



## CRITERION 2 – Teaching-Learning and Evaluation

### Key Indicator- 2.6 Student Performance and Learning Outcomes

2.6.1 - Programme Outcomes (POs) and Course Outcomes (COs) for all Programmes offered by the institution are stated and displayed on website

#### Documents Uploaded

Sr. No.	Particulars
1	Programme and Course Outcomes as per SPPU syllabus
2	Student Handbook
3	Course File
4	Newsletter





### PO's & CO's of MBA Program 2019 Pattern A.Y. 2022 - 23

**Programme Outcomes (POs):** At the end of the MBA programme the learner will possess the

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.





**Programme: MBA**

**Course: MBA I Semester: SEM I**

**Course name with code: 101 – Managerial Accounting**

Course Outcomes: On successful completion of the course the learner will be able to

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting Financial Statements Cost Accounting Marginal Costing Budgetary Control and Standard Costing
CO101.2	UNDERSTANDING	EXPLAIN in detail all the theoretical concepts taught through the syllabus.
CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	EVALUATING	EVALUATE the financial impact of the decision.

**Course name with code: 102 – Organizational Behaviour**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
CO102.2	UNDERSTANDING	EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO102.3	APPLYING	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
CO102.4	ANALYSING	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in





		influencing organizational culture at large.
CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
CO102.6	CREATING	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.

**Course name with code: 103 – Economic Analysis for Business Decisions**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO103.1	REMEMBERING	DEFINE the key terms in micro-economics.
CO103.2	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
CO103.3	APPLYING	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
CO103.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO103.5	EVALUATING	DEVELOP critical thinking based on principles of micro- economics for informed business decision making.
CO103.6	CREATING	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.

**Course name with code: 104 – Business Research Methods**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.





CO104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
CO104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
CO104.5	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO104.6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

**Course name with code: 105 – Basics of Marketing**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO105.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
CO105.3	APPLYING	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
CO105.4	ANALYSING	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world





		marketing offering (commodities, goods, services, e-products/ e-services).
CO105.5	EVALUATING	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
CO105.6	CREATING	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).

**Course name with code: 106 – Digital Business**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.

**Course name with code: 107 – Management Fundamentals**

CO#,	COGNITIVE	COURSE OUTCOMES
------	-----------	-----------------





	ABILITIES	
CO107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management.
CO107.2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO107.3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO107.4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
CO107.5	EVALUATING	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.
CO107.6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real life business, startup and not-for-profit organizational context

**Course name with code: 109 – Entrepreneurship Development**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
CO109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
CO109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
CO109.5	EVALUATING	EVALUATE the startup ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.





CO109.6	CREATING	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.
---------	----------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Course name with code: 111 – Legal Aspects of Business**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO111.1	REMEMBERING	DESCRIBE the key terms involved in each Act.
CO111.2	UNDERSTANDING	SUMMARIZE the key legal provisions of each Act.
CO111.3	APPLYING	ILLUSTRATE the use of the Acts in common business situations.
CO111.4	ANALYSING	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
CO111.5	EVALUATING	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations

**Course name with code: 113 – Verbal Communication Lab**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
CO113.3	APPLYING	DEMONSTRATE appropriate use of body language.
CO113.4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO113.6	CREATING	CREATE and DELIVER effective business presentations, using







		appropriate technology tools, for common business situations.
--	--	---------------------------------------------------------------

**Course name with code: 114 – Enterprise Analysis - Desk Research**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO114.1	REMEMBERING	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO114.2	UNDERSTANDING	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO114.3	APPLYING	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO114.4	ANALYSING	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
CO114.5	EVALUATING	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
CO114.6	CREATING	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

**Course name with code: 115 – Selling & Negotiations Skills Lab**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO115.1	REMEMBERING	DESCRIBE the various selling situations and selling types.
CO115.2	UNDERSTANDING	OUTLINE the pre-sales work to be carried out by a professional salesperson.
CO115.3	APPLYING	IDENTIFY the key individuals involved in a real world sales process for a realworld product/ service / e-product / e-service.
CO115.4	ANALYSING	FORMULATE a sales script for a real world sales call for a





		product/ service / e-product / e-service.
CO115.5	EVALUATING	DECONSTRUCT the pros and cons of sample real world sales calls for a product/service / e-product / e-service.
CO115.6	CREATING	DEVELOP a sales proposal for a real world product/ service / e-product / e-service and for a real world selling situation.

**Course name with code: 116 – MS Excel**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO116.1	REMEMBERING	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
CO116.2	UNDERSTANDING	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
CO116.3	APPLYING	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
CO116.4	ANALYSING	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
CO116.5	EVALUATING	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
CO116.6	CREATING	CREATE standard Excel Templates for routine business data management and analysis activities.





**Course: MBA I      Semester: SEM II**

On successful completion of the course the learner will be able to

**Course name with code: 201 – Marketing Management**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
CO201.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	EVALUATING	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

**Course name with code: 202 – Financial Management**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	DEMONSTRATE an understanding of various channel





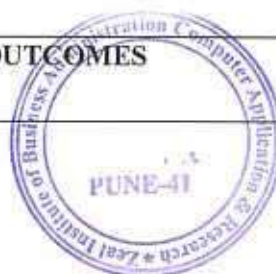
		options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
CO201.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	EVALUATING	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

**Course name with code: 203 – Human Resource Management**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization.
CO203.2	REMEMBERING	ENUMERATE the emerging trends and practices in HRM.
CO203.3	UNDERSTANDING	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	APPLYING	DEMONSTRATE the use of different appraisal and training methods in an Organization.
CO203.5	ANALYSING	OUTLINE the compensation strategies of an organization
CO203.6	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.

**Course name with code: 204 – Operations & Supply Chain Management**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES





CO204.1	REMEMBERING	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO204.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO204.3	APPLYING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO204.4	ANALYSING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO204.5	EVALUATING	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
CO204.6	CREATING	ELABORATE upon different operational issues in manufacturing and services organisations where the decision- making element is emphasized.

**Course name with code: 207 – Contemporary Frameworks in Management**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO207.1	REMEMBERING	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.
CO207.2	UNDERSTANDING	DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
CO207.3	APPLYING	APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.
CO207.4	ANALYSING	EXAMINE the fundamental causes of organizational politics and team failure.
CO207.5	EVALUATING	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.
--	--	-----------------------------------------

**Course name with code: 209 – Start Up and New Venture Management**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO209.1	REMEMBERING	DESCRIBE the strategic decisions involved in establishing a startup.
CO209.2	UNDERSTANDING	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO209.3	APPLYING	IDENTIFY the issues in developing a team to establish and grow a startup
CO209.4	ANALYSING	FORMULATE a go to market strategy for a startup.
CO209.5	EVALUATING	DESIGN a workable funding model for a proposed startup.
CO209.6	CREATING	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

**Course name with code: 207 – Contemporary Frameworks in Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOME
CO210.1	REMEMBERING	ENUMERATE the key terms associated with Qualitative research approach.
CO210.2	UNDERSTANDING	COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
CO210.3	APPLYING	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
CO210.4	ANALYSING	ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
CO210.5	EVALUATING	EVALUATE the quality of Qualitative Research work





CO210.6	CREATING	COMBINE Qualitative and Quantitative research approaches in a real world research project.
---------	----------	--------------------------------------------------------------------------------------------

**Course name with code: 213 – Written Analysis and Communication Lab**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO213.1	REMEMBERING	DESCRIBE stages in a typical communication cycle and the barriers to effective communication.
CO213.2	UNDERSTANDING	SUMMARIZE long essays and reports into précis and executive summaries.
CO213.3	APPLYING	USE Dictionary and Thesaurus to draft and edit a variety of business written communication.
CO213.4	ANALYSING	EXAMINE sample internal communications in a business environment for potential refinements.
CO213.5	EVALUATING	COMPOSE variety of letters, notices, memos and circulars.

**Course name with code: 214 – Industry Analysis - Desk Research**

CO#	COGNITIVE ABILITIES	COURSE OUTCOME
CO214.1	REMEMBERING	DESCRIBE the key characteristics of the players in an industry.
CO214.2	UNDERSTANDING	SUMMARIZE the management ethos and philosophy of the players in the industry.
CO214.3	APPLYING	DEMONSTRATE an understanding of the regulatory forces acting on the industry.
CO214.4	ANALYSING	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
CO214.5	EVALUATING	ASSESS the impact of recent developments on the industry and its key players.
CO214.6	CREATING	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).





**Course name with code: 215 – Entrepreneurship Lab**

CO#	COGNITIVE ABILITIES	COURSE OUTCOME
CO215.1	REMEMBERING	IDENTIFY a basket of potential business opportunities in the local, regional or national context.
CO215.2	UNDERSTANDING	COMPARE and CONTRAST the shortlisted business opportunities to SELECT the most suitable / promising opportunity.
CO215.3	APPLYING	DEVELOP a business model around the shortlisted business opportunity.
CO215.4	ANALYSING	FORMULATE the organization structure for the proposed start up
CO215.5	EVALUATING	EVALUATE the market potential and ESTIMATE the financing requirements for the initial 1 to 3 years after launch.
CO215.6	CREATING	CREATE a proposal for funding the start up.

