



Assessment Tools, Process & Rubrics

1. Internal

A. Direct Assessment Method

The program outcome is assessed based on the Academic Performance / Course Outcome attainment, participation, contribution and achievements of the students in the co-curricular and extra-curricular activities and also based on the performance in the training and placement, career guidance and other competitive examinations.

1. Direct methods display the students' knowledge and skills from their performance in the continuous assessment tests, end-semester examinations, presentations, and classroom assignments etc. these methods provide a sampling of what students know and/or can do and provide strong evidence of student learning.

1. A. Direct Assessment Tools

Direct Assessment Tools used for the measurement of students' performance used for measuring the Course Outcomes, is also used in measuring the Program Outcome.

Table Showing Assessment Tools Used

S. No.	Name of the Tool Used	Frequency	Purpose
1.	Assignments	2 in a semester	It provides opportunity to learn, practice and demonstrate they have achieved the learning goals.
2.	Continuous Internal Assessments Tests	2 in a semester	It allows students to demonstrate their understanding showcase the application of skills and knowledge.



3.	Quiz	1 in a Semester	It allows students to demonstrate their understanding showcase the application of skills and knowledge.
4.	Seminar	1 in a Semester	It helps to deepen understanding, encourage collaboration, and develop presentation and communication skills. They provide students with a platform to explore topics in-depth, share insights, and engage in constructive discussions.
5.	Case Study	1 in a semester	It provides an in-depth, contextual analysis of a real-life situation, issue, organization, or individual to gain deeper insights, draw conclusions, and/or apply theoretical concepts to practical settings.
6.	Simulation	1 in a semester	It replicates real-world scenarios for practicing decision-making, enhancing problem-solving skills, and applying theoretical knowledge in a risk-free, controlled environment.
7.	Model Exams	1 in a semester	It allows students to demonstrate their understanding showcase the application of skills and knowledge.
8.	COCAT	1 for each course	COCAT allows students to demonstrate their understanding showcase the application of skills and knowledge.



Academic year	2024-26		
Semester	I		
Name of the Course	Management Principles and Business Ethics		
University Subject Code	434C1A		
Course Type	Core		
Course Code	C101		
Faculty Name	Dr.D.Babin Dhas		
Unit	Internal (25%)		External (75%)
	Direct (90%)		Indirect (10%)
1	Quiz 1	Assignment 1	End Semester Examination
2	Presentation	CAT 1	
3	Case Study	Assignment 2	
4	Simulation	CAT 2	
5	Miscellaneous method		
		COCAT Model Exam	Course Exit Survey

1.A.1. Assignment

Assignment	Importance	Process
Assignment 1	Assignment is one of the internal components in which students learning capacity in terms of research, understanding, Application and presentation is assessed.	On the completion of first 2 units of every course at the end of the 24 sessions, evaluation is done to measure the students' knowledge level as per Bloom's Taxonomy K-1 to K-6.
Assignment 2	Two assignments are given to the students for each course per semester.	On the completion of units 3, 4 at the end of 48 sessions, evaluation is done to measure the students' knowledge level as per Bloom's Taxonomy K-1 to K-6.

Table Showing Assessment Rubrics for Assignment

Assignment	CO Mapping	PO Mapping	Assessment Criteria	Marks	Weightage for Internal marks
Assignment 1	CO1 CO2	P1 to P8	1. Presentation must be neat and clear.	10	2.5
Assignment 2	CO3 CO4	P1 to P8	2. Relevance of contents to the topic given. 3. Proper Indexing.	10	2.5



			4. Originality of the work. 5. Analysis and Interpretation of Results.		
--	--	--	---	--	--

1.A.2 Continuous Internal Assessment

Continuous Internal Assessment	Importance	Process
CAT 1	Internal assessment is one of the internal components in which students learning capacity in terms of, understanding, application and presentation is assessed. Two tests are conducted in a semester.	<ol style="list-style-type: none"> 1. On the completion of first 2 units of every course at the end of the 18/24 sessions, evaluation is done to measure the students' knowledge level as per Bloom's Taxonomy K-1 to K-6. 2. Question papers were prepared in accordance with Bloom's Taxonomy Action verbs with the Knowledge level of K1-K6 by the respective course faculty and were submitted to the Examination In-charge. The In-charge should verify the question paper for the syllabus coverage, learning level as per the Bloom's Taxonomy. 3. CAT 1 is conducted for 60 Minutes with maximum of 25 Marks. Answer scripts were evaluated and the marks and feedback were discussed with students within one week of the completion of a particular examination.
CAT 2		<ol style="list-style-type: none"> 1. On the completion of Unit 3 & Unit 4 of every course at the end of the 36/48 sessions, evaluation is done to measure the students' knowledge level as per Bloom's Taxonomy K-1 to K-6.



