

Criterion II

Teaching- Learning and Evaluation



RCMAS
RAJAGIRI COLLEGE OF MANAGEMENT &
APPLIED SCIENCES

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

2.6

Student Performance and Learning Outcomes

2.6.2 Outcome- Based Education Report

Submitted to



Outcome-Based Education



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Table of Contents

Sl. No.	Content		Page No.
1	Introduction		3
2	OBE Committee		3
3	Process of OBE		4
	3.1	The Process of Implementing OBE in RCMAS	5
		3.1.1 The Vision and Mission of the College	6
		3.1.2 Programme Outcome and Programme Specific Outcome	6 - 7
		3.1.3 Course Outcome	7 - 9
4	Curriculum Mapping		9 - 12
5	Benchmark and Criteria for Attainment of Learning Outcomes		12 - 13
	5.1	PO Attainment	14
6	Assessment Measures		15
	6.1	Direct Measures	15
		6.1.1 In-Semester Assessment	16
		6.1.2 Assignment	16-19
	6.2	Indirect Measures	20
		6.2.1 Graduate Exit Survey	20 - 21
	6.3	CO- PO Attainment Calculation	22
7	Outcomes Achieved at RCMAS		23 - 25
8	Action Plan		26
Annexure			
A	Bachelor of Business Administration- Programme Specific Outcomes Assessment (PSO)		27 - 28
B	Specimen of Internal Assessment Test 1 (IAT1)		28
C	Assignment Assessment Sheet		29

1. Introduction

Outcome-Based Education (OBE) is an educational framework centered on achieving specific, measurable outcomes or competencies upon the completion of a learning process. This approach uses a variety of methods to strengthen students' abilities, emphasizing their holistic development by enhancing their skills, knowledge, and competencies.

2. OBE Committee

The Outcome-Based Education (OBE) Committee plays a crucial role in the Curriculum Management Process at RCMAS. The committee comprises Director, Principal, IQAC, College Council and nine faculty members from various departments. The OBE Committee oversees the Programs learning process and outcomes. To assess the achievement of learning objectives, the committee utilizes Direct and Indirect Assessment. Direct Assessment includes Continuous Internal Assessment (Internal Assessment Tests, assignments/seminar). Indirect Assessment includes graduate exit survey. Each year, the OBE Committee re-evaluates and updates the assessment rubrics based on the outcomes of student to ensure continuous improvement and alignment with educational goals.

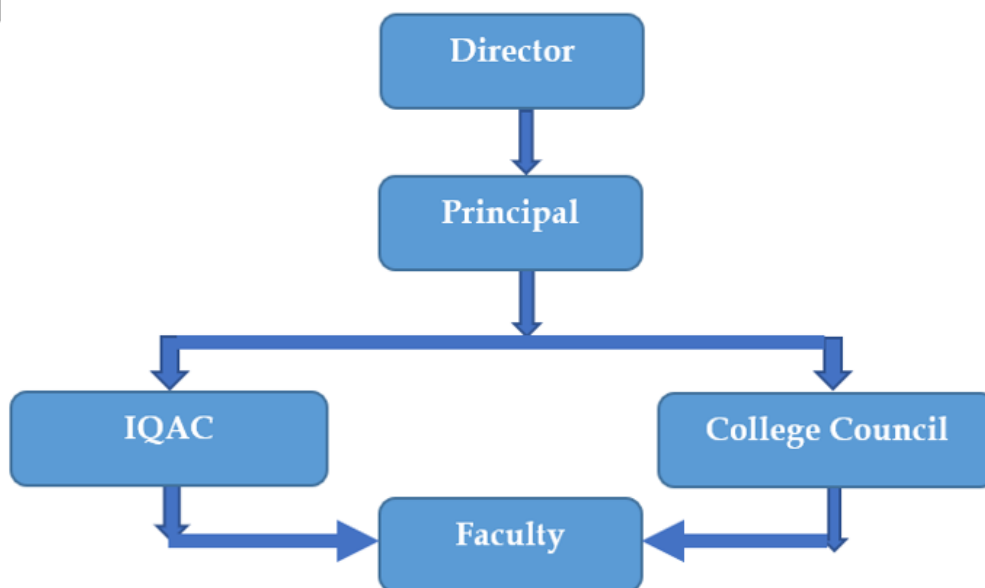


Figure 1: OBE Committee

3. Process of Outcome Based Education (OBE)

Outcome-Based Education (OBE) ensures meaningful student learning by following a structured process. It begins with defining clear, measurable learning outcomes aligned with stakeholder needs. The curriculum is designed to map these outcomes to specific courses and integrated assessments, while instructional strategies cater to diverse learning styles and employ technology for enhanced engagement. Both direct (e.g., internal assessments and exams) and indirect (e.g., exit surveys) assessments are used, supported by rubrics and constructive feedback. Continuous improvement is driven by analyzing assessment data and regularly reviewing and refining the teaching methods, and outcomes. Stakeholder engagement, documentation, and regular program evaluations ensure the program remains relevant, effective, and aligned with real-world needs.

