

Amrutvahini College OF Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 3rd (A.Y 2019-20 / 2020-21)

Course No.	Course code	Course Name	Course Outcomes-on the completion of this course student will be able to	
301	GC – 11	Strategic Management	CO301.1	DESCRIBE the basic terms and concepts in Strategic Management.
			CO301.2	EXPLAIN the various facets of Strategic Management in a real world context.
			CO301.3	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
			CO301.4	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
			CO301.5	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
			CO301.6	DEVELOP the capability to view the firm in its totality in the context of its environment.
302	GC – 12	Decision Science	CO302.1	DESCRIBE the concepts and models associated with Decision Science.
			CO302.2	UNDERSTAND the different decision-making tools required to achieve optimisation in business processes.
			CO302.3	APPLY appropriate decision-making approach and tools to be used in business environment.
			CO302.4	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
			CO302.5	EVALUATE the various facets of a business problem and develop problem solving ability
			CO302.6	DISCUSS & propose the various applications of decision tools in the present business scenario.
307	GE - UL - 14	International Business Environment	CO307.1	Recall and Describe the key concepts of international Business Environment
			CO307.2	Understand the relevance of Multinational Corporations (MNCs) in global trade
			CO307.3	Demonstrate the significance of FDI and FPI in respect of developing economy
			CO307.4	Analyse the issues related to Labor, Environmental and Global Value chain
			CO307.5	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.
			CO307.6	Recall and Describe the key concepts of international Business Environment
309	GE - UL - 16	Knowledge Management	CO102.1	DEFINE the key terms and concepts in Knowledge Management.
			CO102.2	DESCRIBE the Knowledge Management cycle
			CO102.3	DISCUSS the types of Knowledge and its implications.
			CO102.4	OUTLINE the importance of capturing knowledge elements and its structures application as a competitive advantage to business
			CO102.5	EXPLAIN the human and business aspects of knowledge management.

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310	GE - UL - 17	Corporate Governance	CO310.1	RECOGNIZE and REMEMBER the scope of Corporate Governance.
			CO310.2	UNDERSTAND the role of Board of Directors and Committees in Good Corporate Governance and key mechanism.
			CO310.3	APPLICATION of empirical methods of Corporate Governance and its impact on the Firms.
			CO310.4	Analyze the legal framework of Corporate Governance and formulate Internal control policies.
			CO310.5	Evaluate the legal framework and global perspective of Corporate Governance.
			CO310.6	FORMULATE and DISCUSS Cases related to CG (Models), their SUCCESS & FAILURES.

Marketing Specialisation				
304 MKT	SC – MKT-03	Services Marketing	CO304.1	RECALL the key concepts in services marketing
			CO304.2	EXPLAIN the role of Extended Marketing Mix in Services
			CO304.3	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
			CO304.4	ANALYSE the significance of services marketing in the Indian and global economy
			CO304.5	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
			CO304.6	DEVELOP marketing mix for various services offering
305 MKT	SC – MKT-04	Sales & Distribution Management	CO305.1	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
			CO305.2	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
			CO305.3	APPLY the concepts related to sales and distribution management.
			CO305.4	ANALYZE the real life scenarios of sales and distribution management.
			CO305.5	EVALUATE the existing sales and distribution strategies and approaches.
			CO305.6	DEVELOP generate and evaluate sales and distribution strategies.
313 MKT	SE – IL - MKT- 08	International Marketing	CO313.1	ENUMERATE various terms and key concepts associated with international marketing.
			CO313.2	EXPLAIN various key concepts used in all aspects of international marketing.
			CO313.3	APPLY all stages in international marketing management process.
			CO313.4	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
			CO313.5	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies

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				and international marketing mix strategies based on Assessment of international marketing environment.
			CO313.6	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.
314 MKT	SE – IL - MKT- 09	Digital Marketing - II	CO314.1	DEFINE the key terms and concepts related with digital marketing
			CO314.2	EXPLAIN various tools of digital marketing.
			CO314.3	MAKE USE OF various tools of digital marketing.
			CO314.4	CLASSIFY the different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention.
			CO314.5	ASSESS the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations.
			CO314.6	DEVELOP appropriate digital marketing campaign.
317 MKT	SE – IL - MKT- 12	Marketing of High Technology Products	CO317.1	DESCRIBE the characteristics of High Technology Products and key concepts associated with Marketing of High-Tech Products.
			CO317.2	EXPLAIN key concepts associated with Marketing of High-Tech Products.
			CO317.3	APPLY marketing plans and decisions in specific situations in High-Tech Markets.
			CO317.4	EXAMINE the suitability of Marketing Mix Strategies/Plans in the light of marketing environment for high Tech products.
			CO317.5	EVALUATE alternative Marketing Mix Strategies/Plans for High-Tech Products.
			CO317.6	DEVELOP Marketing Mix Strategies/Plans for High-Tech Products.

