



INDIRA COLLEGE OF ENGINEERING AND MANAGEMENT
Approved By AICTE New Delhi, DTE (MS) and Affiliated to Pune University
ACADEMIC YEAR 2021-22
COURSE OUTCOMES
COURSE PATTERN 2019 (FY & SY)

YEAR	COURSE CODE	COURSE NAME	COURSE OUTCOME NO.	COURSE OUTCOMES
MBA Sem I(2019 Pattern)	101	Accounting for Business Decisions	CO1	To understand the basic concepts of financial accounting, cost accounting and management accounting.
			CO2	To know various tools from accounting and cost accounting this would facilitate the decision making.
			CO3	To develop analytical abilities to face the business situations
	102	Economic Analysis for Business Decisions (SEM I	CO1	To equip the students of management with time tested tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.
			CO2	To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries.
			CO3	To develop economic way of thinking in dealing with practical business problems and challenges.
	103	Legal Aspects of Business (SEM I	CO1	To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders.
			CO2	To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.
	105	Organizational Behaviour (SEM I	CO1	To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.
			CO2	To obtain frameworks and tools to effectively analyze and approach various Organizational situations.
			CO3	To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.
	106	Basics of Marketing (SEM I	CO1	To introduce marketing as a business function and a philosophy
			CO2	To emphasize importance of understanding external environment in marketing decision making
			CO3	To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
	107	Management Fundamentals SEM I	CO1	To explain the various concepts of management
			CO2	To make the students understand the contemporary management practices
CO3			To highlight professional challenges that managers face in various organization	
CO4			To enable the students to appreciate the emerging ideas and practices in the field of management.	

	108	Business Communication Lab (SEM I)	CO1	To acquaint the students with fundamentals of communication and help them to transform their communication abilities.
			CO2	To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.
			CO3	To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.
	110	Selling and Negotiating SkillsLab (SEM I)	CO1	To imbibe in the students, critical sales competencies that drives buying decisions.
			CO2	To give insights into how to boost individual and organizational productivity through effective sales lead management.
			CO3	To introduce basic theoretical principles and practical steps in the negotiating process.
	115	Enterprise Analysis - Desk Research (SEMI)	CO1	To acquaint students with basic aspects of an Enterprise.
			CO2	To guide the students in analyzing an Enterprise w.r.t a set of basic parameters.
			CO3	To help the students assimilate basic jargon and its meaning w.r.t. Enterprise Analysis.
MBA Sem II(2019 Pattern)	201	Marketing Management SEM II)	CO1	To introduce the concept of Marketing Mix as a framework for Marketing Decision making.
			CO2	To emphasize the need, importance and process of Marketing Planning and Control.
			CO3	To sensitize the students to the dynamic nature of Marketing Function.
	202	Financial Management SEM II)	CO1	To understand various concepts related to financial management.
			CO2	To study in detail, various tools and techniques in the area of finance.
			CO3	To develop the analytical skills this would facilitate the decision making in Business situations.
	203	Human Resource Management SEM II)	CO1	To understand the role of HRM in an organization
			CO2	To learn to gain competitive advantage through people
			CO3	To learn to study and design HRM system
	204	Decision Science SEM II	CO1	To understand role of quantitative techniques in managerial decision making.
			CO2	To understand process of decision problem formulation.
			CO3	To understand applications of various quantitative techniques in managerial settings.
	205	Operations and Supply Chain Management SEM II	CO1	To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace
			CO2	To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources.
			CO3	To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.
	206	Management Information Systems II SEM)	CO1	To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business
			CO2	To learn to use Information Technology to gain competitive advantage in business
			CO3	To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce
	207	Emotional Intelligence and Managerial Effectiveness Lab SEM II	CO1	To equip students with individual and group learning methods
			CO2	To understand intelligence and develop emotional competence
			CO3	To develop understanding and competence for personal and managerial effectiveness.
210	Life Skills SEM II	CO1	To encourage students to develop and use balanced self-determined Behavior.	
		CO2	To help students in enhancing self, increasing life satisfaction and Improving relationships with others.	

