

Amrutvahini College of Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 1st and Sem 2nd (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	
101	GC – 01	Managerial Accounting	CO101.1	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
			CO101.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
			CO101.3	PERFORM all the necessary calculations through the relevant numerical problems.
			CO101.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
			CO101.5	EVALUATE the financial impact of the decision.
102	GC – 02	Organizational Behaviour	CO102.1	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
			CO102.2	EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
			CO102.3	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
			CO102.4	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
			CO102.5	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
			CO102.6	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.
103	GC – 03	Economic Analysis for Business Decisions	CO103.1	DEFINE the key terms in micro-economics.
			CO103.2	EXPLAIN the key terms in micro-economics, from a managerial perspective.
			CO103.3	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
			CO103.4	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
			CO103.5	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
			CO103.6	ANTICIPATE 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.
104	GC – 04	Business Research Methods	CO104.1	DEFINE various concepts & terms associated with scientific business research.
			CO104.2	EXPLAIN the terms and concepts used in all aspects of scientific business research.

Amrutvahini College of Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 1st and Sem 2nd (A.Y 2019-20 / 2020-21)

			CO104.3	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
			CO104.4	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
			CO104.5	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.
			CO104.6	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.
105	GC – 05	Basics of Marketing	CO105.1	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
			CO105.2	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
			CO105.3	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
			CO105.4	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e- products/ e-services).
			CO105.5	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
			CO105.6	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).
106	GC – 06	Digital Business	CO106.1	DESCRIBE the conceptual framework of e ommerce, mobile commerce and social commerce.
			CO106.2	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.

Amrutvahini College of Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 1st and Sem 2nd (A.Y 2019-20 / 2020-21)

			CO106.3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
			CO106.4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
			CO106.5	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
			CO106.6	DISCUSS the various applications of Digital Business in the present day world.
107	GE - UL - 01	Management Fundamentals	CO107.1	ENUMERATE various managerial competencies and approaches to management.
			CO107.2	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
			CO107.3	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
			CO107.4	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
			CO107.5	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.
			CO107.6	FORMULATE and DISCUSS a basic controlling model in a real life business, start- up and not-for-profit organizational context.
109	GE - UL - 03	Entrepreneurship Development	CO109.1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
			CO109.2	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
			CO109.3	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
			CO109.4	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
			CO109.5	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
			CO109.6	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.
111	GE - UL - 05	Legal Aspects of Business	CO111.1	DESCRIBE the key terms involved in each Act.
			CO111.2	SUMMARIZE the key legal provisions of each Act.
			CO111.3	ILLUSTRATE the use of the Acts in common business situations.
			CO111.4	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.

Amrutvahini College of Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 1st and Sem 2nd (A.Y 2019-20 / 2020-21)

			CO111.5	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations
			CO111.6	DESCRIBE the key terms involved in each Act.
201	GC – 07	Marketing Management	CO201.1	DESCRIBE the key terms associated with the 4 Ps of marketing.
			CO201.2	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.3	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e- services.)
			CO201.4	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.5	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.6	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
202	GC – 08	Financial Management	CO202.1	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
			CO202.2	EXPLAIN in detail all theoretical concepts throughout the syllabus
			CO202.3	PERFORM all the required calculations through relevant numerical problems.
			CO202.4	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
			CO202.5	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
203	GC – 09	Human Resources Management	CO203.1	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
			CO203.2	SUMMARIZE the impact of Current HR trends on HR Functions
			CO203.3	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
			CO203.4	EXAMINE the changing role of HR Priorities
			CO203.5	ELABORATE upon the various types of current HR Trends

Amrutvahini College of Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 1st and Sem 2nd (A.Y 2019-20 / 2020-21)

204	GC – 10	Operations & Supply Chain Management	CO204.1	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
			CO204.2	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
			CO204.3	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
			CO204.4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
			CO204.5	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.
			CO204.6	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.
208	GE - UL - 08	Geopolitics & World Economic Systems	CO208.1	ENUMERATE the various elements of global economic system.
			CO208.2	EXPLAIN the role of key trade organizations in the global economic system.
			CO208.3	IDENTIFY the crucial elements of international trade laws.
			CO208.4	ANALYSE the forces that work for and against globalization.
			CO208.5	ASSESS the impact of the elements of the Global Economic System on the India Economy.
209	GE - UL - 09	Start Up and New Venture Management	CO209.1	DESCRIBE the strategic decisions involved in establishing a start-up.
			CO209.2	EXPLAIN the decision-making matrix of entrepreneur in establishing a startup.
			CO209.3	IDENTIFY the issues in developing a team to establish and grow a startup
			CO209.4	FORMULATE a go to market strategy for a startup.
			CO209.5	DESIGN a workable funding model for a proposed startup.
			CO209.6	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.
210	GE - UL - 10	Qualitative Research Methods	CO210.1	ENUMERATE the key terms associated with Qualitative research approach.
			CO210.2	COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
			CO210.3	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
			CO210.4	ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
			CO210.5	EVALUATE the quality of Qualitative Research work
			CO210.6	COMBINE Qualitative and Quantitative

