

Attainment of Course Outcomes B.Pharm

Assessment is done through one or more than one processes, carried out by the institution, that identify, collect, and prepare data to evaluate the achievement of course outcomes (CO's).

Assessment tools to assess the course outcomes as:

Direct methods

- Direct method display the student's knowledge and skills from their performance in the sessional examinations, class test, seminars, and assignments. These methods provide a sampling of what students know and/or can do and provide strong evidence of student learning.

Direct Assessment Methods:

Sessional Examination: Sessional examination (theory or practical) are the metric to assess, whether all the course outcomes are attained or not framed by the course owner. Sessional Examination is more focused on attainment of course outcomes and uses a descriptive exam.

It is a metric to continuously assess the attainment of course outcomes w.r.t course objectives.

Project work Viva-voce: Viva-voce examination of project work shall be conducted batch-wise.

Assignment/ Class Test: Assignment topics are allotted to all the students according to their potential, subject knowledge. In order to bridge the gap in curriculum, bright students are given some assignment beyond the syllabus. Class tests, quizzes, video links are provided.

In the present analysis, the targets for assessment were set as:

1. First class with distinction > 70 marks, attainment level is 3 (substantial)
2. First class 60 to 70 marks, attainment level is 2 (moderate)
3. Pass class 50 to 59 marks, attainment level is 1 (low)

The same indicators are applied to both sessional and university results. The number of students of all the above three categories are considered (rather than the criteria: as 80% students scoring more than 60% marks of the relevant maximum marks (is considered) for the attainment of 3). The calculation is as follows.

Internal marks: The total internal marks are 20% for **theory** (for semester system marks are 25%) as per C207 are considered for calculation.

Example: B. Pharmacy 2 year course (subject) – (Pharmacognosy-11, C207) in 2015-16 year. The following are the marks of theory internal.

	First class with	First class (60 to	Pass class 50	Total
--	------------------	--------------------	---------------	-------

Principal
M.M. College of Pharmacy
Maharshi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala) HR

	Distinction (>70%); Attainment level is 3	69 %); Attainment level is 2	to 59%); Attainment level is 1	Students
No of students	17	10	26	53
No of students X value	17 X3	10 X2	26 X1	
Total	51+20+26 = 97			
Ratio	97/53 = 1.83			
Value 20% for internal exams	1.83 X.20 = 0.37			

For the practical exams: The total internal marks are 20% for theory (for semester system marks are 25%) as per the Examination Scheme of B.Pharmacy curriculum and same subject (Pharmacognosy-11, C214) in 2015-16 year considered for calculation. The calculation is as follows.

	First class with Distinction (>70%); Attainment level is 3	First class (60 to 69 %); Attainment level is 2	Pass class 50 to 59%); Attainment level is 1	Total Students
No of students	29	12	12	53
No of students X value	29 X3	12 X2	12X1	
Total	87+24+12 = 123			
Ratio	123/53 = 2.32			
Value 20% for internal exams	2.32 X.20 = 0.46			

For University theory exams, the University marks are 80% (for semester system marks are 75%) for theory as per Examination Scheme of B.Pharmacy curriculum and same subject (Pharmacognosy-11, C207) in 2015-16 year considered for calculation. The calculation is as follows.

	First class with Distinction (>70%); Attainment level is 3	First class (60 to 69 %); Attainment level is 2	Pass class 50 to 59%); Attainment level is 1	Total Students
No of students	3	7	29	39
No of students X value	3X3	7 X2	29 X1	
Total	9+14+29 = 51			
Ratio	51/39 = 1.31			

Principal
M.M. College of Pharmacy
Maharishi Markandeshwar
(Deemed to be University)
Mutiana-133207 (Ambala) Haryana

Value 80% for External exams	$1.31 \times 0.80 = 1.05$	
------------------------------	---------------------------	--

The university theory examinations are conducted in another college. In other words, students of college do not write their theory examination in their parent college.

For University practical exams, the University marks are 80% for theory as per Examination Scheme of B.Pharmacy curriculum and same subject (Pharmacognosy-11, C214) in **2015-16** year considered for calculation. The calculation is as follows.

	First class with Distinction (>70%); Attainment level is 3	First class (60 to 69 %); Attainment level is 2	Pass class 50 to 59%); Attainment level is 1	Total Students
No of students	4	11	38	53
No of students X value	4X3	11X2	38X1	
Total	$12+22+38 = 72$			
Ratio	$73/53 = 1.35$			
Value 80% for internal exams	$1.35 \times 0.80 = 1.09$			

For conducting practical examination of University, external examiner is appointed by the Maharishi Markandeshwar University.

The above calculated values are tabulated as follows:

Subject code	Subject name	University		Internal		Total
C207 Theory	Pharmacognosy-11, BPH-2.7	100%	80%	100%	20%	
		1.33	1.07	1.83	0.37	1.44
	Theoretical Attainment = 2.24 % attainment of outcomes = $1.44 / 2.24 = 64.2\%$ or 1.92 (against the scale Max = 3)					
C214 Practical	Pharmacognosy-11, BPH-2.7	100%	80%	100%	20%	
		1.35	1.09	2.32	0.46	1.55
	Theoretical Attainment = 2.33 % attainment of outcomes = $1.55 / 2.33 = 66.5\%$ or 1.99 (against the scale Max = 3)					


 Principal
 M.M. College of Pharmacy
 Maharishi Markandeshwar
 (Deemed to be University)
 Mullana-133207 (Ambala) Haryana

Record the attainment of Course Outcomes of all courses with respect to set attainment levels

2016-2017

Course code	Course name	University attainment		Sessional attainment		Attainment Level		%Attainment (Achieved /required) X100	Average programme outcomes (max 3.00)
		100%	75%	100%	25%	Achieved	Required		
B. Pharmacy I Semester									
									2.97
BP101T	Human Anatomy and Physiology I – Theory	1.95	1.46	2.32	0.58	2.04	2.06	99.03	3.00
BP102T	Pharmaceutical Analysis I – Theory	1.73	1.30	2.24	0.56	1.86	1.80	100.00	2.58
BP103T	Pharmaceutics I – Theory	1.71	1.28	2.04	0.51	1.79	2.08	85.92	3
BP104T	Pharmaceutical Inorganic Chemistry – Theory	2.65	1.99	2.60	0.65	2.64	2.33	100	3.00
BP105T	Communication skills – Theory	2.40	1.80	3.00	0.75	2.55	1.89	100.00	2.82
BP106RBT	Remedial Biology/	2.00	1.50	2.69	0.67	2.17	2.31	94.00	2.55
BP106RMT	Mathematics – Theory*	2.40	1.80	2.16	0.54	2.34	2.75	85.09	3.00
BP107P	Human Anatomy and Physiology – Practical	2.26	1.69	3.00	0.75	2.44	2.28	100.00	3.00
BP108P	Pharmaceutical Analysis I – Practical	2.71	2.04	2.73	0.68	2.72	2.40	100.00	3.00
BP109P	Pharmaceutics I – Practical	2.23	1.67	2.53	0.63	2.30	2.28	100.00	3
BP110P	Pharmaceutical Inorganic Chemistry – Practical	2.34	1.76	2.53	0.63	2.39	2.30	100	3.00
BP111P	Communication skills – Practical*	2.53	1.90	3.00	0.75	2.65	1.80	100.00	3.00
BP112RBP	Remedial Biology – Practical*	3.00	2.25	2.90	0.73	2.98	1.93	100.00	3.00

Principal
M. M. College of Pharmacy
Maharishi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala) HR


II nd semester									
BT201T	Human Anatomy and Physiology II– Theory	1.91	1.43	2.52	0.63	2.06	1.89	100.00	3.00
BP202T	Pharmaceutical Organic Chemistry I – Theory	1.44	1.08	2.32	0.58	1.66	2.29	72.44	2.17
BP203T	Biochemistry – Theory	2.40	1.80	2.44	0.61	2.41	2.31	100.00	3.00
BP204T	Pathophysiology – Theory	1.95	1.46	2.76	0.69	2.15	2.18	98.62	2.96
BP205T	Computer Applications in Pharmacy – Theory *	2.74	2.06	3.00	0.75	2.81	2.75	100.00	3.00
BP206T	Environmental sciences – Theory *	1.68	1.26	2.88	0.72	1.98	2.69	73.64	2.21
BP207P	Human Anatomy and Physiology II – Practical	2.57	1.93	2.73	0.68	2.61	2.22	100.00	3.00
BP208P	Pharmaceutical Organic Chemistry I– Practical	2.46	1.84	2.47	0.62	2.46	2.50	98.38	2.95
BP209P	Biochemistry – Practical	2.89	2.16	2.67	0.67	2.83	2.72	100.00	3.00
BP210P	Computer Applications in Pharmacy – Practical*	2.87	2.15	3.00	0.75	2.90	2.75	100.00	3.00
II nd Year									
		100%	80%	100%	80%	Achieved	Required		
C201	Pharmaceutics-III (Unit Operation-I)	1.6	1.28	2.25	0.45	1.73	2.23	77.63	2.33
C202	Pharmaceutics-IV (Pharmaceutical Microbiology)	2.188	1.75	2.7	0.54	2.29	1.46	100.00	3.00
C203	Pharmaceutics-V Forensic Pharmacy	1.575	1.26	2.45	0.49	1.75	2.39	73.38	2.20
C204	Pharmaceutical Chemistry-III (Biochemistry)	1.88	1.51	2.1	0.42	1.93	1.92	100.00	3.00
C205	Pharmaceutical Chemistry-IV (Physical Chemistry)	2.225	1.78	2.95	0.59	2.37	2.13	100.00	3.00

Principal
M. M. College of Pharmacy
Maharshi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala) HR

C206	Pharmaceutical Chemistry-V (Pharmaceutical Analysis-I)	1.675	1.34	2.15	0.43	1.77	1.33	100.00	3.00
C207	Pharmacognosy-II	1.663	1.33	2.25	0.45	1.78	2.16	82.34	2.47
C208	Computer Science	1.313	1.05	2.1	0.42	1.47	2.46	59.66	1.79
C209	Environmental Studies	2.18	1.74	2.96	0.59	2.34	1.80	100.00	3.00
C210	Pharmaceutics-IV(Pharmaceutical Microbiology) Laboratory	2.438	1.95	2.7	0.54	2.49	1.46	100.00	3.00
C211	Pharmaceutical Chemistry-III (Biochemistry) Laboratory	2.4	1.92	2.1	0.42	2.34	2.39	97.95	2.94
C212	Pharmaceutical Chemistry-IV(Physical Chemistry) Laboratory	1.938	1.55	2.95	0.59	2.14	2.20	97.27	2.92
C213	Pharmaceutical Chemistry-V (Pharmaceutical Analysis-I) Laboratory	1.75	1.4	2.15	0.43	1.83	1.33	100.00	3.00
C214	Pharmacognosy-II Laboratory	2.075	1.66	2.25	0.45	2.11	2.04	100.00	3.00
C215	Computer Science Laboratory	2.45	1.96	2.1	0.42	2.38	2.66	89.34	2.68
B. Pharmacy III year									
C301	Pharmaceutics-VI (Physical Pharmacy)	1.725	1.38	2.1	0.42	1.80	2.03	88.89	2.67
C302	Pharmaceutics-VII (Unit Operation-II)	1.7	1.36	2.3	0.46	1.82	1.90	95.79	2.87
C303	Pharmaceutics-VIII (Dosage Form Design)	1.613	1.29	2.05	0.41	1.70	1.50	100.00	3.00
C304	Pharmaceutical Chemistry-VI (Heterocyclic Compounds and Natural Products)	1.488	1.19	2.1	0.42	1.61	2.08	77.59	2.33
C305	Pharmaceutical Chemistry-VII (Medicinal Chemistry-I)	1.338	1.07	2.2	0.44	1.51	2.37	63.67	1.91
C306	Pharmacology-II	1.313	1.05	2.1	0.42	1.47	1.93	76.22	2.29
C307	Pharmaceutical Biotechnology	2.475	1.98	2.4	0.48	2.46	2.00	100.00	3.00
C308	Pharmacognosy-III	1.688	1.35	2.25	0.45	1.80	1.83	98.36	2.95


 Principal
 M.M. College of Pharmacy
 Maharishi Markandeshwar
 (Deemed to be University)

