



Khandesh College Education Society's

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

Approved by AICTE New Delhi, Affiliated to KBC North Maharashtra University, Jalgaon, NAAC Accredited(A-grade), NBA Accredited MBA

Course Outcome – MBA New Syllabus 2021-22

101 Management Science

CO1	Define conceptual framework & evolution of management sciences.
CO2	Explain Planning, organizing, directing, controlling as a managerial functions
CO3	Discuss Staffing, coordination and decision making in management
CO4	Apply Indian Management practices
CO5	Relate Global Management practices
CO6	Solve case studies in Management to enhance decision making ability

102 Organizational Behaviour

CO1	Define various concepts in Organisation Behavior
CO2	Focus on improvement of the individual attributes and articulate the process of group development
CO3	Practice cordial Interpersonal Relationship and apply appropriate techniques of motivation
CO4	Administer power tactics to deal with organizational politics and assess work stress.

103 Managerial Economics

CO1	Describe the Key concepts in Managerial Economics
CO2	Explain the various economic laws, theories and model related to managerial economics
CO3	Analyze the micro economic indicators and apply them for informed business decision making
CO4	Identify the different market structure and decide appropriate pricing strategies



104 Human Resource Management

CO1	Describe HRM, its functions and practices
CO2	Explain Human Resource Procurement process.
CO3	Prepare for Career Development and Succession Planning.
CO4	Administer performance Appraisal system
CO5	Interpret employee training, and executive development programs

105 Business Accounting and Costing

CO1	Describe the basic concepts related to Accounting, Financial Statements and Cost Accounting. (Remember)
CO2	Explain in detail, all the theoretical concepts taught through the syllabus. (Understand)
CO3	Perform all the necessary calculations through the relevant numerical problems. (Apply)
CO4	Analyse the situation and decide the key financial as well as non-financial elements involved in the situation. (Analyse)
CO5	Evaluate the financial impact of the decision on the business. (Evaluate)

106 Operations Management

CO1	Define operations management, describe concepts, product design, major processes (Understand)
CO2	Explain capacity planning, production planning and control (Understand)
CO3	Justify factors affecting location selection and articulate facility layout (Evaluate)
CO4	Explain materials and inventory management (Analyse)
CO5	Write about Supply chain management and Quality management (Apply)
CO6	Describe advanced concepts in production and operations management (Understand)



107 Communication Skill

CO 1	Define Communication skills, describe the types of communication and barriers of communication (Remember)
CO 2	Explain Communication process and essentials of soft skill (Understand) .
CO 3	Demonstrate the conceptual understanding of formal and informal writings, preparing reports, business letters, memorandum, notices, agenda, minutes of the meeting etc. into everyday practice. (Apply)
CO 4	Illustrate the difference between the media of digital communication and conventional communication (Analyze)
CO 5	Assess the result of social media communication channels (Evaluate) .
CO 6	Describe new trends in digital communication (Understand)
CO 7	Demonstrate the ability to communicate effectively both orally and in writing (Apply)



Semester- II

201 Business Ethics & CSR

CO1	Define Social issues, emergence of Business Ethics and CSR concepts (Remember)
CO2	Explain Culture, Hofstede Dimensions of Cultural Differences (Understand)
CO3	Explain Personal Values and Ethical Decision Making (Apply)
CO4	Illustrate Professional Ethics, Corporate Social Responsibility (Analyse)
CO5	Assess Unethical Behavior in Organizations (Evaluate)
CO6	Describe Issues in Corporate Governance (Understand)

202 Business Research Methods

CO1	Understand the basics of Research methodology.
CO2	Formulate research problem and identify the factors of research design.
CO3	Collect and interpret Qualitative and quantitative data
CO4	Apply SPSS for hypothesis testing
CO5	Report and present research findings

203 Indian Economy and Policy

CO1	Describe the structure, features, and issues of Indian Economy
CO2	Explain the theories related to economic growth and development
CO3	Explain the various macroeconomic policies of India
CO4	Relate the Indian Economy with Global Economy



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204 Marketing Management

CO1	Understand basic concepts about marketing management
CO2	Segment market and select target segment
CO3	Link decisions about marketing mix
CO4	Predict consumer behavior and effectively use market research
CO5	Recognize special attributes of global marketing
CO6	Keep up with the latest trends in the market.

