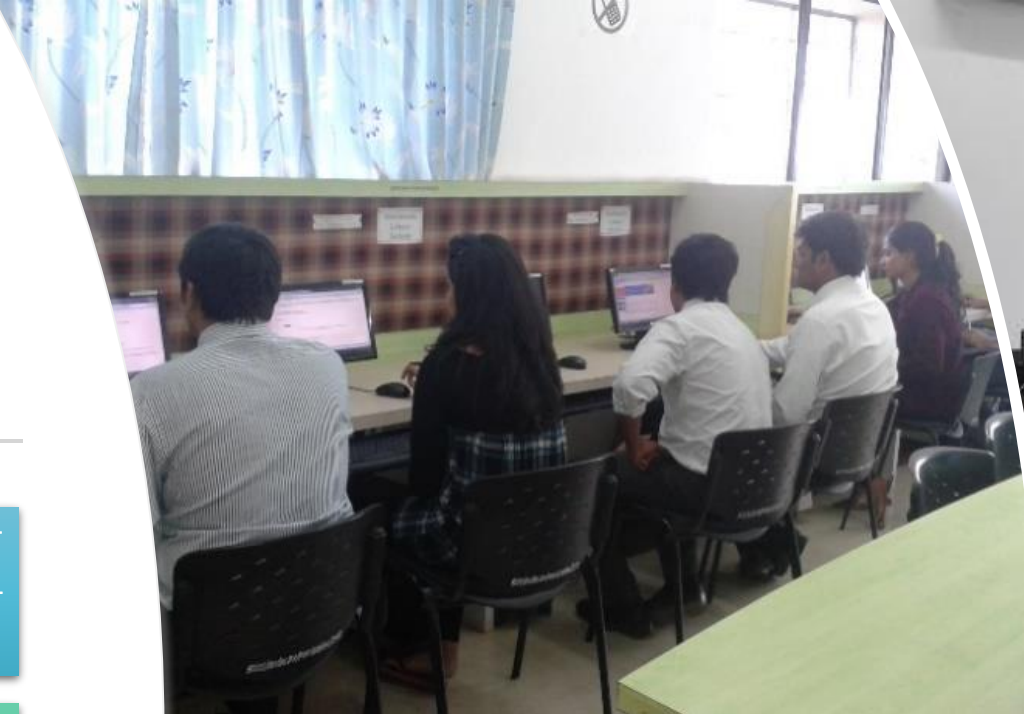
Network Resources – Leased Line, One Drive Facility

SMART Boards

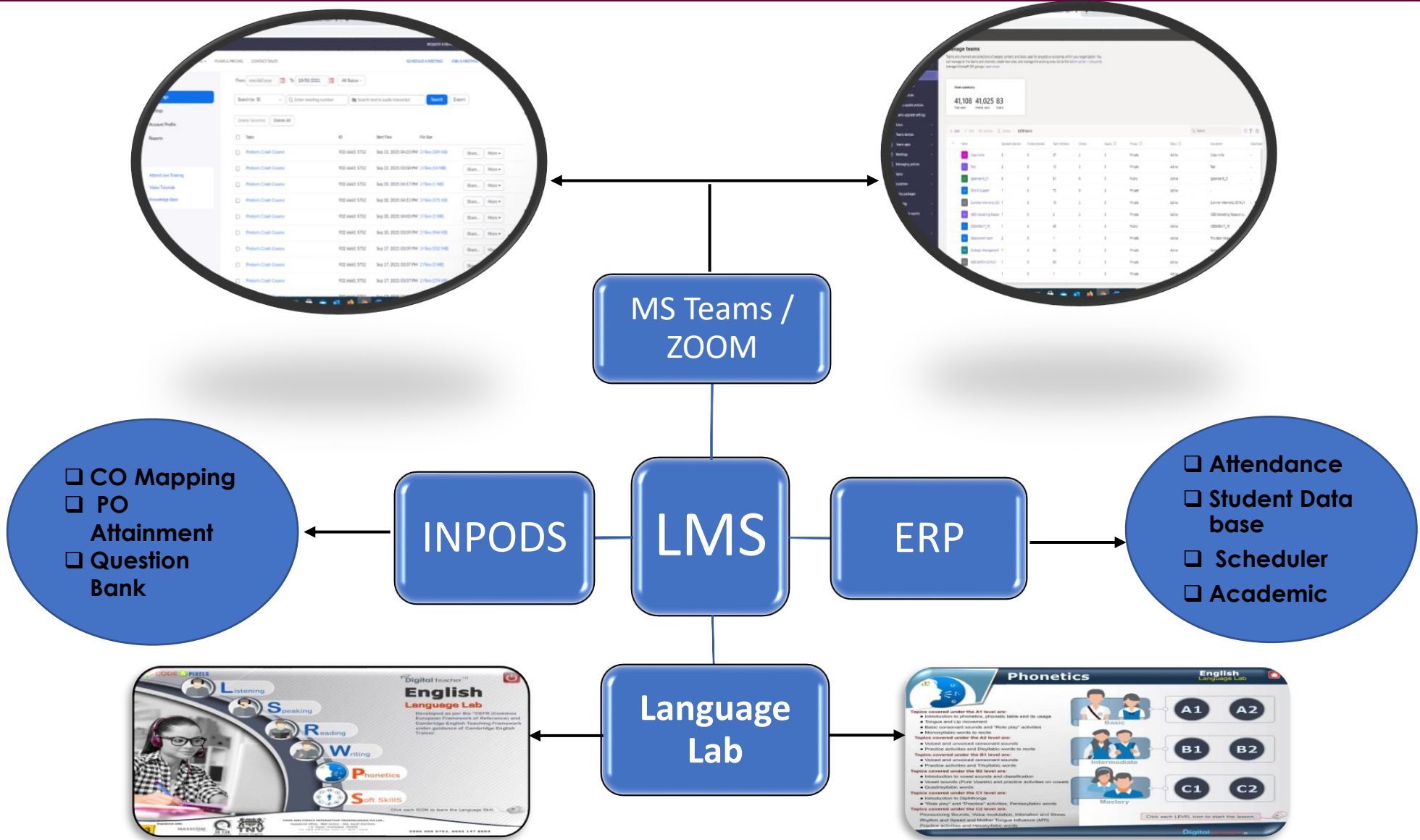
Each classroom is equipped with web-cam to enable online as well as hybrid teaching.

