



K.B.H.S.S.Trust's

Dr.B.V.Hiray College of Management and Research Centre

Golibar Maidan, Krushinagar, Malegaon Camp, Malegaon – 423105

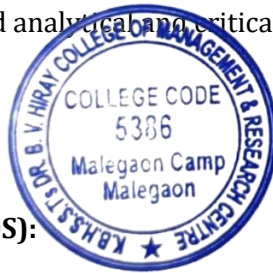
Tel: - 02554 250115, Web: - www.dbhcmr.org, email:-hiraymba@gmail.com,

Approved by AICTE, New Delhi, Recognized by DTE, Govt. of Maharashtra

Affiliated to Savitribai Phule Pune University, Pune

MBA PROGRAMME OUTCOMES (POS):

- **PO-1:** Apply knowledge of management theories and practices to solve business problems.
- **PO-2:** Foster analytical and critical thinking abilities for data-based decision making.
- **PO-3:** Ability to develop value based leadership ability.
- **PO-4:** Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.
- **PO-5:** Ability to lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.
- **PSO1 (ED):** Primed with entrepreneurial competencies and proficient with industry know how.
- **PSO2(RE):** Research oriented analytical and critical thinking capability for rational decision making.



MCA PROGRAMME OUTCOMES (POS):

- **PO1:** Apply knowledge of computing fundamentals, computing specialization, mathematics, and domain knowledge appropriate for the computing specialization to the abstraction and conceptualization of computing models from defined problems and requirements.
- **PO2:** Identify, formulate, research literature, and solve complex Computing problems reaching substantiated conclusions using fundamental principles of Mathematics, Computing sciences, and relevant domain disciplines.
- **PO3:** Design and evaluate solutions for complex computing problems, and design and evaluate systems, components, or processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.
- **PO4:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions.
- **PO5:** Create, select, adapt and apply appropriate techniques, resources, and modern

computing tools to complex computing activities, with an understanding of the limitations.

- **P06:** Understand and commit to professional ethics and cyber regulations, responsibilities, and norms of professional computing practice.
- **P07:** Recognize the need, and have the ability, to engage in independent learning for continual development as a Computing professional.
- **P08:** Demonstrate knowledge and understanding of computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- **P09:** Communicate effectively with the computing community, and with society at large, about complex computing activities by being able to comprehend and write effective reports, design documentation, make effective presentations, and give and understand clear instructions.
- **P010:** Understand and assess societal, environmental, health, safety, legal, and cultural issues within local and global contexts, and the consequential responsibilities relevant to professional computing practice.
- **P011:** Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary environments.
- **P012:** Identify a timely opportunity and using innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large.





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Masters of Business Administration (Semester First Pattern 2019)

Course Outcomes:

S. No	Subject Name and Code	Course Outcomes
1	Managerial Accounting GC-01 101	<ol style="list-style-type: none"> 1. DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing 2. EXPLAIN in detail, all the theoretical concepts taught through the syllabus. 3. PERFORM all the necessary calculations through the relevant numerical 4. problems. 5. ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation EVALUATE the financial impact of the decision.& CREATE the Financial Statement of Sole Proprietor, Cost Sheet and Budgets.
2	Organizational Behavior GC-02 102	<ol style="list-style-type: none"> 1. Describe complexities of individual and group behavior in the organizations Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization 2. APPLY Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings 3. ANALYZE human behavioural problems like conflict, low motivational levels, politics, attitudinal issues etc. and develop solutions to these problems. 4. FORMULATE approaches to reorient individual, team, managerial and leadership behavior in order to achieve organizational goals. 5. DEVELOP strategies for challenges faced during shaping organizational behavior, organizational culture and organizational change
		<ol style="list-style-type: none"> 1. DEFINE the key terms. 2. EXPLAIN the key concepts in economics, from a managerial perspective. 3. IDENTIFY the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making.

3	Economic Analysis for Business Decision GC-03 103	<ol style="list-style-type: none"> 4. EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles. 5. EVALUATE critical thinking based on principles of micro-economics for informed business decision making. & ELABORATE 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.
4	Business Research Methods GC-04 104	<ol style="list-style-type: none"> 1. DEFINE various concepts & terms associated with scientific business research. 2. EXPLAIN the terms and concepts used in all aspects of scientific business research 3. MAKE USE OF scientific principles of research to SOLVE contemporary business research problems. 4. EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective. 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. FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.
5	Basics of Marketing GC-05 105	<ol style="list-style-type: none"> 1. REPRODUCE the key marketing concepts, components and principles of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle. 2. INTERPRET the basic concepts, principles and frameworks of marketing in the context of diverse business situations for explaining the relevant issues with regard to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle. 3. APPLY the contemporary marketing theories, frameworks and tools to inform problem solving with respect to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle. 4. EXAMINE the critical marketing issues for drawing inferences

		<p>about the underlying causes and relationships concerning marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.</p> <p>5. EVALUATE the alternative courses of actions to make judgments with regard to the solution for problems involving marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.</p>
6	Digital Business GC-06 106	<p>1. DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.</p> <p>2. SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce</p> <p>3. ILLUSTRATE value creation & competitive advantage in a digital Business environment.</p> <p>4. EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world</p> <p>5. ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations. DISCUSS the various applications of Digital Business in the present day world.</p>
7	Management Fundamentals GE-UL-01	<p>1. ENUMERATE various managerial competencies and approaches to management</p> <p>2. EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.</p> <p>3. MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects</p> <p>4. COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context</p> <p>5. BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same. FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.</p>
8	Entrepreneurship	<p>1. DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.</p> <p>2. DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.</p> <p>3. APPLY the theories of entrepreneurship and entrepreneurship</p>