		CO3	To develop new ability to practice new problem solving skills in group and use these skills in personal life.
213	Computer Aided Personal Productivity Tools Lab SEM II	CO1	To give students mastery of MS Office.
		CO2	To enhance personal productivity through advanced features of MS Word, MS Excel & MS PowerPoint
		CO3	To impart skills of using MS Outlook and basic social networking tools.
215	Industry Analysis - Desk Research SEM II	CO1	To help the students understand the dynamics of a specific industry.
		CO2	To acquaint students with various issues particular to an industry.
		CO3	To provide a cross-functional perspective of the functioning of a business enterprise and an industry.
301	Strategic Management (SEM III)	CO1	To expose participants to various perspectives and concepts in the field of Strategic Management
		CO2	To help participants develop skills for applying these concepts to the solution of business problems
		CO3	To help students master the analytical tools of strategic management.
302	Mobile Application Development	CO1	To acquaint the students with a perspective of different facets of management of an enterprise
		CO2	To provide inputs with reference to the Investment Decisions along with the techniques for those decisions
		CO3	To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
		CO4	To develop the knowledge of the concept of auditing and its applicability as performance management tool
303	Startup and New Venture Management (SEM III)	CO1	To instill a spirit of entrepreneurship among the student participants.
		CO2	To provide an overview of the competences needed to become an entrepreneur
		CO3	To give insights into the Management of Small Family Business
304	Summer Internship Project (SEM III)	CO1	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
		CO2	To provide means to immerse students in actual supervised professional experiences.
		CO3	To give an insight into the working of the real organizations.
		CO4	To gain deeper understanding in specific functional areas.
		CO5	To appreciate the linkages among different functions and departments.
		CO6	To develop perspective about business organizations in their totality.
		CO7	To help the students in exploring career opportunities in their areas of interest.
305MKT	Contemporary Marketing Research (SEM III)	CO1	To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.
		CO2	To design and produce, evaluate a research proposal & understand the quality of research studies.
		CO3	To learn the basic skills to conduct professional marketing research.
		CO4	To understand the applications of business research tools in Marketing decision making.
306MKT	Consumer Behaviour (SEM III)	CO1	To highlight the importance of understanding consumer behavior in Marketing.
		CO2	To study the environmental and individual influences on consumers
		CO3	To understand consumer behavior in Indian context.
		CO1	To provide an overview of the range of tools available for Marketing Communications

MBA Sem III(2019 Pattern)

307 MKT	Integrated Marketing Communications (SEM III)	CO2	To provide an understanding of the basic principles of planning and execution in Marketing Communications
		CO3	To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.
		CO4	To sensitize students to the various facets of advertising, public relation and promotion management.
		CO5	To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.
308MKT	Product Management project	CO1	To make the students appreciate the various facets of the job of a product manager.
		CO1	To highlight the strategic role of product management in organizational and functional context.
		CO2	To emphasize the financial and other metrics of effective product management.
313MKT	Marketing and the Law	CO1	To understand the pervasive impact of the Law and our legal system on marketing activities.
		CO2	To highlight how decisions of marketing executives raise issues which should be carefully evaluated as to their legal consequences before they are implemented?
		CO3	The underline that a failure to appreciate these legal implications can lead to seriously damaging, if not disastrous, results for a firm
		CO4	To address National Laws and court decisions that relate to the four main areas of marketing study, the so-called "four P's" of marketing: product, price, place and promotion.
317 MKT	Agricultural Marketing	CO1	The Agricultural sector, offers immense opportunities for the employment. This sector requires managerial talent for both input and produce side. The course will prepare the students to be employable in agricultural marketing
		CO2	Understand the functions performed by agricultural marketing system
		CO3	Develop strategies to manage the marketing of agriculture organizations.
305FIN	Direct Taxation SEM III	CO1	To understand the basic concepts in Income Tax Act, 1961.
		CO2	To Calculate Gross Total Income and Tax Liability of an Individual.
		CO3	To acquaint with online filling of various forms and Returns.
306FIN	Financial Systems of India, Markets & Services(SEM III)	CO1	To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
307FIN	Strategic Cost Management	CO1	To acquaint students with various techniques used for Strategic Cost Management
		CO2	To develop an understanding of the adoption of various techniques of Strategic Cost
		CO3	Management for obtaining sustainable competitive advantage
313 FIN	Banking Operations – I	CO1	To understand the basics of Banking and the emergence of Banking in India.
		CO2	To get acquainted with the functionality of the Banks.
		CO3	To know the meaning and use of commonly used technologies in Banking.
315 FIN	Futures and Options III	CO1	To develop an understanding of financial derivatives and the institutional structure of the markets on which they are traded.
		CO2	To have an understanding of the analytical tools necessary to price such instruments.
		CO3	To highlight the role of financial derivatives in the modern capital markets, in particular for risk management.
316FIN	Financial Instruments & Derivatives III	CO1	To provide students with an introduction to the theory and practice of financial instruments.
		CO2	To develop an understanding and importance of financial derivatives and institutional structure of the market.
305OPE	Planning & Control of Operations III	CO1	To give an overview of Planning & Control of Operations
		CO2	To explain the role of forecasting in the operations planning process.
		CO3	To explain the need for aggregate planning and the steps in aggregate planning.

