



Shri Balasaheb Mane Shikshan Prasarak Mandal's

ASHOKRAO MANE GROUP OF INSTITUTIONS

NH – 4, Vathar Tarf Vadgaon, Tal: - Hatkanangale, Dist: - Kolhapur-416112



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Faculty of Management Studies

A.Y/ Class	Semester	Course code	Course Name	Course Outcome No.	Course Outcome
MBA Second Year 2023- 24	Sem- III	CC 301	Strategic and Change Management	CC 301-1	Understand the concept and process of strategic management
				CC 301-2	Evaluate external and internal business environment
				CC 301-3	Analyze situational SWOT
				CC 301-4	Understand various tools used for strategic choice
				CC 301-5	Understand the concept of Corporate Governance and CSR
		CC 302	Business Intelligence and Analytics	CC 302 - 1	Understand the business intelligence essentials
				CC 302 - 2	Explain various descriptive statistical tools for proper inferences.
				CC 302 - 3	Generate assignment and transportation models for any organization.
				CC 302 - 4	Develop Queuing model, Game theory, network analysis for any organization
		DSC 304	Elective I- Paper-I BUYING BEHAVIOUR AND BRAND MANAGEMENT	DSC 304 -1	Compare consumer behaviour and its effect on buying decision
				DSC 304 -2	Demonstrate consumer behaviour and buying decision process
				DSC 304 -3	Application of effective marketing program by understanding buyer behaviour
				DSC 304 -4	Develop brand building abilities
		DSC 305	Elective I- Paper-II ADVERTISING AND SALES MANAGEMENT	DSC 305-1	To develop the understanding of advertising management.
				DSC 305-2	To help students analyze different Medias and execute media plan.



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				DSC 305-3	To develop the understanding of various sales forecasting methods and to know the application of it.
				DSC 305-4	To understand and learn the process of Personal Selling.
				DSC 305-5	To understand the Logistics & Supply Chain Management practices and its application.
		DSC 306	Elective-II Paper-I COMPENSATION MANAGEMENT	DSC 306-1	Discuss the theories, philosophies, techniques and approaches to manage the pay systems.
				DSC 306-2	Gain the insight of Compensation management concepts and practices to design pay structure and benefits for better management of human resources.
				DSC 306-3	Develop an understanding of various legislations to design the pay systems.
				DSC 306-4	Develop the knowledge related to Policy issues of employee benefits in India, voluntary and Government mandated benefits.
				DSC 306-5	Enhance necessary critical thinking skills in order to evaluate different jobs and design salary structure
				DSC 306-6	Apply the legal aspects in wide range of issues related to Compensation 17 management.
	DSC 307			Elective-II Paper-II HUMAN RESOURCE DEVELOPMENT	DSC 307-1
		DSC 307-2	Empower the students to design and develop the training modules.		



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			DSC 307 -3	It will help students to know how to retain the top talent in the organization.
			DSC 307 -4	Incorporate students in performance appraisal, career planning and employee engagement.
			DSC 307 -5	Apply the right evaluation framework of HR.
			DSC 307 -6	Demonstrate the ability to carry out competency mapping.
		INDIAN FINANCIAL SYSTEM	1	To Describe the Role of Financial Sector in the economy.
			2	To recognize availability of various financial markets
			3	To analyze the Trading Mechanism in Stock Exchanges
			4	To define different financial services
		CORPORATE RESTRUCTURING AND LIQUIDITY MANAGEMENT	1	To indicate types of restructuring.
			2	To assess techniques of cash management.
			3	To summarize objectives and provisions of receivables management
			4	To analyze the financial management of sick units.
	SECC 308	Customer Relationship Management	SECC 308-1	Use effective Customer Relationship Management practices to retain the customers.
			SECC 308-2	Use effective Customer Relationship Management practices to retain the customers.
Sem IV	CC 401	Innovation and Entrepreneurship	CC 401 - 1	Understand the concept of entrepreneurship and related theories
			CC 401 - 2	Evaluate the profile of successful entrepreneur



