

**Course Outcome I Year (I Sem & II Sem)**

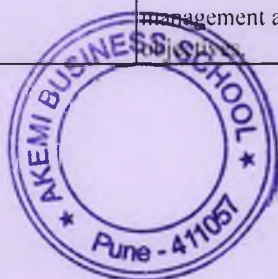
| Code | Course Name                              | Course Outcome   |
|------|--|--|
| 101  | Accounting For Business Decisions        | Apply the principles and practices of recording and reporting financial information.   |
|      |  | Apply managerial accounting concept. Define the financial and management performance.  |
|      |  | Demonstrate and understanding of Cost accounting methods to evaluate business performance.   |
|      |  | Apply Principles of Cost control and Overheads.  |
|      |  | Prepare & evaluate basic approaches of Budgeting and Compute Breakeven point.  |
|      |  | Understand the various features of Tally and Uses of Tally.  |
| 102  | Economic Analysis for Business Decisions | Understand the roles of managers in firms  |
|      |  | Understand the internal and external decisions to be made by managers.   |
|      |  | Analyse the demand and supply conditions and assess the position of a company.   |
|      |  | Remember the competitive strategies, including costing, pricing, product differentiation, and market environment according to the nature of products and the structure of the markets. |
|      |  | Compare real-world business problems with a systematic theoretical framework.  |
|      |  | Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.  |
| 103  | Legal Aspects of Business                | Identify the fundamental and legal principles behind Contractual agreements  |
|      |  | Understand how law allocates for the economic risks involved in commercial transactions.   |
|      |  | Analyse the concept of Negotiable Instrument act. To understand the meaning of Negotiable Instrument of Day to day Business transaction.   |
|      |  | Explain the legal nature and significance of limited liability and the price which those using a company as a business structure are required to pay for it.                           |
|      |  | Summarise about the existing law on consumer protection in India.  |
|      |  | To Introduce the Information technology act and cyber law in general.  |
| 104  | Business Research Methods                | Comprehend the objectives of research and the steps involved in research proposal.   |
|      |  | Demonstrate Research process and Design.   |
|      |  | Use different data collection methods and sampling design techniques in their own research.  |
|      |  | Analyse the collected and processed data with the help of statistical tools.   |
|      |  | Generalize and interpret the data and prepare a research report.   |
|      |  | Select data analysis and report writing for application of different statistical test.   |



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| 105 | Organizational Behaviour        | Understand the different fundamentals of Organisation Behaviour.   |
|     |                                 | Demonstrate situational managerial attitude and mannerisms.  |
|     |                                 | Apply effective interpersonal process to maintain a healthy work environment.  |
|     |                                 | Discuss leadership quality for better development of society.  |
|     |                                 | Analyse the impact of Organisation system and stress management.   |
|     |                                 | Implement the organisational change for development.   |
| 106 | Basics of Marketing             | Build marketing strategies based on (incorporating) the basic elements of the marketing mix.   |
|     |                                 | Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits.  |
|     |                                 | Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.                                  |
|     |                                 | Interpret the importance of Segmentation, Target Marketing & Positioning & how different situations in the competitive environment will affect decision making of marketers. |
|     |                                 | Determine strategies for developing new products and services that are consistent with evolving market needs.  |
| 109 | MS Excel and Advanced Excel Lab | Students will gain knowledge of using Excel in Business applications from basic to intermediate to advanced one.   |
|     |                                 | The students will be able to apply gained knowledge of Excel for different functions of Business   |
|     |                                 | Students will be acquainted about using Excel for decision making with different Data Management and Reporting Tools.  |
| 112 | Leadership Lab                  | Students learn planning, organizing, co-ordination functions of management.  |
|     |                                 | Contemporary management practices of different companies were learned by them.   |
|     |                                 | Different challenges of manager and problem solving methods.   |
|     |                                 | New ideas help them to manage the business effectively or adjust themselves in corporate life.   |
| 113 | Personality Development Lab     | Improved self-esteem, confidence and positive attitude towards society.  |
|     |                                 | Goal setting and soft skills improvement   |
|     |                                 | Target setting and achieving the given targets   |