205 Financial Management

CO1	Describe the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, and Budgetary Controls. (Remember)
CO2	Explain in detail all theoretical concepts throughout the syllabus. (Understand)
CO3	Perform all the required calculations through relevant numerical problems. (Apply)
CO4	Explain the situation and find the solution. (Analyse)
CO5	Justify the impact of business decisions on Financial Position of the firm. (Evaluate)



206 Computer applications in Business

CO1	ANALYZING - Test and do basic troubleshooting of a standalone desktop or desktop connected to a network
CO2	REMEMBERING - Recognize when additional information is needed to solve problems
CO3	ENHANCING - Understanding of the Types of risk and types of controls available to counter them.
CO4	UNDERSTANDING - Summarize the impact of information, Digital Business on society
CO5	UNDERSTANDING - Describe the relevant legal provisions in detail.
CO6	CREATING - Compile professional documents using the word, excel, PowerPoint.

207 Business Analytics

CO1	Understand the fundamental concepts of Statistics
CO2	Understand the importance and use of various statistical measures includes – Central Tendency, Partition Values, Dispersion, Correlation, Regression, Index Numbers and Time Series Analysis.
CO3	Understand the hypothesis testing concept and use of Chi-Square Test, t-Test, and ANOVA for hypothesis testing
CO4	Understand Basics of Business analytics
CO5	Identify Business analytics applications
CO6	Know various software used in analytics



Semester- III

301 Strategic Management

CO 1	Develop Vision, Mission, Objectives & Goal statement for an organization.
CO2	Apply SWOT and PESTEL analysis and conduct environmental scanning
CO3	Evaluate corporate portfolio analysis, Industrial analysis using Porters principles
CO4	Identify implementation issues in strategic management
CO5	Select Strategic evaluation and control techniques
CO6	Identify issues and solve cases related to strategic management

302 Management Information Systems

CO 1	Identify information systems and its components and trends in MIS
CO2	Observe process of Management Information System development for organization
CO3	Recognize the use of MIS in various modules
CO4	Interpret and Compare e-commerce models and payment methods
CO5	Solve cases related to MIS

303 Legal Aspects of Business

CO 1	Apply the provisions of Indian Contract Act, 1872 to business
CO2	Apply the provisions of Sale of Goods Act, 1930
CO3	Interpret the legal aspects of Limited Liability Partnership Act 2008
CO4	Observe the requirements of Negotiable Instrument Act, 1881
CO5	Discuss the provisions about Intellectual Property Rights
CO6	Apply legal knowledge to Solve cases pertaining to business.



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A - Financial Management

304A Banking and Investment Management

CO1	Describe the Fundamentals of Banks, Mutual Funds, Insurance, Capital Market and Commodities Market
CO2	Explain the Credit Planning and Management Process of Banks
CO3	Select the appropriate Investment Avenues for Investment
CO4	Identify the features of different types of Mutual Fund Schemes and Insurance Policies
CO5	Analyze the securities using basics of fundamental and technical analysis

305A Income Tax

CO1	State various concepts in Income Tax Law (Remember)
CO2	Discuss the provisions of Income Tax Law with simple examples (Understand)
CO3	Apply the provisions of Income Tax Law and Calculate the Taxable income of Individual Assessee. (Apply)
CO4	Figure out the Tax Liability and Ensure Tax Compliances (Analyse)

306A Strategic Financial Management

CO1	Design appropriate Capital Structure considering various financial parameters
CO2	Handle long term investments and dividend decisions
CO3	Apply the Strategies of Turnaround Management, Mergers and Acquisitions in the organization



