

# Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001:2015 Certified Institution

Sector- 22, Rohini, Delhi- 110086, India



**CRITERION 2**



## **2.6 STUDENT PERFORMANCE AND LEARNING OUTCOMES**

***Metric 2.6.2***



# Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, INDIA; [www.maims.ac.in](http://www.maims.ac.in)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001:2015 Certified Institute

---

## Criteria 2 Teaching Learning and Evaluation

### Key Indicator- 2.6 Student Performance and Learning Outcome

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

Department	Page No.
B.B.A.	1 - 4
B.Com. (Hons.)	5 - 10
B.A. Economics (Hons.)	11 – 14
B.A. (JMC)	15 - 19

RAJNI  
DHINGRA

Digitally signed by  
RAJNI DHINGRA  
Location:  
Date: 2023.04.12  
12:42:13+05'30'



# Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, INDIA; [www.maims.ac.in](http://www.maims.ac.in)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001:2015 Certified Institute

Email: [hodbusinessadmin@maims.ac.in](mailto:hodbusinessadmin@maims.ac.in)

Ph: 9811735990

Dr. Manoj Verma

Head, Department of Business Administration

## Attainment Level of Program Specific Outcome, Program Outcome

Course: BBA

Batch: 2019-2022 (1<sup>st</sup> Shift)

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

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

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

**Batch: 2019-2022 (2<sup>nd</sup> Shift)**

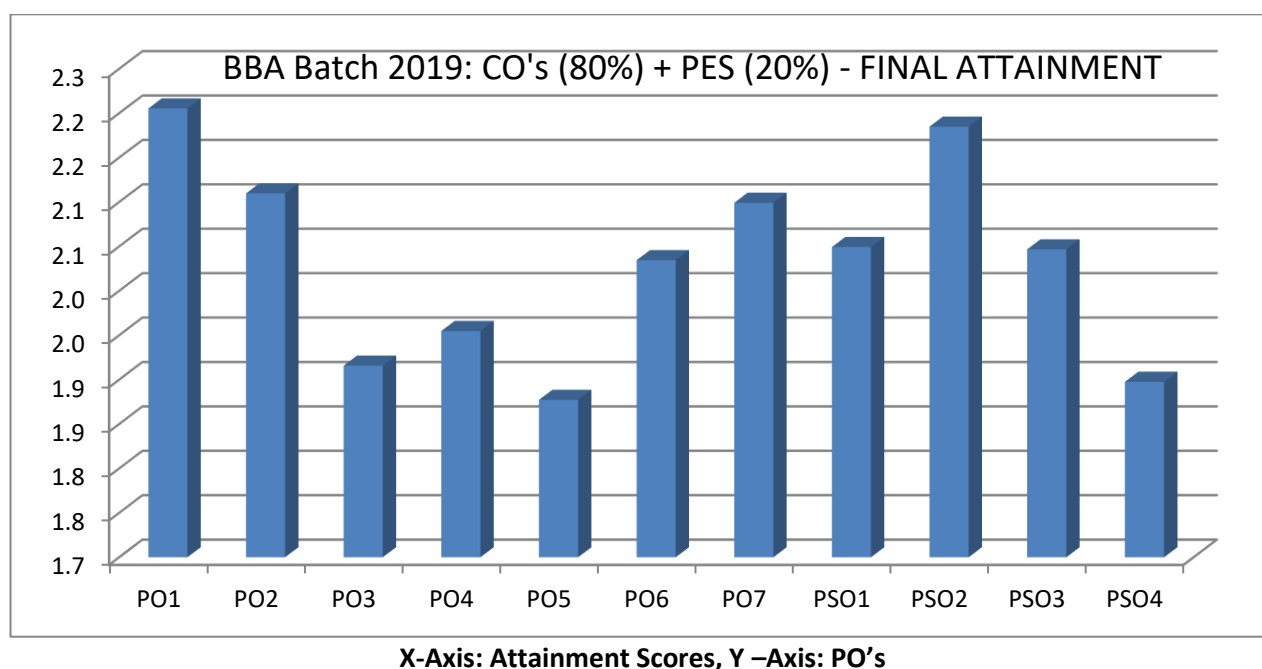
**Assessment Year: 2019-20, 2020-21 and 2021-22**

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

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

**BBA PSO and PO Attainment Table**

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



### **Program Attainment Analysis and Action Taken Report**

#### **Major Observations:**

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

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

### **Suggested Action:**

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



# MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University

ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA

Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)

Email: [hodcommerce@maims.ac.in](mailto:hodcommerce@maims.ac.in)

Ph: 9811871455

Prof. (Dr.) Manju Gupta

Head, Department of Commerce

## Attainment Level of Program Specific Outcome, Program Outcome

Course: B.Com (Hons.)

