



## Handbook Semester-I 2022-2023

*You're braver than you believe, stronger than you seem, and smarter than you think." A.A. Milne*



Anekant Education Society's

**Anekant Institute of Management Studies (AIMS)**

Anekant Education Society Campus, Baramati

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## **AIMS – Baramati**

### **Vision:**

To develop multidimensional business leaders through the blend of value based, techno-powered and skill intensive management education

### **Mission:**

To inculcate life skills in students through proactive involvement of all stakeholders to lead in the dynamic business environment

### **Objectives:**

- To provide world class technological and academic infrastructure to facilitate intellectual transactions and enhanced technology know how.
- To establish the collaborations with national and international Corporates, NGO's, Academic Institutions and Government establishments for student grooming.
- To develop business research acumen in students to cater real-time solutions.
- To instil contemporary skills in students to lead the businesses with sustainability approach
- To inculcate universal values in students for social wellbeing.

## Academic Policy 2022-2023

The Curricular Delivery is the mainstay of the institute's Academic and Administrative process. Anekan Institute of Management Studies (AIMS) is a teaching institute affiliated to Savitribai Phule Pune University, Pune and follows its legal framework for legitimizing its academic and administrative processes.

### Planning:

1. Institute plans for the academic committee meeting, scheduled before the start of the session. The syllabus review, course allocation, workload allocation, course file content, comprehensive concurrent evaluation plan, academic calendar. The important points related to Programme Educational Objectives (PEOs), Programme Outcomes (POs), Programme Specific Outcomes (PSOs), Course Outcomes (COs), comprises the points of discussion of the meeting.
2. The main focus is on the preparation of teaching plans for the allotted courses. The teaching plan contains methodology of teaching, detailing regular sessions and presentations on reading materials, assignments and class tests.
3. Institute plan for an orientation program for newly admitted students at the start of the actual academic session. The program helps students familiarize with institute academic culture, administrative practices, syllabus review, Outcome Based Education (OBE) system, curriculum plan, examination pattern, code of conduct, industry requirement.
4. Planning for industrial Visits (local and out of state), expert talks, events and activities in which experts from industry and academics participate in our curriculum delivery process to bridge the gap between industry and academia.
5. Planning for allotment of mentors to students and development of Mentor-Mentee system for student competency development and Guide allocation for Project internships, issues in academics, as well as administration, is practiced.

### Implementation:

University has designed Choice Based Credit System (CBCS) and Grading System Outcome Based Education pattern which Institute follows in its curriculum.

1. Institute follows a cafeteria approach by providing Generic Core/Elective subjects every semester. The students have the flexibility to choose any one specialization from specializations offered in the university syllabus. The students are well explained in the orientation program about the specialization offered.
2. The delivery of course sessions carried out as per time table. Faculty adopts the advanced teaching methodology in delivery of course sessions. Faculty focuses on quality delivery and encourages student's active participation in the entire curriculum, curricular and extracurricular activities. This is reflected in the course files as evidence of institute teaching pedagogy.

## Programme Structure

### (SEM- I) Generic Core Subjects

Course code	Subject	CCE	ESE	Total Marks
101	Managerial Accounting	50	50	100
102	Organizational Behaviour	50	50	100
103	Economic Analysis for Business Decisions	50	50	100
104	Business Research Methods	50	50	100
105	Basics of Marketing	50	50	100
106	Digital Business	50	50	100

### University level Subjects

Course code	Subject	ESE	Total Marks
107	Management Fundamentals	50	50
108	Indian Economy	50	50
111	Legal aspects of Business	50	50

### Subject Electives

Course code	Subject	CCE	Total Marks
113	Verbal Communication Lab	50	50
115	Selling and Negotiation Lab	50	50
116	MS Excel	50	50

### Mandatory Skill Development Courses

Course code	Subject	Internal Assessment	Total Marks
191	Human rights	25	25
192	Cyber security	25	25

**End Semester Evaluation (ESE) (50 Marks):**

1. The End Semester Evaluation (Summative Evaluation) for the **Generic Core (GC), Subject Core (SC) and the Generic Elective (GE - UL)** course shall be conducted by the Savitribai Phule Pune University.
2. The ESE shall have 5 questions each of 10 marks.
3. All questions shall be compulsory with internal choice within the questions.
4. The broad structure of the ESE question paper shall be as follows:

Question Number	Cognitive abilities evaluated	Nature
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)
Q.5	EVALUATING & CREATING	Answer 5 (a) or 5 (b) (10 marks)

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**Anekant Institute of Management Studies (AIMS), Baramati**

**Code of Conduct for Students**

**[A] ATTENDANCE DISCIPLINE**

1. Students are advised to read all notices posted on the Notice boards, Whatsapp group, and Institute website on a regular basis. Ignorance of the same will not be accepted as an excuse.
2. A student must always have his or her I-card, which must be shown on request by Institute officials.
3. Students are expected to groom with professional ethics, hence "wearing uniform" on designated days is must, since it gives greater decorum.
4. Students must attend lectures, practical, tutorials, unit tests, events and examinations, as well as keep their mentors up to date on their academic progress.
5. Students should be aware that they will be unable to appear for university exams if they fail to satisfy the Institute authorities on any of the following grounds.
  - a) At least 75% attendance at lectures and practical.
  - b) At least 75% attendance at extension activity work as scheduled.
  - c) Attendance and performance in Institute exams/tutorials.
  - d) Behaviour and adherence to Institute rules and regulations.
  - e) Complying with the instructions of teacher's staff and other Institute officials.
  - f) Paying Institute fees as directed.
6. Students should be aware that smoking, tobacco chewing, spitting and other forms of tobacco use is strictly prohibited on Institute campus.
7. Cell Phones or mobile phones must be turned off in the campus, classrooms, library during academic activities.

**[B] DISCIPLINE RULES**

1. Students must maintain strict discipline on Institute campus and must not disrupt the Institute/ teaching & administration in any way.
2. Students must take proper care of the Institute's property and assist in keeping the campus clean, neat and tidy.
3. Any damage will be considered a serious breach of discipline, and the cost of the damage(s) will be recovered from the students.
4. No student society or association shall be formed and no person shall be invited to attend or address any meeting without the prior permission of the Director.
5. Students must attend their lectures, practical, tutorials and tests on a regular and punctual basis. However, if a student wishes to remain absent for any legitimate reason(s), prior permission from the Mentor and Director or Academic Coordinator must be obtained.

6. Students should not tolerate and sit in classrooms, laboratories, verandas, stairs cycle stands and play areas that may cause disruption to ongoing periods/classes.

7. If there are no lectures or practical, they should go to the library or do peer learning silently in classroom.

8. Social gathering and similar programs/functions that are likely to disrupt the academic atmosphere on campus are not permitted.

9. Anyone found engaging in ragging, whether inside or out the Institute grounds will be expelled immediately.

10. Various scholarships, such as the Government of India National Scholarship are awarded by state governments such as B.C., the Rajashri Chhatrapati Shahu Maharaj scholarship is available to deserving Institute students who meet government requirements. These terms and conditions will be posted on the Institute notice board.

11. The free ships, other fee concessions and so on, is conditional on good behaviour, regular attendance, and satisfactory progress. If these conditions are not met the student's BC free ship will be forfeited and he or she will be responsible for paying of his own Institute fees.

#### [C] PARKING

Students have separate parking for two wheelers and cars. Students should park in the designated restricted parking area. We encourage students for car pool. Students should park their vehicles at their own risk, and no Institute authority is liable for any theft or damage to their vehicles. The parking lot is open 7:00 a.m. to 7:00 p.m., except on Sundays and Institute holidays.

#### [D] SEXUAL HARASSMENT AND VIOLENCE AGAINST WOMEN

The Institute has a Sexual Assault and Harassment Policy that prohibits all forms of sexual misconduct based on gender exploitation, assault, indecent exposure, bullying, physical assault or discrimination. The Institute strives to maintain a positive and committed environment for the protection of human values such as gender equality, freedom and nonviolence. If any discrimination is discovered on the basis of sexual assault and harassment circumstances, women violence will be legally enforced for punishment and expelled from Institute.

#### [E] UNAUTHORIZED ACCESS OR ENTRY

Unauthorized entry into any enclosed Institute building or area, including Gymkhana facilities, study rooms or offices is prohibited, is even if the door is unlocked. Without authorization, climbing on any Institute building or Institute-owned structure or being present on building roofs, is prohibited. Tempering with Institute building locks, unauthorized possession or use of Institute keys, key alteration or duplication are all prohibited by Institute policy. Any evidence of this or similar activities will result in fine or additional disciplinary actions by the Institute.

