

## Program Specific Outcomes (PSOs)

<b>PSO1</b>	To facilitate students develop critical- thinking, analytical approach & problem-solving skills for effective managerial decision-making.
<b>PSO2</b>	To sensitize students to socio-cultural & economic aspects impacting the current and future requirements of business management.
<b>PSO3</b>	To enable students to adapt to changing global business environment.
<b>PSO4</b>	To develop students as managers, entrepreneurs & ethical business leaders.

## Program Outcomes (2019 - 2022)

<b>PO1</b>	Understand, analyze & communicate societal, ethical, legal environmental & global issues of business. (social responsibility, ethical orientation, and ability to manage change with a global perspective)
<b>PO2</b>	Apply knowledge of management theories, practices & analytical, critical thinking to solve business problems. (creativity and decision making)
<b>PO3</b>	Ability to develop value-based leadership skills. (leadership skills)
<b>PO4</b>	Contribute as a team player & diligently lead and manage teams. (Collaboration and teamwork)
<b>PO5</b>	Enhance knowledge of contemporary management issues. (analysis of industry trends)
<b>PO6</b>	Recognition of the need for and an ability to engage in self-learning and life-long learning. (continuous learning)
<b>PO7</b>	Display an entrepreneurial mindset, ideation, and innovative ways of thinking. (entrepreneurial skills)


  
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## Program Outcomes ( 2022 - Present)

<b>PO1</b>	Understand and address Societal, Ethical and Environmental issues through projects and programs (Social Responsibility and Ethical Orientation)
<b>PO2</b>	Demonstrate creativity in problem solving and decision making (Creativity and Decision Making)
<b>PO3</b>	Realize and adapt to change both as an individual and as a professional (Ability to Manage Change with a Global Perspective)
<b>PO4</b>	Have substantial knowledge and understanding in specialization while gaining knowledge in other related disciplines. (Functional Knowledge)
<b>PO5</b>	Develop communication, interpersonal and soft skills for enhancing personal & professional effectiveness. (Communication and Interpersonal Skills)
<b>PO6</b>	Contribute as a team player & diligently lead and manage teams. (Collaboration and Team Work)
<b>PO7</b>	Identify, formulate and analyze complex business problem both at the national and international level and provide solution using data and management techniques. (Business Research Skills)
<b>PO8</b>	Display an entrepreneurial mindset, ideation and innovative ways of thinking. (Entrepreneurial Skills)
<b>PO9</b>	Demonstrate ability to plan & execute projects (Project Management Skills)
<b>P10</b>	Enhance knowledge of contemporary management issues (Analysis of Industry Trends)
<b>P11</b>	Recognition of the need for and an ability to engage in self-learning and life-long learning (Continuous Learning)
<b>P12</b>	Ensure holistic development of students (Multi-disciplinary and Integrated Development)



  
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## Batch 2021-2023

### Sem I

#### Perspective Management

<b>CO1</b>	Relationships between vision, mission and objectives.
<b>CO2</b>	Critical thinking skills in identifying ethical, global and diversity issues in functions of management.
<b>CO3</b>	Developing innovative thinking, decision-making, leadership and teamwork.
<b>CO4</b>	Importance & Necessity of managing stakeholders.
<b>CO5</b>	Impact of internal & external environment on shaping the organisation.
<b>CO6</b>	Understanding citizenship, how does it involve societal advancement at industry & organization level.

#### Financial Accounting

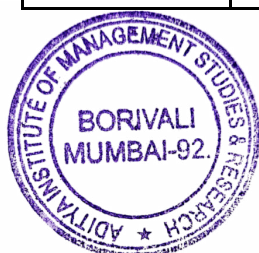
<b>CO1</b>	To understand the basic concepts and fundamentals used in financial accounting.
<b>CO2</b>	To learn all the intricacies of corporate financial statements.

#### Business Statistics

<b>CO1</b>	To make the students familiar with descriptive and their applications in Business.
<b>CO2</b>	To make the students familiar with inferential statistical techniques and their applications in managerial decision making.
<b>CO3</b>	To understand managerial application of statistics.
<b>CO4</b>	To understand different statistical tools and techniques.

