

MCA PROGRAMME OUTCOMES (POS):

- **P01:** Apply knowledge of computing fundamentals, computing specialization, mathematics, and domain knowledge appropriate for the computing specialization to the abstraction and conceptualization of computing models from defined problems and requirements.
- **P02:** Identify, formulate, research literature, and solve *complex* Computing problems reaching substantiated conclusions using fundamental principles of Mathematics, Computing sciences, and relevant domain disciplines.
- **P03:** Design and evaluate solutions for complex computing problems, and design and evaluate systems, components, or processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.
- **P04:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions.
- **P05:** Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to complex computing activities, with an understanding of the limitations.
- **P06:** Understand and commit to professional ethics and cyber regulations, responsibilities, and norms of professional computing practice.
- **P07:** Recognize the need, and have the ability, to engage in independent learning for continual development as a Computing professional.
- **P08:** Demonstrate knowledge and understanding of computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- **P09:** Communicate effectively with the computing community, and with society at large, about complex computing activities by being able to comprehend and write effective reports, design documentation, make effective presentations, and give and understand clear instructions.
- **P010:** Understand and assess societal, environmental, health, safety, legal, and cultural issues within local and global contexts, and the consequential responsibilities relevant to professional computing practice.
- **P011:** Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary environments.
- **P012:** Identify a timely opportunity and using innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large.

MBA PROGRAMME OUTCOMES (POS):

- **P01 Generic and Domain Knowledge** - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
- **P02 Problem Solving & Innovation** - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
- **P03 Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.
- **P04 Effective Communication** - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.
- **P05 Leadership and Team Work** - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
- **P06 Global Orientation and Cross-Cultural Appreciation**- Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
- **P07 Entrepreneurship** - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
- **P08 Environment and Sustainability** - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
- **P09 Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
- **P010 Life Long Learning** – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.



Akole Taluka Education Society's
TECHNICAL CAMPUS AKOLE

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COURSE OUTCOMES (MCA PATTERN 2020)

YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER I				
FIRST YEAR (SEM-I , TERM-I)	IT11	Java Programming	C01	Understand Basic Concepts of OOPs, Java, Inheritance, Package. (Understand)
			C02	Understand Exception handling, arrays and Strings and multi-threading in Java (Understand.)
			C03	Understand collection framework (Understand)
			C04	Develop GUI using Abstract Windows Toolkit (AWT) and event handling (Apply)
			C05	Develop Web application using JSP and Servlet, JDBC (Apply)
	IT12	Data Structure and Algorithms	C01	Demonstrate linear data structures linked list, stack and queue (apply)
			C02	Implement tree, graph, hash table and heap data structures (apply)
			C03	Apply brute force and backtracking techniques (apply)
			C04	Demonstrate greedy and divide-conquer approaches (apply)
			C05	Implement dynamic programming technique (apply)
	IT13	Object Oriented Software Engineering	C01	Distinguish different process model for a software development. (Understand)
			C02	Design software requirements specification solution for a given problem definitions of a software system. (Analyze)
			C03	Apply software engineering analysis/design knowledge to suggest solutions for simulated problems (Analyze)
			C04	Design user interface layout for different types of applications (Apply)
			C05	Recognize and describe current trends in software engineering (Understand)
	IT14	Operating Systems Concepts	C01	Understand structure of OS, process management and synchronization. (Understand)
			C02	Understand multicore and multiprocessing OS. (Understand)
			C03	Explain Realtime and embedded OS (Understand)
			C04	Understand Windows and Linux OS fundamentals and administration. (Understand)
			C05	Solve shell scripting problems (Apply)

	IT15	Network Technologies	C01	Understand the basic concepts of Computer Network, and principle of layering (Understand)
			C02	Apply the error detection and correction techniques used in data transmission (Apply)
			C03	Apply IP addressing schemes and sub netting (Apply)
			C04	Understand the concept of routing protocols, Application layer protocols and Network Security (Understand)
			C05	Apply the socket programming basics to create a simple chat application (Apply)
	IT11L	Practicals	C01	Demonstrate Collection framework (Apply)
			C02	Develop GUI using awt and swing (Apply)
			C03	Develop Web application using JSP and Servlet, JDBC (Apply)
			C04	Apply Data Structure to solve problems using JavaScript (Apply)
	ITC11	Mini Project	C01	Create working project using tools and techniques learnt in this semester (Create)