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307A International Financial Management

CO1	Describe the basic concepts related to various aspects of International Financial Environment like Exchange rate, IMF, Accounting, BOP etc. (Remember)
CO2	Explain in detail, all the theoretical concepts taught through the syllabus. (Understand)
CO3	Apply the knowledge of International Accounting and Financing Foreign Operations effectively (Apply)
CO4	Explore the importance of IMF and BOP in international Financial system

B - Marketing Management

304B Product and Brand Management

CO1	Explain fundamental aspects of product management and Marketing Planning
CO2	Discuss product strategies related to positioning, differentiation, product life cycle and product portfolio.
CO3	Explain forces driving competition and Sales forecasting methods
CO4	Describe the concept of brand positioning and strategic brand management process
CO5	Explain the nature of brand equity and techniques of measuring brand performance
CO6	Describe the management of brand extension, advantages and disadvantage of global branding



305B Consumer Behavior and Service Marketing

CO1	Explain the nature of customer value, customer satisfaction, customer retention, consumer research and components of market analysis
CO2	Explain the concept of buyer behavior, buyer decision making process and factors influencing buying behavior
CO3	Understand the cross cultural consumer behavior in International perspective
CO4	Explain the nature of consumer perception and attitude
CO5	Explain the components of service marketing mix
CO6	Discuss strategies for developing Customer Loyalty

306B Sales and Distribution Management

CO1	Explain the major functions of Sales Management
CO2	Discuss the management of sales force involvement, evaluation and training
CO3	Explain the administration of sales quota, sales territories and sales efforts
CO4	Explain the nature and fundamental aspects of channel management decisions.
CO5	Discuss the Types, Roles and decisions of channel intermediaries
CO6	Explain the management of market logistics decisions for distribution channels and performance assessment of marketing channels.



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307B International Marketing Management

CO1	Analyze International Mktg & trading scenario, its orientation, and stages
CO2	Develop Product line analysis, new product development, Brands, packaging & labelling.
CO3	Identify approaches to Intl Pricing decisions and the role of foreign currencies
CO4	Develop promotion strategies, and identify appropriate Export promotion organizations'
CO5	Solve issues and channel conflicts in distribution, and logistics management
CO6	Interpret Export procedures and its documentation

C - Human Resource Management

304C Industrial Relations and Labour Welfare

CO1	Identify and maintain cordial Industrial Relations
CO2	Solve and prevent Industrial Disputes
CO3	Judge Grievances & handle Collective bargaining effectively
CO4	Observe industrial safety and implement labor welfare measures
CO5	Distinguish workers through their participation in management and foster quality circles

305C Organizational Leadership Change & Development

CO1	Describe the context and utility of leadership
CO2	Identify and choose appropriate leadership style
CO3	Manage change successfully
CO4	Implement Organizational interventions for Development of organization



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306C Strategic Human Resource Management

CO1	Define the strategic challenges before Human Resource Department
CO2	Explain Design & Redesign Jobs and Work System
CO3	Discuss and implement Strategies for Person - Job and Organization Fit
CO4	Apply Economic value added to organization with respect to Global Competitiveness
CO5	Adapt Information Technology for effective HRM
CO6	Determine competitive Advantage through HR

307C Labour Laws

CO1	Apply various acts under labour law
CO2	Understand the labour, wages and social security legislation in India
CO3	Analyze different rule and regulation applicable to labour in India
CO4	Implement amendments in Law related to Labour and Industry

D - Production and Operations Management

CO1	Understand recent trends in manufacturing
CO2	Demonstrate the relevance and basics of World Class Manufacturing
CO3	Analyze the innovative ways adopted in manufacturing
CO4	Understand the safety measures followed in production units



