

List of Program Outcomes for MBA Program

3.2 Programme Outcomes (POs): At the end of the MBA programme the learner will possess the


1. Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2. Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3. Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4. Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
8. Environment and Sustainability - 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.
9. Social Responsiveness and Ethics - 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.
10. Life-Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

**COORDINATOR**Internal Quality Assurance Cell
Ashoka Business School, Nashik.**DIRECTOR**Ashoka Business School
Nashik.

Direct Attainment Calculation
Academic Year: 2022-23 to 2023-24 ✓

	Sr. No	Course Code	Course Title in Full	Faculty Name	CO Attainment Level	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
						GDK	PSI	CT	EC	LTW	GOC	ET	ES	SRE	LLL
Nov/Dec-2022 FY Sem-I	1	101	Accounting for Business Decisions	PG	2.2	2.8	2	2	2	-	-	-	-	-	-
	2	102	Organizational Behaviour	VG	3.0	3	2.8	2.6	2.7	3	3	-	-	1	-
	3	103	Economic Analysis for Business Decisions	PK	1.6	3	2.8	2.8	2	3	2	-	-	1.5	-
	4	104	Business Research Methods	VB	2.8	2	2	2	1	-	-	-	-	-	-
	5	105	Basics of Marketing	TP	2.80	3	2.8	2.6	2	3	2	-	-	1	-
	6	106	Digital Business	SD	2.20	3	2.8	2.6	2	3	2.7	2	-	2.3	-
	7	107	Management Fundamentals	LG	3.00	3	2.6	2.6	2	3	3	3	-	2.3	3
	8	109	Entrepreneurship Development	MM	2.80	2.7	3.0	-	-	-	-	3.0	-	-	-
	9	111	Legal Aspects of Business	MW	3.00	3	-	2.3	2	1.8	-	-	-	2	1.8
	10	113	Verbal Communication Lab	VS	2.80	2.2	-	2	3	2	-	-	-	2	3
	11	115	Selling and Negotiation Lab	PK	2.80	3	2	1.8	2.3	1.3	1	1	1	1.2	1
FY Sem-II Apr/May 2023	12	201	Marketing Management	VB	3.00	3	2.3	2.2	2.3	1.7	1	1	1	1	1.7
	13	202	Financial Management	PG	3.00	3	2.4	2	1	1	1	1	1.2	1.2	1.8
	14	203	Human Resource Management	SD	3.00	2.83	1.75	2	1	2	1	1	1	1.66	2.16
	15	204	Operation & Supply chain management	NM	3.0	2.66	2.33	2.333	1	1.25	1.66		1.4	1	2.166
	16	205 FIN	Financial Mkts and Banking Operations	PG	3.0	3	1.83	2.16	1.16	1.25	1.75	1	1.16	2.16	2.16
	17	206 FIN	Personal Financial Planning	PK	3.0	2.83	2	2.16	1.33	1.5		-	1	2	2.33
	18	217 FIN	Securities & Portfolio Management	PG	3.0	3	2.4	2	1	1		1	1		2.4
	19	219 FIN	Direct Taxation	VS	3.0	2.83	2.16	1.83	1		-	-	-	1.66	2
	20	205 MKT	Marketing Research	VB	1.8	2.3	2.75	2.7	-	2	-	2	2	2.5	2.3
	21	206 MKT	Consumer Behavior	MW	1.6	3	2	1.66	1.5	2	2.5	1	1	1.83	2.16
	22	217 MKT	Integrated Mktg. Communication	HW	1.2	3	2.8	2.7	2.3	2	2.5	2		2	2.7
	23	220 MKT	Digital Marketing	HW	2.0	3	2.8	2.8	2.5	2	2	2	-	-	2.7
	24	205 HR	Compet Based HRM	VG	1.8	3	2.8	2.8	-	2	2	2	2	2	3
	25	206 HR	Employee Relations & LL	LG	1.8	2.66	1.83	2.33	1.33	1.66	1		1.16	2.66	2.16
26	221 HR	HR Analytics	VG	1.2	3	2.8	2.8	2	2	-	-	-	2	2.8	
27	222 HR	Conflict & Negotiation Mgt	LG	1.2	2.7	2.4	2.8	2.3	2.8	2	-	-	2	2.5	
28	208	Geo- politics and WES	VS	2.8	3	2.5	2.75	-	-	3	-	2.33	2.5	2	
29	209	Startup & New Venture Mgt	HW	2.80	3	2.75	2.5	2.33	2.6	-	3	-	1	2.5	
30	211	Business, Govt & Society	PK	2.80	3	3	3	-	-	3	-	3	2	-	
SY Sem-III Oct/Nov	31	301	Strategic Management	NM	1.80	2.5	2.3	2.2	2	2	2	-	-	-	3
	32	302	Decision Science	VS	2.60	1.6	1.4	1.4	-	1	1.5	-	-	-	1
MKT	33	304 MKT	Services Marketing	VB	2.40	3	2.6	2.3	1.3	2	1.5	-	-	1	1
	34	305 MKT	Sales & Distribution Mgmt	MW	2.20	3	2.8	2.6	2.5	2	2	-	-	2	1.25
	35	312MKT	B2B Mktg	VB	2.60	3	2.8	2.3	-	2	-	-	-	-	2

