



KBTCE
Affiliated to Savitribai Phule Pune University
& Approved by AICTE New Delhi

NASHIK DISTRICT MARATHA VIDYA PRASARAK SAMAJ'S

Karmaveer Adv. Baburao Ganpatrao Thakare College of Engineering

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MBA Department Course Outcomes

Vision

To be the center of management excellence for building management development capabilities in Leadership, Innovation and Research in the domain of multi-disciplinary Management profession thereby contributing to the development of business and the common masses.

Mission

M1: To develop Managers and Entrepreneurs for the business and industry by inculcating the values for discipline, quality and transparency

M2: To develop Leadership Skills (managerial skills, acumen and passion)

M3: To train the students to become employable & Self employable

Program Outcomes

PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster analytical and critical thinking abilities for data based decision making.
PO3	Ability to develop value based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Ability to understand, analyze and communicate the major concept in the functional areas of accounting, marketing, finance, Operations, IT and HR Management
PO7	An ability to demonstrate critical awareness of current issues (e.g. Diversity, social responsibility, sustainability, innovation, knowledge management etc.) in business and management which is informed by leading edged research and practice in the field.
PO8	Use information and knowledge effectively, scanning and organizing data, synthesizing and analyzing in order to abstract meaning from information and to share knowledge.

Program Educational Objectives

- To impart management education for tomorrow's leader of society
- To create eco-system for innovative entrepreneurship
- To strengthen the ongoing process of management education through integrating with industry expectations

FE Subjects Course Outcomes
ACADEMIC YEAR: - 2018-19
Semester – I

Subject Code	Accounting for Business Decisions (101)
C101.1	To understand the basic concepts of financial accounting, cost accounting and management accounting.
C101.2	To know various tools from accounting and cost accounting this would facilitate the decision making.
C101.3	To develop analytical abilities to face the business situations.
C101.4	To understand the basic concepts of Cost Control and their applications to inventory cost control.
C101.5	To use of Tally application in the accounting

Subject Code	Economic Analysis for Business Decisions (102)
C102.1	To equip the students of management with time tested tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.
C102.2	To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries.
C102.3	To develop economic way of thinking in dealing with practical business problems and challenges
C102.4	To understand the role and functions of Money and Capital Market in India
C102.5	To understands the elements of National Income and Union Budget

Subject Code	Legal Aspects of Business (103)
C103.1	To acquaint students with general business law issues to help become more informed sensitive and effective business leaders
C103.2	To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.
C103.3	To develop the legal abilities related to incorporation of companies
C103.4	To understand the concept of Intellectual Property Rights
C103.5	To evaluate the stakeholders of business by understanding the Consumer Protection Act.

Subject Code	Business Research Methods (104)
C104.1	To understand the concept and process of business research in business environment
C104.2	To know the use of tools and techniques for exploratory, conclusive and causal research.
C104.3	To understand the concept of measurement in empirical systems.
C104.4	To use statistical techniques for analysis of research data.
C104.5	To apply the excel tools for problem solving of research data analysis.

Subject Code	Organizational Behaviour (105)
C105.1	To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.
C105.2	To obtain frameworks and tools to effectively analyze and approach various Organizational situations.
C105.3	To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.
C105.4	To develop the abilities to understand various leadership models
C105.5	To evaluate the process of organizational change management

Subject Code	Basics of Marketing (106)
C106.1	To introduce marketing as a business function and a philosophy.
C106.2	To emphasize importance of understanding external environment in marketing decision making
C106.3	To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers
C106.4	To expose students to new marketing realities.
C106.5	To understand and analyse the concepts of consumer buying behavior.

Subject Code	Management Fundamentals (107)
C107.1	To explain the various concepts of management.
C107.2	To make the students understand the contemporary management practices
C107.3	To highlight professional challenges that managers face in various organization
C107.4	To enable the students to appreciate the emerging ideas and practices in the field of management.
C107.5	To understand the organizational structure and culture elements

Subject Code	Business Communication Lab (108)
C108.1	To acquaint the students with fundamentals of communication and help them to transform their communication abilities.
C108.2	To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one.
C108.3	To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.
C108.4	To develop the professional interview skill.
C108.5	To develop written and oral presentation skills

Subject Code	MS Excel & Advanced Excel Lab (109)
C109.1	To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications
C109.2	To provide students hands on experience on MS Excel Utilities
C109.3	To gain proficiency in creating solutions for Data Management and Reporting
C109.4	To develop the abilities of analysis with the help of excel tools for problem solving
C109.5	To study formulae for financial applications and analysis.

