

**Yashaswi Education Society's
INTERNATIONAL INSTITUTE OF MANAGEMENT SCIENCE**

**Criterion II Teaching-Learning and Evaluation
Key Indicator - 2.6 Student Performance and Learning Outcome**

2.6.1 Programme outcomes, Programme specific outcomes and course outcomes for all Programme offered by the institution are stated and displayed on website and communicated to teachers and students.

PROGRAMME OUTCOMES (PO)	
PO-1	Apply knowledge of management theories and practices to solve business problems
PO-2	Nurture Analytical and critical thinking capabilities for data-based decision making
PO-3	Ability to develop Value based Leadership ability
PO-4	Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business
PO-5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
PO-6	Create, select, and apply appropriate techniques, resources, and modern tools including prediction and modelling to complex activities with an understanding of the limitations
PO-7	Demonstrate knowledge and understanding of management principles and apply these to one's own work, as a member and leader in a team. Manage projects in multidisciplinary environments to meet financial, environmental, social and ethical constraints.
PO-8	Recognize the need for and develop an ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO-1	MBA graduates shall obtain professional aptitude for an integrative business assignment as an employee through the multidisciplinary Knowledge and Skills which includes Accounting, Finance, IT, Laws, Economics, Information Systems, Operations & SCM, Marketing & HR
PSO-2	MBA graduates shall obtain ability to employ modern techniques of management, environments, and platforms in creating innovative career paths to be an entrepreneur and create employability for nation building, and a zest for higher studies.
PSO-3	MBA graduate can be employed or can start their own venture for research & consultancy or any firm wherein the usage of knowledge and skill sets of financial decision models, firm growth strategies like acquisition and mergers, new venture development can be done by them.



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PSO-4	MBA graduate should acquire required Skills, attitude, Knowledge, techniques in respect of various specializations and utilize it for the development of business units and their start-ups.
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SEMESTER-I

COURSE OUTCOMES (CO)

SEMESTER - I		
Course Code	Course Name	Course Outcome
101	Accounting for Business Decisions	<ol style="list-style-type: none"> 1 Able to differentiate the types of accounting used in different business forms. 2 Preparation and Finalisation of Final Accounts of Sole Proprietor Firm. 3 Ability to prepare cost sheet and analyse the cost structure of a product or service. 4 Application of cost control techniques for material, labour and overheads cost. 5 Apply the various costing methods and techniques.
102	Economic Analysis for Business Decisions	<ol style="list-style-type: none"> 1 Apply economic theory with business practices. 2 Use economics tools to analyse business problems. 3 Allocating scarce resources for optimizing returns. 4 In a situation to differentiate different market structure and their functioning. 5 Formulating short-term and long-term business strategies. 6 Explain the monetary and fiscal policies. 7 Describe the process of business sustenance with respect to cost theory.
103	Legal Aspects of Business	<ol style="list-style-type: none"> 1 Describe the Legal framework in the Environment of Business. 2 Apply basic legal knowledge to business transactions. 3 Explain the tactics to minimize legal risk in business and safeguard their rights. 4 Ability to identify, explain, and apply basic concepts, theories, procedures and rules of law. 5 Describe the relationship of ethics and law in business
104	Business Research Methods	<ol style="list-style-type: none"> 1 Define an appropriate research question in business decision making. 2 Able to identify the variables in quantitative research. Formulate clearly defined research questions in real time situations. 3 Able to design the questionnaire. 4 Describe the sampling techniques. 5 Clearly identify and analyse business problems and effective ways to answer the problems
105	Organizational Behaviour	<ol style="list-style-type: none"> 1 Demonstrate behavioural dimensions at individual level, in profession and in society. 2 Inculcate ethical values, enabling to set value standards and beliefs



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and to have sensitivity in perceiving things/ people/ situation and develop positive attitude

- 3 Identify and apply rational techniques for personality analysis in professional settings.
- 4 Recognize intrinsic and extrinsic factors of motivation and application of motivational philosophy at workplace w.r.t. situation and employees
- 5 Understand importance of working in team and groups and to develop and lead an effective team/ group.
- 6 Identify and develop attributes and traits of successful professional leaders.
- 7 Able to adapt to diverse culture and to be vulnerable for complete professional transformation.

Basics of Marketing

- 1 Describe the role of marketing in the business disciplines within an organization.
- 2 Correlate and design the marketing program from the view point of holistic approach including consideration of ethical implications.
- 3 Analyse the marketing environment and to apply in the real business world. Able to identify the Competitors, impact of government policy, Suppliers, Cultural changes etc. on business.
- 4 Assess marketing's role in discovering and satisfying consumer's needs, wants and behaviours. Design the consumer behaviour process.
- 5 Explain STP and design the segments targeting and positioning strategy for business.
- 6 Identify and explain the main factors involved in understanding the marketplace, market space, meta market.
- 7 Design the elements of the marketing mix.

Management Fundamentals

- 1 Making students think and inculcate the skills possess by their management guru.
- 2 Develop a case study to describe (their) management guru and make profile of them.
- 3 Ability to set their Personal Goals.
- 4 Able to develop and create their (Dream) company with detail profile with organization structure.
- 5 Ability to improve their decision making skills with real life examples and case studies.
- 6 Enable to list emerging ideas and practices in the field of management.

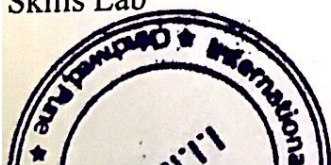
Business Communication Lab

- 1 Improves communication skills of students.
- 2 Describe the importance of formal communication.
- 3 Demonstrate personality, body language and spoken English.
- 4 Describe the managerial skills required in the business in the business mode (case studies).
- 5 Translate fundamentals of communication into abilities.
- 6 Ability to judge the errors in communication and make changes in the way they communicate.

Selling and Negotiation Skills Lab

- 1 Develop the aptitude of selling with the context of organizational sustainability.
- 2 Inculcate and incorporate the attributes of good sales persons
- 3 Able to understand the complete chain of selling from opening the deal till the closing of the deal.