305D Management of Technology

CO1	Explain the key concepts and the dynamics of technology as used in business
CO2	Discuss the Management issues related to technology acquisition, application, protection and maintenance
CO3	Analyze and formulate technology policies and strategies for business organization
CO4	Understand how to manage ideas & knowledge in technology based organizations
CO5	Facilitate organizational change and sustainable improvements at the enterprise level through competitive work system

306D Global Supply Chain Management and International Logistics

CO1	Develop an in-depth understanding of logistics operating areas and their interrelationship
CO2	Appreciate the importance of logistics management in achieving integration
CO3	Understand how logistics can become an important tool to reach goals of cost reduction and enhance customer service
CO4	Analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain
CO5	Apply various techniques of inventory management and their practical situations



307D Operations Research

CO1	Remember Operation Research, feature and scope of OR
CO2	Apply LPP model in appropriate real-life scenarios and Solve LPP using appropriate techniques and optimization solvers, interpret the results obtained
CO3	Analyze special case of LPP, Transportation, Assignment Problem and apply in appropriate business situation. Understand how logistics can become an important tool to reach goals of cost reduction and enhance customer service lyze pure and mixed strategy games
CO4	Enable the students to generate mathematical models of business scenarios that are needed to solve optimization problems
CO5	Introducing students to the advanced methods for large-scale transportation and assignment problems
CO6	Apply Operation Research Techniques to data sets, and correctly interpret the results

E - Information Technology and Systems Management

304E Software Engineering

CO1	Define the software engineering terms
CO2	Memorize and Compare System Development Life Cycle
CO3	Implement data modelling and documentation techniques
CO4	Identify testing and maintenance of software

305E IT Asset Management

CO1	Understand the basics of IT Asset Management.
CO2	Explain the life cycle of IT Asset Management.
CO3	Identify the key roles of IT managers.
CO4	Demonstrate the fundamentals of SAM and HAM.
CO5	Describe the concepts SEAM and PINAM.



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306E RDBMS

CO1	Gain insight into Database Systems and describe Data Models.
CO2	Write SQL statement for managing databases
CO3	Illustrate and discuss aggregate functions.
CO4	Formulate complex queries in SQL.
CO5	Execute data control using data control language.

307E Web Designing using HTML, CSS & Java Script

CO1	Design and develop simple web pages
CO2	Prepare and organize web pages
CO3	Develop web pages using javascript
CO4	Create dynamic Website dynamic Website

F - Agro Business Management

304F Agro Business Management

CO1	Understand the fundamentals of management with reference to agribusiness
CO2	Define and understand Agro Business Management concepts (Understand)
CO3	Understand the basic concepts in food processing and get knowledge of the different food preparation methods (Understand, Evaluate)
CO4	Analyze emerging new trends in Agro Business Management. (Analyze)
CO5	Identify human resource for Agro processing. (Evaluate, Apply)
CO6	Explain role and functions of promotional agencies (Apply)



305F Management of Agro Based Industries

CO1	Apply concepts of breeding, physiology, nutrition, herd-health, economics and management into practical and profitable animal production programs
CO2	Handle the problems in convention breeding
CO3	Understand the methods value addition in animal Products
CO4	Describe productions steps and specific requirements for mushrooms cultivation and each Biofertilizers
CO5	Understand the post harvest technology of horticultural crops
CO6	Apply methods to Increase the farm yield to get higher income on farm by developing higher yield crop varieties

306F Agri-Businesses Financial Management

CO1	Understand the fundamentals of Agricultural economics (Understand)
CO2	Analyse the financial performance of an agricultural business using financial and accounting tools and concepts (Analyse)
CO3	Understand Structure and Dynamics of Indian Agriculture. (Understand)
CO4	Understand the agricultural policies and its effect on sustainable agricultural development. (Understand)
CO5	Determine the role played by agricultural finance in strengthening the agricultural sector(Apply)

307F Agricultural Marketing

CO1	Explain agricultural marketing, challenges and prospects for improving agricultural marketing system
CO2	Analyze marketing Functions , Market information and Intelligence
CO3	Explain marketing efficiency and agricultural prices
CO4	Understand Markets and Market structure
CO5	Explain marketing of Agricultural Inputs



