

Prof. Dr. Tanaji Sawant B.E.(Elect.), PGDM,Ph.D FOUNDER SECRETARY Dr. Manohar Karade Ph.D., UGC-SET, MBA-HRM M.A.-ENG,B.Ed, DIT Incharge Director

### 2.6 Student Performance and Learning Outcomes:

2.6.1: Programme Outcomes (POs) and Course Outcomes (COs) for all Programmes offered by the institution are stated and displayed on website

### Supporting Documents as per SOP:

- Link of Website for PEO, PSO, POS are stated and displayed on website : Jayawant Shikshan Prasarak Mandal Group - Best College in Pune, Maharashtra | Pune (jspmjsimr.edu.in)
- Link of Website for PEO, PSO, POS are stated and displayed on website : <u>2.6.2 PEO, PSO, PO, Vision, Mission, Values JSIMR 01.pdf (jspmjsimr.edu.in)</u>
- 3. Display of CO-POs Image : Page No. 2
- 4. List of PEOs, PSO POs and Cos: From Page No. 3 onwards



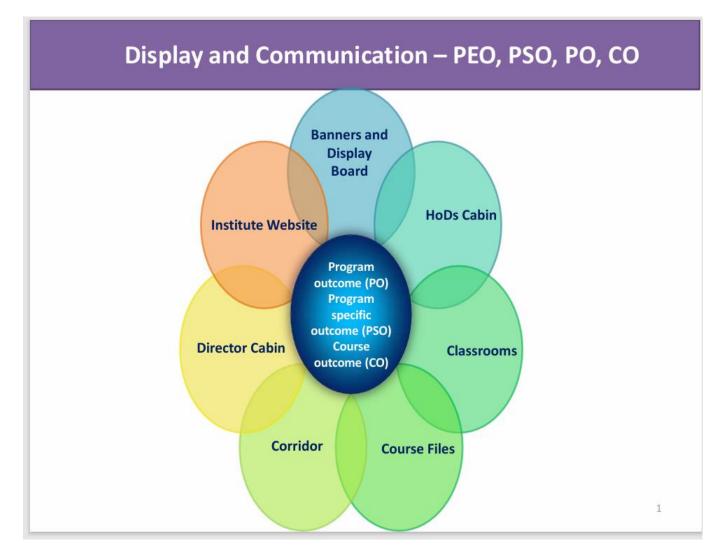
Karadum Manohar Karade

Jayawantrao Sawant Institute of Management & Research Hedapsor, Puno - 411 028



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Display of COs-POs in various places of Institute:





Dr. Manohar Karade DIRECTOR J. S. P. M.'S antrao Sawant Institute Jayawantrao Sawant Institute Of Management & Research Hadapser, Puno - 411 028



#### JAYAWANT SHIKSHAN PRASARAK MANDAL'S JAYAWANTRAO SAWANT INSTITUTE OF MANAGEMENT & RESEARCH, PUNE (Approved by A.1.C.T.E. New Delin, Govt. of Maha, Affliated to SPPU University of Pune.)

(Approved by A.1.C.T.E. New Delhi, Govt, or Maha, Afiliated to 3PPU University of Pune.) 5.No. 56, Phase Magorial and Wall, Reduced to 3PPU University of Pune.) Ph.020-26970882 TeleFax: 020-26970913 Email: director jeinr@jspm.edu.in] Website: www. jepmjsimr.edu.in



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### JSPM's Jayawantrao Sawant

Institute of Management & Research, Hadapsar, Pune-28

### PEO, PSO, PO and Cos Sheet

MBA Syllabus: Choice Based Credit System (CBCS) and Grading System Outcome Based Education Pattern

Program	Programme Educational Outcomes - PEO, Programme Specific Outcomes - PSO, Programme	
0	Outcomes - PO, Course Outcomes - CO	
	me Educational Outcomes (PEO)	
PEO-1	Graduates of the MBA program will successfully integrate core, cross-functional and inter- disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.	
PEO-2	Graduates of the MBA program will possess excellent communication skills, excel in cross- functional, multidisciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.	
PEO-3	Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.	
PEO-4	Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in lifelong learning.	
PEO-5	Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.	
Program	me Specific Outcomes (PSO)	
<b>PSO - 1</b>	MBA graduates shall acquire professional ability for an integrative business project as an employee or an entrepreneur through the multidisciplinary knowledge and skills comprising of accounting, finance, law, economics, information systems, operations, marketing, HRM.	
PSO - 2	MBA graduate can be employed or can start their own venture for research & consultancy or any firm wherein the usage of knowledge and skill sets of financial decision models, firm growth strategies like acquisition and mergers, new venture development can be done by them.	
<b>PSO - 3</b>	MBA graduate should acquire required Skills, attitude, Knowledge, techniques in respect of various specializations and utilize it for the development of business units and their startups.	



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Program	Programme Outcomes (PO)	
<b>PO - 1</b>	Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and	
	apply the knowledge of principles and frameworks of management and allied domains to the	
	solutions of real-world complex business issues	
PO - 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.	
PO - 3	Critical Thinking - Ability to conduct investigation of multidimensional business problems	
	using research based knowledge and research methods to arrive at data driven decisions	
PO - 4	<b>Effective Communication -</b> Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large	
PO - 5	Leadership and Team Work - Ability to collaborate in an organizational context and across	
	organizational boundaries and lead themselves and others in the achievement of organizational	
	goals and optimize outcomes for all stakeholders.	
PO- 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.	
<b>PO - 7</b>	<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.	
PO - 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.	
PO - 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.	
PO - 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.	



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Course Outcomes (CO) for each Course		
SEMEST	SEMESTER - I	
CO No.	Course/Subject	
	101-Accounting for Business Decisions - ABD	
1	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting,	
	Marginal Costing, Budgetary Control and Standard Costing	
2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.	
3	PERFORM all the necessary calculations through the relevant numerical problems.	
4	ANALYSE the situation and decide the key financial as well as non-financial elements	
	involved in the situation.	
5	EVALUATE the financial impact of the decision.	
	102-Organizational Behaviour - OB	
1	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in	
	the field of organizational behavior.	
2	EXPLAIN the implications of organizational behavior from the perspectives of employees,	
	managers, leaders and the organization.	
3	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior	
	in specific organizational settings.	
4	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how	
_	people behave and in influencing organizational culture at large	
5	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour	
(	in order to achieve organizational goals.	
6	ELABORATE UPON the challenges in shaping organizational behavior, organizational	
	culture and organizational change.	
1	103-Economic Analysis for Business Decisions - EABD	
1	DEFINE the key terms in micro-economics.	
2	EXPLAIN the key terms in micro-economics, from a managerial perspective.	
3	IDENTIFY the various issues in an economics context and DEMONSTRATE their	
4	significance from the perspective of business decision making.	
4	EXAMINE the inter-relationships between various facets of micro-economics from the	
5	perspective of a consumer, firm, industry, market, competition and business cycles.	
3	DEVELOP critical thinking based on principles of micro-economics for informed business	
6	decision making.         ANTICIPATE how other firms in an industry and consumers will respond to economic	
0	decisions made by a business, and how to incorporate these responses into their own decisions.	
	104-Business Research Methods -BRM	
1	DEFINE various concepts & terms associated with scientific business research.	
2	EXPLAIN the terms and concepts used in all aspects of scientific business research.	
<u>2</u> 3	MAKE USE OF scientific principles of research to SOLVE contemporary business research	
5	problems.	
4	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of	
-7	the research process from a data driven decision perspective.	
	and resolution process from a data driven decision perspective.	



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5	JUDGE the suitability of alternative research designs, sampling designs, data collection
	instruments and data analysis options in the context of a given real-life business research
	problem from a data driven decision perspective.
6	FORMULATE alternative research designs, sampling designs, data collection instruments,
	testable hypotheses, data analysis strategies and research reports to address real-life business
	research problems.
	105 -Basics of Marketing - BoM
1	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related
_	to the function and role of marketing.
2	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new
-	or existing business across wide variety of sectors and ILLUSTRATE the role that marketing
	plays in the 'tool kit' of every organizational leader and manager.
3	APPLY marketing principles and theories to the demands of marketing function and practice
•	in contemporary real world scenarios.
4	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning,
	marketing environmental forces, consumer buying behavior, marketing mix and Product Life
	Cycle in the context of real world marketing offering (commodities, goods, services, e-
	products/ e-services).
5	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing
	environment, consumer buying behavior, marketing mix and Product Life Cycle with real
	world examples.
6	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing
	environment, consumer buying behavior, marketing mix and Product Life Cycle in the context
	of real world marketing offering (commodities, goods, services, e-products/ e-services.).
	106 -Digital Business - DB
1	DESCRIBE the conceptual framework of e commerce, mobile commerce and social
	commerce.
2	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies
	on society, markets & commerce.
3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment
	systems in the online and offline world.
5	ELABORATE upon the various types of digital business models and OUTLINE their benefits
	and limitations.
6	DISCUSS the various applications of Digital Business in the present day world.
	107-Management Fundamentals - MF
1	ENUMERATE various managerial competencies and approaches to management.
2	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
3	MAKE USE OF the principles of goal setting and planning for simple as well as complex
	tasks and small projects.
4	COMPARE and CONTRAST various organizational structures of variety of business and not-
	for-profit entities in a real world context.



