CHITKARA UNIVERSITY

HIMACHAL PRADESH
NAAC ACCREDITED

Report on PO Attainment

School of Business Studies

Batch 2020

Dated: 18/09/2021

Overview

An outcome is a result of learning that reveals what the student should be able to do at the end of a course; Outcome-based curriculum is a performance-based education system which is crucial in determining the type of graduates we want. In this approach, the desired educational outcomes should be clearly specified. Having an unequivocal outcome facilitates the nature of course offered, its content and also the teaching plans. Constructive alignment is a principle used for devising teaching and learning activities and assessment tasks that directly address the course outcomes (COs) intended. The outcome-based approach provides a mechanism to ensure the accountability and quality assurance to an educational programme.

Course mapping shows the educational relationship (Level of Learning achieved) between Course Outcomes and Program Outcomes for a Course. The result strongly indicates whether the students are able to achieve the course learning objectives. The method can be used for any course and is a good way to evaluate a course syllabus.

The below mentioned steps shall address the procedure for assessing the percentage achievement of Program Outcomes.

Program Outcome

The Program Outcomes for the BBA Program are the following:

PO1: Critical Thinking Skills: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

PO2: Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

PO3: Technology Skills: Students are competent in the uses of technology in modern organizational operations.

PO4: Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high- growth potential entities.

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PO5: Business Knowledge: Students can demonstrate technical competence n domestic and global business through the tudy of major disciplines within the fields of l usiness.

PO6: Ethics: Apply ethical princi les and commit to professional ethics and res onsibilities and norms of the Management p actice.

PO7: Environment and sustaina ility: Students can understand the impact of the professional solutions in societal and en ironmental contexts, and demonstrate the kn wledge of, and need for sustainable develor ment.

PO8: Individual and team work: Students can function effectively as an individual, and as a member or leader in divers teams, and in multidisciplinary settings.

PO9: Project management and finance: Demonstrate knowledge and unde standing of the management principles and apply these to one's own work, as a membe and leader in a team, to manage projects an in multidisciplinary environments.
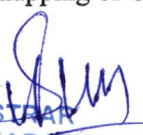
PO10: Life-long learning: Reco nize the need for, and have the preparatio and ability to engage in independent an life-long learning in the broadest context f technological change.

Course Outcomes mapping with Program Outcomes:

Step 1: Mapping of Course Learning Outcomes with Program Outcomes:

In the beginning the course learning outcomes were mapped with the defined program outcomes of the department on the scale of High: 3, Moderate: 2 and Low: 1. Subsequently the mapped values were assigned with the weights. Table 1 depicts the mapping of CLOs with PO for the course OJT200.

Table:1

CO-PO Map

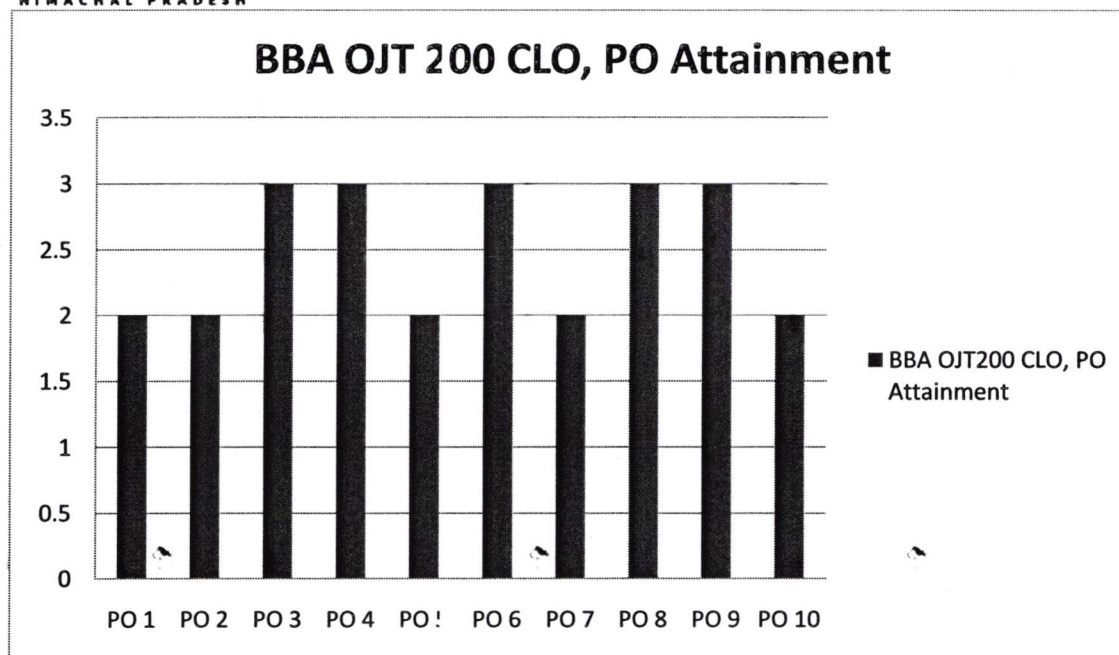|	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
To be able to process customer orders exchange and return transactions at POS	M	·	·	·	·	·	·	·	H	L
To be equipped to plan and prepare visual merchandising displays.	M	·	·	·	·	·	·	·	H	L
To become employable by learning to prepare products and displaying stock to promote sales	M	·	·	·	·	·	·	·	H	L
To learn to develop customer relations and provide adequate information and advice to customers for creating positive image of self and organization.	M	·	·	·	·	·	·	·	H	L
To be able to promote loyalty schemes to customers for sales maximization and customer retention.	M	·	·	·	·	·	·	·	H	L