	Development GE-UL-03	<p>development framework to analyze and identify entrepreneurial opportunities.</p> <ol style="list-style-type: none"> 4. DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up 5. EVALUATE the start-up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan. CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.
9	Legal Aspects of Business GE-UL-05	<ol style="list-style-type: none"> 1. DESCRIBE the key terms involved in each Act. 2. SUMMARIZE the key legal provisions of each Act 3. ILLUSTRATE the use of the Acts in common business situations. 4. OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective. 5. DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations
10	Verbal Communication Lab GE- IL-01	<ol style="list-style-type: none"> 1. RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication. 2. EXPRESS themselves effectively in routine and special real world business interactions. 3. DEMONSTRATE appropriate use of body language. 4. TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities. 5. APPRAISE the pros and cons of sample recorded verbal communications in a business context CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.
11	Selling and Negotiation Skills lab GE-IL-03	<ol style="list-style-type: none"> 1. DESCRIBE the various selling situations and selling types 2. OUTLINE the pre-sales work to be carried out by a professional salesperson. 3. IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service. 4. FORMULATE a sales script for a real world sales call for a product/ service / e-product / e-service. 5. RECONSTRUCT the pros and cons of sample real world sales calls

		for a product/ service / e-product / e-service and DEVELOP a sales proposal for a real world product/ service / e product / eservice and for a real world selling situations
12	Managing Innovation GE-IL-06	<ol style="list-style-type: none"> 1. DESCRIBE the key ideas relevant to innovation, intellectual property, business models 2. INTERPRET the various theories of innovation and EXPLAIN with examples the types of innovation. 3. EXPERIMENT WITH innovation as a systematic process and generate innovative ideas for new products and services. 4. DISSECT contemporary start-up businesses for their business models, extent of innovation, success and failure 5. CREATE an inventory of product and process innovations for daily use consumer products and routine business processes in a typical organization. CREATE a potential list of innovation needs for India in the local, regional and national context and ASSESS the likelihood of constructing a business model around these needs in the current local, regional and national context.



Masters of Business Administration (Semester Second Pattern 2019)

Course Outcomes:

S. No	Subject Name and Code	Course Outcomes
1	Marketing Management GC-07	<ol style="list-style-type: none"> 1. DESCRIBE the key terms associated with the 4 Ps of marketing for a real world marketing offering 2. DEMONSTRATE the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.) 3. APPLY marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e- Services.) 4. EXAMINE marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services) 5. EXPLAIN the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
2	Financial Management GC-08	<ol style="list-style-type: none"> 1. DESCRIBE the basic concepts related to Financial Management Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting 2. EXPLAIN in detail all theoretical concepts throughout the syllabus 3. PERFORM all the required calculations through relevant numerical problems 4. ANALYZE the situation and <ul style="list-style-type: none"> • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals 5. EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm CREATE Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise), comparative Proposals using Capital Budgeting Techniques
3		<ol style="list-style-type: none"> 1. DESCRIBE the role of Human Resource Function in an Organization 2. DISCUSS the emerging trends and practices in HRM.

	Human Resource Management GC-09	<ol style="list-style-type: none"> 3. ILLUSTRATE the different methods of HR Acquisition and retention 4. IDENTIFY the use of different appraisal and training methods in an organization 5. INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations DESIGN the HR manual and compensation policy of the organization
4	Operations and Supply Chain Management GC-10	<ol style="list-style-type: none"> 1. DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management 2. EXPLAIN the process characteristics and their linkages with process product matrix in a real world context. 3. DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting 4. CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods 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.
5	Geopolitics and World Economic System UL-08	<ol style="list-style-type: none"> 1. ENUMERATE the various elements of global economic system 2. EXPLAIN the role of key trade organizations in the global economic system 3. IDENTIFY the crucial elements of international trade laws. 4. ANALYSE the forces that work for and against globalization. 5. ASSESS the impact of the elements of the Global Economic System on the India Economy.
6	Startup and new venture management UL-09	<ol style="list-style-type: none"> 1. DESCRIBE the strategic decisions involved in establishing a start-up. 2. UNDERSTANDING EXPLAIN the decision making matrix of entrepreneur in establishing start up 3. IDENTIFY the issues in developing a team to establish and grow a startup 4. ANALYSING FORMULATE a go to market strategy for a startup. 5. EVALUATING DESIGN a workable funding model for a proposed startup
7	Business Government and Society UL-11	<ol style="list-style-type: none"> 1. DESCRIBE the economic roles of government in the Indian context. 2. UNDERSTANDING EXPLAINS the macroeconomic crises around the world. 3. APPLYING ILLUSTRATE the inter-linkages between economic growth, poverty and inequality. 4. EVALUATING ASSESS the forces for and against Globalization and the socio-economic impact of Globalization. 5. CREATING DISCUSS the interplay between technology, business and society.
8		<ol style="list-style-type: none"> 1. IDENTIFY a basket of potential business opportunities in the local, regional or national context 2. COMPARE and CONTRAST the shortlisted business opportunities to SELECT the most suitable / promising opportunity

	Written analysis and Communication Lab IL-08	<ol style="list-style-type: none"> 3. DEVELOP a business model around the shortlisted business opportunity. 4. FORMULATE the organization structure for the proposed start up 5. EVALUATE the market potential and ESTIMATE the financing requirements for the initial 1 to 3 years after launch.CREATE a proposal for funding the start up.
Marketing		
11	Marketing Research SC-01	<ol style="list-style-type: none"> 1. DESCRIBE the key concepts involved in the Marketing Research. 2. EXPLAIN various research designs, data sources, data collection methods, instruments, sampling methods and analytical tools used in Marketing Research. 3. APPLY the concepts of marketing research in solving real-life marketing problems. 4. ANALYSE data and draw appropriate Inferences to address real-life marketing issues. 5. DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
12	Consumer Behavior SC-02	<ol style="list-style-type: none"> 1. RECALL the factors influencing Consumer's purchase decision making process. 2. OUTLINE consumer and organizational buyer behavior process. 3. APPLY concepts of consumer behavior to real world marketing decision making. 4. ANALYZE the consumer decision making process and the role of different determinants that affect the buying decision process. 5. EXPLAIN the new trends influencing buyer behavior and its effect on new age Indian Consumer
13	Integrated Marketing Communications SE-IL-01	<ol style="list-style-type: none"> 1. Describe the key concepts & components of IMC 2. EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise. 3. Apply the integrated marketing communications tools in contemporary real world scenarios. 4. ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands. 5. Evaluate the IMC mix, advertising – sales promotion & PR strategies with real world examples of products / services / e products / e-services
14	Product and Brand Management SE-IL-02	<ol style="list-style-type: none"> 1. DEFINE the key concepts and DESCRIBE the elements of a product & Brand strategy. 2. EXPLAIN the process and methods of Product & brand management, including how to establish brand identity and build brand equity. 3. IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space. 4. EXAMINE the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various