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		4 Develop the skills of negotiations, parameters of cracking the deals.
		5 Evaluation and understanding of negotiation skills at various stages.
110	Leadership Lab	1 Able to identify the various leadership traits.
		2 Ability to evaluate the skills of various kills of great leaders.
		3 Prepare the presentation on your favourite leader based on various types.
		4 Prepare the report on the leadership qualities.

SEMESTER – II		
Course Code	Course Name	Course Outcome
201	Marketing Management	1 Design and develop the comprehensive marketing plan. 2 Able to distinguish different type of distribution channels and how company take competitive edge with distribution channel. 3 Develop and analyse the communication strategy for international and national products. 4 Setting the Price set for Indian and Global markets. 5 Correlate the elements of Branding and importance of making a brand in an organization. 6 Write a comprehensive report of new product development process. 7 Utilize the information from the environment develop the New Product for the company Product life Cycle and apply to real life examples.
202	Financial Management	1 Able to interlink between finance and other discipline. 2 Analyse interpret Financial statements of companies through various tools. 3 Formulating the capital investment proposal. 4 Calculation of Working capital requirement for the organisation and its financing through various tools. 5 Application and analysis of Capital structure theories.
203	Human Resource Management	1 Able to demonstrate HR skills which are required for smooth functioning of HR dept. 2 Able to describe the importance of HR in strategy formulation at department and corporate level, in consideration with national and global trends. 3 Able to Formulate HRP for an organisation, in consideration with Job Analysis and its components. 4 Identify current sources of recruitment and process of selection. 5 Apply TNA process, to design training program and to be able to evaluate training program. 6 Identify current techniques of Performance appraisal, to design PA forms. 7 Able to know requisites of maintaining cordial relations among employee, employer and trade union and to understand separation process.
204	Decision Science	1 Describe the assignment techniques of allocation of resources, application of LPP in real life situations. 2 Identify the strategic issues in a problem. 3 Apply the basic notion to different area of real life situation.

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205	Operations & Supply Chain Management	<p>5 Write the interpretations.</p> <p>1 Understanding of concepts of Operations management & supply chain management. Understanding of importance of quality in operating system.</p> <p>2 Line-out the appropriate manufacturing process for the manufactured product/design the system for service delivery.</p> <p>3 Prepare production plan from forecasting to scheduling for the organization.</p> <p>4 Implement inventory management techniques for carrying out uninterrupted production at optimum inventory level.</p> <p>5 Build a system of supply chain from sourcing to distribution till consumer.</p> <p>6 Linkage of operations with other functional areas of management viz. Finance, HR, Marketing.</p>
206	Management Information Systems	<p>1 Describe the role of information technology and information systems in business.</p> <p>2 Explain the principles and techniques used in the System Development Life Cycle.</p> <p>3 Illustrate how current technologies and decision-support tools can be utilized to the advantage of business operations.</p> <p>4 Distinguish and analyse ethical problems that occur in business and society.</p> <p>5 Apply knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.</p>
207	Emotional Intelligence & Managerial Effectiveness Lab	<p>1 Ability to understand the Emotional Quotients and its competencies.</p> <p>2 Ability to understand the learning organization and various learning types.</p> <p>3 Understand the need of emotional intelligence and its fundamental competencies.</p> <p>4 Understand the challenges of organization and managers to deal with emotional issues.</p> <p>5 Understanding of use of effective execution through PDCA cycle.</p>
208	Life Skills Lab	<p>1 Apply the decision making and problem solving approach.</p> <p>2 Describe the importance of their actions and take responsibility for them.</p> <p>3 Describe/demonstrate emotional intelligence.</p> <p>4 Demonstrate confident individuals and achieve goals.</p> <p>5 Demonstrate/exhibit values, morals and how to behave in the society.</p> <p>6 Demonstrate communication, listening and inter-personal skills.</p>
209	Geopolitics & The World Economic System	<p>1 Ability to understand the Geopolitical Relationships.</p> <p>2 Understanding of flow of impact of geopolitical events in the world. Example Kuwait War, Iraq-Iran relations.</p> <p>3 Develop the competency to understand the importance of geopolitics in business decisions in-terms of expansion, new market development and overall growth in international market. Its effect on domestic market too.</p> <p>4 Ability to evaluate the World economic systems and roles of WTO, GATT in business decisions. Role of bodies like SAARC, ASEAN, NAFTA.</p>

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210	Industry Analysis - Desk Research	economy.
		6 Evaluate the world economic control by leading MNC's of world.
		1 Enables to differentiate the industry and develop the knowledge related to the characteristics of industry.
		2 Describe/develop the management philosophy and leadership skills by following the different organisations leaders.
		3 To scan the micro and macro business environment.
		4 Develop the abilities to analyse the financial data for decision making.
		5 Describe of the various corporate strategies, policies, guidelines for the identified business activity.

**SEMESTER - III
GENERIC CORE COURSES**

Course Code	Course Name	Course Outcome
301	Strategic Management	1 Describe the need and various phases of strategic management process. 2 Application of various models for defining internal environment of an organisation and industry. 3 Analysing the need and application of competitive strategies for all level of management. 4 Ability to frame the structure for strategy implementation. 5 Develop efficient strategic management for sustainability.
302	Enterprise Performance Management	1 To design the strategic plan, strategy, management control system, monitor the organisation performance. 2 To evaluate the capital investment proposals. 3 Explain the different parameters to evaluate the performance of different organisation and develop the control system to improve performance of various forms of organisation. 4 Explain the different stages of project implementation and develop the ability to control the cost and evaluate and execute the different projects. 5 To implement an effective system to avoid errors and frauds through audit and able to do the internal audit.
303	Start-up and New Venture Management	1 Explain the difference between a manager and an entrepreneur. 2 Selection of a product or service and also protect the same by IP laws. 3 Able to register the enterprise and prepare project report as per the norms of funding agency. 4 Able to apply for loan and compliance of statutory legal framework 5 Able to monitor success. Taking decisions like up grading the technology for business growth 6 Successfully able to manage a small family business.
304	SIP	1 Describe the roles and responsibilities required in the capacity of an employee 2 Describe the functioning of industry in relation to individual employee. 3 To network with employees in the corporate world and get a glimpse of real life situations. 4 Apply critical thinking and following standard procedures in an



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organisation.

