



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

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COURSE OUTCOMES (MBA PATTERN 2019)

YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER II				
	201	Marketing management	CO201.1	Describe the key terms associated with the 4 Ps of marketing.
			CO201.2	Compare and Contrast various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.3	Demonstrate an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.4	Examine the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.5	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.6	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e- services.)
	202	Financial Management	CO202.1	Describe the basic concepts related to Financial Management
			CO202.2	Explain in detail all theoretical concepts throughout the syllabus
			CO202.3	Perform all the required calculations through relevant numerical problems.
			CO202.4	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
			CO202.5	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

		CO202.6	ANALYZE the situation and comment on financial position of the firm
203	Human Resource Management	CO203.1	Describe the role of Human Resource Function in an Organization.
		CO203.2	Enumerate the emerging trends and practices in HRM.
		CO203.3	Illustrate the different methods of HR Acquisition and retention.
		CO203.4	Demonstrate the use of different appraisal and training methods in an Organization.
		CO203.5	OUTLINE the compensation strategies of an organization
		CO203.6	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
204	Operations & Supply Chain Management	CO204.1	Define basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
		CO204.2	Explain the process characteristics and their linkages with process-product matrix in a real world context.
		CO204.3	Describe the various dimensions of production planning and control and their inter-linkages with forecasting.
		CO204.4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
		CO204.5	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
		CO204.6	ELABORATE upon different operational issues in manufacturing and services organisations where the decision- making element is emphasized.
		CO205.1	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
		CO205.2	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.

205MKT	Marketing Research	CO205.3	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within
		CO205.4	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue
		CO205.5	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal
		CO205.6	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
206MKT	Consumer Behavior	CO206.1	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
		CO206.2	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
		CO206.3	APPLY consumer behavior concepts to real world strategic marketing management decision making.
		CO206.4	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process
		CO206.5	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
205FIN	Financial Markets and Banking Operations	CO205.1	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
		CO205.2	UNDERSTAND the concepts of financial markets, their working and importance.
		CO205.3	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
		CO205.4	ANALYZE the linkages in the Financial Markets.
		CO205.5	EXPLAIN the various banking and accounting transactions.
		CO205.6	DEVELOP necessary competencies expected of a finance professional

FIRST YEAR (SEM-II,TERM-

206FIN	Personal Financial Planning	CO206.1	UNDERSTAND the need and aspects of personal financial planning
		CO206.2	Describe the investment options available to an individual
		CO206.3	IDENTIFY types of risk and means of managing it
		CO206.4	DETERMINE the ways of personal tax planning
		CO206.5	EXPLAIN retirement and estate planning for an individual and design a financial plan.
		CO206.6	CREATE a financial plan for a variety of individuals.
	Competency Based Human Resource Management System	CO205.1	DEFINE the key terms related to performance management and competency development.
		CO205.2	EXPLAIN various models of competency development.
		CO205.3	PRACTICE competency mapping.
		CO205.4	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
		CO205.5	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
		CO205.6	DEVELOP a customized competency model in accordance with the corporate requirements.
	Employee Relations and Labour Legislations.	CO206.1	SHOW awareness of important and critical issues in Employee Relations .
		CO206.2	INTERPRET and relate legislations governing employee relations.
		CO206.3	DEMONSTRATE an understanding of legislations relating to working environment.

		CO206.4	OUTLINE the role of government, society and trade union in ER.
		CO206.5	EXPLAIN aspects of collective bargaining and grievance handling.
		CO206.6	DISCUSS the relevant provisions of various Labour Legislations.
205 OSCM	Service Operations Management	CO205.1	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
		CO205.2	DESCRIBE the service design elements of variety of services.
		CO205.3	USE service blueprinting for mapping variety of real life service processes.
		CO205.4	ANALYSE alternative locations and sites for variety of service facilities.
		CO205.5	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
		CO205.6	CREATE flow process layouts for variety of services.
206 OSCM	Supply Chain Management	CO206.1	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
		CO206.2	EXPLAIN the structure of modern day supply chains.
		CO206.3	IDENTIFY the various flows in real world supply chains.
		CO206.4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
		CO206.5	EXPLAIN the key Operational Aspects in Supply Chain Management.
		CO206.6	DISCUSS the relationship between Customer Value and Supply Chain Management.

	205BA	Basic Business Analytics using R	CO205.1	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
			CO205.2	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
			CO205.3	DEVELOP a thought process to think like a data scientist/business analyst.
			CO205.4	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
			CO205.5	SELECT the right functions of R for the given analytics task.
			CO205.6	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
	206BA	Data Mining	CO206.1	DEFINE the key terms associated with Data Mining
			CO206.2	EXPLAIN the various aspects of Data
			CO206.3	APPLY classification models
			CO206.4	ANALYSE using clustering models
			CO206.5	SELECT appropriate association analysis and anomaly detection tools.
			CO206.6	COMBINE various data mining tools and use them in live analytical projects in business scenarios