		<p>2. Question papers were prepared in accordance with Bloom's Taxonomy Action verbs with the Knowledge level of K1-K6 by the respective course faculty and were submitted to the Examination In-charge. The In-charge should verify the question paper for the syllabus coverage, learning level as per the Bloom's Taxonomy.</p> <p>3. CAT 2 is conducted for 60 Minutes with maximum of 25 Marks. Answer scripts were evaluated and the marks and feedback were discussed with students within one week of the completion of a particular examination.</p>
--	--	---

Table Showing Assessment Rubrics for Continuous Internal Assessment

Continuous Internal Assessment	CO Mapping	PO Mapping	Assessment Criteria	Marks	Weightage for Internal marks
Assessment 1	CO1 CO2	P1 to P8	▪ Answers must be neat and well presented.	25	2.5
Assessment 2	CO3 CO4	P1 to P8	▪ The right approach has to be used by the student to answer the question asked. ▪ Answers must be relevant & appropriate to the questions asked. The extent to which the answers are accurate.	25	2.5

1.A.3 Quiz

Quiz	Importance	Process
Quiz 1	Quiz is one of the internal components in which students learning capacity in terms of understanding and application is assessed.	On the completion of first unit of every course at the end of the 5 sessions, evaluation is done to measure the students' knowledge level as per Bloom's Taxonomy K-1 to K-6.
	Two Quizzes are given to the students for each course per semester.	On the completion of units 3 at the end of 15 sessions, evaluation is done to measure the students' knowledge level as per Bloom's Taxonomy K-1 to K-6.

Table showing Assessment Rubrics for Quiz

Quiz	CO Mapping	PO Mapping	Assessment Criteria	Marks	Weightage for Internal marks
Quiz 1	CO1 CO2	P1 to P8	Think before giving responses. Understand the perspective of the statements/questions given.	10	0.5

1.A. 4 Seminar/Presentation

Seminar	Importance	Process
	Seminar is one of the internal components in which students learning capacity in terms of research, understanding, Application	On the completion of first unit and on the process of completion of second unit of every course at the end of the 24 sessions, evaluation is done to measure



	and presentation is assessed. Each student should do one seminar for each course per semester.	the students' knowledge level as per Bloom's Taxonomy K-1 to K-6.
--	--	---

Table Showing Assessment Rubrics for Seminar

Seminar	CO Mapping	PO Mapping	Assessment Criteria	Marks	Seminar Weightage for Internal Marks
Seminar	CO3 CO4	P1 to P8	Presentation must have clarity. Must relate to the current Industry happenings.	10	2.5

1.A. 5 Case Study

Case Study	Importance	Process
	Case study is one of the internal assessments. It bridges the gap between theory and practice by allowing learners to apply concepts to real-world situations. They enhance critical thinking, decision-making, and problem-solving skills while promoting active learning. It provides deep insights, support strategic planning, and foster innovation,	On the completion of all 3 units of every course, evaluation is done to measure the students' knowledge level as per Bloom's Taxonomy K-1 to K-6. Case study is conducted for 1 hour with maximum of 10 Marks. Problem Identification, Application of Concepts, Analysis and Interpretation, Decision Making &



	making them a powerful tool for experiential and contextual learning.	Solutions are evaluated and the marks and feedback are discussed with students.
--	---	---

Table Showing Assessment Rubrics for Case Study

Case Study	CO Mapping	PO Mapping	Assessment Criteria	Marks	Weightage for Internal Marks
Case Study	CO3	P1 to P8	Clear understanding of a given Problem/scenario, ability to apply Concepts, Analyze, Interpret, ability to suggest solutions/decisions are essential.	10	2.5

1.A. 6 Simulation

Aspect	Purpose	Importance
Decision-Making Practice	To test and evaluate different strategies in a risk-free environment.	Enhances problem-solving and analytical skills without real-world consequences.
Learning Reinforcement	To apply theoretical concepts in a practical, controlled setting.	Improves understanding and retention of concepts.
Risk Reduction	To anticipate outcomes of decisions before real-world implementation.	Minimizes costly errors and helps in safe experimentation.
Process Optimization	To identify bottlenecks and inefficiencies in systems or operations.	Helps streamline operations and improve productivity.
Real-Time Feedback	To provide instant results	Enables immediate



	and insights from simulated scenarios.	learning and course correction.
Innovation Testing	To trial new ideas, models, or products in a virtual setup.	Encourages creativity and safe innovation before market launch.
Performance Assessment	To evaluate individual or group performance under simulated conditions.	Provides measurable learning outcomes for evaluation and improvement.
Industry Readiness	To replicate industry environments and challenges.	Prepares learners/employees for real-world scenarios and expectations.