- 5 Ability to explore the functioning of various industries and develop a decision making process for selecting future jobs.
- 6 To choose between entrepreneurship and jobs.
- 7 Use the research attitude of the students.

SEMESTER - III MARKETING SPECIALISATION

Course Code	Course Name	Course Outcome
305	Contemporary Marketing Research	<ol style="list-style-type: none"> 1 Identify marketing problems faced by companies and provide solutions that are supported by good marketing research 2 Able to conduct research projects from their inception to end for the business. 3 Illustrate how marketing research as an aid to management decision-making. 4 Compare and Identify a range of market research tools (e.g., focus groups, interviews, surveys), consider their strengths and weaknesses, and discuss when it would (and wouldn't) make sense to use each. 5 Analytically the needs of clients and the range of possible applications in the business. 6 Demonstrate a working knowledge of the concepts and methods of marketing research in business. 7 Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
306	Consumer Behaviour	<ol style="list-style-type: none"> 1 Recognise social and ethical implications of marketing actions on consumer behaviour 2 Analyse the importance of personality, motivation & attitude for better consumer understanding 3 Articulate the consumer buying process and identify the factors that influence the buying decision process 4 Design the consumer models to identify individual or organizational buying behaviour pattern. 5 Analytical study on needs of BOP and identify the characteristics of BOP 6 Ability to analyse marketing problems and provide solutions based on a critical examination of marketing information 7 Establish the relevance of consumer behaviour theories and concepts to marketing decisions
307	Integrated Marketing Communications	<ol style="list-style-type: none"> 1 Analyse the importance of integrated marketing communication & its tools for better marketing understanding. Develop, write and present, clear, targeted integrated marketing communication materials including proposals 2 Build the advertising budget, advertising process for specific product for better understanding. 3 Apply sales promotion tools for new product. 4 Demonstrate public relation, publicity, brand image & role of internet for developing healthy relation with consumers. 5 Correlate the advertising & its impact on consumer buying process 6 Enhance personal and professional development and promote the development of the integrated marketing communications profession through the development and implementation of on-going strategies and plans.

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308	Personal Selling Lab	<ol style="list-style-type: none"> 1 Describe the traits of sales professionals and correlate importance of ethics 2 Design the personal selling process to achieve business objectives 3 Identify the skills used for personal selling and analyse the appropriate skills used for business solution 4 Implement the selling skills required for different business in Indian and Global Market 5 Compare the selling techniques used in industrial , consumer & rural markets
309	Customer Relationship Management	<ol style="list-style-type: none"> 1 Understand how marketing theory establish the marketing of financial services 2 Enhance business communication skills required to work effectively in organization 3 Analytical use of customer database to manage the customer portfolio. 4 Ability to identify the current business and determine the current CRM, gaps been deployed by organizations and define better alternates/ ways in which the industry can adopt to fill up these gaps. Use of IT for effective CRM could be exploited during the project 5 Plan Organization issue, strategic goals of CRM , employee relation management, ethics in CRM.
310	Marketing of Financial Services – I	<ol style="list-style-type: none"> 1 Be able to identify key issues for marketers of financial services 2 Analyse different mutual funds & educate investors for mutual fund investment for financial growth. 3 Develop new products (goods and services) that add value to consumers and firms. 4 Distinguish between housing finance, credit card. Importance of Credit rating services 5 Apply knowledge of Importance of financial planning in practical understanding

SEMESTER - III FINANCE SPECIALISATION

Course Code	Course Name	Course Outcome
305	Financial Regulatory Framework	<ol style="list-style-type: none"> 1 Explain the Indian financial system and their structure. 2 Explain the different regulators and their role in the economy/ Roles and responsibilities of the regulators. 3 Explain the regulatory framework for international funds. 4 Describe the Regulatory framework and economic growth. 5 Explain the nature of the company and to differentiate different companies.
306	Merchant Banking & Financial Service	<ol style="list-style-type: none"> 1 Describe the role and functions of Merchant Banking in business. 2 Explain the financial service industry in India. 3 Describe SEBI rules and regulations related to merchant banking. 4 Explain the concept of Mutual Funds in India. 5 Describe the importance of Insurance worldwide and regulatory framework of insurance in India.

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307	Income Tax Part I – Personal Taxation	<ol style="list-style-type: none"> 1 To define various concepts of Taxation. 2 To calculate the tax liability of Salaried person / Employee. 3 Ability to calculate the tax liability of Assess having income from House Property, Capital Gains and Other Sources. 4 Explain the provisions of Income Tax Act for the corporate and individual. 5 Implement the tax planning and management for individuals and HUF.
307	Income Tax Part I – Personal Taxation	<ol style="list-style-type: none"> 1 To define various concepts of Taxation. 2 To calculate the tax liability of Salaried person / Employee. 3 Ability to calculate the tax liability of Assess having income from House Property, Capital Gains and Other Sources. 4 Explain the provisions of Income Tax Act for the corporate and individual. 5 Implement the tax planning and management for individuals and HUF.
308	Strategic Cost Management	<ol style="list-style-type: none"> 1 Able to correlate the of cost reduction and cost management. 2 Ability to analyse and describe various techniques of strategic cost management. 3 Explain the implementation of Activity Based Costing. 4 Application of Value Based Organization its use in cost management. 5 Knowledge of Lean cost management and its application.
309	International Financial Reporting Standards	<ol style="list-style-type: none"> 1 Ability to understand basic concepts of IFRS. 2 Application of Financial rules into practice. 3 Enabling students to understand how to read the Financial statements. 4 Understanding the role played by the Regulatory framework and Financial Agencies involved. 5 Understanding why there should be uniformity in reporting standards.
310	Financial Instruments & Derivatives	<ol style="list-style-type: none"> 1 Develop and aware about the financial instruments in financial system. 2 Develop and make them survey of data of Money Market Instruments. 3 Enable students to make format of Financial instruments of Money Market & Capital Market for their dream company. 4 Enable students to analyse the performance of selected Derivative instrument. 5 Enable students to calculate the risk involved in Derivatives.



