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Course Outcomes MBA Batch 2022-24

MBA-I 2022-24	
MBA SEMESTER I (2019- Revised Pattern)	
Accounting for Business Decision (ABD) 101	
C101.1	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
C101.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
C101.3	PERFORM all the necessary calculations through the relevant numerical problems.
C101.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
C101.5	EVALUATE the financial impact of the decision.
102 Organization Behavior	
C102.1	DESCRIBE the key concepts of organizational behavior
C102.2	UNDERSTAND theories about how managers should behave to motivate and Control employees
C102.3	ARTICULATE aspects of organizational culture and interpret cultural diversity.
C102.4	BUILD people and leadership skills essential for managerial success
C102.5	ANALYSE causes of conflict and OUTLINE conflict management strategies that managers can use to resolve organizational conflict effectively.
C102.6	EXPLAIN group and teams dynamics leading to organizational effectiveness.
Economic Analysis Business Decision (EABD)103	
C103.1	DEFINE the key terms in economics
C103.2	EXPLAIN the reasons for existence of firms and their decision making goals.
C103.3	MAKE USE OF the basic concepts of Demand, Supply, Demand Forecasting, Equilibrium and their determinants.
C103.4	ANALYSE cost function and the difference between short-run and long-run cost function and establish the REATIONSHIP between production function and cost function.
C103.5	EXAMINE the effect of non-price factors on products and services of monopolistic and oligopoly firms.
C103.6	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	
C104.1	DEFINE various concepts & terms associated with scientific business research.
C104.2	EXPLAIN the terms and concepts used in all aspects of scientific business research.



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C104.3	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
C104.4	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
C104.5	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.
C104.6	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.
105. Basics of Marketing	
C105.1	DEFINE the various concepts, terms in marketing and the various company orientations towards the market place.
C105.2	CLASSIFY the various components of the marketing environment of a firm and explain the same in detail.
C105.3	APPLY principles of segmentation, targeting and positioning to real world marketing offering (commodities, goods, services, e-products/e-services.)
C105.4	BREAKDOWN the consumer buying behavior journey into various components and DISTINGUISH between various buying roles for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
C105.5	DEVELOP and EXPLAIN the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)
C105.6	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	
C106.1	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce
C106.2	SUMMARIZE the impact of information, mobile, social,
C106.3	Digital, IOT and related technologies on society, markets & commerce.
C106.4	ILLUSTRATE value creation & competitive advantage in a digital Business environment
C106.5	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
C106.6	CLASSIFY the prevalent digital business models into various groups and OUTLINE their benefits and limitations.
107 MF	
C107.1	ENUMERATE various managerial competencies and approaches to management.
C107.2	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
C107.3	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects



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C107.4	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
C107.5	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
C107.6	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.
109 ED	
C109.1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
C109.2	DISCUSS the various theories of entrepreneurship.
C109.3	CONSTRUCT a framework for a typical EDP.
C109.4	OUTLINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
C109.5	COMPOSE an inventory of possible entrepreneurial opportunities in contemporary local, regional and national context.
C109.6	CREATE a business plan for an entrepreneurial venture.
111 LAB	
C111.1	DESCRIBE the key terms involved in each Act.
C111.2	SUMMARIZE the key legal provisions of each Act
C111.3	ILLUSTRATE the use of the Acts in common business situations
C111.4	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
113 verbal Communication Lab	
C113.1	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication
C113.2	EXPRESS themselves effectively in routine and special real world business interactions.
C113.3	DEMONSTRATE appropriate use of body language.
C113.4	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
C113.5	APPRAISE the pros and cons of sample recorded verbal communications in a business context
C113.6	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.
114	
C114.1	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.



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C114.2	SUMMARIZE the regional, national and global footprint of a real world business organization.
C114.3	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
C114.4	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
C114.5	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.
C114.6	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).
116 MS Excel	
C116.1	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
C116.2	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
C116.3	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
C116.4	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
C116.5	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
C116.6	CREATE standard Excel Templates for routine business data management and analysis activities.
MBA SEMESTER II (2019-Pattern)	
201- Marketing Management	
C201.1	REMEMBERING: DESCRIBE the key terms associated with the 4 Ps of marketing.
C201.2	UNDERSTANDING: COMPARE and CONTRAST various approaches to pricing for a real-world marketing offering (commodities, goods, services, e-products/ e-services.)
C201.3	APPLYING: DEMONSTRATE an understanding of various channel options for a real-world marketing offering (commodities, goods, services, e-products/ e-services.)
C201.4	ANALYSING: EXAMINE the product line of a real-world marketing offering (commodities, goods, services, e-products/ e-services.)
C201.5	EVALUATING: EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
C201.6	CREATING: DESIGN a marketing plan for a real-world marketing offering (commodities, goods, services, e-products/ e-services.)
Financial Management-202(FM)	



