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Dated: 02-04-2022

HEI Undertaking

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.

Documents attached:

- 1) Moodle
- 2) NEP (National Education Policy)
- 3) Session Plan Implementation


Dr. Manohar Karade
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Jayawantrao Sawant Institute
Of Management & Research
Hadapsar, Pune - 411 028



6.5.2 Two examples of Review of Teaching Learning Practices

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

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/>

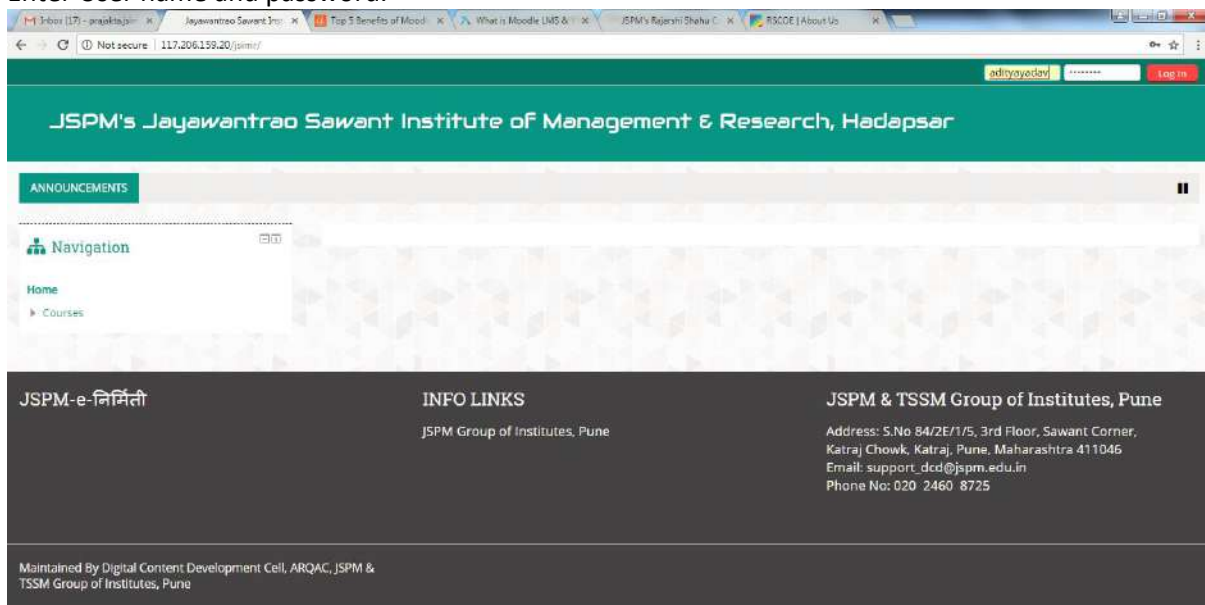
User Manual

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

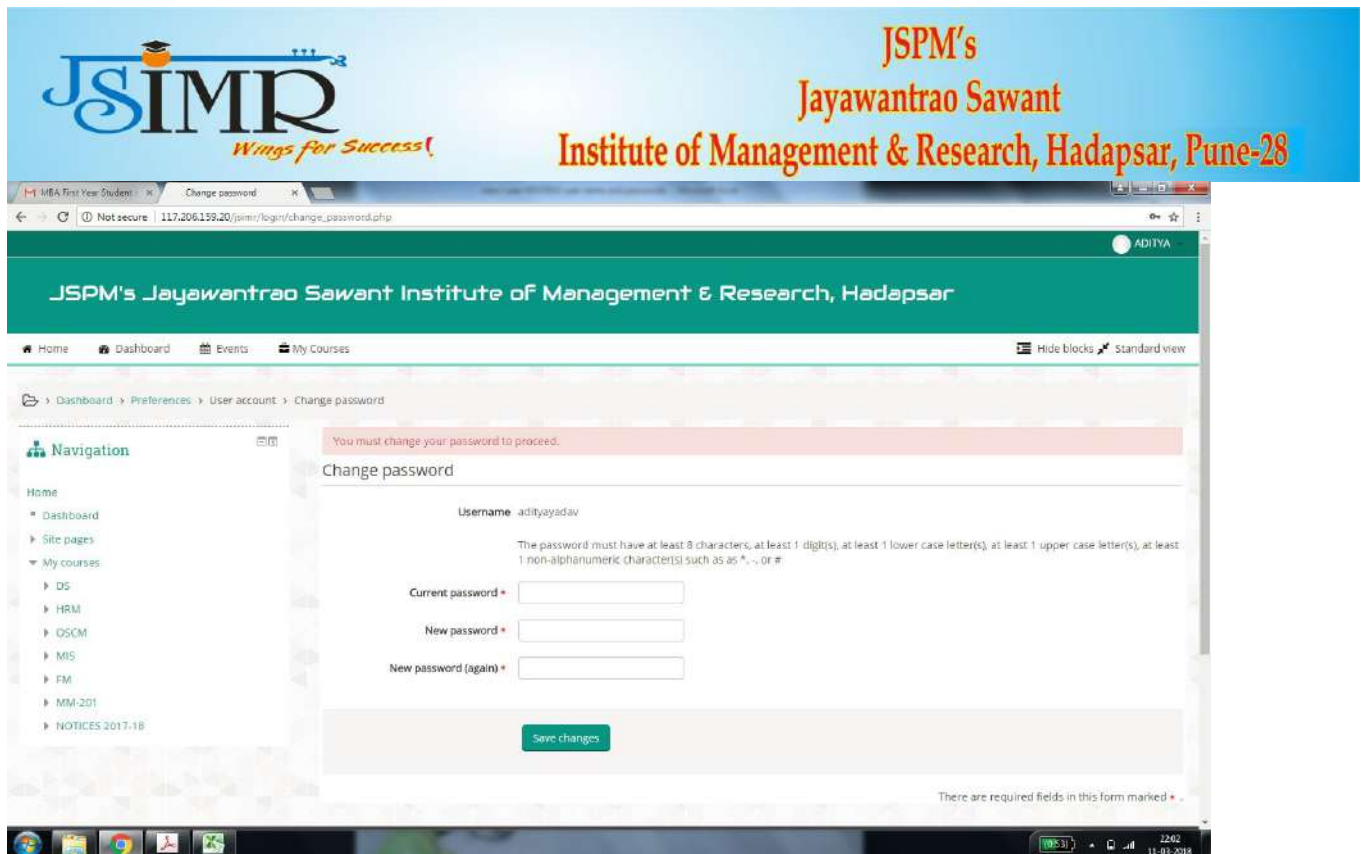
MOODLE USER MANUAL FOR STUDENT

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

Enter User name and password.



Click login



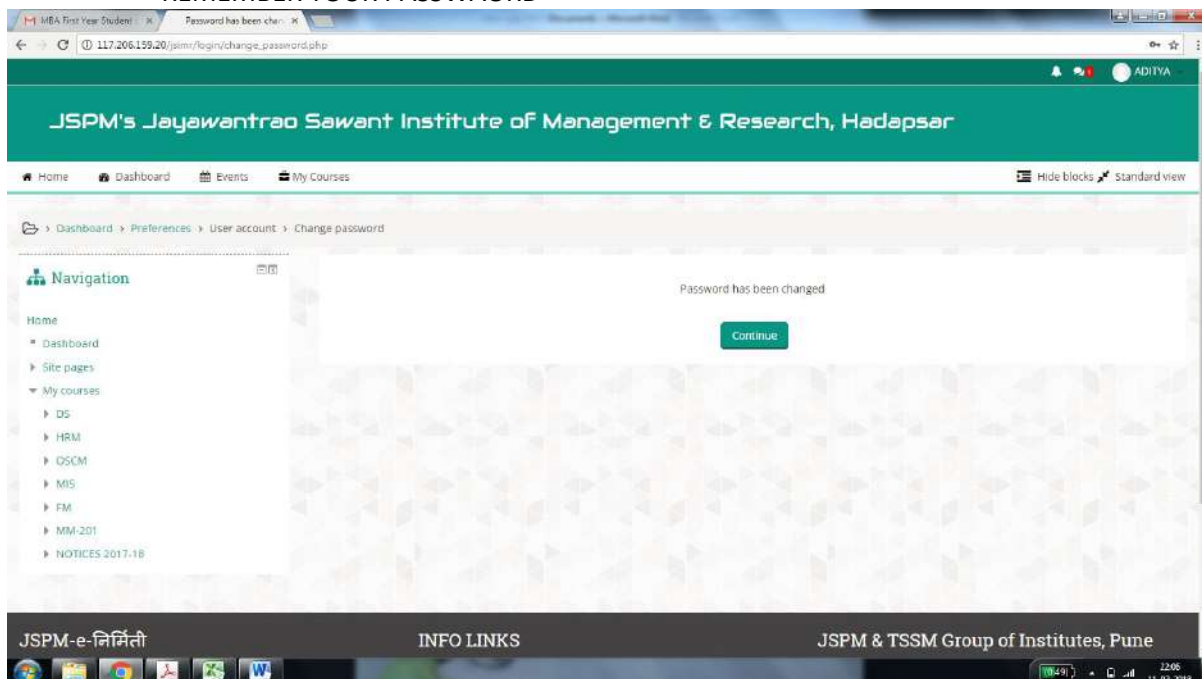
Put your current password

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.



