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ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, DTE & Affiliated to University of Mumbai)
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Vision:

Vision without action is just a dream, action without vision is just an activity. Action and vision can together change the world." AIMS believes in this saying and strives to grow and excel as an educational institute in the field of management education, consultancy and research

Mission:

Our three- pronged strategy emphasizes:

1. Highly - rated research
2. Top class education at every level and
3. A commitment to corporate engagement

PEO No	Program Educational Objectives
PEO1	To equip students with managerial skills to progress as business leaders
PEO2	To prepare graduates to involve in research and adapt recent technologies for enhancing their career prospects
PEO3	Sustain sensitivity to values, ethics and socially responsible behaviour

PO No	Program Outcomes
PO1	Apply knowledge of management theories and practices to solve business problems
PO2	Foster analytical and critical thinking abilities for data-based decision making
PO3	Ability to develop value based leadership
PO4	Ability to understand, analyse and communicate global, economic, legal, and social aspects of business
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team management

PSO No	Program Specific Outcomes
PSO 1	Build effective techno-managerial skills and competencies
PSO 2	Develop Research aptitude that fosters a culture of innovation among students



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Semester I
Specialization: Core

Course Name: Managerial Economics

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
MECO1	Understand the key concepts, models, tools and techniques of managerial economics	Understand	K2
MECO2	Understand the pricing practices and relationship of different cost of production and its effect on short term and long term business decisions	Understand	K2
MECO3	Understand the Apply different methods of capital budgeting techniques for project decision making	Apply	K3
MECO4	Understand key elements of determining the demand and supply and how elasticity of demand can be applied in taking the pricing decisions.	Apply	K3
MECO5	Understand various market structures and the factors affecting pricing decisions and analyse its impact on economy and business	Analyse	K4

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MECO1	3		2	1	1	2	2
MECO2	3	2	1	2		2	1
MECO3	2	2		2		2	1
MECO4	2			2	2	1	1
MECO5	2	2	2	2	2	2	2
Total	12	6	5	9	5	9	7
AVERAGE	2.40	2.00	1.67	1.80	1.67	1.80	1.40



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Course Name: Business Statistics

Course Outcomes (CO)			
Course code	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
BSCO1	Recall data Presentation, Revision, Representation	Remember	K1
BSCO2	Understand and application of statistical techniques: central Tendency, Dispersion, Kurtosis, Skewness.	Apply	K3
BSCO3	Predict the uncertainty in business situation and able to solve the business problems using Probability.	Apply	K3
BSCO4	Solve business problems using research based data analysis techniques like Z test, t test, Chi-Square test etc.	Analyze	K4
BSCO5	Apply the statistical tools in business situations with the help of case lets, modeling, cases study analysis	Evaluate	K5

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BSCO1		1		1		2	3
BSCO2	1	3		2		3	1
BSCO3	3	3		2		3	3
BSCO4	3	3	1	2	2	3	3
BSCO5	3	3	2	2		3	
Total	10	12	3	8	2	12	7
AVERAGE	2.50	2.60	1.50	1.80	2.00	2.80	2.50



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Course Name: Perspective Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
PMCO1	Understand how essential various functions of management are for every business manager	Understand and Remember	K2
PMCO2	Apply the knowledge about various managerial processes and become competent when involved in them to achieve success.	Apply	K3
PMCO3	Interpret how internal and external environment shape organizations and their responses.	Analyse	K4
PMCO4	Assess critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading functions of management.	Evaluate	K5
PMCO5	Evaluate the strategic management and its benefits.	Evaluate	K5

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
PMCO1	3		2				
PMCO2	3	3		2		2	3
PMCO3	2			3	3	2	
PMCO4		2	2	3			
PMCO5	1			1	2	3	3
Total	9	5	4	9	5	7	6
AVERAGE	2.00	2.50	2.00	2.25	2.50	2.33	3.00



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Course Name: Negotiation & Selling Skills

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
NSCO1	Understand negotiation, negotiation framework and its models	Understand and Remember	K2
NSCO2	Apply various negotiation strategies and tactics in simulated negotiation scenarios	Apply	K3
NSCO3	Analyse the strengths and weaknesses of different negotiation styles in various situations	Analyse	K4
NSCO4	Evaluate personal negotiation and selling skills, reflecting on strengths and areas for further development	Evaluate	K5
NSCO5	Create a persuasive sales pitch for a product or service, incorporating various sales strategies and techniques.	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
NSCO1	3	2		1	1		
NSCO2	3	3			2		2
NSCO3	1	3		3	2	2	
NSCO4			3		3	2	3
NSCO5		2	3		3	3	3
Total	7	10	6	4	11	7	8
AVERAGE	2.33	2.50	3	2.00	2.20	2.33	2.67



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Course Name: Organizational Behavior

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
OBCO1	Students will be able to understand how individual differences—such as personalities, perceptions, attitudes, and ethics—affect employee performance and describe how managers can capitalize on employee diversity.	Understand	K2
OBCO2	Students will be able to apply different motivational theories and methods to increase the productivity and job satisfaction of employees	Apply	K3
OBCO3	Students will be able to identify the characteristics of successful teams in order to function effectively as a team member & eventually as leader & demonstrate effective techniques for managing conflict.	Apply	K3
OBCO4	Students will be able to analyze the interpersonal communication process to increase their effectiveness as communicators	Analyse	K4
OBCO5	Students will be able to evaluate the situation & ethically use power & politics to accomplish their work.	Evaluate	K5
OBCO6	Students will be able to recognize stress at the workplace and develop innovative programs/strategies to successfully reduce stress of employees.	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
OBCO1						2	
OBCO2	2						
OBCO3			2		2		
OBCO4				2			
OBCO5		2					
OBCO6							2
Total	2	2	2	2	2	2	2
AVERAGE	2.00	2.00	2.00	2.00	2.00	2.00	2.00



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Course Name: Operation Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
OMCO1	Understand basic concepts of Operations, PPC, process, Facility location, layout, work study, QC, MRP, Service Operations, ISO System, Supply Chain	Understand and Remember	K2
OMCO2	Applying concepts of Inventory Management.	Apply	K3
OMCO3	Analyse Facility locations, Facility Layout.	Analyse	K4
OMCO4	Evaluation of quality process, SQC	Evaluate	K5
OMCO5	Formulation Aggregate Production Planning strategies	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
OMCO1	3						
OMCO2	3	3		2		2	
OMCO3	2	2			1		
OMCO4		3	2	3			
OMCO5	1			3			3
Total	9	8	2	8	1	2	3
AVERAGE	2.25	2.67	2	2.67	1.00	2	3



Hemant Holey

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Course Name: Effective and Management Communication