Table Showing Assessment Rubrics for Simulation

Simulation	CO Mapping	PO Mapping	Assessment Criteria	Marks	Weightage for Internal Marks
	CO4	P1 to P8	Clear understanding of a given Problem/scenario, ability to apply concepts, analyze, Interpret, ability to suggest solutions/decisions are essential.	10	2.5

1.A. 7 Model Exam

Model Exam	Importance	Process
	Model Exam is one of the internal components in which	On the completion of all 5 units of every course at the end of the 18/24 sessions,



	<p>students learning capacity in terms of understanding, application and presentation is assessed. One model Exam is conducted before the University Examination starts.</p>	<p>evaluation is done to measure the students' knowledge level as per Bloom's Taxonomy K-1 to K-6.</p> <p>Question papers were prepared in accordance with Bloom's Taxonomy Action verbs with the Knowledge level of K1-K6 by the respective course faculty and were submitted to the Examination In-charge. The In-charge should verify the question paper for the syllabus coverage, learning level as per the Bloom's Taxonomy.</p> <p>Model exam is conducted for 180 Minutes with maximum of 75 Marks. Answer scripts were evaluated and the marks and feedback were discussed with students.</p>
--	--	--

Table Showing Assessment Rubrics for Model Exam

Model Exam	CO Mapping	PO Mapping	Assessment Criteria	Marks	Weightage
	CO1 CO2 CO3 CO4 CO5	P1 to P8	Answers must be neat and well presented. The right approach has to be used by the student to answer the question asked. Answers must be relevant and appropriate to the questions asked.	75	2.5

1.A.8. COCAT

COCAT	Importance	Process
--------------	-------------------	----------------



	<p>COCAT is one of the internal components in which students learning capacity in terms of, understanding, application and presentation is assessed. COCAT is conducted before the model Exam.</p>	<p>On the completion of syllabus, COCAT is conducted with 20 questions – 4 questions for each unit. Covering all 5 units of every course. Evaluation is done to measure the students' knowledge level as per Bloom's Taxonomy K-1 to K-6.</p> <p>The respective course faculty member takes in charge of conducting COCAT Examination. The In-charge should verify that the questions are taken evenly across all 5 units. COCAT exam is conducted through Google form with maximum marks of 20.</p>
--	--	--

Table Showing Assessment Rubrics for COCAT

COCAT	CO Mapping	PO Mapping	Assessment Criteria	Marks	Weightage
	CO1 CO2 CO3 CO4 CO5	P1 to P8	<ul style="list-style-type: none">▪ Choose only correct answer.▪ The right approach has to be used by the student to answer the question asked.▪ Unattempted answers are treated as same as wrong answers.▪ Think carefully before giving responses.	20	0.1



MEASI Institute of Management

Academic year	2024-26
Semester	I
Name of the Course	Management Principles and Business Ethics
University Subject Code	434C1A
Course Type	Core
Course Code	C101
Faculty	Dr.D.Babin Dhas
Target Level	
C101.1	55% of the students scoring marks more than 60%
C101.2	55% of the students scoring marks more than 60%
C101.3	55% of the students scoring marks more than 60%
C101.4	55% of the students scoring marks more than 60%
C101.5	55% of the students scoring marks more than 60%
Type of Assessment	Direct Assessment
Assessment Tool	

