NASHIK GRAMIN SHIKSHAN PRASARAK MANDAL'S

BRAHMA VALLEY INSTITUTE OF MANAGEMENT

Approved by All India Council for Technical Education(AICTE),
Directorate of Technical Education Government of Maharashtra & Affiliated to University of Pune

❖ Masters in Business Administration

Program Outcomes (POs)

PO01: 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.

PO03: Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.

PO04: Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.

PO05: 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.

PO06: 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.

PO07: Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

PO08: 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.

PO09: 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: Life Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

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❖ PROGRAM SPECIFIC OUTCOMES (PSOS)

PROGRAM SPECIFIC OUTCOMES [MARKETING MANAGEMENT]

PSO01: Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

PSO02: Ability to exhibit Sales professionalism

PSO03: Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

PROGRAM SPECIFIC OUTCOMES [FINANCIAL MANAGEMENT]

PSO01: Ability to use financial data to make knowledgeable decisions about the Working performance, resources apportionment and financial position of a company.

PSO02: Ability to remain updated with respect to economic reforms and financial markets

PSO03: Ability to demonstrate knowledge of the legal framework of International Financial reporting standards, Goods and Services tax, income tax and filing of the returns.

PROGRAM SPECIFIC OUTCOMES [HUMAN RESOURCE MANAGEMENT]

PSO01: To enable students to become proficient in the key functions of Human Resource Management viz: Human resource planning, Recruitment and selection, Performance management, Learning and development, Career planning, Function evaluation, Rewards and Recognition, Industrial relations, Employee participation and communication, Health and safety, Personal wellbeing and Administrative responsibilities.

PSO02: To familiarize students with the technological interventions in Human Resource Management and the Current trends and Cases in HRM.

PSO03: To acquaint students with real time problems and their probable solutions in the areas of Organizational Behaviour, Development and Diagnosis.

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PROGRAM SPECIFIC OUTCOMES [OPERATIONS MANAGEMENT]

PSO01: Ability to gain a robust perspective on Six Sigma, lean operations management, innovation, and operational leadership.

PSO02: Ability to be expert in economic order quantity, inventory classification and other inventory management techniques.

PSO03: Ability to understand and process internal and external customer needs within the quality framework

PROGRAM SPECIFIC OUTCOMES [BUSINESS ANALYTICS]

PSO01: Evaluate the systems and processes used in an organization including the planning, decision-making, group dynamics, innovation, production, supply chain, operations, technologies, marketing and distribution management.

PSO02: Design alternatives to solve business problems utilizing quantitative analysis, critical thinking and sound ethical decision making.

PSO03: Use research based knowledge and methods including company analysis, primary and secondary data collection, analysis and interpretation of data to find solution to business problems

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N.G.S.P.M Brahma Valley Institute of Management Nashik
Department of MBA
Academic Year : 2021-22 (Semester-I)

ReTest

Subject: Basics of Marketing (105)

Class : MBA-I					Marks : 10

Instructions:

	1	Answer any 5 questions					

Q. N.	Sub Q.	Questions	Marks	Unit No.	B.L. (1-6)	CO	Marking Scheme
1	c	Define Customer Value	2	1		105.1	2 marks for each question
	e	Define Marketing Environment	2	2		105.2	
	f	What is Niche Marketing?	2	3		105.3	
	i	What is Zero Moment of Truth (ZMOT)?	2	4		105.4	
	j	Define Marketing Mix	2	5		105.5	
	b	What is Brick & Click Model?	2	1		105.1	
	c	Define Customer Loyalty	2	1		105.1	
	h	Define Segmentation	2	3		105.3	
2	a	How would you summarise the concept of Marketing	5	2	2	105.2	Concept-1M, Micro & Macro
	b	Explain the need for analysing the Marketing Environment.	5	2		105.2	5 Needs - 1M each
	d	How would you contrast between Selling & Marketing?	5	1		105.2	5 Differentiating points- 1M each
3	a	How will you apply the concepts of taget marketing &	10	3	3	105.3	Target marketing- 5 M, Positioning
	b	How would you organize the macro-environmental analysis for:	10	2		105.3	explanation of at least 5 macro
4	a	What are the parts / steps of consumer buying process for the	10	4	4	105.4	5 steps with explaination 2 marks
	b	Can you distinguish between Organizational Buying	10	4		105.4	10 Distinguishing points for
5	a	How could you determine the product life cycle for 'CNG Car' &	10	5	5	105.6	PLC - 4 marks, graph- 2 marks,
	b	How could you determine the product life cycle of 'microwave	10	5		105.6	PLC - 4 marks, graph- 2 marks,