Batch: 2019-2022

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

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



# MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University

ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA

Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)

Email: [hodcommerce@maims.ac.in](mailto:hodcommerce@maims.ac.in)

Ph: 9811871455

Prof. (Dr.) Manju Gupta

Head, Department of Commerce

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

PSO and PO Attainment Table

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





# MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University

ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA

Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)

Email: [hodcommerce@maims.ac.in](mailto:hodcommerce@maims.ac.in)

Ph: 9811871455

Prof. (Dr.) Manju Gupta

Head, Department of Commerce

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

## Action Taken Report

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

Target Level	Attainment Level	Observation and Action Taken
2	2.02	PSO attained
		No actions required

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

Target Level	Attainment Level	Observation and Action Taken
2	1.94	PSO2: Students don't realize the impact of their actions on the environment.
		<b>Actions:</b> <ol style="list-style-type: none"> <li>1. Industrial visit is organized to help students gain insight on corporate culture.</li> <li>2. Webinars are conducted on different social issues to make students more aware and responsible.</li> <li>3. Plantation drive is organized to make students more sensitive towards the environment.</li> </ol>

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

Target Level	Attainment Level	Observation and Action Taken
2	2.1	PSO attained.
		No actions required

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

Email: [hodcommerce@maims.ac.in](mailto:hodcommerce@maims.ac.in)

Ph: 9811871455

Prof. (Dr.) Manju Gupta

Head, Department of Commerce

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

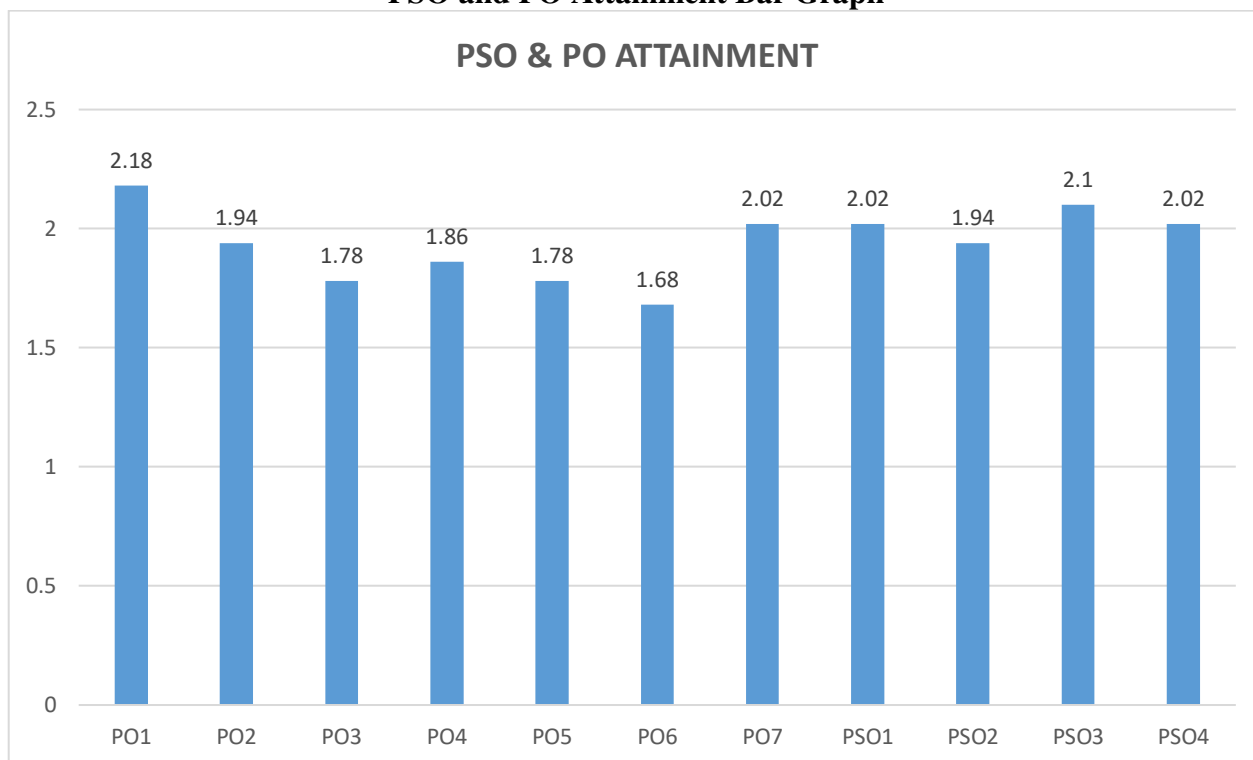
Email: [hodcommerce@maims.ac.in](mailto:hodcommerce@maims.ac.in)

