

SHRI BHAIRAVNATH SHIKSHAN PRASARAK MANDAL'S

ADHALRAO PATIL INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE New Delhi, Recognized by DTE Maharashtra & Affiliated to Savitribai Phule Pune University, NAAC Accredited

Address: At Post Landewadi (Via Manchar), Tal. Ambegaon, Dist. Pune – 410 503

Maharashtra, India. Tel.: 02133-235105

ACADEMIC CALENDAR 2022-23 (SEM-I & SEM-III)

November - 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 Academic Committee Meeting	3	4	5
6	7	8 Gurunanak Jayanti	9	10 Commencement of Term - I	11	12 Entrepreneurship Development Initiative
13	14	15	16	17	18	19
20	21	22	23	24	25 Induction Program	26 Induction Program/ Constitution Day
27	28	29	30 Guest Lecture	31		



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ACADEMIC CALENDAR 2022-23

December - 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1 IPR Awareness Program	2	3 Personal Financial Planning & Wealth Mgmt Workshop
4	5 Guest Session on Entrepreneurship Development	6	7 Fresher's Party	8	9	10
11 Extension and Outreach Activity	12	13	14	15	16	17
18	19	20	21	22	23 National Conference	24 National Conference
25	26	27	28	29	30	31 Secret Santa



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ACADEMIC CALENDAR 2022-23

January - 2023

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 Savitribai Phule Jayanti	4	5 Guest Session	6	7 Cooking without Fire
8	9	10	11	12 Rajmata Jijau Jayanti/ Youth Day	13	14 Makar Sankranti Celebration
15	16	17	18 Guest Session	19	20	21
22	23 National Voters' Day/ Bala Saheb Thakrey Jayanti/ Netaji Jayanti	24 Marathi Raj Bhasha Diwas	25	26 Republic Day	27	28
29	30 Hutatma Din	31				



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ACADEMIC CALENDAR 2022-23

February - 2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4 Guest Lecture
5	6	7	8 Traditional Day	9 Mismatch Day	10 Bollywood Day	11 Black & White Day
12	13 Internal Examination	14 Internal Examination	15 Internal Examination	16 Internal Examination	17	18 Mahashivratri
19	20	21	22	23	24	25 Guest Lecture
26	27	28				



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ACADEMIC CALENDAR 2022-23 (SEM-II & SEM-IV)

April - 2023

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 Academic Committee Meeting	4	5 Commencement of the Term - II	6	7	8
9	10	11 Mahatma Phule Jayanti	12 Guest Session	13	14 Dr. Babasaheb Ambedkar Jayanti	15
16	17	18	19	20	21	22 Akshay Tritiya/ Ed-UI-Fitr
23	24	25	26	27	28	29
30						



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ACADEMIC CALENDAR 2022-23

May - 2023

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Maharashtra Din / International Labours' Day	2	3	4	5 Buddha Pournima	6
7	8 SBSPM's Chairman's Birthday Celebration	9	10	11 International Year of Millets Celebration	12	13
14	15 Unit Test	16 Unit Test	17 Unit Test	18	19	20
21	22	23 Debate	24	25 Debate	26	27
28	29	30	31 Ahilyabai Holkar Jayanti			
						

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ACADEMIC CALENDAR 2022-23

June - 2023

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 Shivrajyabhishek Sohala	3 Training and Placement Activities
4	5 World Env. Day	6	7	8	9 Presentations	10 Guest Session
11	12	13	14 Industrial Visit	15	16 Academic Review Meeting	17 Training and Placement Activities
18	19	20	21	22	23	24 Guest Session
25	26	27	28 Bakari-Ed	29	30	



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ACADEMIC CALENDAR 2022-23

July - 2023

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Internal Examination
2	3 Internal Examination	4 Internal Examination	5 Internal Examination	6 Internal Examination	7 Internal Examination	8 Internal Examination
9	10	11	12	13	14	15 Training and Placement Activities
16	17	18	19	20	21 SIP Orientation	22
23	24	25 Committee Meetings	26	27	28	29 Training and Placement Activities
30						



