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Institute of Information Technology

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NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

**'B'**  
GRADE

## AQAR 2021-22

### Criteria V

#### 2.6.1 Program and course outcomes for all programmers offered by the institution

<b>Master of Computer Application (MCA) 2021-22</b>	
<b>A. Program Educational Objectives (PEOs)</b>	
<b>PEO1</b>	To provide opportunities for acquiring in-depth knowledge of fundamental concepts and IT enabled skills for venerable development.
<b>PEO2</b>	To develop an ability to identify, critically analyze and formulate a computing problem.
<b>PEO3</b>	To promote use of open source technology and encourage for innovative software development.
<b>PEO4</b>	To emphasize on awareness of changing trends and career avenues in computer applications and management through various student driven activities.
<b>PEO5</b>	To inculcate human values, professional ethics, research orientation and social responsibilities.
<b>B. Program Outcomes (POs)</b>	
By the culmination of this program, the post graduate acquires the ability	
<b>PO1</b>	To get acquainted with IT and management enabled skills.
<b>PO2</b>	To develop software applications to resolve comprehensive problems using systematic analysis and design approach.
<b>PO3</b>	To integrate and apply the contemporary IT practices.
<b>PO4</b>	To imbibe learning abilities, skill development and awareness of social concerns.
<b>PO5</b>	To demonstrate team work with the ability of leadership, analytical reasoning for solving time critical problems.
<b>PO6</b>	To imbibe the strong human values for responsible professional in IT.



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C. Course Outcomes (COs)	
Semester-I (2020 2 years pattern)	
<b>IT11</b>	<b>Java Programming</b>
CO 1	Understand Basic Concepts of OOPs, Java, Inheritance, Package. (Understand)
CO 2	Understand Exception handling, arrays and Strings and multi-threading in Java (Understand.)
CO 3	Understand collection framework (Understand)
CO 4	Develop GUI using Abstract Windows Toolkit (AWT) and event handling (Apply)
CO 5	Develop Web application using JSP and Servlet, JDBC (Apply)
<b>IT12</b>	<b>Data Structure and Algorithms</b>
CO 1	Demonstrate linear data structures linked list, stack and queue (apply)
CO 2	Implement tree, graph, hash table and heap data structures (apply)
CO 3	Apply brute force and backtracking techniques (apply)
CO 4	Demonstrate greedy and divide-conquer approaches (apply)
CO 5	Implement dynamic programming technique (apply)
<b>IT13</b>	<b>Object Oriented Software Engineering</b>
CO 1	Distinguish different process model for a software development. (Understand)
CO 2	Design software requirements specification solution for a given problem definitions of a software system. (Analyze)
CO 3	Apply software engineering analysis/design knowledge to suggest solutions for simulated problems (Analyze)
CO 4	Design user interface layout for different types of applications (Apply)
CO 5	Recognize and describe current trends in software engineering (Understand)
<b>IT14</b>	<b>Operating Systems Concepts</b>
CO 1	Understand structure of OS, process management and synchronization. (Understand)
CO 2	Understand multicore and multiprocessing OS. (Understand)
CO 3	Explain Realtime and embedded OS (Understand)
CO 4	Understand Windows and Linux OS fundamentals and administration. (Understand)
CO 5	Solve shell scripting problems (Apply)
<b>IT15</b>	<b>Network Technologies</b>
CO 1	Understand the basic concepts of Computer Network, and principle of layering (Understand)
CO 2	Apply the error detection and correction techniques used in data transmission (Apply)
CO 3	Apply IP addressing schemes and sub netting (Apply)



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CO 4	Understand the concept of routing protocols, Application layer protocols and Network Security (Understand)
CO 5	Apply the socket programming basics to create a simple chat application
<b>IT-111 IT-11L Practicals</b>	
CO 1	Demonstrate Collection framework (Apply)
CO 2	Develop GUI using awt and swing (Apply)
CO 3	Develop Web application using JSP and Servlet, JDBC (Apply)
CO 4	Apply Data Structure to solve problems using JavaScript (Apply)
<b>ITC11 Mini Project</b>	
CO 1	Create working project using tools and techniques learnt in this semester (Create)
<b>Semester-II (2020 2 years pattern)</b>	
<b>IT-21 Python Programming</b>	
CO 1	Understand Demonstrate the concepts of python and modular programming. (Understand)
CO 2	Apply the concepts of concurrency control in python (Apply)
CO 3	Solve the real-life problems using object-oriented concepts and python libraries (Apply)
CO 4	Demonstrate the concept of IO, Exception Handling, database (Apply)
CO 5	Analyze the given dataset and apply the data analysis concepts and data visualization. (Analyze)
<b>IT-22 Software Project Management</b>	
CO 1	Understand the process of Software Project Management Framework and Apply estimation techniques. (Apply)
CO 2	Learn the philosophy, principles and lifecycle of an agile project. (Understand)
CO 3	Demonstrate Agile Teams and Tools and Apply agile project constraints and trade-offs for estimating project size and schedule (Apply)
CO 4	Explain Project Tracking and Interpretation of Progress Report (Understand)
CO 5	Analyze Problem statement and evaluate User Stories (Analyze)
<b>MT-21 Optimization Techniques</b>	
CO1	Understand the role and principles of optimization techniques in business world (Understand)
CO2	Demonstrate specific optimization technique for effective decision making (Apply)
CO3	Apply the optimization techniques in business environments (Apply)
CO4	Illustrate and infer for the business scenario (Analyze)
CO5	Analyze the optimization techniques in strategic planning for optimal gain. (Analyze)



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<b>IT-23</b>	<b>Advanced Internet Technologies</b>
CO 1	Outline the basic concepts of Advance Internet Technologies (Understand)
CO 2	Design appropriate user interfaces and implements webpage based on given problem Statement (Apply)
CO 3	Implement concepts and methods of NodeJS (Apply)
CO 4	Implement concepts and methods of Angular (Apply)
CO 5	Build Dynamic web pages using server-side PHP programming with Database Connectivity (Apply)
<b>IT-24</b>	<b>Advanced DBMS</b>
CO 1	Describe the core concepts of DBMS and various databases used in real applications (Understand)
CO 2	Design relational database using E-R model and normalization (Apply)
CO 3	Demonstrate XML database and nonprocedural structural query languages for data access (Apply)
CO 4	Explain concepts of Parallel, Distributed and Object-Oriented Databases and their applications (Understand)
CO 5	Apply transaction management, recovery management, backup and security – privacy concepts for database applications (Apply)
<b>IT21I</b>	<b>Practicals</b>
CO 1	implement python programming concepts for solving real life problems. (Apply)
CO 2	Implement Advanced Internet Technologies (Apply)
<b>ITC21</b>	<b>ITC21 Mini Project</b>
CO 1	Create working project using tools and techniques learnt in this semester (Create)
<b>Semester-III (2020 2 years pattern)</b>	
<b>IT-31</b>	<b>Mobile Application Development</b>
CO 1	Understand Various Mobile Application Architectures. (Understand)
CO 2	Apply different types of widgets and Layouts. (Apply)
CO 3	Describe Web Services and Web Views in mobile applications. (Understand)
CO 4	Implement data storing and retrieval methods in android. (Apply)
CO 5	Demonstrate Hybrid Mobile App Framework. (Apply)
<b>IT-32</b>	<b>Data Warehouse and Data Mining</b>
CO 1	Understand Data warehouse concepts, architecture and models (Understand)
CO 2	Learn and understand techniques of preprocessing on various kinds of data (Understand)
CO 3	Apply association Mining and Classification Techniques on Data Sets (Apply)



