

Rajgad Dnyanpeeth's
Rajgad Institute of Management Research & Development, Pune-43

2.6.1 Programme and course outcomes for all Programmes offered by the institution are stated and displayed on website and communicated to teachers and students

Programme Oucomes		
Pos	Attribute	Programme Outcome
PO1	Ability to apply knowledge, skill attitude to real life business	Apply knowledge, skills and attitude of management theories and practices to solve real business problems
PO2	Contemporary Tool Usage in business	Learn, create, select, and apply appropriate techniques, resources, modern tools, models and methods in management to complex activities in business
PO3	Environment and Sustainability	Demonstrate ethical, social and environmental responsibilities in business environment for sustainable development.
PO4	Individual and Team Work	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings.
PO5	Project Management and Finance	Analyse and manage project, its estimation, Risk and control and various dimensions of project management. Execute various financial functions in multidisciplinary environments
PO6	Life-long knowledge	Demonstrate the ability to apply knowledge gained during MBA to real business situation and
PO7	Ability of Understanding and Communication of aspects of Business	Ability to understand, analyze and communicate global, economic, legal, marketing, finance, HR, IT and Operations aspects of business
PO8	Value based managerial Skills & Leadership Abilities	Ability to develop managerial Skills & Leadership Abilities

Course Oucomes

Semester 1

At end of the semester student should be able	
CO No.	Course/Subject
101-Accounting for Business Decisions - ABD	
1	To understand the basic concepts of financial accounting, cost accounting and management accounting.



2	To summarize difference between financial, cost accounting and management accounting
3	To apply various tools from accounting and cost accounting this would facilitate the decision making
4	To develop analytical abilities to face the business situations
5	To understand the interpretation of accounting concepts
102-Economic Analysis for Business Decisions - EABD	
1	To understand the basic economic concept & demand forecasting analysis
2	To examine the implications of economics on other business practices, such as incentive plans, auctions, and transfer
3	To recognize the market structure and industrial performance, including the strategic interaction of firms.
4	To illustrate the idea of cost concept, risk analysis & decision making.
5	To develop economic way through money and capital markets in India and public finance infrastructure
103-Legal Aspects of Business - LAB	
1	To acquaint students with general business law issues to help become more informed, sensitive and effective business
2	To understand all important legal provisions pertaining to Business Laws
3	To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance
4	To know the liabilities of the business under general business laws
5	To exemplify the Intellectual Property Laws
104-Business Research Methods -BRM	
1	To understand foundation of research and how to write research proposal
2	To illustrate types of research design.
3	To interpret types of data and use the same in framing the questionnaire.
4	To explain concept of sampling and types of sampling
5	To summarize data analysis and to design research report.
105-Organizational Behaviour - OB	
1	To understand and learn the various concepts of organizational behavior
2	To understand the various personalities, attitude , perception and motivation and apply in organizational situations
3	To interpret the interpersonal and behavior processes for team building and leadership development
4	To evaluate the culture and people cope up with the cultural change and stress related issues
5	To understand organization change and how to implement the change in the organization



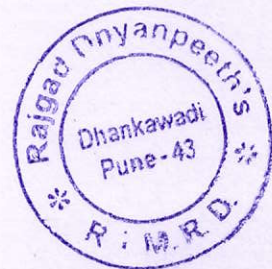
106-Basics of Marketing - BoM	
1	To identify the core concepts of marketing and understand the need of the customer
2	To apply the company orientation towards the market place and also evaluate the market
3	To analyze the consumer behavior and can recognize the different steps in buying decision process
4	To analyze and categorize segmentation, targeting and positioning of the product and the consumer
5	To classify and interpret the difference between goods and services
107-Management Fundamentals - MF	
1	To understand the various concepts of Management
2	To apply the managerial competencies in terms of communication and team work
3	To analyze the formal and informal, line and staff relationship in the organization
4	To analyze and evaluate the decision making analysis properly
5	To organize and design a proper controlling and coordination process
108-Business Communication Lab - BCL	
1	To understand the fundamentals of communication and identify their communication abilities
2	To apply the managerial writing skills in terms of good communication
3	To design effective presentation (audio visual)
4	To give better presentation because of presentation skills
5	To participate in group discussions
109-MS Excel and Advanced Excel Lab - ME & AEL	
1	To learn various MS Excel Utilities useful for business organisation
2	To demonstrate the application of various MS Excel functions to students w.r.t. various subject domains
3	To create MS Excel template/utility for critical business processes
4	To analyze the role of advanced excel functions in decision making
5	To share the knowledge and accelerate learning in the field of IT
112-Leadership Lab	
1	To give students understanding of good leadership behaviours and gaining insight into their Pattern, Belief and Attitude
2	To give students hands on experience in empowering, motivating and inspiring others and leading by example
3	To developing leadership skill, quality



113-Personality Development lab-PD Lab	
1	To develop an orientation towards business etiquettes and the proper etiquette practices for different business scenarios.
2	To learn the etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenarios.
3	To minimize nervousness while in social situations.

Semester 2

CO No.	Course/Subject
201-Marketing Management - MM	
1	To Understand and learn basics concepts of Marketing, PLC, Promotion, branding, packaging, etc.
2	To know the Effectively function as a marketing individual, team and also for business and efficiently apply the tools of marketing
3	To Verify the factors affecting marketing and convey the business and take marketing related decisions promptly.
4	To Compare, analyze and communicate marketing practices and efficiently work for business and society at large.
5	To Understand the role, need, importance and process of marketing and control mechanism for sustainability.
202-Financial Management - FM	
1	Able to interlink between finance and other discipline.
2	To know the Application and analysis of Capital structure theories.
3	To Analyse interpret Financial statements of companies through various tools.
4	To Formulating the capital investment proposal.
5	To Calculatethe the Working capital requirement for the organisation and its financing through various tools.
203-Human Resource Management - HRM	
1	To understand and learn the various concepts & practices of HRM followed in Organizations.
2	To apply the theoretical knowledge of HRM functions for improvement of organizational productivity.
3	To understand the theory of Recruitment & Selection, Performance Management, Training & Development and apply it for effectiveness of organization.
4	To evaluate the Performance of employee / Manpower in relation with the effectiveness of organization.
5	To remember the basic theories of HRM while working in organizations.
204-Decision Science - DS	
1	To Understand the basic concepts of quantitative techniques in decision making and use of assignment & Transportation Models in Operations Research.



2	To know the Formulation of linear programming with constraints and use of simulation techniques
3	To apply Decision Making under risk and uncertainty. Preparation of profit-loss matrix through game theory.
4	To describe the Realizing the concept of probability theorem based decision making.
205-Operations & Supply Chain Management - SCM	
1	To understand and learn the various concepts of Operations Management and Quality
2	To apply the Process Product Matrix and Service System Design Matrix
3	To understand the concept of PPC and apply it for production planning for various industries
4	To analysis Inventory Costs and EOQ and apply various Inventory Control Systems for the Industry
5	To understand the concept of SCM and its application for Customer Services
206-Management Information Systems - MIS	
1	To Understand and learn basics of Management Information System
2	To Apply the knowledge of Information system and decision making in designing solution to the system development.
3	To Analyse the system requirement. architecture and design input and output for system development
4	To Identify the need for ,issues in Management
5	To Gain functional area knowledge with case studies
210-Life Skills Lab - LSL	
1	To understand the Concept of skill in Life Skills, Primary goal of Life Skills programme, Life Skills Process model, Group development and group behaviors.
2	To demonstrate the difference between empathy and sympathy, Anger and distress, adaptive Cognitive, adaptive behavior and emotion focused Empathy so that the student by applying this will increase life satisfaction and Improve relationships
3	To develop new ability to practice new problem solving skills in group and use these skills in personal life.
4	To display the knowledge of Moral development and to understand the Interpersonal influences on Moral development, Moral development and social exclusion, Morality and culture, Morality and Intergroup attitudes, moral emotions.
5	To recognize the need for life skills and have Memorization such as rehearsal and role learning Communication Skills.
211-Geopolitics & The World Economic System - GWES	
1	To examine the National & International Political Economy & governance.
2	To develop the ability of understanding and of analyzing reasons and consequences of any change in the international system.
3	To prepare students for their future engagement in international political and economic environment.