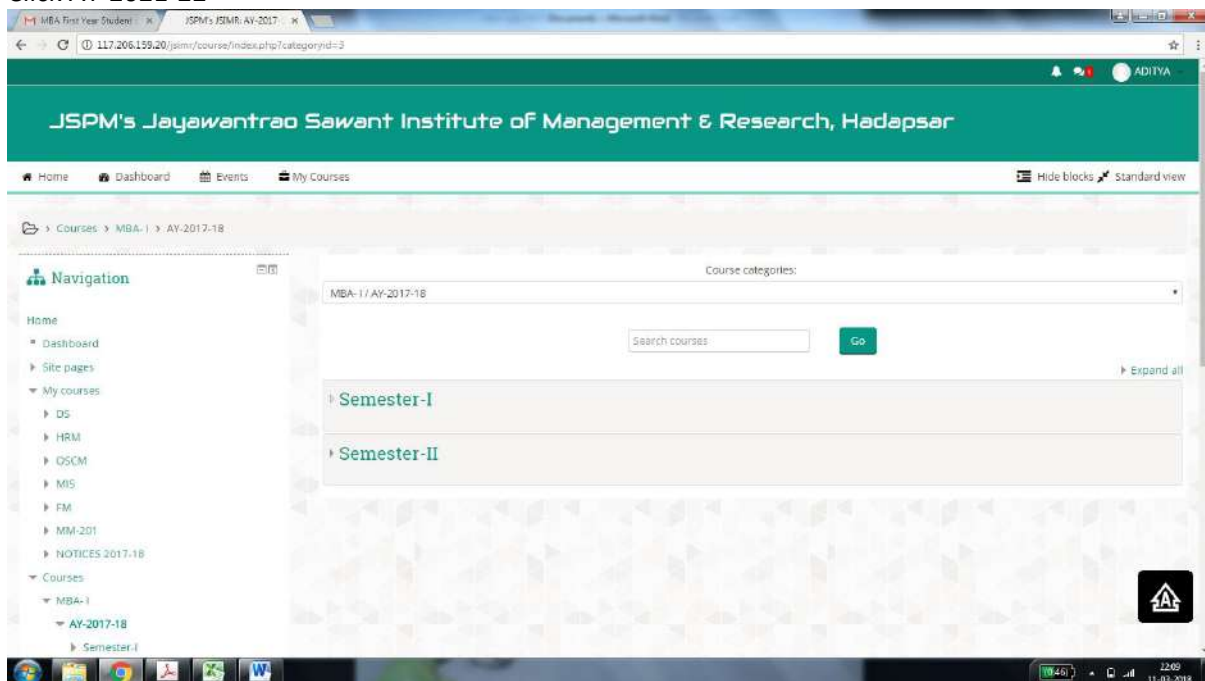
This is home page.

Course categories screen will appear.

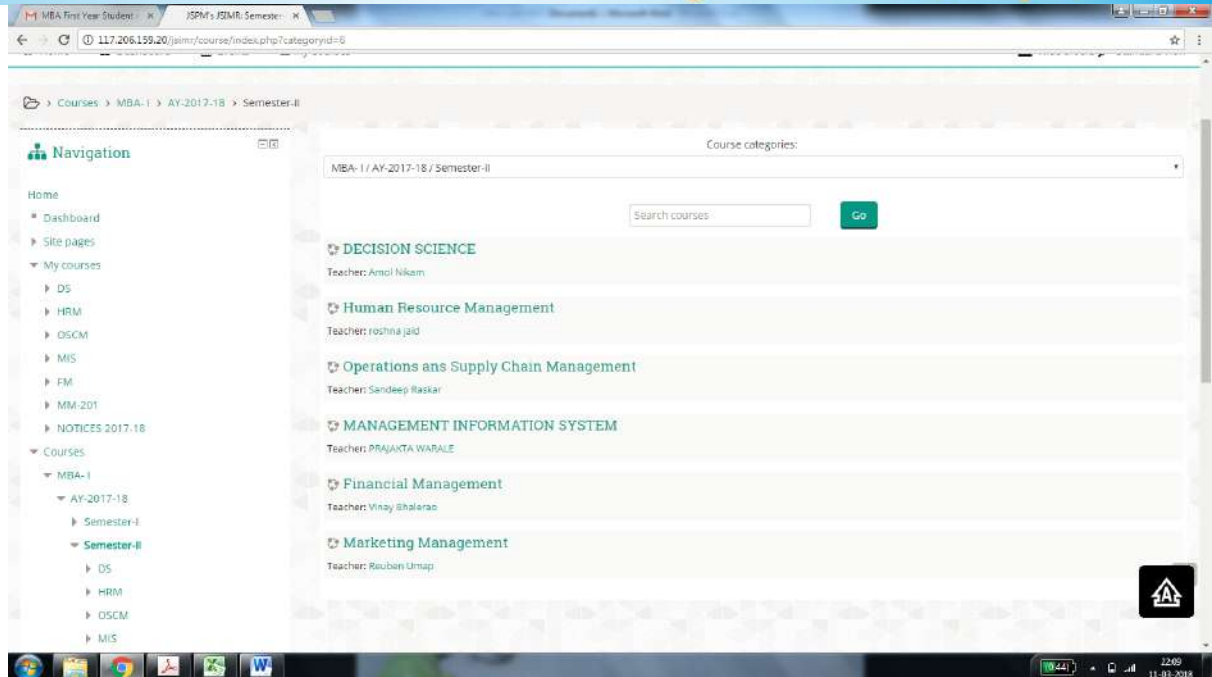
If you are MBA-I Year student click on MBA-I

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

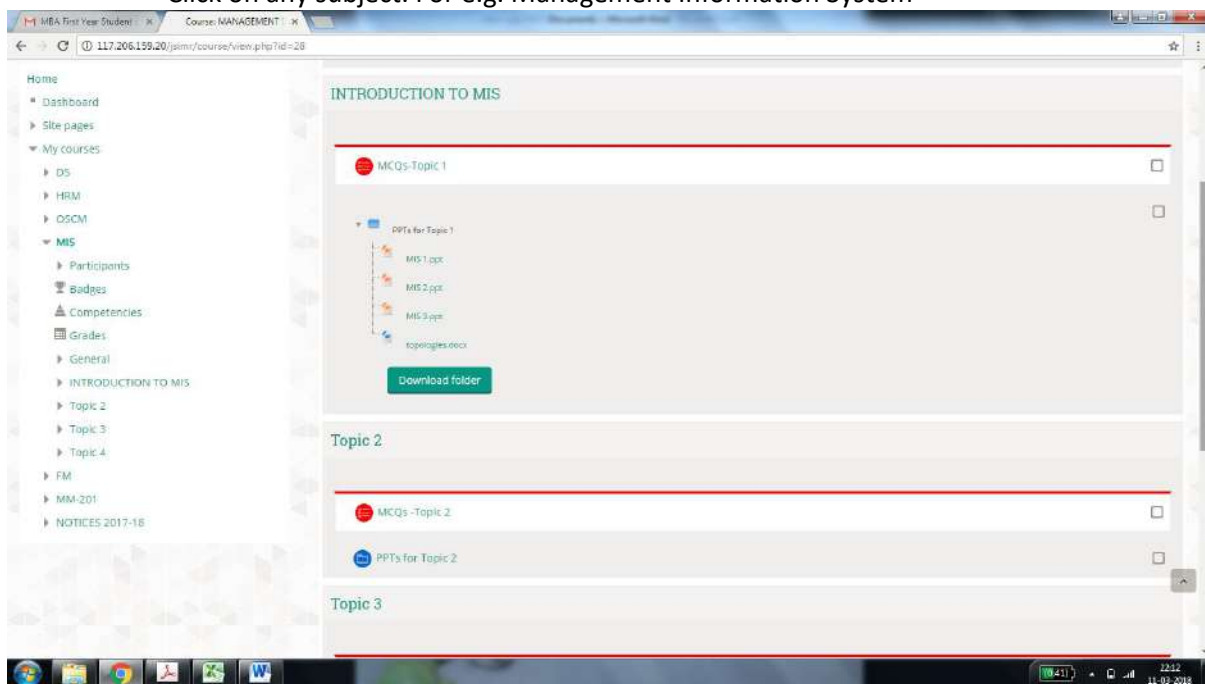
Click AY-2021-22



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

MANAGEMENT INFORMATI ...

Home Dashboard Events My Courses This course Hide blocks Standard view

> My courses > MIS > INTRODUCTION TO MIS > MCQs-Topic 1

Navigation

- Home
- Dashboard
- Site pages
- My courses
 - DS
 - HRM
 - OSCM
 - MIS
 - Participants
- Badges

MCQs-Topic 1

Grading method: Highest grade

Attempt quiz now

Attempt the quiz

MANAGEMENT INFORMATI ...

Home Dashboard Events My Courses This course Hide blocks Standard view

> My courses > MIS > INTRODUCTION TO MIS > MCQs-Topic 1

Quiz navigation

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20

Finish attempt ...

Question 1
Not yet answered
Marked out of 1.00
Flag question

The information of MIS comes from the

Select one:

- ☐ 1. Internal source
- ☐ 2. Both internal and external source
- ☐ 3. External source
- ☐ 4. None of the above

Next page

JSPM-e-निर्मितो INFO LINKS JSPM & TSSM Group of Institutes,

Click next, attempt the quiz and finish the test.

