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M.A.-ENG, B.Ed, DIT  
Incharge Director

Date: 07-12-2023

**HEI Undertaking**  
**A.Y.2022-23**

**6.5.2: The institution reviews its teaching-learning process, structures & methodologies of operations, and learning outcomes at periodic intervals through IQAC set up as per norms and recorded the incremental improvement in various activities :**

- 1) Moodle**
- 2) NEP**
- 3) Session Plan Implementation**

**Dr. Santhosh Samuel**  
Head-IQAC

**IQAC - Head**  
J.S.P.M.'s

Jayawant Rao Sawant Institute  
of Management & Research  
Hadapsar, Pune - 411 028.



Dr. Manohar Karade

**DIRECTOR**  
J. S. P. M.'S  
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Of Management & Research  
Hadapsar, Pune - 411 028

## 6.5.2 Two examples of Review of Teaching Learning Practices

<b>Example 1</b>	<b>Initiate Online e-learning system-Moodle</b>
<b>Example 2</b>	<b>Revamped session plan and course outline</b>

### Moodle Document, User Manual

#### Introduction to MOODLE

JSPM's JSIMR is happy to introduce MOODLE, an exclusive Online Learning Platform designed to provide educators, administrators and students learners with a single robust, secure and integrated system to create personalized learning environments. Following are the features and benefits of MOODLE.

#### Features of MOODLE for Learning Globally

1. Designed to Support both Teaching and Learning
2. Easy to Use
3. Open Source
4. Always up-to-date
5. All-in-one learning platform
6. Highly Flexible and Fully Customization
7. Robust, Secure and Private
8. Use Any Time, Anywhere, on Any Device
9. Extensive Resources Available

#### Benefits for students:

1. Students can appear for Quiz/MCQs for free.

2. Students can download the Resource material for the subject like PPTs, Teaching Notes, and Books.
3. Student can see activity calendar
4. Student can give online feedback
5. Students can submit assignments online etc.

**URL of MOODLE:** <http://117.206.159.20/jsimr/>

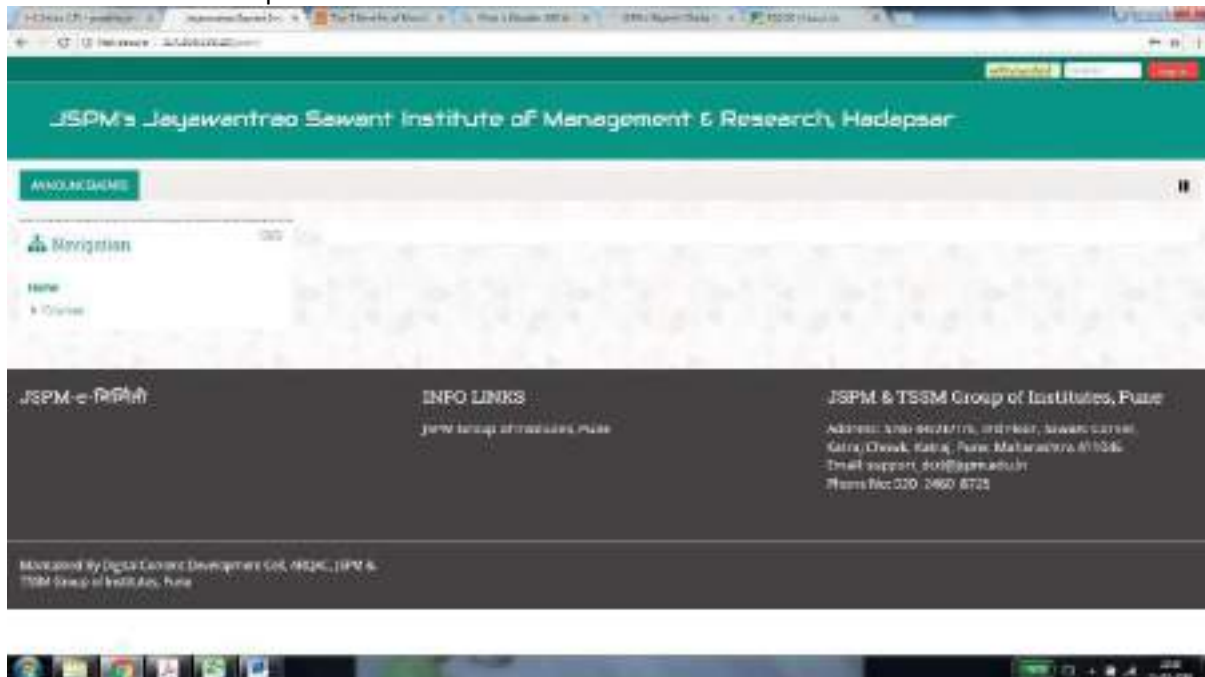
## User Manual

### JSPM's Jayawantrao Sawant Institute of Management & Research Handewai, Hadapsar, Pune-28

#### **MOODLE USER MANUAL FOR STUDENT**

Click on the link: <http://117.206.159.20/jsimr/>

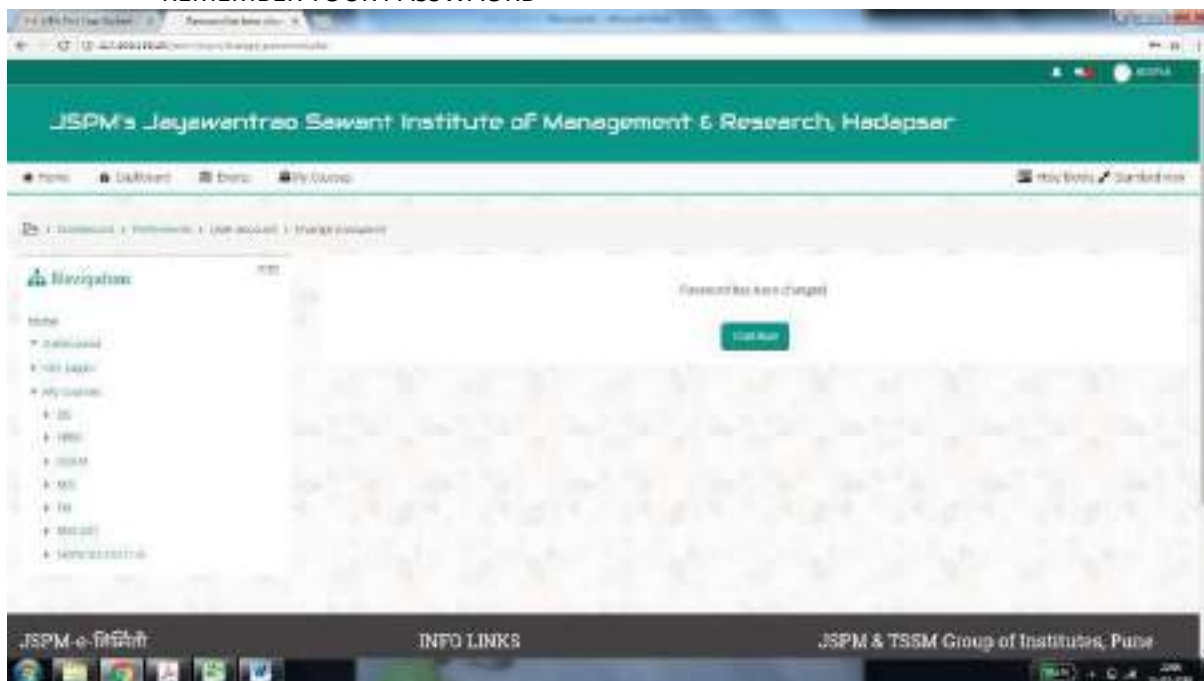
Enter User name and password.



Click login



Put your current password  
 Set a new password, a password should be a combination of CAPITAL LETTER, small letter, Number and special character.  
 This step is compulsory.  
 For e.g. If your name is Deepak then your password should be Deepak@123.  
 \*\*\*\*REMEMBER YOUR PASSWAORD\*\*\*\*



Click on Continue.



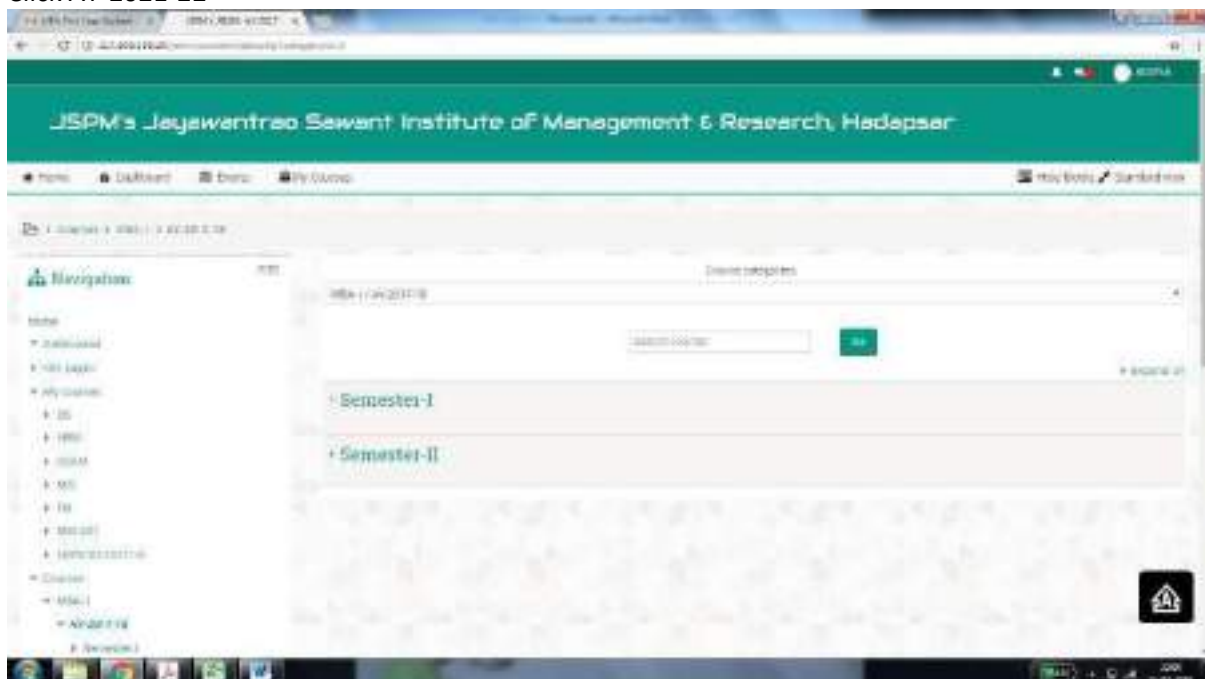
This is home page.

Course categories screen will appear.