		<p>markets and in the digital space.</p> <p>5. FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.</p>
Finance		
15	Financial Markets and Banking Operations SC-01	<ol style="list-style-type: none"> 1. RECALL the structure and components of Indian financial system through banking operations & Financial Markets. 2. UNDERSTAND the concepts of financial markets, their working and importance. 3. ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy. 4. ANALYZE the linkages in the Financial Markets. 5. EXPLAIN the various banking and accounting transactions.
16	Personal Financial Planning SC-02	<ol style="list-style-type: none"> 1. UNDERSTAND the need and aspects of personal financial planning 2. Describe the investment options available to an individual 3. IDENTIFY types of risk and means of managing it 4. DETERMINE the ways of personal tax planning 5. EXPLAIN retirement and estate planning for an individual and design a financial plan.
17	Securities Analysis and Portfolio Management SE-IL-01	<ol style="list-style-type: none"> 1. REMEMBER various concepts of investments, Bonds. 2. EXPLAIN various theories of Investment Analysis and Portfolio Management. 3. CALCULATE risk and return on investment using various concepts covered in the syllabus. 4. ANALYZE and DISCOVER intrinsic value of a security. 5. DESIGN/ CREATE optimal portfolio.
18	Futures and Options SE-IL-02	<ol style="list-style-type: none"> 1. REMEMBER various basic concepts / terminologies related Direct Taxation 2. EXPLAIN how tax planning can be done. 3. CALCULATE Gross Total Income and Income Tax Liability of an individual assessee of all income heads. 4. Permissible exemptions and deductions from income under Income Tax Act. 5. EVALUATE the tax liability and benefits of possible exemptions under Income Tax Act
Human Resource		
19	Competency Based Human Resource Management SC-01	<ol style="list-style-type: none"> 1. DEFINE the key terms related to performance management and competency development. 2. EXPLAIN various models of competency development. 3. PRACTICE competency mapping. 4. ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations. 5. DESIGN and MAP their own competency and plan better and appropriate career for themselves.
20		<ol style="list-style-type: none"> 1. SHOW awareness of important and critical issues in Employee Relations

	Employee Relations and Labour Legislations SC-02	<ol style="list-style-type: none"> 2. INTERPRET and relate legislations governing employee relations. 3. DEMONSTRATE an understanding of legislations relating to working environment. 4. OUTLINE the role of government, society and trade union in ER. 5. EXPLAIN aspects of collective bargaining and grievance handling.
21	Labour Welfare SE-IL-01	<ol style="list-style-type: none"> 1. DESCRIBE the key concepts associated with Learning & Development 2. EXPLAIN the training process and the various methods of training for various categories of employees in a variety of organizational contexts. 3. IDENTIFY training needs of various categories of employees in a variety of organizational contexts. 4. EXAMINE the impact of training on various organizational and HR aspects. 5. EVALUATE the training process of various categories of employees in a variety of organizational contexts.
22	LAB in Recruitment and Selection SE-IL-02	<ol style="list-style-type: none"> 1. ENUMERATE the key concepts related to the subject matter. 2. DEMONSTRATE experimentation and innovation. 3. USE thinking & decision making ability beyond the existing capabilities and present environment 4. ANALYSE the behavioral Patterns of an individual & Map the competency- the audit Perspective. 5. EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
Operations Management		
23	Services Operations Management SC-01	<ol style="list-style-type: none"> 1. DESCRIBE the nature and CHARACTERISTICS of services and the services economy. 2. DESCRIBE the service design elements of variety of services. 3. USE service blueprinting for mapping variety of real life service processes. 4. ANALYSE alternative locations and sites for variety of service facilities. 5. JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
24	Supply Chain Management SC-02	<ol style="list-style-type: none"> 1. DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management. 2. EXPLAIN the structure of modern day supply chains 3. IDENTIFY the various flows in real world supply chains. 4. COMPARE and CONTRAST push and pull strategies in Supply Chain Management. 5. EXPLAIN the key Operational Aspects in Supply Chain Management.
25		<ol style="list-style-type: none"> 1. DESCRIBE the building blocks of Planning & Control of Operations 2. EXPLAIN the need for aggregate planning and the steps in aggregate planning

	Planning and Control of Operations SE-IL-01	<ol style="list-style-type: none"> 3. MAKE USE OF the various forecasting approaches in the context of operations planning process. 4. ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP. 5. EXPLAIN the importance of scheduling in operations management.
26	Inventory management SE-IL-02	<ol style="list-style-type: none"> 1. DEFINE the key terms associated with Inventory Management. 2. CLASSIFY various types of inventory, and inventory costs. 3. CALCULATE Economic Order Quantity and stock levels under various conditions. 4. COMPARE and CONTRAST various methods of inventory control. 5. ASSESS various factors influencing Make or Buy decisions.
Business Analytics		
27	Basic Business Analytics Using R SC-01	<ol style="list-style-type: none"> 1. IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence. 2. EXPLAIN the applications of Business Analytics in multiple business domains and scenarios. 3. DEVELOP a thought process to think like a data scientist/business analyst. 4. ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R. 5. INTERPRET various data types and structures for given analytics task
28	Data Mining SC-02	<ol style="list-style-type: none"> 1. DEFINE the key terms associated with Data Mining 2. EXPLAIN the various aspects of Data 3. APPLY classification models 4. Analyse data using various clustering models 5. SELECT appropriate association analysis and anomaly detection tools.
29	Marketing Analytics SE-IL-01	<ol style="list-style-type: none"> 1. DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions. 2. DEMONSTRATE an understanding of utility theory to measure customer preferences and choices. 3. IDENTIFY what customers' value in a product, and assess what they are willing to pay for it. 4. ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data. 5. DETERMINE the most effective target markets.
30	Retailing Analytics SE-IL-02	<ol style="list-style-type: none"> 1. ENUMERATE the use of Workforce Analytics 2. UNDERSTAND the process of creating and using HR analytics 3. USE dashboards, pivot tables for data driven decision making in HR. 4. ILLUSTRATE the use of various tools and frameworks for predictive analytics. 5. DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.