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| 114 | Foreign Language Lab      | Students will gain knowledge of using foreign language in Business applications from basic to intermediate to advanced one.   |
|     |                           | The students will be able to apply gained knowledge of Language for different functions of Business   |
|     |                           | Students will be acquainted about to understand the international business and identify the career in International Business.   |
| 201 | Marketing Management      | Understand the various features of costing in business and differentiate between marginal and Absorption costing. Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria. |
|     |                           | Ability to analyse marketing problems and solutions based on critical examination of marketing information.   |
|     |                           | Determine strategies for developing new products and services that are consistent with evolving market needs.   |
|     |                           | Evaluate the viability of marketing a product or service in an international market or markets  |
|     |                           | Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.  |
|     |                           | Identify the techniques for controlling and evaluating the market plans.  |
| 202 | Financial Management      | Understand various concepts of financial management which are needed in business scenario.  |
|     |                           | Estimate the cash flow from investment project calculates discount rate and make recommendation to accept or reject the project.  |
|     |                           | Compare & calculate different types of ratios to find feasibility of business.  |
|     |                           | Demonstrate ability of financial management and forecast, ensuring competitiveness of a company and increasing its added value in the changing environment of global economy.   |
|     |                           | Analyse the importance of risk within the context of financial decision making.   |
| 203 | Human Resource Management | To study the important role of HRM in Organizational Set up.  |
|     |                           | Understand various ways by which they can gain competitive advantage through Human Resources management.  |
|     |                           | Identify training and development needs of employee in an organization.   |
|     |                           | Designing HRM system for the benefit of employees & Organization.   |
|     |                           | Analyse the difference between human resource management and also its linkage with organizational   |




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| 204 | Decision Science  | Understand the process of decision problem formulation.  |
|     |   | Apply analytical tools for linear programming which will help them in decision making.   |
|     |   | Analyse the collected and processed data with the help of statistical tools.   |
|     |   | Overview the process of developing and using a quantitative techniques in decision making and planning                               |
|     |   | Determine the various applications of quantitative techniques in Managerial setting to analyse & take corrective action accordingly. |
| 205 | Operations and Supply Chain Management                  | Understand the Strategic importance of SCM and operation management.   |
|     |   | Demonstrate awareness and an appreciation of operations and supply management to the sustainability of an enterprise.                |
|     |   | Identify the roles and functions of production planning and control.   |
|     |   | Understanding the principles of inventory control management.  |
|     |   | Analyse logistics and purchasing concepts to improve supply chain operations   |
| 206 | Management Information Systems                          | Understand new concepts of IT & its impact on business   |
|     |   | Understanding of making effective decisions through Technology and MIS.  |
|     |   | Determine Decision support system with the help of business analytical and intelligence.   |
|     |   | Identify the management issue in MIS.  |
|     |   | Understand the use of IT efficiently to gain competitive advantage in business.  |
| 207 | Emotional Intelligence and Managerial Effectiveness Lab | Developed on the self awareness and self management of personal emotions   |
|     |   | Ability to Relate emotional intelligence to workplace situations.  |
|     |   | Implement these concepts and techniques in the workplace.  |
| 210 | Life Skills Lab   | Will be able to understand the analytical, information, social and learning.   |
|     |   | Will get oriented towards various types of coping the strategies of Business or corporate.   |
|     |   | Types of study skills. Methods of life skill to improve the skill for career perspective.  |
| 214 | Foreign Language Lab-II                                 | Students will gain knowledge of using foreign language lab in Business applications from basic to intermediate to advanced one.      |
|     |   | The students will be able to apply gained knowledge of Language for different functions of Business                                  |
|     |   | Students will be acquainted about to understande the international business and identify the career in International Business.       |



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| 215 | Industry Analysis - Desk Research | Will be able to understand the Corporate Governance Initiatives. Initiatives towards social inclusion. Initiatives towards environment conservation |
|     |                                   | Key National and Global issues affecting the industry.  |
|     |                                   | Able to do ratio analysis of financial data for last 3 years for top 5 and bottom 5 companies in the industry.                                      |