Microsoft Teams channels

Zoom Enterprise License



ONLINE LEARNING FACILITIES



SPORTS, HOSTEL & MEDICAL FACILITIES

- ❑ **Hostel** – Adequate rooms for Boys & Girls
- ❑ **Amenities** – Dedicated Warden / Television / Washing / Ambulance / Wi-fi / Transport
- ❑ **Medical Facilities** – First Aid / Ambulance / Tie-up with Multi Specialty Hospital / Medical Check up / Insurance for Hostel Students
- ❑ Basketball Court
- ❑ Gymnasium
- ❑ Table Tennis Table
- ❑ Carrom, Cricket Kit

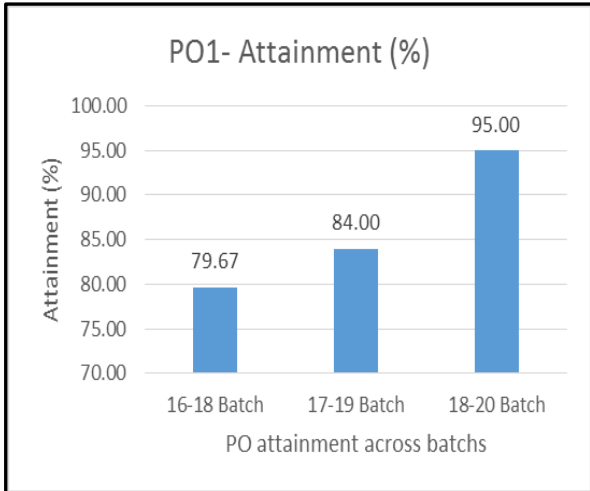


OTHER AMENITIES

- Seminar Hall
- Auditorium
- Canteen & Cafeteria
- Photocopying Centre
- Common Rooms for Girls and Boys
- CCTV Surveillance System
- Biometric System
- Multi-Gym Facility
- Water Coolers
- Parking Facilities
- Fire Safety Equipment
- Lift & Toilet for Differently abled
- First Aid Facilities
- 24X7 Ambulance

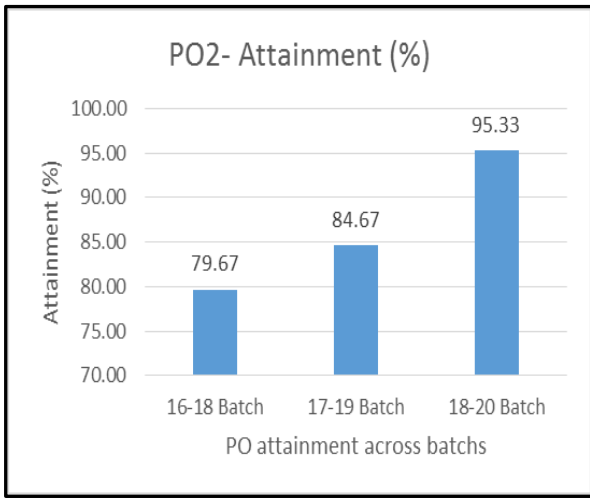
CONTINUOUS IMPROVEMENT

1. IMPROVEMENT IN PO ATTAINMENT %AGE



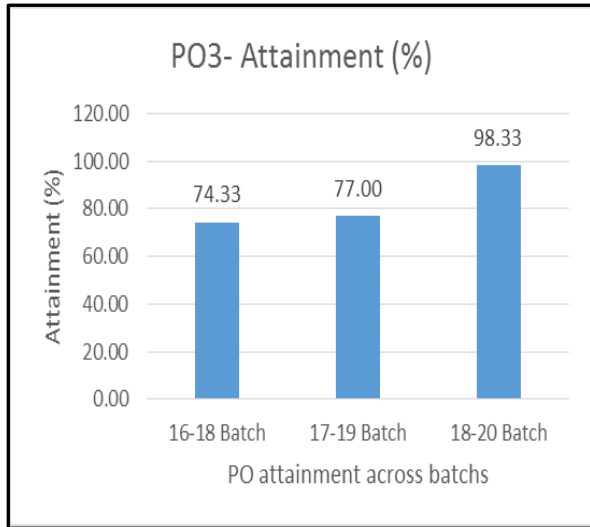
❑ The attainment level of PO1 has increased from **2.39** (79.66%) (Batch 2016-18) to **2.52** (84%) (Batch 2017-19) (**5.44 % increase**) and **2.52** (84%) (Batch 2017-19) to **2.85** (95%) (Batch 2018-20) (**13% increase**).

❑ ***This indicates that our students have shown improvement in the application of knowledge of management theories and practices to solve business problems.***



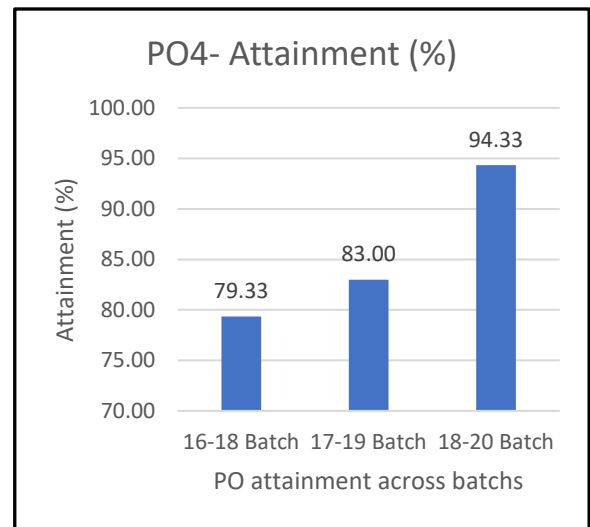
❑ The attainment level of PO2 has increased from **2.39** (79.66%) (Batch 2016-18) to **2.54** (84.66%) (Batch 2017-19) (**6.27% increase**) and **2.54** (84.66%) (Batch 2017-19) to **2.86** (95.33%) (Batch 2018-20) (**12.60% increase**).

❑ ***This indicates that our students have shown improvement in the analytical and critical thinking abilities for data-based decision making.***



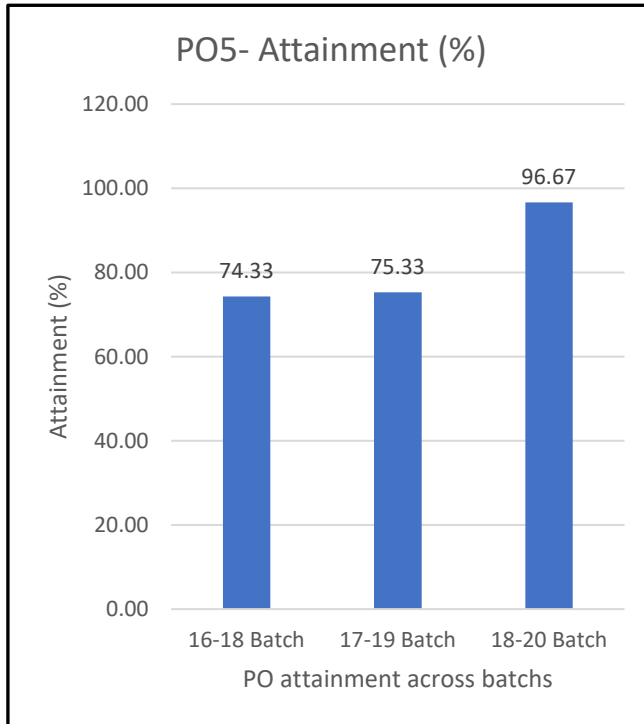
❑ The attainment level of PO3 has increased from **2.23** (74.33%) (Batch 2016-18) to **2.31** (77%) (Batch 2017-19) (**3.59% increase**) and **2.31** (77%) (Batch 2017-19) to **2.95** (98.33%) (Batch 2018-20) (**27.70% increase**).