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C202.1	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
C202.2	EXPLAIN in detail all theoretical concepts throughout the syllabus
C202.3	PERFORM all the required calculations through relevant numerical problems.
C202.4	ANALYZE the situation and comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals
C202.5	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
203 HRM	
C203.1	DESCRIBE the role of Human Resource Function in an Organization
C203.2	ENUMERATE the emerging trends and practices in HRM.
C203.3	ILLUSTRATE the different methods of HR Acquisition and retention.
C203.4	DEMONSTRATE the use of different appraisal and training methods in an Organization.
C203.5	OUTLINE the compensation strategies of an organization
C203.6	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
204	
C204.1	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
C204.2	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
C204.3	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
C204.4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
C204.5	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
C204.6	ELABORATE upon different operational issues in manufacturing and services organizations where the decision-making element is emphasized.
209 Start Up and New Venture Management	
C209.1	DESCRIBE the strategic decisions involved in establishing a startup.
C209.2	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
C209.3	IDENTIFY the issues in developing a team to establish and grow a startup
C209.4	FORMULATE a go to market strategy for a startup.
C209.5	DESIGN a workable funding model for a proposed startup.
C209.6	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.



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210	
C210.1	ENUMERATE the key terms associated with Qualitative research approach.
C210.2	COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
C210.3	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
C210.4	ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
C210.5	EVALUATE the quality of Qualitative Research work.
C210.6	COMBINE Qualitative and Quantitative research approaches in a real world research project.
211 Business Government & Society	
C211.1	DESCRIBE the economic roles of government in the Indian context.
C211.2	EXPLAIN the macroeconomic crises around the world.
C211.3	ILLUSTRATE the interlink ages between economic growth , poverty and inequality.
C211.4	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
C211.5	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
C211.6	DISCUSS the interplay between technology, business and society.
213 written Communication Lab	
C213.1	DESCRIBE stages in a typical communication cycle and the barriers to effective communication.
C213.2	SUMMARIZE long essays and reports into précis and executive summaries.
C213.3	USE Dictionary and Thesaurus to draft and edit a variety of business written communication.
C213.4	EXAMINE sample internal communications in a business environment for potential refinements.
C213.5	COMPOSE variety of letters, notices, memos and circulars.
C213.6	Can you Create your drafts regarding different formal and informal writing content.
Marketing Management	
205 Marketing Research	
C205MKT.1	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
C205MKT.2	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
C205MKT.3	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
C205MKT.4	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.



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C205MKT.5	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal
C205MKT.6	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyses data to resolve a real life marketing issue.
206 Consumer Behavior	
C206MKT.1	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
C206MKT.2	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
C206MKT.3	APPLY consumer behavior concepts to real world strategic marketing management decision making.
C206MKT.4	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
C206MKT.5	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
C206MKT.6	DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer.
217 IMC	
C217MKT.1	DESCRIBE the IMC mix and the IMC planning process.
C217MKT.2	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
C217MKT.3	CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
C217MKT.4	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
C217MKT.5	DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.
C217MKT.6	DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.
221 Marketing of Financial Services I	
C221MKT.1	RECALL and DESCRIBE the key terminology of Financial Services..
C221MKT.2	DESCRIBE the various types of financial products and services..
C221MKT.3	DEVELOP FAQs for each kind of financial products and services from an investment advisor's perspective.
C221MKT.4	COMPARE and CONTRAST the various types of financial products and services and ILLUSTRATE their benefits and limitations.
C221MKT.5	EVALUATE the financial products and services from an investment perspective for various kinds of investors.
C221MKT.6	COLLECT the application forms for all kinds of investments and DISCUSS each of them.
Financial Management	



