



Vishnu Waman Thakur Charitable Trust's

VIVA Institute of Management & Research

(Approved by AICTE, DTE, Affiliated to University Of Mumbai)

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(Program: Master of Management Studies)

Course Outcomes

Sr. No.	Semester
1.	<u>Semester I</u>
2.	<u>Semester II</u>
3.	<u>Semester III (Common)</u>
4.	<u>Semester III (Finance)</u>
5.	<u>Semester III (Marketing)</u>
6.	<u>Semester III (HR)</u>
7.	<u>Semester III (Operations)</u>
8.	<u>Semester IV (Common)</u>
9.	<u>Semester IV (Finance)</u>
10.	<u>Semester IV (Marketing)</u>
11.	<u>Semester IV (HR)</u>
12.	<u>Semester IV (Operations)</u>

Semester-1

Subject Name	Subject Code	Course Outcomes	
Perspective Management	MMS-C101	CO 1	To gain understanding of the functions and responsibilities of Managers and decision making therein.
		CO 2	To understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
		CO3	To analyse and understand the environment of the organisation.
Financial Accounting	MMS-C102	CO 1	To understand the basic concepts in financial accounting which form basis for preparing of the financial statements.
		CO 2	To explain the relevance of the accounting standards in financial accounting and their role in preparing the financial statements.
		CO3	To discuss the cash flow position, compare the annual reports of the companies based on their financial statements including the cash flow statements.
Business Statistics	MMS-C103	CO 1	To understand application of statistical tools in business decision making
		CO 2	To be able to identify appropriate statistical tool to analyse data
		CO3	To develop an ability to make real time conclusions based on sample findings
Operations Management	MMS-C104	CO 1	To analyse and Recommend the issues concerning Operations & Production Management.
		CO 2	To understand and Determine processes for conscientious decision making.
		CO3	To Build and Develop the The budding managers and entrepreneurs into better corporate citizens.
		CO 1	

Managerial Economics	MMS-C105		To identify and Discuss concepts & theories of Managerial Economics
		CO 2	To relate & illustrate how these concepts and theories are used in business decision making
		CO3	To analyze changing situations & likely impact of those on businesses
Effective & Management Communication	MMS-C106	CO 1	To understand significance of communication in maintaining human relations in a corporate set up
		CO 2	To discover the scope of communication in business management.
		CO3	To demonstrate the use of good, correct and appropriate language and communication techniques.
E-Commerce	MMS-C108	CO 1	To understand the scope, relevance & key components of e-commerce
		CO 2	To learn essentials of skills enhancement with special emphasis on online platforms
		CO3	To learn various social media tools along with digital marketing, SEO etc.
Organisational Behaviour	MMS-C109	CO 1	To define the nature and scope of organizational behavior at individual, group, organizational and societal levels and discuss different aspects of personality and show how perception, attitudes and values impact the behaviour of an individual at all three levels.
		CO 2	To explain the importance of group dynamics, teamwork and various elements and process of conflict management and how the issues related to power and politics in the organization can be resolved.
		CO3	To define the concept of leadership and show it's impact on organizational culture and structure and develop an insight about strategic interventions that can be applied to achieve the desired organizational results.

Semester-2

Marketing Management	MMS-C201	CO 1	To understand the relevant functional areas of marketing management and discuss its application
		CO 2	To develop the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value
		CO3	To identify, analyze & solve many business problems by using a marketing perspective, as a universal concept.
Financial Management	MMS-C202	CO 1	To understand the fundamentals of Financial management and associated theories
		CO 2	To explain various components of the Financial Reports
		CO3	To analyse practical decisions in Investments, personal finance and treasury operations.
Operations Research	MMS-C203	CO 1	To know optimizing techniques
		CO 2	To understand its use in decision making in business
		CO3	To Identify and develop operational research model from real system
Business Research Methods	MMS-C204	CO 1	To understand the business research design options, methodologies (both qualitative and quantitative) and developing skills in qualitative and quantitative data analysis.
		CO 2	To construct and documenting appropriate research design
		CO3	To communicate and Interpret data analysis in the context of the identified business problem
Human Resources Management	MMS-C205	CO 1	To explain to the students, an importance of the most crucial asset of any business, i.e. Human Resource and to show how different modern concepts, techniques and practices in the management of human resources are important in the organizational set-up.
		CO 2	

			To explain to the student the different functions of Human Resource Management which are important for the organizational effectiveness and to develop an awareness among the students about the influence of HRM on the business.
		CO3	To equip the students to utilize the latest theoretical concepts and techniques to examine the problems with respect to the human resource in an organizational set-up and solve such problems to build and improve organizational effectiveness.
Legal & Tax Aspects of Business	MMS-C206	CO 1	To understand basics of legal aspects essential in Business
		CO 2	To learn about the important provisions of some of the important business laws
		CO3	To get exposure to important provisions of Indian Income Tax Act and Indirect Taxes
Cost & Management Accounting	MMS-C207	CO 1	To understand the basic cost concepts
		CO 2	To analyze various costs to have better management control & decision making
		CO3	To interpret cost components & take decisions accordingly
Entrepreneurship Management	MMS-C212	CO 1	To acquaint the students with both the theory and practice of Entrepreneurship,
		CO 2	To expose the students to the finer nuances of the subject
		CO3	To re-orient the outlook of students towards new business ventures and start ups and also to help them to look at these as a possible career option.