If you are MBA-I Year student click on MBA-I

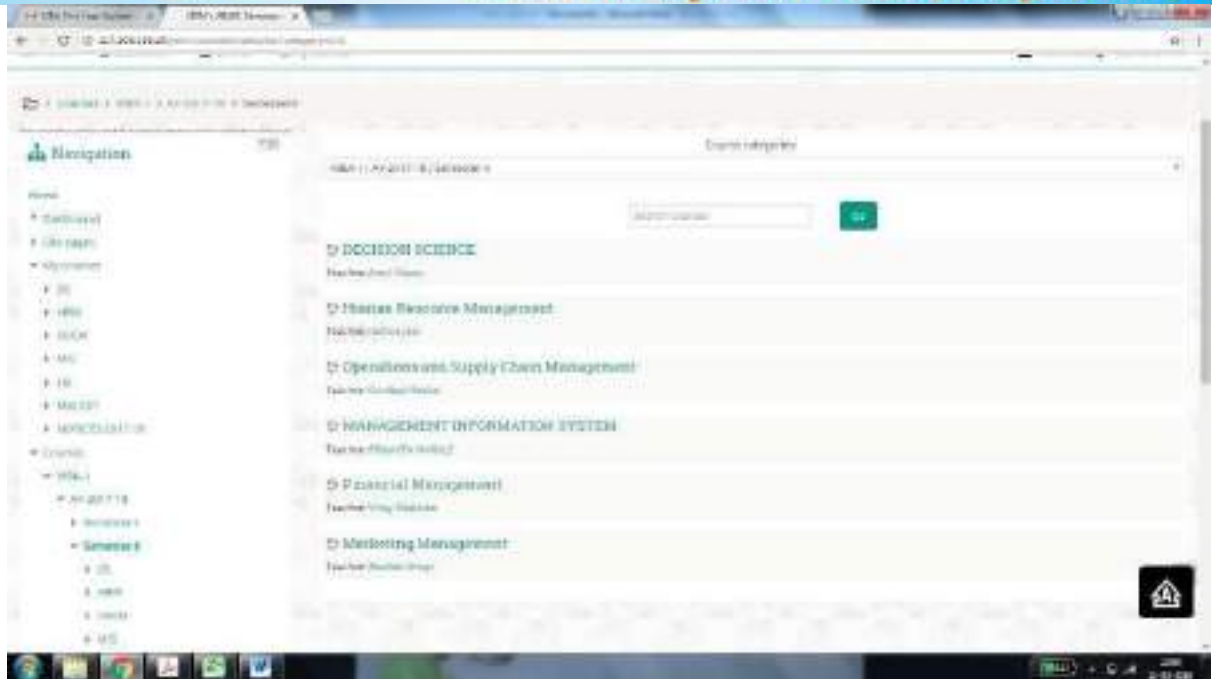
If you are MBA-II year student click on MBA-II

Click AY-2021-22



Click semester –II





Here you will see your subjects and respective subject teacher.  
 Click on any subject. For e.g. Management Information System



This screen will give you the MCQs, PPTs, Notes uploaded by respective subject teacher. You can download the Folder for your reference purpose.



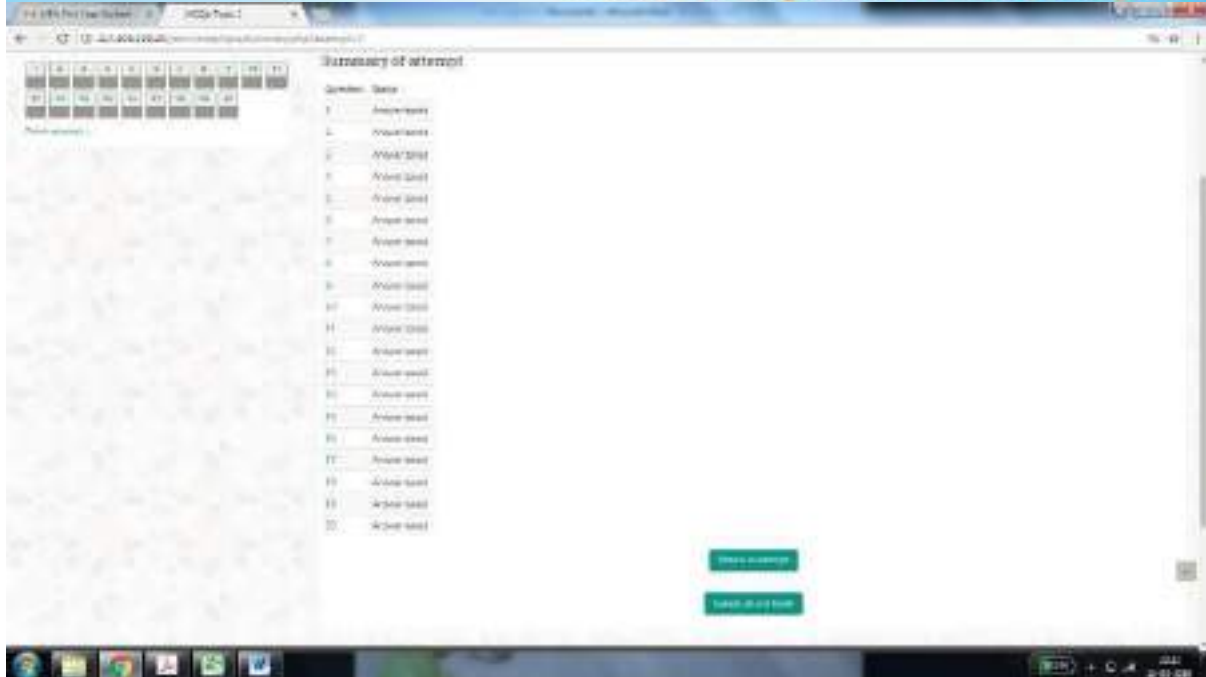
In order to attempt MCQ (Quiz) Click on



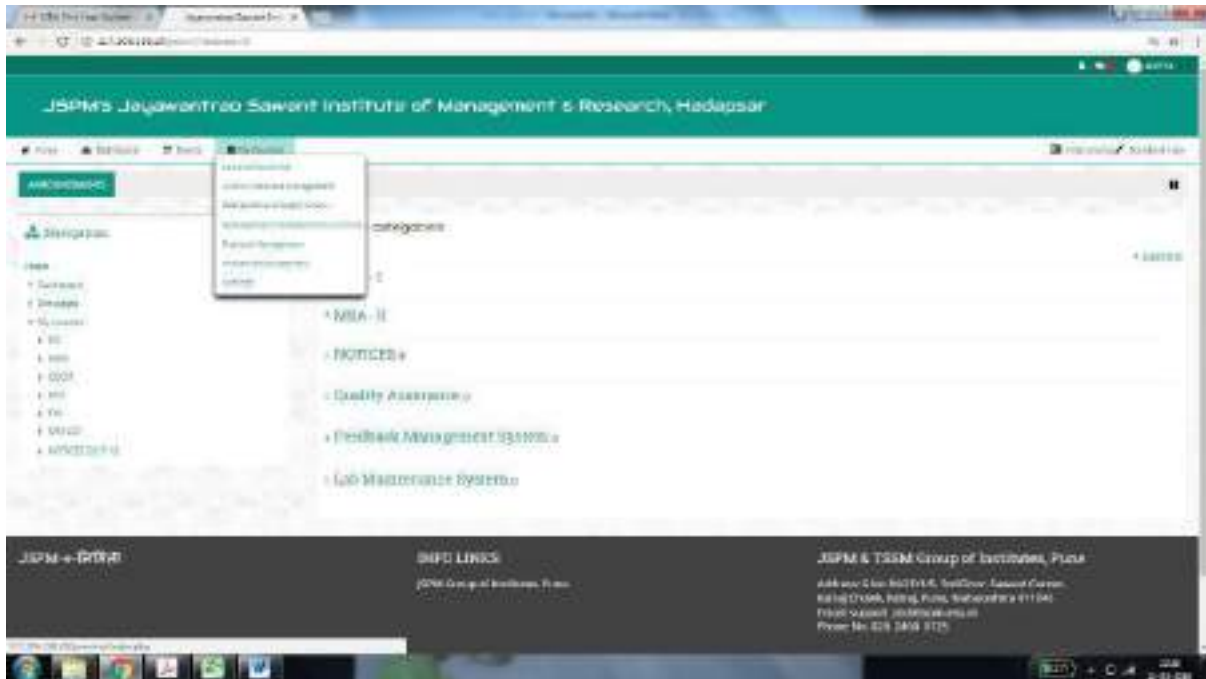
Attempt the quiz



Click next, attempt the quiz and finish the test.



Click on "Submit all and finish"



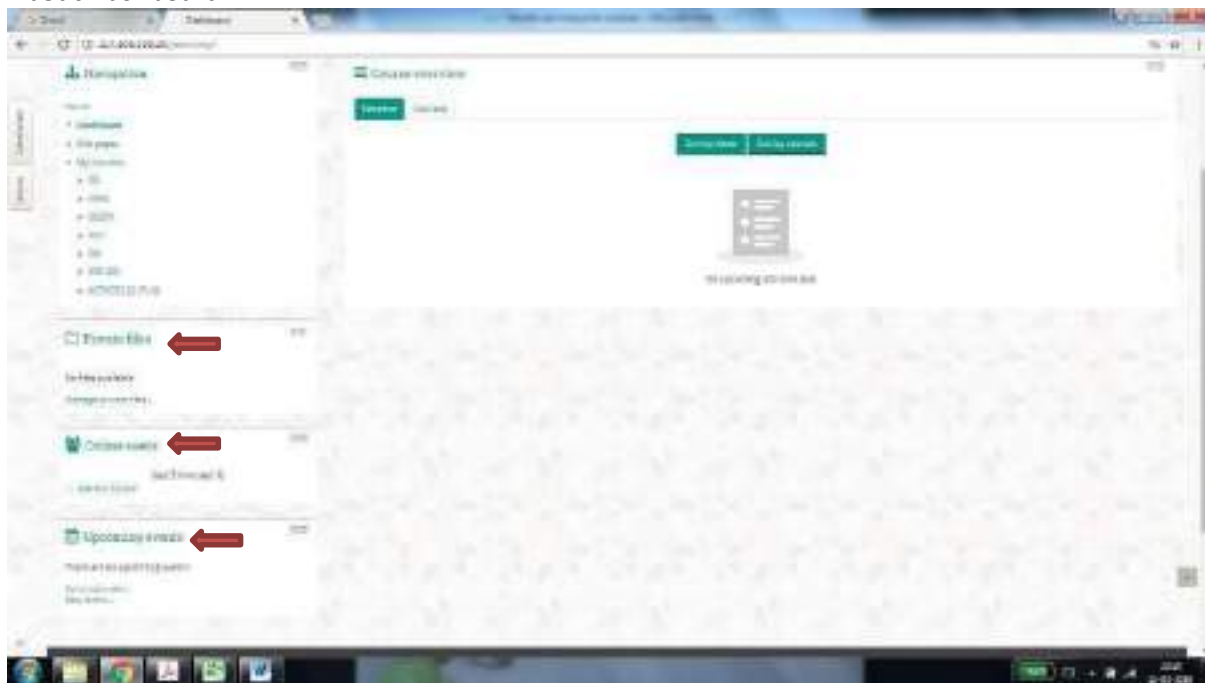
On Home page > My Courses>you can see all subject courses. You can select the subject of your Choice and browse the contents uploaded by respective teacher.





You can now browse People (i.e. other users), See your grades in MCQs for selected subject, See total Quizzes for a selected subject and Study resources for a selected subject.

#### About Dashboard:-



Dashboard will shows the upcoming activity notification

- User can upload private files:-Use can upload personal files on the Moodle through Private Files>Manage your files>Upload the files> save changes.
- User can see online users
- User can see upcoming events

(In case of any query drop an email to [prajakta.jsimr@gmail.com](mailto:prajakta.jsimr@gmail.com))

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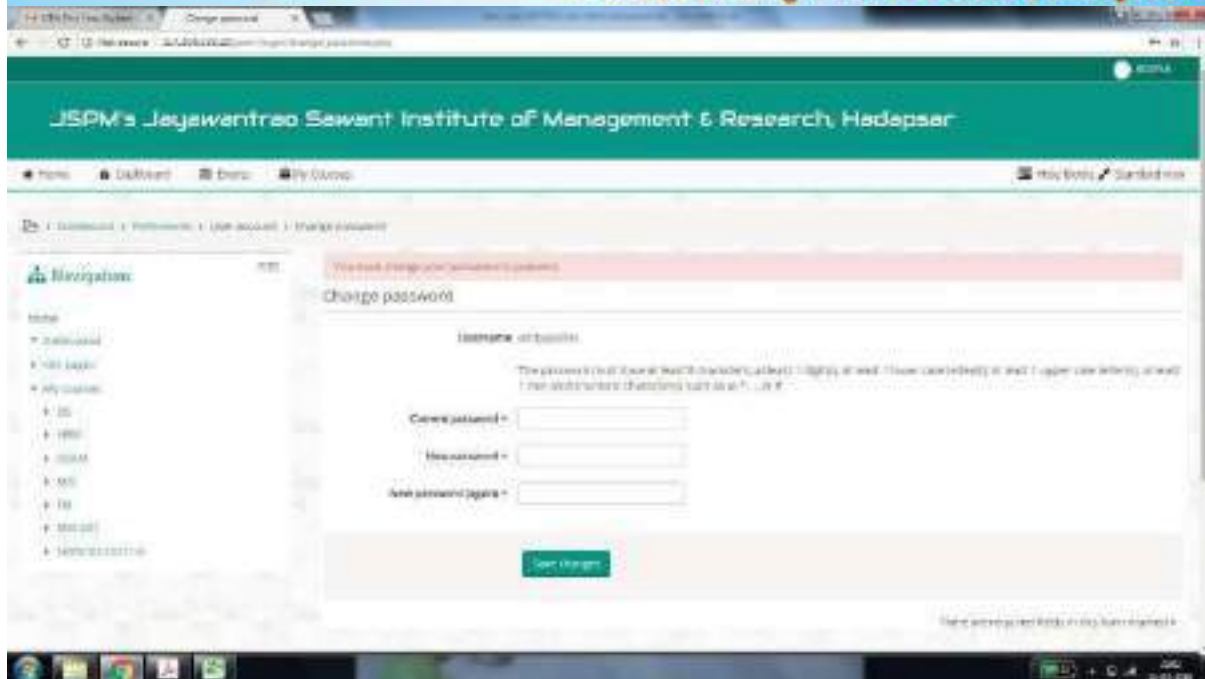
**MOODLE USER MANUAL FOR FACULTY**