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5	BUILD a list of the decision making criteria used by practicing managers, leaders and
	entrepreneurs in routine and non-routine decision making situations and EVALUATE and
	EXPLAIN the same.
6	FORMULATE and DISCUSS a basic controlling model in a real life business, startup and
	not-for-profit organizational context.
	108 – Indian Economy -IE
1	DESCRIBE the present state of Indian Economy and LIST major economic policy issues in
	the current context.
2	EXPLAIN the economic development strategy since Independence and DISCUSS the
	priorities in the current context.
3	ILLUSTRATE the economic impact of Monetary policy and Fiscal Policy, Economic
	Reforms, Demographic Transition in India, Changing profile of GDP, Growth and Inequality
	and Trade Policy in the Indian context.
4	EXAMINE the changing profile of human capital, employment, productivity and
	ILLUSTRATE the linkages with Soft Infrastructure, growth of Start-ups, GDP composition of
_	
5	DETERMINE the key priority areas, across various dimensions, for the Indian Economy in
	the context of current economic environment.
6	BUILD a case for co-existence of MNCs, Indian Public Sector, Indian Private Sector, SMEs,
	MSMEs and Start Ups in the Indian Economy.
1	109-Entrepreneurship Development - ED
1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and
2	ENUMERATE the Factors influencing Entrepreneurship Growth.
2	DISCUSS various theories of entrepreneurship and the entrepreneurship development
2	ecosystem in Indian context.
3	APPLY the theories of entrepreneurship and entrepreneurship development framework to
4	analyze and identify entrepreneurial opportunities.
4	DISCRIMINATE between potential options available for entrepreneur for embarking on
5	establishing a Start Up EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of
5	requirements of a business plan.
6	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations,
U	entrepreneur culture and sectoral opportunities and financing options.
	110-Essentials of Psychology for Managers - EPFM
1	DEFINE the basic concepts of psychology.
2	
<u>2</u> 3	EXPLAIN the sensing and perceiving processes.
<u> </u>	APPLY principles of learning and conditioning to human behavior.
	ILLUSTRATE the linkages between learning, memory and information processing.
5	EXPLAIN the basic intrapersonal processes that influence social perception.
1	111 - Legal Aspects of Business - LAB
1	DESCRIBE the key terms involved in each Act.
2	SUMMARIZE the key legal provisions of each Act.
3	ILLUSTRATE the use of the Acts in common business situations.



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4	OUTLINE the various facets of basic case laws of each Act from a legal and managerial
_	perspective.
5	DEVELOP critical thinking by making judgments related to use of various provisions of the
	Acts in business situations
	112 – Demand Analysis and Forecasting - DAF
1	DESCRIBE the key terms associated with demand analysis, demand estimation and demand
	forecasting.
2	SUMMARIZE the use of demand forecasting in various functions of management.
3	IDENTIFY the pros and cons of various forecasting methods
4	DECONSTRUCT a forecast into its various components
5	BUILD a forecast for common products and services using time-series data.
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CON	
CO No.	Course/Subject
	201-Marketing Management - MM
1	DESCRIBE the key terms associated with the 4 Ps of marketing.
2	COMPARE and CONTRAST various approaches to pricing for a real world marketing
2	offering (commodities, goods, services, e-products/ e-services.)
3	DEMONSTRATE an understanding of various channel options for a real world marketing
3	offering (commodities, goods, services, e-products/ eservices.)
4	EXAMINE the product line of a real world marketing offering (commodities, goods, services,
-	e-products/ e-services.)
5	EXPLAIN the role of various communication mix elements for a real world marketing
U	offering (commodities, goods, services, e-products/ e-services.)
6	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services,
Ū	e-products/ e-services.)
	202-Financial Management - FM
1	DESCRIBE the basic concepts related to Financial Management, Various techniques of
	Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital
	Budgeting.
2	EXPLAIN in detail all theoretical concepts throughout the syllabus
3	PERFORM all the required calculations through relevant numerical problems.
4	ANALYZE the situation and · comment on financial position of the firm · estimate working
	capital required · decide ideal capital structure · evaluate various project proposals
5	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital
	Structure and Capital Budgeting of the firm
	203-Human Resource Management - HRM
1	DESCRIBE the role of Human Resource Function in an Organization.
2	ENUMERATE the emerging trends and practices in HRM.
3	ILLUSTRATE the different methods of HR Acquisition and retention.
4	DEMONSTRATE the use of different appraisal and training methods in an Organization.



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5	OUTLINE the compensation strategies of an organization
6	INTERPRET the sample job descriptions and job specifications for contemporary entry level
	roles in real world organizations.
	204-Operations & Supply Chain Management - SCM
1	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain
	and Quality Management.
2	EXPLAIN the process characteristics and their linkages with process-product matrix in a real
	world context.
3	DESCRIBE the various dimensions of production planning and control and their inter-
	linkages with forecasting.
4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory
	classification methods.
5	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the
	linkages with Customer Issues, Logistic and Business Issues in a real world context.
6	ELABORATE upon different operational issues in manufacturing and services organisations
	where the decision-making element is emphasized.
	205MKT: Marketing Research - MR
1	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
2	COMPARE and CONTRAST various research designs, data sources, data collection
	instruments, sampling methods and analytical tools and SUMMARIZE their strengths &
	weaknesses.
3	DEMONSTRATE an understanding of the ethical framework that market research needs to
	operate within.
4	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing
	issue.
5	DESIGN a market research proposal for a real life marketing research problem and
	EVALUATE a market research proposal.
6	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the
	ability to appropriately analyse data to resolve a real life marketing issue.
	206MKT: Consumer Behavior - CB
1	ENUMERATE social and psychological factors and their influence his/her behavior as a
	consumer.
2	EXPLAIN fundamental concepts associated with consumer and organizational buying
	behavior.
3	APPLY consumer behavior concepts to real world strategic marketing management decision
	making.
4	ANALYSE the dynamics of human behavior and the basic factors that influence the
	consumer's decision process.
5	EXPLAIN the consumer and organizational buying behavior process for a variety of products
	(goods/services).
	217MKT: Integrated Marketing Communications - IMC
1	DESCRIBE the IMC mix and the IMC planning process.
2	EXAMINE the role of integrated marketing communications in building brand identity, brand



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	equity, and customer franchise.
3	CONSTRUCT a marketing communications mix to achieve the communications and
	behavioural objectives of the IMC campaign plan.
4	ANALYZE and critically evaluate the communications effects and results of an IMC
	campaign to determine its success for a variety of brands.
5	DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations,
	Publicity and Corporate Advertising for a consumer and a business-to-business product.
6	DEVELOP an integrated cross-media strategy and creative message and concept to reach the
	target audience and deliver the brand promise through an IMC campaign for a variety of
	brands.
	218MKT: Product and Brand Management - PBM
1	DEFINE the key concepts and DESCRIBE the elements of a product strategy.
2	DESCRIBE how companies achieve transition from being good companies to great
	companies, and DISCUSS why and how most companies fail to make the transition.
3	APPLY the 21 laws that make leadership work succesfully to improve your leadership ability
	and ILLUSTRATE its positive impact on the whole organization.
4	EXAMINE the fundamental causes of organizational politics and team failure.
5	EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true
	north" principles based on a universal and timeless character ethic.
	208 - Geopolitics & The World Economic System - GWES
1	ENUMERATE the various elements of global economic system.
2	EXPLAIN the role of key trade organizations in the global economic system.
3	INDENTIFY the crucial elements of international trade laws.
4	ANALYSE the forces that work for and against globalization.
5	ASSESS the impact of the elements of the Global Economic System on the India Economy.
	209 - Start Up and New Venture Management - SUNVM
1	DESCRIBE the strategic decisions involved in establishing a startup.
2	EXPLAIN the decision making matrix of entrepreneur in establishing a startup
3	IDENTIFY the issues in developing a team to establish and grow a startup
4	FORMULATE a go to market strategy for a startup.
5	DESIGN a workable funding model for a proposed startup.
6	DEVELOP a convincing business plan description to communicate value of the new venture
	to customers, investors and other stakeholders.
	210 – Qualitative Research Methods - QRM
1	ENUMERATE the key terms associated with Qualitative research approach.
2	COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
3	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real
	world business and non-business contexts
4	ILLUSTRATE the use of appropriate qualitative research methods in real world business and
	non-business contexts.
5	EVALUATE the quality of Qualitative Research work
6	COMBINE Qualitative and Quantitative research approaches in a real world research project.



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	212 - Business Process Reengineering - BPR
1	DEFINE the key terms associated with Business Process Reengineering.
2	EXPLAIN the various supporting and opposing forces to Business Process Reengineering in simple business situations.
3	APPLY modeling tools for simple business processes.
4	FORMULATE a working plan to establish a Business Process Reengineering team.
5	EVALUATE the success of a BPR initiative in relation to the impact on organizational KPIs.
6	IMAGINE ways to improve business or non-business processes.
SEMEST	TER - III : COMMON SUBJECTS
CO No.	Course/Subject
	301-Strategic Management - SM
1	To recognize various perspectives and concepts in the field of Strategic Management .
2	To understand the concept Strategy, Strategic Management and Strategic Management Process.
3	To develop the skills of students for applying these concepts to the solution of business problems.
4	To create the students to master the analytical tools of strategic management.
5	To demonstrate and differentiate between blue & red ocean strategies, principles of blue ocean
	strategy, Strategy Canvass & Value Curves, Four action framework.
	302-Enterprise Performance Management - EPM
1	To understand the Performance Evaluation Parameters
2	To apply the tools and techniques of Capital expenditure control
3	To evaluate the parameters of enterprise in terms of expenses, control systems and pricing
4	To apply the Audit Function as a tool
5	To evaluate the performance of Nonprofit organisation
-	303-Startup and New Venture Management - SNVM
1	To understand the Concept of Entrepreneurship, Factors affecting the Entrepreneurial Growth
2	& Steps of entrepreneurial process.
2	To the understand the enterprise launching Formalities & opportunity or identification of Product Selection
3	To identifying good opportunities and then creating, communicating, and capturing value from
3	those opportunities; including innovation in a corporate context.
4	To analyse business opportunities, and articulate them as a compelling business description,
-7	and pitch to an audience of investors, customers, or business partners.
5	To understand the various laws and case studies of successful & unsuccessful entrepreneurs.
~	304-Summer Internship Projects - SIP
1	To describe the roles and responsibilities required in the capacity of an employee
2	To describe the functioning of industry in relation to individual employee.
3	To network with employees in the corporate world and get a glimpse of real life situations.
4	To apply critical thinking and following standard procedures in an organisation.



