



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 IV				
	401	Enterprise Performance Management	CO401.1	Enumerate the different parameters & facets of management control of an enterprise.
			CO401.2	Illustrate the various techniques of enterprise performance management for varied sectors.
			CO401.3	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
			CO401.4	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
			CO401.5	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
	402	Indian Ethos & Business Ethics	CO402.1	Describe major theories, concepts, terms, models and framework of Indian ethos and business ethics. Discover the contemporary Issues in Business Ethics
			CO402.2	Classify and Recognize Karma, Karma Yoga and discover its relevance in business setting, Illustrate the business ethical decision rationale derived from Indian Heritage Scriptures.
			CO402.3	Apply Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place
			CO402.4	Develop and Exhibit analytical, problem solving skills, and work ethos by Comprehension and Practice of Indian ethos and value system
			CO402.5	Implement, Evaluate, and Facilitate ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
			CO402.6	Elaborate Ethical dilemmas in different business areas of marketing, HRM and Finance and Adapt dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.

403MKT	Marketing 4.0	CO403.1	DESCRIBE the various concepts associated with Marketing 4.0
		CO403.2	EXPLAIN the importance of 5A's in Marketing 4.0.
		CO403.3	DEMONSTRATE the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy
		CO403.4	DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers.
		CO403.5	ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
		CO403.6	DEVELOP strategies to create WOW! Moments with customer engagement
404MKT	Marketing Strategy	CO404.1	DISCOVER perspectives of market strategy.
		CO404.2	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
		CO404.3	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
		CO404.4	ANALYSE a company's current situation through applying internal and external analyses.
		CO404.5	EXPLAIN alternative ways to measure the outcome of market strategies.
		CO404.6	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.
403 FIN	Financial Laws	CO403.1	Define and Describe the basic concepts related to Financial Laws
		CO403.2	Understanding Illustrate the implications of various laws, Explain concepts and details of various financial laws.
		CO403.3	Applying Make use of contextual financial laws applicable to organisations.

**SECOND YEAR (SEM-
IV, TERM-**

		CO403.4	Analyzing Infer the application of financial laws to organisations
		CO403.5	Evaluating Appraise and perceive the benefits of applicable laws to the organisations.
	404 FIN	CO404.1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
		CO404.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
		CO404.3	APPLY the various theories and models of financial management in the case.
		CO404.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
		CO404.5	EVALUATE the financial impact of the alternative on the given case.
	403 HR	CO403.1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
		CO403.2	UNDERSTAND concept of OD and ‘intervention’.
		CO403.3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
		CO403.4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
		CO403.5	IDENTIFY AND MAP an intervention to organisational need
		CO403.6	DESIGN the role of the consultant for an organisational issue
		CO404.1	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
		CO404.2	SUMMARIZE the impact of Current HR trends on HR Functions

	404 HRM	Current Trends & Cases in Human Resource Management	CO404.3	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
			CO404.4	EXAMINE the changing role of HR Priorities
			CO404.5	ELABORATE upon the various types of current HR Trends
			CO404.6	6. APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.
	403 OSCM	E Supply Chains and Logistics	CO403.1	DESCRIBE the structure of modern days Logistics.
			CO403.2	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
			CO403.3	IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of documentations.
			CO403.4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
			CO403.5	EXPLAIN the key Operational Aspects of E Procurement.
			CO403.6	DEVELOP a framework for e-logistics
	404 OSCM	Industry 4.0	CO404.1	DEFINE industrial revolutions and its different aspects.
			CO404.2	EXPLAIN the role of technology pillars of Industry 4.0.
			CO404.3	DEMONSTRATE the use of data in effective decision making.
			CO404.4	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
			CO404.5	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0

			CO404.6	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB
	403 BA	Economics of Network Industries	CO403.1	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
			CO403.2	DESCRIBE the characteristics of the markets for network products.
			CO403.3	ILLUSRTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
			CO403.4	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
			CO403.5	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
			CO403.6	DISCUSS the economics of Internet advertising, and the business model of zero pricing.
	404 BA	Artificial Intelligence in Business Applications	CO404.1	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
			CO404.2	UNDERSTAND AI's fundamental concepts and methods.
			CO404.3	APPLY various machine learning algorithms on structured data to develop machine learning models.
			CO404.4	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
			CO404.5	SELECT logical and functional process to develop the model
			CO404.6	CREATE SOLUTIONS for various business problems using AI techniques.