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N.G.S.P.M Brahma Valley Institute of Management Nashik
Department of MBA
Academic Year : 2021-22 (Semester-I)

Class Test-5: Feb 2022

Subject: Basics of Marketing (105)

Class : MBA-I	Marks : 10

Instructions:
1 Answer any 1 question   Date: 06/02/2023

Q. N.	Sub Q.	Questions	Marks	Unit No.	B.L. (1-6)	CO	Marking Scheme
5	a	How could you determine the product life cycle for 'Robot Vacuum Cleaners' & relate it with a relevant type of PLC & justify.	10	5	5	105.5	PLC of Robot Vacuum Cleaners - 4 M, graph- 2 M, correlation- 2 M, justification - 2 M
	b	How could you determine the product life cycle of 'Diesel Car' & relate it with a relevant type of PLC & justify.	10	5		105.5	PLC of Diesel Car - 4 M, graph- 2 M, correlation- 2 M, justification - 2 M

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N.G.S.P.M Brahma Valley Institute of Management Nashik						
Department of MBA						
Academic Year : 2021-22 (Semester-I)						
Subject: Basics of Marketing (105)						
Class : MBA-I					Marks : 25	
Grp. No.	Sub Q.	Case Study	Marks	Unit No.	B.L. (1-6)	CO	Marking Scheme
1	a	How would you formulate the marketing mix for a Robot Vacuum Cleaner brand?	10	5	6	106	4 Marketing Mix with detailed explanation - 2.5 marks each,
	b	How would you design the marketing mix for starting a new Management Institute?	15	5		106	About Management institute - 1 mark, 7 Marketing Mix - 2 marks each
2	a	How would you formulate the marketing mix for a new Laptop brand?	10	5	6	106	4 Marketing Mix with detailed explanation - 2.5 marks each,
	b	How would you design the marketing mix for a Retail Sportswear's Mall?	15	5		106	About Retail Sportswear's Mall- 1 mark, 7 Marketing Mix - 2 marks each
3	a	How would you formulate the marketing mix for a new Cosmetics brand?	10	5	6	106	4 Marketing Mix with detailed explanation - 2.5 marks each,
	b	How would you design the marketing mix for a Unisex Parlour?	15	5		106	About Unisex Parlour- 1 mark, 7 Marketing Mix - 2 marks each
4	a	How would you formulate the marketing mix for a new Electric Bike?	10	5	6	106	4 Marketing Mix with detailed explanation - 2.5 marks each,
	b	How would you design the marketing mix for a new Burger Brand?	15	5		106	About Burger Brand- 1 mark, 7 Marketing Mix - 2 marks each
5	a	How would you formulate the marketing mix for a new Air Purifier brand?	10	5	6	106	4 Marketing Mix with detailed explanation - 2.5 marks each,
	b	How would you design the marketing mix for a 3 Star Hotel?	15	5		106	About 3 Star Hotel - 1 mark, 7 Marketing Mix - 2 marks each
6	a	How would you formulate the marketing mix for a new Biscuit brand?	10	5	6	106	4 Marketing Mix with detailed explanation - 2.5 marks each,
	b	How would you design the marketing mix for a new Retail Mall Company?	15	5		106	About Retail Mall Company- 1 mark, 7 Marketing Mix - 2 marks each
7	a	How would you formulate the marketing mix for a new Ladies Garments brand?	10	5	6	106	4 Marketing Mix with detailed explanation - 2.5 marks each,
	b	How would you design the marketing mix for a Footwear Store brand?	15	5		106	About footwear Store - 1 mark, 7 Marketing Mix - 2 marks each
8	a	How would you formulate the marketing mix for a new Personal Computer brand?	10	5	6	106	4 Marketing Mix with detailed explanation - 2.5 marks each,
	b	How would you design the marketing mix for a Chain Pharmacy Store brand?	15	5		106	About Chain Pharmacy Store- 1 mark, 7 Marketing Mix - 2 marks each
9	a	How would you formulate the marketing mix for a new Dishwasher brand?	10	5	6	106	4 Marketing Mix with detailed explanation - 2.5 marks each,
	b	How would you design the marketing mix for a Fast food Restaurant?	15	5		106	About Fast Food Restaurant- 1 mark, 7 Marketing Mix - 2 marks each

