

Akemi Education Society's
AKEMI BUSINESS SCHOOL

MBA Program Outcome

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

Program Specific Outcome

Sr. No.	Specialization	Objectives	Learning Outcome
1	Human Resource Management	1. To equip the students with requisite Knowledge Skill & right attitude required to work effectively as HR in today's Global Environment.	1. Student will be able to combine the theory & practice of human Resource Management with an interpersonal/ cross-cultural understanding of the diverse global environment.
		2. To develop Entrepreneurial approach & skills.	2. Prepares students for meaningful & productive careers & true professionals.
		3. To develop competent & empowered professionals with strong ethical values to perform effectively in dynamic socio-economic & business ecosystem.	3. The students will be able to utilize practical and theoretical knowledge
2	Marketing Management	1. To impart the knowledge and skills required to plan, and manage marketing function.	1. Evaluate complex qualitative and quantitative data to support strategic Marketing decisions.
		2. To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.	2. To have confidence in developing contemporary approach to marketing through new technology and business model.
		3. To develop comprehensive B2B and B2C marketing plans based on sound customer and competitive research, and that reflect an organization's domestic and international strategic vision.	3. Apply problem solving and decision making frameworks that propose defensible solutions to organizational opportunities, challenges, change and risk.
3	Financial Management	1. To enhance finance domain knowledge of the students.	1. The students get acquainted with the basic concepts of the financial domain knowledge.
		2. To keep the students updated about the concerns in the Finance Industry.	2. The students get enriched about the current market updates and investment avenues, along with the major happenings in the financial sector.
		3. To enhance the employability of the students by developing their skills.	3. The students get acquainted the various financial tools and techniques by getting hands on experience for the same.

4	Operations Management	1. To develop an understanding of the strategic importance of Operations and SCM and how it can provide a competitive advantage in the marketplace.	1. The students can apply various QC tools in the area of Quality Assurance and Quality Control area to enhance the Product and Service Quality.
		2. To understand the relationship between Operations and SCM and other business functions, such as Marketing, Finance, Accounting and Human Resources.	2. Students can use various Productivity improvement techniques like Time Study and Motion Study can help reduction in various types of wastes.
		3. To develop knowledge of the issues related to designing and managing Operations and SCM and the techniques to do so.	3. Students can prepare MPS, MRP and CRP with the help of MS-Excel
5	Business Analytics	1. To study fundamentals, concepts, applications of Business Analytics and Business Intelligence.	1. The students will learn importance of business analytics and business intelligence in all business functions and business sectors
		2. To study with hand-on exercises different tools used for creating dashboards and analytical reports	2. Students will learn to different analytical tools viz. Tableau, Python, R Programming to create and develop Analytical reports, dashboards etc.
		3. To develop analytical approach and enhance the analytical skills to apply Business Analytics for fact- based decision making to improve business performance	3. Students analytical skills will be developed to study, understand and analyse different business scenarios
			4. It will a value addition to decision making power of the students for better business performance.
6	IBM(Minor)	1. To make students aware of the competitive issues facing nations, companies, and individuals in a global economy.	1. Students can competitive issues which are faced by Nations and companies in the emerging global economy.
		2. To make the student aware about importance, concept and tools of Foreign Exchange Management.	2. Students get familiar with different concepts foreign exchange management and its importance in the international business management.
		3. To emphasize the need for cultural adaptation in relationship development and negotiations.	3. It will help to understand cultural differentiation and the importance of adaptation of the culture in the development business relations.
7	Rural and Agribusiness Management (Minor)	1. Understand the fundamentals of management with reference to agribusiness.	1. EXPLAIN the key terms in The place of agriculture in the national economy/ the present position of Indian Agriculture with an advanced management perspective.
		2. Enable students to gain knowledge on agricultural marketing, challenges and prospects for improving agricultural marketing system.	2. Study the managerial functions and its applications with reference to agribusiness.