1

#### [F] ILLEGAL USE OF INSTITUTE FACILITIES OR SERVICES

Unauthorized use of Institute facilities including but not limited to Institute building, space, and grounds, Institute documents and records, Institute furniture, equipment and materials and so on, is violation of Institute policy. The use of Institute stationary, computers or other materials or anything related to this, can be used as long as proper records are kept as official rules.

#### [G] WEAPONS, FIREWORKS AND DANGEROUS APPLIANCES

A weapon or firearm may not be possessed or used by a student on Institute property or on campus. Firearms, which include rifles, shotguns, handguns, air guns, gas powered guns or handholding equipment, swords, knives, acid, or any fire-instigating materials are strictly prohibited on Institute campuses.

#### [H] FRAUDULENT REPRESENTATION

Any Institute student who provides false information or makes a misrepresentation to any Institute office is prohibited. Unauthorized Institute logos, certificates or records as well as paper or electronic mails are also prohibited.

#### [I] THEFT AND DEVASTATION

Theft, internal or unintentional damage to personal or Institute property and possession of stolen property are all prohibited. Restitution will be assessed against the appropriate student(s) and may result in Institute disciplinary action. If damage occurs in a common room or by a group of students for which no one accepts responsibility, restitution may be divided equally among all students present. If students do not comply by the end of the semester, administrative fees will be assessed.

#### [K] SQUAD AND EXAMINATION

As part of the Institute curriculum, all students must be present for inter and university examinations on time. The examination schedule and seating arrangements are displayed on the notice board. The institute has a squad for the prohibition and control of copy cases, as well as the maintenance of transparency in the examination system. Students are strictly prohibited from carrying any study materials, mobile phones or other copy material as well as prompting or discussing with others in the examination hall. If a student is found to be involved in such activities, the case is copied and proceedings of the university and Institute are initiated.

## [L] GYMKHANA AND SPORTS

There are separate fitness rooms for men and women. The Institute has badminton, table tennis and basketball courts, current students can use the gymnasium. Gyms are completely equipped. To use the Institute's sports facilities, students must follow the rules established by the Institute.

## [M] LIBRARY

1. All library users must register in In/Out register module available with the software in the computer at the entry of the Library. While entering the stake section of the library, user should leave his/her personal belonging such as bags, personal books etc. at the reading room. Loose papers and notebooks may however be taken into the library.
2. All the users will be enter in the library with their Identity Card. The readers shall keep silence within the library premises. Use of cellular phones or other audio/video device is strictly prohibited in the library premises. If readers wish to keep them while using the library, they must be switched off or in silent mode.
3. Smoking, eating, drinking sleeping and talking loudly are strictly prohibited in the library. Keep the library premises tidy.
4. Reference Books/Magazines are strictly prohibited outside the library. The member would satisfy himself/herself before leaving the issue counter as to whether the book is in good condition or not otherwise, he may be held responsible.
5. Books/ Documents taken out of shelves by uses is not encouraged as the documents may get misplaced.
6. Do not spend more than half an hour to locate the documents. If you experience any difficulty in locating the required material, please contact the Library Staff/Librarian.
7. Readers should not mark, underline, write or tear pages or otherwise damage the library documents including books/magazines/journals etc. Students are advised not to issue Books to others on their names. Library reserves the right to call back any issued book/item at any time.
8. Violation of library rules or misconduct by a member may invite discontinuation of the library privileges. The librarian, with the approval of the competent authority reserves the right to add, delete or modify any of these rules as and when required.

Dr. D. P. More  
Academic Coordinator

Dr. M. A. Lahori  
Director

Anekant Education Society's  
Anekant Institute of Management Studies, Baramati  
Approved by DTE, Gov. of Maharashtra, AICTE & Affiliated to SPPU  
Academic Calendar-SEM-I & III (A. Y. 2022-23)

November						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
30	31	1	2	3	4	5
8	7	8	9	10	11	12
15	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

10th, 14th	Commencement of SEM-I & SEM-III Resp.
18th	Library Orientation
19th	MBA-I Orientation & Code of Conduct Awareness
23rd	Commencement of VCL Sessions
25th-26th	Learner Level Assessment
26th	Guest Lecture
28th	Commencement of Ad-on Courses
30th	Academic Review Meeting

3rd	Local Industrial Visit
5th-10th	Comprehensive Concurrent Evaluation-I Submission
10th	Career Counselling Session
17th	Competative Examination Session
20th	International Human Solidarity Day
20th	Extension and outreach programs
24th	Incubation Centre Activity
21th-24th	Comprehensive Concurrent Evaluation-II Submission

6th-7th	Conference
10th	SIP Internal Viva
9th-14th	Comprehensive Concurrent Evaluation-II Submission
13th-14th	Intaglio Series
21st	Guest Lecture
23rd-28th	Comprehensive Concurrent Evaluation-III Submission
27-28th	Local Industrial Visit-2
30 & 31st	Sports Days
31st	Academic Review Meeting

February						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

March						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

1st-10th	Internal Examinations
11th	Preparatory Leave
13th	Conclusion of Session
20th	Social Justice Day
26th	Republic day celebration
30th	Academic Review Meeting

Color	Activities
	Academic Activities
	Co-Curricular Activities
	Placement & Student Support
	Club Activities



Anekant Education Society's

Anekant Institute of Management Studies (AIMS), Baramati

Time Table: Semester -I Core & Elective Courses (A.Y. 2022-2023)

Period →		I	II	III	12:30-1:30 PM	IV	V	VI	VII
Day	Time	09:30-10:30 AM	10:30-11:30 AM	11:30-12:30 PM		1:30-2:30 PM	2:30-3:30 PM	3:30-4:30 PM	4:30-5:30 PM
Monday		BM-SSK	MF-MAL	IE-TVC	Lunch Break	MA-SSJ	EABD-USK	DB-PVY	-
		EABD-USK	BM-SSK	BM-SSK		MI-USK	MA-SSJ	IE-TVC	OB-SSB
Tuesday		MF-MAL	SNL-SSK	OB-SSB		BRM-DPM	MA-SSJ	EABD-USK	-
		CS-I-PVY	BRM-DPM	IE-TVC		MA-SSJ	EABD-USK	MA-SSJ	BRM-DPM
Wednesday		DB-PVY	BM-SSK	OB-SSB		MI-USK	VCL-SB	IE-TVC	-
		BM-SSK	DB-PVY	MF-MAL		LAB-AYD		OB-SSB	OB-SSB
Thursday		BRM-DPM	EABD-USK	BM-SSK		DB-PVY	VCL-SB	LAB-AYD	MI-USK
		DB-PVY	BRM-DPM	SNL-SSK		OB-SSB		-	-
Friday		BM-SSK	MA-SSJ	BRM-DPM		DB-PVY	VCL-SB	OB-SSB	SNL-SSK
		BM-SSK	EABD-USK	DB-PVY		MF-DPM		SNL-SSK	MA-SSJ
Saturday		MA-SSJ	LAB-AYD	BRM-DPM		OB-SSB	VCL-SB	EABD-USK	-
		EABD-USK	MI-USK	LAB-USK		BRM-DPM		DB-PVY	-



Course Code	Generic Core (GC) Course	Name of Faculty	Course Code	Generic Elective Course	Name of Faculty
101 GC-01	Managerial Accounting-MA	Prof. S. S. Jadhav (SSJ)	107 GE-UL-01	Management Fundamentals (MF)	Dr. M. A. Lahori (MAL)
102 GC-02	Organizational Behavior-OB	Dr. S. S. Badave (SSB)	108 GE-UL-02	Indian Economy (IE)	Dr. T. V. Chavan (TVC)
103 GC-03	Economics Analysis for Business Decisions-EABD	Dr. U. S. Kollimath (USK)	111 GE-UL-02	Legal Aspects of Business (LAB)	Dr. A. Y. Dikshit (AYD)
104 GC-04	Business Research Methods-BRM	Dr. D. P. More (DPM)	113 GE - IL-01	Verbal Communication Lab (VCL)	Mrs. Sakina Baramatiwala (SB)
105 GC-05	Basics of Marketing-BM	Prof. S. S. Khatri (SSK)	116 GE - IL-04	Managing Innovation	Dr. U. S. Kollimath (USK)
106 GC-06	Digital Business (DB)	Dr. P. V. Yadav (PVY)	115 GE-IL-03	Selling & Negotiation Lab (SNL)	Prof. S. S. Khatri (SSK)
			191	Human Rights II (HR I)	Prof. S. S. Jadhav (SSJ)
			192	Cyber Security II (CS I)	Dr. P. V. Yadav (PVY)



(a) Anekant Education Society's  
**ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)**  
 Baramati, Pune  
 MBA Sem. I (Batch of 2022-24)  
**Lesson Plan**

Course Title	Managerial Accounting	Course Code	101
Name of Faculty	Prof. Sachin S. Jadhav	Type of Course	Generic Core
Credits	03	LTP	2:1:1
Teaching Pedagogy	PPTs, Case Based, Flipped Classroom, T-P-S	Session Allotment	35+10 = 45

**Evaluation Method: CCE**

Lerner Level Assessment and Activities for 20% Slow and 20% Advanced Learner shall be implemented like Remedial Classes, Counselling for Slow Learner and Case study, Literature Review for Advance Learners Shall be implemented.