Step 2: Averaging the values of individual Pos:

The contributing CLO-PO mapping with some valid values are considered for computing PO factor by taking their average. The PO vs CLO in the table 1, is for verification of the generated PO support value by first taking average of each individual CLOs supported for all the defined Pos and later average of all the generated values is taken.

Table 2:

Programme	BBA [Retail]		Batch 2020	
Subject	On the Job Training-2		Code OJT-200	Semester 2

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
To be able to process customer orders exchange and return transactions at POS	2	–	–	–	–	–	–	–	3	1
To be equipped to plan and prepare visual merchandising displays.	2	–	–	–	–	–	–	–	3	1
To become employable by learning to prepare products and displaying stock to promote sales	2	–	–	–	–	–	–	–	3	1
To learn to develop customer relations and provide adequate information and advice to customers for creating positive image of self and organization.	2	–	–	–	–	–	–	–	3	1
To be able to promote loyalty schemes to customers for sales maximization and customer retention.	2	–	–	–	–	–	–	–	3	1

BBA OJT 200 CLO, PO Attainment

Legend: BBA OJT200 CLO, PO Attainment

(Bar chart showing PO 1 through PO 10 on x-axis, values 0 to 3.5 on y-axis: PO 1 = 2, PO 2 = 2, PO 3 = 3, PO 4 = 3, PO ! = 2, PO 6 = 3, PO 7 = 2, PO 8 = 3, PO 9 = 3, PO 10 = 2)

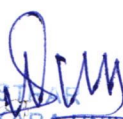### Step 3: Compilation of the results of the students:

The subject wise result was compiled for all the semesters for the batch 2019-22. The final grades of the students were converted to %age marks. The level of achievements are defined –High(50% students of the course>60%), Moderate(50% students scoring > 60%) and Low (<50% students scoring <60%).

Step 4: The course outcomes were mapped with the program outcomes for BBA on the scale of High, Medium and Low. Thereafter, the mapped values were allocated with weights i.e., high: 3; Medium: 2; and Low: 1.The subject wise result was compiled for all the semesters i.e. semester 1 till semester 6.

Table 4:

PO Attainment of Subjects: BBA Retail

Subject	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
BR101	82	-	-	-	82	-	-	-	-	-
BR102	89	-	-	89	89	-	-	-	89	89
BR103	76	-	-	-	76	-	-	76	-	-
BR104	100	100	-	-	-	-	-	100	-	100
BR105	-	-	100	-	-	-	-	-	-	-
OJT100	100	-	-	-	-	-	-	100	100	100
BR201	84	-	-	84	84	-	-	-	-	84
BR202	33	-	-	33	-	-	-	-	-	33
BR203	99	99	-	-	-	-	-	99	-	99
OJT200	89	-	-	-	-	-	-	-	89	89
BR301	97	97	-	-	97	-	-	-	-	-
BR303	98	-	-	-	98	-	-	-	98	-
BR302	97	-	-	-	97	-	-	-	-	97
BR304	0	-	-	-	0	-	-	-	-	-
OJT300	100	-	-	-	-	-	-	100	100	100