Click on the link: <http://117.206.159.20/jsimr/>



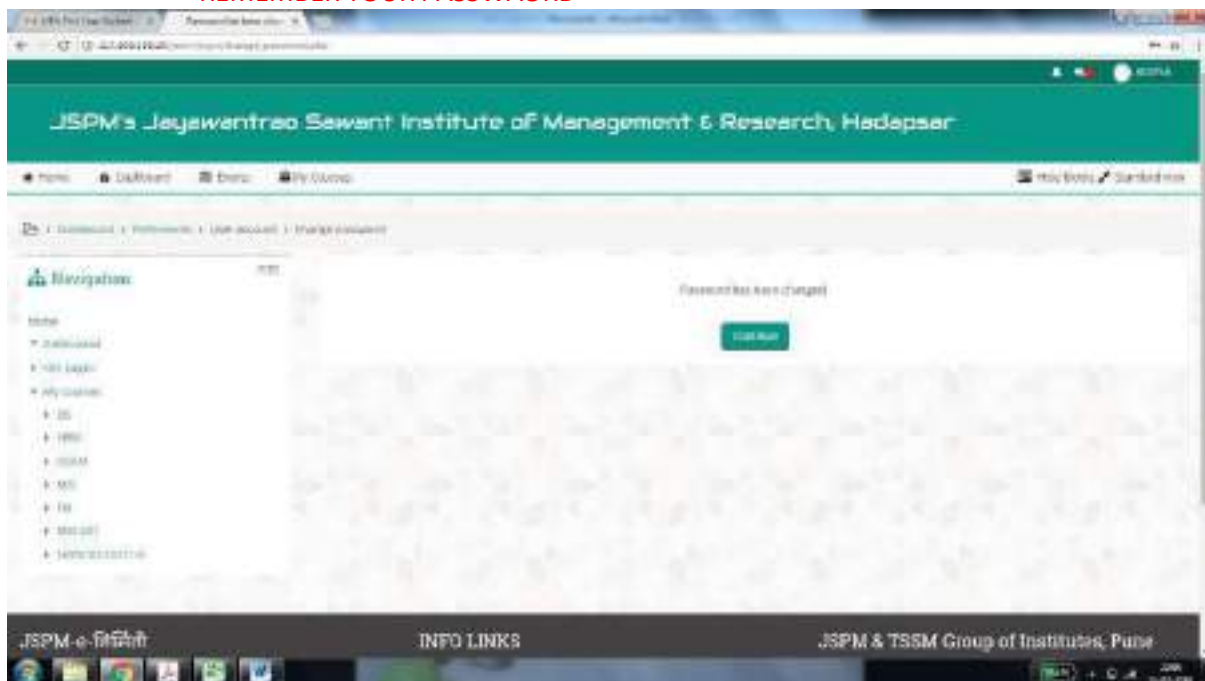
Enter User name and password.

Click login



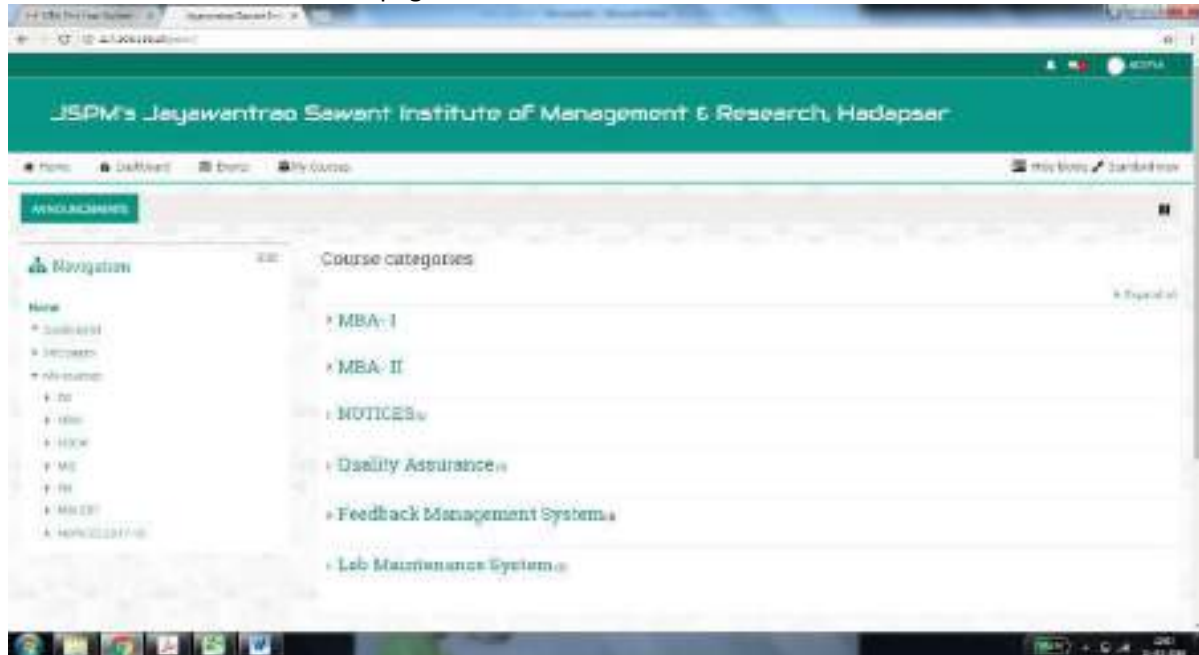
- Put Your current password
- Set a new password, a password should be a combination of CAPLITAL LETTER,
- Small letter, number and special character.
- This step is compulsory.
- For e.g. If your name is Umesh then your password should be Umesh@123.

**REMEMBER YOUR PASSWAORD**





Click on Continue. This is home page.



Course categories screen will appear.

Select Course category for e.g. MBA-II

Click AY-2021-22

Click **semester –IV**

- Here you will see all subject list of MBA-II year.
- Click on any subject. For e.g. Services Marketing



