

Vaagdevi College of Engineering-Autonomous
Bollikunta, Warangal-506005
Department Of MBA
MBA R15 COURSE OUTCOMES

I-SEM

Course out come	Year/ semester: I/I Sem.	Subject name code: Information Technology for Managers (A91601)	No. of Hours L: 2 T:0 P:0	Credits: 2
On successful completion of this course, student should be able to:				
1	Outline the managerial issues in IT and explain the concept of MIS.			
2	Create and manage Database & data mining.			
3	List out the procedure of mail merge and build the presentation graphics through power point creation.			
4	Explain the advanced spread sheet functions and features.			
Course out come	Year/ semester: I/I sem	Subject name code: Business Environment (A91602)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Explain the different types of business environment and business issues relating to the Industrial policy			
2	Identify the Industrial Policy Regulations and Structures and political impact on business			
3	Analyze the status of industry position in the external environment			
4	Evaluate the idea for new business plans with government policies.			
5	Examine and compare the differences of the business strategies and select the new method for development of company			
Course out come	Year/ semester: I/I sem	Subject name code: Managerial Economics (A91603)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Provides analyzing skills in selecting the needs of the market			
2	Improves evaluation capabilities which leads to optimum utilization of resources			
3	Apply the economic tools for the better decision making in managerial problems			
4	Formulate new cost structure to reduce the cost and Construct innovative pricing policies according to the market situation			
5	Design profit policies acceptable and Introduce innovative product and services according to the situation of the market			
Course out come	Year/ semester: I/I sem	Subject name code: Management & Organization Theory (A91604)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Explain the importance of planning, policies and procedures			

2	Analyse the difference between centralization and decentralization and delegation of authority			
3	Classify the leadership, motivational theories and importance of decision making			
4	Illustrate various techniques use to take decision and objectives of controlling			
5	Explain techniques of controlling and formulating communication tools			
Course out come	Year/ semester: I/I Sem.	Subject name code: Accounting for Managers (A91605)	No. of Hours L: 4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Define Accounting and its concepts and conventions.			
2	Explain Accounting cycle in preparing financial statements of the company and recording Business transactions.			
3	Analyze and interpret financial position of the company using ratio analysis.			
4	Plan the process of issue of shares and debentures for raising the capital by the company and changes of working capital.			
5	Analyze funds flow and cash flow statements of the company.			
Course out come	Year/ semester: I/I sem	Subject name code: Managerial Communication (A91606)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Define the components of communication and process of communication			
2	List out the strategies for improving oral and listening skills			
3	Create different business reports for improving effectiveness of business communication			
4	Solve various problems in meetings and development			
5	Overcome barriers for effective communication			
Course out come	Year/ semester: I/I Sem.	Subject name code: Statistics for Management (A91607)	No. of Hours L: 4 T:0 P:0	Credits:4
On successful completion of this course, student should be able to:				
1	Explain the role of statistics and statistical techniques in management decision making.			
2	Choose appropriate measures of central tendency and dispersion.			
3	Define correlation and also measure the degree of correlation between variables.			
4	Estimate the relationship between independent and dependent variables using regression lines.			
5	Distinguish between parametric and non-parametric test, hypothesis, , ANOVA and chi-square test			
Course out come	Year/ semester: I/I Sem.	Subject name code: Information Technology Lab (A91608)	No. Of Hours L: T:0 P:2	Credits:1
On successful completion of this course, student should be able to:				
1	To create awareness about MS-word, creation of document and mail merge.			
2	To construct the spreadsheets and data analysis with statistical tools.			
Course out	Year/ semester:	Subject name code:	No. of Hours	Credits: 01

