

**Vaagdevi College of Engineering-Autonomous
Bollikunta, Warangal-506005**

Department Of MBA

MBA R18 COURSE OUTCOMES

I/I SEM				
Course out come	Year/ semester: I/I Sem.	Subject name code: Business Environment (M18MB01)	No. of Hours L:4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Explains the concept of BE and different techniques of environmental scanning process.			
2	Describes economic systems, GATT, WTO, Fiscal and monetary policies			
3	Emphasizes on Industrial Policy and regulatory structure			
4	Explains socio political environment.			
5	Interprets India trade policy, EXIM Policies and FEMA.			
Course out come	Year/ Semester: I/I Sem	Subject name code: Managerial Economics (M18 MB02)	No. of Hours L:4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	solve problems faced by the business organization			
2	apply the tools and techniques in real business situations.			
3	determine the production factors and returns			
4	analyse the different costs			
5	formulate different pricing strategies and profit policies			
Course out come	Year/ semester: I/I Sem.	Subject name code: Management and Organization Behaviour (M18MB03)	No. of Hours L:4 T:0 P:0	Credits: 4
On successful completion of this course, student should be able to:				
1	Show the significance of fundamentals of Management and its contributions.			
2	Outline the planning process and types of plans in dynamic environment, develop the decision making styles in various situations in organization.			
3	Demonstrate the organization structures with its merits and demerits, Contrast between authority, power and influence, Asses the significance of controlling in an organization.			
4	Examine individual and group behavior in an organization using personality theories			
5	Identify how managers apply different leadership styles and motivation theories in an organization.			
Course out come	Year/ semester: I/I Sem.	Subject name code: Accounting for Management (M18MB04)	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 importance of Accounting.			
2	Explain Accounting cycle in preparing financial statements of the company.			
3	Plan the process of issue of shares and debentures for raising capital by the company.			

4	Analyze and interpret financial position of the company using ratio analysis, Vertical and Horizontal analysis.			
5	Make use of funds flow statements in the company.			
Course out come	Year/semester: I/I Sem.	Subject name code: Statistics for Management (M18MB05)	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 and choose appropriate measures of central tendency and dispersion.			
2	Define correlation and also measure the degree of correlation between variables and estimate the relationship between independent and dependent variables using regression lines.			
3	Distinguish between parametric and non-parametric test.			
4	Classify Null- hypothesis and alternative Hypothesis, hypothesis testing for making decisions using student's t test.			
5	Categorize one-way and two-way classification of ANOVA and examine goodness of fit by using Chi-square test.			
Course out come	Year/ semester: I/I sem	Subject name code: Business Communication (M18MB06)	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 importance of written communication skills appropriate for business situations.			
2	Demonstrate the student effectively deliver on oral presentations.			
3	Examine the students report writing skills and develop the positive writing skills.			
4	Identify the barriers of communication			
5	Minimize the student negative attitudes towards the verbal and nonverbal communication			
Course out come	Year/ semester: I/I sem	Subject name code: Information Technology Lab (M18MB07)	No. of Hours L:0 T:0 P:3	Credits:3
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.			
3	Create and manage Database & data mining.			
4	List out the procedure of mail merge and build the presentation graphics through power point creation			
I/II Sem				
Course out come	Year/ semester: I/II Sem.	Subject name code: Marketing Management (M18MB08)	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.			
2	Identify and demonstrate the nature of marketing environment.			
3	Explain the Market research project/process.			