Sr. No.	Particulars	Weightage	Purpose
CCE 01	Assignments	10	To review understanding level after each course unit
CCE 02	Case Study	10	To improve the ability of analysing a situation
CCE 03	Group Projects	10	To link Management concepts with present market scenario
CCE 04	Internal Exam	10	To check overall understanding of subject for conducting remedial sessions
CCE 05	Industry Interface	10	To make students to think as an Entrepreneur

POs	Program Outcomes
PO1	A confident person who has a strong sense of right and wrong, is adaptable and resilient, knows himself, is discerning in judgment, thinks independently and critically, and communicates effectively;
PO2	A self-directed learner who takes responsibility for his own learning, who questions, reflects and perseveres in the pursuit of learning;
PO3	An active contributor who is able to work effectively in teams, exercises initiative, takes calculated risks, is innovative and strives for excellence; and,
PO4	A concerned citizen, who is rooted to India, has a strong civic consciousness, is informed, and takes an active role in bettering the lives of others around him.
PO5	Shall be able to follow and contribute to the developments in their own field, within realistic constraints such as economic, social, ethical, environmental and sustainability.



Program Specific Outcomes	
PSOFM1	Graduates of the MBA program with Finance specialization will successfully integrate financial aspects of management theories with the business and its policies.
PSOFM2	Graduates of the MBA program with Finance specialization will successfully integrate financial aspects of management models and frameworks with the real world practices
PSOFM3	Graduates of the MBA program with Finance specialization will lead to provide management solutions to real world business and issues in management decisions in a dynamic and complex world.

**Course Outcomes:** On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Course Outcomes
CO 01	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO02	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO 03	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
CO 04	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO 05	EVALUATING	EVALUATE the financial impact of the decisions.

Month	Sub-unit	L:T:P	CO	Per Session Topics to be covered
2022 Nov.	1.1	L	01	<b>Basic Concepts:</b> Forms of Business Organization. Meaning and Importance of Accounting in Business
	1.2	L	01	Organization, Basic concepts and terms used in accounting, Capital & Revenue Expenditure, Capital & Revenue Receipts.
	1.3	L	02	Users of Accounting Information. Accounting Concepts and Conventions.
	1.4	P	01	Fundamental Accounting Equation
	1.5	P	01	Journal
	1.6	P	01	Ledger and Trial Balance.
		T	02	<i>Assignments (Learning Level Assessment)</i>
2022 Dec.	2.1	L	01	<b>Financial Statements:</b> Meaning of Financial Statements, Importance and Objectives of Financial Statements.
		L	01	Preparation of Final Accounts of sole proprietary firm.
	2.2	L	02	Preparation of Final Accounts of sole proprietary firm.
		P	03	Preparation of Final Accounts of sole proprietary firm.
		P	03	Preparation of Final Accounts of sole proprietary firm.
		P	03	Preparation of Final Accounts of sole proprietary firm.
		P	03	Preparation of Final Accounts of sole proprietary firm.
		T	02	<i>Assignments</i>
		T	02	<i>Assignments</i>
	3.1	L	01	<b>Cost Accounting:</b> Basic concepts of cost accounting, objectives of Cost Accounting
	3.2	L	01	Classification and analysis of costs
	3.3	L	01	Relevant and irrelevant costs, differential costs, sunk costs
	3.4	L	02	<b>Preparation of Cost sheet.</b>
		P	03	<b>Preparation of Cost sheet.</b>
		P	03	<b>Preparation of Cost sheet.</b>
		P	03	<b>Preparation of Cost sheet.</b>
		P	03	<b>Preparation of Cost sheet.</b>
		T	02	<i>Assignments</i>
		T	02	<i>Assignments</i>
Jan.	4.1	L	01	<b>Short Term Business Decision Techniques – Marginal Costing:</b> Meaning, Principles, Advantages and Limitations
		L	04	Cost Volume Profit (CVP) Analysis: Contribution, P/V Ratio, Break-Even Point (BEP)
		T	04	<b>Examples</b>
		P	04	<b>Examples</b>
		P	04	<b>Examples</b>
	4.2	L	05	<b>Short Term Business Decisions–Product Mix Decisions, Example</b>
		P	05	<b>Make or Buy (Outsourcing) Decisions, Example</b>

5.1	P	05	Accept or Reject Special Order Decisions, Example
	P	05	Shutting Down Decisions, Example
	T	02	Assignments
	L	01	Functional Budgets–Raw Material Purchase & Procurement Budget
	P	02	Cash Budget and Flexible Budget.
	L	04	Exercising Control – Budgetary Control & Standard Costing: Budgetary Control: Meaning of Budget and Budgeting, Importance, Advantages and Disadvantages
	L	05	Standard Costing: Meaning, Importance, Advantages and Disadvantages,
	P	05	Cost Variance Analysis. Material Variances– Material Cost Variance, Material Rate Variance, Material Usage Variance, Material Mix Variance and Material Yield Variance.
	T	05	Examples
	P	05	Labour Variances –Labour Cost Variance, Labour Rate Variance, Labour Efficiency Variance, Labour Mix Variance, Labour Idle Time Variance and Labour Yield Variance.
5.2	T	05	Assignment

Prof. Sachin S. Jadhav

Total Sessions: 35 + 10 = 45

### CO-PO ARTICULATION MATRIX

#### Course Outcomes Lesson Distribution

Course Outcome	POs	Cognitive Level	Lecture (L)	Tutorial (T)	Practice (P)	Total	%
CO1	PO1, PSO FM 1	REMEMBERING	07	0	03	10	22
C02	PO2, PSO FM 2	UNDERSTANDING	04	07	00	11	24
C03	PO5, PSOFM3	APPLYING	00	0	08	08	18
C04	PO3, PSOFM3	ANALYZING	03	01	03	07	16
C05	PO5, PSOFM3	EVALUATING	02	02	05	09	20
Total Hours of instruction			16	10	19	45	100

Course – PO matrix

8+9 of 37 (46%) sessions are devoted to PO5 Course Level 3

Strength of mapping is defined at three levels: Slight or Low (level 1), Moderate or Medium (level2) and Substantial or high (level 3)

A simple method -number of hours devoted to the COs which address the given

PO. If > 40% then PO is Level 3

If 25 to 40% then PO is Level 2

If 5 to 25% then PO is Level 1

If not-addressed < 5% then PO is considered

Course Code	Course Name	L:T:P	Credits	COs	POs and PSOs						
					PO1	PO2	PO3	PO4	PO5	PSO	
101	Managerial Accounting	1:1:1	3	CO1	1					1	
				CO2		1				2	
				CO3					1	3	
				CO4			1			3	
				CO5					1	3	

### Comprehensive Concurrent Evaluation Plan (CCE Plan)

COs	CCE01	CCE 02	CCE 03	CCE 04	CCE 05	Total Marks	Marks Conversion
	Assignment	Case Study	Group Project	Internal Exam	Industry Interface		
	50 Marks	20 Marks	10 Marks	50 Marks	10 Marks	140	50
1. Remembering	10	-	-	10	-	20	7
2. Understanding	10	-	-	10	-	20	7
3. Analysing	10	10	-	10	-	30	11
4. Evaluating	10	10	-	10	-	30	11
5. Applying	10		10	10	10	40	14

Targets are set for each CO of a course individually (set the targets on the basis predicting present student performance or previous experience by teacher/ committee or any method if possible).

