



**Department of Business Administration and Research**

**Shri Sant Gajanan Maharaj College of Engineering, Shegaon**

**Course outcomes – New syllabus**

**Semester – 2**

<b>Subject Name</b>	<b>Subject Code</b>	<b>Course Outcomes</b>
BC	201	<ol style="list-style-type: none"><li>1- Demonstrate students to verbal and non-verbal communication ability to solve workplace communication issues.</li><li>2- Create and deliver effective business presentations, using appropriate tools.</li><li>3- Draft effective business correspondence with brevity and clarity.</li><li>4- Develop the students for job market.</li></ol>
MM	202	<ol style="list-style-type: none"><li>1- Develop an understanding of the underlying concept, theories and strategies involved in the marketing of product and services.</li><li>2- Capable to apply the three steps of target marketing: market segmentation, target marketing, and market positioning.</li><li>3- Able to evaluate different distribution channel options and their suitability for the company's product.</li><li>4- Develop a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.</li></ol>
CF	203	<ol style="list-style-type: none"><li>1- Aware of the basic concepts related to financial management, various techniques and tools to manage finance function.</li><li>2- Gaining the knowledge of principles and concepts used in financial decision making and familiarizing the students with the valuation of firm.</li><li>3- Able to find out the best course of action among several financial options with the technique of capital budgeting and restructuring.</li><li>4- Assessing the impact of corporate investment decisions in financing of</li></ol>

		working capital needs and the long term capital needs of the business organization.
Research Methodology	204	<ol style="list-style-type: none"> <li>1. Understand the basics of marketing research, literature review and research design</li> <li>2. Understand the different tools and techniques of measurement, scaling and data collection</li> <li>3. Understand sampling, sample design and descriptive statistics</li> <li>4. Acquire an ability to conduct hypothesis testing</li> </ol>
Production and Operation Management	205	<ol style="list-style-type: none"> <li>1 Equip students with process of planning, organizing and controlling activities of production.</li> <li>2 Educate them on resources system used for transforming raw materials in to value added products.</li> <li>3 Explain the students various dimensions of production planning and control and their inter-linkages with forecasting.</li> <li>4 Students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.</li> </ol>
HRM	206	<p>After successful completion of the course the students will be able</p> <ol style="list-style-type: none"> <li>1. to judge Human Resource Management scenario and practices for acquisition of manpower in India.</li> <li>2. to implement Human Resource Development practices for development of human resources.</li> <li>3. to judge their role according to problems and situations in human resource department.</li> <li>4. to implement training methods and practices on employee development.</li> </ol>

		5. to project human resource management policies for any organization.
ED	207	<ol style="list-style-type: none"><li>1- Explore entrepreneurial path and acquaint them with the essential knowledge of starting new ventures.</li><li>2- Students will learn tools and techniques for generating, testing and developing innovative startup ideas into successful enterprise.</li></ol>