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YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER II				
FIRST YEAR (SEM-II, TERM-II)	IT21	Python Programming	C01	Understand Demonstrate the concepts of python and modular programming. (Understand)
			C02	Apply the concepts of concurrency control in python (Apply)
			C03	Solve the real-life problems using object-oriented concepts and python libraries (Apply)
			C04	Demonstrate the concept of IO, Exception Handling, database (Apply)
			C05	Analyze the given dataset and apply the data analysis concepts and data visualization. (Analyze)
	IT22	Software Project Management	C01	Understand the process of Software Project Management Framework and Apply estimation techniques. (Apply)
			C02	Learn the philosophy, principles and lifecycle of an agile project. (Understand)
			C03	Demonstrate Agile Teams and Tools and Apply agile project constraints and trade-offs for estimating project size and schedule (Apply)
			C04	Explain Project Tracking and Interpretation of Progress Report (Understand)
			C05	Analyze Problem statement and evaluate User Stories (Analyze)
	MT21	Optimization Techniques	C01	Understand the role and principles of optimization techniques in business world (Understand)
			C02	Demonstrate specific optimization technique for effective decision making (Apply)
			C03	Apply the optimization techniques in business environments (Apply)
			C04	Illustrate and infer for the business scenario (Analyze)
			C05	Analyze the optimization techniques in strategic planning for optimal gain. (Analyze)
	IT23	Advanced Internet Technologies	C01	Outline the basic concepts of Advance Internet Technologies (Understand)
			C02	Design appropriate user interfaces and implements webpage based on given problem Statement (Apply)
			C03	Implement concepts and methods of NodeJS (Apply)
			C04	Implement concepts and methods of Angular (Apply)
			C05	Build Dynamic web pages using server-side PHP programming with Database Connectivity (Apply)
			C01	Describe the core concepts of DBMS and various databases used in real applications (Understand)

	IT24	Advanced DBMS	C02	Design relational database using E-R model and normalization (Apply)
			C03	Demonstrate XML database and nonprocedural structural query languages for data access (Apply)
			C04	Explain concepts of Parallel, Distributed and Object-Oriented Databases and their applications (Understand)
			C05	Apply transaction management, recovery management, backup and security – privacy concepts for database applications (Apply)
	IT21L	Practicals	C01	implement python programming concepts for solving real life problems. (Apply)
			C02	Implement Advanced Internet Technologies (Apply)
	ITC21	Mini Project	C01	Create working project using tools and techniques learnt in this semester (Create)



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YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER III				
SECOND YEAR (SEM-III, TERM-I)	IT31	Mobile Application Development	C01	Understand Various Mobile Application Architectures. (Understand)
			C02	Apply different types of widgets and Layouts. (Apply)
			C03	Describe Web Services and Web Views in mobile applications. (Understand)
			C04	Implement data storing and retrieval methods in android. (Apply)
			C05	Demonstrate Hybrid Mobile App Framework. (Apply)
	IT32	Data Warehousing and Data Mining	C01	Understand Data warehouse concepts, architecture and models (Understand)
			C02	Learn and understand techniques of preprocessing on various kinds of data (Understand)
			C03	Apply association Mining and Classification Techniques on Data Sets (Apply)
			C04	Apply Clustering Techniques and Web Mining on Data Sets (Apply)
			C05	Understand other approaches of Data mining (Understand)
	IT33	Software Testing and Quality Assurance	C01	Understand the role of software quality assurance in contributing to the efficient delivery of software solutions. (Understand)
			C02	Demonstrate specific software tests with well-defined objectives and targets. (Apply)
			C03	Apply the software testing techniques in commercial environments. (Apply)
			C04	Construct test strategies and plans for software testing. (Analyze)
			C05	Demonstrate the usage of software testing tools for test effectiveness, efficiency and coverage (Apply)
			C01	Understand basic building block of Artificial Intelligence and Knowledge Representation. (Understand)