Subject Code	Enterprise Analysis - Desk Research (115)
C115.1	To acquaint students with basic aspects of an Enterprise.
C115.2	To guide the students in analyzing an Enterprise w.r.t a set of basic parameters
C115.3	To help the students assimilate basic jargon and its meaning w.r.t. Enterprise Analysis
C115.4	To acquaint students with the procedure of incorporation and listing company to stock market
C115.5	To provide students with understanding of governance in corporate.

FE Subjects Course Outcomes
ACADEMIC YEAR: - 2018-19
Semester –II

Subject Code	Marketing Management (201)
C201.1	To introduce the concept of Marketing Mix as a framework for Marketing Decision making
C201.2	To emphasize the need, importance and process of Marketing Planning and Control.
C201.3	To sensitize the students to the dynamic nature of Marketing Function
C201.4	To introduce the concept of new product development and startup
C201.5	To understand the concept of communication mix

Subject Code	Financial Management (202)
C202.1	To understand various concepts related to financial management
C202.2	To study in detail, various tools and techniques in the area of finance
C202.3	To understand the various Techniques of Financial Analysis
C202.4	To develop the analytical skills this would facilitate the decision making in Business situations.
C202.5	To get the idea about the management of working capital

Subject Code	Human Resource Management (203)
C203.1	To understand the role of HRM in an organization
C203.2	To learn to gain competitive advantage through HR planning recruitment & selection
C203.3	To learn and study training and development practices
C203.4	To understand the employee appraisal and compensation system in an organization
C203.5	To understand the organizational entry and Exit Procedures

Subject Code	Decision Science (204)
C204.1	To understand role of quantitative techniques in managerial decision making.
C204.2	To understand process of decision problem formulation
C204.3	To understand applications of various quantitative techniques in managerial settings.
C204.4	To understand the various theories of decision making like Decision Theory , Game Theory , Queuing Theory
C204.5	To get the idea about the CPM & PERT

Subject Code	Operations & Supply Chain Management (205)
C205.1	To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace
C205.2	To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.
C205.3	To understand the role and functions of production planning and control.
C205.4	To understand the importance of Inventory management and control.
C205.5	To understand the concept of supply chain management and its key issues.

Subject Code	Management Information Systems (206)
C206.1	To learn latest developments in the field of Information Technology and its use to gain competitive advantage in business.
C206.2	To understand Database Management and Phases of system development.
C206.3	To learn the applicability of various Information systems in business decisions and problem solving.
C206.4	To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce
C206.5	To understand the applications of MIS in functional areas as well as in service sector.

Subject Code	Life Skills Lab (210)
C210.1	To encourage students to develop and use balanced self-determined Behavior
C210.2	To help students in enhancing self, increasing life satisfaction and Improving relationships with others.
C210.3	To develop new ability to practice new problem solving skills in group and use these skills in personal life.
C210.4	To encourage students to develop moral and morality of culture.
C210.5	To develop students in the communication skill.

Subject Code	Business Systems & Procedures (211)
C211.1	To study & understand standard operating procedures, steps & its importance to business
C211.2	To study & understand various accounting procedures
C211.3	To understand Business as an integrated system
C211.4	To develop process thinking for developing procedures.
C211.5	To make students aware of various business functions & responsibilities.

Subject Code	Computer Aided Personal Productivity Tools Lab (212)
C212.1	To give students mastery of MS Office.
C212.2	To provide students hands on experience on MS PowerPoint for data presentation.
C212.3	To develop the abilities of analysis with the help of excel tools for problem solving.
C212.4	To gain proficiency in creating solutions for Data Management and Reporting
C212.5	To familiarize Students with various media for social connectivity

Subject Code	Industry Analysis - Desk Research (215)
C215.1	To understand the concept and process of business research in business environment.
C215.2	To know the use of tools and techniques for exploratory, conclusive and causal research.
C215.3	To understand the concept of measurement in empirical systems.
C215.4	To use statistical techniques for analysis of research data.
C215.5	To apply the excel tools for problem solving of research data analysis.