Summary of attempt

Question	Status
1	Answer saved
2	Answer saved
3	Answer saved
4	Answer saved
5	Answer saved
6	Answer saved
7	Answer saved
8	Answer saved
9	Answer saved
10	Answer saved
11	Answer saved
12	Answer saved
13	Answer saved
14	Answer saved
15	Answer saved
16	Answer saved
17	Answer saved
18	Answer saved
19	Answer saved
20	Answer saved

Return to attempt

Submit all and finish

Click on "Submit all and finish"

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

ANNOUNCEMENTS

Navigation

- Home
- Dashboard
- Site pages
- My courses
 - DS
 - HRM
 - OSCM
 - MS
 - FM
 - MBA 201
 - NOTICES 2017-18

My Courses

- DECISION SCIENCE
 - Human Resources Management
 - Operations and Supply Chain...
- MANAGEMENT INFORMATION SYSTEM
 - Financial Management
 - Marketing Management
- NOTICES

categories

- MBA- II
- NOTICES II
- Quality Assurance II
- Feedback Management System II
- Lab Maintenance System II

JSPM-e-निर्देशिका

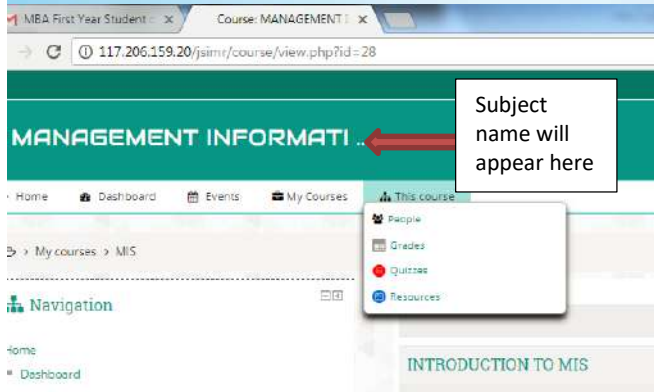
INFO LINKS

JSPM Group of Institutes, Pune

JSPM & TSSM Group of Institutes, Pune

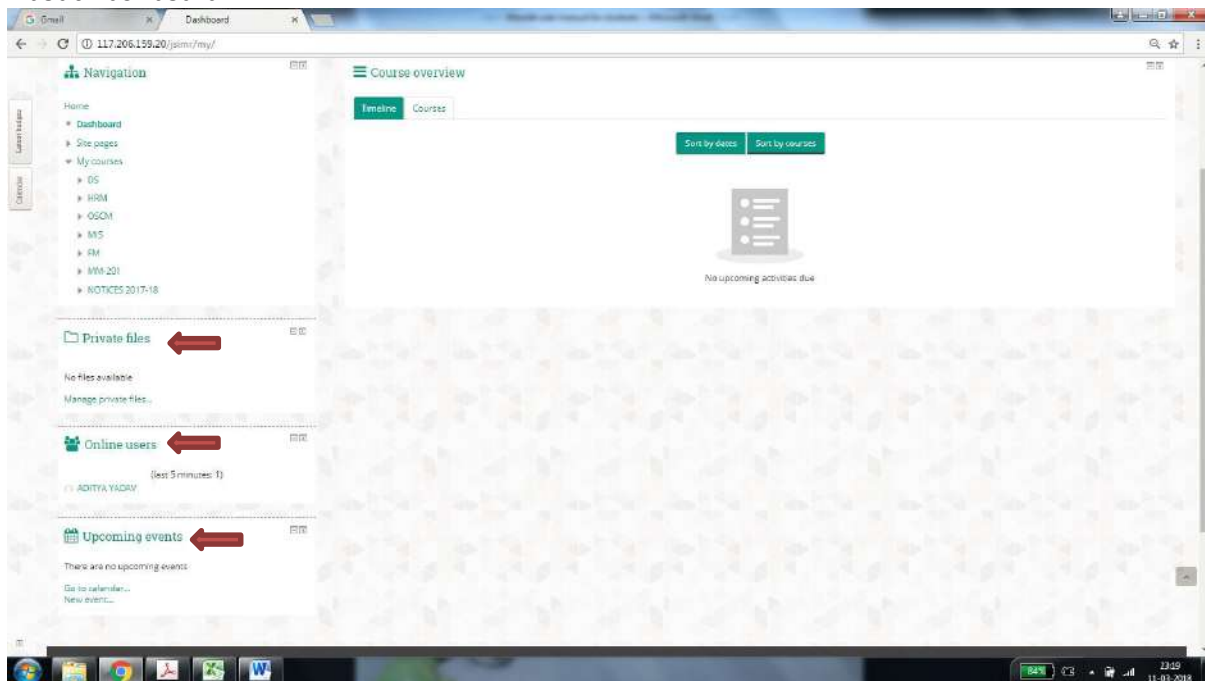
Address: S.No 84/2E/1/5, 3rd Floor, Sawant Corner,
Katraj Chowk, Katraj, Pune, Maharashtra 411046
Email: support_dcd@jspm.edu.in
Phone No: 020 2460 8725

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

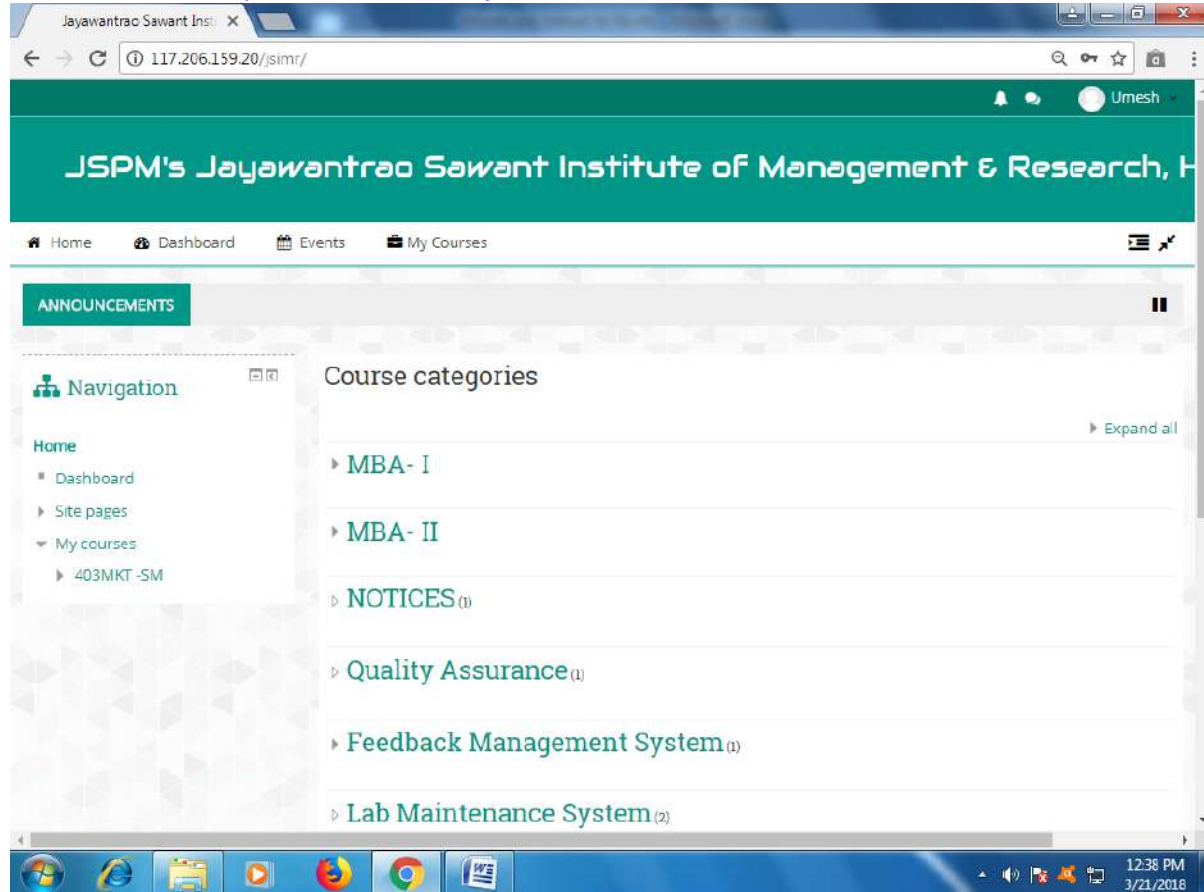
- User can upload private files:-Use can upload personal files on the Moodle through Private Files>Manage your files>Upload the files> save changes.
- User can see online users
- User can see upcoming events

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

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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

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

Home Dashboard Events My Courses Hide blocks Standard view

Dashboard > Preferences > User account > Change password

Navigation

- Home
- Dashboard
- Site pages
- My courses
 - DS
 - HRM
 - OSCM
 - MIS
 - FM
 - MM-201
 - NOTICES 2017-18

Change password

You must change your password to proceed.

Username: adityayadav

The password must have at least 8 characters, at least 1 digit(s), at least 1 lower case letter(s), at least 1 upper case letter(s), at least 1 non-alphanumeric character(s) such as *, -, or #.

