

**Amrutvahini College of Engineering, Sangamner**  
**Department of Management and Business Administration**  
**Course Outcomes for SEM 3<sup>RD</sup> & Sem 4<sup>TH</sup> (A.Y 2013-14 / 2014-15)**

Course code	Course Name	Course Outcomes-on the completion of this course student will be able to	
301	Strategic Management	CO301.1	Expose participants to various perspectives & concepts in the field of strategic management
		CO301.2	Develop skills for applying strategic management to the solution of business problems
		CO301.3	Help students to master the analytical tools of strategic managements along with various grand strategies in the business
		CO301.4	Demonstrate the use of different strategies implementation with changing structures & processes of the organization
		CO301.5	Describe the role of strategy in the organization with difference between blue & red ocean strategies.
302	Enterprise Performance Management	CO302.1	Understanding basic concepts of entrepreneurship, factors affecting entrepreneurial growth and traits of entrepreneurs
		CO302.2	Knowing appropriate opportunities and product selection, feasibility study analysis & entry strategies
		CO302.3	Preparing the project reports and enterprise launching formalities
		CO302.4	Knowing the role of support institutions and the laws
		CO302.5	Analysing various case studies in entrepreneurship
303	Start-up and New Venture Management	CO303.1	The decision-making matrix of entrepreneur in establishing a startup.
		CO303.2	The issues in developing a team to establish and grow a startup
		CO303.3	A go to market strategy for a startup.
		CO303.4	A workable funding model for a proposed start-up.
		CO303.5	A convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.
305 MKT	Contemporary Marketing Research	CO305.1	The key steps involved in the marketing research process.
		CO305.2	Various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
		CO305.3	An understanding of the ethical framework that market research needs to operate within.
		CO305.4	Quantitative data and draw appropriate Inferences to address a real-life marketing issue.
		CO305.5	A market research proposal for a real-life marketing research problem and EVALUATE a market research

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			proposal.
306 MKT	Consumer Behaviour	CO306.1	Enumerate social and psychological factors and their influence his/her behavior as a consumer.
		CO306.2	Explain fundamental concepts associated with consumer and organizational buying behavior.
		CO306.3	Apply consumer behavior concepts to real world strategic marketing management decision making.
		CO306.4	Analyse the dynamics of human behavior and the basic factors that influence the consumer's decision process.
		CO306.5	Explain the consumer and organizational buying behavior process for a variety of products (goods/services).
307 MKT	Integrated Marketing Communications	CO307.1	Describe the IMC mix and the IMC planning process.
		CO307.2	Examine the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
		CO307.3	Construct a marketing communication mix to achieve the communications and behavioral objectives of the IMC campaign plan.
		CO307.4	Analyze and critically evaluate communications effects and results of an IMC campaign to determine its success for a variety of brands.
		CO307.5	Design a sales promotion campaign and choose the avenues for public relations, publicity and corporate advertising for a consumer and a Business-to-business product.
309 MKT	Strategic Brand Management	CO309.1	Describe the characteristics of high technology products and key concepts associated with marketing of high-tech products.
		CO309.2	Explain key concepts associated with marketing of high-tech products.
		CO309.3	Apply marketing plans and decisions in specific situations in high-tech markets.
		CO309.4	Examine the suitability of marketing mix strategies/plans in the light of marketing environment for high tech products.
		CO309.5	Evaluate alternative marketing mix strategies/plans for high-tech products.
305 FIN	Financial Regulatory Framework	CO305.1	To provide an overview of the various regulators operating in the Indian Financial System.
		CO305.2	Understand their roles, functions and contribution to managing the economy.
		CO305.3	Understand, how to compute Income under the head house property, capital gain & other sources.
		CO305.4	Students would learn to calculate income under head business & profession, would understand concept of set off of loss, carry forward of losses
		CO305.5	Students would know to compute Gross total income & Tax liability of an Individual