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N.G.S.P.M Brahma Valley Institute of Management Nashik
Department of MBA
Academic Year : 2021-22 (Semester-I)

Class Test-4: Jan 2022
Subject: Basics of Marketing (105)

Class : MBA-I	Marks : 10

Instructions:
1   Answer any 1 question   Date: 01/02/2023

Q. N.	Sub Q.	Questions	Marks	Unit No.	B.L. (1-6)	CO	Marking Scheme
	b	Can you distinguish between Organizational Buying behavior and Consumer buying behavior for the Laptops?	10	4		105	10 Distinguishing points for Laptops - 1M each
	c	What are the parts / steps of consumer buying process for the	10	4		105	Applying 5 steps with

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N.G.S.P.M Brahma Valley Institute of Management Nashik
Department of MBA
Academic Year : 2021-22 (Semester-I)

Class Test-3: Jan 2022
Subject: Basics of Marketing (105)

Class : MBA-I	Marks : 10

Instructions:
1 Answer any 1 question   Date: 23/01/2023

Q. N.	Sub Q.	Questions	Marks	Unit No.	B.L. (1-6)	CO	Marking Scheme
3	b	How would you organize the macro-environmental analysis for an Online Pharmacy Brand	10	2	3	105.3	explanation of at least 5 macro elements - 2 M each
	c	How will you segment Indian market for a recently launched	10	3	3	105.3	Segmentation bases- 2 M,

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N.G.S.P.M Brahma Valley Institute of Management Nashik
Department of MBA
Academic Year : 2021-22 (Semester-I)
Class Test-2: Jan 2022
Subject: Basics of Marketing (105)

Class : MBA-I					Marks : 10		

Instructions:
1 Answer any 2 questions   Date: 02/01/2023

Q. N.	Sub Q.	Questions	Marks	Unit No.	B.L. (1-6)	CO	Marking Scheme
2	a	How would you summarise the concept of Marketing Environment along with its components	5	2	2	105.2	Concept-1M, Micro & Macro Elements- 2M each
	b	Explain the need for analysing the Marketing Environment.	5	2		105.2	5 Needs - 1M each
	c	What can you say about "Evolution of Marketing"?	5	1		105.2	5 Stages of Evolution in brief
	d	How would you contrast between Selling & Marketing?	5	1		105.2	5 Differentiating points- 1M

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N.G.S.P.M Brahma Valley Institute of Management Nashik
Department of MBA
Academic Year : 2021-22 (Semester-I)

Class Test-I: Dec-2021
Subject: Basics of Marketing (105)

Class : MBA-I	Marks : 10

Instructions:

1 Answer any 5 questions   Date: 23/12/2022

Q. N.	Sub Q.	Questions	Marks	Unit No.	B.L. (1-6)	CO	Marking Scheme
1	a	Define Marketing	2	1		105.1	
	b	What is Customer Satisfaction & Delight?	2	1		105.1	
	c	Define Customer Value	2	1		105.1	
	d	Define Marketing Myopia	2	1		105.1	
	e	Define Needs & Wants	2	1	1	105.1	2 Marks for each Question
	f	What is Brick & Click Model?	2	1		105.1	
	g	Define Customer Loyalty	2	1		105.1	
	h	Define Meta Markets	2	1		105.1	
	i	Define Marketing Environment	2	1		105.1	
	j	Define Marketing Mix	2	1		105.1	

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N.G.S.P.M Brahma Valley Institute of Management Nashik
Department of MBA
Academic Year : 2021-22 (Semester-I)
Class Test-I: Dec-2021
Subject: Basics of Marketing (105)

Class : MBA-I						Marks : 20
Instructions:						
	1	Answer any 5 questions				
Q. N.	**Sub Q.**	**Questions**	**Marks**	**Unit No.**	**B.L. (1-6)**	**CO**	**Marking Scheme**

