

Master of Computer Application (MCA) 2019-20

A. Program Educational Objectives (PEOs)

PEO1	To provide opportunities for acquiring in-depth knowledge of fundamental concepts and IT enabled skills for venerable development.
PEO2	To develop an ability to identify, critically analyze and formulate a computing problem.
PEO3	To promote use of open source technology and encourage for innovative software development.
PEO4	To emphasize on awareness of changing trends and career avenues in computer applications and management through various student driven activities.
PEO5	To inculcate human values, professional ethics, research orientation and social responsibilities.

B. Program Outcomes (POs)

By the culmination of this program, the post graduate acquires the ability

PO1	To get acquainted with IT and management enabled skills.
PO2	To develop software applications to resolve comprehensive problems using systematic analysis and design approach.
PO3	To integrate and apply the contemporary IT practices.
PO4	To imbibe learning abilities, skill development and awareness of social concerns.
PO5	To demonstrate team work with the ability of leadership, analytical reasoning for solving time critical problems.
PO6	To imbibe the strong human values for responsible professional in IT.

C. Course Outcomes (COs)

Semester-I	
OS-I	
CO 1	To make students aware of current/upcoming trends in Information Technology and other domains.
CO 2	To extend the autonomy to the student to get the knowledge in their area of interest.
OS-I Lab	
CO 1	To understand the progress of student in terms of practical implementation.
OS-II	
CO 1	To make students aware of current/upcoming trends in Information Technology and other domains.
CO 2	To extend the autonomy to the student to get the knowledge in their area of interest.



	OS-II lab
CO 1	To understand the progress of student in terms of practical implementation.
	Problem solving using C ++
CO 1	Use the algorithm paradigms for problem solving.
CO 2	Develop programs with features of the C++ programming language.
CO 3	Develop simple applications using C++
CO 4	Develop programs in the UNIX/Linux programming environment.
	C++ Lab
CO 1	1. To make students able to understand the problem
CO 2	2. To make students able to analyze the problem
CO 3	3. To help students to develop the solution
CO 4	4. To design and implement the code.
	Software Engineering using UML
CO 1	To understand and apply system analysis and design concepts in relevant IT domain.
CO 2	To understand and analyze software requirement specification, information requirement and screen designing techniques in software development.
CO 3	To understand and analyze basic techniques of software maintenance, CASE tools and current trends in Software Engineering.
	Database Management System
CO 1	Describe the basic concepts of DBMS and various databases used in real applications
CO 2	Design relational database using E-R model and normalization
CO 3	Demonstrate nonprocedural structural query languages for various database applications
CO 4	Apply concepts of Object Based Database, XML database and non-relational databases
CO 5	Explain transaction management and recovery management for real applications
	Business Process Domains*
CO 1	CO1: describe major bases for marketing mix in business
CO 2	CO2: describe various functionalities of human resource process
CO 3	CO3: Identify existing e-commerce model and payment system ,
CO 4	CO4: Apply knowledge to evaluate and manage an effective supply chain.
CO 5	CO5: Understand how customer relations are related to business functions and its importance to success of Business entity.



CO 6	CO6: use various banking and insurance process for business development.
	Essentials of Operating System
CO1	Understand structure of OS, process management and synchronization.
CO2	Analyze and design Memory Management.
CO3	Interpret the mechanisms adopted for file sharing in distributed Applications
CO4	Conceptualize the components and can do Shell Programming.
CO5	Know Basic Linux System Administration and Kernel Administration
	Semester-II
	DS
CO 1	Apply design principles and concepts for Data structure and algorithm
CO 2	summarize searching and sorting techniques
CO 3	Describe stack, queue and linked list operation
CO 4	Demonstrate the concepts of tree and graph
	WT
CO 1	Implement interactive web page(s) using HTML, CSS and JavaScript
CO 2	Build Dynamic web site using server-side PHP Programming and Database connectivity.
CO 3	Design a responsive web site
	OS 3
CO 1	To make students aware of current/upcoming trends in Information Technology and other domains.
CO 2	To extend the autonomy to the student to get the knowledge in their area of interest.
	Soft Skills
CO 1	To develop effective communication skills (spoken and written).
CO 2	To develop effective presentation skills.
CO 3	To conduct effective business correspondence and prepare business reports which produce results.
CO 4	To become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills.
CO 5	To develop all-round personalities with a mature outlook to function effectively in different circumstances.
CO 6	To develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.