Semester-3 (Common)

International Business	MMS-C301	CO 1	To understand the concepts and theories of International business
		CO 2	

			To analyse the current international business environment and exhibit a coherent knowledge on the political, economic, socio-cultural, technological, environmental and legal factors together with their effects at local, national and international levels of business
		CO3	To develop the international business entry strategies for a corporation
Strategic Management	MMS-C302	CO 1	To develop a mind-set and learn tools/ways to analyse internal and external environment of the organization
		CO 2	To explain the process of Strategy Formulation, Implementation & Evaluation
		CO3	To develop students with the skills required to think strategically and make decisions

Semester-3 (Finance)

Financial Markets and Institutions	MMS-F304	CO 1	To classify different components of the Indian Financial system and to describe their functions
		CO 2	To explain characteristics of various financial instruments and to understand their relevance in equity and debt markets
		CO3	To discuss role of various Financial Institutions in the economy
Corporate Valuation and Mergers & Acquisitions	MMS-F305	CO 1	To discuss the valuation theories and their application in business decisions
		CO 2	To explain the importance and applicability of the Valuations for established businesses and start-ups for long term future
		CO3	To analyse the historic data and various methods in Mergers & Acquisitions to evaluate the probable impact on the Organization as a whole of such decisions
Security Analysis and Portfolio Management	MMS-F306	CO 1	To understand the primary and secondary market as a part of financial market
		CO 2	To explain the concept and importance of fundamental and technical analysis with respect to share market and concept of portfolio of investments

		CO3	To discuss risk-return trade off, share and bond value calculation for investment related decision Making
Financial Regulations	MMS-F307	CO 1	To understand & interpret the relevance of Financial Regulations in efficient conduct of Business
		CO 2	To explain the relevant laws and guidelines thereof.
		CO3	To discuss the importance of sustainable growth at business with practical application of Financial Regulations
Derivatives and Risk Management	MMS-F308	CO 1	To discuss the concepts, relevant theories and their market application in Derivatives
		CO 2	To develop an ability to comprehend Market Intelligence based on information collected about derivatives
		CO3	To explain different means and ways to manage the business risk in
Financial Modeling	MMS-F316	CO 1	To develop excel proficiency.
		CO 2	To learn how to develop models in various areas of finance.
		CO3	To analyse financial sheets using financial modelling

Semester-3 (Marketing)

Sales Management	MMS-M304	CO 1	To understand Sales, Sales Management and its application
		CO 2	To analyse and Evaluating sales techniques, functions and procedures.
		CO3	To build Knowledge in domain area of sales through elaborate acumen of leadership and teamwork to maximise revenues for the company and solve Business Problems
		CO 1	

Marketing Strategy	MMS-M305		To understand and predict changes in the macroeconomic environment and its impact on marketing programmes
		CO 2	To develop an ability to respond rapidly to changes driven by consumer behaviours / new technologies etc.
		CO3	To understand the formulation of marketing plan and issues in design of management plan
Consumer Behaviour	MMS-M306	CO 1	To gain understanding of the pre and post purchase consumer behaviour.
		CO 2	To establish the relevance of consumer behaviour theories and concepts to marketing decisions
		CO3	To develop conceptual insights & analyze & evaluate key aspects such as social, psychological and other factors that influence consumer behaviour.
Services Marketing	MMS-M307	CO 1	To understand concepts and various decision making processes and models involved in Services Marketing and discuss its application.
		CO 2	To critically apply ,analyze and evaluate course concepts to various industries in service sector.
		CO3	To build course concepts into individual performance to become better managers in the service environment.
Product & Brand Management	MMS-M308	CO 1	To define, understand application, explain and sensitize the students with the practices of product and brand management.
		CO 2	To understand, Discuss and Explain the key Models in Product and Brand Management
		CO3	To assess, evaluate, analyse and understand the strategies of B2B marketing
Digital Marketing	MMS-M312	CO 1	To understand the new media, Different types, their strengths and the way customer interacts with new / digital media.
		CO 2	