Q. N.	Sub Q.	Questions	Marks	Unit No.	B.L. (1-6)	CO	Marking Scheme
S E T - 1	a	Define Marketing	2	1		105.1	2 Marks for each Question
	b	What is Customer Satisfaction & Delight?	2	1		105.1	
	c	Define Customer Value	2	1		105.1	
	d	Define Marketing Myopia	2	1		105.1	
	e	Define Marketing Environment	2	2		105.2	
	f	What is Niche Marketing?	2	3		105.3	
	g	Define Differentiation	2	3		105.3	
	h	Define Value Proposition & USP	2	3		105.3	
	i	What is Zero Moment of Truth (ZMOT)?	2	4		105.4	
	j	Define Marketing Mix	2	5		105.5	
S E T - 2	a	Define Needs & Wants	2	1	1	105.1	2 Marks for each Question
	b	What is Brick & Click Model?	2	1		105.1	
	c	Define Customer Loyalty	2	1		105.1	
	d	Define Meta Markets	2	1		105.1	
	e	Define Micro & Macro environments.	2	2		105.2	
	f	What is Long Tail Marketing?	2	3		105.3	
	g	Define Positioning	2	3		105.3	
	h	Define Segmentation	2	3		105.3	
	i	What is Product Life Cycle?	2	5		105.4	
	j	Define Market Share & Market Potential	2	3		105.5	
		Explain the concept of Marketers & Prospects					
		What are Market Spaces?					
2	a	How would you summarise the concept of Marketing	5	2	2	105.2	Concept-1M, Micro & Macro
	b	Explain the need for analysing the Marketing Environment.	5	2		105.2	5 Needs - 1M each
	c	What can you say about "Evolution of Marketing"?	5	1		105.2	5 Stages of Evolution in brief -1M
	d	How would you contrast between Selling & Marketing?	5	1		105.2	5 Differentiating points- 1M each
3	a	How will you apply the concepts of taget marketing &	10	3	3	105.3	Target marketing- 5 M,
	b	How would you organize the macro-environmental analysis for:	10	2		105.3	explanation of at least 5 macro
	c	How will you segment Indian market for a recently launched	10	3		105.3	Segmentation bases- 2 M,
4	a	What are the parts / steps of consumer buying process for the	10	4	4	105.4	5 steps with explaination 2 marks
	b	Can you distinguish between Organizational Buying	10	4		105.4	10 Distinguishing points for
	c	What are the parts / steps of consumer buying process for	10	4		105.4	Applying 5 steps with
5	a	How could you determine the product life cycle for 'CNG Car' &	10	5	5	105.6	PLC of CNG car - 4 marks, graph-
	b	How could you determine the product life cycle of 'microwave	10	5		105.6	PLC - 4 marks, graph- 2 marks,
	c	How could you determine the product life cycle for 'Robot	10	5		105.5	PLC of Robot Vacuum Cleaners -
	d	How could you determine the product life cycle of 'Diesel Car'	10	5	5	105.5	PLC of Diesel Car - 4 M, graph- 2
	e	How could you determine the product life cycle for 'Air Fryer' &	10	5		105.5	PLC of Air Fryer - 4 M, graph- 2

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PEOs, POs, COs

Assessment and Attainment Manual

For

Outcome Based Education

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Definition of PEO, PO, PSO, CO and OBE

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 graduation1).

Programme Outcomes (POs): Programme Outcomes are a set of narrow statements that describes what students (learners) of the programme are expected to know and be able to perform or attain by the time of graduation.

Programme Specific Outcomes (PSOs): 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.

Course Outcomes (COs): A set of specific statements that describes the complex performances a student should be capable of as a result of learning experiences within a course.

Learning Outcomes: A learning outcome is what a student CAN DO as a result of a learning experience. It describes a specific task that he/she is able to perform at a given level of competence under a certain situation. The three broad types of learning outcomes are:

a) Disciplinary knowledge and skills
b) Generic skills c) Attitudes and values.