4	To justify the market-oriented, developmental & social capitalism & functions of WTO GATT SAARC, ASEAN,& NAFTA .
5	To understand the international financial system and the participants in the changed economic system & Consequences of Economic Globalization.
212-Business Systems and Procedures- BSP	
1	To Understand Business as an Integrated Systems
2	To develop process thinking for developing procedures
3	To make students aware of various business functions & responsibilities
213-Computer Aided Personal Productivity Tools Lab - CAPPTL	
1	To learn about various MS Office Utilities useful for business organisation
2	To demonstrate the application of various MS Office utilities functions w.r.t. various subject domains
3	To enhance personal productivity through advanced features of MS Word, MS Excel & MS PowerPoint
4	To instruct skills such as MS Outlook and basic social networking tools for business processes
5	To share the knowledge and accelerate learning in the field of IT

Semester 3

Common Subject

CO No.	Course/Subject
301-Strategic Management - SM	
1	To recognize various perspectives and concepts in the field of Strategic Management .
2	To understand the concept Strategy, Strategic Management and Strategic Management Process.
3	To develop the skills of students for applying these concepts to the solution of business problems.
4	To create the students to master the analytical tools of strategic management.
5	To demonstrate and differentiate between blue & red ocean strategies, principles of blue ocean strategy, Strategy Canvas & Value Curves, Four action framework.
302-Enterprise Performance Management - EPM	
1	To understand the Performance Evaluation Parameters
2	To apply the tools and techniques of Capital expenditure control
3	To evaluate the parameters of enterprise in terms of expenses, control systems and pricing
4	To apply the Audit Function as a tool
5	To evaluate the performance of Nonprofit organisation
303-Startup and New Venture Management - SNVM	



1	To understand the Concept of Entrepreneurship, Factors affecting the Entrepreneurial Growth & Steps of entrepreneurial process.
2	To the understand the enterprise launching Formalities & opportunity or identification of Product Selection
3	To identifying good opportunities and then creating, communicating, and capturing value from those opportunities; including innovation in a corporate context.
4	To analyse business opportunities, and articulate them as a compelling business description, and pitch to an audience of investors, customers, or business partners.
5	To understand the various laws and case studies of successful & unsuccessful entrepreneurs.

304-Summer Internship Projects - SIP

1	To describe the roles and responsibilities required in the capacity of an employee
2	To describe the functioning of industry in relation to individual employee.
3	To network with employees in the corporate world and get a glimpse of real life situations.
4	To apply critical thinking and following standard procedures in an organisation.
5	To explore the functioning of various industries and develop a decision making process for selecting future jobs.

Human Resource Management

305-HR - Labour Law - LL

1	To application of various labour related legal approaches & compliances for the organization.
2	To application various provisions under Payment of Wages Act.
3	To applicability of provisions under Minimum Wages Act.
4	To calculate bonus under different rates and provisions of bonus, read various ammendments.
5	To applicability of Factory Act and provisions under various sections.

306-HR - Performance Management - PM

1	To enable to analyse the role; of top management in implementation of PMS process in building corpoarte culture.
2	To identification of all the components of reward system.
3	To correlation of linkage of performance management to reward and compensation system.
4	To define and address issues arising in PMS process.
5	To able to address ethical dilemmas in PMS process.

305-HR-Labour and Social Security Laws - L&SSL

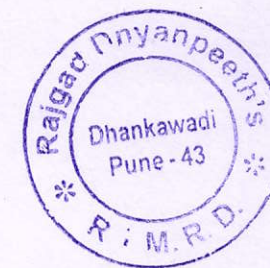
1	To make student understand the gist of labor laws
2	To evaluate the importance of various provisions in labor laws
3	To understand the implementation of labor laws
4	To make students understand the various labor laws
5	To make students understand the implications of labor laws



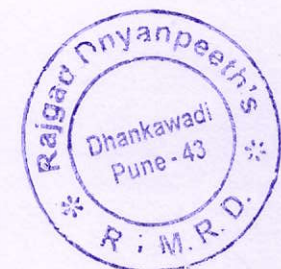
306-HR- Human Resource Accounting & Compensation Mgmt. - HRA & CM	
1	To understand basics of human resource accounting
2	To outline investment approach
3	To explain HR Auditing and accounting
4	To classify compensation and explain theories related to compensation management.
5	To analyze issues related to compensation
307-HR- Employee Health & Safety Welfare - EHSW	
1	To understand the basic Concept of Employee Health,& Safety Welfare.Study of all statutory & Non statutory welfare facilities.
2	To understand the duties under Maharashtra Welfare officers Rules 1966
3	To understand the Environmental Pollution and Protection act.
4	To identifying hazards and assessing risk
5	To define the Systematic identification and control of hazards
308-HR- Compensation Management-CM	
1	To make the HR PROFESSIONAL understand the nuances of the crucial issues in compensation management.
2	To study various techniques of employee retentions
3	To acquaint students with various salary structures
309-HR - HR Audit - HRA	
1	To understand origin of HR audit
2	To equip students with PR initiatives by the HR Professionals
3	To analyze HRD Score Card
4	To analyze and categorize effectiveness of HR audit
5	To understand the applications
310-HR -Human resource information system-HRIS	
1	To learn fundamental principles of HRIS
2	To Developing specific HRIS skills competencies needed by professionals
3	To know the role of information technology
4	To study the future of human resource information system
312-HR - Public Relations & Corporate Communication-PR&CC	
1	To make students understand importance of effective communication in HR
2	To understand HR Strategies, Structures, Systems and Competencies
3	To apply the PR strategies in practical life.
4	To analyze and categorize effectiveness of PR and CC
5	To understand the applications of PR & CC
314-HR - Lab in Recruitment and Selection - LRS	
1	To analyze the Recruitment advertisements, profiling techniques