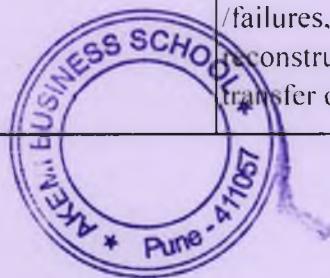
  
**IQAC Coordinator**  
**Akemi Business School**  
**Marunji Pune - 411057**



  
**Director**  
**Akemi Business School**  
**Marunji Pune - 411057**

### Course Outcome II Year (III Sem)

| Code | Subject Name                       | Course Outcome  |
|------|------------------------------------|---|
| 301  | Strategic Management               | Formulate a strategic plan that operationalizes the goals and objectives of the firm.   |
|      |                                    | Understand the opportunities from strategic intent & formulation for improvement of current best practices across industries.   |
|      |                                    | Recognize and understand the importance of making and implementing socially responsible discussion.   |
|      |                                    | Analyse the various perspective of Strategic management to gain competitive advantage in business scenario.   |
|      |                                    | Understand business analysis tasks necessary to compute a business analysis effort.   |
| 302  | Enterprise Performance Management  | Describe the current performance measurement trends and their suitability for organisations   |
|      |                                    | Analyse the link between organisational structure, planning and control systems.  |
|      |                                    | Inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing.  |
|      |                                    | Develop the knowledge of the concept of auditing and its applicability as performance management tool.  |
|      |                                    | Explain the role of performance measurement and control systems play in planning and controlling organisational activities.   |
| 303  | Startup and New Venture Management | Develop a spirit of entrepreneurship by inculcating Entrepreneurial Competencies, Traits/Qualities & Factor Affecting Entrepreneurial Growth  |
|      |                                    | Identify market entry strategies for the new product and also creation & protection of intellectual property.   |
|      |                                    | Understand the competences needed to be an entrepreneur.  |
|      |                                    | Describe the legal aspects and liabilities applicable under factories act, shop act, environment protection act & sale of goods act.  |
|      |                                    | Compare the key variables of explaining success /failures, industrial sickness, industrial reconstruction, technology obsolescence, technology transfer of successful / unsuccessful entrepreneurs. |



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| 304    | Summer Internship Project           | To provide means to immerse students in actual supervised professional experiences.   |
|        |                                     | To give an insight into the working of the real organizations.  |
|        |                                     | To gain deeper understanding in specific functional areas.  |
|        |                                     | To appreciate the linkages among different functions and departments.   |
|        |                                     | To develop perspective about business organizations in their totality.  |
|        |                                     | To help the students in exploring career opportunities in their areas of interest.  |
|        |                                     | To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective. |
| 335MKT | Contemporary Marketing Research     | To design and produce, evaluate a research proposal & understand the quality of research studies.                                   |
|        |                                     | To learn the basic skills to conduct professional marketing research.   |
|        |                                     | To understand the applications of business research tools in Marketing decision making  |
|        |                                     | To highlight the importance of understanding consumer behaviour in Marketing.   |
| 336MKT | Consumer Behaviour                  | To study the environmental and individual influences on consumers   |
|        |                                     | To understand consumer behaviour in Indian context.   |
|        |                                     | To provide an overview of the range of tools available for Marketing Communications   |
| 337MKT | Integrated Marketing Communications | To provide an understanding of the basic principles of planning and execution in Marketing Communications                           |
|        |                                     | To acquaint the with concepts and techniques in the application for developing, designing an effective advertising, promotion       |
|        |                                     | To sensitize students to the various facets of advertising, public relation and promotion management.                               |
|        |                                     | To develop a managerial perspective and an informed decision-making ability for effectivetackling of promotional situations.        |
|        |                                     | To make the students appreciate the various facets of the job of a product manager.   |



