

SSBT's College of Engineering & Technology, Jalgaon
Department of Business Administration
Academic Year 2023-24
MBA

Subject Code	CO No.	Course Outcome
101	1	Define conceptual framework & evolution of management sciences.
	2	Explain Planning, organizing, directing, controlling as a managerial functions.
	3	Discuss Staffing, coordination and decision making in management.
	4	Apply Indian Management practices.
	5	Relate Global Management practices.
	6	Solve case studies in Management to enhance decision making ability.
102	1	Define various concepts in Organisation Behavior.
	2	Focus on improvement of the individual attributes.
	3	Articulate the process of group development.
	4	Practice cordial Interpersonal Relationship.
	5	Apply appropriate techniques of motivation.
	6	Administer power tactics to deal with organizational politics.
103	1	Describe the Key concepts in Managerial Economics.
	2	Explain the various economic laws, theories and model related to managerial economics
	3	Analyze the micro economic indicators and apply them for informed business decision making
	4	Identify the different market structure and decide appropriate pricing strategies
	5	Evaluate the impact of changes in input quantities and technology on a production function's shape and output levels.
	6	Analyze cost and revenue data to identify cost drivers and revenue drivers within a business.
104	1	Describe HRM, its functions and practices.
	2	Explain Human Resource Procurement process.
	3	Prepare for Career Development and Succession Planning.
	4	Administer performance Appraisal system.
	5	Interpret employee training, and executive development programs.
	6	Practice new HRM techniques.
105	1	Describe the basic concepts related to Accounting, Financial Statements and Cost Accounting
	2	Examine bank statements, managing materials efficiently, and understanding how labor and overhead costs impact a business's overall expenses
	3	Explain in detail, all the theoretical concepts taught through the syllabus.
	4	Perform all the necessary calculations through the relevant numerical problems.
	5	Analyse the situation and decide the key financial as well as non-financial elements involved in the situation.
	6	Evaluate the financial impact of the decision on the business.
106	1	Define operations management; describe concepts, product design, and major processes.

	2	Explain capacity planning, production planning and control
	3	Justify factors affecting location selection and articulate facility layout.
	4	Explain materials and inventory management
	5	Write about Supply chain management and Quality management.
	6	Describe advanced concepts in production and operations management.
107	1	Define Communication skills; describe the types of communication and barriers of communication.
	2	Explain Communication process and essentials of soft skill.
	3	Demonstrate the conceptual understanding of formal and informal writings, preparing reports business letters, memorandum, notices, agenda, minutes of the meeting etc. into everyday practice.
	4	Assess the result of social media communication channels
	5	Describe new trends in digital communication
	6	Demonstrate the ability to communicate effectively both orally and in writing
201	1	Define Social issues, emergence of Business Ethics and CSR concepts
	2	Explain Culture, Hofstede Dimensions of Cultural Differences
	3	Explain Personal Values and Ethical Decision Making
	4	Illustrate Professional Ethics, Corporate Social Responsibility
	5	Assess Unethical Behavior in Organizations
	6	Describe Issues in Corporate Governance
202	1	Understand the basics of Research methodology
	2	Formulate research problem and identify the factors of research design.
	3	Collect and interpret Qualitative and quantitative data.
	4	Discuss nature and techniques of qualitative research.
	5	Discuss the process of hypothesis testing in SPSS.
	6	CO6-Report and present research findings
203	1	Describe the structure, features, and issues of Indian Economy
	2	Explain the theories related to economic growth and development
	3	Explain the various macroeconomic policies of India
	4	Illustrate industrial development in India
	5	Identify role and problems faced by public and private sectors in economy.
	6	Relate the Indian Economy with Global Economy
204	1	Define marketing concepts, describe concepts of marketing mix marketing environments, segmentation (Remember)
	2	Explain consumer buying behaviour and discuss business market behaviour (Understand)
	3	Explain product management and pricing decisions (Apply)
	4	Illustrate marketing channels and promotion mix (Analyse)
	5	Assess marketing strategy and marketing plan (Evaluate)
	6	Describe new trends in marketing (Understand)
205	1	Describe the basic concepts related to Financial Management (Remember)
	2	Understand various techniques of Financial Statement Analysis, Marginal Costing, Working Capital and Budgetary Control (Understand)