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ACADEMIC CALENDAR 2022-23

August - 2023

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Balgangadhar Tilak Punyatithi/ Annabhau Sathe	2	3	4	5
6	7	8	9	10	11	12
13	14	15 Independence Day	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31 Term End		
						

SBSPM's Adhalrao Patil Institute of Management & Research

Time Table for MBA Semester I & III - 2022-23

Day/Time	Mon			Tue			Wed			Thu			Fri			Sat			
	I-SEM	II-SEM	I-SEM	II-SEM	I-SEM	II-SEM	I-SEM	II-SEM	I-SEM	II-SEM	I-SEM	II-SEM	I-SEM	II-SEM	I-SEM	II-SEM			
09:30AM		MKT FIN HRM		MKT FIN HRM		MKT FIN HRM		MKT FIN HRM		MKT FIN HRM		MKT FIN HRM		MKT FIN HRM		MKT FIN HRM			
10:00-11:00	MA	SM	MA	SM	MA	SM	MA	SM	MA	SM	OB	DM	DB	HR	OB	IM	DB	HR	
	SS	MB	SS	MB	SS	MB	SS	MB	SS	MB	VT	MB	DS	DP	VT	MB	DS	DP	
11:00-12:00	BoM	DS	EABD	DS	EABD	DS	EABD	DS	EABD	DS	BoM	DM	IT	CRM	BoM	DM	IT	CRM	
	MB	VT	DP	VT	DP	VT	DP	VT	DP	VT	MB	MC	AL	MG	MB	MC	AL	MG	
12:00-01:00	BRM	KM	BRM	KM	BRM	CG	BRM	CG	BRM	CG	LAB	MHTP	ILR	CMV	LAB	SDM	IF	SHRM	
	VT	DS	VT	DS	VT	DP	VT	DP	VT	DP	DS	MC	AL	MG	DS	MB	AL	VT	
01:00-01:30	LunchBreak																		
01:30-02:30	DB	SM	AFM	HRO	DB	SM	AFM	HRO	DB	SM	AFM	HRO	DB	SM	AFM	HRO	BSP	MB	VT
	DS	MB	SS	VT	DS	MB	SS	VT	DS	MB	SS	VT	DS	MB	SS	VT	MC		
02:30-03:30	ED	SDM	IF	SHRM	ED	SDM	IF	SHRM	EADR	KM	EADR	SDM	IF	SHRM	OB	Management Activity	Book Review		
	DP	MB	AL	VT	DP	MB	AL	VT	MSB	DS	MSB	MB	AL	VT	VT	Presentations			
03:30-04:30	OB	SIP	MB	IFB	MB	IFB	MB	IFB	MSB	DS	MSB	MB	IFB	MB	BoM	Presentations	SNSL		
	VT	Guides		VS	MC	MC	Mentors	SS	Guides		MB	MB	Committee Meetings	MC					T & P Activities

Name	Subject Codes
Dr. Vinod Suryanar(VS)	307-GE-UL-1BE
Dr. Jayaram Surwade(DS)	106- GC-6-DB
Dr. Vashwaji Thigale(VT)	104- GC-4-BRM
Prof. Madhesh Borele(MB)	105-GC - 05-BoM
Prof. Mayur Chikhalke(MC)	117-GE - IL - 05-BSP
Prof. Manoj Gaudge(MG)	319HR-SE-IL-C3ANT
Prof. M. S. Bhargava(MSB)	114-GE - IL - 02-EADR
Dr. Damodar Pingale(DP)	109-GE - UL - 03-DP
Prof. Smita Sawane(SS)	101-GC - 01-MA
Prof. Anita Lohar(AL)	305FIN-SC-IF