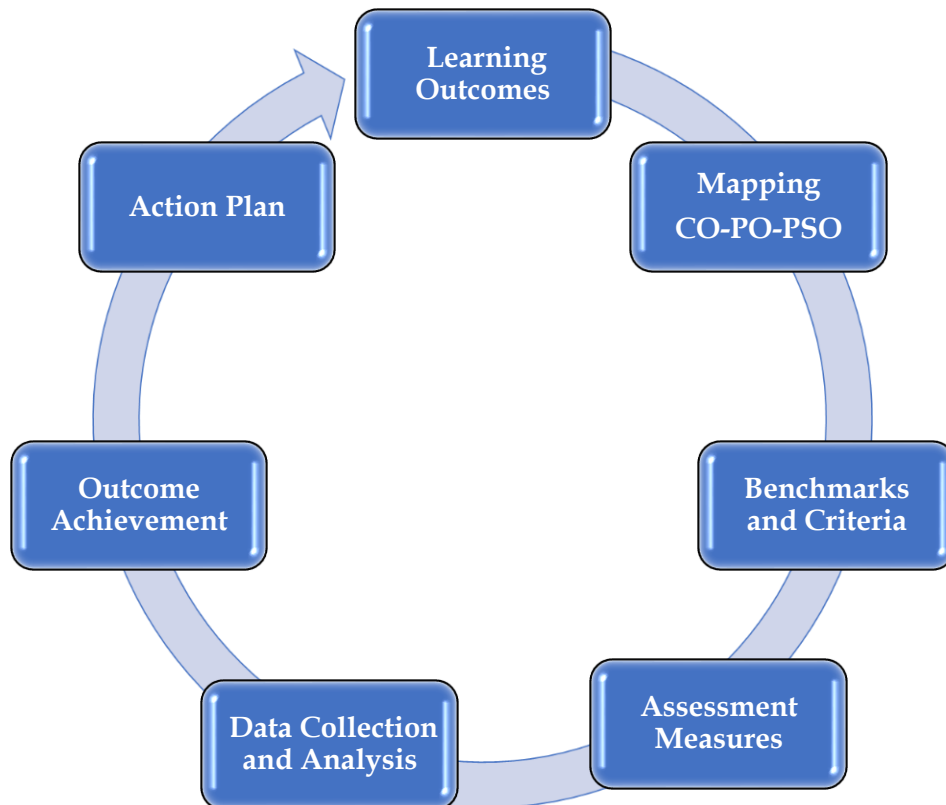


Figure 2: Assessment Process

3.1. The Process of Implementing OBE in RCMAS

The institution has framed well-defined Vision and Mission. Each department has formulated its own vision and mission in correlation with the Vision and Mission of the college that have been approved by the Governing Body of the institution.

- The IQAC has organized seminars, in-depth discussions on OBE and Bloom's Taxonomy. The primary objective of these initiatives is to empower all faculty members capable of designing Programme Specific Outcomes (PSOs), Programme Outcomes (POs), and Course Outcomes (COs) aligned with the respective programmes and courses.
- The College Council has established a committee of experts to develop POs, aligned with the institution's Vision and Mission.
- The faculty members of each Department collaborated with subject experts to create and refine the PSOs and COs. COs were defined based on the Bloom's Taxonomy, in alignment with the curriculum of the MG University. These outcomes are then reviewed by OBE committee and approved by the IQAC, ensuring alignment with the curriculum.
- CO mapping process is done by faculty members by systematic alignment of Course Outcomes (CO) with Programme Outcomes (PO) and Programme Specific Outcomes (PSO). This process ensures that the specific learning outcomes of a course contribute directly to the broader educational goals of the program. CO mapping is essential for demonstrating how individual courses within a curriculum support the overall competencies and skills that students are expected to acquire by the time they graduate.
- Programme Outcomes (POs) and Program Specific Outcomes (PSOs) are evaluated for their attainment by a combination of Direct and Indirect approaches.

3.1.1. The Vision and Mission of the College

Vision

To become a global nest of intellectual competence, holistic integration, social commitment, and future leadership.

Mission

To nurture holistic education for attaining academic excellence and competency, and to foster socially responsible citizens committed to sustainable environment.

3.1.2. Programme Outcome (POs) & Programme Specific Outcome (PSOs)

PO No:	Programme Outcomes (POs)
PO 1	Domain Knowledge: Our graduates will be able to apply knowledge with practicality and conceptual clarity.
PO 2	Reflective Response to Socio-Ethical Issues: Our graduates will be able to identify and solve socio-ethical challenges.
PO 3	Entrepreneurship: Our graduates are influenced to invent and build their firm.
PO 4	Problem-Solving: Our graduates can evaluate and solve complex situations by acquiring knowledge.
PO 5	Decision Making: Our graduates will apply critical thinking and logical reasoning to assess the potential outcomes of different choices.
PO 6	Communication: Our graduates can make use of effective communication skills for interaction in personal and professional environments.
PO 7	Creative Thinking: Our graduates will develop an ability to think creatively.

PSO No:	Programme Specific Outcome (PSOs)
PSO 1	Our graduates will be able to understand the dynamic business environment.
PSO 2	Our graduates are able to develop competent knowledge in the functional areas of management.
PSO 3	Our graduates can build their employability skills to meet industry requirements.

Specimen -PSO of Bachelor of Business Administration

3.1.3. Course Outcome (CO)

Course Outcome (CO) are specific, measurable statements that describe what a student is expected to know, understand, or be able to do by the end of a particular course. These outcomes are closely tied to the learning objectives of the course and are designed to align with the broader Programme Outcomes (POs) and Programme Specific Outcomes (PSOs) of the academic program.

Course Outcomes (COs) are generally created based on the course's learning objectives, which are in line with the program's overall learning outcomes. COs are crucial as they clarify the specific knowledge, skills, and abilities that students are expected to acquire by the end of the course. They serve as a framework for instructors when designing course content, assessments, and teaching methods, while also helping students understand what is expected of them. COs are usually evaluated through various assessment methods, such as internal exams, quizzes, assignments, seminars, projects, and other tasks. The data collected from these assessments is then utilized to assess the course's effectiveness and to implement necessary improvements. In general, Course Outcomes (COs) play a crucial role in equipping students with the essential knowledge, skills, and competencies required for success in their selected academic programs or fields. COs are defined according to Bloom's

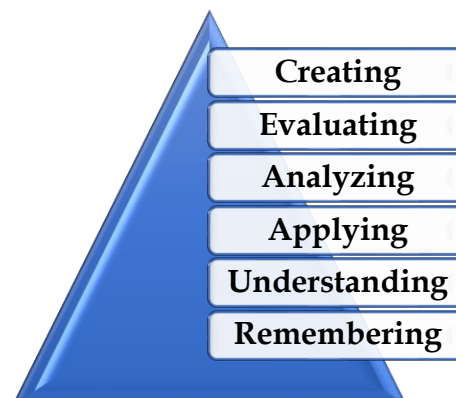
Taxonomy. Course outcomes and Bloom's Taxonomy are interconnected, as Bloom's Taxonomy offers a system for organizing and classifying various levels of cognitive learning. In contrast, course outcomes outline the specific learning goals that students are expected to reach in a given course. Bloom's Taxonomy can be utilized to align and organize these course outcomes based on their cognitive complexity.