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5	To explore the functioning of various industries and develop a decision making process for
	selecting future jobs.
SEMEST	ER - III : MARKETING MANAGEMENT SPECIALISATION - MKT
	305 - MKT-Contemporary Marketing Research - CMR
1	To understand the importance of marketing research in the current business scenario
2	To evaluate and interpret the questionnaire and data collection
3	To apply statistical design and study its effectiveness in advertising and sales promotion
	campaigns
4	To analyze the data collected from various sources
5	To understand how to interpret various analysis techniques
	306- MKT-Consumer Behaviour - CB
1	To understand and learn the concept of consumer behavior in marketing
2	To analyze the various environmental influences and individual determinants of consumer
	behavior
3	To evaluate and apply the various Consumer Behavior Models
4	To understand and evaluate the Indian consumer
5	To students can understand the various personality trait in consumer purchases
	307- MKT - Integrated Marketing Communication - IMC
1	To identify the tools available for marketing communications
2	To discover, evaluate and analyze how to build a brand through advertisement
3	To develop effective sales promotion for a given product through proper marketing
	communication
4	To analyze the effect of public relations as a long term goal/investment
5	To analyze the effect of advertising
	308 - MKT- Product Management - PM
1	To understand and learn the various facets of job profile of product manager
2	To analyze the various levels of market competition and its product strategy
3	To understand and evaluate the consumer need
4	To evaluate the financial analysis for the product management
5	To understand the various strategies in product management
	309 -MKT -Strategic Brand Management - SBM
1	To understand the concept Brand, Brand equity, Brand Management, Strategic brand
	management process
2	To identify and establish brand positioning, Planning and implementing brand marketing
	programs, Measuring and interpreting brand performance, Growing and sustain brand equity.
3	To discover the use of Integrating marketing communication for Brand Marketing Programs.
4	To measure and Interpret Brand Performance
5	To design brand strategy, New products, Brand extensions
	312 -MKT- Customer Relationship Management - CRM



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1	To understand the concept CRM, Customer Value, Sources of Customer Value, Value from
•	products, services, extended P's and their relations with CRM.
2	To apply the several strategies of customer retention at different stages of Customer Life
	Cycle for development of good and healthy customer relationship.
3	To create alliance between non-competing firms, and competing firms by organizing strong
	Business Networks, Supplier Networks, Distribution Networks and Managing these
	Networks for designing good and healthy CRM.
4	The ability to understand the Customer Relationship Management and Customer Experience
-	Management
5	To demonstrate the knowledge of organizational issues and CRM and understanding of
	Conventional customer management structures.
SEMEST	ER - III : FINANCIAL MANAGEMENT SPECIALISATION - FIN
	305-FIN - Financial Regulatroy Framwork - FRF
1	To explain the Indian financial system and their sturcture.
2	To explain the different regulators and their role in the economy/ Roles and responsibilities of
	the requlators.
3	To explain the regulatory framework for international funds.
4	To describe the Regulatory framework and economic growth.
5	To explain the nature of the company and to differenciate different companies.
	305 - FIN - Direct Taxation - DT
1	To understand the basic concepts in Income Tax Act, 1961.
2	To Calculate Gross Total Income and Tax Liability of an Individual.
3	To Explain the procedure of online filling of various forms and Returns.
4	To solve the numerical problems on various heads of income
5	To Apply the knowledge of E-filling of Return
	306-FIN - Merchant Banking and Financial Services - MB&FS
1	To describe the role and functions of Merchant Banking in business.
2	To explain the financial service industry in India.
3	To describe SEBI rules and regulations related to merchant banking.
4	To explain the concept of Mutual Funds in India.
5	To describe the importance of Insurance worldwide and regulatory framework of insurance in
	India.
	306-FIN - Financial System of India - Markets & Services - FSIMS
1	To develop the students with the practical dynamics of the Indian Financial System, Markets,
	Institution and Financial Services.
2	To Illustrate with Regulators of Financial System in India
3	To interpreting Nature and scope of financial Services, Merchant Banking and Venture Capital
4	To Utilize knowledge of various Financial Institutions in India
5	To underatand the applications
	307-FIN - Income Tax - I



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1	To define various concepts of Taxation.
2	To calculate the tax liability of Salaried person / Employee.
3	To ability to calculate the tax liability of Assess having income from House Property, Capital
	Gains and Other Sources.
4	To explain the provisions of Income Tax Act for the corporates and individual.
5	To implement the tax planning and management for individuals and HUF.
	307-FIN - Strategic Cost Management - SCM
1	To understand the scope of Strategic Cost Management
2	To apply the techniques of strategic cost management
3	To explain the concepts of activity based costing
4	To Examine the Learning curve theory
5	To illustrate Balance Score Card
	308-FIN - Corporate & International Financial Reporting - CIFR
1	To acquaint with the framework of financial reporting and emerging trends.
2	To make familiar with the analytical tools used for financial analysis.
3	To understand the accounting aspects.
4	To get acquainted with the concept of IFRS
5	To have knowledge of convergence of Indian Accounting Standards with IFRS.
	309-FIN - Strategic Cost Management - SCM
1	To understand the scope of Strategic Cost Management
2	To apply the techniques of strategic cost management
3	To explain the concepts of activity based costing
4	To Examine the Learning curve theory
5	To illustrate Balance Score Card
	309-FIN - Corporate Finance - CF
1	To acquaint students with advanced treatment of various concepts and tools and techniques
	used in Financial Management
2	To understand the importance of Corporate Finance
3	To highlight the importance of various decision making areas of financial management
4	To apply all important concepts of Corporate Fianance
5	To explore the corporate finance knowledge
	313-FIN - Banking Operations - I - BO-I
1	To understand the basics of Banking and the emergence of Banking in India.
2	To understand the all important concepts pertaining to Banking Operations
3	To get acquainted with the functionality of the Banks.
4	To apply all important concepts of banking operations
5	To know the meaning and use of commonly used technologies in Banking.
	315-FIN - Banking Operation I – BO-I
1	To introduce & understand history, basics of Banking in India
2	To know regulatory framework
3	To understand functionality of the Banks, types of banks and banking
4	To Demonstrate funding and recovery



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To develop Concepts in Banking and Accounting of transactions
318-FIN - Financial Systms Analysis - FSA
To equip the students to have an in depth understanding of the Financial Statements.
To enable the students to use various contemporary techniques of financial analysis to be able
to give an opinion on the financial performance of companies.
To understand all important concepts
To apply all important concepts
To develop analytical skill
STER - III : HUMAN RESOURCE MANAGEMENT SPECIALISATION - HR
305-HR - Labour Law - LL
To application of various labour related legal approaches & compliances for the organization.
To application various provisions under Payment of Wages Act.
To applicability of provisions under Minimum Wages Act.
To calculate bonus under different rates and provisions of bonus, read various ammendments.
To applicability of Factory Act and provisions under various sections.
306-HR - Performamce Management - PM
To enable to analyse the role; of top management in implementation of PMS process in
building corpoarte culture.
To identification of all the components of reward system.
To correlation of linkage of performance management to reward and compensation system.
To define and address issues arising in PMS process.
To able to address ethical dilemmas in PMS process.
305-HR-Labour and Social Security Laws - L&SSL
To make student understand the gist of labor laws
To evaluate the importance of various provisions in labor laws
To understand the implementation of labor laws
To make students understand the various labor laws
To make students understand the implications of labor laws
306-HR– Human Resource Accounting & Compensation Mgmt HRA & CM
To understand basics of human resource accounting
To outline investment approach
To explain HR Auditing and accounting
To classify compensation and explain theories related to compensation management.
To analyze issues related to compensation
307-HR- Employee Health & Safety Welfare - EHSW
To understand the basic Concept of Employee Health, & Safety Welfare. Study of all
statutory & Non statutory welfare facilities.
To understand the duties under Maharashtra Welfare officers Rules 1966 &
To understand the Environmental Pollution and Protection act.
To identifying hazards and assessing risk



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5	To define the Systematic identification and control of hazards
5	308- HR - Employee Welfare - EW
1	To apply Labour Welfare principles, classification and need while framing the welfare policy.
2	To define role and responsibility of Welfare Officer during appointment.
3	To differentiate statutory & non-statutory welfare provisions.
<u> </u>	To define the role of various agencies in maintaining welfare facilities.
5	To prepare the Field Report on Welfare Facilities & Problems based on the existing schmens.
5	309-HR - HR Audit - HRA
1	To understand origin of HR audit
2	To understand HR Strategies, Structures, Systems and Competencies
3	To analyze HRD Score Card
<u> </u>	To analyze and categorize effectiveness of HR audit
5	To understand the applications
5	314-HR - Lab in Recruitment and Selection - LRS
1	To analyze the Recruitment advertisements, profiling techniques
2	To Interpret the different interviewing modes
3	To Describe the importance and relevance of recruitment and selection to Organizations.
4	To Develop and participate in an interview process.
5	To Illustrate the role of competencies and performance management in recruitment and
J	selection.
	316-HR - Lab In Training - LT
1	To understand Training need analysis and prepare Training Need Analysis
2	To design Training Program with reference to TNA.
3	To develop Training methods for Training Program.
4	To make students understand training methods
5	To make students understand & design training methods with reference to TNA
5	To understand the applications
SEME	STER - III : OPERATIONS MANAGEMENT SPECIALISATION - OPE
	305-OPE - Planning and Control of Operations - PCO
1	To understand the Routing, Scheduling, shop loading and dispatch follow up in Planning &
	Control of Operations.
2	To identify the Demand Forecasting tool
3	To understand the problems and opportunities faced by the operations manager in
	manufacturing and service organizations.
4	To develop the need for aggregate planning and the steps in aggregate planning.
5	To Summarize the Manufacturing Resources Planning and Scheduling of Operations
	306-OPE - Inventory Management - IM
1	To understand aggregate Planning and Inventory Management
2	To illustrate managing SC inventory and delivering perfect customer orders.
3	To summarize Safety & Environmental Aspects of Inventory Management.



