2.6.1.Programme Outcomes [Pos] and Course Outcomes [Cos] for all programmes offered by the institution.

INDEX

SR.NO	PARTICULARS
01	Program outcomes 2016 {Revised pattern}
02	Course outcomes 2016 {Revised pattern}

Programme Outcomes

1. To equip the students with requisite knowledge, skills &right attitude necessary to provide effective leadership in a global environment.

2. To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy &Society, aligned with the national priorities

3. To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem

4. To harness entrepreneurial approach and skillsets.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

Course Outcomes

Subject Code	Subject Name	Course Type	Course Outcome
101	Accounting For Business Decisions	Generic Core	1 Apply the knowledge of financial accounting, cost accounting and management accounting. 2 Use the acquired knowledge of Accounts to facilitate them in decision making. 3 Develop the analytical skills to face the business situations 4.Demonstrate progressive learning in the elements of managerial decision making, including planning, directing and controlling activities in a business environment 5.Demonstrate progressive learning of various tax issues and tax forms related to individuals. 6. Knowledge of preparation of Financial Statements and financial schedules in accordance with Generally Accepted Accounting Principles through analysis and synthesis of information.
102	Economic Analysis for Business Decisions	Generic Core	1 Apply the techniques of economics in decision making. 2 Explore the business cycle implications and determine the interaction of demand and supply in the marketplace 3. Developed economic way of thinking and dealing with business problems 4. Evaluate the role of the entrepreneur in a market economy and review investor decisions in financial markets 5. Use economic solving skills to discuss the opportunities and challenges of the increasing globalization of the world economy. 6.Apply the appropriate economic tools to conduct a meaningful analysis of the economy in a professional ethical context
103	Legal Aspects of Business	Generic Core	1 Analyse a given business context using basic understanding of the applicable Acts and develop a suitable operational framework 2Demonstrate a sound understanding of the legal aspects of the law affecting businesses 3 Apply the principles of India Business Law and Company Law 4 Appraise the legal environment of the organization and develop suitable strategic 5.Develop reasoning abilities by applying the principles of law in the business environment 6.Solve the legal issues pertaining to the business world to enhance their ability to manage businesses effectively.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

104	Business Research Methods	Generic Core	1. Analyse business problems and identify appropriate and effective ways to answer those problems 2. Apply the major types of research designs 3. Formulate clearly defined research questions 4. Analyse and summarise key issues and themes from existing literature 5. Evaluate and conduct research 6. Understand the ethical issues associated with the conduct of research 7. Able to formulate and present effective research reports
105	Organisational Behaviour	Generic Core	1. Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour. 2. Assess the potential effects of organisational-level factors (such as structure, culture and change) on organisational behaviour. 3. Critically evaluate the potential effects of important developments in the external environment (such as globalisation and advances in technology) on organisational behaviour. 4. Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts. 5.Analyze and compare different models used to explain individual behaviour related to motivation and rewards
106	Basics Of Marketing	Generic Core	1.Identify core concepts of marketing and the role of marketing in the business. 2. Develop the marketing strategies based on product, price, place and promotion objectives. 3.Create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness 4.Communication the unique marketing mixes and selling propositions for specific product offerings. 5.formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
107	Management Fundamentals	Generic-Elective	1. Understood the various concepts of management 2 Made the students understand the contemporary management practices 3.Learnt highlights of professional challenges that manager's face in various organization 4.Learnt to appreciate the emerging ideas and practices in the field of management.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

108	Business Communication Lab	Generic – Elective	1. Effective business writing and business communication. 2.Analyse Research approaches and information collection 3. Developing and delivering effective presentations 4. Effective interpersonal communications 5. Skills that maximise team effectiveness 6. Good time management and effective problem solving.
111	Business,Government & Society	Generic – Elective	1. Recognize ethical issues and understand their implications for business and stakeholders as thefoundation free market systems of production and exchange. 2. Assess the complex, responsible relationships among business, government, and society. 3. Integrate, and articulate personal goals, ethics, and values. 4.Applications for ethical analysis, and understand how good moral habits can be developed. 5. Increase oral communication and writing skills through individual and group presentations.
113	Personality Development Lab	Generic - Elective	1. Develop a range of leadership skills and abilities such as effectively leading change, resolving conflict, and motivating others 2 Apply etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenarios. 3 Demonstrate an understanding of group dynamics and effective teamwork 4.Exhibit responsible decision-making and personal accountability 5.Appreciate creative expression and aesthetics
115	Enterprise Analysis-Desk Research	Generic - Elective	1. Generate a business idea using various sources 2. Engage in Market Research (design and analysis) and use ICT to analyse same 3Interpret and apply the components of a business strategy 4. Create, maintain and understand a business architecture 5.Craft business architecture to identifyand scope business problems and business change needs

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

			SEM II
201	Marketing Management	Generic – Core	1. Assess the challenges of turbulent business environments 2. Evaluate and design sustainable strategies in such environments either in marketing, international business and/or technology management fields or in their intersection 3. Apply relevant business skills 4. Acquire and develop relevant additional knowledge and skills to support subject-based expertise and international readiness and personal development 5. Ability to conduct and report on an independent scientific researchproject 6 Demonstrate strong analytical skills and apply tools required for professional practices 7. Asses to show a market-oriented, global, entrepreneurial and sustainable mindset
202	Financial Management	Generic – Core	1. Analyse complicated scientific and professional problems and view a situation critically, address the current financial management issues of a company, take decisions, complete highly qualified professional functions. 2. Demonstrate ability of financial management and forecast, ensuring competitiveness of a company and increasing its added value in the changing environment of global economy 3. Ability to understand the interests of different groups, to argue and conduct discussions, communication and conflict management skills. 4. Demonstrate understanding and ethical responsibility about the impact of professional activities upon environment and society 5. Ability to assess and analyse the financial environment in the local and international markets
203	Human Resource Management	Generic – Core	1. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. 2. Contribute to the design and evaluation of the performance management program. 3. Develop, implement, and evaluate employee orientation, training, and development programs. 4. Facilitate and support effective employee and labour relations in both non-union and union environments. 5. Research and support the development and communication of the organization's total compensation plan. 6. Ability to understand others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

204	Decision Science	Generic – Core	1. Ability to Perform andEvaluate present worth Future and Annual Worth Analysis Of more EconomicAlternative 2. Ability to Perform and evaluate payback period And Capitalisedcost of one or more alternative. 3. Ability to carry out and evaluate benefit /cost lifecycle breakeven analysis of one or more economic alternatives. 4. Ability to outside the past history present position and expected performance of a company engaged inindustry. 5. Apply various Contract Models in the corporate. 6. Ability to Prepare contract Plan and Specifications.
205	Operations & Supply Chain Management	Generic – Core	1. Analyze the manufacturing operations of a firm 2. Apply sales and operations planning, MRP and lean manufacturing concepts 3. Apply logistics and purchasing concepts to improve supply chain operations 4. Apply quality management tools for process improvement 5. Apply effective written and oral communication skills to business situations. 6. Analyze the global business environment. 7. Analyze the local business environment.
206	Management Information Systems	Generic – Core	1. Analyze the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making. 2. Analyze and synthesize business information needs to facilitate evaluation of strategic alternatives. 3. Apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems. 4. Effectively communicate strategic alternatives to facilitate decision-making. 5. Describe the role of information technology and information systems in business
207	Emotional Intelligence and Managerial Effectiveness Lab	Generic Elective	1. Analyse the concepts and perceptive of emotional intelligence .2. Demonstrates the application of emotional competencies in their personal and professional life 3. Describes the role of emotional intelligence and its effectiveness in the workplace 4. Apply EI concepts to themselves and their workplaces 5. Knowledge of identifying strategies for enhancing their leadership and emotional intelligence 6. Evaluate how to lead others more positively towards outstanding performance

