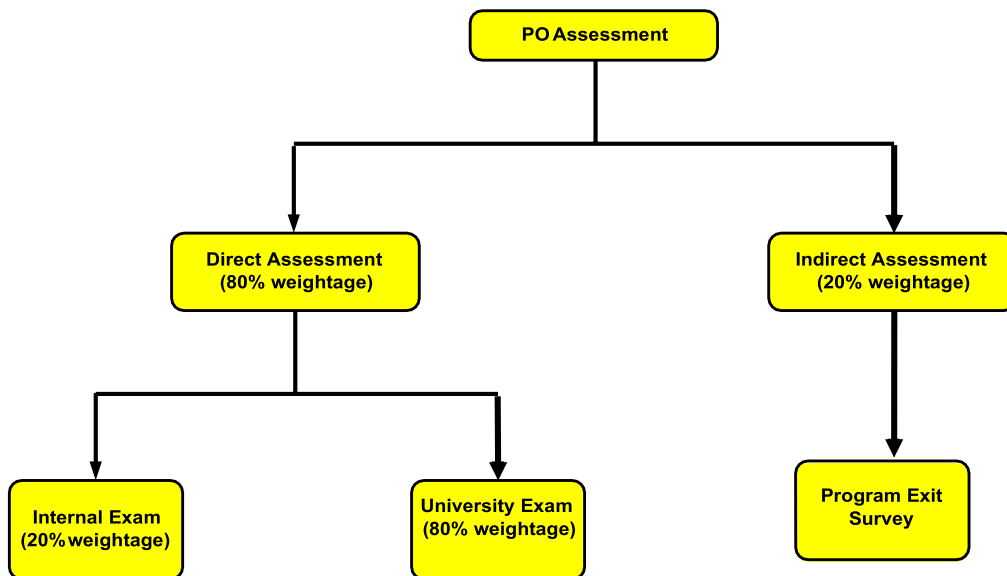


Happy Valley Business School, Coimbatore

**P.27 Direct and Indirect Assessment to show  
attainment of POs and PEOs**

## ASSESSMENT PROCESS FOR OVERALL PO & PEO ATTAINMENT

### PO & PEO Assessment Process



PO assessment is done by giving 80% weightage to direct assessment and 20% weightage to indirect assessment. Direct assessment is based on CO attainment, where 80% weightage is given to attainment through university exam and 20% weightage is given to attainment through internal assessments. Indirect assessment is done through Graduate exit survey.

### CO-PO Assessment Tools:

The description of Assessment tools used for the evaluation of program outcomes is given in Table.

Mode of Assessment	Assessment Tool	Description	Evaluation of Course Outcomes	Related POs	Frequency of assessment
Direct	Theory Internal Examination	Two written examinations are conducted and its average marks are considered.	The questions in the internal examinations sheets are mapped against COs of respective course. The questions for three internal examinations are framed in such a way to cover all course outcomes. The final attainment for each CO under direct assessment is calculated by taking from average of the CO attainments Internal Examinations	PO 1 to PO9	Three per Semester
Direct	Internal Practical Examination	Internal examination is conducted in lab course.	The final attainment for each CO is calculated by taking average of the % attainment Internal Lab Examination	PO 1 to PO9	One in Second Semester
Direct	Summer Training	To assess students ability in understanding detailed study of functional areas of business	One Internal reviews is conducted.	PO 1 to PO9	One Internship Review one in III Semester
Direct	Major Project	To assess students ability in conducting organized research	Continuous assessment is carried for the Project review. First review emphasizes on Literature survey and problem identification, second review emphasizes on Research Methodology	PO 1 to PO9	Three project reviews in Final Semester.

			Third review emphasize on Analysis, Findings, suggestions and conclusion		
Indirect	Graduate Exit	This survey gives the opinion of the graduate on the attainment of Programme outcomes	At the end of the programme, graduate exit survey is collected from the graduates and considered for the PO attainment under Indirect method	PO 1 to PO 9	At the end Of the program

## Direct Attainment

The below figure shows the direct assessment of POs of Operations Management (BA5206) as a sample.