Bloom's Taxonomy

Bloom's Taxonomy categorizes cognitive learning into six levels, starting from lower-order thinking skills to higher-order thinking skills:

1. **Remembering:** The ability to recall or recognize information.
2. **Understanding:** The ability to comprehend and interpret information.
3. **Applying:** The ability to use acquired knowledge in new or specific situations.
4. **Analyzing:** The ability to break down information into its component parts and understand their relationship.
5. **Evaluating:** The ability to make judgments and assessments based on criteria and evidence.
6. **Creating:** The ability to generate new ideas or products by combining existing knowledge and skills.

When defining course outcomes, instructors can align them with the appropriate level(s) of Bloom's Taxonomy to specify the cognitive demands and complexity expected of students. Each course outcome can be designed to target a specific level or a combination of levels within Bloom's Taxonomy.



Specimen

Course Outcome (COs) of Bachelor of Business Administration

Course Title: Basic Informatics for Management

Course Code	BA4CMT19				
Course Title	Basic Informatics for Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Complementary Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	Expected Course Outcomes Upon completion of this course students will be able to:			Cognitive Level	PO, PSO No.
CO1	Apply the knowledge in excel for data analysis.			Ap	PO1
CO2	Apply the knowledge in Computerized Accounting using Tally.			Ap	PO5
CO3	Analyse the financial position of a firm using Tally.			An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

4. Curriculum Mapping

Curriculum mapping with program-specific outcomes involves a systematic approach to align courses with the goals of the programs. This process not only enhances coherence across courses but also facilitates continuous improvement and adaptation of the curriculum to meet evolving educational needs. Through effective mapping, educators can identify areas for reinforcement, integration, and interdisciplinary connections, thereby fostering a robust learning environment where students can achieve comprehensive mastery of the program's intended competencies and skills.

In RCMAS we use 1:1 correlation to ensure that each Course Outcome (CO) is directly aligned with an explicit Program Outcome (PO) or Program Specific Outcome (PSO), facilitating precise alignment between course objectives and overall program goals.

CO -PO-PSO Mapping of Bachelor of Business Administration

Bachelor of Business Administration (BBA)												
Course Name	Course Code	CO No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
SEMESTER 1												
Fundamentals Of Business Mathematics	BA1CMT03	CO1	1									
		CO2	1									
		CO3										
Fundamentals Of Business Statistics	BA1CMT04	CO1	1									
		CO2					1					
		CO3					1					
Principles & Methodology Of Management	BA1CRT01	CO1	1									
		CO2					1					
		CO3								1		
Business Accounting	BA1CRT02	CO1	1									
		CO2									1	
		CO3										
Fine-Tune Your English	EN1CC01	CO1							1			
		CO2	1									
		CO3							1			

Bachelor of Business Administration (BBA)												
Course Name	Course Code	CO No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
SEMESTER 2												
Mathematics For Management	BA2CMT08	CO1	1									
		CO2	1									
		CO3					1					
Cost And Management Accounting	BA2CRT06	CO1	1									
		CO2					1					
		CO3										
Statistics For Management	BA2CMT09	CO1	1									
		CO2	1									
		CO3								1		
Business Communication	BA2CRT07	CO1						1				
		CO2						1				
		CO3										
Issues That Matter	EN2CCT03	CO1		1								
		CO2		1								
		CO3							1			

Bachelor of Business Administration (BBA)												
Course Name	Course Code	CO No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
SEMESTER 3												
Marketing Management	BA3CRT12	CO3									1	
		CO1	1									
		CO2					1					
Research Methodology	BA3CRT13	CO1									1	
		CO2					1					
		CO3							1			
Business Law	BA3CMT14	CO1								1		
		CO2									1	
		CO3	1									
Human Resource Management	BA3CRT11	CO1									1	
		CO2									1	
		CO3										1
Personality Development And Management Skills	BA3PRP15	CO1								1		
		CO2									1	
		CO3						1				

Bachelor of Business Administration (BBA)												
Course Name	Course Code	CO No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
SEMESTER 4												
Managerial Economics	BA4CRT17	CO1								1		
		CO2	1									
		CO3					1					
Entrepreneurship	BA4CRT18	CO1			1							
		CO2			1							
		CO3			1							
Basic Informatics For Management	BA4CMT19	CO1	1									
		CO2					1					
		CO3					1					
Financial Management	BA4CRT16	CO1	1									
		CO2									1	
		CO3										1
Corporate Law	BA4CMT20	CO1								1		
		CO2	1									
		CO3										1

Bachelor of Business Administration (BBA)												
Course Name	Course Code	CO No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
SEMESTER 5												
Operations Management	BA5CRT25	CO1									1	
		CO2	1									
		CO3					1					
Organisation Behaviour	BA5CRT21	CO1	1									
		CO2					1					
		CO3										1
Fundamentals Of Banking And Insurance	BA50PT22	CO1	1									
		CO2					1					
		CO3									1	
Environment Science And Human Rights	BA5CRT23	CO1		1								
		CO2	1									
		CO3		1								
Intellectual Property Rights And Industrial Laws	BA5CMT24	CO1									1	
		CO2	1									
		CO3								1		
Industrial Relations	BA5CRT26	CO1									1	
		CO2									1	
		CO3									1	

Bachelor of Business Administration (BBA)												
Course Name	Course Code	CO No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
SEMESTER 6												
Strategic Management	BA6CRT29	CO1									1	
		CO2					1					
		CO3					1					
Advertising And Salesmanship	BA6OCT28	CO1					1				1	
		CO2						1				
		CO3	1									
Communication Skills And Personality Development	BA6CRT30	CO1						1				
		CO2										1
		CO3					1					
Healthcare Management	BA6OCT27	CO1									1	
		CO2									1	
		CO3				1						
Management Project	BA6PRP31	CO1									1	
		CO2				1						
		CO3						1				

