



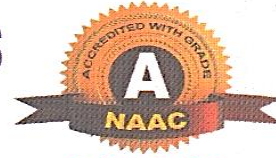
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Shri Ambabai Talim Sanstha's
SANJAY BHOKARE GROUP OF INSTITUTES

Faculty of Engineering, Management & Polytechnic

Approved by A.I.C.T.E., New Delhi Recognized by Government of Maharashtra and DTE, Mumbai

Affiliated to Shivaji University, Kolhapur and MSBTE, Mumbai



'A' Grade Institute

Faculty of Management (M.B.A.)

All Subject's Course Outcomes

Year	Semester	Course Name and Code	Course Outcomes
MBA 1 (Semester I)			
I	I	Indian Ethos and Management Concepts [CC101]	<ol style="list-style-type: none">1. Understand sources of organizational ethical culture and different behavior2. Understand the way of righteousness in the Gita3. Identify the features of Indian ethos4. Analyze Principles of Management5. Understand dynamics of ethics in management.
	I	Management Accounting [CC102]	<ol style="list-style-type: none">1. Describe concepts in management accounting.2. Prepare final account of a company3. Prepare cost sheet of a company4. Produce CVP analysis.
	I	Managerial Economics [CC 103]	<ol style="list-style-type: none">1. To introduce the students about managerial economics and its practices.2. To learn the production function and pricing practices3. To aware about market structure and price determination under different market situations.4. To aware the students about capital budgeting and business cycles
	I	Information Technology for Management [CC 104]	<ol style="list-style-type: none">1. Recognize different components of Information Technology2. Understand E-commerce models used in a business.3. Analyze impact of E-banking on the business.4. Design a database
	I	Legal and Business Environment [CC 105]	<ol style="list-style-type: none">1. Understand Legal Aspects of Business with respect to Indian economy.2. Relate various legal provisions to relevant business aspects and situations.3. Assess Business Environment in India.4. Appraise Globalization trends a, challenges and environment for foreign trade and investments.

	I	Organizational Behaviour [CC 106]	<ol style="list-style-type: none"> 1. Relate with the historical growth, factors and model of Organizational Behavior. 2. Understand the determinants and various theories of personality development. 3. Understand the concept of perception and the process. 4. Understand the concept of attitude and values. Elaborate the sources and types of values. 5. Relate different theories of motivation and Leadership with current situation and know the roles and activities of leadership. 6. Understand the various strategies for managing conflicts in organization. 7. Understand the concept of organizational culture, organizational change and Development.
	I	Soft Skill Development (Internal) [SECC 107]	<ol style="list-style-type: none"> 1. Understand the soft skills. 2. Develop professional etiquettes and manners 3. Develop effective communication skills
	I	Personality Development [SECC 108]	<ol style="list-style-type: none"> 1. Students will be able to develop professional personality, positive attitude towards everything. 2. Students will be able to develop good interpersonal relations with other individuals at work place. 3. Students will learn the time management and professional manners and etiquettes.
MBA 1 (Semester II)			
I	II	Marketing Management [CC 201]	<ol style="list-style-type: none"> 1. To familiarize students with marketing, and its concepts. 2. To acquaint with new marketing trends and the marketing environment. 3. To study the components of the marketing mix; identify how the firms marketing strategy, marketing mix evolve and adapt to match consumer behavior and perceptions of the product.
	II	Financial Management [CC 202]	<ol style="list-style-type: none"> 1. Describe strategic financial planning and models. 2. Describe working capital management. 3. Estimate time value of money 4. Analyze statements of accounts.
	II	Human Resource Management [CC 203]	<ol style="list-style-type: none"> 1. Understand the concept, objectives and changing role of HRM 2. Describe the objectives, benefits and process of HRD 3. Understand procurement process that includes; HRP, factors affecting Recruitment sources, selection process and placement 4. Differentiate training and development and understand methods of training 5. Analyze the need and problems of performance appraisal

			6. Understand factors affecting wage and salary administration and principles of employee benefit programme.
	II	Operations Management [CC 204]	<ol style="list-style-type: none"> 1. To help student learn operations management system and issues pertaining to management of productivity, manufacturing technology and facilities. 2. To provide students with various elements underline the basic functions of operations management. 3. To familiarize the students with various techniques of inventory control. 4. To familiarize the students with various aspects of quality management.
	II	Management Information System [CC 205]	<ol style="list-style-type: none"> 1. Identify the process of decision making at different management levels in an organization. 2. Understand importance and need of Management Information System in monitoring and controlling the business transactions. 3. Examine the role of different decision support systems in achieving strategic advantage. 4. Recommend different SAP modules applicable for various types of business
	II	Research Methodology [CC 206]	<ol style="list-style-type: none"> 1. Define various terms used in research process 2. Describe research design, sample design and sampling methods 3. Apply appropriate methods for data collection for research work 4. Use appropriate statistical tools for data analysis and interpretation
	II	Managerial Skills for Effectiveness (Internal) [AECC 207]	<ol style="list-style-type: none"> 1. Enable the students to learn the art of getting things done in the modern business world. 2. This course will enable Students to maintain efficiency in the way how employers are performing the working tasks. 3. Will enable skills to manage people and technology with the purpose of effective and efficient fulfillment of their tasks.
	II	Negotiation Skills [SECC 208]	<ol style="list-style-type: none"> 1. Students will learn interview skill. 2. Students will be able to develop confidence in participating in group discussions. 3. Students will able to deal with problematic people. 4. Students will learn negotiation and decision-making techniques.