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

208	Statistical Software lab	Generic Elective	1. Identify the basics of operating systems like kernel, shell, types and views of operating systems 2. Describe the various CPU scheduling algorithms and remove deadlocks. 3. Identifyvarious memory management techniques and concept of thrashing 4. Evaluate disk management and disk scheduling algorithms for better utilization of external memory. 5. Craft file system interface, protection and security mechanisms. 6. Analyse the various features of distributed OS like Unix,Linux, windows etc.
209	MS Project lab	Generic Elective	1. Create plans at the level of detail that is appropriate for your project 2. Create, standardize, and manage your Work Breakdown Structure (WBS) 3. Create and manage your tasks, costs, work, and resources 4. Communicate and collaborate with team members 5. Create your control thresholds to monitor effectively 6. Create schedule and cost forecasts more accurately 7. Create customized graphical reports as per the requirements of the stakeholders
210	Life Skills Lab	Generic Elective	1 Demonstrate accountability and professionalism in the corporate world. 2 Apply the knowledge and technical skills needed to gain employment 3. Assess value diversity in the organisation
211	Geopolitics & the World Economic System	Generic Elective	1. Apply basic knowledge of geopolitical end geoeconomic analysis 2. Analyse international relations 3. Analyse international economic system 4. Apply national economic strategies 5. Apply economic warfare theory 6. Apply economic intelligence theory 7. Analyse international subject's makes decisions 8. Analytical skills to better understand global trends
212	Business Systems & Procedures	Generic Elective	1. Acquire knowledge about general aspects of business operations. 2. Describe the role of accounting information system and its limitations. 3. Apply the concepts and procedures of financial reporting, including income statement, statement of retained earnings, balance sheet, and statement of cash flows. 4. Identify the basic economic events most common in business operations and be able to report the events in a generally accepted manner, including the impacts of alternative accounting methods on financial statements. 5. Analyse the basic differences between the Generally Accepted

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

			Accounting Standards (GAAP) in the United States and the International Financial Reporting Standards (IFRS). 6. Analyze financial data from annual reports of corporations.
213	Computer Aided Personal Productivity Tools Lab	Generic Elective	1. Describe information about resources and tools for computer aided learning (CAL) in the field 2. Apply & promote the use of the internet to disseminate information and teaching materials 3. Apply suggestions of areas of resource development to potential authors 4. Analyse the comprehensive set of high resources 5. Create an infrastructure for the management of resources.
214	Foreign Language – II Lab	Generic Elective	1. Communicate effectively in the foreign language in a variety of speaking situations. 2. Communicate effectively in the foreign language via proficient, articulate, and well-organized writing. 3. Demonstrate comprehension of the spoken foreign language in a variety of listening situations. 4. Demonstrate comprehension of a wide range of foreign language written materials. 5. Demonstrate a clear understanding of the culture(s) of the foreign language studied.
215	Industry Analysis - Desk Research	Generic Elective	1. Apply the process of marketing research and its different processes 2. Identify sources of information 3. Analyse different research methods 4. Apply selected research methods 5. Analyse and interpret both qualitative and quantitative data 6. Conduct and analyse a focus group discussion 7. Demonstrate build a simple questionnaire from a web-based survey administration site.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

SEM III			
301	Strategic Management	Generic - Core	1. Analyse strategic macro environmental issues 2. Analyse industry factors, and identify their impact on profitability and strategic positioning 3. Assess organisational performance 4. Identify strategic capabilities and gaps 5. Assess and evaluate SBU strategies 6. Analyse and implement strategy at the single business unit level.
302	Enterprise Performance Management	Generic - Core	1 Identify the elements that constitute effective performance measurement and control systems; 2. Describe the behavioural implications of different types of performance measurement and control systems in different organisational contexts 3. Analyse the link between organisational structure, and planning and control systems; 4 Analyse and review performance within an organisation; 5. Identify potential problems with the use of traditional performance measurement systems; 6. Describe the current performance measurement trends in, and their suitability to, organisations;
303	Startup & New Venture Management	Generic – Core	1. Designing a business model to match the identified business opportunity 2. Craft relationship between entrepreneurship and new venture creation, development and growth. 3. Pitching business idea to potential investors and Negotiate attractive business deals 4. Assess potential market opportunities in a structured way, and understand a variety of different start-up 5. Spotting and creating business opportunities 6.Appreciate the important of business planning in new venture creation and growth
304	Summer Internship Project	Generic –Core	1 Analyze quantitative data, statistical data or human social situation. 2 Design new systems, forms, plans, processes and/or duties and responsible. 3 Demonstrate the ability to perform certain job functions 4 Craft specific functional areas. 5 Develop the linkages among different functions and departments. 6 Implement new plans, procedures or ideas within the business organization 7 Write correspondence, reports, memos, programs, sales presentations, promotional brochures or sales manuals

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

MARKETING

305 Marketing	Contemporary Marketing Research	Generic –Core	1. Describe and report a conceptual framework for conducting marketing research. 2. Execute a complete marketing research project, demonstrating knowledge of correct research principles. 3. Provide a detailed overview of the stages in the market research process 4. Develop research questions and objectives that can be addressed in a research design 5. Interpret data analysis in the context of the identified business problem 6. Use contemporary statistical packages to calculate and report descriptive statistics from quantitative data 7. Communicate research results in written report and oral presentation formats
306 Marketing	Consumer Behaviour	Generic –Core	1. Applications of important concepts and theories in developing viable marketing 2. Craft Strategies for different segments of consumers 3. Key concepts and theories of consumer behaviour 4. Apply psychological theories relevant for understanding consumer behaviour 5. Learn how different aspects of the environment influences consumer behaviour 6. Marketing strategy is and how it influences consumer behaviour
307 Marketing	Integrated Marketing Communications	Subject Electives	1. Craft an oral and written integrated marketing communications plan 2. Ensure a substantive assessment of corporate strengths, weaknesses, opportunities and threats and create a substantive promotional plan 3. Build a sound capital budget with financial objectives and a measurable financial assessment; 4. Construct IMC creative strategies and tactics 5. Digital & social media executions, advertising, promotions, and public relations initiatives.
309 Marketing	Strategic Brand Management	Subject Electives	1. Define core terms such as brand, brand equity, positioning, and brand architecture. 2. Design and implement brand strategies that consider brand naming, brand extension, brand stretching, brand architecture and so forth. 3. Conduct the measurement of brand equity and brand performance 4. Develop a brand, including positioning and communication

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

			5. Preparation of professional, logical and coherent report in the form of a brand audit
310 Marketing	Personal Selling Lab	Subject Electives	1 To outline the areas in which sales executives make decisions 2 To emphasize the role of sales executives as planners of sales operations and a key figure in implementing marketing strategies. 3 To give hands on inputs on the selling process.
311 Marketing	Qualitative Marketing Research	Subject Electives	1. Manage the data collection process 2. Develop a market research design and appropriate research 3. Apply marketing research fundamentals to current situations 4. Design and undertake marketing research projects 5. Acquire and analyze data to make marketing decisions 6. Identify appropriate marketing decision models to address marketing problems
318 Marketing	Business to Business Marketing	Subject Electives	1. Analyse B2B Environments and external conditions 2. DemeonstrateDifferences between business- and consumer market 3. Prepare the Characteristic of oriented companies - Buying processes and buying theory 4. Develop Business relationships - Product development and innovations 5. Develop Sales and distribution models 6. Apply Price and Negotiations - Communication and branding
FINANCE			
305FIN	Direct Taxation	Generic –Core	1 Utilize the definitions of the various components of tax law. 2. Complete tax returns, including schedules to the Form 1040, and be able to calculate the correct amount of federal income tax. 3. Analyze simple fact situations and recognize income tax ramifications 4. Apply basic tax concepts to simple fact situations and communicate potential income tax ramifications in writing and orally. 5. Apply different ways a case can progress from audit to court. 6. Evaluate common statutes of limitations in income tax cases 7. Analyse common penalties in income tax cases.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