5. Benchmarks and Criteria for Attainment of Learning Outcomes

Benchmarks determine the criteria of success or a performance standard for a PO/PSO. An acceptable, internal performance benchmark is established to determine student performance. Benchmark is predetermined and it is monitored by the OBE committee. At RCMAS, the attainment levels are defined based on the benchmark between 1 -5 as follows:

Level	Attainment Criteria	Bench Mark
3	Exceeds Expectation	4.00 -5.00
2	Meet Expectation	2.00 - 3.99
1	Below Expectation	0 - 1.99

Mapping Course Outcomes (COs) to Program Outcomes (POs) and Program Specific Outcomes (PSOs) at RCMAS involves defining specific, measurable COs aligned with Bloom's Taxonomy and broader program goals. A CO-PO/PSO mapping matrix is developed to establish the relationship between these outcomes. Direct assessment methods, such as exams and assignments, along with indirect methods like surveys, are used to evaluate PO/PSO attainment. Attainment levels are calculated, and results are analyzed for continuous improvement. Documentation and regular reporting ensure alignment with program objectives and support ongoing curriculum enhancement.

The attainment levels used in RCMAS are:

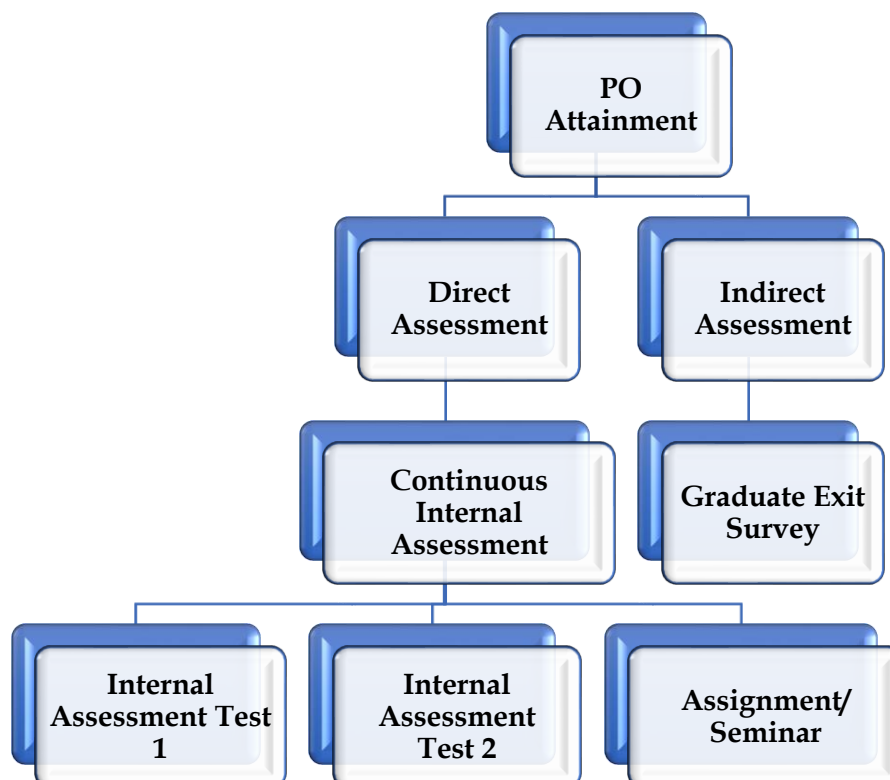
- Attainment Level 3: If at least 80% of the students falls in the category of either "meets expectation" or "exceeds expectation".
- Attainment Level 2: If 60-80% of the students falls in the category of either "meets expectation" or "exceeds expectation".
- Attainment Level 1: If less than 60% of the students falls in the category of either "meets expectation" or "exceeds expectation".

Using Google Sheets, Microsoft Excel and M-Campus software the mapping of Programme Outcomes (POs), Programme Specific Outcomes (PSOs), and Course Outcomes (COs) are done. Every course has its own set of defined Course Outcomes that are connected to the appropriate POs and PSOs. Carefully considered, the internal examination questions are formatted and vetted so as to match the CO's and Bloom's Taxonomy. Pupil grades were meticulously documented in the software.

Furthermore, through rigorous mapping, assignments, tests, seminars, and other activities are carefully created to correspond with the desired learning outcomes

5.1. PO Attainment

Program Specific Outcomes (PSOs) and Programme Outcomes (POs) are evaluated for their attainment through a combination of direct and indirect approaches, such as an exit survey. The direct technique receives 80% of the weight in the assessment process, whereas the indirect method receives 20% of the weight.



Student learning can be measured using several methods. The methods are commonly grouped into two categories: Direct and Indirect measures. The OBE system places a greater emphasis on Direct measures of learning. Indirect measures are used to augment direct measurement, or where it is impossible to measure the learning objective directly.

6. Identification of Assessment Measures

6.1. Direct Measures

Components	Process	Analysis
Internal Assessment Tests 1 and 2	Develop internal assessment tests that include questions directly linked to Course Outcomes (COs). These questions should assess the specific skills and knowledge outlined in the COs. Each question is mapped to corresponding COs to ensure alignment.	Evaluate student responses to questions to gauge how well they meet the COs. Use statistical methods to aggregate and analyze results to determine overall performance and identify areas for improvement.
Assignments	Develop detailed rubrics for different types of assessments (assignments, projects, presentations). Rubrics should include criteria such as understanding of content, analytical skills, creativity, and presentation quality. Ensure rubrics align with COs and Bloom's Taxonomy levels.	Collect and review graded assessments using the rubrics to determine student attainment of COs. Aggregate results to assess overall performance and alignment with POs and PSOs.