2	To Interpret the different interviewing modes
3	To Describe the importance and relevance of recruitment and selection to Organizations.
4	To Develop and participate in an interview process.
5	To Illustrate the role of competencies and performance management in recruitment and selection.
316-HR - Lab In Training - LT	
1	To Make Students Understand Training Need Analysis
2	To design Training Program with reference to TNA.
3	To develop Training methods for Training Program.
4	To make students understand training methods
5	To make students understand & design training methods with reference to TNA
6	To understand the applications
317-HR - Lab In Labour laws-1 - LL-1	
1	To give students insight into the implementation of labour laws
2	To acquaint students with calculation of due/compensations/contribution etc.
3	To know how to calculate bonus, gratuity, compensation etc.
Marketing Management	
305 - MKT-Contemporary Marketing Research - CMR	
1	To understand the importance of marketing research in the current business scenario
2	To evaluate and interpret the questionnaire and data collection
3	To apply statistical design and study its effectiveness in advertising and sales promotion campaigns
4	To analyze the data collected from various sources
5	To understand how to interpret various analysis techniques
306- MKT-Consumer Behaviour - CB	
1	To understand and learn the concept of consumer behavior in marketing
2	To analyze the various environmental influences and individual determinants of consumer behavior
3	To evaluate and apply the various Consumer Behavior Models
4	To understand and evaluate the Indian consumer
5	To students can understand the various personality trait in consumer purchases
307- MKT - Integrated Marketing Communication - IMC	
1	To identify the tools available for marketing communications
2	To discover, evaluate and analyze how to build a brand through advertisement
3	To develop effective sales promotion for a given product through proper marketing communication
4	To analyze the effect of public relations as a long term goal/investment
5	To analyze the effect of advertising
308 - MKT- Product Management - PM	
1	To understand and learn the various facets of job profile of product manager



2	To analyze the various levels of market competition and its product strategy
3	To understand and evaluate the consumer need
4	To evaluate the financial analysis for the product management
5	To understand the various strategies in product management
309 -MKT -Strategic Brand Management - SBM	
1	To understand the concept Brand, Brand equity , Brand Management, Strategic brand management process
2	To identify and establish brand positioning, Planning and implementing brand marketing programs, Measuring and interpreting brand performance, Growing and sustain brand equity.
3	To discover the use of Integrating marketing communication for Brand Marketing Programs.
4	To measure and Interpret Brand Performance
5	To design brand strategy, New products, Brand extensions
310 -MKT -Personal Selling Lab - PSL	
1	To outline the areas in which sales executives make decisions
2	To emphasize the role of sales executives as planners of sales operations and a key figure in implementing marketing strategies.
3	To give hands on inputs on the selling process.
4	To know the personal selling applications
312 -MKT- Customer Relationship Management - CRM	
1	To understand the concept CRM, Customer Value, Sources of Customer Value, Value from products, services, extended P's and their relations with CRM.
2	To apply the several strategies of customer retention at different stages of Customer Life Cycle for development of good and healthy customer relationship.
3	To create alliance between non-competing firms, and competing firms by organizing strong Business Networks , Supplier Networks , Distribution Networks and Managing these Networks for designing good and healthy CRM.
4	The ability to understand the Customer Relationship Management and Customer Experience Management
5	To demonstrate the knowledge of organizational issues and CRM and understanding of Conventional customer management structures.
316 -MKT- Tourism Marketing - TM	
1	To familiarize the students with the basics of tourism marketing.
2	To teach the students about formulating marketing plans for tourism and other related hospitality organizations.
3	To acquaint the students with alternative promotional approaches to tourism marketing.
4	To describe the Service characteristics of tourism.
317 -MKT- Agriculture Marketing - AM	
1	To Know the Agricultural sector, offers immense opportunities for the employment. This sector requires managerial talent for both input and produce side. The course will prepare the students to be



	employable in agricultural marketing
2	To Understand the functions performed by agricultural marketing system
3	To Develop strategies to manage the marketing of agriculture organizations.

Financial Management

305-FIN - Financial Regulatory Framework - FRF	
1	To explain the Indian financial system and their structure.
2	To explain the different regulators and their role in the economy/ Roles and responsibilities of the regulators.
3	To explain the regulatory framework for international funds.
4	To describe the Regulatory framework and economic growth.
5	To explain the nature of the company and to differentiate different companies.

305 - FIN - Direct Taxation - DT

1	To understand the basic concepts in Income Tax Act, 1961.
2	To Calculate Gross Total Income and Tax Liability of an Individual.
3	To Explain the procedure of online filling of various forms and Returns.
4	To solve the numerical problems on various heads of income
5	To Apply the knowledge of E-filling of Return

306-FIN - Merchant Banking and Financial Services - MB&FS

1	To describe the role and functions of Merchant Banking in business.
2	To explain the financial service industry in India.
3	To describe SEBI rules and regulations related to merchant banking.
4	To explain the concept of Mutual Funds in India.
5	To describe the importance of Insurance worldwide and regulatory framework of insurance in India.

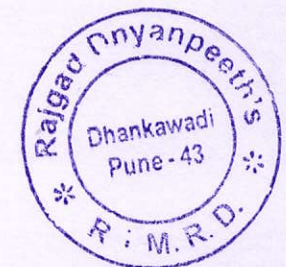
306-FIN - Financial System of India - Markets & Services - FSIMS

1	To develop the students with the practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
2	To Illustrate with Regulators of Financial System in India
3	To interpreting Nature and scope of financial Services, Merchant Banking and Venture Capital
4	To Utilize knowledge of various Financial Institutions in India
5	To understand the applications

307-FIN - Income Tax - I

1	To define various concepts of Taxation.
2	To calculate the tax liability of Salaried person / Employee.
3	To ability to calculate the tax liability of Assess having income from House Property, Capital Gains and Other Sources.
4	To explain the provisions of Income Tax Act for the corporates and individual.
5	To implement the tax planning and management for individuals and HUF.

307-FIN - Strategic Cost Management - SCM



1	To understand the scope of Strategic Cost Management
2	To apply the techniques of strategic cost management
3	To explain the concepts of activity based costing
4	To Examine the Learning curve theory
5	To illustrate Balance Score Card
308-FIN - Corporate & International Financial Reporting - CIFR	
1	To acquaint with the framework of financial reporting and emerging trends.
2	To make familiar with the analytical tools used for financial analysis.
3	To understand the accounting aspects.
4	To get acquainted with the concept of IFRS
5	To have knowledge of convergence of Indian Accounting Standards with IFRS.
309-FIN - Strategic Cost Management - SCM	
1	To understand the scope of Strategic Cost Management
2	To apply the techniques of strategic cost management
3	To explain the concepts of activity based costing
4	To Examine the Learning curve theory
5	To illustrate Balance Score Card
309-FIN - Corporate Finance - CF	
1	To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management
2	To understand the importance of Corporate Finance
3	To highlight the importance of various decision making areas of financial management
4	To apply all important concepts of Corporate Finance
5	To explore the corporate finance knowledge
312-FIN - Rural Financial Institutions-RFI	
1	To understand various avenues of finance available for the development of rural area.
2	To understand the role of financial institutions in rural India
3	To apply all important concepts of Rural financial institution
4	To explore the knowledge of rural financial institution
313-FIN - Banking Operations - I - BO-I	



1	To understand the basics of Banking and the emergence of Banking in India.
2	To understand the all important concepts pertaining to Banking Operations
3	To get acquainted with the functionality of the Banks.
4	To apply all important concepts of banking operations
5	To know the meaning and use of commonly used technologies in Banking.

315-FIN - Banking Operation I – BO-I

1	To introduce & understand history , basics of Banking in India
2	To know regulatory framework
3	To understand functionality of the Banks, types of banks and banking
4	To Demonstrate funding and recovery
5	To develop Concepts in Banking and Accounting of transactions

317-FIN - Financial Instruments & Derivatives-FI&D

1	To provide students with an introduction to the theory and practice of financial instruments.
2	To develop an understanding and importance of financial derivatives and institutional structure of the market

321-FIN - Principles of Insurance-PI

1	To understand the various operations involved in managing insurance.
2	To understand the pricing, financing and risk diversification strategies of insurance companies

Operations Management

305 Planning & Control of Operations

1	To Correlate the terms routing ,scheduling, loading,dispatching & follow up
2	To Forecast the demand with reasonable accuracy for a given time frame.
3	To Prepare Master Production Schedule based on alternatives for managing demand & supply.
4	To Prepare Bill of Materials and carry out capacity planning.
5	To prepare Schedule daily production.
6	To Plan and control the manufacturing activity for a given time frame to satisfy customers

306 Inventory Management

1	To Calculate costs related to inventory.
2	To Classify the components into A,B & C category for procurement decision policy making.
3	To Decide reorder point and safety stock level.