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| 340MKT  | Personal Selling Lab                           | To highlight the selling of product in organizational and functional context.  |
|         |  | To emphasize the financial and other metrics of effective personal selling lab   |
|         |  | To introduce different approaches to measuring brand equity.   |
| 339MKT  | Strategic Brand Management                     | To provide conceptual framework for managing brands strategically.   |
|         |  | To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands.                                     |
|         |  | To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity.                           |
|         |  | To familiarize students with the terms, concepts, and nature of Business-to-Business Marketing.  |
| 342MKT  | Customer Relationship Management               | To expose the students to the industrial marketing functions of firms.   |
|         |  | The course introduces to the participants the specifics of marketing mix for customer relationship management                                  |
| 305 FIN | Direct Taxation                                | To Calculate Gross Total Income and Tax Liability of an Individual.  |
|         |  | To acquaint with online filling of various forms and Returns.  |
|         |  | To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.  |
| 306 FIN | Financial Systems of India, Markets & Services | To acquaint students with various techniques used for Strategic Cost Management  |
| 341 FIN | Equity Research, Credit Analysis and Appraisal | To develop an understanding of the adoption of various techniques of SCM for obtaining sustainable competitive advantage                       |
|         |  | To make the student familiar with the integration of various techniques in decision making   |
|         |  | To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management                         |
| 339FIN  | Corporate Finance                              | To highlight the importance of various decision making areas of financial management   |
|         |  | To know the concept of Financial Restructuring in Companies. To get acquainted with factors leading to financial distress of the organization. |





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| 338FIN  | Corporate and International Financial Reporting     | To understand alternative sources of capital and planning of the same.  |
|         |   | To know the significance of the Corporate Governance in the overall functionality of the organization.                  |
|         |   | To understand the basics of international financial sector  |
| 313FIN  | Banking Operations – I                              | To get acquainted with the functionality of the Banks.  |
|         |   | To know the meaning and use of commonly used technologies in Banking.   |
|         |   | To make the students understand rationale behind labour laws  |
| 305HR   | Labour & Social Security Laws                       | To equip students with important provisions of various labour laws  |
|         |   | To give students insight into the implementation of labour laws   |
|         |   | To orient the students with the concepts related to human resource accounting & compensation management.                |
| 306 HR  | Human Resource Accounting & Compensation Management | To facilitate learning related to human resource accounting & compensation management for employees.                    |
|         |   | To learn the basic concepts of safety management  |
| 337HR   | Employee Health, Safety and Welfare                 | To study the various provisions of employee health and safety.  |
|         |   | To learn fundamental principles of HRIS .   |
| 344HR   | Lab in Recruitment and Selection                    | Developing specific Recruitment and selection policy for skills competencies needed by professionals                    |
|         |   | To create an awareness of fundamental principles, significance and implementation of recruitment and selection process. |
| 346HR   | Lab in Training                                     | To use new concepts of training methods for process of continuous improvement and learning.                             |
|         |   | Apply general ethical principles to particular cases or practices in business.  |
| 305 OPE | Planning & Control of Operations                    | To give an overview of Planning & Control of Operations   |
|         |   | Various aspects of CRP, DRP and MRP can help to understand various operations.  |
| 306 OPE | Inventory Management                                | Students will understand the role of MPS in production planning.  |
|         |   | Various aspects of CRP, DRP and MRP can help to understand various operations.  |
| 338 OPE | Maintenance Management                              | Importance of maintenance to avoid any shortfalls on shop floor.  |
|         |   | Maintenance management process and their application for manufacturing sector.  |

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| 340 OPE | Manufacturing Resource Planing          | Students can get overall idea of role played by IE department in a manufacturing plant.           |
|         |   | Unnecessary movements can also be one kind of muda and it can be avoided.                         |
| 342 OPE | Six Sigma                               | Significance of Six Sigma in QMS.   |
|         |   | DMAIC steps and their application on shop floor.  |
| 305 SCM | Essentials of Supply Chain Management   | Importance of Pull production to avoid all kind of wastes.  |
|         |   | Significant role of JIT in inventory control.   |
| 306 SCM | Logistics Management                    | Students will understand supply chain linkages.   |
|         |   | Students will undersatnd importance of SCM in an organisation.                                    |
|         |   | Students will get acquainted with supply chain flows.   |
| 317 SCM | Managing Material Flow in Supply Chains | Understanding of network deign in SCM.  |
|         |   | Various SC flows like Material, Cash and Information can be understood by students.               |
| 338SCM  | Inventory Management                    | To understand the relationship betweeninventory management and other functional areas.            |
|         |   | To understand and provide insights into inventory management with customer value.                 |
| 341 SCM | Supply chain planning                   | Role of Purchase department in a manufacturing palnt.   |
|         |   | Significance of Purchase and its impact on production.  |
| 342 SCM | Supply Chain Coordination               | It will help students to understand the coordination of supply chain.                             |
|         |   | To understand the benefits of supply chain coordination by various parties managing supply chain. |