Current password *

New password *

New password (again) *

[Save changes](#)

There are required fields in this form marked *

- 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

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

Home Dashboard Events My Courses Hide blocks Standard view

Dashboard > Preferences > User account > Change password

Navigation

- Home
- Dashboard
- Site pages
- My courses
 - DS
 - HRM
 - OSCM
 - MIS
 - FM
 - MM-201
 - NOTICES 2017-18

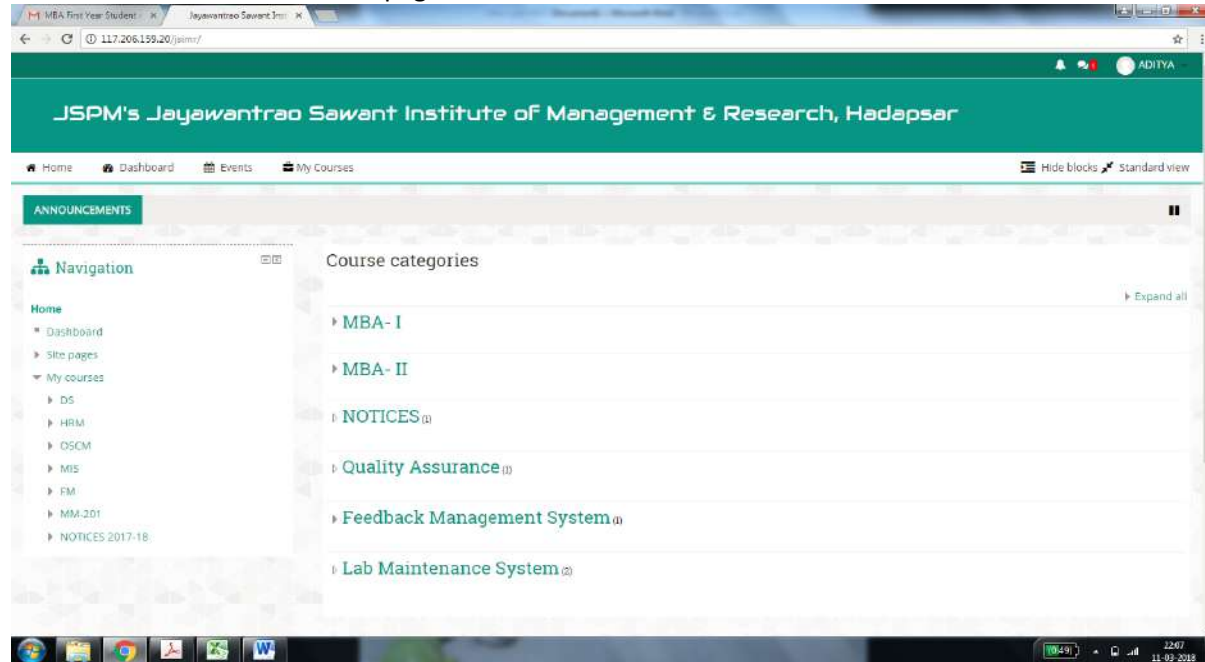
Password has been changed

[Continue](#)

JSPM-e-निर्मिती INFO LINKS JSPM & TSSM Group of Institutes, Pune



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

The screenshot shows a web browser window displaying the JSPM's JSIMR website. The browser's address bar shows the URL: 117.206.159.20/jsimr/course/index.php?categoryid=8. The website has a green header with the institute's name. Below the header is a navigation bar with links: Home, Dashboard, Events, and My Courses. The main content area shows a breadcrumb trail: Courses > MBA-II > AY-2017-18 > Semester-IV. On the left is a 'Navigation' sidebar with a tree view showing the current path. The main area displays a list of course categories for 'MBA-II / AY-2017-18 / Semester-IV'. A search bar and a 'Go' button are present. The list of courses includes:

- 404HR-STRATEGIC HRM
- 403HR-EMPLOYMENT RELATIONS
- 404OPE-TOTAL QUALITY MANAGEMENT
- 403OPE-OPERATIONS STRATEGY AND RESEARCH
- 404IT-ENTERPRISE RESOURCE PLANNING
- 403IT-SOFTWARE PROJECT MANAGEMENT
- 404FIN INTERNATIONAL FINANCE
- 403 FIN-INDIRECT TAXATION
- 404MKT - SALES AND DISTRIBUTION MANAGEMENT
- 403 MKT-SERVICES MARKETING
- 402- DISSERTATION

The Windows taskbar at the bottom shows the time as 12:54 PM on 3/21/2018.

Here you can see

Topic 1

Topic 2

Topic 3

Topic 4

Topic 5

This screenshot shows the JSIMR course management interface for course '403 MKT-SERVICES MAR ...'. The interface is in 'view' mode, as indicated by the 'Turn editing on' button in the top right. The left sidebar contains a 'Navigation' menu with options like Home, Dashboard, Site pages, My courses, and Administration. The main content area displays a list of topics: Topic 1, Topic 2, Topic 3, and Topic 4. Under Topic 1, there is a resource titled 'MCQs for Topic1'. The top of the page shows the course title and a 'Turn editing on' button.

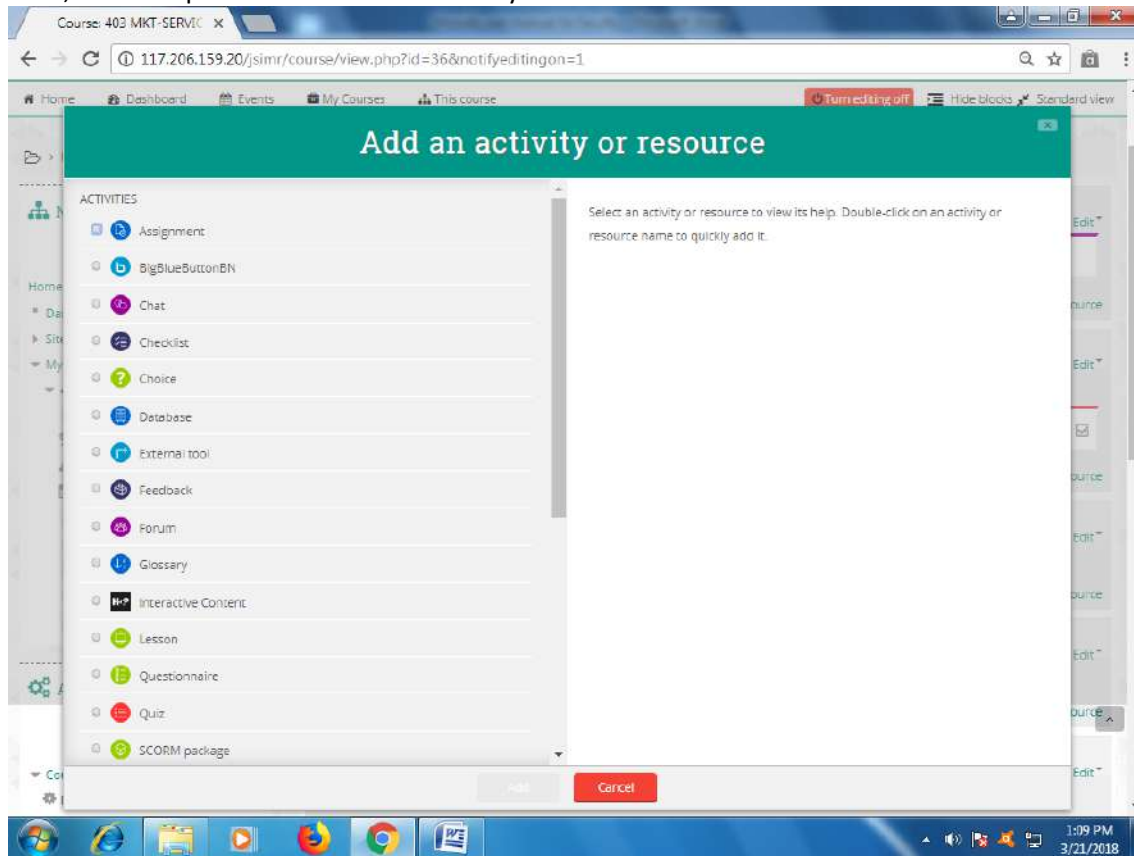
Click **Turn Editing On**

This screenshot shows the same JSIMR course management interface, but now in 'editing' mode. The 'Turn editing on' button has been clicked, and the interface now displays additional options for each topic. For example, under Topic 1, there is an 'Add an activity or resource' button. The 'MCQs for Topic1' resource is also visible. The top of the page shows the course title and a 'Turn editing off' button.

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**.

