



Abhinav Education Society's

Institute of Management and Business Administration, Akole

Approved by AICTE, New Delhi, Recognised by DTE (Govt. of MH) and Affiliated to Savitribai Phule Pune University, Pune Dhamangaon Awari

Road, Akole

Dist. Ahmednagar M.S. 422601

COURSE OUTCOMES (MBA PATTERN 2019)

YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER I				
	101	Managerial Accounting	CO101.1	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
			CO101.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
			CO101.3	PERFORM all the necessary calculations through the relevant numerical problems
			CO101.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
			CO101.5	EVALUATE the financial impact of the decision.
	102	Organizational Behaviors	CO102.1	Describe the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
			CO102.2	Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
			CO102.3	Make use of the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
			CO102.4	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
			CO102.5	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
			CO102.6	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.

FIRST YEAR (SEM-I, TERM-

103	Economic Analysis for Business Decisions	CO103.1	DEFINE the key terms in micro-economics.
		CO103.2	EXPLAIN the key terms in micro-economics, from a managerial perspective.
		CO103.3	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
		CO103.4	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
		CO103.5	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
		CO103.6	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.
104	Business Research Methods	CO104.1	Define various concepts & terms associated with scientific business research.
		CO104.2	Explain the terms and concepts used in all aspects of scientific business research.
		CO104.3	Make use of scientific principles of research to SOLVE contemporary business research problems.
		CO104.4	Examine the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
		CO104.5	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
		CO104.6	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.
		CO105.1	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
		CO105.2	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.

	105	Basics of Marketing	CO105.3	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
			CO105.4	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
			CO105.5	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
			CO105.6	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).
	106	Digital Business	CO106.1	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
			CO106.2	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
			CO106.3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
			CO106.4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
			CO106.5	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
			CO106.6	DISCUSS the various applications of Digital Business in the present day world.