C309	Pharmaceutics-VI(Physical Pharmacy) Laboratory	1.6	1.28	2.25	0.45	1.73	2.46	70.37	2.11
C310	Pharmaceutics-VII (Unit Operation-II) Laboratory	2.188	1.75	2.85	0.57	2.32	2.33	99.45	2.98
C311	Pharmaceutics-VIII (Dosage Form Design) Laboratory	1.575	1.26	2.3	0.46	1.72	2.32	74.09	2.22
C312	Pharmaceutical Chemistry-VII (Medicinal Chemistry-I) Laboratory	2.225	1.78	2.75	0.55	2.33	1.89	100.00	3.00
C313	Pharmacology-II Laboratory	1.675	1.34	2.75	0.55	1.89	1.79	100.00	3.00
C314	Pharmacognosy-III Laboratory	1.313	1.05	2.95	0.59	1.64	1.87	87.86	2.64
B. Pharmacy I V year									
C401	Pharmaceutics-IX (Biopharmaceutics and Pharmacokinetic)	2.08	1.56	2.45	0.49	2.05	2.10	97.62	2.93
C402	Pharmaceutics-X (Pharmaceutical Technology-I)	2.333	1.75	2.3	0.46	2.21	1.75	100.00	3.00
C403	Pharmaceutics-XI (Pharmaceutical Technology-II)	2.6	1.95	2.35	0.47	2.42	1.26	100.00	3.00
C404	Pharmaceutics-XII (Pharmaceutical Management)	2.293	1.72	2.65	0.53	2.25	2.31	97.30	2.92
C405	Pharmaceutical Chemistry-VIII (Medicinal Chemistry-II)	1.773	1.33	2.45	0.49	1.82	2.33	77.96	2.34
C406	Pharmaceutical Chemistry-IX (Pharmaceutical Analysis-II)	1.667	1.25	1.85	0.37	1.62	1.85	87.65	2.63
C407	Pharmacology-II	1.853	1.39	2.2	0.44	1.83	1.93	94.73	2.84
C408	Project	3.173	2.38	3	0.6	2.98	1.79	100.00	3.00
C409	Pharmaceutics-IX (Biopharmaceutics and Pharmacokinetic) Laboratory	3.173	2.38	3	0.6	2.98	2.13	100.00	3.00


 Principal
 M.M. College of Pharmacy
 Maharishi Maheshwar
 (Deemed to be University)
 Mullana-133207 (Ambala) HR

C410	Pharmaceutics-XI (Pharmaceutical Technology-II) Laboratory	2.387	1.79	2.9	0.58	2.37	1.26	100.00	3.00
C411	Pharmaceutical Chemistry-VIII (Medicinal Chemistry-II) Laboratory	2.533	1.9	2.95	0.59	2.49	2.13	100.00	3.00
C412	Pharmaceutical Chemistry-IX (Pharmaceutical Analysis-II) Laboratory	2.307	1.73	2.95	0.59	2.32	1.85	100.00	3.00
C413	Pharmacology-II Laboratory	2.733	2.05	2.45	0.49	2.54	1.86	100.00	3.00

The following conclusions are drawn on the basis of analysis of the results (both internal and University Examination):

2016-2017

Theory: 25 courses have attained more than 90% aggregate of learning outcome

Practical: 22 courses have attained more than 90% aggregate of learning outcome

2015-16:

Theory: 20 courses have attained more than 90% aggregate of learning outcome

Practical: 18 courses have attained more than 90% aggregate of learning outcome

Handwritten signature
 10/7/2020
 Principal
 M.S.R. College of Pharmacy
 Maharishi Markandeshwar
 (Deemed to be University)
 Mullana-133207 (Ambala) Haryana

2015-2016

Table: 3.2.2a Consolidated: University + Internal Marks

Course code	Course name	University attainment		Sessional attainment		Attainment Level		%Attainment (Achieved /required) X100	Average programme outcomes (max 3.00)
		100%	80%	100%	20%	Achieved	Required		
B. Pharmacy I year									
C101	Pharmaceutical Chemistry-I (Organic Chemistry)	1.2	0.96	2.517	0.5	1.46	1.88	77.87	2.34
C102	Pharmaceutical Chemistry-II(Inorganic Chemistry)	1.2	0.96	2.085	0.42	1.38	1.75	78.86	2.37
C103	Pharmaceutics-I(Dispensing and Hospital Pharmacy)	1.43	1.14	2.667	0.53	1.67	2.63	63.62	1.91
C104	Pharmaceutics-II(General Pharmacy)	1.48	1.18	2.1	0.42	1.6	1.60	100.00	3.00
C105	Pharmacology-I(Human Anatomy and Physiology)	1.54	1.23	2.433	0.49	1.72	2.32	74.14	2.22
C106	Pharmacognosy-I	1.33	1.07	2.617	0.52	1.59	1.85	85.95	2.58
C107	Mathematics	1.49	1.17	2.133	0.43	1.6	1.92	83.55	2.51
C108	Biology	1.63	1.3	2.343	0.47	1.77	1.68	100.00	3.00
C109	Pharmaceutical Chemistry-I(Organic Chemistry) Laboratory	1.966	1.57	2.28	0.53	2.1	2.17	96.92	2.91
C110	Pharmaceutical Chemistry-II(Inorganic Chemistry) Laboratory	2.06	1.65	2.46	0.49	2.14	1.60	100.00	3.00
C111	Pharmaceutics-I(Dispensing and Hospital Pharmacy)Laboratory	2.46	1.97	2.53	0.5	2.47	2.10	100.00	3.00
C112	Pharmaceutics-II(General Pharmacy)Laboratory	1.92	1.53	2.61	0.52	2.05	2.33	88.17	2.65
C113	Pharmacology-I (Human Anatomy and Physiology) Laboratory	1.83	1.46	2.88	0.57	2.03	2.32	87.50	2.63
C114	Pharmacognosy-I Laboratory	2.09	1.67	2.91	0.58	2.25	2.13	100.00	3.00
C115	Biology Laboratory	1.59	1.27	2.01	0.4	1.67	1.68	99.70	2.99
B. Pharmacy II year									
C201	Pharmaceutics-III (Unit Operation-I)	1.54	1.23	1.64	0.33	1.56	2.23	70.00	2.10
C202	Pharmaceutics-IV (Pharmaceutical Microbiology)	2.08	1.66	1.94	0.39	2.05	1.46	100.00	3.00
C203	Pharmaceutics-V Forensic Pharmacy	1.92	1.54	2.62	0.52	2.06	2.39	86.37	2.59
C204	Pharmaceutical Chemistry-III (Biochemistry)	1.38	1.1	1.73	0.35	1.45	1.69	85.57	2.57

Principal
M.M. College of Pharmacy
Maharshi Mandaneshwar
(Deemed to be University)
Ambala-133207 (Ambala) HR

C205	Pharmaceutical Chemistry-IV (Physical Chemistry)	1.82	1.46	2.547	0.51	1.97	2.13	92.71	2.78
C206	Pharmaceutical Chemistry-V (Pharmaceutical Analysis-I)	1.36	1.09	1.75	0.35	1.44	1.33	100.00	3.00
C207	Pharmacognosy-II	1.33	1.07	1.83	0.37	1.44	2.23	64.49	1.93
C208	Computer Science	1.75	1.4	2.38	0.48	1.88	2.46	76.30	2.29
C209	Environmental Studies	1.59	1.272	2.32	0.46	1.736	1.80	96.67	2.90
C210	Pharmaceutics-IV(Pharmaceutical Microbiology) Laboratory	2.45	1.96	2.66	0.53	2.49	1.46	100.00	3.00
C211	Pharmaceutical Chemistry-III (Biochemistry) Laboratory	2.04	1.63	2.07	0.41	2.04	2.39	85.40	2.56
C212	Pharmaceutical Chemistry-IV(Physical Chemistry) Laboratory	2.19	1.75	2.96	0.59	2.34	2.13	100.00	3.00
C213	Pharmaceutical Chemistry-V (Pharmaceutical Analysis-I) Laboratory	2.28	1.83	2.38	0.47	2.3	1.43	100.00	3.00
C214	Pharmacognosy-II Laboratory	1.358	1.09	2.32	0.46	1.55	2.33	66.49	1.99
C215	Computer Science Laboratory	2.96	2.37	2.32	0.46	2.83	2.66	100.00	3.00
B. Pharmacy III year									
C301	Pharmaceutics-VI (Physical Pharmacy)	2.18	1.75	2.17	0.44	2.19	2.03	100.00	3.00
C302	Pharmaceutics-VII (Unit Operation-II)	2.07	1.65	2.22	0.44	2.09	1.50	100.00	3.00
C303	Pharmaceutics-VIII (Dosage Form Design)	1.925	1.54	2.37	0.47	2.01	1.50	100.00	3.00
C304	Pharmaceutical Chemistry-VI (Heterocyclic Compounds and Natural Products)	1.56	1.25	2.16	0.43	1.68	2.08	80.96	2.43
C305	Pharmaceutical Chemistry-VII (Medicinal Chemistry-I)	1.29	1.03	2.32	0.46	1.49	2.14	69.53	2.09
C306	Pharmacology-II	2.09	1.67	2.28	0.46	2.13	1.64	100.00	3.00
C307	Pharmaceutical Biotechnology	2.07	1.66	2.07	0.42	2.08	2.00	100.00	3.00
C308	Pharmacognosy-III	1.67	1.33	2.766	0.55	1.88	1.83	100.00	3.00
C309	Pharmaceutics-VI(Physical Pharmacy) Laboratory	2.22	1.78	2.62	0.52	2.3	2.46	93.56	2.81
C310	Pharmaceutics-VII (Unit Operation-II) Laboratory	2.16	1.73	2.8	0.56	2.29	2.33	98.16	2.94
C311	Pharmaceutics-VIII (Dosage Form Design) Laboratory	2.28	1.82	2.74	0.55	2.37	2.32	100.00	3.00
C312	Pharmaceutical Chemistry-VII (Medicinal Chemistry-I) Laboratory	2.3	1.84	2.49	0.5	2.34	1.89	100.00	3.00

Principal
M.M. College of Pharmacy
Maharishi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala) HR

C313	Pharmacology-II Laboratory	2.22	1.78	2.86	0.57	2.35	1.79	100.00	3.00
C314	Pharmacognosy-III Laboratory	2.48	1.98	2.76	0.55	2.53	1.87	100.00	3.00
B. Pharmacy I V year									
C401	Pharmaceutics-IX (Biopharmaceutics and Pharmacokinetic)	2.1	1.37	1.89	0.38	1.75	2.10	83.33	2.50
C402	Pharmaceutics-X (Pharmaceutical Technology-I)	1.74	1.34	2.29	0.46	1.8	1.75	100.00	3.00
C403	Pharmaceutics-XI (Pharmaceutical Technology-II)	1.45	1.42	2.10	0.42	1.84	2.15	85.67	2.57
C404	Pharmaceutics-XII (Pharmaceutical Management)	2.31	1.23	2.36	0.47	1.7	2.31	73.51	2.21
C405	Pharmaceutical Chemistry-VIII (Medicinal Chemistry-II)	2.33	0.99	2.03	0.41	1.4	2.33	59.97	1.80
C406	Pharmaceutical Chemistry-IX (Pharmaceutical Analysis-II)	2.12	0.95	1.69	0.34	1.29	1.85	69.80	2.09
C407	Pharmacology-II	2.18	1.46	1.74	0.35	1.81	1.93	93.69	2.81
C408	Project	2.04	1.63	2.83	0.57	2.20	1.79	100.00	3.00
C409	Pharmaceutics-IX (Biopharmaceutics and Pharmacokinetic) Laboratory	2.12	1.75	1.98	0.38	2.13	2.13	100.00	3.00
C410	Pharmaceutics-XI (Pharmaceutical Technology-II) Laboratory	1.5	1.81	2.34	0.46	2.27	2.09	100.00	3.00
C411	Pharmaceutical Chemistry-VIII (Medicinal Chemistry-II) Laboratory	2.37	2.06	2.74	0.55	2.61	2.13	100.00	3.00
C412	Pharmaceutical Chemistry-IX (Pharmaceutical Analysis-II) Laboratory	2.12	1.87	2.54	0.5	2.37	1.85	100.00	3.00
C413	Pharmacology-II Laboratory	2.05	1.83	2.85	0.57	2.4	1.86	100.00	3.00


 10/7/2020
Principal
M.M. College of Pharmacy
Maharishi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala) HR

Attainment of Program Outcomes B.Pharm

Attainment of each PO

The course outcomes are mapped for each program outcome. The attainment of course outcomes achieved in the years 2013-2014, 2014-15 and 2015-16 are translated into program outcomes based on the CO-PO Matrixes and course-PO Matrixes

The following are the PO's Assessment Tools:

Several tools are described for assessing outcomes. The program outcomes are based on the course outcomes. Thus the tools remain the same for assessing the program outcomes.

Assessment tools are categorized into two methods to assess the course outcomes as:

Direct methods and indirect methods.

- Direct method display the student's knowledge and skills from their performance in the Sessional examinations, class test, seminars, and assignments. These methods provide a sampling of what students know and/or can do and provide strong evidence of student learning.
- Indirect methods such as surveys ask the stakeholders to reflect on student's learning. They assess opinions or thoughts about the graduate's knowledge or skills and their valued by different stakeholders.

Indirect Assessment Methods

ALUMNI: SURVEY QUESTIONNAIRE: Collect variety of information about program satisfaction and college from the Alumni students.

EMPLOYER'S FEEDBACK FORM: Collect variety of information about the graduates' skills, capabilities and opportunities.

Result evaluation of each PO (30)

The results evaluation is made in two levels:

Student performance (direct) – 80% value

Surveys (indirect) – 20% value

Direct attainment level of PO is determined by taking average across all courses. Indirect attainment level of PO is determined on the student surveys (alumni).

The observations are made as per the given Table:

The percent attainment are converted into a scale considering the maximum of 3, *i.e.*, high. Form the calculations, results are tabulated as given below, for the academic year of 2013-14, 2014-15 and 2015-16.