4	Make use of PLC for framing marketing strategies and appraise the importance of promotion mix.			
5	Utilize the different pricing strategies for profit maximization.			
Course out come	Year/ semester: I/II Sem.	Subject name code: Human Resource Management (M18MB09)	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 basic concepts of HRM, Its model.			
2	Demonstrate HRP process and Job Analysis.			
3	Illustrate the techniques and tools for training and Development, performance appraisal.			
4	Infer Industrial Relations System Grievance redressal mechanism and dispute settlements.			
5	Recommend and appraise the contemporary issues related to HR practices in Global perspective.			
Course out come	Year/ semester: I/II sem	Subject name code: Financial Management (18MBA10)	No. of Hours L:4 T:0 P:0	Credits:4
On successful completion of this course, student should be able to:				
1	Identify the importance of profit maximization and wealth maximization			
2	Apply different techniques for investment decision process and measuring the cost of capital			
3	Analyze the capital structure theories			
4	Examine the factors determining dividend and its valuation			
5	Assess the needs and planning of working capital			
Course out come	Year/ semester: I/II sem	Subject name code: Business Research Methods (M18MB11)	No. of Hours L:4 T:0 P:0	Credits:4
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: Quantitative Analysis for Business Decisions (M18MB12)	No. of Hours L:4 T:0 P:0	Credits:4
On successful completion of this course, student should be able to:				
1	Define OR and OR Model.			
2	Construct the structure of LPP.			
3	Compare Two-phase method and Big-M method.			
4	Build the mathematical model of transportation problem.			
5	How to solve the Assignment problem.			
Course out come	Year/ semester: I/II sem	Subject name code: Cost & Management Accounting (M18MB13)	No. of Hours L:4 T:0 P:0	Credits:4

On successful completion of this course, student should be able to:				
1	Distinguish Financial Accounting, Cost accounting & Management Accounting			
2	Analyze Costing for specific industries.			
3	Apply Break Even analysis for various business problems			
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: Soft Skills Lab (M18MB14)	No. of Hours L:0 T:0 P:4	Credits:3
On successful completion of this course, student should be able to:				
1	show how to overcome fear of facing interviews			
2	Improve communication skills and able to convince their view point to the superior, peers and subordinates.			
3	Adopt Time management skills to efficiently manage time in meeting deadlines.			
4	Compare Traits of positive thinking and high achievers..			
5	Improve General knowledge and current information.			

II/I Sem				
Course out come	Year/ semester: II/I Sem.	Subject name code: Strategic Management (M18MB15)	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: Entrepreneurship (M18MB16)	No. of Hours L:4 T:0 P:0	Credits:4
On successful completion of this course, student should be able to:				
1	Explains characteristics, Qualities, Skill and Functions of Entrepreneur.			
2	Infers financial Institutions assistance to promote Entrepreneurship.			
3	Relates Technological competitiveness, legal regulatory systems, patents, trademarks and intellectual property rights to Entrepreneurship.			
4	Summarizes necessity for business ethics and ethical guidelines in business.			
5	Recalls corporate governance and its History and theoretical basis of corporate Governance.			
Course out come	Year/ semester: II/I sem	Subject name code: Intellectual Property Rights (M18MB17A)	No. of Hours L:4 T:0 P:0	Credits: 3
On successful completion of this course, student should be able to:				
1	Outline the increasing importance of intellectual property rights			
2	Utilize post registration procedures and trade mark registration process			

3	Explain the copyright principles and rights			
4	Prioritize the law of patents and patent ownership.			
5	Develop the trade secret and maintenance.			
Course out come	Year/ semester: II/I sem	Subject name code: Stress Management (M18MB17B)	No. of Hours L:4 T:0 P:0	Credits:3
On successful completion of this course, student should be able to:				
1	Define the stress and Symptoms of stress			
2	Identify various issues in crisis management			
3	Develop the relationship between the teams			
4	Improve the organization personality of employee			
5	Discuss the skills required for personality development			
Course out come	Year/ semester: II/I sem	Subject name code: Agri-Business Management (M18MB17C)	No. of Hours L:4 T:0 P:0	Credits:3
On successful completion of this course, student should be able to:				
1	Define the role of agriculture in economic development			
2	Make use of marketing of agriculture produce and agencies through which agriculture produce is marketed			
3	Identify and eliminate the defects of agricultural marketing			
4	Inspect the agricultural prices and price policy			
5	Plan the duties and responsibilities of marketing functionaries.			
Course out come	Year/ semester: II/I sem	Subject name code: Tourism and Hospitality Management (M18MB17D)	No. of Hours L:4 T:0 P:0	Credits: 3
On successful completion of this course, student should be able to:				
1	List out the different concepts of Tourism management			
2	Identify the factors affecting hospitality and tourism industry			
3	Improve the employment opportunities in Hospitality			
4	Develop the eco system and ecotourism activities			
5	Solve the various problems in tourism and Hospitality management			
Course out come	Year/ semester: II/I sem	Subject name code: Indian Constitution (M18MB17E)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define Indian constitution and constitutional history			
2	Explain federalism and centre-state relationship			
3	Make use of state secretariat and its structure			
4	Determine the importance of election commission			
5	Improve the welfare of SC/ST/BC and women			
Course out come	Year/ semester: II/I sem	Subject name code: Yoga and Spirituality (M18MB17F)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Spell the aim and objectives of Yoga			
2	Explain the need and importance of Yoga			
3	Make use of Astanga Yoga			
4	Examine effects of Asanas and pranayama on various system of the body			

