



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 – Batch 2019 – 21

Term	Sl No.	Course Code	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
1	1	D1F1C	Financial Reporting & Analysis	E	2
	2	D1G1C	Fundamentals of Data Analysis	A,E	2
	3	D1H1C	Human Resources Management	A,D	3
	4	D1S1C	Information Technology for Management	A,C	3
	5	D1G2C	Managerial Communication - I	A,C,E	2
	6	D1M1C	Marketing Management - I	A,E	3
	7	D1G3C	Microeconomics	C	2



Shri Dharmasthala Manjunatheshwara
Institute for Management Development

	8	D1X1C	Operations Management	C,E	3
			Term - I Total Credits		20
2	1	D2G1C	Advanced Data Analysis	B,C	3
	2	D2G2C	Business Ethics Governance & Social Responsibility	A,D	3
	3	D2F1C	Corporate Finance-I	A,E	2
	4	D2F2C	Management Accounting & Cost Control	E	2
	5	D2S1C	Management Information Systems	C,E	3
	6	D2G3C	Managerial Communication - II	A,C,E	2
	7	D2M1C	Marketing Management - II	A,C,E	2
	8	D2SRP1C	Socially Relevant Project	A,D,E	2
	9	D2H1C	Understanding People in Organizations	A,C,E	3
			Term - II Total Credits		22
3	1	D3F1C	Corporate Finance- II	A,E	2
	2	D3G1C	International Business	A,E	2
	3	D3KS1C	Knowledge Seminar	A,D,E	2
	4	D3X1C	Project Management	A,C,E	3
	5	D3G2C	Macroeconomics	B,C	3
	6	D3M1C	Marketing Research	A,C,E	2
	7	D3H1C	Organizational Dynamics	A,D	2
				Term - III Total Credits	
			Total Core Credits in First Year		58
YWM	D2YWM1C	Yoga & Wellness Management	D	2	
SIP	D4SIP1C	Summer Internship Project (Undertaken at the end of I Year April 1st to May 31st)	A,B,C	3	

Second Year Courses

In the second year, there are two types of courses namely core and elective. While the core courses are mandatory irrespective of specialisation area, students can choose from the electives in each stream.

Elective Selection Process

- a) Towards the end of the first year, the PGDM office announces the list of courses on offer and the upper and lower limit on the number of registrations for each course. The details of the courses offered for the batch 2018 – 20 are given below.
- b) Minimum fifteen (15) registrations are required for a course to run.
- c) The courses in which the registration is less than fifteen will be dropped once and for all and will not be revived either in the fifth or the sixth term.
- d) If the number of registration for a course exceeds seventy (70), the Institute, at its discretion, will limit the strength to 70 by creating a list of eligible students on the basis of CGPA / area CGPA / performance in related courses. In certain courses, a registration upto 130 will be allowed based on overall response. And the course will be run in 2 sections. Also note maximum registrations in these electives will be 130 registrations. If the registrations exceeds 130, then based on Term III CGPA / area CGPA performance

in related courses and it will be restricted to 130. And the students will be asked to choose other electives in the respective term to make up credit requirements. On no account, will an elective be run with more than 130 registrations. The decision of the Director will be final in respect of the above.

- e) A provision may be made to make minor changes in the electives selected during fifth & the sixth term. However, this will be permitted only so long as the registration of any course does not fall below 15, and does not exceed 70 or where 2 sections are permitted, 130. Again if more students choose this, the filtering will be carried out based on CGPA or functional area CGPA.
- f) In case of electives not having a minimum of 15 registrations and hence getting dropped, some elective streams will not then have enough courses for completing the 15 credits required for specialization and hence students will not be able to specialize in that area.
- g) Courses listed as "General Core" and "Soft Core" are compulsory for all students and are also included in this elective selection form.
- h) A minimum of 15 credits are required for specialising in an area.



- i) Students can have dual specialisation and in addition, Modular specialisations as offered.
- j) Minimum number of credits in elective courses during any term is 6 and the maximum is 18 credits.
- k) Students have to choose a minimum of 35 credits and a maximum of 37 credits over the three terms under electives.
- l) In some courses, the number of registrations will be restricted to a specified number based on course exigency. From among the students choosing this course, the final list will be made based on overall CGPA / area CGPA.