come	I/I sem	Comprehensive Viva Voce (A91609)		
On successful completion of this course, student should be able to:				
1	Appraise and strengthen his conceptual knowledge in all the subjects of the semester.			
2	Maximize the competencies regarding subjects.			
I Year/II Semester				
Course out come	Year/ semester: I/II Sem	Subject name code: Soft Skills (A92601)	No. of Hours L: 2 T:0 P:0	Credits: 2
On successful completion of this course, student should be able to:				
1	Explain the concept and components of personality.			
2	Adopt memory skills and other study skills which are vital for academic excellence.			
3	Develop creativity and other latent talents with proper goal setting so that self – esteem gets enhanced.			
4	Improve General knowledge and current information.			
Course out come	Year/ semester: I/II sem	Subject name code: Human Resource Management (A92602)	No. of hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Defines the concepts of HRM, Qualities and skills, Roles and Responsibilities HR Professionals			
2	Demonstrates HRP process, Job Analysis and Recruitment and selection procedure			
3	Identifies Socialization process.			
4	Illustrates the techniques and tools for training and Development, performance appraisal.			
5	Infers Industrial Relations Systems and Grievance redressal mechanism and issues related to HR practices in Global perspective			
Course out come	Year/ semester: I/II Sem.	Subject name code: Marketing Management (A92603)	No. of Hours L: 4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Outline the role and functions of marketing and marketing concepts, theories and techniques.			
2	Identify and demonstrate the nature of marketing environment.			
3	Explain the Market research process.			
4	Make use of PLC for framing marketing strategies and appraise the importance of promotion mix.			
5	Contrast and compare the distribution channels for different types of products and pricing strategies for profit maximization.			
Course out come	Year/ semester: I/II sem	Subject name code: Financial Management (A92604)	No. of Hours L: 4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				

1	Define the goals of wealth maximization vs profit maximization, the time value of money present and future value			
2	Apply the different techniques for investment decision process and measuring the cost of capital and capital structure theories			
3	Examine the factors determining dividend and valuate theories of dividend			
4	Assess the needs and planning of working capital			
5	Adopt the techniques of cash management, inventory management and receivables management			
Course out come	Year/ semester: I/II sem	Subject name code: Management Accounting (A92605)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Distinguish Financial Accounting, Cost accounting & Management Accounting			
2	Analyse Costing for specific industries.			
3	Apply Break Even analysis for various business problem			
4	Classify and evaluate budgets.			
5	Compare and contrast standard cost ,estimated cost & marginal cost			
Course out come	Year/ semester: I/II sem	Subject name code: Operations Research (A92606)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	List out the opportunities and shortcomings of using an OR Model			
2	Constructthe structure of LPP			
3	Make use of Graphical and simplex method to solve LPP			
4	Compare Two-phase method and Big-M method			
5	Build mathematical model of transportation problem and Test optimality by MODI method.			
Course out come	Year/ semester: I/II sem	Subject name code: Business Research Methods (A92607)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	What is research methodology and why it is useful.			
2	Explain the research problem and research design			
3	Make use of questionnaire and methods of data collection			
4	Importance of research structure			
5	Influence of research reference			
Course out come	Year/ semester: I/II Sem	Subject name code: Soft Skills Lab(A92608)	No. of Hours L: T:0 P:2	Credits: 01
After the completion of this course, the students to be able to:				
1	Understand barriers for effective communication.			
2	Adopt Time management skills to save the time and cost for organization development.			
Course out come	Year/ semester: I/II sem	Subject name code: Comprehensive Viva Voce	No. of Hours	Credits: 01

		(A92609)		
On successful completion of this course, student should be able to:				
1	Analyze his competencies for his personal growth.			
2	Measure his conceptual knowledge.			
II Year/I Semester				
Course out come	Year/ semester: II/I sem	Subject name code: Organizational Behaviour (A93601)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Define nature, importance and various disciplines contributing to organization behaviour			
2	Demonstrate his/her organizational personality and importance of motivation at work behaviour			
3	Develop organization structure and building teams structure			
4	Determine importance of leadership and compare power and politics in an organisation			
5	Discuss organizational climate and culture, prevention of stress.			
Course out come	Year/ semester: II/I Sem.	Subject name code: Strategic Management (A93602)	No. of Hours L: 4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Formulate organizational objectives, policies, vision and mission and outline the concepts in strategic management.			
2	Define the role of strategist in an organization.			
3	Evaluate the performance by using qualitative and quantitative benchmarking technique.			
4	Identify diversifying strategies and define why firms diversify?			
5	Propose strategies for competing in global markets.			
Course out come	Year/ semester: II/I Sem.	Subject name code: Management information systems (A93603)	No. of Hours L: 4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Explain the evolution of MIS and illustrate the manager's view of IS.			
2	Summaries about Business Process Reengineering			
3	Compare & contrast the different models of decision making process.			
4	Show the relevance of decision making concepts for IS.			
5	Apply the strategic planning techniques of IS.			
Course out come	Year/ semester: II/I sem	Subject name code: Performance Management (A93604)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Know how performance management techniques help the organization to achieve its mission and vision.			
2	Understand the methods of performance appraisal.			
3	Improve quality of performance ratings			