5	Improve the spirituality at workplace			
Course out come	Year/ semester: II/I Sem	Subject name code: Consumer Behavior (M18MB18M1)	No. of Hours L:4 T:0 P:0	Credits: 03
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 (M18MB19M2)	No. of Hours L:4 T:0 P:0	Credits: 03
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 (M18MB20M3)	No. of Hours L:4 T:0 P:0	Credits: 03
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: Security Analysis and Portfolio Management (M18MB18F1)	No. of Hours L:4 T:0 P:0	Credits: 03
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 (M18MB19F2)	No. of Hours L:4 T:0 P:0	Credits: 03
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 (M18MB20F3)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	To determine different international Business Methods			
2	To evaluate Balance of payments and International Monetary system			
3	To Make use of foreign exchange market movements.			
4	To make experiment with exchange rate movements			
5	To find the opportunities in International financial markets			
Course out come	Year/ semester: II/I Sem	Subject name code: Leadership and Change Management (M18MB18H1)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define leadership roles and functions.			
2	How to become an effective leader and his/her leadership styles.			
3	Explains leadership styles in organizational work settings.			
4	Solve the various problems while inviting change in organization.			
5	Distinguish the relationship between power, politics and conflicts.			
Course out come	Year/ semester: II/I Sem	Subject name code: Management of Industrial Relations (M18MB19H2)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Demonstrate industrial relation and Indian IR system			
2	Outline the trade union, types and their recognition			
3	Analysis dispute settlement missionary and its instruments			
4	Develop grievance handling procedure			
5	Analyze collective bargaining levels and legal frameworks			
Course out come	Year/ semester: II/I Sem	Subject name code: Compensation Management (M18MB20H3)	No. of Hours L:4 T:0 P:0	Credits: 03
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: Internship and Seminar (M18MB21)	No. of Hours L:0 T:0 P:0	Credits: 02

On successful completion of this course, student should be able to:				
1	Improve their practical knowledge by working in any organization			
2	Apply their conceptual learning to practical business problems			
3	List out organizational working teams and dynamics of organization			
4	Develop his competencies for future job requirement			
Course out come	Year/ semester: II/II Sem	Subject name code: Global Entrepreneurship (M18MB18E1)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define the background of entrepreneurship and Global entrepreneurship			
2	Explain critical factors for starting a new venture			
3	Analyze the environmental situation and market opportunity			
4	Develop financial assumptions and identifying the startup capital resource			
5	Estimate startup capital requirement and legal environment			
Course out come	Year/ semester: II/II Sem	Subject name code: MSME Management(M18MB18E2)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define issues and challenges of MSMEs.			
2	Explain various business opportunities, and formalities for setting up an enterprise			
3	Develop rural entrepreneurship and a entrepreneurship			
4	Identify and develop sources of financial support			
5	Build the role of government in promoting entrepreneurship			
Course out come	Year/ semester: II/II Sem	Subject name code: Women Entrepreneurship (M18MB20E3)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Defines women Entrepreneurship, Nature and its intention.			
2	Constructs status of women Entrepreneurship.			
3	Analyze the challenges of women Entrepreneurship in Indian scenario.			
4	Outline the Role of financial institutions in women Entrepreneurial development programmes.			
5	Develop strategic perspective in family business and in Intrapreneurship.			
II/II Sem				
Course out come	Year/ semester: II/II sem	Subject name code: Business Laws and Ethics (M18MB22)	No. of Hours L:4 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Outline the various laws affecting the business concern. Define the procedure for incorporation and winding up of company			
2	Categorize contracts and define essential elements of Indian contract act and its remedies for breach. Explain the general principles, conditions and warranties in contract of sale.			
3	Choose the appropriate negotiable instrument under the negotiable instrument act. Determine the rules and regulations of GST in India.			
4	Asses the ethical issues in business.			
5	Identify the issues and challenges in cybercrime and its need in Indian context.			
Course out	Year/ semester:	Subject name code: Production	No. of Hours	Credits:

come	II/II sem	and Operations Management (M18MB23)	L:4 T:0 P:0	04
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: Gender Sensitization (M18MB24A)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Discuss about key biological aspects of genders.			
2	Find Demographic consequence			
3	Create insight into gendered division of labour and its relation to politics and economics			
4	Identify causes of Sexual violence.			
5	Develop a sense of appreciation of women in all walks of life.			
Course out come	Year/ semester: II/II sem	Subject name code: Disaster Management (M18MB24B)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define concept of Environmental Hazards & Disasters.			
2	Identify causes of earthquakes.			
3	Discuss about the disasters and their impact on the environment.			
4	Estimate sedimentation & Environmental problems			
5	Formulate corrective measures of Erosion & Sedimentation.			
Course out come	Year/ semester: II/II sem	Subject name code: Health Care Management (M18MB24C)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Identify the prevailing health care system in India			
2	Avail the facility provided by the health policies			
3	Adopt the benefits from different programs introduced by government			
4	Utilize different healthcare schemes and funds offered by WHO and UNICEF			
5	Outline the trends in the health insurance sector			
Course out come	Year/ semester: II/II sem	Subject name code: Data Analytics (M18MB24D)	No. of Hours L:4 T:0 P:0	Credits:03
On successful completion of this course, student should be able to:				
1	Explain basic Data concepts such as Data Analytics concepts to include Importance of data analytics, data visualization tools, Descriptive Statistical Measures, Predictive Analytics, Data Mining, and Simulation			
2	Apply knowledge to solve simple tasks using data analytics techniques with computer (MS Excel).			
3	Identify the advantages and disadvantages of simulation, risk analysis and decision tree analysis			
4	Measure the data analytics parameters (descriptive analytics, diagnostic analytics, predictive analytics and prescriptive analytics).			

5	Choose the data analytics techniques for solving practical problems in business.			
Course out come	Year/ semester: II/II Sem	Subject name code: Disability & Rehabilitation (M18MB24E)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define the Disability and Rehabilitation services			
2	Identify causes and prevention of impairments			
3	List out the different models of service delivery			
4	Explain the barriers of Rehabilitation and reforming policies			
5	Design the community based Rehabilitation, awareness and participation			
Course out come	Year/ semester: II/II Sem	Subject name code: Sustainability Management (M18MB24F)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	List out the History and emergence of sustainable development			
2	Explain the Indian Judiciary system and Sustainability development			
3	Develop the quality of life, equation of poverty population and pollution			
4	Prioritize biodiversity conservation and ecosystem integrity			
5	Design the sustainable development strategies			
Course out come	Year/ semester: II/II Sem	Subject name code: Customer Relationship Management (M18MB25M4)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define the various concepts in customer relationship management			
2	Determine the importance of customer relationship management			
3	Explain the recent trends in customer relationship management			
4	Build the customer relations and customer profile			
5	Develop strategies for customer, retention and development			
Course out come	Year/ semester: II/II Sem	Subject name code: Services Marketing (M18MB26M5)	No. of Hours L:4 T:0 P:0	Credits: 03
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: International Marketing (M18MB27M6)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define international marketing and its environment			
2	Understand world trade, features and opportunities			