#### Effective & Management Communication

<b>CO1</b>	To instill importance of communication as essential in building & maintaining human relationships across all social behaviour.
<b>CO2</b>	To instill the importance of communication in business for the smooth & efficient conduct of day-to-day transactions.



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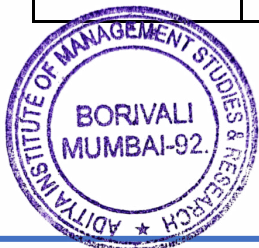
<b>CO3</b>	To emphasize how in recent years the importance of communication in its different facets has greatly increased as a result of growing complexity of business as also the impact of rapid industrialization, globalization & the advent of modern technologies.
<b>CO4</b>	To emphasize the importance of English as the global language of Management & that those with good communication skills in English enjoy a distinct advantage in their work & careers.
<b>CO5</b>	To enable an understanding and demonstration of the crucial facets as well as modes of communication vital to the world of business.
<b>Information Technology for Management</b>	
<b>CO1</b>	To understand the significance of information technology, conceptual framework of networking, communication technology, database etc. for individual & business management.
<b>CO2</b>	To understand role, impact and emerging trends of information technology for management and its application at individual, organizational level society and similarly for business alignment.
<b>CO3</b>	To understand the impact of IT on Business Management.
<b>CO4</b>	To understand the basic concept data and information , Framework / structure and role of Information and Information Systems for business.
<b>Operations Management</b>	
<b>CO1</b>	Define/List/Recall concepts in operations management manufacturing & service industries, products & processes, locational decisions, layouts, inventory management, quality management, supply chain management, material & capacity resource planning, scheduling & sequencing, workstudy, value engineering.
<b>CO2</b>	Describe & Develop concepts in operations management manufacturing & service industries, products & processes, locational decisions, layouts, inventory management, quality management, supply chain management, material & capacity resource planning, scheduling & sequencing, workstudy, value engineering.


  
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<b>CO3</b>	Integrate & Correlate concepts in operations management manufacturing & service industries, products & processes, locational decisions, layouts, inventory management, quality management, supply chain management, material & capacity resource planning, scheduling & sequencing, workstudy, value engineering.
<b>CO4</b>	Reinforce / decide using-applying concepts in operations management manufacturing & service industries, products & processes, locational decisions, layouts, inventory management, quality management, supply chain management, material & capacity resource planning, scheduling & sequencing, workstudy, value engineering.
<b>Managerial Economics</b>	
<b>CO1</b>	To enable the students to understand both the theory and practice of Managerial Economics.
<b>CO2</b>	To ensure that the students are in a position to appreciate the finer nuances of the subject.
<b>CO3</b>	To help the students in applying the knowledge so acquired in policy planning and managerial decision making.
<b>CO4</b>	To develop abilities of applying the tools, techniques and models of managerial economics in resolving real life business problems.
<b>Organizational Behaviour</b>	
<b>CO1</b>	To provide understanding how and why people behave in organizations as they do, either as individuals or in groups and how their behaviors affect their performance and performance of the organization as a whole.
<b>CO2</b>	To provide understanding how to effectively modify their behaviour for enhanced performance.
<b>CO3</b>	To mold the behaviour of employees in an effective way to utilize their potentials to the fullest so that organizations can operate in a dynamic Way.
<b>CO4</b>	To understand effectiveness as working in teams and to handle dynamics if any.


  
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<b>Batch 2020-2022</b>	
<b>Sem-II</b>	
<b>Marketing Management</b>	
<b>CO1</b>	This coursework is designed to introduce the student to the basic elements of marketing management terms, implementation of studied term in the industry and related process.
<b>CO2</b>	The scope of marketing management is quite broad and the students will be exposed to the marketing concepts that will enable them to acquaint with contemporary marketing practices.
<b>CO3</b>	This module is to learn the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.
<b>CO4</b>	This module will give the student a very broad understanding of what marketing is all about and the vital role that it plays in every organization, every department and every specialization.
<b>CO5</b>	The module will help the student to identify and solve many business problems by using a marketing perspective, as a universal concept.
<b>Cost &amp; Management Accountancy</b>	
<b>CO1</b>	To understand the basic cost concepts and techniques of analyzing cost to have better management control and decision making.
<b>Financial Management</b>	
<b>CO1</b>	To gain in-depth knowledge of corporate finance and understand the functions of financial management.
<b>CO2</b>	Students should learn to analyze corporate financial statements and other parts of the annual report.
<b>Operations Research</b>	
<b>CO1</b>	To know optimizing techniques.
<b>CO2</b>	To understand its use in decision making in business.
<b>CO3</b>	To Identify and develop operational research model from real system.
<b>CO4</b>	To appreciate the mathematical basis for business decision making.