4	To Acquire knowledge about JIT philosophy and Kanban production system
5	To Carry out cost benefit analysis for taking make or buy decision.
6	To Manage the inventories at optimum level to maximize the benefits to organization & customers.

307 Productivity Management-PM

1	To understand the Conceptual clarity about the word productivity
2	To Carry out value analysis
3	To analyse the Mapping process by using flow chart
4	To Calculate standard time of job.
5	To Acquire knowledge about new trends

308 Maintenance Management-MM

1	To understand importance and role of Maintenance Management
2	To acquaint with various alternatives of Maintenance Management
3	To understand use of decision tools for Maintenance Management

309 Facilities Planning-FP

1	To emphasize the importance of facilities planning in view of the size of investment.
2	To make the student understand the linkages of facilities planning with other activities
3	To underline the importance of facilities location

310 Manufacturing Resource Planning-MRP

1	To understand role and importance of Manufacturing Resource Planning (MRP II)
2	To know the inputs, processing and outputs of MRP II

311 Technology Management-TM

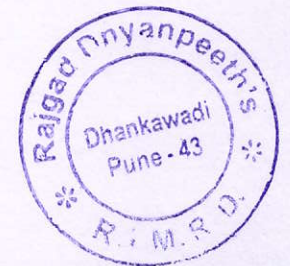
1	To highlight the role of technology and innovation as drivers of value and competitive advantage.
2	To provide conceptual foundations in managing innovation and technology.
3	To know the innovation in Management
4	To understand the Organizational and Psychological Factors,

312 Six Sigma-SS

1	To provide a comprehensive understanding of six sigma
2	To introduce the six sigma methodology and philosophy
3	To learn how to manage change and sustain benefits
4	To learn how to listen and map customer requirements
5	To start executing and delivering project

313 Designing Operations system

1	To give an overview of the various process options in Manufacturing and Services
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2	To give insights into factors that influence process choice.
3	To impart fundamental concepts in Job Design and Work Measurement.

314 Toyota Production System

1	To explain the management principles and business philosophy behind Toyota's worldwide reputation for quality and reliability.
2	To demonstrate how managers in every industry can improve business processes

Supply Chain Management

305 Essentials of Supply Management

1	To Understand the concepts - supply chain , physical distribution & logistics.
2	To Calculate Tradeoff between Push & Pull supply chain.
3	To Develop understanding of changing business landscape.
4	To Understand the SCM Building Blocks.
5	To know the Mapping of customer value requirement.

306 Logistics Management

1	To Understand the defination and value adding perspective of logistics.
2	To Understand the linkage of logistics with operations,manufacturing and supply chain.
3	To Analyze the cost perspective and level of optimality in logistics systems.
4	To Understand the concepts of 3PI & 4PI and also types of 3PL & 4PL.
5	To Develop service strategy, service service delivery systems, service location & layout

307 Managing Material Flow in supply chain

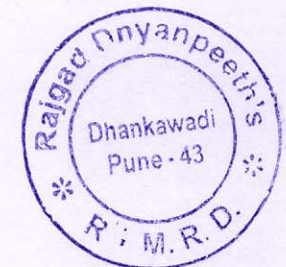
1	To Understand the 4 types of flows in supply chain.
2	To know the Selection of transportation service andformulate carrier pricing strategy.
3	To study the Warehouse Decisions – site selection, design, product mix analysis, expansion, material handling, layout
4	To Design packing and material handling systems.
5	To know the Government statutory requirements related to Logistics Management

308 Inventory Management

1	To Understand the Aggregate production plan and preparation of Master production schedule and Bill of materials.
2	To know the calculation of inventory costs and economic order quantity.
3	To Learn how to reduce Supplier-buyer cycle times, Delivering the Perfect Customer Order.
4	To Design Safe & Environment friendly inventory system.
5	To analyse the methods of Adoption of Just in time practices in supply chain.

309 Purchasing and Supplier Relationship Management - I

1	To know the Framing purchase policy & procedure.
2	To understand the process of organizing the Purchasing Function.
3	To Decide criterian for evaluation& selection of vendors.
4	To develop a Set of procedure of quality management at suppliers end.



5	To Acquire the skill of carrying out negotiations and raising of P.O's . Prepare contracts.
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313 Decision Modelling for Supply Chain

1	To know how to model typical Supply Chain Domain Problems
2	To understand use of MS- Excel in solving typical Supply Chain Domain Problems

315 Supply chain practices I

1	To give a practical understanding of the practice of supply chain management in various sectors
2	To give a practical understanding of the peculiarities of supply chain management practices in various sectors.

International Business Management

305 International Business Economics

1	To explore the students the relevance of various trade theories/models
2	To explore the students to understand deep current issues in International Trade
3	To enable students to use economic tools to analyze diversity of issues in the international economy.

306 Export Documentation & Procedures

1	To familiarize students with policy, procedures and documentation relating to foreign trade operations.
2	To enable the students to understand Significance of procedures and documentation in international trade
3	To study the export order processing
4	To know the methods of payment in international trade

307 International Management

1	To familiarize students with the cross –cultural behaviour and its management for successful operations of the
2	To study the cahllenges of global planning
3	To know how to manage political risk

308 International Marketing

1	To help the students understand the peculiarities of international marketing
2	To develop the students' ability to devise marketing mix for international marketing

309 International Marketing Research

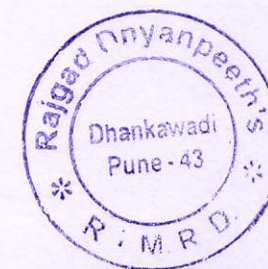
1	To highlight the significance of International Marketing Research and provide a compressive understanding the research process
2	To develop an in-depth knowledge of the challenges associated in conducting market research internationally
3	To understand the simple and advanced data analysis for International Marketing Research
4	To make sound marketing decisions on the basis of collected and analyzed data

310 International Financial Management

1	To make the students aware about the operations in foreign exchange market
2	To sensitize the student with complexities of managing finance of multinational firm
3	To understand the regulatory framework within which the operations can take place