306FIN	Financial System of Markets and Services	Generic-Core	1 Analyse the dimensions of performance and risk relevant to financial firms. 2. Calculate contemporary measures of financial measures of performance and risk. 3. Craft contemporary managerial risk management oversight processes. 4. Critically analysis of how the financial services component industries (insurance, banking, securities, real estate and financial planning) interact. 5. Design hedging strategies to manage market risks (e.g., currency, commodity, economic and political). 6. Evaluate the economic environment and the impact of governmental economic policieson consumers and financial institutions.
307FIN	(SCM) Strategic Cost Management	Generic-Elective	1 Analyse some of the techniques and process which are available to assist managers in planning and controlling organisational activities; 2 Analyse the processes involved in identifying, measuring, analysing, interpreting and communicating information to managers in pursuit of the organisation's goals; 3 Craft the role of cost information in organisations; 4 Analyse the linkage between cost data and systems and the organisation of activities and resource flows in a range of manufacturing and service activities; 5 Apply appropriate cost allocation techniques to a variety of costing problems; 6 Prepare strategies for managing costs; 7 Analyse the role of cost data in pricing decisions.
309FIN	(CF) Corporate Finance	Generic-Elective	1.Analyse legal issues that impact financial and other risks affecting business. 2. Critically evaluate relevant case law for the purpose of finding legal precedents that will be used to persuade a judge or jury. 3. Interpret statutory law for purposes of risk avoidance, and to establish controlmechanisms.
312FIN	Rural Financial Institutions	Generic-Elective	1 To understand various avenues of finance available for the development of rural area. 2 To understand the role of financial institutions in rural India

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

316FIN	Financial Instruments & Derivatives	Generic-Elective	1. Be familiar with the characteristics of the relevant financial derivative instruments 2. Understand how financial derivatives are valued based on no arbitrage pricing arguments and risk-neutral valuation methods 3. Understand how the instruments covered can be used to implement basic market risk management strategies, appropriate for corporate applications 4.Be able to solve basic problems requiring the ability to price derivative instruments and hedge market risk based on numerical data and current market conventions 5 Have acquired the basic skills required for pricing financial derivatives, including familiarity with some central techniques, namely risk-neutral valuation, no-arbitrage pricing, the binomial model, and the Black-Scholes model 6. Be able to exercise basic quantitative and mathematical skills in pricing derivative instruments 7. Be able to exercise a capacity for independent and self-managed learning
HRM			
305HR	Labour & Social Security Laws	Generic –Core	1.Apply advanced and integrated understanding of the complex body of knowledge in the field of employment and labour relations law, including: 2. Legal principles of India employment and labour relations law 3. Emerging and contemporary issues in India employment and labour relations law c. technical aspects of India employment and labour relations law using historical, theoretical and practical perspectives; 4. the development of India employment and labour relations law in an international (and comparative) context.
306HR	Human Resource Accounting & Compensation Management	Generic –Core	1. Design an organization Human management process that is compliant with law and supports organizational mission and strategy. 2. Compare and contrast various organizational compensation management programs and best practices and define attributes of effective performance management systems. 3. Employ job-related performance standards and performance indicators that reflect the employeerange of responsibilities. 4. Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

			5. Identify and communicate appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weaknesses.
309HR	HR-AUDIT	Subject-Elective	1.Analyse how Human capital helps to achieve organizational objectives 2. Analyse how Organizational issues be audited 3. Application of HR audit tools
311HR	Outsourcing of HR	Subject-Elective	1 To learn the basic concepts of outsourcing 2 To enable the students to understand each stage of out sourcing process
312HR	(PRCC) Public Relations & Corporate Communication	Subject-Elective	1 Apply the models of corporate public relations 2. Craft the role of the public relations professional in the corporate environment 3. Evaluate the strategies, tactics, and techniques of public relations programs
314HR	(LR&S) Lab in Recruitment and Selections	Subject-Elective	1. Analyse the importance and relevance of recruitment and selection to India Organizations. 2. Critically evaluate the legal issues affecting recruitment and selection, and discuss recruitment and selection systems that meet legal requirements. 3. Apply the requirements for measures used in staff selection and recruitment to evaluate applicants fairly and in an unbiased fashion. 4. Illustrate the role of competencies and performance management in recruitment and selection.
SCM			
305SCM	(ESM) Essentials of Supply Chain Management	Subject Core	1 Application of fundamental of supply chain management . 2 Apply knowledge to evaluate and manage an effective supply chain. 3 Analyse the role of logistics as it relates to transportation and warehousing. 4 How to align the management of a supply chain with corporate goals and strategies. 5 Analyze and improve supply chain processes.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

306SCM	(LM)Logistics Management	Subject - Core	1 Apply major logistics functions and activities. 2.Describe alternative ways to organize for supply chain management. 3.Analyse how technology has and continues to change logistics and supply chain management. 4.Critically evaluate the modes of transportation and related policies. 5.Craft computer and supply chain security measures.
307SCM	(MMFS) Managing Material Flow in Supply Chains	Subject-Elective	1. Application of materials management flows as part of the company's logistics process. 2. Analyse the connection between company's internal materials management and the network in supply chain. 3. Creating practical engineering solutions to solve existing conflicts between good customer satisfaction and working capital.
308SCM	Inventory Management	Subject Elective Courses	1 To give an overview of various aspects of inventory. 2 To explain the impact of types of inventory costs on inventory management decisions. 3 To explain the principles of JIT
309SCM	(PSRM) Purchasing & Supplier Relationship Management – I	Subject-Elective	1.Apply knowledge to evaluate and manage an effective supply chain. 2 Apply the foundations of logistics as it relates to transportation and warehousing. 3How to align the management of a supply chain with corporate goals and strategies. 4 Analyze and improve supply chain processes.
310SCM	SIX SIGMA	Subject-Elective	1. Apply Lean Six Sigma Deployment Methodology 2. Craft Change Management Skills 3. Measure Stage Techniques, including SPC 4. Analyze Stage Techniques, including Lean 5 Improve Stage Techniques
IT			
305IT	IT Management & Cyber Laws	Subject-Core	1 To understand legal provisions of Information Technology Act, 2000. 2 To know Case Law and practical ramifications of the Act 3 To develop understanding of managerial aspects so as to use Information technology effectively and efficiently. 4 To appreciate IT Management as an independent and important field of work, different from IT for Management

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

306IT	E- Business & Business Intelligence	Subject-Core	1 To appreciate e-Business as a significant business segment of the future 2 To develop capacity to initiate/lead an e-business venture/ business segment 3 To understand principles of BI and Analytics at conceptual level 4 To develop skills to design BI and Analytics projects
307 IT	Software Engineering	Subject-Elective	1 To develop theoretically sound understanding of Software Engineering Method 2 To develop understanding of oriented software Engineering 3 To develop ability to represent diagrammatically and in descriptive form, software engineering schemas
309 IT	RDBMS With Oracles	Subject-Elective	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 life DBMS problem
310 IT	Software Quality Assurance	Subject-Elective	1. Identify important historical and current literature addressing software quality assurance 2. Evaluate the concepts embodied in the most prevalent software quality assurance techniques and methods, including knowledge of their advantages and disadvantages, and when it may be appropriate to use each approach 3. Discuss and appraise the factors that are important in implementation of software quality in an industrial context 4. Explain and construct quality-oriented software development processes 5. Describe the concepts behind software testing and appraise the most appropriate testing approaches for a given situation 6. Explain the principles behind software quality standards, quality certification and its implementation in software development organization and select the most appropriate standard for a given situation 7. Identify and contrast the basic principles behind software process, process improvement and process standards
311 IT	E-Learning	Subject-Elective	1 To understand e-learning as an emerging educational technology 2 To learn use of tools/ technologies used for e-learning based pedagogy 3 To develop capability to initiate e-learning project