CO	Target (Class Average)
CO1	55%
CO2	55%
CO3	55%
CO4	55%
CO5	55%

#### Learning Resources: As mentioned in SPPU syllabus copy

1	Text Books	1. Management Accounting, Khan and Jain, Tata McGraw Hill 2. Fundamentals of Management Accounting, H. V.Jhamb 3. Managerial Accounting, Dr. Mahesh Abale and Dr. ShriprakashSoni 4. Management Accounting, Dr. Mahesh Kulkarni
2	Reference Books	1. Financial Cost and Management Accounting, P.Periasamy 2. Financial Accounting for Management, ShankarnarayananRamanath, 3. Accounting For Management, S. N. Maheshwari 4. Management Accounting, MadhuVij 5. Fundamentals of Management Accounting, H. V.Jhamb 6. Cost and Management Accounting, M. N. Arora 7. Financial Accounting for Managers, Sanjay Dhmija, Pearson Publications 8. Management Accounting, Mr. Anthony Atkinson, Robert Kaplan, Pearson 9. Accounting For Management, JawarharLal 10. Accounting, ShuklaGrewal 11. Management Accounting, Ravi Kishore 12. Accounting for Managers, Dearden and Bhattacharya
3	Supplementary Reading Material	Management Accounting - Mr. Ravi Kishore Accounting for Managers – Dearden and Bhattacharya
4	Websites	Institute of Cost Accountants, Institute of Chartered Accountants
5	Journals	Indian Journal of Finance

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### Lesson Plan

Course Title	Organizational Behaviour	Course Code	102
Name of Faculty	Dr. Shriram S. Badave	Type of Course	Generic Core
Credits	03	LTP	2:1:1
Teaching Pedagogy	PPTs, Case Based, Flipped Classroom, T-P-S	Session Allotment	45

#### Evaluation Method: CCE

Lerner Level Assessment and Activities for 20% Slow and 20% Advanced Learner shall be implemented like Remedial Classes, Counselling for Slow Learner and Case study, Literature Review for Advance Learners Shall be implemented.

Sr. No.	Particulars	Weightage	Purpose
CCE 01	Assignments	25	To review understanding level after each course unit
CCE 02	Case Study	25	To improve the ability of analysing a situation
CCE 03	Role play	25	To check overall practical knowledge of subject.

POs	Program Outcomes
PO1	<b>Generic and Domain Knowledge</b> - Ability to articulate, illustrate, analyse, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
PO2	<b>Problem Solving &amp; Innovation</b> - Ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques
PO3	<b>Critical Thinking</b> - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	<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
PO5	<b>Leadership and Team Work</b> - 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
PO6	<b>Global Orientation and Cross-Cultural Appreciation:</b> Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management
PO7	<b>Entrepreneurship</b> - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses
PO8	<b>Environment and Sustainability</b> - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects
PO9	<b>Social Responsiveness and Ethics</b> - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with

	integrity
PO10	<b>Life Long Learning</b> – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills

Program Specific Outcomes	
PSO1	<b>Business knowhow:</b> MBA student will be competent to emerge as entrepreneur through industry exposure with business knowhow.
PSO2	<b>Situational Analysis:</b> MBA Student will be seasoned intrapreneur to analyse and handle volatile situations
PSO3	<b>Management Insights:</b> MBA Student will be able to face real world challenges through managerial skills and analytical tools.

#### Course Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Course Outcomes
CO 01	REMEMBERING	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
CO 02	UNDERSTANDING	EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO 03	APPLYING	MAKE USE OF the Theories, Models, Principles and Frameworks of Organizational behaviour in specific organizational settings.
CO 04	ANALYSING	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
CO 05	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and Leadership behaviour in order to achieve organizational goals.
CO 06	CREATING	ELABORATE UPON the challenges in shaping organizational behaviour, organizational culture and organizational change.

2022-23 Month	Sub-unit	L:T:P	CO	Per Session Topics to be covered
Nov.	1.1	L	1	<b>Fundamentals of OB:</b> Evolution of management thought, five functions of management
	1.2	L	1	Definition, scope and importance of OB, Relationship between OB and the individual
	1.3	L	2	Evolution of OB, Models of OB (Autocratic, Custodial, Supportive, Collegial & SOBC), Limitations of OB

		T	3	<i>Case study</i>
	1.4	L	1	<b>Values, Attitudes and Emotions:</b> Introduction, Values, Attitudes, Definition and Concept of Emotions
	1.5	L	2	<b>Emotional Intelligence</b> - Fundamentals of Emotional Intelligence, The Emotional <b>Competence</b> Framework, Benefits of Emotional Intelligence
		T	2	<i>Assignment</i>
	1.6	L	1	<b>Personality &amp; Attitude:</b> Definition Personality, importance of personality in Performance, The Myers-Briggs Type Indicator and The Big Five personality mode
		P	5	<i>Practical of identifying personality traits</i>
	2.1	L	2	<b>Johari Window</b> , Transaction Analysis , Definition Attitude Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behaviour and attitude
		P	3	<i>Practical of identifying Big Five traits of personality</i>
		T	4	<i>Case study on personality</i>
	2.2	L	1	<b>Perception:</b> Meaning and concept of perception, Factors influencing perception, Selective perception
	2.3	L	2	<b>Attribution theory,</b> Perceptual process, Social perception (stereotyping and halo effect).
		L	1	<b>Motivation:</b> Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory),
	2.4	L	2	<b>The Process Theories</b> (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation
		T	2	<i>Assignment</i>
		T	3	<i>Case study on motivation</i>
	3.1	L	2	<b>Group and Team Dynamics :</b> The Meaning of Group & Group behavior & Group Dynamics, Types of Groups
	3.2	L	2	<b>The Five -Stage Model of Group Development</b> Team Effectiveness & Team Building
	3.3	L	2	<b>Leadership:</b> Introduction, Managers V/s Leaders. Overview of Leadership- Traits and Types
		L	2	Theories of Leadership.- Trait and Behavioural Theories
		P	6	<i>Role play</i>
	4.1	L	2	<b>Conflict Management</b> – Definition and Meaning, Sources of Conflict, Types of Conflict
		L	2	<b>Conflict Management Approaches.</b>
		T	3	<i>Case study on conflict management</i>
	4.2	L	2	<b>Organizational Culture:</b> Meaning and Nature of Organization Culture - Origin of Organization Culture
		L	3	Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture
		L	3	Managing Cultural Diversity.
	5.1	T	5	<i>Assignment</i>
		L	3	<b>Stress at workplace:</b> Work Stressors – Prevention and Management of
Dec.				
Jan.				

5.2			stress – Balancing work and Life, Workplace spirituality.
	P	6	<i>Group exercise on stress Management</i>
	L	2	<b>Organizational Change:</b> Meaning, definition & Nature of Organizational Change
	L	5	Types of Organizational change
	L	5	Forces that acts as stimulants to change
	L	3	Kurt Lewin's- Three step model, How to overcome the Resistance to Change
	L	4	Methods of Implementing Organizational Change, Developing a learning Organization
	T	3	<i>Case Study on change management</i>
	T	3	<i>Case study on stress management</i>
	P	6	<i>Group exercise on change management</i>

**Dr. S.S. Badave**

**Total Sessions: 45**

### CO-PO ARTICULATION MATRIX

Course Outcomes Lesson Distribution							
Course Outcome	POs	Cognitive Level	Lecture (L)	Tutorial (T)	Practical (P)	Total	%
CO1	PO1, PSO 1	REMEMBERING	6	0	0	06	14
C02	PO1, PSO 1	UNDERSTANDING	12	02	0	14	34
C03	PO3, PSO 2	APPLYING	04	5	0	09	22
C04	PO2, PSO2	ANALYZING	01	01	0	02	6
C05	PO8, PSO 3	EVALUATING	2	1	1	04	10
CO6	PO10, PSO 3	CREATING	0	0	06	06	14
Total Hours of instruction			25	09	07	41	100

Strength of mapping is defined at three levels: Slight or Low (level 1), Moderate or Medium (level2) and Substantial or high (level 3)

A simple method -number of hours devoted to the COs which address the given

PO.If > 40% then PO is Level 3

If 25 to 40% then PO is Level 2

If 5 to 25% then PO is Level 1

If not-addressed  $< 5\%$  then PO is considered

Course Code	Course Name	L:T:P	Credits	COs	POs										PSO			
					1	2	3	4	5	6	7	8	9	10	1	2	3	
102	Organizational Behaviour	2:1:1	3	CO1	1											1		
				CO2	2										2			

Anekant Education Society's  
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**Lesson Plan OBE**  
**2022-23MBA**  
**(Semester - I)**

Course Title	Economic Analysis for Business Decisions	Course Code	<b>103</b>
Name of Faculty	<b>Dr. U. S. KOLLIMATH</b>	Type of Course	Generic Core
Credits	3	LTP	<b>2:1:1</b>
Methodology of Teaching	<b>Lectures, Presentations, Activity</b>	Session Allotment	1 Hour a Session 4 Session Per Week

## Teaching Pedagogy

The teaching emphasis will be on the hours put in by the learner and not the workload of teacher. Each unit of the course/ subject can be visualized as a combination of 3 components viz.

The effort of learner may be considered to in two ways as **hours actually spend** (In class room, practical, field work, etc.) and **notional hours** ( In self study, library, peer interaction, case study, writing journal, assignments, projects, etc.)

Weekly LTP will be 2:1:1 for half credit subject.

**Evaluation Method: CCE**

Lerner Level Assessment and Activities for 20% Slow and 20% Advanced Learner shall be implemented like Remedial Classes, Counselling for Slow Learner and Case study, Literature Review for Advance Learners Shall be implemented.