MBA II (Semester III)

II	III	Strategic and Change Management [CC 301]	<ol style="list-style-type: none"> 1. Understand the concept and process of strategic management 2. Evaluate external and internal business environment 3. Analyze situational SWOT 4. Understand various tools used for strategic choice 5. Understand the concept of Corporate Governance and CSR
	III	Business Intelligence and Analytics [CC 302]	<ol style="list-style-type: none"> 1. Understand the business intelligence essentials 2. Explain various descriptive statistical tools for proper inferences. 3. Generate assignment and transportation models for any organization. 4. Develop Queuing model, Game theory, network analysis for any organization
	III	Project Report & Viva-Voce [AECC 303]	---
	III	Elective – I Marketing Management Paper - I Buying Behaviour and Brand Management [DSC304]	<ol style="list-style-type: none"> 1. Compare consumer behavior and its effect on buying decision 2. Demonstrate consumer behaviour and buying decision process 3. Application of effective marketing program by understanding buyer behavior 4. Develop brand building abilities
	III	Paper – II Advertising and Sales Management [DSC305]	<ol style="list-style-type: none"> 1. To develop the understanding of advertising management. 2. To help students analyze different Medias and execute media plan. 3. To develop the understanding of various sales forecasting methods and to know the application of it. 4. To understand and learn the process of Personal Selling. 5. To understand the Logistics & Supply Chain Management practices and its application.
	III	Elective -II Human Resource Management Paper – I Compensation Management [DSC306]	<ol style="list-style-type: none"> 1. Discuss the theories, philosophies, techniques and approaches to manage the pay systems. 2. Gain the insight of Compensation management concepts and practices to design pay structure and benefits for better management of human resources. 3. Develop an understanding of various legislations to design the pay systems. 4. Develop the knowledge related to Policy issues of employee benefits in India, voluntary and Government mandated benefits. 5. Enhance necessary critical thinking skills in order to

			<p>evaluate different jobs and design salary structure</p> <p>6. Apply the legal aspects in wide range of issues related to Compensation 17 management</p>
	III	<p>Paper - II Human Resource Development [DSC307]</p>	<p>1. It will help the students to learn the conceptual theme of HRD.</p> <p>2. Empower the students to design and develop the training modules.</p> <p>3. It will help students to know how to retain the top talent in the organization.</p> <p>4. Incorporate students in performance appraisal, career planning and employee engagement.</p> <p>5. Apply the right evaluation framework of HR.</p> <p>6. Demonstrate the ability to carry out competency mapping</p>
	III	<p>Elective III- Financial Management Paper- I Indian Financial System []</p>	<p>1. To Describe the Role of Financial Sector in the economy.</p> <p>2. To recognize availability of various financial markets</p> <p>3. To analyze the Trading Mechanism in Stock Exchanges.</p> <p>4. To define different financial services.</p>
	III	<p>Paper- II Corporate Restructuring and Liquidity Management []</p>	<p>1. To indicate types of restructuring.</p> <p>2. To assess techniques of cash management.</p> <p>3. To summarize objectives and provisions of receivables management.</p> <p>4. To analyze the financial management of sick units.</p>
	III	<p>Elective- V IT & System Management Paper – I It Strategy & Governance []</p>	<p>1. Understand emerging Technologies and strategic role of IT in strategy</p> <p>2. Develop IT strategy for any manufacturing or service organization.</p> <p>3. Understand IT governance areas and determine IT governance implementation problems in business organization</p> <p>4. Develop IT Governance framework for IT enabled organizations.</p>
	III	<p>Paper- II Information System Security And Audit []</p>	<p>1. Demonstrate the concepts of information systems audit and security.</p> <p>2. Estimate the organizations risk management IS controls and data security architecture.</p> <p>3. Define the application of various types of Computer-Assisted System Audit Tools and Techniques.</p> <p>4. Design security policy for IT enabled organization.</p>
	III	<p>Corporate Social Responsibility [SECC 308]</p>	<p>1. Understand the concepts and evaluation of CSR</p> <p>2. Understand Models of CSR in India</p> <p>3. Understand CSR initiatives in India</p> <p>4. Understand Provisions of CSR in Companies Act 2013</p> <p>5. Understand the Implementing process of CSR in India</p>