	36	313 MKT	Int Mktg	HW	1.80	3	2.8	3	3	-	2.5	-	-	1.1	
	37	314 MKT	Digital Mktg II	HW	1.80	3	2.8	3	-	2	2.5	-	-	2	
FIN	38	304 FIN	Adv Fin Mgmt	PG	1.20	3	3	3	-	2	2	3	2	2.2	
	39	305 FIN	Int Fin	PG	2.20	3	2.8	2.8	2	2	2.8	3	2	2.7	
	40	315 FIN	Int Tax	VS	1.80	3	2.8	2.8	-	-	-	-	-	-	
	41	316 FIN	Corp Fin Restructuring	PK	1.80	3	2.25	2.5	-	2	-	-	2	2	-
	42	313 FIN	Financial Modelling	PK	1.80	3	2.7	3	-	-	-	-	-	-	2
	43	304 HR	Strategic HRM	LG	2.40	3	2.8	2.8	2	2.5	2.7	3	2	2.2	2
HR	44	305 HR	HR Operations	LG	2.60	3	2.8	3	3	-	-	2	-	2	2.7
	45	312 HR	Talent Mgmt	SD	1.80	3	2.8	3	-	2	2.5	-	-	-	1.1
	46	315 HR	Int HR	LG	2.60	3	2.4	2.7	-	2.7	2.3	-	-	2	2.7
	47	319 HR	Change Mgmt & New Tech in HR	MW	0.20	3	2.5	2.7	2.8	-	-	-	-	-	2.8
	48	307	Int Bus Env	PK	2.40	3	2.7	2.8	-	-	3	-	2	2	-
	49	309	Knowledge Mgmt	LG	2.60	2.8	2.75	2.75	2	1.5	2.5	-	3	1	1
	50	310	Corporate Governance	VS	2.60	3	2.75	2.75	2	1.5	1.5	-	-	2	1
3Y Sem-IV Apr/May	51	401	Ent Per Mgmt	PK	2.60	3	2.8	2.8	-	-	-	-	-	-	-
	52	402	Indian Ethos & Business Ethics	MW	3.00	3	2	2.5	1.5	-	1	1	2	-	2
MKT	53	403MKT	Mktg 4.0	HW	2.80	3	2.7	2.8	2.3	-	-	-	-	2	2.33
	54	404MKT	Mktg Strategy	HW	3.00	3	2.5	3	-	2	-	-	-	-	-
	55	409MKT	CRM	VB	3.00	3	2.87	3	-	2	-	-	-	-	-
	56	412MKT	Retail Mktg	VB	2.80	3	2.8	3	-	2	-	-	-	-	-
FIN	57	403FIN	Fin Laws	WB	2.80	2.8	2	3	-	-	-	-	1	2	-
	58	404FIN	Curr Trnds Cases in Fin	PG	3.00	2.6	3	3	-	-	-	2	1	1.5	-
	59	410FIN	BV	WB	2.80	2.8	3	3	-	-	-	-	2	1	-
	60	413FIN	Rural Micro Fin	PK	2.80	2.87	3	3	-	-	2	2	2	2.75	-
HR	61	403HR	ODD	MW	2.80	2	1	2	-	3	-	-	-	-	-
	62	404HR	CTCH	SD	3.00	2.3	1.8	2.3	0	2.5	-	1	2	-	1
	63	409HR	LL	LG	2.80	2.8	2	1.7	0	-	-	-	-	2.2	1
	64	412HR	EHRM	SD	2.80	2.4	3	2.3	0	-	-	-	-	-	2.5
	69	407	GSM	WB	3.00	3	3	2.77	3	2	3	-	3	2.88	2.5
	70	408	CSRS	LG	3.00	3	3	3	-	-	3	-	3	3	3
			Sum of PO		161.00	198.75	172.03	175.79	76.45	91.36	88.40	51.00	59.25	87.78	100.22
			Average Direct Attainment of PO		2.37	2.92	2.53	2.59	1.12	1.34	1.30	0.75	0.87	1.29	1.47
			PO Attainment Level	PO Attainment =Weighted avg value of PO*CO attainment of all course/3		2.31	2.00	2.04	0.89	1.06	1.03	0.59	0.69	1.02	1.16


 CEO
 College Examination Officer (CEO)
 S.P.P.U. Exam
 ASHOKA BUSINESS SCHOOL,
 NASHIK-422 009.




 Director
 Director
 Ashoka Business School