Individual as well as group assessment is planned.

For Experiential Learning method website visit and Field visit is planned.

Student Evaluation shall be done as per University of Pune Rules.

Assignments, Presentations & Case studies shall be evaluated by peer teacher and Alumni as per the CCE Formats.

Internal Examinations shall be evaluated as per the evaluation guidelines of University andmoderations shall be done from peer teachers.

POs	Program Outcomes
PO1	A confident person who has a strong sense of right and wrong, is adaptable and resilient, knows himself, is discerning in judgment, thinks independently and critically, and communicates effectively;
PO2	A self-directed learner who takes responsibility for his own learning, who questions, reflects and perseveres in the pursuit of learning;
PO3	An active contributor who is able to work effectively in teams, exercises initiative, takes calculated risks, is innovative and strives for excellence; and,
PO4	A concerned citizen who is rooted to India, has a strong civic consciousness, is informed, and takes an active role in bettering the lives of others around him.

PO5	Shall be able to follow and contribute to the developments in their own field, within realistic constraints such as economic, social, ethical, environmental and sustainability.
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#### Program Specific Outcomes

PSO1	<b>Business knowhow:</b> MBA student will be competent to emerge as entrepreneur through industry exposure with business knowhow.
PSO 2	<b>Situational Analysis:</b> MBA Student will be seasoned intrapreneur to analyze and handle volatile situations
PSO 3	<b>Management Insights:</b> MBA Student will be able to face real world challenges through managerial skills and analytical tools.

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CO103 GC.1	REMEMBERING	DEFINE the key terms in economics.
CO103 GC..2	UNDERSTANDING	EXPLAIN the reasons for existence of firms and their decision making goals.
CO103 GC..3	APPLYING	MAKE USE OF the basic concepts of Demand, Supply, Demand Forecasting, Equilibrium and their determinants.
CO103 GC..4	ANALYSING	ANALYSE cost function and the difference between short-run and long-run cost function and establish the REATIONSHIP between production function and cost function.
CO103 GC..5	EVALUATING	EXAMINE the effect of non-price factors on products and services of monopolistic and oligopoly firms.
CO103 GC..6	CREATING	DESIGN competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products, the market structures and Business Cycles.

#### Lesson Plan

Month	Sub Unit	L: T: P	CO	Particular	No. of Sessions allotted
Nov 2022	1.1	L	1	Concept of Economy, Economics, Microeconomics, Macroeconomics	1
Unit No.1	1.2	L	3	Nature and Scope of Managerial Economics,	1
	1.3	P	2	Managerial Economics and decision-making.	1
	1.4	L	3	Concept of Firm, Market, Objectives of Firm: Profit Maximization Model	1
	1.5	L	3	Economist Theory of the Firm, Cyert and March's Behavior Theory, Marris' Growth Maximisation Model.	1
Dec2022	1.6	L	2	Baumol's Static and Dynamic Models, Williamson's Managerial Discretionary Theory.	1
Unit No.2		T	4	Assignment	1
	2.1	L	4	Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium	1

Jan2022	2.2	L	5	Budget line and Consumer surplus, Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand..	1
	2.3	L	4	Uses of the concept of elasticity. Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods of Demand Forecasting	1
		T	3	Assignment	1
	2.4	L	4	Demand Forecasting for a New Products.	1
	3.1	L	3	Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply	1
	3.2	P	3	Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance	1
	3.3	L	2	Market Equilibrium and Changes in Market Equilibrium.	1
	3.4	P	3	Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production.	1
	3.5	T	1	Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, Short run and Long Run costs, Economies of scale, Cost-Output Relationship - Cost Function	1
	3.1	L	4	Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand	1
	3.2	L	4	Pricing Policies, Objectives of Pricing Policies	1
Unit No.4	3.3	L	2	Market and Market Structure	1
	3.4.	L	2	Price-Output Determination	1
	3.5	L	3	Price-Output Determination	1
	3.6	L	4	Price-Output Determination	1
	3.7	P	4	Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly	1
	3.8	L	4	Consumption Function	1
	3.9	L	4	Investment Function	1
	3.10	L	4	Marginal efficiency of capital and business expectations	1
	3.11	L	4	Theories of Business Cycles	1
		T	5	Assignment / Test	
Feb-2022					

#### CO-PO ARTICULATION MATRIX - Course Outcomes Lesson Distribution

Course Out come	POs	Cognitive Level (Remember/Understand Apply /Analyze /Evaluate / Create)	Class Sessions (L)	Tutorial Sessions (T)	Practice Sessions (P)	Total	Percent age
CO1	PO1, PSO 1	R	1	1	0	2	4.44%
CO2	PO1 PSO1	U	11	1	0	12	26.7%
CO3	PO3, PSO2	U	11	1	0	12	26.7%
CO4	PO4 PSO3	Ap	10	1	4	15	33.3%

CO5	PO3 PSO2	Cr	3	-	-	3	6.66%
CO6	PO10 PSO3		-	-	1	1	2.22%
Total Hours of instruction			36	4	5	45	100%

Course – PO matrix

8+9 of 45 (45%) sessions are devoted to PO5 Course Level 3

Strength of mapping is defined at three levels: Slight or Low (level 1), Moderate or Medium (level 2) and Substantial or high (level 3)

A simple method -number of hours devoted to the COs which address the given

PO. If > 40% then PO is Level 3

If 25 to 40% then PO is

Level 2 If 5 to 25% then PO

is Level 1

If not-addressed < 5% then PO is considered

Course Code	Course Name	L:T:P	Credits	C Os	POs and PSOs				
					PO1	PO2	PO3	PO4	PSO2
103 - EABD	EABD	2:1:1	3	CO 1					
				CO 2	2				
				CO 3			2		
				CO 4				2	
				CO 5					1

Comprehensive Concurrent Evaluation Plan (CCE Plan)

		CCE1- Assignment	CCE2- Presentation	CCE3- Internal Exam	Total	Conversion to 50 Marks
	Marks	25	25	25	75	50.00
	Groups / CO'S	Any 1 from A to F	Any 1 from A to F excluding CCE1	Any 1 from A to F excluding CCE1 & CCE2		
Remembering	CO103 GC..	15		05	20	26.7

	01					
Understanding	CO103 GC.. 02	10	05	10	25	33.3
Analysing	CO103 GC.. 03		10	05	15	20.0
Evaluating	CO103 GC.. 04		05	2	07	09.3
Creating	CO103 GC.. 05		05	1	06	08.0
Applying	CO206 06			2	2	2.67

#### Targets for Course Outcomes:

Targets are set for each CO of a course individually ( set the targets on the basis predicting present student performance or previous experience by teacher/ committee or any method if possible).

CO	Target (Class Average)
CO1	95%
CO2	90%
CO3	85%
CO4	75%
CO5	75%

#### Suggested Text Books:

1. Managerial Economics, Peterson, Lewis, Sudhir Jain, Pearson, Prentice Hall
2. Managerial Economics, D. Salvatore, McGraw Hill, New Delhi.
3. Managerial Economics, Pearson and Lewis, Prentice Hall, New Delhi
4. Managerial Economics, G.S. Gupta, T M H, New Delhi.
5. Managerial Economics, Mote, Paul and Gupta, T M H, New Delhi.

#### Suggested Reference Books:

1. Managerial Economics, Homas and Maurice, Tata McGraw Hill
2. Managerial Economics - Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.
3. Managerial Economics, Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
4. Managerial Economics, D.M.Mithani
5. Managerial Economics, Joel Dean, Prentice Hall, USA.
6. Managerial Economics by H L Ahuja, S Chand & Co. New Delhi.





Anekant Education Society's  
**ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)**  
 Baramati, Pune  
 MBA Sem. I (Batch of 2022-24)  
**Lesson Plan (A. Y. 2022-23)**

Course Title	Business Research Methods	Course Code	104 BRM
Name of Faculty	Dr. D. P. More	Type of Course	Subject Elective
Credits	04	LTP	2:1:1
Teaching Pedagogy	Lectures, Tutorials, Flipped Classroom, T-P-S	Session Allotment	45

**Evaluation Method: CCE**

Lerner Level Assessment and Activities for 20% Slow and 20% Advanced Learner shall be implemented like Remedial Classes, counselling for Slow Learner and Case study, Literature Review for Advance Learners Shall be implemented.

Sr. No.	Particulars	Weightage	Purpose
CCE 01	Online Quiz	25	To review understanding level
CCE 02	Research Proposal	25	To evaluate the application of theoretical concepts
CCE 03	Presentation	25	To check overall practical knowledge of subject.

