

2.6.2 Attainment of Programme outcomes and course outcomes are evaluated by the institution. (AY 2021-22)

POs attainment levels

Arihant Institute of Business Management (AIBM)

Programme : MBA Batch 2021-22

POs/ PSOs Attainment

Average of PO's/ PSOs w.r.t. All courses (Pattern 2019, Sem 1, 2, 3, & 4)

| Course Code | Title | PO1 | PO2 | PO3 | PO4 | PO5 | PSO ED | PSO RE | |
|------------------------------|-------|------------------------------------------|-----|-----|-----|-----|--------|--------|-----|
| Sem I (Generic + UL + IL) | 101 | Managerial Accounting | 2.6 | 2.6 | 1.6 | 2.1 | 1.6 | 2.1 | 1.6 |
| | 102 | Organizational Behaviour | 1.8 | 1.3 | 1.8 | 1.3 | 1.8 | 1.3 | 0.8 |
| | 103 | Economic Analysis for Business Decisions | 1.8 | 1.3 | 1.3 | 1.3 | 1.8 | 1.3 | 1.3 |
| | 104 | Business Research Methods | 3.0 | 3.0 | 2.5 | 2.5 | 2.0 | 2.5 | 3.0 |
| | 105 | Basics of Marketing | 3.0 | 2.0 | 2.0 | 2.5 | 2.5 | 2.5 | 2.0 |
| | 106 | Digital Business | 3.0 | 2.5 | 2.5 | 2.0 | 2.5 | 2.5 | 2.5 |
| | 107 | Management Fundamentals | 2.0 | 2.0 | 2.0 | 1.5 | 2.0 | 1.5 | 1.0 |
| | 109 | Entrepreneurship Development | 3.0 | 3.0 | 2.5 | 3.0 | 2.5 | 2.5 | 2.5 |
| | 110 | Essential of Psychology for Managers | 2.0 | 1.5 | 1.5 | 1.5 | 1.5 | 2.0 | 1.5 |
| | 113 | Verbal Communication Skill | 2.0 | 2.0 | 2.5 | 2.5 | 2.5 | 2.0 | 2.0 |
| | 114 | Enterprise Analysis & Desk Research I | 2.5 | 2.5 | 3.0 | 2.5 | 3.0 | 3.0 | 3.0 |
| | 116 | MS Excel | 3.0 | 2.5 | 2.5 | 2.0 | 2.5 | 2.5 | 2.0 |



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|----------------------------|---------|--------------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| Sem II (Generic + UL + IL) | 201 | Marketing Management II | 3.0 | 2.5 | 2.0 | 2.5 | 2.5 | 2.5 | 2.5 |
| | 202 | Financial Management II | 3.0 | 3.0 | 2.0 | 2.5 | 3.0 | 2.5 | 2.5 |
| | 203 | Human Resources Management II | 3.0 | 2.5 | 3.0 | 2.5 | 3.0 | 2.5 | 2.0 |
| | 204 | Operations & Supply Chain Management | 3.0 | 2.5 | 2.0 | 2.5 | 2.5 | 2.5 | 2.5 |
| | 207 | Contemporary Frameworks in Management | 3.0 | 2.5 | 3.0 | 3.0 | 3.0 | 2.5 | 2.5 |
| | 208 | Geopolitics & World Economic Systems | 3.0 | 3.0 | 2.5 | 3.0 | 2.5 | 3.0 | 2.5 |
| | 209 | Start Up and New Venture Management | 3.0 | 2.5 | 2.5 | 2.5 | 2.5 | 3.0 | 2.5 |
| | 213 | Written Analysis and Communication Lab | 2.5 | 3.0 | 3.0 | 2.5 | 3.0 | 3.0 | 2.5 |
| Sem II (MKTG) | 205 MKT | Marketing Research | 3.0 | 3.0 | 2.0 | 2.5 | 2.5 | 2.5 | 3.0 |
| | 206 MKT | Consumer Behavior | 3.0 | 2.5 | 2.5 | 3.0 | 2.5 | 2.0 | 2.0 |
| | 217MKT | Integrated Marketing Communications | 3.0 | 3.0 | 2.5 | 3.0 | 2.5 | 2.0 | 2.5 |
| | 218 MKT | Product & Brand Management | 3.0 | 2.5 | 2.5 | 2.5 | 2.0 | 2.0 | 2.5 |
| Sem II (FIN) | 205 FIN | Financial Markets and Banking Operations | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 |
| | 206 FIN | Personal Financial Planning | 3.0 | 3.0 | 2.0 | 2.5 | 2.0 | 2.5 | 2.5 |
| | 217 FIN | Securities Analysis & Portfolio Management | 2.5 | 3.0 | 2.0 | 2.5 | 2.0 | 2.0 | 2.5 |
| | 223 FIN | Financial Reporting and Direct Taxation | 2.5 | 3.0 | 3.0 | 2.5 | 3.0 | 2.5 | 2.5 |
| | 205 HRM | Competency Based Human Resource Management | 2.5 | 2.5 | 3.0 | 2.5 | 3.0 | 2.5 | 2.5 |