Roll No.	Composite Marks Scored					Maximum Composite Marks Scored					Composite Percentage				
	CO1	CO2	CO3	CO4	CO5	CO1	CO2	CO3	CO4	CO5	CO1	CO2	CO3	CO4	CO5
											100%	100%	100%	100%	100%
24M001	17	12	21	20	18	31	26	35	20	31	55%	46%	60%	100%	58%
24M002	18	27	20	20	15	31	50	20	20	16	58%	54%	100%	100%	94%
24M003	20	29	23	24	16	38	51	30	25	25	53%	57%	77%	96%	64%
24M004	24	35	25	25	16	29	51	26	32	16	83%	69%	96%	78%	100%
24M005	27	14	15	19	11	43	42	29	31	15	63%	33%	52%	61%	73%
24M006	24	24	17	22	16	41	42	19	31	19	59%	57%	89%	71%	84%
24M007	25	26	21	19	15	38	41	35	19	15	66%	63%	60%	100%	100%
24M008	25	24	21	27	14	43	39	34	36	20	58%	62%	62%	75%	70%
24M009	28	34	20	28	16	43	42	20	35	25	65%	81%	100%	80%	64%
24M010	34	48	30	27	16	44	58	36	36	16	77%	83%	83%	75%	100%
24M011	35	31	30	27	18	44	38	35	36	26	80%	82%	86%	75%	69%
24M012	28	30	24	25	15	42	41	29	31	15	67%	73%	83%	81%	100%
24M013	26	24	23	28	27	44	47	31	31	35	59%	51%	74%	90%	77%
24M014	26	17	23	24	14	38	32	34	31	20	68%	53%	68%	77%	70%
24M015	33	26	21	27	27	44	38	21	30	35	75%	68%	100%	90%	77%
24M016	22	28	21	25	27	37	44	21	30	35	59%	64%	100%	83%	77%
24M017	26	31	16	27	16	44	42	21	36	16	59%	74%	76%	75%	100%
24M018	31	36	23	26	27	44	49	31	31	35	70%	73%	74%	84%	77%
24M019	27	32	21	26	27	44	49	21	31	35	61%	65%	100%	84%	77%
24M020	22	17	25	17	18	40	37	34	31	20	55%	46%	74%	55%	90%
24M021	25	24	26	26	18	43	38	34	31	20	58%	63%	76%	84%	90%
24M022	19	18	19	21	16	28	21	19	21	16	68%	86%	100%	100%	100%
24M023	34	46	33	35	16	44	58	36	37	16	77%	79%	92%	95%	100%
24M024	28	21	21	24	18	42	27	29	31	20	67%	78%	72%	77%	90%
24M025	29	13	25	24	18	43	27	34	31	20	67%	48%	74%	77%	90%
24M026	24	32	18	24	23	44	44	26	31	35	55%	73%	69%	77%	66%
24M027	32	35	28	27	15	44	58	36	36	16	73%	60%	78%	75%	94%
24M028	25	13	25	26	17	41	26	34	31	20	61%	50%	74%	84%	85%
24M029	29	26	23	24	24	44	48	31	31	35	66%	54%	74%	77%	69%
24M030	30	29	25	26	25	44	48	31	31	35	68%	60%	81%	84%	71%
24M031	29	31	25	26	25	44	47	31	31	35	66%	66%	81%	84%	71%
24M032	27	32	21	20	23	43	49	31	31	35	63%	65%	68%	65%	66%
24M033	33	42	30	27	15	44	58	36	36	16	75%	72%	83%	75%	94%
24M034	38	48	30	27	16	44	58	36	36	16	86%	83%	83%	75%	100%
24M035	31	37	30	27	18	44	47	36	36	26	70%	79%	83%	75%	69%
24M036	31	45	30	24	15	44	58	36	26	16	70%	78%	83%	92%	94%
24M037	35	45	25	24	14	44	58	36	26	16	80%	78%	69%	92%	88%
24M038	27	44	25	28	16	34	54	26	36	16	79%	81%	96%	78%	100%
24M039	29	44	25	25	16	44	59	26	26	16	66%	75%	96%	96%	100%
24M040	38	48	30	24	16	44	58	36	26	16	86%	83%	83%	92%	100%