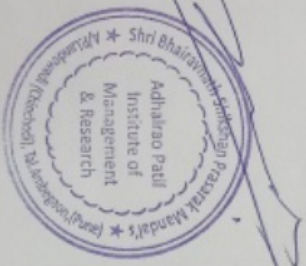


SBSPPM's Adharao Patil Institute of Management & Research

Time Table for MBA Semester II & IV - 2022-23

Day/Time	Mon						Tue						Wed						Thu						Fri						Sat					
	II-SEM	III-SEM	IV-SEM	II-SEM	III-SEM	IV-SEM	II-SEM	III-SEM	IV-SEM	II-SEM	III-SEM	IV-SEM	II-SEM	III-SEM	IV-SEM	II-SEM	III-SEM	IV-SEM	II-SEM	III-SEM	IV-SEM	II-SEM	III-SEM	IV-SEM	II-SEM	III-SEM	IV-SEM	II-SEM	III-SEM	IV-SEM						
09:30AM	MKT	FIN	HRM	MKT	FIN	HRM	MKT	FIN	HRM	MKT	FIN	HRM	MKT	FIN	HRM	MKT	FIN	HRM	MKT	FIN	HRM	MKT	FIN	HRM	MKT	FIN	HRM	MKT	FIN	HRM						
10:00-11:00	News Hour						News Hour						News Hour						News Hour						News Hour											
11:00-12:00	HRM	IEBE	CTM	MS	CTC	CTHBM	MS	CTC	CTHBM	MS	CTC	CTHBM	MS	CTC	CTHBM	MS	CTC	CTHBM	MS	CTC	CTHBM	MS	CTC	CTHBM	MS	CTC	CTHBM	MS	CTC	CTHBM						
12:00-01:00	VT	UK	DS	M0	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT		
01:00-01:30	MAR	PABO	CHBM	IEBE	CB	PPP	ERLL	GSM	MAR	PABO	CHBM	IEBE	CB	PPP	ERLL	GSM	MAR	PABO	CHBM	IEBE	CB	PPP	ERLL	GSM	MAR	PABO	CHBM	IEBE	CB	PPP	ERLL	GSM	MAR	PABO	CHBM	
01:30-02:30	SS	FM	Presentations	HRM	IEBE	UK	M0	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT	DS	UK	SS	VT			
02:30-03:30	SNVM	MS	CTCF	CHBM	PM	RAM	RAUF	DHP	OSCM	MS	CTCF	CHBM	PM	RAM	RAUF	DHP	OSCM	MS	CTCF	CHBM	PM	RAM	RAUF	DHP	OSCM	MS	CTCF	CHBM	PM	RAM	RAUF	DHP	OSCM	MS	CTCF	CHBM
03:30-04:30	UK	PPF	ERLL	Group Discussion	PBM	BLR	LW	UK	PPF	ERLL	Group Discussion	PBM	BLR	LW	UK	PPF	ERLL	Group Discussion	PBM	BLR	LW	UK	PPF	ERLL	Group Discussion	PBM	BLR	LW	UK	PPF	ERLL	Group Discussion				
04:30-05:00	EECSLP						EECSLP						EECSLP						EECSLP						EECSLP											
	UK						VT						UK						VT						UK											

Name	Subject Codes
Dr Vinod Suryant(VS)	408-GE-11-23-CSR
Dr Dayanand Surwad(DS)	207-11-C-FM
Dr Vahnisht Thapali(VT)	203-GE-09-HRM
Prof Mahesh Borkar(MB)	201-GE-07-SNM
Prof Mayur Chabale(MC)	217-SMKT-01-PBM
Prof Manoj Gogoi(MG)	218-HRM-LKS
Prof N.S. Bhagwat(NB)	219-FIN-DT
Dr Dhanraj Pugal(DP)	204 OSCM
Prof. Smta Sonawani(SS)	202-GE-08-FM
Dr. Umesh Kolhatkar (UK)	209-11-09-SNM
Prof. Soma Walse (SW)	205-HRM-01-CHBM
Prof. Anita Lohar(AI)	206-FIN-PPF