Masters of Business Administration (Semester third Pattern 2019)

Course Outcomes:

S. No	Subject Name and Code	Course Outcomes
1	Strategic Management GC-11	<ol style="list-style-type: none"> 1. DESCRIBE the basic terms and concepts in Strategic Management. 2. EXPLAIN the various facets of Strategic Management in a real world context. 3. DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal. 4. INTEGRATE the aspects of various functional areas of management to develop a strategic perspective 5. EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists. 6. DEVELOP the capability to view the firm in its totality in the context of its environment
2	Decision Science GC-12	<ol style="list-style-type: none"> 1. DESCRIBE the concepts and models associated with Decision Science 2. UNDERSTAND the different decision-making tools required to achieve optimisation in business processes 3. APPLY appropriate decision-making approach and tools to be used in business environment. 4. ANALYSE real life situation with constraints and examine the problems using different decision-making tools 5. EVALUATE the various facets of a business problem and develop problem solving ability. DISCUSS & propose the various applications of decision tools in the present business scenario.
3	International Business Economics GE-UL-13	<ol style="list-style-type: none"> 1. RECALL and ENUMERATE the economic aspects of international business. 2. DESCRIBE the outcomes of globalising and liberalising trade environment, trade policy frameworks and macroeconomic linkages of the open economy 3. DISCUSS the mechanisms and working of the foreign exchange markets. 4. EXAMINE how a protectionist trade policy improves or diminishes the prospects of survival / growth of business. 5. APPRAISE the implications of trade related policies under different levels of product market concentration

4	International Business Environment GE-UL-14	<ol style="list-style-type: none"> 1. Recall and Describe the key concepts of international Business Environment 2. Understand the relevance of Multinational Corporations (MNCs) in global trade 3. Demonstrate the significance of FDI and FPI in respect of developing economy 4. Analyze the issues related to Labor, Environmental and Global Value chain 5. Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.
5	Knowledge Management GE-UL-16	<ol style="list-style-type: none"> 1. Recall and Describe the key concepts of international Business Environment 2. Understand the relevance of Multinational Corporations (MNCs) in global trade 3. Demonstrate the significance of FDI and FPI in respect of developing economy 4. Analyze the issues related to Labor, Environmental and Global Value chain 5. Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.
Marketing		
6	Services Marketing SC-03	<ol style="list-style-type: none"> 1. RECALL the key concepts in services marketing 2. EXPLAIN the role of Extended Marketing Mix in Services 3. DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services 4. ANALYSE the significance of services marketing in the Indian and global economy 5. EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment & DEVELOP marketing mix for various services offering
10	Sales and Distribution Management SC-04	<ol style="list-style-type: none"> 1. DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain 2. UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution. 3. APPLY the concepts related to sales and distribution management. 4. ANALYZE the real life scenarios of sales and distribution management 5. EVALUATE the existing sales and distribution strategies and approaches & DEVELOP generate and evaluate sales and distribution strategies.
11	Business to Business Marketing SE-IL-07	<ol style="list-style-type: none"> 1. DEFINE the terms and concepts related to Business to Business marketing 2. EXPLAIN the terms and concepts used in business to business marketing 3. IDENTIFY challenges and opportunities in Business-to-Business Marketing 4. FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing 5. DESIGN marketing mix elements considering business-to-business sales and service situations & DEVELOP marketing plan for business-to-business Marketing situations
12		<ol style="list-style-type: none"> 1. ENUMERATE various terms and key concepts associated with international marketing. 2. EXPLAIN various key concepts used in all aspects of international marketing. 3. APPLY all stages in international marketing management process.

	International Marketing SE-IL-08	<ol style="list-style-type: none"> 4. EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective. 5. JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on Assessment of international marketing environment.
13	Marketing of High Technology Products SE-IL-12	<ol style="list-style-type: none"> 1. DESCRIBE the characteristics of High Technology Products and key concepts associated with Marketing of High-Tech Products 2. EXPLAIN key concepts associated with Marketing of High-Tech Products. 3. APPLY marketing plans and decisions in specific situations in High-Tech Markets. 4. EXAMINE the suitability of Marketing Mix Strategies/Plans in the light of marketing environment for high Tech products 5. EVALUATE alternative Marketing Mix Strategies/Plans for High-Tech Products.
Finance		
14	Advanced Financial Management SC-03	<ol style="list-style-type: none"> 1. DESCRIBE the basic concepts in financing, investing and profit distribution in a firm 2. EXPLAIN theoretical concepts related to raising and use of funds and value of firm 3. CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm 4. ANALYZE the options for making the right financial decisions of a firm 5. ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
15	International Finance SC-04	<ol style="list-style-type: none"> 1. Enumerate the key terms associated with International Finance 2. Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level. 3. Illustrate the role of international monetary systems & intermediaries in Global financial market. 4. Inspect the various parameters of global financial market and interpret best possible international investment opportunities. 5. Determine the various strategies to start investment or business at the international level by considering various factors of international finance. Formulate the investment plan or business plan by adapting international finance environment.
16	Technical Analysis of Financial markets SE-IL-10	<ol style="list-style-type: none"> 1. Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus. 2. UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation 3. MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities

