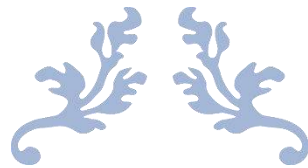




SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

RAMAPURAM

FACULTY OF MANAGEMENT



PO ATTAINMENT REPORT

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

2020 – 2022 BATCH



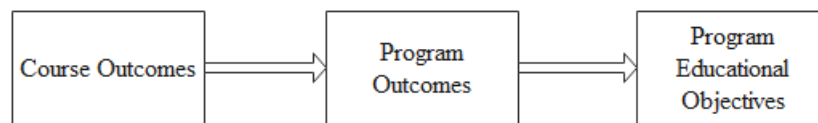
INDEX

Sl.No	Details	Pg.No
1	The PO Attainment Process	2
2	Department Vision and Mission	11
3	Program Educational Objectives (PEO)	12
4	Program Outcomes (PO)	12
5	Mapping Mission statement with PEO	13
6	Mapping PEO and PO	13
7	Articulation matrix of Course and PO	14
8	Mapping Course outcomes (CO) & Program Outcomes (PO)	15
9	Attainment of Programme Outcomes - Direct assessment	21
11	Attainment of Programme Outcomes - Indirect assessment	22
12	Overall Attainment of Programme Outcomes	23
13	Annexure I – Course wise Programme outcomes	24
14	Annexure II – Programme exit Survey form	51

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
RAMAPURAM
FACULTY OF MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION

THE ATTAINMENT PROCESS OF PROGRAM OUTCOMES

The attainment of Program Outcomes involves developing Program Educational Objectives (PEO), Program Outcomes (PO) and Course outcomes (CO) as follows:



The process of PO attainment starts with mapping Course Outcomes (CO) and Program Outcomes (PO) with correlation levels of 3,2 and 1 as given below:

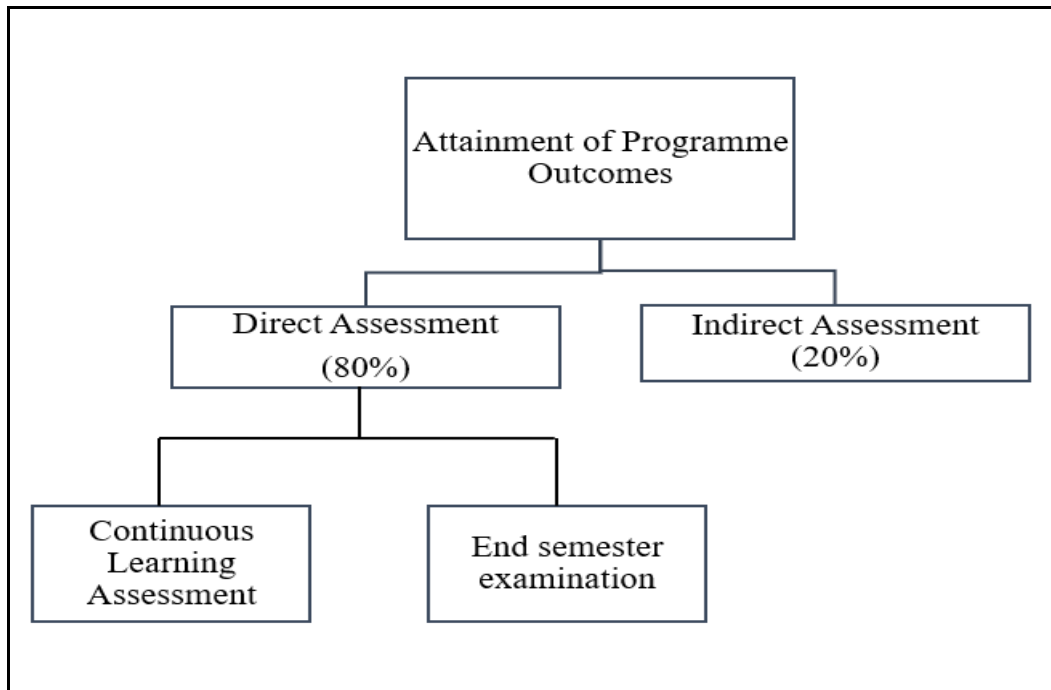
Levels	Correlation
3	High (High contribution towards attainment)
2	Moderate (Medium contribution towards attainment)
1	Low (Low contributions towards attainment)

Then, the average score of Course Outcomes ranges from 1 – 3 were taken to represent the articulation matrix of course and Program Outcomes.

Ranges of Average CO	Correlation of Course and PO
Above 2.40	High
1.50 – 2.39	Moderate
1.00 – 1.49	Low

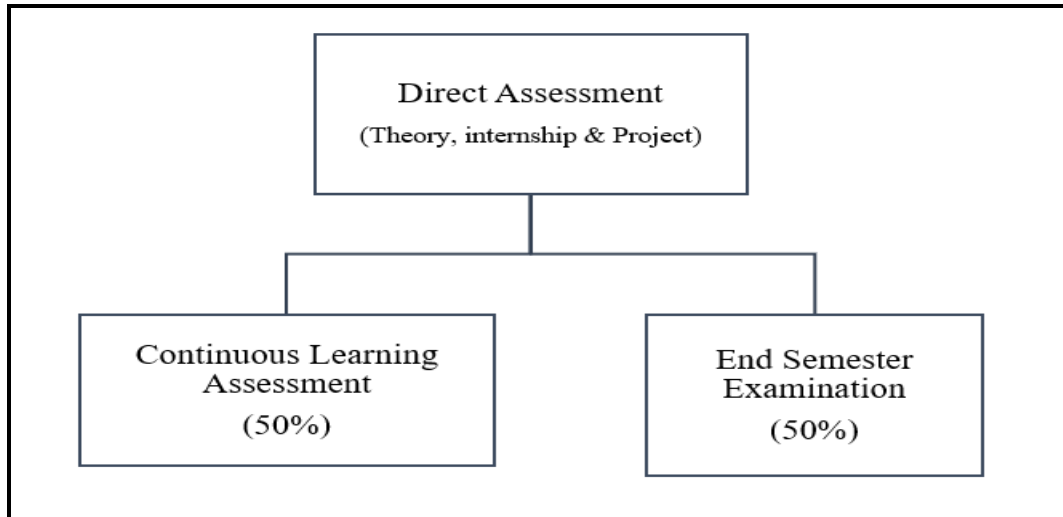
The overall attainment of the Program Outcomes were calculated based on the direct and indirect assessment method with weightage of 80% and 20% respectively.

Direct attainment of PO was determined by taking average of all the courses correlated with that PO. Indirect attainment of PO was calculated based on student's exit survey.

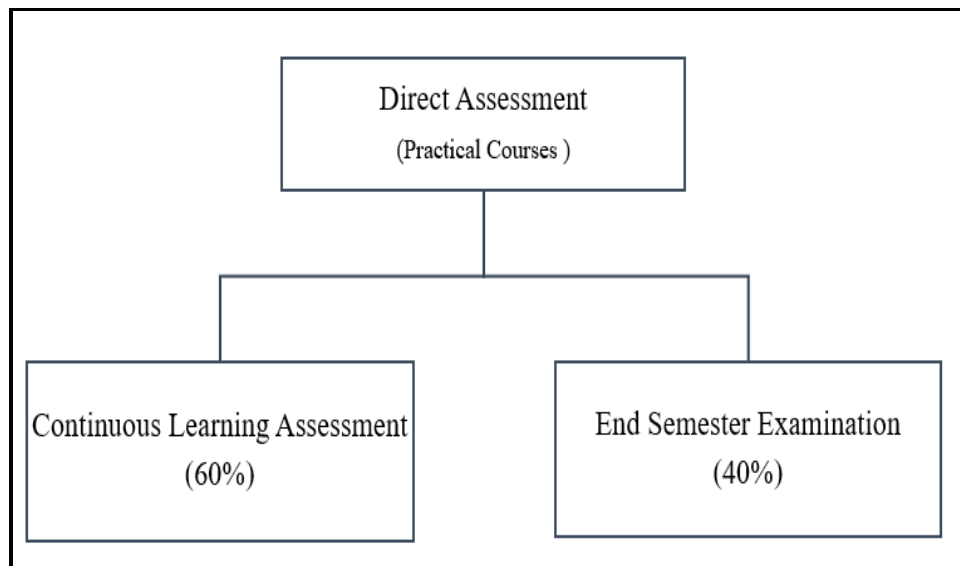


1. DIRECT ASSESSMENT METHODS

The Direct Assessment of Programme Outcomes (PO) were measured based on the attainment of Course Outcomes. The attainment of Course Outcomes has been calculated through Continuous Learning Assessment and End semester university examination. The Weightage assigned for theory courses, summer internship and project work to determine the attainment of course outcomes of Continuous learning Assessment and end semester examination is 50% each.