SE Subjects Course Outcomes
ACADEMIC YEAR: - 2018-19
Semester – III

Subject Code	Strategic Management (301)
C301.1	To study & understand strategy, strategic management process & its implementation
C301.2	To study & understand the concept of value chain and portfolio analysis
C301.3	To expose participants to various perspectives and concepts in the field of Strategic Management
C301.4	To help participants develop skills for applying these concepts to the solution of business problems
C301.5	To help students master the analytical tools of strategic management.

Subject Code	Enterprise Performance Management (302)
C302.1	To acquaint the students with a perspective of different facets of management of an enterprise
C302.2	To provide inputs with reference to the Investment Decisions along with the techniques for those decisions
C302.3	To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
C302.4	To develop the knowledge of the concept of auditing and its applicability as performance management tool
C302.5	To acquaint the students different Financial and Non-Financial Performance parameters of business

Subject Code	Startup and New Venture Management (303)
C303.1	To instill a spirit of entrepreneurship among the student participants.
C303.2	To provide an overview of the competences needed to become an entrepreneur
C303.3	To give insights into the Management of Small Family Business
C303.4	To develop abilities for creating Business plan
C303.5	To create ecosystem for Ideation for setting up new business.

Subject Code	Summer Internship Project (304)
	Work in team to :-
C304.1	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
C304.2	To provide means to immerse students in actual supervised professional experiences
C304.3	To give an insight into the working of the real organizations.
C304.4	To gain deeper understanding in specific functional areas..
C304.5	To appreciate the linkages among different functions and departments.

MARKETING

Subject Code	Contemporary Marketing Research (305MKT)
C305.1	To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.
C305.2	To design and produce, evaluate a research proposal & understand the quality of research studies.
C305.3	To learn the basic skills to conduct professional marketing research.
C305.4	To understand the applications of business research tools in Marketing decision making.
C305.5	To develop abilities of conducting Marketing Research for Organisation.
Subject Code	Consumer Behaviour (306MKT)
C306.1	To highlight the importance of understanding consumer behavior in Marketing.
C306.2	To study the environmental and individual influences on consumers.
C306.3	To understand consumer behavior in Indian context.
C306.4	To understand various consumer behaviour models
C306.5	To gain and apply the knowledge of Indian consumer behaviour for solving business problems

Subject Code	Integrated Marketing Communications (307MKT)
C307.1	To provide an overview of the range of tools available for Marketing Communications
C307.2	To provide an understanding of the basic principles of planning and execution in Marketing Communications
C307.3	To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.
C307.4	To sensitize students to the various facets of advertising, public relation and promotion management.
C307.5	To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.

Subject Code	Product Management (308MKT)
C308.1	To make the students appreciate the various facets of the job of a product manager.
C308.2	To highlight the strategic role of product management in organizational and functional context.
C308.3	To emphasize the financial and other metrics of effective product management.
C308.4	To Understand and analyze the concept of consumer needs.
C308.5	To analyze the product development strategy.

Subject Code	Strategic Brand Management (309MKT)
C309.1	To introduce different approaches to measuring brand equity.
C309.2	To provide conceptual framework for managing brands strategically.
C309.3	To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands.
C309.4	To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity.
C309.5	To analyze and understand the brand marketing programmes.

Subject Code	Personal Selling Lab (310MKT)
C310.1	To outline the areas in which sales executives make decisions
C310.2	To emphasize the role of sales executives as planners of sales operations and a key figure in implementing marketing strategies.
C310.3	To give hands on inputs on the selling process.
C310.4	To develop the ability among students
C310.5	To develop the ability among students to execute practical personal selling activities.