	OS 4
CO 1	To make students aware of current/upcoming trends in Information Technology and other domains.
CO 2	To extend the autonomy to the student to get the knowledge in their area of interest.
BM21	Principles and Practices of Management and Organizational Behaviour
CO 1	Describe and analyze the interactions between multiple aspects of management.
CO 2	Analyze the role of planning and decision making in Organization
CO 3	Justify the role of leadership qualities, Motivation Group dynamics and Team Building.
CO 4	Compare the controlling process
	Essentials of Networking
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)
CO 4	Understand the concept of routing protocols, Application layer protocols and Network Security (Understand)
	Business Statistics
CO 1	Demonstrate concepts of business statistics (such as measures of central tendency, dispersion, correlation, regression analysis and time series analysis)
CO 2	Students will be able to analyze and apply statistical tools to solve problems.
CO 3	Based on the acquired knowledge to interpret the meaning of the calculated statistical indicators
CO 4	Demonstrate concept of index numbers for solving practical problems in business world
	DS lab
CO 1	Write an algorithm.
CO 2	Analyze algorithm based on time complexity.
CO 3	Coding and implementation using C++
CO 4	Analyze program based on time complexity.
	Semester-III
MTC31	Probability and Combinatorics
CO 1	To understand and apply basics of counting principles.
CO 2	To understand and analyze various probability techniques for managerial



	problems.
CO 3	To apply Permutation & Combinatorial techniques for solving business problems.
ITC31	Multimedia Tools for Presentation*
CO 1	Various multimedia tools and software to make the presentation effective
SSC31	Soft Skills-Presentation *
CO 1	To develop effective presentation skills.
CO 2	To conduct effective business correspondence and prepare business reports which produce results.
CO 3	To develop all-round personalities with a mature outlook to function effectively in different circumstances.
T1-IT31	Advanced Data Structure and C++ Programming
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.
T1-IT32	Design and Analysis of Algorithms (DAA)
CO 1	To understand and apply basics of Algorithm in computing problems.
CO 2	To understand and analyze various techniques of algorithm analysis.
CO 3	To understand and analyze shortest time and distance for solving complex computing problems.
T1-IT33	Object Oriented Analysis and Design
CO 1	Explain OOAD concepts and various UML diagrams
CO 2	Select an appropriate design pattern
CO 3	Illustrate about domain models and conceptual classes
CO 4	Compare and contrast various testing techniques
CO 5	Construct projects using UML diagrams
CO 6	Construct projects using UML diagrams
T1-IT34	Advanced Internet Technology
CO 1	To understand basics of Web Development.
CO 2	To understand and analyze new web developing techniques.



CO 3	To apply and implement web applications using HTML and PHP
T1-IT31L	DS & C++ Lab
CO 1	Write C++ programs using structures, unions, dynamic memory allocation functions and command line arguments
CO 2	To implement C++ linear data structures like stacks, queues, linked lists using static and dynamic allocation and their applications
CO 3	To gain knowledge in concepts of C++ like classes, operator overloading, friend functions, constructor overloading.
T1-IT34L	Mini Project using AIT
CO 1	To understand basics of Web Development.
CO 2	To understand and analyze new web developing techniques.
CO 3	To apply and implement web applications using HTML and PHP
Semester-IV	
ITC41	Optimization Techniques
CO 1	Thorough knowledge on optimization of Linear problems through classical optimization techniques
CO 2	The student gets a knowledge on constrained non-linear programming and dynamic programming
CO 3	Able to apply conceptual things to real-world application
ITC42	Research Methodology & Statistical Tools*
CO 1	To understand basics of Research
CO 2	Analyse and apply Research Methodology concepts in Software Development and Business Management
CO 3	Able to generate Research Reports
SSC41	Soft Skills -Interview *
CO 1	To develop effective communication skills (spoken and written).
CO 2	To develop all-round personalities with a mature outlook to function effectively in different circumstances.
CO 3	To develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.
T1-IT41	Advanced Java
CO 1	Understand Basic Concepts of Java and multi-threading.-Understand
CO 2	Develop GUI using AWT and Swing -Apply
CO 3	Develop Java Applications using Socket, RMI -Apply
CO 4	Develop Web application using JSP and Servlet, JDBC with MVC --Apply