		CO4	To explain how is capacity planning done in organizations and what is its relationship with MRP.
		CO5	To highlight the importance of scheduling in operations management.
306 OPE	Inventory Management III	CO1	To give an overview of various aspects of inventory.
		CO2	To explain the impact of types of inventory costs on inventory management decisions.
		CO3	To explain the principles of JIT
307 OPE	Productivity Management III	CO1	To understand and appreciate significance of productivity management
		CO2	To study various productivity management methods
		CO3	To learn applicability of popular productivity management tools
310 OPE	Manufacturing Resource Planning III	CO1	To understand role and importance of Manufacturing Resource Planning (MRP II)
		CO2	To know the inputs, processing and outputs of MRP II
313 OPE	Designing Operations Systems III	CO1	To give an overview of the various process options in Manufacturing and Services.
		CO2	To give insights into factors that influence process choice.
		CO3	To impart fundamental concepts in Job Design and Work Measurement.
315 OPE	Project Management III	CO1	To provide the students with a holistic, integrative view of Project Management.
		CO2	To highlight the role of projects in modern day business organizations.
		CO3	To sensitize the students to complexities of project management.
305 HR	Labour & Social Security Laws III	CO1	To make the students understand rationale behind labour laws
		CO2	To equip students with important provisions of various labour laws
		CO3	To give students insight into the implementation of labour laws.
306HR	Human Resource Accounting & Compensation Management III	CO1	To orient the students with the concepts related to human resource accounting & compensation management.
		CO2	To facilitate learning related to human resource accounting & compensation management for employees.
307 HR	Employee Health, Safety III	CO1	To learn the basic concepts of safety management
		CO2	To study the various provisions of employee health and safety.
313HR	Quality Management System III	CO1	To create an awareness of fundamental principles, significance and implementation of quality management
		CO2	To use new concepts of TQM in the process of continuous improvement and learning
315 HR	Lab in Job Design & Analysis III	CO1	To give hands of experience to the students of designing jobs at various levels
317HR	Lab in Labor Laws – I	CO1	To give students insight into the implementation of labour laws
		CO2	To acquaint students with calculation of due/ compensations/ contributions etc.
401	401 Managing for Sustainability SEM IV)	CO1	Apply general ethical principles to particular cases or practices in business.
		CO2	Think independently and rationally about contemporary moral problems.
		CO3	Recognize the complexity of problems in practical ethics.
		CO4	Demonstrate how general concepts of governance apply in a given situation or given circumstances.
402	Dissertation SEM IV	CO1	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
		CO2	To provide means to immerse students in actual supervised professional experiences
		CO3	To gain deeper understanding in specific areas.
403 MKT	Services Marketing	CO1	To emphasize the significance of services marketing in the global economy.
		CO2	To make the students understand the deeper aspects of successful services marketing.
		CO3	To provide insights to the challenges and opportunities in services marketing.
		CO1	To provide foundations in components of sales and distribution management.

MBA Sem IV(2019 Pattern)