**Course name with code: 205MKT: Marketing Research**

CO#	COGNITIVE ABILITIES	COURSE OUTCOME
CO205MKT. 1	REMEMBERING	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
CO205MKT. 2	UNDERSTANDING	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
CO205MKT. 3	APPLYING	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
CO205MKT. 4	ANALYSING	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO205MKT. 5	EVALUATING	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.





CO205MKT.6	CREATING	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
------------	----------	------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Course name with code: 206MKT: Consumer Behavior**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206MKT.1	REMEMBERING	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
CO206MKT.2	UNDERSTANDING	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
CO206MKT.3	APPLYING	APPLY consumer behavior concepts to real world strategic marketingmanagement decision making.
CO206MKT.4	ANALYSING	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
CO206MKT.5	EVALUATING	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
CO206MKT.6	CREATING	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.

**Course name with code: 218MKT: Product and Brand Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218MKT.1	REMEMBERING	DEFINE the key concepts and DESCRIBE the elements of a product strategy.





ZEAL EDUCATION SOCIETY'S  
**ZEAL INSTITUTE OF BUSINESS ADMINISTRATION,  
COMPUTER APPLICATION AND RESEARCH (ZIBACAR)**

NARHE | PUNE | INDIA

PUN CODE: IMMP013170

DTE CODE: 6152

AISHE CODE: C-41828



CO218MKT.2	UNDERSTANDING	EXPLAIN the process and methods of brand management, including how to establish brand identity and build brand equity.
CO218MKT.3	APPLYING	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.
CO218MKT.4	ANALYSING	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.
CO218MKT.5	EVALUATING	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.6	CREATING	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.
--	--	-----------------------------------

**Course name with code: 219MKT: Personal Selling Lab**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219MKT.1	REMEMBERING	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals
CO219MKT.2	UNDERSTANDING	EXPLAIN the theories and concepts that are central to personal selling.
CO219MKT.3	APPLYING	Apply the interpersonal and team skills necessary in successful relationship selling.
CO219MKT.4	ANALYSING	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.
CO219MKT.5	EVALUATING	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.
CO219MKT.6	CREATING	CREATE sales presentation for a real world product/ service / e-product / e-service and for variety of selling situations.

**Course name with code: 220MKT: Digital Marketing – I**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO220MKT.1	REMEMBERING	DEFINE various concepts related to Digital Marketing.
CO220MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
CO220MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
CO220MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
CO220MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
CO220MKT.6	CREATING	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.





**Course name with code: 205FIN: Financial Markets and Banking Operations**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205FIN.1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO205FIN.2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
CO205FIN.3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO205FIN.4	ANALYSING	ANALYZE the linkages in the Financial Markets.
CO205FIN.5	EVALUATING	EXPLAIN the various banking and accounting transactions.
CO205FIN.6	CREATING	DEVELOP necessary competencies expected of a finance professional.

**Course name with code: 206FIN: Personal Financial Planning**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206FIN.1	REMEMBERING	UNDERSTAND the need and aspects of personal financial planning
CO206FIN.2	UNDERSTANDING	Describe the investment options available to an individual
CO206FIN.3	APPLYING	IDENTIFY types of risk and means of managing it
CO206FIN.4	ANALYSING	DETERMINE the ways of personal tax planning
CO206FIN.5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO206FIN.6	CREATING	CREATE a financial plan for a variety of individuals.

**Course name with code: 217FIN: Securities Analysis & Portfolio Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217FIN.1	REMEMBERING	REMEMBER various concepts taught in the syllabus.
CO217FIN.2	UNDERSTANDING	EXPLAIN various theories of Investment Analysis and Portfolio Management.
CO217FIN.3	APPLYING	CALCULATE risk and return on investment using various concepts covered in the syllabus.
CO217FIN.4	ANALYSING	ANALYZE and DISCOVER intrinsic value of a security.
CO217FIN.5	EVALUATING	DESIGN/ CREATE optimal portfolio.





**Course name with code: 219FIN: Direct Taxation**

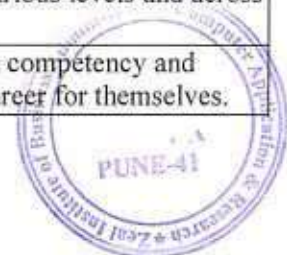
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219FIN.1	REMEMBERING	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
CO219FIN.2	UNDERSTANDING	EXPLAIN how tax planning can be done.
CO219FIN.3	UNDERSTANDING	ILLUSTRATE how online filling of various forms and returns can be done.
CO219FIN.4	APPLYING	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
CO219FIN.5	ANALYSING	ANALYZE and DISCOVER intrinsic value of a security.
CO219FIN.6	EVALUATING	DESIGN/ DEVELOP / CREATE tax saving plan.

**Course name with code: 221FIN: Securities Analysis & Portfolio Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221FIN.1	REMEMBERING	Remember and describe the key concepts covered in the syllabus.
CO221FIN.2	UNDERSTANDING	Explain in detail the Retail Credit Evaluation, Lending and Recovery Process as well as other relevant concepts covered in the syllabus
CO221FIN.3	APPLYING	Calculate the loan eligibility of the retail borrower and the amount to be classified as NPA.
CO221FIN.4	ANALYSING	Determine the key elements of retail lending and recovery process and documentation therein.
CO221FIN.5	EVALUATING	Design the Retail Lending and Recovery Process for a Bank & NBFC.

**Course name with code: 205HRM: Competency Based Human Resource Management System**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205HRM.1	REMEMBERING	DEFINE the key terms related to performance management and competency development.
CO205HRM.2	UNDERSTANDING	EXPLAIN various models of competency development.
CO205HRM.3	APPLYING	PRACTICE competency mapping.
CO205HRM.4	ANALYSING	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO205HRM.5	EVALUATING	DESIGN and MAP their own competency and plan better and appropriate career for themselves.





CO205HRM.6	CREATING	DEVELOP a customized competency model in accordance with the corporate requirements.
------------	----------	--------------------------------------------------------------------------------------

**Course name with code: 206HRM: Employee Relations and Labour Legislations**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206HRM.1	REMEMBERING	SHOW awareness of important and critical issues in Employee Relations
CO206HRM.2	UNDERSTANDING	INTERPRET and relate legislations governing employee relations.
CO206HRM.3	APPLYING	DEMONSTRATE an understanding of legislations relating to working environment.
CO206HRM.4	ANALYSING	OUTLINE the role of government, society and trade union in ER.
CO206HRM.5	EVALUATING	EXPLAIN aspects of collective bargaining and grievance handling.
CO206HRM.6	CREATING	DISCUSS the relevant provisions of various Labour Legislations.

**Course name with code: 217HRM: Labour Welfare**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217HRM.1	REMEMBERING	ENUMERATE the key concepts of the subject matter.
CO217HRM.2	UNDERSTANDING	DESCRIBE the key aspects of the labour policy regulation in the country.
CO217HRM.3	APPLYING	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO217HRM.4	ANALYSING	EXAMINE the traditional concept of labour welfare in the industry.
CO217HRM.5	EVALUATING	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO217HRM.6	CREATING	ELABORATE upon the perspective of labour problems and remedial measures in the country.

**Course name with code: 218HRM: Lab in Recruitment and Selection**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218HRM.1	REMEMBERING	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.





CO218HRM.2	UNDERSTANDING	COMPARE and CONTRAST various methods of Recruitment and Selection.
CO218HRM.3	APPLYING	DEVELOP Job Specifications and Job descriptions in a variety of context.
CO218HRM.4	ANALYSING	ANALYZE various Personality types.
CO218HRM.5	EVALUATING	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
CO218HRM.6	CREATING	COMPILE a list of questions for Recruitment and Selection interviews.

**Course name with code: 205OSCM: Service Operations Management – I**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205OSCM.1	REMEMBERING	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
CO205OSCM .2	UNDERSTANDING	DESCRIBE the service design elements of variety of services.
CO205OSCM .3	APPLYING	USE service blueprinting for mapping variety of real life service processes.
CO205OSCM .4	ANALYSING	ANALYZE alternative locations and sites for variety of service facilities.
CO205OSCM .5	EVALUATING	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
CO205OSCM .6	CREATING	CREATE flow process layouts for variety of services.

**Course name with code: 206OSCM: Supply Chain Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206OSCM.1	REMEMBERING	DESCRIBE the key concepts of Supply Chain Management and the –driving forces in contemporary Supply Chain Management.
CO206OSCM.2	UNDERSTANDING	EXPLAIN the structure of modern day supply chains.
CO206OSCM.3	APPLYING	IDENTIFY the various flows in real world supply chains.
CO206OSCM.4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
CO206OSCM.5	EVALUATING	EXPLAIN the key Operational Aspects in Supply Chain Management.
CO206OSCM.6	CREATING	DISCUSS the relationship between Customer Value and Supply Chain Management.