Outcome Based Education (OBE) Approach: Outcomes are about performance, and this implies:

a) There must be a performer – the student (learner), not only the teacher

b) There must be something performable (thus demonstrable or assessable) to perform

c) The focus is on the performance, not the activity or task to be performed

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Objectives of the MBA Programme

as per

Savitribai Phule Pune University:

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

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

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

4. To harness entrepreneurial approach and skillsets.

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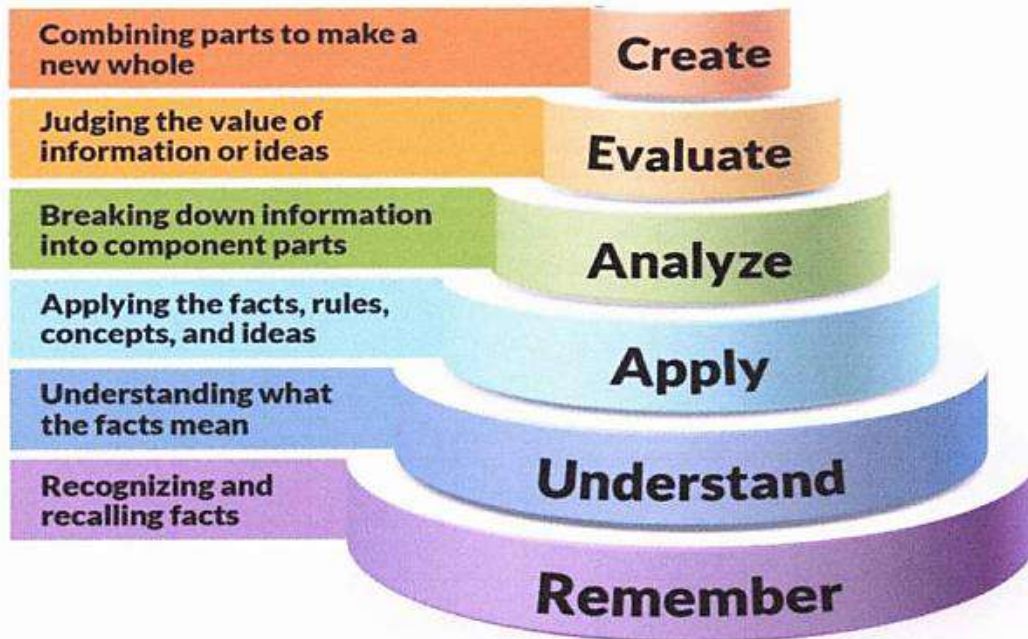
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Programme Outcome

as per

Savitribai Phule Pune University:

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.

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Blooms Taxonomy

Combining parts to make a new whole — **Create**

Judging the value of information or ideas — **Evaluate**

Breaking down information into component parts — **Analyze**

Applying the facts, rules, concepts, and ideas — **Apply**

Understanding what the facts mean — **Understand**

Recognizing and recalling facts — **Remember**

01 KNOWLEDGE:	02 UNDERSTAND:	03 APPLY:	04 ANALYZE:	05 EVALUATE:	06 CREATE:
Define,	Summarize,	Solve,	Contrast,	Criticize,	Design,
Identify,	Interpret,	Change,	Connect,	Reframe,	Modify,
Describe,	Classify,	Relate,	Relate,	Judge,	Role-Play,
Recognize,	Compare,	Complete,	Devise,	Defend,	Develop,
Tell,	Contrast,	Use,	Correlate,	Appraise,	Rewrite,
Explain,	Infer,	Sketch,	Illustrate,	Value,	Pivot,
Recite,	Relate,	Teach,	Distill,	Prioritize,	Modify,
Memorize,	Extract,	Articulate,	Conclude,	Plan,	Collaborate,
Illustrate,	Paraphrase,	Discover,	Categorize,	Grade,	Invent,
Quote	Cite	Transfer	Take Apart	Reframe	Write

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Levels Of Outcomes

All the course must together must cover all the POs. For a course we map the COs to POs through the CO-PO matrix.

The Various Correlation levels are:

> "0" – Indicate there is no Correlation.
> "1" – Slight (Low) Correlation.
> "2" – Moderate (Medium) Correlation.
> "3" – Substantial (High) Correlation.

