

Savitribai Phule Pune University

Master of Business Administration (MBA) – Revised Syllabus 2019

Course Objectives

Semester-1

101 GC – 01 Managerial Accounting		
CO	Cognitive Abilities	COURSE OUTCOMES
CO101.1	Remembering	Describe the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control, and Standard Costing
CO101.2	Understanding	Explain in detail, all the theoretical concepts taught through the syllabus
CO101.3	Applying	Perform all the necessary calculations through the relevant numerical problems.
CO101.4	Analyzing	Analyze the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	Evaluating	Evaluate the financial impact of the decision

102 GC – 02 Organizational Behaviour		
CO	Cognitive Abilities	COURSE OUTCOMES
CO102.1	Remembering	Describe the major theories, concepts, terms, models, frameworks, and research findings in the field of organizational behavior
CO102.2	Understanding	Explain the implications of organizational behavior from the perspectives of employees, managers, leaders, and the organization
CO102.3	Applying	Make Use of the Theories, Models, Principles, and Frameworks of organizational behavior in specific organizational settings
CO102.4	Analyzing	Construct the role of individuals, groups, managers, and leaders in influencing how people behave and in influencing organizational culture at large
CO102.5	Evaluating	Formulate approaches to reorient individual, team, managerial, and leadership behavior in order to achieve organizational goals.
CO102.6	Creating	Elaborate Upon the challenges in shaping organizational behavior, organizational culture, and organizational change.

103 GC – 03 Economic Analysis for Business Decisions		
CO	Cognitive Abilities	COURSE OUTCOMES
CO103.1	Remembering	Define the key terms in micro-economics
CO103.2	Understanding	Explain the key terms in microeconomics, from a managerial perspective.
CO103.3	Applying	Identify the various issues in an economics context and Demonstrate their significance from the perspective of business decision making
CO103.4	Analyzing	Examine the inter-relationships between various facets of microeconomics from the perspective of a consumer, firm, industry, market, competition, and business cycles.
CO103.5	Evaluating	Develop critical thinking based on principles of microeconomics for informed business decision making
CO103.6	Creating	Anticipate how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions

104 GC – 04 Business Research Methods		
CO	Cognitive Abilities	COURSE OUTCOMES
CO104.1	Remembering	Define various concepts & terms associated with scientific business research
CO104.2	Understanding	Explain the terms and concepts used in all aspects of scientific business research
CO104.3	Applying	Make Use of scientific principles of research to SOLVE contemporary business research problems
CO104.4	Analyzing	Examine the various facets of a research problem and Illustrate the relevant aspects of the research process from a data-driven decision perspective
CO104.5	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
CO104.6	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

105 GC – 05 Basics of Marketing		
CO	Cognitive Abilities	COURSE OUTCOMES
CO105.1	Remembering	Apply marketing principles and theories to the demands of the marketing function and Practice in contemporary real-world scenarios
CO105.2	Understanding	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)
CO105.3	Applying	Explain the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix, and Product Life Cycle with real-world examples
CO105.4	Analyzing	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.)
CO105.5	Evaluating	Apply marketing principles and theories to the demands of the marketing function and Practice in contemporary real-world scenarios
CO105.6	Creating	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)

106 GC – 06 Digital Business		
CO	Cognitive Abilities	COURSE OUTCOMES
CO106.1	Remembering	Enumerate various managerial competencies and approaches to management
CO106.2	Understanding	Explain the role and need for Planning, Organizing, Decision Making, and Controlling
CO106.3	Applying	Make Use of the principles of goal setting and Planning for simple as well as complex tasks and small projects
CO106.4	Analyzing	Compare and Contrast various organizational structures of a variety of business and not-for-profit entities in a real-world context.
CO106.5	Evaluating	Build a List of the decision making criteria Used by practicing managers, leaders, and entrepreneurs in routine and non-routine decision-making situations and Evaluate and Explain the same
CO106.6	Creating	Formulate and Discuss a basic controlling model in a real-life business, start-up, and not-for-profit organizational context