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4	To perceive key operational aspects of Supply chain
5	To perceive make or buy decisions.
	307-OPE - Productivity Management - PM
1	To Conceptual clarity about the word productivity
2	To Carry out value analysis
3	To Mapping the process by using flow chart
4	To Calculate standard time of job.
5	To Acquire knowledge about new trends
	308-OPE - Maintanance Management - MM
1	To understand importance and role of Maintenance Management
2	To apply the all important concepts
3	To acquaint with various alternatives of Maintenance Management
4	To explore the functions of maintance management
5	To understand use of decision tools for Maintenance Management
	310-OPE - Manufacturing Resource Planning - MRP
1	To understand role and importance of Manufacturing Resource Planning (MRP II)
2	To compare MRP – I and MRP - II
3	To utilize capacity management in Operations
4	To examine manufacturing calendar for smooth Operation activates.
5	To understand the applications
	311-OPE - Technology Management - TM
1	To highlight the role of technology and innovation as drivers of value and competitive
	advantage.
2	To utilise the technology management practices
3	To provide conceptual foundations in managing innovation and technology.
4	To apply the all important concepts
5	To understand all basic elements
	312-OPE - Six Sigma - SS
1	To understand the Routing, Scheduling, shop loading and dispatch follow up in Planning &
	Control of Operations.
2	To identify the Demand Forecasting tool
3	To develop the need for aggregate planning and the steps in aggregate planning.
4	To Summarize the Manufacturing Resources Planning and Scheduling of Operations
5	To use a structured approach to process improvement.
	313-OPE – Designing Operating System – DOS
1	To understand Process analysis
2	To explain Job design and work measurement
3	To illustrate designing manufacturing Process and service Process
4	To understand basics of designing service processes
5	To explain designing service processes
	315-OPE – Project Management - PM
1	To explain the students with a holistic, integrative view of Project Management



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2	To explore the role of projects in modern day business organizations
3	To sensitize the students to complexities of project management
4	To understand how to manage project teams.
5	To understand the applications
SEMES	FER III : SUPPLY CHAIN MANAGEMENT - SCM
	305-SCM -Essentials of Supply Chain Management - ESCM
1	To make students understand how supply chain impacts all areas of the firm
2	To understand the basic concepts of supply chain management
3	To explore insights into supply chain's linkages with customer value
4	To define customer value and to understand its execution
5	To understand the applications
	306-SCM - Logistics Management - LM
1	To understand the role and importance of logistics in modern day economy
2	To evaluate and analyze the relationship between logistics and other functional areas
3	To develop effective logistic system as a case study
4	To understand the scope of logistics
5	To learn the importance of logistic management
	308-SCM - Inventory Management - IM
1	To understand the Process of Aggregate Planning and its link with Inventory Management
2	To understand concept of Supply Chain Inventory and study a few basic variants of EOQ
	models
3	To recognize role and importance of Supply Chain Inventory Management in delivering
-	perfect customer order
4	To acquaint with safety and environmental aspects of Inventory Management
5	To understand the applications
	310-SCM - Six Sigma - SS
1	To understand the concept of six sigma
2	To identify the six sigma methodology and philosophy
3	To analyze the change and sustain benefits
4	To identify the customer requirements
5	To understand the applications
	311 - SCM – Supply Chain Planning - SCP
1	To understand the Process of Aggregate Planning and its link with Inventory Management
2	To understand concept of Supply Chain Inventory and study a few basic variants of EOQ
	models
3	To recognize role and importance of Supply Chain Inventory Management in delivering
	perfect customer order
4	To acquaint with safety and environmental aspects of Inventory Management
5	To apply the DMAIC Cycle
	315-SCM - Supply Chain Practices – I - SCM-I



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1	To understand the practical knowledge of the supply chain management in various sectors
2	To analyze the manufacturing operations of a firm
3	To apply sales and operations planning, MRP and lean manufacturing concepts
4	To apply quality management tools for process improvement
5	To identify the parties involved and their role in the supply chain practices.
SEME	STER - III : INFORMATION TECHNOLOGY MANAGEMENT - IT
	305-IT -Management - ITM
1	To Understand important elements of hardware and networking management
2	To learn about software system and security management
3	To understand the nature of various types cyber crimes and to know about various provisions
4	To know about the certifying authorities ,disputes ,trademarks, IT Act
5	To share the knowledge and accelerate learning in the field of IT
-	306-IT-E Business - EB
1	To learn about various e-business strategies and e-business infrastructure
2	To understand principles of BI and Analytics at conceptual level
3	To determine requirement to initiate/lead an e-business venture/ business segment
4	To explain role of BI Application in various functional areas through case studies
5	To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-
-	Commerce
	305-IT -Management & Cyber Laws - MCL
1	To understand important elements of hardware and networking management
2	To learn about software system and security management
3	To understand the nature of various types cyber crimes and to know about various provisions
4	To know about the certifying authorities ,disputes ,trademarks, IT Act
5	To share the knowledge and accelerate learning in the field of IT
0	306-IT-E Business and Business Intelligence - BBI
1	To learn about various e-business strategies and e-business infrastructure
2	To understand principles of BI and Analytics at conceptual level
3	To determine requirement to initiate/lead an e-business venture/ business segment
4	To explain role of BI Application in various functional areas through case studies
5	To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-
-	Commerce
	307-IT-Software Engineering with System Analysis & Design - SESAD
1	To develop theoretically sound understanding of Software Engineering Methods
2	To study various approaches for system development
3	To investigate the system requirement and specifications
4	To design diagrams such as use case, activity diagram, sequence diagram etc. and user
•	interfaces for software Engineering
5	To understand Use-case Driven Object oriented Analysis
-	308 - IT- Mobile Computing with Android - MCA



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Ph.:020-26970882 Tel Email: director jsimr@jspm.edu.in Prof. Dr. Tanaji Sawant B.E.(Elect.), PGDM,Ph.D

1	To understand the concept and scope of technical aspects of M-computing
2	To learn various emerging technologies in M-computing
3	To understand M-computing applications; initiate new applications
4	To compare and analyse various m commerce services and mobile applications
5	To Discuss and learn new trends in Android programming
	309 - IT - RDBMS with Oracle
1	To understand theoretical concepts in Relational Data Base Management
2	To develop working level proficiency for writing SQL commands
3	To develop capability to design applications for a real life DBMS problem
4	To discuss and learn database features and system security
5	To Discuss and learn new database technologies
	310 -IT-Software Quality Assurance & CMM Levels
1	To understand software quality and related concepts
2	To understand pre project SQA components
3	To understand SQA components on project life cycle activity assessment
4	To understand various factors in Software Quality
5	To understand Software Quality standards like ISO and CMM
	316- IT - Technical Writing - TW
1	To understand Technical Writing at conceptual level
2	To learn tools and techniques as well as approaches to technical writing
3	To develop expertise with a view to taking up technical writing as a career
4	To understand all important concepts
5	To apply all important concepts
SEMI	ESTER - III : RURAL AGRI BUSINESS MANAGEMENT - RABM
	305-RABM - Agriculture and Indian Economy - AIE
1	To understand and learn the various agribusiness environment concept in which business
	To understand and rear the various agriousness environment concept in which business
2	carried out.
	carried out.
3	carried out.         To create interest of students to understand the Indian Agriculture concepts like five years
	carried out.         To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation & other agricultural inputs.
	carried out.         To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation & other agricultural inputs.         To allow students to study micro & macro economics of environmental forces & their impact on agribusiness.         To analyze the role of Indian Agriculture in Indian Economy.
3	carried out.         To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation & other agricultural inputs.         To allow students to study micro & macro economics of environmental forces & their impact on agribusiness.
3	carried out.         To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation & other agricultural inputs.         To allow students to study micro & macro economics of environmental forces & their impact on agribusiness.         To analyze the role of Indian Agriculture in Indian Economy.
3	carried out.         To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation & other agricultural inputs.         To allow students to study micro & macro economics of environmental forces & their impact on agribusiness.         To analyze the role of Indian Agriculture in Indian Economy.         To develop the ability for labour management.
3 4 5	carried out.         To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation & other agricultural inputs.         To allow students to study micro & macro economics of environmental forces & their impact on agribusiness.         To analyze the role of Indian Agriculture in Indian Economy.         To develop the ability for labour management. <b>306-RABM - Rural Marketing - I - RM I</b>
3 4 5 1	carried out.         To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation & other agricultural inputs.         To allow students to study micro & macro economics of environmental forces & their impact on agribusiness.         To analyze the role of Indian Agriculture in Indian Economy.         To develop the ability for labour management. <b>306-RABM - Rural Marketing - I - RM I</b> To create understanding of basic rural culture & environment amongst students.
3 4 5 1 2	<ul> <li>carried out.</li> <li>To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation &amp; other agricultural inputs.</li> <li>To allow students to study micro &amp; macro economics of environmental forces &amp; their impact on agribusiness.</li> <li>To analyze the role of Indian Agriculture in Indian Economy.</li> <li>To develop the ability for labour management.</li> <li><b>306-RABM - Rural Marketing - I - RM I</b></li> <li>To create understanding of basic rural culture &amp; environment amongst students.</li> <li>To analyze the rural marketing strategies.</li> </ul>
3 4 5 1 2	carried out.         To create interest of students to understand the Indian Agriculture concepts like five years plans, food security in India, Irrigation & other agricultural inputs.         To allow students to study micro & macro economics of environmental forces & their impact on agribusiness.         To analyze the role of Indian Agriculture in Indian Economy.         To develop the ability for labour management. <b>306-RABM - Rural Marketing - I - RM I</b> To create understanding of basic rural culture & environment amongst students.         To analyze the rural marketing strategies.         To identify the rural marketing environment, consumer behavior, distribution channels &