SEMESTER - III HUMAN RESOURCE MANAGEMENT

Course Code	Course Name	Course Outcome
305	Labour Laws	Application of various labour related legal approaches & compliances for the organization.

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		<ul style="list-style-type: none"> 2 Application various provisions under Payment of Wages Act. 3 Applicability of provisions under Minimum Wages Act. 4 Calculate bonus under different rates and provisions of bonus, read various amendments. 5 Applicability of Factory Act and provisions under various sections. 6 Calculate the PF Calculations. 7 Applicability of ESI & Workmen Compensation Act.
306	Performance Management	<ul style="list-style-type: none"> 1 Applicability of concept of PMS and its distinction from PA and HRM. 2 Able to design PMS process. 3 Enable to analyse the role; of top management in implementation of PMS process in building corporate culture. 4 Identification of all the components of reward system. 5 Correlation of linkage of performance management to reward and compensation system. 6 Define and address issues arising in PMS process. 7 Able to address ethical dilemmas in PMS process.
307	Employee Health & Safety	<ul style="list-style-type: none"> 1 Design various health & safety needs of the organization i.e. Planning to Execution. 2 List out the various occupational health issues, diseases and hazards. 3 Able to map coverage of compensation for various accidents under different acts . 4 Differentiate various types of environmental pollutions due to Industrial Operations and provisions of protection. 5 Prepare Field Report on Health & Safety issues based on the current practice/models.
308	Employee Welfare	<ul style="list-style-type: none"> 1 Apply Labour Welfare principles, classification and need while framing the welfare policy. 2 Define role and responsibility of Welfare Officer during appointment. 3 Differentiate statutory & non-statutory welfare provisions. 4 Define the role of various agencies in maintaining welfare facilities. 5 Prepare the Field Report on Welfare Facilities & Problems based on the existing schemes.
309	Human Resource Information System	<ul style="list-style-type: none"> 1 Applicability of IT in HRIS. 2 Evaluate the need of HRIS and designing of HRIS components. 3 Design HRIS implementation process. 4 Applicability of HRIS in various functions of HR departments. 5 Differentiate the pros & cons of HRIS implementation such as safety, security and privacy.
310	Public Relations & Corporate Communications	<ul style="list-style-type: none"> 1 List the PR and corporate communication methods in the organization. 2 Designing of strategy to maintaining good relation with media. 3 Correlate the HR role and importance in various media relations (print and online media).

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- 4 Design organizational communication system through various events.
- 5 Conduct survey and design the module to develop PR in media and prepare report.

SEMESTER - III OPERATIONS MANAGEMENT

Course Code	Course Name	Course Outcome
305	Planning and Control of Operations	<ol style="list-style-type: none"> 1 Correlate the terms routing ,scheduling, loading, dispatching & follow up 2 Forecast the demand with reasonable accuracy for a given time frame. 3 Prepare Master Production Schedule based on alternatives for managing demand & supply. 4 Prepare Bill of Materials and carry out capacity planning. 5 Schedule daily production. 6 Plan and control the manufacturing activity for a given time frame to satisfy customers
306	Inventory Management	<ol style="list-style-type: none"> 1 Calculate costs related to inventory. 2 Classify the components into A, B & C category for procurement decision policy making. 3 Decide reorder point and safety stock level. 4 Acquire knowledge about JIT philosophy and Kanban production system 5 Carry out cost benefit analysis for taking make or buy decision. 6 Manage the inventories at optimum level to maximize the benefits to organization & customers.
307	Productivity Management	<ol style="list-style-type: none"> 1 Conceptual clarity about the word productivity 2 Carry out value analysis 3 Mapping the process by using flow chart 4 Calculate standard time of job. 5 Acquire knowledge about new trends
308	Manufacturing Resource Planning	<ol style="list-style-type: none"> 1 To develop correlation between strategic plan and operational plan 2 Prepare bill of material. 3 Preparation of capacity utilization plan. 4 Build of MRP II framework. 5 Linking of MRP II with JIT.
309	Technology Management	<ol style="list-style-type: none"> 1 To develop resource base & market base views about technology. 2 To identify technology change agents. 3 Explore various sources of technology development. 4 Development of framework for formulating technology strategy. 5 Correlate the impact of technological changes on organization.
310	Project Management	<ol style="list-style-type: none"> 1 To create work breakdown structure, process breakdown structure and form responsibility matrix. 2 Able to calculate project time and cost. Develop project network. 3 Able to schedule the resources as planned. 4 To understand the role of project manager and team



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management.

5 To evaluate the project performance and evaluation of costs.

SEMESTER - III SUPPLY CHAIN MANAGEMENT

Course Code	Course Name	Course Outcome
305	Essentials of Supply Chain Management	1 Understanding of concepts - supply chain, physical distribution & logistics. 2 Calculate Trade-off between Push & Pull supply chain. 3 Develop understanding of changing business landscape. 4 Understanding of SCM Building Blocks. 5 Mapping of customer value requirement.
306	Logistics Management	1 Understanding of definition and value adding perspective of logistics. 2 Understanding of linkage of logistics with operations, manufacturing and supply chain. 3 Analyse cost perspective and level of optimality in logistics systems. 4 Understanding of concepts of 3PL & 4PL and also types of 3PL & 4PL. 5 Develop service strategy, service delivery systems, service location & layout
307	Managing Material Flow in Supply Chains	1 Understanding of 4 types of flows in supply chain. 2 Selection of transportation service and formulate carrier pricing strategy. 3 Warehouse Decisions – site selection, design, product mix analysis, expansion, material handling, layout 4 Design packing and material handling systems. 5 Understanding of Government statutory requirements related to Logistics Management
308	Inventory Management	1 Understanding of Aggregate production plan and preparation of Master production schedule and Bill of materials. 2 Calculation of inventory costs and economic order quantity. 3 Learn to reduce Supplier-buyer cycle times, Delivering the Perfect Customer Order. 4 Design Safe & Environment friendly inventory system. 5 Adoption of Just in time practices in supply chain.
309	Purchasing and Supplier Relationship Management - I	1 Framing purchase policy & procedure. 2 Organizing the Purchasing Function. 3 Decide criterion for evaluation & selection of vendors. 4 Set a procedure of quality management at suppliers end. 5 Acquire the skill of carrying out negotiations and raising of P.O's . Prepare contracts.