Whereas, the weightage assigned for practical courses to calculate course outcomes through continuous learning assessment and end semester examination is 60% and 40% respectively.



a) Continuous Learning Assessment (CLA):

The course outcomes are measured through course Continuous Learning Assessment (CLA) such as cycle test, Surprise test, mini project, class participation and Model examination for theory courses and lab records, reports, reviews and viva for practical courses, internship and project work and end semester examinations. The attainment level of Course Outcomes of the theory courses is fixed as.

Level	Description
3	Above 70% of students attain course outcomes
2	Between 60% – 69 % of students attain course outcomes
1	Between 50% – 59% of students attain course outcomes

The course outcomes attainment level of practical courses, internship and project is fixed as

Level	Description
3	Above 90% of students attain course outcomes
2	Between 80% – 89 % of students attain course outcomes
1	Between 70% – 79%of students attain course outcomes

Calculation of Course outcomes of Continuous Learning Assessment attainment level

The calculation of course outcomes of continuous learning assessment for all the course are calculated based on the average attainment level of that course outcome using the following formula:

$$\text{CLA Attainment level of CO}_n = \frac{\text{Sum of the attainment level of CO}_n}{\text{No. of CLA used for CO}_n}$$

Example:

Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Learning Assessment Attainment level
CO1	3	3	3	3	3	15	3.0
CO2		3	3	3	3	12	3.0
CO3			3	3	3	9	3.0
CO4			3	3	3	9	3.0
CO5			3	3	3	9	3.0

b) End semester examination:

The attainment level of end semester / University examination is based on the grade secured by the students of a course. Then the grade is converted into range of marks as specified by the university as given below:

Range	Grade
91 – 100	O
81 – 90	A+
71 – 80	A
61 – 70	B+
56 – 60	B
50 – 55	C

Based on the range of marks, the attainment level is set for end semester examination as follows:

Level	Description
3	Above 51 % of students scored 81 – 100 marks (Secured A+ and O grade)
2	41% - 50% of students scored 61 – 80 marks (secured A and B+ grade)
1	40 % – 50 % of students scored 50 – 60 marks (secured B and C grade)

Therefore, the overall attainment course outcomes are described as;

Overall CO Attainment = (Attainment level of CLA × 0.5) + (Attainment level of End semester exam x 0.5)

Example:

Course Outcomes (CO)	Continuous Assessment Attainment level	End semester Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	2	1.5	1	2.5
CO2	3.0	2	1.5	1	2.5
CO3	3.0	2	1.5	1	2.5
CO4	3.0	2	1.5	1	2.5
CO5	3.0	2	1.5	1	2.5

CO - PO ATTAINMENT OF A COURSE

Using CO – PO mapping, the mapped POs are considered for PO attainment

Course Outcomes	Total Direct assessment of CO	Programme Outcomes mapping correlation with CO				
		PO1	PO2	PO3	PO4	PO5
CO1	2.5	3	-	-	-	-
CO2	2.5	2	3	-	3	-
CO3	2.5	2	3	-	-	2
CO4	2.5	3	2	-	2	-
CO5	2.5	2	3	-	2	2

PO attainment of a course is computed based on the following formula:

PO attainment of a course = (CO attainment X CO-PO Mapping) / Max. correlation strength

Example:

Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2.5				
CO2	1.7	2.5		2.5	
CO3	1.7	2.5			1.7
CO4	2.5	1.7		1.7	
CO5	1.7	2.5		1.7	1.7
Total	10.0	9.2		5.9	3.4
CO - PO Attainment	2.0	2.3	---	2.0	1.7

2. Indirect Assessment

The Indirect assessment was measured based on the student's perception on Program Outcomes through student's exit survey at the end of the MBA Programme. The comprehensive feedback of student's perception on PO rates on 5-point scale i.e., from 1 to 5 was followed:

Scale	Description
1	Strongly Disagree
2	Disagree
3	Neither Agree nor Disagree
4	Agree
5	Strongly Agree

The attainment level for indirect assessment was fixed based on the percentage of students who have selected the scale Agree (4) and strongly agree (5) as mentioned below:

Percentage of students opted scale 4 and 5	Attainment level
More than 70%	3
60 – 69%	2
50 – 59%	1

3 – High ; 2 – Medium ; 1 - Low

PO ATTAINMENT OF A BATCH

PO attainment of a batch is determined based on the direct and indirect assessment methods.

The Direct assessment of PO is based on the average PO attainment of all the courses, for that particular batch. Indirect attainment is determined from student's programme exit survey.

Final PO attainment for a particular batch = (0.8 * Direct Attainment) + (0.2 * Indirect Attainment)

Therefore,

The process of PO attainment is simplified as:

- Defining Department Vision and Mission
- Establishment of PEO and PO in alignment to Vision and Mission
- Mapping Program Educational Objectives and Program Outcomes
- Develop Course Outcomes
- Mapping Course Outcomes with Program Outcomes
- Calculate CO attainment through various Continuous Learning Assessment and End semester examination (Direct Assessment)
- Conduct Program exit survey (Indirect Assessment)
- Predict the Program Outcomes and Program Educational Objectives

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
RAMAPURAM
FACULTY OF MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION

VISION

To be a Globally Renowned B-School that imparts enterprising knowledge & skills that best serves the stakeholders and mankind.

MISSION

M 1: Promote Excellence in Business Education and Skill Development

M 2 : Nurture Entrepreneurship, Human Values, Social Responsibilities and Global Citizenship

M 3 : Enrich the Creativity, Research and Innovation in all Activities

M 4 :Collaborate to foster Personal and Institutional Leadership Effectiveness

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
RAMAPURAM
FACULTY OF MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION

Programme Educational Objectives (PEO)

PEO – 1 : Graduates will be business leaders and managers with leadership and problem-solving skills for global business.

PEO – 2 : Graduates will drive entrepreneurship initiatives either on their own or within other organizations where they are employed.

PEO – 3 : Graduates will have innovation skills and drive the businesses through multifaceted skills.

PEO – 4 : Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.

Programme Outcomes (PO)

PO – 1 : Apply knowledge of management theories and practices to solve business problems.

PO - 2 : Foster Analytical and critical thinking abilities for data-based decision making.

PO – 3 : Ability to develop Value based Leadership ability.

PO - 4 : Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO - 5 : Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Mapping Mission of the department to the Programme Educational Objectives

	M -1	M-2	M-3	M-4
PEO – 1	H	M	H	H
PEO – 2	M	H	H	L
PEO – 3	H	M	M	M
PEO – 4	H	L	M	M

H – High Correlation, M – Medium Correlation, L – Low Correlation

Mapping of Programme Educational Objectives to Programme outcomes

	PO -1	PO - 2	PO - 3	PO- 4	PO - 5
	Graduate Attributes				
PEO - 1	H	H	H	M	H
PEO - 2	L	L	L	L	M
PEO - 3	H	H	H	M	L
PEO - 4	H	M	L	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

COURSE AND PROGRAMME OUTCOMES CORRELATION MATRIX
(BATCH 2020 - 2022)

SEM	Course Code	Course title	PO1	PO2	PO3	PO4	PO5
I	MB20104	Financial Reporting, Statements and Analysis	H	H	L	M	L
	MB20106	Information Management	H	H	L	H	L
II	MB20201	Human Resources Management	H	H	H	M	H
	MB20202	Corporate Finance	M	H	M	M	M
	MB20203	Operation Management	H	H	M	M	M
	MB20204	Entrepreneurship	H	H	M	H	H
	MB20205	Legal and Business Environment (Micro and Macro)	H	H	L	H	L
	MB20206	Indian Ethos and Corporate Strategy	H	M	M	L	M
	MB20207	Research Methods in Business	H	H	M	M	M
	MB20208	Business Analytics	H	M	-	M	-
	MB20209	Career Development Course - II	-	H	M	H	H
III	MB20301	Summer Internship	H	H	L	H	L
IV	MB20401	MAIN PROJECT WORK	H	H	H	H	H

(Correlation level - H: > 2.4 M: 1.50 – 2.39 L : 1.00 – 1.49)

COURSE OUTCOMES AND PROGRAMME OUTCOMES CORRELATION

MATRIX (BATCH 2020 - 2022)

MBA 1 st SEMESTER						
CO	COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5
MB20104 Financial Reporting, Statements and Analysis						
CO1	To equip the students with practices and procedures of financial reporting including accounting concepts, conventions and policies and a base knowledge on the final accounts	3	-	-	2	1
CO2	To enable the student to attain practical knowledge of various aspects of an annual report including note on accounts and management discussion and analysis.	-	-	1	3	-
CO3	To equip the students with a detailed understanding of the tools and techniques of financial statement analysis	2	3	-	-	-
CO4	To introduce to the students the practical aspects of financial statement analysis through contemporary case studies	-	3	-	-	1
CO5	Estimate the ways to measure the additional information in annual report and segment reporting	3	-	1	-	-
	Average Score	2.67	3	1	2.5	1
MB20106 Information Management						
CO1	Illustrate the importance of information system in achieving the business objectives	3	-	-	2	1
CO2	Construct the competitive strategies model using information management & discuss the ethical, social and political model	-	-	1	3	-
CO3	Point out the ways to handle IT infrastructure and database management system in an organisation	2	3	-	-	-
CO4	Explain information systems vulnerability and categorise the digital markets	-	3	-	-	1
CO5	Estimate the ways to measure to knowledge management building information system.	3	-	1	-	-
	Average Score	2.67	3	1	2.5	1