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	307-RABM - Rural Development I - RD I
1	To understand planning for rural development.
2	To explain organizing and financing for rural development
3	To summarize Implementation, Monitoring and evaluation
4	To analyze Poverty and Unemployment Eradication Programmes
5	To demonstrate rural development measures and outcomes of selected rural area
-	308-RABM – Special Areas in Rural Marketing – SARM
1	To understand Rural Marketing in FMCG
2	To explain rural market in consumer durables and in financial services.
3	To summarize rural market in Agricultural inputs and in cottage industries.
4	To understand rural market in agricultural inputs
5	To understand rural market in cottage industries
	310-RABM - Agriculture Marketing & Price Analysis - AMPA
1	To create understanding of basic concepts & practices of agriculture marketing.
2	To evaluate the agriculture marketing issues through analytical skills.
3	To identify the role & performance of marketing institutions & players of marketing
	commodities.
4	To apply appropriate techniques in marketing of agriculture commodities
5	To recognize need & appropriate price of product for the fixation of rural market
	312-RABM - Agriculture Marketing - AM
1	To make students understand the functions performed by the agricultural marketing system.
2	To understand and learn all important concepts.
3	To make students aware of current issues and trends in agricultural markets
4	To apply the theory pertaining to Agriculture Marketing
5	To help students identify basic market problems and assess the effect of market imperfections
	on the performance of the marketing
	315-RABM - Agriculture Supply Chain Management - ASCM
1	To create understanding of concepts & process of Agriculture Supply Chain Management.
2	To apply framework, network & designs for structuring supply chain management.
3	To evaluate & understand the demand forecasting, inventory planning IT enhancement of
	supply chain management
4	To demonstrate knowledge & understand the principles management of IT technology in
_	Agriculture Management.
5	To apply appropriate technology for the use of logistic management in agriculture
SEMES	TER - III : INTERNATIONAL BUSINESS MANAGEMENT - IB
	305-IB - International Business Economics - IBE
1	To understand and learn the various concepts, theories & models of International Business
I	Economics.
2	To understand & apply the basic theoretical knowledge of current International Economy
-	issues.
	155005.



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3	To allow students to use economics tools to analyze current trends / issues of International Market Economics.
4	To appraise the role of International Banking authorities managing problems of international debts & risks.
5	To understand & recognize the need of International Banking in International Trade & Business.
	<b>306 - IB - Export Documentation and Procedures - EDP</b>
1	To familiarize students with policy, procedures and documentation relating to foreign trade operations.
2	To understand procedures and documentation in international trade; procedures and documentation as trade barriers
3	To understnd the practical formalites reated to Export -Import
4	To know the Export - Import procedure.
5	To understand the applications
	307-IB - International Management - IM
1	To understand cross cultural values and communication
2	To analyze the challenges of global planning
3	To examine and manage political risks
4	To familiarize students with the cross – cultural behaviour and its management for successful operations of the international firms
5	To understand the applications
5	308-IB - International Marketing – IM
1	To describe the concept broad structure of an international marketing plan.
2	To explain the concept of New Product Development
3	To describe the Pricing Strategies for international marketing
4	To explain the aspects of international supply chain management
5	To describe the International promotion tools and planning
	309-IB - International Marketing Research - IMR
1	To highlight the significance of International Marketing Research and provide a compressive understanding the research process
2	To develop an in-depth knowledge of the challenges associated in conducting market research internationally
3	To understand the simple and advanced data analysis for International Marketing Research
4	To apply the theory
5	To make sound marketing decisions on the basis of collected and analyzed data
	310-IB - International Financial Management - IFM
1	To make student understand the operations of foreign exchange market.
2	To allow students to understand regulatory framework of International Finance through which
	the operation can take place.
3	To analyze the students complexities of managing finance of multinational firms.
4	To apply appropriate techniques for International Accounting
5	To recognize the need of International Taxation



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1	314-IB - Legal Dimensions of International Business - LDIB
	To apply the concept of laws regarding of international business
2	To explain the concept of Dispute settlement
3	To describe the restrictions on trade in endangered species and other commodities as based on
-	international conventions
4	To apply the various laws relating to International business
5	To apply the Consumer law with reference to the national & international dimensions
	316-IB - International Relations and Management - IR&M
1	To equip the students with an understanding of the multifaceted phenomenon called
•	international relations
2	To help students understand as to how exactly does the existing international environment
3	To expose students to these issues focused on India to discern their effect on the management of business.
4	To understand the concepts
5	To apply the theory
SEMF	ESTER - III : TECHNOLOGY MANAGEMENT - TM
020112	
	305-TM- Fundamentals of Technological Management - FTM
1	To understand the term Technology & Society, Relation of Knowledge and Technology,
	Technology and Business, Levels of technology, Management of Technology and General
	Manager's Perspective on Managing Technology.
2	To analyze the role of Technology in wealth creation, that helps the student to judge its value
	in Evolution of Production Technology, Product Technology, Technology & the National
	Economy.
3	To create and develop the approach of students towards handling Critical Factors in Managing Technology and the New Paradigms.
4	To demonstrate the issues involved in the effective management of technology and innovation,
	including market, technological, and organizational factors, in today's fast-changing,
	competitive, global environment.
5	To understand technology's crucial role in creating wealth and achieving competitiveness.
	<b>306-TM- Managing Innovation - I - MI-I</b>
1	To understand the various concepts viz. Creativity, Invention, Innovation and Difference
	between innovation and creativity.
2	To develop and apply innovative approaches by empowering the students with necessary tools
	like Static Models.
3	To evaluate the Implications for Competition and competencies.
4	To interpret the process of Innovation, Innovation Portfolios for Established Organizations. Pioneers, Migrators & Settlers.
5	To evaluate the different sources of innovation and its impact on competition.
-	307- TM- Technology Forecasting - TF
1	To understand the purpose of technology forecasting and techniques used for technology
	forecasting