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SEMESTER - III SYSTEMS(IT) MANAGEMENT		
Course Code	Course Name	Course Outcome
305	IT Management	1 Able to identify different types of computers and how to control and maintain the hardware equipment.
		2 Understand the difference between application and system software.
		3 Able to know different types of networks, network softwares and protocols.
		4 How to store and retrieve the data by using data warehousing and data mining.
		5 Able to understand different tools of security management.
306	E- Business	1 To study the basic concepts of e-business
		2 Understand the e-business architecture.
		3 To identify different frameworks and models by using e-business
		4 Able to know different e-business models
		5 To study different challenges and legal issues in e-business.
307	Software Engineering	1 Basic concepts of system development life cycle
		2 To study different models of SDLC
		3 Able to know how to write a System Requirement Specification
		4 How to draw use case diagram according to the client requirement.
		5 Able to design websites
308	RDBMS with Oracle	1 To study the architecture of DBMS and different data models
		2 Able to identify the constraints of RDBMS
		3 Able to write simple SQL commands like round, trunc.
		4 Able to identify different DML statements
		5 Able to create, alter and drop a table in ORACLE.
309	Software Quality Assurance	1 Understand the concepts of software quality and objectives
		2 To study all the stages in contract review.
		3 Able to know project life cycle activities and assessments
		4 Able to identify the main perspectives of quality by using models
		5 To know various aspects of quality management.
310	Business Intelligence and Analytics	1 To know the difference between Data, Information and knowledge.
		2 Understand the basic concepts of analytics at strategic level and analytical level.
		3 Understand the application areas of analytics in DW.
		4 To study the benefits of successful dashboard implementation.
		5 Able to design BI applications to various domains.

SEMESTER - III RURAL AGRI BUSINESS MANAGEMENT		
Course Code	Course Name	Course Outcome
305	Agriculture and India's Economy	1 Describe the agriculture economy, Five year Plan for agriculture, green revolution in the context to its management.

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		<p>2 Describe the aspects of food security in India public distribution system</p> <p>3 Define the term Irrigation & agricultural inputs like seed fertilizer, seed improvement & soil conservation.</p> <p>4 Explain the land reform policy in India & farming ownership for productive efficiency in the context of management.</p> <p>5 List the government agencies for agricultural labour, contribution of unorganized sector in Indian economy</p>
306	Rural Marketing - I	<p>1 Describe rural marketing & its contribution to Indian economy</p> <p>2 Explain the different FMCG companies like ITC & HUL case study for practical understanding of rural market.</p> <p>3 Analyse the Rural consumer behaviour understanding for better consumer decision making process.</p> <p>4 Apply rural & urban marketing research, Challenges in rural marketing research</p> <p>5 Implementation of segmentation strategy for rural market.</p> <p>6 Define segmentation w.r.t to rural market to reach maximum consumer</p>
307	Agricultural Marketing and Price Analysis - I	<p>1 Define Agricultural Marketing & its problem</p> <p>2 Describe rules and regulations in Agricultural Marketing. Performance analysis in agricultural marketing</p> <p>3 Describe different marketing co-operatives in India like APMC and suggest the innovative model.</p> <p>4 Apply/implement the role of IT & Telecommunication for agricultural commodities</p> <p>5 Ability to analyse and design export & import activities</p> <p>6 Identify & define price & pricing policy in agricultural marketing</p> <p>7 Analyse pricing trend of any commodity during fixed period to understand price fluctuation</p>
308	Microfinance	<p>1 Describe Microfinance, Economically active poor, Microfinance Institutions, Trends in Poverty in India.</p> <p>2 Explain Progress of rural banking, growth of microcredit, RRBs and micro credit, sustainable micro credit, Microfinance delivery methodologies.</p> <p>3 Explain credit microcredit booming, credit delivery, four tier apparatus. NGO -SHG-Bank Linkage</p> <p>4 Describe Innovative and creative microfinance models.</p> <p>5 Explain and discuss Role of Technology in Microfinance.</p>
309	Rural Banking	<p>1 Explain Reserve Bank of India and its policy and functions in Rural Banking - National Bank for Agriculture and Rural Development (NABARD) and its role in Rural Development Impact of Economic Liberalization.</p> <p>2 Discuss genesis and need Historical Background Problems of RRBs Structural and other weaknesses Dantwala Committee.</p> <p>3 Explain Rural lending by Commercial Banks, Problems of rural branches of Commercial Banks, Transaction cost and risk cost of rural financing, Rural branches as profit centre, Impact of recent policy changes Prudential norms.</p> <p>4 Discuss local Area Banks/Other Financial Institutions Emerging Trends</p> <p>5 Explain alternative financial institutions, NGO involvement, Reforms in rural credit system, De-regularisation, Prudential norms DAP/IMOU, turnaround strategies</p>

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310	Tourism Marketing - I	1 Presentation of global and local perspective on tourism
		2 Construction of theoretical knowledge of the tourism industry and related sectors
		3 Creation of critical awareness of the physical, social and economic environments for tourism
		4 Explaining the concept, background, market potential, importance and significance of tourism
		5 To explain the product planning and process of tourism marketing

SEMESTER - IV GENERIC CORE COURSES

Course Code	Course Name	Course Outcome
401	Managing for Sustainability	1 Apply research aptitude
		2 To analyse the performance of various industries and study about them in detail.
		3 To build confidence and presentation skills while appearing for a Viva-Voce.
		4 Describe the business/organisations working procedures and methods.
		5 Apply the problem solving skills and develops appropriate decision making
402	Dissertation	1 Apply research aptitude.
		2 To analyse the performance of various industries and study about them in detail.
		3 To build confidence and presentation skills while appearing for a Viva-Voce.
		4 Describe the business/organisations working procedures and methods.
		5 Apply the problem solving skills and develops appropriate decision making.