Editing Quiz

Not secure | 117.206.159.20/jsimr/course/modedit.php?add=quiz&type=8&course=36§ion=2&return=0&sr=0

403 MKT-SERVICES MAR ...

Home Dashboard Events My Courses This course Hide blocks Standard view

My courses > 403MKT-SM > Topic 2 > Adding a new Quiz to Topic 2

Navigation

- Home
 - Dashboard
 - Site pages
- My courses
 - 403MKT-SM
 - Participants
 - Badges
 - Competencies
 - Grades
 - General
 - Topic 1
 - Topic 2**
 - Topic 3
 - Topic 4
- Administration

Adding a new Quiz to Topic 2

General

Name *

Description

Display description on course page ☐

Timing

Grade

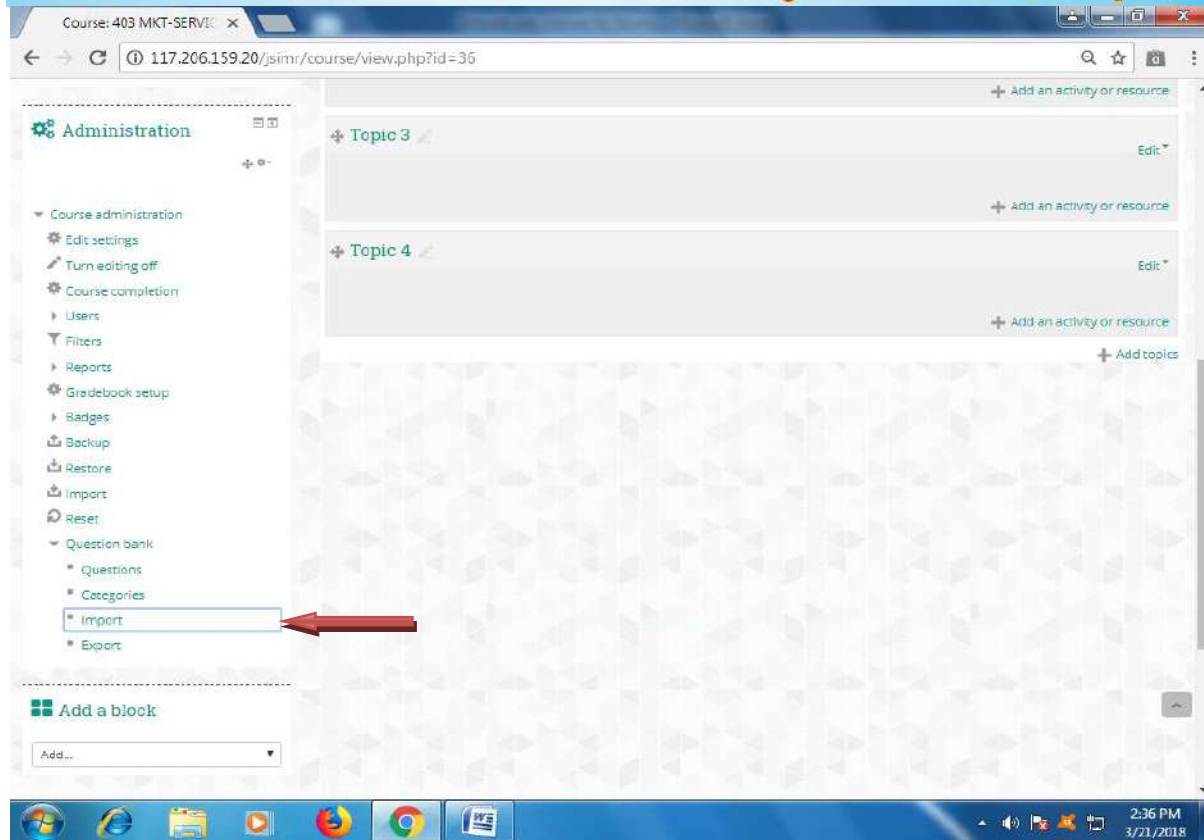
1:11 PM 3/21/2018

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

The screenshot shows a web browser window displaying a Moodle quiz page. The browser's address bar shows the URL: 117.206.159.20/jsimr/mod/quiz/view.php?id=217. The page header is green with the text '403 MKT-SERVICES MAR ...'. Below the header is a navigation bar with links: Home, Dashboard, Events, My Courses, and This course. The main content area is titled 'Quiz for Topic 2' and shows a message: 'Grading method: Highest grade' and 'No questions have been added yet'. There are two buttons: 'Edit quiz' and 'Back to the course'. On the left side, there is a 'Navigation' menu with a tree view showing the course structure: Home, Dashboard, Site pages, My courses, 403MKT-SM, Participants, Badges, Competencies, Grades, General, Topic 1, Topic 2 (selected), Quiz for Topic 2 (selected), Topic 3, and Topic 4. The Windows taskbar at the bottom shows the time as 1:59 PM on 3/21/2018.

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

The screenshot shows a web browser window with the URL `117.206.159.20/jsimr/question/import.php?courseid=36`. The page title is "Import questions from file". On the left, there is a navigation menu with sections: "Navigation" (Home, Dashboard, Site pages, My courses, 403MKT-SM, Participants, Badges, Competencies, Grades, General, Topic 1, Topic 2, Topic 3, Topic 4) and "Administration" (Course administration, Edit settings, Turn editing off, Course completion, Users, Filters). The main content area is titled "Import questions from file" and includes an "Expand all" link. It has three sections: "File format" with a list of formats (Alien format, Blackboard, Embedded answers (Close), Examview, Gift format, Microsoft Word 2010 table format (wordtable), Missing word format, Moodle XML format, WebCT format), "General", and "Import questions from file". The "Import questions from file" section contains an "Import" button, a "Choose a file..." button, and a note "Maximum size for new files: 500MB". Below this is a dashed box with a blue arrow pointing down and the text "You can drag and drop files here to add them.". At the bottom of the page, there is a message: "There are required fields in this form marked *". The Windows taskbar at the bottom shows the time as 2:37 PM on 3/21/2018.

- Click on Moodle XML Format and drag and drop the xml question file in the import area.
- Click import

Import questions from file

File format

- ☐ Aiken format
- ☐ Blackboard
- ☐ Embedded answers (Cloze)
- ☐ Examview
- ☐ Gift format
- ☐ Microsoft Word 2010 table format (wordtable)
- ☐ Missing word format
- ☒ Moodle XML format
- ☐ WebCT format

General

Import questions from file

Drag and drop file here

Import

Choose a file...

Maximum size for new files: 300MB

SM MCQs.xml

Import

There are required fields in this form marked *

After importing questions,

Import questions from file

117.206.159.20/jsimr/question/import.php

403 FIN-INDIRECT TAX ...

Home Dashboard Events My Courses This course

Navigation

Administration

Quiz administration

- Edit settings
- Group overrides
- User overrides
- Edit quiz
- Preview
- Results
- Locally assigned roles
- Permissions
- Check permissions
- Filters
- Logs

Parsing questions from import file.
Importing 10 questions from file

1. Compensation to states under GST(Compensation to States) Act , 2017 is paid by
2. While computing compensation to states, tax revenue of this tax/ these taxes is excluded
3. Input tax credit on compensation cess paid under GST(Compensation to States) Act , 2017
4. Input tax credit under GST(Compensation to States) Act , 2017 includes GST Compensation Cess charged on any supply of
5. Maximum rate of CGST prescribed by law for Intrastate supply made is----
6. Input tax credit on Compensation cess paid under GST (Compensation to States) Act, 2017 is available for payment of
7. IGST is payable when the supply is --
8. Zero rated supply includes supplies made-

3:07 PM
3/21/2018

Click **Continue**

Edit questions

117.206.159.20/jsimr/question/edit.php?courseid=36&category=78%2C457&qbshowtext=0&recurse=0&recurse=1&showh...

Home Dashboard Events My Courses This course

Navigation

Home

- Dashboard
- Site pages
- My courses
- 403MKT-SM
 - Participants
 - Badges
 - Competencies
 - Grades
 - General
 - Topic 1
 - Topic 2
 - Topic 3
 - Topic 4

Administration

Course administration

- Edit settings

Question bank

Select a category:
(10)

Show question text in the question list
Search options
Also show questions from subcategories
Also show old questions
Create a new question ...

Question	Created by First name / Surname / Date	Last modified by First name / Surname / Date
Question 1	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM
Question 10	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM
Question 2	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM
Question 3	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM
Question 4	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM
Question 5	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM
Question 6	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM
Question 7	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM
Question 8	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM
Question 9	Umesh Nath 21 March 2018, 12:26 PM	Umesh Nath 21 March 2018, 12:26 PM

With selected:
Delete Move to >> (10)

2:43 PM
3/21/2018

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

403 FIN-INDIRECT TAX ...

Home Dashboard Events My Courses This course Hide blocks Full screen

My courses > 403 FIN-IT > Topic 1 > Quiz for Topic1 > Question bank > Questions

Navigation

Administration

Quiz administration

- Edit settings
- Group overrides
- User overrides
- Edit quiz
- Preview
- Results
- Locally assigned roles
- Permissions
- Check permissions
- Filters
- Logs
- Backup

Question bank

Select a category:
(10)

Show question text in the question list
[Search options](#)
☒ Also show questions from subcategories
☐ Also show old questions
[Create a new question](#)

Question	Created by First name / Surname / Date	Last modified by First name / Surname / Date
Question 1	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM
Question 10	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM
Question 2	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM
Question 3	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM
Question 4	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM
Question 5	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM
Question 6	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM
Question 7	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM
Question 8	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM
Question 9	Vinay Bhalerao 21 March 2018, 3:06 PM	Vinay Bhalerao 21 March 2018, 3:06 PM

With selected:
[Delete](#) [Move to >>](#) (10)

3:08 PM
3/21/2018

Again you will see Topic window for your course.

