



**Jayawant Shikshan Prasarak Mandal's  
JSPM Narhe Technical Campus  
Rajarshi Shahu School of Engineering and Research  
MBA Department  
Course Outcomes**



Course Name:- **Managing for Sustainability**

Course Code:- **401**

At the end of course, students will be able to-

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.

Demonstrate how general concepts of governance apply in a given situation

CO4:- or given circumstances

Course Name:- **Dissertation**

Course Code:- **402**

At the end of course, students will be able to-

To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to

CO1:- constitute a professional identity

To provide means to immerse students in actual supervised professional

CO2:- experiences

CO3:- To gain deeper understanding in specific areas.

Course Name:- **Services Marketing**

Course Code:- **(403 MKT)**

At the end of course, students will be able to-

CO1:- To emphasize the significance of services marketing in the global economy

To make the students understand the deeper aspects of successful services

CO2:- marketing

CO3:- To provide insights to the challenges and opportunities in services marketing

Course Name:- **Sales & Distribution Management**

Course Code:- **(404 MKT)**

At the end of course, students will be able to-

CO1:- To provide foundations in components of sales and distribution management

CO2:- To introduce various facets of the job of a sales manager

To focus on decision making aspects and implementation of decisions in sales

CO3:- and distribution management

Course Name:- **Retail Marketing**

Course Code:- **(405 MKT)**

At the end of course, students will be able to-

- 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.

Course Name:- **Rural Marketing**

Course Code:- **(406 MKT)**

At the end of course, students will be able to-

- CO1:- To understand rural aspects of marketing
- CO2:- To learn nuances of rural markets to design effective strategies
- CO3:- To enhance deeper understanding of rural consumer behavior

Course Name:- **Service Operations Management**

Course Code:- **(407 MKT)**

At the end of course, students will be able to-

- CO1:- To acquaint the students with the service operations strategy aspects.  
To provide students with the concepts and tools necessary to effectively manage
- CO2:- field service operations.  
To familiarize the students with the concepts of CRM and role of IT in managing
- CO3:- service operations

Course Name:- **International Marketing**

Course Code:- **(408 MKT)**

At the end of course, students will be able to-

- CO1:- To make the students understand the concept and technique of international  
marketing
- CO2:- To train the students to develop plans and marketing strategies for entering  
into the international market and managing overseas operations

Course Name:- **International Finance**

Course Code:- **(404 FIN)**

At the end of course, students will be able to-

- CO1:- To make students familiar with the operations in foreign exchange markets.
- CO2:- To sensitize students with complexities of managing finance of multinational firm  
To highlight the importance of the regulatory framework within which  
international
- CO3:- financial transactions can take place, with special reference to India

Course Name:- **Financial Risk Management**

Course Code:- **(407FIN)**

At the end of course, students will be able to-

- 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.

Course Name:- **Banking Operations - II**

Course Code:- **411(FIN)**

At the end of course, students will be able to-

- CO1:- To get acquainted with the changed role of Banking post 1991 Reforms  
To know the lending and borrowing rates along with the various mandatory reserves
- CO2:- reserves
- CO3:- To know the procedural compliances by bank's functionality

Course Name:- **Indirect Taxation**

Course Code:- **(403 FIN)**

At the end of course, students will be able to-

- 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.
- CO4:- To acquaint with online filling of various Forms & Returns.

Course Name:- **Commodity Markets**

Course Code:- **(412 FIN)**

At the end of course, students will be able to-

- To equip young managers with the knowledge of emerging commodities derivatives trading practices in India.
- CO1:- To explain the regulatory framework of these markets and domestic and international historical developments in commodities market.
- CO2:- To highlight the importance of hedgers, speculators and arbitragers.
- CO3:- To highlight the importance of Commodity indices as an investment class
- CO4:- To highlight the importance of Commodity indices as an investment class

Course Name:- **Financing Rural Development**

Course Code:- **(413 FIN)**

At the end of course, students will be able to-

- CO1:- To understand the need and importance of financing rural development.
- CO2:- To know the schemes floated by the Government of India and its scope.
- CO3:- To analyze the needs of rural businesses and its viability.

Course Name:- **Employment Relations**

Course Code:- **403HR**

At the end of course, students will be able to-

- 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

Course Name:- **Strategic Human Resource Management**

Course Code:- **404 HR**

At the end of course, students will be able to-

- 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

Course Name:- **Global HR (406HR)**

Course Code:- **406 HR**

At the end of course, students will be able to-

CO1:- To give exposure to the students to international HR

CO2:- To make students understand various initiatives in global HR

CO3:- To make students understand various issues in global HR

Course Name:- **Change Management (408HR)**

Course Code:- **408 HR**

At the end of course, students will be able to-

To make students understand meaning of change and need for organizational

CO1:- Change.

CO2:- To appraise students with the change management process

Course Name:- **Employee Reward Management (407HR)**

Course Code:- **407 HR**

At the end of course, students will be able to-

CO1:- To appraise students with reward management system practiced in organizations

CO2:- To make students understand the process of setting reward management system

To give students exposure to the reward management practices followed various

CO3:- organizations

Course Name:- **Competency Mapping (416HR)**

Course Code:- **416 HR**

At the end of course, students will be able to-

CO1:- Make the students understand concept and importance of competency mapping

CO2:- Give insight into the process and models of competency mapping