SEMESTER-IV MARKETING MANAGEMENT

Course Code	Course Name	Course Outcome
403	Services Marketing	1 Importance & characteristics of Service marketing.
		2 Evaluate service marketing mix-Product, price, place & promotion.
		3 Comprehend the key external influences in the marketing of financial services.
		4 Understanding between people & Physical evidence in service marketing.
		5 Application of service marketing in tourism, hospitality, airline, telecom IT & ITes & logistics.
		6 Make a report on application of services marketing.
		7 Design the proper marketing mix for service organization.
404	Sales & Distribution Management	1 Understanding of Sales Management.
		2 Ability to apply knowledge for sales forecasting and budgeting.
		3 Prepared different marketing Channels for service industry.
		4 Correlate theory and design the sales control techniques for

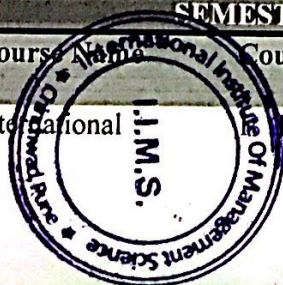


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		different companies.
		5 Make a report on different type of Franchisee and their role.
		6 Design the process of sales force training.
		7 Describe the strategies applicable to retail outlet.
405	Retail Marketing	1 Classify the different types of Retail Organization and make a report on their functions.
		2 Compare the Global retail Scenario and Indian retail scenario.
		3 Ability to develop the marketing strategy for different types of retail outlet.
		4 Able to plan Merchandise Decision for Retail stores.
		5 Identify the major players nationally and internationally.
		6 Apply knowledge how to set the price - Pricing process.
406	Rural Marketing	1 Ability to understand the significance of Rural Market in India.
		2 Ability to learn factors that influences the behaviour of Rural Consumers.
		3 Apply the techniques of Segmentation, Targeting and Positioning for Rural consumer products.
		4 Develop the plan for Rural Marketing Research.
		5 Develop marketing Strategies plan for Rural consumer on Marketing Mix.
		6 Knowledge of PEST on Rural buying behaviour.
407	Marketing to Emerging Market & Bottom of the Pyramid	1 Make Comprehensive report on BRIC countries purchasing power.
		2 Formulate the Marketing Strategy based on the policy and its implication on Marketing Mix.
		3 Develop the strategy for BOP and make a report of the companies how they cater the needs of BOP.
		4 Compare and criticises the strategies used for Marketing of BOP and suggest the alternatives.
		5 Knowledge of composition of BOP all over the world.
		6 Report on the Characteristics of BOP and its implication on Marketing.
408	Marketing of Financial Services - II	1 Ability to understand stakeholders and their significance in financial framework.
		2 Implementation of process of Risk Management in Banks and NDFIs.
		3 Regulatory aspect of Wealth Management at various levels, Money laundering, Terrorism Financing and compliances across the financial services world to block it.
		4 Ability to understand the use and significance wealth-management services.
		5 Knowledge and implementation concept of Segmenting Clients Based on the Risk- Return Principle.

SEMESTER-IV FINANCE SPECIALISATION		
Course Code	Course Name	Course Outcome
403	International Finance	In a situation to understand the foreign exchange market.



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	Finance	<p>2 To visualize the functioning of global financial market.</p> <p>3 In a position to differentiate the exchange rate regime/ How exchange rate is determined.</p> <p>4 Application of hedging techniques in international markets.</p> <p>5 In a situation to visualize the regulatory framework in international financial market.</p>
404	Corporate Finance	<p>1 Develop the ability to apply the financial management theories.</p> <p>2 Be Able to do calculate / evaluate the value of the business/shares.</p> <p>3 Able to design and apply Corporate Governance, Ethics and Values in the organization.</p> <p>4 Develop the ability to take decisions on profit distribution.</p> <p>5 Develop the ability to design the corporate restructuring strategies and its implementation.</p>
405	Income Tax - II	<p>1 Ability to define various concepts of Taxation.</p> <p>2 Ability to calculate the tax liability of Salaried person / Employee.</p> <p>3 Ability to calculate the tax liability of Assess having income from House Property, Capital Gains and Other Sources</p> <p>4 Able to know the provisions of Income Tax Act for the corporates and individual</p> <p>5 Able to practice tax planning and management for individuals and HUF.</p>
406	Indirect Taxation	<p>1 Able to differentiate the types of Indirect Taxes and Tax Laws.</p> <p>2 Able to know the provisions of Central Excise Tax and Able to Submit the Tax Return.</p> <p>3 Able to know the provisions of Custom laws and Able to Submit the Tax Return.</p> <p>4 Able to know the provisions of Service Tax and Able to Submit the Tax Return.</p> <p>5 Able to know the provisions of Central Excise Tax, Able to calculate Tax Credit and Submit the Tax Return.</p>
407	Wealth & Portfolio Management	<p>1 Be able to take Investment Decisions as per Investment Goals.</p> <p>2 Ability to identify various dimensions of equity, debt, gold and real estate.</p> <p>3 Ability to assess the risk profile of clients and asset allocation.</p> <p>4 Ability to learn the kinds of risk that insurance can cover protection against, and the safeguards required while buying life insurance, health insurance and other general insurance.</p> <p>5 Ability to develop competencies in the various elements of taxation and how investments are taxed.</p>
408	Commodity Markets & Derivatives	<p>1 Describe/implement the NCDEX trading platform, clearing and settlement operations.</p> <p>2 Describe the regulatory framework and taxation aspects of the commodities market.</p> <p>3 Apply/Implement the pricing mechanism of commodity futures.</p> <p>4 Ability to define and describe the role of intermediaries in Commodities Market.</p> <p>5 Implement the fundamental and technical analysis of selected commodity.</p>