	IT34	Knowledge Representation & Artificial Intelligence - ML, DL	C02	Apply Propositional Logic for knowledge representation. (Apply)
			C03	Design various models based on Machine Learning methodology (Apply)
			C04	Design various models based on Deep Learning methodology (Apply)
			C05	Understand various hardware and software aspect used for AI and its application. (Understand)
	IT35	Cloud Computing	C01	Describe the concepts of Cloud Computing and its Service Models& Deployment Models. (Understand)
			C02	Classify the types of Virtualization. (Understand)
			C03	Describe the Cloud Management and relate Cloud to SOA. (Understand)
			C04	Interpret Architecture and Pharrell Programing of Cloud Computing. (Apply)
			C05	Demonstrate practical implementation of Cloud computing. (Apply)
	IT31L	Practical	C01	Develop mobile application. (Apply)
			C02	Develop ML, DL models using Python (Apply)
	ITC31	Mini Project	C01	Create working project using tools and techniques learnt in this semester (Create)



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YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER IV				
SECOND YEAR (SEM-IV, TERM-II)	IT-41	DevOps	C01	The evolution of technology & timeline (brief history)
			C02	Introduction to various Devops platforms
			C03	Define the building components / blocks of Devops and gain an insight of the Devops Architecture.
			C04	Gain knowledge about Devops approach across various domains
			C05	Overview of the technical skill sets for building Devops applications.
	BM-41	PPM and OB	C01	Describe and analyze the interactions between multiple aspects of management. (Understand)
			C02	Analyze the role of planning and decision making in Organization (Analyze)
			C03	Justify the role of leadership qualities, Motivation and Team Building. (Analyze)
			C04	Analyze stress management and conflict management (Analyze)
			C05	Describe Personality and Individual Behavior (Understand)
	ITC41	Project	C01	Create working project using tools and techniques learnt in the programme (Create)



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SEMESTER I				
	101	Managerial Accounting	CO101.1	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
			CO101.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
			CO101.3	PERFORM all the necessary calculations through the relevant numerical problems
			CO101.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
			CO101.5	EVALUATE the financial impact of the decision.
	102	Organizational Behaviors	CO102.1	Describe the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
			CO102.2	Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
			CO102.3	Make use of the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
			CO102.4	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
			CO102.5	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour inorder to achieve organizational goals.
			CO102.6	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.

FIRST YEAR (SEM-I,TERM-I)

103	Economic Analysis for Business Decisions	CO103.1	DEFINE the key terms in micro-economics.
		CO103.2	EXPLAIN the key terms in micro-economics, from a managerial perspective.
		CO103.3	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
		CO103.4	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
		CO103.5	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
		CO103.6	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.
104	Business Research Methods	CO104.1	Define various concepts & terms associated with scientific business research.
		CO104.2	Explain the terms and concepts used in all aspects of scientific business research.
		CO104.3	Make use of scientific principles of research to SOLVE contemporary business research problems.
		CO104.4	Examine the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
		CO104.5	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.
		CO104.6	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.
		CO105.1	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
		CO105.2	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.

	105	Basics of Marketing	CO105.3	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
			CO105.4	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
			CO105.5	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
			CO105.6	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).
	106	Digital Business	CO106.1	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
			CO106.2	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
			CO106.3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
			CO106.4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
			CO106.5	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
			CO106.6	DISCUSS the various applications of Digital Business in the present day world.



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COURSE OUTCOMES (MBA PATTERN 2019)

YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER II				
	201	Marketing management	CO201.1	Describe the key terms associated with the 4 Ps of marketing.
			CO201.2	Compare and Contrast various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.3	Demonstrate an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.4	Examine the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.5	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			CO201.6	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
	202	Financial Management	CO202.1	Describe the basic concepts related to Financial Management
			CO202.2	Explain in detail all theoretical concepts throughout the syllabus
			CO202.3	Perform all the required calculations through relevant numerical problems.
			CO202.4	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
			CO202.5	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

		CO202.6	ANALYZE the situation and comment on financial position of the firm
203	Human Resource Management	CO203.1	Describe the role of Human Resource Function in an Organization.
		CO203.2	Enumerate the emerging trends and practices in HRM.
		CO203.3	Illustrate the different methods of HR Acquisition and retention.
		CO203.4	Demonstrate the use of different appraisal and training methods in an Organization.
		CO203.5	OUTLINE the compensation strategies of an organization
		CO203.6	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
204	Operations & Supply Chain Management	CO204.1	Define basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
		CO204.2	Explain the process characteristics and their linkages with process-product matrix in a real world context.
		CO204.3	Describe the various dimensions of production planning and control and their inter-linkages with forecasting.
		CO204.4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
		CO204.5	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.
		CO204.6	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.
		CO205.1	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
		CO205.2	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.