Microfinance Modular Specialisation:

For the 2018-20 batch, a modular specialization stream on Microfinance is also being offered. For qualifying as a “specialist” in Micro finance, a student has to compulsory take the following courses from among the electives offered:

Course Code	Course Title	Corresponding ILO (A,B,C,D,E)	Credits	Term	Area
D4F4E	Microfinance	A,C,D,E	3	4	Finance
D5F3F	Mechanisms in Micro finance- Project study	A,C,E	2	5	Finance
Further, the students have to choose 10 credits from among the following electives under various streams:					
D4H3E	Workplace learning and development	A,B,D	3	4	HRM
D4F2E	Financial institutions and markets	B,C,E	3	4	Finance
D4G2E	Indian Economics and Policy Environment	B,E	3	4	General Management
D5F5E	Project Appraisal	A,C,E	2	5	Finance
D5F1E	Advanced Corporate Finance with Analytics	B,C	3	5	Finance
D6F1E	Behavioural Finance	A,D,E	2	6	Finance

Business Analytics Modular Specialization:

For the students of 2018-20 batch, a modular specialisation stream in Business Analytics is being offered. For this, they will need to take up the following course compulsorily:

Course Code	Course title	Corresponding ILO (A,B,C,D,E)	Credits	Term	Area
D5S2E	Business Intelligence (Core course for Business Analytics)	B,C	3	5	Systems
From among the following courses, students will have to undergo 12 credits at least:					
D5F1E	Advanced Corporate Finance and Analytics	B,C	3	5	Finance
D5B1E	Applied statistics for Analytics	B,C	2	5	Business Analytics
D4S2E	Data analysis using R	B,C	3	4	Systems
D5S1E	Big Data Technologies	A,B,C	3	5	Systems
D5B2E	Business Analytics in Action	B,C	2	5	Business Analytics
D6H2E	HR Metrics and Analytics	A,C,E	3	6	HRM
D6B1E	Machine Learning in Practice	B,C	3	6	Business Analytics

- m) Business Analytics and Microfinance are as "Modular Specializations". These will not figure under Specializations. But will be shown separately as Modular Specializations.
- n) Notwithstanding the above, the decision of the Director/ Deputy Director on the course related matters will be final and binding.

COURSES IN THE SECOND YEAR – Batch 2018 – 20

PART – I (CORE COURSES)

The list of II Year courses on offer for the PGDM Batch 2018 – 20 as indicated below:

Term	Area	Course Code	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
IV	General Core*	D4G1C	Strategic Management	A,D,E	3
VI		D6BL1C	Business Landscape	A,B,D,E	1

*General Core – Compulsory for all students

PART - II (Elective Courses)

Term	Area	Sl. No.	Course Code	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
4	Finance	1	D4F1E	Financial Derivatives	B,C	3
		2	D4F2E	Financial Institutions and Markets	B,C	3
		3	D4F3E	Investment Analysis and Portfolio Management	B,C	3
		4	D4F4E	Microfinance	D,C	3
	Systems	5	D4S1E	Business Database Management Systems	B,C	3
		6	D4S2E	Data Analysis using R	B,C	3
		7	D4S3E	Managing Software Projects	B,C	3
	Operations	8	D4X1E	Production, Planning & Control	B,C	3
		9	D4X2E	Services Operations Management	B,C,E	3
	Marketing	10	D4M1E	Integrated Marketing Communication	B,C,D	3
		11	D4M2E	Marketing of High Technology Products	B,C	2
		12	D4M3E	Sales and Distribution Management	B,C	3
		13	D4M4E	Services Marketing	B,C,D	3
		14	D4M5E	Strategic Marketing	B,C,D	3
	HRM	15	D4H1E	Compensation Management	B,C	3
		16	D4H2E	Organizational Change & Development	A,D,E	3
		17	D4H3E	Workplace Learning & Development	A,D,E	3
	General Management	18	D4G2E	Indian Economics & Policy Environment	A,E	3
		19	D4G3E	Leadership for Global Citizenship	A,D,E	2