Levels Of Attainment

Attainment Level defined	
More than 70% students scoring more than target marks	5
More than 60% students scoring more than target marks	4
More than 50% students scoring more than target marks	3
More than 40% students scoring more than target marks	2
Less than 40% students scoring more than target marks	1

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Vision-Mission-Objective-Value Mapping of SPIOM

Objective of SPIOM	Vision of SPIOM	Mission of SPIOM	Values of SPIOM				
		To build strong cadre of professional managers and entrepreneurs to meet challenges of corporate world.	Teaching and Learning	Respect	Student Focus	Community Development	Healthy Environment
			Yes	Yes	Yes	Yes	Yes
	"To promote management education to meet the challenges and the ever-increasing demand of the industry and service sector."	Yes	Yes	Yes	Yes	Yes	Yes
To promote all-round development of students by imparting student centric learning	Yes	Yes	Yes	Yes	Yes	Yes	Yes
professional and entrepreneurial skills among students to become good citizen of	Yes	Yes	Yes	Yes	Yes	Yes	Yes
To imparts students and staff with contemporary trends in management education.	Yes	Yes	Yes	Yes	Yes		Yes
To build industry-institute interaction.	Yes	Yes	Yes		Yes		

NASHIK GRAMIN SHIKSHAN PRASARAK MANDAL'S

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Approved by All India Council for Technical Education(AICTE),
Directorate of Technical Education Government of Maharashtra & Affiliated to University of Pune

PEO Mission Mapping

PEOs	PEOs Description	Mission-To build strong cadre of professional managers and entrepreneurs to meet challenges of corporate world.
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.	Yes
PEO2	Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity. World practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex.	Yes
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.	Yes
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 life- long learning.	Yes
PEO5	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 life- long learning.	Yes

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PO-PEO Mechanism of Mapping

Pos	Pos Description	PEO- 1 Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.	PEO- 2 Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity. World practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex.	PEO-3 Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.	PEO-4 Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life- long learning.	PEO-5 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 life- long learning.
PO1	Generic and Domain Knowledge	3	3	2	1	2
PO2	Problem Solving & Innovation	2	3	2	2	3
PO3	Critical Thinking	1	2	2	0	3
PO4	Effective Communication	3	2	3	3	2
PO5	Leadership and Team Work	3	2	2	3	2
PO6	Global Orientation and Cross	0	0	2	1	1
PO7	Entrepreneurship	1	2	1	1	2
PO8	Environment and Sustainability	2	2	1	2	1
PO9	Social Responsiveness and Ethics	1	2	3	3	2
PO10	Life Long Learning	2	3	2	1	3

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CO-PO MAPPING

Semester-II	GC – 08	202 – Financial Management
CO	**COGNITIVE ABILITIES**	**COURSE OUTCOMES**
CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO202.4	ANALYSING	ANALYZE the situation and • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals
CO202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

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CO-PO MAPPING AND ATTAINMENT

(0- no Correlation.1-Low Correlation. 2-Moderate Correlation.3 -High Correlation.)

202- Financial Management (MBA- I Sem -II) A.Y. 2020-2021

CO-PO MATRIX	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
	Generic and Domain Knowledge	Problem Solving & Innovation	Critical Thinking	Effective Communication	Leadership and Team Work	Global Orientation and Cross	Entrepreneurship	Environment and Sustainability	Social Responsiveness and Ethics	Life Long Learning
DESCRIBE the basic concepts related to Financial Management, Various	2	3	2	3	3	0	2	2	2	2
EXPLAIN in detail all theoretical concepts throughout the syllabus	3	3	3	3	2	2	2	2	2	3
PERFORM all the required calculations through relevant numerical problems.	0	3	2	2	2	0	2	2	3	3
ANALYZE the situation and • comment on financial position of the firm •	3	2	0	2	2	2	3	2	3	2
EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and	2	3	3	2	2	0	3	2	2	2