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

OPERATION MANAGEMENT

305OPE	Planning & Control of Operations	Subject-Core	1 To give an overview of Planning & Control of Operation 2 To explain the role of forecasting in the operations planning process 3 To explain the need for aggregate planning and the steps in aggregate planning. 4 To explain how is capacity planning done in organizations and what is its relationship with MRP 5 To highlight the importance of scheduling in operations management.
306 OPE	Inventory Management	Subject-Core	1 To give an overview of various aspects of inventory 2 To explain the impact of types of inventory costs on inventory management decisions. 3 To explain the principles of JIT
311 OPE	Technology Management	Subject-Elective	1 To highlight the role of technology and innovation as drivers of value and competitive advantage. 2 To provide conceptual foundations in managing innovation and technology.
312OPE	Six Sigma	Subject-Elective	1 To provide a comprehensive understanding of six sigma 2 To introduce the six sigma methodology and philosophy 3 To learn how to manage change and sustain benefits 4 To learn how to listen and map customer requirements 5 To start executing and delivering project
313OPE	DesigningOperation Systems	Subject-Elective	1. Understand standard Mathematics notation used in the field of Computing. 2 Recognize comparative magnitudes of functions such as $\log n, n^2, 2^n$. 3. Read and understand some elementary logical proofs. 4. Recognize the difference between a proof and a counter example. 5. Formulate elementary proofs using mathematical induction.
315OPE	Project Management	Subject-Elective	1. Manage the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders. 2. Align the project to the organization's strategic plans and business justification throughout its lifecycle. 3. Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders. 4. Implement project management knowledge, processes, lifecycle and the embodied concepts, tools and techniques in

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

			order to achieve project success. 5. Adapt projects in response to issues that arise internally and externally. 6. Interact with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment.
RETAIL MANAGEMENT			
305RM	Introduction To Retailing	Subject-Core	1. To understand and define retailing 2.To Understand what marketing means to business executives and academics 3. To understand the ways that retailers use marketing tools and techniques to interact with their customers.
306RM	Retail Stores & Operation Management	Subject-Core	1. To Enable learner understand the concept of Retail. 2.To Enable learner understand the various function of Retail. 3. To Enable learner understand the new technologies in Retail.
307 RM	Retail Merchandise Management	Subject-Elective	1. To understand and define and describe retail merchandising. 2. To Explain how visual merchandising can affect sales. 3. Proper List the principles of design. 4. Toexplain how to design a good display.the channels of distribution.
308 RM	Warehouse Management	Subject-Elective	1. To Demonstrate what inventory is and where we find it within the supply chain. Understand the role of warehouses and physical inventory holdings within the supply chain. 2 It Show how warehouses designs change for differing inventory types and fulfilment roles. 3.Makes familiar with the main types of warehouse management systems (WMS) used today. 4. To Demonstrate appropriate approaches to managing personnel, systems and processes used in the warehouse function.
309 RM	Retail Selling Skill	Subject-Elective	1. To Learn to create a great first impression 2. To Learn to greet constructively & create a personal connection 3. To Develop rapport & create warmth & openness and Ask effective questions to better understand client needs Master active listening techniques 4. To Learn to control the sale & lead a customer to becoming a buyer an amazingly simple and professional way of handling price shoppers

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

312 RM	Managing Retail Store	Subject-Elective	1.To know the contribution of retailers to the product value chain; consumer motivations, shopping behaviour, and decision processes for evaluating retail offering and purchasing merchandise and services; corporate objectives, competitor analysis, and competitive strategy. 2.To know the traditional bases for segmentation and how segmentation can inform retail strategy. 3 .To know how retailer's differentiate their offering as an element in their corporate strategy. 4.To understand the factors affecting strategic decisions involving investments in locations, supply chain and information systems, and customer retention programs.

INTERNATIONAL BUSINESS MANAGEMENT.

305IB	International Business Economics	Subject-Elective	1.To explore the students the relevance of various trade theories/models 2.To explore the students to understand deep current issues in International Trade 3.To enable students to use economic tools to analyse diversity of issues in the international economy.
306IB	Export Documentations and Procedures	Subject-Elective	1.To familiarize students with policy, procedures and documentation relating to foreign trade operations. 2.To help students understand the nature scope and structure of International Business
307IB	International Management	Subject-Elective	1.Critically understand institutional differences between different national and regional contexts and their implications for leadership and management 2.Understand how the varieties of capitalism framework can be used to highlight differences between national systems of business 3.Use institutional perspectives as a lens to generate a more critical understanding of an organisation's international context and management practices 4.Access information on different institutional contexts and draw conclusions about their implications.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

308IB	International Marketing	Subject-Elective	1.Analyze the environmental variables that influence international marketing; 2.Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints; 3. Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena; 4.Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and "mix" adaptations; 5.Analyze a real-world case study involving complicated international marketing issues and provide recommendations in both written form and in the form of a group presentation 6.Produce a comprehensive international marketing plan
312IB	Global Logistics and Supply Chain	Subject-Elective	1. Identify and explain terms in the logistics/ global supply chain environment. Describe a logistics information system. 2. Complete a project in current global transportation and supply chain issues. 3. Demonstrate an understanding of logistical operations. Identify the business implications of global logistics management. Incorporate sources of suppliers into a supplier network. 4. Demonstrate the multiple aspects transportation and it's role in the global supply chain.
316IB	International Relations Management	Subject-Elective	1.Domestic and international institutions of government 2.The processes of decision making 3.The content of political decisions 4.The impact of political decisions on society 5.The theoretical foundations of government and governmental decision-making

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

RURAL AGRIBUSINESS MANAGEMENT

305RABM	Agriculture and India Economy	Subject-Elective	1.Understand the business environment and its impact on business. 2. Analyze the constituents of micro and macro environment. 3. Illustrate the knowledge of public sector and consumerism in India. 4. Understand the India economy and development strategies
306RABM	Rural Marketing	Subject-Elective	Students will able to : 1. Categorize issues in rural markets and 2. Analyse marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India.
307RABM	Rural Development 1	Subject-Elective	1.gain insight into the socio-economic structure of rural India. 2.understand the prospects and problems of rural development in India
310RABM	Agricultural Marketing & Price Analysis-1	Subject-Elective	1. Understand the functions performed by the agricultural marketing system. 2. Make students aware of current issues and trends in agricultural markets 3. Identify basic market problems and assess the effect of market imperfections on the performance of the marketing
314RABM	Rural Banking	Subject-Elective	1. Enable to understand the structure and importance of rural banking in India Economy 2. Helps to gain a deeper understanding of rural banking and to explore emerging trends in rural banking

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

315RABM	Agri-SupplyChains Management	Subject-Elective	1. Introduce to the concepts and processes of agricultural supply chain management 2. Provide a framework for structuring supply chain drivers; network designs, 3. Develop an understanding of demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.
ENTREPRENEURSHIP DEVELOPMENT			
305 ED	Change,Creativity,Innovation & Entrepreneurship	Subject-CORE	1 Know theories of creativity, innovation and entrepreneurship 2 Recognise the characteristics of entrepreneurs 3 Understand the relationships and inter-dependencies between theories of creativity, innovation and entrepreneurship 4 Understand how the characteristics of entrepreneurs contribute to their success 5 Be able to communicate, solve problems, work in teams, manage yourself, and present aclear well researched, academically justified argument
306 ED	Finance for Entrepreneur	Subject-CORE	1: Develop an in-depth understanding of entrepreneurial finance principles on raising capital. 2: Examine short-term and long-term financial needs of entrepreneurial ventures to ensure viability and sustainability of the business. 3: Identify and evaluate appropriate exit strategies. 4: Adapt knowledge of the financial and legal requirements for creation and growth of entrepreneurial ventures.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

