



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 – 2017 – 19

COURSES IN THE FIRST YEAR – 2017-19

Term	Sl No.	Course Title	Corresponding ILO (A, B, C, D, E)	Credits
1	1.	Financial Reporting & Analysis	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.	Managerial Communication – 1	A, C, E	2
	6.	Marketing Management	A, E	3
	7.	Microeconomics	C	3
		Term – I Total Credits		20
2	1.	Advanced Data Analysis	B, C	3
	2.	Corporate Social Responsibility and Sustainability	A, D	2

	3.	Business Ethics	A, D	2
	4.	Management Information Systems	C, E	3
	5.	Managerial Communication – 2	A, C, E	2
	6.	Management Accounting	E	3
	7.	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		
3	1.	Business Law	B	2
	2.	Corporate Finance	A, E	3
	3.	Decision Modelling and Optimization	D, C	3
	4.	International Business	A, E	3
	5.	Knowledge Seminar	A, D, E	2
	6.	Logistics & Supply Chain Management	C, E	3
	7.	Macroeconomics	B, C	3
	8.	Marketing Research	A, C, E	2
	9.	Organizational Dynamics	A, D	3
	Term – III Total Credits			24
	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) – 2016-18

PART – I (CORE COURSES)

The list of II Year courses on offer for 2017-18 as indicated below:

Term	Area	Sl. No.	Course Title	Corresponding ILO (A, B, C, D, E)	Credits
V	General Core*	1.	Strategic Management	A, D, E	3
VI		2.	Business Landscape	A, B, D, E	3

*General Core

– Compulsory for all students

.PART - II (Elective Courses)

Term	Area	Sl No.	Course Title		Credits
4	Finance	1.	Financial Derivatives	B, C	3
		2.	Investment Analysis and Portfolio Management	B, C	3
		3.	Micro Finance	D, C	3
		4.	Financial Institutions and Markets	B, C	3
		5.	Islamic Finance and Banking	D, C	2
	Systems	6.	Managing Software Projects	B, C	3
		7.	Social Media, Mobility, Analytics & Cloud	B, C	2
	Operations	8.	Production, Planning & Control	B, C	3
		9.	Business Process Modelling	A, C	3
		10.	Strategic Quality Management	B, C, D	3
		11.	Services Management	B, C, D	4
	Marketing	12.	Product Strategy and Brand Management	B, C	3
		13.	Services Management	B, C, D	4
		14.	Sales and Distribution Management	B, C	3
		15.	Integrated Marketing Communication	B, C, D	3
		16.	Marketing of High Technology Products	B, C	2

	HR	17.	Performance Management	A, D	3
		18.	Organization Development	A, D, E	3
		19.	Compensation Management	B, C	3
		20.	Emotional Intelligence and Agility Quotient	A, D, E	3
	Sports Management	21.	Management of Sports Leagues and Teams	B, E	3
		22.	Administration of Professional and organized team sports of India, Roles and Functions	B, E, D	3
	General	23.	Leadership for Global Citizenship	A, D, E	2
Term IV Total Credits					66

Term	Area	Sl No.	Course Title		Credits
5	Finance	1.	Project Appraisal	B, C	2
		2.	Business Valuation and Management	B, C	2
		3.	Financial Statement Analysis	B, C	2
		4.	Merger & Acquisitions	A, C	3
		5.	Advanced Corporate Finance	B, C	3
	Systems	6.	Enterprise Resource Planning	A, B	3
		7.	Business Intelligence	B, C	3
		8.	IT Outsourcing Trends & Strategies	B, C	2
		9.	BIG Data Technologies	B, C	3
	Operations	10.	Management of Small & Medium Enterprises	B, C	3
		11.	Lean & Green Management	A, D	3
		12.	Project Management	A, C	3



	Marketing	13.	Business Marketing	B, C	3
		14.	Customer Relationship Management	B, D, E	2
		15.	Retail Management	B, C	3
		16.	Digital Marketing	B, C	2
	HR	17.	Advanced Recruitment & Selection	B, C	3
		18.	International HRM	B, C, D	3
	Sports Management	19.	Marketing Management in Sports: sports and entertainment, Digital Sports Marketing, PR and Advertisements	C, B, D	3
		20.	Sports Sponsorships, Pvt., Govt and Institutionalized Funding, Handling TV rights	A, B, C	3
	General	21.	Business Negotiation Skills	A, D, E	3
				Term V Total Credits	57

Term	Area	Sl No.	Course Title		Credits
6	Finance	1.	Behavioural Finance	A, D	2
		2.	International Finance	B, C	3
		3.	Corporate Tax Planning	B, C	2
		4.	Contemporary Issues in International Business & Finance	A, D, E	2
	Systems	5.	Business Database Management Systems	B, C	3
		6.	E-Business	B, C	3
		7.	IT Audit & Governance	B, C	1
		8.	IT Strategies for Startups	B, C	1
		9.	Data Analysis using R	B, C	3
		10.	Business Analytics in Action	B, C	3
	Operations	11.	Technology Management & Innovation	C, B	3
		12.	Strategic Outsourcing	B, C, D	3
	HRM	13.	Strategic HRM	A, C, D, E	2
		14.	Work Place Learning & Development	A, C	2
		15.	Talent Management	A, B, D	3
	Marketing	16.	Consumer Behaviour	B, C, D	2
	Sports Management	17.	An Introduction to Sports Science, Nutrition, Psychology & Sports Training and tactics	B, D, E	3
	General	18.	Entrepreneurship	A, B, C, D, E	2



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		19.	Crisis Communication	A, D	1
		20.	Cross Cultural Communication	A, D, E	2
			Term VI Total Credits		47

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...
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<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
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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
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