Innovative Continuous Evaluation (CE) Practices

The details to be shared should include the following:

1. **Course Name and Code**: Marketing Analytics & MK219

2. **Program and Semester**: PGDM Batch 2021-23 and Sem III

3. **Title / Name of the Innovative CE Activity**: Segment the MBA market as per program demand.

4. **Brief Description of the Innovative CE**

   o **Nature of the activity**: Mini-Project

   o **Pedagogical approach used**: Excel based

   o **Student involvement and learning process**: Students need to understand the data nature first and use excel format to apply k-means clustering technique. Further, students will interpret to take decision if they can go for derived clustered segmentation or not.

5. **Assessment Methodology**

   o **Evaluation criteria**: Evaluation is done in three continuous processes: Analytical approach comprises of data understanding and finding means and standard deviation, Analytical work comprises of k-means clustering technique and Interpretation comprises of decision making.

   o **Individual / group assessment**: Individual Assessment

6. **Mapping with Program Outcomes (POs)**

   o **Clearly mention the Program Outcomes addressed**: PO1 – 3, PO2 – 3, PO5 – 1, PSO1 – 1, and PSO2 - 2

   o **Brief explanation of how the CE contributes to achieving the mapped POs**: This CE reflects knowledge of marketing concepts like segmentation to take this business problem. Further, it adopts analytical abilities to solve and make decision for given data situation, helping organization to take decision. Moreover, this problem makes students industry ready to respond and manage issues related to knowledge generation and increase capability to assess new opportunities in emerging markets related to business.

Rubric for CE 1 (Mini Project):

This CE 1 carries 15 marks maximum.

Criteria	Course Outcome/ Bloom's Taxonomy	Analytical Approach (3)	Analytical Work (9)	Interpretation (3)
Apply k-means clustering technique and analyze the cluster segment for the MBA market as per program demand	CO1 (Level 3)	3 marks, if all the steps mentioned are correct. 2 marks, if few steps are missed to mentioned or are incorrect. 1 mark, if steps are mentioned; but are not correct partially. Otherwise, 0 mark, if not mentioned.		3 marks, if correct interpretation of results are mentioned. 2 marks, if partial interpretation is correct. 1 mark, if interpretation mentioned is not correct, but attempted. Otherwise, 0 mark, if not mentioned.
	CO3 (Level 4)		9 marks, if all calculations are done correct in excel. 7 marks, if calculations are done correct till assigning the final clusters, 6 marks, if calculations are done correct till finding the distances between clusters and cities. 4 marks, if calculations are done till finding the z-score and cities related to trial clusters. 2 marks, if calculations are done till finding the correct z-score for all attributes. Otherwise 0 marks.	