309ED	Planning For Operational Efficiency	Subject-Elective	1. Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness. 2. Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments 3. Develop aggregate capacity plans and MPS in operation environments. 4. Plan and implement suitable materials handling principles and practices in the operations. 5. Plan and implement suitable quality control measures in Quality Circles to TQM.
310ED	Manufacturing Resource Planning	Subject-Elective	1. Demonstrate a good understanding of basic issues in Enterprise Systems, 2. Explain the scope of common Enterprise Systems (e.g., MM, SCM, CRM, HRM, procurement), 3. Explain the challenges associated with implementing enterprise systems and their impacts on organizations 4. Describe the selection, acquisition and implementation of enterprise systems 5. Use one of the popular ERP packages to support business operations and decision-making, 6. Communicate and assess an organization's readiness for enterprise system implementation with a professional approach in written form, 7.Demonstrate an ability to work independently and in a group.
312ED	Managing Entrepreneurial Profile	Subject-Elective	1.Understand the nature of entrepreneurship 2.Understand the function of the entrepreneur in the successful, commercial application of innovations 3.Confirm an entrepreneurial business idea 4.Identify personal attributes that enable best use of entrepreneurial opportunities 5.Explore entrepreneurial leadership and management style.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

318ED	Leadership Skills for Entrepreneurs	Subject-Elective	1.Examine and critically apply key frameworks, theories and models of "best practice" relating to standard and complex entrepreneurial leadership, including leadership as a form of stakeholder service 2.Explore and employ leadership skills to identify and facilitate sustainable change in today's uncertain environment and increasingly diverse workplaces 3.Evaluate leadership situations and devise more effective approaches reflecting the interplay of values, ethics, corporate culture and governance structures
SEM IV			
401	Management for Sustainability	Subject-Core	1. Distinguish between a range of possible modes of systems practice and identify examples of each 2. Recognise and identify how some modelling and particular systems dynamics approaches have been in used in the domain 3. Recognise some particular demands that engaging with the domain of sustainable development has for effective systems practice 4. Understand how the question of 'Who learns what?' provides an integrating theme through all modes of systems practice 5Recognise and suggest ways to formulate systems of interest in multiple stakeholder settings.
402	Dissertation	Subject-Core	1. Recognise the importance of planning and preparation required to undertake a research project. 2. Develop a thorough understanding of the chosen subject area. 3. Demonstrate the ability to collate and critically assess/interpret data. 4. Develop an ability to effectively communicate knowledge in a scientific manner. 5. Provide recommendations based on research findings.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

MARKETING

403MKT	Services Marketing	Subject-Core	1. Analyse the challenges facing the services marketing in traditional commercial marketing, e-marketing and commercial environments; 2. Analyse the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing; 3. Apply the challenges faced in services delivery as outlined in the services gap model; 4. Develop professional business writing skills 5. Identify the special management issues and unique challenges involved in marketing and managing services
404MKT	Sales & Distribution Management	Subject-Core	1. Recognise and demonstrate the significant responsibilities of sales person as a KEY individual. 2. Describe and Formulate strategies to effectively manage company's sales operations. 3. Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team. 4. Illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management. 5. Demonstrate effective sales strategy for their organizations. 6. Analyse & design and implement distribution channel strategy. 7. Describe the Channels efficiency and effectiveness; wholesaling, and retailing.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

405MKT	Retail Marketing	Subject-Elective	1. Demonstrate an integrative understanding of the context and environment in which retailing takes place. 2. Apply a strategic approach to retailing issues and decisions. 3. Exhibit an in-depth awareness of national and international benchmarking and best practices in retailing. 4. Work autonomously and collaboratively to analyse complex retail environments, reflect on and synthesise the analysis as part of an ongoing experiential-learning process. This process involves generating a holistic understanding of specific retail contexts that leads to the development of practical retail recommendations that apply relevant retail theory. 5. Utilise written and verbal skills to effectively communicate the application of retail-management knowledge to specific retail contexts.
406MKT	Rural Marketing	Subject-Elective	1. Apply & gain insight into the socio-economic structure of rural India 2. Assess the prospects and problems of rural development in India Explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area. 3. Identify the challenges 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. 4. Describe acquaint the students with the appropriate concepts and techniques in the area of rural marketing. 5. Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers. 6. Analyse the concept and methodology for conducting the research in rural market.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

410MKT	Marketing Strategy	Subject-Elective	1. Identify core concepts of marketing and the role of marketing in business and society. 2. Knowledge of social, legal, ethical and technological forces on marketing decision-making. 3. Demonstration for the global nature of marketing and appropriate measures to operate effectively in international settings. 4. Ability to develop marketing strategies based on product, price, place and promotion objectives. 5. Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness. 6. Ability to communicate the unique marketing mixes and selling propositions for specific product offerings. 7. Ability to construct written sales plans and a professional interactive oral sales presentation. 8. Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
416MKT	Cross Cultural Relationship Marketing	Subject-Elective	1. Apply a systematic understanding and critical knowledge of relationship marketing and cross-cultural theories and models. 2. Demonstrate an understanding of how to build strategic relationships between customers and suppliers across borders 3. Identify and critically analyze the factors and cultural variables influencing relationships, communication and negotiation styles across national borders. 4. Demonstrate an understanding of how to uphold international sales negotiations 5. Demonstrate self-awareness, sensitivity, and openness to diverse people and cultures

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

FINANCE

403FIN	Indirect Taxation	Subject-Core	1. Analyse and apply the concept of GST, 2. Identify situations where input tax credit is available, 3. Differentiate between CST and VAT and other taxes
404FIN	International Finance	Subject-Core	1. Analyse the architecture of foreign exchange markets 2. Describe the motivation of participants in foreign exchange markets (arbitrage, speculation, hedging) 3. Analyse the role of conventions in exchange rates quotation and trading in foreign exchange markets 4. Describe the type of foreign exchange operations (spot, forward, FX swaps, currency swaps, futures and option) 5. Describe the factors that influence the price of currency derivatives (forward rate, swap points, interest rates, futures price, option premium) 6. Analyse the relationship between the changes of exchange rates and the dynamics of fundamental economic factors (balance of payments, inflation, interest rates, expectations) 7. Demonstrate the prediction of future exchange rates movements by the tools of technical analysis the changes of foreign currency regime since the crash of Bretton Woods regime of fixed exchange rates

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

409FIN	Banking Operations-II	Subject-Elective	1. Apply stylized examples; determine if a company is optimally employing available resource. 2. Identify demand elasticity from demand equations. 3. Categorize economic costs. 4. Contrast the decision-making process across industries characterized by pure competition, monopolies, and oligopolies. 5. Demonstrate common pricing strategies. 6. Analyse examples of the government ensuring the legal behaviour of firms.
410FIN	Wealth and Portfolio Management	Subject-Elective	1. Analyse your understanding of modern portfolio theory and behavioural finance 2. Ability to measure investment performance 3. Assess allocation tools 4. Describe when to choose active managers versus passive investments 5. Apply the opportunities and risks of bonds, hedge funds, private equity, real estate, international markets, and derivatives 6. Analyse the navigate and manage for risk 7. Evaluate & gain insights into the global economy and potential future market disruptions
413FIN	Financing Rural Development	Subject-Elective	1. Evaluate & gain insight into the socio-economic structure of rural India 2. Analyse the prospects and problems of rural development in India 3. Assess to financial services can help the rural poor to improve and secure their livelihoods 4. Describe, compare and critically appraise different types of intervention that have attempted to provide rural finance in the past and today 5. Identify needs and develop appropriate policies and interventions for the provision of rural finance depending on the particular needs identified.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