6.1.1 In- Semester Assessment

Index Sheet (Mandatory)				
Academic Year	2022-23			
Semester	4			
Name of the subject	BA4CMT19 : Basic Informatics For Management			
Roll No	Student	IAT1	IAT2	Assignment
BBA211201	A. ABHINAV	2.5	3	0
BBA211202	ABDUL GAFOOR P	3.5	2.5	2
BBA211203	ABDUL HADI C F	0	2	0
BBA211204	ABHIMANYU SHEKHAR K	5	4.5	4
BBA211205	ABHINAV ANIL	4.5	3.5	5
BBA211206	ABHINAV V NAIR	4	3	4
BBA211207	ABY ABRAHAM MATHEW	5	4	4
BBA211208	ADIL ABOOBACKER	1.5	2	0
BBA211209	ADITHYA HIRON	4.5	3	5
BBA211211	AKSHAY S PANIKULAM	3	2	3
BBA211212	ALEN VARGHESE	4	5	5
BBA211213	ALLEN RENSON	4.5	5	3
BBA211214	AMELIYA TREESA RAJAN	4	2	4
BBA211215	ANAS MALIK	2.5	0	0
BBA211216	ARISHITH S KUMAR	4	2.5	3
BBA211217	ARJUN K	0	0	0
BBA211218	ARSHIA RAJEEV	5	5	5
BBA211219	ARVIN CYRIAC	3.5	2.5	3

	IAT1	IAT2	Assignment
Mean	3.2	2.75	2.17
Standard Deviation	1.48	1.47	0.86
Upper limit	4	4	4
Lower Limit	2	2	2

Data to be Entered for CO to PO Mapping		
Applicable for BBA, BCA, BAA, BAE, MAGD, MCOM AND Non-Repeating Papers of BCom		
Component	CO No.	CO Attainment Level
IAT1	CO1	3
IAT2	CO2	2
Assignment	CO3	2

6.1.2 Assignment

Assignment Attainment				
Academic Year		2022-23	Semester	
Subject				
Select a CO				
Roll No.	Student Name	Exceeds Expectations	Meets Expectations	Below Expectations
		▼	▼	▼
		▼	▼	▼
		▼	▼	▼
		▼	▼	▼
		▼	▼	▼

Assignment Assessment of a Course

CO Summary Report by faculty

Component	CO No.	<i>Exceeds Expectation</i>	<i>Meets Expectation</i>	<i>Below Expectation</i>
IAT1				
IAT2				
Assignment				

Specimen

Course Outcomes Attainment (Direct Assessment)

Bachelor of Business Administration

Bachelor of Business Administration (BBA)																
Course Name	Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	Total count	PERCENTAGE			Attainment
		Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment		Per EE	Per ME	Per BE	
SEMESTER 1																
Fundamentals Of Business Mathematics	BA1CMT03	2									3	65	49.2	18.46	32.31	2
Fundamentals Of Business Statistics	BA1CMT04	3				3						65	56.9	24.62	18.46	3
Principles & Methodology Of Management	BA1CRT01	2				3			3			65	24.6	41.54	33.85	2
Business Accounting	BA1CRT02	3								3	3	65	49.2	33.85	16.92	3
Fine-Tune Your English	EN1CC01	3					3					65	52.3	43.08	4.62	3
SEMESTER 2																
Mathematics For Management	BA2CMT08	2				3						65	43.1	24.62	32.31	2
Cost And Management Accounting	BA2CRT06	3				3					3	65	49.2	36.92	13.85	3
Statistics For Management	BA2CMT09	2						3				65	9.23	32.31	58.46	1
Business Communication	BA2CRT07						2				3	65	61.5	26.15	12.31	3
Issues That Matter	EN2CCT03		3				3					65	70.8	21.54	7.69	3

Bachelor of Business Administration (BBA)																
Course Name	Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	Total count	PERCENTAGE			Attainment
		Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment		Per EE	Per ME	Per BE	
SEMESTER 3																
Marketing Management	BA3CRT12	3				2				3		65	38.5	60	1.54	3
Research Methodology	BA3CRT13					3		3		3		65	72.3	23.08	4.62	3
Business Law	BA3CMT14	3							3	2		65	32.3	50.77	16.92	3
Human Resource Management	BA3CRT11									3		65	44.6	49.23	6.15	3
Personality Development And Management Skills	BA3PRP15					3			3	3		65	100	0	0	3
SEMESTER 4																
Managerial Economics	BA4CRT17	2				3			2			65	36.9	41.54	21.54	2
Entrepreneurship	BA4CRT18			3								65	46.2	38.46	15.38	3
Basic Informatics For Management	BA4CMT19	3				2						65	46.2	36.92	16.92	3
Financial Management	BA4CRT16	2								2	1	65	35.4	43.08	21.54	2
Corporate Law	BA4CMT20	2							2	3		65	32.3	40	27.69	2

Bachelor of Business Administration (BBA)																
Course Name	Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	Total count	PERCENTAGE			Attainment
		Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment	Attainment		Attainment	Per EE	Per ME	
SEMESTER 5																
Operations Management	BA5CRT25	3				3				3		63	39.7	44.44	15.87	3
Organisation Behaviour	BA5CRT21	2				3					2	63	30.2	42.86	26.98	2
Fundamentals Of Banking And Insurance	BA50PT22	3				3				3		63	50.8	42.86	6.35	3
Environment Science And Human Rights	BA5CRT23	3	3									63	22.2	49.21	28.57	2
Intellectual Property Rights And Industrial Laws	BA5CMT24	2							2	3		63	19.1	61.9	19.05	3
Industrial Relations	BA5CRT26									1		63	7.94	34.92	57.14	1
SEMESTER 6																
Strategic Management	BA6CRT29					3				3		63	42.9	38.1	19.05	3
Advertising And Salesmanship	BA6OCT28	3					3			3		63	52.4	38.1	9.52	3
Communication Skills And Personality Development	BA6CRT30					3	3				3	63	57.1	31.75	11.11	3
Healthcare Management	BA6OCT27				3					2		63	41.3	36.51	22.22	2
Management Project	BA6PRP31				3		3			3		63	47.6	39.68	12.7	3
PO Attainment		3	3	3	3	2.9	2.8	3	2.5	2.69	2.57					

6.2. Indirect Measures

Assessments that measure learning outcomes through tools and methods that capture students' perceptions, reflections, or self-assessments rather than directly measuring their knowledge, skills, or performance. These methods provide insights into how well students believe they have achieved the learning outcomes and how the educational process has impacted them. Indirect assessment of learning outcomes is conducted through graduate exit survey. By collecting this indirect feedback, institutions can gain a broader understanding of the impact and outcomes of their educational programs, enabling them to make informed decisions for continuous improvement.