404 MKT	Sales & Distribution Management	CO2	To introduce various facets of the job of a sales manager.
		CO3	To focus on decision making aspects and implementation of decisions in sales and distribution management.
405 MKT	Retail Marketing	CO1	To provide insights into all functional areas of retailing.
		CO2	To give an account of essential principles of retailing.
		CO3	To give a perspective of the Indian retailing scenario.
408 MKT	International Marketing	CO1	To make the students understand the concept and techniques of international marketing.
		CO2	To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.
410 MKT	Marketing Strategy	CO1	To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment.
		CO2	To understand and apply the STP of marketing (segmentation, targeting, positioning).
		CO3	To understand and appreciate the concept of marketing strategy formulation and implementation.
412MKT	Marketing of High Technology Products	CO1	To provide students with the concepts and tools necessary to effectively market a high technology product.
		CO2	To help the students learn the marketing mix aspect of marketing high technology products.
415 MKT	Marketing of Financial Services	CO1	To equip young managers with the knowledge of retail banking, corporate banking and investment banking practices in India.
		CO2	To familiarize the students to the requisite regulatory compliances in Wealth Management industry.
		CO3	To make the student understand the Risk-Return principle and its practical use in marketing of financial services.
403 FIN	Indirect Taxation	CO1	To understand the basic concepts in various Indirect Tax Acts.
		CO2	To understand procedural part of Indirect Taxes
		CO3	To acquaint with online filling of various Forms & Returns.
404FIN	International Finance	CO1	To make students familiar with the operations in foreign exchange markets.
		CO2	To sensitize students with complexities of managing finance of multinational firm.
		CO3	To highlight the importance of the regulatory framework within which international financial transactions can take place, with special reference to India.
407 FIN	Financial Risk Management	CO1	To understand what is risk and the basic concepts of modeling its application for measuring and managing financial risks
		CO2	To measure volatility in market prices, highlight Risk Management issues in investments.
409 FIN	Banking Operations – II	CO1	To get acquainted with the changed role of Banking post 1991 Reforms.
		CO2	To know the lending and borrowing rates along with the various mandatory reserves.
		CO3	To know the procedural compliances by bank's functionality.
410 FIN	Wealth and Portfolio Management	CO1	To understand the concept of Wealth Management.
		CO2	To understand the concept of Portfolio Management.
		CO3	To understand various tools and methods of evaluating the portfolio.
411 FIN	Fixed Income Securities & Technical Analysis	CO1	To analyze the fixed income securities markets and its implications for investments.
		CO2	To explain the market characteristics, instruments, selling techniques, pricing and valuation issues with money market instruments.
		CO3	To explain the specific features of the Indian Fixed Income Securities Markets.
403 OPE	Operations Strategy and Research IV	CO1	To emphasize the key role of operations in bringing about the growth and profitability of organizations.

403 OPE	Operations Strategy and Research IV	CO2	To impart ideas, concepts and principles in operations strategy.
		CO3	To understand use of quantitative tools in solving typical Operations Domain Problems
404 OPE	Total Quality Management IV	CO1	To give various perspectives on Quality and various contributors to Quality.
		CO2	To provide an in-depth understanding of the various QC tools.
		CO3	To introduce the frameworks of Global Quality Awards.
405 OPE	Quality Management Standards IV	CO1	To introduce various management system standards.
		CO2	To explain the implementation and role of MR for IMS.
		CO3	To help the students understand the implementation of IMS through cases in services and manufacturing .
406 OPE	World Class Manufacturing IV	CO1	To bring out the relevance and basics of World Class Manufacturing.
		CO2	To highlight the current state of Indian Manufacturing
		CO3	To provide a road map for World Class Manufacturing
408 OPE	Enterprise Resource Planning IV	CO1	To understand how a business works and how information systems fit into business operations.
		CO2	To understand the cross functional integration aspects of a business.
		CO3	To understand better managerial decision making through real time data integration and sharing.
		CO4	To understand the host of underlying technological tools of ERP.
413 OPE	Lean Manufacturing IV	CO1	To provide the concepts of Lean Manufacturing.
		CO2	To give a hands on – How To – series of steps in Lean Manufacturing Implementation.
		CO3	To highlight the role of company culture in transformation to Lean.
403 HR	Employment Relations IV	CO1	Give students insight into the IR scenario in India
		CO2	Make students understand important laws governing IR
		CO3	Create understanding about role of Govt., society and trade union in IR
404 HR	Strategic Human Resource Management IV	CO1	To make students understand HR implications of organizational strategies
		CO2	Understand the various terms used to define strategy & its process
		CO3	Understand HR strategies in Indian & global perspective
405 HR	Organizational Design & Development IV	CO1	To develop an understanding of the nature, functioning and design of organization
		CO2	Be able to understand the theory and practice relating to the processes of organization development and change
		CO3	Develop insight and competence in diagnostic and intervention processes and skills for initiating and facilitating organizational processes and change in organizations
407 HR	Employee Reward Management IV	CO1	To appraise students with reward management system practiced in organizations
		CO2	To make students understand the process of setting reward management system
		CO3	To give students exposure to the reward management practices followed various organizations
410 HR	LAB in CSR IV	CO1	To help students understand & design CSR initiatives
414 HR	Emerging Trends in HR IV	CO1	To expose students to organizations to know emerging trends in HR.