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
EMCCO1	Understand about various aspects of communication, the theories, the nature, the function and the process.	Understand and Remember	K2
EMCCO2	Understanding various channels of communication, barriers to communication and models of communication.	Apply	K3
EMCCO3	Implementation of basic concepts and types of communication.	Analyse	K4
EMCCO4	understanding the importance of communication and culture	Understand	K2
EMCCO5	Impact of Modern Technology on Business Communication.	Evaluate	K5

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EMCCO1	3		2	1	1	3	
EMCCO2	3		2	2	2	3	1
EMCCO3	2	0	2	2	2	2	2
EMCCO4			3	3	3	2	2
EMCCO5		2	1	2	2	3	3
Total	8	2	10	10	10	13	8
AVERAGE	2.67	1.00	2.00	2.00	2.00	2.60	2.00



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Course Name: Financial Accounting

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
FMCO1	Understand the basic concepts and principles of accounting, accounting process, all the items in the financial statements, concepts of inventory valuation, concepts of depreciation and their impact, basic cost concepts, ethical issues in accounting	Understand	K2
FMCO2	Apply the principles and concepts of accounting in preparing the financial statements	Apply	K3
FMCO3	Apply different methods of depreciation, the concepts of inventory valuation, cash flow, fund flow	Apply	K3
FMCO4	Analyse all the items in the corporate financial statements and profit	Analyse	K4
FMCO5	Evaluate all the intricacies of corporate financial statements	Evaluate	K5
FMCO6	Create the corporate financial statements and financial reports	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
FMCO1	2	1		2	3	3	2
FMCO2	3	3		2	2	3	
FMCO3	3	2	1	3	2	2	2
FMCO4	2	3	2	3	2	3	2
FMCO5	2	3			3	3	3
FMCO6	3	3	2	3		3	3
Total	15	15	5	13	12	17	12
AVERAGE	2.50	2.40	1.67	2.50	2.40	2.80	2.00



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Semester II Specialization: Core

Course Name: Marketing Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
MMCO1	Understand the perspective of marketing and personal selling process with respect to historical development of the subject	Understand and Remember	K2
MMCO2	Apply market segmentation techniques and strategic models to identify target customer segments for a specific product or service	Apply	K3
MMCO3	Analyse buying behaviour of individual consumers and organizations, impact of environmental factor on marketing decisions	Analyse	K4
MMCO4	Evaluate the performance of marketing initiatives and propose adjustments based on data analysis and market feedback	Evaluate	K5
MMCO5	Create a new product pricing strategy based on cost analysis, competitive positioning & customer value perception.	Create	K6
MMCO6	Design a promotional campaign utilizing various marketing communication channels	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MMCO1	2			3		1	
MMCO2	3				2	2	
MMCO3		3		3			2
MMCO4		3	3			2	3
MMCO5			2		3	3	3
MMCO6	1			2		3	3
Total	6	6	5	8	5	11	11
AVERAGE	2.00	3.00	2.50	2.67	2.50	2.2	2.75

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Course Name: Financial Management

Course Outcomes (CO)			
Course code	After successful completion of the course students will be able to	Blooms Taxonomy level	Level ID
FMCO1	Gain in-depth understanding of corporate finance including sources of finance, financial planning and an introduction to Indian financial system.	Understand	K2
FMCO2	Calculate the working capital requirements on the basis of working capital policies, operating and cash cycle.	Apply	K3
FMCO3	Analyze corporate financial statements and other parts of the annual report using Ratio Analysis.	Analyze	K4
FMCO4	Prepare Pro-Forma financial statements on the basis of financial planning and forecasting	Create	K6
FMCO5	Understand Capital Budgeting Techniques to logically evaluate project options.	Apply	K3
FMCO6	Understand Theories of Capital Structure and Dividend Decision Models.	Understand	K2

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
FMCO1	-	1	-	2	3	1	2
FMCO2	3	3	1	2	1	2	2
FMCO3	3	3	1	2	2	3	3
FMCO4	3	3	1	3	2	2	3
FMCO5	3	3	2	3	1	3	3
FMCO6	1	2	1	3	2	2	2
Total	13	15	6	15	11	13	15
Average	2.60	2.50	1.20	2.50	1.83	2.17	2.50



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Course Name: Business Research Methods

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
BRMCO1	Understand research methodology concepts, questionnaire and research process flow chart	Understand	K2
BRMCO2	Classifying the sources of data	Understand	K2
BRMCO3	Applying data collection methods, measurement and sampling techniques and research design	Apply	K3
BRMCO4	Process primary and secondary data with the help of statistical software for hypothesis testing	Analyse	K4
BRMCO5	Design a Questionnaire for data collection with help of scaling techniques	Create	K6
BRMCO6	Prepare the research papers on a specific research topic	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BRMCO1	2			1	1	1	
BRMCO2	1	2		1	2	3	1
BRMCO3	1	2		1	1	1	1
BRMCO4	1	2		1	1	2	1
BRMCO5		2	2	3	2	2	
BRMCO6		1	1	3	3	2	1
Total	5	9	3	10	10	11	4
AVERAGE	1.25	1.80	1.5	1.67	1.67	1.83	1.00



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Course Name: Operation Research

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
ORCO1	Appreciate the mathematical basis for business decision making	Understand	K2
ORCO2	Understand and apply the optimizing techniques	Apply	K3
ORCO3	Understand its use in decision-making in business environment	Evaluate	K5
ORCO4	To develop strategies with various outcomes	Create	K6
ORCO5	Identify and develop an operational research model from the real system	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
ORCO1	2	1	1	1	3	1	1
ORCO2	2	3	1	1	3	1	1
ORCO3	2	3	1	3	3	1	1
ORCO4	2	3	1	2	3	1	1
ORCO5	2	3	1	1	3	1	1
Total	10	13	5	8	15	5	5
AVERAGE	2.00	2.60	1	1.60	3.00	1	1



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Course Name: Entrepreneurship Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
EMCO1	Understand the theory and practice of Entrepreneurship	Understand and Remember	K2
EMCO2	Sensitize students to the finer nuances of the subject so as to apply the knowledge of entrepreneurship theories in practice	Apply	K3
EMCO3	Analyse entrepreneurship opportunities in both the domestic and global economies, including the analysis of PEST factors	Analyse	K4
EMCO4	Critical evaluation of Product / Project identification	Evaluate	K5
EMCO5	Creating a business plan	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EMCO1	2		1				
EMCO2	2	2		3	1		2
EMCO3	1	3	1	3	1	1	4
EMCO4		2		3	1	2	2
EMCO5	2	3	1	3	2	5	4
Total	7	10	3	12	5	8	12
AVERAGE	1.75	2.50	1.00	3.00	1.25	2.67	3.00