Course Outcome SEM I

(2019 Pattern)

Course Code	Name of the Course	Objectives	Course Outcome
101	Managerial Accounting	1. To understand the basic concepts of financial accounting, cost accounting and management accounting.	1. DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing.
		2. To know the various tools in accounting and cost accounting that facilitate decision making.	2. EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
		3. To develop analytical abilities to face the business situations.	3. PERFORM all the necessary calculations through the relevant numerical, problems.
			4. ANALYSE the situation and decide the key financial as well as non-financial, elements involved in the situation.
			5. EVALUATE the financial impact of the decision.
102	Organizational Behaviour	1. To gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective.	1. DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behaviour.
		2. To obtain frameworks and tools to effectively analyse & approach various Organizational situations.	2. EXPLAIN the implications of organizational behaviour from the perspectives of employees, managers, leaders and the organization.
		3. To reflect upon your own beliefs, assumptions, and behaviours with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.	3. MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behaviour in specific organizational settings.
			4. DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large leadership behaviour in order to achieve organizational goals.
			5. FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
			6. ELABORATE UPON the challenges in shaping organizational behaviour, organizational culture and organizational change.

103	Economic analysis for business decision	1. 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.	1. DEFINE the key terms in micro-economics.
		2. 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.	2. EXPLAIN the key terms in micro-economics, from a managerial perspective.
			3. IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
			4. EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycle
			5. DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
			6. ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.
104	Business Research Methods	1. To understand the concept and process of business research in business environment.	1. DEFINE various concepts & terms associated with scientific business research.
		2. To know the use of tools and techniques for exploratory, conclusive and causal research.	2. EXPLAIN the terms and concepts used in all aspects of scientific business research.
		3. To understand the concept of measurement in empirical systems.	3. MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
		4. To use statistical techniques for analysis of research data.	4. EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision
			5. EVALUATING JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given situation
105	Basics of Marketing	1. To introduce marketing as a business function and a philosophy	1. RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
		2. To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing	2. DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of

		approaches for services, goods, and for household consumers, organizational buyers.	sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
		3. To emphasize importance of understanding external environment in marketing decision making	3. APPLY marketing principles and theories to the demands of marketing function & practice in contemporary real world scenarios.
			4. EXAMINE and LIST marketing issues pertaining to segmentation, targeting & positioning, marketing environmental forces, consumer buying behaviour, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services)
			5. EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behaviour, marketing mix and Product Life Cycle with real world examples.
			6. DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behaviour, marketing mix and Product Life Cycle in the context of real world marketing offering
106	Digital Business	1. To study concepts and its framework viz. e-commerce, m-commerce and social commerce	1. DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
		2. To study the technologies & related aspects and understand the impact of information, mobile, IoT etc. on society, markets & commerce	2. SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
		3. To learn Digital Business, its eco system and its competitive advantage	3. ILLUSTRATE value creation & competitive advantage in a digital Business environment.
		4. To study the transformation in business and its functions due to digitalization	4. EXAMINE the changing role of intermediaries, changing nature of supply chain & payment systems in the online & offline world.
		5. To explore different digital business models	5. ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
		6. To learn emerging trends of Digital Business	6. DISCUSS the various applications of Digital Business in the present day world.
107	Management Fundamentals	1. To explain the various concepts of management	1. ENUMERATE various managerial competencies and approaches to management.
		2. To make the students understand the contemporary management practice	2. EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
		3. To highlight professional challenges that managers face in various organization	3. MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.

		4. To enable the students to appreciate the emerging ideas and practices in the field of management.	4. COMPARE and CONTRAST various organizational structures of variety of business
			5. BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and evaluate and explain the same
			6. CREATING FORMULATE and DISCUSS a basic controlling model in a real life business, start-up & not-for-profit organizational context.
109	Entrepreneurship Development	1. The course gives an opportunity to learn basic concepts of enterprise building and equip the students with the skills and competency to create a successful enterprise.	1. DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
		2. It also emphasizes the role and importance of business opportunities identification and assessment – business planning process and funding issues	2. DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
			3. APPLY the theories of entrepreneurship and entrepreneurship development framework to analyse and identify entrepreneurial opportunities.
			4. ANALYSING DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up.
			5. EVALUATE the start-up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
			6. CREATE a business plan that captures entrepreneurs and variety of business.
111	Legal Aspects of Business	1. To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders.	1. DESCRIBE the key terms involved in each Act.
		2. To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.	2. SUMMARIZE the key legal provisions of each Act.
			3. ILLUSTRATE the use of the Acts in common business situations.
			4. OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
			5. DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations

113	Verbal Communication Lab	1. Creating awareness, imparting knowledge.	1. RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
		2. Projecting an image, shaping attitudes.	2. UNDERSTANDING EXPRESS themselves effectively in routine and special real world business interactions.
		3. Stimulating a want or desire, and/or effecting a sale.	3. DEMONSTRATE appropriate use of body language.
			4. ANALYSING TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
			5. EVALUATING APPRAISE the pros and cons of sample recorded verbal communications in a business context.
			6. CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.
116	MS Excel and Advanced Excel Lab	1. To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications	1. REMEMBERING SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
		2. To provide students hands on experience on MS Excel Utilities	2. SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
		3. To gain proficiency in creating solutions for Data Management and Reporting	3. APPLYING USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
			4. ANALYSING ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
			5. EVALUATING DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
			6. CREATE standard Excel Templates for routine business data management and analysis activities.
119	Foreign Language Lab -I	1. To have sufficient understanding about the foreign language	1. RECALL and SPELL simple words in the foreign language
		2. Shall be able to speak and communicate in foreign language	2. TRANSLATE simple sentences from English to the foreign language and viceversa.
		3. Use the language for business	3. CONSTRUCT a dialogue, in the foreign language, for basic human interactions in a social context.
			4. TAKE PART IN an interaction in a non-business setting using the foreign language
			5. INTERPRET a short write up written in the foreign language

Course Outcome SEM II (2019 Pattern)

Course Code	Name of the Course	Objectives	Course Outcome
201	Marketing Management	1. To emphasize the need, importance and process of Marketing Planning and Control.	1. DESCRIBE the key 1.terms associated with the 4 Ps of marketing.
		2. To introduce the concept of Marketing Mix as a framework for Marketing Decision making	2. COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
		3. To sensitize the students to the dynamic nature of Marketing Function.	3. DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
		4. To understand various concepts related to financial management.	4. EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			5. EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			6. DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
202	Financial Management	1. To study in detail, various tools and techniques in the area of finance.	1. DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting
		2. To understand the role of HRM in an organization	2. EXPLAIN in detail all theoretical concepts throughout the syllabus
		3. To develop the analytical skills this would facilitate the decision making in Business situations	3. PERFORM all the required calculations through relevant numerical problems.
			4. ANALYZE the situation and comment on financial position of the firm, estimate working capital required, decide ideal capital structure
			5. EVALUATE impact of business decisions on Financial Statements, Working, Capital, Capital Structure & Capital Budgeting of the firm

203	Human Resource Management	1. To understand the role of HRM in an organization	1. DESCRIBE the role of Human Resource Function in an Organization.
		2. To learn to gain competitive advantage through people	2. ENUMERATE the emerging trends and practices in HRM.
		3. To learn to study and design HRM system	3. ILLUSTRATE the different methods of HR Acquisition & retention.
		4. To understand Job roles	4. DEMONSTRATE the use of different appraisal and training methods in an Organization.
			5. OUTLINE the compensation strategies of an organization
			6. INTERPRET the sample job descriptions and job specifications for contemporary business
204	Operations Supply Chain Management	1. To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace.	1. DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
		2. To understand the relationship between Operations and SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources.	2. EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
		3. To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.	3. DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
			4. CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
			5. OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
			6. ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.
207	Contemporary Frameworks in Management	1. To make students aware about contemporary frameworks in management	2. DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
			3. DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
			4. APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.

			5. EXAMINE the fundamental causes of organizational politics and team failure.
			6. EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.
209	Start Up and New Venture Management	1. To instill a spirit of entrepreneurship among the student participants.	1. DESCRIBE the strategic decisions involved in establishing a start-up.
		2. To provide an of the competences needed to become an entrepreneur	2. EXPLAIN the decision making matrix of entrepreneur in establishing a start-up.
			3. IDENTIFY the issues in developing a team to establish and grow a start-up
			4. FORMULATE a go to market strategy for a start-up.
			5. DESIGN a workable funding model for a proposed start-up.
			6. DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders
210	Qualitative Research Methods	1. To develop an understanding of research through qualitative study.	1. ENUMERATE the key terms associated with Qualitative research approach.
		2. To understand & develop Research design in qualitative study according to the real business world.	2. COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
			3. CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
			4. ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
			5. EVALUATE the quality of Qualitative Research work
			6. COMBINE Qualitative and Quantitative research approaches in a real world research project.
217	Foreign Language -II	1. To learn foreign language translation	1. LISTEN to simple audio-visual recordings in the foreign language.
		2. To understand how various modes of communication can be used for business in foreign language	2. TRANSLATE simple letters from English to the foreign language and vice-versa.
			3. CONSTRUCT a business email, in the foreign language.
			4. TAKE PART IN an interaction in a business setting using the foreign language.
			5. COMPOSE a covering letter and resume in the foreign language.