T1-IT42	Python programming
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)
T1-IT43	Advance DBMS
CO 1	Learn and understand techniques of various kind of data
CO 2	Understand Data warehouse concepts
CO 3	Understand of data-mining techniques
T1-IT44	Cloud Computing
CO 1	To understand basics of Cloud Technique
CO 2	To understand and apply various techniques of SaaS, IaaS & PaaS
CO 3	To understand and analyze security issues in Cloud Computing technique.
T1-IT41L	Adv. Java Lab
CO 1	Create Web application using JSP and Servlet, JDBC with MVC
T1-IT42L	Python Programming Lab
CO 1	To implement python programming concepts for solving real life problems. (Apply)
CO 2	To implement Advanced Internet Technologies (Apply)
Semester-V	
ITC51	Software Project Management
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)
ITC51P	Project *
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)
SSC51	Soft Skills - Group Discussion*
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.
	Skill Development-II
	Corporate Social Responsibility (CSR) & Sustainability
CO 1	To develop essential employability and workplace competencies
CO 2	To develop an understanding about the demands of the workplace
CO 3	To explore personal strengths and interests, related to future life and career opportunities
CO 4	To provide occupational preparation for entry into the world of work
T1-IT51	ASP .Net using C#
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
T1-IT52	Service Oriented Architecture
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.
T1-IT53	Big Data Analytics
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
T1-IT54	Mobile Application Development
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
T1-IT51L	Mini Project using ASP .Net
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
T1-IT54L	Mini Project Using Mobile Application Development
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.
T3-IT51	Software Testing & Tools
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
T3-BM52	Entrepreneurship Development
CO 1	Explain the students with the knowledge, skills and motivation required to encourage entrepreneurial success.
CO 2	Study the challenges/conditions and solutions in a venture.
T3-IT53	Decision Support System
CO 1	To describe the decision-making process, the concepts and principles of a decision support system.
CO 2	To identify decision support tools that can aid decision making.
CO 3	To apply system development methodology to develop a decision support system.
CO 4	To develop a functional prototype of a decision support system for a given case.
T3-IT54	Business Architecture
CO 1	Range of architecture work that precedes and System development
CO 2	Understanding architect is responsible for effective design
CO 3	Understanding the Risk management
T3-IT51L	CASE Tools Lab


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CO 1	Understands the Automation Testing Approach.
CO 2	Write test suites for software.
CO 3	Install Selenium server and demonstrate it using a script in Java/PHP
CO 4	Write and test a program to login a specific web page.
T3- BM52L	Activities based on Entrepreneurship Development
CO 1	To get motivation to become an entrepreneur.
CO 2	To get the knowledge of how the business can run.
CO 3	To know the procedure of financiers to raise finance
	Semester-VI
	MIS and E commerce Lab
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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Master of Business Administration (MBA) 2019-20

A. Program Outcomes (POs)

- Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
- Apply knowledge of management theories and practices to solve business problems.
- Foster Analytical and critical thinking abilities for data-based decision making.
- Ability to develop Value based Leadership ability.
- Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

B. Program Educational Objectives (PEOs)

- To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global competitive environment.
- To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.
- To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
- To harness entrepreneurial approach and skill sets.