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Course Name: Human Resource Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
HRMCO1	Understand theory & application of Human Resource Management for the achievement of the organization's strategic & operational goals	Understand	K2
HRMCO2	Apply job design techniques required for manpower planning and recruit, orient and appraise the performance of employees.	Apply	K3
HRMCO3	Analyse the training requirements of the company keeping in line current trend and requirements.	Analyse	K4
HRMCO4	Develop suitable compensation & benefit framework keeping in line industry requirements.	Evaluate	K5
HRMCO5	Ability to solve employee grievances	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
HRMCO1	3						
HRMCO2	3	3	2	2		2	
HRMCO3	2	2	2		1	2	
HRMCO4		3	2	3			
HRMCO5	1			1	3	3	3
Total	9	8	6	6	4	7	3
AVERAGE	2.25	2.67	2	2.00	2.00	2.33	3



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Course Name: Business Environment

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
BECO1	Understand the internal and external environment of a business & explain political, economic, social, and technological environments in India.	Understand	K2
BECO2	Employ business models and tools to understand changes in an organization's business environment.	Apply	K3
BECO3	Analyse current economic conditions in developing emerging markets, and evaluate present and future opportunities	Evaluate	K5
BECO4	Distinguish between micro and macro environmental factors impacting business decisions	Analyse	K4
BECO5	To Analyse the monetary and fiscal policies in India and its impact on business.	Analyse	K4

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BECO1			2	2			
BECO2	2						
BECO3		2					
BECO4					2		
BECO5						1	1
Total	2	2	2	2	2	1	1
AVERAGE	2.00	2.00	2.00	2.00	2.00	1.00	1.00



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Course Name: Cost and Management Accounting

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
CMA 01	Understand the basic concept of Cost and Management Accounting and also the role of Cost in decision making , the different elements of cost - Materials, Labour and Overheads Allocation and apportionment of overheads, the concept of Marginal costing versus absorption costing and Differential Costing and Incremental Costing , Budgeting and Budgetary Control Concept of budget, Responsibility Accounting and Transfer Pricing, Importance of standard costing vs Historical costing, the need of standard and its limitation ,the significance of Responsibility Accounting	Understand	K2
CMA 02	Apply different costing techniques; Methods of costing – with special reference to job costing, process costing, services costing , Marginal Costing and Cost-Volume-Profit Analysis, , Computation of breakeven point, Calculate Margin of safety and P/V Ratio , the techniques Standard Costing and Variance Analysis	Apply	K3
CMA 03	Prepare Cost Sheet by applying the fundamental rules of costing, Prepare Different types of Budgets	Create	K6
CMA 04	Apply different costing Techniques and Methods w.r.t. Job Costing, Process Costing and Service Costing	Apply	K3

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CMA 01	3	3	1	3	3	3	3
CMA 02	3	3	2	2	3	2	3
CMA 03	2	3	1	2	3	3	3
CMA 04	3	2	3	2	3	3	3
Total	11	11	7	9	12	11	12
AVERAGE	2.75	2.75	1.75	2.25	3.00	2.75	3



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Semester III
Specialization: Core

Course Name: Strategic Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level ID
SMCO1	Understand the role of Strategic thinking in changing business environment to solve business problems	Understand and Remember	K2
SMCO2	Sensitize students on critical concepts and models, and its applications in the areas of w.r.t. HR, Marketing, Finance, Operations	Apply	K3
SMCO3	Analyse 15 grand and 3 generic strategies, and formulate and effective strategies by correct decision making and implementation of the chosen strategies	Analyse	K4
SMCO4	Critical evaluation of corporate, SBU, and functional strategies	Evaluate	K5
SMCO5	Environmental scanning and appreciation of internal & external business environment for effective strategy formulation	Create	K6

Relationship of Course outcome with program outcome							
POs & PSO / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
SMCO1	3	2		1	1		
SMCO2	3	3			2		2
SMCO3	1	3		3	2	2	
SMCO4				3	3	2	3
SMCO5		2	1	3		3	3
Total	7	10	1	10	8	7	8
AVERAGE	2.33	2.50	1.00	2.50	2.00	2.33	2.67



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Course Name: International Business

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level ID
IBCO1	Understand the nature and importance of International Business	Understand	K2
IBCO2	Understand the management of MNC through Organization Structure, International HRM, Integration Response Models and Global manufacturing and supply chain and economic institutions in international business.	Understand	K2
IBCO3	Analyse legal, political, economic, social, technological framework of a country and different modes of entries in foreign markets for making investment decisions.	Analyse	K4
IBCO4	evaluate country attractiveness and impact on business operations by understanding cultural differences through PESTLE analysis, Porter's Diamond Country Risk analysis, Hofstede's Cultural Dimensions	Evaluate	K5

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
IBCO1	2		2	2	1	1	2
IBCO2	1	2	2	3	2	3	2
IBCO3	1	2	1	2	1	1	1
IBCO4	1	2	2	1	1	2	1
Total	5	6	7	8	5	7	6
AVERAGE	1.25	1.50	1.75	2.00	1.25	1.75	1.50



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Semester III Specialization: Finance

Course Name: Derivatives and Risk Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
DRMCO1	Understand the key concepts of forwards, futures and options contracts and functions of primary market, secondary market, OTC and exchange markets	Understand	K2
DRMCO2	Understand the basic instruments of operating in the stock market along with their trading, clearing and settlement mechanism	Understand	K2
DRMCO3	Understand option pricing models and pay off of option trading strategies	Understand	K2
DRMCO4	Apply analytical and problem solving skills in the context of derivatives pricing and hedging practice	Apply	K3
DRMCO5	Understand types of risk and risk management measures and analyse derivatives products to generate an optimal risk management strategy	Analyse	K4

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
DRMCO1	3		1	2		2	1
DRMCO2	1	2		2	2	2	
DRMCO3		2	1	2	1	1	1
DRMCO4		2	2	3	2	1	1
DRMCO5	2			3	2	2	2
Total	6	6	4	12	7	8	5
AVERAGE	2.00	2.00	1.33	2.40	1.75	1.60	1.25



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Course Name: Financial Markets and Institutions

Course Outcomes (CO)			
Course code	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
FMICO1	Understand components of the Indian Financial system, OTC market, Central Bank, Stock Exchange, clearing corporation, Broking houses, portfolio management services, Foreign Exchange Market and its functions.	Understand	K2
FMICO2	Comprehend financial products issued through different financial institutions in the primary and secondary markets.	Understand	K2
FMICO3	Understand Derivatives market, yield and price relationships, Intermediaries - Mutual funds, Insurance firms and hedge funds, Commercial banks and investment Banks, Fixed income securities and related concepts.	Understand	K2
FMICO4	Compute different yields and bond price, Fixed income securities, Spot rates, Spot rates and forward rates, Zero coupon yield curve	Evaluate	K5
FMICO5	Analyse Fixed income risk duration, modified duration, Convexity and price value of basis point	Analyse	K4

