

Anekant Education Society's
**Anekant Institute of Management Studies (AIMS),
Baramati.**

MBA Program: A.Y. 2020-21

Vision

AIMS Baramati envisage being a global epicenter and socially accountable Institute of Excellence which conserves, creates, imparts pertinent knowledge and values to students particularly of rural and remote areas. Our stakeholders are empowered to progressively conquer all the socio-economic, technological challenges and to uphold echelon of citizenry.

Mission

1. Establishing collaborations with globally acclaimed organizations in the sphere of socio-economics.
2. Facilitating intellectual transactions to proactively develop business leaders with contemporary skill-sets.
3. Elevating research quotient among the students.
4. Inculcating moral, ethical, social values and professional etiquettes.
5. Enabling students to integrate technological know-how with social wellbeing.

Programme Educational Objectives (PEOs):

Programme Educational Objectives are a set of broad future-focused student performance outcomes that explicitly identify what students will be able to do with what they have learned, and what they will be like after they leave school and are living full and productive lives. Thus PEOs are what the programme is preparing graduates for in their career and professional life (to attain within a few years after graduation).

1. **PEO1:** Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide



solutions to real world business, policy and social issues in a dynamic and complex world.

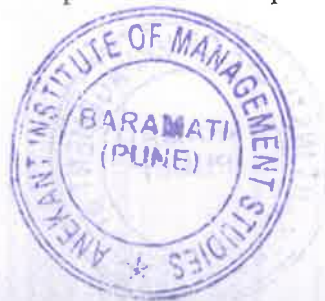
2. **PEO2:** Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multidisciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.
3. **PEO3:** Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
4. **PEO4:** Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in lifelong learning.
5. **PEO5:** Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.

Programme Outcomes (POs):

Programme Outcomes are a set of narrow statements that describes what students (learners) of a particular specialization of the programme are expected to know and be able to perform or attain by the time of graduation. PSOs are also a function of the various course combinations offered by the Institute.

At the end of the MBA programme the learner will possess the

1. 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
2. Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.



3. Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4. Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
8. Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
9. Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
10. LifeLong Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.



Programme Specific Outcomes (PSOs):

Institute has categorically defined the PSOs for each specialization. PSOs are based upon the customized combination of Generic Core, Generic Elective, Subject Core, Subject Elective, Foundation, Enrichment & Alternative Study Credit Courses that are offered by the Institute.

HRM

Student will be able to

1. analyse the role of human resources in supporting organizational strategy.
2. evaluate human resource programs in key functional areas.
3. create systems for talent management in partnership with organizational leaders.
4. collect and interpret data for organizational assessment.
5. model and teach effective cross-cultural competence.
6. demonstrate critical thinking skills, incorporate ethical and legal perspectives into all human resource activities.

Marketing

Student will be able to

1. acquire an understanding of fundamental concepts of Marketing.
2. design marketing mix to achieve organizational marketing goals.
3. examine influence of social class, group dynamics on consumer behaviour.
4. understand the role of research in making marketing decisions
5. create and design a social campaign on social media.
6. plan and design sales and distribution strategies for business.
7. analyze and strategize marketing activities in the context of rural markets in India.

Finance

1. Graduates of the MBA program with Finance specialization will successfully integrate financial aspects of management theories with the business and its policies.



2. Graduates of the MBA program with Finance specialization will successfully integrate financial aspects of management models and frameworks with the real world practices

3. 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.

4. Graduates of the MBA program with Finance specialization will lead to resolve issues in management decisions in a dynamic and complex world.

5. Graduates of the MBA program with Finance specialization will be able to do security analysis and portfolio management



Graduate Attributes (GAs):

Graduate Attributes (GAs) are the qualities, knowledge and capabilities that students are encouraged to take responsibility for developing throughout their studies and are the defining characteristics of the students passing out of the MBA program. These attributes include, but go beyond, the disciplinary expertise or technical knowledge.

At the end of the MBA programme the learner shall exhibit:

1. GA1: Managerial competence
2. GA2: Proficiency in Communication, Collaboration, Teamwork and Leadership
3. GA3: Competence in Creativity & Innovation
4. GA4: Research Aptitude, Scholarship & Enquiry
5. GA5: Global Orientation
6. GA6: Proficiency in ICT & Digital Literacy
7. GA7: Entrepreneurship & Intrapreneurship Orientation
8. GA8: Cross-functional & Inter-disciplinary Orientation
9. GA9: Results Orientation
10. GA10: Professionalism, Ethical, Values Oriented & Socially Responsible behaviour
11. GA11: Life-Long Learning Orientation