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2	To interpret the strengths and weaknesses of technology forecasting techniques
3	To design the different technology forecasting techniques for different purposes
4	To foresee the technology advancement of the future
5	To analyze different techniques for different purposes
	308-TM- Strategies for Info Goods & Network Economies – I- SIGNE - I
1	To understand characteristic features of network and information goods and related products
2	To interpret distinctive impact of network and information goods on competitive strategies in
	these industries, and how to manage them
3	To design the network effects & strategies to exploit network effect
4	To interpret the implications of varying economies
5	To understand the strategies involved in product management
	309-TM- Advanced Manufacturing Technology - AMT
1	To understand the key concepts of advanced manufacturing technology used in modern
	manufacturing facility
2	To evaluate the principles of operation and characteristics of specific technologies and
	processes.
3	To evaluate the effect of technologies on global manufacturing and competitiveness
4	To evaluate the key concepts in manufacturing
5	To evaluate the principles of specific processess
	310-TM -Product Strategies for High Technology Companies - PSHTC
1	To understand the competition among technology based companies and need for strategic
	approach
2	To evaluate the decision making frameworks for managing products in high technology
•	companies.
3	To understand the various strategies in competition
4	To understand the product strategies
5	To understand the high technology companies
~~~~~~~~~~~	
SEMEST	ER - III : SERVICES MANAGEMENT - SM
4	305-SER - Services Business Management - SBM
1	To understand various aspects of services
2	To analyze Services Mix
3	To understand services environment
4	To apply consumer behaviour in service industry
5	To apply research elements in service industry
	306-SER - Services Performance Management - SPM
1	To understand consumer/customer bhaviour
2	To understand services process management
3	To aplly TQM in services
4	To remember the measurement techniques of services quality
5	To apply services management knowledge in service industry



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	307-SER - Project Management in Services - PMS
1	To understand basic concepts of project management in services
2	To understand project identification and selection in services
3	To apply knowledge for understanding organisational structure and it issues
<u> </u>	To evaluate the resouces for project risk management
<del>4</del> 5	To apply theories through case studies
3	308-SER - Relationship Management in Services - RMS
1	To understand CRM concepts
2	*
<u>2</u> 3	To analyze the consumer behaviour in service settings
	To apply CRM theories
4	To remember the techniques of services quality
5	To create knowledge base in service industry
	309-SER - Information Technology Enbled Services Management - ITESM
1	To remember the importance of ITES in service industry
2	To understand the importance of outsourcing
3	To evaluate the diffirence between in bound and out bound call centre
4	To apply the theories in IT and ITES sector
5	To understand the importance of outsourcing in service sector
	312-SER - Service Leadership Lab - SLL
1	To understand six dimentions of services leadership
2	To evaluating the service vision
3	To create leading service organisation
4	To identify service leaders
5	To analyze the traits of various service leaders
	To remember the importance of service leaders in service industry
SEMEST	YER - IV : COMMON SUBJECTS
CO No.	Course/Subject
	401-Managing for Sustainability - MS
1	To understand the responsibility on the Social and environmental problems and how they
	shape markets.
2	To understand and plan for the sustainable development and green development,
3	To Study the business models for sustainable development
4	To apply the best practices in corporate governance
5	To apply the Indian Values and Ethics for Corporate Excellence
	402-Dissertation - Disser.
1	To describe the roles and responsibilities required in the capacity of an employee
2	To describe the functioning of industry in relation to individual employee.
3	To network with employees in the corporate world and get a glimpse of real life situations.
4	To apply critical thinking and following standard procedures in an organisation.



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5	To ability to explore the functioning of various industries and develop a decision making
	process for selecting future jobs.
SEMEST	ER-IV : MARKETING MANAGEMENT - MKT.
	403-Mkt Services Marketing - SM
1	To understand the significance of services marketing in the global economy
2	To evaluate the customer perception and customer satisfaction in terms of services
3	To evaluate the effect of people and physical evidence in the service industry
4	To understand the importance of service marketing
5	To understand the scope of service marketing in today's era
	404-Mkt Sales & Distribuion Management - SDM
1	To identify the various marketing channel and also to know the importance of sales force
2	To understand the Sales planning and sales audit of the organization
3	To understand the retailing business in India
4	To make the students understand the distribution strategies
5	To make students understand the scope of sales management
	405-Mkt Retail Marketing - RM
1	To understand and evaluate the retail business and can relate it to emerging trends and
	opportunities in India
2	To make a model of typical store layout with respect to design and visual merchandizing
3	To choose and compare different merchandize assortment and also evaluate the product
4	To can assume and build retail pricing for a particular sales program
5	To can discuss and elaborate mall management after visit to the mall
	406-MktRural Marketing - RM
1	To understand the rural aspects of marketing.
2	To learn the different things of rural markets to design effective strategies
3	To design the model on Rural Consumer Behavior& Marketing Research
4	To apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
5	To identify thechallenges and opportunities in the field of rural marketing for the budding
	managers and also expose the students to the rural market environment and the emerging
	challenges in the globalization of the economies
1	408-Mkt- International Marketing - IM
2	To understand and evaluate the nature of international marketing vis a vis domestic marketing
3	To apply and analyze international product strategies
4	To create international distribution system (Model for understanding and representation)
5	To assume a given international market and create promotion mix
6	To make the students understand the scope of international marketing
	413-MktE -Marketing and Analytics - MA
1	To understand the various marketing concepts in electronic marketing and marketing analytics
	context.



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2	To make student analyze the consumer behavior for online shopping and apply the various
2	marketing strategies like STP, 4P's, extended P's at different stages to develop the same.
3	To develop the student by giving insights into various aspects of E Marketing and analytics
	from the perspective of creating Customer Value.
4	To ability to understand the Product Mix of E-Marketing.
5	To understand the applications
SEMES	TER-IV : FINANCIAL MANAGEMENT - FIN
1	403 - FIN - Indirect Taxation – IDT
1	To understand the basic concepts related to GST
2	To explain the latest amendments made in connection with indirect taxation
3	To update the procedural part of GST
4	To describe the list of Input Tax Credit
5	To summarize the Customs duty &its application
	403 - FIN - International Finance - IF
1	To understand the foreign exchange market.
2	To visualize the functioning of global financial market.
3	To differentiate the exchange rate regime/ How exchange rate is determined.
4	To apply of hedging techniques in international markets.
5	To visualize the regulatory framework in international financial market.
	404 - FM - International Finance - IF
1	To make understand students with the operations in foreign exchange markets.
2	To demonstrate the complexities of managing finance of multinational firm
3	To exemplify the importance of the regulatory framework within which international financial
	transactions can take place, with special reference to India
4	To Elaborate International Financial Reporting Standards (I.F.R.S) and Indian Accounting
	Standards (I.A.S) on foreign transactions
5	To understand the applications
	404 - FM - Corporate Finance - CF
1	To develop the ability to apply the financial management theories.
2	To able to do calculate / evaluate the value of the business/shares.
3	To able to design and apply Corporate Governance, Ethics and Values in the organization.
4	To develope the ability to take decisions on profit distribution.
5	To develope the ability to design the corporate restructuring strategies and its implementation.
	405 - FM - Income Tax - II
1	To define various concepts of Taxation.
	To calculate the tax liability of Salaried person / Employee.
2	To calculate the tax hability of Salaried person / Employee.
2 3	To calculate the tax hability of Assess having income from House Property, Capital Gains and
	· · · · · · · · · · · · · · · · · · ·
	To calculate the tax liability of Assess having income from House Property, Capital Gains and



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	407 - FM- Financial Risk Management - FRM
1	To understand what is risk and its application for measuring and managing financial risks
2	To Measure the volatility of risk with the help of different tools
3	To Classify RBI Guidelines for Credit & Market Risk
4	To explain the credit rating policy & its application process
5	To study and describe the role of risk management offices
	409 - FM - Indirect Taxation - IT
1	To differentiate the types of Indirect Taxes and Tax Laws.
2	To able to know the provisions of Central Excise Tax and Able to Submit the Tax Return.
3	To able to know the provisions of Custom laws and Able to Submit the Tax Return.
4	To able to know the provisions of Service Tax and Able to Submit the Tax Return.
5	To able to know the provisions of Central Excise Tax, Able to calculate Tax Credit and
	Submit the Tax Return.
	409 - FM - Banking Operations - II - BO - II
1	To understand the basics of Banking and the emergence of Banking in India.
2	To understand the all important concepts pertaining to Banking Operations
3	To get acquainted with the functionality of the Banks.
4	To apply all important concepts of banking operations
5	To know the meaning and use of commonly used technologies in Banking.
	412- FIN - Banking Operation - BO-II
1	To define with the role of Banking Reforms in India.
2	To know understand interest rates by and for bankers lending and borrowing rates along with
	the various mandatory reserves.
3	To know the legal aspects of banking in India procedural compliances by bank's functionality.
4	To understand concepts in International banking
5	To understand the applications
	410 - FM - Wealth and Portfolio Management – WPM
1	To understand the concept of Wealth Management.
2	To understand the concept of Portfolio Management
3	To understand various tools and methods of evaluating the portfolio.
4	To define the portfolio analysis & Selection
5	To Describe capital asset pricing model
	414 - FIN - Principles of Insurance - PI
1	To understand Insurance, Principles of Insurance, Underwriting, Claims, Intermediaries and
	various operations involved in managing insurance.
2	To compose student to evaluate Risk in Insurance Services and to develop the knowledge of
	Risk Management Systems along with Management of Systematic Risk.
3	To understand the Marketing of Insurance Products.
4	To define risk management and carry out the Evaluation of Risk in Insurance Services.
5	To study the application of e-Commerce in Insurance Industry.
	417 - FIN - Practice of Life Insurance - PLI
1	To provide an understanding of life insurance products



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2	To provide an understanding of the functioning of life insurance
3	To develop the ability to apply the insurance management theories.
4	To understand the concepts
5	To apply the theory
SEME	STER-IV : HUMAN RESOURCE MANAGEMENT - HR
	403 - HR - Industrial Relations - IR
1	To apply of ID Act and its provisions to resolve IR issues.
2	To apply of Trade Union act and Marashtra TU act.
3	To apply of Standing order act in IR issues.
4	To apply of the provisions of the contract Labour act after hiring.
5	To design the plan of various IR initiatives to maintain good IR in the organization.
	403 - HR - Employment Relations - ER
1	To understand and learn the various Employment Relations Concept & Laws
2	To apply the Employment Laws wherever required.
3	To understand the concept of Trends in Employment Relations.
4	To analysis the Industrial / Trade union disputes & resolve it with proper mechanism.
5	To understand the concept of contract labour, standing order for future purpose.
	404- HR - Strategic Human Resource Management - SHRM
1	To define HR strategies and to understand strategic perspective of HRM