The conclusions are drawn for the **B. Pharmacy Program.**

2016-2017


Principal
M.M. College of Pharmacy
Maharishi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala), HR.

65 courses attained the three (3) Pos (PO1, PO3, PO11) to the tune for more than 75%. About 5 POs (PO 3, PO 4, PO 4, PO 6, PO10, and PO 11) are attained to the tune of more than 70% and POs (PO 5, PO 6 and PO 10) more than 65%.

The conclusions are drawn for the B. Pharmacy Program.

2015-16: 43 courses attained the POs to the tune for more than 75%. About 6 POs (PO 1, PO 3, PO 4, PO 6, PO10, and PO 11) are attained to the tune of more than 65%, other POs are attained by more than 45%


10/7/2020

Principal
M.M. College of Pharmacy
Maharishi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala) HR

2016-2017

Table

Course code	Course name	Program outcomes										
		1	2	3	4	5	6	7	8	9	10	11
	B. Pharmacy I Semester											
BP101T	Human Anatomy and Physiology I– Theory	2.97	2.97	1.98	1.98	1.98	-	0.99	1.98	0.99	-	2.57
BP102T	Pharmaceutical Analysis I –Theory	3.00	1.00	2.00	2.00	-	-	-	-	-	1.00	-
BP103T	Pharmaceutics I – Theory	2.58	1.72	1.50	1.72	-	1.93	1.72	1.29	1.93	-	1.72
BP104T	Pharmaceutical Inorganic Chemistry – Theory	2.16	2.33	2.66	-	-	2.66	2.33	-	2.16	2.66	2.16
BP105T	Communication skills –Theory	2.20	1.60	-	-	2.00	1.60	1.40	2.00	-	-	2.40
BP106RBT	Remedial Biology/	2.82	1.50	2.26	2.07	-	1.69	0.94	2.82	2.63	-	2.82
BP106RMT	Mathematics – Theory*	3.00	3.00	3.00	1.75	-	-	-	-	-	-	3.00
BP107P	Human Anatomy and Physiology – Practical	3.00	2.00	2.50	3.00	2.50	-	1.80	2.00	2.00	-	3.00
BP108P	Pharmaceutical Analysis I – Practical	3.00	2.00	3.00	2.00	-	-	-	-	-	2.00	-
BP109P	Pharmaceutics I – Practical	2.75	1.50	2.25	3.00	-	2.75	2.00	2.75	1.75	-	1.75
BP110P	Pharmaceutical Inorganic Chemistry – Practical	2.25	3.00	2.25	-	-	2.25	2.25		2.00	-	2.00
BP111P	Communication skills –Practical*	1.60	1.60	-	-	2.00	1.60	1.40	2.00	-	-	2.40
BP112RBP	Remedial Biology –Practical*	3.00	1.00	2.00	2.40	-	1.00	1.00	2.00	2.00	-	3.00
	B. Pharmacy II Semester											
BT201T	Human Anatomy and Physiology II– Theory	3.00	2.00	2.00	2.00	2.00	-	1.00	2.00	1.00	-	2.00
BP202T	Pharmaceutical Organic Chemistry I – Theory	2.17	2.17	1.99	-	1.45	-	-	0.72	-	1.45	-
BP203T	Biochemistry – Theory	3.00	2.50	1.50	2.25	-	2.00	-	2.00	2.50	2.00	3.00
BP204T	Pathophysiology – Theory	2.96	2.17	2.56	1.58	1.97	1.38	-	2.17	1.97	1.97	2.76

Principal
M. M. College of Pharmacy
Maharishi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala) HR

BP205T	Computer Applications in Pharmacy – Theory *	3.00	3.00	3.00	1.75	-	-	-	-	-	-	3.00
BP206T	Environmental sciences – Theory *	1.47	2.21	2.21	1.47	2.06	2.21	-	1.77	-	2.21	2.21
BP207P	Human Anatomy and Physiology II –Practical	3.00	2.00	-	2.00	2.30	-	-	2.00	-	-	2.00
BP208P	Pharmaceutical Organic Chemistry I– Practical	2.95	2.95	2.56	2.56	-	-	-	-	-	1.77	1.97
BP209P	Biochemistry – Practical	3.00	2.00	2.75	-	-	2.50	-	3.00	2.50	3.00	3.00
BP210P	Computer Applications in Pharmacy – Practical*	3.00	3.00	3.00	1.75	-	-	-	-	-	-	3.00
B. Pharmacy II Year												
C201	Pharmaceutics-III (Unit Operation-I)	1.68	1.96	1.82	1.68	-	2.10	-	-	1.68	-	1.68
C202	Pharmaceutics-IV (Pharmaceutical Microbiology)	1.50	2.00	1.00	1.16	-	-	-	1.66	-	-	-
C203	Pharmaceutics-V Forensic Pharmacy	1.91	1.58	-	-	-	1.71	1.83	1.58	1.83	-	-
C204	Pharmaceutical Chemistry-III (Biochemistry)	2.77	-	1.51	2.52	-	2.01	-	2.01	2.27	2.27	2.77
C205	Pharmaceutical Chemistry-IV (Physical Chemistry)	2.60	2.00	2.40	-	2.40	3.00	-	2.20	-	2.40	2.80
C206	Pharmaceutical Chemistry-V (Pharmaceutical Analysis-I)	2.00	2.60	1.00	1.00	-	-	-	-	2.00	-	1.75
C207	Pharmacognosy-II	2.06	1.65	0.96	2.19	-	1.78	-	-	1.92	-	2.19
C208	Computer Science	-	1.79	1.19	1.19	-	-	1.59	1.59	-	-	-
C209	Environmental Studies	1.59	1.27	2.32	0.46	1.73	2.6	0	2.6	0	0	0
C210	Pharmaceutics-IV(Pharmaceutical Microbiology) Laboratory	1.50	2.00	1.00	1.16	-	-	-	1.66	-	-	-
C211	Pharmaceutical Chemistry-III (Biochemistry) Laboratory	2.94	1.96	2.69	2.69	-	2.45	-	2.94	2.45	2.94	2.94
C212	Pharmaceutical Chemistry-IV(Physical Chemistry) Laboratory	2.53	1.95	2.33	-	2.33	2.92	-	2.14	-	2.33	2.72
C213	Pharmaceutical Chemistry-V (Pharmaceutical Analysis-I) Laboratory	2.00	2.00	1.00	1.00	-	-	-	-	2.00	-	2.25
C214	Pharmacognosy-II Laboratory	2.50	2.16	-	3.00	2.16	2.50	2.00	2.00	-	-	2.33

Principal 15
M. M. College of Pharmacy
Maharishi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala) HR

C215	Computer Science Laboratory	-	2.68	2.38	1.79	-	-	2.38	2.68	-	-	-
B. Pharmacy III year												
C301	Pharmaceutics-VI (Physical Pharmacy)	2.31	1.96	1.96	1.78	-	2.49	-	-	1.97	1.96	2.13
C302	Pharmaceutics-VII (Unit Operation-II)	2.39	1.92	2.56	-	-	2.23	-	-	-	2.23	-
C303	Pharmaceutics-VIII (Dosage Form Design)	2.16	1.67	1.67	2.17	-	-	-	1.33	-	-	1.00
C304	Pharmaceutical Chemistry-VI (Heterocyclic Compounds and Natural Products)	1.75	1.94	1.55	2.13	-	1.75	2.13	1.94	1.55	1.36	2.13
C305	Pharmaceutical Chemistry-VII (Medicinal Chemistry-I)	1.66	2.5	1.40	1.53	-	1.40	-	0.89	1.15	1.53	-
C306	Pharmacology-II	2.29	1.52	-	1.91	-	1.72	1.14	-	0.95	-	1.91
C307	Pharmaceutical Biotechnology	1.40	2.00	2.00	2.60	-	-	-	-	-	-	1.80
C308	Pharmacognosy-III	2.29	2.12	-	2.29	-	1.97	-	-	2.12	-	2.12
C309	Pharmaceutics-VI(Physical Pharmacy) Laboratory	2.11	2.11	1.94	-	-	2.11	-	-	-	2.11	2.11
C310	Pharmaceutics-VII (Unit Operation-II) Laboratory	2.98	2.32	2.39	2.98	2.59	-	-	2.98	-	-	2.78
C311	Pharmaceutics-VIII (Dosage Form Design) Laboratory	2.22	1.67	2.04	2.04	-	2.04	-	-	-	2.04	2.04
C312	Pharmaceutical Chemistry-VII (Medicinal Chemistry-I) Laboratory	2.60	1.60	1.80	2.80	-	2.20	-	-	1.80	-	2.00
C313	Pharmacology-II Laboratory	2.25	2.25	-	2.75	-	2.00	2.00	-	2.25	-	2.00
C314	Pharmacognosy-III Laboratory	2.11	1.93	-	2.11	-	1.76	-	-	1.93	-	1.93
B. Pharmacy I V year												
C401	Pharmaceutics-IX (Biopharmaceutics and Pharmacokinetic)	2.20	2.05	2.93	2.50	-	0.98	-	-	1.71	-	-
C402	Pharmaceutics-X (Pharmaceutical Technology-I)	1.83	1.83	1.83	1.50	-	-	-	-	1.83	1.66	-
C403	Pharmaceutics-XI (Pharmaceutical Technology-II)	2.50	1.00	1.00	1.67	1.33	1.33	-	-	-	-	1.33
C404	Pharmaceutics-XII (Pharmaceutical Management)	-	1.70	-	-	2.19	-	-	2.43	2.68	-	-

16

Principal
M. M. College of Pharmacy
Maharishi Markandeshwar
(Deemed to be University)
Mullana-133207 (Ambala) HR

C405	Pharmaceutical Chemistry-VIII (Medicinal Chemistry-II)	2.08	1.56	1.82	2.67	-	1.56	2.08	1.56	1.56	2.08	-
C406	Pharmaceutical Chemistry-IX (Pharmaceutical Analysis-II)	2.63	1.75	2.63	2.33	0.88	1.75	1.75	1.75	1.75	0.88	2.63
C407	Pharmacology-II	2.13	1.66	2.13	1.89	1.66	2.13	1.89	2.37	2.37	1.89	2.61
C408	Project	2.83	1.66	1.83	1.83	2.50	2.00	1.50	1.83	2.33	1.33	2.83
C409	Pharmaceutics-IX (Biopharmaceutics and Pharmacokinetic) Laboratory	2.25	2.25	3.00	2.50	-	1.00	-	-	1.75	-	-
C410	Pharmaceutics-XI (Pharmaceutical Technology-II) Laboratory	2.50	1.00	1.00	1.67	1.33	1.33	-	-	-	-	1.67
C411	Pharmaceutical Chemistry-VIII (Medicinal Chemistry-II) Laboratory	2.50	1.25	2.50	2.50	-	2.50	-	-	1.50	-	1.50
C412	Pharmaceutical Chemistry-IX (Pharmaceutical Analysis-II) Laboratory	3.00	2.00	3.00	2.33	1.00	2.00	2.00	2.00	2.00	1.00	3.00
C413	Pharmacology-II Laboratory	2.50	2.50	2.25	3.00	-	1.25	2.00	-	1.75	1.50	1.75
	B. Pharm, Direct attainment (3 Max)	2.37643	1.95053	2.10318	2.04035	1.8394	1.89796	2.05664	2.00151	1.96058	1.9448	2.29533
	B. Pharm, Direct attainment (100%)	79.2142	65.0177	70.1059	68.0115	61.3132	63.2654	68.5547	66.7172	65.3528	64.8268	76.511
	B. Pharm, Direct attainment (80%)	63.3713	52.0142	56.0847	54.4092	49.0506	50.6123	54.8437	53.3737	52.2822	51.8614	61.2088
	B. Pharm, Indirect attainment (20%)	18	18	18	16	18	17	19	18	18	18	19
	Total attainment, %	81.37	70.01	74.08	70.41	67.05	67.61	73.84	71.37	70.28	69.86	80.21


 Principal
 M.M. College of Pharmacy
 Mahatma Markandeshwar
 (Deemed to be University)
 Mullana-133207 (Ambala) Haryana

2015-16

Table:

Course code	Course name	Program outcomes										
		1	2	3	4	5	6	7	8	9	10	11
B. Pharmacy I year												
C101	Pharmaceutical Chemistry-I (Organic Chemistry)	2.3 4	1.56	1.17	0.78	-	-	-	-	-	-	-
C102	Pharmaceutical Chemistry-II (Inorganic Chemistry)	1.5 8	1.58	0.99	-	-	-	-	-	1.3 8	-	-
C103	Pharmaceutics-I(Dispensing and Hospital Pharmacy)	1.9 1	1.27	1.75	1.75	-	-	-	-	-	-	-
C104	Pharmaceutics-II(General Pharmacy)	2.4 0	2.00	2.00	1.60	-	-	-	-	-	-	1.8 0
C105	Pharmacology-I(Human Anatomy and Physiology)	2.2 2	1.93	-	1.93	-	1.4 8	-	-	1.0 4	-	-
C106	Pharmacognosy-I	2.2 3	-	1.72	2.58	-	-	1.72	1.8 9	2.5 8	-	2.5 8
C107	Mathematics	1.3 9	1.67	1.25	2.09	-	-	-	-	-	-	-
C108	Biology	3.0 0	1.00	-	1.25	1.5 0	2.2 5	1.50	2.0 0	2.2 5	2.0 0	3.0 0
C109	Pharmaceutical Chemistry-I (Organic Chemistry) Laboratory	2.9 1	2.91	2.91	1.94	-	-	-	-	-	1.9 4	2.9 1
C110	Pharmaceutical Chemistry-II (Inorganic Chemistry) Laboratory	2.0 0	2.00	1.25	-	-	-	-	-	1.7 5	-	1.7 0
C111	Pharmaceutics-I(Dispensing and Hospital Pharmacy)Laboratory	3.0 0	3.00	2.75	2.75	-	-	-	-	-	-	2.7 5
C112	Pharmaceutics-II(General Pharmacy)Laboratory	2.6 5	1.76	2.65	2.65	2.2 9	-	-	2.6 5	1.7 6	-	2.6 5


