Vaagdevi College of Engineering-Autonomous
Bollikunta, Warangal-506005
Department Of MBA
MBA R20 COURSE OUTCOMES

I/I SEM				
Course out come	**Year/ semester:** **I/I Sem.**	**Subject name code:** **Business Environment** **(M20MB01)**	**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 monitory 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** **(M20MB02)**	**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 31 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 (M20MB03)**	**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** **(M20MB04)**	**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 (M20MB05)	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 (M20MB06)	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 (M20MB07)	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 (M20MB08)	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 (M20MB09)**	**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 (M20MB10)**	**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 (M20MB11)**	**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 (M20MB12)**	**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 (M20MB13)	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 (M20MB14)	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 (M20MB15)	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 (M20MB16)	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 (M20MB17A)	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 (M20MB17B)**	**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: Data Analytics (M20MB17C)**	**No. of Hours L:4 T:0 P:0**	**Credits:3**
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/I sem**	**Subject name code: Tourism and Hospitality Management (M20MB17D)**	**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 (M20MB17E)**	**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 it 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: Consumer Behavior (M20MB18M1)**	**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 behavior 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 behavior 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 (M20MB19M2)**	**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: Supply Chain Management (M20MB20M3)**	**No. of Hours L:4 T:0 P:0**	**Credits: 03**
On successful completion of this course, student should be able to:				
1	Conceptual framework and essentials of Supply Chain Management.			
2	Emerging trends in logistics management.			
3	Factors influencing selection of transportation and warehousing management.			
4	Strategic issues in supply chain management.			
Course out come	**Year/ semester: II/I Sem**	**Subject name code: Security Analysis and Portfolio Management (M20MB18F1)**	**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 (M20MB19F2)**	**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.			

Course outcome	Year/ semester: II/I Sem	Subject name code: International Financial Management (M20MB20F3)	No. of Hours L:4 T:0 P:0	Credits: 03
4	Evaluate of lease finance and Hire Purchase.			
5	Elaborate functions and activities of Investment bankers.			

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 outcome	Year/ semester: II/I Sem	Subject name code: Leadership and Change Management (M20MB18H1)	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 outcome	Year/ semester: II/I Sem	Subject name code: Management of Industrial Relations (M20MB19H2)	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 outcome	Year/ semester: II/I Sem	Subject name code: Compensation Management (M20`MB20H3)	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 outcome	Year/ semester: II/I sem	Subject name code: Internship and Seminar (M20MB21)	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			

II/II Sem

Course out come	Year/ semester: II/II sem	Subject name code: Business Laws and Ethics (M20MB22)	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 come	Year/ semester: II/II sem	Subject name code: Production and Operations Management (M20MB23)	No. of Hours L:4 T:0 P:0	Credits: 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: Health Care Management (M20MB24B)	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: Disaster Management (M20MB24C)	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: Agri-Business Management (M20MB24D)	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/II Sem**	**Subject name code: Sustainability Management (M20MB24F)**	**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 (M20MB25M4)**	**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 (M20MB26M5)**	**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 (M20MB27M6)**	**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 (M20MB25F4)	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 (M20MB26F5)	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 (M20MB27F6)	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 HRM (M20MB25H4)	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 (M20MB26H5)	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 HRM (M20MB27H6)**	**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 (M20MB28)**	**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 (M20MB29)**	**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			