2	To illustrate talent management.
3	To relate alignment of HR strategies for Improving Organizational Effectiveness
4	To relate HR strategies with organizational effectiveness
5	To analyze issues and challenges of SHRM & to categorize international assignments.
	405 - Organisational Design and Development - OD&D
1	To apply of various organizational theories in designsing the structure.
2	To listout the challenges and final framing of organization structure.
3	To describe the role of innovation, decision making process in building organizational culture and ethics.
4	To implement of various intervention in resolving issues of change.
5	To design organization structure and prepeare the report.
	406- HR - Global HR - GHR
1	To define and understand Global HR
2	To explain how to manage International assignments
3	To illustrate international HR and key issues in International HR
4	To evaluate appraisal of International Employees
5	To design a project on virtual Organization Study.
	408 - HR - Change Management - CM
1	To make students understand meaning of change and need for organizational Change.
2	To explore the change management theories by exploring cases
3	To appraise students with the change management process



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4	To understand all important concpets
5	To apply the theory
	410- HR - Lab in CSR - LCSR
1	To understand and design CSR initiatives
2	To apply and analyze CSR in Indian and Global context
3	To create and apply desk research study
4	To make the students understand the need for CSR
5	To make the students know the importance of CSR
	413 - HR -Lab in Mentoring and Coaching - LMC
1	To apprise students with role of Mentor, Coach & Counselor
2	To demonstrate elements of Mentoring, Coaching & Counseling vis-à-vis industry
3	To explore how to consciously influence themselves and others so as to create productive
	behaviors that lead to optimal personal impact.
4	To understand the importance of Mentoring and Coaching
5	To understand the applications
	415 - HR - Designing HR Policies- DHRP
1	To understand use and content of Manual.
2	To identify policies and procedures of Recruitment and selection.
3	To explain employee benefits
4	To illustrate relations and grievance handling
5	To design HR Policies



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SEME	STER-IV : OPERATIONS MANAGEMENT - OPE
	403 - OPE- Operations Strategy & Research - OPR
1	To understand the key role of operations in the growth and profitability of organizations.
2	To apply the Methodology for Developing Operations Strategy
3	To apply the quantitative tools for solving typical Operations Domain Problems
4	To identify, formulate and solve complex industrial eng. problems.
5	To study the Linear Programming and decision making tree
	404 - OPE - Total Quality Management - TQM
1	To understand concepts of quality and strategic quality management
2	To explain quality Gurus and comparison of quality philosophy
3	To demonstrate QC Tools
4	To illustrate importance of Statistical Quality Control
5	To summarize quality Management Awards and frameworks
	405 - OPE - Quality Management Standards - QMS
1	To introduce various management system standards.
2	To explain the implementation and role of MR for IMS.
3	To help the students understand the implementation of IMS through cases in services and
	manufacturing.
4	To understand the concepts
5	To apply the theory
	406 - OPE - World Class Manufacturing - WLM
1	To identify the parameters of global competitiveness.
2	To develop model for competitive advantage of the company.
3	To develop systems and tools for assessing the performance.
4	To assess the performance of indian manufacturers against the world leaders.
5	To evolve the strategies for indian manufacturers to become world class.
	407 - OPE - Business Process Reengineering - BPR
1	To learn business processes and business process reengineering.
2	To demonstrate BPR in manufacturing industry
3	To understand role of information technology in re-engineering
4	To know BPR implementation methodology
5	To know factor for success and barriers to success in BPR
	408 - OPE - Enterprise Resource Planning - ERP
1	To learn and understand the concept of ERP and ERP Architecture
2	To acquire knowledge of ERP implementation and critical issues associated with it
3	To know features of important ERP modules
4	To know about emerging trends in ERP applications
5	To illustrate and apply ERP technology in various sectors through solving case studies in
	service and manufacturing industry
	410 - OPE - Service Operation Management – SOM
1	To understand basics of services



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2	To explain site selection for services
3	To outline yield management and inventory management in services
4	To summarize inventory management in services
5	To understand off shoring and outsourcing
	411 - OPE -Business Process Management - BPM
1	To understand Business Process Management Systems.
2	To Construct the Students with technologies for human-centric process automation and
	system-centric process automation.
3	Application and integration strategy for processes that leverages organizational and technical
	capabilities of an enterprise
4	To know Task and Resource Allocation .
5	To understand the applications
	414 - OPE - Lean Manufacturing - LM
1	To develop alternative model for MRP in the context of lean.
2	To develop the plan for implementation of lean.
3	To implement Line Layout and Work Station Identification with Process Linking and
	Balancing
4	Implement in process KANBAN system.
5	TO assess the output of lean implementation in comparison withcustomer demand.
SEME	STER-IV : SUPPLY CHAIN MANAGEMENT - SCM
	403 - SCM - Strategic Supply Chain Management - SSCM
1	To understand the role and objectives of Strategic Supply Chain Management
2	To identify the role and importance of strategic partnerships and alliances in Supply Chain
	Management
3	To explore the increasing scope of Supply Chain Management and its future challenges
4	To understand the global startegies pertaining to SCM.
5	To understand the applications
	404 - SCM- Knowledge Management in Supply Chain - KMSC
1	To understand the Supply Chain Systems Classification
2	To Analyze and improve supply chain processes
3	To Understand the foundational role of logistics as it relates to transportation and
	warehousing.
4	To understand the role of IT as an enabler of Supply Chain Management for today's
	businesses
5	To Apply knowledge to evaluate and manage an effective supply chain
	409 - SCM - Project Management - PM
1	To make the students understand complex issues in Project Management
2	To learn for apply of project management tools and techniques.
3	To gain knowledge on perspectives of the complex issues in Project Management.
4	To teach the students the concepts and skills that are used by managers to plan projects, secure
1	resources, budget, lead project teams to successful completion of projects



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5	To understand the applications
-	410 - SCM - Supply Chain Performance Measurement – SCPM
1	To describe the Relationship between Company Strategy & Supply Chain Metrics
2	To apply & Evaluate various measures for Performance Management
3	To understand the concept of Balanced Score Card
4	To introduce a select world class performance measures of Supply Chain
5	To describe the SCOR framework of Supply chain management
	412 - SCM - Global Logistics - GL
1	To learn 7R's of Logistics Management and 5 P's of Logistics
2	To describe various modes of transportation, transportation of goods through Air
3	To understand various Acts related to carriage of Goods by Land
4	To develop process of Carriage of Goods by Sea & Ocean Freight
5	To be able to explain various Shipping Formalities
-	413 - SCM - Supply Chain Practices - II – SCP II
1	To understand the practice of supply chain management in various sectors.
2	To understand the peculiarities of supply chain management practices in various sectors.
3	To Describe the Virtual Supply Chains for Books
4	To Analyze the Supply Chains for SMEs
5	To describe the Global Supply Chains - Luxury Cars, Toys
0	
SEME	STER-IV : INFORMATION TECHNOLOGY MANAGEMENT - IT
<u>SLITE</u>	403 - IT - Software Project Management - SPM
1	To understand different aspects of Software Project Management as an important field of
_	practice under IT Management
2	To study important considerations in project software quality management
3	To learn Project evaluation and cost estimation techniques for Software Project Management
4	To understand risk management and resource monitoring
5	To know and use project management software
-	404 - IT - Entrerprise Resource Planning - ERP
1	To learn and understand the concept of ERP and ERP Architecture
2	To acquire knowledge of ERP implementation and critical issues associated with it
3	To know features of important ERP modules
4	To know about emerging trends in ERP applications
5	To illustrate and apply ERP technology in various sectors through solving case studies in
-	service and manufacturing industry
	406 - IT- Network Technologies& Security - NTS
1	To learn and acquire the understanding of Networking essentials.
2	To discuss and study Networking models used in networking
3	To develop awareness of managing networks in order to offer high quality service to the users
4	To analyse the application of network security methods
5	To study various communication protocols used in Networks
	407 - IT - Database Administration - DBA



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1	To know duties and responsibilities of a Data Base Administrator
2	To learn DBA skills through select tasks
<u>2</u> 3	To develop awareness of database administration
<u> </u>	To understand the concepts
<del>4</del> 5	To aplly the theory
3	
1	408 - IT- Software Testing - ST
1	To understand the scope of software testing activity
2	To apply and analyze various levels of testing
3	To create and apply test management and design strategies
4	To make the students make aware the scope in software testing
5	To make the students understand the implications of software testing
	409 - IT- Information Security & Audit - ISA
1	To understand the perspectives of Information and Security risk
2	To apply and analyze security audit as a preventive system
3	To create and apply techniques of risk prevention
4	To make the students analyze the implications of audit
5	To make the students understand the importance of information security
	410 - IT- Data Warehousing & Data Mining - DWDM
1	To understand and learn the operational aspects of data warehousing and data mining
2	The student can apply and analyze the applications of data warehousing/data mining in
	business
3	To make the students understand the importance of data warehousing
4	To make the students analyze the implications of data mining
5	To interpret the operational aspects of data management
	411 - IT - Geographical Information Systems- GIS
1	To study the basic concepts and framework of GIS
2	To able to identify public open data sources
3	To understand the basic GIS operations.
4	To able to know linear operations on spatial data.
5	To able to know how to capture, store, analyse and manage spatially referenced data.
	412 - IT - E-Governance - EG
1	To study the basic concepts of e- governance
2	To understand the e-governance models.
3	To able to know the requirements for e-governance infrastructure.
4	To able to know how to maintain databases by using DW and DM.
5	To understand the case studies of e-governance in india.
	414 - IT - Microsoft Office 2010 Lab - MOL
1	To enable students working in Microsoft office 2010 organize work more efficiently &
	develop a fully unified office with Microsoft suite.
2	To explore the applications of MS-Office
3	To provide an opportunity to learn advanced and uncommon features of office – 2010 as on
	aid to career growth



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Wings for Success

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4	To understand the important concepts
5	To apply the theory
SEMEST	ER-IV : RURAL AGRI BUSINESS MANAGEMENT - RABM
	403 - RABM - Rural Credit & Finance - RCF
1	To help student understands various facets of agricultural credit in rural & agriculture market.
2	To encourage students to know the relations between institutional structural bodies & their
	linkages with rural credit.
3	To identify the micro & macro climate of rural & agricultural finance market.
4	To evaluate the role of micro financial institutions in the rural finance.
5	To select & apply appropriate theories of agriculture finance for risk & uncertainty of
	business.
	404 - RABM - Rural Marketing – II - RM-II
1	To understand the concept Rural Marketing, Rural Economy, Rural Consumer Behaviour.
2	To analyze Rural marketing experiences.
3	To evaluate and provide an overview of marketing environment, consumer behaviour,
	distribution channels, marketing strategies, etc. in the context of rural markets in India.
4	To create the thinking skills and ideas regarding solving issues in rural marketing mix.
5	To apply product strategy, pricing strategy, distribution strategy, rural retailing, and promotion
	strategy in Rural Marketing.
1	405 - RABM - Rural Development - II - RD - II
1	To help students understand various aspects of Rural Development in India