205MKT	Marketing Research	CO205.3	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within
		CO205.4	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue
		CO205.5	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal
		CO205.6	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
206MKT	Consumer Behavior	CO206.1	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
		CO206.2	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
		CO206.3	APPLY consumer behavior concepts to real world strategic marketing management decision making.
		CO206.4	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process
		CO206.5	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
205FIN	Financial Markets and Banking Operations	CO205.1	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
		CO205.2	UNDERSTAND the concepts of financial markets, their working and importance.
		CO205.3	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
		CO205.4	ANALYZE the linkages in the Financial Markets.
		CO205.5	EXPLAIN the various banking and accounting transactions.
		CO205.6	DEVELOP necessary competencies expected of a finance professional

FIRST YEAR (SEM-II,TERM-II)

206FIN	Personal Financial Planning	CO206.1	UNDERSTAND the need and aspects of personal financial planning
		CO206.2	Describe the investment options available to an individual
		CO206.3	IDENTIFY types of risk and means of managing it
		CO206.4	DETERMINE the ways of personal tax planning
		CO206.5	EXPLAIN retirement and estate planning for an individual and design a financial plan.
		CO206.6	CREATE a financial plan for a variety of individuals.
205HRM	Competency Based Human Resource Management System	CO205.1	DEFINE the key terms related to performance management and competency development.
		CO205.2	EXPLAIN various models of competency development.
		CO205.3	PRACTICE competency mapping.
		CO205.4	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
		CO205.5	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
		CO205.6	DEVELOP a customized competency model in accordance with the corporate requirements.
206HRM	Employee Relations and Labour	CO206.1	SHOW awareness of important and critical issues in Employee Relations .
		CO206.2	INTERPRET and relate legislations governing employee relations.
		CO206.3	DEMONSTRATE an understanding of legislations relating to working environment.

	200 HRM	and Labour Legislations.	CO206.4	OUTLINE the role of government, society and trade union in ER.
			CO206.5	EXPLAIN aspects of collective bargaining and grievance handling.
			CO206.6	DISCUSS the relevant provisions of various Labour Legislations.
205 OSCM	Service Operations Management		CO205.1	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
			CO205.2	DESCRIBE the service design elements of variety of services.
			CO205.3	USE service blueprinting for mapping variety of real life service processes.
			CO205.4	ANALYSE alternative locations and sites for variety of service facilities.
			CO205.5	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
			CO205.6	CREATE flow process layouts for variety of services.
206 OSCM	Supply Chain Management		CO206.1	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
			CO206.2	EXPLAIN the structure of modern day supply chains.
			CO206.3	IDENTIFY the various flows in real world supply chains.
			CO206.4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
			CO206.5	EXPLAIN the key Operational Aspects in Supply Chain Management.
			CO206.6	DISCUSS the relationship between Customer Value and Supply Chain Management.

	205BA	Basic Business Analytics using R	CO205.1	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
			CO205.2	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
			CO205.3	DEVELOP a thought process to think like a data scientist/business analyst.
			CO205.4	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
			CO205.5	SELECT the right functions of R for the given analytics task.
			CO205.6	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
	206BA	Data Mining	CO206.1	DEFINE the key terms associated with Data Mining
			CO206.2	EXPLAIN the various aspects of Data
			CO206.3	APPLY classification models
			CO206.4	ANALYSE using clustering models
			CO206.5	SELECT appropriate association analysis and anomaly detection tools.
			CO206.6	COMBINE various data mining tools and use them in live analytical projects in business scenarios