BR401	94	-	-	-	94	-	-	94	-	-
BR402	99	-	-	-	99	-	-	-	-	-
BR404	0	-	-	-	0	-	-	-	-	-
BR403	100	-	100	-	100	-	-	-	-	-
BR405	0	-	-	-	0	-	-	-	-	-
OJT400	100	-	100	-	-	-	-	100	100	100
BR501	-	-	-	-	97	97	-	97	-	-
BR502	0	-	-	-	0	-	-	-	-	-
BR503	98	-	-	-	98	-	-	98	-	-
BR504	0	-	0	-	0	-	-	-	-	-
OJT500	100	-	-	-	-	-	-	-	100	100
OJT600	100	-	-	-	-	-	-	100	100	100
POA	91.75	98.67	100.00	68.67	92.58	97.00	NaN	96.40	97.00	90.92

BBA 2020-21 Batch (Percentage of Direct PO Attainment

Bar chart showing Percentage of Direct PO Attainment for BBA 2020 Year:
- PO 1: 91.75
- PO 2: 98.67
- PO 3: 99
- PO 4: 70
- PO 5: 92.58
- PO 6: 97
- PO 7: 97
- PO 8: 96.4
- PO 9: 96
- PO 10: 90.92

Legend: ■ BBA 2020 Year (Percentage of Direct PO Attainment
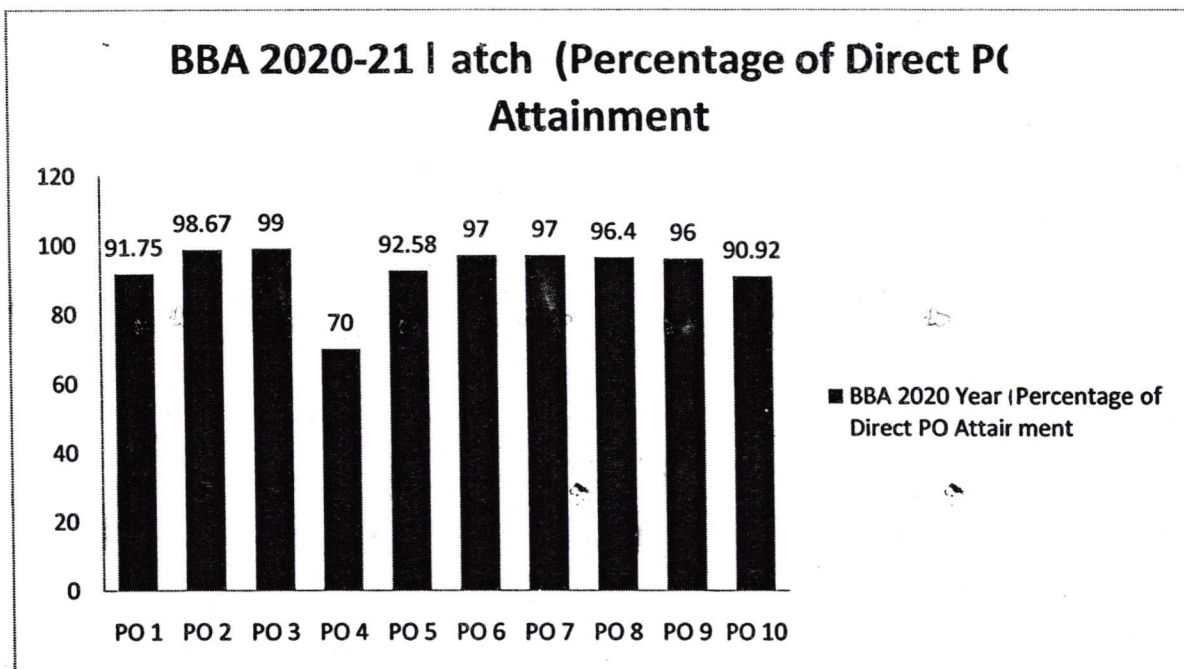
Analysis -

The representation shows that the students of batch 2020 have successfully attained a minimum of 80%. This indicates that the evaluation pattern has been consistent in terms of questions asked and the marks obtained by the students have been consistent. The further change in the pattern may be observed when more industry interaction and courses are taught.

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