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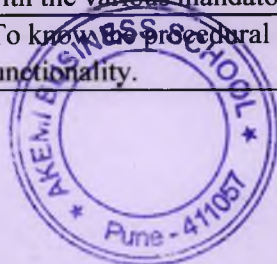

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**Course Outcome II Year (IV Sem)**

| Code   | Subject Name                    | Course Outcome  |
|--------|---------------------------------|---|
| 401    | Managing for Sustainability     | Apply logical, critical and creative thinking to analyse, synthesise and apply theoretical knowledge, and technical skills, to formulate evidence based solutions to industry problems or issues. |
|        |                                 | Determine and apply knowledge of complex construction management theory to your professional practice and/or further study.   |
|        |                                 | Identify and analyses, within the context of economic sustainability, issues within a corporation that relate to its natural environmental and social sustainability.                             |
|        |                                 | Apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these, using the concepts, logic and rhetorical conventions of business ethics.     |
|        |                                 | Identify key organizational tools, policies, systems, and laws that apply to managing ethical conduct specifically in the business environment.   |
| 402    | Dissertation                    | To provide means to immerse students in actual supervised professional experiences  |
|        |                                 | To gain deeper understanding in specific areas.   |
|        |                                 | To emphasize the significance of services marketing in the global economy   |
| 403MKT | Services Marketing              | To make the students understand the deeper aspects of successful services marketing   |
|        |                                 | To provide insights to the challenges and opportunities in services marketing.  |
|        |                                 | To provide foundations in components of sales and distribution management.  |
| 404MKT | Sales & Distribution Management | To introduce various facets of the job of a sales manager.  |
|        |                                 | To focus on decision making aspects and implementation of decisions in sales and distribution management.   |
|        |                                 | To provide insights into all functional areas of retailing.   |
| 405MKT | Retail Marketing                | To give an account of essential principles of retailing   |
|        |                                 | To give a perspective of the Indian retailing scenario.   |
|        |                                 | To understand rural aspects of marketing  |
|        |                                 | To learn nuances of rural markets to design effective strategies  |



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| 420MKT  | International Marketing                                | To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.                                      |
|         |  | To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment.  |
| 421MKT  | Marketing Strategy                                     | To understand and apply the STP of marketing (segmentation, targeting, positioning).   |
|         |  | To understand and appreciate the concept of marketing.   |
|         |  | To understand procedural part of Marketing strategy.   |
| 424MKT  | Marketing to Emerging Market and Bottom of the Pyramid | To enhance the deeper understanding of Marketing Emerging Market.  |
|         |  | This concept presented the possibility of there being a 'fortune' to make at the Bottom of the Pyramid (BoP) market that was an opportunity for both businesses and consumers. |
| 403 FIN | Indirect Taxation                                      | To acquaint with online filling of various Forms & Returns.  |
|         |  | To understand the basic concepts in various Indirect Tax Acts.   |
|         |  | To make students familiar with the operations in foreign exchange markets.   |
| 404 FIN | International Finance                                  | To sensitize students with complexities of managing finance of multinational firm.   |
|         |  | To highlight the importance of the regulatory framework of international financial transactions w.r.t to India.  |
|         |  | To provide an alternative framework for understanding financial market behaviour.  |
| 417FIN  | Financial Risk Management                              | To demonstrate how cognitive biases and heuristics influence investment behaviour and determine asset prices.  |
|         |  | To highlight the basic theories and strategies that makes us aware of behavioral finance and investing.  |
|         |  | To understand how to do the trading of financial assets online.  |
| 419 FIN | Commodity Markets                                      | To know practically the prerequisites of trading.  |
|         |  | To analyze the securities using the commodity markets reports available online.  |
| 409 FIN | Banking Operations – II                                | 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.   |
|         |  | To know the procedural compliances by bank's functionality.  |