Amrutvahini College of Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 1st and Sem 2nd (A.Y 2019-20 / 2020-21)

				research approaches in a real world research project.
MARKETING Specialisation				
205 MKT	SC – MKT-01	Marketing Research	CO205.1	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
			CO205.2	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
			CO205.3	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
			CO205.4	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
			CO205.5	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
			CO205.6	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
206 MKT	SC – MKT-02	Consumer Behaviour	CO206.1	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
			CO206.2	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
			CO206.3	APPLY consumer behavior concepts to real world strategic marketing management decision making.
			CO206.4	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
			CO206.5	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
			CO206.6	DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer.
217 MKT	SE – IL - MKT- 01	Integrated Marketing Communications	CO207.1	DESCRIBE the IMC mix and the IMC planning process.
			CO207.2	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
			CO207.3	CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
			CO207.4	ANALYZE and critically evaluate communications effects and results of an IMC campaign to determine its success for a variety of brands.
			CO207.5	DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations,

Amrutvahini College of Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 1st and Sem 2nd (A.Y 2019-20 / 2020-21)

				Publicity and Corporate Advertising for a consumer and a business-to-business product.
			CO207.6	DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.
220 MKT	SE – IL - MKT- 04	Digital Marketing - I	CO220.1	DEFINE various concepts related to Digital Marketing.
			CO220.2	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
			CO220.3	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
			CO220.4	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
			CO220.5	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
			CO220.6	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.

FINANCE Specialisation				
205 FIN	SC – FIN - 01	Financial Markets and Banking Operations	CO205.1	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
			CO205.2	UNDERSTAND the concepts of financial markets, their working and importance.
			CO205.3	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
			CO205.4	ANALYZE the linkages in the Financial Markets.
			CO205.5	EXPLAIN the various banking and accounting transactions.
			CO205.6	DEVELOP necessary competencies expected of a finance professional.
206 FIN	SC – FIN - 02	Personal Financial Planning	CO206.1	UNDERSTAND the need and aspects of personal financial planning
			CO206.2	Describe the investment options available to an individual
			CO206.3	IDENTIFY types of risk and means of managing it
			CO206.4	DETERMINE the ways of personal tax planning
			CO206.5	EXPLAIN retirement and estate planning for an individual and design a financial plan.
			CO206.6	CREATE a financial plan for a variety of individuals.
219 FIN	SE – IL - FIN - 03	Direct Taxation	CO219.1	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
			CO219.2	EXPLAIN how tax planning can be done.
			CO219.3	ILLUSTRATE how online filling of various forms and returns can be done.
			CO219.4	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.

Amrutvahini College of Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 1st and Sem 2nd (A.Y 2019-20 / 2020-21)

			CO219.5	ANALYZE and DISCOVER intrinsic value of a security.
			CO219.6	DESIGN/ DEVELOP / CREATE tax saving plan.
224 FIN	SE – IL - FIN - 08	General Insurance - Health and Vehicle	CO224.1	DESCRIBE the various terms related to General insurance and Health Insurance.
			CO224.2	UNDERSTAND General insurance, Health Insurance (including travel insurance) and Motor / Vehicle Insurance
			CO224.3	COMPARE and CONTRAST insurance plans
			CO224.4	ANALYZE and USE risk management techniques
			CO224.5	FACILITATE the development of an insurance claim.
			CO224.6	FACILITATE the compliance required for acquiring the policy and settlement of claims.

HRM Specialisation				
205 HR	SC – HRM – 01	Competency Based Human Resource Management	CO205.1	DEFINE the key terms related to performance management and competency development.
			CO205.2	EXPLAIN various models of competency development.
			CO205.3	PRACTICE competency mapping.
			CO205.4	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
			CO205.5	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
			CO205.6	DEVELOP a customized competency model in accordance with the, corporate requirements.
206 HR	SC – HRM – 02	Employee Relations & Labour Legislation	CO206.1	SHOW awareness of important and critical issues in Employee Relations
			CO206.2	INTERPRET and relate legislations governing employee relations.
			CO206.3	DEMONSTRATE an understanding of legislations relating to working environment.
			CO206.4	OUTLINE the role of government, society and trade union in ER.
			CO206.5	EXPLAIN aspects of collective bargaining and grievance handling.
			CO206.6	DISCUSS the relevant provisions of various Labour Legislations.
217 HRM	SE – IL - HRM - 01	Labour Welfare	CO207.1	ENUMERATE the key concepts of the subject matter.
			CO207.2	DESCRIBE the key aspects of the labour policy regulation in the country.
			CO207.3	IDENTIFY the applicability of various legislations to variety of real world organizations.
			CO207.4	EXAMINE the traditional concept of labour welfare in the industry.
			CO207.5	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
			CO207.6	ELABORATE upon the perspective of labour problems and remedial measures in the country.

Amrutvahini College of Engineering, Sangamner
Department of Management and Business Administration
Course Outcomes for SEM 1st and Sem 2nd (A.Y 2019-20 / 2020-21)

218 HRM	SE – IL - HRM - 02	Lab in Recruitment and Selection	CO218.1	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection
			CO218.2	COMPARE and CONTRAST various methods of Recruitment and Selection.
			CO218.3	DEVELOP Job Specifications and Job descriptions in a variety of context.
			CO218.4	ANALYZE various Personality types.
			CO218.5	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
			CO218.6	COMPILE a list of questions for Recruitment and Selection interviews.