 Principal
 M. M. College of Pharmacy
 Kalanishi Markandeshwar
 (Deemed to be University)
 Mullana-133207 (Ambala) HR

C113	Pharmacology-I (Human Anatomy and Physiology) Laboratory	2.63	2.28	-	2.28	-	1.75	-	-	1.23	-	-
C114	Pharmacognosy-I Laboratory	2.60	2.00	2.00	3.00	-	-	2.00	2.60	2.80	-	3.00
C115	Biology Laboratory	2.99	1.00	-	1.25	1.50	2.24	1.50	1.99	2.24	1.99	2.99
B. Pharmacy 2 nd year												
C201	Pharmaceutics-III (Unit Operation-I)	1.68	1.96	1.82	1.68	-	2.10	-	-	1.68	-	1.68
C202	Pharmaceutics-IV (Pharmaceutical Microbiology)	1.50	2.00	1.00	1.16	-	-	-	1.66	-	-	-
C203	Pharmaceutics-V Forensic Pharmacy	2.25	1.87	-	-	-	2.01	2.16	1.87	2.16	-	-
C204	Pharmaceutical Chemistry-III (Biochemistry)	2.35		1.28	2.14	-	1.71	-	1.71	1.93	1.93	2.35
C205	Pharmaceutical Chemistry-IV (Physical Chemistry)	2.41	1.85	2.22	-	2.22	2.78	-	2.04	-	2.22	2.60
C206	Pharmaceutical Chemistry-V (Pharmaceutical Analysis-I)	2.00	2.00	1.00	1.00	-	-	-	-	2.00	-	
C207	Pharmacognosy-II	1.61	1.29	0.75	1.72	-	1.39	-	-	1.50	-	1.72
C208	Computer Science	-	2.29	1.53	1.53	-	-	2.03	2.03	-	-	-
C209	Environmental Studies	1.54	1.23	2.24	0.44	1.67	2.51	0	2.57	0	0	0
C210	Pharmaceutics-IV (Pharmaceutical Microbiology) Laboratory	1.50	2.00	1.00	1.16	-	-	-	1.66	-	-	-
C211	Pharmaceutical Chemistry-III (Biochemistry) Laboratory	2.56	1.71	2.35	2.35	-	2.13	-	2.56	2.13	2.56	2.56


C212	Pharmaceutical Chemistry-IV(Physical Chemistry) Laboratory	2.60	2.00	2.40	-	2.40	3.00	-	2.20	-	2.40	2.80
C213	Pharmaceutical Chemistry-V (Pharmaceutical Analysis-I) Laboratory	2.00	2.60	1.00	1.00	-	-	-	-	2.00	-	2.25
C214	Pharmacognosy-II Laboratory	1.90	1.64	-	2.28	1.64	1.90	1.52	1.52	-	-	-
C215	Computer Science Laboratory	-	3.00	2.66	2.00	-	-	2.66	3.00	-	-	-
B. Pharmacy 3 rd year												
C301	Pharmaceutics-VI (Physical Pharmacy)	2.60	2.20	2.20	2.00	-	2.80	-	-	2.22	2.20	2.40
C302	Pharmaceutics-VII (Unit Operation-II)	2.50		2.67	-	-	2.33	-	-	-	2.33	-
C303	Pharmaceutics-VIII (Dosage Form Design)	2.16	1.67	1.67	2.17	-	-	-	1.33	-	-	1.00
C304	Pharmaceutical Chemistry-VI (Heterocyclic Compounds and Natural Products)	1.82	2.02	1.62	2.23	-	1.82	2.23	2.02	1.62	1.42	2.23
C305	Pharmaceutical Chemistry-VII (Medicinal Chemistry-I)	1.81		1.53	1.67	-	1.53	-	0.97	1.25	1.67	-
C306	Pharmacology-II	3.00		-	2.50	-	2.25	1.50	-	1.25	-	2.50
C307	Pharmaceutical Biotechnology	1.40	2.00	2.00	2.60	-	-	-	-	-	-	1.80
C308	Pharmacognosy-III	2.33	2.16	-	2.33	-	2.00	-	-	2.16	-	2.16
C309	Pharmaceutics-VI(Physical Pharmacy) Laboratory	2.81	2.81	2.57	-	-	2.81	-	-	-	2.81	2.81
C310	Pharmaceutics-VII (Unit Operation-II) Laboratory	2.94	2.29	2.36	2.94	2.55	-	-	2.94	-	-	2.75


Principal
 M.M. College of Pharmacy²⁰
 Maharshi Markandeshwar
 (Deemed to be University)
 Mulliana-133207 (Ambala) HR

C311	Pharmaceutics-VIII (Dosage Form Design) Laboratory	3.00	2.25	2.75	2.75	-	2.75	-	-	-	2.75	2.75
C312	Pharmaceutical Chemistry-VII (Medicinal Chemistry-I) Laboratory	2.60	1.60	1.80	2.80	-	2.20	-	-	1.80	-	2.00
C313	Pharmacology-II Laboratory	2.25	2.25	-	2.75	-	2.00	2.00	-	2.25	-	2.00
C314	Pharmacognosy-III Laboratory	2.40	2.20	-	2.40	-	2.00	-	-	2.20	-	2.20
B. Pharmacy 4 th year												
C401	Pharmaceutics-IX (Biopharmaceutics and Pharmacokinetic)	1.88	1.75	2.50	2.50	-	0.83	-	-	1.46	-	-
C402	Pharmaceutics-X (Pharmaceutical Technology-I)	1.83	1.83	1.83	1.50	-	-	-	-	1.83	1.66	-
C403	Pharmaceutics-XI (Pharmaceutical Technology-II)	2.14	0.86	0.86	1.67	1.14	1.14	-	-	-	-	1.14
C404	Pharmaceutics-XII (Pharmaceutical Management)	-	1.29	-	-	1.65	-	-	1.84	2.02	-	-
C405	Pharmaceutical Chemistry-VIII (Medicinal Chemistry-II)	1.60	1.20	1.40	2.67	-	1.20	1.60	1.20	1.20	1.60	-
C406	Pharmaceutical Chemistry-IX (Pharmaceutical Analysis-II)	2.09	1.40	2.09	2.33	0.70	1.40	1.40	1.40	1.40	0.70	2.09
C407	Pharmacology-II	2.11	1.64	2.11	1.87	1.64	2.11	1.87	2.34	2.34	1.87	2.58
C408	Project	2.83	1.66	1.83	1.83	2.50	2.00	1.50	1.83	2.33	1.33	2.83
C409	Pharmaceutics-IX (Biopharmaceutics and Pharmacokinetic) Laboratory	2.25	2.25	3.00	2.50	-	1.00	-	-	1.75	-	-
C410	Pharmaceutics-XI (Pharmaceutical Technology-II) Laboratory	2.50	1.00	1.00	1.67	1.33	1.33	-	-	-	-	1.67

Principal
M.M. College of Pharmacy
Maulana Merkantia
(Deemed to be University)
Mutiana-133207 (Ambala) HR

C411	Pharmaceutical Chemistry-VIII (Medicinal Chemistry-II) Laboratory	2.5 0	1.25	2.50	2.50	-	2.5 0	-	-	1.5 0	-	1.5 0
C412	Pharmaceutical Chemistry-IX (Pharmaceutical Analysis-II) Laboratory	3.0 0	2.00	3.00	2.33	1.0 0	2.0 0	2.00	2.0 0	2.0 0	1.0 0	3.0 0
C413	Pharmacology-II Laboratory	2.5 0	2.50	2.25	3.00	-	1.2 5	2.00	-	1.7 5	1.5 0	1.7 5
	B. Pharm, Direct attainment (3 Max)	2.2 7	1.71	1.90	2.03	1.7 0	1.9 5	1.03	1.4 3	1.8 0	1.8 0	2.2 0
	B. Pharm, Direct attainment (100%)	75. 52	56.8 7	63.2 0	67.6 9	56. 74	65. 03	34.4 3	47. 81	59. 96	60. 13	73. 32
	B. Pharm, Direct attainment (80%)	60. 42	45.4 9	50.5 6	54.1 6	45. 40	52. 02	27.5 5	38. 25	47. 97	48. 10	58. 65
	B. Pharm, Indirect attainment (20%)	18. 00	18.0 0	18.0 0	16.0 0	18. 00	17. 00	18.0 0	19. 00	16. 00	17. 00	18. 00
	Total attainment, %	78. 74	63.6 8	68.6 6	70.3 4	64. 10	69. 38	45.7 2	57. 39	64. 01	65. 10	76. 97


 Principal
 M.M. College of Pharmacy
 Maharishi Markandeshwar
 (Deemed to be University)
 Mullana-133207 (Ambala HR)

Program Outcomes & Course Outcomes

Course and PO Correlation Table

POs	1st Semester	2nd Semester	3rd Semester	4th Semester
PO1	CP-101, CP-102, CP-103, CP-104, CP-105, CP-106, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402
PO2	CP-101, CP-102, CP-103, CP-104, CP-105, CP-106, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402
PO3	CP-101, CP-102, CP-104, CP-105, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, , , IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-403, MM-401, MM-405, HR-404, IT-402, IT-403, IB-401, IB-403, MH-402, RM-401, RM-402
PO4	CP-101, CP-102, CP-103, CP-104, CP-105, CP-106, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402
PO5	CP-101, CP-102, CP-103, CP-104, CP-105, CP-106, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402
PO6	CP-102, CP-103, CP-104, , CP-106, CP-107, CP-108	CP-201, CP-202, , CP-204, CP-205, CP-206, CP-207, CP-208	CP-303, FM-301, FM-302, IT-305, RM-301, RM-302, MH-303, ST-301	CP-401, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, , MH-401
PO7	CP-101, CP-102, CP-103, CP-104, CP-106, CP-107, CP-108	CP-201, CP-202, , CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402

Attainment of Program Outcomes

Describe the assessment tools and processes used to gather the data upon which the evaluation of Program Outcome is based

Attainment of program outcome has been assessed through direct and indirect assessment. For each question from assignment/Case Study and sessional test, Percentage of students getting more than overall average marks provides Course Outcome.

Prof. Anand - Coordinator


Director

M.M. Institute of Management
Maharishi Markandeshwar
Deemed to be University
Mullana-Ambala-133207

Program Outcomes & Course Outcomes

Course and PO Correlation Table

POs	1st Semester	2nd Semester	3rd Semester	4th Semester
PO1	CP-101, CP-102, CP-103, CP-104, CP-105, CP-106, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402
PO2	CP-101, CP-102, CP-103, CP-104, CP-105, CP-106, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402
PO3	CP-101, CP-102, CP-104, CP-105, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, , IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-403, MM-401, MM-405, HR-404, IT-402, IT-403, IB-401, IB-403, MH-402, RM-401, RM-402
PO4	CP-101, CP-102, CP-103, CP-104, CP-105, CP-106, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402
PO5	CP-101, CP-102, CP-103, CP-104, CP-105, CP-106, CP-107, CP-108	CP-201, CP-202, CP-203, CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402
PO6	CP-102, CP-103, CP-104, , CP-106, CP-107, CP-108	CP-201, CP-202, , CP-204, CP-205, CP-206, CP-207, CP-208	CP-303, FM-301, FM-302, IT-305, RM-301, RM-302, MH-303, ST-301	CP-401, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, , MH-401
PO7	CP-101, CP-102, CP-103, CP-104, CP-106, CP-107, CP-108	CP-201, CP-202, , CP-204, CP-205, CP-206, CP-207, CP-208	CP-301, CP-302, CP-303, HR-301, HR-306, MM-301, MM-302, FM-301, FM-302, IT-305, IB-302, IB-303, RM-301, RM-302, MH-301, MH-303, ST-301	CP-401, CP-402, CP-403, MM-401, MM-405, FM-404, FM-406, HR-404, IT-402, IT-403, IB-401, IB-403, MH-401, MH-402, RM-401, RM-402

Attainment of Program Outcomes

Describe the assessment tools and processes used to gather the data upon which the evaluation of Program Outcome is based

Attainment of program outcome has been assessed through direct and indirect assessment. For each question from assignment/Case Study and sessional test, Percentage of students getting more than overall average marks provides Course Outcome.