### CO-PO Attainments

**Subject:**  
**Code**

**Operations Management**  
**BA5206**

**Batch 2018**

Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>C01</b>	-	2	-	1.0	-	-	-	-	2
<b>C02</b>	2.0	3.0	-	2.00	2.0	-	1.00	-	3.00
<b>C03</b>	2	3	-	2	2	-	1	-	3
		-		-		-	-		
<b>Internal Attainment</b>	<b>2.0</b>	<b>2.7</b>	<b>#####</b>	<b>1.7</b>	<b>2.0</b>	<b>###</b>	<b>1.0</b>	<b>###</b>	<b>2.7</b>
<b>External Attainment</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Direct Attainment(20%IA+80%EX)</b>	<b>2.8</b>	<b>2.9</b>	<b>#####</b>	<b>2.7</b>	<b>2.8</b>	<b>###</b>	<b>2.60</b>	<b>###</b>	<b>2.93</b>

PO's attainment levels

POs Attainment (Batch 2018 -2020)

Name of the Subjects	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
	<b>I - Semester</b>								
Principles of Management	2.5	2.6	2.6	-	2.6	-	-	-	-
Accounting for Management	1.8	-	-	1.9	-	-	-	-	-
Economic Analysis for Business	2.95	2.95	-	-	-	-	-	2.95	2.95
Legal Aspects of Business	2.79	2.83	-	-	-	-	-	-	2.89
Organisation Behaviour	2.5	-	2.5	-	-	-	-	-	-
Statistics for Management	1.93	-	-	-	-	-	-	-	-
Total Quality Management	-	-	-	2.85	2.81	-	-	-	2.92
Spoken & Written Communication	3		3						
<b>II - Semester</b>									
Applied Operational Research	-	3	-	-	2.9	-	2.89	-	-
Business Research Methods	-	2.7	-	-	2.6	-	2.57	-	-
Financial Management	2.2	2.2		2.1	2.2		2.17		2.17
Human resource Management	2.4	2.4	-	2.4	2.4	-	2.43	-	2.43
Information Management	2.6	2.5	-	2.5	2.5	-	2.47	-	2.53
Operations Management	2.6	2.8	-	2.8	2.6	2.76	2.76	-	2.84
Marketing Management	-	2.7	-	2.6	2.7	-	2.67	-	-
Data Analysis and Business Modelling	-	-	-	3	3	3	-	-	3
<b>III - Semester</b>									
International Business Management	-	-	-	2.8	2.8	-	-	-	2.74
Strategic Management	2.61	2.81	-	2.7	2.61	2.8	2.71	2.75	2.78
Brand Management	2.6	-	2.7	-	2.7	-	-	2.71	2.75
Customer Relationship Management	2.8	-	-	-	2.85	2.9	2.85	2.75	2.85

Services Marketing	2.8	-	-	-	2.7	2.76	2.73	-	2.77
Merchant Banking & Financial Services	2.7	-	2.8	-	2.8	-	-	2.79	2.71
Security Analysis and Portfolio Management	2.89	-	-	-	2.86	-	-	-	2.93
International Trade Finance	2.63	-	2.77	-	2.62	-	-	2.78	2.85
Industrial Relations & Labour Welfare	2.9	-	2.9	-	2.8	-	-	2.82	2.91
Managerial Behaviour and Effectiveness	-	-	2.7	-	2.6	-	-	2.68	2.68
Organisation Theory Design and Development	2.8	-	2.8	-	2.8	-	-	2.78	2.77
Logistics Management	2.7	-	2.6	-	-	-	-	2.48	2.57
Materials Management	2.8	-	-	-	2.8	-	-	2.75	-
Supply Chain Management	2.7	-	2.7	-	2.8	-	-	2.6	2.66
Summer Training	2.8	3.0	2.9	2.8	2.9	2.9	2.8	2.8	3.0
	<b>IV - Semester</b>								
Project Work	2.8	3	2.9	2.8	2.9	2.9	2.8	2.8	3
Total	66.2	35.4	36	31.6	68	20.2	32.2	38.8	63.7
No.of Courses to PO	25	13	13	12	25	7	12	14	23
<b>Direct Assesment = Total / No. of Courses to PO</b>	<b>2.65</b>	<b>2.73</b>	<b>2.77</b>	<b>2.64</b>	<b>2.72</b>	<b>2.89</b>	<b>2.69</b>	<b>2.77</b>	<b>2.77</b>
Indirect Assesment (Exit Feedback Survey )	2.3	2.39	2.52	2.52	2.39	2.61	2.52	2.52	2.3
80 % of Direct Assesment (A)	2.12	2.18	2.22	2.11	2.18	2.31	2.15	2.22	2.22
20 % of Indirect Assesment (B)	0.46	0.48	0.5	0.5	0.48	0.52	0.5	0.5	0.46
<b>Attainment Level (A+B)</b>	<b>2.58</b>	<b>2.66</b>	<b>2.72</b>	<b>2.61</b>	<b>2.66</b>	<b>2.83</b>	<b>2.65</b>	<b>2.72</b>	<b>2.68</b>