414FIN	Principles of Insurance	Subject-Elective	1. Identify legal issues that impact financial and other risks affecting business. 2. Analyze relevant case law for the purpose of finding legal precedents that will be used to persuade a judge or jury. 3. Interpret statutory law for purposes of risk avoidance, and to establish control mechanisms 4. Create and interpret financial statements. 5. Create and interpret cash flow statements. 6. Determine discount/hurdle rates. 7. Evaluate investments in working capital and long-term assets. 8. Demonstrate proficiency in valuation techniques, both DCF (discounted cash flow) and non-DCF. 9. Apply the contingent claims approach to valuation

HUMAN RESOURCE MANAGEMENT

403HR	Employment Relations	Subject-Core	1. Identify the rules, regulations, policies, and guidelines applied in performing employee relations program functions 2. Analyze performance criteria and root causes of performance deficiencies 3. Identify performance standard factors such as timeliness, quality of work, and quantity of work 4. Describe evaluation and coordination requirements in providing reasonable accommodations to enhance performance 5. Analyse processes and procedures for utilizing performance-based actions 6. Identify action items for addressing employee misconduct

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

404HR	Strategic Human Resource Management	Subject-Core	1. Analyse the key HRM functions and operations; 2. Analyse define explain, illustrate and reason with the key human resource management concepts; 3. Identify the linkages between HRM functions and operations and organisational strategies, structures and culture; 4. Interpret and comment in a way that demonstrates awareness of the different contexts that impact on the operation of HRM; and 5. Demonstrate behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem-solving, planning and team work.
406HR	Global HRI	Subject-Elective	1.To Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM;globally 2 .To Demonstrate competence in development and problem-solving in the area of HR Management; 3. To Provide innovative solutions to problems in the fields of HRM; 4. To Be able to identify and appreciate the significance of the ethical issues in HR.
409HR	Conflict & Negotiation Management	Subject-Elective	1. Analyze and understand the key practical and theoretical concepts of managing and resolving conflicts. 2. Analytically and theoretically understand the types of conflict management styles. 3. Apply the value of diversity in managing and resolving conflict 4. Demonstrate the basic elements of cooperative learning 5. Interpret the components of negotiation and mediation

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

414HR	Emerging Trends in HR	Subject-Elective	1. Assess the costs and benefits associated with the acquisition of an HRMS/ HRIS. 2. Evaluate the main features of the HRMS/HRIS marketplace including: common applications, major vendors, the range of available products/ services and emerging trends. 3. Analyse the HRMS/HRIS project cycle and discuss the key issues associated with conducting a needs analysis, acquiring, implementing, maintaining, and monitoring an HRMS/HRIS 4. Assess privacy/ freedom of information issues associated with collection of information in an HRMS/HRIS. 5. Demonstrate the application of an HRMS/HRIS to various functional areas of human resources management. 6. Apply the features and components of an Enterprise Resources Planning (ERP) system, in general, and the systems, applications, and products of SAP R/3, in particular 7. Interpret SAP R/3 applications in organizational management and job analysis
415HR	Designing HR Policies	Subject-Elective	1. Development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. 2. Apply and contribute to the design and evaluation of the performance management program. 3. Develop, implement, and evaluate employee orientation, training, and development programs. 4. Evaluate and support effective employee and labour relations in both non-union and union environments. 5. Interpret and support the development and communication of the organization's total compensation plan. 6. Demonstrate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices. 7. Analyze information needs and apply current and emerging information technologies to support the human resources function.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

IT			
403IT	Software Project Management	Subject-Core	1. Recognize, trace and resolve IT related crises using project management software 2. Identify the impact of IT projects on the performance of the organizations 3. Manage the phases and infrastructure of IT projects 4. Develop strategies to calculate risk factors involved in IT projects 5. Analyse project management software to control the design, implementation, closure, and evaluation of IT projects 6. Estimate, plan, calculate, and adjust project variables
408IT	Enterprise Resource Planning	Subject-Elective	1. Apply& comprehend the technical aspects of ERP systems 2. Analyse the concepts of reengineering and how they relate to ERP system implementations 3. Assess the map business processes using process mapping techniques 4. Demonstrate the steps and activities in the ERP life cycle 5. Identify and describe typical functionality in an ERP system 6. Interpret obtain practical hands-on experience with one of the COTS ERP Software e.g. SAP, Oracle
405IT	Web Designing & Multimedia Applications	Subject-Elective	1. Identify and implement the optimum techniques for communicating complex information on the Web. 2. Apply the primary elements of interface design and apply the principles and tools of interactive components to Rich 3. Interpret Interactive Applications (RIAs) and standard Web pages and sites. 4. ApplyMaster digital graphic design tools and principles and apply them creatively and appropriately to a wide range of audiences and for different content and media. 5. Analyse Master current and evolving Web languages for integrating media and user interaction in both front end and back end elements of a Web site. Included in the languages are HTML5, CSS3, VB.NET, JavaScript, ActionScript 3.0, ASO.NET, C# and PHP.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

406IT	Network Technologies& Security	Subject-Elective	1. Identify some of the factors driving the need for network security 2. Identify and classify particular examples of attacks 3. Identify the terms vulnerability, threat and attack 4. Identify physical points of vulnerability in simple networks 5. Apply,compare and contrast symmetric and asymmetric encryption systems and their vulnerability to attack, and explain the characteristics of hybrid systems.
409IT	Information Security & Audit	Subject-Elective	1. Assess the effectiveness of information security measures of the organization with a view to bridge the identified gaps 2. Apply process of hacking with full knowledge of the network topology and other crucial information. 3. Identify threats within the organization and surrounding the information systems 4. Analyse information Security Policies and Procedures 5. Apply information Security Architecture 6. Interpret Business Applications
413IT	Internet Marketing & Internet of Things (IOT)	Subject-Elective	1. Identify the 'the Internet of Things' concept. Identify how internal and external systems monitoring on a vast scale provides information and resources that will change fundamental assumptions about building operations. 2. Identify the challenges experienced in accessing and using IoT data in building management systems. 3. Identify how emerging IoT systems can/will improve building and campus security monitoring andoccupancy safety, building and campus energy management, building occupant thermal and visual comfort, and potentially provide additional data and building occupant protection in seismic events. 4. Basic knowledge in electronics is helpful but not mandatory

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

OPERATION MANAGEMENT

403OPE	Operations Strategy and Research	Subject-Core	1. Identify system components and utilize computer hardware and software. 2. Apply proficient in using the features of word processing in Microsoft Word. 3. Apply proficient in using spreadsheet software and be able to create technical and complex spreadsheets for data analyses using Microsoft Excel. 4. Analyse a database such as Microsoft Access. Develop effective and professional business presentations using Microsoft Power Point. 5. Interpret the internet to research information and enhance their documents. 6. Describe ethics and security within the context of information technology.
404OPE	Total Quality Management	Subject-Core	1. Identify the different meanings of the quality concept and its influence. 2. Describe, distinguish and use the several techniques and quality management tools. 3. Interpret and distinguish the normalisation, homologation and certification activities. 4. Identify the elements that are part of the quality measuring process in the industry. 5. Analyse the errors in the measuring process, distinguishing its nature and the root causes.
405OPE	Quality Management	Subject -Elective	1. To understand and Implement and document national and international quality assurance standards such as ISO 9000 and TS 16949. 2. Design and perform experiments to determine critical areas of product development and analyze the results and form conclusions for quality improvement. 3. To Use statistical process control techniques (SPC) recognized throughout industries to ensure the quality level of products.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