Finance

Subject Code	Direct Taxation (305FIN)
C305.1	To get the idea about the management of working capital
C305.2	To Calculate Gross Total Income and Tax Liability of an Individual
C305.3	To acquaint with online filling of various forms and Returns
C305.4	To acquaint Income under the head "Profit and Gains of Business or Profession
C305.5	To understand the Deductions to be made in Computing Total Income

Subject Code	Financial System of India , Markets and Services (306FIN)
C306.1	To enlighten the students with the Concepts & Practical dynamics of the Indian Financial system, Markets, Institution and Financial Services
C306.2	To acquaint the students with a perspective of different financial instruments from Money & Capital Market
C306.3	To develop the knowledge related to Venture capital, Mutual Funds, Credit rating agency etc
C306.4	To acquaint the students with practical working of stock markets
C306.5	To develop the knowledge about Regulation of financial system in India

Subject Code	Corporate Finance (309FIN)
C309.1	To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management
C309.2	To highlight the importance of various decision making areas of financial management.
C309.3	To acquaint students with Corporate Value based Management System.
C309.4	To acquaint students with Corporate Restructuring
C309.5	To provide the knowledge of different concept of Business Valuation

Subject Code	Equity Research, Credit Analysis & Appraisal (311FIN)
C311.1	To understand the importance of equity research
C311.2	To understand how excel can be leveraged for better analysis of a company
C311.3	To give recommendation based on fundamental and technical analysis
C311.4	To understand the Writing Equity Research Report
C311.5	To understand the Importance of Documentation – Security of Documentation

Subject Code	Futures and Options (315FIN)
C315.1	To develop an understanding of financial derivatives and the institutional structure of the markets on which they are traded
C315.2	To have an understanding of the analytical tools necessary to price such instruments.
C315.3	To highlight the role of financial derivatives in the modern capital markets, in particular for risk management
C315.4	To provide students with an introduction to the Options and Futures Applications in India
C315.5	To understand options and futures applications in India

Subject Code	Financial Instruments & Derivatives (316FIN)
C316.1	To provide students with an introduction to the theory and practice of financial instruments
C316.2	To develop an understanding and importance of financial derivatives and institutional structure of the market
C316.3	To highlight the role of financial derivatives in the modern capital markets, in particular for risk management
C316.4	To provide students with an introduction to the Options and Futures Applications in India
C316.5	To understand the concept of Currency derivatives and Risk management in derivatives

HRM

Subject Code	Labour & Social Security Laws (305HR)
C305.1	To make the students understand rationale behind labour laws
C305.2	To equip students with important provisions of various labour laws
C305.3	To give students insight into the implementation of labour laws.
C305.4	To give students insight into the implementation of social security law.
C305.5	To know and analyze the students changing scenario of labour law.

Subject Code	Human Resource Accounting & Compensation Management (306HR)
C306.1	To orient the students with the concepts related to human resource accounting.
C306.2	To facilitate learning related to human resource accounting.
C306.3	To know and understand the students of compensation management.
C306.4	To give students insight into the compensation management for employees.
C306.5	To make the students understand challenges and issue related to the compensation.

Subject Code	Employee Health, Safety & Welfare (307HR)
C307.1	To learn the basic concepts of safety management
C307.2	To study the various provisions of employee health and safety
C307.3	To facilitate learning related to various provision act.
C307.4	To Study of all statutory & Non statutory welfare facilities
C307.5	To understand the Labour Welfare & Labour Welfare Officer.

Subject Code	Lab in Recruitment and Selection (314HR)
C314.1	To give hands on experience to students on Recruitment advertisements
C314.2	To give hands on experience to students on writing Job Specification and description
C314.3	To give hands on experience to students on profiling techniques
C314.4	To acquaint students with different interviewing methods
C314.5	To develop professional skill among students regarding recruitment process

Subject Code	Lab in Training (316HR)
C316.1	To make students understand training need analysis
C316.2	To help students design Training Programs
C316.3	To make students understand & design training methods
C316.4	To make students aware of the real life application and emerging trends Training
C316.5	To acquaint students with implementation of training methods in organization