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SEMESTER III				
	301	Strategic Management	C0301.1	Describe the basic terms and concepts in Strategic Management.
			C0301.2	Explain the various facets of Strategic Management in a real world context
			C0301.3	Describe the trade-offs within and across strategy formulation, implementation, appraisal.
			C0301.4	Integrate the aspects of various functional areas of management to develop a strategic perspective.
			C0301.5	Explain the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
	302	Decision Science	C0302.1	Describe the concepts and models associated with Decision Science.
			C0302.2	Understand the different decision-making tools required to achieve optimization in business processes.
			C0302.3	Apply appropriate decision-making approach and tools to be used in business environment.
			C0302.4	Analyses real life situation with constraints and examine the problems using different decision-making tools
			C0302.5	Evaluate the various facets of a business problem and develop problem solving ability
			C0302.6	Discuss & propose the various applications of decision tools in the present business scenario.

304 MKT	Services Marketing	CO304.1	RECALL the key concepts in services marketing
		CO304.2	EXPLAIN the role of Extended Marketing Mix in Services
		CO304.3	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
		CO304.4	ANALYSE the significance of services marketing in the Indian and global economy
		CO304.5	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
		CO304.6	DEVELOP marketing mix for various services offering
305 MKT	Sales & Distribution Management	CO305.1	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
		CO305.2	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
		CO305.3	APPLY the concepts related to sales and distribution management.
		CO305.4	ANALYZE the real life scenarios of sales and distribution management.
		CO305.5	EVALUATE the existing sales and distribution strategies and approaches.
		CO305.6	DEVELOP generate and evaluate sales and distribution strategies.
304 FIN	Advanced Financial	CO304.1	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
		CO304.2	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
		CO304.3	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm

SECOND YEAR (SEM-III, TERM-I)

304 FIN	Management	CO304.4	ANALYZE the options for making the right financial decisions of a firm
		CO304.5	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
		CO304.6	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.
	International Finance	CO305.1	Enumerate the key terms associated with International Finance.
		CO305.2	Understanding Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
		CO305.3	Applying Illustrate the role of international monetary systems & intermediaries in Global financial market.
		CO305.4	Analyzing Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
		CO305.5	Evaluating Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
		CO305.6	Creating Formulate the investment plan or business plan by adapting international finance environment.
	Strategic Human Resource Management	CO304.1	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
		CO304.2	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
		CO304.3	ANALYZING Ability to ANALYZE HR as an investment to the company.
		CO304.4	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
		CO304.5	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
		CO305.1	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records

	305HRM	HR Operations	CO305.2	LEARN drafting of communications for disciplinary actions
			CO305.3	DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc.
			CO305.4	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts
			CO305.5	CALCULATE computation of Workmen compensation, Bonus and Gratuity
			CO305.6	FILE returns under various labour laws and prepare salary structure
	304 OSCM	Services Operations Management	CO304.1	DEFINE the key concepts in Services Operations Management.
			CO304.2	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
			CO304.3	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
			CO304.4	CATEGORIZE a service firm according to its stage of competitiveness
			CO304.5	MODIFY the Service strategies of an organization for achieving the strategic service vision.
			CO304.6	SOLVE the relevant numerical in the scope of the subject.
	305 OSCM	Logistics Management	CO305.1	DEFINE basic terms and concepts related to Logistics management.
			CO305.2	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
			CO305.3	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
			CO305.4	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.

			CO305.5	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.
			CO305.6	DISCUSS modern real world logistical systems using the various concepts in the syllabus.
	304 BA	Advanced Statistical Methods using R	CO304.1	RECALL all basic statistical concepts and associated values, formulae.
			CO304.2	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
			CO304.3	APPLY time series analysis in prediction of various trends.
			CO304.4	DISCRIMINATE between various types of probability and probability distributions.
			CO304.5	FORMULATE and TEST hypothesis using tools of R.
			CO304.6	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
	305 BA	Machine Learning & Cognitive intelligence using Python	CO305.1	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
			CO305.2	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
			CO305.3	DEVELOP a thought process to think like data scientist/business Analyst
			CO305.4	ANALYSE data using supervised and unsupervised Learning Techniques
			CO305.5	SELECT the right functions, arrays of Python for Machine Learning algorithms.
			CO305.6	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.



