



Since 1994



2.6.1 Program Outcomes (POs) and Course Outcomes (COs) for all Programs offered by the institution are stated and displayed on website.

Sr. No.	Parameter	Page nos.
1	COs and POs are displayed on institute website.	2
2	CO-PO communication during induction program.	3-7
3	Program Outcomes (POs) included in Institute Information Brochure.	8-9
4	CO-PO Mapping is mentioned in Teaching Plan.	10-17



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Pune – 411052



1. POs-COs are Displayed on Institute Website.

Particular	Website link
POs and COs displayed on Institute Website	https://www.mmimert.edu.in/index.php/programmes/mba-mba-mba/co-po

Prepared By :- Mrs. Deepali Maharwar, Tech. Assistant
Reviewed/Recommended By :- Dr. Mangalgouri Patil, Associate Professor
Approved by :- Dr. Shubhangee Ramaswamy, Incharge-Director IMERT



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2. COPO Communication During Induction Program: (During Week 1 day 1)



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Induction Program for MBA I year students- Batch 2022-24 (WEEK-1)

Day	Time	Program	Venue	Resource Person / Co-ordinator
Week 1 DAY 1 Friday 18th November 2022	10.30 am- 11.00am	Reporting	3rd Floor, Seminar Hall	Prof Chaitrali Kale
	11.00am to 11.30am	Virtual Campus Tour and IMERT presentation	3rd Floor, Seminar Hall	Prof Aparna Shastri
	11.30am- to 12.30pm	Session on Career Guidance	3rd Floor, Seminar Hall	Prof Vivekanad Gaikwad
	12.30- 1.00pm	Orientation session on "Outcome based education and evaluation"	3rd Floor, Seminar Hall	Prof Pranjal Jadhav, Prof Sachin Kshirsagar
	1.00pm to 2.00pm	LUNCH BREAK		
	2.00 to 4.00pm	Profiling and Anitiragging form filling	4th Floor, Computer Lab	Prof Pranjal Jadhav, Prof Aparna Shastri, Ms Deepali Maharanwar
Week 1 DAY 2 Saturday 19th November 2022	10.00am to 10.15am	Inuagural session- Address by Director	3rd Floor, Seminar Hall	Prof Pranjal Jadhav & student volunteers
	10.15 to 11.00am	Address by Chief guest	3rd Floor, Seminar Hall	Prof Pranjal Jadhav & student volunteers
	11.00am to 12.00pm	Orientation on "Placement cell"	3rd Floor, Seminar Hall	CRD cell
	12.00pm to 1.00pm	Orientation on "Alumni Association & Alumni Interaction"	3rd Floor, Seminar Hall	Prof Pranjal Jadhav
	1.00pm to 2.00pm	LUNCH BREAK		



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	2.00pm to 4.00pm	GROUP 1 - Pre-assessment Test (First Naukri)	4th Floor, Computer Lab	Prof. Pranjal Jadhav, Prof. Aparna Shastri, Ms. Deepali Maharanwar
	2.00pm to 4.00pm	GROUP 2 - Movie Club	3rd Floor, Seminar Hall	Prof. Vivek Dighe
Week 1 DAY 3 Monday 21st November 2022	10.00am-11.00 am	Orientation to ED cell-Session	3rd Floor, Seminar Hall	Prof Vivekanand Gaikwad, Prof Amit Rana
	11.00am to 12.00pm	Workshop on "MINDSET" by Ms Dhanashree Ghare (Professional Counsellor)	3rd Floor, Seminar Hall	Prof Pranjal Jadhav
	12.00pm to 1.00pm	Orientation on ISR initiatives by IMERT and Briefing on Mentoring system	3rd Floor, Seminar Hall	Prof. Pranjal Jadhav, Prof. Sachin Kshirsagar, Prof. Aparna Shastri
	1.00pm to 2.00pm	LUNCH BREAK		
	2.00pm to 4.00pm	GROUP 2 - Pre-assessment Test (First Naukri)	4th Floor, Computer Lab	Prof. Pranjal Jadhav, Prof. Aparna Shastri, Ms. Deepali Maharanwar
GROUP 1 - Movie Club		3rd Floor, Seminar Hall	Prof. Vivek Dighe	
Week 1 DAY 4 Tuesday 22nd November 2022	10.00am to 11.00am	Session on "Developing Mangerial Skills"	3rd Floor, Seminar Hall	Guest Speaker
	11.00am to 11.30pm	Briefing on Student Council and Code of Conduct	3rd Floor, Seminar Hall	Prof. Praful Sarangdhar
	11.30pm - 12.00noon	Session on "Personal Grooming"	3rd Floor, Seminar Hall	Guest speaker
	12.00pm to 1.00pm	Session on Anti-ragging Rules and reforms as per AICTE Mandates	3rd Floor, Seminar Hall	Prof. Aparna Shastri