**Course name with code: 217OSCM: Planning & Control of Operations**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217OSCM.1	REMEMBERING	DESCRIBE the building blocks of Planning & Control of Operations.
CO217OSCM.2	UNDERSTANDING	EXPLAIN the need for aggregate planning and the steps in aggregate planning.
CO217OSCM.3	APPLYING	MAKE USE OF the various forecasting approaches in the context of operations planning process.
CO217OSCM.4	ANALYSING	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
CO217OSCM.5	EVALUATING	EXPLAIN the importance of scheduling in operations management.
CO217OSCM.6	CREATING	CREATE a Bill of Materials.

**Course name with code: 218OSCM: Productivity Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218OSCM.1	REMEMBERING	DEFINE various types of productivity and measures of productivity.
CO218OSCM.2	UNDERSTANDING	DEMONSTRATE the linkages between various measures of productivity.
CO218OSCM.3	APPLYING	APPLY Value Analysis and Value Engineering principles to simple situations related to operations management.
CO218OSCM.4	ANALYSING	APPLY various types of charts and diagrams to carry out work study and method study.
CO218OSCM.5	EVALUATING	DETERMINE the Standard Time using Techniques of Work Measurement.
CO218OSCM.6	CREATING	ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing.

**Course name with code: 205BA: Basic Business Analytics using R**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205BA.1	REMEMBERING	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
CO205BA.2	UNDERSTANDING	EXPLAIN the applications of Business Analytics in multiple





		business domains and scenarios.
CO205BA.3	APPLYING	DEVELOP a thought process to think like a data scientist/business analyst.
CO205BA.4	ANALYSING	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO205BA.5	EVALUATING	SELECT the right functions of R for the given analytics task.
CO205BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

**Course name with code: 206BA: Data Mining**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206BA.1	REMEMBERING	DEFINE the key terms associated with Data Mining.
CO206BA.2	UNDERSTANDING	EXPLAIN the various aspects of Data
CO206BA.3	APPLYING	APPLY classification models
CO206BA.4	ANALYSING	ANALYSE using clustering models
CO206BA.5	EVALUATING	SELECT appropriate association analysis and anomaly detection tools.
CO206BA.6	CREATING	COMBINE various data mining tools and use them in live analytical projects in business scenarios.

**Course name with code: 220BA: Tableau**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221BA.1	REMEMBERING	DEFINE Tableau terminology and SHOW how to Connect to your data, Edit and save a data source.
CO221BA.2	UNDERSTANDING	ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts.
CO221BA.3	APPLYING	MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values.
CO221BA.4	ANALYSING	INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins.
CO221BA.5	EVALUATING	CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations.



CO221BA.6	CREATING	BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding.
-----------	----------	--------------------------------------------------------------------------------------------------------------------------------------

**Course name with code: 221BA: Data Warehousing Project Life Cycle Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221BA.1	REMEMBERING	DESCRIBE various stages in Data Warehouse development process.
CO221BA.2	UNDERSTANDING	EXPLAIN the significance of and Project Management issues to be considered in the Data warehouse and Business Intelligence projects and the practicality of each phase.
CO221BA.3	APPLYING	MAKE USE OF the Data warehouse Lifecycle.
CO221BA.4	ANALYSING	FORMULATE Requirements Definition using requirements gathering methods.
CO221BA.5	EVALUATING	DETERMINE users of information and SELECT appropriate Information Delivery Tools, OLAP models and Data Mining Techniques.
CO221BA.6	CREATING	CREATE an Implementation Plan for a Data warehouse Project.

**Course: MBA II      Semester: SEM III**

On successful completion of the course the learner will be able to

**Course name with code: 301– Strategic Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO301.1	REMEMBERING	DESCRIBE the basic terms and concepts in Strategic Management.
CO301.2	UNDERSTANDING	EXPLAIN the various facets of Strategic Management in a real world context.
CO301.3	UNDERSTANDING	DESCRIBE the within and across strategy formulation trade-of implementation, appraisal.
CO301.4	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.



CO301.5	ANALYSING	EXPLAIN the nature of the problems and challenges confronted by the topmanagement team and the approaches required to function effectively as strategists.
CO301.6	CREATING	DEVELOP the capability to view the firm in its totality in the context of itsenvironment.

**Course name with code: 302– Decision Science**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO302.1	REMEMBERING	DESCRIBE the concepts and models associated with Decision Science.
CO302.2	UNDERSTANDING	UNDERSTAND the different decision-making tools required to achieveoptimisation in business processes.
CO302.3	UNDERSTANDING	APPLY appropriate decision-making approach and tools to be used inbusiness environment.
CO302.4	APPLYING	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO302.5	ANALYSING	EVALUATE the various facets of a business problem and develop problemsolving ability
CO302.6	CREATING	DISCUSS & propose the various applications of decision tools in the present business scenario.

**Course name with code: 304 MKT: Services Marketing**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304 MKT.1	REMEMBERING	RECALL the key concepts in services marketing
CO304 MKT.2	UNDERSTANDING	EXPLAIN the role of Extended Marketing Mix in Services
CO304 MKT.3	APPLYING	DEMONSTRATE the new Paradigm and Perspectives in Marketing ofServices
CO304 MKT.4	ANALYSING	ANALYSE the significance of services marketing in the Indian and global economy
CO304 MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services in dynamicmarketing environment
CO304 MKT.6	CREATING	DEVELOP marketing mix for various services offering





**Course name with code: 305 MKT : Sales & Distribution Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305MKT.1	REMEMBERING	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
CO305MKT.2	UNDERSTANDING	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO305MKT.3	APPLYING	APPLY the concepts related to sales and distribution management.
CO305MKT.4	ANALYSING	ANALYZE the real life scenarios of sales and distribution management.
CO305MKT.5	EVALUATING	EVALUATE the existing sales and distribution strategies and approaches.
CO305MKT.6	CREATING	DEVELOP generate and evaluate sales and distribution strategies.

**Course name with code: 309 – Knowledge Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 309 .1	Remembering	DEFINE the key terms and concepts in Knowledge Management.
CO 309 .2	Understanding	DESCRIBE the Knowledge Management cycle
CO 309 .3	Applying	DISCUSS the types of Knowledge and its implications.
CO 309 .4	Analysing	OUTLINE the importance of capturing knowledge elements and its structures application as a competitive advantage to business
CO 309 .5	Evaluating	EXPLAIN the human and business aspects of knowledge management.

**Course name with code: 310– Corporate Governance**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO310.1	REMEMBERING	RECOGNIZE and REMEMBER the scope of Corporate Governance.
CO310.2	UNDERSTANDING	UNDERSTAND the role of Board of Directors and Committees in Good Corporate Governance and key mechanism.





CO310.3	APPLYING	APPLICATION of empirical methods of Corporate Governance and its impact on the Firms.
CO310.4	ANALYSING	Analyze the legal framework of Corporate Governance and formulate Internal control policies.
CO310.5	EVALUATING	Evaluate the legal framework and global perspective of Corporate Governance.
CO310.6	CREATING	FORMULATE and DISCUSS Cases related to CG (Models), their SUCCESS & FAILURES.

**Course name with code: 313 MKT: International Marketing**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313MKT.1	REMEMBERING	ENUMERATE various terms and key concepts associated with international marketing.
CO313MKT.2	UNDERSTANDING	EXPLAIN various key concepts used in all aspects of international marketing.
CO313MKT.3	APPLYING	APPLY all stages in international marketing management process.
CO313MKT.4	ANALYSING	EXAMINE various facets of international marketing environment and therelevant aspects of international marketing management process from a data driven decision perspective.
CO313MKT.5	EVALUATING	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.
CO313MKT.6	CREATING	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.

**Course name with code: 314 MKT: Digital Marketing II**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 314MKT.1	REMEMBERING	DEFINE the key terms and concepts related with digital marketing
CO 314MKT.2	UNDERSTANDING	EXPLAIN various tools of digital marketing.
CO 314MKT.3	APPLYING	MAKE USE OF various tools of digital marketing.





CO 314MKT.4	<b>ANALYSING</b>	CLASSIFY the different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention.
CO 314MKT.5	<b>EVALUATING</b>	ASSESS the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations.
CO 314MKT.6	<b>CREATING</b>	DEVELOP appropriate digital marketing campaign.