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	205 FMBO
C205.1	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
C205.2	UNDERSTAND the concepts of financial markets, their working and importance.
C205.3	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy
C205.4	ANALYZE the linkages in the Financial Markets.
C205.5	EXPLAIN the various banking and accounting transactions.
C205.6	CREATING DEVELOP necessary competencies expected of a finance professional
206 Personal Financial Planning	
C206FIN.1	DESCRIBE UNDERSTAND the need and aspects of personal financial planning
C206FIN.2	Describe the investment options available to an individual
C206FIN.3	IDENTIFY types of risk and means of managing it
C206FIN.4	DETERMINE the ways of personal tax planning
C206FIN.5	EXPLAIN retirement and estate planning for an individual and design a financial plan.
C206FIN.6	CREATE a financial plan for a variety of individuals.
219 Direct Taxation	
C219FIN.1	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
C219FIN.2	EXPLAIN how tax planning can be done.
C219FIN.3	ILLUSTRATE how online filling of various forms and returns can be done.
C219FIN.4	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
C219FIN.5	ANALYZE and DISCOVER intrinsic value of a security.
C219FIN.6	DESIGN/ DEVELOP / CREATE tax saving plan.
223 I L & R	
C223FIN.1	DESCRIBE the various terms related to General insurance and Health Insurance.
C223FIN.2	UNDERSTAND General insurance, Health Insurance (including travel insurance) and Motor / Vehicle Insurance
C223FIN.3	COMPARE and CONTRAST insurance plans
C223FIN.4	ANALYZE and USE risk management techniques
C223FIN.5	FACILITATE the development of an insurance claim.
C223FIN.6	FACILITATE the compliance required for acquiring the policy and settlement of claims.
	Human Resource Management
205	



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C205.1	DEFINE the key terms related to performance management and competency development
C205.2	EXPLAIN various models of competency development
C205.3	PRACTICE competency mapping.
C205.4	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
C205.5	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
C205.6	DEVELOP a customized competency model in accordance with the corporate requirements.
206HRM Employee Relations and Labour Legislation	
C206.1	SHOW awareness of important and critical issues in Employee Relations
C206.2	INTERPRET and relate legislations governing employee relations.
C206.3	DEMONSTRATE an understanding of legislations relating to working environment.
C206.4	OUTLINE the role of government, society and trade union in ER.
C206.5	EXPLAIN aspects of collective bargaining and grievance handling.
C206.6	DISCUSS the relevant provisions of various Labour Legislations.
217 HRM Labour Welfare	
C217HRM.1	ENUMERATE the key concepts of the subject matter.
C217HRM.2	DESCRIBE the key aspects of the labour policy regulation in the country.
C217HRM.3	IDENTIFY the applicability of various legislations to variety of real world organizations
C217HRM.4	EXAMINE the traditional concept of labour welfare in the industry.
C217HRM.5	EXPLAIN the conditions of labour and their welfare and social security needs in the industry
C217HRM.6	ELABORATE upon the perspective of labour problems and remedial measures in the country.
218	
C218HRM.1	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
C218HRM.2	COMPARE and CONTRAST various methods of Recruitment and Selection.
C218HRM.3	DEVELOP Job Specifications and Job descriptions in a variety of context.
C218HRM.4	ANALYZE various Personality types.
C218HRM.5	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency
C218HRM.6	COMPILE a list of questions for Recruitment and Selection interviews.
Operations and Supply chain Management	
205	
COSCM 205.1	DESCRIBE the nature and CHARACTERISTICS of services and the service economy
COSCM 205.2	DESCRIBE the service design elements of variety of services.



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COSCM 205.3	USE service blueprinting for mapping variety of real life service processes.
COSCM 205.4	ANALYSE alternative locations and sites for variety of service facilities.
COSCM 205.5	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
COSCM 205.6	CREATE flow process layouts for variety of services.
206	
COSCM 206.1	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
COSCM 206.2	EXPLAIN the structure of modern day supply chains.
COSCM 206.3	IDENTIFY the various flows in real world supply chains.
COSCM 206.4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
COSCM 206.5	EXPLAIN the key Operational Aspects in Supply Chain Management.
COSCM 206.6	DISCUSS the relationship between Customer Value and Supply Chain Management.
217	
COSCM 217.1	DESCRIBE the building blocks of Planning & Control of Operations.
COSCM 217.2	EXPLAIN the need for aggregate planning and the steps in aggregate planning
COSCM 217.3	MAKE USE OF the various forecasting approaches in the context of operations planning process.
COSCM 217.4	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
COSCM 217.5	EXPLAIN the importance of scheduling in operations management.
COSCM 217.6	CREATE a Bill of Materials.
219	
COSCM 219.1	DEFINE the key terms associated with Inventory Management.