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<b>Human Resource Management</b>	
<b>CO1</b>	To prepare a student for a career in industry and services.
<b>CO2</b>	To facilitate learning in modern concepts, techniques and practices in the management of human resources.
<b>CO3</b>	To expose the student to different functional areas of Human Resource Management to enhance the effectiveness.
<b>Management Information System</b>	
<b>CO1</b>	To understand the basic concept data and information , Framework / structure and role of Information and Information Systems for business.
<b>CO2</b>	Determining Information Needs for an individual & Organization for decision making process.
<b>CO3</b>	To understand the requirement & analysis of MIS across the functions of the Management and Sectors of the industry and business.
<b>CO4</b>	To emphasis the Information System Development Process and Security /Privacy of MIS.
<b>Business Research Method</b>	
<b>CO1</b>	To understand the importance of research and various methods that researcher used to investigate problems.
<b>CO2</b>	Applying Modern Analytical tools for Business Management Decisions.
<b>CO3</b>	To derive strategies from the research.
<b>CO4</b>	To understand the challenges in collecting the data collection and analysis.
<b>CO5</b>	To interpret the data to make meaningful decisions.

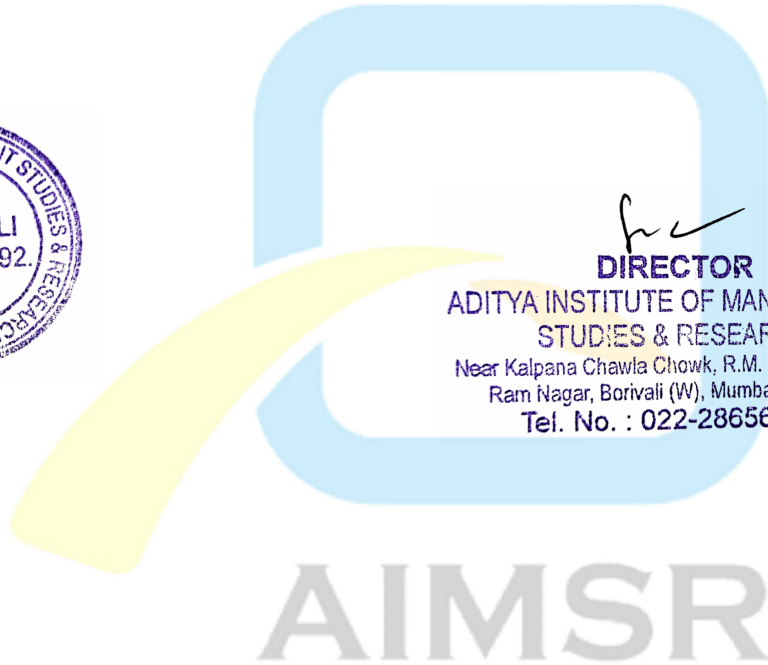


  
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<b>Entrepreneurship Management</b>	
<b>CO1</b>	To acquaint the students with both the theory and practice of Entrepreneurship,
<b>CO2</b>	To expose the students to the finer nuances of the subject.
<b>CO3</b>	To re-orient the outlook of students towards new business ventures and start ups and also to help them to look at these as a possible career option.



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<b>Sem-III</b>	
<b>International Business</b>	
<b>CO1</b>	To develop a deep understanding of International Management.
<b>CO2</b>	To develop the analytical ability of the student to attain an insight into International Management contexts.
<b>Strategic Management</b>	
<b>CO1</b>	To appreciate the role of Strategic thinking in changing business environment.
<b>CO2</b>	To understand the process of Strategy Formulation, Implementation & Evaluation.
<b>CO3</b>	Focus on application & decision making.
<b>Marketing Specialization</b>	
<b>Sales Management</b>	
<b>CO1</b>	To understand function of sales and its importance.
<b>CO2</b>	To comprehend the art of managing the sales force.
<b>CO3</b>	To motivate and manage sales force effectively.
<b>CO4</b>	To develop critical thinking skills and situational leaderships.
<b>CO5</b>	To learn the art of solving problems related to sales process on the field.
<b>Marketing Strategy</b>	
<b>CO1</b>	To understand and predict changes in the macroeconomic environment and its impact on marketing programmes.
<b>CO2</b>	To develop an ability to respond rapidly to changes driven by consumer behaviours /new technologies etc.
<b>Consumer Behaviour</b>	
<b>CO1</b>	An understanding of the pre and post purchase consumer behaviour.