MEASI Institute of Management

24M040	30	40	30	24	16	44	36	36	16	80%	85%	85%	82%	100%	
24M041	33	45	30	27	16	44	57	36	36	16	75%	79%	83%	75%	100%
24M042	30	48	25	28	16	34	59	26	36	16	88%	81%	96%	78%	100%
24M043	32	30	28	23	14	43	37	36	31	20	74%	81%	78%	74%	70%
24M044	31	42	25	30	16	34	59	26	36	16	91%	71%	96%	83%	100%
24M045	39	50	30	32	16	44	57	36	36	16	89%	88%	83%	89%	100%
24M046	40	46	30	24	15	44	58	36	26	16	91%	79%	83%	92%	94%
24M047	32	29	27	25	18	43	39	36	31	20	74%	74%	75%	81%	90%
24M048	33	30	29	27	14	43	39	36	31	20	77%	77%	81%	87%	70%
24M049	37	48	27	31	16	44	57	36	36	16	84%	84%	75%	86%	100%
24M050	31	24	24	21	18	42	28	36	31	20	74%	86%	67%	68%	90%
24M051	28	31	26	20	12	33	39	36	21	14	85%	79%	72%	95%	86%
24M052	30	43	25	30	18	34	58	26	36	26	88%	74%	96%	83%	69%
24M053	30	24	25	22	18	38	27	36	31	20	79%	89%	69%	71%	90%
24M054	27	22	27	23	17	35	22	36	31	20	77%	100%	75%	74%	85%
24M055	28	25	29	24	14	33	27	36	31	14	85%	93%	81%	77%	100%
24M056	27	21	24	26	15	36	21	26	36	16	75%	100%	92%	72%	94%
24M057	32	41	30	28	14	44	56	36	36	16	73%	73%	83%	78%	88%
24M058	22	22	28	20	13	22	22	35	20	14	100%	100%	80%	100%	93%
24M059	29	25	27	25	18	41	29	36	31	20	71%	86%	75%	81%	90%
24M060	23	25	26	16	12	26	27	34	20	14	88%	93%	76%	80%	86%
24M061	38	44	30	31	16	44	57	36	36	16	86%	77%	83%	86%	100%
24M062	30	45	30	29	16	42	58	36	36	16	71%	78%	83%	81%	100%
24M063	38	49	32	32	16	44	57	36	36	16	86%	86%	89%	89%	100%
24M064	37	36	30	26	16	44	47	36	36	16	84%	77%	83%	72%	100%
24M065	31	38	30	26	16	34	47	36	36	16	91%	81%	83%	72%	100%
24M066	37	32	27	30	15	44	43	31	36	16	84%	74%	87%	83%	94%
24M067	37	49	31	29	16	42	57	36	36	16	88%	86%	86%	81%	100%
24M068	37	31	26	27	15	44	43	31	36	16	84%	72%	84%	75%	94%
24M069	32	37	31	28	16	36	41	36	36	16	89%	90%	86%	78%	100%
24M070	39	38	28	31	16	44	48	31	36	16	89%	79%	90%	86%	100%
24M071	39	47	30	31	16	44	58	36	36	16	89%	81%	83%	86%	100%
24M072	41	50	32	29	16	44	58	36	36	16	93%	86%	89%	81%	100%
24M073	36	38	30	27	16	44	53	36	36	16	82%	72%	83%	75%	100%
24M074	35	35	29	26	15	44	53	36	36	16	80%	66%	81%	72%	94%
24M075	39	50	33	33	16	44	59	36	37	16	89%	85%	92%	89%	100%
24M076	37	42	30	28	15	44	56	36	36	16	84%	75%	83%	78%	94%
24M077	34	44	31	26	16	44	58	36	36	16	77%	76%	86%	72%	100%
24M078	41	52	32	27	14	44	58	36	36	16	93%	90%	89%	75%	88%
24M079	36	48	32	28	16	44	58	36	36	16	82%	83%	89%	78%	100%
24M080	40	50	33	33	16	44	59	36	37	16	91%	85%	92%	89%	100%
24M081	37	40	30	30	16	44	53	36	36	16	84%	75%	83%	83%	100%
24M082	32	38	30	30	16	39	48	36	36	16	82%	79%	83%	83%	100%
24M083	38	45	32	29	16	44	57	36	36	16	86%	79%	89%	81%	100%
24M084	31	32	27	28	16	34	41	31	36	16	91%	78%	87%	78%	100%
24M085	36	49	30	28	15	44	58	36	36	16	82%	84%	83%	78%	94%
24M086	34	38	30	28	16	43	56	36	36	16	79%	68%	83%	78%	100%
24M087	35	42	30	27	15	44	57	36	36	16	80%	74%	83%	75%	94%
24M088	31	33	30	27	16	39	47	36	31	16	79%	70%	83%	87%	100%
24M089	38	46	33	25	14	44	58	36	26	16	86%	79%	92%	96%	88%
24M090	38	42	33	31	15	44	56	36	36	16	86%	75%	92%	86%	94%
24M091	30	30	24	25	15	42	39	26	31	15	71%	77%	92%	81%	100%
24M092	35	46	28	27	16	43	57	36	36	16	81%	81%	78%	75%	100%
24M093	32	44	30	25	16	43	57	36	26	16	74%	77%	83%	96%	100%
24M094	32	43	26	28	16	43	58	36	36	16	74%	74%	72%	78%	100%
24M095	29	38	30	27	16	38	53	36	31	16	76%	72%	83%	87%	100%
24M096	25	31	29	21	14	32	38	36	21	14	78%	82%	81%	100%	100%
24M097	28	30	27	31	16	43	41	36	36	16	65%	73%	75%	86%	100%
24M098	33	45	29	28	16	43	58	36	36	16	77%	78%	81%	78%	100%
24M099	37	48	31	25	15	43	58	36	26	16	86%	83%	86%	96%	94%
24M100	33	46	29	31	15	43	58	36	36	16	77%	79%	81%	86%	94%



