

Ref.: AEF / AIBM /

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2.6.2 Attainment of Programme outcomes and course outcomes are evaluated by the institution.
(AY 2023-24)

POs attainment levels

Arihant Institute of Business Management (AIBM)									
Programme : MBA Batch 2023-24									
POs/ PSOs Attainment									

Average of PO's/ PSOs w.r.t. All courses (Pattern 2019 Revised , 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

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
Sem II (HR)	205 HRM	Competency Based Human Resource Management	2.5	2.5	3.0	2.5	3.0	2.5	2.5
	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
	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 & 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
	401	Enterprise Performance Management IV	3.0	3.0	3.0	3.0	3.0	3.0	2.0

Sem IV (Generic +UL)	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

PSOs/ POs	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 (2022-23)	2.50
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Summary:

- 1) PO achievement level (batch 2022-23) is 2.50, referring to scale mentioned below; our target level is Level 4 ($2 \leq 2.5$), hence we are able to achieve our set target level.

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



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