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COURSE OUTCOMES (MBA PATTERN 2019)

YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
SEMESTER IV				
	401	Enterprise Performance Management	CO401.1	Enumerate the different parameters & facets of management control of an enterprise.
			CO401.2	Illustrate the various techniques of enterprise performance management for varied sectors.
			CO401.3	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
			CO401.4	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
			CO401.5	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
	402	Indian Ethos & Business Ethics	CO402.1	Describe major theories, concepts, terms, models and framework of Indian ethos and business ethics. Discover the contemporary Issues in Business Ethics
			CO402.2	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	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	Develop and Exhibit analytical, problem solving skills, and work ethos by Comprehension and Practice of Indian ethos and value system
			CO402.5	Implement, Evaluate, and Facilitate ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
			CO402.6	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.

403MKT	Marketing 4.0	CO403.1	DESCRIBE the various concepts associated with Marketing 4.0
		CO403.2	EXPLAIN the importance of 5A's in Marketing 4.0.
		CO403.3	DEMONSTRATE the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy
		CO403.4	DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers.
		CO403.5	ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
		CO403.6	DEVELOP strategies to create WOW! Moments with customer engagement
404MKT	Marketing Strategy	CO404.1	DISCOVER perspectives of market strategy.
		CO404.2	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
		CO404.3	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
		CO404.4	ANALYSE a company's current situation through applying internal and external analyses.
		CO404.5	EXPLAIN alternative ways to measure the outcome of market strategies.
		CO404.6	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.
403 FIN	Financial Laws	CO403.1	Define and Describe the basic concepts related to Financial Laws
		CO403.2	Understanding Illustrate the implications of various laws, Explain concepts and details of various financial laws.
		CO403.3	Applying Make use of contextual financial laws applicable to organisations.

SECOND YEAR (SEM-IV,TERM-II)

			CO403.4	Analyzing Infer the application of financial laws to organisations
			CO403.5	Evaluating Appraise and perceive the benefits of applicable laws to the organisations.
	404 FIN	Current Trends & Cases in Finance	CO404.1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
			CO404.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
			CO404.3	APPLY the various theories and models of financial management in the case.
			CO404.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
			CO404.5	EVALUATE the financial impact of the alternative on the given case.
	403 HR	Organizational Diagnosis & Development	CO403.1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
			CO403.2	UNDERSTAND concept of OD and 'intervention'.
			CO403.3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
			CO403.4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
			CO403.5	IDENTIFY AND MAP an intervention to organisational need
			CO403.6	DESIGN the role of the consultant for an organisational issue
			CO404.1	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
			CO404.2	SUMMARIZE the impact of Current HR trends on HR Functions

	404 HRM	Current Trends & Cases in Human Resource Management	CO404.3	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
			CO404.4	EXAMINE the changing role of HR Priorities
			CO404.5	ELABORATE upon the various types of current HR Trends
			CO404.6	6. APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.
	403 OSCM	E Supply Chains and Logistics	CO403.1	DESCRIBE the structure of modern days Logistics.
			CO403.2	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
			CO403.3	IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of documentations.
			CO403.4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
			CO403.5	EXPLAIN the key Operational Aspects of E Procurement.
			CO403.6	DEVELOP a framework for e-logistics
	404 OSCM	Industry 4.0	CO404.1	DEFINE industrial revolutions and its different aspects.
			CO404.2	EXPLAIN the role of technology pillars of Industry 4.0.
			CO404.3	DEMONSTRATE the use of data in effective decision making.
			CO404.4	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
			CO404.5	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0

			CO404.6	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB
	403 BA	Economics of Network Industries	CO403.1	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
			CO403.2	DESCRIBE the characteristics of the markets for network products.
			CO403.3	ILLUSRTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
			CO403.4	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
			CO403.5	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
			CO403.6	DISCUSS the economics of Internet advertising, and the business model of zero pricing.
	404 BA	Artificial Intelligence in Business Applications	CO404.1	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
			CO404.2	UNDERSTAND AI's fundamental concepts and methods.
			CO404.3	APPLY various machine learning algorithms on structured data to develop machine learning models.
			CO404.4	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
			CO404.5	SELECT logical and functional process to develop the model
			CO404.6	CREATE SOLUTIONS for various business problems using AI techniques.