Here you can see

Topic 1

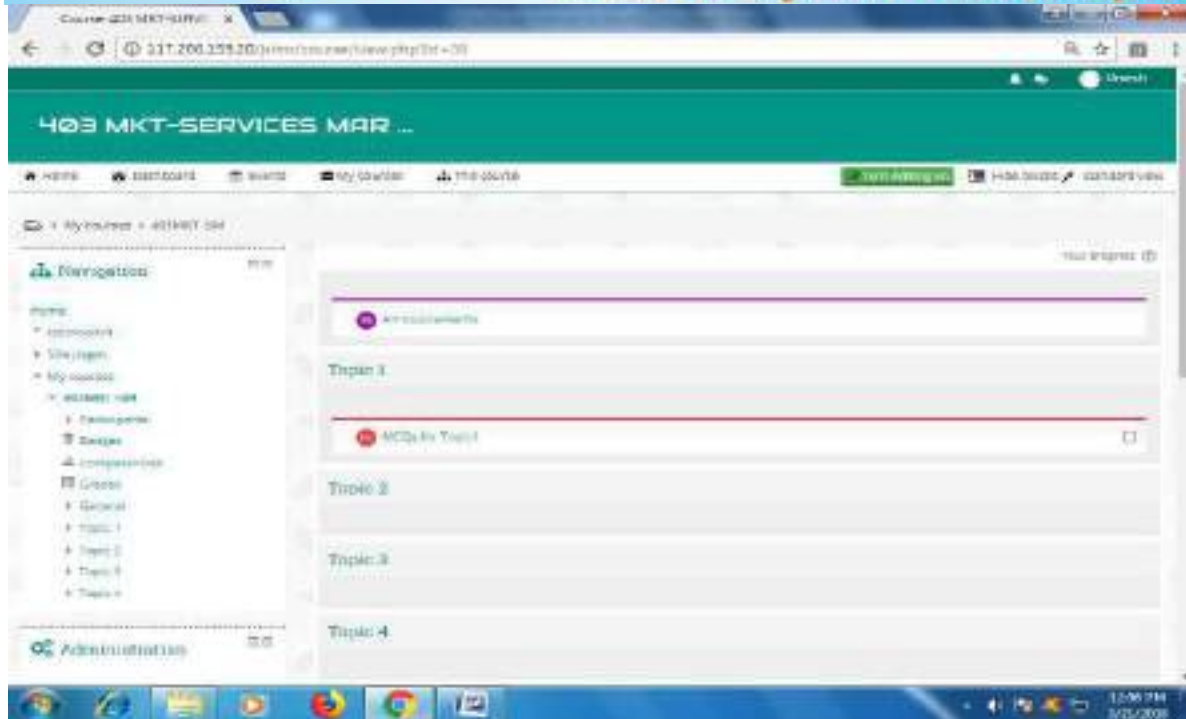
Topic 2

Topic 3

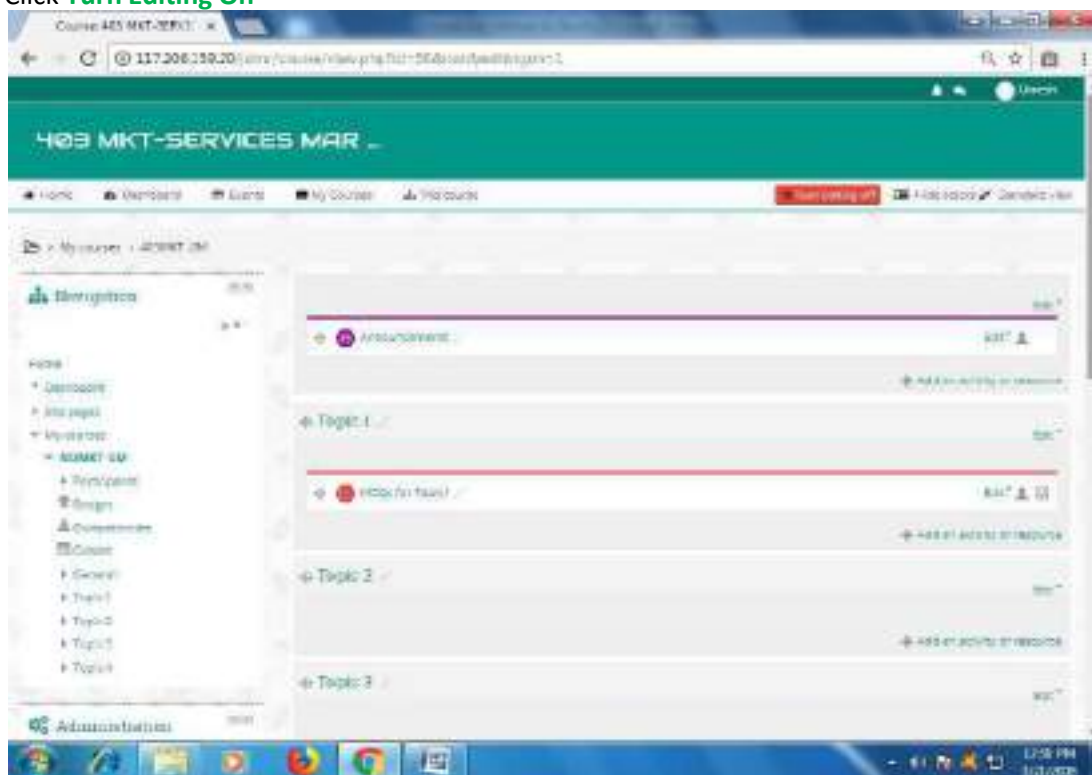
Topic 4

Topic 5





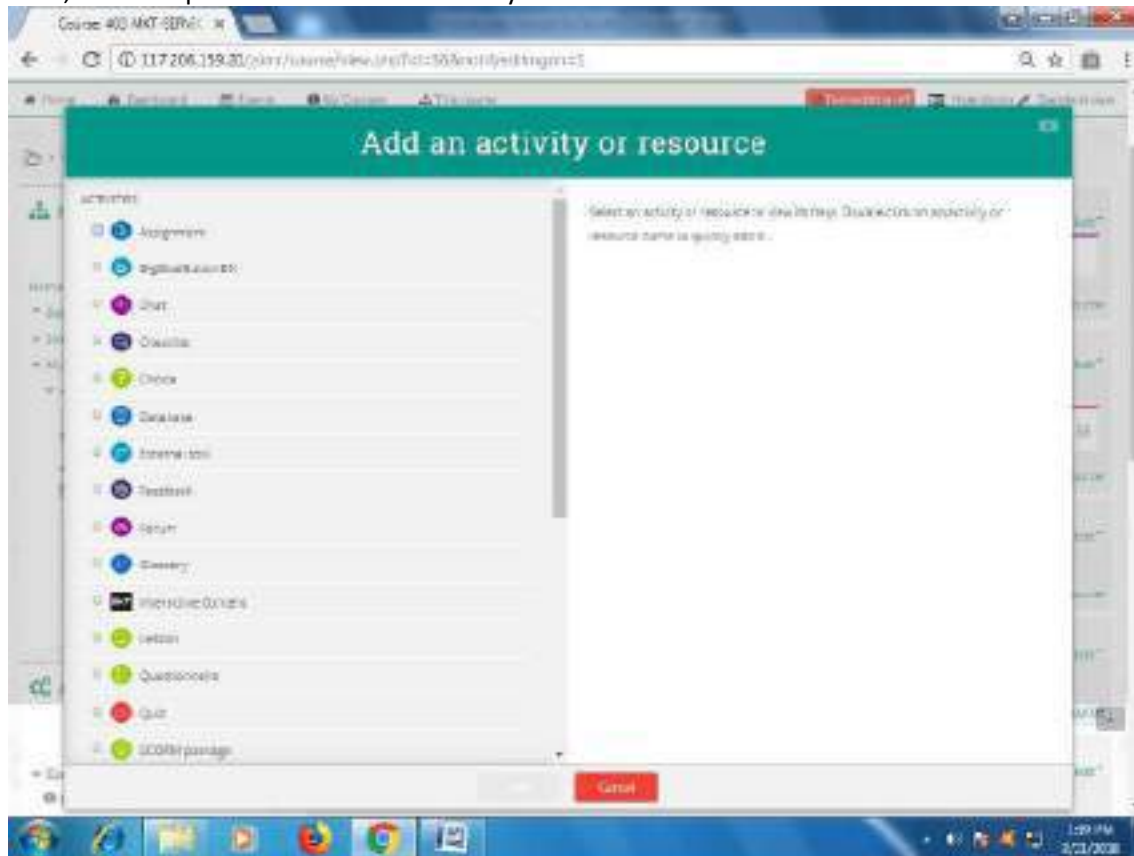
Click **Turn Editing On**



Though this window you can upload the activity or resource for your subject such as quiz, ppt, single document doc or pdf or document folder etc.

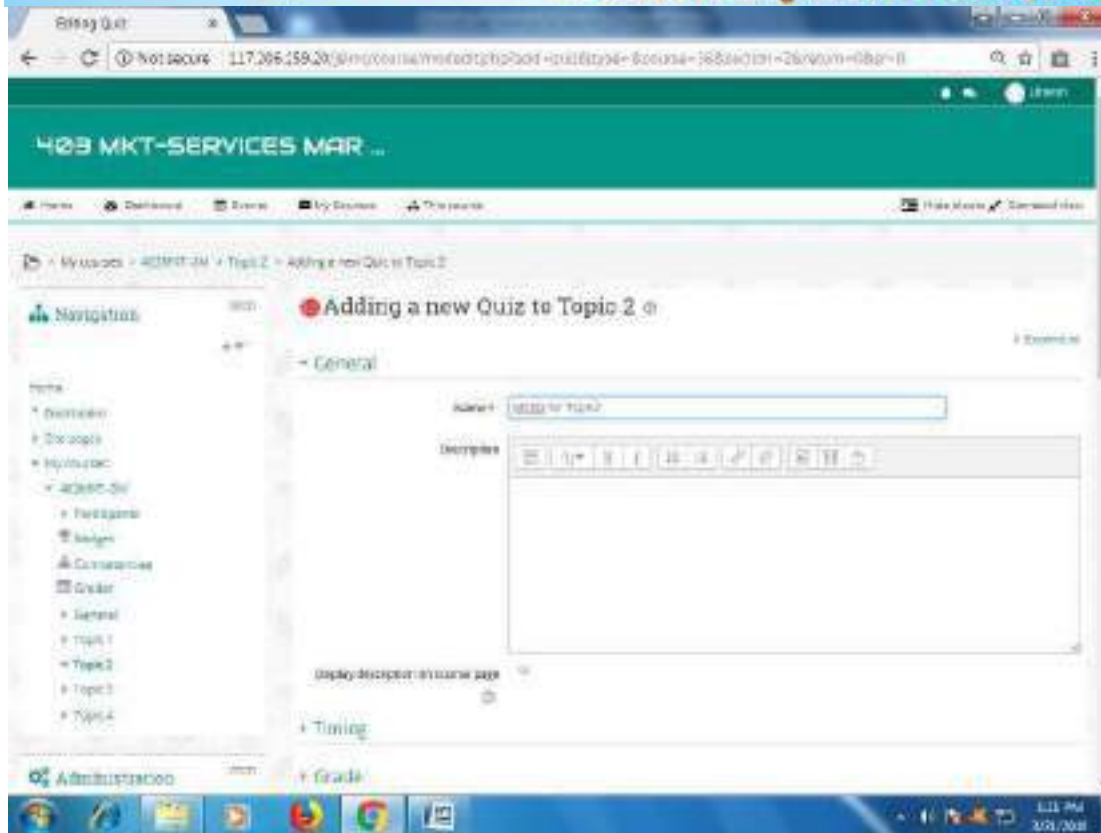
**If you want to create quiz for topic 2**

Then, under Topic 2 click on Add an activity or resource

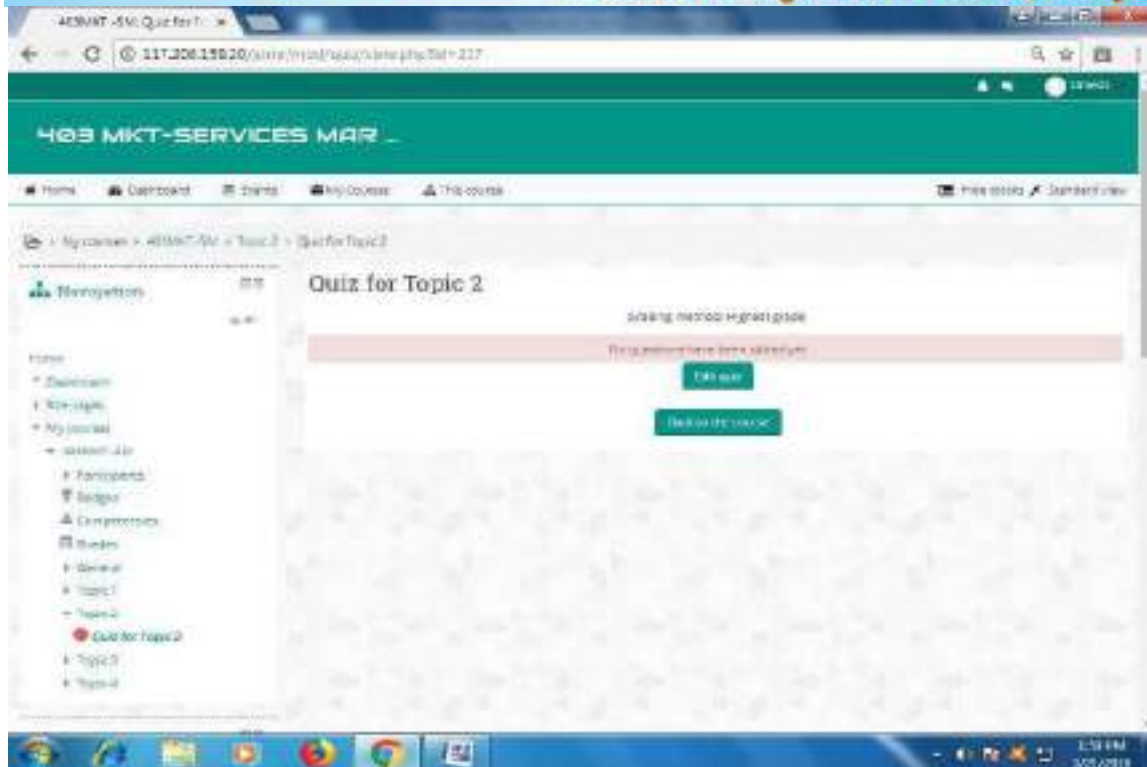


Click on **Quiz**

Click **Add**.

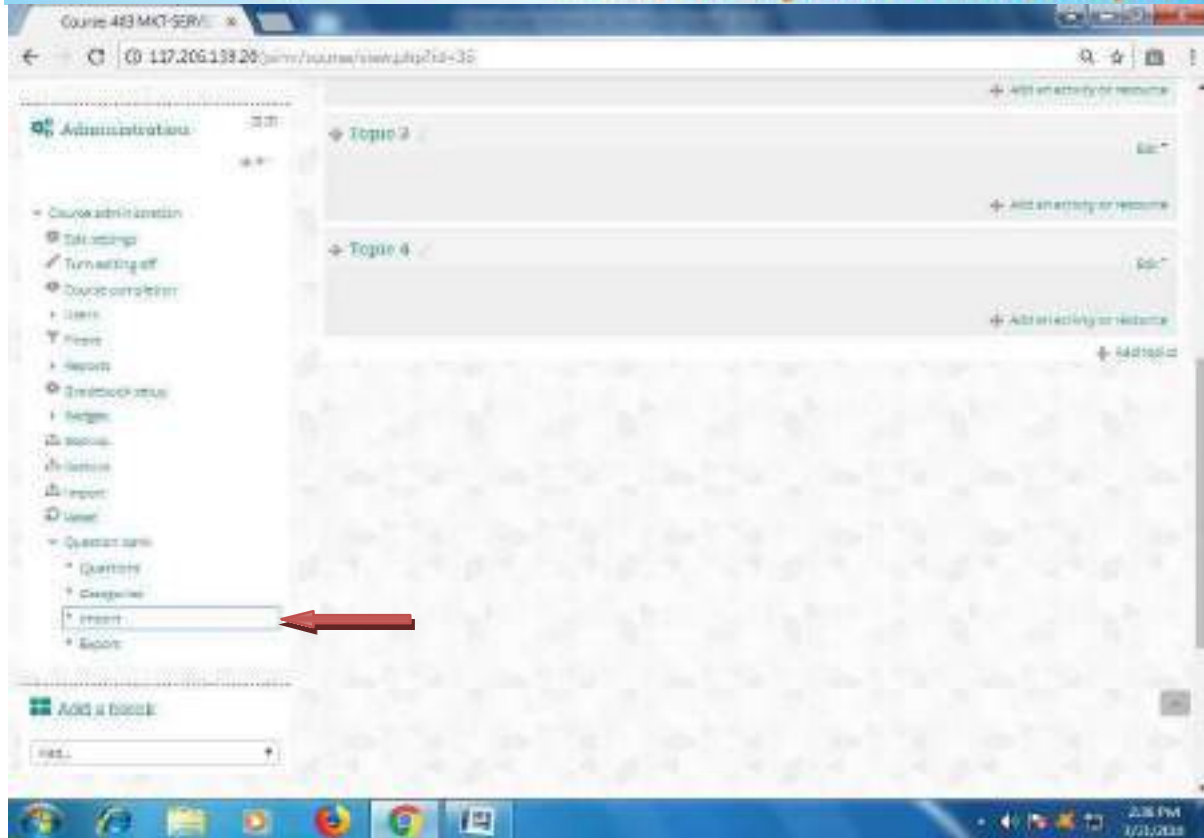


Give name for Quiz .For. E.g. MCQs for Topic 2  
Click on save and display.