	3	Explain in detail all theoretical concepts throughout the syllabus (Understand)
	4	Perform all the required calculations through relevant numerical problems. (Apply)
	5	Explain the situation and find the solution. (Analyse)
	6	Justify the impact of business decisions on Financial position of the firm. (Evaluate)
206	1	Analyzing-Test and do basic troubleshooting of a standalone desktop connected to a network.
	2	Remembering -Recognize when additional information is needed to solve problems.
	3	Enhancing-Understanding of the types of risk and types of controls available to counter them.
	4	Understanding-Summarize the impact of information, Digital Business on society
	5	Understanding-Describe the relevant legal provision in detail.
	6	Creating-Compile professional documents using the word, excel, Powerpoint
207	1	Describe application of statistics in Business.
	2	Apply statistics on business problems.
	3	Interpretation and evaluating numerical and quantitative issues in business.
	4	Understand basics of Business Analytics.
	5	Show functional application of analytics.
	6	Utilize appropriate Business Analytics Software.
301	1	Develop Vision, Mission, and Objectives & Goal statement for an organization.
	2	Apply SWOT and PESTEL analysis and conduct environmental scanning
	3	Conduct corporate portfolio analysis, Industrial analysis using Porters principles
	4	Identify implementation issues in strategic management
	5	Monitor Strategic evaluation and control
	6	Identify issues and solve cases related to strategic management
302	1	Identify information systems and its components and trends in MIS
	2	Observe process of Management Information System development for organization
	3	Recognize the use of MIS in various modules
	4	Identify trends in MIS
	5	Interpret and Compare e-commerce models and payment methods
	6	Solve cases related to MIS
303	1	Apply the provisions of Indian Contract Act, 1872 to business
	2	Apply the provisions of Sale of Goods Act, 1930
	3	Interpret the legal aspects of Limited Liability Partnership Act 2008
	4	Observe the requirements of Negotiable Instrument Act, 1881
	5	Discuss the provisions about Intellectual Property Rights
	6	Apply legal knowledge to Solve cases pertaining to business
304 A	1	Describe the Fundamentals of Banks, Mutual Funds, Insurance, Capital Market and Commodities Market
	2	Explain the Credit Planning and Management Process of Banks
	3	Select the appropriate Investment Avenues for Investment
	4	Explain Indian Financial Markets

	5	Analyze the securities using basics of fundamental and technical analysis
	6	Identify the features of different types of Mutual Fund Schemes and Insurance Policies
304B	1	Explain fundamental aspects of product management and Marketing Planning
	2	Discuss product strategies related to positioning, differentiation, product life cycle and product portfolio.
	3	Explain forces driving competition and Sales forecasting methods
	4	Describe the concept of brand positioning and strategic brand management process
	5	Explain the nature of brand equity and techniques of measuring brand performance
	6	Describe the management of brand extension, advantages and disadvantage of global branding.
304C	1	Identify and maintain cordial Industrial Relations
	2	Solve and prevent Industrial Disputes
	3	Judge Grievances & handle Collective bargaining effectively
	4	Observe industrial safety and implement labor welfare measures
	5	Distinguish workers through their participation in management, Employee Empowerment and foster quality circles
	6	Observe International Labour Organization
305A	1	State various concepts in Income Tax Law
	2	Apply the provisions of Income Tax Law
	3	Discuss the provisions of Income Tax Law with simple examples
	4	Evaluate the provisions of Income Tax Law
	5	Apply the Calculate the Taxable income of Individual Assesses
	6	Figure out the Tax Liability and Ensure Tax Compliances
305B	1	Explain the nature of customer value, customer satisfaction, customer retention, consumer research and components of market analysis.
	2	Explain the concept of buyer behavior, buyer decision making process and factors influencing buying behavior.
	3	Understand the cross cultural consumer behavior in International perspective.
	4	Explain the nature of consumer perception and attitude.
	5	Explain the components of service marketing mix.
	6	Discuss strategies for developing Customer Loyalty.
305C	1	To understand the concept of leadership.
	2	To apply leadership styles in various situations.
	3	To describe various theories of leadership
	4	Identify and choose appropriate leadership style
	5	Manage change successfully.
	6	Implement organisational interventions for development of organisation
306 A	1	Understand and differentiate major sources of finance.
	2	Design appropriate Capital Structure considering various financial parameters
	3	Handle long term investments
	4	Handle Dividend decisions
	5	Apply the Strategies of Turnaround Management
	6	Apply the Strategies of Mergers and Acquisitions in the organization