		<ol style="list-style-type: none"> 4. ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions 5. FORMULATE an ideal portfolio of investments with a combination of wide number of securities
17	Indirect Taxation SE-IL-12	<ol style="list-style-type: none"> 1. Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes 2. Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc 3. Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services 4. Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept. 5. Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in India & verify the tax levied on Goods and Services.
18	Corporate Financial Restructuring SE-IL-13	<ol style="list-style-type: none"> 1. DESCRIBE the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring 2. EXPLAIN the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units. 3. PERFORM all the required calculations through relevant numerical problems. 4. ANALYZE the situation by calculations of exchange ratio, financial returns, valuations and others. 5. EVALUATE impact of corporate financial restructuring on all stakeholders
Human Resource		
19	Strategic Human Resource Management SC-03	<ol style="list-style-type: none"> 1. REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context 2. Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies. 3. Ability to ANALYZE HR as an investment to the company. 4. Ability to INTERPRET and EVALUATE the implementation of the HR strategies. 5. FORMULATE and provide realistic solutions to the industry by designing innovative

		strategies and logical decision making.
20	HR operations SC-04	<ol style="list-style-type: none"> 1. DESCRIBE structure of personnel department, its policies and maintenance of employee files & records 2. LEARN drafting of communications for disciplinary actions 3. DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc. 4. EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts 5. CALCULATE computation of Workmen compensation, Bonus and Gratuity & FILE returns under various labour laws and prepare salary structure
21	HR Perspectives in Mergers and Acquisition SE-IL-09	<ol style="list-style-type: none"> 1. LIST conceptual framework of Mergers & Acquisitions and organization integration 2. UNDERSTAND HR's role and due diligence process in Mergers & Acquisitions 3. MANAGE/ SOLVE HR issues arising out during Mergers & Acquisitions 4. ORGANIZE HR due diligence before M & A 5. SUPPORT process of change management in M & A & FORMULATE HR processes for restructuring compensation and benefits in Mergers & Acquisitions
22	Mentoring and Coaching SE-IL-11	<ol style="list-style-type: none"> 1. ENUMERATE various concepts of Mentoring and Coaching 2. UNDERSTAND techniques of Mentoring and Coaching 3. APPLY models of Mentoring and Coaching to real world scenarios 4. ANALYSE issues in Mentoring and Coaching 5. DEVELOP skills needed to become Mentor, Coach
23	Compensation and Reward Management SE-IL-12	<ol style="list-style-type: none"> 1. DESCRIBE concept of compensation and cost 2. UNDERSTAND compensation and reward management process 3. COMPARE issues related to compensation and survey of wages & salary administration in various industries 4. EXPERIMENT to calculate various types of monetary and profit sharing incentives 5. CALCULATE income tax as per the current slabs for the employees under different salary brackets ,FORMULATE salary structure incorporating tax saving components
Operations Management		
24	Services Operations Management – II SC-03	<ol style="list-style-type: none"> 1. DEFINE the key concepts in Services Operations Management. 2. DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value. 3. IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm 4. CATEGORIZE a service firm according to its stage of competitiveness. 5. MODIFY the Service strategies of an organization for achieving the strategic service vision & SOLVE the relevant numerical in the scope of the subject.

25	Logistics management SC-04	<ol style="list-style-type: none"> 1. DEFINE basic terms and concepts related to Logistics management. 2. EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes. 3. DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights. 4. CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts 5. OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context. DISCUSS modern real world logistical systems using the various concepts in the syllabus.
26	Manufacturing Resource Planning SE-IL-07	<ol style="list-style-type: none"> 1. DEFINE basic terms and concepts related to MRP II. 2. DESCRIBE the integrated planning structure and functions incorporated within MRP. 3. ILLUSTRATE the importance of MRP as a top-management planning tool 4. IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy. 5. EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
27	Toyoto Production System SE-IL-10	<ol style="list-style-type: none"> 1. DESCRIBE 14 principles of the Toyota Way. 2. RELATE the TPS with other business situations 3. IMPLEMENT TPS principles to a real-life situation. 4. EXAMINE the application of TPS principles in a service or manufacturing unit/ organization. 5. DESIGN a process for executing Improvement Initiatives at workplace. BUILD an organization culture to foster continuous improvement.
28	Operations and service Strategy SE-IL-11	<ol style="list-style-type: none"> 1. ENUMERATE the key components of operations strategy. 2. EXPLAIN the linkages between operations strategy and competitive advantage as the basis of competitive position through superior product development, cost, quality, features. 3. ILLUSTRATE the broader context of business strategy & fit between manufacturing and operations capabilities and the business strategy 4. EXAMINE the concepts of competitive leverage using manufacturing and operations, the fit of the various elements of manufacturing and operations, the impact of the competitive environment, and the structure of the value chain 5. DESIGN the operations and service strategy. FORMULATE an operations strategy

		(long-term plan) and link with operational decisions.
Business Analytics		
29	Advanced Statistical Methods using R SC-03	<ol style="list-style-type: none"> 1. RECALL all basic statistical concepts and associated values, formulae. 2. EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios 3. APPLY time series analysis in prediction of various trends. 4. DISCRIMINATE between various types of probability and probability distributions. 5. FORMULATE and TEST hypothesis using tools of R.
30	Machine Learning & Cognitive intelligence using Python SC-04	<ol style="list-style-type: none"> 1. DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence 2. EXPLAIN the applications of Machine Learning in multiple business domains and scenarios 3. DEVELOP a thought process to think like data scientist/business Analyst 4. ANALYSE data using supervised and unsupervised Learning Techniques 5. SELECT the right functions, arrays of Python for Machine Learning algorithms
31	Social Media, Web & Text Analytics SE-IL-06	<ol style="list-style-type: none"> 1. DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics 2. EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios 3. DEVELOP a thought process to harness the power of social media analytics to improve website or business 4. ANALYSE Social Media Analytics and Web Analytics Tools 5. SELECT the right metrics for Social Media Analytics and Web Analytics ,COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios
32	Supply Chain Analytics SE-IL-08	<ol style="list-style-type: none"> 1. DESCRIBE the importance of the basics of Supply Chain Analytics and Optimization 2. EXPLAIN the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain 3. ILLUSTRATE the basics of Modeling through R Language. 4. EXAMINE the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy. 5. DETERMINE the right tools for addressing various issues in Supply Chain Analytics.COMBINE the various approaches to Supply Chain Analytics for improvements in the supply chain system

33	E commerce Analytics - I SE-IL-11	<ol style="list-style-type: none">1. DESCRIBE the key concepts in e-commerce analytics.2. DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.3. SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.4. DISCOVER high-value insights via dashboards and visualization.5. DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
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Masters of Business Administration (Semester Fourth Pattern 2019)

