



Amar Sewa Mandal's

**GOVINDRAO WANJARI COLLEGE OF ENGINEERING & TECHNOLOGY**  
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President Secretary Treasurer Principal  
**Dr. (Smt) SuhasiniWanjari Adv. Abhijit G. WanjariDr. Smeeta Wanjari Dr SalimChavan**

**DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH**  
**MBA 3<sup>rd</sup>SEMESTER**  
**LEARNING MANAGEMENT SYSTEM**

Sr. No.	NAME OF SUBJECT	CO's	Notes Link
1	<b>3T1: MM1: SALES AND DISTRIBUTION MANAGEMENT</b>	<b>CO1:</b> Given a situation, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.	<a href="#">Module 1</a>
		<b>CO2:</b> Given a situation of newly launched company, student manager will be able to design an effective Sales Compensation Plan for Sales Executive.	<a href="#">Module 2</a>
		<b>CO3:</b> Given a situation of distribution channel of a company, student manager will be able to outline different levels of Marketing channel used by the company.	<a href="#">Module3</a>
		<b>CO4:</b> Given a situation, student manager will be able to describe the process of Supply Chain and Reverse Logistics.	<a href="#">Module 4</a>
		<b>CO5:</b> Given a situation, student manager will be able to develop e-retailing strategy as a channel of distribution	<a href="#">Module 5</a>
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2	<b>3T2: MM2: DIGITAL AND SOCIAL MEDIA MARKETING</b>	<b>CO1:</b> On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.	<a href="#">Module 1</a>
		<b>CO2:</b> On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies	<a href="#">Module 2</a>
		<b>CO3:</b> Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.	<a href="#">Module3</a>
		<b>CO4:</b> On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns	<a href="#">Module 4</a>



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		<b>CO5:</b> On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein	<a href="#">Module 5</a>
<b>3</b>	<b>3T3: MM3: INTEGRATED MARKETING COMMUNICATION AND BRAND MANAGEMENT</b>	<p><b>CO1:</b>At the end of the course the student manager shall be able to Design the Integrated marketing communication Process for a company/product</p> <p><b>CO2:</b> At the end of the course the student manager shall be able to develop a creative message strategy for a product and execute it.</p> <p><b>CO3:</b>At the end of the course the student manager shall be able to implement and evaluate a IMC campaign.</p> <p><b>CO4:</b>At the end of the course the student manager shall be able to Identify &amp; Establish Brand Positioning for a given product</p> <p><b>CO5:</b>At the end of the course the student manager shall be able to design/develop branding strategies for a product/company, brand marketing program and shall be able to evaluate a branding program</p>	<p><a href="#">Module 1</a></p> <p><a href="#">Module 2</a></p> <p><a href="#">Module3</a></p> <p><a href="#">Module 4</a></p> <p><a href="#">Module 5</a></p>
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<b>4</b>	<b>3T1: FM1: INVESTMENT ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>	<p><b>CO1:</b>The student will be able to apply concept of time value of money in computing the value of fixed income securities. The student will also be able to understand the relationship between interest rates, yield and bond prices.</p> <p><b>CO2:</b> The student will be able to compute and compare the value of a company's equity share with other company's equity by using various methods and tools of equity valuation</p> <p><b>CO3:</b> The student will be able to build and evaluate the relationship between the concept of risk and return and will be able to relate its implication on creating portfolio.</p> <p><b>CO4:</b>The student will be able to learn the theoretical concepts of underlying the portfolio creation</p> <p><b>CO5:</b> The student will be able to assess the tools and strategies for portfolio creation and evaluation and will also</p>	<p><a href="#">Module 1</a></p> <p><a href="#">Module 2</a></p> <p><a href="#">Module3</a></p> <p><a href="#">Module 4</a></p> <p><a href="#">Module 5</a></p>