Next step is you have to import questions for adding in quiz.

For importing questions, scroll down, under administration > Question Bank > Import



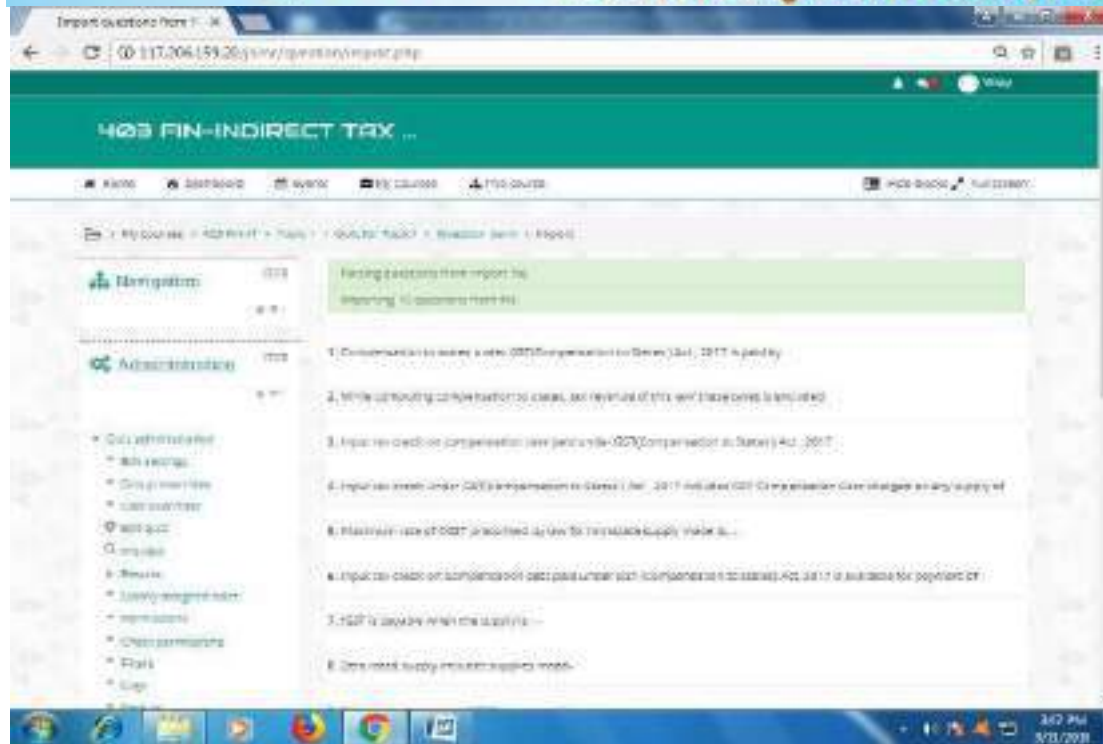
The following screen will appear



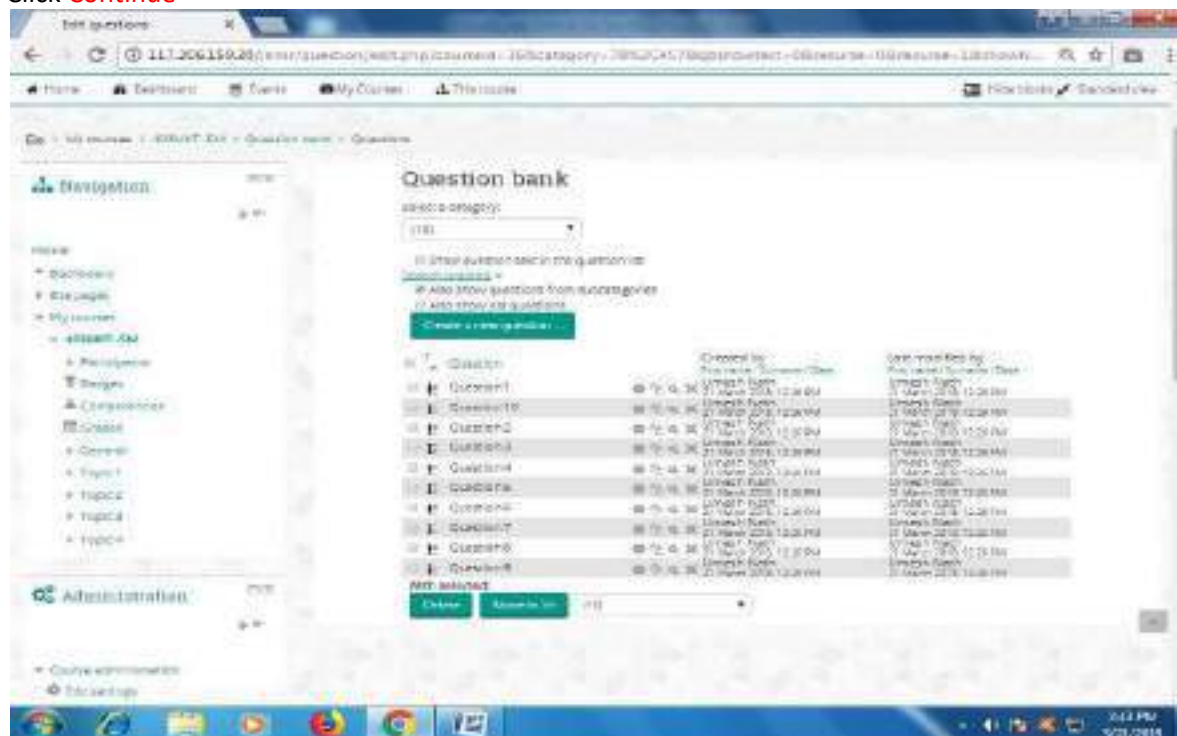




After importing questions,



Click [Continue](#)



Go back to course:-Click Course for E.g.403FIN- IT

The screenshot shows a web application interface for a course titled "403 FIN-INDIRECT TAX". The interface includes a navigation menu on the left and a main content area titled "Question bank". A red arrow points to the "Navigation" link in the menu.

**Question bank**

Select a category:

IT

Show question next in the question set

Select course:

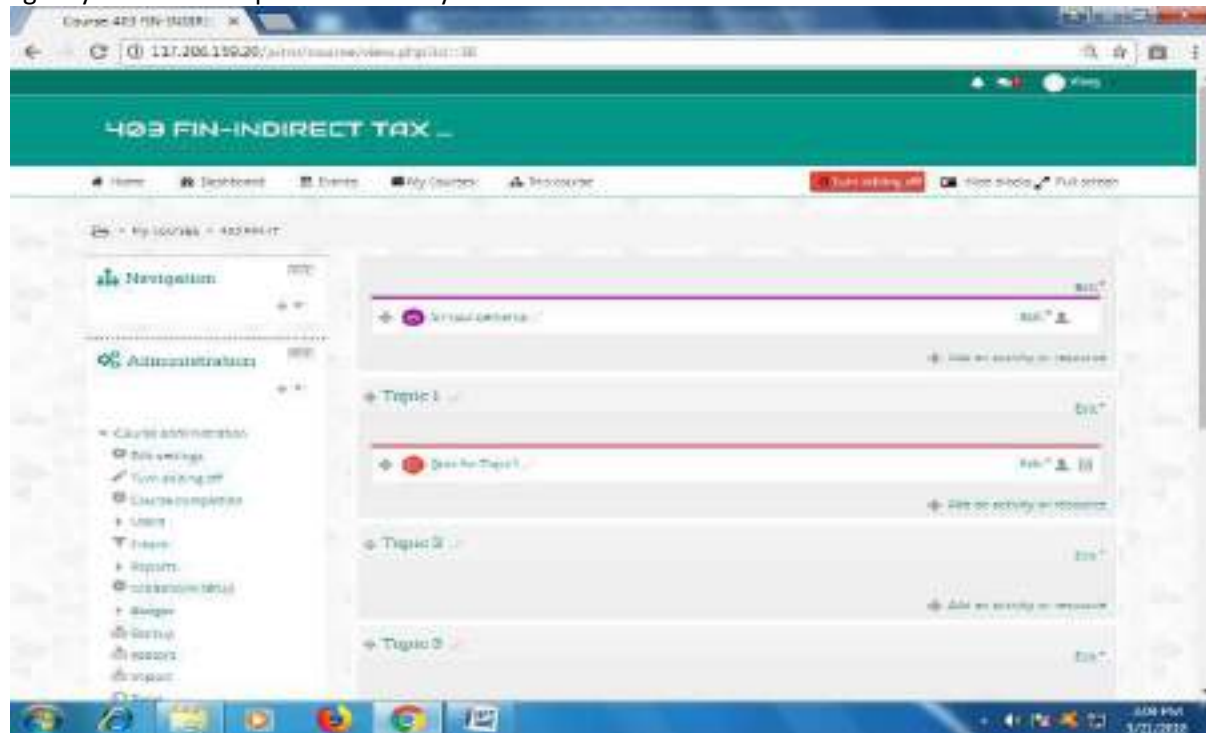
Assign questions from subcategories

Assign old questions

Create a new question...

Question	Created by	Last modified by
Question 1	Prakash Surwade/Dee	Prakash Surwade/Dee
Question 2	Vijay Dhote/Dee	Vijay Dhote/Dee
Question 3	Vijay Dhote/Dee	Vijay Dhote/Dee
Question 4	Vijay Dhote/Dee	Vijay Dhote/Dee
Question 5	Vijay Dhote/Dee	Vijay Dhote/Dee
Question 6	Vijay Dhote/Dee	Vijay Dhote/Dee
Question 7	Vijay Dhote/Dee	Vijay Dhote/Dee
Question 8	Vijay Dhote/Dee	Vijay Dhote/Dee
Question 9	Vijay Dhote/Dee	Vijay Dhote/Dee

Again you will see Topic window for your course.



Click on "Quiz for Topic 1" or Topic 2 (For whichever topic you want to upload MCQs.)



