



Intended Learning Outcomes and Student Performance Assessment Information

Section 1 : Student Learning Assessment

Post Graduate Diploma in Management
Student Learning Assessment for Post Graduate Diploma in Management (General Program ISLOs)
<p>A. To become a leader and a manager with a blend of generalist knowledge and specialized skills with an eye on social responsibility SDMIMD PGDM student, on successfully completing the programme should be having the ability to understand, analyse and infer from the information accessed in general and should be able to give an informed opinion in their chosen field in particular.</p>
<p>B. To understand current trends, practices, opportunities and challenges in the area of chosen specialization SDMIMD PGDM student, on successfully completing the programme, should be aware of the current developments, trends and areas of action as well as about the recent problems the professionals are facing in their chosen area of specialization.</p>
<p>C. To acquire the ability to readily understand the practical aspects in the domain area. SDMIMD PGDM student, on successfully completing the programme, should be able to relate the theories and concepts studied to the work environment and the contextual situations specific to the domain and nature of work.</p>
<p>D. To develop a personal value system which balances the social side as well as the corporate value-creation process SDMIMD PGDM student, on successfully completing the programme, is expected to have a personal value system of integrity, honesty and be able to differentiate between ethical and un-ethical thoughts and actions in their professional and personal life.</p>
<p>E. To become a well-rounded professional grounded in management concepts, well versed with contemporary topics from the industry, society and technology. SDMIMD PGDM student, on successfully completing the programme, should be a person of value to the system, society and the organization, in that, he/she is a balanced individual and a professional. In addition, as a management professional, he/she should be able to adapt to changing conditions of the environment in term of the evolving technology, the industry situation and the society at large.</p>

Matrix of ILOs with stated mission objectives

Mission element ->	Business Leadership	Organizational Excellence	Social Responsibility	Dealing with change	Value creation
ILO 'A'	*	*	*		*
ILO 'B'		*		*	
ILO 'C'		*		*	
ILO 'D'		*	*		*
ILO 'E'	*	*			*

ILOs addressed in the PGDM Courses

COURSES IN THE FIRST YEAR – 2016 – 18

Term	Sl No.	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
1	1.	Financial Accounting	E	3
	2.	Fundamentals of Data Analysis	A, E	3
	3.	Human Resources Management	A,D	3
	4.	Information Technology for Management	A,C	3
	5.	Management Accounting	E	3
	6.	Managerial Communication – 1	A,C, E	2
	7.	Marketing Management	A,E	3
	8.	Microeconomics	C	3
		Term – I Total Credits		23
2	1.	Advanced Data Analysis	B, C	3
	2.	Corporate Finance	A,E	3



	3.	Corporate Social Responsibility and Sustainability	A,D	2
	4.	Ethics & Values in Management	A,D	2
	5.	Management Information Systems	C,E	3
	6.	Managerial Communication – 2	A,C,E	2
	7.	Production & Operations Management	C,E	3
	8.	Understanding People in Organizations	A,C,E	3
	9.	Socially Relevant Project	A,D,E	2
		Term – II Total Credits		23
3	1.	Business Law	B	2
	2.	Decision Modelling and Optimization	B,C	3
	3.	International Business	A,E	3
	4.	Knowledge Seminar	A,D,E	2
	5.	Logistics & Supply Chain Management	C,E	3
	6.	Macroeconomics	B,C	3
	7.	Marketing Research	A,C,E	2
	8.	Organizational Dynamics	A,D	3
		Term – III Total Credits		21
		Total Core Credits in First Year		67
Soft Core		Yoga & Wellness Management	D	2
SIP		Summer Internship Project (undertaken at the end of I Year from April 1 st to May 31 st)	A, B,C	3



COURSES IN THE SECOND YEAR (PROVISIONAL) – 2015-17

PART – I (CORE COURSES)

The list of II Year courses on offer for 2016-17 as indicated below:

Term	Area	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
V	General Core*	Strategic Management	A,D,E	3
VI		Business Landscape	A,B, D,E	3

*General Core – Compulsory for all students

PART - II (Elective Courses)

Term	Area	Sl No.	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
4	Finance	1.	Financial Derivatives	B,C	3
		2.	Investment Analysis and Portfolio Management	B,C	3
	Systems	3.	Business Database Management Systems	B,C	3
		4.	Managing Software Projects	B,C	3
	Operations	5.	Production, Planning & Control	B,C	3
		6.	Strategic Quality Management	B,C,D	3
		7.	Services Management	B,C,D	4
	Marketing	8.	Integrated Marketing Communication	B,C,D	3
		9.	Services Management	B,C,D	4
		10.	Sales and Distribution Management	B,C	3

		11.	Brand Strategy & Product Management	B,C	3
		12.	Technology Marketing	B,C	1
	HR	13.	Performance Management	A,D	3
		14.	Organization Development	A,D,E	3
		15.	Compensation Management	B,C	3
	General	16.	Leadership for Global Citizenship	A,D,E	2
				Term IV Total Credits	