*Prof. Anshu
Academics - Coordinator*


Director

M.M. Institute of Management
Maharishi Markandeshwar
Deemed to be University
Mullana-Ambala-133207

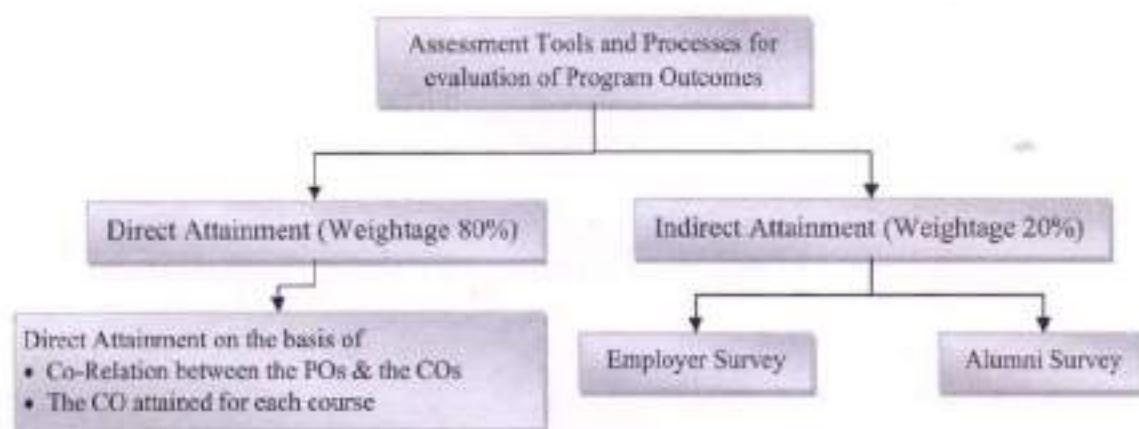


Figure1 Assessment Tools and Processes for evaluation of Program Outcomes

The co-relation of each Program Outcome with Course Outcome has been tabulated in the table 3.3. On the basis of the co-relation between the POs & the COs and the value of CO attained, the direct assessment of PO has been made. The target level for each PO has been set to 60 %. If the target level has not been achieved, then the program has been put for an action plan to achieve the target in the subsequent years.

However, for the Indirect Assessment of POs has been calculated on the basis of Employer Survey and the Alumni Survey. Table below shows the type of assessment tool, assessment criteria, data collection frequency, responsible entity and mapped PO for assessment processes. The weightage for direct and indirect assessments for POs has been considered as 80:20 respectively.

Assessment Tools, Criteria & Data Collection frequency for Program Outcomes

Assessment Tool	Assessment Tool	Assessment Criteria	Data Collection Frequency	Responsible Entity	Mapped PO
Direct	Course Performance	Average Marks Obtained in Internal and External Examination	Once every semester	Result Analysis Committee of the Department	All POs
Indirect	Employer Survey	Level of achievement	Once every year	Alumni Committee	All POs
	Alumni Survey	Level of achievement	Once every year	Alumni Committee	All POs

3.1.2. POs attainment levels (35)

Table 3.3 POs Attainment

CO	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CP-101	Principles and Practices of Management	2.8	0.8	1.5	2.3	1.5	2.5	2.5
CP-102	Managerial Economics	2	3	1	3	1		2.5
CP-103	Business Environment	3	2.3		2.5	2	1	2.8
CP-104	Accounting for Managers	3	2.8	0.5	2.3	2.3		2.5
CP-105	Business Communication	1	1	2	3	1	1.5	3
CP-106	Quantitative Techniques for Decision Making	3	3		2.5	2.5	2.3	2.3
CP-107	Computer Applications in Management	1.5	2.8	1.8	2.5	2.3	1.5	2.5
CP-108	Industrial Research Presentation*	3	3	1.8	2.8	2	2.5	2.8
CP-201	Marketing Management	2.3	1.3	0.5	2.5	2.3	1.5	2.8
CP-202	Operations Research	2	3	1	1	2	0.8	2.3
CP-203	Business Research Methodology	2	3	1	3	2	0.8	2.8
CP-204	Organizational Behavior	1.5	1.8	2.3	2.3	2.5	1.5	2.5
CP-205	Financial Management	2.5	3	0.3	2.3	2.3	0.5	2.8
CP-206	Human Resource Management	3	1	3	2	3	1.8	3
CP-207	Production & Operations Management	3	3	2	2.3	2.8	0.5	2.8
CP-208	Industrial Research Presentation*	3	3	1.8	2.8	2	2.5	2.5
CP-301	Strategic Management	3	2.8	2.3	2.8	2.5	2.5	3
CP-302	Advance Business Research Methods	2	3	1	2	1		3
CP-303	Industrial Behaviour	2.8	2	0.8	3	1.8	1	3
HR-301	Management of Industrial Relations	3	2	2	2	3		2.5
HR-306	Human Resource Development	3	1	1	2	3		3
MM-301	Consumer Behavior	2	1	3	2	3		3
MM-302	Product & Brand Management	3	2	1	2	1		3
FM-301	Management of Financial Institutions & Services	2.5	2.3		2.8	2.3		3
FM-302	Security Analysis and Portfolio Management	2	3		3	1		3
IT-301	Electronic Commerce	2	2.3	1.3	2.3	2.3	2	3
IT-305	Applied IT Management- I	2.3	2.3	1.3	2	2.8	2	3
IB-302	International Trade	3	2	1	2	1		2.8
IB-303	International Marketing	3	1	1	3	2		3
RM-301	Retail Management	3	3	2.3	2.5	2.8	1.8	3
RM-302	Visual Merchandizing	3	3	1	2	2	1.8	3
MH-301	Management of Medical and Health Services	2	1	1	2	3		2.8
MH-303	Communication for Hospital Managers	1.8	1	1.8	2.5	1.8	1	3
ST-301	Summer Tanning	2.5	2.5	2.8	2.8	2.8	3	3
CP-401	Entrepreneurship Development	3	3		3	2.5	1.5	2.8
CP-402	Business Law	1	2		3	1	0.8	1.8
CP-403	Final Research Report	3	3	2.3	2.5	2.5	3	3
MM-401	Direct and E-marketing	3	2	1	3	1.8	1.3	
MM-405	Advance Marketing Strategies	2.8	3	0.3	2.5	2.5		3
FM-404	Foreign Exchange Management	2.5	3		2.3	2		3
FM-406	Business Analysis and evaluation	2.5	3		2.8	2.5		3
HR-404	Manpower Planning and Training & Development	2	2	2.5	2	3	1.8	3
HR-405	Performance Management	1.3	2	1.3	2	2.3	1.8	3
IT-402	Database Design and Management	2.8	2.5	1.3	1.8	1.5	1.5	2.3
IT-403	System Analysis & Design	2	2	1	2	1.8	1.5	2.5

IB-401	Export Import Documentation & Procedures	1.5	2.8	0.5	2.8	1.5	1.5	2.5
IB-403	Cross-Cultural & Global Human Resource Management	2.8	2	2	2.8	1.8	2.8	3
MH-401	Patient Care Services	1.5	2.3		1.5	2.8	2	2.8
MH-402	Hospital Management and Law	3	0.8	1.5	2.5	2.5	2.8	3
RM-401	Customer Relationship Management	3	3	2	2	3	3	3
RM-402	Non-Store Retailing	3	3	2	2.5	2	2	3
	POs Attainment Level	2.45	2.28	1.5	2.41	2.15	1.77	2.75

Each Course has been divided into 4 Course Outcomes and each course outcome has been further mapped with all Program Outcomes, on the basis of Low (1), Medium (2) and High (3) levels of relations. The average of COs level of relation with the POs provides the relation of POs with the different courses covered during the MBA program and tabulated in the table 3. The PO Attainment Level is also been calculated by taking average of each PO.

Program Outcomes Attainment for MBA Program

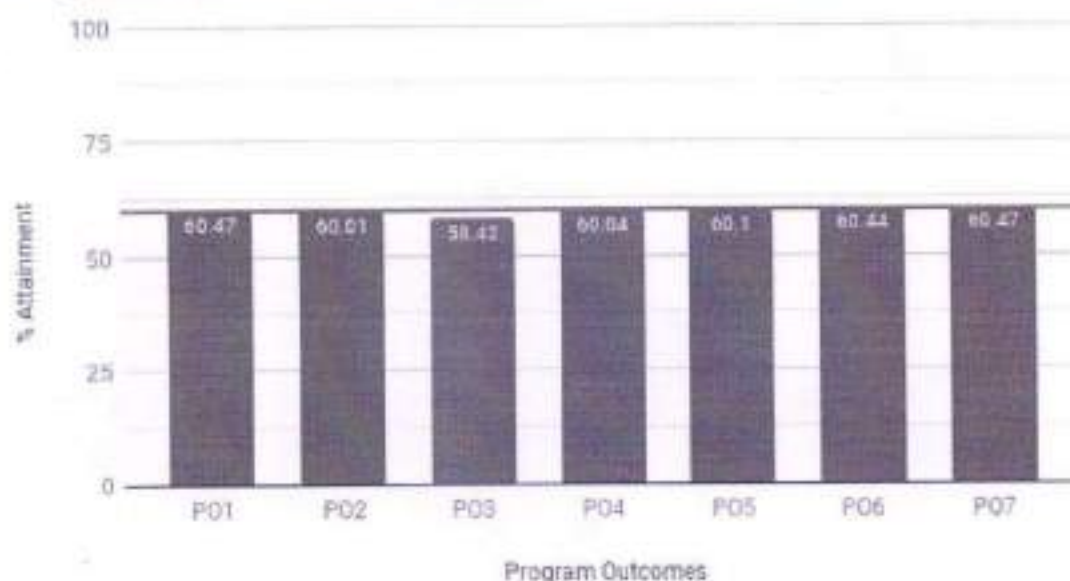


Figure2 Program Outcomes Attainment for MBA Program (Session 2016-2017)

The graph shows in figure 2 the commutative result of Direct and Indirect Attainment of Program Outcomes. After detailed analysis of COs and POs it has been found that POs Achieve the level of 60%.

Course Outcomes (50)

Describe the assessment tools and processes used to gather the data upon which the evaluation of Course Outcome is based

The evaluation for course outcomes is based on end semester and internal examinations. To measure the outcomes the internal examinations, assignments/ case-studies and sessionals were taken into consideration. For each course, the Course outcomes have been defined and correlation level (1: Low, 2: Medium, 3: High) for each course outcome has also been defined with all the described POs. The evaluation of theory classes, Practical classes, and Project works are basis on the following criterion.

- The criterion to measure the Course Outcomes for Internal Assessment (this comprises of Sessional Exam and Assignment/Case-Study) is the percentage of students attains more than the overall average marks (the overall average marks is the average marks obtained by all the students in all subjects during the semester).
- Similarly, External Assessment is also the percentage of number of students, who have obtained more than or equal to the overall average marks in end semester examination.
- Further, it has been decided that the course outcome for each course is having 40% weightage for Internal and 60% weightage for end semester examination
- Course Outcome Attainment level for the current academic year is 60%.

Record the attainment of Course Outcomes of all courses with respect to set attainment levels

As per the described process a detailed format has been designed to access the commutative effect of internal and external assessment for each course as shown in figure 3. The Course Outcomes attainment has been calculated on the basis of the internal marks and external marks. The percentage of students obtaining more than the university average marks has been calculated for all individual COs related to the course.



 Director
M.M. Institute of Management
Bharatpur, Maharashtra
Deemed to be University
Ambale-43207

CP-103.3	To construct the interest of International business among the students.	71.98
CP-103.4	To define the current Indian economic scenario and its implications in business.	71.98
CP-103	Business Environment	71.87
CP-104.1	Develop an awareness and understanding of the accounting process and fundamental accounting principles	62.06
CP-104.2	Develop ability for decision making and analytical skills in the context of financial analysis	62.12
CP-104.3	To develop and inculcate the financial decision making competence	62.49
CP-104.4	To extend the ability to apply cost control technique from industrial perception	62.49
CP-104	Accounting for Managers	62.29
CP-105.1	To have an understanding of basics of communication	68.12
CP-105.2	Ability to write business letters	68.18
CP-105.3	To learn the art of interviews and presentations	68.86
CP-105.4	Understand about the human Qualities like attitude, motivation, leadership and team work to work efficiently in the organization	68.86
CP-105	Business Communication	68.51
CP-106.1	Select the appropriate statistical method for solving practical problems.	39.90
CP-106.2	Develop skills among the students in analysing data.	39.71
CP-106.3	Understanding and comparing various statistical parameters to solve the business problems.	40.45
CP-106.4	To construct the understanding of the basic statistical concept.	40.51
CP-106	Quantitative Techniques for Decision Making	40.14
CP-107.1	Understand the meaning and basics of Data, Information, Knowledge and impotence of IT in management.	48.39
CP-107.2	Understand the meaning and basic components of a computer system.	48.39
CP-107.3	To understand Hardware and Software components of computer system	48.57
CP-107.4	Choose and apply the various applications of IT used in Business.	48.57
CP-107	Computer Applications in Management	48.48
CP-108.1	Application of the theoretical concept in the business.	85.59
CP-108.2	To determine the importance of research in the business world	85.59
CP-108.3	Development of the practical and applied skills required in the industry.	85.65
CP-108.4	Building presentation skills among students.	85.65
CP-108	Industrial Research Presentation*	85.62
CP-201.1	To demonstrate the concepts of marketing with its role in business and society	54.23
CP-201.2	To analyze marketing strategies based on products and price.	52.89
CP-201.3	To compare various types of distribution channels	55.96
CP-201.4	Provide overview of the Indian Service sector	55.96
CP-201	Marketing Management	54.76
CP-202.1	Understand the methods of linear program problems	37.26
CP-202.2	Understand about transportation models and their applications	36.17
CP-202.3	Understand about the tools for decision making by different innovative methods	38.02
CP-202.4	Ability to solve the problems using graphical methods	38.85
CP-202	Operations Research	37.57
CP-203.1	Ability to identify the area of research and their applications	35.57
CP-203.2	Ability to develop hypothesis and their testing	34.94
CP-203.3	Understand various methods about the data analysis	37.43
CP-203.4	Enhance the skill of report writing/ presentation	37.30