The screenshot displays the JSIMR course management interface. The top navigation bar includes links for Home, Dashboard, Events, My Courses, and This course. The main content area is titled '403 FIN-INDIRECT TAX ...'. On the left, there is a sidebar with 'Navigation' and 'Administration' sections. The 'Administration' section is expanded, showing options like 'Edit settings', 'Turn editing off', 'Course completion', 'Users', 'Filters', 'Reports', 'Gradebook setup', 'Badges', 'Backup', 'Restore', and 'Import'. The main content area shows a list of topics: 'Announcements', 'Topic 1', 'Quiz for Topic1', 'Topic 2', and 'Topic 3'. Each topic has an 'Edit' button. The 'Quiz for Topic1' is highlighted with a red border. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 3:09 PM on 3/21/2018.

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

403 FIN-INDIRECT TAX ...

Home Dashboard Events My Courses This course Hide blocks Pull screen

> My courses > 403 FIN-IT > Topic 1 > Quiz for Topic1

Navigation

Administration

- Quiz administration
 - Edit settings
 - Group overrides
 - User overrides
- Edit quiz
- Preview
- Results
 - Locally assigned roles
 - Permissions
 - Check permissions
 - Filters
 - Logs
 - Backup

Quiz for Topic1

Grading method: Highest grade

No questions have been added yet

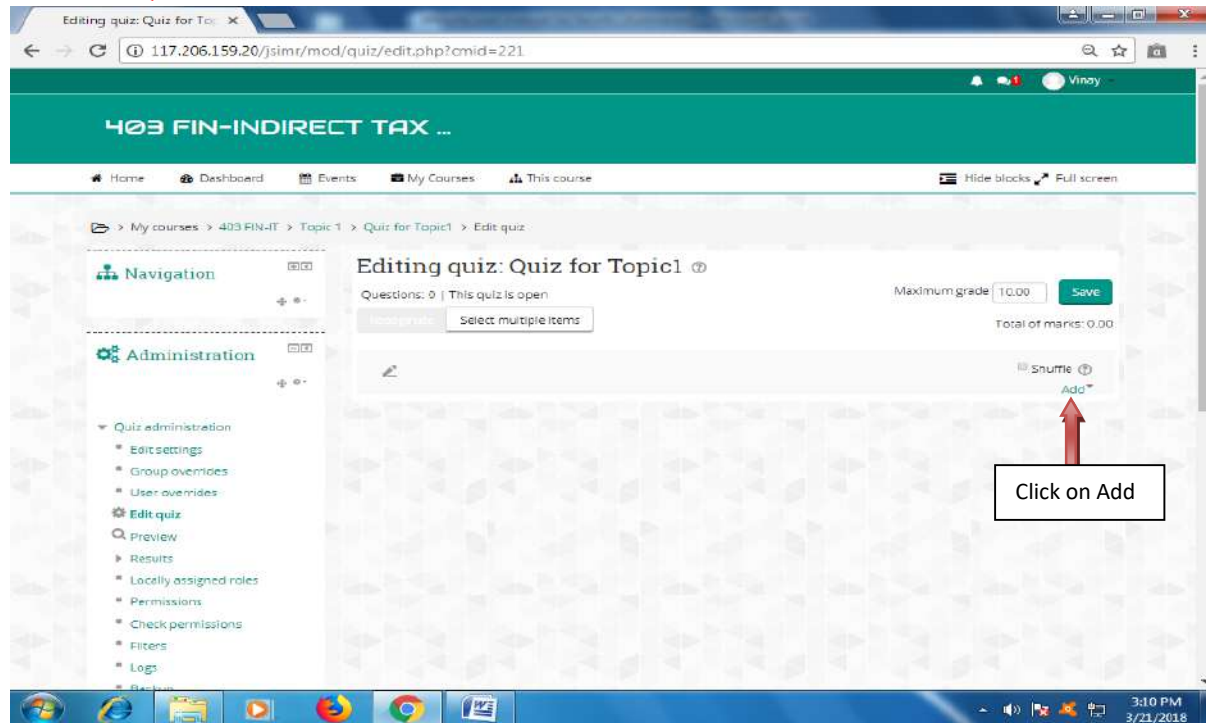
Edit quiz

Back to the course

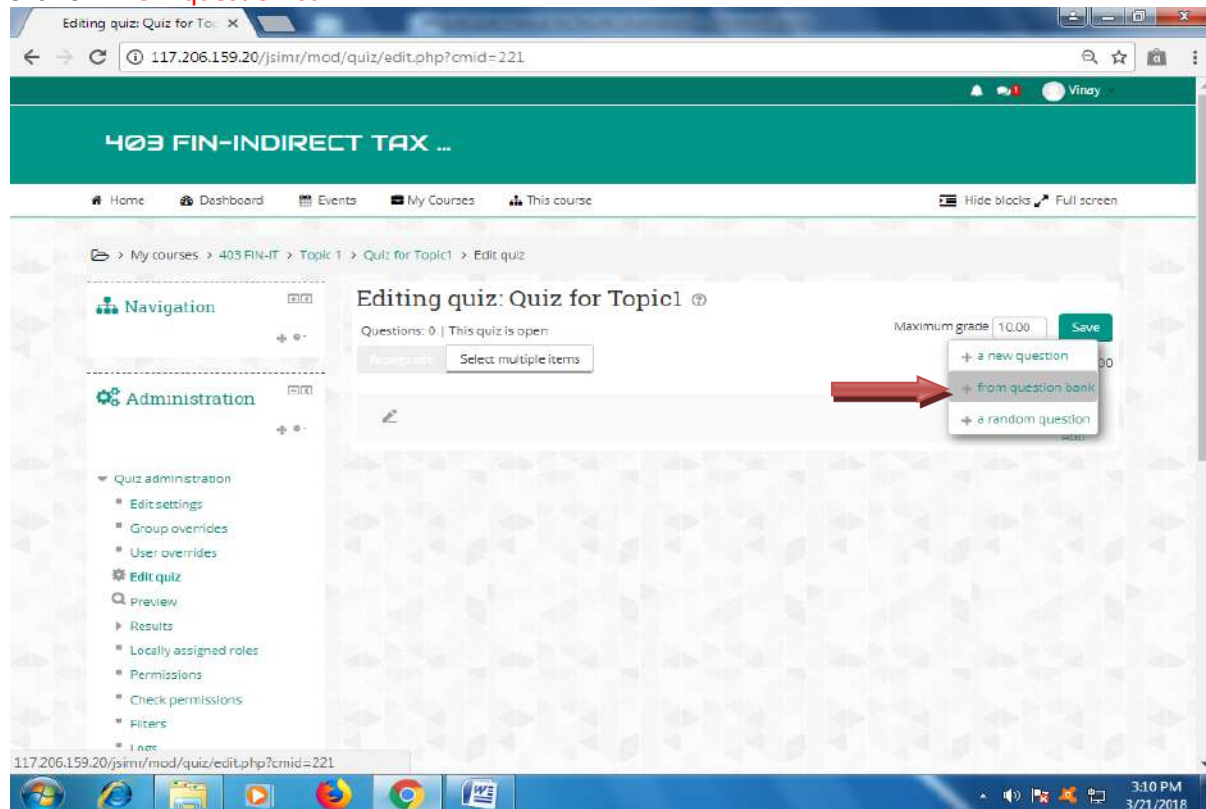
3:09 PM 3/21/2018

Next step is add the Questions to the quiz.

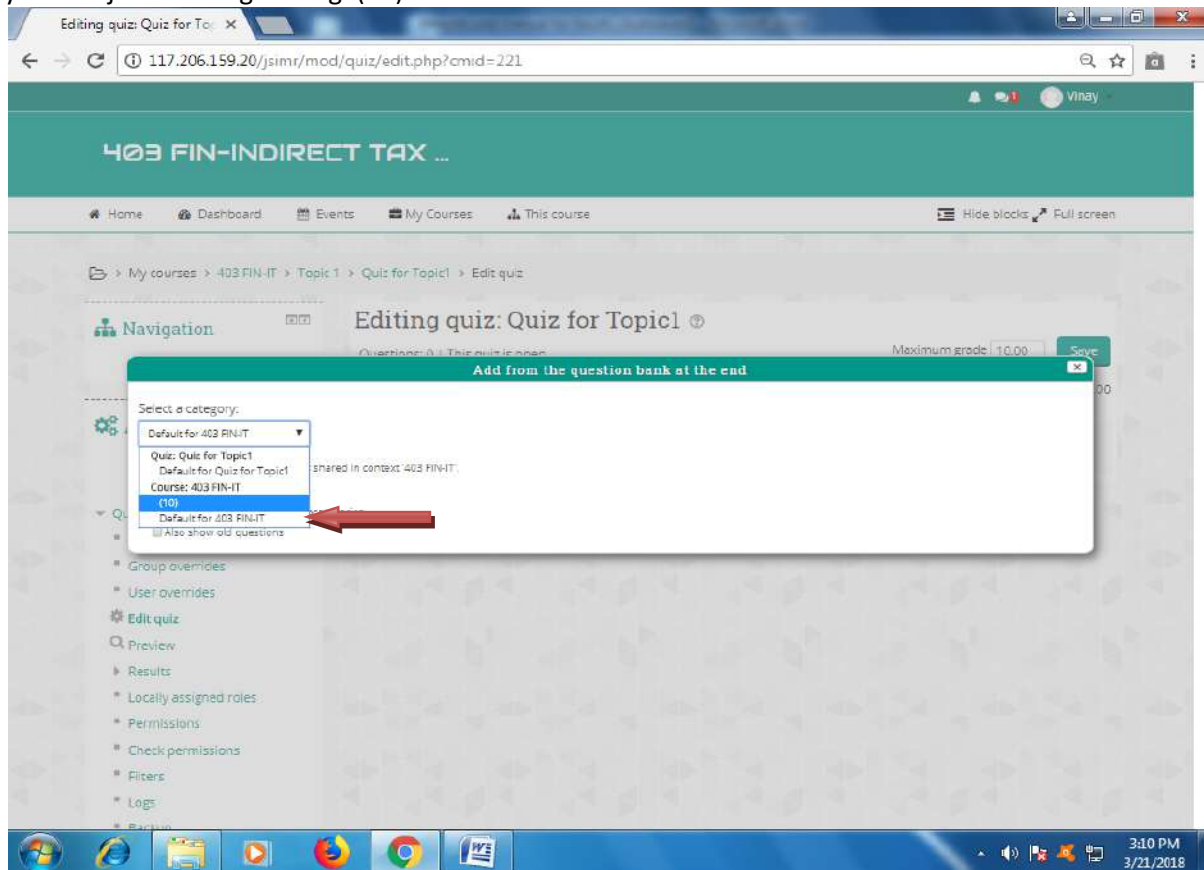
Click "Edit Quiz".Click "Add"