Ph: 9811871455

Prof. (Dr.) Manju Gupta

Head, Department of Commerce

**PSO and PO Attainment Bar Graph**



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

Target Level	Attainment Level	Observation and Action Taken
2	1.86	<p><b>Students are more inclined towards profit making rather than service to society.</b></p> <p><b>Actions:</b></p> <ol style="list-style-type: none"> <li>1. Students are encouraged to participate in NCC, NSS and other social activities.</li> <li>2. Dates/Days of important value to the Indian culture are celebrated at college level and students are encouraged to participate in them.</li> </ol>

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

Target Level	Attainment Level	Observation and Action Taken
--------------	------------------	------------------------------



# MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University

ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA

Tel. Office: 8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)

Email: [hodcommerce@maims.ac.in](mailto:hodcommerce@maims.ac.in)

Ph: 9811871455

Prof. (Dr.) Manju Gupta

Head, Department of Commerce

2	1.78	Students are unaware how their decisions are impacting their own and others life.
		<b>Actions:</b> <b>1. Students are given authority to organize and lead events which helps them develop accountability and leadership qualities.</b> <b>2. Extra lectures are conducted to educate students on various ethical practices.</b>
<b>PO6: Environment and Sustainability: Understand the issues of environmental contexts and sustainable development</b>		
<b>Target Level</b>	<b>Attainment Level</b>	<b>Observation and Action Taken</b>
2	1.68	Students are more concerned about their own needs rather than thinking about the future requirements.
		<b>Actions:</b> <b>Webinars and workshops are conducted to teach students the significance of sustainable environment solutions.</b>
<b>PO7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes</b>		
<b>Target Level</b>	<b>Attainment Level</b>	<b>Observation and Action Taken</b>
2	2.02	<b>PO attained.</b>
		<b>No actions required</b>



# Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, INDIA; [www.maims.ac.in](http://www.maims.ac.in)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001:2015 Certified Institute

Email: [hodeconomics@maims.ac.in](mailto:hodeconomics@maims.ac.in)

Ph: 98918 22401

Dr. Gaurav Aggarwal

Head, Department of Economics

## Attainment Level of Program Specific Outcome, Program Outcome

Course: B.A. Economics (Hons.)