MBA II (Semester IV)

II	IV	Innovation and Entrepreneurship [CC 401]	<ol style="list-style-type: none"> 1. Understand the concept of entrepreneurship and related theories 2. Evaluate the profile of successful entrepreneur 3. Analyze entrepreneurial opportunities
	IV	Startups and New Venture (Internal) [CC 402]	<ol style="list-style-type: none"> 1. Understand different form of business enterprises 2. Evaluate the role of different institutions providing a support system for new ventures 3. Analyze different business models. 4. Understand factors to be considered to develop feasibility report
	IV	Employability Skill (Internal) [SECC 403]	<ol style="list-style-type: none"> 1. This course shall enable the students to develop various skills needed to perform different roles to be employable, be it as an Employee or Entrepreneur. 2. To enhance an individual's ability to gain initial employment, maintain employment, move between roles within the same organization, obtain new employment if required and (ideally) secure suitable and sufficiently fulfilling work. 3. This course focuses on both the core aspects of the Employability skills. Hard Skills & Soft Skills.
	IV	Elective I- Marketing Management Paper-III Service Marketing and Retail Marketing [DSE404]	<ol style="list-style-type: none"> 1. Understanding of the unique challenges inherent in managing and delivering quality services. 2. Analyses and develop the service marketing strategies 3. Understanding of retail formats 4. Develop and understand the retail marketing mix strategies
	IV	Paper— IV Contemporary Issues in Marketing [DSE405]	<ol style="list-style-type: none"> 1. Analyze global marketing environment 2. Illustrate global marketing strategies 3. Analyse and develop rural marketing strategies 4. Understand digital marketing applications 5. Develop an event marketing programme
	IV	Elective -II Human Resource Management Paper -III Strategic Human Resource Management and Internationa612 Perspective [DSE406]	<ol style="list-style-type: none"> 1. Apply the concepts and knowledge in deployment, expatriate on international assignment. 2. Adopt international HRM strategies 3. Analyze the impact of issues and global imperatives on HR concepts, policies and practices. 4. Differentiate between domestic and international HRM 5. Demonstrate knowledge of developing of HR practices as strategic differentiators 6. Establish the linkage between firm strategy and HR practices of the firm through Resource-based view of Competitive Advantage and Sustained Competitive

			<p>Advantage.</p> <p>7. Differentiate between traditional and strategic HRM</p> <p>8. Develop the strategic HR Tools</p>
	IV	<p>Paper - IV</p> <p>Industrial Relations and Labour Laws</p> <p>[DSE407]</p>	<p>1. Discuss the theories, techniques and approaches to manage industrial relations</p> <p>2. Gain the insights of IR concepts and practices to design programs for better industrial relations and peace.</p> <p>3. Develop an understanding of Industrial Relations Institutions such as employer associations, trade unions and industrial tribunals.</p> <p>4. Develop the knowledge related to settle the industrial disputes.</p> <p>5. Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee management relations.</p> <p>6. Apply the legal aspects in wide range of issues related to HR</p>
	IV	<p>Elective III-</p> <p>Financial Management</p> <p>Paper-III:</p> <p>Investment Management</p>	<p>1. Analyze various investment avenues.</p> <p>2. Demonstrate analytical framework of investments.</p> <p>3. Evaluate mutual funds and debt instruments.</p> <p>4. Design investment plans for individual.</p>
	IV	<p>Paper-IV</p> <p>International finance</p>	<p>1. To discuss international financial markets and institutions.</p> <p>2. To analyze Exchange Rate Mechanism</p> <p>3. To appraise Export Import Financing Mechanism.</p> <p>4. To enumerate Financial Management of Multinational Corporations</p>
	IV	<p>Elective V:</p> <p>IT & System Management</p> <p>Paper III</p> <p>Business Process Reengineering & ERP</p>	<p>1. Make a process model and apply it in the re-design of a process & understand the important role it plays in the development of a BPR project.</p> <p>2. Understand evolution and models of ERP.</p> <p>3. Describe the ERP implementation process and develop ERP implementation plan.</p> <p>4. Understand Oracle ERP features and apply for organizational processes</p>
	IV	<p>Paper IV</p> <p>Knowledge Management</p>	<p>1. Understand the core concepts of Knowledge Management.</p> <p>2. Identify the role of Information Technology in Knowledge Management.</p> <p>3. Identify knowledge sources in organization and develop KM systems.</p> <p>4. Analyze the scope of Artificial Intelligence in Knowledge Management.</p>
	IV	<p>Organizational Development</p> <p>[SECC 408]</p>	<p>1. The Process of diagnosis of the implementation of OD.</p> <p>2. OD interventions applied in the organization</p>