MEASI Institute of Management

24M101	28	32	28	20	14	32	39	36	21	14	88%	82%	78%	95%	100%
24M102	40	52	32	28	16	44	58	36	36	16	91%	90%	89%	78%	100%
24M103	25	28	29	21	14	28	29	36	21	14	89%	97%	81%	100%	100%
24M104	33	25	24	25	18	42	28	26	31	20	79%	89%	92%	81%	90%
24M105	33	32	23	25	18	42	38	26	31	20	79%	84%	88%	81%	90%
24M106	30	27	30	27	16	38	37	36	31	16	79%	73%	83%	87%	100%
24M107	33	46	30	31	16	44	58	36	36	16	75%	79%	83%	86%	100%
24M108	39	47	32	27	16	44	57	36	36	16	89%	82%	89%	75%	100%
24M109	34	34	24	26	18	43	38	26	31	20	79%	89%	92%	84%	90%
24M110	40	54	32	33	16	44	59	36	37	16	91%	92%	89%	89%	100%
24M111	41	54	33	34	16	44	59	36	37	16	93%	92%	92%	92%	100%
24M112	39	52	32	28	16	44	58	36	36	16	89%	90%	89%	78%	100%
24M113	39	47	32	28	16	44	58	36	36	16	89%	81%	89%	78%	100%
24M114	33	42	29	28	12	44	58	36	36	16	75%	72%	81%	78%	75%
24M115	33	35	33	34	16	36	42	36	37	16	92%	83%	92%	92%	100%
24M116	37	50	33	33	16	43	57	36	36	16	86%	88%	92%	92%	100%
24M117	36	45	29	31	16	43	58	36	36	16	84%	78%	81%	86%	100%
24M118	38	50	33	33	16	43	58	36	36	16	88%	86%	92%	92%	100%
24M119	35	46	25	32	16	43	58	26	36	16	81%	79%	96%	89%	100%
24M120	33	30	24	26	18	42	38	26	31	20	79%	79%	92%	84%	90%
24M121	27	37	28	24	16	43	57	36	26	16	63%	65%	78%	92%	100%
24M122	25	33	26	23	15	43	57	36	26	16	58%	58%	72%	88%	94%
24M123	23	32	27	29	16	36	41	36	36	16	64%	78%	75%	81%	100%
24M124	29	37	28	24	16	44	47	36	26	16	66%	79%	78%	92%	100%
24M125	29	41	29	29	16	43	57	36	36	16	67%	72%	81%	81%	100%
24M126	28	40	28	28	16	42	57	36	36	16	67%	70%	78%	78%	100%
24M127	25	32	27	24	16	43	47	36	26	16	58%	68%	75%	92%	100%
24M128	31	44	32	25	16	42	57	36	26	16	74%	77%	89%	96%	100%
24M129	29	38	29	23	15	43	48	36	26	16	67%	79%	81%	88%	94%
24M130	26	40	28	27	15	43	58	36	36	16	60%	69%	78%	75%	94%

24M131	28	35	30	24	16	44	48	36	26	16	70%	73%	83%	92%	100%
24M132	26	38	31	24	15	43	48	36	26	16	60%	79%	86%	92%	94%
24M133	33	49	32	25	20	43	58	36	26	26	77%	84%	89%	96%	77%
24M134	25	44	28	28	16	44	58	36	36	16	57%	76%	78%	78%	100%
24M135	19	29	19	19	14	26	35	19	19	14	73%	83%	100%	100%	100%
24M136	32	28	24	21	18	42	39	26	21	20	76%	72%	92%	100%	90%
24M137	26	32	26	24	16	42	47	36	26	16	62%	68%	72%	92%	100%
24M138	28	48	31	25	20	33	58	36	26	26	85%	83%	86%	96%	77%
24M139	23	24	26	21	16	36	37	36	21	16	64%	65%	72%	100%	100%
24M140	29	32	23	24	16	43	47	26	26	16	67%	68%	88%	92%	100%
24M141	27	31	25	24	16	43	47	36	26	16	63%	66%	69%	92%	100%
24M142	31	40	26	24	16	44	48	36	26	16	70%	83%	72%	92%	100%
24M143	25	35	27	24	16	43	48	36	26	16	58%	73%	75%	92%	100%
24M144	24	35	32	25	22	33	43	36	26	26	73%	81%	89%	96%	85%
24M145	28	42	32	25	22	32	57	36	26	26	88%	74%	89%	96%	85%
24M146	38	49	31	25	20	44	58	36	26	26	86%	84%	86%	96%	77%
24M147	31	38	30	24	20	42	47	36	26	26	74%	81%	83%	92%	77%
24M148	30	42	28	25	23	34	52	31	26	26	88%	81%	90%	96%	88%
24M149	24	32	31	23	20	34	43	36	26	26	71%	74%	86%	88%	77%
24M150	29	32	32	25	22	34	42	36	26	26	85%	76%	89%	96%	85%
24M151	35	49	33	21	21	44	57	36	21	26	80%	86%	92%	100%	81%
24M152	35	45	30	24	16	43	56	36	26	16	81%	80%	83%	92%	100%
24M153	33	45	32	25	16	44	57	36	26	16	75%	79%	89%	96%	100%
24M154	33	43	31	25	15	44	58	36	26	16	75%	74%	86%	96%	94%
24M155	27	45	30	25	19	34	58	36	26	26	79%	78%	83%	96%	73%
24M156	29	40	21	24	14	44	47	21	26	26	66%	85%	100%	92%	54%
24M157	26	32	25	25	23	34	41	26	26	26	76%	78%	96%	96%	88%
24M158	38	49	32	24	20	44	58	36	26	26	86%	84%	89%	92%	77%
24M159	39	49	32	25	22	44	58	36	26	26	89%	84%	89%	96%	85%
24M160	38	49	30	25	24	44	58	36	26	26	86%	84%	83%	96%	92%