❑ ***This indicates that our students have shown improvement in the development of value-based leadership skills.***



❑ The attainment level of PO4 has increased from **2.38** (79.33%) (Batch 2016-18) to **2.49** (83%) (Batch 2017-19) (**4.62% increase**) and **2.49** (83%) (Batch 2017-19) to **2.83** (94.33%) (Batch 2018-20) (**13.65% increase**).

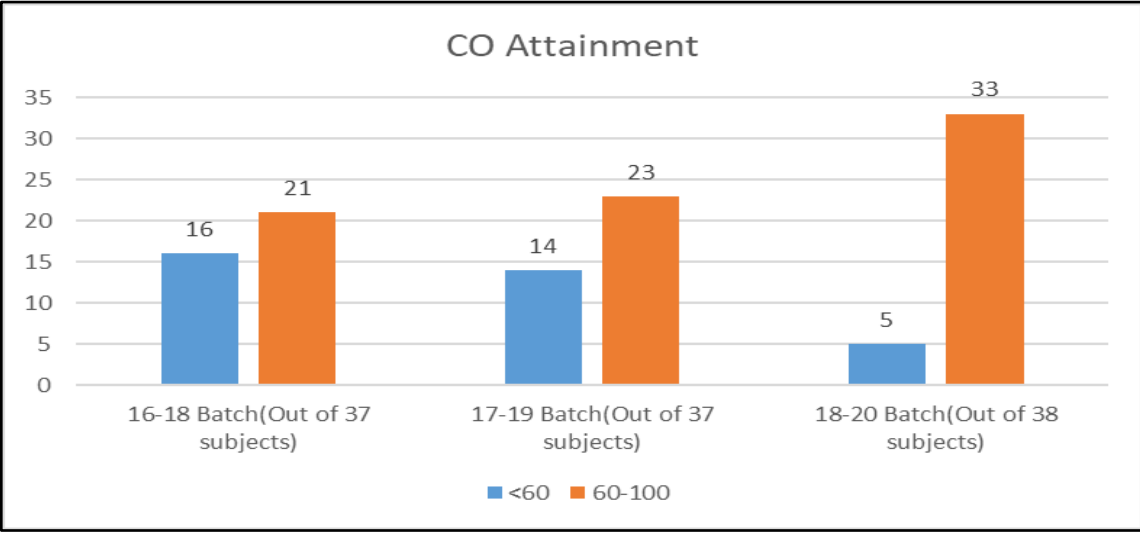
❑ ***This indicates that our students have shown improvement in the ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.***



- ❑ The attainment level of PO5 has increased from **2.23** (74.33%) (Batch 2016-18) to **2.26** (75.33%) (Batch 2017-19) (**16.58% increase**) and **2.26** (86.66%) (Batch 2017-19) to **2.90** (96.67%) (Batch 2018-20) (**11.53% increase**).
- ❑ *This indicates that our students have shown improvement in the ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.*

2. IMPROVEMENT IN ACHIEVEMENT OF THRESHOLD LEVEL

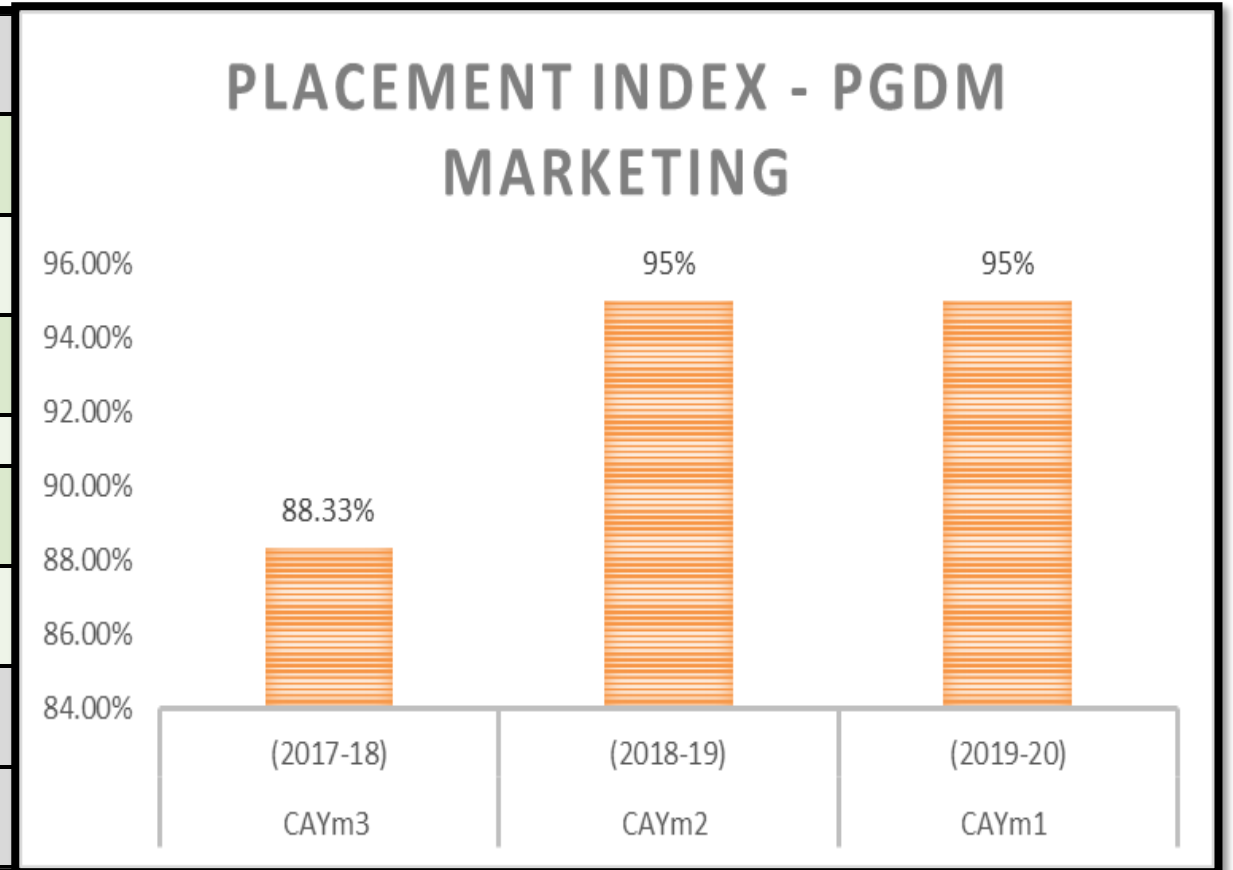
CO Attainment Range (%)	16-18 Batch (Out of 37 subjects)	17-19 Batch (Out of 37 subjects)	18-20 Batch (Out of 38 subjects)
< 60%	16	14	05
> =60%	21	23	33



- It can be observed that number of subjects having <60% attainment level has decreased from 16 out of 37 subjects for the batch 2016-18 to 05 out of 38 subjects for the batch 2018-20 – **A decrease from 43% to 13%**
- The number of subjects with CO attainment >=60% has increased from 21 out of 37 subjects for the batch 2016-18 to 33 out of 38 subjects for the batch 2018-20 – **An increase from 57% to 87%**