**Course name with code: 304 FIN– Advanced Financial Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 304.1	REMEMBERING	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
CO 304.2	UNDERSTANDING	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
CO 304.3	APPLYING	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
CO 304.4	ANALYSING	ANALYZE the options for making the right financial decisions of a firm
CO 304.5	EVALUATING	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
CO304.6	CREATING	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

**Course name with code: 305 FIN – International Finance**

CO#	Cognitive Ability	Course Outcomes
CO305FIN.1	Remembering	Enumerate the key terms associated with International Finance.
CO305FIN.2	Understanding	Summarize the various the concepts related to regulators, financial markets, financial Instruments, tax structures at international level.
CO305FIN.3	Applying	Illustrate the role of international monetary systems & intermediaries in Global financial market.
CO305FIN.4	Analyzing	Inspect the various parameters of global financial market and interpret best possible international investment



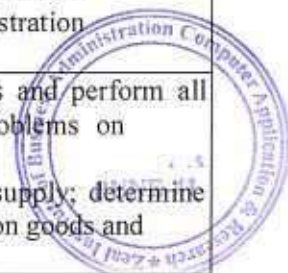
		opportunities.
CO305FIN.5	Evaluating	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
CO305FIN.6	Creating	Formulate the investment or business plan by adapting plan international finance environment.

**Course name with code: 313 FIN: Technical Analysis of Financial Markets**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
CO102.2	UNDERSTANDING	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
CO102.3	APPLYING	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities
CO102.4	ANALYSING	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions
CO102.5	EVALUATING	FORMULATE an ideal portfolio of investments with a combination of wide number of securities

**Course name with code: 315 FIN – Indirect Taxation**

CO#	Cognitive Ability	Course Outcomes
CO315FIN.1	Remembering	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
CO315FIN.2	Understanding	Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc.
CO315FIN.3	Applying	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services.





CO315FIN.4	Analysing	Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
CO315FIN.5	Evaluating	Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in India & verify the tax levied on Goods and Services.
CO315FIN.6	Creating	Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filling can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.

**Course name with code: 304HRM- Strategic Human Resource Management**

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES
CO304HRM.1	REMEMBERING	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
CO304HRM.2	UNDERSTANDING	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
CO304HRM.3	APPLYING AND ANALYZING	Ability to ANALYZE HR as an investment to the company.
CO304HRM.4	EVALUATING	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
CO304HRM.5	CREATING	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.

**Course name with code: 305HRM: HR Operations**

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO315HRM.1	REMEMBERING	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records
CO315HRM.2	UNDERSTANDING	LEARN drafting of communications for disciplinary actions
CO315HRM.3	APPLYING	DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc.







CO315HRM.4	ANALYSING	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts
------------	-----------	----------------------------------------------------------------------------------------------------------

CO315HRM.5	EVALUATING	CALCULATE computation of Workmen compensation, Bonus and Gratuity
CO315HRM.6	CREATING	FILE returns under various labour laws and prepare salary structure

**Course name with code: 312HRM: Talent Management**

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.312.1	REMEMBERING	DEFINE Talent Management and its significance
CO.312.2	UNDERSTANDING	UNDERSTANDING performance excellence through Talent Management
CO.312.3	APPLYING	APPLY Talent Management concepts in Human Resource Management
CO.312.4	ANALYSING	ANALYSING Talent Management practices in employee development and career enhancement
CO.312.5	EVALUATING	FORMULATE the Talent Management Strategies for any organisation.

**Course name with code: 316 HRM: Mentoring and Coaching**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316HRM.1	Remembering	ENUMERATE various concepts of Mentoring and Coaching.
CO316HRM.2	Understanding	UNDERSTAND techniques of Mentoring and Coaching
CO316HRM.3	Applying	APPLY models of Mentoring and Coaching to real world scenarios
CO316HRM.4	Analyzing	ANALYSE issues in Mentoring and Coaching
CO316HRM.5	Evaluating & Creating	DEVELOP skills needed to become Mentor, Coach

**Course name with code: 317 HRM : Compensation and Reward Management**

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO317HRM.1	REMEMBERING	DESCRIBE concept of compensation and cost





CO304OSCM .6	CREATING	SOLVE the relevant numerical in the scope of the subject.
--------------	----------	-----------------------------------------------------------

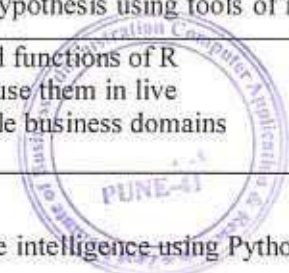
**Course name with code: 305 OSCM - Logistics Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to Logistics management.
CO305OSCM.2	UNDERSTANDING	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
CO305OSCM.3	APPLYING	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
CO305OSCM.4	ANALYSING	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
CO305OSCM.5	EVALUATING	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.
CO305OSCM.6	CREATING	DISCUSS modern real world logistical systems using the various concepts in the syllabus.

**Course name with code: 304 BA- Advanced Statistical Methods using R**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304BA .1	REMEMBERING	RECALL all basic statistical concepts and associated values, formulae.
CO304BA .2	UNDERSTANDING	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
CO304BA .3	APPLYING	APPLY time series analysis in prediction of various trends.
CO304BA .4	ANALYSING	DISCRIMINATE between various types of probability and probability distributions.
CO304BA .5	EVALUATING	FORMULATE and TEST hypothesis using tools of R.
CO304BA .6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

**Course name with code: 305 BA - Machine Learning & Cognitive intelligence using Python**





CO317HRM.2	UNDERSTANDING	UNDERSTAND compensation and reward management process
CO317HRM.3	APPLYING	COMPARE issues related to compensation and survey of wages & salary administration in various industries
CO317HRM.4	ANALYSING	EXPERIMENT to calculate various types of monetary and profit sharing incentives
CO317HRM.5	EVALUATING	CALCULATE income tax as per the current slabs for the employees under different salary brackets
CO317HRM.6	CREATING	FORMULATE salary structure incorporating tax saving components.

**Course name with code: 318 HRM : Performance Management System**

CO #	COGNITIVE ABILITIES	COURSE OUTCOMES
CO HRM.1	REMEMBERING	DESCRIBE key components and applicability of theories of Performance Management System
CO318 HRM.2	UNDERSTANDING	DEMONSTRATE the communication skills required when managing achievement and underachievement.
CO318 HRM.3	APPLYING	IDENTIFY factors affecting Performance Measurement
CO318 HRM.4	ANALYSING	ANALYZE various tools for performance assessment
CO318 HRM.5	EVALUATING	COMPARE various organizational performance management systems and best practices.
CO318 HRM.6	CREATING	DESIGN a performance management process for an organization.

**Course name with code: 304 OSCM- Services Operations Management – II**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304OSCM .1	REMEMBERING	DEFINE the key concepts in Services Operations Management.
CO304OSCM .2	UNDERSTANDING	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
CO304OSCM .3	APPLYING	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
CO304OSCM .4	ANALYSING	CATEGORIZE a service firm according to its stage of competitiveness.
CO304OSCM .5	EVALUATING	MODIFY the Service strategies of an organization for achieving the strategic service vision.



CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305BA.1	REMEMBERING	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
CO305BA.2	UNDERSTANDING	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
CO305BA.3	APPLYING	DEVELOP a thought process to think like data scientist/business Analyst
CO305BA.4	ANALYSING	ANALYSE data using supervised and unsupervised Learning Techniques
CO305BA.5	EVALUATING	SELECT the right functions, arrays of Python for Machine Learning algorithms.
CO305BA.6	CREATING	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.

**Course: MBA II      Semester: SEM IV**

On successful completion of the course, the learner will be able to

**Course name with code: 401 – Enterprise Performance Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO401.1	REMEMBERING	Enumerate the different parameters & facets of management control of an enterprise.
CO401.2	UNDERSTANDING	Illustrate the various techniques of enterprise performance management for varied sectors.
CO401.3	UNDERSTANDING	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO401.4	APPLYING	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO401.5	ANALYSING	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.

**Course name with code: 402 – Indian Ethos & Business Ethics**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
-----	---------------------	-----------------



CO402.1	REMEMBERING	DESCRIBE major theories, concepts, terms, models and framework of Indianethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
CO402.2	UNDERSTANDING	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting. ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures.
CO402.3	UNDERSTANDING	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture andwork place.
CO402.4	APPLYING	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos byCOMPREHENSION and PRACTICE of Indian ethos and value system
CO402.5	ANALYSING	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster businessrelation and employee productivity.
CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRMand Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.

**Course name with code: 403 MKT: Marketing 4.0**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403MKT.1	REMEMBERING	DESCRIBE the various concepts associated with Marketing 4.0
CO403MKT.2	UNDERSTANDING	EXPLAIN the importance of 5A's in Marketing 4.0.
CO403MKT.3	APPLYING	DEMONSTRATE the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy
CO403MKT.4	ANALYSING	DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers.
CO403MKT.5	EVALUATING	ASSESS how Technology & connectivity has changed human life and business inthe context of real-world commodities, products & services.
CO403MKT.6	CREATING	DEVELOP strategies to create WOW! Moments with customer engagement



**Course name with code: 404 MKT: Marketing Strategy**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404MKT.1	REMEMBERING	DISCOVER perspectives of market strategy.
CO404MKT.2	UNDERSTANDING	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
CO404MKT.3	APPLYING	BUILD a market strategy through integrating concepts like product lifecycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
CO404MKT.4	ANALYSING	ANALYSE a company's current situation through applying internal and external analyses.
CO404MKT.5	EVALUATING	EXPLAIN alternative ways to measure the outcome of market strategies.
CO404MKT.6	CREATING	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.