Subject Code	Lab in Labour Laws – I (317HR)
C317.1	To give students insight into the implementation of labour laws
C317.2	To acquaint students with calculation of due/ compensations/ contributions etc.
C317.3	To acquaint students with the calculations of Bonus, Gratuity, PF
C317.4	To give students an experience of industrial practices of labour laws
C317.5	To make students understand the role of labour laws in human resource management

OPERATION MANAGEMENT

Subject Code	Planning & Control of Operations (305 OPE)
C305.1	To give an overview of Planning & Control of Operations
C305.2	To explain the role of forecasting in the operations planning process.
C305.3	To explain the need for aggregate planning and the steps in aggregate planning.
C305.4	To explain how is capacity planning done in organizations and what is its relationship with MRP.
C305.5	To highlight the importance of scheduling in operations management

Subject Code	Inventory Management (306 OPE)
C306.1	To give an overview of Planning & Control of Operations
C306.2	To explain the role of forecasting in the operations planning process.
C306.3	To explain the need for aggregate planning and the steps in aggregate planning.
C306.4	To explain how is capacity planning done in organizations and what is its relationship with MRP.
C306.5	To highlight the importance of scheduling in operations management

Subject Code	Productivity Management. (307 OPE)
C307.1	To understand and appreciate significance of productivity management.
C307.2	To study various productivity management methods.
C307.3	To learn applicability of popular productivity management tools.
C307.4	To understand the concept & applicability of Value chain and Value Engineering.
C307.5	To understand the significance of Work Study and Method Study.

Subject Code	Manufacturing Resource Planning. (310 OPE)
C310.1	To understand role and importance of Manufacturing Resource Planning (MRP II)
C310.2	To know the inputs, processing and outputs of MRP II
C310.3	To understand the concept of Capacity Management.
C310.4	To understand role and importance of Manufacturing Resource Planning (MRP II-Module I)
C310.5	To understand role and importance of Manufacturing Resource Planning (MRP II-Module 2)

Subject Code	Toyota Production System (314 OPE)
C314.1	To explain the management principles and business philosophy behind Toyota's worldwide reputation for quality and reliability.
C314.2	To understand the importance of standardized task, Right quality at first time, continuous improvement.
C314.3	To understand the importance of process flow.
C314.4	To understand the importance of team building, leadership and network of partners and suppliers.
C314.5	To demonstrate how managers in every industry can improve business processes by: Eliminating wasted time and resources Finding low-cost but reliable alternatives to expensive new technology Turning every employee into a quality control inspector

Subject Code	Project Management
C315.1	To provide the students with a holistic, integrative view of Project Management.
C315.2	To highlight the role of projects in modern day business organizations.
C315.3	To sensitize the students to complexities of project management.
C315.4	To understand the concept and importance of Project Evaluation
C315.5	To understand the concept and importance of Project Scheduling and Risk Management.

IT/SYSTEMS

Subject Code	IT Management & Cyber Laws.
C305.1	To understand legal provisions of Information Technology Act, 2000.
C305.2	To know Case Law and practical ramifications of the Act.
C305.3	To develop understanding of managerial aspects so as to use Information technology effectively and efficiently.
C305.4	To appreciate IT Management as an independent and important field of work, different from IT for Management.
C305.5	To develop an ability to understand the concept of Certifying Authority, Cyber Crime, Domain name Disputes and Trademark Law.

Subject Code	E Business and Business Intelligence
C306.1	To appreciate e-Business as a significant business segment of the future
C306.2	To develop capacity to initiate/lead an e-business venture/ business segment
C306.3	To understand principles of BI and Analytics at conceptual level
C306.4	To develop skills to design BI and Analytics projects
C306.5	To develop the ability to understand and apply BI applications in different domains like HR, CRM, PRODUCTION.

Subject Code	Mobile Computing and Android
C308.1	To understand technical aspects of M-computing.
C308.2	To appreciate impact of M-computing on Information Technology scenario.
C308.3	To understand M-computing applications; initiate new applications
C308.4	To understand the concept and importance of Security issues in mobile computing.
C308.5	To understand the management of mobile commerce services.