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CO 4	Apply Clustering Techniques and Web Mining on Data Sets (Apply)
CO 5	Understand other approaches of Data mining (Understand)
<b>IT-33 Software Testing and Quality Assurance</b>	
CO 1	Understand the role of software quality assurance in contributing to the efficient delivery of software solutions. (Understand)
CO 2	Demonstrate specific software tests with well-defined objectives and targets. (Apply)
CO 3	Apply the software testing techniques in commercial environments. (Apply)
CO 4	Construct test strategies and plans for software testing. (Analyze)
CO 5	Demonstrate the usage of software testing tools for test effectiveness, efficiency and coverage (Apply)
<b>IT-34 Knowledge Representation and Artificial Intelligence: ML, DL</b>	
CO 1	Understand basic building block of Artificial Intelligence and Knowledge Representation. (Understand)
CO 2	Apply Propositional Logic for knowledge representation. (Apply)
CO 3	Design various models based on Machine Learning methodology (Apply)
CO 4	Design various models based on Deep Learning methodology (Apply)
CO 5	Understand various hardware and software aspect used for AI and its application. (Understand)
<b>IT-35 Cloud Computing</b>	
CO 1	Describe the concepts of Cloud Computing and its Service Models & Deployment Models. (Understand)
CO 2	Classify the types of Virtualization. (Understand)
CO 3	Describe the Cloud Management and relate Cloud to SOA. (Understand)
CO 4	Interpret Architecture and Programming of Cloud Computing. (Apply)
CO 5	Demonstrate practical implementation of Cloud computing. (Apply)
<b>IT-31 Practicals</b>	
CO 1	Develop mobile application. (Apply)
CO 2	Develop ML, DL models using Python (Apply)
<b>ITC31 Mini Project</b>	
CO 1	Create working project using tools and techniques learnt in this semester (Create)
<b>Semester-IV (2020-22) 2 years pattern</b>	
<b>IT-41 DevOps</b>	
CO 1	Describe the evolution of technology & timeline (Understand)



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CO 2	Explain Introduction to various Devops platforms (Remember)
CO 3	Demonstrate the building components / blocks of Devops and gain an insight of the Devops Architecture. (Understand)
CO 4	Apply the knowledge gain about Devops approach across various domains (Apply)
CO 5	Build DevOps application (Apply)
<b>BM-4) PPM and OB</b>	
CO 1	Describe and analyze the interactions between multiple aspects of management. (Understand)
CO 2	Analyze the role of planning and decision making in Organization (Analyze)
CO 3	Justify the role of leadership qualities, Motivation and Team Building. (Analyze)
CO 4	Analyze stress management and conflict management (Analyze)
CO 5	Describe Personality and Individual Behavior (Understand)
<b>ITC4) Project</b>	
CO 1	Create working project using tools and techniques learnt in the programme (Create)
<b>Semester-III (2019-22) 3 years pattern</b>	
<b>IT-31) Java Programming</b>	
CO 1	Understand Basic Concepts of Java and multi-threading. -Understand
CO 2	Demonstrate Collection framework -Apply
CO 3	Develop GUI using AWT and Swing -Apply
CO 4	Develop Java Applications using Socket, RMI -Apply
CO 5	Develop Web application using JSP and Servlet, JDBC with MVC -Apply
<b>IT-32) Data Warehouse and Data Mining</b>	
CO 1	Learn and understand techniques of preprocessing various kinds of data -Understand
CO 2	Understand Data warehouse concepts. - Understand
CO 3	Apply association Mining Techniques on large Data Sets. - Apply
CO 4	Apply classification and clustering Techniques on large Data Sets. - Analyze
CO 5	Understand other approaches of Data mining techniques. - Understand
<b>IT-33) Software Testing and Quality Assurance</b>	
CO 1	Understand the role of software quality assurance in contributing to the efficient delivery of software solutions -Understand
CO 2	Demonstrate specific software tests with well-defined objectives and targets - Apply
CO 3	Apply the software testing techniques in commercial environments -Apply
CO 4	Construct test strategies and plans for software testing -Analyze





CO 5	Understand the usage of software testing tools for test effectiveness, efficiency and coverage – Understand
<b>IT-34 Cloud Computing</b>	
CO 1	Describe the concepts of Cloud Computing and its Service Models & Deployment Models – Understand.
CO 2	Classify the types of Virtualization – Understand.
CO 3	Describe the Cloud Management and relate Cloud to SOA – Understand.
CO 4	Interpret Moving application s to of Cloud – Apply.
CO 5	Demonstrate practical implementation of Cloud computing – Apply.
<b>MT31 Probability &amp; Combinatorics</b>	
CO 1	Apply counting principles to solve the problems –Apply –Apply
CO 2	Apply various mathematical tools to solve problems. –Apply
CO 3	Understand and apply basic probability principles.
CO 4	Demonstrate the concept of univariate and bivariate random variable – Apply
CO5	Understand and illustrate the probability distributions.-Analyze
<b>IT-311 Practical based on Java Programming</b>	
CO 1	Create Web application using JSP and Servlet, JDBC with MVC
<b>Semester-IV (2019-22) 3 years pattern</b>	
<b>IT-41 Python Programming</b>	
CO 1	Understand concepts of python.-Understand
CO 2	Demonstrate the concepts modular programming -Apply
CO 3	Apply the concepts of concurrency control in python -Apply
CO 4	Solve the real life problems using object oriented concepts and python libraries - Apply
CO 5	Demonstrate the concept of IO, Exception Handling, database --Apply
<b>BM-4 Information System and Security Audit</b>	
CO 1	Interpret the threats and vulnerabilities from IT system of business software applications. - Apply
CO 2	Understand Information Security Management System (ISMS) for IT system of business -Understand
CO 3	Apply information security policies and standards for business IT System-Apply
CO 4	Discuss various IS controls for Business Continuity and Disaster Recovery of business IT system. -Understand
CO 5	Describe information security audit and understand information security IT governance framework. – Understand