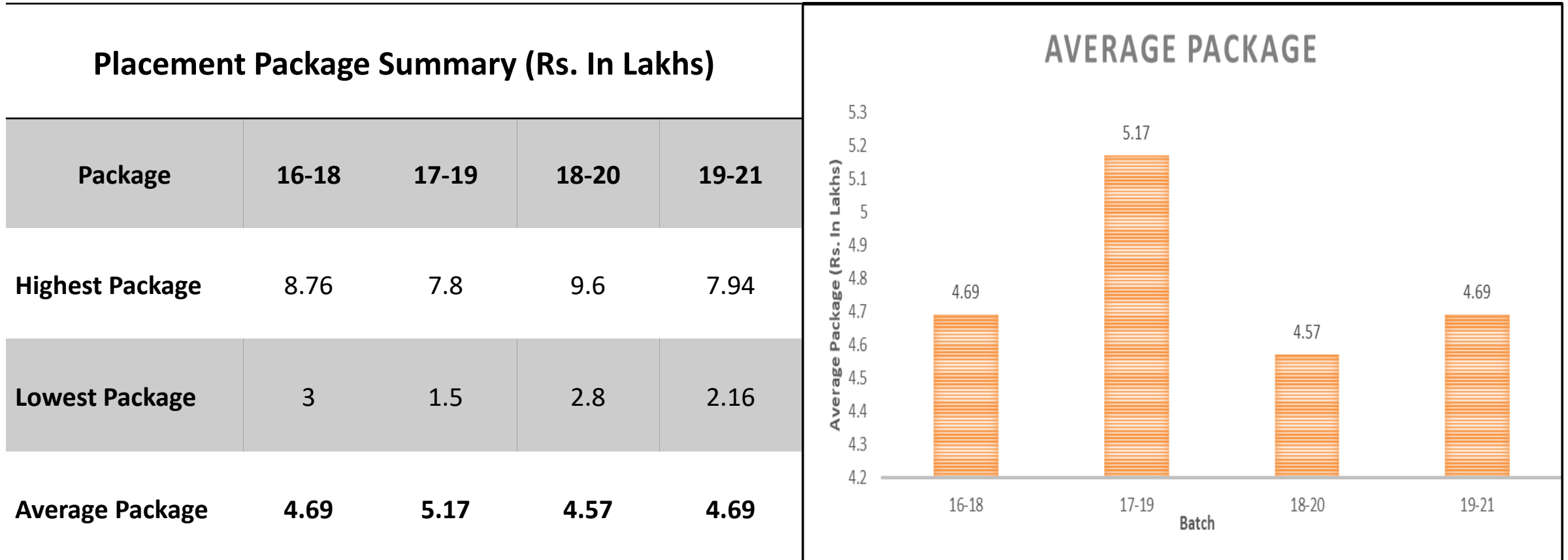
3. IMPROVEMENT IN PLACEMENT INDEX

Particulars	CAYm1 (2019-20)	CAYm2 (2018-19)	CAYm3 (2017-18)
No. of students placed in companies	56	52	50
No. of students pursuing Ph.D. / Higher Studies (y)	0	3	0
No. of students turned entrepreneur (z)	1	2	3
x + y + z	57	57	53
N= total no. of students admitted	60	60	60
Placement Index: (x + y + z)/N	95%	95%	88.33%
Average placement= (P1 + P2 + P3) / 3	92%		
Assessment Points = 40 × average placement	36.8		



The placement index has shown improvement over the last 3 years with a percentage improvement of >6% from batch 17-19 to batch 19-20. This can be attributed to efforts taken by the institute in knowledge, skill and attitude development of the students.

4. IMPROVEMENT IN AVERAGE PLACEMENT PACKAGE



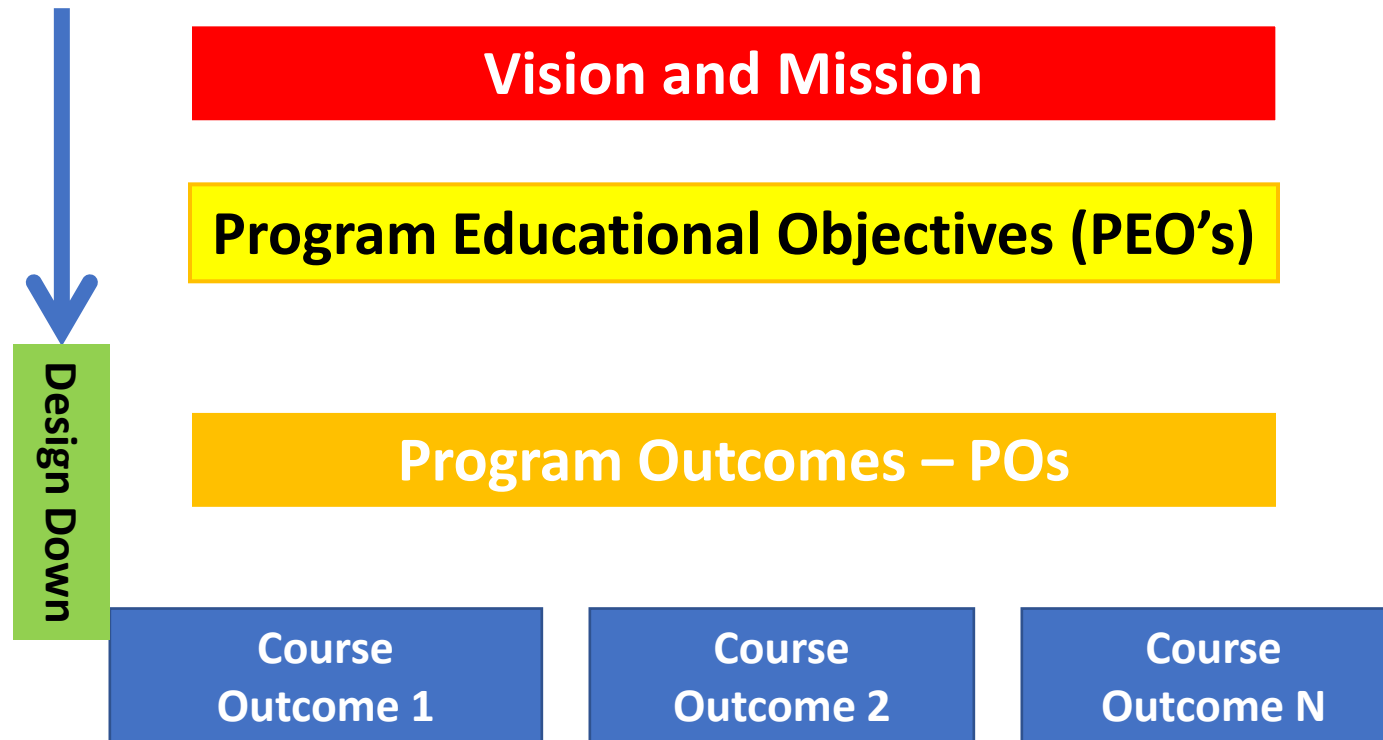
The average placement package has recovered from 4.57 lacs in the year 18-20 to 4.69 in the year 20-21 with an exception of 18-19 where the average placement package was the highest. This can be attributed to various uncontrollable factors like market conditions, demand in the job market et al.