6.2.1. Graduate Exit Survey

An exit survey plays a crucial role in the Outcome-Based Education (OBE) process by providing valuable feedback from graduating students about their educational experience. It assesses how well the program has met its intended outcomes by gathering insights on various aspects such as course content, teaching effectiveness, skill development, and overall satisfaction. The data collected through exit surveys helps in identifying strengths and areas for improvement within the program, allowing educators to make informed decisions for future curriculum enhancements. Ultimately, exit surveys contribute to the continuous improvement of the educational process, ensuring that the program remains aligned with its goals and effectively prepares students for their careers.

Specimen- Graduate Exit Survey - Bachelor of Business Administrator

Graduate Exit Survey					
Bachelor of Business Administration (BBA)					
Academic Year : 2023 - 2024					
Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am confident in my capability to apply the knowledge I have gained with both practicality and conceptual clarity.	30	13	7	9	3
I can identify and address socio-ethical challenges in my professional and personal life.	25	11	13	13	0
I am equipped with the necessary skills to invent and build my own firm or start-up.	33	8	12	7	2
I can evaluate and solve complex situations effectively using the knowledge I have acquired.	31	8	4	15	4
I can apply critical thinking and logical reasoning to assess the potential outcomes of different choices.	35	11	9	6	1
I am confident in my ability to use effective communication skills for interactions in both personal and professional environments	40	11	5	6	0
I have developed the ability to think creatively and approach problems and situations with innovative solutions.	34	21	7	0	0
I have a strong understanding of the dynamic nature of the business environment and how it impacts organizations.	55	5	1	1	0
I have developed competent knowledge in the key functional areas of management, such as marketing, finance, operations, management strategies and human resources.	52	5	2	2	1
I have built the necessary employability skills that meet industry requirements and feel prepared to adapt to the demands and challenges of the current job market	56	4	2	0	0

6.3 CO - PO Attainment Calculation

To calculate the attainment of Programme Outcomes (POs) and Programme Specific Outcomes (PSOs) using the described method, you can follow these steps:

- **Conduct Direct Assessment - 80 Weightage:**
 - Evaluate students through **Continuous Internal Assessment (CIA)** - Internal assessment tests 1 and 2 and assignments/seminars.
 - Calculate the average CO score for each course.
 - Map CO scores to POs/PSOs.

- **Conduct Indirect Assessment - 20 Weightage:**
 - Collect and analyze student feedback through exit surveys.
 - Convert feedback to quantitative scores for each PO
 - Multiply the average PO score by the indirect assessment weightage (0.2).

- **Calculate Final Attainment Score for POs/PSOs:**
 - Combine Direct and Indirect Assessment Scores using the formula:
Final PO/PSO Attainment Score = (Direct Assessment Score × 0.8) + (Indirect Assessment Score × 0.2)
 - Compare final attainment scores with benchmarks to evaluate the attainment of POs/PSOs.

7. Outcomes Achieved at RCMAS

Sl. No.	Outcomes	Description
1	Enhanced Course Design	Alignment of teaching methods with COs, POs, and PSOs, combined with targeted feedback from rubrics, clarifies expectations and guides improvements.
2	Increased Student Achievement	Clear performance metrics enhance student understanding and performance, ensuring that benchmarks for CO, PO, and PSO attainment levels are consistently met or exceeded.
3	Improved Teaching Effectiveness	Assessment results refine teaching strategies and inform professional development through feedback from rubric-based evaluations.
5	Enhanced Student Learning Experience	Targeted support for students and data-driven decisions enhances curriculum and teaching practices.
6	Effective Data Use for Decision-Making	Comprehensive insights from direct and indirect measures inform strategic planning and foster continuous improvement through regular review and analysis of assessment data.

The comprehensive assessment process at RCMAS has led to substantial improvements in student achievement, and teaching effectiveness. By aligning teaching methods with clearly defined Course Outcomes (COs), Program Outcomes (POs), and Program-Specific Outcomes (PSOs), the institution has refined its instructional approach to ensure clarity and relevance. The use of rubrics has provided clear expectations, helping students consistently meet or exceed performance benchmarks.

Student achievements underscore the success of these strategies. Notable accomplishments include the Department of Animation and Graphic Design's "**Throb of Life**" Art installation at GCC Ground, Marine Drive, Ernakulam, "**Ezha**" product design presentation for Screw Pine artisans at Kottapuram Integrated Development Society (KIDS), Official logo designed for "**Theeramythri**" seafood restaurants of Kerala Government; College software, "**EXMAN** and "**LEMAN**" developed by Bachelor of Computer Application students. These projects highlight the institution's focus on fostering creativity, innovation, and practical skills. The third-semester B. A English Literature, Communication and Journalism Model III (Triple Main) students, in collaboration with their faculty, have published an anthology titled "*Inked-in-Imaginations*" as part of their "**Creative Writing**" course. This collection of tales and verses showcases the practical application of the writing skills and creativity they developed throughout the semester. The proposal for Quality circle report "**Strategic Recommendations for Kerala State Road Transport Corporation**" was submitted by the College's Innovation and Entrepreneurship Development Centre (IEDC) to the State Transport Minister for making KSRTC profitable has been approved.

In addition to these achievements, RCMAS students have secured **40 ranks** across various departments, further demonstrating the effectiveness of the institution's educational strategies. These ranks are a testament to the students' hard work and the support provided by the faculty.

The insights gained from assessments have also been instrumental in refining teaching strategies and guiding professional development. Regular curriculum updates, informed by assessment data and stakeholder feedback, ensure that the educational offerings remain relevant and aligned with industry standards. RCMAS's commitment to targeted support and data-driven decision-making has significantly enriched the student learning experience and fostered continuous improvement in its educational programs.