Subject Code	Software Quality Assurance
C310.1	To understand concepts and methodology related to Software Quality Assurance.
C310.2	To Know software Quality standards specifies by regulatory authorities
C310.3	To develop capability to design Quality Testing processes in software development environment
C310.4	To understand the SQA components in projects life cycle activities assessment.
C310.5	To understand the various Quality Standards and Quality Factors.

Subject Code	Software Marketing
C312.1	To understand facets of software marketing as a field of study.
C312.2	To develop in depth of understanding of Software Marketing Practices.
C312.3	To assist in developing capability to market the software.
C312.4	To understand the role of promotion in software marketing
C312.5	To understand the concept of pricing and distribution in software marketing.

Subject Code	IT for retailing & Online shopping
C313.1	To understand IT in Retail as an important field of practice
C313.2	To know concepts and technologies related to IT in retail
C313.3	To understand the application of IT in Retail Management.
C313.4	To understand the concept of web based retailing/E retailing/E commerce
C313.5	To know the retail management system and future trends in Market.

SE Subjects Course Outcome
ACADEMIC YEAR: - 2018-19
Semester - IV

COMMON:

Subject Code	Managing for Sustainability (401)
C401.1	Apply general ethical principles to particular cases or practices in business
C401.2	Think independently and rationally about contemporary moral problems.
C401.3	Recognize the complexity of problems in practical ethics.
C401.4	Demonstrate how general concepts of governance apply in a given situation or given circumstances.
C401.5	To understand the application of relevant theories of CSR.

Subject Code	Dissertation (402)
C402.1	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
C402.2	To provide means to immerse students in actual supervised professional experiences
C402.3	To gain deeper understanding in specific areas.
C402.4	To develop perspective about business organizations in their totality
C402.5	To help the students in exploring career opportunities in their areas of interest.

MARKETING

Subject Code	Services Marketing (403MKT)
C403.1	To emphasize the significance of services marketing in the global economy.
C403.2	To make the students understand the deeper aspects of successful services marketing
C403.3	To provide insights to the challenges and opportunities in services marketing.
C403.4	To understand the students of deeper aspects of physical evidence.
C403.5	To study and get knowledge of applications of services marketing.

Subject Code	Sales and Distribution Management (404MKT)
C404.1	To provide foundations in components of sales and distribution management
C404.2	To introduce various facets of the job of a sales manager
C404.3	To focus on decision making aspects and implementation of decisions in sales and distribution management
C404.4	To make students understand the deeper aspects of marketing channels
C404.5	To demonstrate the importance of retailing in sales & distribution management

Subject Code	Retail Marketing (405MKT)
C405.1	To provide insights into all functional areas of retailing.
C405.2	To give an account of essential principles of retailing.
C405.3	To give a perspective of the Indian retailing scenario.
C405.4	To Understand and analyze the concept of retailing operation
C405.5	To study and analyze the mall management and its challenges.

Subject Code	Rural Marketing (406 MKT)
C406.1	To understand rural aspects of marketing
C406.2	To learn nuances of rural markets to design effective strategies
C406.3	To enhance deeper understanding of rural consumer behavior
C406.4	To make students understand the deeper aspects of Product & Pricing strategy in rural market

C406.5	To demonstrate the importance of distribution and communication strategies in rural market
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Subject Code	Marketing Strategy (410MKT)
C410.1	To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment
C410.2	To understand and apply the STP of marketing (segmentation, targeting, positioning)
C410.3	To understand and appreciate the concept of marketing strategy formulation and implementation
C410.4	To make students understand the deeper aspects of Marketing Strategies for New Market Entries & Growth Markets
C410.5	To demonstrate the importance of Marketing Strategies for Mature & Declining Markets

Subject Code	E-Marketing and analytics (413MKT)
C413.1	To contextualize marketing concepts in electronic marketing.
C413.2	To give insights into various aspects of E Marketing.
C413.3	To know the students of analytics from the perspective of creating Customer Value.
C413.4	To understand the concept of marketing analytics context.
C413.5	To make the students understand the customer relationship management.