CP-203	Business Research Methodology	36.31
CP-204.1	To discuss the developments in the field of organizational behaviour	64.13
CP-204.2	To demonstrate conceptual Understanding of learning, perception and motivation in organizational behaviour	62.60
CP-204.3	To explain group dynamics and its impact on group introduce multiple conflict models and well known conflict resolution tools	64.00
CP-204.4	To demonstrate Organizational Dynamics and complexities faced by contemporary and how culture and stress affect individuals as well as organisation	64.06
CP-204	Organisational Behavior	63.70
CP-205.1	To interpret the tools, techniques and significance of financial statement analysis.	45.49
CP-205.2	To apply the capital budgeting techniques in industrial practices.	45.04
CP-205.3	To analyse the cost and value of different financial instruments.	46.57
CP-205.4	To critically evaluate the impact of appropriation practice on the wealth of industry.	47.40
CP-205	Financial Management	46.13
CP-206.1	Understanding about human resource planning and its techniques.	58.02
CP-206.2	To get an insight into various sources of recruitment.	58.47
CP-206.3	Understanding about the various training methods for employees.	58.98
CP-206.4	To get an insight of the various policies and practices of HRM.	59.49
CP-206	Human Resource Management	58.74
CP-207.1	To understand the production function in designing of products and services	43.38
CP-207.2	To familiarize with the different cost effective strategy in production process	42.23
CP-207.3	To determine the production capacity required by an organization to meet out the demand	45.11
CP-207.4	To aware about the tools implement in operations management	45.17
CP-207	Production & Operations Management	43.97
CP-208.1	Applications of the theoretical concepts in the business.	70.79
CP-208.2	To determine the importance of research in the business world.	70.02
CP-208.3	Development of the practical and applied skills required in the industry.	73.02
CP-208.4	Building presentation skills among students.	73.15
CP-208	Industrial Research Presentation*	71.74
CP-301.1	To introduce with the main concepts and through processes in strategic management.	48.68
CP-301.2	It also helps in learning to formulate organizational vision, mission, goals and values.	48.68
CP-301.3	Analyze develop and establish organizational priorities.	47.49
CP-301.4	The course develops strategic awareness and strategy skills.	47.41
CP-301	Strategic Management	48.06
CP-302.1	Understand the basics of SPSS statistical software to solve the managerial problems	82.56
CP-302.2	Understand the basics of AMOS statistical software to solve the managerial problems	82.39
CP-302.3	Understand the basics of Econometrics methods	82.48
CP-302.4	Understand the basics of EXCEL statistical software to solve the managerial problems	82.39
CP-302	Advance Business Research Methods	82.46
CP-303.1	To understand the basics of Industrial Behaviour, consumer behaviour and human resource management	69.83
CP-303.2	To know the basics of Neuron-economics	69.66
CP-303.3	To understand technology management	69.66
CP-303.4	To know in detail about managerial ethics	69.66
CP-303	Industrial Behaviour	69.70

MM-301.1	Students will be able to learn what they have studied in class in relation to the real world	36.35
MM-301.2	To identify and understand the psychological factors that affect consumer buying decisions.	36.35
MM-301.3	To understand theories of consumer behaviour including perception and learning, motivation and values, lifestyles etc	36.79
MM-301.4	To define the conception of consumer behaviour and reveal its importance in the context of marketing	36.79
MM-301	Consumer Behavior	36.57
MM-302.1	To know the different avenues of investment and overview of money market instruments.	29.65
MM-302.2	To know the different types of analysis and selection techniques.	29.65
MM-302.3	To explain the different types of models of valuation of equity.	30.44
MM-302.4	To know the concept of portfolio and various models.	30.44
MM-302	Product & Brand Management	30.04
FM-301.1	Understand the financial system and role of RBI	82.61
FM-301.2	Understands the importance of Capital Adequacy norms.	82.24
FM-301.3	To have an indepth study of Credit rating , Plastic Money and Venture capital	82.79
FM-301.4	To understand the importance of insurance contract and Mutual fund working	82.79
FM-301	Management of Financial Institutions & Services	82.61
FM-302.1	Understand the concept of investment , Risk and Return	65.21
FM-302.2	To have an indepth study of security Analysis	65.21
FM-302.3	To have a detailed knowledge about Valuation of Equity and Bonds	64.48
FM-302.4	Understand about portfolio management strategies and Evaluation	64.48
FM-302	Security Analysis and Portfolio Management	64.85
HR-301.1	To understand the HRM and industrial relation	52.89
HR-301.2	To have an in-depth study of Discipline, Negotiation & Empowerment	52.89
HR-301.3	To discuss various development programme.	52.67
HR-301.4	To understand Industrial Legislations	52.67
HR-301	Management of Industrial Relations	52.78
HR-306.1	To know about Modern concepts of Human Resources	68.15
HR-306.2	Understanding the Team Building and HR interventions	68.15
HR-306.3	To get aware key resources of Training & Development Prog. for HR	67.26
HR-306.4	To get aware key resources about various approaches to improve quality of work life.	67.26
HR-306	Human Resource Development	67.70
IT-301.1	Describe the infrastructure for e-commerce.	76.00
IT-301.2	Analyze the impact of e-commerce on business models and strategy	76.00
IT-301.3	assess electronic payment systems.	78.00
IT-301.4	discuss the security issues and methods.	78.00
IT-301	Electronic Commerce	77.00
IT-305.1	Develop an awareness and understanding of the Information system and knowledge about IT organization.	80.00
IT-305.2	To provide decision making skills to the students in the context of IT Business applications	80.00
IT-305.3	Understand and apply the course concept to analyse the business management decisions.	80.00

IT-305.4	To help the students in converting the theoretical knowledge in a practical way	80.00
IT-305	Applied IT Management- I	80.00
IB-302.1	To make about national income and global trade theories	65.00
IB-302.2	To make aware about implications for Economic policies globally	65.00
IB-302.3	Role of E-commerce in IT	65.00
IB-302.4	Awareness about business risks and barriers at global level	65.00
IB-302	International Trade	65.00
IB-303.1	The students understand the concept of international marketing & various factors to be considered to expand the business to other countries.	65.00
IB-303.2	The students understands the importance of research & opportunity analysis & learns to formulate the strategies as per the analysis.	65.00
IB-303.3	The students learn about various strategies to be adopted by the company to enter in other count	65.00
IB-303.4	The students learn about various priving strategies on international front & distribution system.	65.00
IB-303	International Marketing	65.00
RM-301.1	Enable learner understand the concept of Retail.	50.00
RM-301.2	Compare and contrast traditional retailers and category specialists	47.00
RM-301.3	Describe how the consumers' decision process affects retailers	47.00
RM-301.4	Develop a retail strategy that appeals to a specific target market	50.00
RM-301	Retail Management	48.50
RM-302.1	Enable learner understand the concept of visual merchandising	40.00
RM-302.2	Evaluate the effectiveness of merchandising decisions in the retail industry.	40.00
RM-302.3	The learner will be able to analyse the current trend in the industry.	40.00
RM-302.4	The program will enable them to understand the process of merchandise selection.	40.00
RM-302	Visual Merchandizing	40.00
MH-301.1	Students will be able to describe basic concepts of economics and its application in Health care.	46.67
MH-301.2	To have a detailed knowledge about Demand, cost analysis and various market structure.	46.67
MH-301.3	This will help students to understand various financial theory, trends in healthcare and impact of Globalization	46.67
MH-301.4	To understand contribution of health care and analyse the issues of it.	46.67
MH-301	Management of Medical and Health Services	46.67
MH-303.1	To prepare them in managing hospital and health care facilities.	66.67
MH-303.2	To have a detailed knowledge about the structure and interdependence of health care elements.	66.67
MH-303.3	To understand management of financial records and prepare budgets and understand the major concepts of marketing of hospitals.	66.67
MH-303.4	To understand importance of organising and controlling health services and community health care.	66.67
MH-303	Communication for Hospital Managers	66.67
ST-301.1	Widen the student's perspective by providing an exposure to real life organizational and environmental situations.	78.90
ST-301.2	Apply knowledge and techniques learnt in the first year to real business problems.	78.82
ST-301.3	Give insight into the working of the real organisations by giving deeper understanding in specific functional area.	78.99
ST-301.4	Helps the students in exploring career opportunities in their area of interest.	78.99
ST-301	Summer Training	78.92

CP-401.1	To discover the business opportunity that fits the individual needs.	50.84
CP-401.2	To examine the factors affecting entrepreneurs in developing business.	50.75
CP-401.3	To find the attractive market that can be reached economically.	51.46
CP-401.4	To examine the role of government incentives in running the business.	51.46
CP-401	Entrepreneurship Development	51.13
CP-402.1	Understand contract Act, 1872	97.01
CP-402.2	To explain sales of Goods Act, 1930 and Negotiable Instrument Act, 1881	97.01
CP-402.3	To apply the rules and rights under Consumer Protection Act and overview of Partnership	97.01
CP-402.4	To outline companies Act, 1932 since its inception till winding up	96.93
CP-402	Business Law	96.99
CP-403.1	Application of theoretical concepts in research.	52.84
CP-403.2	To determine the importance of research in business world.	52.84
CP-403.3	To develop practical and applied skills required in the industry.	53.91
CP-403.4	To maximise the knowledge of conducting research and relate its importance in making career.	53.91
CP-403	Final Research Report	53.37
MM-401.1	Explain how e-marketing can ease the business operations.	35.52
MM-401.2	To outline the ethical and global issues related to e-marketing.	35.52
MM-401.3	To explain the various elements of direct marketing and its applications.	36.38
MM-401.4	Illustrate the importance of marketing campaigns in improving customer relationship.	36.38
MM-401	Direct and E-marketing	35.95
MM-405.1	To understand work practices and theories applied in marketing.	39.84
MM-405.2	To compare and contrast different marketing strategies.	39.65
MM-405.3	To distinguish between the Business to Business and Business to Customer market mechanism	38.22
MM-405.4	To outline the role and relevance of contemporary marketing environment.	38.32
MM-405	Advance Marketing Strategies	39.01
FM-404.1	To understand the mechanism of foreign exchange markets along with its players	75.70
FM-404.2	To demonstrate the factors responsible for volatility in exchange rate	75.70
FM-404.3	Disclosure about the various kinds of risks involved in the forex and instruments available for hedging the same	75.88
FM-404.4	To identify the role of apex bodies and regulatory bodies helps to mitigate the exposure in forex market	75.88
FM-404	Foreign Exchange Management	75.79
FM-406.1	To interpret hands on experience in valuation especially using financial analysis	50.85
FM-406.2	To identify the various approaches used for valuation for financial statements	50.85
FM-406.3	To identify the relationship between the financial performance and market capitalization of a company	50.67
FM-406.4	To give an exposure of advanced features of Excel and how could it be used in financial modeling	50.67
FM-406	Business Analysis and evaluation	50.76

HR-404.1	To understand the Human Resource Planning and the process of selection.	58.16
HR-404.2	The descriptions about the training needs, process and role in the organisation	58.16
HR-404.3	To define objectives of lesson planning and learning processes	58.40
HR-404.4	To understand the Training methods, Techniques with their applications.	58.40
HR-404	Manpower Planning and Training & Development	58.28
HR-405.1	To understand the Performance management and Performance Appraisal in Organisation.	58.40
HR-405.2	Understand the performance management system with its results, behavior and improvement	58.64
HR-405.3	To outline the reward based performance system and term based performance Management	58.40
HR-405.4	To explain the culture based, measurement based, leadership based, competency based performance management.	58.16
HR-405	Performance Management	58.40
IT-402.1	Explain the concepts of database management systems	66.67
IT-402.2	Understanding about that how database management systems information is utilized in business.	66.67
IT-402.3	Demonstrate SQL programming skills to solve common business problems and web development techniques.	66.67
IT-402.4	Analyse how different control techniques and recovery system in the environment can affect the business	66.67
IT-402	Database Design and Management	66.67
IT-403.1	Understand the concepts of system analysis and design and how it will affect new business.	66.67
IT-403.2	Describe the principles and techniques of the SAD.	66.67
IT-403.3	Define the concept of the system modeling and discuss the cycle phase.	66.67
IT-403.4	Anlyse Information systems and Data Models.	66.67
IT-403	System Analysis & Design	66.67
IB-401.1	To understand about the regulatory framework, export preliminaries, international contracts.	46.67
IB-401.2	To practice the various payment instruments and financing methods involved in international trade.	46.67
IB-401.3	To discover about the various risks of business involved, foreign exchange regulation and the documentation required to avail export incentive.	46.67
IB-401.4	To identify the various options of transportation that can be applied in international trade.	46.67
IB-401	Export Import Documentation & Procedures	46.67
IB-403.1	To demonstrate management philosophy regarding international involvement on marketing function.	66.67
IB-403.2	To identify the cross-cultural fundamentals & their ability to interact effectively with people of different cultures.	66.67
IB-403.3	To memorize various cross cultural backgrounds along with the intercultural communication.	66.67
IB-403.4	To discover about the role of human resource management including the challenges that it can face in international firms.	66.67
IB-403	Cross- Cultural & Global Human Resource Management	66.67
MH-401.1	Understand about Nursing Service Management	80.00
MH-401.2	Classify the supportive services to Health Issues	80.00
MH-401.3	Apply the waste management process with the policies and procedures	80.00
MH-401.4	Define the public policies about Health.	80.00