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Mechanism of CO Attainment

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                    ┌──────────────┐
                    │      CO      │
                    │  Attainment  │
                    └──────┬───────┘
              ┌────────────┴────────────┐
       ┌──────┴──────┐           ┌──────┴──────┐
       │   Direct    │           │  Indirect   │
       │ Attainment  │           │ Attainment  │
       └──────┬──────┘           └──────┬──────┘
        ┌─────┴─────┐                   │
  ┌─────┴─────┐ ┌───┴──────┐     ┌──────┴──────┐
  │Concurrent │ │University │     │  Students   │
  │Evaluation │ │ Results   │     │  Feedback   │
  └───────────┘ └──────────┘     └─────────────┘
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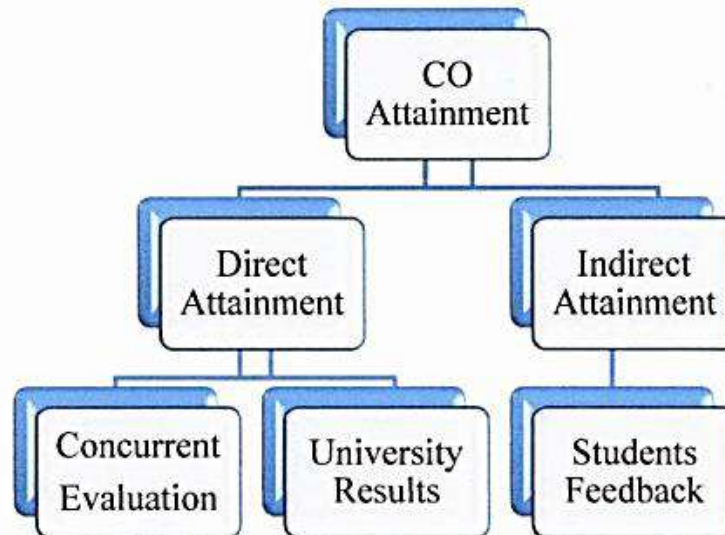
Direct CO Attainment Level from Concurrent Evaluation

Academic Year 2020-2021

Subject Code		202	Division	A		
Subject Name		Financial Management	Name of faculty : Prof. Matale Suvarna			
Sr. No.	Roll No.	Student Name	Witten Home Assignment (Out of 30)	Multiple Choice Questions (20 Marks)	Total Marks (Out of 50 Marks)	CCE Attainment Level (1/2/3)
1	1501	Abhang Abhishek Shankar	26	16	42	3
2	1502	Ahinave Anisha Balasaheb	22	19	41	3
3	1503	Aswar Prajkta Ashok	22	16	38	2
4	1504	Bade Prashant Arjun	17	13	30	2
5	1505	Bangar Sanket Laxman	26	17	43	3
6	1506	Bankar Reshma Rangnath	22	18	40	3
7	1507	Bhangade Devanand Savaleram	24	16	40	3
8	1508	Bhaskar Shubham Bharat	24	17	41	3
9	1509	Bhujbal TusharPrabhakar	20	16	36	2
10	1510	Bodake Pradip Ananatha	23	11	34	2
11	1511	Chaudhari Raksha Rajendra	12	18	30	2
12	1512	Chavan Jayodini Deepak	25	17	42	3
13	1513	Dangat ChetanTukaram	23	18	41	3
14	1514	Daund Gaurav Khandu	14	18	32	2
15	1515	Dhamale Pranita Rajendra	24	19	43	3
		Average Attainment Marks			38.2	
		Average Attainment Level				2.6

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Result Analysis (Sample)

Savitribai Phule Pune University Examination

Class – MBA - II   **Semester-III**

Sr. No.	University Seat No.	Major	Minor	Student Name	301							
					SM							
					100 Marks							
					I	U	T	LA	LA-80%	F	F-20%	TA
1	38450	MKT		Jangam Vishal Shankar	34	26	60	3	2.4	4.5	0.9	3
2	38451	MKT	FIN	Talekar Suraj Suryakant	33	31	64	3	2.4	4.5	0.9	3
3	38452	FIN	HRM	Jadhav Monika Vitthal	35	22	57	2	1.6	4.5	0.9	3
4	38453	FIN		Khond Shraddha C.	37	29	66	3	2.4	4.5	0.9	3
5	38454	FIN		Pawar Laxmi Ramdas	32	0	32	0	0	4.5	0.9	1
6	38455	FIN	RABM	Phapale Saurabh R.	32	28	60	3	2.4	4.5	0.9	3
7	38456	FIN	RABM	Pingat Chaitanya R.	38	29	67	3	2.4	4.5	0.9	3
8	38457	FIN		Suryawanshi Vijay B.	26	13	39	0	0	4.5	0.9	1
9	38458	FIN	BA	Wharkhade Avinash S.	32	22	54	2	1.6	4.5	0.9	3
10	38459	HRM		Daundkar Nitin Sampat	32	29	61	3	2.4	4.5	0.9	3
11	38460	HRM		Doke Priyanka Anil	34	0	34	0	0	4.5	0.9	1
12	38461	OSCM	PHCM	Akshay Madhukar Yele	36	30	66	3	2.4	4.5	0.9	3
13	38462	OSCM		Barve Sunil Baburao	39	26	65	3	2.4	4.5	0.9	3
14	38463	OSCM		Mahale Rahul Sadashiv	34	34	68	3	2.4	4.5	0.9	3
15	38464	OSCM		Pokharkar Saurabh V.	34	31	65	3	2.4	4.5	0.9	3