G – Business Analytics

3304G Data Science

CO1	Trace and collect data from different sources
CO2	Select and clean the data in required form
CO3	Manipulate data and apply basic Statistical analysis techniques
CO4	Create the reports through data visualizing techniques

305G Big Data Analytics

CO1	Understand the building blocks of Big Data
CO2	Apply different statistical methods for analyzing the data
CO3	Select and apply different data analysis techniques for real world problems
CO4	Develop analytical decision making process and predict the model for solving problems
CO5	Represent the analytical aspects of Big Data with some advanced technologies like Hadoop and Map-Reduce

306G Tableau

CO1	Define Tableau terminology and connecting the data, Edit and save a data source
CO2	Integrate data sources using data blending and Combine data from multiple tables in the same data source using joins
CO3	Create and build spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding



307G Business Analytics using R

CO1	Understand need and tools used for business analytics
CO2	Apply analytical decision making on applications of Business analytics
CO3	Develop the programming skills in R, by applying built in functions, to analyze the data
CO4	Use data structure in R, at different conditions and apply some basic test on the statistical data.
CO5	Visualize the analysis reports by graphical functions available in R.

H – Healthcare Management

304H Epidemiology in Medical and Health Systems Management

CO1	Understand the basic terminologies in epidemiology, health and disease
CO2	Evaluate basic concepts of health and disease, factors affecting health and disease.
CO3	Analyse different types of epidemiological studies
CO4	Apply knowledge about population, its significance in healthcare administration
CO5	Understand about national health programmes, population policy and role of health care administrators in implementation of these policies

305H Hospital Services and Operations Management

CO1	Identify various support and utility services of the hospital (Remember)
CO2	Understand the role of support and utility services in delivering quality patient care
CO3	Evaluate planning and designing considerations while planning for services
CO4	Articulate the functional requirements of individual departments



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306H Total Quality Management in Healthcare

CO1	Define quality and describe dimensions of quality in health care (Understand)
CO2	Assess and measure quality using set of standards and indicators (Analyse)
CO3	Applying selected quality improvement tools(Create)
CO4	Develop plan of action for quality improvement for their respective areas/hospitals. (Create)
CO5	Understanding concept of Hospital Accreditation

307H Hospital Safety and Waste Management

CO1	Evaluate technical and sanitary aspects of hospital waste management situation in selected facilities, regarding to handling, storage, treatment, collection and final disposal
CO2	Understand the concept of disaster Management
CO3	Assess the existing legal and regulatory framework of hospital waste management
CO4	Identify areas of potential environmental concerns that will need to be addressed in light of the Negative Determination with conditions
CO5	Develop medical waste management policies and procedures and health staff training guidelines on these procedures. (Create)



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401 Design Thinking and Innovation Management

CO1	Identify Creativity and Innovation concepts.
CO2	Evaluate innovation environment and formulate innovation strategies to grab the opportunities
CO3	Foster creativity and innovation in organization
CO4	Develop New Products effectively.
CO5	Manage and enhance creativity in the people.
CO6	Identify various challenges related to innovation.

402 Entrepreneurship and Project Management

CO1	Identify the opportunities as entrepreneur
CO2	Use of the various aspects of entrepreneurship in business development
CO3	Differentiate Entrepreneurs
CO4	Analyze new ideas & opportunities available for new ventures
CO5	Understand the management of various functions of enterprises
CO6	Prepare Business plan and project

403 Indian Commercial Laws

CO 1	Identify the provisions of Consumer Protection Act 1986
CO2	Recognize various provisions of Companies Act 2013
CO3	Discover objectives and schemes of IT Act 2000 w.r.t. Digital signature and e-governance
CO4	Interpret and implement Right to Information Act 2005
CO5:	Solve Industrial Dispute through Arbitration
CO6	Apply legal knowledge to Solve cases pertaining to business.



