

Sept 10: 2022

REPORT ON OUTCOME BASED EDUCATION: PO CO ATTAINMENT ACADEMIC YEAR 2021-22

SEMESTER I: AUG-DEC 2021 AND 2020 DATA COMPARISON: FORMATIVE ANALYSIS DATA: LINWAYS MAPPED

TABLE I: OVER SUBJECT WISE PO ATTAINMENT SEMESTER I : TARGET IS 60% (2.4 OR ABOVE)

	CODE	Problem Solving	Decision-Making	Value Based Leadership	Communication	Team work	Self Initiatives	Transferable Skills
Course		PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7
BC2021	BUS IC 01	2.98	2.99	3.00	2.97	3.00		2.99
BC2020		2.74	2.37	2.31	2.47	2.31		2.37
MTBE :21	BUS IC 02	2.87	2.81	2.85	2.88	2.87	2.81	2.87
MTBE 20		2.82	2.59	2.66	2.59	2.80	2.59	2.65
BL 2021	BUS IC 03	2.98	2.97	2.94	2.96	2.93	2.94	2.94
BL 2020		2.60	2.45	2.18	2.33	2.19	2.18	2.18
OB2021	BUS IC 04	2.73	2.68	2.71	2.69	2.68		2.56
OB2020		2.70	2.59	2.73	2.55	2.59		2.76
ME2021	BUS IC 05	2.72	2.54		2.73		3.00	2.66
ME2020		2.75	2.60		2.73			2.78
BE2021	BUS IC 06	2.83	2.69	2.63	2.56	2.77	3.00	
BE 2020		2.56	2.61	2.71	2.71	2.41	2.41	
Avg2021		2.62	2.53	2.59	2.61	2.57	2.95	2.71
Avg 020		2.39	2.36	2.37	2.20	2.27	2.43	2.38

Overall data indicates that the POS were achieved. At 70% (2.8) there are a few POs which are not achieved. Data compared to 2021 indicates an overall increase in achievements , this is because of the covid impact for 2020 batch and physical classes for most of the semester for the 2021 batch. Tools used are 3 cycle testing, assignment, case studies and in some cases field work.

The PO _Mission matrix needs to be redefined as there is some concern about the measurability. It's also recommended that there should be avenues to create activities/assignments which can lead to direct PO measures, especially as an end semester capstone project.

TABLE 2: OVER SUBJECT WISE CO ATTAINMENT SEMESTER I : TARGET 60% AT 2.4

	CO1	CO2	CO3	CO4	CO5
BUS IC 01:2021	Explain the key terms, concepts, theories and principles of effective business communication in an organization.	Demonstrate essential data interpretation, writing, intrapersonal and presentation skills for effective functioning of an organization.	Plan meetings within an organization professionally following general conventions, practices and etiquettes		
	3	2.97	3		
2020	3	2.47	2.31		
	CO1	CO2	CO3	CO4	CO5
BUS IC 02: 2021	Define the major concepts, terms, terminology, principles, approaches, theories in management and business ethics	Describe the major theories, function, structures, and approaches in management practice and business ethics.	Explain terms, theories, terms, various motivation methods and leadership in organizational setup.	Evaluate the organizational culture, ethics and values system in a given business context using tools and techniques introduced in the course	Write a report on the ethical issues in a given organizational environment after examining it, using appropriate tools and techniques
	3	2.73	2.69	2.88	2.87
2020	3	2.98	2.46	2.38	2.92
	CO1	CO2	CO3	CO4	CO5
BUS IC 03: 2021	Define key terms, concepts, types and terminologies, Acts and Laws pertaining to Business Law.	Describe the various significant policies, procedures & practices that guide the Formation of a company, its Operations and the decision taken by its Management.	Identify with logic, the major business laws applicable to a given company, if the necessary information is provided.	Analyse business situation, changes in the legal, rules & regulations and to identify its impact on business	Evaluate business situations, consequences of changes in business law and its impact on business
	3	3	3	2.89	3
2020	3	2.87	2.78	1.79	2.56
	CO1	CO2	CO3	CO4	CO5
BUS IC 04:2021	Define different concepts, theories, principles, practices, terminologies of organizational Behaviour associated with the study of this course	Explain different management theories, concepts, structures, terms, terminologies in getting good behaviour of employees in an organization.	Apply the knowledge of theory, techniques and tools, procedures used in the study of organizational behaviour under a given business situation	Make an effective analysis about existing or real-time business situation and draw valid conclusion	Evaluate and suggest remedial actions based on the existing or real-life business situation.
	3	2.76	2.71	2.36	3
2020	3	3	2.47	2.51	2.67

	CO1	CO2	CO3	CO4	CO5
BUS IC 05:2021	Define the basic concepts, terms, terminologies related to environments and business.	Describe relevant environmental factors, policies, issues, practices that influence business and business operations	Examine the global issues and changes affecting the business situations and business decisions.	Analyse the global issues, actions, decisions related to sustainable development, energy conservation and environment with the available guidelines by the regulatory bodies.	Evaluate the prevailing national and international policies, policy changes, events and to predict its consequences on business operation.
	3	2.73	2.43	2.63	3
2020	3	3	2.57	2.49	2.98
	CO1	CO2	CO3	CO4	CO5
BUS IC 06:2021	Define the key terms, terminologies, laws, concepts and theories pertaining to the study of managerial economics.	Explain the major economic concepts, theories and competitive environments generally adopted by business organizations.	Apply economic principles, concepts, methods, techniques, models and measurements used in taking business decision and solving business problems	Analyze various economic situations, business cycles, economic models, using established tools and techniques of managerial economics.	Construct a survey, market study and inquiry of economics based on micro and macroeconomics concepts for coming to a valid conclusion.
	3	3	2.54	2.2	3
2020	3	3	3	2.41	2.41

Overall COs are meeting the target assigned. There are instances where the scores improve vis-a-vis 2020 data. However OB and BE in 2021 has not achieved (CO4). Both reflect analytical skills and relate to understanding real life situations and calls for business knowledge/awareness. Reinvigoration of the value-added mandatory module News Analysis for first year students from 2022-23 cycle will help and strengthen this. More case studies, business articles/analysis will help. In the case of OB, this is also going to help.

Conclusion & Recommendations

LEAD College of Management follows the mandated University of Calicut MBA syllabus framed in 2016. This per se limits knowledge extension and a virtual absence of current trends in business and management topics from the syllabus. Therefore, the PO_CO design is an initiative from LEAD. The mapping between Vision-Mission-PEO-PO does not reflect a consistency of approach. COs per se need to be clear, SMART (specific, measurable, accessible, realistic and targeted/tangible). Using Bloom's taxonomy is limiting as it is cognitive in nature and for a PG program level 1 and 2 must be a mandatory requirement and mapped as a qualifier not outcomes. This will provide for better mapping. It is also observed the relationship strength is given as 1,2,3 and there is an overlapping/over-mapping in the design. It is better to have high order association only, limit the relationships to keep in SMART and focus on the smaller plan and do that in the best framework possible as PO_CO definitions lead to the need to use appropriate tools and rubrics to deliver outcomes which are robust and can create value to the stakeholder. I understand that the CO mapping review for the AY 2022-23 is being undertaken. Broader reconfiguration is called for and indeed this seems to be the recommendation of the NBA report. It is recommended that faculty receive training in this mapping to ensure ownership of the process. There is room for improvement in terms of simplification and delivery.



Advisor (IQAC)




Noted: Director