<b>MT-4</b>	<b>Optimization Techniques</b>
CO 1	Describe the procedural and object oriented paradigm with concepts of streams, classes, functions, data and objects.
CO 2	Understand dynamic memory management techniques using pointers, constructors, destructors, etc
CO 3	Describe the concept of function overloading, operator overloading, virtual functions and polymorphism.
CO 4	Classify inheritance with the understanding of early and late binding, usage of exception handling, generic programming.
CO 5	Demonstrate the use of various OOPs concepts with the help of programs.
<b>IT-42</b>	<b>Essentials of Architectural Framework</b>
CO 1	Understand Basics Fundamentals of Architecture and Framework. (Understand)
CO 2	Understand appropriate Architecture Framework design. (Understand)
CO 3	Select appropriate technical and industry specific frameworks. (Understand)
CO 4	Apply the software development process (Apply)
CO 5	Apply the quality of Architecture (Apply)
<b>IT-43</b>	<b>Knowledge Representation and Artificial Intelligence</b>
CO 1	Develop a basic understanding of AI building blocks presented in intelligent agents- Develop.
CO 2	Choose an appropriate problem solving method and knowledge representation technique – Choose.
CO 3	Apply the different Propositional Logic concepts for knowledge representation-Apply.
CO 4	Analyze and understand the models for reasoning with uncertainty and different planning and learning approaches in the field of Artificial Intelligence – Analyze and understand.
CO 5	Demonstrate awareness and a fundamental understanding of various applications of AI – Demonstrate.
<b>IT-411</b>	<b>Practical based on Python Programming</b>
CO 1	Implement Python programs with conditionals and loops.(Apply)
CO 2	Develop Python programs step-wise by defining functions and calling them. (Apply)
CO 3	Apply Python lists, tuples, dictionaries for representing compound data. (Apply)
CO4	Apply file handling function in Python. (Apply)
CO5	Apply NumPy, pandas, matplotlib modules. (Apply)
<b>Semester-V (2015-18) 3 years pattern</b>	
<b>ITC51</b>	<b>Software Project Management</b>
CO 1	Understand the process of Software Project Management Framework and Apply estimation techniques. (Apply)



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CO 2	Learn the philosophy, principles and lifecycle of an agile project. (Understand)
CO 3	Demonstrate Agile Teams and Tools and Apply agile project constraints and trade-offs for estimating project size and schedule (Apply)
CO 4	Explain Project Tracking and Interpretation of Progress Report (Understand)
CO 5	Analyze Problem statement and evaluate User Stories (Analyze)
<b>ITC51 Project *</b>	
CO 1	Understand the real-world problem. (Understand)
CO 2	Express the need of the project through feasibility analysis and literature review. (Understand)
CO 3	Determine the project plan using appropriate methodology. (Apply)
CO 4	Implement the project design pertaining to the problem. (Apply)
CO 5	Demonstrate communication and team-work skills. (Apply)
CO 6	Build and test the solution. (Create)
<b>SSC51 Soft Skills - Group Discussion*</b>	
CO 1	Understand the key skills and behaviours required to facilitate a group discussion
CO 2	Prepare effectively before facilitating a meeting
CO 3	Consider some of the difficult behaviours that can occur in meetings
CO 4	Think of some possible strategies for dealing with these.
<b>T1-IT5 ASP .Net using C#</b>	
CO 1	To understand basics of C# and Web Development.
CO 2	To understand and analyze new web developing techniques.
CO 3	To apply and implement web applications using ASP .Net
<b>T1-IT5 Service Oriented Architecture</b>	
CO 1	To understand service oriented analysis techniques.
CO 2	To understand and analyze service design.
CO 3	To understand, analyze and apply Web Service specification standards.
<b>T1-IT5 Big Data Analytics</b>	
CO 1	Understand the key issues in big data management and its associated applications in intelligent business and scientific computing
CO 2	Acquire fundamental enabling techniques and scalable algorithms like Hadoop, Map Reduce and NO SQL in big data analytics
CO 3	Interpret business models and scientific computing paradigms, and apply software tools for big data analytics
<b>T1-IT5 Mobile Application Development</b>	
CO 1	Apply essential Android Programming concepts.





CO 2	Develop various Android applications related to layouts & rich uses interactive interfaces
CO 3	Develop Android applications related to mobile related server-less database like SQLITE
<b>T1- IT511 Mini Project using ASP .Net</b>	
CO 1	To understand basics of C# and Web Development.
CO 2	To understand and analyze new web developing techniques.
CO 3	To implement web applications using ASP .Net
<b>T1- IT541 Mini Project Using Mobile Application Development</b>	
CO 1	Install and configure Android application development tools.
CO 2	Design and develop user Interfaces for the Android platform.
CO 3	Save state information across important operating system events.
CO 4	Apply Java programming concepts to Android application development.
<b>Semester-VI</b>	
<b>Open Subject &amp; LAB: MIS</b>	
CO 1	Study and evaluate existing manual and automated business processes
CO 2	Plan, coordinate, monitor, and control IS development projects
CO 3	Identify opportunities for re-engineering and/or automation



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## AQAR 2021-22

### Criteria II

#### 2.6.1 Programme and course outcomes for all Programmes offered by the institution.

<b>Master of Business Administration (MBA) 2021-22</b>	
<b>A. Program Outcomes (POs)</b>	
	1. Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
	2. Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
	3. Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.
	4. Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.
	5. Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
	6. Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
	7. Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
	8. Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
	9. Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
	10. LifeLong Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.



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<b>B. Program Educational Objectives (PEOs)</b>	
	1. Graduates of the MBA program will successfully integrate core, cross-functional and interdisciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.
	2. Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multidisciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.
	3. Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
	4. Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in lifelong learning.
	5. Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.
<b>C. Course Outcomes (COs)</b>	
<b>Semester I</b>	
<b>101</b>	<b>Managerial Accounting</b>
CO 1	Explain the fundamental analysis of Management Accounting, Cost Accounting and Financial Accounting.
CO 2	Explain the application of management accounting and the various tools used.
CO 3	Make inter-firm and inter-period comparison, of financial statements.
CO 4	Prepare different budgets for the business.
CO 5	Understand cost sheet and different costing techniques.
CO 6	Prepare financial statements of proprietary firm.
<b>102</b>	<b>Organizational Behaviour</b>
CO 1	DESCRIBE the key concepts of organizational behavior.
CO 2	UNDERSTAND theories about how managers should behave to motivate and control employees.
CO 3	ARTICULATE aspects of organizational culture and interpret cultural diversity.
CO 4	BUILD people and leadership skills essential for managerial success.
CO 5	ANALYSE causes of conflict and OUTLINE conflict management strategies that managers can use to resolve organizational conflict effectively.
CO 6	EXPLAIN group and teams dynamics leading to organizational effectiveness.



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<b>103</b>	<b>Economic Analysis for Business Decisions</b>
CO 1	Define the key terms in micro-economics.
CO 2	Explain the key terms in micro-economics, from a managerial perspective.
CO 3	Identify the various issues in an economics context and Demonstrate their significance from the perspective of business decision making.
CO 4	Examine the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO 5	Develop critical thinking based on principles of micro-economics for informed business decision making.
CO 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.
<b>104</b>	<b>Business Research Methods</b>
CO 1	Enumerate and define various concepts & terms associated with scientific business research.
CO 2	Explain the various types of measurement scales & attitude scaling techniques and their application in the context of business research.
CO 3	Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling and sample size determination to contemporary business research problems.
CO 4	Analyse and graphically present quantitative data and derive actionable inferences from the same from a decision making perspective.
CO 5	Construct different types of testable hypotheses and interpret the statistical test outcomes.
CO 6	Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design.
<b>105</b>	<b>Basics of Marketing</b>
CO 1	DEFINE the various concepts, terms in marketing and the various company orientations towards the market place.
CO 2	CLASSIFY the various components of the marketing environment of a firm and explain the same in detail.
CO 3	APPLY principles of segmentation, targeting and positioning to real world marketing offering (commodities, goods, services, e-products/e-services.)
CO 4	BREAKDOWN the consumer buying behavior journey into various components and DISTINGUISH between various buying roles for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 5	DEVELOP and EXPLAIN the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 6	ELABORATE on the various types of Product Life Cycles and RELATE them with the marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).