Batch: 2019-2022

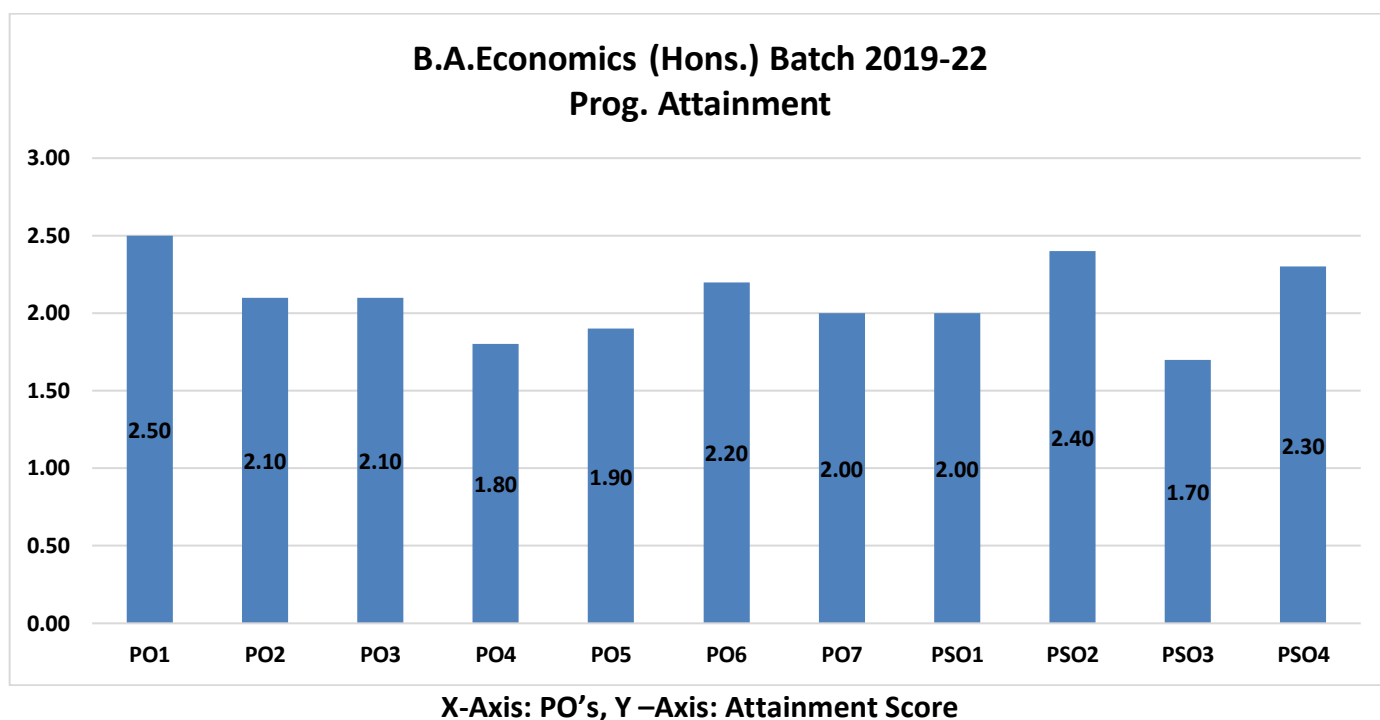
Assessment Year: 2019-20, 2020-21 and 2021-22

SEM	C.Code	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
1st	216101	Principles of Micro Economics	2.7	2.8	2.6	3.0	2.8	2.7	2.6	2.6	3.0	2.7	2.7
1st	216103	Principles of Micro Economics	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
1st	216105	Mathematics for Economics - I	2.6	2.3	0.0	0.0	1.7	2.3	1.5	2.2	2.6	0.0	2.5
1st	BAEC0107	Business English -I	2.5	2.6	2.8	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0
2nd	216102	Principle of Macro Economics	2.3	2.4	2.3	1.8	2.0	2.3	1.7	2.2	2.2	3.0	2.4
2nd	216104	Statistical methods-II	2.8	0.0	3.0	0.0	1.9	3.0	2.3	3.0	2.7	0.0	2.8
2nd	216106	Mathematics for Economics - II	2.5	3.0	2.7	2.8	2.5	2.3	2.1	2.7	2.3	2.5	2.2
2nd	216108	Business English -II	2.6	2.6	2.6	2.1	2.1	2.5	2.2	2.3	2.6	2.6	2.6
3rd	216201	Intermediate Micro Economics - I	2.2	1.7	2.4	1.8	2.0	1.5	2.1	1.8	2.3	0.0	2.2
3rd	216203	Intermediate Macro Economics - I	2.5	0.0	0.0	2.3	1.5	2.4	2.0	1.8	2.4	0.0	2.4
3rd	216205	History of Economic Thought	2.6	2.3	2.4	1.6	2.0	2.5	2.3	2.0	2.5	0.0	2.5
3rd	216207	Introduction to Econometrics	1.8	1.7	1.5	1.5	2.0	1.5	1.5	1.0	1.5	0.0	1.5
3rd	216209	Functional Hindi - I	2.4	2.3	3.0	3.0	3.0	3.0	1.9	2.0	3.0	0.0	3.0
4th	216202	Intermediate Micro Economics - II	2.8	0.0	3.0	1.6	0.8	3.0	2.8	2.3	3.0	2.7	2.8
4th	216204	Intermediate Macro Economics - II	2.5	2.7	3.0	1.3	2.7	2.7	2.2	2.0	2.7	2.0	2.4
4th	216206	Introduction to development Economics	2.8	2.7	2.6	1.9	2.0	3.0	2.5	2.2	2.6	0.0	2.7
4th	216208	Monetary Economics	2.8	2.8	0.0	0.0	0.0	2.7	2.0	1.7	2.8	2.7	2.6
4th	216210	Functional Hindi - II	2.4	2.5	2.4	1.9	2.1	2.4	2.0	1.7	2.4	2.4	2.6
5th	216301	International Trade and Balance of Payment	1.0	0.0	0.0	0.8	1.0	1.0	0.7	0.7	1.0	1.0	1.0