Information Technology

305- I.T. Management



1	To get a thorough update of Information Technology used in Business Organizations.
2	To develop understanding of managerial aspects so as to use Information technology effectively and efficiently.
3	To develop capability to integrate different but related aspects of Information Technology
4	To develop a view of IT Management, especially, for a large organization
5	To appreciate IT Management as an independent and important field of work, different from IT for Management
306- E-Business	
1	To appreciate e-Business as a significant business segment of the future
2	To get on overview of technological aspects of e-business
3	To understand strategic aspects of e-business
4	To develop capacity to initiate/lead an e-business venture/ business segment
307- Software Engineering	
1	To develop theoretically sound understanding of Software Engineering Methods
2	To develop understanding of object oriented software Engineering
3	To develop ability to represent diagrammatically and in descriptive form, software engineering schemas
4	To understand Requirements of anticipation, Investigation, Specifications.
308- Mobile Computing with Android	
1	To understand technical aspects of M-computing
2	To appreciate impact of M-computing on Information Technology scenario
3	To understand M-computing applications; initiate new applications
4	To develop the knolodge of M-Commerce
310 - Software Quality Assurance	
1	To understand concepts and methodology related to Software Quality Assurance
2	To Know software Quality standards specifies by regulatory authorities
3	To develop capability to design Quality Testing processes in software development environment
4	To gain knowledge of Standardization
313- Business Intelligence and Analytics	
1	To understand principles of BI and Analytics at conceptual level
2	To understand application areas for implementing BI and Analytics
3	To develop skills to design BI and Analytics projects.
4	To learn of the business intelligence architectures.
305- IT Management & Cyber Laws	
1	To understand legal provisions of Information Technology Act, 2000.
2	To know Case Law and practical ramifications of the Act
3	To develop understanding of managerial aspects so as to use Information technology effectively and efficiently.
4	To appreciate IT Management as an independent and important field of work, different from IT for Management
5	To gain knowledge Of Cyber Laws



306- E Business and Business Intelligence	
1	To appreciate e-Business as a significant business segment of the future
2	To develop capacity to initiate/lead an e-business venture/ business segment
3	To understand principles of BI and Analytics at conceptual level
4	To develop skills to design BI and Analytics projects
313- IT for Retailing & Online Shopping	
1	To understand IT in Retail as an important field of practice
2	To know concepts and technologies related to IT in retail
3	To develop the knowledge of Web based retailing/ E- Retailing/ E Commerce
4	To learn the retail management systems
Rural and Agribusiness Management	
305- RABM Agriculture and Indian Economy	
1	To expose learners to the environment in which the agri-business is conducted.
2	To focus will be on understanding micro and macro environmental forces and their impact on agri-business.
3	To develop the knowledge of food security in india
4	To gain information about unorganized Sector and Informalisation of the Indian Economy
306- RABM Rural Marketing – I	
1	To objective of this course is to develop understanding of issues in rural markets
2	To provide an overview of marketing environment, consumer behaviour, distribution channels, marketing strategies, etc.
3	To develop the knowledge actual rual marketing.
4	To provide an overview of attracting market.
307- RABM Rural Development – I	
1	To motivate students to understand the realities of rural India its economic strength, weaknesses, opportunities and threats
2	To help students to analyze the rural economic condition from two perspectives viz. actor's (the rural people) and
3	To assists students to develop conceptual framework for dealing with rural economy.
4	To provide the overview of rual development project.
308- RABM Special Areas in Rural Marketing	
1	To explore the students to the Special Areas in Rural Marketing Environment
2	To help students to understand opportunities and emerging challenges in the upcoming rural markets
3	To Provide overview of rural marketing in FMCG
4	To develop the knowledge Rural Market in Financial Services
309- RABM Commodity Markets – I	
1	To help students understand what commodity means and how commodities are traded
2	To make students identify significant areas of risk associated with buying and selling commodities
3	To update students about the regulatory framework for commodity markets in India
4	To overview of Variety in commodity markets



310- RABM Agricultural Marketing & Price Analysis – I	
1	To impart adequate knowledge and analytical skills in the field of agricultural marketing issues
2	To enhance expertise in improving the performance of the marketing institutions and the players in marketing of
3	To understand the concepts of Agricultural Marketing
4	To develop the knowledge telecommunication in marketing of agricultural commodities.
Digital Media & Communication Marketing	
305- MC Integrated Marketing Communication	
1	To describe Quickly understand a company and its marketing communications activities
2	To describe a range of media and methods available to marketers
3	To Demonstrate a comprehensive understanding of integrated Marketing Communications theories and concepts
4	
306- MC Internet Marketing – I	
1	To increase the learner's understanding of internet marketing.
2	To make the learner knowledgeable about key issues in internet marketing
3	To help the learner to apply the appropriate tools to plan, develop, and execute internet marketing
4	To provide the learner hands-on experience with constructing a complete internet marketing plan
307- MC Mass Media Communication and Culture – I	
1	To Understand the interrelationship between media and culture
2	To Develop a grasp of media organizations and their roles
3	To Get insights into Indian media and entertainment industry
308- MC Public Relations- I	
1	To provide fundamental conceptual inputs about PR
2	To help the learner understand the functioning of PR agencies and the role of PR manager.
3	To understand the strategic role of PR in IMC
309- MC Event Management	
1	To Appreciate event management as a professional endeavor
2	To Understand the chain of events that goes into successful event management
310- MC Communication Theory	
1	To learn to think about and analyze communication in a systematic way.
2	To compare the field of communication studies with other social sciences and understand its varied contributions to the knowledge/practice of human interaction.
3	To analyze communication phenomenon from different perspectives.
4	To recognize and explain major communication theories.
5	To apply knowledge of communication theories to "real world" issues.
Tourism & Hospitality Management	
305- THM- Fundamentals of Hospitality Management	



1	To understand the nature and scope of Hospitality Management
2	To Figure out the different types of hotels and restaurants
3	To Understand and analyse the hospitality industry from various perspectives of hotel, tourism, travel and transport
306- THM- Torism & Travel Management	
1	To prepare the learners with knowledge and skills essential know what is tourism
2	To prepare the learners with its types and the Nations contribution to the industry
307- THM- Hospitality & Tourism Law	
1	To prepare the learners with knowledge and skills essential to understand the various laws involved in the hospitality Industry
2	To help learners to become competent for both practicing and knowing the laws that apply to every area of the Industry
308- THM- Financial Management for Hospitality	
1	To Understand the nuances involved in making finance decisions
2	To Understand asset management techniques in hospitality industry
3	To Effectively handle finance functions in hospitality industry
309- THM-Accounting for Hospitality	
1	To Acquire the basics of accounting mechanism in Hospitality industry
2	To Understand revenue management techniques in hospitality industry
3	To Understand accounting functions in hospitality industry
310- THM-Information & communication Technology for Hospitality	
1	To understand use of Information Technology in Hospitality Industry
2	To know the usage of telecommunication in effective business processes
3	To understand new trends in technology related to Hospitality Industry
Healthcare Management	
305- HM Introduction to Healthcare Management	
1	To know the Healthcare Management & Healthcare Services.
2	To create awareness about the Healthcare Delivery.
3	To understand the groups and teams organizational learning
4	To know the concept of Motivation
306-HM Information Technology in Healthcare	
1	To know the Use of Information technology in Healthcare industry.
2	To acquaint the students with Hospital Information Systems.
307 HM-Healthcare System in India – Public and Private	
1	To create awareness about the Healthcare sector in India.
2	To give the students an overview about the Public and private Healthcare sector.
3	To know the histirical development of healthcare in india
308- HM Healthcare Systems in the US/UK	



1	To acquaint the students with the global perspective of Healthcare industry.
2	To know the reforms of healthcare system
3	To analyse the future of healthcare system in india
309- HM Healthcare Data Analytics Part-I	
1	To Develop skills in creating and analyzing effective healthcare surveys, including and quantitative techniques.
2	To Evaluate models of how to converge disparate data to support healthcare delivery and outcomes.
310- HM Healthcare operations Part-I	
1	To assist the students in developing professional skills relating to Indian Healthcare Industry.
2	To know the Epidemiological basis for healthcare management.
3	To analyse the Management of Indian Hospitals- challenges & strategies.