205 MKT	Marketing Research	1. To study various types of research design, data sources, data collection instruments, sampling methods and analytical tools	1. Analyse quantitative data and draw appropriate Inferences to address a real life marketing issue.
		2. To understand the ethical framework that market research	2. Design a market research proposal for a real life marketing research problem and evaluate a market research proposal
			3. Plan and undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
206 MKT	Consumer Behaviour	1. To orient students to establish the relevance of consumer behaviour theories and concepts to marketing decisions	1. ENUMERATE social and psychological factors and their influence his/her behaviour as a consumer.
		2. To study the environmental and individual influences on consumers	2. EXPLAIN fundamental concepts associated with consumer and organizational buying behaviour.
			3. APPLY consumer behaviour concepts to real world strategic marketing management decision making.
			4. ANALYSE the dynamics of human behaviour and the basic factors that influence the consumer's decision process.
			5. EXPLAIN the consumer and organizational buying behaviour process
217 MKT	Integrated Marketing Communications	1. Enhance personal and professional skill sets to capture developments in the integrated marketing communications profession through the development and implementation of ongoing strategies and plans.	1. REMEMBERING DESCRIBE the IMC mix and the IMC planning process.
			2. UNDERSTANDING EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
		2. To expose the students to the industrial marketing functions of firms.	3. APPLYING CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
			4. ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
			5. DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.
			6. DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands

220 MKT	Digital Marketing -I	1. To study various concepts related to Digital Marketing	1. Make use of Facebook, Google Ad words, YouTube and Email for carrying out digital marketing of real life products
		2. To study the role of Facebook, Google Ad words, YouTube and Email in digital marketing	2. Design digital media campaign using appropriate mix of Facebook, Google Ad words, YouTube and Email
205 HR	Competency Based Human Resource	1. To expose the students to various concepts, perspectives and models of competency based Human Resource Management	1. Analyze competencies required for present & potential future job roles and various levels and across variety of organization.
		2. To enable students to design and implement a competency system in an organization	2. Develop a customized competency model in accordance with the corporate requirement
206 HR Employee	Employee Relations & Labour Legislation	1. To familiarize students with significance of Employee Relations and different provisions of Labour laws	1. Students get acquainted with importance of employee relations and general provisions of different Labour Laws.
		2. To make acquainted to the students with an implementation of Labour Laws in the Industry.	2. Ability to handle employee relations in better manner, With the acquaintance of general labour law issues and the basic provisions of labour laws, student's capacity to manage business effectively improved
217 HR	Labour Welfare	1. To make the student aware about the Scope, importance, Welfare Measures and Industrial Safety.	1. The students get acquainted with the basic concepts of the Labour welfare domain knowledge and understand concept of labour and welfare facilities for workers.
		2. To emphasize on the labour welfare is to improve the social life as well as work life of the work force	2. It will help to understand Welfare Funds – Education & Training Schemes as well as Child Labour concept.
221 HR	HR Analytics	1. To orient the students to key concepts related to HR analytics and linkage between HR analytics and Business Analytics	1. Ability to effectively interpret HR data and present the result of analysis to employees, managers and executives.
		2. To understand the students how HR Metrics and Workforce Analytics are used to link HR objectives to strategic business activities.	2. The students will be able to use HR data to make key decisions regarding employees & work environment.
205 FIN	Financial Markets and Banking Operations	1. To understand the components and structure of the Indian Financial System	1. Develop linkage and analyse the happenings in the current financial markets
		2. To understand the concepts and the working of the financial markets	2. Develop competencies essential for a finance professional
		3. To understand the various banking and accounting transactions	