4	Analyze and examine the performance management system which help the organization to appraise and monitor the performance of employee			
5	Assess and implement performance management system in organization			
Course out come	Year/ semester: II/I sem	Subject name code: Compensation Management (A93605)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Define the compensation management and its objectives			
2	Explain issues and models of executive compensation			
3	Explain the components of pay structure and its strategy			
4	Determine international compensation system and managing variations in international pay			
5	Plan employee stock ownership plans and broad based option plans			
Course out come	Year/ semester: II/I sem	Subject name code: Management of Industrial Relations (A93606)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Demonstrate industrial relation system and trade union and their recognition			
2	Analysis dispute settlement missionary and its instruments and its grievance handling procedure			
3	Analysis collective bargaining levels and legal frameworks			
4	Compile wage regulation machinery			
5	Discuss the issues in payment of bonus and technological change in industrial relations			
Course out come	Year/ semester: II/I sem	Subject name code: Security Analysis and Portfolio Management (A93607)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Analyze investment alternatives and make investment policy recommendation including the determination of an optimal asset allocation.			
2	Examine various types of bonds in the stock markets			
3	To define equity analysis and valuation			
4	Construct optimal portfolios following the tenets of modern portfolio theory			
5	Discuss various types of mutual funds schemes			
Course out come	Year/ semester: II/I sem	Subject name code: Financial Institutions, Markets and Services (A93608)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Define the financial Institutions markets and services, Explain the financial Reforms after 1991,Regulations and promotional Institutions.			
2	Outline the Banking and non-Banking Institutions.			
3	Distinguish the structure and functioning of money market & capital market.			
4	Evaluate of lease finance and Hire Purchase.			

5	Elaborate functions and activities of Investment bankers.			
Course out come	Year/ semester: II/I sem	Subject name code: International Financial Management (A93609)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	determine different international Business Methods			
2	evaluate Balance of payments and International Monetary system			
3	Make use of foreign exchange market movements.			
4	make experiment with exchange rate movements			
5	find the opportunities in International financial markets			
Course out come	Year/ semester: II/I sem	Subject name code: Consumer Behavior (A93610)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Understand consumer behaviour research process and rural consumer behavior.			
2	Understand the environmental influences on consumer behavior and able to appreciate the importance of cultural adaptation of consumer behavior.			
3	Analyze Individual personality and self-concept, consumer perception, changing attitudes of consumers, consumer learning and information processing.			
4	Establish the relevance of consumer behaviour models in decision making.			
5	Makeup role of consumerism, consumer safety, and consumer information at market place.			
Course out come	Year/ semester: II/I sem	Subject name code: Sales and Distribution Management (A93611)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Explain the fundamentals of sales management.			
2	Define and formulate the strategies to effectively manage company's sales operations and identify the roles and responsibilities of the sales manager.			
3	Develop the sales force productivity and control.			
4	Analyze and implement distribution channel strategy.			
5	Examine the channels efficiency and effectiveness in wholesaling and retailing.			
Course out come	Year/ semester: II/I sem	Subject name code: Product and Brand Management (A93612)	No. of Hours L: 4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Discuss the role of products in product management.			
2	Evaluate the role of product manager in modern marketing			
3	Explain the product portfolios to compare the competitive strategies for products.			
4	Survey the product positioning strategies to gain a good place in the minds of customers			
5	Why PLC is important for a product and to a company			
Course out come	Year/ semester: II/I Sem.	Subject name code: Business Laws (A93613)	No. of Hours L:3 T:0 P:0	Credits: 3
On successful completion of this course, student should be able to:				