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COSCM 219.2	CLASSIFY various types of inventory, and inventory costs.
COSCM 219.3	CALCULATE Economic Order Quantity and stock levels under various conditions.
COSCM 219.4	COMPARE and CONTRAST various methods of inventory control.
COSCM 219.5	ASSESS various factors influencing Make or Buy decisions.
COSCM 219.6	SOLVE problems based on ABC classification of inventory.
MBA II 2020-21	
MBA SEMESTER III() (2019-Pattern)	
301 Strategic Management	
C301.1	DESCRIBE the basic terms and concepts in Strategic Management.
C301.2	EXPLAIN the various facets of Strategic Management in a real world context
C301.3	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
C301.4	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
C301.5	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
C301.6	DEVELOP the capability to view the firm in its totality in the context of its environment.
302 Decision Science	
C302.1	DESCRIBE the concepts and models associated with Decision Science
C302.2	UNDERSTAND the different decision-making tools required to achieve optimization in business processes.
C302.3	APPLY appropriate decision-making approach and tools to be used in Business environment.
C302.4	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
C302.5	EVALUATE the various facets of a business problem and develop problem solving ability
C302.6	DISCUSS & propose the various applications of decision tools in the present business scenario.
303	
C303.1	Understand various key functional areas of organization.
C303.2	Apply management concepts and theories to real-world business situations.



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C303.3	Develop business skills including communication skills, report writing, documentation, teamwork, research aptitude and ethical conduct.
C303.4	Examine business problems by collecting relevant data and information
C303.5	Evaluate issues and practical problems faced by organizations.using analytical capabilities
C303.6	Construct useful models/strategies for the organization.
307 International Business Environment	
C307.1	Recall and Describe the key concepts of international Business Environment
C307.2	Understand the relevance of Multinational Corporations (MNCs) in global trade
C307.3	Demonstrate the significance of FDI and FPI in respect of developing economy
C307.4	Analyze the issues related to Labor, Environmental and Global Value chain
C307.5	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.
308	
C308.1	DEFINE the key terms and concepts in project management.
C308.2	EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project's life cycle
C308.3	ILLUSTRATE the importance of PM in most industries and businesses
C308.4	EXAMINE the importance of Leadership specifically in heterogenous and virtual teams as well as governance and approaches to conflict resolutions
C308.5	DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management
310	
CO310.1	RECOGNIZE and REMEMBER the scope of Corporate Governance.
CO310.2	UNDERSTAND the role of Board of Directors and Committees in Good Corporate Governance and key mechanism.
CO310.3	APPLICATION of empirical methods of Corporate Governance and its impact on the Firms.
CO310.4	Analyze the legal framework of Corporate Governance and formulate Internal control policies.
CO310.5	Evaluate the legal framework and global perspective of Corporate Governance.
CO310.6	FORMULATE and DISCUSS Cases related to CG (Models), their SUCCESS & FAILURES.
MARKETING SPECIALIZATION	
304	
C304MKT.1	RECALL the key concepts in services marketing
C304MKT.2	EXPLAIN the role of Extended Marketing Mix in Services
C304MKT.3	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
C304MKT.4	ANALYSE the significance of services marketing in the Indian and global economy
C304MKT.5	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment



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C304MKT.6	DEVELOP marketing mix for various services offering
305	
C305MKT.1	REMEMBERING DESCRIBE the theoretical concepts related to Sales and Distribution Management domain.
C305MKT.2	UNDERSTANDING UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
C305MKT.3	APPLYING APPLY the concepts related to sales and distribution management.
C305MKT.4	ANALYSING ANALYZE the real-life scenarios of sales and distribution management.
C305MKT.5	EVALUATING EVALUATE the existing sales and distribution strategies and approaches.
C305MKT.6	CREATING DEVELOP generate and evaluate sales and distribution strategies.
312	
C312MKT.1	DEFINE the terms and concepts related to Business to Business marketing
C312MKT.2	EXPLAIN the terms and concepts used in business to business marketing
C312MKT.3	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
C312MKT.4	FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing
C312MKT.5	DESIGN marketing mix elements considering business-to-business sales and service situations.
C312MKT.6	DEVELOP marketing plan for business-to-business Marketing situations.
313 MKTG International Marketing	
C313MKT.1	ENUMERATE various terms and key concepts associated with international marketing.
C313MKT.2	EXPLAIN various key concepts used in all aspects of international marketing.
C313MKT.3	APPLY all stages in international marketing management process.
C313MKT.4	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
C313MKT.5	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on Assessment of international marketing environment.
C313MKT.6	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.
315 MKTG Marketing of Financial Services-II	
C315MKT.1	RECALL the key concepts of the Indian Banking system.
C315MKT.2	EXPLAIN the fundamental changes in banking and financial markets as financial institutions.
C315MKT.3	DEMONSTRATE the skills and knowledge required to understand and Need based pitching of the financial Products to the targeted customers.