24M158	38	49	32	24	20	44	58	36	26	26	86%	84%	89%	92%	77%
24M159	39	49	32	25	22	44	58	36	26	26	89%	84%	89%	96%	85%
24M160	38	49	30	25	24	44	58	36	26	26	86%	84%	83%	96%	92%
24M161	15	16	15	7	11	19	19	9	14		79%	84%	79%	78%	79%
24M162	22	26	24	13	13	26	36	31	17	16	85%	72%	77%	76%	81%
Total	5023	5975	4459	4190	2722	6587	7808	5382	4991	3062					
Average	31.01	36.88	27.52	25.86	16.80	40.66	48.20	33.22	30.81	18.90					
Number of students securing 60% or more											147	150	161	161	160
% of Students securing 60% or more											90.74%	92.59%	99.38%	99.38%	98.77%
Score											3	3	3	3	3

B.1. Indirect Assessment:

Indirect methods like surveys and interviews are being used to collect the information from the students to reflect on students learning. The feedback covers the attainment level of all COs in a three point scale.

B.1.A. Course Exit Survey

Course Exit Survey	Importance	Purpose
Course exit survey	Course exit survey is one of the internal components in which students' over all experience in learning the specific course is assessed. This is the internal assessment comes under indirect method.	On the completion of the course, Course exit survey is conducted to assess the attainment of Cos. The purpose of conducting course exit survey is to assess the overall learning experience of the students. They are asked to give genuine responses.

Table Showing Assessment Rubrics for Course Exit Survey

Course Exit Survey	CO Mapping	PO Mapping	Assessment Criteria	Marks	Weightage
	CO1 CO2 CO3 CO4 CO5	P1 to P8	Answers must be genuine. The right approach has to be used by the student to answer the question asked. Personal bias to be avoided.	20	0.1

--	--	--	--	--	--

2. External

Theory Semester Examination	Semester examinations are conducted by the University of Madras. Equal weightage is given to all COs. Semester Examination comprises 75% of the total weightage of the course. Semester Examination is more focused on attainment of course outcomes and uses descriptive exam.
------------------------------------	---

Academic year	2024-26										
Semester	I										
Name of the Course	Management Principles and Business Ethics										
University Subject Code	434C1A										
Course Type	Core										
Course Code	C101										
Faculty	Dr.D.Babin Dhas										
Target Level											
C101.1	55% of the students scoring marks more than 60%										
C101.2	55% of the students scoring marks more than 60%										
C101.3	55% of the students scoring marks more than 60%										
C101.4	55% of the students scoring marks more than 60%										
C101.5	55% of the students scoring marks more than 60%										
Internal attainment level of all the Course Outcomes											
Course Outcomes	Direct	Indirect	Direct Weightage (90%)	Indirect Weightage (10%)	Internal Attainment Level	CO Target Level	Result	Action Plan	New Outcome		
C101.1	90.74%	100.00%	81.67%	10.00%	91.67%	55% of the students scoring marks more than 60%	Target achieved	Increase the target level	60% of the students scoring marks more than 60%		
C101.2	92.59%	100.00%	83.33%	10.00%	93.33%	55% of the students scoring marks more than 60%	Target achieved	Increase the target level	60% of the students scoring marks more than 60%		
C101.3	99.38%	100.00%	89.44%	10.00%	99.44%	55% of the students scoring marks more than 60%	Target achieved	Increase the target level	60% of the students scoring marks more than 60%		
C101.4	99.38%	100.00%	89.44%	10.00%	99.44%	55% of the students scoring marks more than 60%	Target achieved	Increase the target level	60% of the students scoring marks more than 60%		
C101.5	98.77%	100.00%	88.89%	10.00%	98.89%	55% of the students scoring marks more than 60%	Target achieved	Increase the target level	60% of the students scoring marks more than 60%		
Course Outcome Attainment											