## INDIRECT ASSESSMENT

### Pass out Student's feedback survey for POs/PEOs:

An online feedback survey to 2018-20 pass out batch was conducted for POs/PEOs attainment. The specimen copy of questionnaire is given below

### Format of Questionnaire used for feedback survey Happy Valley Business School - Course Exit Feedback

Dear Happy Valleyians, as your curriculum is OUTCOME based, we would like to measure the outcome of the course you have undergone at Happy Valley. So, kindly fill the form as soon as possible.

1. Name of the Student:
2. Batch: **2018 - 20**
3. Year of Graduation: **2020**
4. Please Mention your current Status
  - Working Profession
  - Business
5. Mobile Number: \_\_\_\_\_

6. Evaluation of Programme Effectiveness:

State your level of satisfaction related to the attainment of program outcomes as aided by your MBA at Happy Valley Business School				
S.No	Program Outcome	Somewhat Satisfied	Satisfied	Extremely Satisfied
1	Ability to apply the business acumen gained in practice.			
2	Ability to understand and solve managerial issues.			
3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.			
4	Ability to upgrade their professional and			



	managerial skills in their workplace.			
5	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.			
6	Ability to take up challenging assignments.			
7	Ability to understand one's own ability to set achievable targets and complete them.			
8	Ability to pursue lifelong learning			
9	To have a fulfilling business career			
10	To have a thorough understanding of the core aspects of the business.			
11	To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems			
12	To prepare them to have a holistic approach towards management functions.			
13	To motivate them for continuous learning			

14	To inspire and make them practice ethical standards in business.			
----	--	--	--	--

7. Did you feel your postgraduate education prepared you for your initial job and/ or higher studies?

Yes

No

May be

8. Are there any other skills or knowledge you would like to have, the PG programme offer, to current students to ensure their preparedness for employment and/ or higher studies? If YES, please specify \_\_\_\_\_

PO attainment can be computed for a batch using the below formula. Indirect attainment is determined from student exit surveys, employer surveys, co-curricular activities, extracurricular activities and mapped to POs. A questionnaire was designed for this purpose and the average response of the outgoing students for each PO is computed.

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

**In-Direct Survey**

**Questionnaire for the Assessment**

1. Ability to apply the business acumen gained in practice. \*

	1	2	3	
Somewhat Satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely Satisfied

2. Ability to understand and solve managerial issues. \*

	1	2	3	
Somewhat Satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely Satisfied

3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals. \*

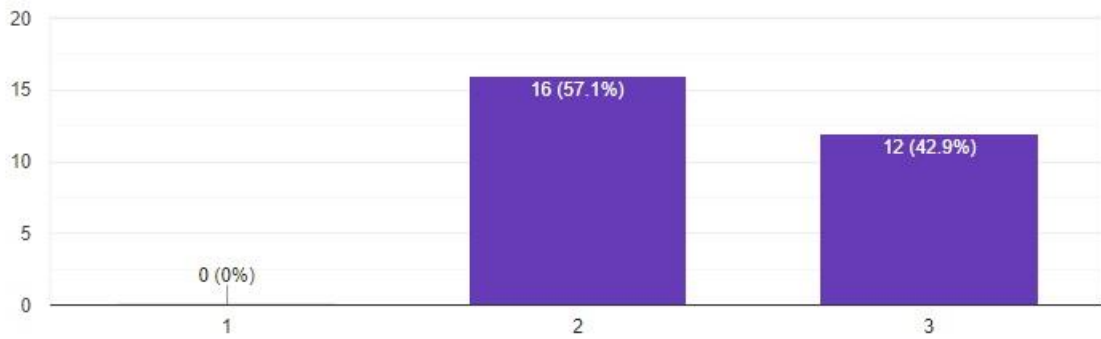
	1	2	3	
Somewhat Satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely Satisfied