Specimen

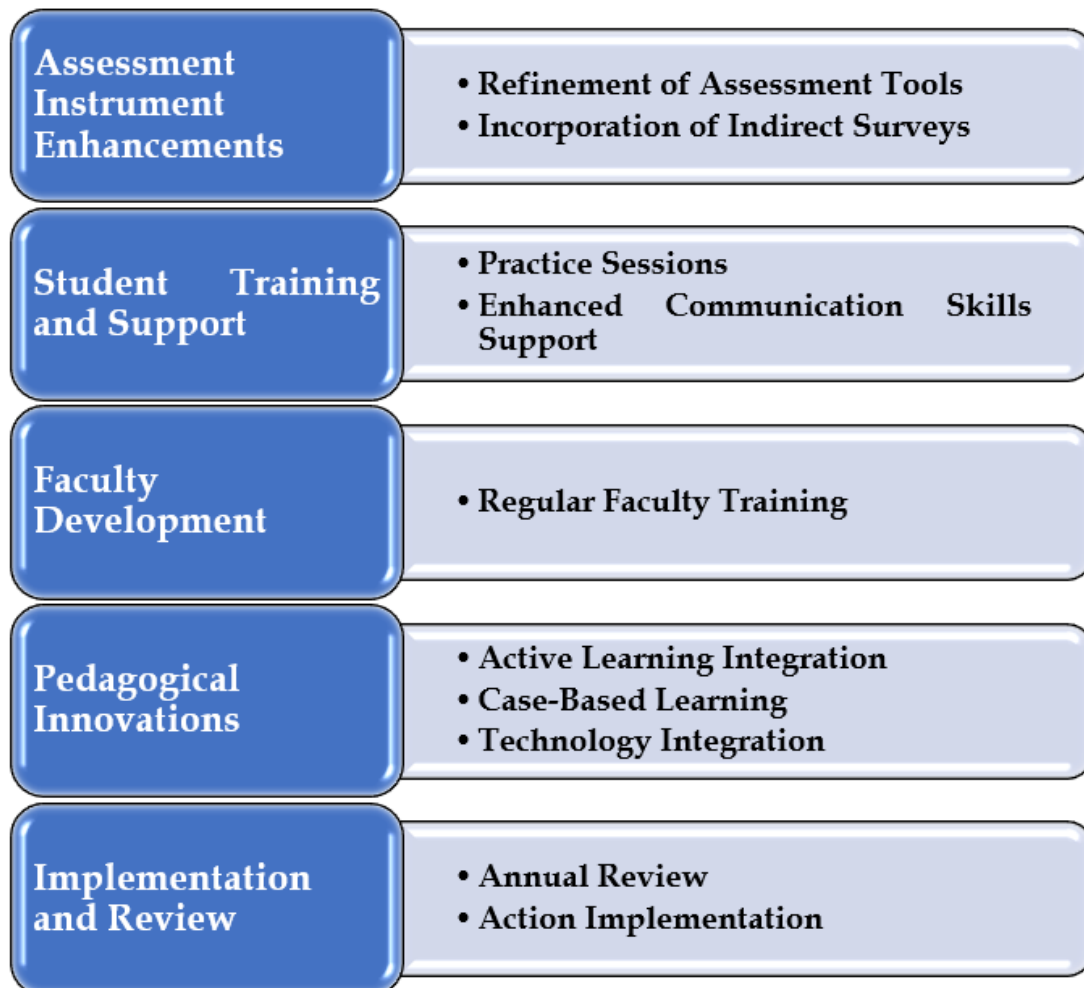
Overall Attainment of Bachelor of Business Administration

Bachelor of Bussiness Administration (BBA)			
Overall attainment of the PO / PSO based on assessment process			
PO/PSO	Direct Assessment Score	Indirect Assessment Score	PO / PSO Assessment Score
PO1: Domain Knowledge: Our graduates will be able to apply knowledge with practicality and conceptual clarity.	3	2.3	2.86
PO2: Reflective response to socio-ethical issues: Our graduates will be able to identify and solve socio-ethical challenges.	3	2.2	2.84
PO3: Entrepreneurship: Our graduates are influenced to invent and build their firm.	3	2.4	2.88
PO4: Problem-solving: Our graduates can evaluate and solve complex situations by acquired knowledge.	3	2.2	2.84
PO5: Decision making: Our graduates will apply critical thinking and logical reasoning to assess the potential outcomes of different choices.	2.9	2.45	2.81
PO6: Communication: Our graduates can make use of effective communication skills for interaction in personal and professional environments.	2.8	2.54	2.75
PO7: Creative thinking: Our graduates will develop an ability to think creatively.	3	2.54	2.91
PSO1: Our graduates will be able to analyze the dynamic business environment and develop innovative business ideas.	2.5	2.9	2.58
PSO2: Our graduates are able to develop competent knowledge in the functional areas of management.	2.7	2.8	2.71
PSO3: Our graduates can build their employability skills by working both individually and in groups.	2.6	2.92	2.64

8. Action Plan

The focus is on finding out what insights the assessment data is giving on improving the Programme. Based on the assessment data necessary changes can be made to course delivery methods. The findings of the consolidated report and any actions required are supposed to be implemented for the next academic year. At the end of every academic year the assessment report including the proposed action plan are discussed in the College Council Meeting.

Actions can be taken in the following areas:



Annexure A

Programme Specific Outcomes Assessment (PSO) Rubrics

Bachelor of Business Administration

PSOs	3 - Exceeds Expectations	2 - Meets Expectations	1 - Below Expectations
PSO1: Our graduates will be able to understand the dynamic business environment.	Demonstrates an outstanding grasp of both current and evolving trends in the business landscape and applies this knowledge effectively in discussions and real-world scenarios.	Shows a strong grasp of current and emerging business trends, with adequate application of this knowledge in discussions and real-world scenarios.	Displays minimal understanding of business trends and struggles to apply concepts effectively in discussions and real-world situations.
PSO2: Our graduates are able to develop competent knowledge in the functional areas of management.	Illustrates exceptional understanding and application of concepts across all functional areas of management, demonstrating high competency in each area.	Demonstrates a comprehensive understanding and effective application of management concepts across core areas.	Shows limited capability in understanding and applying management concepts across functional areas.