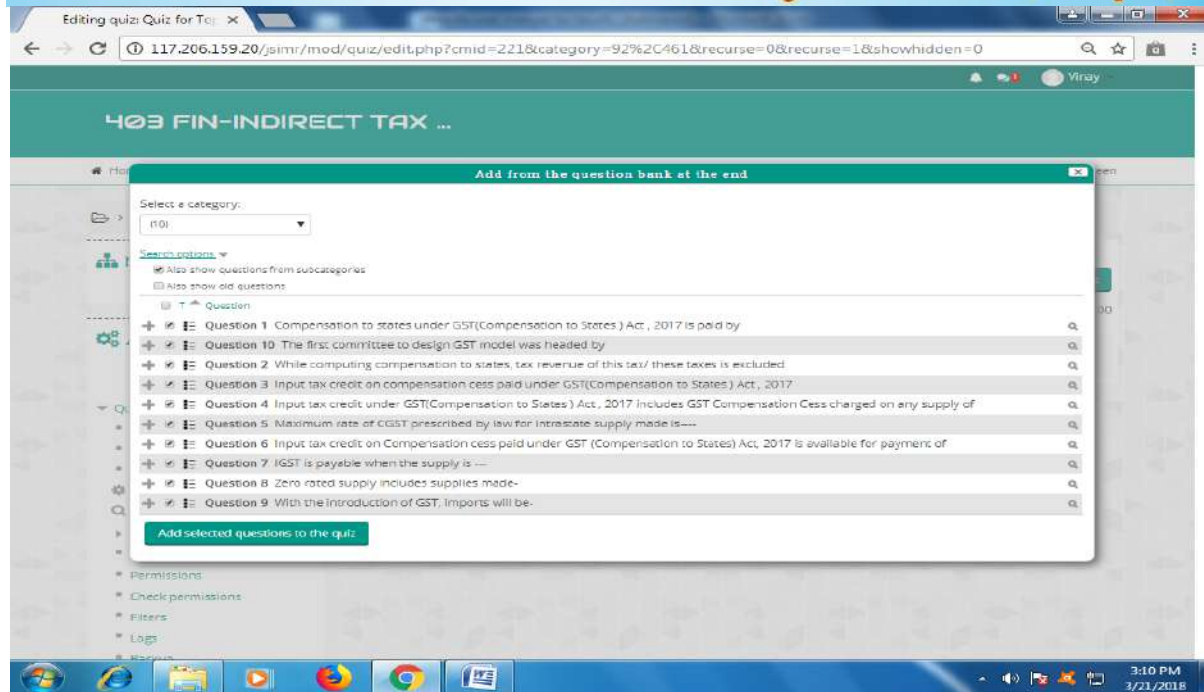
Click on "from question bank"



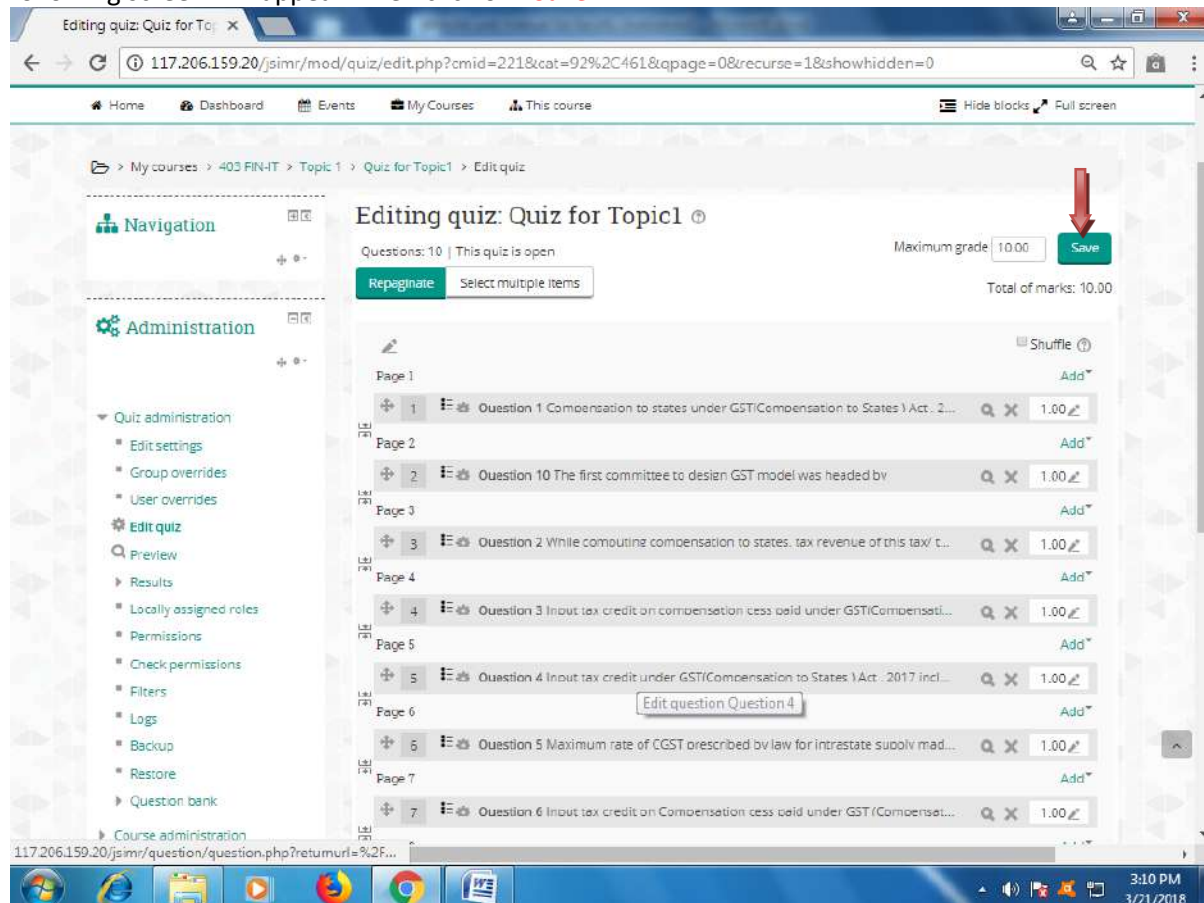
A window showing drop down list “Select Category” will appear. Select number of questions under your subject heading. For e.g. (10)



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”**.

The screenshot shows a web browser window displaying a Moodle quiz interface. The browser's address bar shows the URL: `117.206.159.20/jsmr/mod/quiz/view.php?id=221`. The page title is "403 FIN-INDIRECT TAX ...". The navigation bar includes links for Home, Dashboard, Events, My Courses, and This course, along with options to Hide blocks and Full screen. The main content area is titled "Quiz for Topic1" and displays the grading method as "Highest grade". A green button labeled "Preview quiz now" is visible. On the left, there is a sidebar with "Navigation" and "Administration" sections. The "Administration" section is expanded, showing options like Quiz administration, Edit settings, Group overrides, User overrides, Edit quiz, Preview, Results, Locally assigned roles, Permissions, Check permissions, Filters, and Logs. The Windows taskbar at the bottom shows the time as 3:11 PM on 3/21/2018.

You can attempt the quiz.

Quiz for Topic1

117.206.159.20/jsimr/mod/quiz/attempt.php?attempt=72

403 FIN-INDIRECT TAX ...

Home Dashboard Events My Courses This course Hide blocks Full screen

My courses > 403 FIN-IT > Topic 1 > Quiz for Topic1 > Preview

Quiz navigation

1 2 3 4 5 6
7 8 9 10

Finish attempt...