**Course name with code: 403 FIN: Financial Laws**

CO#	Cognitive Ability	Course Outcomes
CO403.1	Remembering	Define and Describe the basic concepts related to Financial Laws
CO403.2	Understanding	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO403.3	Applying	Make use of contextual financial laws applicable to organisations.
CO403.4	Analyzing	Infer the application of financial laws to organisations
CO403.5	Evaluating	Appraise and perceive the benefits of applicable laws to the organisations.

**Course name with code: 404 FIN Current Trends & Cases in Finance**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404FIN.1	REMEMBERING	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics



CO404FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
CO404FIN.3	APPLYING	APPLY the various theories and models of financial management in the case.
CO404FIN.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO404FIN.5	EVALUATING	EVALUATE the financial impact of the alternative on the given case.

**Course name with code: 405 – Global Strategic Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO405.1	Remembering	Define the concept and key terms associated with the global strategic management.
CO405.2	Understanding	Describe in detail global strategic alliance, merger and acquisitions.
CO405.3	Applying	Demonstrate various global organisation models in global strategic management context.
CO405.4	Analyzing	Examine various entry and business-level strategies from global strategic management prospective.
CO405.5	Evaluating	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO405.6	Creating	Design global strategies and understand their relative merits and demerits.

**Course name with code: 408 – Corporate Social Responsibility & Sustainability**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO408.1	REMEMBERING	Enumerate the different concepts, legislative provisions, environmental aspects, best practices, complexity, scope, reports, social framework etc. related to CSR, business ethics & sustainability development.
CO408.2	UNDERSTANDING	Compare different CSR theories, cases, dimensions of Sustainability and demonstrate a multi stake holder perspective in viewing CSR, Business ethics & Sustainability issues etc.
CO408.3	APPLYING	Apply the different models, theories, approaches, cases etc. for implementation & monitoring of CSR activities & Sustainability and its impact on corporate culture & society at



		large.
CO408.4	ANALYSING	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.
CO408.5	EVALUATING	Evaluate the level of commitment of different organizations to CSR, Business ethics in attaining Sustainability development & show its competitive advantages.
CO408.6	CREATING	Create & Implement a CSR policy in attaining Sustainability development and its impact on various stakeholders.

**Course name with code: 409 MKT-Customer Relationship Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 409MKT.1	REMEMBERING	DEFINE and DESCRIBE basic concepts and theories related to CRM.
CO 409MKT.2	UNDERSTANDING	UNDERSTAND and EXPLAIN key concepts and theories associated with CRM.
CO 409MKT.3	APPLYING	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.
CO 409MKT.4	ANALYZING	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM.
CO 409MKT.5	EVALUATING	EVALUATE suitability and effectiveness of CRM strategies in specific marketing situation.
CO 409MKT.6	CREATING	DEVELOP CRM strategies/plans for various B2B and B2C markets.

**Course name with code: 412 MKT – Retail Marketing**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 412 MKT.1	REMEMBERING	DEFINE various concepts associated with retail marketing
CO412 MKT.2	UNDERSTANDING	EXPLAIN the terms and concepts used in Retail Marketing
CO412 MKT.3	APPLYING	ILLUSTRATE value creation & competitive advantage in Retail Marketing.
CO412 MKT.4	ANALYSING	ANALYSE the contemporary issues affecting Retail marketing decisions





CO412 MKT.5	EVALUATING	EVALUATE the effectiveness of Retail marketing mix used by different Retail formats
CO412 MKT.6	CREATING	FORMULATE effective retail marketing strategy

**Course name with code: 410 FIN – Business Valuation**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410.1	REMEMBERING	RECALL concepts of value and valuation
CO410.2	UNDERSTANDING	EXPLAIN valuation process of business firms
CO410.3	APPLYING	CALCULATE business value using different techniques
CO410.4	ANALYSING	EXAMINE special factors to be considered in business valuation
CO410.5	EVALUATING	ASSESS the value of the firm in the light of business environment and regulatory aspects

**Course name with code: 412 FIN–Strategic Cost Management**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO412FIN.1	REMEMBERING	Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management
CO412FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
CO412FIN.3	APPLYING	ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
CO412FIN.4	ANALYSING	ANALYSE the situation and decide the key cost factors / elements involved in the decision making
CO412FIN.5	EVALUATING	FORMULATE new models and techniques for managing the cost strategically in any business organization.

**Course name with code: 403 HRM - Organizational Diagnosis & Development**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
-----	---------------------	-----------------





CO409. 4	ANALYSING	STUDY labor legislation and effective implementation of them through case laws.
CO409. 5	EVALUATING	REVIEW AND UNDERSTAND different labor legislations and its amendments.

**Course name with code: 415 HRM: e-HRM**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316HRM.1	Remembering	ENUMERATE fundamental concept of HRIS
CO316HRM.2	Understanding	UNDERSTAND various technology driven features that can be adapted for HRM functions
CO316HRM.3	Applying	DETERMINE impact of technology on HRM functions.
CO316HRM.4	Analyzing	ANALYSE issues regarding technology in HRM functions.
CO316HRM.5	Evaluating & Creating	DEVELOP competencies needed to adapt technology in HRM functions

**Course name with code: 403 OSCM- E Supply Chains and Logistics**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403OSCM .1	REMEMBERING	DESCRIBE the structure of modern days Logistics.
CO403OSCM .2	UNDERSTANDING	EXPLAIN the key concepts of Supply Chain Management and the –driving forces in contemporary Supply Chain Management.
CO403OSCM .3	APPLYING	IDENTIFY the various flows in real world supply chains and Logistics. DESCRIBE the importance of documentations.
CO403OSCM .4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
CO403OSCM .5	EVALUATING	EXPLAIN the key Operational Aspects of E Procurement.
CO403OSCM .6	CREATING	DEVELOP a framework for e-logistics





CO404.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO404.2	UNDERSTANDING	UNDERSTAND concept of OD and 'intervention'.
CO404.3	APPLYING	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO404.4	ANALYSING	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO404.5	EVALUATING	IDENTIFY AND MAP an intervention to organisational need
CO404.6	CREATING	DESIGN the role of the consultant for an organisational issue

**Course name with code: 404 HRM: Current Trends & Cases in Human Resource Management.**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404HRM.1	REMEMBERING	<b>DESCRIBE</b> the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
CO404HRM.2	UNDERSTANDING	<b>SUMMARIZE</b> the impact of Current HR trends on HR Functions
CO404HRM.3	APPLYING	<b>ILLUSTRATE</b> value creation & competitive advantage of Technology on current HR Trends
CO404HRM.4	ANALYSING	<b>EXAMINE</b> the changing role of HR Priorities
CO404HRM.5	EVALUATING	<b>ELABORATE</b> upon the various types of current HR Trends
CO404HRM.6	CREATING	<b>APPLY</b> the existing Tech tools to real time HRM Challenges and offer Solutions.

**Course name with code: 409 HRM: Labour Legislation**

CO#	Cognitive Abilities	Course Outcomes
CO409.1	REMEMBERING	AWARENESS about foundation of labor legislation
CO409.2	UNDERSTANDING	UNDERSTAND the legislation related to various labor and social laws.
CO409.3	APPLYING	APPLY formulas of specific laws and calculate.



**Course name with code: 403 OSCM- E Supply Chains and Logistics**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403OSCM .1	REMEMBERING	DESCRIBE the structure of modern days Logistics.
CO403OSCM .2	UNDERSTANDING	EXPLAIN the key concepts of Supply Chain Management and the –driving forces in contemporary Supply Chain Management.
CO403OSCM .3	APPLYING	IDENTIFY the various flows in real world supply chains and Logistics. DESCRIBE the importance of documentations.
CO403OSCM .4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
CO403OSCM .5	EVALUATING	EXPLAIN the key Operational Aspects of E Procurement.
CO403OSCM .6	CREATING	DEVELOP a framework for e-logistics

**Course name with code: 404 OSCM- Industry 4.0**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404OSCM .1	REMEMBERING	DEFINE industrial revolutions and its different aspects.
CO404OSCM .2	UNDERSTANDING	EXPLAIN the role of technology pillars of Industry 4.0.
CO404OSCM .3	APPLYING	DEMONSTRATE the use of data in effective decision making.
CO404OSCM .4	ANALYSING	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
CO404OSCM .5	EVALUATING	EXPLAIN the challenges faced by various industries in full fledged implementation of Industry 4.0
CO404OSCM .6	CREATING	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB

**Course name with code: 403 BA- Economics of Network Industries**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
-----	---------------------	-----------------





	ABILITIES	
CO403BA .1	REMEMBERING	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
CO403BA .2	UNDERSTANDING	DESCRIBE the characteristics of the markets for network products.
CO403BA .3	APPLYING	ILLUSTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
CO403BA .4	ANALYSING	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
CO403BA .5	EVALUATING	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
CO403BA .6	CREATING	DISCUSS the economics of Internet advertising, and the business model of zero pricing.