MBA 2nd SEMESTER						
CO	COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5
MB20201 Human Resources Management						
CO1	To describe the concepts, challenges and applications of Human Resource Management	3	2	-	2	-
CO2	To analyse the importance of Human Resource planning, recruitment and selection to the organisational effectiveness	2	3	-	1	2
CO3	To explain the appropriate methods and process of training and development programmes	-	2	3	1	3
CO4	To outline the approaches and components of compensation	3	2	-	2	-
CO5	To assess the employee performance and various industry practices	3	3	-	2	-
	Average Score	2.75	2.4	3	1.6	2.5
MB20202 Corporate Finance						
CO1	To learn the financial tools needed to make good business decisions	3	2	-	2	-
CO2	To enable the basic insights of corporate finance theory	2	3	-	1	2
CO3	To emphasize the application of theory to real business decisions	-	2	-	1	3
CO4	To ensure that the available funds are used effectively and increasing its profit in the form of higher returns to stake holders	3	2	-	2	-
CO5	To measure the enactment of Working capital analysis for fund operations and meet short term obligations	3	3	-	2	-
	Average Score	2.75	2.4	-	1.6	2.5
MB20203 Operation Management						
CO1	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.	3	2	2	1	1
CO2	Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments.	3	3	3	2	2

CO3	Develop aggregate capacity plans and MPS in operation environments.	3	2	2	2	3
CO4	Plan and implement suitable materials handling principles and practices in the operations.	3	2	3	1	2
CO5	Plan and implement suitable quality control measures in Quality Circles to TQM	3	3	1	3	2
	Average	3	2.4	2.2	1.8	2
MB20204 Entrepreneurship						
CO1	Describe the concepts of Entrepreneurship and Intrapreneurship, Business Incubators, types of entrepreneurs and its Micro, Small, Medium enterprises.	2	2	2	2	2
CO2	Identify the myths & realities of entrepreneurship and Transition from college/regular job to the world of startups, India's start up revolution, its Trends, Difference life stages	2	2	2	2	3
CO3	Analyse to Establish a new enterprise-Forms of enterprise-Feasibility study, Human resource planning in entrepreneurship, individual & group creativity & Thinking Hats methods	3	2	2	2	2
CO4	Evaluate the framed Business plan and the challenges involved in it, organisational form, Intellectual property copyright–trademarks–Law vs Ethics– Legal expenses, hiring the service provider, Digital economy as a resource promotion tools, Funding and Incubation	2	3	2	3	3
CO5	Reflect the criteria employed by VCs, Selecting the right VC, Financing Mix and the Financing continuum, Idea/Patent, Driving force and capital infusion, Minimum viable product, Struggles, Causes of failure in Product/market, financing, managerial - Valuation and Harvesting –Valuation methods, Strategic sale, negotiations–Management succession	3	3	3	3	2
	Average	2.4	2.4	2.2	2.4	2.4

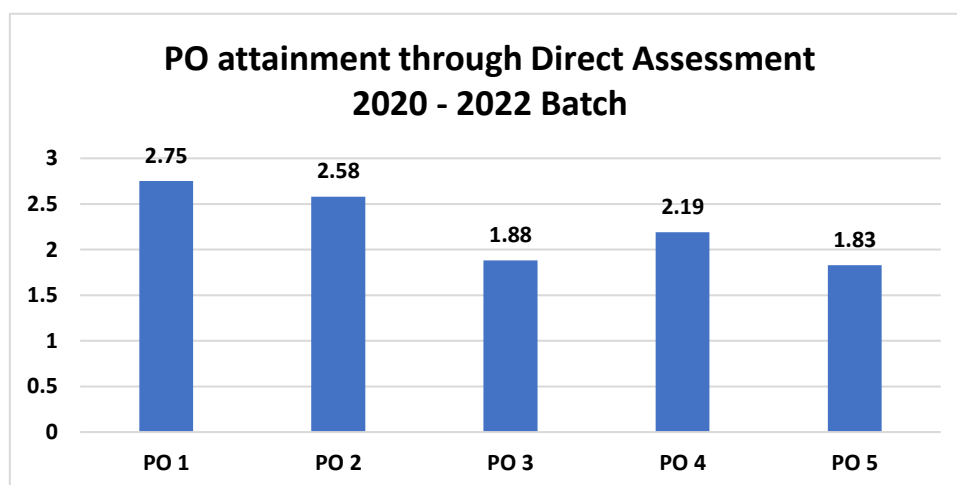
MB20205 Legal and Business Environment (Micro and Macro)						
CO1	To understand the basic legal framework	3	-	-	2	1
CO2	To identify the significant place of legal system in the micro and macro environment of business	-	-	1	3	-
CO3	To describe the salient provisions relating to Indian contract act, Sale of Goods Act, IPR, Companies Act, and other acts relating to public interest.	2	3	-	-	-
CO4	To keep familiarity with the precaution to be taken by them as managers when they enter into business relationships with their suppliers, customers or other third parties	-	3	-	-	1
CO5	To understand protection of business	3	-	1	-	-
	Average	2.67	3	1	2.5	1
MB20206 Indian Ethos and Corporate Strategy						
CO1	To understand what ethics is and how to handle issues relating to ethics in business.	3	3	3	2	3
CO2	Analayse and exhibit the various work ethos or work culture by referring to certain norms of behaviour governing the conduct of workers involved in work situations to achieve certain designed objectives.	1	1	1	1	2
CO3	Classify and understand the effective classification of karmas, recognise the karma yoga organisation and to formulate the strategy for the organisation.	3	3	3	2	1
CO4	Implement, evaluate and facilitate ethical business behaviour and promotes good to society, improves profitability, fosters business relations and employee productivity.	3	2	1	3	3
CO5	Discover and assist in ethical decision making, ethical reasoning, the dilemmas resolution process: Ethical dilemmas in different business areas of finance, marketing and HRM. Strategic change and address the strategic issues in an effective manner.	3	3	-	3	2
	Average	2.6	2.4	2	2.2	2.2

MB20207 Research Methods in Business						
CO1	Describe the fundamentals of research and research contribution to theory and practice.	3	2	1	1	1
CO2	Identify and analyse the qualitative research methods	3	3	2	2	1
CO3	Discuss the nature of qualitative methods, sampling, designing and coding questionnaires	3	3	2	2	1
CO4	Apply the concepts of hypothesis testing and interpret the results of statistical analysis	3	3	1	1	3
CO5	Develop a research proposal, presentation and defence of reports	2	3	2	2	2
	Average	2.8	2.8	1.6	1.6	1.6
MB20208 Business Analytics						
CO1	To understand the Analytical Models and Data Dashboards using Excel	2	1	-	2	-
CO2	To visualize the data by generating different charts	3	-	-	-	-
CO3	To build spreadsheet models by applying What-If analysis & linear optimization models	3	-	-	-	-
CO4	To analyze data by applying different statistical techniques using SPSS package	3	-	-	-	-
CO5	To develop complete business analytic model(s) in visualization software like Tableau, Rapid Miner, Power BI, R and Python programming using real-time (recent) data	-	3	-	2	-
	Average	2.75	2	-	2	-
MB20209 Career Development Course - II						
CO1	To improve aptitude problem solving skills and reasoning ability of the students	-	3	1	3	-
CO2	To understand the importance of verbal and written communication in the work place	-	2	3	3	3
CO3	To enable to solve problems with speed and accuracy and be creative	-	3	-	-	2
	Average	-	2.67	2	3	2.5

MBA 3rd SEMESTER						
CO	COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5
MB20301 Summer Internship						
CO1	To summarise organizational structure and internal/external environment of the company and relate it to its industry position	3	-	-	-	-
CO2	To relate and apply the theoretical concepts learned with actual functioning of the organisation	-	3	-	-	-
CO3	To articulate the learning from the internship, both in relation to personal learning and management related aspects	3	-	1	-	-
CO4	To examine the social relevance of the internship	-	-	-	3	-
CO5	To discuss the innovative techniques/ contribution implemented in the organisation	-	3	-	-	1
	Average	3	3	1	3	1
MBA 4th SEMESTER						
MB20401 Main Project Work						
CO1	To understand industry and company	3	2	-	3	-
CO2	To learn literature review and methodology	3	3	-	3	3
CO3	To analyse and interpret data and summarise the findings	-	3	-	3	3
CO4	To examine the innovation/social relevance	3	2	3	2	-
	Average	3	2.5	3	2.75	3

