

GOVINDRAO WANJARI COLLEGE OF ENGINEERING & TECHNOLOGY

148/149, SalaiGodhani, Near Chikna Village, Hudkeshwar Road, Nagpur – 441204

Ph - +91-7276388553, 7276388554, 7276388555

Email – gwcet@rediffmail.com Website: www.gwcet.ac.in

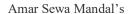
President Secretary Treasurer Principal

Dr. (Smt) SuhasiniWanjari Adv. Abhijit G. WanjariDr. Smeeta Wanjarri Dr SalimChavan



DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH MBA 4th SEMESTER LEARNING MANAGEMENT SYSTEM

Sr. NAME OF **Notes Link** CO's No. **SUBJECT** CO1:On completion of this module the students will be able to 1 4T1: MM4: **Module 1** utilise the knowledge gained on Retail Industry and the existing RETAIL SALES retail environment. The student will also be able to plan their MANAGEMENT AND SERVICES retail business as future manager by applying MARKETING segmentation. CO2: On completing this module, the students will be able to **Module 2** take part in the decisions involved in running a retail firm. They will also be able to form their own opinion on various retail formats and recommend strategies for retail planning. CO3:On completing this module, the students will be able to Module3 draw relationship between retail merchandising, marketing communication, CRM and retail success. They will also be in a position to predict impact of changing trends in Indian market scenario on retail business. **CO4:** On completion of this module, the students will be able to Module 4 analyse concepts, functions, and techniques of the craft of service marketing services and will also be able to identify critical issues in service design & delivery. As future managers they will also be able to adapt a particular model of service marketing to a firm they work with. CO5:On completing this module, the students will be able to Module 5 examine the application of integrated marketing communication (IMC) to retail business and develop an effective service marketing system for retail business. Students will also be in a position to recommend ethical rules for conduct of retail business in India. NAME OF CO's **Notes Link** Sr. **SUBJECT** No. CO1: The student will be able to identify role of banking in 4T1: FM4: Module 1 MANAGING economic development of country. CO2: The student will be able to assess the impact of monetary **BANKS AND** Module 2 FINANCIAL policy and its instruments on banking sector **INSTITUTIONS** CO3: The student will be able to analyse the health and risk of Module3

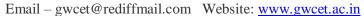




GOVINDRAO WANJARI COLLEGE OF ENGINEERING & TECHNOLOGY

148/149, SalaiGodhani, Near Chikna Village, Hudkeshwar Road, Nagpur – 441204

Ph - +91-7276388553, 7276388554, 7276388555



President Secretary Treasurer Principal

Dr. (Smt) SuhasiniWanjari Adv. Abhijit G. WanjariDr. Smeeta Wanjarri Dr SalimChavan



		bank balance sheet and will also be able to appraise credit	
		management parameters of a bank	
		CO4: The student will be able to identify the NPAs and will also	Module 4
		be able to appraise the process of securitization.	
		CO5: The student will be able to distinguish the utility of various	Module 5
		non banking institutions like insurance, housing finance and	
		credit rating	
Sr.	NAME OF	CO's	Notes Link
No.	SUBJECT		
3	4T1: HRM4:	CO1:Students should be able to justify the applicability of	Module 1
	TEAM	various theories of Motivation in given situation and appraise the	
	DYNAMICS	role of motivation in Team Behavior	
		CO2: Students should be able to determine the importance of	Module 2
		Interpersonal Communication and application of FIRO-B and	
		Johari Window	
		CO3:Student should be able to explain the various steps of	Module3
		Group Formation and types of team	
		CO4: In a given situation, Students should be able to justify the	Module 4
		Conflict resolution strategy	
		CO5:Students should be able to apply various OD Intervention	Module 5
		tools under given situation.	
Sr.	NAME OF	CO's	Notes Link
No.	SUBJECT		
4	4T1 :OM4:	CO1: At the end of the course the student will be able to develop	Module 1
	SALES AND	short term, medium term and long term forecasting needs in the	
	OPERATIONS	organization	
	PLANNING	CO2: The student will be able to apply forecasting models for	Module 2
		forecasting.	
		CO3: The student will be able to develop aggregate planning by	Module3
		applying aggregate strategies.	
		applying aggregate strategies. CO4: The student will be able to plan MPS and calculate bill of	Module 4
		applying aggregate strategies. CO4: The student will be able to plan MPS and calculate bill of materials and MRP for production plan	
		applying aggregate strategies. CO4: The student will be able to plan MPS and calculate bill of materials and MRP for production plan CO5: The students will be able to plan distribution of finished	Module 4 Module 5
		applying aggregate strategies. CO4: The student will be able to plan MPS and calculate bill of materials and MRP for production plan CO5: The students will be able to plan distribution of finished goods taking into consideration various inputs and constraints.	Module 5
Sr.	NAME OF	applying aggregate strategies. CO4: The student will be able to plan MPS and calculate bill of materials and MRP for production plan CO5: The students will be able to plan distribution of finished	
No.	SUBJECT	applying aggregate strategies. CO4: The student will be able to plan MPS and calculate bill of materials and MRP for production plan CO5: The students will be able to plan distribution of finished goods taking into consideration various inputs and constraints. CO's	Module 5 Notes Link
	SUBJECT 4T1 : BA4: WEB	applying aggregate strategies. CO4: The student will be able to plan MPS and calculate bill of materials and MRP for production plan CO5: The students will be able to plan distribution of finished goods taking into consideration various inputs and constraints. CO's CO1: The student will be able to choose the right tools for website	Module 5
No.	SUBJECT 4T1 : BA4: WEB AND SOCIAL	applying aggregate strategies. CO4: The student will be able to plan MPS and calculate bill of materials and MRP for production plan CO5: The students will be able to plan distribution of finished goods taking into consideration various inputs and constraints. CO's CO1: The student will be able to choose theright tools for website design for measured outcomes.	Module 5 Notes Link Module 1
No.	SUBJECT 4T1 : BA4: WEB	applying aggregate strategies. CO4: The student will be able to plan MPS and calculate bill of materials and MRP for production plan CO5: The students will be able to plan distribution of finished goods taking into consideration various inputs and constraints. CO's CO1: The student will be able to choose the right tools for website	Module 5 Notes Link

Amar Sewa Mandal's



GOVINDRAO WANJARI COLLEGE OF ENGINEERING & TECHNOLOGY

148/149, SalaiGodhani, Near Chikna Village, Hudkeshwar Road, Nagpur – 441204

Ph - +91-7276388553, 7276388554, 7276388555

Email – gwcet@rediffmail.com Website: www.gwcet.ac.in

President Secretary Treasurer Principal

Dr. (Smt) SuhasiniWanjari Adv. Abhijit G. WanjariDr. Smeeta Wanjarri Dr SalimChavan



ANALYTICS	better performance from eight specific metrics for web	
	performance.	
	CO3: The student will be able to develop a model for moving	Module3
	quickly from data to actions on a particular website.	
	CO4: The student will be able to develop themodel for	Module 4
	measuring the success of a Mobile & Social Media Campaign.	
	CO5: The student will be able to develop a model for the website	Module 5
	Outcome.	