**Course name with code: 404 BA- Artificial Intelligence in Business Applications**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404BA .1	REMEMBERING	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
CO404BA .2	UNDERSTANDING	UNDERSTAND AI's fundamental concepts and methods.
CO404BA .3	APPLYING	APPLY various machine learning algorithms on structured data to develop machine learning models.
CO404BA .4	ANALYSING	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
CO404BA .5	EVALUATING	SELECT logical and functional process to develop the model
CO404BA .6	CREATING	CREATE SOLUTIONS for various business problems using AI techniques.

\*\*\*\*\*





### PO's & CO's of MCA Program 2019 Pattern A.Y. 2022 - 23

**Programme Outcomes (POs):** At the end of the MCA programme the learner will possess the following Program Outcome

1. **PO1:** Apply knowledge of computing fundamentals, computing specialization, mathematics, and domain knowledge appropriate for the computing specialization to the abstraction and conceptualization of computing models from defined problems and requirements.
2. **PO2:** Identify, formulate, research literature, and solve complex Computing problems reaching substantiated conclusions using fundamental principles of Mathematics, Computing sciences, and relevant domain disciplines.
3. **PO3:** Design and evaluate solutions for complex computing problems, and design and evaluate systems, components, or processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.
4. **PO4:** Use research-based knowledge and research methods, including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions.
5. **PO5:** Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to complex computing activities, with an understanding of the limitations.
6. **PO6:** Understand and commit to professional ethics and cyber regulations, responsibilities, and norms of professional computing practice.
7. **PO7:** Recognize the need, and have the ability, to engage in independent learning for continual development as a computing professional.
8. **PO8:** Demonstrate knowledge and understanding of computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
9. **PO9:** Communicate effectively with the computing community, and with society at large, about complex computing activities by being able to comprehend and write effective reports, design documentation, make effective presentations, and give and understand clear instructions.
10. **PO10:** Understand and assess societal, environmental, health, safety, legal, and cultural issues within local and global contexts, and the consequential responsibilities relevant to professional computing practice.
11. **PO11:** Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary environments.
12. **PO12:** Identify a timely opportunity and using innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large.





**Programme: MCA**

**Course: MCA I Semester: SEM I**

**Course name with code: IT11 – Java Programming**

Course Outcomes: On successful completion of the course the learner will be able to

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Understand Basic Concepts of OOPs, Java, Inheritance, Package.
CO2	UNDERSTAND	Understand Exception handling, arrays and Strings and multi-threading in Java.
CO3	UNDERSTAND	Understand collection framework
CO4	APPLY	Develop GUI using Abstract Windows Toolkit (AWT) and event handling
CO5	APPLY	Develop Web application using JSP and Servlet, JDBC

**Course name with code: IT12 – Data Structure and Algorithms**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	APPLY	Demonstrate linear data structures linked list, stack and queue
CO2	APPLY	Implement tree, graph, hash table and heap data structures.
CO3	APPLY	Apply brute force and backtracking techniques.
CO4	APPLY	Demonstrate greedy and divide-conquer approaches.
CO5	APPLY	Implement dynamic programming technique.





**Course name with code: IT13 – Object Oriented Software Engineering**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Distinguish different process model for a software development.
CO2	ANALYSE	Design software requirements specification solution for a given problem definitions of a software system.
CO3	ANALYSE	Apply software engineering analysis/design knowledge to suggest solutions for simulated problems
CO4	APPLY	Design user interface layout for different types of applications
CO5	UNDERSTAND	Recognize and describe current trends in software engineering

**Course name with code: IT14 – Operating Systems Concepts**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Understand structure of OS, process management and synchronization.
CO2	UNDERSTAND	Understand multicore and multiprocessing OS.
CO3	UNDERSTAND	Explain Realtime and embedded OS.
CO4	UNDERSTAND	Understand Windows and Linux OS fundamentals and administration.
CO5	APPLY	Solve shell scripting problem.







**Course name with code: IT15 – Network Technologies**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Understand the basic concepts of Computer Network, and principle of layering
CO2	APPLY	Apply the error detection and correction techniques used in data transmission
CO3	APPLY	Apply IP addressing schemes and sub netting
CO4	UNDERSTAND	Understand the concept of routing protocols, Application layer protocols and Network Security
CO5	APPLY	Apply the socket programming basics to create a simple chat application





**Course: MCA I Semester: SEM II**

On successful completion of the course the learner will be able to

**Course name with code: IT21 – Python Programming**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Understand Demonstrate the concepts of python and modular programming.
CO2	APPLY	Apply the concepts of concurrency control in python
CO3	APPLY	Solve the real-life problems using object-oriented concepts and python libraries
CO4	APPLY	Demonstrate the concept of IO, Exception Handling, database
CO5	ANALYSE	Analyze the given dataset and apply the data analysis concepts and data visualization.

**Course name with code: IT22 – Software Project Management**

CO#,	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	APPLY	Understand the process of Software Project Management Framework and apply estimation techniques.
CO2	UNDERSTAND	Learn the philosophy, principles and lifecycle of an agile project.
CO3	APPLY	Demonstrate Agile Teams and Tools and Apply agile project constraints and trade-offs for estimating project size and schedule
CO4	UNDERSTAND	Explain Project Tracking and Interpretation of Progress Report
CO5	ANALY	Analyze Problem statement and evaluate User Stories





**Course name with code: MT21 – Optimization Techniques**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Understand the role and principles of optimization techniques in business world.
CO2	APPLY	Demonstrate specific optimization technique for effective decision making.
CO3	APPLY	Apply the optimization techniques in business environments.
CO4	ANALYSE	Illustrate and infer for the business scenario.
CO5	ANALYSE	Analyze the optimization techniques in strategic planning for optimal gain.

**Course name with code: IT23 – Advanced Internet Technologies**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Outline the basic concepts of Advance Internet Technologies.
CO2	APPLY	Design appropriate user interfaces and implements webpage based on given problem Statement.
CO3	APPLY	Implement concepts and methods of NodeJS.
CO4	APPLY	Implement concepts and methods of Angular.
CO5	APPLY	Build Dynamic web pages using server-side PHP programming with Database Connectivity.





**Course name with code: IT24 – Advanced DBMS**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Describe the core concepts of DBMS and various databases used in real applications.
CO2	APPLY	Design relational database using E-R model and normalization.
CO3	APPLY	Demonstrate XML database and nonprocedural structural query languages for data access.
CO4	UNDERSTAND	Explain concepts of Parallel, Distributed and Object-Oriented Databases and their applications.
CO5	APPLY	Apply transaction management, recovery management, backup and security – privacy concepts for database applications.





**Course: MCA II      Semester: SEM III**

On successful completion of the course the learner will be able to

**Course name with code: IT31 – Mobile Application Development**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Understand Various Mobile Application Architectures.
CO2	APPLY	Apply different types of widgets and Layouts.
CO3	UNDERSTAND	Describe Web Services and Web Views in mobile applications.
CO4	APPLY	Implement data storing and retrieval methods in android.
CO5	APPLY	Demonstrate Hybrid Mobile App Framework.

**Course name with code: IT32 – Data Warehousing and Data Mining**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Understand Data warehouse concepts, architecture and models
CO2	UNDERSTAND	Learn and understand techniques of preprocessing on various kinds of data.
CO3	APPLY	APPLY appropriate decision-making approach and tools to be used in business environment.
CO4	APPLY	Apply association Mining and Classification Techniques on Data Sets.
CO5	APPLY	Apply Clustering Techniques and Web Mining on Data Sets.
CO6	UNDERSTAND	Understand other approaches of Data mining.





**Course name with code:** IT33 – Software Testing and Quality Assurance

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Understand the role of software quality assurance in contributing to the efficient delivery of software solutions.
CO2	APPLY	Demonstrate specific software tests with well-defined objectives and targets.
CO3	APPLY	Apply the software testing techniques in commercial environments.
CO4	ANALYSE	Construct test strategies and plans for software testing.
CO5	APPLY	Demonstrate the usage of software testing tools for test effectiveness, efficiency and coverage.

**Course name with code:** IT34 – Knowledge Representation and Artificial Intelligence: ML, DL

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Understand basic building block of Artificial Intelligence and Knowledge Representation.
CO2	APPLY	Apply Propositional Logic for knowledge representation.
CO3	APPLY	Design various models based on Machine Learning methodology.
CO4	APPLY	Design various models based on Deep Learning methodology.
CO5	UNDERSTAND	Understand various hardware and software aspect used for AI and its application.