The screenshot shows a Moodle LMS interface for a course titled "403 FIN-INDIRECT TAX". The main content area is titled "Quiz for Topic1" and displays the following information:

- Grading method: Highest grade
- No questions have been added yet.
- Buttons: "Add question" and "Back to the course"

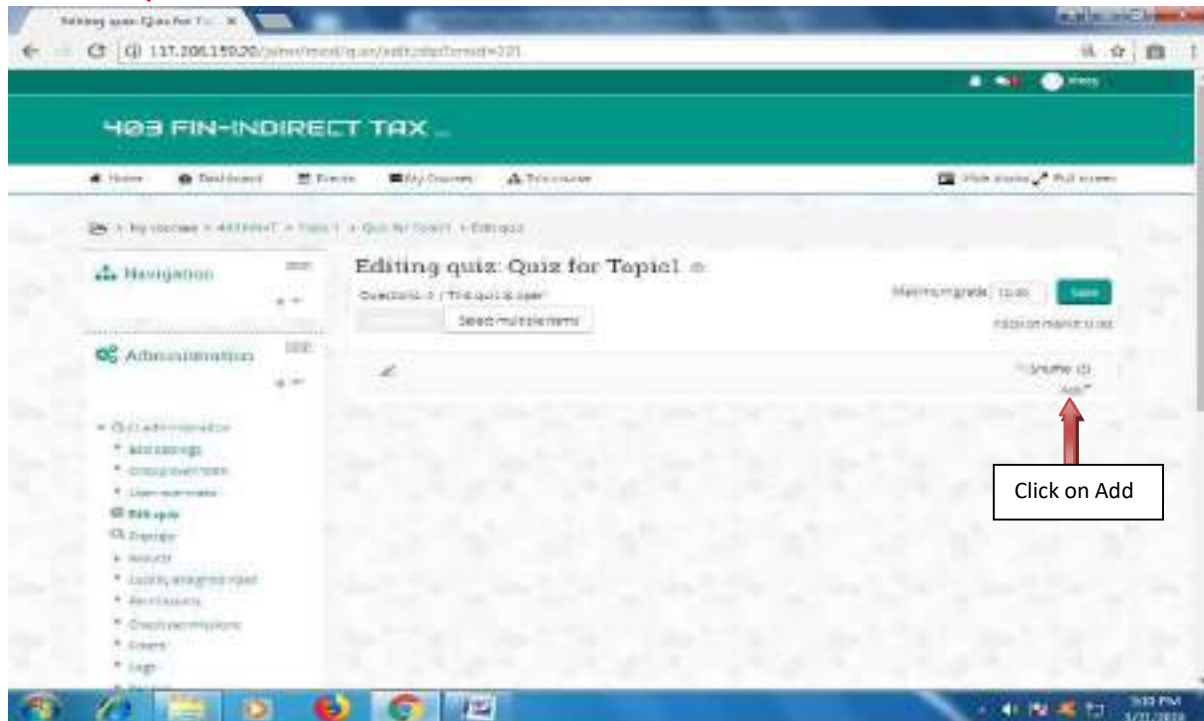
The left sidebar contains the following navigation and administration options:

- Navigation (0/0)
- Administration (0/0)
- Quiz administration
  - Quiz settings
  - Quiz permissions
  - User accounts
  - Edit quiz
  - Review
  - Results
  - Locally assigned roles
  - Permissions
  - Quiz permissions
  - Flags
  - Logs
  - Tools

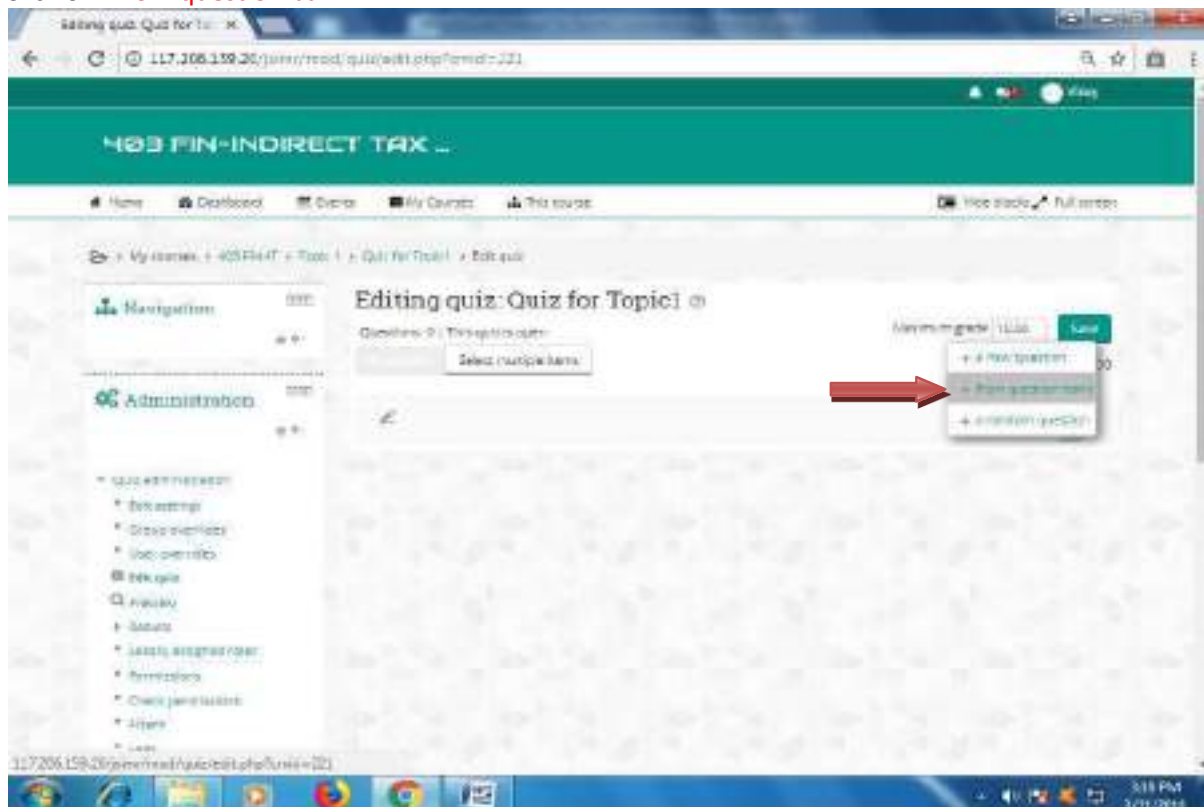
The top navigation bar includes: Home, Dashboard, Starts, My Courses, This course, Hide blocks, Full screen.

Next step is add the Questions to the quiz.

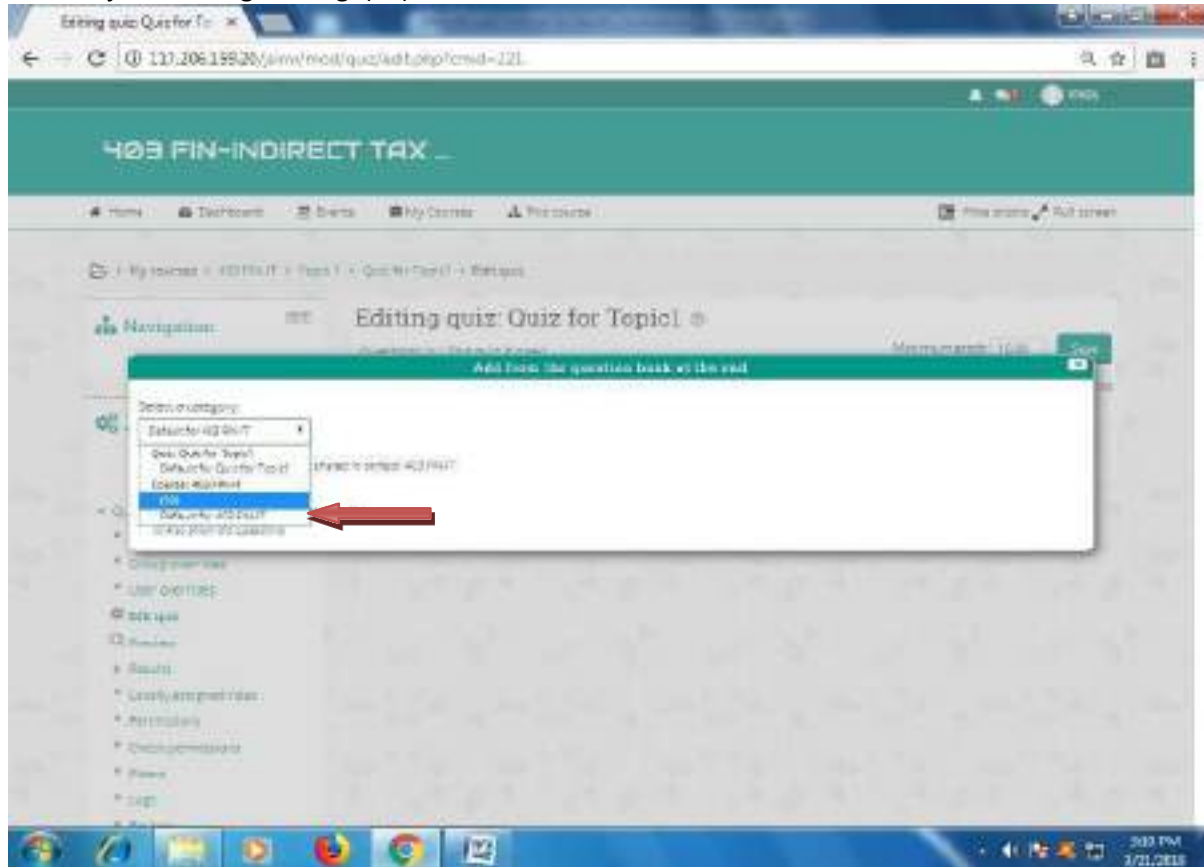
Click "Edit Quiz". Click "Add"



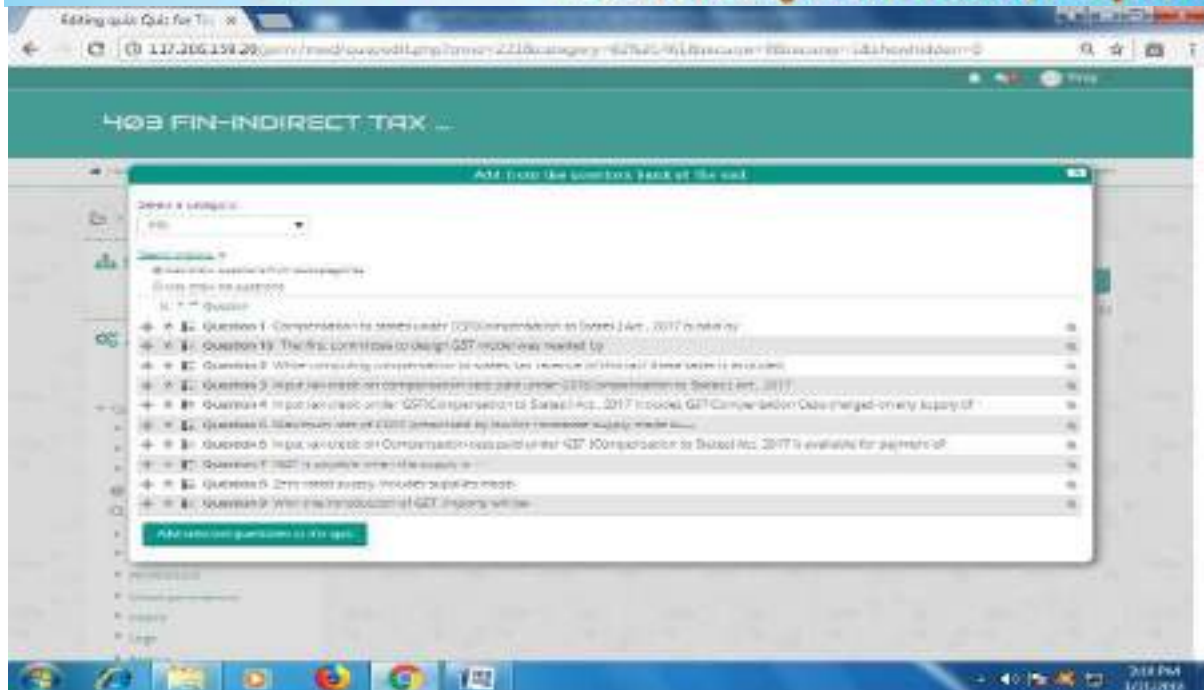
Click on "from question bank"