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C315MKT.4	OUTLINE the growth & service offerings of wealth management in global & Indian context.
C315MKT.5	ASSESS the customer touch-points and customer-buying journey for financial services.
C315MKT.6	CREATE the marketing strategy for financial products.
FINANCE SPECIALIZATION	
CO 304 Fin Advanced Financial Management	
C304FIN.1	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
C304FIN.2	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
C304FIN.3	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
C304FIN.4	ANALYZE the options for making the right financial decisions of a firm
C304FIN.5	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
C304FIN.6	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.
305	
CO305FIN.1	Enumerate the key terms associated with International Finance.
CO305FIN.2	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
CO305FIN.3	Illustrate the role of international monetary systems & intermediaries in Global financial market.
CO305FIN.4	Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
CO305FIN.5	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
CO305FIN.6	Formulate the investment plan or business plan by adapting international finance environment.
315 FIN Indirect Taxation	
C315FIN.1	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
C315FIN.2	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.
C315FIN.3	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.
C315FIN.4	Illustrate the e filing process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
C315FIN.5	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.



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C315FIN.6	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.
318 Digital Banking	
CO318 Fin.1	Remember various concepts and products in Digital Banking
CO318 Fin.2	Explain and understand the significance and development of Digital Banking
CO318 Fin.3	Compare and contrast the Branchless Banking and Traditional Banking
CO318 Fin.4	Analyze the payment system of digital banking from consumer's point of view
CO318 Fin.5	Evaluate Role of digital banking and emerging technologies in economicdevelopment
321 Fundamentals Of Life Insurance	
CO321.1	RELATE to terminologies used in Insurance Law
CO321.2	EXPLAIN the role of insurance law in overall development of the country through risk management and insurance coverage.
CO321.3	IDENTIFY risk management plans , strategies and techniques in Life and General Insurance.
CO321.4	APPRAISE Regulatory Framework of Insurance Business in India & Corporate Governance Practices for Insurance Companies.
CO321.5	ASSESS the insurance policies in the light of risk valuation.
HUMAN RESOURCE MANAGEMENT SPECIALIZATION	
304HR SHRM	
C304HRM.1	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
C304HRM.2	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
C304HRM.3	Ability to APPLY HR strategies for the company.
C304HRM.4	Ability to ANALYZE HR as an investment to the company.
C304HRM.5	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
C304HRM.6	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
305 HR OPERATION	
C305HRM.1	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records
C305HRM.2	LEARN drafting of communications for disciplinary actions
C305HRM.3	DEMONSTRATE the knowledge and calculations of bonus gratuity, PF, ESI etc.
C305HRM.4	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts
C305HRM.5	CALCULATE computation of Workmen compensation, Bonus and Gratuity
C305HRM.6	FILE returns under various labour laws and prepare salary structure.
313	



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C313HRM.1	KNOW various tools of psychometry designed to measure traits of individuals
C313HRM.2	UNDERSTAND & Conduct the group simulated exercises for organizational purpose
C313HRM.3	IDENTIFY AND ADMINISTER psychometric tools to respondents
C313HRM.4	INTERPRET results and counsel the respondent based on the results
C313HRM.5	CREATE Psychometric Tests for the specific traits as required by the organization
318HRM PMS	
C318 HRM.1	DESCRIBE key components and applicability of theories of Performance Management System
C318 HRM.2	DEMONSTRATE the communication skills required when managing achievement and underachievement.
C318 HRM.3	IDENTIFY factors affecting Performance Measurement
C318 HRM.4	ANALYZE various tools for performance assessment
C318 HRM.5	COMPARE various organizational performance management systems and best practices.
C318 HRM.6	DESIGN a performance management process for an organization.
319	
CO319 HRM.1	DEFINE Change Management and its significance
CO319 HRM.2	UNDERSTANDING change management model and practices
CO319 HRM.3	APPLY Change Management in context to digital transformation
CO319 HRM.4	EXAMINE and DETERMINE various concepts in human resource information system
CO319 HRM.5	IMPLEMENT change management in the organization.
CO319 HRM.6	Create a change management model for corporates.
OPERATIONS AND SUPPLY CHAIN MANAGEMENT SPECIALIZATION	
305	
C305OSCM.1	DEFINE basic terms and concepts related to Logistics management.
C305OSCM.2	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
C305OSCM.3	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
C305OSCM.4	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
C305OSCM.5	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.