Finance Specialisation				
304 FIN	SC – FIN - 03	Advanced Financial Management	CO304.1	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
			CO304.2	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
			CO304.3	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
			CO304.4	ANALYZE the options for making the right financial decisions of a firm
			CO304.5	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
			CO304.6	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.
305 FIN	SC – FIN - 04	International Finance	CO305.1	Enumerate the key terms associated with International Finance.
			CO305.2	Summarize the various the concepts related to regulators, financial markets, Financial Instruments,

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				tax structures at international level.
			CO305.3	Illustrate the role of international monetary systems & intermediaries in Global financial market.
			CO305.4	Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
			CO305.5	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
			CO305.6	Formulate the investment plan or business plan by adapting international finance environment.
315 FIN	SE – IL - FIN – 12	Indirect Taxation	CO315.1	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
			CO315.2	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.
			CO315.3	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.
			CO315.4	Illustrate the e filing process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
			CO315.5	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.
			CO315.6	Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filing can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.
317 FIN	SE – IL - FIN - 14	Financial Modeling	CO317.1	Remember the concepts, terminologies, frameworks, tools and techniques of Financial modeling
			CO317.2	UNDERSTAND the applications and use of MS Excel in financial modeling and its different techniques
			CO317.3	DEVELOP, APPLY and actually use core functionality of MS Excel in decision framework to solve managerial problems
			CO317.4	ANALYSE different financial models in order to eliminate substantial risk of poor spreadsheet coding
			CO317.5	FORMULATE an idea and acceptable solutions to solve different problems in the area of financial management .
			CO317.6	BUILD financial models by making appropriate assumptions on financial factors relevant to the situation
318 FIN	SE – IL - FIN – 15	Digital Banking	CO318.1	Remember various concepts and products in Digital Banking
			CO318.2	Explain and understand the significance and

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				development of Digital Banking
			CO318.3	Compare and contrast the Branchless Banking and Traditional Banking
			CO318.4	Analyze the payment system of digital banking from consumer's point of view
			CO318.5	Evaluate Role of digital banking and emerging technologies in economic development

HRM Specialisation				
304 HR	SC – HRM - 03	Strategic Human Resource Management	CO304.1	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
			CO304.2	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
			CO304.3	Ability to ANALYZE HR as an investment to the company.
			CO304.4	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
			CO304.5	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
305 HR	SC – HRM - 04	HR Operations	CO305.1	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records
			CO305.2	LEARN drafting of communications for disciplinary actions
			CO305.3	DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc.
			CO305.4	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts
			CO305.5	CALCULATE computation of Workmen compensation, Bonus and Gratuity
			CO305.6	FILE returns under various labour laws and prepare salary structure
314 HR	SE – IL - HRM - 09	HR perspective in Mergers and Acquisition	CO314.1	LIST conceptual framework of Mergers & Acquisitions and organization integration
			CO314.2	UNDERSTAND HR's role and due diligence process in Mergers & Acquisitions
			CO314.3	MANAGE/ SOLVE HR issues arising out during Mergers & Acquisitions
			CO314.4	ORGANIZE HR due diligence before M & A
			CO314.5	SUPPORT process of change mgt. in M & A
			CO314.6	FORMULATE HR processes for restructuring compensation and benefits in M& A
315 HR	SE – IL - HRM - 10	International HR	CO315.1	IDENTIFY key perspectives of global workforce

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				management
			CO315.2	UNDERSTAND cultural aspects of International HRM
			CO315.3	PREPARE HR planning for long term global staffing
			CO315.4	ILLUSTRATE steps involved in global selection of human resources
			CO315.5	FORMULATE Training and development policy for expatriate employees of an organization
			CO315.6	ANALYZE / COMPARE important points that needs to be included while drafting global workforce performance & development management system of an organization
319 HR	SE – IL - HRM - 14	Change Management & New Technologies in HRM	CO319.1	DEFINE Change Management and its significance
			CO319.2	UNDERSTANDING change management model and practices
			CO319.3	APPLY Change Management in context to digital transformation
			CO319.4	EXAMINE and DETERMINE various concepts in human resource information system
			CO319.5	IMPLEMENT change management in the organization.