FINANCE

Subject Code	Indirect Taxation (403FIN)
C403.1	To understand the basic concepts related to GST.
C403.2	To acquaint with the latest amendments made in connection with indirect taxation
C403.3	To update the procedural part of GST
C403.4	To understand the Types of GST returns
C403.5	To understand the concept of Custom Duty and Indirect Taxation

Subject Code	International Finance (404 FIN)
C404.1	To make students familiar with the operations in foreign exchange markets
C404.2	To sensitize students with complexities of managing finance of multinational firm
C404.3	To understand the students about the Global Capital Market
C404.4	To make the students familiar with the International Bond Market.
C404.5	To highlight the importance of the regulatory framework within which international financial transactions can take place, with special reference to India.

Subject Code	Online Trading of Financial Assets (408FIN)
C408.1	To understand how to do the trading of financial assets online.
C408.2	To understand Products in Capital Markets
C408.3	To know practically the prerequisites of trading
C408.4	To Understanding Trading, Clearing & settlement and Risk Management related to each product in Capital Market
C408.5	To analyze the securities using the MIS reports available online

Subject Code	Banking Operations – II (409 FIN)
C409.1	To get acquainted with the changed role of Banking post 1991 Reforms
C409.2	To know the lending and borrowing rates along with the various mandatory reserves
C409.3	To know the procedural compliances by bank's functionality
C409.4	To know the Funding and Procedural Compliances
C409.5	To get acquainted with the International Banking

Subject Code	Wealth & Portfolio Management (410 FIN)
C410.1	To understand the concept of Wealth Management
C410.2	To understand the concept of Portfolio Management
C410.3	To understand various tools and methods of evaluating the portfol
C410.4	To understand Portfolio analysis and selection.
C410.5	To understand the various Portfolio Theory

Subject Code	Commodity Markets (412FIN)
C412.1	To equip young managers with the knowledge of emerging commodities derivatives trading practices in India
C412.2	To explain the regulatory framework of these markets and domestic and international historical developments in commodities market
C412.3	To highlight the importance of hedgers, speculators and arbitragers
C412.4	To highlight the importance of Commodity indices as an investment class.
C412.5	To understand Regulation Framework & Taxation Aspects

HR

Subject Code	Employment Relations (403HR)
C403.1	Give students insight into the IR scenario in India
C403.2	Make students understand important laws governing IR
C403.3	Create understanding about role of Govt., society and trade union in IR
C403.4	To understand Trends in Employment Relations
C403.5	To know the Employee Relations Initiatives

Subject Code	Strategic Human Resource Management (404HR)
C404.1	To make students understand HR implications of organizational strategies
C404.2	Understand the various terms used to define strategy & its process
C404.3	To learn HR strategies for Improving Organizational Effectiveness
C404.4	To learn & understand the SHRM and its challenges.
C404.5	Understand HR strategies in Indian & global perspective

Subject Code	Employee Reward Management (407HR)
C407.1	To appraise students with reward management system practiced in organizations
C407.2	To make students understand the process of setting reward management system
C407.3	To give students exposure to the reward management practices followed various organizations
C407.4	To learn & understand Reward management for special groups
C407.5	To learn & understand Union role in Reward Management:

Subject Code	Change Management (408HR)
C408.1	To make students understand meaning of change and need for organizational Change.
C408.2	To appraise students with the change management process
C408.3	To students understand the concept of leading change management.
C408.4	To know the challenges of execution in the organization.
C408.5	To make students understand the case study of challenges of organization.

Subject Code	Lab in Industrial Relations (411HR)
C411.1	To expose students to drafting of various notice of strike & lockout
C411.2	To expose students to the drafting of show cause notices
C411.3	To enhance understanding of handling & drafting misconduct procedures
C411.4	To make students understand the functioning of trade unions
C411.5	To expose students to the working of Labour courts

Subject Code	Competency Mapping (416HR)
C416.1	Make the students understand concept and importance of competency mapping
C416.2	Give insight into the process and models of competency mapping
C416.3	To know the students of the concept of Competency Categories:
C416.4	To know and understand the competency recruitment and selection--
C416.5	To make the students understand the competency based training and development.

