



Amar Sewa Mandal's

GOVINDRAO WANJARI COLLEGE OF ENGINEERING & TECHNOLOGY
148/149, SalaiGodhani, Near Chikna Village, Hudkeshwar Road, Nagpur – 441204
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President Secretary

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Principal

Dr. (Smt) SuhasiniWanjari

Adv. Abhijit G. Wanjari

Dr. Smeeta Wanjari
Dr. SalimChavan

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

Sr. No.	NAME OF SUBJECT	CO's	Notes Link
1	4T1: MM4: RETAIL SALES MANAGEMENT AND SERVICES MARKETING	CO1: On completion of this module the students will be able to utilise the knowledge gained on Retail Industry and the existing retail environment. The student will also be able to plan their retail business as future manager by applying retail segmentation.	Module 1
		CO2: On completing this module, the students will be able to 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.	Module 2
		CO3: On completing this module, the students will be able to 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.	Module3
		CO4: On completion of this module, the students will be able to 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.	Module 4
		CO5: On completing this module, the students will be able to 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.	Module 5
Sr. No.	NAME OF SUBJECT	CO's	Notes Link
2	4T1: FM4: MANAGING BANKS AND FINANCIAL INSTITUTIONS	CO1: The student will be able to identify role of banking in economic development of country.	Module 1
		CO2: The student will be able to assess the impact of monetary policy and its instruments on banking sector	Module 2
		CO3: The student will be able to analyse the health and risk of	Module3



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



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