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
FMICO1				3	1	1	3
FMICO2	3	3		3		1	3
FMICO3		2		3		1	3
FMICO4	3	3		3		1	2
FMICO5	3	3		3		1	2
Total	9	11	-	15	1	5	13
AVERAGE	3.00	2.75	-	3.00	1.00	1.00	2.60



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ATHARVA INSTITUTE OF MANAGEMENT STUDIES

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Course Name: Corporate Valuation and Mergers & Acquisitions

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
CVMACO1	Understand the basic concepts of valuation, role of leverage, working capital and ratios in valuation	Understand	K2
CVMACO2	Understand discounted cash flow and non-discounted cash flow valuation models	Understand	K2
CVMACO3	Understand different forms of business restructuring, regulatory aspects and M& A process	Understand	K2
CVMACO4	Understand different deal structuring financial strategies	Understand	K2
CVMACO5	Demonstrate the elements of risk, return and cash flows through valuation	Apply	K3
CVMACO6	Understand valuation of real options with help of binomial model and Black and Scholes model and calculate the value of a company	Apply	K3

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CVMACO1	3	1		2	1	1	1
CVMACO2	2	2	1	2	1		
CVMACO3	2	3		2		1	1
CVMACO4	2	2	1	1	2	1	2
CVMACO5	2	1	1	2	2	2	
CVMACO6	2	1		2	1	2	
Total	13	10	3	11	7	7	4
AVERAGE	2.17	1.67	1.00	1.83	1.40	1.40	1.33



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Course Name: Security Analysis and portfolio Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
SAPMCO1	Understand the basics of securities, risk return, fixed income securities, index, factor models, investment decision theories, capital market theories and portfolio theories	Understand	K2
SAPMCO2	Apply investment decision theories, capital market theories and portfolio theories and factor models to calculate price and risk	Apply	K3
SAPMCO3	Calculate prices using EMH (Efficient Market Hypothesis), risk (systematic and unsystematic risk)	Apply	K3
SAPMCO4	Carry out technical analysis and fundamental analysis	Analyse	K4
SAPMCO5	Evaluate various investment options for different investors	Evaluate	K5
SAPMCO6	Create and manage financial profiles and portfolios	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
SAPMCO1	3						
SAPMCO2	3	3		3		2	
SAPMCO3	2	2			1		
SAPMCO4		3	2	3			
SAPMCO5	1			3			3
SAPMCO6					2		
Total	9	8	2	9	1	2	3
AVERAGE	2.25	2.67	2	3.00	1.50	2	3



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Course Name: Financial Regulations

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
FRCO1	Understanding the financial regulations framework and its process and significance in financial system	Understand	K2
FRCO2	Apply financial regulatory framework in regulating the capital market	Apply	K3
FRCO3	Analysis of impact of regulatory framework in the capital market	Analyse	K4

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
FRCO1		1		2		2	2
FRCO2	3	3	2		3	2	
FRCO3	3	2	2	2	3	3	1
Total	6	6	4	4	6	5	3
AVERAGE	3.00	2.00	2.00	2.00	3.00	2.33	1.50



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Course Name: Strategic Cost Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
SCMCO1	Introduction to the subject and its practical applicability, Strategic Cost Management theory, Activity Based Management ,	Understand and Remember	K2
SCMCO2	Value Chain Analysis, Total Quality Management, Target Costing Theory, Cost Audit and Management Audit, Transfer Pricing, Introduction to Environmental Costing, Blue ocean and Red Ocean Judo strategy, Edge Strategy, Three Box Strategy	Analyse	K4
SCMCO3	Activity Based Costing & Activity Based ,Introduction to CVP analysis , Application of Target Costing, Activity Based Costing ,Activity Based Costing, Cost Drivers Analysis, Strategic Position analysis , ROI, EVA, ROCE ,CVP Analysis , Techniques of CVP analysis , Cost benefit analysis ,CVP Analysis ,	Apply	K3
SCMCO4	CVP Analysis for decision making , Performance Evaluation	Evaluate	K5

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
SCMCO1	3	2	3	2	3	3	2
SCMCO2	3	3	2	3	2	3	2
SCMCO3	3	2	2	3	3	3	3
SCMCO4	3	3	3	3	3	3	3
Total	12	10	10	11	11	12	10
AVERAGE	3.00	2.50	2.50	2.75	2.75	3.00	2.50




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Semester III Specialization: Marketing

Course Name: Consumer Behavior

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
CBCO1	Understand the Concept of consumer behaviour, role and importance of consumer behaviour to a marketer, and also how the consumer behaviour has changed due to digital revolution	Understand and Remember	K2
CBCO2	Application of various models pertaining to consumer attitudes and their impact on marketing, and the development of personalities through different theories	Apply	K3
CBCO3	Foster conceptual insights into key aspects such as social, psychological and other factors that influence consumer behaviour	Analyse	K4
CBCO4	Analyse the consumption behaviour of social classes; influence of groups and families on diffusion of innovations; adoption of new products; and issues in post purchase decisions	Evaluate	K5
CBCO5	Critical evaluation of B2C customers, B2B buying process	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CBCO1	1			3			1
CBCO2	3	1		2			2
CBCO3	3	3		3	1	2	3
CBCO4	2	3		3	1	2	2
CBCO5		3	1	3		3	3
Total	9	10	1	14	2	7	11
AVERAGE	2.25	2.50	1.00	2.80	1.00	2.33	2.20



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Course Name: Sales Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
SMCO1	Understand the function of sales and its importance; comprehend the art of managing the sales force; Understanding the relationships between the present sales & future plans of the organisation as well as an appreciation of costs	Understand and Remember	K2
SMCO2	Motivate and develop skills to effectively manage sales force; calculate delivery schedules	Apply	K3
SMCO3	Developing an understanding of Territory Management	Analyse	K4
SMCO4	Develop an understanding of the Art of positive evaluation	Evaluate	K5
SMCO5	Learn tools & techniques to set sales targets	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
SMCO1	1	1		3	3		1
SMCO2	1		3		3	2	
SMCO3	1	3		3	3		
SMCO4				3	3	2	
SMCO5	3	2			3	3	1
Total	6	6	3	9	15	7	2
AVERAGE	1.50	2.00	3.00	3.00	3.00	2.33	1.00