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<b>106</b>	<b>Digital Business</b>
CO 1	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO 2	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO 3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO 4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO 5	CLASSIFY the prevalent digital business models into various groups and OUTLINE their benefits and limitations.
CO 6	EXPLAIN the various applications of Digital Business in the present day world.
<b>107</b>	<b>Management Fundamentals</b>
CO 1	Enumerate various managerial competencies and approaches to management.
CO 2	Explain the role and need of Planning, Organizing, Decision Making and Controlling.
CO 3	Make use of the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO 4	Compare and Contrast various organizational structures of variety of business and not-for-profit entities in a real world context.
CO 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.
CO 6	Formulate & Discuss a basic controlling model in a real life business, startup and not-for-profit organizational context.
<b>109</b>	<b>Entrepreneurship Development</b>
CO 1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO 2	DISCUSS the various theories of entrepreneurship.
CO 3	CONSTRUCT a framework for a typical EDP.
CO 4	OUTLINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
CO 5	COMPOSE an inventory of possible entrepreneurial opportunities in contemporary local, regional and national context.
CO 6	CREATE a business plan for an entrepreneurial venture.
<b>111</b>	<b>Legal Aspects of Business</b>
CO 1	DESCRIBE the key terms involved in each Act.
CO 2	SUMMARIZE the key legal provisions of each Act.



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CO 3	ILLUSTRATE the use of the Acts in common business situations.
CO 4	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
CO 5	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations.
<b>114</b>	<b>Enterprise Analysis &amp; Desk Research</b>
CO 1	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO 2	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO 3	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO 4	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
CO 5	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information.
CO 6	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).
<b>115</b>	<b>Verbal Communication Lab</b>
CO 1	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO 2	EXPRESS themselves effectively in routine and special real world business interactions.
CO 3	DEMONSTRATE appropriate use of body language.
CO 4	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO 5	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO 6	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.
	<b>Semester II</b>
<b>201</b>	<b>Marketing Management</b>
CO 1	Describe the key terms associated with the 4 Ps of marketing.
CO 2	Compare and Contrast various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 3	Demonstrate an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
CO 4	Examine the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)





CO 5	Explain the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 6	Design a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
<b>202</b>	<b>Financial Management</b>
CO 1	Explain the concept of fundamental financial concepts, especially time value of money.
CO 2	Apply capital budgeting projects using traditional methods.
CO 3	Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.
CO 4	Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances.
CO 5	Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.
CO 6	CREATE Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise), Comparative Proposals using Capital Budgeting Techniques.
<b>203</b>	<b>Human Resource Management</b>
CO 1	DESCRIBE the role of Human Resource Function in an Organization.
CO 2	ENUMERATE the emerging trends and practices in HRM.
CO 3	ILLUSTRATE the different methods of HR Acquisition and retention.
CO 4	DEMONSTRATE the use of different appraisal and training methods in an Organization.
CO 5	OUTLINE the compensation strategies of an organization.
CO 6	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
<b>204</b>	<b>Operations and Supply Chain Management</b>
CO 1	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO 2	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO 3	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO 4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO 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.
CO 6	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.







<b>207</b>	<b>Contemporary Frameworks in Management</b>
CO 1	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
CO 2	DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
CO 3	APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.
CO 4	EXAMINE the fundamental causes of organizational politics and team failure.
CO 5	EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.
<b>209</b>	<b>Start Up and New Venture Management</b>
CO 1	DESCRIBE the strategic decisions involved in establishing a startup.
CO 2	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO 3	IDENTIFY the issues in developing a team to establish and grow a startup.
CO 4	FORMULATE a go to market strategy for a startup.
CO 5	DESIGN a workable funding model for a proposed startup.
CO 6	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.
<b>211</b>	<b>Business, Government &amp; Society</b>
CO 1	DESCRIBE the economic roles of government in the Indian context.
CO 2	EXPLAIN the macroeconomic crises around the world.
CO 3	ILLUSTRATE the interlinkages between economic growth, poverty and inequality.
CO 4	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
CO 5	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
CO 6	DISCUSS the interplay between technology, business and society.
<b>214</b>	<b>Industry Analysis &amp; Desk Research</b>
CO 1	DESCRIBE the key characteristics of the players in an industry.
CO 2	SUMMARIZE the management ethos and philosophy of the players in the industry.
CO 3	DEMONSTRATE an understanding of the regulatory forces acting on the industry.
CO 4	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
CO 5	ASSESS the impact of recent developments on the industry and its key players.
CO 6	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).



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CYCLE II

	<b>Marketing Specialization</b>
<b>205</b>	<b>Marketing Research</b>
CO 1	Identify and Describe the key steps involved in the marketing research process.
CO 2	Compare and Contrast various research designs, data sources, data collection instruments, sampling methods and analytical tools and Summarise their strengths & weaknesses.
CO 3	Demonstrate an understanding of the ethical framework that market research needs to operate within.
CO 4	Analyse quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO 5	Design a market research proposal for a real life marketing research problem and Evaluate a market research proposal.
CO 6	Plan and Undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
<b>206</b>	<b>Consumer Behaviour</b>
CO 1	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
CO 2	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
CO 3	APPLY consumer behavior concepts to real world strategic marketing management decision making.
CO 4	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
CO 5	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
CO 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.
<b>218</b>	<b>Product and Brand Management</b>
CO 1	DEFINE the key concepts and DESCRIBE the elements of a product strategy.
CO 2	EXPLAIN the process and methods of brand management, including how to establish brand identity and build brand equity.
CO 3	IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO 4	EXAMINE the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets and in the digital space.
CO 5	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.



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CO 6	COLLECT brand audit data using appropriate tools and PROPOSE strategic recommendations for Reinforcing / Revitalizing / Rejuvenating failed Brands for real life consumer, business products and services in various markets and in the digital space.
<b>219</b>	<b>Personal Selling Lab.</b>
CO 1	List the key terms in selling and Describe the qualities of Winning Sales Professionals.
CO 2	Explain the theories and concepts that are central to personal selling.
CO 3	Apply the interpersonal and team skills necessary in successful relationship selling.
CO 4	Illustrate the use of various sales techniques needed to achieve a profitable sale in a real world scenario for a real world product/ service / e-product / e-service.
CO 5	Develop a customer plan that identifies all elements of personal selling, essential to creating successful sales in a real world scenario for a real world product/ service / e-product / e-service.
CO 6	Create sales presentation for a real world product/ service / e-product / e-service and for variety of selling situations.
	<b>Finance Specialization</b>
<b>205</b>	<b>Financial Markets and Banking Operations</b>
CO 1	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO 2	UNDERSTAND the concepts of financial markets, their working and importance.
CO 3	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO 4	ANALYZE the linkages in the Financial Markets.
CO 5	EXPLAIN the various banking and accounting transactions.
CO 6	DEVELOP necessary competencies expected of a finance professional.
<b>206</b>	<b>Personal Financial Planning</b>
CO 1	Evaluate client financial statements using ratios and growth rates and by comparing them to relevant norms.
CO 2	Apply financial principles to demonstrate sound, practical decision-making in personal financial situations.
CO 3	Ability to plan and budget effectively.
CO 4	Prepare financial plan of an individual.
CO 5	Analyse the different investment alternatives.
CO 6	Design personal financial plan.
<b>219</b>	<b>Direct Taxation</b>
CO 1	UNDERSTAND various basic concepts/ terminologies related Direct Taxation.
CO 2	EXPLAIN how tax planning can be done.
CO 3	ILLUSTRATE how online filling of various forms and returns can be done.