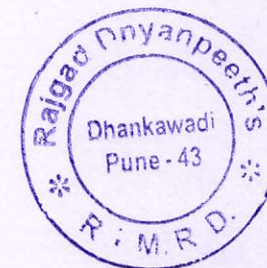
Semester 4

Common Subject

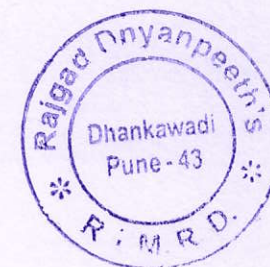
CO No.	Course/Subject
401-Managing for Sustainability - MS	
1	To understand the responsibility on the Social and environmental problems and how they shape markets.
2	To understand and plan for the sustainable development and green development,
3	To Study the business models for sustainable development
4	To apply the best practices in corporate governance
5	To apply the Indian Values and Ethics for Corporate Excellence
402-Dissertation - Dis.	
1	To describe the roles and responsibilities required in the capacity of an employee
2	To describe the functioning of industry in relation to individual employee.
3	To network with employees in the corporate world and get a glimpse of real life situations.
4	To apply critical thinking and following standard procedures in an organisation.
5	To ability to explore the functioning of various industries and develop a decision making process for selecting future jobs.

Human Resource Management

403 - HR - Industrial Relations - IR	
1	To apply of ID Act and its provisions to resolve IR issues.
2	To apply of Trade Union act and Marashtra TU act.
3	To apply of Standing order act in IR issues.
4	To apply of the provisions of the contract Labour act after hiring.
5	To design the plan of various IR initiatives to maintain good IR in the organization.
403 - HR - Employment Relations - ER	
1	To understand and learn the various Employment Relations Concept & Laws
2	To apply the Employment Laws wherever required.
3	To understand the concept of Trends in Employment Relations.



4	To analysis the Industrial / Trade union disputes & resolve it with proper mechanism.
5	To understand the concept of contract labour, standing order for future purpose.
404- HR - Strategic Human Resource Management - SHRM	
1	To define HR strategies and to understand strategic perspective of HRM
2	To illustrate talent management.
3	To relate alignment of HR strategies for Improving Organizational Effectiveness
4	To relate HR strategies with organizational effectiveness
5	To analyze issues and challenges of SHRM & to categorize international assignments.
405 - Organisational Design and Development - OD&D	
1	To apply of various organizational theories in designing the structure.
2	To listout the challenges and final framing of organization structure.
3	To describe the role of innovation, decision making process in building organizational culture and ethics.
4	To implement of various intervention in resolving issues of change.
5	To design organization structure and prepare the report.
406- HR - Global HR - GHR	
1	To define and understand Global HR
2	To explain how to manage International assignments
3	To illustrate international HR and key issues in International HR
4	To evaluate appraisal of International Employees
5	To design a project on virtual Organization Study.
407- HR - Employee Reward Management-ERM	
1	To appraise students with reward management system practiced in organizations
2	To make students understand the process of setting reward management system
3	To give students exposure to the reward management practices followed various organizations
408 - HR - Change Management - CM	
1	To make students understand meaning of change and need for organizational Change.
2	To explore the change management theories by exploring cases
3	To appraise students with the change management process
4	To understand all important concepts
5	To apply the theory
410- HR - Lab in CSR - LCSR	
1	To understand and design CSR initiatives
2	To apply and analyze CSR in Indian and Global context
3	To create and apply desk research study
4	To make the students understand the need for CSR
5	To make the students know the importance of CSR



411 - HR -Lab in Industrial Relations	
1	To expose students to drafting of various notice/ memos/ show cause etc.
2	To expose students to the working of Labour courts
412 - HR - Lab in legal compliances	
1	To equip students with various compliances the HR head has to give under different Acts
2	To learn drafting skills of these compliances

Marketing Management	
403-Mkt. - Services Marketing - SM	
1	To understand the significance of services marketing in the global economy
2	To evaluate the customer perception and customer satisfaction in terms of services
3	To evaluate the effect of people and physical evidence in the service industry
4	To understand the importance of service marketing
5	To understand the scope of service marketing in today's era
404-Mkt. - Sales & Distribuion Management - SDM	
1	To identify the various marketing channel and also to know the importance of sales force
2	To understand the Sales planning and sales audit of the organization
3	To understand the retailing business in India
4	To make the students understand the distribution strategies
5	To make students understand the scope of sales management
405-Mkt. - Retail Marketing - RM	
1	To understand and evaluate the retail business and can relate it to emerging trends and opportunities in India
2	To make a model of typical store layout with respect to design and visual merchandizing
3	To choose and compare different merchandize assortment and also evaluate the product
4	To can assume and build retail pricing for a particular sales program
5	To can discuss and elaborate mall management after visit to the mall
406-Mkt. -Rural Marketing - RM	
1	To understand the rural aspects of marketing.
2	To learn the different things of rural markets to design effective strategies
3	To design the model on Rural Consumer Behavior& Marketing Research
4	To apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
5	To identify thechallenges and opportunities in the field of rural marketing for the budding managers and also expose the
407-Mkt. -Service Operations Management-SOM	
1	To acquaint the students with the service operations strategy aspects.
2	To provide students with the concepts and tools necessary to effectively manage field service operations.
3	To familiarize the students with the concepts of CRM and role of IT in managing service operations.
408-Mkt- International Marketing - IM	



2	To understand and evaluate the nature of international marketing vis a vis domestic marketing
3	To apply and analyze international product strategies
4	To create international distribution system (Model for understanding and representation)
413-Mkt.-E -Marketing and Analytics - MA	
1	To understand the various marketing concepts in electronic marketing and marketing analytics context.
2	To make student analyze the consumer behavior for online shopping and apply the various marketing strategies like STP,
3	To develop the student by giving insights into various aspects of E Marketing and analytics from the perspective of
4	To ability to understand the Product Mix of E-Marketing.
5	To understand the applications
416-Mkt.-Cross Cultural Relationship Marketing	
1	To help students understand the cultural aspects of relationships.
2	To emphasize the need for cultural adaptation in relationship development and negotiations.

Financial Management

403 - FIN - Indirect Taxation – IDT	
1	To understand the basic concepts related to GST
2	To explain the latest amendments made in connection with indirect taxation
3	To update the procedural part of GST
4	To describe the list of Input Tax Credit
5	To summarize the Customs duty & its application
403 - FIN - International Finance - IF	
1	To understand the foreign exchange market.
2	To visualize the functioning of global financial market.
3	To differentiate the exchange rate regime/ How exchange rate is determined.
4	To apply of hedging techniques in international markets.
5	To visualize the regulatory framework in international financial market.
404 - FM - International Finance - IF	
1	To make understand students with the operations in foreign exchange markets.
2	To demonstrate the complexities of managing finance of multinational firm
3	To exemplify the importance of the regulatory framework within which international financial transactions can take place,
4	To Elaborate International Financial Reporting Standards (I.F.R.S) and Indian Accounting Standards (I.A.S) on
5	To understand the applications
405 - FM - Behaiviral Finance - BF	
1	To provide an alternative framework for understanding financial market behavior.
2	To demonstrate how cognitive biases and heuristics influence investment behavior and determine asset prices.
3	To highlight the basic theories and strategies that makes us aware of behavioral finance and investing.
405 - FM - Income Tax - II	