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C305OSCM.6	DISCUSS modern real world logistical systems using the various concepts in the syllabus.
312	
C312OSCM.1	DEFINE basic terms and concepts related to MRP II.
C312OSCM.2	DESCRIBE the integrated planning structure and functions incorporated within MRP.
C312OSCM.3	ILLUSRATE the importance of MRP as a top-management planning tool
C312OSCM.4	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
C312OSCM.5	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
C312OSCM.6	DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.
315	
C315OSCM.1	DESCRIBE 14 principles of the Toyota Way.
C315OSCM.2	RELATE the TPS with other business situations.
C315OSCM.3	IMPLEMENT TPS principles to a real-life situation.
C315OSCM.4	EXAMINE the application of TPS principles in a service or manufacturing unit/ organization.
C315OSCM.5	DESIGN a process for executing Improvement Initiatives at workplace.
C315OSCM.6	BUILD an organization culture to foster continuous improvement.
317 Six Sigma Operations	
C317OSCM.1	DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma
C317OSCM.2	SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools.
C317OSCM.3	PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings.
C317OSCM.4	APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures
C317OSCM.5	DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma)
C317OSCM.6	CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation
RURAL AND AGRIBUSINESS MANAGEMENT (MINOR)SPECIALIZATION	
SC – RABM – 01	
C403RABM.1	Define the key terms in Indian Agriculture/Land Reforms/ economic holding.
C403RABM.2	EXPLAIN the key terms in The place of agriculture in the national economy/ The present position of Indian Agriculture with an advanced management perspective.
C403RABM.3	IDENTIFY the various issues in the Agriculture Industry in India. DEMONSTRATE their significance from the perspective of Indian farmer & Indian Economy & business decision making.



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C403RABM.4	EXAMINE the inter-relationships between various facets of Agriculture & economy from the perspective of a farmer, Labour, firm, industry, market, competition and business cycles.
C403RABM.5	DEVELOP critical thinking based on changing pattern of ownership and operational holdings in India, Farms size, Productivity/ Profitability and farm efficiency
C403RABM.6	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.
SC – RABM – 04	
RABM04.1	RECALL and REPRODUCE the various concepts, principles, frameworks, and terms related to the function and role of marketing in Rural areas.
RABM04.2	DISCUSS the Rural versus Urban Marketing concept and ILLUSTRATE the role that marketing plays in the 'tool kit' of a Rural Marketer
RABM04.3	APPLY the models of consumer behavior in the rural market
RABM04.4	EXAMINE and LIST different aspects of segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, in the context of rural marketing
RABM04.5	EVALUATE the challenges of Rural marketing research with different approaches and tools
RABM04.6	CREATE a new consumer behavior model on the rural consumer with the help of cases with rural marketing experiences
MBA SEMESTER IV (2019-Pattern)	
401 Enterprise Performance Management	
C401.1	Enumerate the different parameters & facets of management control of an enterprise.
C401.2	Illustrate the various techniques of enterprise performance management for varied sectors.
C401.3	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
C401.4	Analyse the key financial & non-financial attributes to evaluate enterprise performance of Banks
C401.5	Analyse the key financial & non-financial attributes to evaluate enterprise of retail organisation
C401.6	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
402	
C402.1	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
C402.2	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritag Scriptures.
C402.3	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place.