2	To make students know the challenges in rural development and the importance of monitoring
3	and people's participation in rural projects To analyze the importance of rural development
4	To understand the concepts
5	To apply the theory
	406 - Special Areas in Agro Product Management - SEAPM
1	To explore the students to the Special Areas in Rural Marketing Environment
2	To help students to understand opportunities and emerging challenges in the upcoming rural
	markets
3	To analyze the Special Areas in Agro Product Management
4	To understand the concept
5	To apply the theory
1	408 - RABM - Agriculture Marketing and Price Analysis - II
1	To explain Importance of market analysis in the agricultural system - types of marketing
2	advantages and disadvantages
2	To define multi market estimation, supply response models. Market integration and price
2	transmission - supply / value chain management.
3	To estimate of demand/ supply forecasting, supply chain / value chain analysis for different commodities - Commodity models- multi market estimation- time series analysis
	commountes - Commounty models- multi market estimation- time series analysis



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4	To define and explain Agricultural commodity marketing - spot and futures- marketing of
	derivativesspeculation, hedging, swap, arbitrage etc.
5	To explain the importnace of Pricing in agricultural marketing
	410 - RABM - Management of Agricultural Input Marketing – MAIM
1	To understand the concept of Agricultural input marketing and its types for the same
2	To describe the various role of NSC and state seed corporation
3	To describe the role of IFFCO and KRIBCO in fertilizer marketing
4	To describe the pricing of electricity for agriculture use
5	To illustrate what are the various channels available for farm machines
	412 - RABM-Food Retail Management - FRM
1	To understand the structure and working of food marketing system in India
2	To examine the system affects farmers, consumers and middlemen
3	To understand the ways that retailers use marketing tools and techniques to interact with their
	customers.
4	To understand what marketing means to business executives and academics
5	To illustrate the response of this dynamic marketing system to technological, socio-cultural,
	political and economic forces over time.
	413- RABM- Agri Entreprenurship - AE
1	To orient learners towards agri-entreprenuership
2	To understand the concepts
3	To apply the theory
4	To explore the opprtunity of Agri Entreprenurship
5	To develop the Agri Entreprenurship attitude
	414-RABM - Management of Agribusiness Cooperatives - MAC
1	To understnd the practical formalites reated to Agribusiness
2	To understand the various schems of Govt. related to Agribusiness Cooperatives
3	To examine the schmes offers by Govt.
4	To know the administrative and documentation formalities.
5	To understand the applications
	416-RABM - Agriculture and WTO - A & WTO
1	To provide an Overview of World Agricultural Trade
2	To develop an understanding of issues pertaining to International Agricultural Marketing.
3	To understand the concepts
4	To apply the theory
5	To develop the attitude towards WTO
SEMEST	ER-IV : INTERNATIONAL BUSINESS MANAGEMENT - IB
	403-IB - International Business Environment - IBE
1	To make understand student nature & structure of International Business Environment.
2	To create understanding in students about various policy perspective about international
	regulatory environment.



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Email: director jaimr@japm Prof. Dr. Tanaji Sawant B.E.(Elect.), PGDM,Ph.D

3	To identify the environmental factors which are affecting on International Business.
4	To evaluate the role of International Economic Institutions & Agreements.
5	To analyze & communicate global economic developments.
	404-IB - Indian Economy and Trade Dependencies - IETD
1	To explore students to the diversity of issues prevalent in the Indian Economy
2	To show insights to the students about the trade related issues of the Indian Economy
3	To recall students realize the importance of trade in the present globalized era.
4	To understand the global startegies pertaining to Indian Economy and Trade Dependencies
5	To understand the applications
	405-IB - Enviornment and Global Competencies - E&GC
1	To analyse Competiveness, Macro Economic Indicators & Global Competitiveness Index.
2	To judge the impact of geographical aspects on international business and its impact on business strategies.
3	To review relationship between Sustainable Competitiveness & Economic Growth.
4	To analysis of Significance of Globalization for Innovations and to undersand concept of Virtualizing the Business Model to Drive Innovation.
5	To evaluate of Global Strategy, Structure and Implementation
	407-IB - Cross-Cultural Relationship Marketing - CCRM
1	To make students understand the cultural aspects of relationships
2	To emphasize the need for cultural adaptation in relationship development and negotiations.
3	To outline students with Mapping Players and Process Cross cultural etiquette and behavior-
	the basics.
4	To augment skill for Communication in Cross Cultural Relationships, Cross communication
	between network members.
5	To understand the applications
	408-IB - Foreign Exchange Management - FEM
1	To create understanding amongst students about the basic concepts of Foreign Exchange
	Management.
2	To evaluate the currency futures of foreign exchange market participants.
3	To analyze the general factors of exchange rate of foreign exchange management.
4	To understand the different theories of foreign exchange management.
5	To use resources & modern tools for measuring foreign exchange risk.
	409-IB - E Commerce - EC
1	To introduce concepts of E- commerce.
2	To learn Business to Consumer E- Commerce applications
3	To know Business to Business E- Commerce
4	To explain electronic payment systems and security issues in E- Commerce
5	To understand regulatory aspects and ethical issues in E- Commerce
	410-IB - Enterprise Resource Planning - ERP
1	To help students understand how business works & information system fit into business operations.
2	To evaluate cross functional integration aspects of business.



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3	To apply better managerial decision through real time data integration & sharing.
4	To analyze the future trends of information systems for the effective business operations.
5	To apply appropriate technology for ERP implementation
•	411-IB - Global HR - GHR
1	To give exposure to the students to international HR
2	To make students understand various initiatives in global HR
3	To make students understand various issues in global HR
4	To understand the concepts
5	To apply the theory
•	
SEME	STER-IV : TECHNOLOGY MANAGEMENT - TM
1	403-TM - Technology Competition and Strategy - TCS
1	To understand the role of technology and innovation as value drivers.
2	To examine the Technology Environment via mapping the macro-level and industry level
2	environment for developing the student's technology intelligence.
3	To evaluat Customer Intelligence, Customer Satisfaction, Loyalty Measurement, Customer
	Mind Mapping, and Customer Ecosystem Mapping for designing innovation process in services.
4	To highlight linkages between technology and business strategy.
5	To understand the Challenges in the development and commercialization of high tech
5	products.
	404- TM -Manageing Innovation II - MI-II
1	To understand the global and emerging market context of globalization
2	To examine the Role of National Governments in Innovation to design the strategies likewise.
3	To provide exposure to an integrative framework for innovation thereby developing students
5	knowledge and confidence.
4	To categorize the view of approaching problems and finding solutions.
5	To understand the Role of National Governments in Innovation.
	405-TM - Innovation, Product Development and Commercilisation - IPD&C
1	To offer a holistic framework for new product development and commercialization especially
	in the context of high technology products.
2	To understand the concepts
3	To highlight critical role of leadership in management of new product development &
	commercialization.
4	To apply the theory
5	To illustrate how to integrate business, market, technology and resource strategies for optimal
	product development decisions and global commercialization success.
	406-TM -Strategies for information Goods and network economic - II
1	To describe alternative strategies for pricing in the context of information goods.
2	To describe role of platform based strategies in the context of network economy.
3	To develop strategies for information goods



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4	To understand the concepts
5	To apply the theory
5	407-TM- Technology Use and Assessment -TUA
1	To understand the linkages among society, environment
2	To evaluate the selected technology assessment techniques
3	To examine the technology use
4	To examine linkages of technology with environment
5	To assess the impact of technology
5	408-TM - Product Strategies for High Technology Companies - II
1	To propose vectors of differentiation as a framework for sustainable competitive advantage
2	To describe alternative product-market strategies for high technology product companies
<u>2</u> 3	
3	To provide a fundamental understanding of global product strategies and framework for
4	opportunities and risk assessment
4 5	To understand the concepts
5	To apply the theory
	409-TM - Systems and Technologies for Knowledge Management -STKM
1	To understand and be familiar with systems and technologies used for knowledge capturing,
	sharing and application
2	To evaluate and analyze the role of artificial intelligence, knowledge based systems and data
-	mining in knowledge management
3	To evaluate and analyze the role of artificial intelligence,
4	To evaluate knowledge based systems
5	To evaluate data mining
	410-TM - Strategic Management of Intellectual Property Rights - SMIPR
1	To understand the concept of Intellectual Property & Intellectual Property rights.
2	To evaluate the procedure involved in Intellectual Property Rights.
3	To analyze the issues of agencies involved in Intellectual Property Rights.
4	To understand the strategic issues related to IPR & its management.
5	To recognize the need & preparation of IPR Licensing & Strategic Alliances.
	412-TM - Seminar on Managing Emerging Technologies - SMET
1	To understand the concept and scope of emerging technologies.
2	To demonstrate the emerging technologies for the possible managerial applications of these
	technologies.
3	To develop a systematic framework for analyzing emerging technologies.
4	To catalog and describe emerging technologies
5	To discuss the possible managerial applications of these technologies.
SEME	STER - IV : SERVICES MANAGEMENT - SM
	403-SER - Strategic Services Marketing - SSM
1	To acquaint with an understanding of Strategies for Services Marketing
2	To understand the role of Marketing Research in Servics Marketing



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3	To expose to the dynamics of applications of Services Marketing and Branding in Business
4	To apply the theory of Services Marketing in industrial sector.
5	To give insights of Technology in Service Information Management
	404-SER - Sectoral Services Management- SSM
1	To make understand the various aspects of Sectoral Service Management.
2	To understand the importance of sectorial services management
3	To provide insights about challenges and opportunities in various Business Services
4	To apply the theory of Sectorial Services Management in industrial sector.
5	To facilitate students to pursue career in service sector
	405-SER - Global Senerio of Services - GSS
1	To understand global issues and trends in service industry
2	To analyse the global trends of Services Management
3	To understand global opportunities in service industry
4	To apply the theory of Services Management in global context.
5	To give insights of Technology in Services Management.
	407-SER - Computer Application in Service Management - CASM
1	To provide overview of computer application in service sector.
2	To understand the importance of Computer in Service Management
3	To expose to usage of computer application in service sector.
4	To apply the fundamental concepts of Computer applications.
5	To develop practical insight of computer application for effective services
	408-SER - Services Operations Management - SOM
1	To develop system approach to effectively manage service operations
2	To understand the importance of Services Operations Management
3	To discuss best practices of world class service.
4	To apply all important concepts of Services Operations Management
5	To understand operational aspects of managing service systems
	410- SER - Documentation Management in Services - DMS
1	To expose students to document management in services
2	To understand the importance of document management in services
3	To equip students with latest Document Management Tools and Techniques
4	To apply the all basic concepts of document management in services
5	To give insights for easy storage as well retrieval of documents



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