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		be able to evaluate the portfolios of mutual funds by using the tools of portfolio evaluation	
<b>5</b>	<b>3T2: FM2: PROJECT APPRAISAL AND FINANCE</b>	<p><b>CO1:</b>The student will be able to assess capital budgeting decisions under uncertain and risk bearing situation and will also be able to build and interpret the decision tree approach for decision making</p> <p><b>CO2:</b> The student will be able to choose between acquisition of long term assets either through lease or financing methods and will also be able to learn process of Private Equity and Venture Capital</p> <p><b>CO3:</b>The student will be able to compare the various theories of capital structure and will be able to determine the impact of debt equity mix on value of firm</p> <p><b>CO4:</b>The student will be able to evaluate and compare the pre and post merger financial position of the firms.</p> <p><b>CO5:</b> The student will be able to determine/ estimate the cash requirement in a firm and will also be able to evaluate the impact of trade receivable policy of a firm on its profitability.</p>	<p><a href="#">Module 1</a></p> <p><a href="#">Module 2</a></p> <p><a href="#">Module3</a></p> <p><a href="#">Module 4</a></p> <p><a href="#">Module 5</a></p>
<b>6</b>	<b>3T3: FM3: FINANCIAL DERIVATIVES</b>	<p><b>CO1:</b>The student will be able to describe the concepts of derivatives and its trading and settlement procedures</p> <p><b>CO2:</b> The student will be able to calculate the value of Futures and apply it for risk managed trading strategies.</p> <p><b>CO3:</b>The student will be able to compute the value of Options and plan various option strategies.</p> <p><b>CO4:</b>The student will be able to analyse and use the concept of Swaps and will also be able to make Swaps related decisions.</p> <p><b>CO5:</b> The student will be able to relate concept of foreign exchange in currency conversion and apply currency forward rate agreements for hedging.</p>	<p><a href="#">Module 1</a></p> <p><a href="#">Module 2</a></p> <p><a href="#">Module3</a></p> <p><a href="#">Module 4</a></p> <p><a href="#">Module 5</a></p>
<b>7</b>	<b>3T1: HRM1: MANPOWER</b>	<b>CO1:</b> Students should be able to explain the factors affecting HRP and HRP process of an organisation	<a href="#">Module 1</a>



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	<b>PLANNING, RECRUITMENT AND SELECTION</b>	<b>CO2:</b> Students should be able to determine the process of demand and supply forecasting while doing human resource planning	<a href="#">Module 2</a>
		<b>CO3:</b> Students should be able to devise the manpower plan for an organisation.	<a href="#">Module3</a>
		<b>CO4:</b> Students should be able to formulate Recruitment and Selection process on the basis of HRP	<a href="#">Module 4</a>
		<b>CO5:</b> Students should be able to outline the Recent Trends in Manpower Development and Planning	<a href="#">Module 5</a>
<b>Sr. No.</b>	<b>NAME OF SUBJECT</b>	<b>CO's</b>	<b>Notes Link</b>
<b>8</b>	<b>3T2: HRM2: PERFORMANCE MEASUREMENT SYSTEM</b>	<b>CO1:</b> Students should be able to distinguish the concept of Performance appraisal & Performance Management and also should be able to establish relationship of performance management with Strategic Planning	<a href="#">Module 1</a>
		<b>CO2:</b> Students should be able to determine the Mechanism of Performance Management, and also explain the various steps in performance planning and performance execution	<a href="#">Module 2</a>
		<b>CO3:</b> Students should be able to justify the use of various modern and traditional methods of Performance Appraisal under given situation.	<a href="#">Module3</a>
		<b>CO4:</b> Students should be able to justify the use of various Performance Assessment Models under given situations; also the student should be able to determine the steps of giving a constructive feedback.	<a href="#">Module 4</a>
		<b>CO5:</b> Students should be able to discuss the importance and Principles of ethics in performance management.	<a href="#">Module 5</a>
<b>Sr. No.</b>	<b>NAME OF SUBJECT</b>	<b>CO's</b>	<b>Notes Link</b>
<b>9</b>	<b>3T3: HRM3: COMPENSATION AND BENEFITS MANAGEMENT</b>	<b>CO1:</b> Students should be able to compare the applicability of various Job Evaluation methods under given situations	<a href="#">Module 1</a>
		<b>CO2:</b> Students should be able to determine the importance of Wage Differentials and Differentiate between different types of wages	<a href="#">Module 2</a>
		<b>CO3:</b> Students should be able to align the compensation strategy with business strategy	<a href="#">Module3</a>
		<b>CO4:</b> Students should be able to design and develop the incentive and benefits plans	<a href="#">Module 4</a>
		<b>CO5:</b> Students should be able to outline the various Statutory	<a href="#">Module 5</a>