<p>PSO3: Our graduates can build their employability skills to meet industry requirements.</p>	<p>Engages in professional and effective communication with exceptional clarity, and showcases excellent problem-solving and critical thinking abilities.</p>	<p>Communicates professionally and effectively with adequate clarity, and exhibits satisfactory problem-solving and critical thinking skills.</p>	<p>Communicates professionally but with limited clarity, and displays restricted problem-solving and critical thinking skills.</p>
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Annexure B

Specimen

Internal Assessment Test 1 (IAT1) of a Course

Bachelor of Business Administration

IAT1 Attainment Rubrics								
Academic Year		2022-23						
Semester		4						
Name of the subject		BA4CMT19 : Basic Informatics For Management				CO Attainment Level	3	
Course Outcome		CO1						
Roll No.	Name of the Student	Exceed Expectation	Meets Expectation	Below Expectation		Exceeds Expectation	Meets Expectation	Below Expectation
BBA211201	A. ABHINAV	0	1	0				
BBA211202	ABDUL GAFOOR P	0	1	0				
BBA211203	ABDUL HADI C F	0	0	1				
BBA211204	ABHIMANYU SHEKHAR K	1	0	0				
BBA211205	ABHINAV ANIL	1	0	0				
					Count	30	24	11
					Course Outcome	46.15	36.92	16.92

Annexure C

Specimen

Assignment Assessment Sheet of a Course

Bachelor of Business Administration

Assignment Attainment							
Academic Year		2022-23	Semester		4		
Subject		BA4CMT19 : Basic Informatics For Management					
Select a CO		CO3					
Roll No.	Student Name	Exceeds Expectations	Meets Expectations	Below Expectations	Data Entry Check	Marks	Grades
BBA211201	A. ABHINAV			1	1	1	C
BBA211202	ABDUL GAFOOR P			1	1	1	C
BBA211203	ABDUL HADI C F			1	1	1	C
BBA211204	ABHIMANYU SHEKHAR K	1			1	3	A
BBA211205	ABHINAV ANIL	1			1	3	A
BBA211206	ABHINAV V NAIR	1			1	3	A
BBA211207	ABY ABRAHAM MATHEW	1			1	3	A
BBA211208	ADIL ABOOBACKER			1	1	1	C
BBA211209	ADITHYA HIRON	1			1	3	A
BBA211211	AKSHAY S PANIKULAM		1		1	2	B
BBA211212	ALEN VARGHESE	1			1	3	A
BBA211213	ALLEN RENSON		1		1	2	B
BBA211214	AMELIYA TREESA RAJAN	1			1	3	A
BBA211215	ANAS MALIK			1	1	1	C
BBA211216	ARISHITH S KUMAR		1		1	2	B
BBA211217	ARJUN K			1	1	1	C
BBA211218	ARSHIA RAJEEV	1			1	3	A
BBA211219	ARVIN CYRJAC			1	1	1	C
BBA211220	ARVIND K			1	1	1	C
BBA211221	ASHISH SONEY			1	1	1	C
BBA211222	AUSTIN SUNIL	1			1	3	A
BBA211223	BALASANKAR AJITH		1		1	2	B
BBA211224	DEVANAND S PAI	1			1	3	A
BBA211225	DEVANARAYANAN B	1			1	3	A
BBA211226	FIDHAYEEN K N	1			1	3	A
BBA211227	HARIPRIYA PM			1	1	1	C
BBA211228	ISHA RAFAEK			1	1	1	C
BBA211229	ISHAAN KURIAN JOSHY			1	1	1	C
BBA211230	JAHNAVI DUTT M	1			1	3	A
BBA211231	JETHIN ROZARIO			1	1	1	C
BBA211233	JOHANN NOBY ERALIL	1			1	3	A
BBA211234	JOSEPH BENJAMIN			1	1	1	C
BBA211235	JOSEPH JINS		1		1	2	B

BBA211236	JOSEPH KOLATTUKUDY	1			1	3	A
BBA211237	JOSEPH SAJU		1		1	2	B
BBA211238	KESTER JAEMON JOSEPH		1		1	2	B
BBA211239	KURIAN GEORGE KALARICKAL			1	1	1	C
BBA211240	MALAIIKA ELIZABETH TITUS	1			1	3	A
BBA211241	MALAVIKA MOHAN		1		1	2	B
BBA211242	MEREENA L	1			1	3	A
BBA211243	MINNA MARIA ROBIN		1		1	2	B
BBA211244	MISHAL K ABDUL SALAM	1			1	3	A
BBA211245	MUHAMMED SWALIH M H			1	1	1	C
BBA211246	NAMEERA ALI		1		1	2	B
BBA211247	NAMITA KRISHNAN	1			1	3	A
BBA211248	NAVYA MADHU	1			1	3	A
BBA211249	NEEHA SARA VARGHESE	1			1	3	A
BBA211250	NINA ALAINE	1			1	3	A
BBA211251	NISLIYA . K . N	1			1	3	A
BBA211252	NIYA ANN SANIL	1			1	3	A
BBA211253	POULVIN POLY			1	1	1	C
BBA211254	RICKY JOSE	1			1	3	A
BBA211255	RON P JOMON	1			1	3	A
BBA211256	SAFA . P . S	1			1	3	A
BBA211257	SAFRIN AMEEN			1	1	1	C
BBA211258	SAHAD PN	1			1	3	A
BBA211259	SAHADIYA ABDU		1		1	2	B
BBA211260	SANDRA JOSE	1			1	3	A
BBA211261	SANJANA PRIMAL		1		1	2	B
BBA211262	SARANGI GIREESH		1		1	2	B
BBA211263	SHAWN STANLEY			1	1	1	C
BBA211264	SREELAKSHMI RAJESH	1			1	3	A
BBA211265	SREYA T A		1		1	2	B
BBA211266	UTHARA S		1		1	2	B
BBA211268	AMALU THOMAS		1		1	2	B

	Above Expectation	Meets Expectation	Below Expectation	Total
Number of students	30	16	19	65
Percentage	46.2	24.6	29.2	100.0

Assignment Attainment 2