**ATTAINMENT OF PROGRAMME OUTCOMES THROUGH DIRECT
ASSESSMENT METHOD (2020 - 2022 BATCH)**

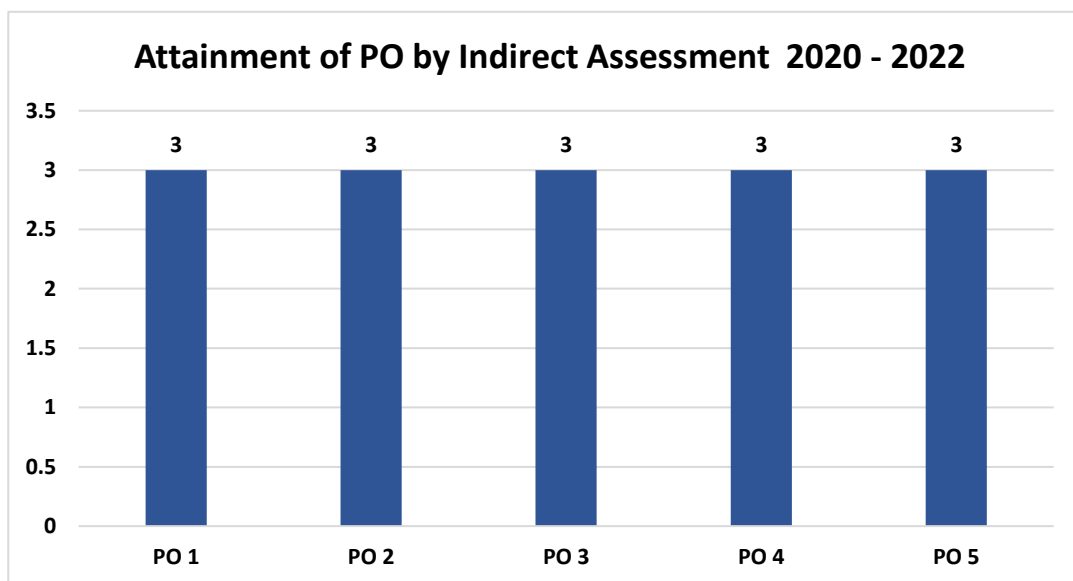
SEM	Course Code	Course title	PO1	PO2	PO3	PO4	PO5
I	MB20104	Financial Reporting, Statements and Analysis	2.67	3	1	2.5	1
	MB20106	Information Management	2.67	3	2	2.5	1
II	MB20201	Human Resources Management	2.8	2.4	-	1.6	2.5
	MB20202	Corporate Finance	2.7	2.4	2	1.8	2.6
	MB20203	Operation Management	3	2.4	2.2	1.8	2.5
	MB20204	Entrepreneurship	2.4	2.4	2.2	2.4	2.4
	MB20205	Legal and Business Environment (Micro and Macro)	2.67	3	3	2.5	1
	MB20206	Indian Ethos and Corporate Strategy	2.8	2.4	1.6	2.2	2.2
	MB20207	Research Methods in Business	2.5	2.3	1.4	1.4	1.3
	MB20208	Business Analytics	2.8	2	-	2	-
	MB20209	Career Development Course - II	-	2.7	1.3	2.0	1.7
III	MB20301	Summer Internship	3.0	2.8	1.0	3.0	0.8
IV	MB20401	MAIN PROJECT WORK	3	2.8	3	2.8	3
		Total	33.0	33.6	20.7	28.5	22.0
		Average	2.75	2.58	1.88	2.19	1.83



**ATTAINMENT OF PROGRAMME OUTCOMES THROUGH INDIRECT
ASSESEMNT METHOD 2020 – 2022 BATCH**

PROGRAMME EXIT SURVEY (BATCH 2020- 2022)

Scale	PO1	PO2	PO3	PO4	PO5
Strongly Agree (5)	104	97	88	102	104
Agree (4)	8	13	19	7	11
Partially Agree (3)	3	6	7	5	1
Disagree (2)	1	0	1	1	0
Strongly Disagree (1)	0	0	0	0	0
Total Response	116	116	115	115	116
Response for SA & A	112	110	107	109	115
Percentage of Response (%)	96	94	93	94.7	99
Attainment level of Indirect Assessment	3	3	3	3	3

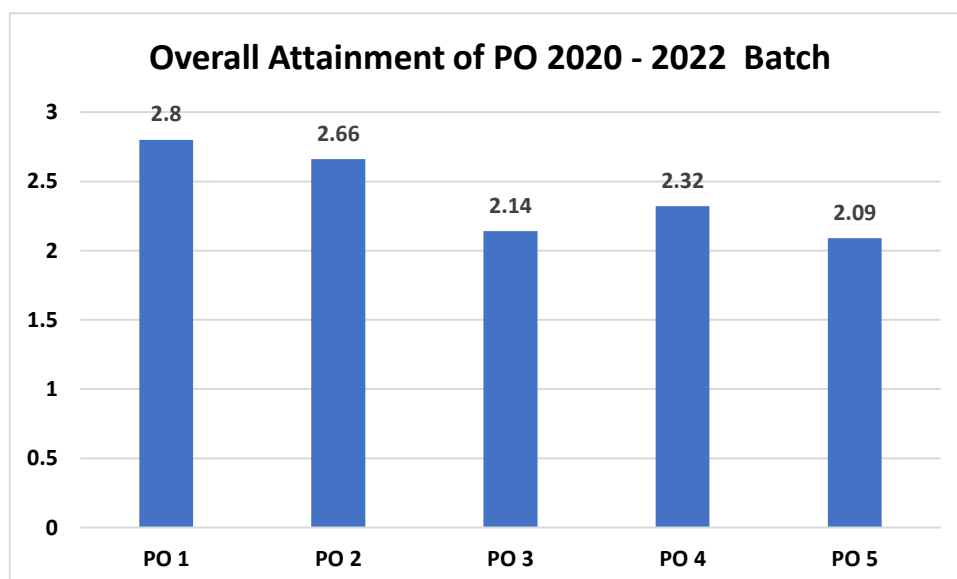


OVERALL ATTAINMENT OF PROGRAMME OUTCOMES 2020 – 2022 BATCH

USING DIRECT AND INDIRECT METHODS

Programme Outcomes	Direct assessment	Indirect Assessment	80% of Direct Assessment	20% Indirect Assessment	Total Attainment
PO1: Apply knowledge of management theories and practices to solve business problems.	2.75	3	2.20	0.6	2.80
PO2: Foster Analytical and critical thinking abilities for data-based decision making.	2.58	3	2.06	0.6	2.66
PO3: Ability to develop Value based Leadership ability.	1.88	3	1.50	0.6	2.14
PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	2.19	3	1.75	0.6	2.32
PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	1.83	3	1.46	0.6	2.09

The PO attainment of 2020 – 2022 batch - 2.40



ANNEXURE - I

COURSE WISE PROGRAMME OUTCOMES 2020 – 2022 Batch

Course code & name: MB20104 - Financial Reporting, Statements and Analysis

Table: MB20104 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3		3	3	12	3.0	3
CO2		3	3	3	3	12	3.0	3
CO3			3	3	3	9	3.0	3
CO4			3	3	3	9	3.0	3
CO5			3	3	3	9	3.0	3

Table: MB20104 – (b)

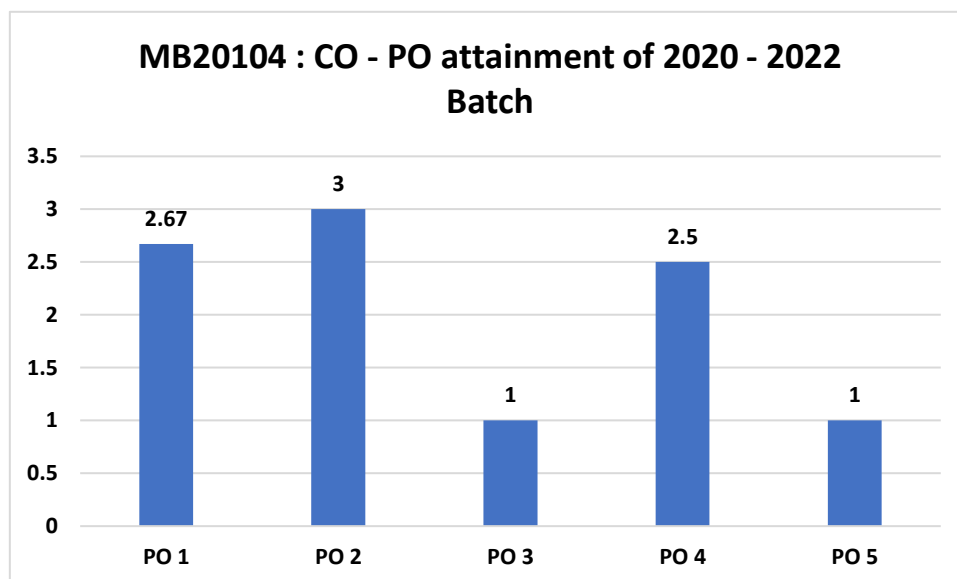
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3	1.50	1.5	3.0
CO2	3.0	3	1.50	1.5	3.0
CO3	3.0	3	1.50	1.5	3.0
CO4	3.0	3	1.15	1.5	2.7
CO5	3.0	3	1.50	1.5	3.0