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Course Name: Product and Brand Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
PBCO1	Understand basic concepts of product and brand management and its practices	Understand and Remember	K2
PBCO2	Applying concepts of strategies and models in problem solving and case studies	Apply	K3
PBCO3	Differentiate and compare various theories and models	Analyse	K4
PBCO4	Critical evaluation of various strategies	Evaluate	K5
PBCO5	Formulation of product and brand management strategies	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
PBCO1	3						
PBCO2	3	3		2		2	
PBCO3	2	2			1		
PBCO4		3	2	3			
PBCO5	1			3			3
Total	9	8	2	8	1	2	3
AVERAGE	2.25	2.67	2	2.67	1.00	2	3

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Course Name: Marketing Strategy

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
MSCO1	Understand marketing fundamentals and strategy	Understand and Remember	K2
MSCO2	Apply key marketing metrics to measure efficiency	Apply	K3
MSCO3	Analyse marketing performance considering various pricing and channel policies	Analyse	K4
MSCO4	Evaluate new product development process	Evaluate	K5
MSCO5	Create targeted marketing plans	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MSCO1	2				3	1	1
MSCO2	3		2			2	
MSCO3		3		3		2	2
MSCO4			3			2	3
MSCO5		3	3	2	3	2	1
Total	5	6	8	5	6	9	7
AVERAGE	2.50	3.00	2.67	2.50	3.00	1.8	1.75



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Course Name: Service Marketing

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
SMCO1	Define the key concepts and principles of services marketing	Understand and Remember	K2
SMCO2	Apply service marketing concepts to analyse real world service offerings	Apply	K3
SMCO3	Analyse the competitive landscape in service industries and identify market opportunities	Analyse	K4
SMCO4	Evaluate the impact of service quality on customer loyalty and retention	Evaluate	K5
SMCO5	Develop innovative service offerings to meet changing customer needs	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
SMCO1	2			3		1	
SMCO2	3	2		2		2	2
SMCO3		3		3	3	2	2
SMCO4			3			2	3
SMCO5		3	3	2	3	2	1
Total	5	8	6	10	6	9	8
AVERAGE	2.50	2.67	3.00	2.50	3.00	1.8	2



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Course Name: Customer Relationship Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
CRMCO1	Understand the role of CRM in changing business environment to solve business problems; understand CRM in different Sectors; Understanding eCRM process.	Understand and Remember	K2
CRMCO2	Apply the knowledge gained in acquisition & retention of customers	Apply	K3
CRMCO3	Analyse relationship marketing and its role in brand building	Analyse	K4
CRMCO4	Evaluate CRM's application in different Sectors	Evaluate	K5
CRMCO5	Develop conceptual knowledge of technological tools used in CRM	Create	K6

Relationship of Course outcome with program outcome							
POs & PSO/ COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CRMCO1		2		1	1	2	5
CRMCO2	3	3			2		2
CRMCO3	1	3	2	3	2	5	2
CRMCO4				3	3	2	4
CRMCO5	2	2	5	2		2	2
Total	6	10	7	9	8	11	15
AVERAGE	2.00	2.50	3.50	2.25	2.00	2.75	3.00



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Course Name: Distribution and Supply Chain Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
DSCMCO1	Understand basic concepts of supply chain management.	Understand and Remember	K2
DSCMCO2	Applying concepts to examine various issues	Examine	K3
DSCMCO3	Solving the various issues coming out of Supply chain distribution	Apply	K3
DSCMCO4	Prioritize the solution based On Value creation	analyse	K4
DSCMCO5	Identify abnormalities in the structure of Supply chain management	Evaluate	K5
DSCMCO6	Plan for robust the distribution and supply chain management	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
DSCMCO1	3			2			1
DSCMCO2	2			2		2	
DSCMCO3	1	3			3		2
DSCMCO4		2	3			1	
DSCMCO5		1		2		2	
DSCMCO6	1				3	3	1
Total	7	6	3	6	3	8	4
AVERAGE	1.75	2.00	3	2.00	3.00	2	1.33



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Semester III Specialization: Human Resource

Course Name: Compensation and Benefits

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
CBCO1	Understand the concept of compensation, various elements of reward strategy , inflation, laws related to compensation, variable pay and income tax	Understand and Remember	K2
CBCO2	Understand and apply business context for reward strategies and preparing strategies	Understand and Apply	K2
CBCO3	Understand and relate Provident Fund, ESIC, Gratuity, Superannuation, Bonus under Payment of Bonus Act	Understand and Remember	K2
CBCO4	Learn the details of remuneration survey and the intricacies of equity compensation plans Understand & remember	Understand and Remember	K2
CBCO5	Evaluate to Cost the CTC of each element of Compensation Structure	Evaluation	K5
CBCO6	Prepare the CTC of an employee	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CBCO1			1	2	2	3	3
CBCO2	1	1		2	2	1	
CBCO3	1		1	1	1	3	
CBCO4	1		1		1	1	3
CBCO5	2	2	1	2		1	3
CBCO6	1				1	1	2
Total	6	3	4	7	7	10	11
AVERAGE	1.20	1.50	1.00	1.75	1.40	1.67	2.75



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Course Name: Human Resource Planning and Application of Technology in HR

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
HRPATCO1	Understand Human resources Planning & forecasting human requirements	Understand and Remember	K2
HRPATCO2	Understand the concept of Job analysis, Selection Process, employment tests and application of technology in HR	Understand and apply	K2
HRPATCO3	Understand Human resource planning and its changing perspective in information age i.e. – e recruitment & selection	Understand & Assess	K2
HRPATCO4	Understand the nuances of workforce diversity	Understand & remember	K2
HRPATCO5	Apply technology like Human resources information system in HR and HR analytical	Apply	K5
HRPATCO6	Design Job analysis & undertake recruitment and selection process	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
HRPATCO1	3	2		1	1		
HRPATCO2	3	3			2	2	
HRPATCO3	2	3		1	2	2	
HRPATCO4	3			1	3	2	
HRPATCO5	3	3	1		2	3	
HRPATCO6		3	1	2	2	2	2
Total	14	14	2	7	12	11	2
AVERAGE	2.80	2.80	1.00	1.25	2.00	2.20	2.00



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Course Name: Labour Laws and Implication on Industrial Relations

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
LLIRCO1	Understand the nature and importance of Labour law	Understand and Remember	K2
LLIRCO2	Understand various legislations with their history, basic provisions & case laws	Understand and Remember	K2
LLIRCO3	Understand court jurisdictions, current amendments in Labour laws and basics of labour laws	Understand and Remember	K2
LLIRCO4	Understand IR and its importance to Labour Laws, changing dynamics of IR	Understand and Remember	K2

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
LLIRCO1	3	2	2	1	1		
LLIRCO2	3	3	2		2		2
LLIRCO3	1	3	2	3	2		
LLIRCO4	1	1		3	3	2	
Total	8	9	6	7	8	2	2
AVERAGE	2.00	2.25	2.00	2.33	2.00	2.00	2.00