1	To define various concepts of Taxation.
2	To calculate the tax liability of Salaried person / Employee.
3	To calculate the tax liability of Assess having income from House Property, Capital Gains and Other Sources
4	To know the provisions of Income Tax Act for the corporates and individual
5	To able to practice tax planning and management for individuals and HUF.
406 - FM- Financial modeling using Excel-FMUE	
1	To develop the ability to utilize the core functionality of excel in decision framework to solve managerial problems in the
2	To master modeling techniques to eliminate the substantial risk of poor spreadsheet coding.
409 - FM - Indirect Taxation - IT	
1	To differentiate the types of Indirect Taxes and Tax Laws.
2	To able to know the provisions of Central Excise Tax and Able to Submit the Tax Return.
3	To able to know the provisions of Custom laws and Able to Submit the Tax Return.
4	To able to know the provisions of Service Tax and Able to Submit the Tax Return.
5	To able to know the provisions of Central Excise Tax, Able to calculate Tax Credit and Submit the Tax Return.
407 - FM - Financial Risk Management	
1	To understand what is risk and the basic concepts of modeling its application for measuring and managing financial risks
2	To measure volatility in market prices, highlight Risk Management issues in investments.
408- FIN - Online Trading of Financial Assets	
1	To understand how to do the trading of financial assets online.
2	To know practically the prerequisites of trading.
3	To analyze the securities using the MIS reports available online.
414 - FIN - Principles of Insurance - PI	
1	To understand Insurance, Principles of Insurance, Underwriting, Claims, Intermediaries and various operations
2	To compose student to evaluate Risk in Insurance Services and to develop the knowledge of Risk Management Systems
3	To understand the Marketing of Insurance Products.
4	To define risk management and carry out the Evaluation of Risk in Insurance Services.
5	To study the application of e-Commerce in Insurance Industry.
417 - FIN - Practice of Life Insurance - PLI	
1	To provide an understanding of life insurance products
2	To provide an understanding of the functioning of life insurance
3	To develop the ability to apply the insurance management theories.
4	To understand the concepts
5	To apply the theory
419 - FIN - Practice of General Insurance- PGI	
1	To understand the concept of General Insurance.
2	To understand various types of general insurance.



3	To get acquainted with the regulatory and legal framework of insurance.
Operations Management	
403 Operations Strategy	
1	Develop companywide quality culture.
2	To learn the contribution of quality gurus in the attainment of quality of product.
3	To develop the ability of using various quality tools.
4	To establish key performance indicators.
5	Evolve system of decision making based on ERP/SAP.
6	Implement the operations strategies which will maximize the stake holders satisfaction.
404 Total Quality Management	
1	Develop companywide quality culture.
2	To learn the contribution of quality gurus in the attainment of quality of product.
3	To develop the ability of using various quality tools.
4	Use various process control charts and develop sampling plans.
5	To become aware about various quality awards.
6	Implement a zero defect quality system/culture in the organization.
405 Quality Management Standards	
1	To introduce various management system standards.
2	To explain the implementation and role of MR for IMS.
3	To help the students understand the implementation of IMS through cases in services and manufacturing .
406 World Class Manufacturing	
1	Identify the parameters of global competitiveness.
2	To develop model for competitive advantage of the company.
3	To develop systems and tools for assessing the performance.
4	To assess the performance of indian manufacturers against the world leaders.
5	To evolve the strategies for indian manufacturers to become world class.
408 Enterprise Resource Planning	
1	To develop the context of Enterprise Resource Planning.
2	To identify ERP related technologies.
3	To assess the implementation cost of ERP and organize for implementation with the team.
4	To develop operations and maintenance systems for ERP & maximize the use with the help of internet.
5	To take review of ERP for organization functioning.
411 Modelling Techniques for Operations	
1	To assess the applicability of modelling techniques in business decision making.
2	To develop Linear programming model by collecting the appropriate data.
3	To apply decision tree model for expansion of business or for taking make or buy decision.



4	Decide the replacement policy for items which fail suddenly.
5	Decide the priority of job when limited capacity is available by using sequencing models.

411 Business Process Reengineering

1	To discern between technologies for human-centric process automation and system-centric process automation.
2	To understand the difference between Business Processes and Business Rules, and be able to select an appropriate information system.
3	To know the different phases of the process management lifecycle, supporting technologies, and how to transition between the phases of the lifecycle
4	To understand the technical capabilities of Business Process Management Systems, how they relate to concepts such as SOA and EAI
5	To develop an implementation and integration strategy for processes that leverages organizational and technical capabilities of an enterprise

414 Lean Manufacturing

1	To develop alternative model for MRP in the context of lean.
2	To develop the plan for implementation of lean.
3	Implement Line Layout and Work Station Identification with Process Linking and Balancing
4	Implement in process KANBAN system.
5	To assess the output of lean implementation in comparison with customer demand.

Supply Chain Management

403 Strategic Supply Chain Management

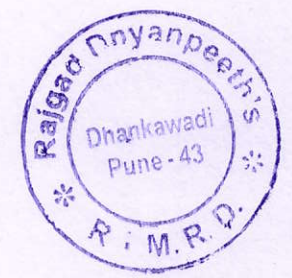
1	Students will be able to link sustainability through SC
2	Understand the role of logistics in supply chains
3	Understand the structure of supply chains and the different ways through which supply chains can become competitive in the market
4	Understand the impact of SCM principle on a firm's overall strategy
5	Analyse the importance of the term "value creation" and to propose actions in the field of management of logistics costs towards the creation of value

404 Knowledge Management In Supply Chain

1	Students will be able to understand the IT framework of SCM
2	Relate the role of Information System in SCM
3	Understanding of Process Improvement through adoption of supply chain Management
4	Linkage of E-SCM to various industries SME's, MSE's
5	Role of Information Technology Infrastructure

405 Green Logistics & Supply Chain

1	To sensitize the students to external costs of logistics and supply chains (climate change costs).
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2	To analyze the environmental costs of logistics and how to deal with them effectively.
3	To highlight how different types of environmentally sustainable practices should be adopted at different stages of supply chains.

406 Enterprise Resource Planning

1	To help the student understand how a business works and how information systems fit into business operations.
2	To emphasize the cross functional integration aspects of a business.
3	To enable better managerial decision making through real time data integration and sharing.

407 Purchasing & Supplier Relationship Management II

1	Role of Internal & External Environmental factors affecting Sourcing and Purchasing
2	Design and implementation of Purchasing of Services
3	Role of Purchasing Capital Equipment and able to Differentiate in the procurement of capital equipment
4	Able to take decision Worldwide Sourcing
5	Understand on what parameters evaluate the performance of Supplier

408 Supply Chain Risk Management

1	Able to manage Risk in supply chain Management
2	Understand the Risks arising out of Trends affecting SC
3	Able to categorise & Analyzing Risks in SC
4	Design of a resilient SC
5	Design the Steps in BCM

Tourism & Hospitality Management

403 Strategic Hospitality Management

1	To understand the concept and process of strategic management to be adopted in the hospitality and tourism industry
2	To gain Knowledge about the strategies that a firm has to possess to be competitive

404 Tourism Planning & Development

1	To understand the components and mechanism of tourism
2	To acquire Knowledge in the planning and development of tourist attractions
3	To study the Planning for Sustainable Tourism Development,
4	To analyse Changing Nature of Tourism Products.