1	Outline the various laws affecting the business concern.			
2	Define the procedure for incorporation and winding up of company			
3	Categorize contracts and define essential elements of Indian contract act and its remedies for breach.			
4	Choose the appropriate negotiable instrument under the Negotiable Instruments act 1881.			
5	Distinguish the various consumer dispute redressal agencies.			
Course out come	Year/ semester: II/I Sem	Subject name code: e-Business (A93614)	No. of Hours L:3 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define E-Business and list out the opportunities and risks of E-Business.			
2	Illustrate the implementation of different E-Business models.			
3	Analyze the problems and prospects of E-Business Infrastructure.			
4	Evaluate the different E-Payment systems followed by the organizations.			
5	Interpret the various E-Business applications in the areas of marketing, CRM & SCM.			
Course out come	Year/ semester: II/I Sem	Subject name code: Relational Data Base Management Systems (A93615)	No. of Hours L:3 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Explain the concept of database systems and its applications.			
2	Perceive the normalization techniques.			
3	Demonstrate basics of query evaluation and apply query optimization techniques.			
4	Utilize the knowledge of basic SQL COMMANDS.			
5	Implement the SQL queries on multiple tables.			
Course out come	Year/ semester: II/I sem	Subject name code: Comprehensive Viva Voce (A93616)	No. of Hours L:0 T:0 P:0	Credits: 01
On successful completion of this course, student should be able to:				
1	Create and develop competitive enrichment among the students.			
2	Predictive the future competencies for the student for their overall development			
II Year/II Semester				
Course out come	Year/ semester: II/II sem	Subject name code: International Business (A94601)	No. of Hours L:4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Define the International Business Environment.			
2	Spell International control systems.			
3	Explain how to Manage Technology and knowledge in International Operations.			
4	Interpret ethics and social Responsibilities of International firms.			
5	Relate International Ethical code of conduct Cross Culture, Religion and Cross Racial Issues.			
Course out come	Year/ semester: II/II Sem.	Subject name code: Production and Operations	No. of Hours L:4 T:0 P:0	Credits: 4

Management (A94602)				
On successful completion of this course, student should be able to:				
1	Determine optimum production methods. Compare and contrast production methods			
2	Illustrate the product and process design.			
3	Choose the appropriate facilities location and Plant layout.			
4	Choose and apply the techniques of sequencing and scheduling in production control. Asses the concepts of quality control.			
5	Apply materials management techniques for inventory controlling.			
Course out come	Year/ semester: II/II Sem.	Subject name code: Entrepreneurship Development (A94603)	No. of Hours L:4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Define the nature of entrepreneur and relate the skills and qualities of entrepreneur to types of ownership			
2	Classify SWOT and summaries the sources of finance			
3	Apply the ethical guidelines for business			
4	Identify the shadow economy and political issues			
5	Assess the issues of corporate governance			
Course out come	Year/ semester: II/II sem	Subject name code: Organizational Development (A94604)	No. of Hours L:4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Define the concepts, issues and challenges of organization development			
2	List out the values, assumptions and beliefs in organization development			
3	Explain different models and theories of planned change			
4	understand the team and team building techniques			
5	Identify issues in consultant and developing client relationships			
Course out come	Year/ semester: II/II sem	Subject name code: International Human Resource Management (A94605)	No. of Hours L:4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Define nature, scope and components of IHRM and Compare IHRM and domestic HRM			
2	Explain process of IHRM and Understand transfer policies and compensation management			
3	Identify IHRM practices in selected countries			
4	Analyze HR practices of Indian managers in International context			
5	Interpret impact of IT on IHRM			
Course out come	Year/semester: II/II Sem	Subject name code: Strategic Human Resource Management. (A94606)	No. of Hours L:4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				