## Responses

### Evaluation of Programme Effectiveness:

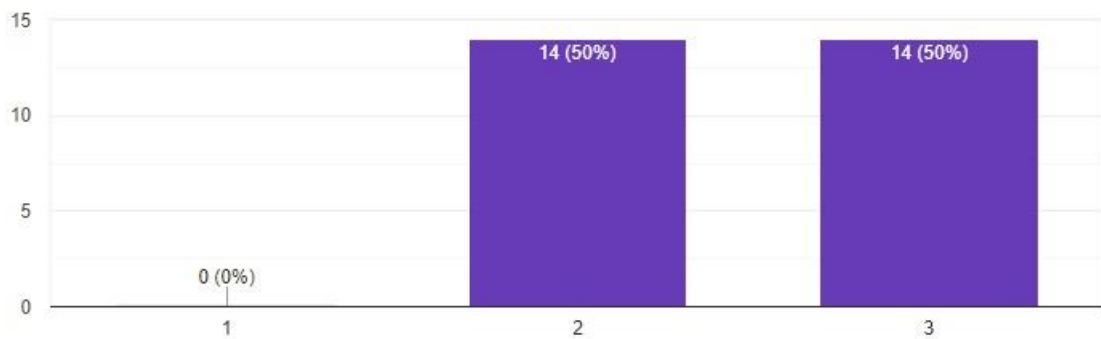
#### 1. Ability to apply the business acumen gained in practice.

28 responses



#### 2. Ability to understand and solve managerial issues.

28 responses



**PO attainment Batch Wise –Analysis**

**Final PO - PEO attainment – Indirect**

**PO Attainment – Indirect Assessment**

2.58	2.66	2.72	2.61	2.66	2.83	2.65	2.72	2.68
<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>

**PEO Attainment – Indirect Assessment**

2.46	2.36	2.43	2.68	2.61
<b>PEO1</b>	<b>PEO2</b>	<b>PEO3</b>	<b>PEO4</b>	<b>PEO5</b>

**PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) :**

MBA programme curriculum is designed to prepare the post graduate students

- I. To have a thorough understanding of the core aspects of the business.
- II. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- III. To prepare them to have a holistic approach towards management functions.
- IV. To motivate them for continuous learning.
- V. To inspire and make them practice ethical standards in business.

**PROGRAMME OUTCOMES (POs):**

On successful completion of the programme,

- 1. Ability to apply the business acumen gained in practice.
- 2. Ability to understand and solve managerial issues.
- 3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
- 4. Ability to upgrade their professional and managerial skills in their workplace.
- 5. Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
- 6. Ability to take up challenging assignments.
- 7. Ability to understand one’s own ability to set achievable targets and complete them.
- 8. Ability to pursue lifelong learning.
- 9. To have a fulfilling business career.

Programme Educational Objectives	Programme Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>I</b>	✓	✓					✓		
<b>II</b>				✓	✓	✓			
<b>III</b>	✓		✓		✓	✓	✓		
<b>IV</b>				✓		✓	✓	✓	
<b>V</b>		✓	✓					✓	✓

### PO – PEO's Mapping

Programme Educational Objectives	Programme Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
I	3	3					2		
II				2	3	3			
III	2		2		2	2	2		
IV				3		2	2	3	
V		2	1					3	3

### PEO Attainment – Batch 2018-2020

Programme Educational Objectives	Programme Outcomes									Direct Assessment	Indirect Assessment	80 % of Direct Assesment (A)	20 % of Indirect Assesment (B)	Attainment Level (A+B)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9					
I	2.6	2.7	-	-	-	-	1.8	-	-	2.34	2.46	1.87	0.49	<b>2.36</b>
II	-	-	-	1.7	2.7	2.8	-	-	-	2.41	2.36	1.93	0.47	<b>2.40</b>
III	1.7	-	1.8	-	1.8	1.9	1.8	-	-	1.79	2.43	1.43	0.49	<b>1.92</b>
IV	-	-	-	2.6	-	1.9	1.8	2.7	-	2.24	2.68	1.79	0.54	<b>2.32</b>
V	-	1.8	0.9	-	-	-	-	2.7	2.7	2.02	2.61	1.62	0.52	<b>2.14</b>