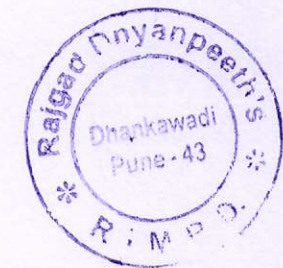
405 Hotel Administration Management

1	To study the flow of activities and functions in today's lodging operation. To establish the importance of Front office and House Keeping and its role in the hospitality industry.
2	Understand the best practice in Front Office and Housekeeping operations methodology by the practical application of theoretical knowledge.



406 Data Analysis Lab	
1	To have hands- on experience on data analysis
2	To develop problem-solving skills
407 Economic Analysis for Services	
1	To introduce the concepts of scarcity and efficiency
2	To explain principles of micro economics relevant to managing hospitality organization
3	To understand economic environment of business
408 Event Management	
1	To acquaint students with fundamentals of event management
2	To enhance professional skills related to event management
3	To boost the career prospects in the area of event management

Digital Media & Communication Marketing	
403 Strategic Brand Management	
1	To get insights into branding and aspects of brand management
2	To understand the facets of brand positioning
3	To understand how brand are managed in varied contexts
404 Internet Marketing II	
1	To enhance the learner's understanding of internet marketing.
2	To make the learner knowledgeable about key issues in internet marketing
3	To help the learner to apply the appropriate tools to plan, develop, and execute internet marketing
4	To provide the learner hands-on experience with constructing a complete internet marketing plan
405 Mass Communication Media & Culture II	
1	To understand the media environments and media ecology
2	To distinguish between cultural studies and media studies
3	To understand the drivers behind media consumption
406 Public Relations II	
1	To provide fundamental conceptual inputs about the PR process
2	To help the learner understand corporate PR and corporate communications.
3	To understand the ethical aspects of PR
407 Global Marketing Communications	
1	To understand the impact of culture (values and lifestyles) on consumer attitude towards and the execution of various marketing communication tools
2	To understand the concepts and applications of communications and contemporary mass media w.r.t. global marketing communication.



3	To develop strategies, tactics and skills to research, manage and evaluate campaigns supporting global marketing objectives.
4	To develop the ability to create strategic marketing communication plans in a global context.
408 Communications theory II	
1	To learn to think about and analyze communication in a systematic way.
2	To compare the field of communication studies with other social sciences and understand its varied contributions to the
3	To analyze communication phenomenon from different perspectives.
4	To recognize and explain major communication theories.
5	To apply knowledge of communication theories to "real world" issues.

Information Technology

403- IT-Software Project Management	
1	To understand different aspects of Software Project Management as an important field of practice under IT Management
2	To learn tools and techniques of Software Project Management
3	To understand importance of, and learning techniques to ensure, software quality
4	To learn to use a Software Package for Software Project Management
404- IT-Enterprise Resource Planning	
1	To acquire in-depth knowledge of ERP as a prime Application Software product
2	To learn operational aspects of ERP implementation and support
3	To know features of important ERP modules
4	To learn, through case studies, practical aspects of ERP in various industries
405- IT-Web Designing & Multimedia	
1	To acquire technical competence in Web Designing and Multimedia Applications
2	To learn to use HTML, VB Script and Java script
3	To integrate Web and Multimedia with business objectives of the organization
4	Overview of fundamental concepts in video and digital audio.
406- IT-Network Technologies & Security	
1	To acquire an overview of (but not technical proficiency in) various computer networks, technologies behind networks and application protocols, e-mail and communication protocols
2	To develop awareness of managing networks well so as to offer high quality service to the users
3	To understand the various types of network
407- IT-Database Administration	
1	To know duties and responsibilities of a Data Base Administrator
2	To learn DBA skills through select tasks
3	To understand the create and manage database user accounts, privileges, role and profiles
408 - IT-Software Testing	
1	To understand scope of Software Testing Activity



2	To learn tools and techniques of Software Testing
3	To develop skill to design suitable test procedure in a given software development environment
410- IT-Data Warehousing & Data Mining	
1	To learn operational aspects of Data Warehousing and Data Mining
2	To know applications of Data Warehousing / Data Mining in business
3	To understand the data mining primitives, languages and system architectures
411- IT-Geographical Information System	
1	To explore and understand concept of Geographical Information Systems
2	To know tools and techniques of G. I. S.
3	To develop skills to implement G. I. S. in appropriate situations
Rural & Agribusiness Management (RABM)	
403-RABM- Rural Credit and Finance	
1	To help students to understand various facets of agricultural credit in Indian rural market
2	To motivate students to know the relationship between and the institutional structural bodies and their linkages with rural
3	To initiate students into the world of Micro Financial Institutions and their interventions in the rural finance
404-RABM- Rural Marketing II	
1	To objective of this course is to develop understanding regarding issues in rural marketing mix.
2	To develop product ,pricing, distribution strategy.
3	To understand promotion strategy,Rular retailing.
405-RABM- Rural Development – II	
1	To help students understand various aspects of Rural Development in India
2	To make students know the challenges in rural development and the importance of monitoring and people's participation
3	To provide overview of poverty and unemployment eradication programmes
406-RABM- Special Areas in Agro produce Management	
1	To explore the students to the Special Areas in Rural Marketing Environment
2	To help students to understand opportunities and emerging challenges in the upcoming rural markets.
3	To develop the knowledge of fruit production and post-harvest management
407-RABM- Commodity Markets – II	
1	To introduce the concept of commodity markets.
2	To develop an understanding about the functioning of Commodity Exchanges.
3	To develop an understanding about the price movements of Commodities.
408-RABM-	
1	To critically analyze the important marketing concepts, models, properties of agricultural commodity prices and
2	To provide the commodity price forecasting using econometric software.
3	To understand the GAP analysis.
Healthcare Management (HM)	



403-HM- Introduction to Medical / Healthcare Terminology	
1	To acquaint the students about the terminology used in the field of Healthcare.
2	To understand the concepts of Medical terminology used by Orthopedic surgeon, Medical terminology used by
3	To develop the knowledge of Medical terminology used by Dermatologist, Medical terminology used by Endocrinologist.
404-HM-Strategic Planning and Healthcare Management	
1	To Make the students familiar with the concepts, principles, and techniques of strategic planning/management.
2	Identify and discuss the process of strategic planning in a health care context.
3	To understand the Mapping and Managing a Strategy
405-HM-Healthcare Organizational Behavior	
1	The Objective of the course is to introduce organisational Behaviour concepts and process.
2	Mainly the course is focus on human behaviour in organizations.
3	To learn knowledge of leadership style
406-HM-Healthcare Organizational Leadership	
1	To Introduce organisational Leadership concepts and process.
2	The course is focus on leadership and styles of leadership used in organizations.
3	To understand the concepts of leadership
407-HM-Healthcare Operations Part - II	
1	To Make the students aware about the Healthcare planning in India.
2	How to manage the Disaster and mass casualties.
3	To provide overview healthcare operational management.
408-HM-Healthcare Data Analytics Part - II	
1	To Make the students aware about the clinical research.
2	To develop introduction to biostatistics
3	To learn concepts of decision Making

Abhay
Mr. Abhay Pathak
 Coordinator Criteria II



Prajakta
Dr. Prajakta Warale
 IQAC Head

IQAC Coordinator
 Rajgad Dnyanpeeth's
 Rajgad Institute of Management
 Research and Development,
 Dhankawadi, Pune - 411 043

D. B. Bharati
Dr. D. B. Bharati
 Director
Dr. D. B. Bharati
 Director
 Rajgad Dnyanpeeth's
 Rajgad Institute Of Management
 Research And Development
 Dhankawadi, Pune- 43