A - Financial Management

404 A Financial Derivatives

CO1	Describe the basic concepts of financial derivatives.
CO2	Explain the various derivative instruments operating in the Indian Derivatives market along with their features and terminologies.
CO3	Determine the various trading & hedging strategies that can be built using futures and options on both stocks and stock indices.
CO4	Explain the Mechanism of Trading, Clearing and Settlement in Derivatives Market

405 A Goods and Services Tax

CO1	Enumerate the various terms associated with GST (Remember)
CO2	Explain how GST works as a Uniform Tax Structure (Understand)
CO3	Apply the knowledge of GST for paying taxes and filing GST Returns (Apply)

406 A Case Studies in Financial Management

CO1	Appraise the financial position and improve the profitability of the Organisation through Ratio Analysis and Marginal Costing Techniques
CO2	Evaluate Short Term Decisions regarding liquidity Management in the business wrt. Receivables Mgmt., Working Capital Management, Inventory Management, Cash Management
CO3	Plan Long term Decisions regarding raising and investment of funds wrt. Capital Budgeting, Capital Structure, Dividend Policy

407 A Project Report and Viva-Voce



B - Marketing Management

404 B Marketing Research and Business Analytics

CO1	Describe the key steps involved in the marketing research process
CO2	Explain types of measurement scales and Questionnaire design & construction
CO3	Explain the meaning, nature and types of market survey as method of data collection
CO4	List and describe the key functions essentials for effective fieldwork and interview
CO5	Discuss the major techniques of data analysis & interpretation
CO6	Describe the specific research application w.r.t. test marketing, advertisement, Industrial Marketing, Export Marketing, Sales forecasting, Pricing, Consumer Behaviour and rural marketing

405 B Retail Management and Digital Marketing

CO1	Analyze the retail market, the strategy, and factors influencing retail industry
CO2	Identify importance of Merchandise planning, category Mgt, and retail pricing
CO3	Apply Store design, space management techniques, and use of planograms
CO4	Understand importance of technology in retailing, and devise CRM programs
CO5	Solve issues related to SCM and retail logistics
CO6	Devise marketing communication for online retail sector in India



406 B Case Studies in Marketing

CO1	Identify case problems
CO2	Develop decision making ability of students
CO3	Assess the case situations from the viewpoint of case protagonist
CO4	Determine and analyze problems, develop solutions to various case situations

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C - Human Resource Management

404 C Performance and Compensation Management

CO1	Identify performance management parameters in organization
CO2	Outline Performance Management Process
CO3	Develop and enhance team performance.
CO4	Identify factors of compensation and job evaluation.
CO5	Develop sound wages and salary administration policy
CO6	Explain payroll, incentives and fringe benefits.

405 C International HRM

CO 1	Examine the role of HRM in international context
CO2	Manage effectively HR functions across cultures
CO3	Identify role of HRM during International Joint Ventures
CO4	Adapt to Human Resource Practices w.r.t. International environment
CO5:	Improve cordial Industrial Relations in the global context
CO6	Manage repatriation successfully



406 C Case Studies in HRM

CO1	Understand the case and Assess the case situations from the viewpoint of case protagonist
CO2	Identify case problems
CO3	Analyze the Case Problems
CO4	Generate the alternate solutions.
CO5	Choose the Best and Feasible solutions

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D - Production and Operations Management

404D Industrial and Productivity Management

CO1	Understanding Productivity of organization
CO2	Customizing Sustainable Productivity Concept and engaging the Workforce to be motivated
CO3	Measure Productivity and Evaluate the Implementation
CO4	Develop concepts related to principles of productivity & work study
CO5	Apply engineering work measurement principles in analysing and measurement of work.