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CO 4	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
CO 5	ANALYZE and DISCOVER intrinsic value of a security.
CO 6	DESIGN/ DEVELOP / CREATE tax saving plan.
<b>222</b>	<b>Banking Laws &amp; Regulations</b>
CO 1	REMEMBER various concepts taught in the syllabus.
CO 2	EXPLAIN the Regulatory Framework in the Indian Banking system.
CO 3	EXPLAIN the Regulatory Framework in the Indian Banking system.
CO 4	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
CO 5	DISCUSS the various laws related to banking.
CO 6	APPLY the various commercial laws for the smooth functioning of banking operations.
	<b>HR Specialization</b>
<b>205</b>	<b>Competency based Human Resource Management</b>
CO 1	DEFINE the key terms related to performance management and competency development.
CO 2	EXPLAIN various models of competency development.
CO 3	PRACTICE competency mapping.
CO 4	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO 5	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO 6	DEVELOP a customized competency model in accordance with the corporate requirements.
<b>206</b>	<b>Employee Relations &amp; Labour Legislation</b>
CO 1	SHOW awareness of important and critical issues in Employee Relations
CO 2	INTERPRET and relate legislations governing employee relations.
CO 3	DEMONSTRATE an understanding of legislations relating to working environment.
CO 4	OUTLINE the role of government, society and trade union in ER.
CO 5	EXPLAIN aspects of collective bargaining and grievance handling.
CO 6	DISCUSS the relevant provisions of various Labour Legislations.
<b>217</b>	<b>Labour Welfare</b>
CO 1	ENUMERATE the key concepts of the subject matter.
CO 2	DESCRIBE the key aspects of the labour policy regulation in the country.
CO 3	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO 4	EXAMINE the traditional concept of labour welfare in the industry.
CO 5	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO 6	ELABORATE upon the perspective of labour problems and remedial measures in the country.





<b>221</b>	<b>HR Analytics</b>
CO 1	ENUMERATE the key concepts related to the subject matter.
CO 2	DEMONSTRATE experimentation and innovation.
CO 3	USE thinking & decision making ability beyond the existing capabilities and present environment.
CO 4	ANALYSE the behavioral Patterns of an individual & Map the competency- the audit Perspective.
CO 5	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
CO 6	FORMULATE the linkage between HR Analytics and Business Analytics.
	<b>Semester III</b>
<b>301</b>	<b>Strategic Management</b>
CO 1	DESCRIBE the basic terms and concepts in Strategic Management.
CO 2	EXPLAIN the various facets of Strategic Management in a real world context.
CO 3	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO 4	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO 5	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO 6	DEVELOP the capability to view the firm in its totality in the context of its environment.
	<b>302</b>
	<b>Decision Science</b>
CO 1	Understand role of quantitative techniques in managerial decision making.
CO 2	Understand process of decision problem formulation.
CO 3	Understand applications of various quantitative techniques in managerial settings.
CO 4	Analyze managerial and business problems.
CO 5	Formulate and discuss project management problems.
	<b>307</b>
	<b>International Business Environment</b>
CO 1	Recall and Describe the key concepts of international Business Environment.
CO 2	Understand the relevance of Multinational Corporations (MNCs) in global trade.
CO 3	Demonstrate the significance of FDI and FPI in respect of developing economy.
CO 4	Analyze the issues related to Labor, Environmental and Global Value chain.
CO 5	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.
	<b>308</b>
	<b>Project Management</b>



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CO 1	DEFINE the key terms and concepts in project management.
CO 2	EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project's life cycle.
CO 3	ILLUSTRATE the importance of PM in most industries and businesses.
CO 4	EXAMINE the importance of Leadership specifically in heterogeneous and virtual teams as well as governance and approaches to conflict resolutions.
CO 5	DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management.
<b>310 Corporate Governance</b>	
CO 1	RECOGNIZE and REMEMBER the scope of Corporate Governance.
CO 2	UNDERSTAND the role of Board of Directors and Committees in Good Corporate Governance and key mechanism.
CO 3	APPLICATION of empirical methods of Corporate Governance and its impact on the Firms.
CO 4	Analyze the legal framework of Corporate Governance and formulate Internal control policies.
CO 5	Evaluate the legal framework and global perspective of Corporate Governance.
CO 6	FORMULATE and DISCUSS Cases related to CG (Models), their SUCCESS & FAILURES.
<b>Financial Management</b>	
<b>304 Advanced Financial Management</b>	
CO 1	Understand the use of financial management frameworks and integrated business analysis towards organizational strategy.
CO 2	Develop effective financial strategies across all business verticals.
CO 3	Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.
CO 4	Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate.
CO 5	Analyse the complexities associated with management of cost of funds in the capital Structure.
<b>312 Corporate Financial Restructuring</b>	
CO 1	DESCRIBE the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring.
CO 2	EXPLAIN the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units.
CO 3	PERFORM all the required calculations through relevant numerical problems.
CO 4	ANALYZE the situation by calculations of exchange ratio, financial returns, valuations and others.
CO 5	EVALUATE impact of corporate financial restructuring on all stakeholders.



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CO 6	CREATE an interface and model on various dimensions of corporate finance and restructuring process.
<b>313</b>	<b>Technical Analysis of FM</b>
CO 1	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation.
CO 2	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
CO 3	Identify Risk Management issues related to market positions.
CO 4	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities.
CO 5	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions.
CO 6	FORMULATE an ideal portfolio of investments with a combination of wide number of securities.
<b>320</b>	<b>Project Finance &amp; Trade Finance</b>
CO 1	DESCRIBE the concepts of Project Finance and Trade Finance.
CO 2	SUMMARIZE the key aspects in context with Project Finance and Trade Finance.
CO 3	IDENTIFY the applicability of Project Finance and Trade Finance in modern business era.
CO 4	EXAMINE the risks involved in Project Finance and Trade Finance.
CO 5	EVALUATE the proposal of securing finance by considering the capital structure and documentation involved.
<b>318</b>	<b>Digital Banking</b>
CO 1	Remember various concepts and products in Digital Banking.
CO 2	Explain and understand the significance and development of Digital Banking.
CO 3	Compare and contrast the Branchless Banking and Traditional Banking.
CO 4	Analyze the payment system of digital banking from consumer's point of view.
CO 5	Evaluate Role of digital banking and emerging technologies in economic development.
CO 6	Create a holistic digital transformation strategy for a bank.
	<b>Marketing Management</b>
<b>305</b>	<b>Sales &amp; Distribution Management</b>
CO 1	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain.
CO 2	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO 3	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO 4	ANALYZE the real life scenarios of sales and distribution management.