Term	Area	Sl No.	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
5	Finance	1.	Project Appraisal	B,C	2
		2.	Financial Institutions & Markets	B,C	3
		3.	Financial Statement Analysis	B,C	2
		4.	Merger & Acquisitions	A,C	3
	Systems	5.	Enterprise Resource Planning	A,B	3
		6.	IT Outsourcing Trends & Strategies	B,C	2
		7.	E-Business	B,C	3
	Operations	8.	Management of Small & Medium Enterprises	A,B,C	3
		9.	Lean & Green Management	A,D	3
		10.	Project Management	A,C	3
	Marketing	11.	Business Marketing	B,C	3
		12.	Retail Management	B,C	2
		13.	Digital Marketing	B,C	2

		14.	Business Negotiation Skills	A,D,E	3
	HR	15.	Advanced Recruitment & Selection	B,C	3
		16.	International HRM	B,C,D	3
		Term V Total Credits			43
Term	Area	Sl No.	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
6	Finance	1.	Behavioural Finance	A,D	2
		2.	International Finance	B,C	3
	Systems	3.	Business Intelligence	B,C	3
		4.	IT Audit & Governance	B,C	1
		5.	Social Media, Mobility, Analytics & Cloud	B,C	2
		6.	IT Strategies for Start-ups	A,B	1
	Operations	7.	Technology Management & Innovation	C,B	3
		8.	Data Analysis Using R Programming	B,C	2
		9.	Strategic Outsourcing	B,C,D	3
	HRM	10.	Strategic HRM	A,C,D,E	2
		11.	Work Place Learning & Development	A,C	2
		12.	Labour Laws & IR	B,C	2
		13.	Talent Management	A,B,D	3
	Marketing	14.	Consumer Behaviour	B,C,D	2
	General	15.	Entrepreneurship	A,B,C,D,E	2
		16.	Crisis Communication	A,D	1
		Term VI Total Credits			34

*SC

– Seminar Course is a course which is run in interactive workshop mode. The duration of the course is 10 to 12 hours across a maximum of three days.



Assessment Instruments for Intended Student Learning Outcomes – Direct Measures of Student Learning (Internal) :	Performance Objectives (Targets/Criteria) for direct Measures
1. Direct Measure 1 – Mid Term and End term written examination, conducted once within each term for all the six terms for all the mandatory and elective courses.	More than 90% of students enrolled in the PGDM program will score at least 50% on their written papers according to the scoring rubric.
2. Direct Measure 2 – Assignments, Case Discussions, Projects	More than 90% of students enrolled in PGDM will score at least 60% on their analysis according to the scoring rubric.
3. Direct Measures 3 - of Student Learning (external) : Peregrine Assessment – Conducted at the beginning, mid-way and before completion (thrice) during the PGDM program.	At least 50% of the students meet comparable standards.
Assessment Instruments for Intended Student Learning Outcomes – Indirect Measures of Student Learning :	Performance Objectives (Targets/Criteria) for Indirect Measures
Indirect Measure 1 : Annual Alumni Feedback for each course in the entire PGDM program	At least 70% of the responses give remarks indicating satisfaction about the quality of the program.
Indirect Measure 2 : Employer Feedback	At least 80 % of the employer responses indicate positive feedback on the performance of the SDMIMD alumni of that PGDM batch working for them.
Assessment Results – Post Graduate Diploma in Management	
Summary of Results from Implementing Direct Measures of Student Learning	
Summary of Results for Direct Measure 1	Performance was met
Summary of Results for Direct Measure 2	Performance was met
Summary of Results for Direct Measure 3	Performance was partially met
Summary of Results for Indirect Measure 1	Performance was met
Summary of Results for Indirect Measure 2	Performance was met

Summary of achievement of Intendent Student Learning Outcomes :					
PGDM Program ISLOs	Direct Measure 1	Direct Measure 2	Direct Measure 3	Indirect Measure 1	Indirect Measure 2
	Performance Target was...	Performance Target was...	Performance Target was...	Performance Target was...	Performance Target was...
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<p>G. To develop a personal value system which balances the social side as well as the corporate value-creation process</p> <p>H. SDMIMD PGDM student, on successfully completing the programme, is expected to have a personal value system of integrity, honesty and be able to differentiate between ethical and un-ethical thoughts and actions in their professional and personal life.</p>	Met	Met	Partially met.	Met	Met
<p>I. To become a well-rounded professional grounded in management concepts, well versed with contemporary topics from the industry, society and technology.</p> <p>J. SDMIMD PGDM student, on successfully completing the programme, should be a person of value to the system, society and the organization, in that, he/she is a balanced individual and a professional. In addition, as a management professional, he/she should be able to adapt to changing conditions of the environment in term of the evolving technology, the industry situation and the society at large.</p>	Met	Met	Partially met.	Met	Met