Course Outcomes:

S. No	Subject Name and Code	Course Outcomes
1	Enterprise Performance Management GC-11	<ol style="list-style-type: none"> 1. Enumerate the different parameters & facets of management control of an enterprise. 2. Illustrate the various techniques of enterprise performance management for varied sectors. 3. Determine the applicability of various tools and metrics as a performance evaluation & management tools. 4. Analyse the key financial & non-financial attributes to evaluate enterprise performance. 5. Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
2	Indian Ethos & Business Ethics GC-15	<ol style="list-style-type: none"> 1. Recall and spell the human universal values of Indian Ethos and its applications in Business ethics. 2. Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures. 3. Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues... 4. Analyze and make inferences to contemporary business practices in relation to Indian Ethos & Business Ethics 5. Appraising the importance of business decisions on the basis of ethics and thus create a value driven management.
3	Global Strategic Management GE - UL - 19	<ol style="list-style-type: none"> 1. Define the concept and key terms associated with the global strategic management. 2. Describe in detail global strategic alliance, merger and acquisitions. 3. Demonstrate various global organisation models in global strategic management context. 4. Examine various entry and business-level strategies from global strategic management perspective. 5. Explain globalization, innovation, and sustainability and challenges to strategic management and Creating Design global strategies and understand their relative merits and demerits.

4	Corporate Social Responsibility & Sustainability GE - UL - 22	<ol style="list-style-type: none"> 1. What is CSR, Scope & Complexity, Companies Act 2013,when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR,CSR in India ,CSR In global Context, Implementation . 2. EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community. 3. MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings. 4. DECONSTRUCT The Role of Companies towards the society and its impact on the community. 5. FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
Marketing		
7	Marketing 4.0 SC -05	<ol style="list-style-type: none"> 1. DESCRIBE the various concepts associated with Marketing 4.0. 2. EXPLAIN the importance of various concepts in Marketing 4.0. like prompted Advocacy ,5A's, Four Major Industry Archetypes, and content marketing leading to Brand Affinity. 3. APPLY the concepts of digital marketing by Using Digital Anthropology to connected customers , which will drive up the productivity , by Integrating the Best of Online and Offline Channels in the digital world. 4. ANALYSE the online and offline interactions between the companies and customers to be the effective marketers. 5. EVALUATE how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services
8	Marketing Strategy SC- 06	<ol style="list-style-type: none"> 1. DESCRIBE various concepts of marketing strategies. 2. EXPLAIN various marketing strategies to handle marketing circumstances 3. APPLY the concepts of marketing strategy to solve real-life business problems. 4. DISCOVER the suitable competitive advantage useful to design market specific and organization specific marketing strategies. 5. DESIGN marketing strategies to lead the organization towards sustainable growth.
9	Rural & Agriculture Marketing SE -IL-14	<ol style="list-style-type: none"> 1. DEFINE various concepts related to Rural and Agricultural Marketing 2. UNDERSTAND the rural consumer buying Behavior, Rural Marketing Mix, Industrial and Agriculture Market, Difference between Rural and Urban market on different terms and Environment, 3. APPLY Rural Marketing research for Segmentation, Positioning with data collection methods for current rural market in India. 4. ILLUSTRATE the Rural product, Pricing and Distribution Strategies with modern approach and challenges faced in rural Market and emerging Models in Rural Market. 5. ASSESS the use of ICT in Agriculture Marketing with use of various models in domestic

		and international Market.
10	Retail Marketing SE-IL-16	<ol style="list-style-type: none"> 1. DEFINE and RECALL concepts associated with retail marketing 2. UNDERSTAND the various retail Formats, merchandise management and recent trends 3. APPLY the best practices for retail store management along with USE of social media in retailing 4. ANALYSE and COMPARE the contemporary issues in Retailing and E-tailing 5. EVALUATE the store location based on the determinants and effectiveness of Retail marketing mix
Finance		
11	Financial Laws SC-05	<ol style="list-style-type: none"> 1. Define and Describe the basic concepts related to Financial Laws 2. Illustrate the implications of various laws, Explain concepts and details of various financial laws. 3. Make use of contextual financial laws applicable to organisations. 4. Infer the application of financial laws to organisations 5. Appraise and perceive the benefits of applicable laws to the organisations
12	Current Trends & Cases in Finance SC-06	<ol style="list-style-type: none"> 1. DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics 2. EXPLAIN in detail, all the theoretical concepts taught through the syllabus 3. APPLY the various theories and models of financial management in the case 4. ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation. 5. EVALUATE the financial impact of the alternative on the given case.
13	Risk Management SE-IL-23	<ol style="list-style-type: none"> 1. Describe various concept associated with risk management and financial risk management. 2. Exemplify the financial risk management processes, frameworks. 3. Determine the various building blocks of risk management system and strategies. 4. Classify various risks associated with enterprise, banks, insurance etc. 5. Formulate the strategies to overcome with currency risk, credit risk, interest rate risk, legal risk, asset liability risk, liquidity risk etc.



14	Strategic Cost Management SE-IL-24	<ol style="list-style-type: none"> 1. Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management 2. EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques. 3. ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment. 4. ANALYSE the situation and decide the key cost factors / elements involved in the decision making 5. FORMULATE new models and techniques for managing the cost strategically in any business organization.
Human Resource		
15	Organizational Diagnosis & Development SC-05	<ol style="list-style-type: none"> 1. DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development 2. UNDERSTAND concept of OD and ‘intervention’. 3. MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings. 4. ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD. 5. IDENTIFY AND MAP an intervention to organisational need
16	Current Trends & Cases in Human Resource Management SC-06	<ol style="list-style-type: none"> 1. DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends. 2. SUMMARIZE the impact of Current HR trends on HR Functions 3. ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends 4. EXAMINE the changing role of HR Priorities 5. ELABORATE upon the various types of current HR Trends
17	Best Practices in HRM SE-IL-18	<ol style="list-style-type: none"> 1. DEFINE dynamic approach towards Human Resource activities and practices. 2. EXPLAIN theoretical framework for best practices. 3. IDENTIFY & CLASSIFY the practices according to the industry and sub sectors of the industry. 4. COMPARE and DETERMINE various skill sets required at Human Resource Section. 5. PLAN a survey of various industry and DEVELOP a trend analysis of Human Resource Best Practices.