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CO 5	EVALUATE the existing sales and distribution strategies and approaches.
CO 6	DEVELOP generate and evaluate sales and distribution strategies.
<b>312</b>	<b>Business to Business Marketing</b>
CO 1	DEFINE the terms and concepts related to Business to Business marketing.
CO 2	EXPLAIN the terms and concepts used in business to business marketing.
CO 3	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
CO 4	FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing.
CO 5	DESIGN marketing mix elements considering business-to-business sales and service situations.
CO 6	DEVELOP marketing plan for business-to-business Marketing situations.
<b>313</b>	<b>International Marketing</b>
CO 1	ENUMERATE various terms and key concepts associated with international marketing.
CO 2	EXPLAIN various key concepts used in all aspects of international marketing.
CO 3	APPLY all stages in international marketing management process.
CO 4	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
CO 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.
CO 6	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.
	<b>Human Resource Management</b>
<b>305</b>	<b>HR Operations</b>
CO 1	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records.
CO 2	LEARN drafting of communications for disciplinary actions.
CO 3	DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc.
CO 4	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts.
CO 5	CALCULATE computation of Workmen compensation, Bonus and Gratuity.
CO 6	FILE returns under various labour laws and prepare salary structure.
<b>312</b>	<b>Talent Management</b>
CO 1	DEFINE Talent Management and its significance.
CO 2	UNDERSTANDING performance excellence through Talent Management.
CO 3	APPLY Talent Management concepts in Human Resource Management.







CO 4	ANALYSING Talent Management practices in employee development and career enhancement.
CO 5	FORMULATE the Talent Management Strategies for any organization.
<b>315</b>	<b>International HR</b>
CO 1	IDENTIFY key perspectives of global workforce management.
CO 2	UNDERSTAND cultural aspects of International HRM.
CO 3	PREPARE HR planning for long term global staffing.
CO 4	ILLUSTRATE steps involved in global selection of human resources.
CO 5	FORMULATE Training and development policy for expatriate employees of an organization.
CO 6	ANALYZE / COMPARE important points that needs to be included while drafting global workforce performance & development management system of an organization.
<b>318</b>	<b>Performance Management System</b>
CO 1	Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
CO 2	Apply knowledge of management theories and practices to solve business problems.
CO 3	Foster Analytical and critical thinking abilities for data-based decision making.
CO 4	Ability to develop Value based Leadership ability.
CO 5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
CO 6	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
	<b>Operations and Supply Chain Management</b>
<b>305</b>	<b>Logistics Management</b>
CO 1	DEFINE basic terms and concepts related to Logistics management.
CO 2	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
CO 3	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
CO 4	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
CO 5	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.
CO 6	DISCUSS modern real world logistical systems using the various concepts in the syllabus.
<b>304</b>	<b>Services Operations Management – II</b>
CO 1	DEFINE the key concepts in Services Operations Management.



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CO 2	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
CO 3	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm.
CO 4	CATEGORIZE a service firm according to its stage of competitiveness.
CO 5	MODIFY the Service strategies of an organization for achieving the strategic service vision.
CO 6	SOLVE the relevant numerical in the scope of the subject.
<b>312</b>	<b>Manufacturing Resource Planning</b>
CO 1	DEFINE basic terms and concepts related to MRP II.
CO 2	DESCRIBE the integrated planning structure and functions incorporated within MRP.
CO 3	ILLUSTRATE the importance of MRP as a top-management planning tool.
CO 4	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
CO 5	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
CO 6	DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.
<b>315</b>	<b>Toyota Production System</b>
CO 1	DESCRIBE 14 principles of the Toyota Way.
CO 2	RELATE the TPS with other business situations.
CO 3	IMPLEMENT TPS principles to a real-life situation.
CO 4	EXAMINE the application of TPS principles in a service or manufacturing unit/ organization.
CO 5	DESIGN a process for executing Improvement Initiatives at workplace.
CO 6	BUILD an organization culture to foster continuous improvement.
<b>316</b>	<b>Operation &amp; Service Strategy</b>
CO 1	ENUMERATE the key components of operations strategy.
CO 2	EXPLAIN the linkages between operations strategy and competitive advantage as the basis of competitive position through superior product development, cost, quality, features.
CO 3	ILLUSTRATE the broader context of business strategy & fit between manufacturing and operations capabilities and the business strategy
CO 4	EXAMINE the concepts of competitive leverage using manufacturing and operations, the fit of the various elements of manufacturing and operations, the impact of the competitive environment, and the structure of the value chain.
CO 5	DESIGN the operations and service strategy.
CO 6	FORMULATE an operations strategy (long-term plan) and link with operational decisions.
<b>317</b>	<b>Six Sigma for Operations</b>
CO 1	DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma.



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CO 2	SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools.
CO 3	PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings.
CO 4	APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures.
CO 5	DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma).
CO 6	CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation.
	<b>International Business Management</b>
<b>01</b>	<b>Import Export Documentation &amp; Procedure</b>
CO 1	DESCRIBE THE PROCESS OF IMPORT AND EXPORT IN THE CONTEXT OF BUSINESS.
CO 2	EXPLAIN THE IMPORT AND EXPORT TRANSACTIONS, CLASSIFICATION AND VARIOUS PAYMENT TERMS.
CO 3	IDENTIFY VARIOUS TYPES OF DOCUMENTS REQUIRED FOR THE PROCEDURES INVOLVED IN IMPORT AND EXPORT.
CO 4	EXAMINE VARIOUS DOCUMENTATION FORMATS FOR THE IMPORT AND EXPORT PROCESSES.
CO 5	EXPLAIN PRE AND POST ACTIVITIES OF IMPORT AND EXPORT PROCESS.
CO 6	DISCUSS ON VARIOUS ASPECTS OF TRADES, DOCUMENTATION AND PROCEDURES FOR IMPORT AND EXPORT.
<b>03</b>	<b>Cross Cultural Management and Global Leadership</b>
CO 1	DESCRIBE THE CONCEPT OF CULTURE AND SIGNIFICANCE OF CROSS-CULTURAL MANAGEMENT.
CO 2	OUTLINE THE CULTURAL VALUES AND DIFFERENCES WITH DIMENSIONS OF CULTURAL NORMS AND BEHAVIORS.
CO 3	IDENTIFY VARIOUS FACTORS AFFECTING CULTURE AND DECISION-MAKING MODELS ACROSS CULTURES.
CO 4	EXAMINE THEORIES OF LEADERSHIP WITH LEADERSHIP ACROSS CULTURES.
CO 5	EXPLAIN CULTURALLY INTELLIGENT LEADERSHIP IN INTERNATIONAL TRADE.
CO 6	DISCUSS ON LEADING AND MANAGING MULTICULTURAL TEAMS IN INTERNATIONAL CONTEXT.
	<b>Business Analytics</b>
<b>03</b>	<b>Advance statistical method using R</b>
CO 1	RECALL all basic statistical concepts and associated values, formulae.
CO 2	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios.
CO 3	APPLY time series analysis in prediction of various trends.