306B	1	Explain the major functions of Sales Management
	2	Discuss the management of sales force involvement, evaluation and training.
	3	Explain the administration of sales quota, sales territories and sales efforts.
	4	Explain the nature and fundamental aspects of channel management decisions.
	5	Discuss the Types, Roles and decisions of channel intermediaries.
	6	Explain the management of market logistics decisions for distribution channels and performance assessment of marketing channels.
306C	1	Define the strategic challenges before Human Resource Department
	2	Explain Design & Redesign Jobs and Work System
	3	Discuss and implement Strategies for Person - Job and Organization Fit
	4	Apply Economic value added to organization with respect to Global Competitiveness
	5	Adapt Information Technology for effective HRM
	6	Determine competitive Advantage through HR
307A	1	Describe the basic concepts related to various aspects of International Financial Environment like Exchange rate, IMF, Accounting, BOP etc.
	2	Apply the knowledge of International Accounting and Financing Foreign Operations effectively
	3	Understand Exchange rate mechanism as well as international accounting practices.
	4	Explore the importance of IMF and BOP in international Financial system
	5	Explain in detail, all the theoretical concepts taught through the syllabus.
	6	Acquire a thorough comprehension of management of finance in an international business environment.
307B	1	Differentiate among international market entry strategies.
	2	Discuss international product planning and strategies for global markets.
	3	Describe pricing methods and strategies for international brands.
	4	Discuss problems as well as communication mix with respect to International Marketing Communication.
	5	Explain functions and issues associated with International distribution channels.
	6	Understand the export procedures and documentation.
307C	1	Apply Factories Act 1948, Contract Labour (Regulation and Abolition) Act, 1970 & Industrial Disputes ACT 1947 under labour law.
	2	Understand Minimum Wages Act, 1948, The Payment of Wages Act, 1936, The Payment of Bonus Act, 1965 and The Equal Remuneration Act, 1976
	3	Understand Employee State Insurance Act, 1948, Employees Provident Fund and Misc. Provisions Act, 1952 and Payment of Gratuity Act, 1972
	4	Understand The Workmen's Compensation Act, 1923, Maternity Benefit Act, 1961 and Paternities' Amendments, Child Labor

