

Vivekanand College, Kolhapur (Empowered Autonomous)

Department of Management Studies

Master of Business Administration (MBA)

Course Title	Strategic Management
CO1	Explain the fundamental concepts and frameworks of strategic management.
CO2	Apply strategic management tools to solve real-world business problems.
CO3	Analyze the internal and external environments of an organization.
CO4	Design innovative strategies to enhance organizational competitiveness.

Course Title	Start-up and Entrepreneurship Development
CO1	Explain the key concepts and stages of entrepreneurship and start-up development.
CO2	Develop a basic business plan for a start-up idea.
CO3	Examine the challenges and opportunities in the start-up ecosystem.
CO4	Design an innovative solution to address a market gap through entrepreneurship.

Course Title	Consumer Behaviour & Brand Management
CO1	Explain the psychological and social factors influencing consumer behavior.
CO2	Apply consumer behavior theories to analyze buying patterns.
CO3	Evaluate the effectiveness of branding strategies in different market segments.
CO4	Design a brand management plan to enhance brand equity and loyalty.

Course Title	Sales & Distribution Management
CO1	Describe the key concepts and processes involved in sales and distribution management.
CO2	Develop a sales strategy to achieve organizational targets.
CO3	Analyze the challenges in managing distribution channels effectively.
CO4	Design an integrated distribution network to optimize market reach.

Course Title	Services Marketing & Retail Management
CO1	Explain the unique characteristics and challenges of services marketing.
CO2	Apply service quality models to improve customer satisfaction.
CO3	Analyze the role of technology in transforming retail management practices.
CO4	Create a retail marketing strategy to enhance customer experience and profitability.

Course Title	Talent Management
CO1	Explain the key concepts and processes involved in talent management.
CO2	Apply talent acquisition strategies to attract and retain top talent.
CO3	Analyze the role of leadership development in building a talent pipeline.
CO4	Design a talent retention plan to enhance employee engagement and productivity.

Course Title	Employee Relations & Labour Laws
CO1	Describe the principles and practices of maintaining positive employee relations.
CO2	Apply labour laws to resolve workplace disputes and ensure compliance.
CO3	Examine the impact of employee relations on organizational culture and performance.
CO4	Develop strategies to foster a harmonious and productive work environment.

Course Title	Performance & Compensation Management
CO1	Explain the fundamentals of performance management systems and compensation structures.
CO2	Apply performance appraisal techniques to evaluate employee contributions.
CO3	Analyze the effectiveness of compensation strategies in motivating employees.
CO4	Design a performance-linked compensation plan to align employee goals with organizational objectives.

Course Title	Indian Financial System
CO1	Describe the structure and components of the Indian financial system.
CO2	Evaluate the role of financial institutions and markets in economic development.
CO3	Analyze the regulatory framework governing the Indian financial system.
CO4	Propose reforms to address challenges in the Indian financial system.

Course Title	Investment Management
CO1	Explain the principles and techniques of investment management.
CO2	Apply portfolio management strategies to optimize risk and return.
CO3	Assess the performance of various investment instruments.
CO4	Design an investment plan tailored to specific financial goals.

Course Title	Mergers, Acquisitions, and Corporate Restructuring
CO1	Discuss the concepts and types of mergers, acquisitions, and corporate restructuring.
CO2	Implement valuation methods to assess merger and acquisition deals.
CO3	Examine the legal, financial, and strategic aspects of corporate restructuring.
CO4	Develop a corporate restructuring plan to enhance organizational efficiency.

Course Title	Supply Chain Management
CO1	Explain the key concepts and components of supply chain management.
CO2	Apply supply chain strategies to optimize operational efficiency.
CO3	Analyze the impact of technology on supply chain processes.
CO4	Design a supply chain model to improve cost-effectiveness and customer satisfaction.

Course Title	Materials Management
CO1	Describe the principles and functions of materials management.
CO2	Implement inventory control techniques to minimize waste and costs.
CO3	Evaluate the role of materials management in enhancing production efficiency.
CO4	Develop a materials management plan to ensure timely availability of resources.

Course Title	Project Management
CO1	Outline the fundamentals of project management and its lifecycle.
CO2	Utilize project management tools to plan and execute projects effectively.
CO3	Assess the risks and challenges associated with project implementation.
CO4	Create a comprehensive project plan to achieve organizational objectives.

Course Title	Data Analysis using Python
CO1	Explain the fundamentals of Python programming for data analysis.
CO2	Apply Python libraries to clean, manipulate, and analyze datasets.
CO3	Evaluate the effectiveness of data analysis techniques in solving business problems.
CO4	Develop data-driven insights using Python to support decision-making.

Course Title	SQL and Data Visualization using PowerBI
CO1	Describe the basic concepts of SQL and its role in data management.
CO2	Implement SQL queries to extract and manipulate data from databases.
CO3	Analyze data trends and patterns using PowerBI visualization tools.
CO4	Design interactive dashboards in PowerBI to present business insights effectively.

Course Title	Business Analytics in Corporate
CO1	Discuss the role of business analytics in corporate decision-making.
CO2	Utilize analytical tools and techniques to interpret business data.
CO3	Assess the impact of business analytics on organizational performance.
CO4	Propose data-driven strategies to enhance corporate efficiency and profitability.