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			CC 401 - 3	Analyze entrepreneurial opportunities	
		CC 402	Startups and New Venture (Internal)	CC 402-1	Understand different form of business enterprises
				CC 402-2	Evaluate the role of different institutions providing a support system for new ventures
				CC 402-3	Analyze different business models.
				CC 402-4	Understand factors to be considered to develop feasibility report
		SECC 403	Employability Skill (Internal)	SECC 403-1	This course shall enable the students to develop various skills needed to perform different roles to be employable, be it as an Employee or Entrepreneur.
				SECC 403-2	To enhance an individual's ability to gain initial employment, maintain employment, move between roles within the same organization, obtain new employment if required and (ideally) secure suitable and sufficiently fulfilling work.
				SECC 403-3	This course focuses on both the core aspects of the Employability skills. Hard Skills & Soft Skills.
		DSE 404	ELECTIVE I-MARKETING MANAGEMENT PAPER-III SERVICE MARKETING AND RETAIL MARKETING	DSE 404-1	Understanding of the unique challenges inherent in managing and delivering quality services.
				DSE 404-2	Analyse and develop the service marketing strategies
				DSE 404-3	Understanding of retail formats



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			DSE 404-4	Develop and understand the retail marketing mix strategies	
		DSE 405	ELECTIVE I- MARKETING MANAGEMENT PAPER— IV CONTEMPORARY ISSUES IN MARKETING	DSE 405-1	Analyze global marketing environment
				DSE 405-2	Illustrate global marketing strategies
				DSE 405-3	Analyse and develop rural marketing strategies
				DSE 405-4	Understand digital marketing applications
				DSE 405-5	Develop an event marketing programme
		DSE 406	PAPER -III STRATEGIC HUMAN RESOURCE MANAGEMENT AND INTERNATIONAL PERSPECTIVE	DSE 406-1	Apply the concepts and knowledge in deployment, expatriate on international assignment.
				DSE 406-2	Adopt international HRM strategies
				DSE 406-3	Analyze the impact of issues and global imperatives on HR concepts, policies and practices.
				DSE 406-4	Differentiate between domestic and international HRM
				DSE 406-5	Demonstrate knowledge of developing of HR practices as strategic differentiators
				DSE 406-6	Establish the linkage between firm strategy and HR practices of the firm through Resource-based view of Competitive Advantage and Sustained Competitive Advantage.
				DSE 406-7	Differentiate between traditional and strategic HRM
				DSE 406-8	Develop the strategic HR Tools
		DSE 407	ELECTIVE -II HUMAN RESOURCE MANAGEMENT PAPER - IV INDUSTRIAL RELATIONS AND	DSE 407-1	Discuss the theories, techniques and approaches to manage industrial relations
				DSE 407-2	Gain the insights of IR concepts and practices to design programs for better industrial relations and peace.



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		LABOUR LAWS	DSE 407-3	Develop an understanding of Industrial Relations Institutions such as employer associations, trade unions and industrial tribunals.
			DSE 407-4	Develop the knowledge related to settle the industrial disputes.
			DSE 407-5	Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee – management relations.
			DSE 407-6	Apply the legal aspects in wide range of issues related to HR
		ELECTIVE III- FINANCIAL MANAGEMENT PAPER- III: INVESTMENT MANAGEMENT		Analyze various investment avenues.
				Demonstrate analytical framework of investments.
				Evaluate mutual funds and debt instruments.
				Design investment plans for individual.
		ELECTIVE III- FINANCIAL MANAGEMENT PAPER-IV INTERNATIONAL FINANCE		To discuss international financial markets and institutions.
				To analyze Exchange Rate Mechanism
				To appraise Export Import Financing Mechanism.
				To enumerate Financial Management of Multinational Corporations
	SECC 408	B2B MARKETING	SECC 408-1	1. Discuss the importance of Environmental Analysis in B2B Marketing
			SECC 408-2	2. Illustrate the 4 P's of Marketing Mix Strategy in B2B Marketing
			SECC 408-3	3. Specify the need of Digital Marketing in the new context of B2B