18	E – HRM SE-IL-21	<ol style="list-style-type: none"> 1. ENUMERATE fundamental concept of HRIS 2. UNDERSTAND various technology driven features that can be adapted for HRM functions 3. DETERMINE impact of technology on HRM functions. 4. ANALYSE issues regarding technology in HRM functions. 5. DEVELOP competencies needed to adapt technology in HRM functions
Operations Management		
19	E Supply Chains & Logistics SC-05	<ol style="list-style-type: none"> 1. DESCRIBE the structure of modern days Logistics. 2. EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management. 3. IDENTIFY the various flows in real world supply chains and Logistics- DESCRIBE the importance of documentations. 4. COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics 5. EXPLAIN the key Operational Aspects of E Procurement.
20	Industry 4.0 SC-06	<ol style="list-style-type: none"> 1. DEFINE industrial revolutions and its different aspects. 2. EXPLAIN the role of technology pillars of Industry 4.0. 3. DEMONSTRATE the use of data in effective decision making. 4. ILLUSTRATE the need of cyber physical system for sustainable competitive advantage. 5. EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
21	Enterprise Resource Planning SE-IL-14	<ol style="list-style-type: none"> 1. DESCRIBE the key concepts of ERP systems for manufacturing or service organizations. 2. EXPLAIN the scope of common ERP Systems modules. 3. DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth. 4. EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations. 5. JUSTIFY selection of an appropriate ERP transition strategy.
22	Strategic Supply Chain Management SE-IL-20	<ol style="list-style-type: none"> 1. DEFINE Key configuration components of Strategic Supply Chain Management. 2. EXPLORE Process Architecture and Toolkits of in Strategic Supply Chain Management 3. ILLUSTRATE the Design Organization for Performance and Organizational Change 4. EXAMINE the Right Collaborative Model and Drivers of collaboration of Strategic Supply Chain Management 5. ILLUSTRATE Use of Metrics to Drive Business Success and Roadmap to change
Business Analytics		

23	Economics of Network Industries SC-05	<ol style="list-style-type: none"> 1. APPRECIATE the differences in the nature of information goods supposed to traditional goods and services. 2. DESCRIBE the characteristics of the markets for network products. 3. ILLUSTRATE 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 4. COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility. 5. EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
24	Artificial Intelligence in Business Applications SC-06	<ol style="list-style-type: none"> 1. IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem 2. UNDERSTAND AI's fundamental concepts and methods. 3. APPLY various machine learning algorithms on structured data to develop machine learning models. 4. ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes. 5. SELECT logical and functional process to develop the model
25	E Commerce Analytics – II SE-IL-13	<ol style="list-style-type: none"> 1. DESCRIBE the key concepts in e-commerce analytics. 2. DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle. 3. SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences. 4. DISCOVER high-value insights via dashboards and visualization. 5. DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
26	Healthcare Analytics SE-IL-14	<ol style="list-style-type: none"> 1. DESCRIBE the key terms in healthcare data analytics 2. EXPLAIN the fundamental concepts in Health Care Analytics 3. ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data 4. EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data 5. EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.



K.B.H.S.S.Trust's

Dr.B.V.Hiray College of Management and Research Centre

Golibar Maidan, Krushinagar, Malegaon Camp, Malegaon – 423105

Tel: - 02554 250115, Web: - www.dbhcmr.org, email:-hiraymba@gmail.com,

Approved by AICTE, New Delhi, Recognized by DTE, Govt. of Maharashtra

Affiliated to Savitribai Phule Pune University, Pune

COURSE OUTCOMES (MCA PATTERN 2020)				
YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER I				
	IT11	Java Programming	CO1	Understand Basic Concepts of OOPs, Java, Inheritance, Package. (Understand)
			CO2	Understand Exception handling, arrays and Strings and multi-threading in Java (Understand.)
			CO3	Understand collection framework (Understand)
			CO4	Develop GUI using Abstract Windows Toolkit (AWT) and event handling (Apply)
			CO5	Develop Web application using JSP and Servlet, JDBC (Apply)
	IT12	Data Structure and Algorithms	CO1	Demonstrate linear data structures linked list, stack and queue (apply)
			CO2	Implement tree, graph, hash table and heap data structures (apply)
			CO3	Apply brute force and backtracking techniques (apply)
			CO4	Demonstrate greedy and divide-conquer approaches (apply)
			CO5	Implement dynamic programming technique (apply)
			CO1	Distinguish different process model for a software development. (Understand)
			CO2	Design software requirements specification solution for a given problem definitions of a software system. (Analyze)



FIRST YEAR (SEM-I , TERM-I)	IT13	Object Oriented Software Engineering	CO3	Apply software engineering analysis/design knowledge to suggest solutions for simulated problems (Analyze)
			CO4	Design user interface layout for different types of applications (Apply)
			CO5	Recognize and describe current trends in software engineering (Understand)
	IT14	Operating Systems Concepts	CO1	Understand structure of OS, process management and synchronization. (Understand)
			CO2	Understand multicore and multiprocessing OS. (Understand)
			CO3	Explain Realtime and embedded OS (Understand)
			CO4	Understand Windows and Linux OS fundamentals and administration. (Understand)
			CO5	Solve shell scripting problems (Apply)
	IT15	Network Technologies	CO1	Understand the basic concepts of Computer Network, and principle of layering (Understand)
			CO2	Apply the error detection and correction techniques used in data transmission (Apply)
			CO3	Apply IP addressing schemes and sub netting (Apply)
			CO4	Understand the concept of routing protocols, Application layer protocols and Network Security (Understand)
			CO5	Apply the socket programming basics to create a simple chat application (Apply)
	IT11L	Practicals	CO1	Demonstrate Collection framework (Apply)
			CO2	Develop GUI using awt and swing (Apply)
			CO3	Develop Web application using JSP and Servlet, JDBC (Apply)
			CO4	Apply Data Structure to solve problems using JavaScript (Apply)
ITC11	Mini Project	CO1	Create working project using tools and techniques learnt in this semester (Create)	