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306 FIN	Merchant Banking and Financial Services	CO306.1	To understand the scope, evolution and role of merchant banking in the context of Indian financial system, to understand the basic concepts of Indian Financial system
		CO306.2	To know the various types of Financial Institution & To know in detail the services offered by the merchant Bankers.
		CO306.3	To get acquainted with the procedure of public issue management & To Understand regulatory framework of financial system in India
		CO306.4	Students should familiar with financial markets
		CO306.5	Be familiar with the financial services available in the financial market
309 FIN	Corporate Finance	CO309.1	Recall the structure and components of indian financial system through \banking operations & financial markets.
		CO309.2	Understand the concepts of financial markets, their working and importance.
		CO309.3	Illustrate the working and contribution of banks and NBCs to the Indian economy.
		CO309.4	Analyze the linkages in the financial markets.
		CO309.5	Explain the various banking and accounting transactions.
305 HR	Labour Laws	CO305.1	To make the students understand rationale behind labour laws/ labour Legislation
		CO305.2	Describe the important provisions of the factories Acts
		CO305.3	Provides insight in implementation of Wage Act & payment of Bonus Act
		CO305.4	Describe important provisions for labour welfare
		CO305.5	Describe important provisions of social security laws
306 HR	Performance Management	CO306.1	To orient the students with the concepts related to performance appraisal
		CO306.2	To facilitate learning related to performance management for employees.
		CO306.3	Ability to analyse HR as an investment to the company.
		CO306.4	Ability to interpret and evaluate the implementation of the hr strategies.
		CO306.5	Formulate and provide realistic solutions to the industry by designing innovative strategies and logical decision making.

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401	Managing for Sustainability	CO401.1	Recognize and remember the scope of corporate governance.
		CO401.2	Understand the role of board of directors and committees in good corporate governance and key mechanism.
		CO401.3	Application of empirical methods of corporate governance and its impact on the firms
		CO401.4	Analyze the legal framework of corporate governance and formulate internal control policies.
		CO401.5	Evaluate the legal framework and global perspective of corporate governance.
402	Dissertation	CO402.1	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.
		CO402.2	To provide means to immerse students in actual supervised professional experiences
		CO402.3	To gain deeper understanding in specific areas.
403MKT	Services Marketing	CO403.1	Recall the key concepts in services marketing
		CO403.2	Explain the role of extended marketing mix in services
		CO403.3	Demonstrate the new paradigm and perspectives in marketing of services
		CO403.4	Analyze the significance of services marketing in the indian and global economy
		CO403.5	Evaluate segmentation, targeting & positioning of services in dynamic marketing environment
404MKT	Sales and Distribution Management	CO404.1	Describe the theoretical concepts related to sales management and distribution management domain
		CO404.2	Understand the concepts, techniques and approaches required for effective decision making in the areas of sales and distribution.
		CO404.3	Apply the concepts related to sales and distribution management.
		CO404.4	Analyze the real-life scenarios of sales and distribution management.
		CO404.5	Evaluate the existing sales and distribution strategies and approaches.
403 FIN	Indirect Taxation 403 FIN International Finance	CO403.1	Remembering the key concepts of indirect taxes in india identifying and enumerating the various terms associated with gst and other indirect taxes.
		CO403.2	Explain how gst works as an uniform tax structure, illustrate the gst framework of India, & describe the important concepts such as supply,

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			dual taxation method, registration process, etc.
		CO403.3	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.
		CO403.4	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.
		CO403.5	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.
404 FIN	Corporate Finance	CO404.1	To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management.
		CO404.2	To highlight the importance of various decision-making areas of financial management.
		CO404.3	Illustrate the role of international monetary systems & intermediaries in global financial market.
		CO404.4	Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
		CO404.5	Determine the various strategies to start investment or business at the international level by considering various factors of international Finance.
403 HR	Industrial Relations	CO403.1	Describe structure of personnel department, its policies and maintenance of employee files & records
		CO403.2	Learn drafting of communications for disciplinary actions
		CO403.3	Demonstrate the knowledge and calculations of bonus, gratuity, pf, esi etc.
		CO403.4	Experiment to calculate the computation of workmen compensation, bonus and gratuity as per relevant acts
		CO403.5	Calculate computation of workmen compensation, bonus and gratuity
404 HR	Strategic Human Resource Management	CO404.1	Understand the various terms used to define HR strategy & its process
		CO404.2	To make students understand talent management & its importance in an organization
		CO404.3	Understand HR strategies for improvising Organizational effectiveness
		CO404.4	Describe various HRM issues & challenges in the organization
		CO404.5	Understand HR strategies in Indian & global dimensions