**Course name with code: IT35 – Cloud Computing**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Describe the concepts of Cloud Computing and its Service Models & Deployment Models.
CO2	UNDERSTAND	Classify the types of Virtualization.
CO3	UNDERSTAND	Describe the Cloud Management and relate Cloud to SOA.
CO4	APPLY	Interpret Architecture and Programming of Cloud Computing.
CO5	APPLY	Demonstrate practical implementation of Cloud computing.





**Course: MCA II Semester: SEM IV**

On successful completion of the course the learner will be able to

**Course name with code: IT41 – DevOps**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	The evolution of technology & timeline (brief history).
CO2	UNDERSTAND	Introduction to various Devops platforms.
CO3	UNDERSTAND	Define the building components / blocks of Devops and gain an insight of the Devops Architecture.
CO4	APPLY	Gain knowledge about Devops approach across various domains.
CO5	APPLY	Overview of the technical skill sets for building Devops applications.

**Course name with code: BM41 – PPM and OB**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	UNDERSTAND	Describe and analyze the interactions between multiple aspects of management.
CO2	ANALYZE	Analyze the role of planning and decision making in Organization.
CO3	ANALYZE	Justify the role of leadership qualities, Motivation and Team Building.
CO4	ANALYZE	Analyze stress management and conflict management.
CO5	UNDERSTAND	Describe Personality and Individual Behavior.





## Programme Educational Objectives (PEOs):

1. **PE01:** Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary 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. **PE02 :** Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.
3. **PE03 :** 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. **PE04 :** 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 life-long learning.
5. **PE05 :** 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.

## Programme Outcomes MBA (POs)

At the end of the MBA programme the learner will possess the

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 Sustain ability** - 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 under pinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
10. **Life Long Learning** – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

*Whether you think you can or you can't, you're right*  
- Henry Ford

## MASTER OF COMPUTER APPLICATION (MCA) PROGRAMME

**Intake : 60**



### NATURE OF THE PROGRAMME

MCA Course is 2 Year full time 4 Semester CBCGS program to be eligible for award of MCA degree.

#### Program Educational Objectives (PEOs)

**PE01** : Graduate of MCA program will acquire in-depth knowledge of fundamental concepts, programming skills, analysis, design, Communication skills and development of innovative IT products to meet the industry needs for competitive edge of Indian and global companies.

**PE02** : Graduate of MCA program will apply contemporary tools and technologies to create systems for solving industrial, social or environment oriented problems by improving the ability among the graduates to implement innovative and creative ideas by using technical concepts as well as promote managerial skills and entrepreneur sprit.

**PE03** : Graduates of the MCA program will be appreciative of the significance of Indian ethos and values in managerial decision making.

**PE04** : Graduates of the MCA 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 life-long learning

**PE05** : Graduates of the MCA 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.

## Programme Outcomes (POs)

At the end of the MCA programme, the learner will possess the following Program Outcomes:

**PO1 :** Apply knowledge of computing fundamentals, computing specialization, mathematics, and domain knowledge appropriate for the computing specialization to the abstraction and conceptualization of computing models from defined problems and requirements.

**PO2 :** Identify, formulate, research literature, and solve complex Computing problems reaching substantiated conclusions using fundamental principles of Mathematics, Computing sciences, and relevant domain disciplines.

**PO3 :** Design and evaluate solutions for complex computing problems, and design and evaluate systems, components, or processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.

**PO4 :** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions.

**PO5 :** Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to complex computing activities, with an understanding of the limitations.

**PO6 :** Understand and commit to professional ethics and cyber regulations, responsibilities, and norms of professional computing practice.

**PO7 :** Recognize the need, and have the ability, to engage in independent learning for continual development as a Computing professional.

**PO8 :** Demonstrate knowledge and understanding of computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

**PO9 :** Communicate effectively with the computing community, and with society at large, about complex computing activities by being able to comprehend and write effective reports, design documentation, make effective presentations, and give and understand clear instructions.

**PO10 :** Understand and assess societal, environmental, health, safety, legal, and cultural issues within local and global contexts, and the consequential responsibilities relevant to professional computing practice.

**PO11 :** Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary environments.

**PO12 :** Identify a timely opportunity and using innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large.




**COURSE FILE INDEX**

Class	MCA I	Course Code	1715
A.Y.	2022-23	Course Name	Network Technologies
		Semester	I

Sr. No.	Details of the Documents	Doc. Y/N – Check by PC	Doc. Y/N – Check by Director
1.	Vision & Mission of the Institute	Y	
2.	Vision & Mission of the Department	Y	
3.	PEO'S	Y	
4.	PSO's	Y	
5.	PO's	Y	
6.	Mapping and Attainment	Y	
7.	Academic calendar of the Institute	Y	
8.	Class Time table	Y	
9.	Individual Time table	Y	
10.	University syllabus copy of the Course	Y	
11.	Course Plan	Y	
12.	Teaching material	Y updated on ERP	
13.	i. Notes	Y	
	ii. PPTs	Y	
	iii. List of Video clips / NPTEL video / PDF	Y	
	iv. List of Online resources (web link / MOOC)	Y	
	v. Innovative Teaching and Learning Material	Y	
	vi. Case study/Research paper	Y	
	vii. Chapter wise content beyond syllabus	N	
	viii. SPPU exam question papers along with solution and marking scheme (Last 3 Years)	Y, add solution to marking scheme	
	ix. Question bank (with Bloom's taxonomy)	Y	
14.	Weak/Bright students initiatives		
	i. List of Weak/Bright students	Y	
	ii. Initiatives for Weak students	-	
	iii. Initiatives for Bright students	-	
15.	Concurrent Evaluation		
	i. CIE Summary sheet		
	ii. CIE schedule	N	
	iii. CIE paper	Y CIE 2 pending	
	iv. Sample copies (Poor/Average/Best)	Y CIE 2 pending	

16.	Attendance	Y	
17.	Result analysis (last three years)	Y	
18.	Course Exit Surveys	I	
19.	Feedback	I	
20.	Internal marks submitted on SPPU portal	I	
21.	Any other documents, if any	N	

Remark by	Observations	Signature
Department Academic/Programme Coordinator		
ZGMI Academic audit committee	please add documents which are pending.	 21/2/2023
Director		





## VISION, MISSION AND VALUES OF ZIBACAR

The Vision and Mission Statement of the Institute is as follows:-

### VISION

Transforming dreams into reality by developing an individual's potentials in the field of Management through spread of knowledge and wisdom in an intelligent environment

### MISSION

1. By enriching the knowledge and enhancing the facilities through redefining education to help the zealous students to structure their career to the glorious future.
2. By developing students as a source within and outside the organization through holistic focus on character building along with a range of curricular, co-curricular and extra-curricular activities.
3. By facilitating a harmonious symphony of excellence in teaching with a motivational approach which shall be synonymous with academic rigor, intellectual discipline and sustained efforts to maximize learning.

### VALUES

Academic integrity is a commitment, even in the face of adversity, to seven fundamental values that enable academic communities to translate ideals into action.

Fairness

Transparency

Equality

Respect

Peace

The vision of the institute is inherited from the vision of the Zeal Education Society. The mission statements are designed in line with the vision of the Institute. The democratic approach is adopted by the Governing Body of the institute by inviting the suggestions and views from all the stakeholders and considering them while designing the mission of the Institute.



*K. Samir*



## VISION, MISSION AND OBJECTIVES OF MCA DEPARTMENT

### VISION

Redefining education in computer application to empower the dreams of budding IT professionals in conducive environment for sustainable and inclusive societal growth

### MISSION

1. Transforming intellectual capital into valuable asset by redefining education in Computer Application through innovative and research oriented teaching learning and set an exemplary image for the progress of mankind
2. Providing conducive environment to nurture natural talent and ensure holistic growth of future techno leaders
3. Imbibing ethical values and adopt inclusive approach to achieve sustainable growth of society
4. Inculcating entrepreneurial culture through Industry Institute Interface and mentoring

### OBJECTIVES OF THE MCA PROGRAMME

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



*K. Samir*



## MCA Programme Outcomes (POs)

**At the end of the MCA programme the learner will possess the following Program Outcome:**

**PO1:** Apply knowledge of computing fundamentals, computing specialization, mathematics, and domain knowledge appropriate for the computing specialization to the abstraction and conceptualization of computing models from defined problems and requirements.

**PO2:** Identify, formulate, research literature, and solve *complex* Computing problems reaching substantiated conclusions using fundamental principles of Mathematics, Computing sciences, and relevant domain disciplines.

**PO3:** Design and evaluate solutions for complex computing problems, and design and evaluate systems, components, or processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.

**PO4:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions.

**PO5:** Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to complex computing activities, with an understanding of the limitations.

**PO6:** Understand and commit to professional ethics and cyber regulations, responsibilities, and norms of professional computing practice.

**PO7:** Recognize the need, and have the ability, to engage in independent learning for continual development as a Computing professional.