206 FIN	Personal Financial Planning	1. To understand the various aspects of financial planning	1. Analyse the financial planning process and setting up of the financial goals
		2. To understand the investment options available, the risks associated with it and the methods of managing the risks	2. Identify the asset allocation with respect to the investment avenues available
		3. To create a financial plan for individuals	3. Develop a financial plan for the individuals by linking the financial goals and investment avenues
217 FIN	Securities Analysis & Portfolio Management	1. To study various concepts and theories	1. Students will learn various terminology of share market.
		2. To understand the investment options available, the risks associated with it and the methods of managing the risk	2. Identify the risk associated with market and volatility in the market.
		3. To analyse and study intrinsic value of security	3. Trading in the share market and application of theories.
219 FIN	Direct Taxation	1. To understand the basic concepts in Income Tax Act, 1961.	1. Students get acquainted to the basic concepts as per the Income Tax Act.
		2. To Calculate Gross Total Income and Tax Liability of an Individual.	2. Learning how to compute total income, deductions available from gross total income, computation of tax liability on net taxable income of individual.
		3. To acquaint with online filling of various forms and Returns.	3. Knowing online filing of various forms and income tax returns for individual type of assessee.
205 OSCM	Services Operations Management-I	1. To develop an understanding of the strategic importance of service Operations management and how it can provide a competitive advantage in the marketplace.	1. The students can design service blueprints to improve Service Quality.
		2. To understand the relationship between services and customer relationship management	2. Students can use various Productivity improvement techniques from services operations management to reduce various types of wastes.
		3. To develop knowledge of the issues related to service blueprint designing and managing Operations.	3. Students can perform calculations for the requirements of service counters and waiting time.

206 OSCM	Supply Chain Management	1. To develop an understanding of the strategic importance of Operations and SCM and how it can provide a competitive advantage in the marketplace.	1. The students can design supply chain models to enhance the Product and Service Quality.
		2. To understand the relationship between Operations and SCM and other business functions, such as Marketing, Finance, Accounting and Human Resources.	2. Students can design supply chain network diagrams to reduce in various types of wastes.
		3. To develop knowledge of the issues related to supply chain performance management and logistics management.	3. Students can prepare warehousing management system and logistics information management system to run business successfully.
217 OSCM	Planning & Control of Operations	1. To develop an understanding of the strategic importance of planning and control Operations and how it can provide a competitive advantage in the marketplace.	1. The students can use MS Excel to prepare production plans to run daily production activities.
		2. To understand the relationship between MPS and manufacturing plant efficiency.	2. Students can use Gant charts to reduce in various types of wastes.
		3. To develop knowledge of the issues related to production stoppage at assembly line and productivity management.	3. Students can prepare MPS, MRP and CRP with the help of MS-Excel
219 OSCM	Inventory Management	1. To develop an understanding of the strategic importance of Operations and inventory management.	1. The students can apply various inventory turnover ratios to enhance business performance in manufacturing industry.
		2. To understand the relationship between IM and it's effect on achieving production targets.	2. Students can use various inventory management replenishment systems to manage activities related with inventory for given time horizons.
		3. To develop knowledge of the issues related to designing inventory replenishment system and inventory turnovers.	3. Students can perform ABC analysis, GOLF analysis and HML analysis with the help of MS-Excel.

205 BA	Basic Business Analytics using R	1. To study and understand basic concepts of Business Analytics, Data Science and Business Intelligence	1. IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
		2. To learn role & functions of Business Analytics in multiple business domains & scenarios	2. EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
		3. To learn the role and responsibilities of Data Scientist / Business Analyst	3. DEVELOP a thought process to think like a data scientist/business analyst.
		4. To study the Business Analytics Tool - R Programming to create various analytical reports	4. ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
			5. SELECT the right functions of R for the given analytics task.
			6. COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
206 BA	Data Mining	1. To study and understand Data Mining and its fundamental concepts	1. DEFINE the key terms associated with Data Mining
		2. To study analysing data with different classification models and clustering models	2. EXPLAIN the various aspects of Data
		3. To study different tools of Data Mining and their applications	3. APPLY classification models
			4. ANALYSE using clustering models
			5. SELECT appropriate association analysis and anomaly detection tools.
			6. COMBINE various data mining tools and use them in live analytical projects in business scenarios.
218 BA	Retailing Analytics	1. To study and understand emerging trends in e-retailing	1. ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
		2. To study various tools used for preparing Retailing Analytics	2. UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
		3. To create analytical reports using BA Tools	3. USE various kinds of data for performing Retailing Analytics.
			4. ILLUSTRATE the use of various tools and frameworks for predictive retail analytics.
			5. DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
			6. BUILD value for Retail and Marketing by deriving Marketing ROI metrics.

220 BA	Tableau	1. To study a Business Analytics tool Tableau	1. DEFINE Tableau terminology and SHOW how to connect to your data, Edit and save a data source.
		2. To study use of tableau with hands on exercises	2. ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts.
		3. To create analytical reports using Tableau	3. MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values.
			4. INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins.
			5. CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations.
			6. BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding.


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