Table: MB20104 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	-	2	1
CO2	3	-	-	1	3	-
CO3	3	2	3	-	-	-
CO4	3	-	3	-	-	1
CO5	3	3	-	1	-	-

Table: MB20104 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	-	-	2	1
CO2	-	-	1	3	-
CO3	2	3	-	-	-
CO4	-	3	-	-	1
CO5	3	-	1	-	-
Total	8.00	6.00	2.00	5.00	2.00
CO - PO Attainment	2.67	3.00	1.00	2.50	1.00



Course code & name: MB20106 – Information Management

Table: MB18106 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3		3	3	12	3.0	3
CO2		3	3	3	3	12	3.0	3
CO3			3	3	3	9	3.0	3
CO4			3	3	3	9	3.0	3
CO5			3	3	3	9	3.0	3

Table: MB20106 – (b)

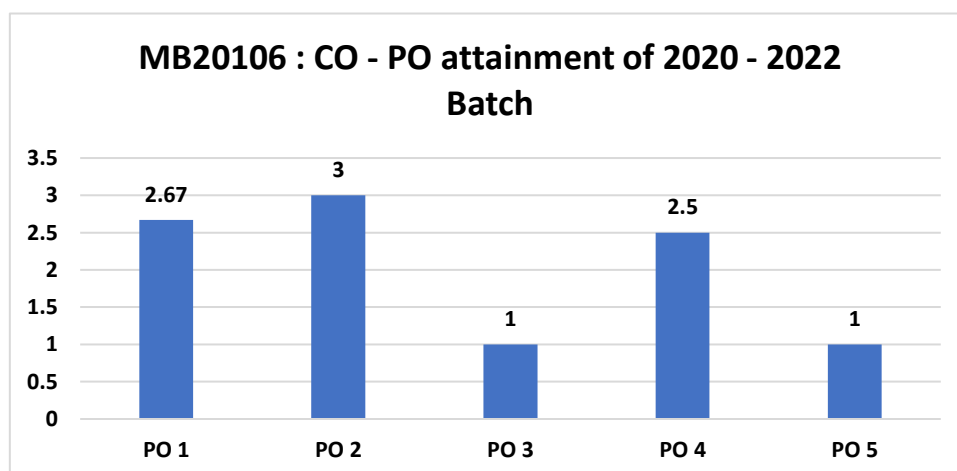
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3	1.50	1.5	3.0
CO2	3.0	3	1.50	1.5	3.0
CO3	3.0	3	1.50	1.5	3.0
CO4	3.0	3	1.50	1.5	3.0
CO5	3.0	3	1.50	1.5	3.0

Table: MB20106 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	-	2	1
CO2	3	-	-	1	3	-
CO3	3	2	3	-	-	-
CO4	3	-	3	-	-	1
CO5	3	3	-	1	-	-

Table: MB20106 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	-	-	2	1
CO2	-	-	1	3	-
CO3	2	3	-	-	-
CO4	-	3	-	-	1
CO5	3	-	1	-	-
Total	8.00	6.00	2.00	5.00	2.00
CO - PO Attainment	2.67	3.00	1.00	2.50	1.00



Course code & name: MB20201 – Human Resource Management

Table: MB20201 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3	3	3	3	15	3.0	3
CO2		3	3	3	3	12	3.0	3
CO3			3	3	3	9	3.0	3
CO4			3	3	3	9	3.0	3
CO5			3	3	3	9	3.0	3

Table: MB20201 – (b)

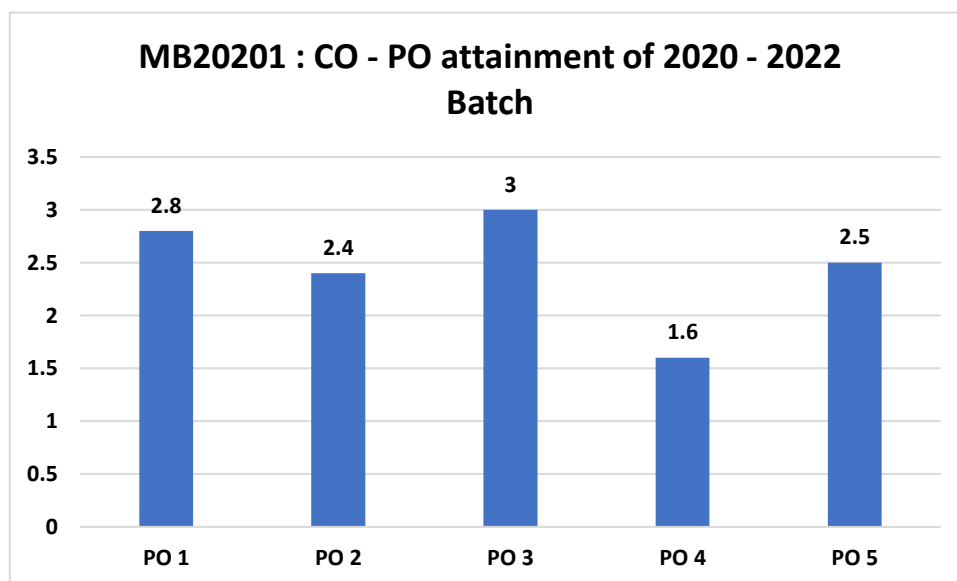
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3	1.5	1.5	3.0
CO2	3.0	3	1.5	1.5	3.0
CO3	3.0	3	1.5	1.5	3.0
CO4	3.0	3	1.5	1.5	3.0
CO5	3.0	3	1.5	1.5	3.0

Table: MB20201 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	-	2	-
CO2	3	2	3	-	1	2
CO3	3	-	2	3	1	3
CO4	3	3	2	-	2	-
CO5	3	3	3	-	2	-

Table: MB20201 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	2	-
CO2	2	3	-	1	2
CO3	-	2	3	1	3
CO4	3	2	-	2	-
CO5	3	3	-	2	-
Total	11.0	12.0	3.0	8.0	5.0
CO - PO Attainment	2.8	2.4	3.0	1.6	2.5



Course code & name: MB20202 – Corporate Finance

Table: MB20202 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3	3	3	3	15	3.0	3
CO2		3	3	3	3	12	3.0	3
CO3			3	3	3	9	3.0	3
CO4			3	3	3	9	3.0	3
CO5			3	3	3	9	3.0	3

Table: MB20202 – (b)

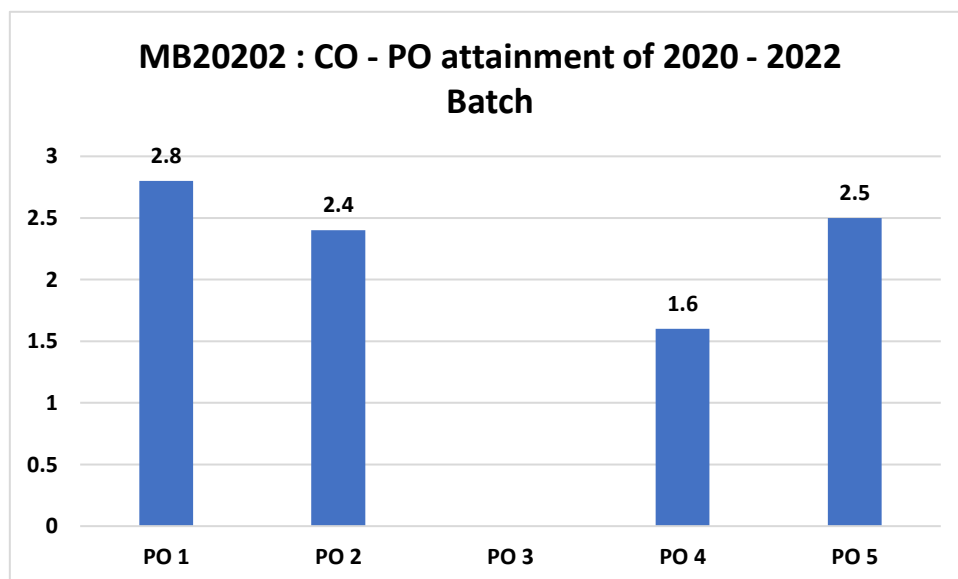
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3	1.50	1.5	3.0
CO2	3.0	3	1.50	1.5	3.0
CO3	3.0	3	1.50	1.5	3.0
CO4	3.0	3	1.50	1.5	3.0
CO5	3.0	3	1.50	1.5	3.0

Table: MB20202 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	-	2	-
CO2	3	2	3	-	1	2
CO3	3	-	2	-	1	3
CO4	3	3	2	-	2	-
CO5	3	3	3	-	2	-

Table: MB18202 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	2	-
CO2	2	3	-	1	2
CO3	-	2	-	1	3
CO4	3	2	-	2	-
CO5	3	3	-	2	-
Total	11.0	12.0	-	8.0	5.0
CO - PO Attainment	2.8	2.4	-	1.6	2.5



Course code & name: MB20203 – Operations Management

Table: MB20203 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3		3	3	12	3.0	3
CO2		3	3	3	3	12	3.0	3
CO3			3	3	3	9	3.0	3
CO4			3	3	3	9	3.0	3
CO5			3	3	3	9	3.0	3