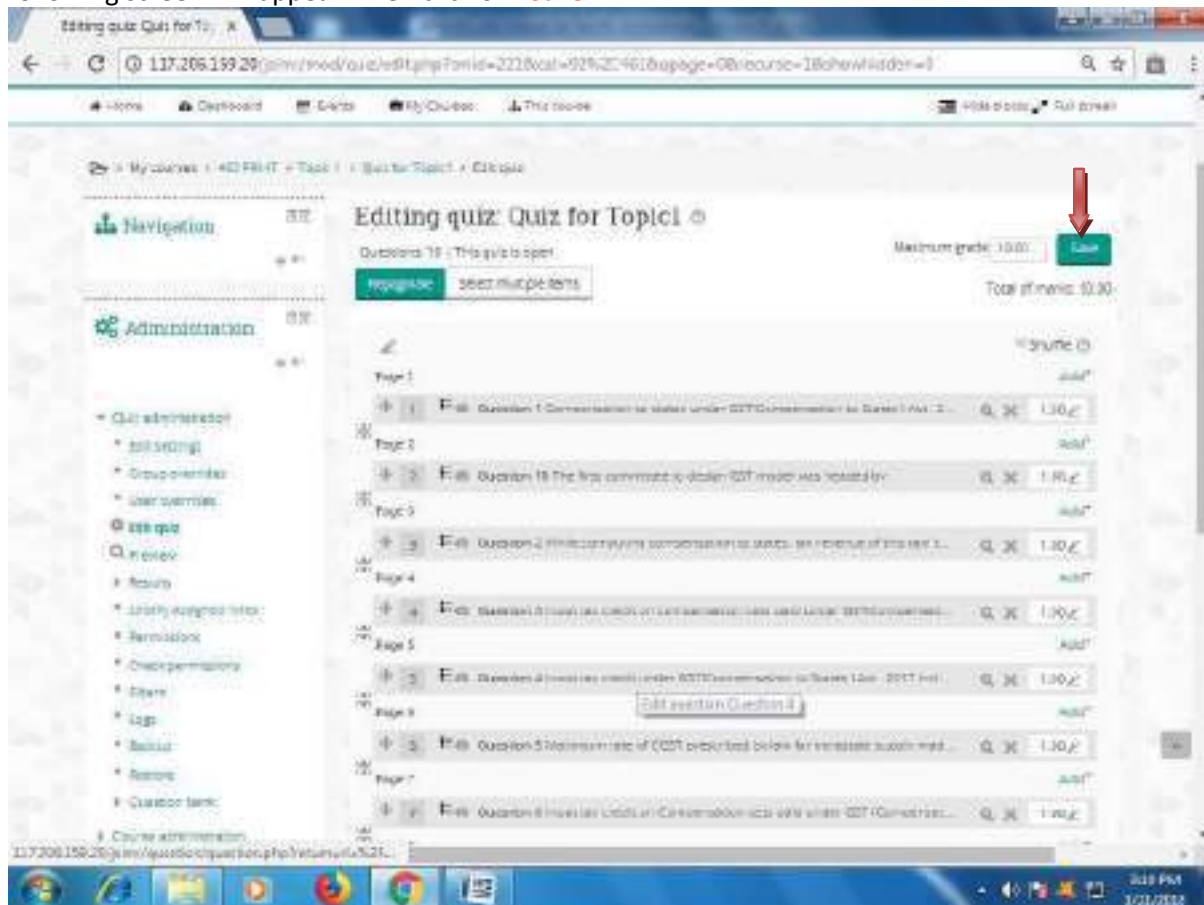
A window showing drop down list "Select Category" will appear. Select number of questions under Your subject heading. For e.g. (10)



The window will show all questions listed. Select all questions by clicking on check box. Click on "Add selected questions to the quiz".

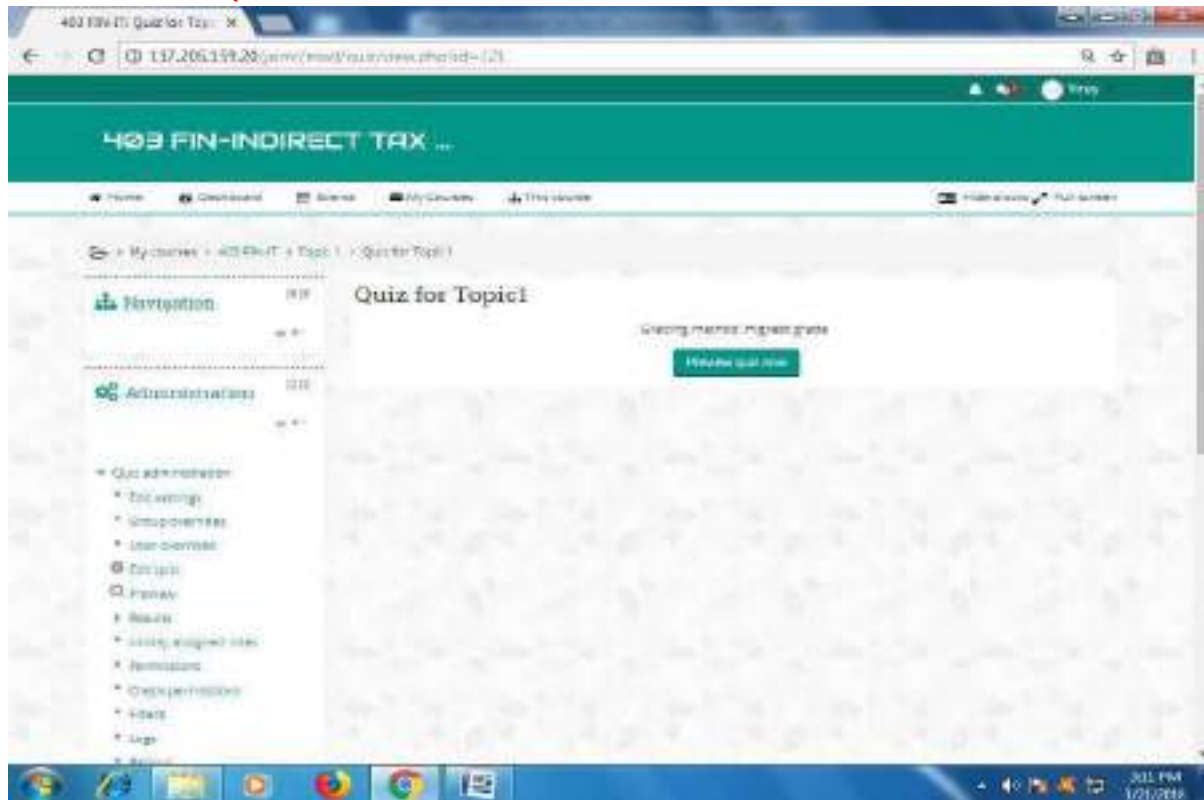


Following screen will appear. Then click on "Save"





Click on "Preview Quiz Now".



You can attempt the quiz.



Quiz for Topic 1

117.206.199.26/jspm/icoi/quiz/attempt/quiz2attemptx72

### 403 FIN-INDIRECT TAX ...

Home Dashboard Search My Course This course Hide blocks Full screen

My course > 403 FIN-INDIRECT TAX > Topic 1 > Quiz for Topic 1 > Previous

**Quiz navigation**

1 2 3 4 5 6 7 8 9 10

First attempt...

Start a new attempt

**Navigation**

**Administration**

Quiz administration  
Encourage  
Group members

**Question 1**  
View answer  
Marked out of 1.00  
Flag question  
Submit answer

compensation to state under indirect compensation to state part, 2011 is paid by

**Select one:**

- 1. Federal Government from central compensation fund of India
- 2. State Government from consolidated fund of India
- 3. Central Government directly from the allocation of compensation cost
- 4. GST Council under Constitution of India

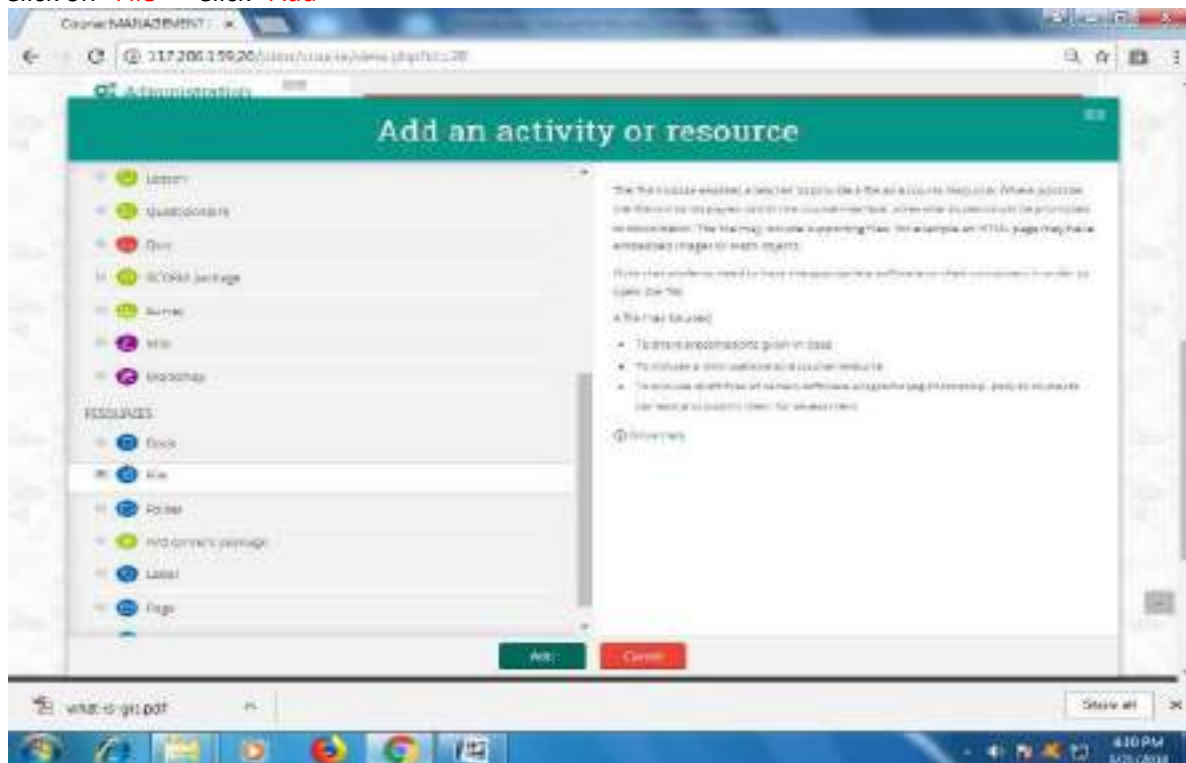
Next page

3:11 PM  
1/10/2014

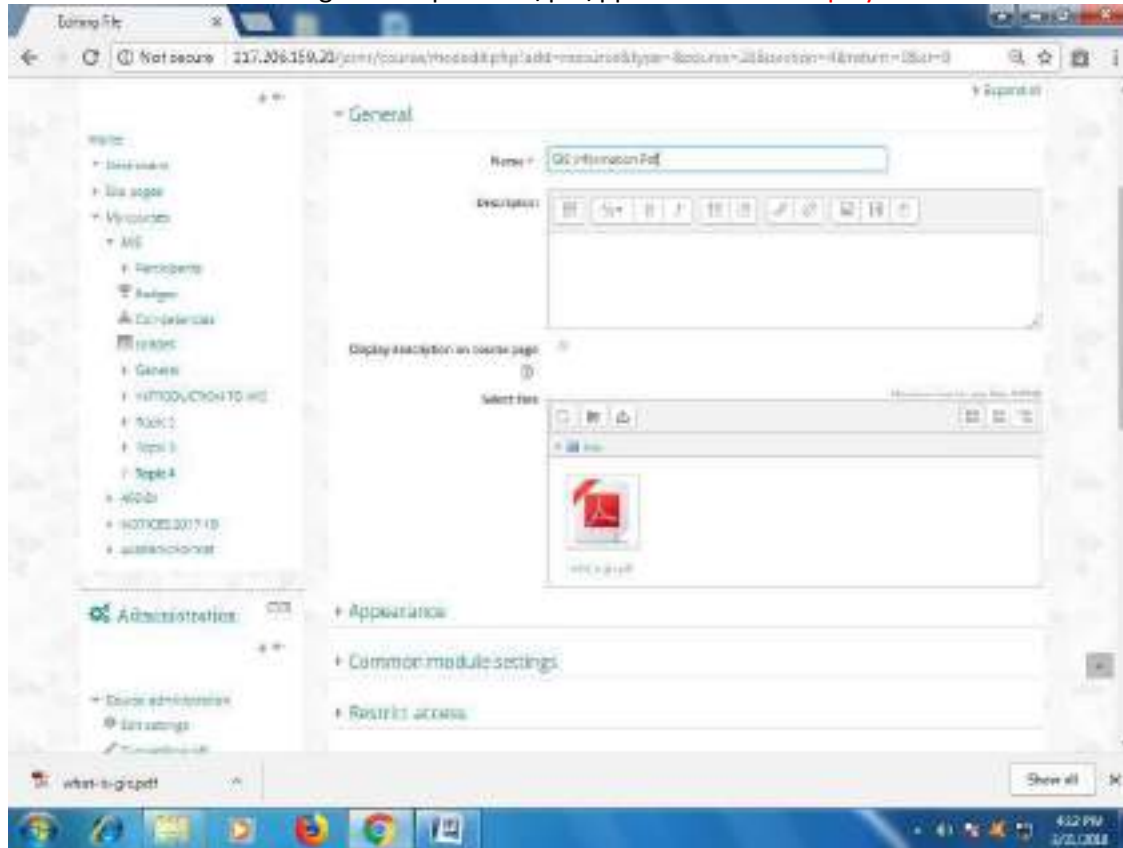
**Step to upload the doc, pdf, image, ppt etc for your topic**  
For e.g. Under Topic 4 > Click on “Add an activity or resource”



