



AMRUTVAHINI INSTITUTE OF MANAGEMENT & BUSINESS ADMINISTRATION,

P.O. Sangamner S.K.(422608)

A/p -: Nashik Pune Highway, Amrutnagar (Ghulewadi) Tal- Sangamner, Dist-A'Nagar

Phone No:(02425) 259015, 259255 ,NAAC Accredited & ISO 9001:2015 Certified Institute

Fax No.(02425) 259015 DTE Code:- 5324, Savitribai Phule Pune University Code:- 0581

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Amrutvahini Institute of Management and Business Administration, Sangamner

Approved BY AICTE New Delhi, Permanently Affiliated to Savitribai Phule Pune University & NAAC Accredited Institute

SELF STUDY REPORT

Amrutvahini Institute of MBA Sangamner, 2.6.1 Course Outcomes (COs):





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Course Outcomes (COs):

101 – Managerial Accounting		
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.
102– Organizational Behaviour		
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	DESCRIBE the key concepts of organizational behavior.
CO102.2	UNDERSTANDING	UNDERSTAND theories about how managers should behave to motivate and control employees.
CO102.3	APPLYING	ARTICULATE aspects of organizational culture and interpret cultural diversity.
CO102.4	ANALYSING	BUILD people and leadership skills essential for managerial success.



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CO102.5	EVALUATING	ANALYSE causes of conflict and OUTLINE conflict management strategies that managers can use to resolve organizational conflict effectively.
CO102.6	CREATING	EXPLAIN group and teams dynamics leading to organizational effectiveness.

103– Economic Analysis for Business Decisions

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO103.1	REMEMBERING	DEFINE the key terms in economics.
CO103.2	UNDERSTANDING	EXPLAIN the reasons for existence of firms and their decision making goals.
CO103.3	APPLYING	MAKE USE OF the basic concepts of Demand, Supply, Demand Forecasting, Equilibrium and their determinants.
CO103.4	ANALYSING	ANALYSE cost function and the difference between short-run and long-run cost function and establish the RELATIONSHIP between production function and cost function.
CO103.5	EVALUATING	EXAMINE the effect of non-price factors on products and services of monopolistic and oligopoly firms.
CO103.6	CREATING	DESIGN competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products, the market structures and Business Cycles.

104– Business Research Methods

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO104.1	REMEMBERING	Enumerate and define various concepts & terms associated with scientific business research.



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CO104.2	UNDERSTANDING	Explain the various types of measurement scales & attitude scaling techniques and their application in the context of business research.
CO104.3	APPLYING	Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling and sample size determination to contemporary business research problems.
CO104.4	ANALYSING	Analyse and graphically present quantitative data and derive actionable inferences from the same from a decision making perspective.
CO104.5	EVALUATING	Construct different types of testable hypotheses and interpret the statistical test outcomes.
CO104.6	CREATING	Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design.

105– Basics of Marketing

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	DEFINE the various concepts, terms in marketing and the various company orientations towards the market place.
CO105.2	UNDERSTANDING	CLASSIFY the various components of the marketing environment of a firm and explain the same in detail.
CO105.3	APPLYING	APPLY principles of segmentation, targeting and positioning to real world marketing offering (commodities, goods, services, e-products/e-services.)
CO105.4	ANALYSING	BREAKDOWN the consumer buying behavior journey into various components and DISTINGUISH between various buying roles for a real world marketing offering (commodities, goods, services, e-products/ e-services.)



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CO105.5	EVALUATING	DEVELOP and EXPLAIN the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO105.6	CREATING	ELABORATE on the various types of Product Life Cycles and RELATE them with the marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).

106–Digital Business

CO#	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.

107– Management Fundamentals

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management



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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, start-up and not-for-profit organizational context.

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 the various theories of entrepreneurship.
CO109.3	APPLYING	CONSTRUCT a framework for a typical EDP.
CO109.4	ANALYSING	OUTLINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
CO109.5	EVALUATING	COMPOSE an inventory of possible entrepreneurial opportunities in Contemporary local, regional and national context.



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CO109.6	CREATING	CREATE a business plan for an entrepreneurial venture.
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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.

113-Verbal Communication Lab

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 the various theories of entrepreneurship.
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CO109.6	CREATING	CREATE a business plan for an entrepreneurial venture.
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114-114 - 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).

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.



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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.

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 worldmarketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real worldmarketing offering (commodities, goods, services, e-products/ e-services.)
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 worldmarketing 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.)



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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO202.4	ANALYSING	ANALYZE the situation and <ul style="list-style-type: none"> •comment on financial position of the firm •estimate working capital required •decide ideal capital structure •evaluate various project proposals
CO201.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

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.



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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.

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	UNDERSTANDING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO204.4	APPLYING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO204.5	ANALYSING	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.

301– Strategic Management

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



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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	EVALUATING	DEVELOP the capability to view the firm in its totality in the context of itsenvironment

302– Decision Science

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO301.1	REMEMBERING	DESCRIBE the concepts and models associated with Decision Science.
CO301.2	REMEMBERING	UNDERSTAND the different decision-making tools required to achieve optimisation in business processes.
CO301.3	UNDERSTANDING	APPLY appropriate decision-making approach and tools to be used in business environment.
CO301.4	APPLYING	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO301.5	ANALYSING	EVALUATE the various facets of a business problem and develop problem solving ability
CO301.6	EVALUATING	DISCUSS & propose the various applications of decision tools in the present business scenario.

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.



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402 – Indian Ethos & Business Ethics

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CO402.1	REMEMBERING	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
CO402.2	REMEMBERING	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 and work place.
CO402.4	APPLYING	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
CO402.5	ANALYSING	COMPREHENSION and PRACTICE of Indian ethos and value system IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
CO402.6	EVALUATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.