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CO 4	DISCRIMINATE between various types of probability and probability distributions.
CO 5	FORMULATE and TEST hypothesis using tools of R.
CO 6	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
<b>305</b>	<b>Machine Learning &amp; Cognitive intelligence using Python</b>
CO 1	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence.
CO 2	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios.
CO 3	DEVELOP a thought process to think like data scientist/business Analyst.
CO 4	ANALYSE data using supervised and unsupervised Learning Techniques.
CO 5	SELECT the right functions, arrays of Python for Machine Learning algorithms.
CO 6	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.
<b>312</b>	<b>Social Media, Web &amp; Text Analytics</b>
CO 1	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics.
CO 2	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios.
CO 3	DEVELOP a thought process to harness the power of social media analytics to improve website or business.
CO 4	ANALYSE Social Media Analytics and Web Analytics Tools.
CO 5	SELECT the right metrics for Social Media Analytics and Web Analytics.
CO 6	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios.
<b>314</b>	<b>Supply Chain Analytics</b>
CO 1	DESCRIBE the importance of the basics of Supply Chain Analytics and Optimization.
CO 2	EXPLAIN the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain.
CO 3	ILLUSTRATE the basics of Modeling through R Language.
CO 4	EXAMINE the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy.
CO 5	DETERMINE the right tools for addressing various issues in Supply Chain Analytics.
CO 6	COMBINE the various approaches to Supply Chain Analytics for improvements in the supply chain system.
<b>316</b>	<b>Predictive Modelling using SPSS Modeler</b>
CO 1	DESCRIBE what Predictive Modeling is all about and know why you would want to use it.
CO 2	EXPLAIN the CRISP-DM methodology and the IBM SPSS Modeler Workbench.





CO 3	Explore, Prepare, Model and Evaluate your data using IBM SPSS Modeler.
CO 4	ILLUSTRATE how to use modeling skills to make decisions.
CO 5	FORMULATE models based on trained data, test the model with historical data, and use qualifying models on live data or other historical untested data.
CO 6	SOLVE real world problems using predictive modeling techniques on a real-world data set.
<b>317</b>	<b>Commerce Analytics – I</b>
CO 1	DESCRIBE the key concepts in e-commerce analytics.
CO 2	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO 3	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO 4	DISCOVER high-value insights via dashboards and visualization.
CO 5	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO 6	FORMULATE the right analytics driven strategy for ecommerce businesses.
	<b>Rural &amp; Agri -Business Management</b>
<b>01</b>	<b>Agriculture &amp; Indian economy</b>
CO 1	DEFINE the key terms in Indian Agriculture/Land Reforms/ economic holding.
CO 2	EXPLAIN the key terms in The place of agriculture in the national economy/ The present position of Indian Agriculture with an advanced management perspective.
CO 3	IDENTIFY the various issues in the Agriculture Industry in India. DEMONSTRATE their significance from the perspective of Indian farmer & Indian Economy & business decision making.
CO 4	EXAMINE the inter-relationships between various facets of Agriculture & economy from the perspective of a farmer, Labour, firm, industry, market, competition and business cycles.
CO 5	DEVELOP critical thinking based on changing pattern of ownership and operational holdings in India, Farms size, Productivity/ Profitability and farm efficiency.
CO 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.
<b>03</b>	<b>Rural Credit and Finance</b>
CO 1	RECALL the Role of Credit in Agriculture & Role of Agriculture in Economic Development.
CO 2	UNDERSTAND the concept and special features of co-operative banking, Structure of the co-operative credit system in India.
CO 3	Apply the theories of Agricultural finance with concept of credit.
CO 4	ANALYZE Players and Approaches in Microfinance & Rural Finance.
CO 5	EXPLAIN the triangle of microfinance and the role of BDS in rural finance.



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CO 6	Develop a plan to create awareness about different rural finance schemes.
<b>Semester IV</b>	
<b>401</b>	<b>Enterprise Performance Management</b>
CO 1	Enumerate the different parameters & facets of management control of an enterprise.
CO 2	Illustrate the various techniques of enterprise performance management for varied sectors.
CO 3	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO 4	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO 5	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
<b>402</b>	<b>Indian Ethos &amp; Business Ethics</b>
CO 1	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics.
CO 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.
CO 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.
CO 4	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system.
CO 5	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
CO 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.
<b>405</b>	<b>Global Strategic Management</b>
CO 1	Define the concept and key terms associated with the global strategic management.
CO 2	Describe in detail global strategic alliance, merger and acquisitions.
CO 3	Demonstrate various global organization models in global strategic management context.
CO 4	Examine various entry and business-level strategies from global strategic management prospective.
CO 5	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO 6	Design global strategies and understand their relative merits and demerits.
<b>408</b>	<b>Corporate Social Responsibility &amp; Sustainability</b>



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CO 1	Enumerate the different concepts, legislative provisions, environmental aspects, best practices, complexity, scope, reports, social framework etc. related to CSR, business ethics & sustainability development.
CO 2	Compare different CSR theories, cases, dimensions of Sustainability and demonstrate a multi stake holder perspective in viewing CSR, Business ethics & Sustainability issues etc.
CO 3	Apply the different models, theories, approaches, cases etc. for implementation & monitoring of CSR activities & Sustainability and its impact on corporate culture & society at large.
CO 4	Analyze the different reports, cases, various legal issues relating to CSR, different sustainability reports and various national and global initiatives related to CSR, Business ethics & Sustainability.
CO 5	Evaluate the level of commitment of different organizations to CSR, Business ethics in attaining Sustainability development & show its competitive advantages.
CO 6	Create & Implement a CSR policy in attaining Sustainability development and its impact on various stakeholders.
	<b>Financial Management</b>
<b>404</b>	<b>Current Trends &amp; Cases in Finance</b>
CO 1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics.
CO 2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO 3	APPLY the various theories and models of financial management in the case.
CO 4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO 5	EVALUATE the financial impact of the alternative on the given case.
<b>410</b>	<b>Business Valuation</b>
CO 1	RECALL concepts of value and valuation.
CO 2	EXPLAIN valuation process of business firms.
CO 3	CALCULATE business value using different techniques.
CO 4	EXAMINE special factors to be considered in business valuation.
CO 5	ASSESS the value of the firm in the light of business environment and regulatory aspects.
	<b>Marketing Management</b>
<b>404</b>	<b>Marketing Strategy</b>
CO 1	DISCOVER perspectives of market strategy.
CO 2	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
CO 3	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
CO 4	ANALYSE a company's current situation through applying internal and external analyses.
CO 5	EXPLAIN alternative ways to measure the outcome of market strategies.