COURSE OUTCOMES (MCA PATTERN 2020)

YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER II				
	IT21	Python Programming	CO1	Understand Demonstrate the concepts of python and modular programming. (Understand)
			CO2	Apply the concepts of concurrency control in python (Apply)
			CO3	Solve the real-life problems using object-oriented concepts and python libraries (Apply)
			CO4	Demonstrate the concept of IO, Exception Handling, database (Apply)
			CO5	Analyze the given dataset and apply the data analysis concepts and data visualization. (Analyze)
	IT22	Software Project Management	CO1	Understand the process of Software Project Management Framework and Apply estimation techniques. (Apply)
			CO2	Learn the philosophy, principles and lifecycle of an agile project. (Understand)
			CO3	Demonstrate Agile Teams and Tools and Apply agile project constraints and trade-offs for estimating project size and schedule (Apply)
			CO4	Explain Project Tracking and Interpretation of Progress Report (Understand)
			CO5	Analyze Problem statement and evaluate User Stories (Analyze)
	MT21	Optimization Techniques	CO1	Understand the role and principles of optimization techniques in business world (Understand)
			CO2	Demonstrate specific optimization technique for effective decision making (Apply)
			CO3	Apply the optimization techniques in business environments (Apply)
			CO4	Illustrate and infer for the business scenario (Analyze)
			CO5	Analyze the optimization techniques in strategic planning for optimal gain. (Analyze)

**FIRST
YEAR
(SEM- II
, TERM-
II)**

IT23	Advanced Internet Technologies	CO1	Outline the basic concepts of Advance Internet Technologies (Understand)
		CO2	Design appropriate user interfaces and implements webpage based on given problem Statement (Apply)
		CO3	Implement concepts and methods of NodeJS (Apply)
		CO4	Implement concepts and methods of Angular (Apply)
		CO5	Build Dynamic web pages using server-side PHP programming with Database Connectivity (Apply)
IT24	Advanced DBMS	CO1	Describe the core concepts of DBMS and various databases used in real applications (Understand)
		CO2	Design relational database using E-R model and normalization (Apply)
		CO3	Demonstrate XML database and nonprocedural structural query languages for data access (Apply)
		CO4	Explain concepts of Parallel, Distributed and Object-Oriented Databases and their applications (Understand)
		CO5	Apply transaction management, recovery management, backup and security – privacy concepts for database applications (Apply)
IT21L	Practicals	CO1	implement python programming concepts for solving real life problems. (Apply)
		CO2	Implement Advanced Internet Technologies (Apply)
ITC21	Mini Project	CO1	Create working project using tools and techniques learnt in this semester (Create)

COURSE OUTCOMES (MCA PATTERN 2020)

YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER III				
	IT31	Mobile Application Development	CO1	Understand Various Mobile Application Architectures. (Understand)
			CO2	Apply different types of widgets and Layouts. (Apply)
			CO3	Describe Web Services and Web Views in mobile applications. (Understand)
			CO4	Implement data storing and retrieval methods in android. (Apply)
			CO5	Demonstrate Hybrid Mobile App Framework. (Apply)
	IT32	Data Warehousing and Data Mining	CO1	Understand Data warehouse concepts, architecture and models (Understand)
			CO2	Learn and understand techniques of preprocessing on various kinds of data (Understand)
			CO3	Apply association Mining and Classification Techniques on Data Sets (Apply)
			CO4	Apply Clustering Techniques and Web Mining on Data Sets (Apply)
			CO5	Understand other approaches of Data mining (Understand)
	IT33	Software Testing and Quality Assurance	CO1	Understand the role of software quality assurance in contributing to the efficient delivery of software solutions. (Understand)
			CO2	Demonstrate specific software tests with well-defined objectives and targets. (Apply)
CO3			Apply the software testing techniques in commercial environments. (Apply)	
CO4			Construct test strategies and plans for software testing. (Analyze)	

**SECOND
YEAR
(SEM-
III,TER
M-I)**

		CO5	Demonstrate the usage of software testing tools for test effectiveness, efficiency and coverage (Apply)
IT34	Knowledge Representation & Artificial Intelligence - ML, DL	CO1	Understand basic building block of Artificial Intelligence and Knowledge Representation. (Understand)
		CO2	Apply Propositional Logic for knowledge representation. (Apply)
		CO3	Design various models based on Machine Learning methodology (Apply)
		CO4	Design various models based on Deep Learning methodology (Apply)
		CO5	Understand various hardware and software aspect used for AI and its application. (Understand)
		IT35	Cloud Computing
CO2	Classify the types of Virtualization. (Understand)		
CO3	Describe the Cloud Management and relate Cloud to SOA. (Understand)		
CO4	Interpret Architecture and Pharrell Programing of Cloud Computing. (Apply)		
CO5	Demonstrate practical implementation of Cloud computing. (Apply)		
IT31L	Practical	CO1	Develop mobile application. (Apply)
		CO2	Develop ML, DL models using Python (Apply)
ITC31	Mini Project	CO1	Create working project using tools and techniques learnt in this semester (Create)

COURSE OUTCOMES (MCA PATTERN 2020)

YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER IV				
SECOND YEAR (SEM-IV, TERM-II)	IT-41	DevOps	CO1	The evolution of technology & timeline (brief history)
			CO2	Introduction to various Devops platforms
			CO3	Define the building components / blocks of Devops and gain an insight of the Devops Architecture.
			CO4	Gain knowledge about Devops approach across various domains
			CO5	Overview of the technical skill sets for building Devops applications.
	BM-41	PPM and OB	CO1	Describe and analyze the interactions between multiple aspects of management. (Understand)
			CO2	Analyze the role of planning and decision making in Organization (Analyze)
			CO3	Justify the role of leadership qualities, Motivation and Team Building. (Analyze)
			CO4	Analyze stress management and conflict management (Analyze)
			CO5	Describe Personality and Individual Behavior (Understand)
	ITC41	Project	CO1	Create working project using tools and techniques learnt in the programme (Create)