MH-401	Patient Care Services	80.00
MH-402.1	Understand about Regulatory framework and bodies of Hospital	71.00
MH-402.2	Understand about Responsibility and Liability of Hospital	71.00
MH-402.3	Classify about right & responsibility of Patients	77.00
MH-402.4	Understanding about National and International Acts about Health Issues	77.00
MH-402	Hospital Management and Law	74.00
RM-401.1	Define the concepts of Customer Relation Management and its relation with marketing.	20.00
RM-401.2	Classify the role of CRM in various marketing and ethical practices.	20.00
RM-401.3	Apply the concept of Customer Relation Management and related data techniques.	23.00
RM-401.4	Define the Applications of Customer Relation Management in various industries.	20.00
RM-401	Customer Relationship Management	20.75
RM-402.1	To introduce students to the various formats of non store retailing.	50.00
RM-402.2	To provide an overview of e-commerce and its applications.	50.00
RM-402.3	To provide an overview of the technical aspects related to non store retailing.	50.00
RM-402.4	To understand application of Information Technology in Non- store Retailing.	50.00
RM-402	Non-Store Retailing	50.00

Course Overview

Bachelors of Commerce (Hons.)

The B.Com Hons. course aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from. The course not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

Summer training for 6 weeks is compulsory for every student pursuing the course, which they have to undergo between fourth and fifth semester. Research project is part of the course. The case study shall be taught wherever required.

Course Curriculum

1ST Semester

Subject Name	Course Objective
Environmental Studies	The subject gives a direct contact with nature and the knowledge of it. The subject gives students an ample scope for application. They will get some real-time knowledge and skill which required when they are actually dealing with environmental problems and the possible solutions.
Financial Accounting	The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.
Business Organisation and Management	The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise.

Principles of Micro Economics	The purpose of this course is to provide a basic understanding of the principles of microeconomics among the students. At its core, the study of economics deals with the choices and decisions that have to be made in order to manage scarce resources available to us from this course, students will learn how and why these decisions are made and how they affect one another in the economy.
Basic Mathematics	The objective of this course is to enable the students to have such minimum knowledge of Mathematics as is applicable to business and economic situations.
Communication Skills- I	To teach as a major language of international communication in the present world scenario. This course would equip the students with excellent communication skill in diverse applications of English language functionally.

2nd Semester

Subject Name	Course Objective
Personality Development	The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the students. The programme aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informal circumstances.
Business Law	The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Statistics for Business Decisions.	The objective of this course is to familiarize students with the applications of Mathematics and statistical techniques in business decisions process.
Research Methodology	The objective of this paper is to help students to acquire conceptual knowledge of research and to apply those skills in the business entity.
Indian Economy	This course seeks to enable the student to grasp the major economic problems in India and their solution.
Business Processes	The objective of this course is to acquaint the management students with the SAP usage to enhance their personal efficiency so that they can understand how SAP may be used to enhance organizational effectiveness.

3RD Semester

Subject Name	Course Objective
Company Law	The objective of the course is to impart basic knowledge of the provisions of the companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

Income Tax Law & Practice	To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules & Regulations.
Human Resource Management	The objective of the course is to acquaint students with the techniques and principles to manage human resources of an organisation.
Computer Applications in Business	This course seeks to enhance the skills needed for computerized accounting system and to enable the students to develop simple accounting applications.
Personal Selling & Salesmanship	The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.

4th Semester

Subject Name	Course Objective
Banking and Insurance	To impart knowledge about the basic principles of the banking and insurance.

Corporate Accounting	To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.
E-Commerce	To enable the students to become familiar with the mechanism for conducting business transactions through electronic means.
Elective-I	
Elective-II	

5th Semester

Subject Name	Course Objective
Business Values & Ethics	This course aims to: Promote understanding of the importance, for business and the community, of ethical conduct; Enhance awareness and critical self-examination of one's own values, and to appreciate the



Director

M.M. Institute of Management
 Maharishi Markandeshwar
 Deemed to be University
 Mullana-Ambala-133207



	relevance of personal values in the business/workplace setting.
Elective-III	
Elective-IV	

6th Semester

Subject Name	Course Objective
Principles of Macro Economics	The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.
Entrepreneurship	The purpose of the subject is to orient the learner toward entrepreneurship as a career option and creative thinking and behaviour.
Industrial Relations & Labor Laws	The objective of this course is to provide a framework of the issues relating to Industrial relations and overview of the legal environment relating to Indian workforce.

	Emphasis would be given to provisions and cases of various acts.
Cost Accounting	To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.
Dissertation	It helps to create skill that is grounded in the cognitive domain. It involves learning, comprehension, application and synthesis of new knowledge to promote the interest of research among the students.

Electives-I

Subject Name	Course Objective
Corporate Tax Planning	To provide Basic knowledge of corporate tax planning and its impact on decision making.
Management Accounting	To impart the students, knowledge about the use of financial, cost and other data for the purpose of managerial planning, control and decision making.
Fundamentals of Investment	To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection.

Elective-II

Subject Name	Course Objective
International Business	The objective of the course is to familiarise the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.
Office Management and Secretarial Practice	The purpose of this course is to familiarize the students with the activities in a modern office. Smooth functioning of any organization depends upon the way various activities are organized, facilities provided to the staff working in the office, the working environment and the tools and equipments used in office.
Consumer Protection	This paper seeks to familiarise the students with of their rights as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

Elective-III

Subject Name	Course Objective
Principles of Marketing	The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.
Auditing and Corporate Governance	To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility.

Elective-III

Subject Name	Course Objective
Fundamentals of Financial Management	To familiarize the students with the principles and practices of financial management.
Indirect Taxes	To provide basic knowledge and equip students with application of principles and provisions of GST, Central Excise, and Customs Laws.
Logistics Management	The objective of this course is to give the knowledge of logistics and the supply chain effectively and efficiently.

Career Opportunities

This course equips the students with the complete accounting & trading knowledge, thereby making them enough capable to employ themselves in the accounting & auditing firms as the financial consultant and advisor.

Also, this course provides the opportunity to become the successful business entrepreneur in any trading and commerce activities business.

Course Overview

BACHELORS OF BUSINESS ADMINISTRATION

The BBA course aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from. The course not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

Summer training for 6 weeks is compulsory for every student pursuing the course, which they have to undergo between fourth and fifth semester. Research project is part of the course. The case study shall be taught wherever required.

Course Curriculum

1st Semester

Subject Name	Course Objective
Fundamentals of Management and Organizational Behaviour	The objective of this course is to develop an understanding of the basic concepts of business and various functional areas of management.
Business Ethics & CSR	This course aims at acquainting the students with the emerging issues in business at the national & international level in the light of the policies of liberalization & globalization.
Communication Skills-I	To teach as a major language of international communication in the present world scenario. This course would equip the students with excellent communication skill in diverse applications of English language functionally.
Statistics for Business Decisions	Students will be expected to be able to define relevant terms, discuss the importance of statistical and mathematical concepts in business decision-making and to interpret all results.

Business Processes	The objective of this course is to acquaint the management students with the SAP usage to enhance their personal efficiency so that they can understand how SAP may be used to enhance organizational effectiveness.
Environmental Studies-I	To understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.

2ND Semester

Subject Name	Course Objective
Managerial Economics	This Course is meant to acquaint the students with the principles of Economics as are applicable in business.
Business Communication	To teach as a major language of international communication in the present world scenario. This course would equip the students with excellent communication skill in diverse applications of English language functionally.
Business Accounting	To acquire an understanding of the principles used to prepare financial statement. To acquire the skill necessary to read, interpret and perform calculations for the accounting reports involved in cost control and profit planning to learn how to read and understand financial statements and to observe the effects of routine business transactions on them.
Financial Management	The objective of this course is to provide a theoretical framework as well as business applications of various accounting methods in management.



Director

M.M. Institute of Management
 Maharshi Narkandeshwar
 Deemed to be University
 Mullana-Ambala-135207



India's Diversity & Business	Students will be expected to be able to define relevant terms, discuss the importance of diverse business and concepts in business decision-making and to interpret all results.
Basic Mathematics	The objective of this course is to enable the students to have such minimum knowledge of Mathematics as is applicable to business and economic situations.

3rd Semester

Subject Name	Course Objective
Business Research	To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools.
Management Accounting	To provide a strong conceptual foundation for corporate finance and develop the analytical skills by associating the tools and techniques.
Tax Planning	The objective of this course is to help the participants to understand the conceptual framework of taxation laws and planning.
Macro Economics	This Course is meant to acquaint the students with the principles of macro Economics as are applicable in business.

4th Semester

Subject Name	Course Objective
--------------	------------------

Principles of Marketing	The objective of this course is to help students to understand the concept of marketing & its applications.
Human Resource Management	To develop an understanding of the basic concepts of human resource and various functional areas of HR.
Entrepreneurship Development	The objective of this course is to develop a basic understanding of the entrepreneurial development and the process of setting up of new ventures and their management.
Digital Marketing & Social Media	The learning objective of this subject is to create a structured plan to grow your business using digital marketing. It helps to understand and follow the practical success factors to improve results from digital marketing and social media.

5th Semester

Subject Name	Course Objective
Logistics Management	The objective of this course is to give the knowledge of logistics and the supply chain effectively and efficiently.
Business Policy and Strategy	The objective of this course is to provide theoretical framework as well as business applications of various strategies used by the corporate.
Legal Aspects of Business	The students will be imparted with the knowledge of laws. The students will come to know legal environment in which business operates, develop and approach to manage and maximize the value

	of the corporate legal function.
Elective I	
Elective II	

6th Semester

Subject Name	Course Objective
Leadership In Organisation	It will help students to develop critical thinking skills as well as they will learn to develop and understanding of change processes and be able to think critically about obstacles to change.
Management Information System	of The purpose of this course is to introduce the concepts of management Information systems and their use.
Electives III	
Electives IV	

Electives

Subject Name	Course Objective
Finance Specialization	
Project Appraisal	To learn the main phases in a project's life cycle and the role/requirements of project management and the project manager in those phases.
Investment Banking & Financial Services	This course is to familiarize the students with the basic concepts of financial services, its scope and application. Concepts of NBFc, Financial Institutions and various financial services will be discussed in detail.
Investment and Portfolio Management	The subject is aim at providing insight to the various analytical techniques used in evaluations of the various investment opportunities. The course also provides of extension of these concepts to the portfolio of security and the concept of diversification, management of a portfolio.
International Finance	To develop a global orientation for the Management of Finance in Multinational Firms. To introduce the participants to complexities of the world of international finance. To provide a thorough understanding of the financial issues facing International enterprises, particularly in developing countries. To help to learn basic analytical tools used in international corporate finance.
Financial Modelling and Derivatives	To Develop an Understanding of the Role Of Derivatives In Managing Risks and their Applications In different areas of Finance.
Strategic Corporate Finance	It will help students to understand the techniques of restructuring and liquidating the corporate entities. The course will help the students to understand the knowledge of recent developments in strategic corporate finance.

Business Analysis and Valuation	The objective of the course is to provide hands-on experience in financial statement analysis. Students will be exposed to tools of financial analysis, theoretical concepts and practical valuation issues.
Marketing Specialization	
Personal Selling & Sales Force Management	The objective of this course is to acquaint students with the concepts which are helpful in developing a sound sales programme and in organizing and managing sales force.
Retail Management	This course would equip students with the practical aspects of retail Management.
Advertising and Brand Management	The objective of this course is to impart indepth knowledge about theory and practice of brand management.
Consumer Behaviour	At the end of the course it is expected that the students will be - Proficient and knowledgeable about the various disciplines contribution in understanding buyer behaviour in a holistic manner.
Marketing of Services	The purpose of the course is to develop an insights into emerging trends in the service sector in a developing economy and issues involved in the management of services.
Distribution & Supply Chain Management	The basic objective of this subject is to get familiar with supply chain and its functions. How supply chain management plays an important role in today's business world.
International Marketing	This course examines the impact of economic, cultural, political, legal and other environmental influences on international marketing. Within this context, the course emphasizes on how to identify and analyze worldwide marketing opportunities, and examine product, pricing, distribution and promotion strategies.

