

# **ANURAG Engineering College**

**(Autonomous)**

Ananthagiri (V&M), Kodad, Suryapet (Dt). Pin 508 206



## **MASTER OF BUSINESS ADMINISTRATION R22 REGULATION**

**COURSE**

**OUTCOMES**

# **COURSE OUTCOMES (CO)**

## **I YEAR I SEMESTER**

### **(A91001) MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**

**Course Outcomes:** Students will be able to

**CO1:** Gain understanding of the Concepts of Management, its Evolution, Functions and the Theories contributed by various Management Thinkers.

**CO2:** Learn the process of planning, goal setting and the process of decision making with the help of various models.

**CO3:** Learn the processes of Organizing and Controlling with the help of various Organizational structures.

**CO4:** Appreciate the relevance of Individual and group behavior in an organization and the role of Culture and dynamics.

**CO5:** Identify different Leadership Styles, Skills and the Theories of Motivation

### **A91002: BUSINESS ECONOMICS**

**Course Outcomes:** Students will be able to

**CO1:** Understand the Concepts and Principles of Business Economics.

**CO2:** Learn various concepts and practical applications of Demand and Supply viz. Laws, Types, Elasticity, Forecasting and Equilibrium.

**CO3:** Learn concepts and applications related to Production and Cost of a firm.

**CO4:** Learn the features of various Market Structures along with the Decision-making with regards to Price and Output in Short and Long Terms.

**CO5:** Understand the concepts of Pricing Practices, Theory of Firm and Managerial & Behavioural Theories of a Firm.

### **A91003: FINANCIAL REPORTING AND ANALYSIS**

**CO1:** Understand the Concepts and Principles of Accounting.

**CO2:** Understand the Accounting Process in detail.

**CO3:** Learn various aspects in depreciation, Inventory and Goodwill.

**CO4:** Analyze the Working Capital and Flow of Funds and Cash into the Business.

**CO5:** Prepare, analyze and Interpret Financial Statements.

### **A91004: RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS**

**CO1:** Gain a conceptual overview of Research and the relevant concepts to Research.

**CO2:** Learn the different types of Research Designs, Data Collection Tools and Procedures.

**CO3:** Use different methods of representing data through Graphs and Tables; gain an overview of Statistics and relevant concepts and conduct Small Sample Tests.

**CO4:** Learn to solve mathematical problems related to ANOVA (One-way and Two-way), Correlation and Regression.

**CO5:** Learn the application of Time Series and Index Numbers; appreciate the need for preparing and presenting a structured Research Report.

### **A91005: LEGAL AND BUSINESS ENVIRONMENT**

**CO1:** Understand the Business Laws related to Incorporation of a company.

**CO2:** Learn the Law of Contract & Sale of Goods

**CO3:** Learn the salient features of Negotiable Instruments Act 1881

**CO4:** Learn the Reforms Undertaken by the Government with respect to the challenging business environments.

**CO5:** Gain insights of the Regulatory Framework in India.

### **A91006: BUSINESS ETHICS AND CORPORATE GOVERNANCE (OPEN ELECTIVE - I)**

**CO1:** Understand the Need for Business Ethics and Corporate Governance in India.

**CO2:** Apply Knowledge of Established Methodologies of Solving Professional Ethical Issues.

**CO3:** Learn Codes and Committees in Corporate Governance.

**CO4:** Understand the Role of Board in Corporate Governance.

**CO5:** Assess the Stakeholder perspective of Corporate Governance.

**A91007: PROJECT MANAGEMENT**  
**(OPEN ELECTIVE - I)**

CO1: Understand and appreciate the importance of Project Management.

CO2: Learn Project Planning, Execution and implementation.

CO3: Apply Project Appraisal Methods to Cash Flows and Corporate Practices of Dividend Payment

CO4: Understand intricacies of Project Evaluation techniques for better decision making.

CO5: Appreciate the significance of Organizational & Team Behaviors in projects.

**A91008: SUSTAINABILITY MANAGEMENT**  
**(OPEN ELECTIVE – I)**

CO1: Understand the importance of Climate change and global warming.