	C. Course Outcomes (COs)
	Semester I
101	Managerial Accounting
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.
102	Organizational Behaviour
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.
103	Economic Analysis for Business Decisions
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.
104	Business Research Methods
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.
105	Basics of Marketing
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.).
106	Digital Business
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.
107	Management Fundamentals
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.
109	Entrepreneurship Development
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.
111	Legal Aspects of Business
CO 1	DESCRIBE the key terms involved in each Act.
CO 2	SUMMARIZE the key legal provisions of each Act.
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.
114	Enterprise Analysis & Desk Research
CO 1	Learn basic aspects of an Enterprise
CO 2	Analyze an Enterprise w.r.t a set of basic parameters
CO 3	Relate basic jargon and its meaning w.r.t. Enterprise Analysis
115	Selling & Negotiation Skills Lab
CO 1	DESCRIBE the various selling situations and selling types.
CO 2	OUTLINE the pre-sales work to be carried out by a professional salesperson.
CO 3	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
CO 4	FORMULATE a sales script for a real world sales call for a product/ service / e-product / e-service.
CO 5	DECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
CO 6	DEVELOP a sales proposal for a real world product/ service / e-product / e-



	service and for a real world selling situation.
116	MS Excel
CO 1	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
CO 2	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
CO 3	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
CO 4	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
CO 5	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
CO 6	CREATE standard Excel Templates for routine business data management and analysis activities.

	Semester II
201	Marketing Management
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	Exmine 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.)
202	Financial Management
CO 1	Understand various concepts related to financial management.
CO 2	Able to use various tools and techniques in the area of finance
CO 3	Develop analytical skills this which facilitate the decision making in Business situations.
203	Human Resource Management
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.
204	Operations and Supply Chain Management
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.
	Marketing Specialization
205 Mkt	Marketing Research
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 Summarize 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.
206 Mkt	Consumer Behaviour
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.
218 Mkt	Product and Brand Management
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.
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.
219 Mkt	Personal Selling Lab.
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.
	Finance Specialization
205 Fin.	FMBO
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.
206 Fin.	PFP
CO 1	Differentiate between investment knowledge that is proper to use in the evaluation of securities
CO 2	Describe the personal financial planning process
CO 3	Select the appropriate use for each asset class and investment vehicle based upon its risk/return characteristics
214 Fin.	IA & DR
CO 1	To provide a cross-functional perspective of the functioning of a business enterprise and an industry
CO 2	To expose participants to various perspectives and concepts in the field of Strategic Management
CO 3	To help participants develop skills for applying these concepts to the solution of business problems
219 Fin.	DT
CO 1	Explain the basic concepts in Income Tax Act, 1961.
CO 2	Estimate Gross Total Income and Tax
CO 3	Apply knowledge for online filling of various forms and Returns of an Individual.
	HR Specialization
205 HR	Competency based Human Resource Management
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.
206 HR	ERLL
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.



217 HR	Labour Welfare
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.
221 HR	HR Analytics
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.

	Semester III
301	Strategic Management
CO 1	Define and illustrate various business strategies.
CO 2	Justify and clarify various techniques to formulate and implement strategies.
CO 3	Figure out need for shuffling and rationalizing the plans and policies to achieve desired results.
302	Entreprise Performance Management
CO 1	To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
CO 2	To develop the knowledge of the concept of auditing and its applicability as performance
CO 3	To instill a spirit of entrepreneurship among the student participants
CO 4	To provide an overview of the competences needed to become an entrepreneur
303	Startup and New Venture Management
CO 1	Epitomize the entrepreneurial ingredients of ideal business personalities.
CO 2	Develop and demonstrate ability of preparing business plans and documenting projects for approval.
CO 3	Know various successful family business models and acquire necessary skillsets.



304	Summer Internship Project
CO 1	Acquire on the job skills, knowledge, attitudes, and perceptions.
CO 2	Observe and digest various business processes within an organization and it's connect with functions under observations.
CO 3	Learn to adapt and hone the skills required to successfully work within an organization.
	Marketing Specialization
305 Mkt	Contemporary Marketing Research
CO 1	Develop basic understandings from Users as well as Researchers point of view.
CO 2	Evaluate and Analyse research proposals.
CO 3	Observe various applications of business research tools.
306 Mkt	Consumer Behaviour
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.
308 Mkt	IMC
CO 1	Describe the IMC mix and the IMC planning process.
CO 2	Examine the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
CO 3	Construct a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
309 Mkt	Strategic Brand Management
CO 1	Understand different approaches to measuring brand equity.
CO 2	Explain conceptual framework for managing brands strategically.
CO 3	Emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands.
CO 4	Apply insights into how to create profitable brand strategies by building, measuring and managing brand equity.