406OPE	World Class Manufacturing	Subject-Elective	1. Identify awareness about various models which intern help organization to bring excellence in their manufacturing systems 2. Apply different tools used for enhancing excellence in manufacturing 3. Analyse the significance of IT in world class manufacturing practices 4. Demonstrate different quality imperatives 5. Describe the importance of Total Quality Management (TQM) and apply its principles and techniques.
407OPE	Business Process Reengineering	Subject-Elective	1. Apply systematically the business re-engineering tools and methodologies in analyses specific to the re-engineering project 2. Describe on the core critical business processes for achieving higher organizational productivity 3. Interpret an appropriate practices of the business re-engineering project by taking the practical situations into consideration 4. Assess the most feasible practical solution to the problem keeping in mind the considerations of business automation, value, processes and risks in launching the business re-engineering project. 5. Demonstrate with appropriate media, including graphical representations of artifacts and written reports.
408OPE	Enterprise Resource Planning	Subject-Elective	1. Apply& comprehend the technical aspects of ERP systems 2. Analyse the concepts of reengineering and how they relate to ERP system implementations 3. Assess the map business processes using process mapping techniques 4. Demonstrate the steps and activities in the ERP life cycle 5. Identify and describe typical functionality in an ERP system 6. Interpret obtain practical hands-on experience with one of the COTS ERP Software e.g. SAP, Oracle

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

SCM			
403SCM	Strategic Supply Chain Management	Subject-Core	1. Describe fundamental supply chain management concepts. 2. Apply knowledge to evaluate and manage an effective supply chain. 3. Demonstrate the foundational role of logistics as it relates to transportation and warehousing. 4. Interpret the management of a supply chain with corporate goals and strategies. 5. Analyze and improve supply chain processes.
404SCM	Knowledge Management in Supply Chains	Subject-Core	1. Describe fundamental supply chain management concepts. 2. Apply knowledge to evaluate and manage an effective supply chain. 3. Demonstrate the foundational role of logistics as it relates to transportation and warehousing. 4. Interpret the management of a supply chain with corporate goals and strategies. 5. Analyze and improve supply chain processes.
405SCM	Green Logistics and Supply Chains	Subject-Elective	1. Analyse recent trends in green legislation with respect to supply chains; 2. Apply the environmental impacts of supply chains and hence the need for green supply chains; 3. Apply related methodologies and tools to the design of green supply chains and the improvement of existing supply chains; 4. Interpret green practices, based on green legislation, into supply chain activities for sustainable development; 5. Analytical perspective that enhances their appreciation and independent judgment of green supply chain design; 6. Describe the importance of green legislation and thus comply with green regulations in their future professional career.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

406SCM	Enterprise Resource Planning	Subject-Elective	1. Apply comprehend the technical aspects of ERP systems 2. Analyse the concepts of reengineering and how they relate to ERP system implementations 3. Assess the map business processes using process mapping techniques 4. Demonstrate the steps and activities in the ERP lifecycle 5. Identify and describe typical functionality in an ERP system 6. Interpret obtain practical hands-on experience with one of the COTS ERP Software e.g. SAP, Oracle
407SCM	Purchasing & Supplier Relationship Management – II	Subject-Elective	1. Describe what makes some suppliers more important than others 2. Describe the different approaches and types of intervention for important suppliers 3. Apply a series of approaches to better manage a supplier 4. Identify and drive in the appropriate relationship with important and strategic suppliers. 5. Apply simple contract management principles 6. Conduct a supplier review meeting 7. Develop joint working approaches for Strategic Collaborative Relationships to collaborate on key initiatives
412SCM	Global Logistics	Subject-Elective	1. Analyze and identify the problems in the processes and critically evaluates the logistics and supply chain management practices. 2. Ability to explain the multi-modal transport systems such as road transport, maritime transportand airtransport 3. Ability to manage and be able to manage to solve existing and potential problems encountered in practice. 4. Develop efficient logistics and supply chain strategies using appropriate theory, tools and methods, ability to do logistic system designs that supports the company's mission and objectives and be able to decide 5. Ability to use Turkish fluently and correctly in the scientific and professional work and to read and understand at least one foreign language. 6. Evaluate cases with a critical approach

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

RETAIL MANAGEMENT

403RM	E – commerce and digital marketing in retail	Subject-Core	1. Demonstrate an understanding of the foundations and importance of E-commerce 2. Demonstrate an understanding of retailing in E-commerce 3. Analyze the impact of E-commerce on business models and strategy 4. Create original content for digital distribution in a manner that employs marketing research to achieve organizational goals. 5. Develop web applications utilizing industry standard markup, protocols, and languages. 6.Demonstrate and employ the use of data to support dynamic user interaction with digital content.
404RM	International Retailing	Subject-Core	1. Assess the challenges of turbulent business environments 2. Evaluate and design sustainable strategies in such environments either in marketing, international business and/or technology management fields and in their intersection 3. Apply relevant business skills 4. Develop relevant additional knowledge and skills to support subject-based expertise and international readiness and personal development 5. Conduct and report on an independent scientific research project 6. Analytical skills and apply tools required for professional practices 7. Demonstrate to show a market-oriented, global, entrepreneurial and sustainable mindset
406RM	Retail Customer Service	Subject-Elective	1. Analyse the different types of retail channels used within India context. 2. Describe the characteristics of the local retail environment, and its importance fortheIndia economy. 3. Identify different retail occupations and the related skills, attributes andbehaviours. 4. Describe the five steps of the selling process and other key aspects that can influence theprocess. 5. Communicate effectively with customers during the sales process.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

407RM	Retail Pricing	Subject-Elective	1. Identify retailing pricings 2. Evaluate what marketing means to business executives and academics and applications of pricings 3. Assess the ways that retailers use marketing tools and techniques to interact with their customers with pricing techniques. 4. Communicate effectively with customers during the sales process. 5. Assess customers in a retail environment.
408RM	Retail customer buying behaviour and CRM	Subject-Elective	1. Describe the different types of retail channels used within India economy. 2. Describe the characteristics of the local retail environment, and its importance for the India economy. 3. Identify different retail occupations and the related skills, attributes and behaviours. 4. Describe the five steps of the selling process and other key aspects that can influence the process. 5. Communicate effectively with customers during the sales process.
409RM	Retail Promotions	Subject-Elective	1. Identify retailing promotions 2. Evaluate the marketing tools to business promotions 3. Assess the ways that retailers use marketing tools and techniques to interact with their customers 4. Communicate effectively with customers during the sales process. 5. Assess customers in a retail environment.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

INTERNATIONAL BUSINESS MANAGEMENT

403IB	International Business Environment	Subject Core	1. Understand and apply appropriate frameworks to analyse the international business environment; 2. Recognise and use relevant analytical tools to address issues of importance to international business practice; 3. Critically evaluate relevant international business literature; 4. Determine how the international business environment influences business practice.
404IB	India Economy and Trade Dependencies	Subject Core	1. To identify the role of industries in economic development. 2. To make the students understand the industrial labour and social security schemes. 3. Students gain knowledge about the role of transport in economic growth. 4. To know about the current year plan and role of foreign aid in economic development. 5. To understand about poverty and finance commission.
406IB	Marketing to Emerging Markets & BOP	Subject - Elective	1. Understand how firms based in rich economies successfully interact with partners or competitors in low-income countries. 2. Grasp how companies in emerging markets penetrate high-income markets. 3. Predict how the institutional environment in emerging economies affects the optimal strategies of global firms.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