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CO 6	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.
<b>410</b>	<b>Rural &amp; Agriculture Marketing</b>
CO 1	DEFINE various concepts related to Rural and Agricultural Marketing.
CO 2	UNDERSTAND the rural consumer buying Behaviour, Rural Marketing Mix, COMPARE Rural and Urban market on different terms, Environment, and Consumer, Industrial and Agriculture Market.
CO 3	APPLY knowledge and skills of Rural Marketing to design marketing Mix strategies.
CO 4	ILLUSTRATE the Rural product, Pricing and Distribution Strategies with modern approach and challenges faced in rural Market and emerging Models in Rural Market.
CO 5	EVALUATE the use of ICT in Agriculture Marketing with use of various models in domestic and international Market.
CO 6	BUILD a model for Marketing of Agricultural products by using marketing mix tools.
	<b>Human Resource Management</b>
<b>403</b>	<b>Organizational Diagnosis &amp; Development</b>
CO 1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO 2	UNDERSTAND concept of OD and 'intervention'.
CO 3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO 4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO 5	IDENTIFY AND MAP an intervention to organizational need.
CO 6	DESIGN the role of the consultant for an organizational issue.
<b>404</b>	<b>Current Trends &amp; Cases in Human Resource Management</b>
CO 1	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
CO 2	SUMMARIZE the impact of Current HR trends on HR Functions.
CO 3	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends.
CO 4	EXAMINE the changing role of HR Priorities.
CO 5	ELABORATE upon the various types of current HR Trends.
CO 6	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.
<b>409</b>	<b>Labour Legislation</b>
CO 1	AWARENESS about foundation of labor legislation.
CO 2	UNDERSTAND the legislation related to various labor and social laws.
CO 3	APPLY formulas of specific laws and calculate.







CO 4	STUDY labor legislation and effective implementation of them through case laws.
CO 5	REVIEW AND UNDERSTAND different labor legislations and its amendments.
<b>410</b>	<b>Designing HR Policies</b>
CO 1	IDENTIFY important points to be incorporated in HR Manual.
CO 2	UNDERSTAND policy requirement for Recruitment & Selection process.
CO 3	PREPARE policies on employee benefits for an organization of your choice.
CO 4	ILLUSTRATE steps involved in better employee relations & grievance handling.
CO 5	CONSTRUCT various HR policies for an organization of your choice.
	<b>Operations and Supply Chain Management</b>
<b>403</b>	<b>E Supply Chains &amp; Logistics</b>
CO 1	DESCRIBE the structure of modern days Logistics.
CO 2	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO 3	IDENTIFY the various flows in real world supply chains and Logistics.
CO 4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
CO 5	EXPLAIN the key Operational Aspects of E Procurement.
CO 6	DEVELOP a framework for e-logistics.
<b>404</b>	<b>Industry 4.0</b>
CO 1	DEFINE industrial revolutions and its different aspects.
CO 2	EXPLAIN the role of technology pillars of Industry 4.0.
CO 3	DEMONSTRATE the use of data in effective decision making.
CO 4	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
CO 5	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0.
CO 6	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB.
<b>411</b>	<b>Supply Chain Strategy</b>
CO 1	DEFINE basic terms and concepts related to Strategy, Supply Chain.
CO 2	EXPLAIN the SC Components and Processes.
CO 3	ILLUSTRATE the importance of SC strategies on competitive advantage.
CO 4	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages of strategies with real time issues using Information Technology.
CO 5	EVALUATE and EXPLAIN impact of strategic decisions on SC.
CO 6	FORMULATE and DISCUSS a model for SCM strategies.



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	<b>International Business Management</b>
<b>02</b>	<b>Global Trade and Logistics Management</b>
CO 1	DESCRIBE THE ECONOMIC SIGNIFICANCE OF TRADE ALONG WITH THE LOGISTICS PROCESSES.
CO 2	EXPLAIN INTERNATIONAL TRADE THEORIES AND APPLICATIONS IN BUSINESS.
CO 3	IDENTIFY VARIOUS ENVIRONMENTAL FACTORS ASSOCIATED WITH INTERNATIONAL BUSINESS.
CO 4	EXAMINE VARIOUS MODES AND PRACTICES OF INTERNATIONAL LOGISTICS.
CO 5	EXPLAIN THE ACTIVITIES INVOLVED IN ENTIRE LOGISTICS PROCESS IN INTERNATIONAL BUSINESS.
CO 6	DEVELOP THE APPROPRIATE STRATEGY OF OPERATIONS FOR GLOBAL TRADE AND LOGISTICS.
<b>05</b>	<b>Global Competitiveness, Value Chains and Alliances</b>
CO 1	DESCRIBE THE CONCEPT OF GLOBALISATION AND GLOBAL COMPETITIVENESS IN INTERNATIONAL BUSINESS.
CO 2	EXPLAIN THE EFFICACY OF THE FOREIGN COLLABORATIONS AND JOINT VENTURES IN INTERNATIONAL BUSINESS.
CO 3	IDENTIFY VARIOUS ELEMENTS OF VALUE CHAIN INVOLVED IN IMPORT AND EXPORT BUSINESS.
CO 4	EXAMINE VARIOUS FACTORS OF INTERNATIONAL SUPPLY CHAIN DESIGN AND GLOBAL PROCUREMENT AND DISTRIBUTION.
CO 5	EVALUATE THE GLOBAL COMPETITIVENESS INDEX FOR INTERNATIONAL BUSINESS.
CO 6	DISCUSS ON ROLE AND SIGNIFICANCE OF STRATEGIC ALLIANCES IN INTERNATIONAL BUSINESS CONTEXT.
<b>06</b>	<b>Business Analytics</b>
CO 1	SELECT logical and functional process to develop the model.
CO 2	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem.
CO 3	UNDERSTAND AI's fundamental concepts and methods.
CO 4	APPLY various machine learning algorithms on structured data to develop machine learning models.
CO 5	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
CO 6	SELECT logical and functional process to develop the model.
<b>16</b>	<b>Scala and Spark</b>
CO 1	DESCRIBE the ecosystem associated with SCALA and SPARK.
CO 2	ILLUSTRATE the use of SPARK and SCALA.
CO 3	USE the core RDD and Data Frame APIs to perform analytics on datasets with Scala.
CO 4	EXAMINE how and when it differs from familiar programming models.



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CO 5	READ data from persistent storage and load it into Apache Spark.
CO 6	MANIPULATE data with Spark and Scala.
<b>02</b>	<b>Rural &amp; Agri -Business Management</b>
CO 1	ICT for Agriculture Management.
CO 2	RECALL the basic terminologies related to ICT.
CO 3	UNDERSTAND the use of ICT with different aspects & various issues & challenges for ICT information services.
CO 4	Apply the GIS Applications in micro resource mapping.
CO 5	EVALUATE the common ICT platforms for information services.
CO 6	CHOOSE the right ICT as per the requirement of agriculture activity.
<b>05</b>	<b>Agri – Entrepreneurship</b>
CO 1	DEFINE the term rural entrepreneurship and ENUMERATE factors that support women's participation in rural entrepreneurship.
CO 2	UNDERSTAND the Process of entrepreneurship, aims, and barriers.
CO 3	APPLY different ICT in Rural entrepreneurship development.
CO 4	Analyze the importance of IT in rural India and role of entrepreneur in rural development.
CO 5	EVALUATE the rural capabilities, Endowment of Skill sets and Natural resources in rural India.
CO 6	Design the business plan, factors considering rural development & Rural BPO.



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