**Comprehensive Concurrent Evaluation Plan (CCE Plan)**

COs	CCE01	CCE 02	CCE 03	Total Marks
	Online Quiz	Research Proposal	Presentation	
	25 Marks	25 Marks	25 Marks	75
1. Remembering	15			15
2. Understanding	10			10
3. Analysing		5	05	10
4. Evaluating		5	10	15
5. Applying		05	05	10
6. Creating		10	05	15

(Note: CCE tools, weightage & L: T: P configuration shall be designed by course teacher based on need of students and competency of teacher)

POs	Program Outcomes
PO1	Generic and Domain Knowledge - Ability to articulate, illustrate, analyse, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
PO2	Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solutions to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques

PO3	<b>Critical Thinking</b> - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	<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
PO5	<b>Leadership and Team Work</b> - 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
PO6	<b>Global Orientation and Cross-Cultural Appreciation:</b> Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management
PO7	<b>Entrepreneurship</b> - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses
PO8	<b>Environment and Sustainability</b> - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects
PO9	<b>Social Responsiveness and Ethics</b> - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity
PO10	<b>Life Long Learning</b> - Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills

**Programme Specialization Outcomes (PSOs):** At the end of the MBA programme the learner of specific specialisation will possess the

**Course Outcomes:** On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Course Outcomes
CO 01	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
CO02	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO 03	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems
CO 04	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective
CO 05	EVALUATING	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.
CO 06	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems

2019 Month	Unit	L:T:P	CO	Per Session Topics to be covered
December	1	L	1	<b>Foundations of Research:</b> Definition of Research, Need business research, Characteristics of scientific research method <b>Typical Research applications in business and management</b>
		L	1	Questions in Research: Formulation of Research Problem, Management Question – Research Question – Investigative Question
		L	2	The process of business research: Literature review - Concepts theories - Research questions - Sampling - Data collection
		L	3	Data analysis - Writing up- The iterative nature of business research process, Elements of a Research Proposal.
		T	5	Practical considerations Values – researcher & organization.
		T	1	Ethical principles - Harm to participants, Lack of informed consent, Invasion of privacy.
		P	3	Deception, Reciprocity and trust, Affiliation and conflicts of interest.
		P	6	Legal considerations - Data management, Copyright.
		L	2	<b>Research Design:</b> Concept, Features of a robust research design.
		P	3	Exploratory, Descriptive, Quasi Experimental, Experimental research designs, Concept of Cause and Effect, Difference between Correlation and causation
January	2	L	1	Types of Variables – Independent, Dependent, concomitant, mediating, moderating, extraneous variables
		L	2	Basic knowledge of Treatment & Control group, Case study design, Cross-sectional and Longitudinal designs.
		L	1	Qualitative and Quantitative research approaches, Pros and Cons various designs, choice of a research design
		T	3	Hypothesis: Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis.
		T	2	Directional Hypothesis, Non-directional hypothesis. Qualities of good Hypothesis
		P	5	Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance.
		P	1	Online Quiz-20 Marks
		L	1	<b>Data &amp; Measurement:</b> Meaning of data, Need for data.
		P	4	Secondary Data: Definition, Sources, Characteristics, Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency.
		P	6	Primary Data: Definition, Advantages and disadvantages over secondary data
February	3	L	2	Measurement: Concept of measurement, What is measured, Problems in measurement in management research - Validity and Reliability
		T	2	Levels of measurement - Nominal, Ordinal, Interval, Ratio.

March	4	L	2	<b>Attitude Scaling Techniques:</b> Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales
		L	2	<b>Ranking Scales – Paired Comparison &amp; Forced Ranking - Concept and Application.</b>
		P	5	<b>Questionnaire:</b> Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools
		L	2	<b>Sampling:</b> Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample
		P	4	Sampling Frame, determining the sample frame, Sampling errors, Non Sampling errors,
		T	3	Methods to reduce the errors, Sample Size constraints, Non Response
		L	1	Probability Sample: Simple Random Sample, Systematic Sample
		L	2	Stratified Random Sample, Area Sampling & Cluster Sampling.
		L	2	Non Probability Sample: Judgment Sampling, Convenience Sampling.
		L	1	Purposive Sampling, Quota Sampling & Snowballing Sampling methods
		P	5	Determining size of the sample: Practical considerations in sampling and sample size
	5	T	2	<b>Data Analysis &amp; Report Writing:</b> Data Analysis: Cleaning of Data, Editing, Coding, Tabular representation of data,
		T	3	Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation.
		P	5	Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms.
		T	6	Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation
		P	5	Chi-square test including testing hypothesis of association, association of attributes.
		P	4	Linear Regression Analysis: Meaning of regression, Purpose and use, Linear regression; Interpretation of regression co-efficient, Applications in business scenarios.
		T	3	Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test
		P	5	Analysis of Variance: One way and two-way Classifications, Research Reports: Structure of Research report, Report writing and Presentation
		P	6	Research Proposal Presentation
		P	6	Research Proposal Presentation

Total Sessions: 44

Dr. D. P. More

## CO-PO ARTICULATION MATRIX

Course Outcomes Lesson Distribution						
Course Outcome	POs	Cognitive Level (Remember/Understand /Evaluate / Create)	Class Sessions (L)	Tutorial Sessions (T)	Practice Sessions (P)	Total
CO1	PO1, PSO1	Remembering	7	1	1	9
CO2	PO2	Understanding	9		3	12
CO3	PO3	Analysing	1	2	4	7
CO4	PO4, POS2	Evaluating	0	3	0	3
CO5	PO5, PSO3	Applying	0	6	1	7
CO6	PO6	Creating	0	4	1	5
<b>Total Hours of instruction</b>			<b>17</b>	<b>12</b>	<b>10</b>	<b>43</b>

Strength of mapping is defined at three levels: Slight or Low (level 1), Moderate or Medium (level 2) and Substantial or high (level 3)

A simple method -number of hours devoted to the COs which address the given PO.

If > 40% then PO is Level 3

If 25 to 40% then PO is

Level 2 If 5 to 25% then PO

is Level 1

If not-addressed, 0% then PO is considered

### CO-PO, PSO Mapping Level

	CO's	CO20501	CO20502	CO20503	CO20504	CO20505	CO20506
PO's	1	2					
	2		2	2			2
	3			2	2	2	2
	4						
	5						
	6				1	1	1
	7						
	8						
	9						
	10						
PSO's	1						
	2						
	3						
	4						
	5						
	6						
	7						
	8						
	9						

10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						

(Note: The strength of Mapping of CO with multiple PO and PSO shall be decided by course teacher)

Targets are to be set for each CO of a course individually (set the targets on the basis predicting present student performance or previous experience by teacher/ committee or any method if possible).

CO	Target (Class Average %)
CO1	65
CO2	60
CO3	55
CO4	55
CO5	50

### Learning Resources: As mentioned in SPPU syllabus copy

1	Text Books	1. Business Research Methods, Donald Cooper & Pamela Schindler, TMGH. 2. Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press 3. Research Methods for Social Work, Allen, Earl R. Babbie, Cengage 4. Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall
2	Reference Books	1. Business Research Methods, William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Cengage Learning 2. Approaches to social research, Royce Singleton, Bruce C. Straits, Margaret Miller Straits, Oxford University Press 3. Research Methods: The Basics, Nicholas S. R. Walliman, Nicholas Walliman, Routledge, 4. Research Methodology In Management, Dr.V.P.Michael

Dr. D. P. More



**1 Anekant Education Society's**  
**ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)**  
**MBA I (Semester- I) [Batch of 2021-**  
**2023]Teaching Plan [A.Y. 2022-2023]**

Course Title	Basics of Marketing	Course Code	105
Name of Faculty	S.S.Khatrri	Type of Course	Compulsory Generic Core Course
Credits	3 Credits	LTP	LTP: 2:1:1
Methodology of Teaching	Case Based, Real Life Examples with Power Point Presentations	Session Allotment	45
CCE	50 Marks	ESE	50 Marks

**Teaching Pedagogy**

Each unit of the course is visualized as a combination of 3 components viz. Lecture (L) + Tutorials (T) + Practical (Practical / Project Work) i.e. LTP Pattern.

**Evaluation Method: CCE**

To assess the learner level, a test shall be conducted, Individual and group assessment is planned.

Class Presentations as a part of experiential learning is planned. Student Evaluation shall be done as per SPPU.

Internal Examinations shall be evaluated as per the evaluation guidelines of University.

Sr. No.	Particulars	Weightage	Purpose
CCE 01	Assignments	25	To review understanding level after each course unit.
CCE 02	Class Presentations	25	To improve the ability of communication.
CCE 03	Online MCQs Exam	25	To know overall knowledge of subject.