408IB	Foreign Exchange Management	Subject - Elective	1. Evaluate foreign exchange rate systems. 2. Compare and contrast key economic theories that underlie the foundation of foreign exchange risk management, including IRP, PPP, and IFE theories) 3. Compute foreign exchange (FOREX) rates and analyze the role of FOREX markets in international operations 4.Analyze the importance and implications of foreign exchange risk management 5. Manage foreign exchange risks by utilizing the various derivative instruments 6(optional) identify long- and short-term asset and liability management of multinational corp.
412IB	WTO & Intellectual Property Rights	Subject – Elective	1. Understand law, policy and development dimensions of intellectual property (IP); 2.Interplay among artificial intelligence, intellectual property and economic development; 3. Understand international treaties and conventions governing intellectual property; 4. Apply IP and its relation to economic development, international trade, public health, biotechnology, climate change, biodiversity, and competition policy; 5. Identify current international practices in copyrights, trademarks, industrial designs, geographical indications, patents and trade secrets; 6. Understand WTO Dispute Settlement System and the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS); 7. Identify recent developments in WIPO and the WTO on genetic resources, traditional knowledge and traditional culture expressions;
416IB	Cross Cultural Relationship Marketing	Subject – Elective	1. Apply a systematic understanding and critical knowledge of relationship marketing and cross-cultural theories and models. 2. Demonstrate an understanding of how to build strategic relationships between customers and suppliers across borders 3. Identify and critically analyze the factors and cultural variables influencing relationships, communication and negotiation styles across national borders. 4. Demonstrate an understanding of how to uphold international sales negotiations 5. Demonstrate self-awareness, sensitivity, and openness to diverse people and cultures

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

RURAL AGRI BUSINESS MANAGEMENT

403RABM	Rural Credit and Finance	Subject – Core	"1. Understand the special challenges of rural areas that are traditionally associated with rural and agricultural credit directed to the poor. 2. Build a deeper understanding of the fundamental issues of rural finance. 3. Have skills in conducting a rural and agricultural portfolio assessment and loan analysis – applying 5 C in rural finance. 4. Be familiar with several innovative models and alternate ways of offering rural finance services. 5. Gain skills in conducting seasonality analysis, preparing cash flows, assessing risk and appraising loans. 6.Develop an understanding of new and innovative loan products and savings approaches for agriculture and rural areas. 7.Gain awareness of sources and reference links to further information and support for addressing future challenges in the application of financial services in rural areas. "
404RABM	Rural Marketing II	Subject – Core	1.Understanding the pricing in relation to the quality of the product and the need and consumption pattern of the rural population. 2. How to create an image of the brand product; and how attract prospective consumers and retain the existing ones 3.Development of a systematic framework for developing product in line with the demands and consumption pattern of the rural population. 4.Analysing the positives and negatives of competitors and where they stand in their context. 5.Analysing rural market potential and opportunities 6.Analysing the consumer behaviour and consumption patterns and understanding the effects of their behaviour on any business.
405RABM	Rural Development	Subject-Elective	1.Gain insight into the socio-economic structure of rural India 2. Understand the prospects and problems of rural development in India

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

408RABM	Agriculture marketing and price analysis II	Subject-Elective	1.Enable students to gain knowledge on agricultural marketing, challenges and prospects for improving agricultural marketing system 2.Gain skills to analyze Marketing Functions, Market 3.Information and IntelligenceImparting knowledge of themarketing efficiency and agricultural prices 4.Learn the Markets and Market Structure 5.Provide the platform to the students of Marketing of Agricultural Inputs
412 RABM	Food retail management	Subject-Elective	1. Compare and contrast traditional retailers and category specialists 2.Describe how technology (e.g., customer databases, integrated systems, and buying and sales forecasting systems) is used to support retail businesses 3. Evaluate the effectiveness of merchandising decisions in the retail industry 4. Explain the factors relating to visual merchandising, such as store layouts and presentation 5. Compare the strategies that are used within the different stages of a product's life cycle 6. Describe the flow of goods and services in a retail environment (e.g., inventory control, supply chain, and risk management. 7. Analyze how logistics and supply chain management achieve a sustainable competitive advantage 8.lCompare different customer service strategies that can be used to improve the consumer experience 9.Evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail. 10. Create and present a strategic plan for a business, including financial strategy and financial performancemeasures

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

ENTREPRENURSHIP DEVELOPMENT

404ED	Investing in Science and Technology	Subject –Core	1.Explain your view of the role of technology evaluation and assessment 2.Distinguish between the different types of evaluation, and state how, why and where they are applicable 3.Discuss the importance of technology evaluation and assessment in different contexts and at different stage in the development, implementation and use of technology or technology-based projects, programmes and policies 4.Analyse the theoretical, conceptual and methodological issues and concerns that come into play during the design, application and outcome of the evaluation and assessment of technologies, and technology-based projects, programmes and policies 5.Apply the principles, procedures and practices discussed in this block to real-life examples of technology assessment and evaluation in a range of contexts.
405ED	Digital Entrepreneurship	Subject-Elective	1.Analyse the process of innovation and industry disruption 2. Determine the elements of online innovation 3.Articulate the nature of digital value creation and R&D 3.Categorise different online business models; Describe alternative online growth strategies 4.Choose strategies for maintaining team relationships that facilitate flexibility 5.collaboration and quick decision making.
406ED	Understanding Logistics for International Business	Subject-Elective	1.Relate to the concepts of Logistics and Supply Chain Management. 2. Understand the principles of Procurement and Outsourcing 3. Apply the principles of Inventory Management 4. Use the principles of Warehousing to improve their Warehousing Operations 5. Relate to Marketing and Physical Distribution concepts 6. Apply Packaging and Materials handling Principles to Logistics Operations 7. Recognise the requirements for Transportation and International Logistics

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

408ED	International marketing	Subject-Elective	1.Understand and assess the challenges of turbulent business environments. 2.Be able to evaluate and design sustainable strategies in such environments either in marketing, international business and/or technology management fields and in their intersection 3.Be able to apply relevant business skills 4.Be able to acquire and develop relevant additional knowledge and skills to support subject-based expertise and international readiness and personal development 5. Be able to conduct and report on an independent scientific research project 6.Be able to utilise strong analytical skills and apply tools required for professional practices
413ED	Agri Entrepreneurship	Subject-Elective	1.Freedom in making decisions about the business and the relationship with family 2. Control over what has to be done, when and in what order 3.Can Work alone often in solitude 4. Coping with a wide range of managerial and 'day to day' tasks 5. Lives with uncertainty; if you can't generate profit you may not survive in the future 6. Risking personal assets and security 7.High level of responsibility and risk of failure 8.Lives with an inability to control the actions of stakeholders upon whom the success of the business depends 9. Develops trust and alliances with other stakeholders where mutual benefits exist 10.Works long and irregular hours to meet demands 11.Closely interwoven family and business life 12.Social status is linked to the success of the business 13. 'Learns by doing' under pressure from stakeholders, by solving problems, experimenting, seizing opportunities, and learning from competitors

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19

414ED	Marketing to Emerging markets & bottom of the pyramid	Subject-Elective	1.Understand your customer's worldview and the emotions that influence their purchasing decisions. 2.Refine your marketing message by gaining deeper insights about your customers through a trial of your product or service 3.Identify the most trusted sources of information for your customers. 4.Describing challenges and opportunities of marketing in emerging markets; 5.Understanding and critically assess theories of emerging market marketing; 6.Know practical tools for market assessment and marketing in emerging markets, 7.Apply marketing theories and tools to concrete cases of marketing in western companies moving into emerging markets.

PRATIBHA INSTITUTE OF BUSINESS MANAGEMENT
CHINCHWAD, PUNE-19