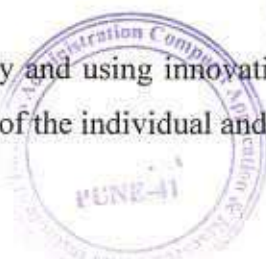
**PO8:** Demonstrate knowledge and understanding of computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

**PO9:** Communicate effectively with the computing community, and with society at large, about complex computing activities by being able to comprehend and write effective reports, design documentation, make effective presentations, and give and understand clear instructions.

**PO10:** Understand and assess societal, environmental, health, safety, legal, and cultural issues within local and global contexts, and the consequential responsibilities relevant to professional computing practice.

**PO11:** Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary environments.

**PO12:** Identify a timely opportunity and using innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large.



*Pranil*





## Program Educational Objectives (PEOs)

**PEO1** : Graduate of MCA program will acquire in-depth knowledge of fundamental concepts, programming skills, analysis, design, Communication skills and development of innovative IT products to meet the industry needs for competitive edge of Indian and global companies.

**PEO2**: Graduate of MCA program will apply contemporary tools and technologies to create systems for solving industrial, social or environment oriented problems by improving the ability among the graduates to implement innovative and creative ideas by using technical concepts as well as promote managerial skills and entrepreneur spirit.

**PEO3**: Graduates of the MCA program will be appreciative of the significance of Indian ethos and values in managerial decision making.

**PEO4**: Graduates of the MCA 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 life-long learning

**PEO5**: Graduates of the MCA 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.



*[Signature]*

## PROGRAM SPECIFIC OUTCOMES (PSO's)

Program Specific Outcomes or PSOs are abilities that a MCA Programme professional should have after successful completion of the program. Following PSOs have been defined:

A graduate will have

- i. an ability to apply knowledge of mathematics and computer science to solve business problems by use of computer technology.
- ii. an ability to develop computer code, analyze and interpret data, for reducing the errors in decision making.
- iii. an ability to design user friendly system, or process to meet desired needs within realistic economic, environmental, social, ethical, health and safety, constraints.
- iv. an ability to perform in multidisciplinary teams, and interact with various domain experts.
- v. an ability to communicate effectively.



*K. B. G. mail*

# ZIBACAR- BUZZ



**ZEAL**  
**INSTITUTES**  
www.zealeducation.com  
NARHE | PUNE | INDIA



**Vol.2-Issue 1 June-2023**



**ZEAL INSTITUTE OF BUSINESS ADMINISTRATION,  
COMPUTER APPLICATION & RESEARCH**

## CHIEF PATRON

**Shri S. M. Katkar**

Founder Director  
Zeal Education Society, Pune

## PATRON

**Dr. Jayesh S. Katkar**

Secretary  
Zeal Education Society, Pune

## ADVISORY BOARD

**Mr. Uddhav Shid**

Director (Academics, Admissions & Administrations)  
Zeal Education Society, Pune

## EDITORIAL BOARD

**Prof. Pandurang Patil**

Chief Editor, I/C Director  
Zeal Education Society, Pune

## EDITORIAL BOARD

**Mr. Bhaskar Lendave**

Associate Editor  
Zeal Education Society, Pune

## EDITORIAL BOARD

**Dr. Madhavi Shamkuwar**

Deputy Editor  
Zeal Education Society, Pune

**Publisher : ZEAL INSTITUTE OF BUSINESS ADMINISTRATION, COMPUTER APPLICATION & RESEARCH**

**Disclaimer :** The publisher, Zeal Institute Of Business Administration, Computer Application & Research, Advisory Board & Editorial Board do not hold any responsibility for the views expressed in ' ZIBACAR BUZZ' : or of any error or omission arising from it. The responsibility regarding the originality of the article/ content and not being published elsewhere lies with the author. The author is instructed to give credit to the original authors regarding any material referred, cited & quoted in the article/content. The editorial board does not accept any such responsibility.

## Message From Director



### Prof. Pandurang Patil

ZIBACAR has been a mark of excellence as it offers top-notch education for Business Administration and Computer Application in a unique manner. The PG courses offered here are nothing less than a journey, an experience. It helps students to open their minds, make observations, derive conclusions and then build their own opinion.

“Productivity is never an accident. It is always the result of commitment to excellence, intelligent planning, and focused effort.”

– Paul. J. Meyer

The teaching techniques here are just not about sharing of information. It is about enlightening minds to have a different perspective towards situations or issues that are to be dealt with. The teaching methods used here are a unique blend of technology and the ability to ignite minds of the students. The students are made to understand that merely acquiring a degree would not fetch them a fruitful career, but preparing themselves and setting a career goal right in the beginning of one's professional journey would help them achieve success.

Welcome to ZIBACAR and experience the difference

## INDEX

Sr. No.	Perticular	Page No.
1.	MBA Programme of 2019 Pattern A.Y. 2022 - 231.	02
2.	Faculty Achievements	04
3.	Fly High MBA / MCA Results	05
4.	MI- 17 – Mission Implementation of Sustainable Development Goals	06
5.	Career Building Skills	07
6.	DigitALL : Innovation and Technology for Gender Equality	08
7.	Beti Bachao, Beti Padhao	08
8.	Poems	09
9.	Artwork	10
10.	Events and happening	11

## VISION, MISSION AND OBJECTIVES OF MBA DEPARTMENT



### VISION

To be recognised as a Management Institute of Excellence by developing an individual's potentials in the field of Management through spread of knowledge and wisdom in an intelligent environment



### MISSION

By enriching the knowledge and enhancing the facilities through management education with relevance of industry and society as a whole.

By facilitating a harmonious symphony of excellence in teaching with a practical approach which shall be synonymous with academic rigor, research culture and sustained efforts to maximise value based education.

By developing holistic focus on character building along with a range of curricular, co-curricular and extracurricular activities.

## VISION, MISSION AND OBJECTIVES OF MCA DEPARTMENT



### VISION

Redefining education in computer application to empower the dreams of budding IT professionals in conducive environment for sustainable and inclusive societal growth



### MISSION

1. Transforming intellectual capital into a valuable asset by redefining education in Computer Applications through innovative and research-oriented teaching learning and setting an exemplary image for the progress of mankind.
2. Providing a conducive environment to nurture natural talent and ensure holistic growth of future techno leaders
3. Imbibing ethical values and adopting an inclusive approach to achieve sustainable growth of society
4. Inculcating entrepreneurial culture through Industry Institute Interface and mentoring

### Programme Outcomes (Pos): At the end of the MBA programme the learner will possess the

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.

### Programme Educational Objectives (PEOs):

1. **PEO1** : Graduates of the MBA program will successfully integrate core, cross-functional and inter- disciplinary 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. **PEO2** : Graduates of the MBA program will possess excellent communication skills, excel in cross- functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.
3. **PEO3** : 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. **PEO4** : 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 life-long learning.
5. **PEO5** : 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, entrepreneurs and change agents.



### Programme Outcomes (Pos): At the end of the MCA programme the learner will possess the

**PO1:** Generic and Domain Knowledge - Apply knowledge of computing fundamentals and domain knowledge to find the solutions of real-world complex problems

**PO2:** Modern Tool Usage - Create, identify and apply appropriate techniques, resources, and modern computing tools to complex computing activities

**PO3:** Problem Solving - Design and evaluate solutions for complex business, social and environmental issues and society at large.

**PO4:** Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, with the computing community, and with society.

**PO5:** Professional Ethics - Understand and commit to professional ethics and cyber regulations for professional computing practices.

**PO6:** Global Orientation and Cross-Cultural Appreciation - Ability to approach any relevant technical issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of technology and management.

**PO7:** Innovation and Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills using innovation to pursue that opportunity

**PO8:** Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of technology on the societal, economic and environmental aspects.

**PO9:** Social Responsiveness - Ability to understand professional, ethical, legal, security and social issues and responsibilities. An ability to communicate effectively with a range of audiences.

**PO10:** Team Work: Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary environments.

**PO11:** Leadership skills: Demonstrate knowledge and understanding of computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

**PO12:** Lifelong Learning - Ability to always operate independently in new environment, acquire new knowledge and skills and perform in the internalized knowledge and skills

### Program Educational Objectives (PEOs)

**PEO1:** Graduate of MCA program will acquire in-depth knowledge of fundamental concepts, programming skills, analysis, design, Communication skills and development of innovative IT products to meet the industry needs for competitive edge of Indian and global companies.

**PEO2:** Graduate of MCA program will apply contemporary tools and technologies to create systems for solving industrial, social or environment oriented problems by improving the ability among the graduates to implement innovative and creative ideas by using technical concepts as well as promote managerial skills and entrepreneur spirit.

**PEO3:** Graduates of the MCA program will be appreciative of the significance of Indian ethos and values in managerial decision making.

**PEO4:** Graduates of the MCA 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 life-long learning

**PEO5:** Graduates of the MCA 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, entrepreneurs and change agents.