



Department of Business Administration and Research

Shri Sant Gajanan Maharaj College of Engineering, Shegaon

Course outcomes – New syllabus

Semester- 3

Subject Name	Subject Code	Course Outcomes
International Business Environment	301	<ol style="list-style-type: none">1- Get acquainted with the fundamentals of International trade and business.2- Analyse and evaluate International marketing environment and the export procedures.3- Analyse and evaluate Global logistics and Supply chain environment.4- Analyse and evaluate International financial environments and working of institutions.
Investment Analysis and Portfolio Management	3101	<ol style="list-style-type: none">1- Understand and get insights into investment analysis for investment decision making.2- Acquire knowledge and skills on Technical and Fundamental analysis.3- Understand concept of Equity valuation.4- Learn the concept of Portfolio management along with different theories.
Indian Financial System and Financial Markets	3102	<ol style="list-style-type: none">1. Understand the role, function, components and regulation of the financial system in reference to the macro economy.2. Identify the existence of regulatory authority and development of Banking and non-banking financial institutions.3. Know the instruments, participants, structure and operation of various financial market working in India.4. Assess the important role of development banks in the Indian financial system and create strategies to promote financial inclusion.
Financial Derivatives and Risk Management	3103	<ol style="list-style-type: none">1. Describe and explain the fundamental features of a range of key financial derivatives instruments.

		<p>2. Solve problems requiring pricing derivative instruments and hedge market risk based on numerical data and current market trends.</p> <p>3. Acquire ability to selection of various options strategies and able to determine option prices with Binominal and Black Sholes models.</p> <p>4. Estimate the value of interest rate and foreign exchange swaps; Be able to understand the structure of commodity market.</p>
Behavioral Finance	3104	<p>1. Explain and demonstrate using empirical data the challenges to the efficient market hypothesis.</p> <p>2. Explain the nature and forecast the consequences of key behavioural biases of investors.</p> <p>3. Demonstrate the effect of Emotional Factors and Social Forces on investment</p> <p>4. Explain the psychological factors influencing decision-making.</p>
RETAIL MANAGEMENT	3201	<p>1- Acquaintance budding managers with knowledge of planning, designing, implementation and assessment of retail strategies based on consumer needs and prevailing trends</p> <p>2- Understands evolution of retail industry, strategies and apply in retail sector.</p> <p>3- Understand characteristics of retail trading area, factors of site locations, information system requirements and techniques of customer retention</p> <p>4- Understand the role of ICT in retail management in today's market scenario.</p>
CONSUMER BEHAVIOR	3202	<p><u>Course Outcomes-</u> After completion of this course the students will be able to-</p> <p>1. Understand consumer behavior in totality and its application in marketing</p>

		<ol style="list-style-type: none"> 2. Understand marketing decisions and its interlink with consumer behavior 3. Recognize social, technological, implications of marketing actions on consumer behavior 4. Design a Models and analyses latest trends which influence consumer behavior
BRAND MANAGEMENT	3203	<ol style="list-style-type: none"> 1- Train students to manage product, and building brand equity in the market of an organization 2- Give students an insight of managing brand over multiple categories, over time and across multiple market segments 3- Gain knowledge and skills in brand architecture and brand engagement. 4- Build strategies for launching product across markets.
SALES AND DISTRIBUTION MANAGEMENT	3204	<ol style="list-style-type: none"> 1- Learner understand importance of SDM in marketing functional and its interlinks with other functional areas. 2- Had knowledge and understand the diverse variables affecting sales and distribution functions and various plans of distribution. 3- Develop expertise in designing and effectively managing company's sales and distributions operations 4- Understand fundamentals of distribution channels, logistics and supply chain management
TALENT ACQUISITION AND DEVELOPMENT	3301	<ol style="list-style-type: none"> 1. Students will be able to understand and explain talent acquisition process and retain talent. 2. Students will be able to understand the interplay between various aspects of talent acquisition retention and development of talent. 3. Students will be able to analyses the need assessment of training and its methods. 4. Student will be able to learn to design

		training programme and also can explore issues and possible solutions for evaluating training
EMPLOYEE RELATIONS	3302	<p>After completion of this course the students will be able to-</p> <ol style="list-style-type: none"> 1. Elaborate the IR perspective in detail. 2. Illustrate the role of trade union in the industrial setup 3. Comprehend the causes and impact of industrial disputes 4. Understand importance and process of developing and maintaining harmonious relationships between the management and all level of employees.
PERFORMANCE MANAGEMENT SYSTEM	3303	<ol style="list-style-type: none"> 1- Explain the concept of performance management, challenges of performance management and different advantages of implementing well-designed performance management systems. 2- Understand that performance management is an on-going process composed of several sub-processes, such as performance planning, execution, assessment, and review. 3- Analyze different methods and approaches to performance measurement and also can identify some of the common challenges, problems with the performance appraisal process. 4- Design a performance management system and also can develop key skills involved in effective performance management and employee development.
COMPENSATION AND BENEFIT MANAGEMENT	3304	<ol style="list-style-type: none"> 1- Students will be able to design rational and contemporary compensation systems in modern organization and analyses different types of rewarding procedures of employees on the basis of performance. 2- Students will be able to analyses, integrate, and apply the knowledge to solve compensation and reward related problems in organization Students will

		<p>be able to justify the existing pay structure to employees.</p> <ul style="list-style-type: none">3- Students can hold the knowledge of the different softwares used for compensation management in this technological era.4- Students will be able to summarize the important provisions of social security legislation in reference to Employee State Insurance Act 1948, Payment of Gratuity Act 1982, and Employee's provident Fund Act 1952.
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