PART II

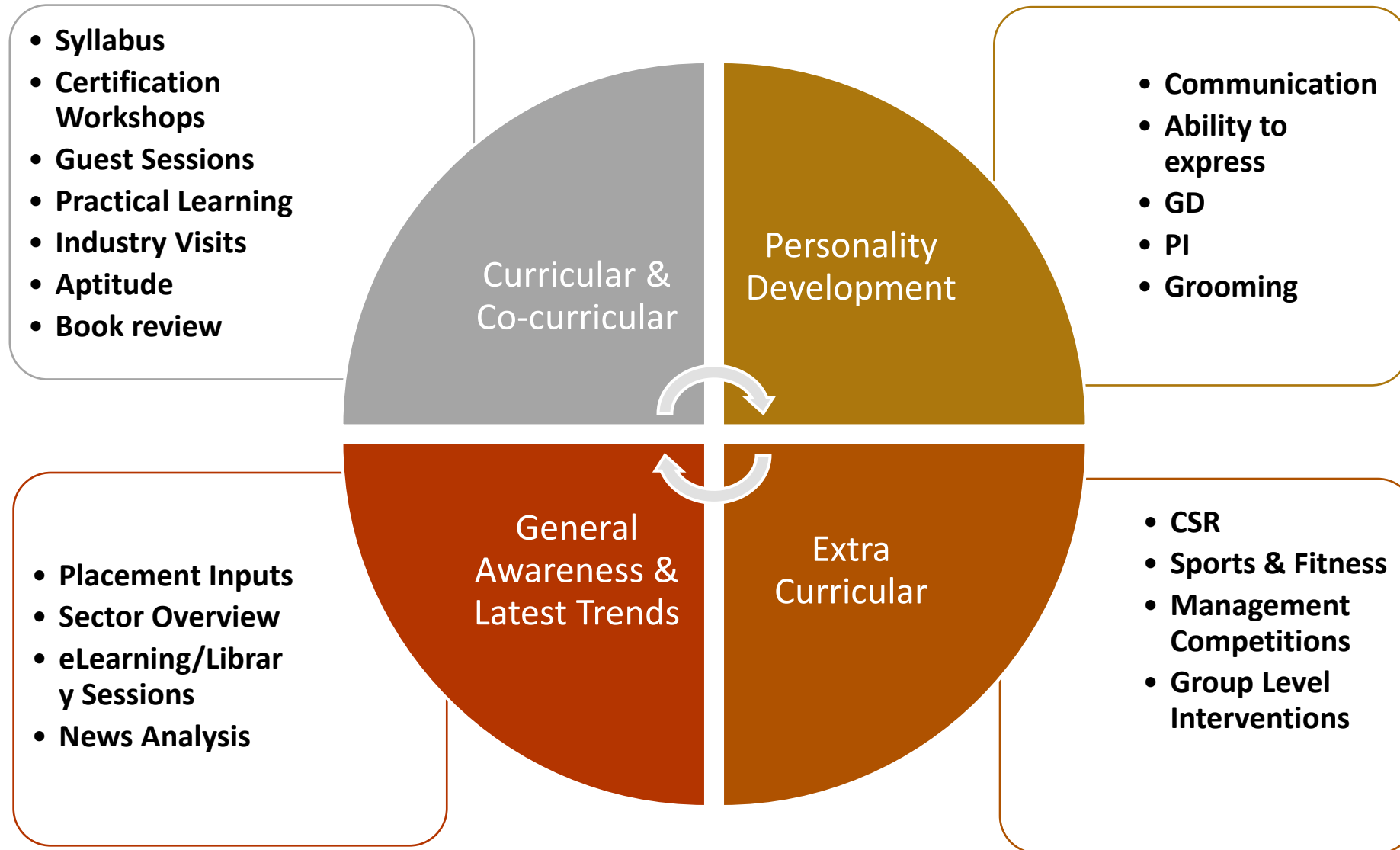
OBE PHILOSOPHY OF THE DEPARTMENT

- ❑ **Outcome Based Education (OBE)** philosophy of our department is to provide **quality education** to the students so that they are **able to perform** as per the industry expectations.
- ❑ All educational activities carried out in OBE help the students to achieve their career goals.
- ❑ The faculty performs the role of instructor as well as mentor based on the **outcomes** targeted.