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	1.00pm to 1.15pm	OMT Briefing	3rd Floor, Seminar Hall	Prof Vivekanad Gaikwad
	1.00pm to 2.00pm	LUNCH BREAK		
	2.00pm to 5.00pm	Orientation on Admin Forum (Documentation & Exam Forms briefing by Office Superintendent) & contact details of Admin Department to be displayed in Induction PPT and conveyed for students as follows : 1) For Scholarship Support- Mr. Maruti Khatal - 8390722098 2) For Documentation/DTE/Validity - Mr Himmat Salunkhe - 9763531606 3) For Fees Support Mr Sudhakar Jadhav - 9921223541 4) For Other Queries Ms Kavita Dhamal - 9922817273	3rd Floor, Seminar Hall	Ms Kavita Dhamal
		Session by Internal Complaint Committee by	3rd Floor, Seminar Hall	Prof. Pranjal Jadhav, Prof. Aparna Shastri
Week 1 DAY 5 Wednesday 23rd November 2022	10.00am to 5.00pm	OMT	College Ground	Prof. Pranjal Jadhav, Prof. Aparna Shastri, Prof. Vivekanand Gaikwad
Week 1 DAY 6 Thursday 24th November 2022	10.00am to 11.30am	Staff Introduction	3rd Floor, Seminar Hall	Student cordinators
	11.30am to 12.30pm	Guest Session on Campus to Corporate	3rd Floor, Seminar Hall	Guest Speaker
	12.30pm- 1.00pm	Session on "Netiquettes"	3rd Floor, Seminar Hall	Guest Speaker
	1.00pm- 2.00pm	Lunch Break		



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	2.00pm to 4.00pm	Group 1- Workshop on Management Fundamentals	Div D Classroom (3rd Floor)	Prof Aparna Shastri
		Group 2-Workshop on Email Writing	Computer Lab (4th Floor)	Prof Priya Vasagadekar
		Group 3-Foundation course on Economics	Marketing Classroom (5th floor)	Prof Chaitrali Kale

Prepared By :- Prof. Pranjali Jadhav, Assistant Professor

Reviewed/Recommended By :- Dr. Mangalgouri Patil, Associate Professor

Approved by :- Dr. Shubhangee Ramaswamy, Incharge-Director IMERT



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3. Program Outcomes (POs) Included in Institute Information Brochure.



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M. B. A.

ADMISSION INFORMATION BROCHURE

A.Y. 2022 - 2023

CHOOSE TO

INVEST IN YOUR DREAM,
GRIND NOW, SHINE LATER



PROGRAM OUTCOMES



A+ Graded by NAAC

- 01 Generic and Domain Knowledge
- 02 Problem Solving & Innovation
- 03 Critical Thinking
- 04 Effective Communication
- 05 Leadership and TeamWork
- 06 Global Orientation and Cross-Cultural Appreciation
- 07 Entrepreneurship
- 08 Environment and Sustainability
- 09 Social Responsiveness and Ethics
- 10 Lifelong Learning

Activ
Go to

Prepared By :- Prof. Sachin Kshirsagar-CEO

Reviewed/Recommended By :- Dr. Mangalgouri Patil, Associate Professor

Approved by :- Dr. Shubhangee Ramaswamy, Incharge-Director IMERT



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4. CO-PO Mapping is Mentioned in Teaching Plan.



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AY: 2021-22

Teaching Plan- MBA-I
Academic Year/Semester: 2021-22/SEM-II

Course Code: 201	Course Title: Marketing Management	Course Type: GC
Credits: 3	Name of the Faculty: Dr. Jitendra Bhandari	Division: A & C

Course Outcomes (COs):

CO Number	Cognitive Ability	Course Outcome
CO201.1	Remembering	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO201.2	Understanding	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	Applying	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.4	Analyzing	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	Evaluating	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.) DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

Dr. Jitendra Bhandari Prepared By:	Dr. Rupendra Gaikwad Reviewed By IQAC Coordinator	Dr. Shubhangee Ramaswamy Approved By- Director