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Course Name: Training and Development

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
TDCO1	Understand the evolution of Training and Development from a tactical to a strategic function.	Understand and Remember	K2
TDCO2	To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training.	Apply	K3
TDCO3	Analyse the training requirements of the company keeping in line current trend and requirements.	Analyse	K4
TDCO4	Develop suitable compensation & benefit framework keeping in line industry requirements.	Evaluate	K5
TDCO5	Create the training calendars, Training budgets and training modules.	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
TDCO1	3						
TDCO2	2	3	3		2		
TDCO3	2			3	2		
TDCO4			2	2	2		
TDCO5		2				3	3
Total	7	5	5	5	6	3	3
AVERAGE	2.33	2.50	2.5	2.50	2.00	3	3

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Course Name: Competency Based HRM and Performance Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
CBHRM01	Understand key terms as competency, competency identification, competency model, competency assessment	Understand	K2
CBHRM02	Apply a defined performance improvement process to manage performance at organization & Provide effective and regular feedback on performance.	Apply	K3
CBHRM03	Design & Conduct behavioural events interviewing (BEI) for specific job roles	Create	K6
CBHRM04	Analyse BEI results to recruit, select, train & develop employees.	Analyse	K4
CBHRM05	Evaluate the results of competency identification to Create a competency model for a targeted job category, department, or occupation.	Evaluate	K5

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CBHRM01	2						
CBHRM02			2		2		
CBHRM03						2	
CBHRM04		2		2			
CBHRM05							2
Total	2	2	2	2	2	2	2
AVERAGE	2.00	2.00	2.00	2.00	2.00	2.00	2.00



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Course Name: O.S.T.D

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
OSTDCO1	Understand the organizational design and different factors affecting organizational design	Understand	K2
OSTDCO2	Understand the evolution of organizational theories and fundamentals of organization structure	Understand	K2
OSTDCO3	Understand Open system design elements	Understand	K2
OSTDCO4	Identify the organizational culture and its effect on organizational design	Analyse	K2
OSTDCO5	Design organizational structure by introducing innovative changes in the system.	Create	K5
OSTDCO6	Apply decision making steps while dealing with conflict, power, politics and designing organizational structure	Apply	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
OSTDCO1		1		1	1	2	3
OSTDCO2	1	3		2		3	3
OSTDCO3	3	3		2		3	3
OSTDCO4	3	3	1	2	3	3	3
OSTDCO5	3	3	2	2	2	3	2
OSTDCO6	3	3	3	2	3	3	1
Total	13	15	6	10	8	15	12
AVERAGE	2.60	2.67	2.00	1.83	2.25	2.83	2.50

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Semester III
Specialization: Operations

Course Name: World Class Manufacturing

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
WCMCO1	Understand the state of Indian manufacturing in relation to world-class standards and performance issues	Understand	K2
WCMCO2	Understand the relevance of World Class Performance in a competitive framework.	Understand	K2
WCMCO3	Understand global markets' relationship to world-class performance	Understand	K2
WCMCO4	Meet requirements of global markets which are more turbulent, dynamic, and complex.	Apply	K3
WCMCO5	Build the framework for world-class manufacturing and apply information and materials tools to create World Class Manufacturing environment	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
WCMCO1				2		1	2
WCMCO2	1	2		2		2	2
WCMCO3	1			2		3	2
WCMCO4	2			2	3	3	1
WCMCO5	3		2	2		3	2
Total	7	2	2	10	3	12	9
AVERAGE	1.75	2.00	2	2.00	3.00	2.4	1.8



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Course Name: Manufacturing Resource Planning & Control

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
MPCCO1	Remember transition of MRP to MRP II	Remember	K1
MPCCO2	Understand the importance of manufacturing resources planning and control.	Understand	K2
MPCCO3	Apply the production planning process for better performance.	Apply	K3
MPCCO4	Understand the layout and techniques of sequencing at the plant and apply appropriate layout and techniques at the work place.	Apply	K3
MPCCO5	Apply various tools of resource planning like MRP1, MRP2 & ERP for decision-making in operations	Evaluate	K5

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MPCCO1	1			2	1	1	
MPCCO2	1			2	1		
MPCCO3	2	3		2	1	3	
MPCCO4	2	3			1	3	
MPCCO5	3	2		2	1	3	2
Total	9	8		8	5	10	2
AVERAGE	1.80	2.67	0.00	2.00	1.00	2.5	2



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Course Name: Supply Chain Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
SCMCO1	Understand basic concepts of Supply Chain, Logistics, Warehousing, Distribution, and Green Supply Chain.	Understand and Remember	K2
SCMCO2	Applying techniques of inventory management in supply chain	Apply	K3
SCMCO3	Analyse Strategic Alliances, Partnership, Bullwhip Effect,	Analyse	K4
SCMCO4	Critical evaluation of Supply Chain Performances, various strategies,	Evaluate	K5
SCMCO5	Design Distribution network, Formulate supply chain strategies	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
SCMCO1	3						
SCMCO2	3	3		2		2	
SCMCO3	2	2			1		
SCMCO4		3	2	3			
SCMCO5	1			3			3
Total	9	8	2	8	1	2	3
AVERAGE	2.25	2.67	2	2.67	1.00	2	3



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Course Name: Materials Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
MMCO1	Understand basic concepts of Materials Management, Warehousing, Materials Handling, Imports, Scraps, Codification, Standardisation	Understand and Remember	K2
MMCO2	Applying techniques of inventory management, stock valuation, Customs duty working.	Apply	K3
MMCO3	Analyse/Differentiate / Plant visit, Make or Buy decision, Offers of vendors	Analyse	K4
MMCO4	Critical evaluation of vendor performance, Offers of suppliers	Evaluate	K5
MMCO5	Demonstrating negotiation skills in business, Formulation strategies	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
MMCO1	2						
MMCO2	3	3				1	
MMCO3	2	2			1		
MMCO4		3	2	3			
MMCO5	1			3			3
Total	8	8	2	6	1	1	3
AVERAGE	2.00	2.67	2	3.00	1.00	1	3



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Course Name: Service Operation Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
SOMCO1	Understand basic concepts of Service Industry, Site selection, Service Delivery System, Outsourcing, offshoring.	Understand and Remember	K2
SOMCO2	Applying concepts Inventory Management.	Apply	K3
SOMCO3	Analysing Capacity Yield, Selection of Site for Service Operations,	Analyse	K4
SOMCO4	Evaluation of Performance Measurement of Service Operations, Servqual Model	Evaluate	K5
SOMCO5	Designing Service Delivery System	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
SOMCO1	3						
SOMCO2	3	3		2		1	
SOMCO3	2	2			1		
SOMCO4		3	2	2			
SOMCO5	1			2			3
Total	9	8	2	6	1	1	3
AVERAGE	2.25	2.67	2.00	2.00	1.00	1.00	3.00