CO2: Learn about environment pollution and sustainability, economic approaches to sustainable development.

CO3: Assess the steps in sustainable planning for competitive advantage.

CO4: Understand sustainable and circular value chain, sustainability marketing.

CO5: Appreciate the relevance of Market Sustainability.

**A91009: CROSS CULTURAL MANAGEMENT**  
**(OPEN ELECTIVE - I)**

CO1: Understand the importance of the influence of national culture on business culture.

CO2: Learn about value orientations and dimensions.

CO3: Assess culture and leadership, culture and strategy, cultural change in organizations.

CO4: Understand cross cultural team management.

CO5: Learn the aspects of working with international teams and multiple cultures and management of conflicts.

### **A91010: BUSINESS COMMUNICATION LAB**

CO1: Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development.

CO2: Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents

CO3: Identify the intricacies of writing Business Reports and Proposals

CO4: Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication

CO5: Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.

### **A91011: STATISTICAL DATA ANALYSIS LAB**

CO1: Understand the importance of the main functions of MS- Excel /SPSS.

CO2: Practice advance Excel Tools for conduction of Data Analysis

CO3: Evaluate Data Analysis using Pivot Tables and Pivot Charts.

CO4: Analyze the Data using Descriptive Statistics

CO5: Conduct various Parametric and Non-parametric Tests using MS Excel / SPSS

### **I Year MBA –II Semester**

#### **A92001: HUMAN RESOURCE MANAGEMENT**

CO1: Understand the concepts, role and functions of HRM and appreciate the need of HR to act as a Strategic Business Partner of the Organization.

CO2: Learn the methods of conducting Job Analysis, process of writing Job Descriptions & Specifications and the processes of recruitment and selection.

CO3: Gain an understanding of various concepts and practices of Employee Training & Development and Performance Management & Appraisals.

CO4: Learn the principles and practices of Employee Compensation and Rewards, with the help of Job Evaluation & Broad-banding etc. and the salient features of Workmen Compensation Act and Minimum Wages Act.

CO5: Appreciate the need for effective Employee Relations and learn the salient features

of Industrial Disputes Act and Factories Act.

### **A92002: MARKETING MANAGEMENT**

- CO1: Understand the important concepts and principles of Marketing Management and Marketing Research.
- CO2: Learn about the analysis of Market Opportunities and Customer Value with the help of Marketing Mix Elements.
- CO3: Learn the significance of designing a customer driven strategy through Marketing Segmentation, Targeting and Positioning.
- CO4: Assess Global marketing, green marketing strategies for sustainable development.
- CO5: Gain insights of the key aspects of pricing decisions and the role of communication

### **A92003: FINANCIAL MANAGEMENT**

- CO1: Understand the concept of timevalue of money.
- CO2: Learn about the capital budgeting techniques and cost of capital.
- CO3: Learn the significance of Capital structure vs. financial structure.
- CO4: Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory.
- CO5: Understand the Concepts and Applications of Working Capital Management and Management of Current Assets.

### **A92004: QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS**

- CO1: Understand the origin and application of operations research.
- CO2: Learn about the Formulation of Linear Programming Problem for different areas.
- CO3: appreciate the significance of variations of assignment problem, methods for finding Initialfeasible solution.
- CO4: Learn the aspects of Decision Theory and Network Analysis
- CO5: Gain insights of the theoretical principles and practical applications of different queuing models.

### **A92005: ENTREPRENEURSHIP AND DESIGN THINKING**

CO1: Understand the approaches to entrepreneurship.

CO2: Learn about the individual entrepreneurial mind-set and Personality.

CO3: Learn the significance of Feasibility Analysis, Industry, competitor analysis, new venture development.

CO4: Understand the principles of implementation of Design Thinking.

CO5: Appreciate the relevance of Creativity in the process of implementation of Design Thinking.

### **A92006: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

CO1: Understand the cyclical perspective of logistics and supply chain process.

CO2: Learn about the distribution, transportation, warehousing related issues and challenges in supply chain.

CO3: Appreciate the significance of network design in the supply chain.

CO4: Gain knowledge of various models / tools of measuring the Supply Chain Performance.