1	Find linkage between strategic business planning (SBP) and strategic HR development (SHRD)			
2	Discuss about trends in utilization of HR and relocation of work			
3	Identify managerial issues in strategic formulation.			
4	Compare Results Oriented vs Process oriented measures.			
5	Evaluate strategic contribution of traditional areas such as selection , training and compensation			
Course out come	Year/ semester: II/II Sem	Subject name code: Financial Derivatives (A94607)	No. of Hours L:4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Define significance of derivatives in stock in commodity market.			
2	Explain players in Derivative market			
3	Differentiate forward and future contract			
4	Analyze Trading with option			
5	Explain strategies involving option			
Course out come	Year/Semester: II/II sem	Subject name code: Strategic Financial Management (A94608)	No. of Hours L:4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Define investment decisions under conditions of risk and uncertainty			
2	Make use of discounted payback, post payback, return on investment and surplus payback			
3	Maximize the advantages of leasing and leasing decisions			
4	Develop the various strategies for financing decisions			
5	Solve various problems on mergers and acquisitions			
Course out come	Year/ semester: II/II Sem	Subject name code: Corporate Taxation and Planning (A94609)	No. of Hours L:4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Express Basic concepts of direct & Indirect taxes and able to compute Residential Status and Scope of Total Income of a Company and exempted Incomes of company.			
2	Compute total Income of corporate.			
3	Identify the importance of Tax planning, Tax Management and able to use Tax planning techniques towards Capital Structure decisions.			
4	Use the tax planning with reference to setting up of a new business.			
5	Perform tax planning in respect of mergers and Amalgamations.			
Course out come	Year/ semester: II/II sem	Subject name code: Marketing Communications (A94610)	No. of Hours L:4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Define IMC and apply IMC in marketing mix.			
2	Make use of creative strategy and execution in marketing communications.			

3	Explain the important of advertising planning			
4	How DAGMAR approach is utilized to set the advertising objectives			
5	Relate the current trends of advertising for managing brands			
Course out come	Year/ semester: II/II sem	Subject name code: Services Marketing (A94611)	No. of Hours L:4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Differentiate Marketing services Vs. Physical services, analyze services marketing mix and Gaps model of service quality.			
2	Understand consumer requirements and extend customer relationships with regard to services.			
3	Identify critical issues in service design, service blue printing, plan new service development process and service standards.			
4	Explain the Employee's and Customer's roles in service delivery.			
5	Integrate services marketing communications and five categories of strategies, and creates an environment that achieves excellence in customer service. Design the key issues in pricing of services.			
Course out come	Year/ semester: II/II sem	Subject name code: Retailing (A94612)	No. of Hours L:4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Define modern retailing and its concepts			
2	Analyze about the human resource practices in utilization of retailing			
3	Know the importance of retailing product mix strategies in retailing			
4	Evaluations the students explanations about retailing objectives			
5	Build and identify the new pattern to develop learning skills about customer and consumer behaviour			
Course out come	Year/ semester: II/II sem	Subject name code: Creativity and Innovation (A94613)	No. of Hours L:3 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Explain the nature of creativity and innovation			
2	Explore, develop and demonstrate their creativity			
3	Identify ways of eliminating barriers to creativity			
4	Identify ways to turn creativity into insights, ideas, opportunities and action			
5	Illustrate how to bring creativity and innovation into an organization			
Course out come	Year/ semester: II/II sem	Subject name code: Business Analytics (A94614)	No. of Hours L:3 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Analyze statistical tools for business decision making.			
2	Evaluate different decision making environments and know how decision making techniques are used.			
3	Find and interpret correlation coefficient			
4	Design simple, single and factorial experiments			
5	Outline the foundation of analytics			

Course out come	Year/ semester: II/II sem	Subject name code: Data Mining and Data Warehousing (A94615)	No. of Hours L:3 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Introduce data mining concepts and develops understanding of data mining application.			
2	Develop an understanding of data warehouse, designing and using data in data warehouse using various operations.			
3	Develop an outlook of Association rule mining, association rule mining methods and their application on some sample data sets, evaluate these methods based on need.			
4	Analyze transactional data bases for association rules.			
5	Develop an understanding of classification and prediction, classification methods and their application on some sample data sets, evaluate these methods based on need.			
Course out come	Year/ semester: II/II sem	Subject name code: Comprehensive Viva Voce (A94616)	No. of Hours L:0 T:0 P:0	Credits: 01
On successful completion of this course, student should be able to:				
1	Create and develop competitive enrichment among the students.			
2	Predict the future competencies for the student for their overall development			