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C402.4	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
C402.5	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
C402.6	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.
407 Cyber Law	
C407.1	DEFINE the key terms and concepts pertaining to cyber laws.
C407.2	DESCRIBE the relevant legal provisions in detail.
C407.3	DETERMINE the applicability of the legal provisions in a specific scenario.
C407.4	OUTLINE the course of action in case of violation of the legal provisions.
C407.5	EXPLAIN the various legal, social and international issues and the various remedies available under the Information Technology Act for the breach and commission of offence in cyber space.
C407.6	CONSTRUCT a judgment of a case based on different cyber laws and remedies available
408 CSR & S	
C408.1	Enumerate the different concepts, legislative provisions, environmental aspects, best practices, complexity, scope, reports, social framework etc. related to CSR, business ethics & sustainability development.
C408.2	Compare different CSR theories, cases, dimensions of Sustainability and demonstrate a multi stake holder perspective in viewing CSR, Business ethics & Sustainability issues etc.
C408.3	Apply the different models, theories, approaches, cases etc. for implementation & monitoring of CSR activities & Sustainability and its impact on corporate culture & society at large.
C408.4	Analyze the different reports, cases, various legal issues relating to CSR, different sustainability reports and various national and global initiatives related to CSR, Business ethics & Sustainability.
C408.5	Evaluate the level of commitment of different organizations to CSR, Business ethics in attaining Sustainability development & show its competitive advantages.
C408.6	Create & Implement a CSR policy in attaining Sustainability development and its impact on various stakeholders.
AVERAGE	
MARKETING SPECIALIZATION	
C403MKT.1	REMEMBERING DESCRIBE the various concepts associated with Marketing 4.0.
C403MKT.2	UNDERSTANDING EXPLAIN the importance of 5A's in Marketing 4.0.
C403MKT.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.
C403MKT.4	ANALYSING DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers.



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C403MKT.5	EVALUATING ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
C403MKT.6	CREATING DEVELOP strategies to create WOW! Moments with customer engagement.
404 Marketing Strategy	
C404MKT.1	DISCOVER perspectives of market strategy.
C404MKT.2	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
C404MKT.3	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
C404MKT.4	ANALYSE a company's current situation through applying internal and external analyses.
C404MKT.5	EXPLAIN alternative ways to measure the outcome of market strategies.
C404MKT.6	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.
409 MKT Customer Relationship Management	
C409MKT.1	DEFINE and DESCRIBE basic concepts and theories related to CRM.
C409MKT.2	UNDERSTAND and EXPLAIN key concepts and theories associated with CRM.
C409MKT.3	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.
C409MKT.4	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM.
C409MKT.5	EVALUATE suitability and effectiveness of CRM strategies in specific marketing situation.
C409MKT.6	DEVELOP CRM strategies/plans for various B2B and B2C markets.
410 Rural and Agriculture Marketing	
C410MKT.1	DEFINE various concepts related to Rural and Agricultural Marketing
C410MKT.2	UNDERSTAND the rural consumer buying Behaviour, Rural Marketing Mix, COMPARE Rural and Urban market on different terms, Environment, and Consumer, Industrial and Agriculture Market.
C410MKT.3	APPLY knowledge and skills of Rural Marketing to design marketing Mix strategies.
C410MKT.4	ILLUSTRATE the Rural product, Pricing and Distribution Strategies with modern approach and challenges faced in rural Market and emerging Models in Rural Market.
C410MKT.5	EVALUATE the use of ICT in Agriculture Marketing with use of various models in domestic and international Market.
C410MKT.6	BUILD a model for Marketing of Agricultural products by using marketing mix tools.
FINANCE SPECIALIZATION	
403 Financial Laws	
C403.1	Define and Describe the basic concepts related to Financial Laws



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C403.2	Illustrate the implications of various laws, Explain concepts and details of various financial Laws.
C403.3	Make use of contextual financial laws applicable to organisations.
C403.4	Infer the application of financial laws to organisations.
C403.5	Appraise and perceive the benefits of applicable laws to the organisations.
C403.6	CONSTRUCT a judgment of a case based on different financial laws and remedies available
404 FIN Current Trends & Cases in Finance	
C404.1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks Payment Banks, Start-Ups, SHG and Digitization and analytics
C404.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
C404.3	APPLY the various theories and models of financial management in the case.
C404.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
C404.5	EVALUATE the financial impact of the alternative on the given case.
C404.6	Create a plan that focus on the benefits of microfinance & small finance companies in india.
412 Strategic Cost Management	
CO412FIN.1	Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management
CO412FIN.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
CO412FIN.3	ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
CO412FIN.4	ANALYSE the situation and decide the key cost factors / elements involved in the decision making
CO412FIN.5	FORMULATE new models and techniques for managing the cost strategically in any business organization.
413 FIN Rural & Micro Finance	
C413FIN.1	DEFINE the key concepts of Microfinance and other terms associated with it.
C413FIN.2	EXPLAIN and UNDERSTAND the relevance of Microfinance and how its work towards rural development & growth.
C413FIN.3	IDENTIFY Micro Finance Models and their contribution towards, economic growth, poverty elimination , women empowerment and gender equality.
C413FIN.4	ANALYZE the linkage between MFIs and Rural development
C413FIN.5	EVALUATE the significance and funding Microfinance Institutions & Self-Help Group.
C413FIN.6	FORMULATE and DISCUSS Cases related to MF (Models) & Rural development, Women Empowerment and Gender Equality.
	HUMAN RESOURCE MANAGEMENT SPECIALIZATION
403 OD &D	