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AY: 2021-22

Session No.	Session Duration (Hours)	Unit No.	Session Contents	Teaching Pedagogy Planned.	Evaluation Method
1	90 min	I	Meaning, The Role of Product as a market offering, Goods & Services Continuum, Classification of consumer products- convenience, shopping, shopping, unsought goods.	Interaction + ppt + case study	OPT + theory Exam+ Presentation
2			Classification of industrial products- materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length,	Interaction + ppt	
3			The Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products	Interaction + ppt	
4			New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition, Commodity Vs. Brand, Product Vs Brand, Concept of Brand equity	Interaction + ppt + Case study	
5		II	Pricing: Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives	Interaction + ppt	OPT + theory Exam+ Presentation
6			Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern Page 41 of 273 method,	Interaction + ppt	
7			selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing),	Interaction + ppt	
8			Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes. (7 + 2)	Interaction + ppt + Case study	
9		III	Place: Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design Decisions, Analyzing customers' desired service output levels	Interaction + ppt	OPT + theory Exam+

 Dr. Narendra Bhandari	 Dr. Rupendra Gaikwad	 Dr. Shubhangee Ramaswamy
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AY: 2021-22

10		, establishing objectives & constraints, Identifying & evaluating major channel alternatives, Channel Options - Introduction to Wholesaling, Retailing, Franchising,	Interaction + ppt	Presentation
11		Direct marketing, Introduction to Omni channel & hybrid channel options Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics.	Interaction + ppt	
12	IV	Promotion: Meaning, The role of marketing communications in marketing effort. Communication Mix Elements, Introduction to Advertising, Sales Promotion	Interaction + ppt	OPT + theory Exam+ Presentation
13		- , Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience,	Interaction + ppt	
14		determining communication objectives, designing a message, choosing media, selecting message source, Collecting feedback.	Interaction + ppt	
15		Shaping the overall promotion mix: promotional mix strategy, push-pull strategies.	Interaction + ppt	
16	V	Product Level Planning: Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans -	Interaction + ppt	OPT + theory Exam+ Presentation
17		Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control -	Interaction + ppt	
18		Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit	Interaction + ppt	

Dr. Rupendra Bhandari	Dr. Rupendra Gaikwad	Dr. Shubhangee Ramaswamy
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AY: 2021-22

Learning Resources:

BOOKs

1. Marketing Management by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson , 13thEdition
2. Marketing Management by Rajan Saxena, TMGH, 4th Edition
3. Marketing Management by Ramaswamy & Namakumari, Macmillan, 4th Edition

Activities Planed:

- 1.Class presentations for Product, Price , place and Promotional strategy developed by any one of the BRAND.
2. Group activity on Developing and presentation of business/Marketing plan related to 4 Ps of Marketing.

Evaluation Plan: Total Out of 150 marks

Course Outcome	Cognitive Ability	CCE CODE				Total
		(F01) OPT test	(A03) Assignment	(B04) Presentation	(G01) Semester end exam	
1	Remembering	20			10	30
2	Understanding	20			10	30
3	Applying		15	05	10	30
4	Analyzing		15	05	10	30
5	Evaluating			20	10	30
		40	30	30	50	150

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Method of evaluation of CCE:

Sr. No.	CCE Name	Total Marks	Description of CCE
1	OPT	40	Online MCQ based examination to evaluate two CO i.e. Remembering and Understanding.
2	Assignment	30	Written assignment to evaluate two CO i.e. Applying and Analyzing.
3	Presentation	30	Presentation on Marketing/Business plan based on 4 P's of Marketing to evaluate 3 CO.
4	Semester end Examination	50	Semester end theory Examination to evaluate all 5 CO. i.e. Applying, Analyzing and evaluating.

D] Targeted Marks for all COs: 50%

E] Levels of CO attainment:

CO attainment Levels and its measurement:	(Targeted Marks = 50%)
Percent of Students from Class achieving the Target	CO attainment Level
if more than or equal to 50% students of the class achieves targeted marks	then level of attainment is 3
if 45% to 49.99 % students of the class achieves targeted marks	then level of attainment is 2
If 40% to 44.99 % students of the class achieves targeted marks	then level of attainment is 1
If less than 40% students of the class achieves targeted marks	then level of attainment is 0

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AY: 2021-22

Program Outcomes (POs)

PO 1	Apply knowledge of management theories and practices to solve business problems.
PO 2	Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ability to develop Value based Leadership ability.
PO 4	Ability to understand, analyze 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.
PO6	Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management
PO7	Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
PO8	Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
PO9	Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity
PO10	Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills

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AY: 2021-22

CO/PO Mapping (Intended):

CO No.	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO201.1	2									
CO201.2	2		1							1
CO201.3	1		1							
CO201.4	1	1	2		1					
CO201.5	1		1	2						

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