Term	Area	Sl. No.	Course Code	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
5	Finance	1	D5F1E	Advanced Corporate Finance & Analytics	B,C	3
		2	D5F2E	International Finance	B,C	3
		3	D5F3E	Mechanisms in Microfinance – Project Study	B,D,E	2
		4	D5F4E	Mergers & Acquisitions	C,D,E	3
		5	D5F5E	Project Appraisal	B,C	2
	Systems	6	D5S1E	BIG Data Technologies	B,C	3
		7	D5S2E	Business Intelligence	B,C	3
		8	D5S3E	Enterprise Resource Planning	A,B	3
		9	D5S4E	Managing Cloud Services	B,C	2
	Operations	10	D5X1E	Lean & Green Management	A,D,E	3
		11	D5X2E	Management of Small & Medium Enterprises	A,D,E	3
		12	D5X3E	Project Management	A,C,E	3
		13	D5X4E	Strategic Quality Management	A,C,E	3



Shri Dharmasthala Manjunatheshwara
Institute for Management Development

Term	Area	Sl. No.	Course Code	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
	Marketing	14	D5M1E	Business Marketing	B,C	3
		15	D5M2E	Customer Relationship Management	B,D,E	2
		16	D5M3E	Digital Marketing	B,C	2
		17	D5M4E	Retail Management	B,C	3
		18	D5M5E	Sustainable Enterprises Macro Marketing Dimensions	B,D,E	2
	HRM	19	D5H1E	Advanced Recruitment & Selection	B,C,D	3
		20	D5H2E	International HRM	A,C,E	3
		21	D5H3E	Performance Management	A,D	3
	Business Analytics	22	D5B1E	Applied Statistics for Analytics	B,C	2
		23	D5B2E	Business Analytic in Action	B,C	2
General Management	24	D5G1E	Business Negotiation Skills	B,C,E	2	
	25	D5G2E	Strategic Leadership	A,D,E	2	

Term	Area	Sl. No.	Course Code	Course Title	Corresponding ILO (A,B,C,D,E)	Credits
6	Finance	1	D6F1E	Behavioural Finance	A,D	2
		2	D6F2E	Contemporary Issues in International Business & Finance	A,D,E	2
		3	D6F3E	Corporate Tax Planning	B,C	2
	Systems	4	D6S1E	E-Business	B,C	3
		5	D6S2E	Enabling IT for SMEs	B,C	2
		6	D6S3E	IT Security, Audit & Governance	B,C	2
		7	D6S4E	Social Media, Mobility, Analytics & Cloud	B,C,E	2
		8	D6S5E	Strategic Management of IT	A,C,E	2
	Operations	9	D6X1E	Business Process Modelling	B,C	3
		10	D6X2E	Decision Modelling & Optimization	B,C	3
		11	D6X3E	Strategic Outsourcing	B,C	3
		12	D6X4E	Technology Management & Innovation	B,C,E	3
	HRM	13	D6H1E	Emotional Intelligence and Understanding Self	A,D,E	3
		14	D6H2E	HR Metrics and Analytics	B,C	3
		15	D6H3E	Talent Management	A,B,D	3
	Marketing	16	D6M1E	Consumer Behaviour	B,C,D	2
	Business Analytics	17	D6B1E	Machine Learning in Practice	B,C	3
	General Management	18	D6G1E	Doing Business in Emerging Markets	B,C,E	2
		19	D6G2E	Entrepreneurship	A,B,C, D,E	2
		20	D6G3E	Intercultural Communication Competence	A,D,E	2

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

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...
<p>A. To become a leader and a manager with a blend of generalist knowledge and specialized skills with an eye on social responsibility</p> <p>B. 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>	Met	Met	Partially met.	Met	Met
<p>C. To understand current trends, practices, opportunities and challenges in the area of chosen specialization</p> <p>D. 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>	Met	Met	Partially met	Met	Met
<p>E. To acquire the ability to readily understand the practical aspects in the domain area.</p> <p>F. 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>	Met	Met	Partially met.	Met	Met

<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