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C403HRM.1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development
C403HRM.2	UNDERSTAND concept of OD and 'intervention'.
C403HRM.3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
C403HRM.4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD
C403HRM.5	IDENTIFY AND MAP an intervention to organisational need
C403HRM.6	DESIGN the role of the consultant for an organisational issue
404HRM CT&CIHRM	
C404HRM.1	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
C404HRM.2	SUMMARIZE the impact of Current HR trends on HR Functions
C404HRM.3	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
C404HRM.4	EXAMINE the changing role of HR Priorities
C404HRM.5	ELABORATE upon the various types of current HR Trends
C404HRM.6	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions
415 EHRM	
C415HRM.1	ENUMERATE fundamental concept of HRIS
C415HRM.2	UNDERSTAND various technology driven features that can be adapted for HRM functions
C415HRM.3	DETERMINE impact of technology on HRM functions.
C415HRM.4	ANALYSE issues regarding technology in HRM functions.
C415HRM.5	DEVELOP competencies needed to adapt technology in HRM functions
C415HRM.6	CREATE SOLUTIONS FOR problems and prospects of HRMS
414HRM L&SP	
C414HRM.1	IDENTIFY the basic concepts of leadership and succession planning.
C414HRM.2	UNDERSTANDING the modern theories and styles of leadership.
C414HRM.3	IMPLEMENTING the appropriate succession plan through leadership development
C414HRM.4	ANALYSING the existing human capital.
C414HRM.5	EVALUATING the existing human capital.
C414HRM.6	BUILDING appropriate Succession Plan required in an organization.
OPERATIONS AND SUPPLY CHAIN MANAGEMENT SPECIALIZATION	
403 Operations Strategy	
C403OSCM.1	DEFINE basic terms and concepts related to Logistics management.
C403OSCM.2	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
C403OSCM.3	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.



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C403OSCM.4	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
C403OSCM.5	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.
C403OSCM.6	DISCUSS modern real world logistical systems using the various concepts in the syllabus.
404 Industry 4.0.	
C404OSCM.1	DEFINE industrial revolutions and its different aspects.
C404OSCM.2	EXPLAIN the role of technology pillars of Industry 4.0.
C404OSCM.3	DEMONSTRATE the use of data in effective decision making.
C404OSCM.4	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
C404OSCM.5	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
C404OSCM.6	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB
414 OSCM P & SRM	
C414OSCM.1	DESCRIBE the Purchasing Process and its importance in organizations.
C414OSCM.2	Students will understand the impact of purchasing on competitive success and profitability of modern-day organizations.
C414OSCM.3	MAKE USE OF the various Negotiation technique in the context of Purchasing process..
C414OSCM.4	ILLUSTRATE how Supplier evaluation and selection is done in organizations and its relationship with corporate Strategy.
C414OSCM.5	EXPLAIN the importance of Performance Measurement & Evaluation in operations management.
C414OSCM.6	BUILD A purchasing strategy for a real world situation.
RURAL AND AGRIBUSINESS MANAGEMENT (MINOR)SPECIALIZATION	
SC – RABM – 02 ICT for Agriculture Management	
C404RABM.1	RECALL the basic terminologies related to ICT
C404RABM.2	UNDERSTAND the use of ICT with different aspects & various issues & challenges for ICT information services
C404RABM.3	Apply the GIS Applications in micro resource mapping
C404RABM.4	ANALYZE the different tools and techniques used under ICT in Agriculture Management
C404RABM.5	EVALUATE the common ICT platforms for information services
C404RABM.6	CHOOSE the right ICT as per the requirement of agriculture activity
SC – RABM – 06 Rural Marketing - II	
RABM06.1	DESCRIBE the key terms associated with the Strategies of marketing.
RABM06.2	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering in both rural and urban markets



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RABM06.3	DEMONSTRATE an understanding of Framework of IMC
RABM06.4	EXAMINE the various distribution Strategies of a real-world marketing offering
RABM06.5	EXPLAIN the rising organized rural retailing, malls & Government initiatives
RABM06.6	DESIGN the Promotion Strategy in rural marketing