			To develop the skills to strategize and execute campaigns on new / digital media
		CO3	To understand marketing tactics in digital era

Semester-3 (HR)

Training & Development	MMS-H304	CO 1	To explain the concept of training and development, training design and training need assessment.
		CO 2	To explain the importance of preparing training budget, training calendar and the various methods of training.
		CO3	To understand the importance of training evaluation, cost benefit analysis and calculation of ROI.
Compensation and Benefits	MMS-H305	CO 1	To understand the importance of compensation and benefits in an organization
		CO 2	To understanding of the use of reward strategy in the organization
		CO3	To evaluate the contribution of compensation in understanding the HR function as well as the overall business
Competency Based HRM & Performance Management	MMS-H306	CO 1	To explain the concept of competency and point out its relevance while working in the organizations.
		CO 2	To understand the conceptual frame work of performance management system and its relation with HR practices.
		CO3	To explain the importance of assessment centre.
Labour Laws and Implications on Industrial Relations	MMS-H307	CO 1	To understand the nature and importance of labour laws
		CO 2	To understand various legislations with their basic provisions and amendments
		CO3	To highlight the labour laws with their Industrial Relations implications
		CO 1	

HR Planning and Application of Technology in HR	MMS-H308		To understand the nature and importance of HR planning
		CO 2	To understand the concept of HR Planning and application of technology in HR
		CO3	To study technological aspects of human resources management
HR Analytics	MMS-H312	CO 1	To introduce latest technologies including SPSS, Big Data
		CO 2	To use HR Analytics for various functions of HR
		CO3	To understand ethics and Limitations while using HR Analytics

Semester-3 (Operations)

Supply Chain Management	MMS-O304	CO 1	To understand the fundamentals of logistics (A system concept) , elements, and functions of supply chain, role of drivers and demand forecasting.
		CO 2	To apply various techniques of inventory management and their practical situations.
		CO3	To understand various performance measurement tools in supply chain .
Operations Analytics	MMS-O305	CO 1	To understand and analyzing the basic aspects of analytics and evaluation
		CO 2	To apply various analytical techniques in complex real life situations
		CO3	To create a model by carrying the process of operational analytical framework
Service Operations Management	MMS-O306	CO 1	To understand various types of Service Industry and Site selection for service location
		CO 2	To study the role of Operations for Profitability in Service industry
		CO3	To understand Inventory management in Service industry and Basics of Outsourcing/Offshoring in Services

Manufacturing Resources Planning & Control	MMS-O307	CO 1	To understand the concept of manufacturing resources planning and control.
		CO 2	To relate the manufacturing resource planning & control with continuous improvement for better performance.
		CO3	To develop the practical aspect of quantitative methods as well as various tools of resources planning like MRP1,MRP2 & ERP for decision making in operations.
Materials Management	MMS-O308	CO 1	To understand the importance of Materials Management w.r.t. Business and business ethics
		CO 2	To apply various aspects of Purchase & warehousing & understanding documents control w.r.t. Material movement
		CO3	To understand the quantitative models & Financial aspects of Materials Management
Total Quality Management	MMS-O314	CO 1	To know concept of Total Quality management
		CO 2	To know the tools for quality control and management
		CO3	To understand relation of cost and value to business

Semester-4 (Common)

Project Management	MMS-C401	CO 1	To apply and evaluate success parameters of cost ,time and quality in project management
		CO 2	To apply various techniques as CPM / PERT / Earned Value Analysis and projected financial statements
		CO3	To enable student to conceive an idea, evaluate it's feasibility and make it workable.

Semester-4 (Finance)

Commercial Banking	MMS-F405	CO 1	To discuss the history of Indian banking and role of RBI
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		CO 2	To compare the types of banks and bank facilities
		CO3	To explain the concept of risk management in banking and role of treasury

Semester-4 (Marketing)

International Marketing	MMS-M407	CO 1	To develop an understanding of key issues in marketing across borders
		CO 2	To study the impact of various global factors on a firm's business model
		CO3	To study various entry modes in international markets

Semester-4 (HR)

Strategic HRM	MMS-H406	CO 1	To learn the basics of Strategic HRM
		CO 2	To learn the basics of HR strategy formulation and implementation in domestic as well as international scenario
		CO3	To learn talent management and competency based HRM

Semester-4 (Operations)

Strategic Sourcing in Supply Management	MMS-O406	CO 1	To introduce various parameters required to develop and implement a procurement strategy that aligns with the overall competitive strategy of the organization.
		CO 2	To provide knowledge to understand how Strategic sourcing enhances efficiency and value, ultimately impacting the profitability of the entire organization.
		CO3	To familiarize with concepts of ethical and contractual risk management, sustainability and legal issues faced by purchasing and supply chain managers.