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Course Name: Operation Analytics

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
OACO1	Understand basic concepts of Operations Analytics	Understand Remember	K2
OACO2	After successful completion of the course students will be able to apply concepts of operations analytics in corporate world	Apply	K3
OACO3	Differentiate types of forecasting and analytics in service and manufacturing industry	analyse	K4
OACO4	Evaluate outcomes after applications of methodology of analytics	Evaluate	K5
OACO5	Formulate methods via operations analytics which would be applied for decision making	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
OACO1	3	2	3	2		3	2
OACO2	2	3	2	3	2	2	2
OACO3	3	2	2	3	2	2	1
OACO4	3	2	3	3	2	2	1
OACO5	3	1		2			1
Total	14	10	10	13	6	9	7
AVERAGE	2.80	2.00	2.50	2.60	2.00	2.25	1.40



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Semester III
Specialization: Systems

Course Name: Enterprise Management System

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
EMSCO1	Understand the concepts of Enterprise Resource Planning (ERP)	Understand	K2
EMSCO2	Apply the concepts of ERP in an industry	Apply	K3
EMSCO3	Understand the Enterprise Content Management – Role of content management	Understand	K3
EMSCO4	Apply ERP in SCM and CRM	Apply	K3
EMSCO5	Analyse the performance of enterprise portals	Analyse, Evaluate	K4, K5
EMSCO6	Apply the Enterprise Application Integration	Apply	K6
EMSCO7	Develop EMS Practices in an organization. dashboard/tool for an organization	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
EMSCO1	3	1	1	2		1	0
EMSCO2	3	2	2	2	2	2	0
EMSCO3	3	2	2	2	2	3	0
EMSCO4	3	2	2	2	2	2	0
EMSCO5	2	3	2	2	2	3	0
EMSCO6	2	2	2	3	3	3	0
EMSCO7	2	2	2	3	3	3	0
Total	18	14	13	16	14	17	0
AVERAGE	2.57	2.00	1.86	2.29	2.33	2.43	0.00



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Course Name: Big Data and Business Analytics

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
BDBACO1	Understand the basic concept of Business Analytics for decision making	Understand	K2
BDBACO2	Apply data processing using Python, Tableau and R to solve business related problems	Apply	K3
BDBACO3	Solve data analytics related cases using R Programming and Python Programming	Apply	K3
BDBACO4	Apply the concepts of DBMS in database designing using Ms Access / POSgres	Apply	K3
BDBACO5	Evaluate the Database through analytical skills through Tableau, R, Power BI and Python for decision making	Evaluate	K5
BDBACO6	Acquire skills of a Data Analyst for an organization	Create	K6
BDBACO7	Develop data analytics dashboard/tool for an organization	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BDBACO1	3	1	1	2		1	1
BDBACO2	3	2	2	2	2	2	2
BDBACO3	3	2	2	2	2	3	2
BDBACO4	3	2	2	2	2	2	2
BDBACO5	2	3	2	2	2	3	3
BDBACO6	2	2	2	3	3	3	3
BDBACO7	2	2	2	3	3	3	3
Total	18	14	13	16	14	17	16
AVERAGE	2.57	2.00	1.86	2.29	2.33	2.43	2.29



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Course Name: Software Engineering

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
SECO1	Understand the basic concept of SE	Understand	K2
SECO2	Apply SE concepts to solve business related problems	Apply	K3
SECO3	Solve SDLC related cases using models	Apply	K3
SECO4	Apply the concepts of SE in database designing	Apply	K3
SECO5	Evaluate the SDLC models using analytical skills	Evaluate	K5
SECO6	Acquire skills of a System Analyst for an organization	Create	K6
SECO7	Develop System Analysis and Designing model for an organization	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
SECO1	3	1	1	2		1	1
SECO2	3	2	2	2	2	2	2
SECO3	3	2	2	2	2	3	2
SECO4	3	2	2	2	2	2	2
SECO5	2	3	2	2	2	3	3
SECO6	2	2	2	3	3	3	3
SECO1.7	2	2	2	3	3	3	3
Total	18	14	13	16	14	17	16
AVERAGE	2.57	2.00	1.86	2.29	2.33	2.43	2.29



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Course Name: Database Management System & Data Warehousing

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
DBMSCO1	Understand the basic concept of DBMS	Understand	K2
DBMSCO2	Apply data processing using MYSQL to solve business related problems	Apply	K3
DBMSCO3	Solve database related cases using sql	Apply	K3
DBMSCO4	Apply the concepts of DBMS in database designing using Ms Access/POsgres	Apply	K3
DBMSCO5	Evaluate the Database through analytical skills	Evaluate	K5
DBMSCO6	Acquire skills of a Database administrator for an organization	Create	K6
DBMSCO7	Develop database warehouse for an organization	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
DBMSCO1	3	1	1	2		1	1
DBMSCO2	3	2	2	2	2	2	2
DBMSCO3	3	2	2	2	2	3	2
DBMSCO4	3	2	2	2	2	2	2
DBMSCO5	2	3	2	2	2	3	3
DBMSCO6	2	2	2	3	3	3	3
DBMSCO7	2	2	2	3	3	3	3
Total	18	14	13	16	14	17	16
AVERAGE	2.57	2.00	1.86	2.29	2.33	2.43	2.29



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Course Name: Knowledge Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
KMCO1	Understand the basic concept of data, information and knowledge	Understand	K2
KMCO2	Apply the conceptual background of Knowledge Management	Apply	K3
KMCO3	Understand the KM foundation and applications	Understand	K3
KMCO4	Apply the concepts of KM in data analysis	Apply	K3
KMCO5	Evaluate the Database through analytical skills through KM tools for decision making	Evaluate	K5
KMCO6	Acquire skills of a Knowledge manager/Data Scientist for an organization	Create	K6
KMCO7	Develop Knowledge Management Practices in an organization dashboard / tool for an organization	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
KMCO1	3	1	1	2		1	1
KMCO2	3	1	1	1	1	1	2
KMCO3	3	2	2	2	2	3	2
KMCO4	3	2	2	2	2	2	2
KMCO5	2	3	2	2	2	3	3
KMCO6	2	2	2	3	3	3	3
KMCO7	2	2	2	3	3	3	3
Total	18	13	12	15	13	16	16
AVERAGE	2.57	1.86	1.71	2.14	2.17	2.28	2.28



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ATHARVA INSTITUTE OF MANAGEMENT STUDIES