Table: MB20203 – (b)

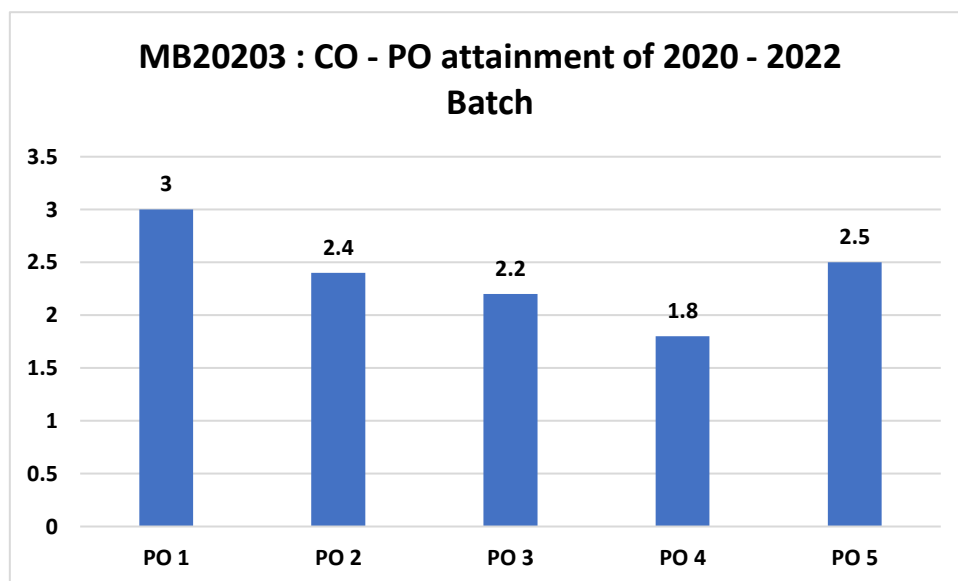
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3	1.5	1.5	3.0
CO2	3.0	3	1.5	1.5	3.0
CO3	3.0	3	1.5	1.5	3.0
CO4	3.0	3	1.5	1.5	3.0
CO5	3.0	3	1.5	1.5	3.0

Table: MB20203 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	2	1	1
CO2	3	3	3	3	2	2
CO3	3	3	2	2	2	3
CO4	3	3	2	3	1	2
CO5	3	3	3	1	3	2

Table: MB20203 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2.00	2	1	1
CO2	3	3.00	3	2	2
CO3	3	2.00	2	2	3
CO4	3	2.00	3	1	2
CO5	3	3.00	1	3	2
Total	15.0	12.0	11	9.0	10.0
CO - PO Attainment	3.0	2.4	2.2	1.8	2.5



Course code & name: MB20204 – Entrepreneurship

Table: MB20204 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3	3	3	3	15	3	3
CO2		3	3	3	3	15	3	3
CO3			3	3	3	12	3	3
CO4			3	3	3	12	3	3
CO5			3	3	3	12	3	3

Table: MB20204 – (b)

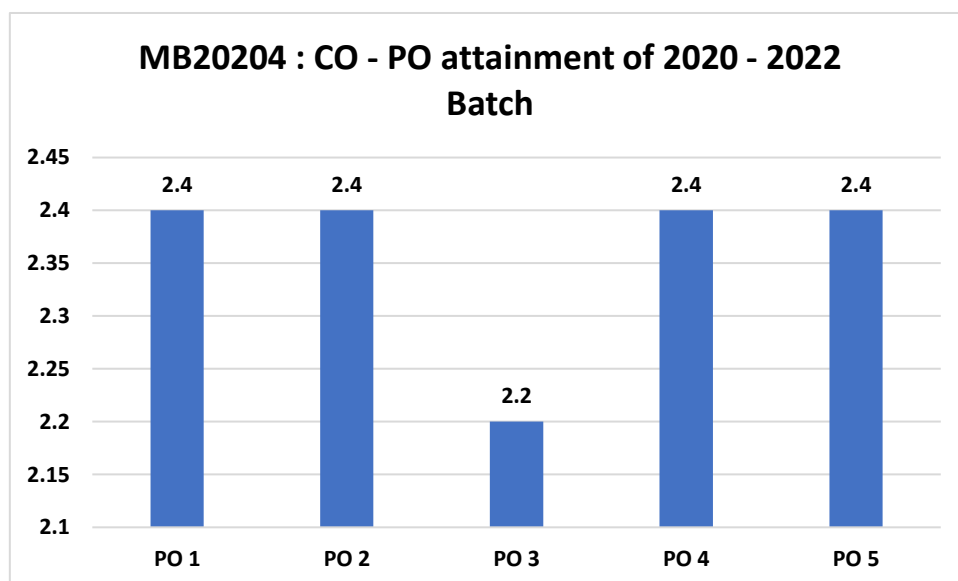
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3	1.50	1.5	3.0
CO2	3.0	3	1.50	1.5	3.0
CO3	3.0	3	1.50	1.5	3.0
CO4	3.0	3	1.50	1.5	3.0
CO5	3.0	3	1.50	1.5	3.0

Table: MB20204 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2	2
CO2	3	2	2	2	2	3
CO3	3	3	2	2	2	2
CO4	3	2	3	2	3	3
CO5	3	3	3	3	3	2

Table: MB20204 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2.0	2	2	2.0	2.0
CO2	2.0	2	2	2.0	3.0
CO3	3.0	2.0	2.0	2.0	2.0
CO4	2.0	3	2.0	3.0	3.0
CO5	3.0	3	3	3.0	2.0
Total	12.0	12.0	11.0	12.0	12.0
CO - PO Attainment	2.4	2.4	2.2	2.4	2.4



Course code & name: MB20205 - Legal and Business Environment (Micro and Macro)

Table: MB20205 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3		3	3	12	3.0	3
CO2		3	3	3	3	12	3.0	3
CO3			3	3	3	9	3.0	3
CO4			3	3	3	9	3.0	3
CO5			3	3	3	9	3.0	3

Table: MB20205 – (b)

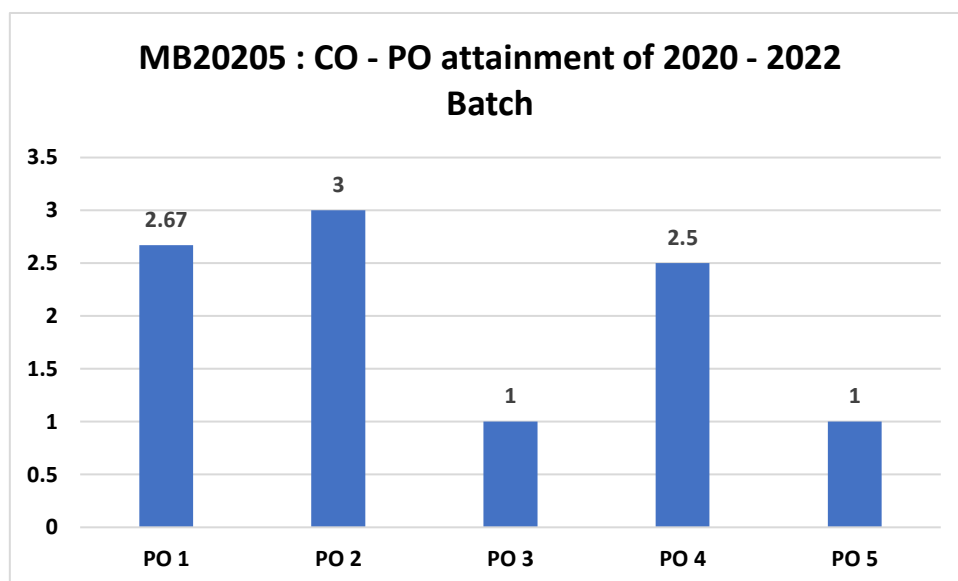
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3	1.5	1.5	3.0
CO2	3.0	3	1.5	1.5	3.0
CO3	3.0	3	1.5	1.5	3.0
CO4	3.0	3	1.5	1.5	3.0
CO5	3.0	3	1.5	1.5	3.0

Table: MB20205 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	-	2	1
CO2	3	-	-	1	3	-
CO3	3	2	3	-	-	-
CO4	3	-	3	-	-	1
CO5	3	3	-	1	-	-

Table: MB20205 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	-	-	2	1
CO2	-	-	1	3	-
CO3	2	3	-	-	-
CO4	-	3	-	-	1
CO5	3	-	1	-	-
Total	8.00	6.00	2.00	5.00	2.00
CO - PO Attainment	2.67	3.00	1.00	2.50	1.00



Course code & name: MB20206 – Indian Ethos and Corporate Strategy

Table: MB20206 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3	3	3	3	15	3.0	3
CO2		3	3	3	3	12	3.0	3
CO3			3	3	3	9	3.0	3
CO4			3	3	3	9	3.0	3
CO5				3	3	6	3.0	3

Table: MB20206 – (b)