		(Prohibition and Regulation) Act, 1986 and Vishakha Amendments – A Legal Perspective
	5	Analyze the Trade Union Act and Union Negotiations
	6	Implement law related to Industrial Environment
401	1	Relate the principles of Design thinking (Analyse)
	2	Devise and develop strategic foresight to business models (Create)
	3	Distinguish between Innovation Function and Innovation Management (Understand)
	4	Identify Innovation opportunities (Remember)
	5	Understand the process of New Product development. (Understand)
	6	Assess various challenges related to innovation (Evaluation)
402	1	Identify the opportunities as entrepreneur
	2	Use of the various aspects of entrepreneurship in business development
	3	Differentiate Entrepreneurs
	4	Analyze new ideas & opportunities available for new ventures
	5	Understand the management of various functions of enterprises
	6	Prepare Business plan and project
403	1	Identify the provisions of Consumer Protection Act 1986
	2	Recognize various provisions of Companies Act 2013
	3	Discover objectives and schemes of IT Act 2000 w.r.t. Digital signature and e-governance
	4	Interpret and implement Right to Information Act 2005
	5	Solve Industrial Dispute through Arbitration
	6	Apply legal knowledge to Solve cases pertaining to business.
404 A	1	Describe the basic concept of financial derivative
	2	Explain the various derivative instruments operating in the Indian Derivative market along with their features and terminology
	3	Determine the various trading & hedging strategies that can be built using futures and options on both stocks and stock indices
	4	Explain the Mechanism of Trading.
	5	Explain the Clearing and Settlement in Derivative Market
	6	Explain the various type derivative instrument operating in Swap Market along with feature of swaps
404 B	1	Describe the key steps involved in the marketing research process.
	2	Explain types of measurement scales and Questionnaire design & construction.
	3	Explain the meaning, nature and types of market survey as method of data collection.
	4	List and describe the key functions essentials for effective fieldwork and interview.
	5	Discuss the major techniques of data analysis & interpretation.
	6	Describe the specific research application w.r.t. test marketing, advertisement, Industrial Marketing, Export Marketing, Sales forecasting, Pricing, Consumer Behaviour and rural marketing.
404 C	1	Identify performance management parameters in organization
	2	Outline Performance Management Process
	3	Develop and enhance team performance.
	4	Identify factors of compensation and job evaluation.
	5	Develop sound wages and salary administration policy
	6	Explain payroll, incentives and fringe benefits.
405 A	1	Understand the tax structure with reference to GST (Understand)
	2	Enumerate the various terms associated with GST (Remember)

	3	Discuss the time, place and value of supply (Understand)
	4	Understand Input Tax Credit and reverse charge mechanism (Understand)
	5	Apply the knowledge of GST for filing GST Returns (Apply)
	6	Apply the knowledge of GST for paying taxes (Apply)
405 B	1	Explain the basics of retail management and factors influencing retail consumer
	2	Discuss the merchandise management, category management, retail pricing strategies and visual merchandising
	3	Explain basic aspects of store site selection ,store design and supply chain management
	4	Explain different strokes in retail sectors
	5	Explain the different forms of retailing and characteristic of different forms of retail industry
	6	Explain the different models of E-tailing Business and Marketing Communication
405 C	1	Examine the role of HRM in international context
	2	Manage effectively HR functions across cultures
	3	Identify role of HRM during International Joint Ventures
	4	Adapt to Human Resource Practices w.r.t. International environment
	5	Improve cordial Industrial Relations in the global context
	6	Manage repatriation successfully
406 A	1	Appraise the financial position and improve the profitability of the Organisation through Ratio Analysis and Marginal Costing Techniques
	2	evaluate Short Term Decisions regarding liquidity Management in the business wrt. Receivables Mgmt., Inventory Management, Cash Management
	3	Plan long term decisions regarding raising and investment of funds wrt. Capital Budgeting, Capital Structure, Dividend Policy
	4	Evaluate impact of cost of capital & Leverage on financial decision making
	5	Demonstrate profitability efficiency in financial management for business excellence societal development.
	6	Interpret to access financial health
406 B	1	Identify case problems
	2	Develop decision making ability of students
	3	Assess the case situations from the viewpoint of case protagonist.
	4	Determine and analyze problems given in case study
	5	Apply marketing theories and concepts to analyse & interpret case scenarios effectively
	6	Develop solutions to various case situations
406 C	1	Identify case problems
	2	Develop decision making ability of students
	3	Assess the case situations from the viewpoint of case protagonist.
	4	Determine and analyze problems given in case study
	5	Apply HRM concept and framework to analyse & resolve complex organizational challenges presented in case studies effectively
	6	Develop solutions to various case situations