

DEPARTMENT OF MANAGEMENT STUDIES

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Assessment and Evaluation Framework

Assessment and Evaluation Framework for BBA Program

Program: Bachelor of Business Administration (BBA)

Introduction

Assessment and evaluation are integral parts of the teaching-learning process, ensuring a comprehensive understanding of student performance and progress. The evaluation system for the BBA program is designed to foster critical thinking, problem-solving skills, and academic excellence through diverse methods.

Courses Evaluated

1. **Principles and Practices of Management (1st semester)**
2. **Marketing Management (IIIrd semester)**
3. **Operations Management (IVth semester)**
4. **IT Tools for Business (IVth semester)**
5. **Business Research Methods (Vth semester)**
6. **Organizational Behavior (VIth semester)**

Methods of Assessment

The evaluation is carried out through three key components

1. Internal Exams

- **Frequency:** Two internal exams per semester.
- **Weightage:** 50% of the internal assessment marks.
- **Purpose:** Test students' knowledge, analytical skills, and understanding of the subject.
- **Format:**
 - Short answers, essays, and case studies.
 - Application-based questions tailored to course objectives.

2. Assignments

- **Frequency:** One major assignment per course each semester.
- **Weightage:** 25% of the internal assessment marks.
- **Purpose:** Enhance research, analytical thinking, and writing skills.

- **Focus Areas:**
 - Case studies in management and marketing.
 - Practical problem-solving in operations.
 - Research methodology applications for business research.
 - Use of IT tools for business solutions.
 - Behavioral analysis in organizational contexts.

3. Seminars

- **Frequency:** One seminar per student per course in a semester.
- **Weightage:** 25% of the internal assessment marks.
- **Purpose:** Improve presentation, communication, and teamwork skills.
- **Topics:**
 - Current trends in management practices.
 - Marketing strategies for the digital era.
 - Innovations in operations management.
 - Practical applications of IT tools.
 - Emerging issues in organizational behavior.
 - Identification and analysis of business research problems.

Additional Evaluation Criteria

- Class participation and engagement.
- Timely submission and quality of assignments.
- Creativity and originality in presentations and seminars.