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Course Name: Information System Security & Audit

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
ISSACO1	Understand the basic concept of IT	Understand	K2
ISSACO2	Apply data processing using Python, Tableau and R to solve business related problems	Apply	K3
ISSACO3	Solve IT related cases	Apply	K3
ISSACO4	Apply the concepts of Audit in database designing	Apply	K3
ISSACO5	Evaluate the Audit cases	Evaluate	K5
ISSACO6	Acquire skills of an IT Auditor	Create	K6
ISSACO7	Develop an Internal Audit mechanism for IT	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
ISSACO1	3	1	1	2		1	1
ISSACO2	3	2	2	2	2	2	2
ISSACO3	3	2	2	2	2	3	2
ISSACO4	3	2	2	2	2	2	2
ISSACO5	2	3	2	2	2	3	3
ISSACO6	2	2	2	3	3	3	3
ISSACO7	2	2	2	3	3	3	3
Total	18	14	13	16	14	17	16
AVERAGE	2.57	2.00	1.86	2.29	2.33	2.43	2.29



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Semester IV Specialization: Core

Course Name: Project Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
PM01	To understand concepts of Project	Understand	K2
PM02	To apply various techniques as CPM/PERT/earned value analysis	Create	K6
PM03	Conceive an idea, evaluate its feasibility and make it workable	Evaluate	K5
PM04	To apply and evaluate success parameters of cost, time and quality in project management	Evaluate	K5
PM05	Analyse and valuate the risk involved in projects	Evaluate	K5

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
PM01	2	1	1	1	3	1	1
PM02	2	3	1	1	3	1	1
PM03	2	3	1	3	3	1	1
PM04	2	3	1	2	3	1	1
PM05	2	3	1	1	3	1	1
Total	10	13	5	8	15	5	5
AVERAGE	2.00	2.60	1	1.60	3.00	1	1



Handwritten signature and date: 11/2/24

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Semester IV
Specialization: Finance

Course Name: Venture Capital and Private Equity

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
VCPECO1	Understand the venture capital and private equity industry globally and the various players involved.	Understand	K2
VCPECO2	Understand the Venture Capital and Private Equity investment process starting from fundraising to exiting.	Understand	K2
VCPECO3	Apply the knowledge of Tax schemes related to PE investment	Apply	K3
VCPECO4	Analyse business proposals by using valuation and deal structuring techniques used in venture capital and buyouts.	Analyse	K4
VCPECO5	Evaluate alternative forms of fund raising.	Evaluate	K5
VCPECO6	Develop the ways to approach and choose a venture capitalist	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
VCPECO1	3						
VCPECO2	3	3		2		2	
VCPECO3	2	2			1		
VCPECO4		3	2	3			
VCPECO5	1			3	2		3
VCPECO6				3		3	
Total	9	8	2	8	3	2	3
AVERAGE	2.25	2.67	2	2.67	1.50	2	3

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Semester IV
Specialization: Marketing

Course Name: Business to Business Marketing

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
BBMCO01	Understand basics of B2B marketing; Industrial marketing environment; segmentation parameters in B2B marketing; different types of customer benefits; strategies for value added products and services	Understand and Remember	K2
BBMCO02	Application of various models of organisation in B2B Marketing; identifying and manage key accounts	Apply	K3
BBMCO03	Foster development of competitive advantage in dominant designs	Analyse	K4

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
BBMCO01		1	1	1			
BBMCO02	1	2		3		4	3
BBMCO03	3	3		3	1	2	3
Total	4	6	1	7	1	6	6
AVERAGE	2.00	2.00	1.00	2.33	1.00	3.00	3.00



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Semester IV
Specialization: Human Resource

Course Name: OD and Change Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
ODCM01	Developing a basic understanding and fundamental knowledge of the models and theories of change management.	Understand	K2
ODCM02	Apply the process of organisational change and appropriate organisation development intervention	Apply	K3
ODCM03	Understand and analyse forces for change to improve organisational effectiveness in the context of their social, political and cultural environment	Understand	K4
ODCM04	Critically evaluate the effectiveness, limitations and other issues of change management and organisational development interventions	Evaluate	K5
ODCM05	Designing and testing new models or structures keeping in view contemporary environment.	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
ODCM01	2						
ODCM02			2		2		
ODCM03		2		2			
ODCM04						2	
ODCM05							2
Total	2	2	2	2	2	2	2
AVERAGE	2.00	2.00	2.00	2.00	2.00	2.00	2.00



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Semester IV
Specialization: Operations

Course Name: Strategic Sourcing in Supply Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
SSSMCO1	Understand basic concepts of Purchasing Management. Organization Structure, Procure to Pay Process. Vendor Development Process, SRM, Organization Structure, Legal Aspect and Ethics of Purchasing, International Procurement Process, documents, Terms, Types of PO, Material Classification, Contractual Risks.	Understand and Remember	K1 ; K2
SSSMCO2	Applying Customs Tariff, Negotiation Tactics, Win-Win Strategies, concepts in problem solving and case studies	Apply	K3
SSSMCO3	Differentiate and compare various Costs, TCO, Spend Analysis, and Category Management. Comparative Statement. Kraljic Matrix	Analyse	K4
SSSMCO4	Critical evaluation of Vendor Performance,	Evaluate	K5
SSSMCO5	Formulation of Procurement Strategy. Cost Reduction Strategy,	Create	K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
SSSMCO1	3						
SSSMCO2	3	3		2		2	
SSSMCO3	2	2			1		
SSSMCO4		3	2	3			
SSSMCO5	1			3			3
Total	9	8	2	8	1	2	3
AVERAGE	2.25	2.67	2	2.67	1.00	2	3



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Semester IV
Specialization: Systems

Course Name: Management Technology Business & IT Resource Management

Course Outcomes (CO)			
Course Outcome	After successful completion of the course students will be able to	Blooms Taxonomy level	Level Id
ITESCO1	Understand the concept of ITES	Understand	K2
ITESCO2	Analyse the Cloud Service Providers	Apply	K3
ITESCO3	Evaluate the Business Models	Apply	K3
ITESCO4	Understand the IT Enabled Services	Apply	K3
ITESCO5	Apply and create ITES in Business Models	Analyse, Evaluate, Create	K4 ; K5 ; K6

Relationship of Course outcome with program outcome							
POs & PSOs / COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
ITESCO1	3	1	1	2		1	1
ITESCO2	3	2	2	2	2	2	2
ITESCO3	3	2	2	2	2	3	2
ITESCO4	3	2	2	2	2	2	2
ITESCO5	2	3	2	2	2	3	3
Total	14	10	9	10	8	11	10
AVERAGE	2.80	2.00	1.80	2.00	2.00	2.20	2.00



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