Start a new preview

Navigation

Administration

Quiz administration
Edit settings
Group overrides

Question 1
Not yet answered
Marked out of 1.00
Flag question
Edit question

Compensation to states under GST(Compensation to States) Act , 2017 is paid by

Select one:

- ☐ 1. Central Government from GST compensation fund of India
- ☐ 2. Central Government from consolidated fund of India
- ☐ 3. Central Government directly from the collection of compensation cess
- ☐ 4. GST Council under Constitution of India

Next page

3:11 PM
3/21/2018

Stepsto upload the doc, pdf, image, ppt etc for your topic

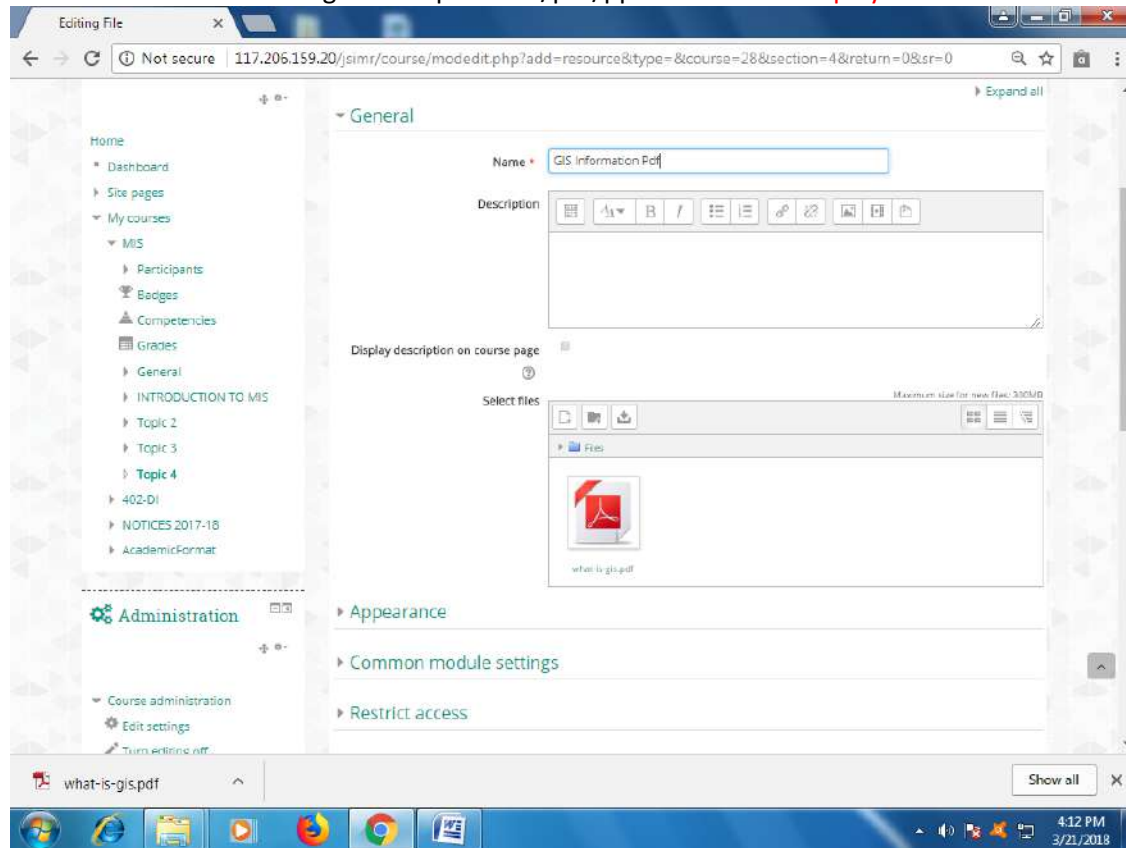
For e.g. Under Topic 4 > Click on “Add an activity or resource”

The screenshot shows a web browser window with the URL `117.206.159.20/jsimr/course/view.php?id=28¬ifieditingon=1`. The page displays a course titled "MANAGEMENT" with a sidebar menu on the left containing options like "Administration", "Course administration", "Users", "Filters", "Reports", "Gradebook setup", "Badges", "Backup", "Restore", "Import", "Publish", "Reset", "Question bank", and "Site administration". The main content area shows a list of topics: "Topic 2", "Topic 3", and "Topic 4". Each topic has a list of activities: "MCQs -Topic 2", "PPTs for Topic 2", "MCQs for Topic 3", and "PPTs for Topic 3". There are "Add an activity or resource" and "Add topics" buttons at the bottom of the list.

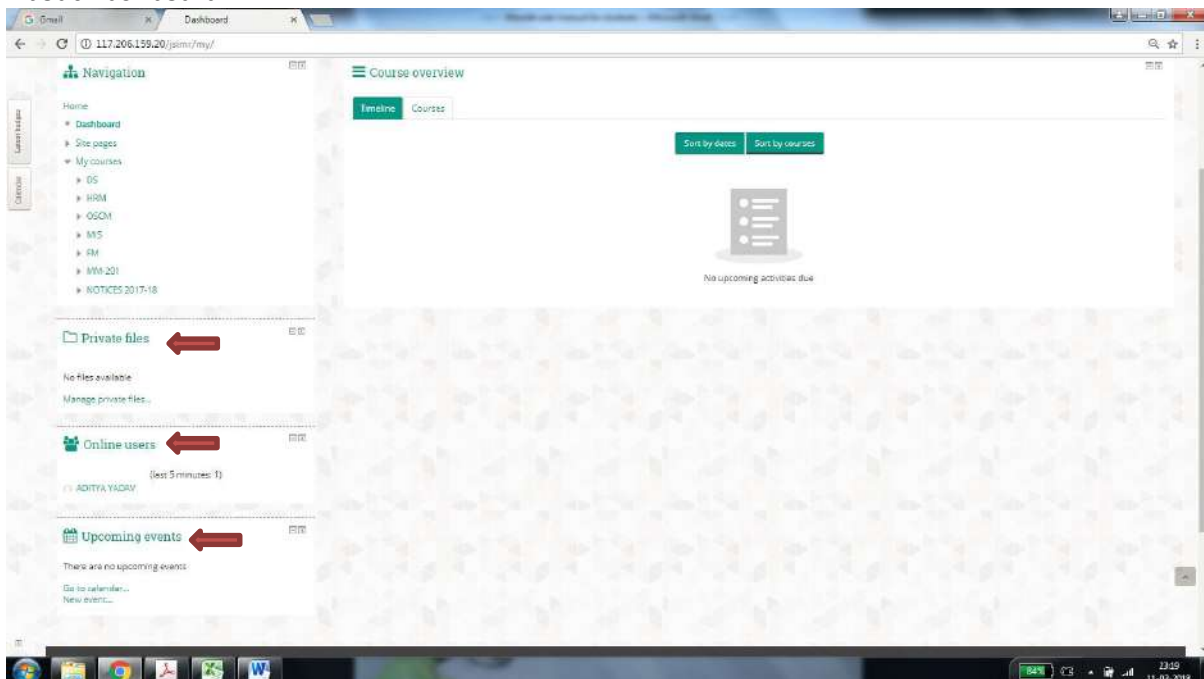
Click on "File" > Click "Add"

The screenshot shows the "Add an activity or resource" dialog box. On the left, there is a list of activities and resources. Under "ACTIVITIES", there are "Lesson", "Questionnaire", "Quiz", "SCORM package", "Survey", "Wiki", and "Workshop". Under "RESOURCES", there are "Book", "File", "Folder", "IMS content package", "Label", and "Page". The "File" option is selected. On the right, there is a description of the File module: "The file module enables a teacher to provide a file as a course resource. Where possible, the file will be displayed within the course interface; otherwise students will be prompted to download it. The file may include supporting files, for example an HTML page may have embedded images or Flash objects. Note that students need to have the appropriate software on their computers in order to open the file. A file may be used: To share presentations given in class; To include a mini website as a course resource; To provide draft files of certain software programs (eg Photoshop .psd) so students can edit and submit them for assessment." There are "Add" and "Cancel" buttons at the bottom.

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



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)

*****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

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, Analysing 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 - Analysing 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:

Learning Resources:		
1	Text Books	1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar 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 & Namakumari, Macmillan. 4. Marketing Whitebook
3	Supplementary Reading Material	Website https://books.google.co.in/books/about/Marketing_Management.html?id=QiTOHgAACAAJ&redir_esc=y
4	Websites	https://books.google.co.in/books/about/Marketing_Management.html?id=QiTOHgAACAAJ&redir_esc=y
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:

Assessment Criteria	Grading Scheme	Unit wise Evaluation
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
Total Marks	50 Marks	50 Marks
Conversion of Marks	30 Marks	50 Marks
External Examination by University	50 Marks	NA
Total Marks=A+B = (Internal + University Exam)	100	50
	100 Marks	-

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

201 : Marketing Management (MBA-I SEM-II) A.Y: 2021-22	
List of learning Outcomes of Course/ Course Outcomes (COs)	
1)	To understand and describe the key terms associated with the 4 Ps of marketing for a real world marketing offering.
2)	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.)
3)	To explain and apply marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e- Services.)
4)	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)
5)	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)
6)	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

201: Marketing Management (MBA-I SEM-II) A.Y : 2021-22										
CO-PO Matrix	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	2	1	3	2	1	0	3
CO2	3	3	3	1	0	3	2	1	0	3
CO3	3	3	3	1	0	3	1	0	0	3
CO4	3	3	3	1	1	1	1	1	1	3
CO5	3	3	3	1	1	3	1	2	2	3
CO6	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

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

Dr. Manohar Karade
Director