  
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CO2	To develop conceptual insights into key aspects such as social, psychological and other factors that influence consumer behaviour.
<b>Services Marketing</b>	
CO1	To familiarize students to basic concepts and decision making processes involved in Services Management.
CO2	To help students to understand application of these concepts to various industries in service sector.
<b>Product &amp; Brand Management</b>	
CO1	To expose and sensitize the students with the practices of product and brand management.
CO2	To understand the key issues in Product and Brand Management.
<b>Retail Management</b>	
CO1	To develop the analytical ability of the students to attain an insight into Retail Management contexts.
CO2	To Understand the techniques for optimal utilization of resources.
<b>Finance Specialization</b>	
<b>Financial Markets &amp; Institutions</b>	
CO1	To understand different components of the Indian Financial system and their functions.
CO2	To comprehend various products issued through different financial institutions in the primary and secondary markets.
CO3	To understand the fixed income market, the different instruments and concepts related to it.
<b>Corporate Valuation and Mergers &amp; Acquisitions</b>	
CO1	To understand the process and set of procedures to be used to estimate the value of a company.
CO2	To learn to make strategic decisions in M&A to enhance a company's growth.

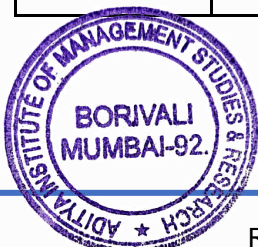


  
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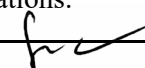
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<b>Security Analysis and Portfolio Management</b>	
<b>CO1</b>	To understand the factors affecting the prices of different assets and to create an optimum portfolio based on given risk conditions.
<b>CO2</b>	To understand the need for continuous evaluation and review of the portfolio with different techniques.
<b>CO3</b>	To learn technical analysis to predict price movements based on indicators and forecasting techniques.
<b>Financial Regulations</b>	
<b>CO1</b>	To understand the regulations and its framework involved in financial system.
<b>CO2</b>	To learn major intricacies of financial regulations.
<b>Derivatives and Risk Management</b>	
<b>CO1</b>	To understand the concepts related to derivatives markets and gain in-depth knowledge of functioning of derivatives markets.
<b>CO2</b>	To learn the derivatives pricing and application of strategies for financial risk management.
<b>CO3</b>	To acquaint learners with the trading, clearing and settlement mechanism in derivatives markets.
<b>International Finance</b>	
<b>CO1</b>	To understand the dynamics underlying the global economic environment, trade policies and barriers, cross-border flows of capital, risk profile of international investors, ways of managing risk emanating from newer and uncharted sources of risk and changing trade-off between desired return and risk with special reference to the Indian economy, the US economy and the Euro-zone.
<b>CO2</b>	To learn the concepts and terminology related to fundamentals of international finance, foreign exchange markets and arithmetic, currency and interest rate swaps, exchange rate regimes, interest rate and purchasing power parity, balance of payments, historical perspective on exchange rates, gold standard, Bretton Woods system, fixed and fluctuating rate regimes, euro currency markets, international equity markets and international debt markets.
<b>CO3</b>	To understand the regulatory framework for financing international operations.