Course File Index A.Y. 2022-23

1	Vision , Mission, PEOs
2	Academic Policy
3	Academic Calendar
4	Time Table
5	Lesson Plan
6	Attendance Sheet
7	Comprehensive Concurrent Evaluation (CCE) Sheets
8	Preliminary Internal Exam – Question Paper
9	Preliminary Internal Exam Marks Sheet
10	Course Completion Report
11	Course Exit Survey Report
12	Leaner Level Assessment Report
13	Remedial Classes Report
14	Teaching Material and Supporting Documents for CCE
15	ESE Result Sheet
16	CO Attainment Summary Report





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Lesson Plan

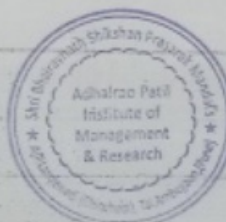
Course Title	Consumer Behavior	Course Code	206MKT
Name of Faculty	Dr. U.S. Kollimath	Type of Course	Subject Core
Credits	03	LTP	2:1:1
Teaching Pedagogy	PPTs, Case Based, Classroom, L-T-P	Session Allotment	41

Evaluation Method: Internal Written Examination

Lerner Level Assessment and Activities for 20% Slow and 20% Advanced Learner shall be implemented like Remedial Classes, Counselling for Slow Learner and Case study, Literature Review for Advance Learners Shall be implemented.

Sr. No.	Particulars	Weightage	Purpose
CCE 01	Assignments	25	To review understanding level after each course unit
CCE 02	Case Study	25	To improve the ability of analysing a situation

POs	Program Outcomes
PO1	Generic and Domain Knowledge - Ability to articulate, illustrate, analyse, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
PO2	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.
PO3	Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
PO5	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
PO6	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.
PO7	Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses



PO8	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
PO9	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
PO10	Life Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills

Program Specific Outcomes	
PSO 01	Business knowhow: MBA student will be competent to emerge as entrepreneur through industry exposure with business knowhow.
PSO 02	Situational Analysis: MBA Student will be seasoned intrapreneurs to analyse and handle volatile situations
PSO 03	Management Insights: MBA Student will be able to face real world challenges through managerial skills and analytical tools.

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Course Outcomes
CO 01	REMEMBERING	RECALL the factors influencing Consumer's purchase decision making process.
CO 02	UNDERSTANDING	OUTLINE consumer and organizational buyer behavior process.
CO 03	APPLYING	APPLY concepts of consumer behavior to real world marketing decision making.
CO 04	ANALYSING	ANALYZE the consumer decision making process and the role of different determinants that affect the buying decision process.
CO 05	EVALUATING	EXPLAIN the new trends influencing buyer behavior and its effect on new age Indian Consumer.
CO 06	CREATING	DISCUSS the consumer and organizational buying behavior process for a variety of products (goods/services).