405D International Quality Management

CO1	Understand different meanings of the quality concept and its influence
CO2	Analyze , Describe, and use the several techniques and quality management tools
CO3	Understand regulation and phases of a quality system certification process
CO4	Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems
CO5	Implement six sigma approach for various industrial applications



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406D Case Studies in Production and operations Management

CO1	Identify case problems
CO2	Develop decision making ability of students
CO3	Assess the case situations from the viewpoint of case protagonist
CO4	Determine and analyze problems, develop solutions to various case situations

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E - Information Technology and Systems Management

404E ASP.NET

CO1	Estimate overview of information systems auditing
CO2	Interpret the process of information system audit.
CO3	Evaluate various functions of Information system audit
CO4	Classify information assets and handle security
CO5	Identify the information security controls in information system
CO6	Assess IT based disaster

406E Software Testing

CO1	Understand various software testing methods and strategies.
CO2	Understand a variety of software metrics and identify defects and manage those defects for improvement in the quality of given software.
CO3	Design test cases and test plans, review reports of testing for qualitative software
CO4	Identify and Use software testing methods

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F - Agro Business Management

404F Rural Development

CO1	Define the concept and approaches of Rural development (Remember)
CO2	Explain Rural Development Policies and Schemes (Understand)
CO3	Demonstrate through understanding Panchayati Raj system (Apply)
CO4	Understand Banking and finance in Rural Development (Understand, Evaluate)

406F Case Studies in Agro-Business Management

CO1	Define concept of Entrepreneurship and Project Management (Understand)
CO2	Choose the skill required for Project Identification, Project Implementation (Apply)
CO3	Analyze and evaluate Rural Development Project (Evaluate, Analyze)
CO4	Apply theoretical concepts in real life situations at the work place (Understand, Apply)

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CO1	Identify case problems
CO2	Develop decision making ability of students
CO3	Assess the case situations from the viewpoint of case protagonist
CO4	Determine and analyze problems, develop solutions to various case situations



G – Business Analytics

404G E Commerce Analytics

CO1	Demonstrate the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO2	Solve the unique problems in e-commerce, and transform data into better decisions and customer experiences
CO3	Formulate the right analytics driven strategy for ecommerce businesses

405G Machine Learning using Python

CO1	Understand the basics of Machine Learning & their types
CO2	Understand various learning models, methods and applications under supervised and unsupervised learning
CO3	Understand data preprocessing for Machine Learning
CO4	Solve real world problems through machine learning implementation leading to predictions
CO5	Use Python to carry out basic statistical modeling and analysis

406G Management Application of Business Analytics

CO1	Illustrate the use of various tools and frameworks to solve strategic marketing problems using marketing data
CO2	Use of various kinds of data for performing Retailing Analytics
CO3	Use of dashboards, pivot tables for data driven decision making in HR
CO4	Apply Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
CO5	Determine the right tools for addressing various issues in Supply Chain Analytics.
CO6	Application of Python for Financial Analytics

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H – Healthcare Management

404H Healthcare Ethics & Law

CO1	Understand ethical underpinnings of the law as it relates to medicine
CO2	Analyze Legal and ethical issues surrounding end and beginning of life decisions with maintenance of professional standards in the healthcare profession
CO3	Evaluate the role of policy in the formation of law as it relates to medicine
CO4	Apply the concepts of healthcare ethics & law with the help of Case Study

405H Health Insurance & Medical Tourism

CO1	Understand the essential technicalities related to Health Insurance
CO2	Apply Health Insurance concepts
CO3	Organize information on medical tourism destinations
CO4	Explain the significance of health care system & Familiarize legal aspects of medical tourism in India
CO5	Analyze scope and opportunities of medical tourism market
CO6	Illustrate the future scope and trends in medical tourism

406H Health Information Systems & Informatics

CO1	Describe the role of information technology and information systems in business
CO2	Understand of concepts and terminology related to information technology
CO3	Interpret how to use information technology to solve business problems
CO4	Articulate the fundamental principles of information systems, analysis and design
CO5	Identify various applications of Hospital Information System (HIS) and their functionality

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