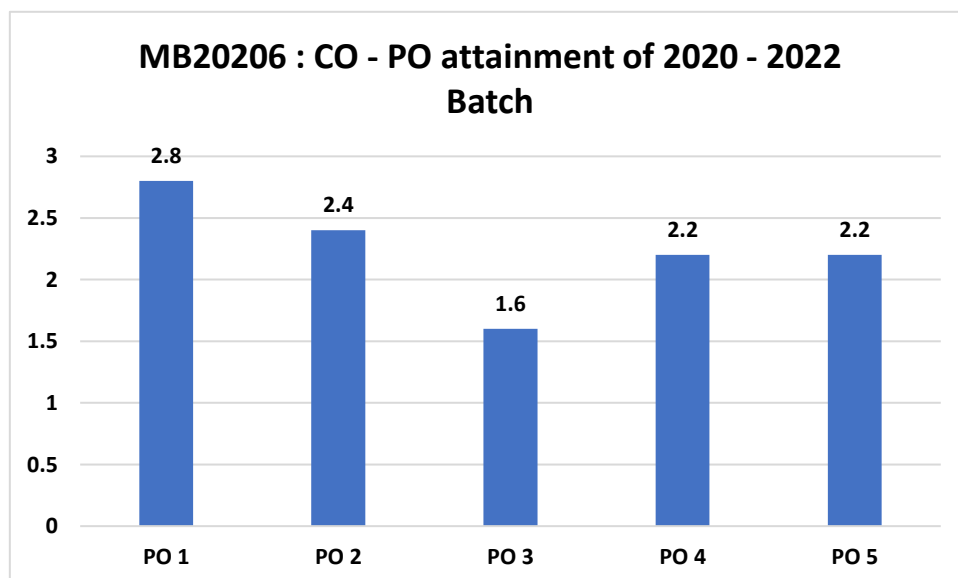
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3	1.5	1.5	3.0
CO2	3.0	3	1.5	1.5	3.0
CO3	3.0	3	1.5	1.5	3.0
CO4	3.0	3	1.5	1.5	3.0
CO5	3.0	3	1.5	1.5	3.0

Table: MB18206 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2	3
CO2	3	1	1	1	1	2
CO3	3	3	3	3	2	1
CO4	3	3	2	1	3	3
CO5	3	3	3	-	3	2

Table: MB18206 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	3
CO2	1	1	1	1	2
CO3	3	3	3	2	1
CO4	3	2	1	3	3
CO5	3	3	-	3	2
Total	13.0	12.0	8.00	11.0	11.0
CO - PO Attainment	2.8	2.4	1.6	2.2	2.2



Course code & name: MB20207 – Research Methods in Business

Table: MB20207 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3			3	9	3.0	2
CO2		3	3	3	1	10	2.5	2
CO3			3	3	2	8	2.7	2
CO4			3	3	1	7	2.3	2
CO5			3	3	2	8	2.7	2

Table: MB20207 – (b)

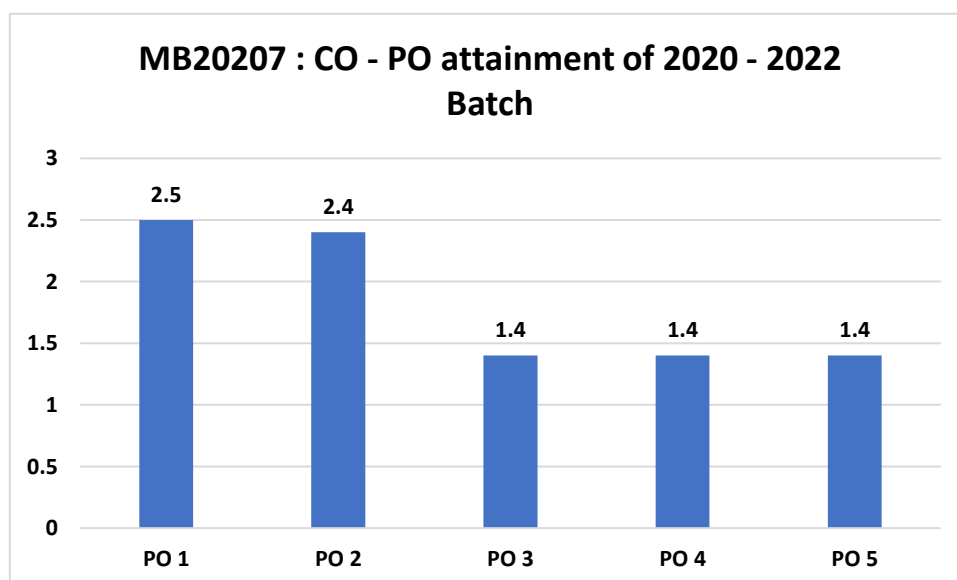
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3	1.50	1.5	3.0
CO2	2.5	3	1.25	1.5	2.8
CO3	2.7	3	1.34	1.5	2.8
CO4	2.3	3	1.15	1.5	2.7
CO5	2.7	3	1.33	1.5	2.8

Table: MB20207 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3.0	3	2	1	1	1
CO2	2.5	3	3	2	2	1
CO3	2.7	3	3	2	2	1
CO4	2.3	3	3	1	1	3
CO5	2.7	2	3	2	2	2

Table: MB20207 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3.0	2.0	1.0	1.0	1.0
CO2	2.5	2.5	1.7	1.7	0.8
CO3	2.7	2.7	1.8	1.8	0.9
CO4	2.3	2.3	0.8	0.8	2.3
CO5	1.8	2.7	1.8	1.8	1.8
Total	12.3	12.2	7.0	7.0	6.8
CO - PO Attainment	2.5	2.4	1.4	1.4	1.4



Course code & name: MB20208 – Business Analytics

Table: MB20208 – (a)

Course Outcomes (CO)	Record and Observation	Model Examination & Viva	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3	6	3.0	3
CO2	3	3	6	3.0	3
CO3	3	3	6	3.0	3
CO4	3	3	6	3.0	3
CO5	3	3	6	3.0	3

Table: MB20208 – (b)

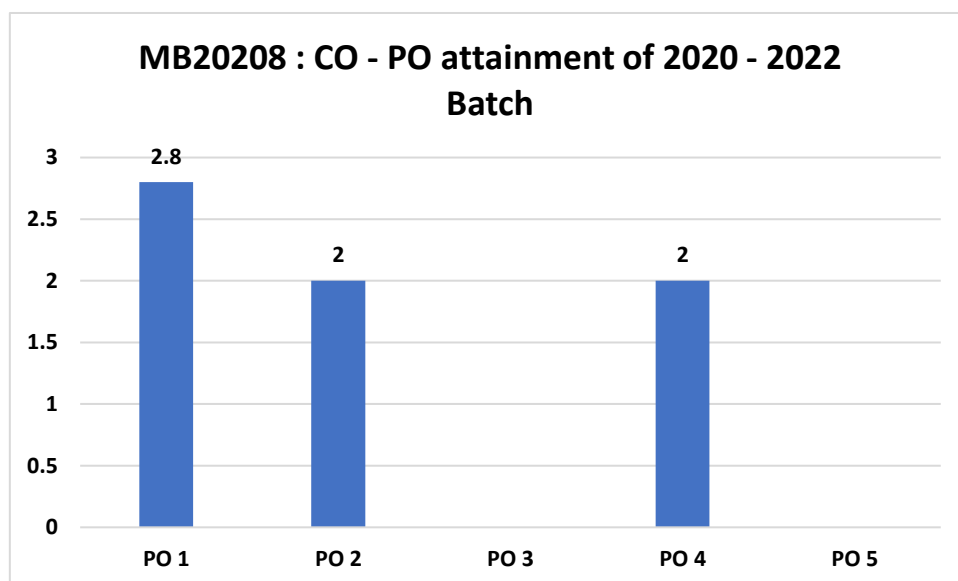
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 60%	End Sem Exam 40%	Total Direct assessment of CO
CO1	3.0	3	1.5	1.5	3.0
CO2	3.0	3	1.5	1.5	3.0
CO3	3.0	3	1.5	1.5	3.0
CO4	3.0	3	1.5	1.5	3.0
CO5	3.0	3	1.5	1.5	3.0

Table: MB20208 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	-	2	-
CO2	3	3	-	-	-	-
CO3	3	3	-	-	-	-
CO4	3	3	-	-	-	-
CO5	3	-	3	-	2	-

Table: MB20208 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	2	1	-	2	-
CO2	3	-	-	-	-
CO3	3	-	-	-	-
CO4	3	-	-	-	-
CO5	-	3	-	2	-
Total	11.0	4.0	-	4.0	-
CO - PO Attainment	2.8	2.0	-	2.0	-



Course code & name: MB20209 – Career Development Course - II

Table: MB20209 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Surprise Test	Cycle Test	Mini Project	Class Participation	Model Examination	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3	3	3	3	3	15	3	3
CO2		3	3	3	3	12	3	3
CO3			3	3	3	9	3	3

Table: MB20209 – (b)