Human Resource Specialization

Management of Industrial Relations	This paper plays an important role of managing people's work and their environment, employment relations, workplace change and education and training.
Training & Development	To provide an in-depth understanding of the role of training & development, and to Enable the students to manage the training systems and processes.
Performance and compensation Management	In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organization. The objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management
HRD : Systems & Strategies	The course is intended to instill in the students a sense of competitive advantage gained by Human Capital and Knowledge by exposing them to Net-based knowledge networks, Knowledge worker mobility and knowledge intranets of new knowledge based economy.
Counselling & Negotiation Skills for Managers	The subject will help to develop the essential skills for achieving the objectives in a variety of situations, without compromising the views and opinions of other persons.
Cross Cultural HRM	The objective of this course id to enhance the ability of students to interact efficiently with people from cultures other than their own, specifically in the context of International business.
Talent & Knowledge Management	The course is intended to instill in the students a sense of competitive advantage gained by Talent by exposing them to Net-based Talent networks, Talent worker mobility and Talent intranets of new Talent based economy.

Career Opportunities

This course equips the students with the complete business management knowledge making them fully capable to get employed in the big business corporate including any domain of the business like finance, human resource management, marketing management, operations and like.

They can also become a successful entrepreneurs, starting their own business ventures after completing this course.

Course Overview

Master of Business Administration

The MBA course aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from. The course not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

The structure of the course is designed in a way that students have to study the core courses from different functional areas of management that are made compulsory. Later on, specializations are offered in functional areas where the students can opt for two specializations. Right from the beginning of the course, the focus is on providing relevant inputs through case discussion / analysis, simulation games, role plays etc, keeping in mind the current business scenario.

Broadly, the course is of two years divided into four semesters. There is a system of dual specialization having five papers (two in third semester and three in the fourth semester) from specialization 1 and five papers (two in third semester and three in the fourth semester) from specialization 2.

Summer training for 6 weeks is compulsory for every student pursuing the course, which they have to undergo in the last semester IV.2.

The student can opt for two non credit summer internships too for 6-8 weeks during their MBA. The case study shall be taught wherever required.

Course Curriculum

1st Semester

Subject Name	Course Objective
Management Principles & OB	To provide an understanding of the functions & tasks of Management. The emphasis of the course is to help students develop toolkit of useful skills, strategies & approaches drawn from principles and practices of management.
Managerial Economics	The main objective of this paper is to develop an understanding in students about the applicability of microeconomics for business decision.
Accounting for Managers	To acquire an understanding of the principles used to prepare financial statement. To acquire the skill necessary to read, interpret and perform calculations for the accounting reports involved in cost control and profit planning to learn how to read and understand financial statements and to

	observe the effects of routine business transactions on them.
Business Communication	To enhance both verbal & written communication skills required for various managerial activities. The course attempts to provide adequate exposure to the students in the different types of communication across functional areas of an organization.
Statistics for Managers	The objective of this course is to provide a theoretical framework as well as business applications of various quantitative techniques for management decisions. It aims to understand the applications of various statistical tools with emphasis on their practical applications to business scenarios.
Business Processes	The objective of this course is to acquaint the management students with the SAP usage to enhance their personal efficiency so that they can understand how SAP may be used to enhance organizational effectiveness.
Legal Aspects of Business	The students will be imparted with the knowledge of laws. The students will come to know legal environment in which business operates, develop and approach to manage and maximize the value of the corporate legal function.
Human Values & Professional Ethics	The objective of this course is to impart the professional values and the ethics which will be helpful to work in the corporate world.
Personality Development	The objective of this course is to develop the professional personality with the self confidence. The programme aims at grooming the students through sensitizing them about proper behavior in formal and informal circumstances.

, 2ND Semester

Subject Name	Course Objective
Marketing management	This course seeks to introduce participants to the basic concepts, tools and techniques in marketing management and provide them with the opportunities to utilize and apply these marketing concepts, tools and techniques to analyze and solve marketing problems and to make marketing decisions.
Operations Research	The Objectives of this course is to impart knowledge to students about the important tools, techniques and methods of Operations Research with their business applications.
Research Methodology	To develop understanding of tools and techniques used for business research methodology from a user's perspective and a researcher's perspective. The practical aspects of research methodology will be emphasized. This will help to prepare students for their summer training in which students are usually assigned projects that involve use of research methodology. It will also help them in preparation of other assigned research projects.
Advance Excel	The objective of the course is to differentiate between formulas and functions in excel.
Finance management	To provide a strong conceptual foundation for corporate finance and develop the analytical skills by associating the tools and techniques.

Human Resource Management	The objectives of this course are to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.
Logistics Management	The objective of this course is to give the knowledge of logistics and the supply chain effectively and efficiently.
International Business Environment	This course will provide students with the knowledge, skills and abilities to understand the global economic, political, cultural environment within which a firm operates.
Event Management	The course will provide a structured approach to operational and creative fundamentals of event management. This will help to identify management essentials such as developing budgets, critical paths and risk mitigation.
Presentation & Interviewing Skills	This practical subject will give the knowledge about professional interviews and improve the public speaking skills and knowledge. This will also help to enable the students to present professionally and confidently.

3rd Semester

Subject Name	Course Objective
Strategic Management	To provide an in depth understanding of the concepts, role and practices of Strategic Management in the changing Business Environment as well as practical exposure.

Corporate Outlook	The course will help the students to understand the foundations of good time management and will be able to use their knowledge in the global corporate world.
Elective -I	
Elective -II	
Elective -III	
Elective -IV	
Elective -V	
Elective -VI	

4th Semester

Subject Name	Course Objective
Entrepreneurship	This course introduces key concepts that an entrepreneurial aspirant will need to first understand before being able to evaluate and then manage opportunities in modern times.
Cross Cultural Management	The objective of this course is to enhance the ability of students to interact efficiently with people from cultures other than their own, specifically in the context of International business.
Summer Internship	The objective is to promote the research aptitude among the students in real corporate world
Elective -I	
Elective -II	
Elective -III	
Elective -IV	

Electives (Marketing Specialization)

Marketing Analytics	This subject will enable the students to measure, manage and analyze marketing performance to maximize its effectiveness and optimize return on investment. This will also help to predict outcomes and systematically
---------------------	--

	allocating resources.
Brand Management	The focus of this course is on strategic decisions about how a company can build and manage its products so that they are profitable to the company and at the same time adequately meet target customers' needs and wants.
Integrated Marketing Communications	The objective of the course is to help students understand the principles and concepts of marketing communications, involvement tools used by marketers to inform consumers and to provide a managerial framework for IMC.
Marketing of Services	The purpose of the course is to develop an insights into emerging trends in the service sector in a developing economy and issues involved in the management of services.
Retail Management	To develop knowledge of contemporary retail management issues at the strategic level. To describe and analyze the way retailing works, specifically the key activities and relationships. To provide an academic underpinning to the above through the application of retailing theory and research.

Finance Specialization

Management of Financial Institutions & Services	This course is to familiarize the students with the basic concepts of financial services, its scope and application. Concepts of NBFc, Financial Institutions and various financial services will be discussed in detail.
Security Analysis and Portfolio Management	The subject is aim at providing insight to the various analytical techniques used in evaluations of the various investment opportunities. The course also provides of extension of these concepts to the portfolio of security and the concept of diversification, management of a portfolio.

Performance Management	Performance management is the most critical function and strong determinant of organizational excellence. This course is designed to develop appreciation and skills essential for designing and instituting effective performance management systems.
Talent Management	The course is intended to instill in the students a sense of competitive advantage gained by Talent by exposing them to Net-based Talent networks, Talent worker mobility and Talent intranets of new Talent based economy.

Information Technology Specialization

Electronic Commerce	To acquaint the students with the concepts and applications of electronic commerce.
Strategic Management of Information Technology	This course will explore necessary management actions, which will ensure that information is available, correct, manipulate, protected and archived. The objective of this course is to make professionals learn how these business skills can be applied effectively to cut information systems costs and improve the quality without reducing services.
Business Process Re-engineering	The course is designed for students who need to have an overview of generic business processes. They will learn how to describe, analyze, and redesign a business process through the use of tools and methodologies.
Applied IT Management-I	Roles for human resources and introduction to packaged software are discussed. The concept of IT enabled BPR (business process re-engineering) across a number of domains is introduced: manufacturing, finance, distribution & logistics sales & concepts related to ERP. Students

	will be made aware of real life software development methodology via SDLC and popular models of software development. Students are enlightened about Entrepreneurship opportunities in IT via five case studies and finally will be introduced to the concept of "Business Analysis" & elementary documentation.
Database Design and Management	To introduce the concepts of database management systems and the design of relational databases.

International Business Specialization

International Trade Laws	The will provide a broad overview of the law that regulates international trade at both a private and a public level. This subject will include laws relating to the carriage of good by sea, resolving international trade disputes etc.
International Trade	The course provides an understanding of trade and investment theories, framework of trade, and analysis of markets and a range of international issues confronting trade. This course will also help enhance students' ability to make informed getting a clear picture of the current international trade scenario, risks and other issues.
International Marketing	This course examines the impact of economic, cultural, political, legal and other environmental influences on international marketing. Within this context, the course emphasises on how to identify and analyze worldwide marketing opportunities, and examine product, pricing, distribution and promotion strategies.

Export Import Documentation & Procedures

The main objective of this paper is to develop an understanding in students about the increasing pace of exports and the various formalities and procedure need to be taken into consideration.

Multi Modal Transportation

The objective of this paper is to acquaint the students with the concepts and tools of multi modal transportation management relevant for an international firm & To emphasize the evolving impact of globalization on International transportation Management.

Hospitality Management Specialization

Introduction to Hospitality

The course familiarizes the students with different sectors of hospitality industry .The student will get to know about Tourism industry, Accommodation sector , Airlines,& cruise industry.

Front Office Operations

The course is aimed at familiarizing the students with various functions of front office in hospitality industry and develops the work ethics towards the customer care and satisfaction.

Conference and Event Management

The objective of this paper is to make students familiar with Conference & management. It also focuses on various considerations to be kept in mind while planning and organizing an event.

Tourism Products Design and Development

The paper is designed to provide an in-depth understanding of the rich Tourism resources of India. The paper shall also provide further insight in developing & designing the itinerary & Tour packages.

Food and Beverage Management and Control	To study the food and beverage management control to serve the guests in the hospitality industry.
Air Port Management	To study both the on-board and the off-board airport hospitality management.
Customer Relationship Management	To study the importance of Customer Relationship management in the hospitality industry.
Travel Agency and Tour Operations	To understand the tour Operations and the functions of the travel agency.
Service Marketing	The purpose of the course is to develop an insights into emerging trends in the service sector in a developing economy and issues involved in the management of services.
Operations Management	The course focuses on the basic concepts, issues and techniques for efficient and effective management of operations.

Hospital Management Specialization

Management of Medical and Health Services	To provide the students and health care professional with a valuable set of data and insights into the major features and idiosyncrasies of Indian health care delivery system and how it compares with the other systems of the world.
Health Economics	The Primary aim of this subject is to provide a clear, concise introduction to micro and macro economics in general and economics as applied to hospital and health care sector in specific. The student will be exposed to Indian health care policies and will also introduce to recent trends in health care sector.



Communication for Hospital Managers	This unique module is an outcome of innovative thoughts that have been conceptualized in order to prepare the students for the healthcare challenges, transforming them into future healthcare leaders.
Marketing of Hospital Services	This subject will give the insight into the application of marketing principles in various situations in a hospital environment.
Health Insurance Management	To study the Health insurance in detail along with its importance.
Patient Care Services	To understand the patient care services in detail.
Hospital Management and Law	The objective is to discuss the hospital management and legal issues aligned with the hospital industry.
Hospital Information Systems	To study the Hospital information systems for the flow of information in the business.
Hospital Management operations	To study the management of the various operations in the hospital for the overall optimization.
Hospital Management Patient	The subject will focus on recording and documenting patient information, diagnosis and treatment plan in a concise, organized manner. Learning about using the various means for effective counseling, identifying illness, initiating treatment and of obtaining follow up information

Logistics & Supply Chain Management


Warehouse Mangement	The objective of this subject is to get familiar with warehousing, warehousing operations and value added services to warehousing
Procurement & Inventory Management	The basic objective of this subject is to impart understanding of procurement, its functions and provide knowledge of key issues related to inventory management in current co-ordinated and collaborated SCM environment.
E-commerce Operations	The course will help to enhance students ability to make informed decisions by getting a clear picture of E-commerce and purchase and inventory management.
Strategic Supply Chain Management	The basic objective of this subject is to get familiar with supply chain and its functions. How supply chain management plays an important role in today's business world.
Production and operations Management	The objective of this subject is to understand the principles of supply chain networks, inter relation between supply chain and logistics. The subject will also impart the basic concepts of management systems involved in transportation.

Career Opportunities:

The MBA course expose the students with the complete corporate environment, along with all the business knowledge domains, thereby having the employable opportunities in all the big business corporate having the business in various sectors like Finance, Human Resource Management, Marketing Management and like.

Also, the students can start them their own business ventures after completing MBA as they have the complete knowledge of the business planning and the successful implementation of a business plan.

Arjun
Academic Coordinator


Director
M.M. Institute of Management
Maharshi Merikumbhar
Deemed to be University
Mullana-Amb-113007