2023 Month	Sub - unit	L:T:P	CO	Per Session Topics to be covered



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April	1.1	L	1	Definition, Consumer and Customers, Buyers and Users
	1.2	L	2	Organizations as Buyers, Use of Market Segmentation in Consumer Behavior
	1.3	L	3	The Changing Patterns of Consumer Behavior in the context of the evolving Indian Economy,
	1.4	P	2	The Internet, e-commerce, and information technology and the changing consumer marketplace
	1.5	T	3	New Trends in Consumer Behavior and its Applications in Marketing
	2.1	L	5	Consumer Personality, Self-concept
May- June	2.2	L	5	Overview of Personality Theories, Brand Personality, Emotions.
	2.3	P	6	Consumer Perception- Factors that Distort Individual Perception,
	2.4	L	5	Components of Learning, Behavioral Theory
	2.5	L	6	Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement, Involvement and Types of Consumer Behavior
	2.6	L	4	Overview and Application of Cognitive Response Model
	2.7	L	4	Consumer Attitudes: Functions, Attitude Models
	2.8	T	3	Relationship between Attitude, Beliefs, Feelings and Behavior
	2.9	L	3	Learning Attitudes, Changing Attitudes, Attitude Change Strategies for marketers
	2.10	L	2	Consumer Motivation: Needs and Goals, Motivational Conflict, Defense Mechanisms, Motive Arousal
	2.11	T	3	Overview of Motivational Theories, Overview of Maslow's hierarchy of needs
	3.1	L	6	Cultural Influences on Consumer Behavior- Concept of Culture, Values, Sub-cultures
3.2	L	6	Influence of Indian Culture on Consumers	
June	3.3	L	3	Multiplicity of Indian Cultures and their influence on consumer behaviour-Case Study
	3.4	T	4	Cross-cultural Influences.
	3.5	L	3	Concept of Social Class, Social Sub-Class, Money and Other Status Symbols
	3.6	L	4	AIO classification of Lifestyle, VALS Typology, Source of Group Influences, Types & Nature of Reference Groups, Reference Group Influences and Applications, Group Norms and Behavior
	3.7	L	4	Family Life Cycle Stages, Family Purchases, Family Decision-making, Purchasing Roles within family
	3.8	P	3	Word-of-Mouth Communications within Groups, Opinion Leadership
	3.9	T	3	Social classes in India – Overview of old and new Socio-Economic Classes (SEC) in Urban & Rural Markets, Characteristics of BoP Consumers, Gen Z Consumers, HNI Consumers in India.



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	3.10	L	2	Types of Innovation, Diffusion Process,
	3.11	L	3	Factors Affecting the Diffusion of Innovation, The Adoption Process
	4.1	P		Problem Recognition - Types of consumer decisions
	4.2	L		Types of Problem Recognition, Utilizing problem recognition information
	4.3	L		Search & Evaluation - Types of information, Sources of Information Search
	4.4	L		Search, Experience and Credence Aspects -Marketing Implications
	4.5	L		Situational Influences on Purchase Decisions, Nature of Situational Influence, Situational Variables
	4.6	T		Purchasing Process - Why do people shop?- Group Discussion
	4.7	L		Store & Non-store Purchasing Processes, Purchasing Patterns
	4.8	L		Post-purchase Evaluation & Behavior - Consumer Satisfaction, Dissatisfaction
	4.9	L		Customer Delight, Consumer Complaint Behavior, Post- Purchase Dissonance.
	4.10	L		Types of Consumer Decisions, Nicosia Model of Consumer Decision-making,
	4.11	T		Consumer Decision-making -Howard-Sheth Model, Engel, Blackwell, Miniard Model
	5.1	L		Organizational Buying Behavior: Introduction, Organizational Buyer Characteristics
	5.2	L		Purchase and Demand Patterns, Involvement and Types of Organizational Buying Decisions
	5.3	T		Factors Influencing Organizational Buyer Behavior
	5.4	P		Organizational Buyer Decision Process, Organizational Buying Roles

CO-PO ARTICULATION MATRIX

Course Outcomes Lesson Distribution

Course Outcome	POs	Cognitive Level	Lecture (L)	Tutorial (T)	Practical (P)	Total	%
CO1	PO1, PSO 1	REMEMBERING	6	0	0	6	14.28
C02	PO1, PSO 1	UNDERSTANDING	6	2	0	8	19..05
C03	PO3, PSO 2	APPLYING	5	2	0	7	16.67
C04	PO2, PSO2	ANALYZING	4	2	1	7	16.67
C05	PO8, PSO 3	EVALUATING	4	2	0	6	14.28
CO6	PO10, PSO 3	CREATING	4	0	4	8	19..05
Total Hours of instruction			29	8	5	42	100

Strength of mapping is defined at three levels: Slight or Low (level 1), Moderate or Medium (level 2) and Substantial or high (level 3)

A simple method -number of hours devoted to the COs which address the given PO.

If > 40% then PO is Level 3



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