310 Mkt	PSL
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.
312 Mkt	Customer Relationship Management
CO 1	To introduce the core concepts of CRM paradigm
CO 2	Emphasize CRM as a business strategy
CO 3	To highlight the role of appropriate business process and technology management capabilities in managing customer relationships.
CO 4	Apply the knowledge by the students understand the organizational context of CRM.
	Finance Specialization
305 Fin.	DT
CO 1	Explain the basic concepts in Income Tax Act, 1961.
CO 2	Estimate Gross Total Income and Tax
CO 3	Apply knowledge for online filling of various forms and Returns of an Individual.
306 Fin.	FSIMS
CO 1	Understand the overall Financial system of India.
CO 2	Observe the functions of different financial intermediaries.
CO 3	Describe the concepts & practical dynamics of the Financial Markets, Institution and Services.
307 Fin.	Strategic Cost Management
CO 1	To make the student familiar with the integration of various techniques in decision making
CO 2	To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management
CO 3	To highlight the importance of various decision making areas of financial management
309 Fin.	Corporate Finance
CO 1	To know the concept of Financial Restructuring in Companies
CO 2	To get acquainted with factors leading to financial distress of the organization.
CO 3	To understand alternative sources of capital and planning of the same. To know the significance of the Corporate Governance in the overall functionality of the organization
313 Fin.	Banking Operations I



CO 1	Understand and get acquainted with operations of banks with regards to fund transfer deposits and withdrawal
CO 2	Know about banking structure in India and the apex bank and its role.
CO 3	Develop overall understanding of various banking operations for merchantile purposes as well as common man banking.
Fin.	Rural Financial Institutions
CO 1	Know about the institutions specializing in rural finance.
CO 2	Understand the role of institutions such as NABARD, MFSC, Cooperative banks etc.
CO 3	Analyze the impact of rural finance on the life of a farmer in terms of ROI etc.
CO 4	Ascertain the role of selfhelp groups eg. Mahila Bachat Gat in micro rural finance.
	HR Specialization
305 HR	LSSL
CO 1	Describe the provisions enacted in various Labour Laws.
CO 2	Explain Labour and Social Security Laws.
CO 3	Observe critical factors related to employees required for legal compliance.
306 HR	Human Resource Accounting & Compensation Management
CO 1	Define the basic concepts HRA and CM.
CO 2	Explain various methods of identifying cost and value of Human Resources.
CO 3	Demonstrate the elements of compensation management of business organization .
307 HR	Employee Health, Safety and Welfare
CO 1	Understand basic concepts of employee health, safety and welfare
CO 2	Analyze various provisions of employee, health, safety and welfare
CO 3	Understand need and role of Labour Welfare Officer in an organization
310 HR	Human Resource Information System
CO 1	Acquaint with various moduls of HRIS
CO 2	Learn to interact with key functions of HRM with that of HRIS
CO 3	Ascertain impact of HRIS with that of performance of an organization.
314 HR	Pesonnel Administartion Applications and Procedures
CO 1	Know about difference between personnel management and HRM
CO 2	Know about various policies and procedures to opearte successfully in HR
CO 3	Get knowledge about various types of documentation needs of HR
CO 4	Learn to comply with various statutaory compliance



315 HR	Lab. in Job Design and Analysis
CO 1	Understand basic concepts of Job design and analysis.
CO 2	Analyze jobs at different levels (Job Specification and Job description)
CO 3	Design jobs at various levels in an organization