Comprehensive Concurrent Evaluation Plan (CCE Plan)						
		CCE1-Assignments	CCE2-Presentations	CCE3-Online MCQs Exam	Total	Conversion to 50 Marks
	Marks	25	25	25	75	50
	CO's					
Remembering	CO105.01	5	5	15	25	17
Understanding	CO105.02	5	5	10	20	13
Analysing	CO105.03	5	5		10	7
Evaluating	CO105.04	5	5		10	7
Creating	CO105.05	5			5	3
Applying	CO105.06		5		5	3

POs	Program Outcomes
PO1	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
PO2	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.
PO3	Critical Thinking - Ability to conduct investigation of multidimensional business problems using research-based knowledge and research methods to arrive at data driven decisions
PO4	Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
PO5	Leadership and Teamwork - 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.
PO6	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.
PO7	Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
PO8	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.
PO9	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.
PO10	Lifelong Learning - Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

Specializations	PSO No.	PSO's
Finance	1	Graduates of the MBA program with Finance specialization will successfully integrate financial aspects of management theories, models and frameworks with the real world practices, business and its policies.
	2	Graduates of the MBA program with Finance specialization will lead to resolve issues in management decisions in a dynamic and complex world.
	3	Graduates of the MBA program with Finance specialization will be able to do security analysis and portfolio management
Human Resource Management	4	Domain Knowledge: Analyze the role of human resources in supporting organizational strategy.
	5	Problem Solving & Innovation: Evaluate human resource programs in key functional areas.
	6	Leadership and Team Work: Create systems for talent management in partnership with organizational leaders.
Marketing	7	Understand the role of research in making marketing decisions
	8	Design marketing mix to achieve organizational marketing goals.
	9	Analyze and strategize marketing activities in the context of rural markets in India.
Operations and Supply Chain Management	10	Perform various managerial aspects of Operations and Supply Chain Management and enhance the skill sets in acquiring operation and supply chain processes.
	11	Apply the effective operation formulation of best services in business supply chain management
	12	Identify the various areas of scope for improvement to effective and quality manufacturing process implementation
International Business Management	13	Ability to analyze existing theories, methods and interpretations within the International Business and work independently on practical and professional problem solving.

	14	Ability to identify international business opportunities and conduct procedures involved in international business transactions.
	15	Ability to critically analyze the risk and opportunities presented for international and develop financial models and strategic proposals to communicate this information for decision-making.
Pharma & Healthcare Management (PHM)	16	Perform research on various managerial aspects of Pharma & Healthcare Industry and implement the knowledge in formulating the best suitable strategies to provide high quality healthcare services to the society.
	17	Formulate patient centric effective healthcare services to curb the service-quality issues by integrating existing pharmaceutical knowledge and innovative healthcare services for improving their health and well-being.
	18	Identify emerging avenues for IPRs, Entrepreneurship and Job opportunities in Pharma & Healthcare Industry.
RABM	19	Domain Knowledge: Ability to explain the key terms of Agriculture
	20	Problem Solving & Innovation: Ability to examine the inter-relationships between various facets of Agriculture
	21	Critical Thinking: Ability to develop critical thinking on changing trends of Agriculture
Tourism & Hospitality	22	Student shall able to do Scratch to Finish planning and monitoring
	23	Students shall Effectively attain jotted plan on time.
	24	Student shall Learn-it-on-prior-day exercise.

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO105.2	UNDERSTANDING	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.
CO105.3	APPLYING	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
CO105.4	ANALYSING	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).
CO105.5	EVALUATING	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
CO105.6	CREATING	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).

#### Teaching Plan

Months in Semester	Course Unit No. (As Per Syllabus)	L: T:P	CO	Topic Title	No. of Sessions Allotted
November	1	L: 1	1	Definition & Functions of Marketing-Scope of Marketing. Evolution of Marketing	1
		L: 1	1	Core concepts of marketing-Need, Want,	1

				Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty	
		L	1	Concepts of Markets, Marketing V/S Market Competition, Key customer markets, marketplaces, market spaces, Meta-markets, Digital Markets, Brick & Click Model.	1
		L	2	Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities.	1
		L	1	Functions of Marketing Manager. Linkage of Marketing functions with all functions in the organization.	1
		L	2	Company orientation towards marketplace: Product – Production – Sales – Marketing – Societal – Relational, Holistic Marketing Orientation. Selling versus marketing. Concept of Marketing Myopia.	1
		L	2	Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value	1
		T	1	Test for Learner Level Assessment	1
November	2	L	2	Concept of Environment, Macro Environment & Microenvironment	1
		L	1	Components and characteristics, Needs & Trends	2
		L	2	Major forces impacting the Macro Environment & Microenvironment,	1
		L	3	Need for analyzing the Marketing Environment.	1
		L	3	Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment. Demographics.	1
		P	3	CASE STUDY DISCUSSION	1
		T	1	MCQ Online Test	1
December	3	L	2	Segmentation - Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services.	1
		L	5	Bases for segmentation for business markets & Levels of segmentation	1
		L	2	Criteria for effective segmentation	1
		L	4	Market Potential & Market Share.	1
		L	2	Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing	1
		L	2	Positioning - Concept of differentiation & positioning	1
		L	2	Value Proposition & Unique Selling	1

				Proposition.	
December	4	L	2	Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior	2
		L	2	Buying roles, Five steps consumer buyer decision process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior.	2
		L	3	Moment of Truth, Zero Moment of Truth, ZMOT & Moderating effects on consumer behavior	2
		P	2	Different Product Examples- To Study Process Of CB	2
January	5	L	2	Origin & Concept of Marketing Mix	1
		L	2	7P's - Product, Price, Place, Promotion, People. Process. Physical evidence.	5
		L	2	Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC)	1
		L	2	Relevance of PLC, Types of PLC & Strategies across stages of the PLC.	1
		T	1	Written Assignments	2
		P	6	Presentations	4
Total Number of Sessions					45

#### CO-PO ARTICULATION MATRIX

##### Course Outcomes Lesson Distribution

Course Outcome	POs/PSOs	Cognitive Level (Remember/Understand Apply /Analyze /Evaluate / Create)	Class Sessions (L)	Tutorial Sessions (T)	Practice Sessions (P)	Total	Percentage
CO1	PO1	R	6	4	0	10	22
CO2	PO4, PO5, PO7 & PO10	U	22	0	2	24	53
CO3	PO2, PO7, PO9 & PO10; PSO8	Ap	4	0	1	5	11
CO4	PO3 PO8; PSO9	An	1	0	0	1	2
CO5	PO3, PO4 & PO6	Ev	1	0	0	1	2
CO6	PO2 & PO7	Cr	0	0	4	4	9
Total Hours			34	4	7	45	100

	CO's	CO10101	CO10102	CO10103	CO10104	CO10105	CO10106
PO's	1	2					
	2			2			1
	3				1	1	
	4		2			1	
	5		2			2	
	6					1	
	7		2	2			1
	8				1		
	9			2			
	10		2	2			
PSO's	1						
	2						
	3						
	4						
	5						
	6						
	7		2				2
	8			2		2	
	9				2		
	10						
	11						
	12						
	13						
	14						
	15						
	16						
	17						
	18						
	19						
	20						
	21						
	22						
	23						
	24						

**Targets for Course Outcomes:**

Targets are set for each CO of a course individually (set the targets on the basis predicting present student performance or previous experience by teacher/ committee or any method if possible).

CO	Target (Class Average)
CO1	70%
CO2	80%
CO3	65%
CO4	60%
CO5	60%
CO6	60%

**Learning Resources:****Suggested Text Books:**

1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson
2. Marketing Management, Rajan Saxena, TMGH
3. Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning

**Suggested Reference Books:**

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.
4. Marketing Whitebook

**Contact Details:**

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Email Address: smita.khatr@aimsbaramati.org

a) Anekant Education Society's  
ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)  
Lesson Plan OBE Academic Year 2022-23

**MBA (Semester- I)**

1.	Subject Title:	Digital Business
2.	Name of Course Teacher:	Dr. P.V. Yadav
3.	Course Code:	106 GC - 06
4.	Internal Theory Exam:	50 Marks

**Teaching Pedagogy**

- The teaching emphasis will be on the hours put in by the learner and not the workload of teacher.
- Each unit of the course/ subject can be visualized as a combination of 3 components viz. Lecture (L) + Tutorials (T) + Practice (Practical / project Work) i.e. LTP Pattern.
- The effort of learner may be considered to in two ways as **hours actually spend** (In class room, practical, field work, etc.) and **notional hours** ( In self study, library, peer interaction, case study, writing journal, assignments, projects, etc.)
- Weekly LTP will be 2:1:1 for half credit subject.