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| 410 FIN | Wealth and Portfolio Management     | To understand the concept of Wealth Management.   |
|         |                                     | To understand the concept of Portfolio Management.  |
|         |                                     | To understand various tools and methods of evaluating the portfolio   |
| 403HR   | Employment Relations                | Give students insight into the IR scenario in India.  |
|         |                                     | Make students understand important laws governing IR.   |
|         |                                     | Create understanding about role of Government, society and trade union in Employment relations.   |
| 404HR   | Strategic Human Resource Management | To make students understand HR implications of organizational strategies.   |
|         |                                     | Understand the various terms used to define strategy & its process  |
|         |                                     | Understand HR strategies in Indian & Global perspective.  |
| 405HR   | Organizational Design & Development | To develop an understanding of the nature, functioning and design of organization.  |
|         |                                     | To understand the theory and practice relating to the processes of organization development and change.   |
|         |                                     | Develop insight, competence in diagnostic & intervention processes & skills for initiating organizational processes & change in organizations.  |
| 408HR   | Emerging Trends in HR               | To make students understand meaning of change and need for organizational Change.   |
|         |                                     | To appraise students with the change management process   |
| 419HR   | Conflict & Negotiation Management   | To develop an understanding of the nature and strategies of negotiation.  |
|         |                                     | To understand conflict and strategies to resolve the conflict   |
| 420HR   | LAB in Legal Compliances            | Introduction of Legal Compliance: Aims & Objectives, Importance of Legal compliances  |
|         |                                     | Legal Compliances initiatives: Adopted by organization in Indian Context as well as Global context  |
|         |                                     | Desk Research/ Field Study: Faculty to divide students in a group of 6 each. Groups will visit various industries in nearby area, understand various compliance activities initiated by organisation. |




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| 403OPE  | Operations Strategy and Research                         | Students will understand the importance of Operations Strategy in business.  |
| 404 OPE | Total Quality Management                                 | It will help students to take decisions in expansion of present plant, build new plant or sub-contract.                                |
|         |  | Students will understand QC Tools and problem solving methods to enhance product and service quality.                                  |
|         |  | Application of Statistical Quality Control charts and its effectiveness in managing process quality can be understood.                 |
| 405 OPE | Quality Management Standards                             | Students will understand core tools and TS 16949.  |
|         |  | Students will understand process and documentation in Quality Management department of an organisation.                                |
| 406 OPE | World Class Manufacturing                                | Students will be able to understand the role of Indian supplier in World Class Manufacturing.  |
|         |  | Able to understand importance of JIT and TPS in manufacturing.   |
| 419 OPE | 419OPE - Financial Perspectives in Operations Management | Students will get basic idea about operation management in terms of Financial Perspective.   |
|         |  | Material flow can be easily managed with the help of finance in operational management .   |
| 422 OPE | Challenges and Opportunities in Operations Management    | Students will understand various challenges and opportunities in operations.   |
|         |  | It will help students to understand and apply operationmanagement system in an organisation to enhance an operational efficiency tool. |



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| 403 SCM | Strategic Supply Chain Management                  | Students will be able to develop a sound Procedure for Purchasing.  |
|         |  | Students got acquainted with supply chain management strategies of Automobile companies.  |
| 404 SCM | Knowledge Management in Supply Chains              | Students got an idea about correlation of Supply Chain Management strategies and knowledge management in supply chain.  |
|         |  | Students understood role of ERP in supply chain knowledge management.   |
| 407 SCM | Purchasing & Supplier Relationship Management - II | Students understood role of suppliers in managing supply chain.   |
|         |  | Students got acquainted with fundamentals of Purchasing.  |
| 408 SCM | Supply Chain Risk Management                       | Students understood the principles of supply chain risk management.   |
|         |  | Students understood importance of all parties involved in Supply Chain.   |
| 410 SCM | Project Management                                 | Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and change management. |
|         |  | Students will identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials.   |
|         |  | Students will be able to develop a project scope while considering factors such as customer requirements and internal/external goals.   |
| 412 SCM | Global Logistics                                   | Students understood global dimensions of logistics.   |
|         |  | Students got acquainted with world class supply management.   |

  
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