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SEMESTER-IV HUMAN RESOURCE MANAGEMENT		
Course Code	Course Name	Course Outcome
403	Industrial Relations	<ol style="list-style-type: none"> 1 Correlate concepts of IR and inter linkage of parties involved in it. 2 Applicability of IR approaches in Handling various IR issues of the organization. 3 Applicability of ID Act and its provisions to resolve IR issues. 4 Applicability of Trade Union act and Maharashtra TU act. 5 Applicability of Standing order act in IR issues. 6 Application of the provisions of the contract Labour act after hiring. 7 Design the plan of various IR initiatives to maintain good IR in the organization.
404	Strategic Human Resource Management	<ol style="list-style-type: none"> 1 Illustrate the concept of SHRM. 2 Able to formulate HR strategies and its correlation with various organisational levels. 3 Design Career Planning and Success Planning Process. 4 Able to develop competency based - skill matrix, by use of various tools and techniques. 5 Illustration of role of SHRM in enhancement Organisational Effectiveness. 6 Able to identify and develop HR strategy in International Context.
405	Organisational Design & Development	<ol style="list-style-type: none"> 1 Application of various organizational theories in designing the structure. 2 List the challenges and final framing of organization structure. 3 Describe the role of innovation, decision making process in building organizational culture and ethics. 4 Implementation of various intervention in resolving issues of change. 5 Design organization structure and prepare the report.
406	Global HR	<ol style="list-style-type: none"> 1 Applicability of concept of Global HRM. 2 Able to differentiate and correlate domestic and international HR. 3 Able to Link international assignments with organizational strategy. 4 Identification of areas of employee development for international assignment. 5 Analysis of international IR issues. 6 Develop ability to carry on practical assignment and to generate report about international HR practices of particular organisation.
407	Conflict & Negotiation Management	<ol style="list-style-type: none"> 1 Applicability of negotiation values & ethics in the negotiation process. 2 Designing of negotiation process and application in conflict management. 3 Formulation of Agreement after resolving conflicting factors. 4 Application of theories in conflict resolution of various types. 5 Apply the knowledge of conflict resolution and give solution.
	Best Practices in HR	<ol style="list-style-type: none"> 1 Develop ability to carry on research assignment and to generate report about Best HR practices of organisation. 2 Design Best Practices ex. Recruitment, Selection, Training



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		process of selected organisations.
		3 Present Best practices and able to prepare competitive analysis.
		4 Apply HR practices after attain knowledge by interacting with HR Managers.
		5 Practical exposure after visiting organisation and studying their Best HR practices.

SEMESTER-IV OPERATIONS MANAGEMENT

Course Code	Course Name	Course Outcome
403	Operations Strategy	1 Develop companywide quality culture. 2 To learn the contribution of quality gurus in the attainment of quality of product. 3 To develop the ability of using various quality tools. 4 To establish key performance indicators. 5 Evolve system of decision making based on ERP/SAP. 6 Implement the operations strategies which will maximize the stake holders satisfaction.
404	Total Quality Management	1 Develop companywide quality culture. 2 To learn the contribution of quality gurus in the attainment of quality of product. 3 To develop the ability of using various quality tools. 4 Use various process control charts and develop sampling plans. 5 To become aware about various quality awards. 6 Implement a zero defect quality system/culture in the organization.
405	World Class Manufacturing	1 Identify the parameters of global competitiveness. 2 To develop model for competitive advantage of the company. 3 To develop systems and tools for assessing the performance. 4 To assess the performance of Indian manufacturers against the world leaders. 5 To evolve the strategies for Indian manufacturers to become world class.
406	Enterprise Resource Planning	1 To develop the context of Enterprise Resource Planning. 2 To identify ERP related technologies. 3 To assess the implementation cost of ERP and organize for implementation with the team. 4 To develop operations and maintenance systems for ERP & maximize the use with the help of internet. 5 To take review of ERP for organization functioning.
407	Modeling Techniques for Operations	1 To assess the applicability of modelling techniques in business decision making. 2 To develop Linear programming model by collecting the appropriate data. 3 To apply decision tree model for expansion of business or for taking make or buy decision. 4 Decide the replacement policy for items which fail suddenly. 5 Decide the priority of job when limited capacity is available by using sequencing models.
408	Lean Manufacturing	1 To develop alternative model for MRP in the context of lean.



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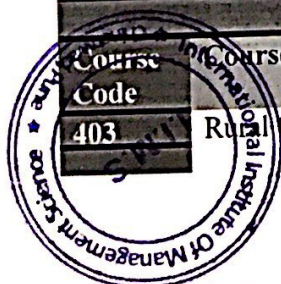
	3 Implement Line Layout and Work Station Identification with Process Linking and Balancing
	4 Implement in process KANBAN system.
	5 TO assess the output of lean implementation in comparison with customer demand.

SEMESTER-IV SUPPLY CHAIN MANAGEMENT		
Course Code	Course Name	Course Outcome
403	Strategic Supply Chain Management	1 Students will be able to link sustainability through SC 2 Understand the role of logistics in supply chains 3 Understand the structure of supply chains and the different ways through which supply chains can become competitive in the market 4 Understand the impact of SCM principle on a firm's overall strategy 5 Analyse the importance of the term "value creation" and to propose actions in the field of management of logistics costs towards the creation of value
404	Knowledge Management In Supply Chain	1 Students will be able to understand the IT framework of SCM 2 Relate the role of Information System in SCM 3 Understanding of Process Improvement through adoption of supply chain Management 4 Linkage of E-SCM to various industries SME's, MSE's 5 Role of Information Technology Infrastructure
405	Purchasing & Supplier Relationship Management II	1 Role of Internal & External Environmental factors affecting Sourcing and Purchasing 2 Design and implementation of Purchasing of Services 3 Role of Purchasing Capital Equipment and able to Differentiate in the procurement of capital equipment 4 Able to take decision Worldwide Sourcing 5 Understand on what parameters evaluate the performance of Supplier
406	Supply Chain Risk Management	1 Able to manage Risk in supply chain Management 2 Understand the Risks arising out of Trends affecting SC 3 Able to categorise & Analysing Risks in SC 4 Design of a resilient SC 5 Design the Steps in BCM
407	Project Management	1 Understanding of Project Management, classification of projects 2 Design and Developing Project Planning 3 Tools and Techniques & Cost Estimating Budgeting in managing Project 4 Understand the meaning of risk and risk management methods 5 Able to Project reviews & reporting, closing the contract.
408	Supply Chain Performance Measurement	1 Able to develop Relationship between Company Strategy & Supply Chain Metrics 2 Able to analyse the Performance Measurement 3 Design the Balanced Scorecard for Supply Chain Management 4 Design the SCOR framework 5 Linking Metrics to overall strategic objectives