	Semester IV
401	Managing for Sustainability
CO 1	Get acquainted with concept of sustainability
CO 2	Understand implications of CSR
CO 3	Elaborate and understand ethical values in business.
402	Dissertation
CO 1	Acquire on the job knowledge and skills.
CO 2	Get actual supervised professional experiences.
CO 3	Gain deeper understanding of specific domain.
	Marketing Specialization
403MKT	Services Marketing
CO 1	Define services marketing mix.
CO 2	Demonstrate the applications of services marketing in different sectors.
CO 3	Identify challenges and opportunities in services marketing.
404MKT	Sales and Distribution Management
CO 1	Understand components of sales and distribution management.
CO 2	Explain various facets of the job of a sales manager.
CO 3	Focus on decision making aspects and implementation of decisions in sales and distribution management.
406MKT	Rural Marketing
CO 1	Understand rural aspects of marketing.
CO 2	Describe nuances of rural markets to design effective strategies
CO 3	Explain deeper understanding of rural consumer behavior
409MKT	Export Documentation and Procedure
CO 1	Describe the process of Export in the context of business.
CO 2	Explain the Export transactions, classification and various payment terms.
CO 3	Identify various types of documents required for the procedures involved in Export.
410MKT	Retail Marketing

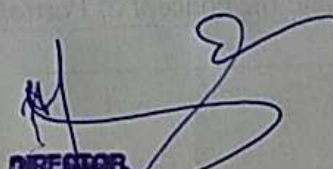


CO 1	Understand the insights into all functional areas of retailing.
CO 2	Explain an account of essential principles of retailing.
CO 3	Describe perspective of the Indian retailing scenario.
413-MKT	e-Marketing & analytics
CO 1	Define various concepts related to e-Marketing.
CO 2	Explain the role of Facebook, Google Ad words, Youtube and Email in e-marketing.
CO 3	Make use of Facebook, Google Ad words, Youtube and Email for carrying out e-marketing of real life products.
Finance Specialization	
403 FIN	Indirect Taxation
CO 1	Learn fundamentals of Indirect taxes.
CO 2	Understand practical elements associated.
CO 3	Get acquainted with documentation and procedures related to compliance.
404 FIN	International Finance
CO 1	Understand fundamentals of international business and finance.
CO 2	Learn problems and solutions to raising and utilizing international funds.
CO 3	Know regulatory framework of international finance.
405 FIN	Behavioral Finance
CO 1	Know about conceptual framework of behavioural finance
CO 2	Understand myths and realities of behavioural finance
CO 3	Know various theories of behavioural finance
CO 4	Gain knowledge of guidelines to be followed for prudent investment decisions.
409 FIN	Banking Operations – II
CO 1	Understand and get acquainted with operations of banks with regards to international banking operations eg. International funds transfer
CO 2	Know about banking structure in India and abroad.
CO 3	Develop overall understanding of various international banking operations for merchantile purposes as well as common man banking. (Role of world bank and IMF)
410 FIN	Wealth and Portfolio Management
CO 1	To understand various tools and methods of evaluating the portfolio
CO 2	To understand the concept of Wealth Management.
CO 3	To understand the concept of Portfolio Management



414 FIN	Principles of Insurance
CO 1	Provide a basic understanding of the Insurance Mechanism
CO 2	To give an overview of major Life Insurance and General Insurance Products
CO 3	Describe objectives of insurance
	HR Specialization
403 HR	Employment Relations
CO 1	Explain need and objectives of employment relations.
CO 2	Digest complexities of employment relations and disputes.
CO 3	Understand roles of concerned stakeholders.
404 HR	Strategic Human Resource Management
CO 1	Explain concepts of strategy and HRM.
CO 2	Correlate HR strategies with business strategy.
CO 3	Design strategies related to various areas of HR.
412 HR	Lab in Legal Compliances
CO 1	Familiarize with legal framework within the country for compliances.
CO 2	Know about various statutory returns and its provisions.
CO 3	Develop understanding for various forms to be filled up for compliance.
413HR	Competency Mapping
CO 1	Understand the meaning of the term competency mapping
CO 2	Develop interventions to be used for every HR function vis-a-vis the competency mapping models
CO 3	Develop overall understanding for competency mapping and know about Iceberg's theory and its Impact.

414 HR	Emerging Trends in HR
CO 1	Identify emerging trends in HR
CO 2	Analyze emerging trends in HR
CO 3	Comment on emerging trends in HR
415 HR	Designing HR Policies
CO 1	Understand and define concept of HR policies
CO 2	Analyze HR policies of an organization
CO 3	Design HR manual for an real time or hypothetical organization


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