**Evaluation Method: CCE**

- Learner Level Assessment and Activities for 20% Slow and 20% Advanced Learner shall be implemented like Remedial Classes, Counselling for Slow Learner and Case study, Literature Review for Advance Learners Shall be implemented.
- Individual as well as group assessment is planned.
- For Experiential Learning method website visit and Field visit is planned.
- Student Evaluation shall be done as per University of Pune Rules.
- Assignments, Presentations & Case studies shall be evaluated by peer teacher and Alumni as per the CCE Formats.
- Internal Examinations shall be evaluated as per the evaluation guidelines of University and moderations shall be done from peer teachers.

POs	Program Outcomes
PO1	<b>Generic and Domain Knowledge</b> - 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
PO2	<b>Problem Solving &amp; Innovation</b> - Ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
PO3	<b>Critical Thinking</b> - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	<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
PO5	<b>Leadership and Team Work</b> - 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.
PO6	<b>Global Orientation and Cross-Cultural Appreciation:</b> Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
PO7	<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.
PO8	<b>Environment and Sustainability</b> - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
PO9	<b>Social Responsiveness and Ethics</b> - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
PO10	<b>Life Long Learning</b> - Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

#### Program Specific Outcomes

PSO1	<b>Business knowhow:</b> MBA student will be competent to emerge as entrepreneur through industry exposure with business knowhow.
PSO2	<b>Situational Analysis:</b> MBA Student will be seasoned intrapreneur to analyze and handle volatile situations.
PSO3	<b>Management Insights:</b> MBA Student will be able to face real world challenges through managerial skills and analytical tools.

#### Course Outcomes

CO#	Cognitive Abilities	Course Outcomes
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the on and offline world.
CO106.5	ANALYSING	CLASSIFY the prevalent digital business models into various groups and OUTLINE their benefits and limitations.
CO106.6	EVALUATING	EXPLAIN the various applications of Digital Business in the present day world.

#### Lesson Plan

Month	Sub Unit	L:T:P	CO	Particular	No. of sessions allotted
Nov.	1.1	L	1	Introduction, The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy	01
	1.2	L	2	The Digital Enterprise, Virtual Communities, Online Communities,	01
	1.3	T	1	Defining Electronic Commerce, Emerging E-Commerce Platforms.	01
	1.4	P	1	E-Business, Electronic Markets and Networks	01
	1.5	L	5	The Content and Framework of E-Commerce, Classification of E-Commerce by the Nature of the Transactions and the Relationships Among Participants	01
	1.6	L	3	E-Commerce Business Models	01
	1.7	T	5	Integrating the Marketplace with the Marketspace	01
	1.8	P	2	Web 2.0. Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society	01
	2.1	L	2	Mobile Commerce, Attributes Applications and Benefits of MCommerce	01
	2.2	L	3	Mobile Marketing - Shopping and Advertising	01
	2.3	T	1	Social Commerce: Social Commerce, Social Business (Enterprise), Social Business Networks and Social Enterprise	01
	2.4	P	1	Social Media, Platforms for Social Networking; Social Media Marketing, Enterprise 2.0, Improved Business Models	01
	2.5	L	1	Entrepreneur Networks, Enterprise Social Networks, The Benefits and Limitations of Social Commerce	01
	2.6	L	2	Benefits to Customers, Retailers, Employees, players in the ecosystem	01
Dec.	2.7	T	2	Social Collaboration (Collaboration 2.0) - Essentials of Social Collaboration	01
	2.8	P	4	Consumer-to-Consumer Electronic Commerce (C2C), Person-to-Person models	01
	2.9	L	4	Internet of Things: Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets.	01
	3.1	L	4	Electronic Commerce Mechanisms, Online Purchasing Process	01
	3.2	T	5	E-Marketplaces - Types, Components and Participants, Disintermediation and Reinter	01

				mediation
	3.3	P	2	Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls, Web (Information) Portals.
	3.4	L	2	Intermediaries: Roles of Intermediaries in E-Marketplaces
	3.5	L	5	Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts
	3.6	T	5	Electronic Catalogs, E-Commerce Search Activities, Auctions - Traditional Auctions Versus E-Auctions, Dynamic Pricing
	3.7	P	1	Changing Supply Chains: Structure of the Supply Chain
	3.8	L	2	EC Order Fulfilment Process, Speeding Up Deliveries, Partnering Efforts and Outsourcing Logistics
	3.9	L	3	Order Fulfilment in Make-to- Order (MTO) and Mass Customization
	3.10	T	4	Digital Payments: Smart Cards, Stored-Value Cards
	3.11	P	4	C Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies
	3.12	L	1	Security, Ethical, Legal, Privacy, and Technology Issues
	4.1	L	2	Electronic Retailing: B2C Electronic Retailing, Characteristics,
Jan.	4.2	T	1	Advantages, Limitations, E-Tailing Business Models
	4.3	P	4	Classification of Models by Distribution Channel, Referring Directories
	4.4	L	4	Malls with Shared Services
	4.5	L	6	Social Shopping – Concept, Benefits and Drivers, Social Shopping Aids – Recommendations, Reviews, Ratings, and Marketplaces, Real-Time Online Shopping
	4.6	T	2	The Online Versus Off-Line Competition
	4.7	P	6	Click-and-Brick models, Product and Service Customization and Personalization.
	4.8	L	6	Fintech: E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications.
	4.9	L	2	Digital Government: Government-to-Citizens, Government-to-Business, Government-to-Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government.
	4.10	T	1	E-Learning, E-Training, and E-Books: Basics of

				E-Learning, Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books.	
	5.1	P	1	Online Travel and Tourism Services: Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services	01
	5.2	L	6	E-Employment: Online Job Market, Social Networks Based Job Markets	01
	5.3	L	6	Social Recruiting, Virtual Job Fairs and Recruiting Events	01
	5.4	T	2	Benefits and Limitations of the Electronic Job Market.	01
	5.5	P	6	E-Health: Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance.	01
	5.6	L	6	Entertainment, Media & Gaming: Service Industry Consumer Applications. Digital Products, Internet TV and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Providers, Entertainment in Cars	01
	5.7	L	6	Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games; Mobile Gambling, Mobility and Sports; Social Entertainment	01

## CO-PO ARTICULATION MATRIX

### Course Outcomes Lesson Distribution

Course Outcome	POs & PSOs	Cognitive Level (Remembering/Understanding/ Applying /Analyzing /Evaluating / Creating)	Class Sessions (L)	Tutorial Sessions (T)	Practice Sessions (P)	Total	Percentage
CO1	PO1	Remembering	3	4	4	11	23
C02	PO2, PSO3	Understanding	7	3	2	12	26
C03	PO3	Applying	3	0	0	3	6
C04	PO9, PSO1	Analyzing	3	1	3	7	15
C05	PO10	Analyzing	2	3	0	5	10
CO6	PO6, PSO2	Creating	6	0	2	8	17
Total Hours of instruction			24	11	11	46	100

Course – PO and PSO matrix

Strength of mapping is defined at three levels: Slight or Low (level 1), Moderate or Medium (level 2) and Substantial or high (level 3)

A simple method - number of hours devoted to the COs which address the given

PO. If > 40% then PO is Level 3

If 25 to 40% then PO is

Level 2 If 5 to 25% then PO

is Level 1

If not-addressed < 5% then PO is considered

Course Code	Course Name	L:T:P	Credits	COs	POs										PSOs		
					1	2	3	4	5	6	7	8	9	10	1	2	3
106 (GC-06)	Digital Business	2:1:1	3	CO1	1												
				CO2		2											2
				CO3			1										
				CO4									1			1	
				CO5										1			
				CO6						1						1	

### Comprehensive Concurrent Evaluation Plan (CCE Plan)

		CCE1- Home Assignment	CCE2- Case Study	CCE3- Situation Analysis	Total	Conversion onto 50 Marks
	Marks	25	25	25	75	50.00
	Groups	from Group A to F	from Group A to F	from Group A to F		
	CO's					
Remembering	CO01	15			15	10.00
Understanding	CO02	10			10	6.67
Applying	CO03		10		10	6.67
Analyzing	CO04		10		10	6.67
Analyzing	CO05		5	10	15	10.00
Evaluating	CO06			15	15	10.00

**Targets for Course Outcomes:**

Targets are set for each CO of a course individually (set the targets on the basis predicting present student performance or previous experience by teacher/ committee or any method if possible).

CO	Target (Class Average)
CO1	65%
CO2	60%
CO3	75%
CO4	60%
CO5	55%
CO5	60%

**Books Recommended:**

- 1) Introduction to E Commerce & Social Commerce, Turban E , Whiteside J , King D, Outland JSpringer
- 2) E-Business and E-Commerce Management- Strategy, Implementation and Practice, Dave Chaffey, Pearson Education.
- 3) Electronic Commerce – A Managerial Perspective, Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education.

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