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Indirect Attainment (Sample)

Sr. No.	Seat No.	Student Name	Indirect Attainment Students Feedback	Level of AttainmentF-20 %
1	26368	AWARI GHANSHYAM DILIP	4.5	0.9
2	26369	BHOIR PRIYANKA ASHOK	4.5	0.9
3	26370	CHAUGULE TAUSIF NIJAMUDDIN	4.5	0.9
4	26371	DUMBRE MAYUR VILAS	4.5	0.9
5	26372	GORDE VIVEK BHAUSAHEB	4.5	0.9
6	26373	JAGTAP BHUSHAN SURYAKANT	4.5	0.9
7	26374	MOMIN SALMAN MUNNA	4.5	0.9
8	26375	MUJAWAR UMMID RASHID	4.5	0.9
9	26376	PHAPALE HEMANT GULAB	4.5	0.9
10	26377	REDDY SUJAY DILIP	4.5	0.9
11	26378	SHAILESH VASANT KHILARI	4.5	0.9
12	26379	SHELAR TUSHAR ASHOK	4.5	0.9
13	26380	THAKARE MABNALI SUKHDEV	4.5	0.9
14	26381	CHAVHAN DINKAR PANDURANG	4.5	0.9
15	26382	DUMBRE PRASHANT SUNIL	4.5	0.9

Final CO Attainment per student (A.Y. 2020-2021) *(Sample)*

Sr. No.	University Seat No.	Student Name	Direct Attainment 80% (A)		Indirect Attainment 20% (B) Students Feedback	Total of (A+ B)	Actual CO Attainment Level
			Internal	University	Teaching Average		
1	1501	Abhang Abhishek Shankar	3	3	4.5	10.5	3
2	1502	Ahinave Anisha Balasaheb	3	3	4.5	10.5	3
3	1503	Aswar Prajkta Ashok	2	3	4.5	9.5	2
4	1504	Bade Prashant Arjun	2	3	4.5	9.5	2
5	1505	Bangar Sanket Laxman	3	3	4.5	10.5	3
6	1506	Bankar Reshma Rangnath	3	3	4.5	10.5	3
7	1507	Bhangade Devanand Savaleram	3	3	4.5	10.5	3
8	1508	Bhaskar Shubham Bharat	3	3	4.5	10.5	3
9	1509	Bhujbal Tushar Prabhakar	2	3	4.5	9.5	2
10	1510	Bodake Pradip Ananatha	2	3	4.5	9.5	2
11	1511	Chaudhari Raksha Rajendra	2	3	4.5	9.5	2
12	1512	Chavan Jayodini Deepak	3	3	4.5	10.5	3
13	1513	Dangat ChetanTukaram	3	3	4.5	10.5	3
14	1514	Daund Gaurav Khandu	2	3	4.5	9.5	2
15	1515	Dhamale Pranita Rajendra	3	3	4.5	10.5	3

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Final CO Attainment per Course (A.Y. 2020-2021) *(Sample)*

CO Attainment is calculated per course per semester in order to arrive at programme attainment.
For this target marks are defined for each course.

The target marks for course (3 credits) = 60

The target marks for course (2 credits) = 30

Given below is the mechanism to calculate CO Attainment per course.

Sr. No.	Course Name: Digital Business	Values
A	No. of students passed in Course	89
B	Total no. of students appeared	115
C	Passing Percentage =(A/B)*100	77 %
D	Target marks	60
E	Students scoring above target marks	67
F	% Attainment = (E/B)*100	58 %
G	Level of Attainment for course (as per table given below)	L3

Given below is the level of attainments used for calculation.

Attainment Level defined	
More than 70% students scoring more than target marks	5
More than 60% students scoring more than target marks	4
More than 50% students scoring more than target marks	3
More than 40% students scoring more than target marks	2

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