

**Amrutvahini College OF Engineering, Sangamner**  
**Department of Management and Business Administration**  
**Course Outcomes for SEM 3<sup>rd</sup> & 4<sup>th</sup> (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 Man
			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
			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 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

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			CO102.5	EXPLAIN the human and business aspects of knowledge management.
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

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				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 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.

<b>Finance Specialisation</b>				
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

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			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, financialmarkets, Financial Instruments, tax structures at international level.
			CO305.3	Illustrate the role of international monitory systems & intermediaries inGlobal financial market.
			CO305.4	Inspect the various parameters of global financial market and interpretbest 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 adaptinginternational finance environment.
315 FIN	SE - IL - FIN - 12	Indirect Taxation	CO31 5.1	Remembering the key concepts of Indirect Taxes in India Identifying andenumerating the various terms associated with GST and other indirect taxes.
			CO31 5.2	Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dualtaxation method, registration process, etc.
			CO31 5.3	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time valueofsupply;determinethetaxablepersonandtaxleviedo ngoodsandservices.
			CO31 5.4	Illustrate the e filling process of GSTCategorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
			CO31 5.5	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.
			CO31 5.6	Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filling can bedone Estimate the GST, TDS, anticipate goods, services, tax payable person for thebusiness.

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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 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

<b>HRM Specialisation</b>				
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

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				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 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.
401	GC-14	Enterprise Performance Management	CO402.1	Enumerate the different parameters & facets of management control of an enterprise.
			CO402.2	Illustrate the various techniques of enterprise performance management for varied sectors.
			CO402.3	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
			CO402.4	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
			CO402.5	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
			CO402.6	Enumerate the different parameters & facets of

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				management control of an enterprise.
402	GC -15	Indian Ethos and Business Ethics	CO402.1	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
			CO402.2	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures
			CO402.3	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place
			CO402.4	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
			CO402.5	EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
			CO402.6	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.
404 HR	SC- HRM- 05	Organizational Diagnosis & Development	CO404.1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development
			CO404.2	UNDERSTAND concept of OD and 'intervention'.
			CO404.3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings
			CO404.4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD
			CO404.5	EVALUATING IDENTIFY AND MAP an intervention to organisational need.
			CO404.6	DESIGN the role of the consultant for an organisational issue
404 HR	SC- HRM- 06	Current Trends and Cases in Human Resources Management	CO404.1	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends
			CO404.2	SUMMARIZE the impact of Current HR trends on HR Functions
			CO404.3	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
			CO404.4	EXAMINE the changing role of HR Priorities
			CO404.5	ELABORATE upon the various types of current HR Trends
			CO404.6	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.

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403F IN	SC - FIN-05	Financial Laws	CO403.1	Define & Describe basic concepts related to Financial Laws
			CO403.2	Illustrate the implications of various laws, Explain concepts & details of various Financial Laws
			CO403.3	Make use of contextual financial laws applicable to organizations .
			CO403.4	Infer the application of financial laws to organizations
			CO403.5	Appraise & perceive the benefits of applicable laws to the organizations.
405	GE - UL - 19	Global Strategic Management	CO405.1	Define the concept and key terms associated with the global strategic management
			CO405.2	Describe in detail global strategic alliance, merger and acquisitions.
			CO405.3	Demonstrate various global organisation models in global strategic management context.
			CO405.4	Examine various entry and business-level strategies from global strategic management prospective
			CO405.5	Explain globalization, innovation, and sustainability and challenges to strategic management.
			CO405.6	Design global strategies and understand their relative merits and demerits.
404	SC - MKT- 06	Marketing Strategy	CO404.1	DISCOVER perspectives of market strategy
			CO404.2	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
			CO404.3	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
			CO404.4	ANALYSE a company's current situation through applying internal and external analyses.
			CO404.5	EXPLAIN alternative ways to measure the outcome of market strategies.
			CO404.6	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.
409 MKT	SE - IL - MKT- 13	Customer Relationship Management	CO40.1	Define and Describe basic concepts and theories related to CRM.
			CO409.2	Understand and Explain key concepts and theories associated with CRM.
			CO409.3	Apply and Illustrate principles, theories and models of CRM in B2B and B2C markets.
			CO409.4	Classify Customer acquisition and retention strategies and Analyze Customer database in CRM.
			CO409.5	Evaluate suitability and effectiveness of CRM strategies



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				in specific marketing situation.
			CO409.6	Develop CRM strategies/plans for various B2B and B2C markets.
411	SE - IL - FIN - 23	Risk Management	CO411.1	Describe various concept associated with risk management and financial risk management
			CO411.2	Exemplify the financial risk management processes, frameworks
			CO411.3	Determine the various building blocks of risk management system and strategies.
			CO411.4	Classify various risks associated with enterprise, banks, insurance etc.
			CO411.5	EXPLAIN alternative ways to measure the outcome of market strategies.
			CO411.6	Formulate the strategies to overcome with currency risk, credit risk, interest rate risk, legal risk, asset liability risk, liquidity risk etc.
412	SE - IL - HRM - 18	Best Practices in HRM	CO412.1	DEFINE dynamic approach towards Human Resource activities and practices.
			CO412.2	EXPLAIN theoretical framework for best practices.
			CO412.3	IDENTIFY & CLASSIFY the practices according to the industry and sub sectors of the industry
			CO412.4	COMPARE and DETERMINE various skill sets required at Human Resource Section.
			CO412.5	PLAN a survey of various industry and DEVELOP a trend analysis of Human Resource Best Practices.
408	GE - UL - 22	Corporate Social Responsibility & Sustainability	CO404.1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
			CO404.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
			CO404.3	APPLY the various theories and models of financial management in the case.
			CO404.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
			CO404.5	EVALUATE the financial impact of the alternative on the given case.

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404 FIN	SC - FIN - 06	<b>Current Trends and Cases in Finance</b>	CO404.1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
			CO404.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
			CO404.3	APPLY the various theories and models of financial management in the case.
			CO404.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
			CO404.5	EVALUATE the financial impact of the alternative on the given case.
412 FIN	SE - IL - FIN - 24	<b>Strategic Cost Management</b>	CO412.1	Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management
			CO412.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
			CO412.3	ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
			CO412.4	ANALYSE the situation and decide the key cost factors / elements involved in the decision making
			CO412.5	FORMULATE new models and techniques for managing the cost strategically in any business organization.
413 HR	SE-IL- HR-	Employee Engagement and Ownership	CO413.1	IDENTIFY the basic concepts of Employee Engagement and Employee Ownership
			CO413.2	UNDERSTANDING the various factors, models and metrics involved in Employee engagement
			CO413.3	DETERMINATION of various Employee Engagement Activities and types of Employee Ownership practiced in all scales of companies at various sectors.
			CO413.4	IMPLEMENTATION of Engagement strategies and BUILDING Engagement Culture in companies
			CO413.5	EVALUATION of Employee engagement and Employee Ownership and its impact on the performance of businesses.
			CO413.6	APPLICATION of Employee engagement practices and Employee Ownership at various sectors of industry.