3	Compare the domestic market with international market			
4	Discuss the various factors influencing pricing decisions			
5	Develop the global marketing program and segmentation of product and services			
Course out come	Year/ semester: II/I Sem	Subject name code: Financial Derivatives (M18MB25F4)	No. of Hours L:4 T:0 P:0	Credits: 03
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 Investment & Financing Decisions (M18MB26F5)	No. of Hours L:4 T:0 P:0	Credits: 03
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 (M18MB27F6)	No. of Hours L:4 T:0 P:0	Credits: 03
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.			
6	Perform tax planning in respect of mergers and Amalgamations.			
Course out come	Year/ semester: II/II Sem	Subject name code: International Human Resource Management (M18MB25H4)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define nature, scope and components of IHRM.			
2	Compare IHRM and domestic HRM			
3	Tell transfer policies and compensation management			
4	Identify IHRM practices in selected countries			
5	Classify workers and cadres			
Course out come	Year/ semester: II/II Sem	Subject name code: Performance Management Systems (M18MB26H5)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				

1	Define performance management and methods of performance appraisal			
2	Measure the employee performance towards the predetermine standards			
3	Examine the performance management system and appraisal practices in Asian countries			
4	Improve the employee performance through performance related concepts			
5	Identify the Legal issues involved in performance management and reward systems			
Course out come	Year/ semester: II/II Sem	Subject name code: Strategic Human Resource Management (M18MB27F6)	No. of Hours L:4 T:0 P:0	Credits: 03
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: Comprehensive Subject Viva- Voce (M18MB28)	No. of Hours L:0 T:0 P:0	Credits: 02
On successful completion of this course, student should be able to:				
1	Appraise and strengthen the students conceptual knowledge in all the subjects of the semester.			
2	Maximize the competencies regarding subjects.			
Course out come	Year/ semester: II/II sem	Subject name code: Main project and viva-voce (M18MB29)	No. of Hours L:0 T:0 P:0	Credits: 04
On successful completion of this course, student should be able to:				
1	Gain knowledge on real time working environment.			
2	Develop skills in report writing through data collection, data analysis, data extraction, presentation and interpretation.			
3	Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas.			
4	Improve research knowledge on business problems			
5	Recommend suggestions in scope of the organization			
Course out come	Year/ semester: II/II Sem	Subject name code: Entrepreneurial Finance (M18MB25E4)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Define the challenges of entrepreneurs for raising finance.			
3	Build the skills, frame works and knowledge in entrepreneurial finance.			
4	Determine the venture worth and basic mechanisms of venture valuation.			
5	Decide and develop projected financial statements for discounted cash flow valuation.			
6	Build the financing for the growing ventures.			
Course out come	Year/ semester: II/II Sem	Subject name code: Entrepreneurial Marketing	No. of Hours L:4 T:0 P:0	Credits: 03

		(M18MB26E5)		
On successful completion of this course, student should be able to:				
1	Explain the characteristics, functions of marketing and its challenges.			
2	Define the concept of enterprise growth and forms and types and they able to adapt operative and strategic targets for growth, and evaluate SWOT analysis.			
3	Compare growth strategies and models for choosing best strategy in marketing.			
4	Explain segmenting, Targeting, positioning and pricing in entrepreneurial communication strategy.			
5	Analyze and able to choose best entrepreneurial marketing tools.			
Course outcome	Year/ semester: II/II Sem	Subject name code: Creativity Innovation & Entrepreneurship (M18MB27E6)	No. of Hours L:4 T:0 P:0	Credits: 03
On successful completion of this course, student should be able to:				
1	Explain the creativity phenomenon including spiritual and social routes of creativity			
2	Adapt entrepreneurial and empowerment creativities.			
3	Apply different creative problem solving techniques.			
4	Apply innovation management techniques for new product development.			
5	Apply different innovation techniques for micro and macro economies.			