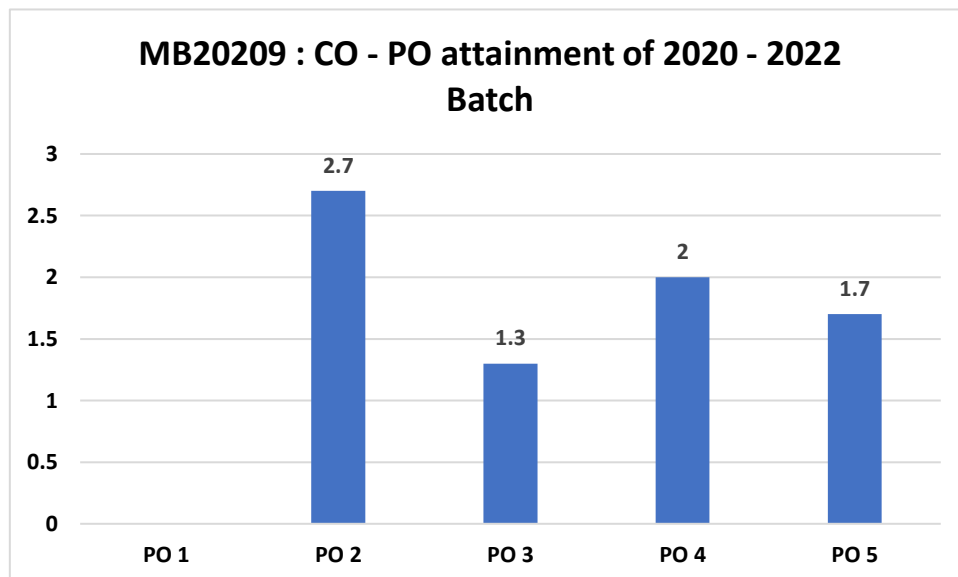
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3.0	3.0	1.5	1.5	3.0
CO2	3.0	3.0	1.5	1.5	3.0
CO3	3.0	3.0	1.5	1.5	3.0

Table: MB20209 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	-	3	1	3	-
CO2	3	-	2	3	3	3
CO3	3	-	3	-	-	2

Table: MB20209 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	-	3	1	3	-
CO2	-	2	3	3	3
CO3	-	3	-		2
Total	-	8	4	6	5
CO - PO Attainment	-	2.7	1.3	2.0	1.7



Course code & name: MB20301 – Summer Internship

Table: MB20301 – (a)

ATTAINMENT LEVEL OF COURSE OUTCOMES (CLA & End Sem)								
Course Outcomes (CO)	Review 1	Review 2	Review 3	Social Relevance	Innovation / Contribution	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3					3	3.0	3
CO2		3				3	3.0	3
CO3			3			3	3.0	3
CO4				3		3	3.0	3
CO5					2	2	2.0	3

Table: MB20301 – (b)

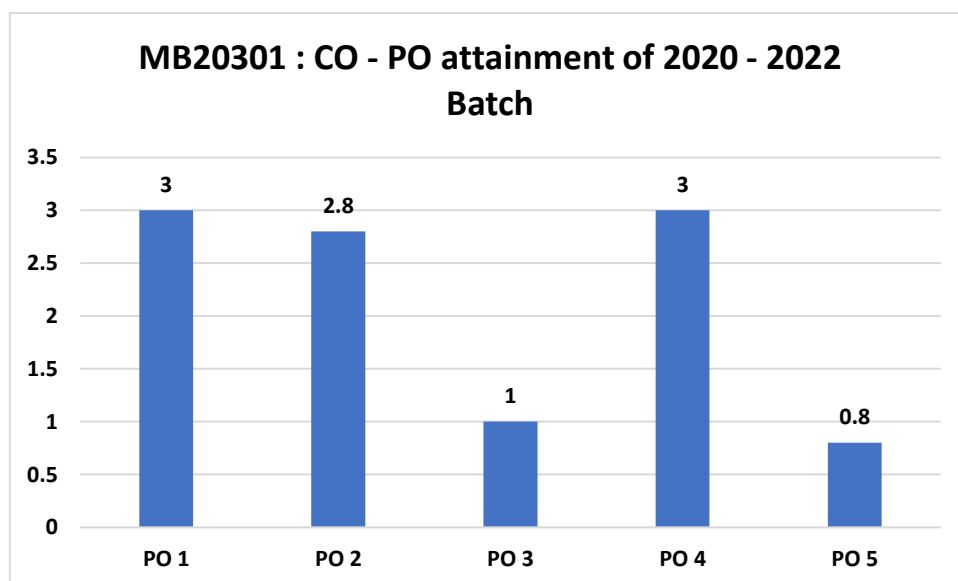
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3	3	1.5	1.5	3
CO2	3	3	1.5	1.5	3
CO3	3	3	1.5	1.5	3
CO4	3	3	1.5	1.5	3
CO5	2	3	1	1.5	2.5

Table: MB20301 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	-	-	-
CO2	3	-	3	-	-	-
CO3	3	3	-	1	-	-
CO4	3	-	-	-	3	-
CO5	2.5	-	3	-	-	1

Table: MB20301 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	-	-	-	-
CO2	-	-	-	-	-
CO3	-	-	1	-	-
CO4	-	-	-	3	-
CO5	-	2.5	-	-	0.8
Total	6.0	5.5	1.0	-	0.8
CO - PO Attainment	3.0	2.8	1.0	3.0	0.8



Course code & name: MB20401 – Main Project Work

Table: MB20401 – (a)

Course Outcomes (CO)	Review 1	Review 2	Review 3	Social Relevance	Total	Continuous Assessment Attainment level	End Sem Exam Attainment level
CO1	3				3	3.0	3
CO2		3			3	3.0	3
CO3			3		3	3.0	3
CO4				3	3	3.0	3

Table: MB20401 – (b)

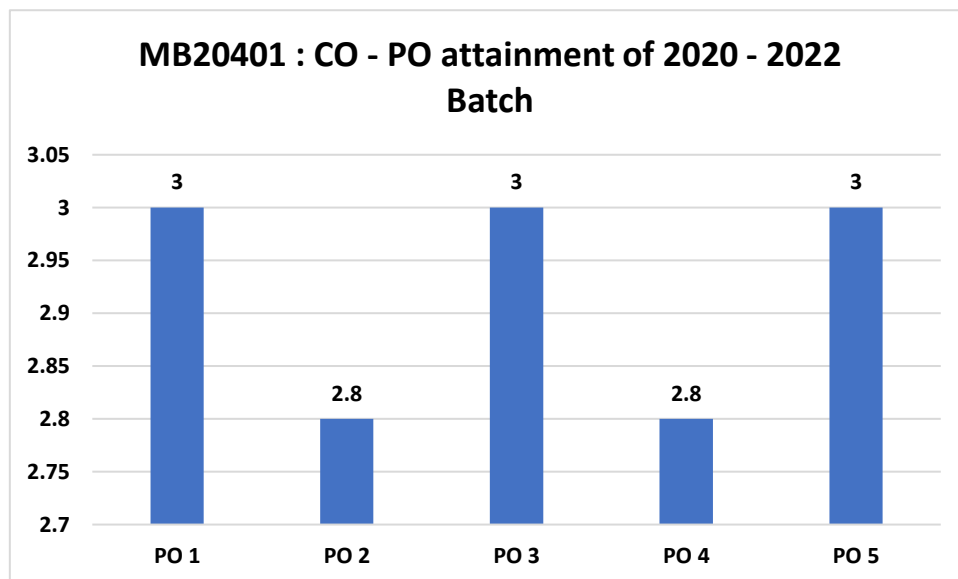
Course Outcomes (CO)	Continuous Assessment Attainment level	End Sem Exam Attainment level	Continuous Assessment 50%	End Sem Exam 50%	Total Direct assessment of CO
CO1	3	3	1.5	1.5	3
CO2	3	3	1.5	1.5	3
CO3	3	3	1.5	1.5	3
CO4	3	3	1.5	1.5	3

Table: MB20401 – (c)

Course Outcomes attainment level and Programme Outcomes						
Course Outcomes	Total Direct assessment of CO	Programme Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	-	3	-
CO2	3	3	3	-	3	3
CO3	3	-	3	-	3	3
CO4	3	3	2	3	2	-

Table: MB18401 – (d)

Course Outcomes and Programme Outcomes attainment					
Course Outcomes	Programme Outcomes				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	3	-
CO2	3	3	-	3	3
CO3	-	3	-	3	3
CO4	3	3	3	2	-
Total	9.0	11.0	3.0	11.0	6.0
CO - PO Attainment	3.0	2.8	3.0	2.8	3.0



ANNEXURE – II

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

RAMAPURAM

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

EXIT SURVEY ON PROGRAMME OUTCOMES

1. Email id:

2. Student Name :

3. Batch:

Kindly mark your feedback on programme Outcome response on a score of 5-point scale

5 - Strongly Agree

4 - Agree

3 - Neither Agree nor not Disagree

2 - Disagree

1 – Strongly Disagree

Programme Outcomes	SA (5)	A (4)	NANDA (3)	D (2)	SD (1)
PO -1 :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.					