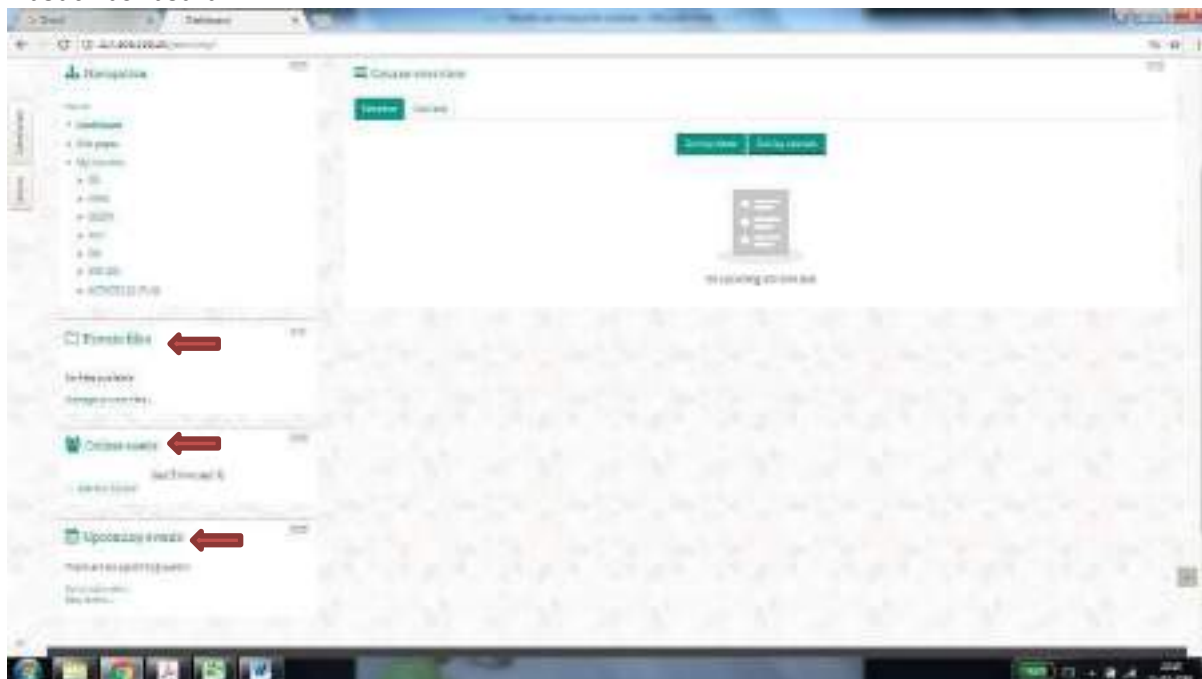
Click on "File" > Click "Add"



Give name to the file > drag and drop the file/pdf/ppt.> **“Save and display”**



**About Dashboard:-**





JSPM's  
Jayawantrao Sawant  
Institute of Management & Research, Hadapsar, Pune-28

Dashboard will shows the upcoming activity notification

- User can upload private files:-Use can upload personal files on the moodle through Private Files>Manage your files>Upload the files> save changes.
- User can see online users
- User can see upcoming events

(In case of any query drop an email to [prajakta.jsimr@gmail.com](mailto:prajakta.jsimr@gmail.com))

\*\*\*\*\*Thank You\*\*\*\*\*

## **Teaching Learning Reform: (Revision of Session plan and Course Outline)**

The old session plan format was changed and new revamped session plan was introduced. Given below is the old format of session plan.

### **(Course Outline)**

**Name of Program: MBA**

**Name of the Course: Marketing Management**

**Course Code: 201**

**Faculty and Contact Information:**

**Name: Prof. Umesh B Nath      E-mail: umeshnath.jsimr@gmail.com      Mobile: 91-9890663199**  
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#### **Course Overview:**

This course covers all the basic aspects of Marketing Management: start with the introduction to Marketing Mix, concept, importance, Marketing Tools like, Product, Pricing, Place, Promotion and Product Level Planning.

**Semester II**

**Course Credit: Full Credit: 3 Credits**

**Session Duration: 1 hour      No. of Sessions: 45 (Including examinations/ Concurrent Evaluation)**

#### **Course Description:**

Marketing Management (MM) includes a broad area that covers both goods and service marketing Mix, involving the concept, importance, Marketing Tools like, Product, Pricing, Place, Promotion and Product Level Planning.

#### **Course Objectives:**

1. DESCRIBE the key terms associated with the 4 Ps of marketing for a real World marketing offering.
2. DEMONSTRATE the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
3. APPLY marketing Mix decisions for a real world marketing offering (Commodities, goods, services, e-products/ e- Services.)
4. EXAMINE marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.
5. EXPLAIN the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.
6. DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)



**a) Knowledge:**

- a. Students will be able to know about the basic term and concepts of production, operations services, and quality management.
- b. Students will learn production planning and control.

**b) Skills:**

- a. The students will be able to calculate inventory level and order quantities.
- b. Students will be master their learning in supply chain model for a product and service.

**c) Attitude:**

- a. To know about the linkage with customer issues, logistics and business issues in a real world.

**Course Content:**

**Unit: I Product:**

Meaning, The Role of Product as a market offering, Goods & Services Continuum Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, the Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process – Idea

Generation to commercialization. Branding: Concept, Definition and Commodity vs. Brand, Product vs. Brand,

And Concept of Brand equity. (7 + 2)

**Unit: II Pricing:**

Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes. (7 + 2)

**Unit: III Place:**

Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design Decisions - Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives. Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions – Order processing, Warehousing, Inventory, and Logistics. (7 + 2)

**Unit: IV Promotion:**

Meaning, The role of marketing communications in marketing effort. Communication Mix Elements, Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, Choosing media, Selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies. (7 + 2)

**Unit: V Product Level Planning:**

Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control - Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit. (7 + 2)

**Learning Resources:**

<b>Learning Resources:</b>		
1	Text Books	1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithil Eshwar Jha, Pearson 2. Marketing Management, Rajan Saxena, TMGH 3. Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning
2	Reference Books	1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson 2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books 3. Marketing Management, Ramaswamy & Nama Kumari, Macmillan. 4. Marketing White Book
3	Supplementary Reading Material	Website <a href="https://books.google.co.in/books/about/Marketing_Management.html?id=QiTOHgAACAAJ&amp;redir_esc=y">https://books.google.co.in/books/about/Marketing_Management.html?id=QiTOHgAACAAJ&amp;redir_esc=y</a>
4	Websites	<a href="https://books.google.co.in/books/about/Marketing_Management.html?id=QiTOHgAACAAJ&amp;redir_esc=y">https://books.google.co.in/books/about/Marketing_Management.html?id=QiTOHgAACAAJ&amp;redir_esc=y</a>
5	Journals	

**Innovation in Pedagogy in Teaching and Learning Process:**

1. Case Study Pedagogy
2. Participative Teaching-learning,
3. Group discussions,
4. Demonstrations,
5. MCQ's
6. Assignments
7. Open Book Test
8. Conceptual and contextual learning and practical exposure through Analysis of various examples.

**Concurrent Evaluation:**

<b>Assessment Criteria</b>	<b>Grading Scheme</b>	<b>Unit wise Evaluation</b>
MID Term Test (Open Book Test)	10 Marks	10 Marks
Written Test –Preliminary Examination	15 Marks	15 Marks
Assignments (Max-2,Min-1)	5 Marks	5 Marks
Presentation	5 Marks	5 Marks
Extension work/report of research work/study tour/Any other form of concurrent Evaluation	5 Marks	5 Marks
Class participation and Attendance	15 Marks	15 Marks
<b>Total Marks</b>	<b>50 Marks</b>	<b>50 Marks</b>
<b>Conversion of Marks</b>	<b>30 Marks</b>	<b>50 Marks</b>
<b>External Examination by University</b>	<b>50 Marks</b>	<b>NA</b>
Total Marks=A+B = (Internal + University Exam)	100	50
	<b>100 Marks</b>	-

**Grading Scheme:**

JSIMR follows the SPPU defined grading pattern. For further details please refer to clause of the Revised Syllabus for MBA incorporating Choice based credit system and grading system.

**Course Learning Outcomes Alignment of Intended Program:**

**CO-PO Mapping and Attainment**

<b>201 : Marketing Management (MBA-I SEM-II ) A.Y: 2022-23</b>	
List of learning Outcomes of Course/ <b>Course Outcomes (COs)</b>	
<b>1)</b>	To understand and describe the key terms associated with the 4 Ps of marketing for a real world marketing offering.
<b>2)</b>	To explain and demonstrate the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
<b>3)</b>	To explain and apply marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e- Services.)
<b>4)</b>	To calculate and examine marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services)
<b>5)</b>	To describe and explain the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services)
<b>6)</b>	To elaborate upon and design a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

**CO – PO Mapping Matrix**

<b><u>201: Marketing Management (MBA-I SEM-II) A.Y : 2022-23</u></b>										
<b>CO-PO Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	3	3	2	2	1	3	2	1	0	3
<b>CO2</b>	3	3	3	1	0	3	2	1	0	3
<b>CO3</b>	3	3	3	1	0	3	1	0	0	3
<b>CO4</b>	3	3	3	1	1	1	1	1	1	3
<b>CO5</b>	3	3	3	1	1	3	1	2	2	3
<b>CO6</b>	3	3	3	1	0	3	1	1	1	3

**Note: - In case of high attainment of CO – PO write 3, low attainment of CO – PO write 2, very low attainment of CO – PO write 1 in table and In case of Non-Attainment of CO – PO write 0. \*Note:**

**Level of Attainment: (0, 1, 2, 3)**

**CO-PO Attainment:**

**Level of Attainment: - L1, L2, L3 (On the basis of SPPU Result Analysis) where in**

**Level of Attainment: L1 = 41-50 %, L2= 51-60 % L3-61 to 70 % and above**

**Result of your Course: (Please mention your result from result analysis sheet): L1/L2/L3:**



**Program Outcomes**

<b>Sr. No.</b>	<b>Attribute</b>	<b>Program Outcome</b>
1.	<b>Generic and Domain Knowledge</b>	Ability to articulate, illustrates, analyze, synthesize and apply the knowledge of principles and frameworks of management.
2.	<b>Problem Solving &amp; Innovation</b>	Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving Tools and techniques.
3.	<b>Critical Thinking</b>	Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.
4.	<b>Effective Communication</b>	Ability to effectively communicate in cross-cultural Settings, in technology mediated environments.
5.	<b>Leadership and Team Work</b>	Ability to collaborate in an organizational context and across organizational boundaries and lead themselves In the achievement of organizational.
6.	<b>Global Orientation and Cross-Cultural Appreciation:</b>	Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7.	<b>Entrepreneurship</b>	Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
8.	<b>Environment and Sustainability</b>	Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the Societal, economic and environmental aspects.
9.	<b>Social Responsiveness and Ethics</b>	Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between Ethical and unethical behaviors & act with integrity.
10.	<b>Life Long Learning</b>	Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them Into the internalized knowledge and skills.