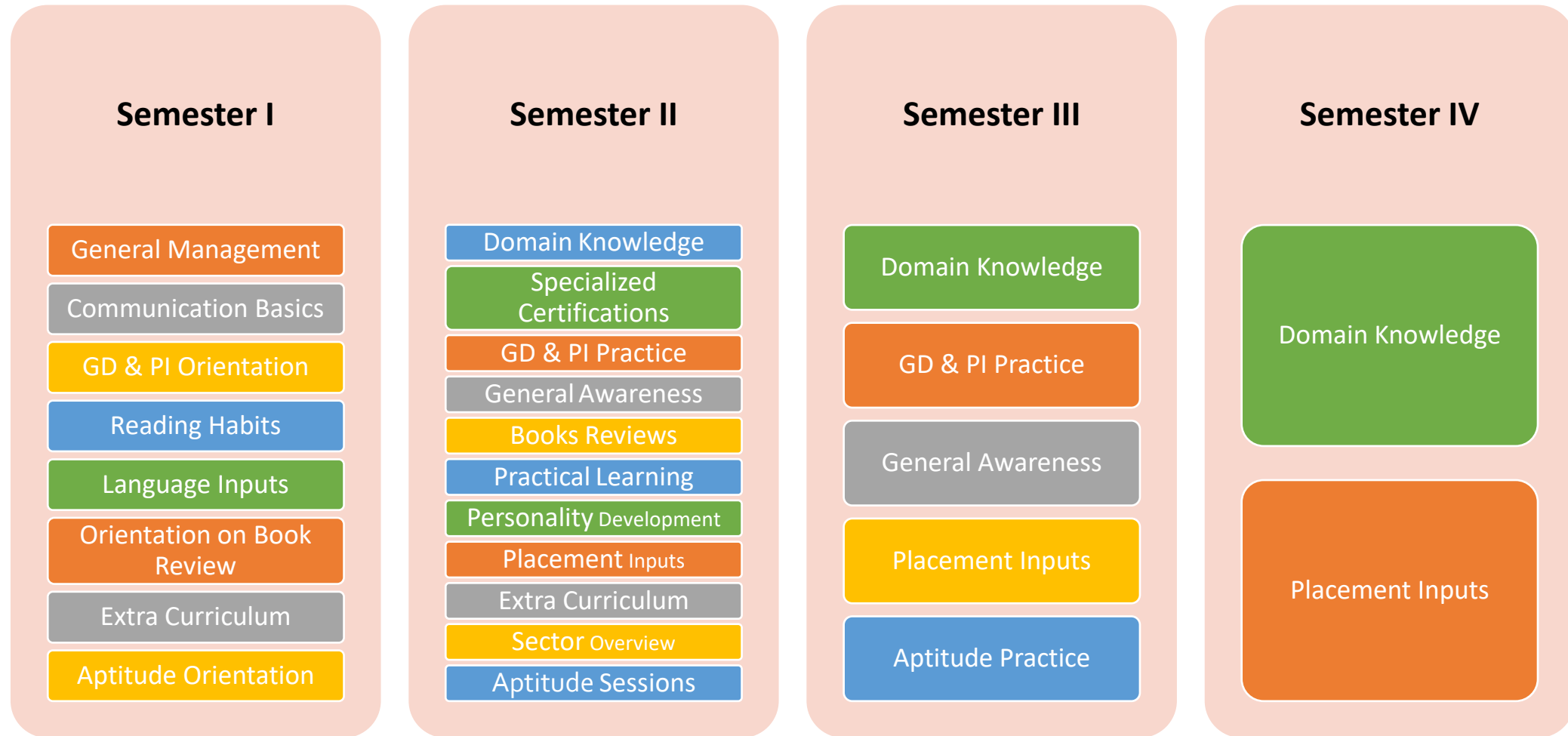
KEY COMPONENT OF OBE



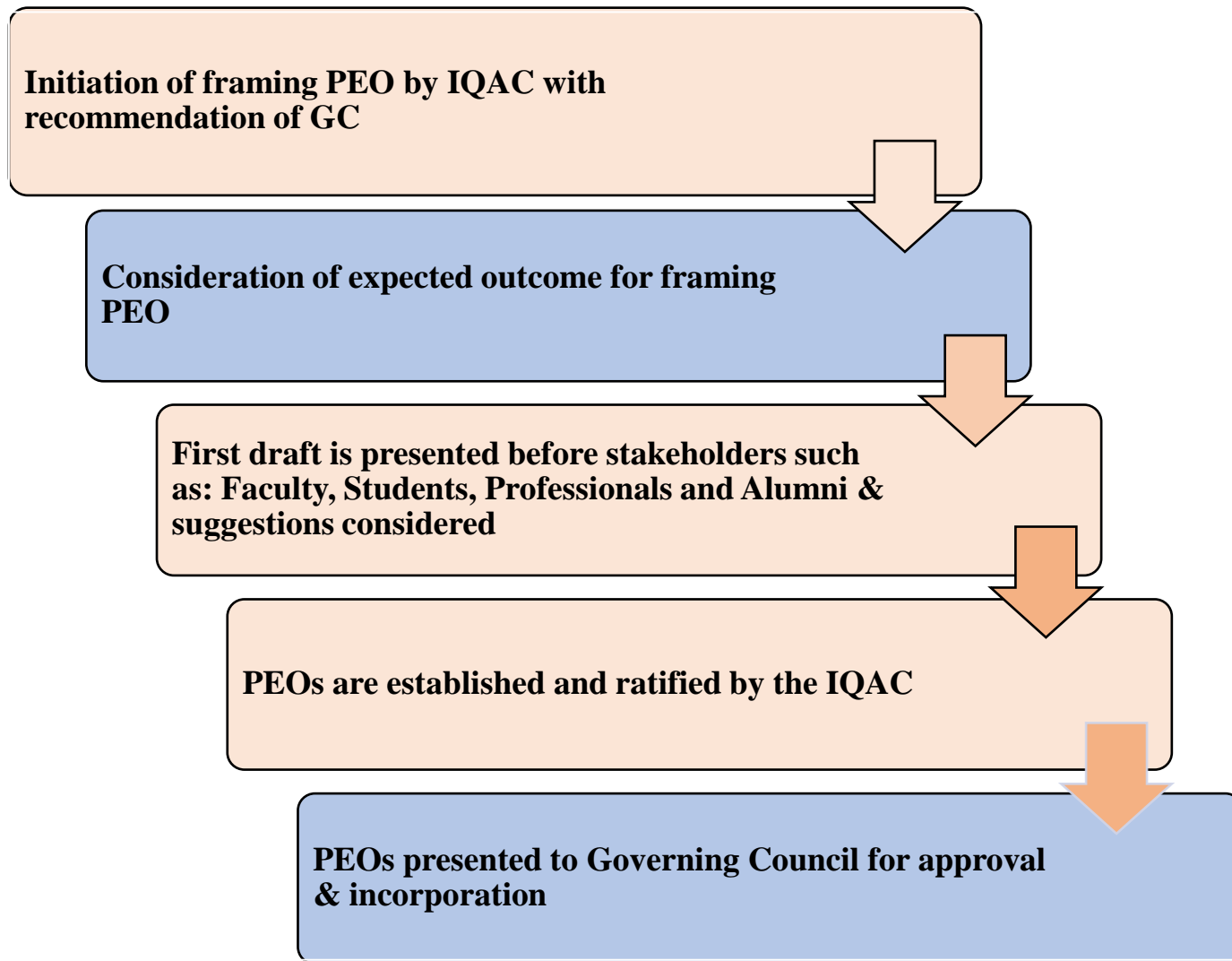
OBE SCOPE ACROSS DIFFERENT AREAS UNDER FRAMEWORK



SEMESTER-WISE FOCUS AREAS TO IMPLEMENT OBE FRAMEWORK



OBE FRAMING & REVIEW PROCESS



- ❑ Academic Committee periodically reviews the OBE process, Attainment values and carries out a Gap Analysis.
- ❑ Thereafter, Academic Committee recommends changes in Curriculum / Delivery Methods / Assessment Methods.
- ❑ BOS examines the proposed changes and approves modifications in the Curriculum to address the gaps in attainment of COs/POs.
- ❑ IQAC reviews the quality of OBE process.

**ASSESSMENT
METHODOLOGY OF
COURSE OUTCOMES
AND PROGRAM
OUTCOMES**

CO ASSESSMENT TOOLS AND ATTAINMENT COMPUTATION

Method of Direct Assessment	Weightage	Tool	Nature of exam	Frequency of data collection
Internal Examination	40%	MCQs	For each subject 3-5 assessments are taken and mapped to the course objectives.	Continuous
		Class test		
		Group discussion		
		Case study		
		Role play		
		Presentations		
		Mid-Semester Examination		
End Semester Examination	60%	End-Semester Examination	Theory + Numerical	Once in semester

- Each assessment is mapped to the respective Course outcomes.
- After the evaluation of internal & external assessment marks scored by the students, CO attainment level for that assessment is calculated based on the rubric.
- Multiple assessments can map to single CO.
- The student who is scoring 60% and above of the total marks attempted in the respective CO is considered as **high attainment** and indicates good Skill, knowledge and attitude acquired by the student.
- The Percentage of Attainment for the respective CO will be computed as:
$$= \frac{\text{Total number of students attained}}{\text{Total number of students}} * 100$$
- Final CO attainment is calculated based on 40% of attainment through Internal assessments + 60% of attainment through SEE

CO Attainment Rubrics:

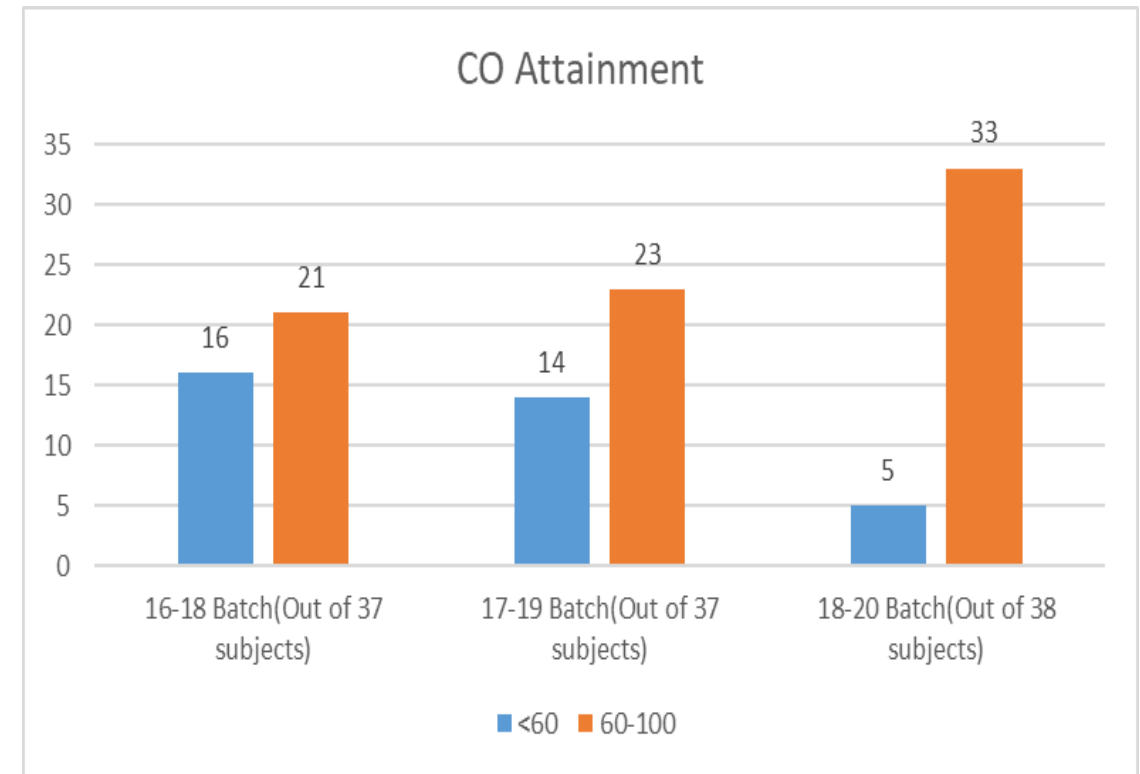
Level – 3	More than 60% students getting 60% marks
Level – 2	40-60% students getting 60% marks
Level - 1	Less than 40% students getting 60% marks

SAMPLE CO ATTAINMENT COMPUTATION

Assignment Name	CA1	
Teacher	Prof. Sudhindra Majumdar	
	Course Outcome	2018MGC101.1,2018MGC101.3
	Max Marks	10.00
Student >=60% Marks		59
Total Student s		59
CO 1, CO 2 Attainment (%)		100
Assignment Name	Midsem	
Teacher	Prof. Sudhindra Majumdar	
	Course Outcome	2018MGC101.1,2018MGC101.2
	Max Marks	20.00
Student >=60% Marks		54
Total Student s		59
CO 1, CO 2 and CO 3 Attainment (%)		91.53

ANALYSIS OF CO ATTAINMENT RANGE (%)

CO Attainment Range (%)	16-18 Batch (Out of 37 subjects)	17-19 Batch (Out of 37 subjects)	18-20 Batch (Out of 38 subjects)
< 60%	16	14	05
>= 60%	21	23	33



INITIATIVES TO ENHANCE CO ATTAINMENT LEVELS

- Faculty ensure utilization of at least three different teaching pedagogy/methodologies in teaching plan of each subject.
- Tutorials are conducted to help students in small batches to improve on the specific subjects.
- Guest sessions in almost every subject to help students gain practical perspective of the subject.
- Status of syllabus completion is taken intermittently by the program & Academics HOD at the start of the program, mid semester and an end semester review to ensure timely completion of the required content.
- Inclusiveness of Massive Open Online Courses (MOOCs) to make students learn in their personal space continuously.
- Various class and library assignments in subjects to provide effective grasp and practice for the students.

PO ATTAINMENT COMPUTATION & GAP ANALYSIS

PO Attainment Computation

Direct Method (80% weightage)

- CO attainment Values
- PO attainment value will be computed by taking average of mapping CO attainment values.

Indirect Method (20% weightage)

- Student Exit Survey
- Co-curricular Activities
- Employer Survey
- Survey follows 5-point rating scale

Attainment through the survey=

$$\frac{5 * no_of_excellent + 4 * no_of_verygood + 3 * no_of_good + 2 * no_of_fair + 1 * no_of_poor}{5 * no_of_responses}$$

- Final Attainment** = Average of attainment values from Program Exit Survey , Alumni Survey and Employer survey

PO Attainment Rubrics for Indirect Method

Level-3	80% or above feedback marks
Level-2	70% or above feedback marks
Level-1	60% or above feedback marks

PO Assessment Methods:

Method of Assessment	Weightage	Tool	Process used	Frequency of data collection
Direct	80%	Course attainment level	Internal Assessment	Mid-Semester & Continuous Assessments
			End Term Exam	Once in Semester
Indirect	20%	Student Exit survey	Feedback form	Annually
		Co-curricular activities	Feedback form	Annually
		Employer survey	Feedback form	Annually

PO ATTAINMENT COMPUTATION

Attainment of Course Outcome								
Course Outcome	Mapping with Program Outcome		Attainment % in					Final Weighted COs Attainment (100% Direct)
	POs	Level of Mapping	Direct				Weighted Level of Attainment (60% End Sem + 40% IA)	
			End Sem (External)		Internal			
			Attainment	Level Of Attainment	Attainment	Level Of Attainment		
2018MGC101.1	PO--1	Substantial (1)	66.1	3	94.92	3	3.0 (77.63%)	
	PO--4	Moderate (0.67)						
2018MGC101.2	PO--1	Substantial (1)	66.1	3	86.44	3	3.0 (74.24%)	
	PO--4	Moderate(0.67)						
	PO--5	Moderate (0.67)						
2018MGC101.3	PO--1	Moderate (0.67)	66.1	3	94.92	3	3.0 (77.63%)	
	PO--2	Moderate (0.67)						
	PO--4	Moderate (0.67)						

PO ATTAINMENT THROUGH CO ATTAINMENT

Formula: PO Attainment = $\frac{\sum (\text{Affinity} * \text{Level of attainment})}{\sum \text{Affinity}}$

Where, Affinity = Level of Mapping

Weighted POs Attainment Contribution					
	PO--1	PO--2	PO--3	PO--4	PO--5
	(Final Weighted COs Attainment)*(Level of mapping)	(Final Weighted COs Attainment)*(Level of mapping)	(Final Weighted COs Attainment)*(Level of mapping)	(Final Weighted COs Attainment)*(Level of mapping)	(Final Weighted COs Attainment)*(Level of mapping)
2018MGC101.1	3	-	-	2	-
2018MGC101.2	3	-	-	2	2
2018MGC101.3	2	2	-	2	-
PO Attainment	3	3	-	3	3