OPERATION MANAGEMENT

Subject Code	Operation Strategy
C403.1	To emphasize the key role of operations in bringing about the growth and profitability of organizations.
C403.2	To impart ideas, concepts and principles in operations strategy
C403.3	To understand use of quantitative tools in solving typical Operations Domain Problems
C403.4	To understand importance of value chain , JIT, Lean manufacturing.
C403.5	To understand the application of Decision trees in making manufacturing decisions.

Subject Code	Total Quality Management.
C404.1	To understand the Quality concept and its strategic advantage.
C404.2	To give various perspectives on Quality and various contributors to Quality
C404.3	To provide an in-depth understanding of the various problem solving Quality Control tools.
C404.4	To understand the statistical quality control techniques.
C404.5	To introduce the frameworks of Global Quality Awards

Subject Code	World Class Manufacturing
C406.1	To bring out the relevance and basics of World Class Manufacturing
C406.2	To gain global competitive advantage through world class manufacturing.
C406.3	To understand information management tools and system for world class manufacturing.
C406.4	To highlight the current state of Indian Manufacturing
C406.5	To provide a road map for World Class Manufacturing

Subject Code	Business Process Reengineering.
C407.1	To understand BPR and its role in business process & performance improvement.
C407.2	To understand BPR in Manufacturing Industry.
C407.3	To understand the role of IT in BPR.
C407.4	To provide a practical framework and management techniques needed for implementation of BPR.
C407.5	To understand factors affecting success and failure of BPR.

Subject Code	Enterprise Resource Planning.
C408.1	To understand the concept of Enterprise Resource Planning.
C408.2	To understand how a business works and how information systems fit into business operations.
C408.3	To understand the cross functional integration aspects of a business & functions.
C408.4	To understand better managerial decision making through real time data integration and sharing
C408.5	To understand the host of underlying technological tools of ERP.

Subject Code	Lean Manufacturing
C413.1	To understand the Lean Manufacturing concept and its application in business functions and processes.
C413.2	To understand the business processes, products and demand.
C413.3	To understand the concept of production layout, resource allocation and standardization.
C413.4	To learn in detail the concept of KANBAN and its importance.
C413.5	To learn Lean manufacturing Methodologies.

IT/SYSTEMS

Subject Code	SOFTWARE PROJECT MANAGEMENT
C403.1	To understand different aspects of Software Project Management as an important field of practice under IT Management
C403.2	To learn tools and techniques of Software Project Management
C403.3	To understand importance of and learning techniques to ensure software quality
C403.4	To learn risk management in software projects.
C403.5	To learn to use a Software Package for Software Project Management

Subject Code	ERP
C404.1	To acquire in-depth knowledge of ERP as a prime Application Software product
C404.2	To learn operational aspects of ERP implementation and support
C404.3	To know features of important ERP modules
C404.4	To learn applications of ERP and Emerging trends.
C404.5	To learn, through case studies, practical aspects of ERP in Manufacturing & service industries

Subject Code	Web Designing and Multimedia Applications
C405.1	To acquire technical competence in Web Designing and Multimedia Applications
C405.2	To integrate Web and Multimedia with business objectives of the organization
C405.3	To learn to use HTML.
C405.4	To learn and understand the VB Script.
C405.5	To learn and understand the Java script.

Subject Code	Network Technologies and securities
C405.1	To acquire technical competence in Web Designing and Multimedia Applications
C405.2	To integrate Web and Multimedia with business objectives of the organization
C405.3	To learn to use HTML.
C405.4	To learn and understand the VB Script.
C405.5	To learn and understand the Java script.

Subject Code	Data Warehousing and Data Mining
C410.1	To learn and understand concept of Data mining in detail.
C410.2	To learn the concept of Data warehouse, its architecture and applications.
C410.3	To learn Data Warehouse implementation.
C410.4	To learn Data processing and its benefits for organization
C410.5	To learn and understand Data Mining Primitives, Languages and System Architectures.

Subject Code	Internet Marketing & Internet of Things (IOT)
C413.1	To understand various approaches to Internet Marketing.
C413.2	To get An overview of social media and networking sites
C413.3	To develop skills to implement Internet Marketing under appropriate situations
C413.4	To learn and understand E -commerce in detail.
C413.5	To get an overview on Online promotion techniques.