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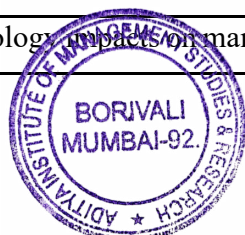
<b>HR Specialization</b>	
<b>Training &amp; Development</b>	
<b>CO1</b>	Learning the intricacies of process of training and development and audit.
<b>Compensation and Benefits</b>	
<b>CO1</b>	To understand the concept of compensation, various elements, inflation, laws related to compensation, variable pay and income tax.
<b>Competency Based HRM and Performance Management</b>	
<b>CO1</b>	To provide both theoretical and application-oriented inputs on competency mapping and developing mapped competencies.
<b>CO2</b>	To understand the concept of competency and competency based HR practices.
<b>CO3</b>	To understand the various approaches towards building a competency model.
<b>CO4</b>	To understand how to integrate the applications of competency model with other HRM functions.
<b>CO5</b>	To impart the understanding about the Performance Management system and strategies adopted by the Organizations.
<b>Labour Laws and Implications on Industrial Relations</b>	
<b>CO1</b>	Understanding Nature and Importance of Labour Laws.
<b>CO2</b>	To understand various legislations with their history, basic provisions & case laws.
<b>CO3</b>	To study current amendments in Labour laws.
<b>CO4</b>	Highlight Labour Laws with IR implications.
<b>Human Resource Planning and Application of Technology in HR</b>	
<b>CO1</b>	To understand the concept of HR Planning and application of technology in HR.
<b>Organization Theory Structure and Design</b>	
<b>CO1</b>	To understand the organizational design and different factors affecting organizational design.
<b>CO2</b>	To study the evolution of organizational theories.
<b>CO3</b>	To appreciate the organizational culture and its effect on organizational design.


  
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<b>Supply Chain Management Specialization</b>	
<b>Supply Chain Management</b>	
<b>CO1</b>	Apply the concepts, knowledge and skills of Supply Chain Management.
<b>CO2</b>	Apply the basic theoretical framework of Supply Chain Management.
<b>CO3</b>	Apply basic concepts in logistics, distribution and procurement to supply chain domain.
<b>Operations Analytics</b>	
<b>CO1</b>	Perform supply chain analytics.
<b>CO2</b>	Define performance metrics.
<b>CO3</b>	Measure of accuracy in forecasting.
<b>Service Operations Management</b>	
<b>CO1</b>	Apply a range of methods for assessing the needs, expectations and perceptions of customers.
<b>CO2</b>	Apply the principles, tools and techniques of service design.
<b>CO3</b>	Apply the general approaches to, and specific methods for improving service
<b>Manufacturing Resource Planning &amp; Control</b>	
<b>CO1</b>	Understand concept of Planning & Control of Operations.
<b>CO2</b>	Apply basic concepts of Planning & Control of Operations in decision making.
<b>CO3</b>	Implement MRP based projects.
<b>Materials Management</b>	
<b>CO1</b>	Lead-time reduction through streamlined flows of information and products.
<b>CO2</b>	Continuous improvement of customer service supported by WCM.
<b>CO3</b>	Lean thinking and WCM approach in Japan.
<b>Technology Management &amp; Manufacturing Strategies</b>	
<b>CO1</b>	define manufacturing and service frameworks.
<b>CO2</b>	differentiate between job shops, flow lines, assembly lines and work cells.
<b>CO3</b>	measure technology impacts on manufacturing processes.

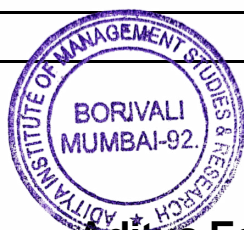


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<b>CO4</b>	Distinguish between Manufacturing control, lean thinking, TOC and JIT.
<b>IT Specialization</b>	
<b>Database Management System &amp; Data warehousing</b>	
<b>CO1</b>	To understand the introduction, Meaning and Definition of Database, Database Environment.
<b>CO2</b>	To understand the Data Models : The importance of data models, Basic building.
<b>CO3</b>	Understand applications of Database Management System (DBMS) & RDBMS.
<b>CO4</b>	To understand the Object-Relational Database Management System (ORDBMS).
<b>CO5</b>	Overview of Structured Query Language and application DBMS to business.
<b>Enterprise Management System</b>	
<b>CO1</b>	To understand the Introduction to Big Data and Business Analytics and its applications.
<b>CO2</b>	To understand the Business Analytics Cycle Introduction, Analytical Tools & Methods.
<b>CO3</b>	To understand Data Mining & decision Making concepts, Predictive Analysis, Forecasting Optimization, Simulation, and Business Metrics etc.
<b>CO4</b>	To understand the Data Driven Prediction Methods NLP, Regression, Correlation, Cluster Analysis, Artificial Neural Networks, BI Tools & Applications.
<b>Big Data and Business Analytics</b>	
<b>CO1</b>	To understand the Introduction to Big Data and Business Analytics and its applications.
<b>CO2</b>	To understand the Business Analytics Cycle Introduction, Analytical Tools & Methods.
<b>CO3</b>	To understand Data Mining & decision Making concepts, Predictive Analysis, Forecasting Optimization, Simulation, and Business Metrics etc.
<b>CO4</b>	To understand the Data Driven Prediction Methods NLP, Regression, Correlation, Cluster Analysis, Artificial Neural Networks, BI Tools & Applications.