MEASI Institute of Management

Course Outcomes	External Score	Internal Score	Weighted External Score (75%)	Weighted Internal Score (25%)	Course Outcome Attainment	Overall CO Attainment Level	Overall CO Target Level	CO Target Attainment
C101.1	3	3	2.25	0.75	3	3	#VALUE!	#VALUE!
C101.2	3	3	2.25	0.75	3			
C101.3	3	3	2.25	0.75	3			
C101.4	3	3	2.25	0.75	3			
C101.5	3	3	2.25	0.75	3			
Action Plan if the CO is Not Attained								
Identify Root Causes:	Conduct a thorough analysis to identify the root causes contributing to the lower achievement level of the course outcome. This may involve reviewing student performance data, course evaluations, faculty feedback, and other relevant metrics to pinpoint areas of weakness.							
Review Curriculum and Teaching Methods:	Evaluate the course curriculum and teaching methods to ensure alignment with the intended learning outcomes. Consider whether the content, instructional strategies, assessments, and resources adequately support student learning and achievement.							
Engage Stakeholders:	Involve key stakeholders, including faculty members, students, alumni, and industry representatives, in the review process. Seek their input and perspectives on the course content, delivery, and effectiveness to gain valuable insights for improvement.							
Develop Improvement Strategies:	Based on the identified root causes and stakeholder feedback, develop targeted improvement strategies to enhance the course outcomes. This may involve revising course materials, redesigning assignments and assessments, incorporating active learning techniques, integrating real-world case studies, and leveraging technology-enhanced learning tools.							
Provide Faculty Development:	Offer professional development opportunities and support for faculty members to enhance their teaching effectiveness and instructional practices. This may include workshops, seminars, mentoring programs, and resources on pedagogical techniques, assessment strategies, and student engagement strategies.							



MEASI Institute of Management

PO Direct Attainment Score for this course									Computation of PSO Direct Attainment Level			
Course Outcomes	Program Outcomes								Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
C101.1				3		3		3	3	3	3	3
C101.2	3	3							3	3	3	3
C101.3					3	3	3		3	3	3	3
C101.4				3	3				3	3	3	3
C101.5			3					3	3	3	3	3
Average PO Direct Attainment Score	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3	3	3	3
Mapping Strength	2.00		3.00	2.50	2.50	2.00	2.00	2.50	2	2.8	2.2	
Scale Factor	0.67		1.00	0.83	0.83	0.67	0.67	0.83	66666666	33333333	33333333	
Direct Assessment Score	2.00	0.00	3.00	2.50	2.50	2.00	2.00	2.50	2	2.8	2.2	0

Academic year	2024-26
Semester	I
Name of the Course	Management Principles and Business Ethics
University Subject Code	434C1A
Course Type	Core
Course Code	C101
Faculty Name	Dr.D.Babin Dhas

Computation of PO Direct Attainment Level									Computation of PSO Direct Attainment Level			
Course Outcomes	Program Outcomes								Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
C101.1				91.67%		91.67%		91.67%	91.67%	91.67%	91.67%	91.67%
C101.2	93.33%	93.33%							93.33%	93.33%	93.33%	93.33%
C101.3					99.44%	99.44%	99.44%		99.44%	99.44%	99.44%	99.44%
C101.4				99.44%	99.44%				99.44%	99.44%	99.44%	99.44%
C101.5			98.89%					98.89%	98.89%	98.89%	98.89%	98.89%

PO Direct Attainment Score for this course									Computation of PSO Direct Attainment Level			
Course Outcomes	Program Outcomes								Program Specific Outcomes			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
C101.1				3		3		3	3	3	3	3
C101.2	3	3							3	3	3	3
C101.3					3	3	3		3	3	3	3
C101.4				3	3				3	3	3	3
C101.5			3					3	3	3	3	3
Average PO Direct Attainment Score	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3	3	3	3
Mapping Strength	2.00		3.00	2.50	2.50	2.00	2.00	2.50	2	2.8	2.2	
Scale Factor	0.67		1.00	0.83	0.83	0.67	0.67	0.83	66666666	33333333	33333333	