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|-----------------------|---------|-----------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| Sem II (HR) | 206 HRM | Employee Relations & Labour Legislation | 3.0 | 2.5 | 3.0 | 3.0 | 2.5 | 3.0 | 2.5 |
| | 218 HRM | Lab in Recruiting and Selection | 3.0 | 2.5 | 2.5 | 2.0 | 3.0 | 2.5 | 2.0 |
| | 220 HRM | PR& CC / HR Analytics | 2.5 | 3.0 | 2.0 | 3.0 | 2.5 | 2.0 | 2.5 |
| Sem III (Generic +UL) | 301 | Strategic Management | 3.0 | 2.5 | 3.0 | 3.0 | 3.0 | 2.5 | 2.0 |
| | 302 | Decision Science | 3.0 | 3.0 | 2.5 | 2.5 | 2.5 | 2.5 | 3.0 |
| | 303 | Summer Internship Project* | 3.0 | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 3.0 |
| | 306 | International Business Economics | 3.0 | 2.5 | 2.0 | 2.5 | 2.0 | 2.5 | 2.5 |
| | 307 | International Business Environment | 3.0 | 2.5 | 2.0 | 2.5 | 2.0 | 2.0 | 2.0 |
| | 310 | Corporate Governance | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 | 2.5 | 2.0 |
| Sem III (MKTG) | 304 MKT | Services Marketing | 3.0 | 2.5 | 2.0 | 2.0 | 3.0 | 2.0 | 2.0 |
| | 305 MKT | Sales & Distribution Management | 3.0 | 2.5 | 2.0 | 2.5 | 2.5 | 2.0 | 2.5 |
| | 312 MKT | Business to Business Marketing | 3.0 | 2.5 | 2.5 | 2.5 | 2.5 | 2.0 | 2.0 |
| | 313 MKT | International Marketing | 3.0 | 2.5 | 2.5 | 2.5 | 2.5 | 2.0 | 2.0 |
| | 315 MKT | Marketing of Financial Services - II | 2.5 | 2.5 | 2.5 | 2.0 | 2.0 | 2.5 | 2.0 |
| Sem III (FIN) | 304 FIN | Advanced Financial Management | 3.0 | 3.0 | 2.0 | 2.0 | 2.5 | 2.0 | 2.5 |
| | 305 FIN | International Finance | 3.0 | 2.5 | 2.0 | 2.5 | 2.5 | 2.0 | 2.0 |
| | 312FIN | Behavioural Finance | 2.5 | 2.5 | 2.5 | 2.5 | 2.0 | 2.5 | 2.0 |
| | 316 FIN | Corporate Financial Restructuring | 2.5 | 2.5 | 2.5 | 2.5 | 2.5 | 2.0 | 2.5 |