  
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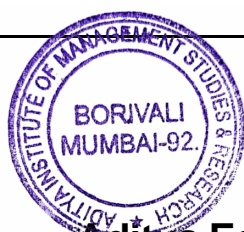
<b>Knowledge Management</b>	
<b>CO1</b>	To understand the introduction to Meaning of data, information, knowledge.
<b>CO2</b>	To Know the conceptual background and framework of KM.
<b>CO3</b>	Understand the KM Foundations and Solutions KM Foundations.
<b>CO4</b>	To know the Organizational Structure, Culture, Communities and KM practices, Information Technology as an enabler.
<b>Software Engineering</b>	
<b>CO1</b>	To understand the in details software development process with issues /challenges in analysis, design, implementation ,maintenance etc.
<b>CO2</b>	Ability to analyze, design, verify, validate, implement, apply and maintain software systems.
<b>CO3</b>	To help students to develop skills that will enable to construct high quality software and reliability.
<b>Cyber Laws</b>	
<b>CO1</b>	Ability to analyze a problem, and to identify and define the computing requirements for its solution
<b>CO2</b>	Ability to analyze and evaluate any systems operations in the presence of risks and threats.



  
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 Ram Nagar, Borivali (W), Mumbai-400 092.  
 Tel. No. : 022-28656964.

## Aditya Educational Campus

<b>Sem IV</b>	
<b>Project Management (UA)</b>	
<b>CO1</b>	To introduce students of Management to concepts of Project
<b>CO2</b>	To apply and evaluate success parameters of cost ,time and quality in project management
<b>CO3</b>	To apply various techniques as cpm/pert/earned value analysis and projected financial statements
<b>CO4</b>	To enable student to conceive an idea, evaluate it's feasibility and make it workable.
<b>Integrated Marketing Communications</b>	
<b>CO1</b>	To understand how key elements of IMC i.e. Advertising, Public Relations, Sales Promotion, Direct Marketing are integrated.
<b>Commercial Banking</b>	
<b>CO1</b>	To understand the concepts and fundamentals of Commercial Banking,
<b>CO2</b>	To understand the Structure and growth of banking and various services rendered through commercial banks.
<b>Strategic HRM</b>	
<b>CO1</b>	To learn the basics of HR strategy formulation and implementation in domestic as well as international scenario, talent management and competency based HRM
<b>Supply Chain Management</b>	
<b>CO1</b>	Apply the concepts, knowledge and skills of Supply Chain Management
<b>CO2</b>	Apply the basic theoretical framework of Supply Chain Management
<b>CO3</b>	Apply basic concepts in logistics,distribution and procurement to supply chain domain
<b>Operations Analytics</b>	
<b>CO1</b>	Perform supply chain analytics


  
**DIRECTOR**
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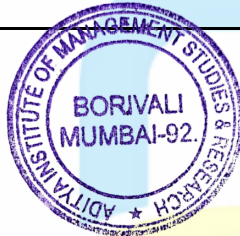
**Aditya Educational Campus**

R.M. Bhattad Road, Ram Nagar, Borivali (West), Mumbai - 400092

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[www.aimsr.edu.in](http://www.aimsr.edu.in)

<b>CO2</b>	Define performance metrics
<b>CO3</b>	Measure of accuracy in forecasting
<b>Service Operations Management</b>	
<b>CO1</b>	Apply a range of methods for assessing the needs, expectations and perceptions of customers.
<b>CO2</b>	Apply the principles, tools and techniques of service design
<b>CO3</b>	Apply the general approaches to, and specific methods for improving service


  
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