SEM	C.Code	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
5th	216303	Public Economics-I	2.8	2.8	2.8	2.8	2.7	0.0	2.5	2.3	2.7	3.0	2.8
5th	216305	Political and Economic Development of India -I	1.0	1.0	1.0	1.0	0.8	1.0	0.8	0.8	1.0	1.0	1.0
5th	216309	Applied Econometrics	2.4	0.0	0.0	0.0	0.0	2.4	0.0	0.0	2.5	2.4	0.0
5th	216311	Economics of Micro Finance	2.5	2.5	2.5	2.0	2.0	0.0	2.0	1.9	2.6	2.5	2.5
6th	216302	Introduction to Environmental Economics	2.4	0.0	3.0	2.2	0.0	2.4	1.7	2.1	3.0	3.0	2.5
6th	216304	Public Economics - II	2.8	2.7	2.7	2.3	0.0	3.0	2.2	2.2	2.8	2.8	2.7
6th	216306	Political and Economical Development of India - II	3.0	3.0	3.0	2.7	2.7	3.0	2.5	2.6	3.0	3.0	3.0
6th	216310	International Trade and Multilateral Trade Organisations	2.4	3.0	0.0	0.0	2.0	2.0	0.0	2.0	1.5	3.0	2.0
6th	216312	Introduction to Financial Economics	2.8	2.6	2.8	2.2	2.0	3.0	2.6	2.3	2.8	0.0	2.8
SEM	P.CODE	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
		AVERAGE	2.5	2.0	2.0	1.6	1.7	2.2	1.9	1.9	2.4	1.6	2.3

**BA.ECO PSO and PO Attainment Table**

PROG	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
BA.ECO	2.50	2.00	2.00	1.60	1.70	2.20	1.90	1.90	2.40	1.60	2.30
80% of Direct Attainment	2.00	1.60	1.60	1.30	1.40	1.70	1.50	1.50	1.90	1.30	1.80
PES	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50	2.50
Alumni Feedback	2.10	2.00	2.50	2.50	2.40	2.00	2.50	2.10	2.20	2.10	2.20
Employer Feedback	2.20	2.50	2.50	2.50	2.40	2.30	2.50	2.20	2.20	2.00	2.20
Average	2.27	2.33	2.50	2.50	2.43	2.27	2.50	2.27	2.30	2.20	2.30
20% of PES	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.40	0.50
Aggregate Attainment	2.50	2.10	2.10	1.80	1.90	2.20	2.00	2.00	2.40	1.70	2.30



### **Program Attainment Analysis and Action Taken Report**

#### **Major Observations:**

- Faculty members recommended to provide case studies, Assignments and field-oriented study programs to encourage participation of students.
- It was recommended to conduct Value Added Programs for the enrichment of skills of students and to add practical skills for better employability.
- In order to address the program outcomes of the department and develop visionary framework, Faculty Team appreciated the Framework approach.
- On the basis of Bloom's taxonomy, distinct actions were taken for individualistic approach for the learners.
- Specific industry requirements were inculcated as part of program outcomes through practical curriculum framework.
- Sufficient syllabus content was used to cover the course outcome under the stipulated time period.
- In all stages, experiential learning were adopted, including hands-on learning as standard pedagogy within each subject, and with explorations of relations among different subjects.
- Students have a large amount of flexibility in choosing their individual elective curricula to develop their skills, and capacities to become good, successful, innovative, adaptable, and productive human beings in today's rapidly changing world.
- Better infrastructure facilities to provide more equipment, consumables, library books and notes required to be purchased as suggested by most of the faculty members.
- Enhancing the participation rate of the students in inter-college curricular and extra-curricular were required as per the recommendations of the faculty members.
- Internal course evaluation should include more case studies and assignments based on latest events.
- Internal examination Question papers were prepared on the basis of outline of Bloom's taxonomy so that course exit and program exit survey could be conducted smoothly with comfortable calculations.