107 GE - UL - 01 Management Fundamentals		
CO	Cognitive Abilities	COURSE OUTCOMES
CO107.1	Remembering	Enumerate various managerial competencies and approaches to management
CO107.2	Understanding	Explain the role and need for Planning, Organizing, Decision Making, and Controlling
CO107.3	Applying	Make Use of the principles of goal setting and Planning for simple as well as complex tasks and small projects
CO107.4	Analyzing	Compare and Contrast various organizational structures of a variety of business and not-for-profit entities in a real-world context.
CO107.5	Evaluating	Build a List of the decision making criteria Used by practicing managers, leaders, and entrepreneurs in routine and non-routine decision-making situations and Evaluate and Explain the same
CO107.6	Creating	Formulate and Discuss a basic controlling model in a real-life business, start-up, and not-for-profit organizational context

109 GE - UL - 03 Entrepreneurship Development		
CO	Cognitive Abilities	COURSE OUTCOMES
CO109.1	Remembering	Define the key terms, List the Attributes and Characteristics of Entrepreneurs' features and Enumerate the Factors influencing Entrepreneurship Growth.
CO109.2	Understanding	Discuss various theories of entrepreneurship and the entrepreneurship Development ecosystem in the Indian context
CO109.3	Applying	Apply the theories of entrepreneurship and entrepreneurship Development framework to Analyze and Identify entrepreneurial opportunities
CO109.4	Analyzing	Discriminate between potential options available for an entrepreneur for embarking on establishing a Start-Up
CO109.5	Evaluating	Evaluate the startup ecosystem and the entrepreneurial opportunities in light of the requirements of a business Plan
CO109.6	Creating	Create a business plan that captures entrepreneurs and a variety of entrepreneur motivations, entrepreneur culture, sectoral opportunities, and financing options

111 GE - UL - 05 Legal Aspects of Business		
CO	Cognitive Abilities	COURSE OUTCOMES
CO111.1	Remembering	Describe the key terms involved in each Act
CO111.2	Understanding	Summarize the key legal provisions of each Act
CO111.3	Applying	Illustrate the Use of the Acts in common business situations
CO111.4	Analyzing	Outline the various facets of basic case laws of each Act from a legal and managerial perspective
CO111.5	Evaluating	Develop critical thinking by making judgments related to the Use of various provisions of the Acts in business situations

113 GE - IL - 01 Verbal Communication Lab		
CO	Cognitive Abilities	COURSE OUTCOMES
CO113.1	Remembering	Recognize the various elements of communication, channels of communication, and barriers to effective communication
CO113.2	Understanding	Express themselves effectively in routine and special real-world business interactions
CO113.3	Applying	Demonstrate appropriate use of body language
CO113.4	Analyzing	Take Part in professional meetings, group Discussions, telephonic calls, elementary interviews, and public speaking activities
CO113.5	Evaluating	Appraise the pros and cons of sample recorded verbal communications in a business context
CO113.6	Creating	Create and Deliver effective business presentations, using appropriate technology tools, for common business situations

115 GE - IL - 03 Selling & Negotiation Skills Lab		
CO	Cognitive Abilities	COURSE OUTCOMES
CO115.1	Remembering	Describe the various selling situations and selling types
CO115.2	Understanding	Outline the pre-sales work to be carried out by a professional salesperson
CO115.3	Applying	Identify the key individuals involved in a real-world sales process for a real-world product/ service / e-product / e-service
CO115.4	Analyzing	Formulate a sales script for a real-world sales call for a product/ service / e product/e-service
CO115.5	Evaluating	Construct the pros and cons of sample real-world sales calls for a product/ service / e-product / e-service
CO115.6	Creating	Develop a sales proposal for a real-world product/ service / e-product / e-service and for a real-world selling situation

116 GE - IL - 04 MS Excel		
CO	Cognitive Abilities	COURSE OUTCOMES
CO116.1	Remembering	Select appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data
CO116.2	Understanding	Show how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets
CO116.3	Applying	Use various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match)
CO116.4	Analyzing	Illustrate the Use of the most commonly Used data-manipulation commands in MS Excel
CO116.5	Evaluating	Derive insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions
CO116.6	Creating	Create standard Excel Templates for routine business data management and analysis activities