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SEMESTER-IV SYSTEMS (IT) MANAGEMENT		
Course Code	Course Name	Course Outcome
403	Software Project Management	<ol style="list-style-type: none"> 1 To study the basic concepts of Software project management. 2 Able to identify the steps in project planning and evaluation. 3 To understand the software estimation models. 4 To identify, assess, prioritize, and manage all of the major risks. 5 Able to know how to use project management software.
404	Enterprise Resource Planning	<ol style="list-style-type: none"> 1 Able to know the need analysis of ERP. 2 To know the basic concepts of ERP life cycle. 3 Able to identify the features of ERP modules. 4 To study the emerging trends in ERP applications. 5 Able to solve case studies in manufacturing and service sector.
405	Software Testing	<ol style="list-style-type: none"> 1 To study the basic concepts of testing constraints and life cycle testing. 2 Able to know different levels of testing. 3 Able to write small test cases. 4 Able to identify the difference between black box and white box testing. 5 To get the awareness about open source tools for software testing.
406	Data Warehousing & Data Mining	<ol style="list-style-type: none"> 1 To study the basic concepts of data mining. 2 Able to differentiate ROLAP, MOLAP and HOLAP. 3 To get the awareness about back end tools and utilities. 4 To identify how to do pre-processing. 5 To study the applications and trends in data mining.
407	Geographical Information Systems	<ol style="list-style-type: none"> 1 To study the basic concepts and framework of GIS 2 Able to identify public open data sources 3 To understand the basic GIS operations. 4 Able to know linear operations on spatial data. 5 Able to know how to capture, store, analyse and manage spatially referenced data.
408	E-Governance	<ol style="list-style-type: none"> 1 To study the basic concepts of e- governance 2 To understand the e-governance models. 3 Able to know the requirements for e-governance infrastructure. 4 Able to know how to maintain databases by using DW and DM. 5 To understand the case studies of e-governance in India.

SEMESTER-IV RURAL AGRI BUSINESS MANAGEMENT



Course Code
403
Course Name
Rural Credit &

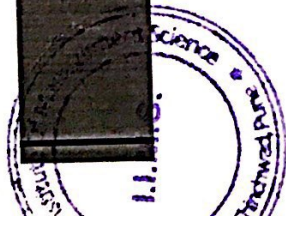
Course Outcome

1 Discuss role of Agriculture in Economic Development.

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	Finance	<ol style="list-style-type: none"> Discuss Role & Significance of Credit in Agriculture, Agricultural Finance in India, Classification of Agricultural Finance. Define concept and special features of co-operative banking, Structure of co-operative credit system in India, Primary Level Credit Institutions (PACs, LAMPs. MPCs, FSS) their functioning and problems. Explain Demand and Supply Theory, Business Vs. Social and Moral Theory, Cost Theory, Productive Vs. Consumption, – The concept of 3 C's, 7 P's and 3 R's of credit, Credit Analysis, Kind Loans Vs. Cash Loans, Principle of Micro- and Macro-Finance To define Microfinance & Rural Finance – Lessons from microfinance and historical interventions, Rural finance: approach, delivery channels and actors involved, and linkages.
404	Rural Marketing II	<ol style="list-style-type: none"> Creation of understanding regarding issues in rural marketing mix. Understanding of importance and challenges of 4 Ps of Rural Marketing Study of level, significance, importance of product strategy in rural marketing Understand the concept, significance, objectives, policy and strategy of pricing in Rural Marketing Explain the retailing and IMC in Rural Marketing in detail
405	Agriculture Marketing And Price Analysis II	<ol style="list-style-type: none"> Explain Importance of market analysis in the agricultural system - types of marketing advantages and disadvantages Define multi market estimation, supply response models. Market integration and price transmission - supply / value chain management. Estimation of demand/ supply forecasting, supply chain / value chain analysis for different commodities - Commodity models- multi market estimation- time series analysis Define and Explain Agricultural commodity marketing - spot and futures- marketing of derivatives speculation, hedging, swap, arbitrage etc. Explain the importance of Pricing in agricultural marketing
406	Agriculture Finance & Project Management	<ol style="list-style-type: none"> Explain Agricultural Finance- meaning, Financial Institutions and credit flow to rural/priority sector. Agricultural lending – Direct and Indirect Financing Define and explain Lending to farmers, Estimation of Technical feasibility, Economic viability and repaying capacity of borrowers and appraisal of credit proposals. Explain financial, economic and environmental appraisal of investment projects. Explain Project Appraisal techniques – Undiscounted measures. Time value of money – Use of discounted measures - B-C ratio, NPV and IRR .Agreements, supervision, monitoring and evaluation phases in appraising agricultural investment projects Define and explain Risk management strategies and coping mechanism. Crop Insurance programmes
407	Food Retail Management	<ol style="list-style-type: none"> Understanding the structure and working of food marketing system in India Examine the system which affects farmers, consumers and middlemen Explain the response of this dynamic marketing system to technological, socio-cultural, political and economic forces over time. Give an overview of Competitive Position in World Food Trade, Foreign Investment in Global Food Industry



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		5	Explaining Branding, Merchandising, Pricing Strategies, Distribution system, Promotion mix for food retailing
408	Tourism Marketing II	1	Developing an understanding of the 4Ps of marketing in the context of Tourism
		2	Providing an overview of marketing strategy in the context of Tourism.
		3	Explain Tourism Product Strategy
		4	Explain in detail about the product, price, place and promotion strategy.
		5	Explain the Product Life Cycle, branding, Launching a New Product and Product Screening in tourism marketing



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