- Extra classes along with tutorial sessions were conducted by all faculty members for their respective courses to have better results and performance of the students.
- Syllabus of all the subjects were covered by all faculty members well on time.
- For Economics research related courses and software usage, the teachers suggested better interface prospects with the industry relevant applications.
- Faculty members suggested that the students should be able to take holistic international view point on economic and social issues.
- Further, suggestions were made to promote entrepreneurial activities in entertaining way.

### **Suggested Action:**

- Industry related training was found to be missing from the curriculum. This is necessary to groom the research aptitude of our students before they enter the industry as professionals.
- Few sessions for faculty training on CO attainment is needed. Training sessions were organised by the college which saw participation of our faculty members and improving their knowledge in this area.
- PO1 & PO6 have high attainment levels, which inferred that we are doing well in terms of Critical thinking & Environment & Sustainability in Overall teaching and learning process.
- PO4 highlights the area of improvement. It is therefore suggested that lessons on Effective citizenship, Human Values and Social work through NSS and NCC etc. These platforms are already in existence in the college, we just need to ensure participation of our students.
- The College must take initiative to add variety of value added courses in the curriculum, which is mandatory for the overall development of students and help in disseminating knowledge about human ethics, Indian scriptures and sustainable development goals.
- Students should engage themselves in research and entrepreneurial activities with keen interest and moral values by benefiting the society socially and economically.
- Projector and smart board should be installed in our classrooms to ensure inclusion of ICT in teaching and learning process.
- Arthanomics – ‘Economics Society of MAIMS ‘required to undertake events leading to holistic development of students as well as improving their understanding/ vision with international perspective.





# Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, INDIA; [www.maims.ac.in](http://www.maims.ac.in)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001:2015 Certified Institute

Email: [hodjournalism@maims.ac.in](mailto:hodjournalism@maims.ac.in)

Ph: 98100 85131

Prof (Dr). Vinita Gupta

Head, Department of Journalism & Mass Communication

## Attainment Level of Program Specific Outcome, Program Outcome

Course: B.A. Journalism and Mass Communication

Batch: 2019-2022 (1<sup>st</sup> Shift)

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

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

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

**Batch: 2019-2022 (2<sup>nd</sup> Shift)**

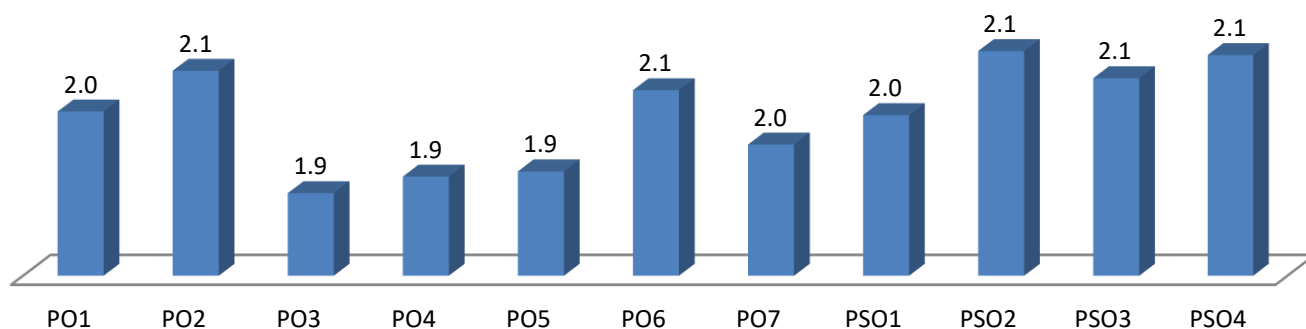
SEM	CODE	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
1	24101	CCP	2.1	1.8	2.0	2.0	0.0	0.0	2.5	1.4	2.2	2.2	2.3
1	24103	Contemporary India : An Overview	2.2	2.3	1.9	2.3	2.0	2.0	2.2	2.3	2.3	2.7	2.0
1	24105	Basics of Design and Graphics	2.6	2.5	3.0	2.5	2.3	2.8	2.4	2.5	2.5	2.6	2.5
1	24107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

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

**BJMC PSO and PO Attainment Table**

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

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



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

### **Program Attainment Analysis and Action Taken Report**

#### **Major Observations:**

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

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

### **Suggested Action:**

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