



**Department of Business Administration and Research**

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

**Course outcomes – New syllabus**

**Semester- 4**

<b>Subject Name</b>	<b>Subject Code</b>	<b>Course outcomes</b>
Strategic Management	401	<ol style="list-style-type: none"><li>1. To understand the fundamental aspects of strategy, strategic management process and its intents.</li><li>2. To analyses the importance of environmental and competitive analysis for formulating Corporate strategy</li><li>3. To categorizing different level of Corporate strategies and its alternatives in strategy formulation</li><li>4. To apply the strategic alternative and implement &amp; control in corporate setting.</li></ol>
(Finance Specialisation) Managing Banks and Financial Institutions	4101	<ol style="list-style-type: none"><li>1 Understand functioning of banking industry and able to know about the various financial services provided by banks.</li><li>2 Aware aboutsignificance of modern banking products and schemes.</li><li>3 Learn about the important concepts like investment banking and wealth management along with practical approach.</li><li>4 Understand the technology driven banking system like e-banking, electronic fund transfer and electronic payment system.</li></ol>
Financial Markets and Financial Services	4102	<ol style="list-style-type: none"><li>1 Identify the functions of financial markets and institutions and examine their impact on financial system of a country.</li><li>2 Describe the framework of Forex markets and mechanism of exchange rate determination.</li><li>3 Analyse the salient features of various financial products, services and instruments.</li></ol>

		4 Acquire knowledge of modern financial services and familiarize with Fintech and Digital currency.
Project Appraisal and Finance	4103	1 Acquire the knowledge of Project Management and able to prepare Detail project report. 2 Gain the knowledge about different sources of financing and financial appraisal technique. 3 Understanding the concept of Corporate restructuring, Mergers and Acquisitions. 4 Analyse various types of Project risk and preparation of project report
Working Capital Management	4104	1 Evaluate Working Capital effectiveness of a company based on its operating and cash conversion cycles, and compare the company's effectiveness with that of peer companies 2 Identify and evaluate the necessary tools to use in managing a company's net daily cash position. 3 Estimating a company's management of accounts receivable policy, inventory, and accounts payable over time and compared to peer companies. 4 Evaluating the choices of short-term funding available to a company and recommend a financing method.
(SERVICES MARKETING) DIGITAL MARKETING	4201	1 To familiarize aspirants with fundamental of digital Marketing 2 Implement a process of planning of social media or digital marketing activities 3 Use tools and techniques to manage digital and social media marketing programs 4 Design social media programs that directly support business and marketing goals
INTEGRATED MARKETING COMMUNICATION	4202	1 To recognise the significance of IC in the contemporary times and understand fundamentals thereof. 2 To comprehend the advertising media related attributes thoroughly and modern

		<p>media platforms.</p> <p>3 To enable aspirants to design the advertising body copy and campaign.</p> <p>4 To contribute to advertising arena with a due consideration for ethical and social aspects.</p>
SALES PROMOTION MANAGEMENT	4203	<p>1 Learn sales promotion techniques for consumer, trade, company and sales force</p> <p>2 Develop sales promotion campaign, establishing its objectives, tools and program</p> <p>3 Understand its roles and purpose to serve in overall marketing communication, assessing effectiveness of tools used in promotion, know modern day tools of promotion</p>
SERVICE MARKETING	4204	<p>1 Have a greater understanding of services marketing, specialties of how it dominates the business landscape</p> <p>2 Acquaintance with major elements needed to improve marketing of services and adding value to the customers perception</p> <p>3 Appraise the nature and development of strategies of marketing of services</p> <p>4 Handling customers complaints and insight to service recovery management</p>
(ORGANIZATIONAL BEHAVIOUR) LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS	4301	<p>1 Students will gain a basic understanding of objectives and importance of laws relating to industrial disputes and management of trade union and the role of trade unions in changing environment.</p> <p>2 Understanding of various factors responsible for growth and development of labour laws.</p> <p>3 Student will be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 &amp; Payment of Bonus Act 1965.</p> <p>4 Students will be able to understand the laws related to working conditions in factories.</p>
ORGANIZATIONAL CHANGE AND	4302	<p>1 Students will be able to understand theories and models that form the foundation of</p>

<p>INTERVENTION STRATEGIES</p>		<p>disciplines as well as the OD diagnostic process.</p> <p>2 Students of the able to understand the ethics of OD professional and also can recognise ethical principles in organisational development.</p> <p>3 Students will comprehend the main approaches of change and will be equipped with knowledge and skills required for effective change and organisational development.</p> <p>4 Students will be able to apply various in OD interventions and can develop a working knowledge of all aspects of OD intervention process.</p>
<p>TEAM DYNAMICS AT WORK</p>	<p>4303</p>	<p>1 Students will be able to justify formation and development of teams and can explain the dynamics of Team &amp; Team Building and different learning methodologies in team decision-making. 2 Student will be able to justify the applicability of various theories of Motivation, T-group sensitivity training and Johari Window and also able to justify the Conflict resolution strategy.</p> <p>3 Student will be able to understand the development of team and can discover orientation through FIRO-B .</p> <p>4 Students will be able to determine the importance of Interpersonal Communication and can increases their self-awareness and strengthens ability to better understand others.</p>
<p>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</p>	<p>4304</p>	<p>1 Student will be able to Recognize, outline, and illustrate the enduring global contexts of International HRM understanding and key skills required by HR professionals working in an international context with multinational organizations.</p> <p>2 Student will be able to Demonstrate, appraise the implications of IHRM in the Host Country Context and managing alliances and joint venture.</p>

		<p>3 Student can able to differentiate the Context of Cross-border Alliances, prepare staffing international operations for sustained global growth, recruiting and selecting staff for international assignments, Interpret; analyze the International Industrial Relation issues and performance management.</p> <p>4 Students will be able to Evaluate, interpret issues of international training, development and also can able to comprehend HRM practices in different countries</p>
(Business Analytics) Data Analytics with R	4401	<p>1 Demonstrate skill in data management.</p> <p>2 Understand the basic concept of R programming.</p> <p>3 Demonstrate skills in data visualization.</p> <p>4 Describe their proficiency in business statistical analysis of data.</p>
Data Mining for Business Decisions	4402	<p>1 Realize Data Mining (DM) principles and techniques.</p> <p>2 Analyse large sets of data to gain useful business understanding.</p> <p>3 Interpret business applications of data mining</p> <p>4 Demonstrate skills in new trends of Data Mining in relevant business fields.</p>
Marketing Analytics	4403	<p>1 Develop the skill in marketing analytics.</p> <p>2 Predict the market scenario for effective marketing decision.</p> <p>3 Analyze the customer behavior for strategy formation.</p> <p>4 Assess the advertising effect to form adequate retailing policies.</p>
Financial Credit Risk Analytics	4404	<p>1 Understand about various types of financial credit.</p> <p>2 Interpret the credit risk and its rating.</p> <p>3 Inspect the risk to frame effective management and governance policies.</p>

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