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Sr. No.	NAME OF SUBJECT	Provisions related to Compensation CO's	Notes Link
10	<b>3T1: OM1: LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>	<b>CO1:</b> At the end of the course the student will be able to analyze the business requirement and apply supply chain strategies	<a href="#">Module 1</a>
		<b>CO2:</b> The student will be able to design effective distribution network for a company.	<a href="#">Module 2</a>
		<b>CO3:</b> The student shall be able to reduce transportation costs by applying optimization techniques.	<a href="#">Module3</a>
		<b>CO4:</b> The student shall be able to map the supply chain requirement as per the resources available by identifying the non value added services within the supply chain	<a href="#">Module 4</a>
		<b>CO5:</b> The student will be able to measure the performance of the supply by applying various metrics in different areas	<a href="#">Module 5</a>
Sr. No.	NAME OF SUBJECT	CO's	Notes Link
11	<b>3T2: OM2: QUALITY TOOLKIT FOR MANAGERS</b>	<b>CO1:</b> The student will be able to analyze the dimensions of Quality and apply quality systems for effective quality improvement	<a href="#">Module 1</a>
		<b>CO2:</b> The student will be able to select appropriate statistical tools for quality analysis.	<a href="#">Module 2</a>
		<b>CO3:</b> The student will be able to recommend appropriate SPC tools to improve process quality.	<a href="#">Module3</a>
		<b>CO4:</b> The student will be able to set bench marks for the organization and apply TQM tools for quality improvement.	<a href="#">Module 4</a>
		<b>CO5:</b> The student will be able to apply productivity tools for improving efficiency in the plant	<a href="#">Module 5</a>
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12	<b>3T3: OM3: OPERATIONS RESEARCH</b>	<b>CO1:</b> The students will be able to attempt operation related problems by suggesting various operation research tools.	<a href="#">Module 1</a>
		<b>CO2:</b> The students will be able to analyze LPP and Game Problems and find solutions for business decisions.	<a href="#">Module 2</a>
		<b>CO3:</b> The students will be able to analyze and evaluate assignment problems to find solutions.	<a href="#">Module3</a>
		<b>CO4:</b> The students will be able to analyze and evaluate Transportation problems to optimize costs.	<a href="#">Module 4</a>
		<b>CO5:</b> The students will be able to apply PERT/ CPM tools	<a href="#">Module 5</a>



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13	3T1: BA1: DATA VISUALIZATION FOR MANAGERS	<p>CO1: The student will be able to identify and use Interactive data visualization software desktop tools and will also be able to create Interactive data visualization software desktop workspace</p> <p>CO2: The student will be able to connect data and will also be able to use Interactive data visualization software's File Types effectively.</p> <p>CO3: The student will be able to create analytics pane and will also be able to use Sort, Filters, Sets, Groups and Hierarchy functions</p> <p>CO4: The student will be able to create calculations to enhance the data visualisation</p> <p>CO5: The student will be able to build effective dashboard</p>	<p><a href="#">Module 1</a></p> <p><a href="#">Module 2</a></p> <p><a href="#">Module3</a></p> <p><a href="#">Module 4</a></p> <p><a href="#">Module 5</a></p>
14	3T2: BA2: DATA MINING	<p>CO1: Given overview of Data Mining and Data pre-processing, the future manager will be able to outline major research challenges of data mining, Kinds of data and applications, Data Cleaning; Data Integration; Data Reduction; Data Transformation and Data Discretization.</p> <p>CO2: Given the overview of Data Warehousing, the future manager will be able to classify the Concept of Data Warehousing using Data Cube and OLAP and also able to identify the process of Data Generalisation</p> <p>CO3: Given the details pertaining to Pattern Mining, the future manager will be able to evaluate Patterns using colossal patterns, mining compressed or approximate patterns; explore patterns and its applications.</p> <p>CO4: Given the details pertaining to Pattern Mining, the future manager will be able to analyse clusters using partitioning method, hierarchical method, density based method and grid based method</p> <p>CO5: Given the details pertaining to Pattern Mining, the future manager will be able to correlate the use of data mining to the society and also will be able to explain the</p>	<p><a href="#">Module 1</a></p> <p><a href="#">Module 2</a></p> <p><a href="#">Module3</a></p> <p><a href="#">Module 4</a></p> <p><a href="#">Module 5</a></p>





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15	3T3: BA3: DATA SCIENCE USING R	CO1: Given overview of types of Data, the future manager will be able to read data from different files and create matrices and data frames using R	<a href="#">Module 1</a>
		CO2: Given the overview of functions, subset and loop; the future manager will be able to explain the character functions, date function, package, control statement and do loop	<a href="#">Module 2</a>
		CO3: Given the basic statistical data, the future manager will be able to draw charts, histogram and plots, and measure central tendencies.	<a href="#">Module3</a>
		CO4: Given the data for testing of hypothesis, the future manager will be able to test the hypothesis by applying t-test, ANOVA and Chi-square test	<a href="#">Module 4</a>
		CO5: Given the data of variables, the future manager will be able to apply Linear Regression, Logistic regression, Cluster Analysis, Time Series, Decision Tree and Random Forest	<a href="#">Module 5</a>
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16	3T8: STRATEGIC MANAGEMENT	CO1: The student will be able to evaluate alternative paradigms of strategy and their influence on strategic decision making.	<a href="#">Module 1</a>
		CO2: The student will be able to analyse and develop the vision and mission statement for given organisations and will also be able to differentiate between the external and internal components of environment while performing SWOT analysis.	<a href="#">Module 2</a>
		CO3: The student will be able to design and develop corporate level strategies for any organization.	<a href="#">Module3</a>
		CO4: The student will be able to design/develop business level strategies for any organization	<a href="#">Module 4</a>
		CO5: The student will be able to evaluate all levels strategies and will also be design/develop functional level strategies for any organization.	<a href="#">Module 5</a>



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