BEST PRACTICES

TITLE: CENTRE OF EXCELLENCE IN BUSINESS ANALYTICS

The Context

Education, research and application of knowledge benefit the society and shape the usefulness of institutes. Collaboration with research organizations, industries and other institutions keeps the institute updated with areas of technology development and curriculum. Through great strides in technology and an increase in available data, harnessing the power of analytics in business is easier than ever. In this present highly competitive and global environment any professional and progressive organizations look to data for solutions. Business analytics professionals fill the growing need for data expertise. But there is necessity of particular hard and soft skills to have a successful analytics career. Thus, businesses around the world are keen to employ graduates with the computational, analytical, and digital skills required to provide winning edge. Excellence in business analytics is critical to remaining competitive in today's higher education environment. It is necessary to develop coherent learning for business students through workshops and training programs to explore opportunities in the areas related to analytical decision making. The Centre of Excellence facilitates research, exchange of ideas, solutions to industry problems and offer guidance to future decision makers.

Objectives

- To work with commercial firms, NGOs, and academic institutions to develop coherent learning for business students.
- To develop association between academia and industry for the benefit of the skill development sector.
- To conduct extensive training programs for students and academicians leading to Certifications of international repute
- To develop collaborative research relationships with industries for big data analytics.

The Practice

To develop coherent learning for business students through workshops and training programs to explore opportunities in the areas related to analytical decision making, Aurora PG College (MBA) established Centre of Excellence in association with Henotic Technologies. The Centre

of Excellence facilitates research, exchange of ideas, solutions to industry problems and offer guidance to future decision makers. The Center works directly with corporate partners to share and house business data for research and draws on the expertise of faculty in Economics, Finance, Management, Marketing, and Operations and works directly with corporate partners to identify, frame, and study critical business issues.

Evidence of Success:

The students gained experience to deliver practical analysis and leadership based in the next generation of analytical methods. The training sessions provided by the center played a vital role in bridging the gap between comprehensive learning of technologies and enabled them to add Analytical skills to their profile.

Problems encountered:

Lack of technical skills in students is causing difficulty in making the students understand the analytical concepts. Unanticipated changes in the academic almanac cause delay in conducting the activities as per the pre planned schedule.

Title: Outcome based evaluation system

The Context:

In outcome-based education, achievement of Program Outcomes is crucial which needs to be proven through accurate and reliable assessments. Defined program outcomes will determine the curriculum content and its organization, the teaching methods and the assessment process. The absence of proper mapping between program outcomes and assessment tools lead to the inaccurate and unreliable measurement of attainment of outcomes by the students. Hence, the Institution has adopted a new assessment strategy for effective evaluation of outcome based education (OBE) by drawing inputs from AICTE's Examination Reforms.

Objectives:

- To design and organize a new assessment strategy that help the students to achieve the learning outcomes at the course level and programme level.
- To ensure that the courses are carefully aligned with the learning outcomes.
- To design and implement a robust and transparent assessment process that is accurate and reliable.

The Practice:

The new assessment strategy has been implemented by the institution through a well designed process which comprises of three steps. The first step begins with identification of Course

Outcomes, Program Outcomes and Performance Indicators. The second step is associated with the alignment of Program Outcomes with Performance Indicators. For each of the PO, different competencies and different abilities are required which would generally require different assessment measures. The third step involves the development of assessment tools that can measure the attainment of Program Outcomes through the defined Performance Indicators.

The institution has conducted orientation programs to the faculty on the implementation of new evaluation system and created awareness among students through proper mentoring and guidance. Model examinations were conducted with question papers containing questions aligned with various levels of Bloom's Taxonomy which are instrumental in measuring the attainment of Program Outcomes.

Evidence of Success:

The newly implemented assessment tool helped the students in achieving their learning outcomes at the course level. It also assisted the students to coordinate between the courses and learning outcomes. The entire practice has resulted in evolving an accurate and reliable assessment mechanism. The assessment strategy adopted, also helped the students to demonstrate their level of achievement at various stages of Bloom's Taxonomy.

Problems encountered:

As there are a number of courses in each of the semesters for both MBA and MCA Programmes, there emerged multiple Course Outcomes which again have to be aligned with Program Outcomes. Defining specific competencies and Performance Indicators for various levels of Bloom's Taxonomy for each of the subjects has become a cumbersome task for the faculty and the coordinators of the Examination Cell. Defining various assessment tools in relation to Program Outcomes has become a time consuming activity.