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|----------------------|---------|-----------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| | 315 FIN | Indirect Taxation | 2.5 | 2.5 | 2.0 | 2.5 | 2.0 | 2.0 | 2.0 |
| Sem III (HR) | 305 HR | Human Resource Operations | 3.0 | 3.0 | 2.5 | 2.0 | 2.5 | 2.5 | 2.0 |
| | 304 HR | Strategic Human Resource Management | 3.0 | 2.5 | 3.0 | 3.0 | 3.0 | 2.0 | 2.5 |
| | 314HR | Perspective in merger and Acquisition | 3.0 | 3.0 | 3.0 | 2.0 | 3.0 | 2.5 | 2.5 |
| | 316 HR | Mentoring and coaching | 3.0 | 2.5 | 2.5 | 2.0 | 3.0 | 2.5 | 2.0 |
| | 312 HR | Talent Management | 2.5 | 2.5 | 3.0 | 1.0 | 3.0 | 2.5 | 2.0 |
| Sem IV (Generic +UL) | 401 | Enterprise Performance Management IV | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 | 2.0 |
| | 402 | Indian Ethos & Business Ethics | 3.0 | 2.5 | 3.0 | 2.5 | 2.5 | 2.5 | 2.0 |
| | 405 | Global Strategic Management | 2.5 | 2.5 | 2.0 | 3.0 | 2.5 | 2.0 | 2.0 |
| Sem IV (MKTG) | 408 | Corporate Social Responsibility & Sustainability | 2.5 | 2.5 | 3.0 | 2.5 | 2.5 | 2.5 | 2.0 |
| | 403 MKT | Marketing 4.0 | 3.0 | 3.0 | 2.0 | 2.5 | 2.5 | 2.0 | 2.5 |
| | 404 MKT | Marketing Strategy | 3.0 | 2.5 | 2.0 | 2.5 | 2.5 | 2.0 | 2.0 |
| | 412 MKT | Retail Marketing | 3.0 | 2.5 | 2.0 | 2.5 | 2.0 | 2.0 | 2.5 |
| | 414 MKT | Marketing to Emerging Markets & Bottom of Pyramid | 3.0 | 2.5 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| Sem IV (FIN) | 403 FIN | Financial Laws | 3.0 | 2.0 | 2.0 | 2.5 | 2.0 | 2.0 | 2.0 |
| | 404 FIN | Current Trends & Cases in Finance | 2.5 | 3.0 | 2.0 | 2.5 | 2.0 | 2.0 | 2.5 |
| | 410 FIN | Business Valuation | 3.0 | 3.0 | 2.5 | 2.5 | 2.0 | 2.0 | 2.0 |
| | 412 FIN | Strategic Cost Management | 2.5 | 2.5 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| Sem IV (HR) | 403 HR | Organizational Diagnosis & Development | 3.0 | 2.5 | 2.5 | 2.5 | 2.5 | 2.0 | 2.5 |
| | 404 HR | Current Trends & Cases in Human Resource Management | 3.0 | 3.0 | 2.5 | 2.5 | 3.0 | 2.0 | 2.0 |
| | 413 HR | Employee Engagement and Ownership | 2.5 | 3.0 | 3.0 | 2.5 | 2.5 | 2.0 | 2.0 |
| | 415 HR | E - HRM | 2.5 | 2.5 | 2.0 | 2.5 | 2.5 | 2.0 | 2.0 |



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| PSOs/ PSOs | PO1 | PO2 | PO3 | PO4 | PO5 | PSO ED | PSO RE |
|---------------------------|-----|-----|-----|-----|-----|--------|--------|
| Average PO's | 2.8 | 2.5 | 2.4 | 2.4 | 2.5 | 2.3 | 2.3 |
| Average Indirect Feedback | 2.3 | 2.5 | 2.5 | 2.8 | 2.9 | 3.0 | 2.7 |

| PO's/PSOs | | PO1 | PO2 | PO3 | PO4 | PO5 | PSO ED | PSO RE | |
|--------------------------------|-----------------------------------------|------|------|------|------|------|--------|--------|--|
| Calculations as per weightages | 80 % Average attainment COs | 2.24 | 2.00 | 1.92 | 1.92 | 2.00 | 1.84 | 1.84 | |
| | 20% Average attainment Feedback /Survey | 0.46 | 0.50 | 0.50 | 0.56 | 0.58 | 0.60 | 0.54 | |
| Overall Levels : POs/PSOs | | 2.65 | 2.70 | 2.50 | 2.42 | 2.48 | 2.58 | 2.44 | |
| PO Achievement Level (2021-22) | | 2.50 | | | | | | | |

Summary:

- 1) PO achievement level (batch 2021-22) is **2.50**, referring to scale mentioned below; our target level is Level 4 ($2 > \leq 2.5$), hence we are able to achieve ours et target level.

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| <p>PO Attainment Levels: Level 1 : $0.5 > \leq 1$ Level 2 : $1.0 > \leq 1.5$ Level 3 : $1.5 > \leq 2$ Level 4 : $2 > \leq 2.5 \rightarrow$ Target Level Level 5 : $2.5 > \leq 3$</p> |
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