SAMPLE COURSE ARTICULATION MATRIX

Sr. No.	Course Name	Course Type	Course Outcome No.	Course Outcomes	Program Outcomes				
					PO1	PO2	PO3	PO4	PO5
1	Managerial Economics	Generic Core	101.1	To understand and appreciate the concepts of managerial economics in theory and practice.	3	-	-	2	-
			101.2	To understand and apply the concept of economics in marketing strategy formulation & implementation such as pricing, costs, production, demand analysis & forecasting.	3	-	-	2	2
			101.3	To understand how the cost of environmental degradation is taken into account for national income accounting.	2	2	-	2	-

SAMPLE PROGRAM ARTICULATION MATRIX

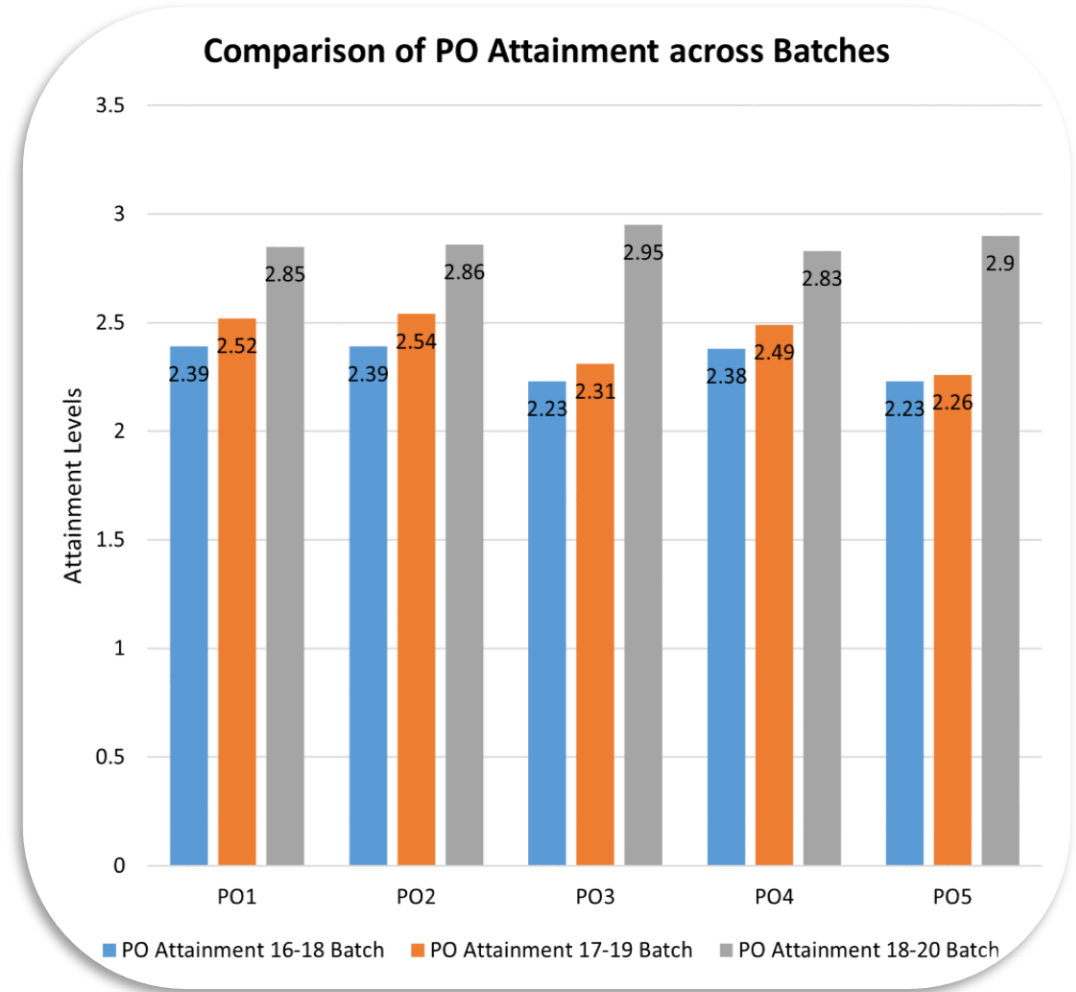
POs Attainment Report for PGDM Marketing - 2018-20					
Semester I					
Course	Program	Program	Program	Program	Program
	Outcome	Outcome	Outcome	Outcome	Outcome
	1	2	3	4	5
PGDM M - 2018 - Sem I - M - GC - 101 - Managerial Economics	3	3	-	3	3
PGDM M - 2018 - Sem I - M - GC - 102 - Management Accounting	3	3	-	3	3
PGDM M - 2018 - Sem I - M - GC - 103 - Legal Aspects of Business	3	-	3	3	3
PGDM M - 2018 - Sem I - M - GC - 104 - Managerial Communication	2.79	-	2.69	3	2.79
PGDM M - 2018 - Sem I - M - GC - 105 - Basics of Marketing	3	3	-	3	-
PGDM M - 2018 - Sem I - M - GC - 106 - Statistics and Quantitative Techniques	3	3	-	-	-
PGDM M - 2018 - Sem I - M - GC - 107 - Organization Behaviour and Theory of Management	2.4	2.4	2.4	-	2.4
PGDM M - 2018 - Sem I - M - GC - 108 - Skill Enhancement Lab	3	3	-	3	-
PGDM M - 2018 - Sem I - M - GC - 109 - IT Skills Lab	3	3	3	3	3
Total	26.19	20.4	11.09	21	17.19
Average	2.91	2.91	2.77	3.00	2.87

SAMPLE CALCULATION FOR PO ATTAINMENT FOR THE PROGRAM

Particulars	PO 1	PO 2	PO 3	PO 4	PO 5
Total courses through mapped Pos	71	53	20	53	21
Average of direct Assessment (80% weightage)	2.27	2.27	2.35	2.26	2.36
Average of indirect Assessment (20% weightage)	.60	.60	.60	.60	.60
POs Attainment for the Program	2.87	2.87	2.95	2.86	2.96

BATCHWISE PO ATTAINMENT

PO Attainment Batch wise						
Batch ↓	PO →	PO1	PO2	PO3	PO4	PO5
PO Attainment 16-18 Batch		2.39	2.39	2.23	2.38	2.23
PO Attainment 17-19 Batch		2.52	2.54	2.31	2.49	2.26
PO Attainment 18-20 Batch		2.85	2.86	2.95	2.83	2.9
Average PO Attainment		2.58	2.59	2.49	2.56	2.46



- ❑ CO / PO attainment value is compared with last year
- ❑ Observation about the gap, if any
- ❑ Action plan to reduce the gap, which can be
 - ❑ Change in curricular & co-curricular content
 - ❑ Introduction of New course
 - ❑ Introduction of Effective Delivery Method
 - ❑ Introduction of Effective Assessment Method
- ❑ CO/PO Attainment values and Gap Analysis is deliberated in AC & BOS meetings.



WAY FORWARD



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