CO5: Appreciate the role of coordination and technology in supply chain management.

### **A92007: TOTAL QUALITY MANAGEMENT**

#### **(OPEN ELECTIVE-II)**

CO1: Understand the need for Quality.

CO2: Learn the relevant TQM models like PDCA Cycle, 5S, Kaizen, Quality Circles.

CO3: Learn statistical aspects relevant for process control.

CO4: Assess the relevance of Total Productive Maintenance, FMEA, Six Sigma.

CO5: Learn different Quality Management Systems.

### **A92008: MARKETING RESEARCH**

#### **(OPEN ELECTIVE-II)**

CO1; Understand the importance of marketing research. CO2: Learn various aspects in research design.

CO3: Learn sampling design process.

CO4: Understand the characteristics of a good measurement, scaling and sampling methodology.

CO5: Learn hypothesis testing and data presentation.

### **A92009: INTERNATIONAL BUSINESS**

#### **(OPEN ELECTIVE - II)**

CO1: Understand the Concepts, Principles and Approaches of International Business.

CO2: Learn the evolution of International Trade thought process with the help of classical and modern theories of International Trade.

CO3: Gain insights of the aspects of Business and Economic Integration with the help of various Regional Economic Integrations and Multilateral Trade Agreements.

CO4: Understand the Strategy and Structure of International Business with the help of Value Chain Analysis, Environmental Scanning, Strategic Alliances.

CO5: Gain knowledge of the contribution of major functional areas of business viz. Production, Finance, Marketing and HRM in International Business Operations.

### **A92010: RURAL**

#### **MARKETING (OPEN**

#### **ELECTIVE – II)**

CO1: Understand the importance of Indian Rural Economy.

CO2: Learn various rural marketing strategies

CO3: Learn challenges of Retail Channel Management.

CO4: Understand the aspects of rural business research.

CO5: Learn e- rural marketing, CSR, IT for rural development, e- Governance for Rural India.

### **II Year MBA –I Semester**

#### **A93001: PRODUCTION AND OPERATIONS MANAGEMENT**

CO1: Understand the importance concepts of operations management. CO2: Learn various strategies in product and process design, analysis.

CO3: Learn examine the various aspects of plant location and product layout.

CO4: Understand the aspects of scheduling.

CO5: Gain insights of integrated materials management, e-procurement, and materials planning.



## **A93002: MANAGEMENT INFORMATION SYSTEMS**

CO1: Understand the importance of MIS for strategic advantages.

CO2: Learn various business applications of information systems like e-business, BPR, DSS.

CO3: Learn examine the information system planning.

CO4: Understand alternative methods for building information system.

CO5; Learn cyber security with inter networks security defenses.

## **A93003: BUSINESS ANALYTICS**

CO1: Understand the importance of business analytics in practice.

CO2: Learn various rural marketing strategies

CO3: Learn challenges of data modeling.

CO4: Understand the aspects data mining.

CO5: Learn Monte Carlo simulation, risk analysis and decision tree analysis

## **A93004/M: DIGITAL MARKETING**

CO1: Understand Evolution of digital marketing, its strategies and platforms.

CO2: Learn the relevance of digital marketing channels.

CO3: Learn the significance of digital marketing.

CO4: Understand the relevance of online advertising.

CO5: Understand the methods of measuring the digital media performance.

## **A93005/M: SALES AND PROMOTION MANAGEMENT**

CO1: Understand Evolution of Sales and Promotion Management.

CO2: Learn the relevance of various types of Advertising.

CO3: Appreciate the significance of sales management.

CO4: Assess the relevance of sales promotion strategies.

CO5: Appreciate the need for the distribution channels

## **A93006/M: CONSUMER BEHAVIOR**

CO1: Understand Evolution of consumer behaviour.

CO2: Learn the relevance various influences on consumer behaviour.

CO3: Learn the significance of personality, attitudes of the consumer.

CO4: Assess the relevance of the different models of Consumer decision making.

CO5: Identify the need for the marketing ethics towards consumers.

## **A93004/F: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

- CO1: Understand the Indian financial system and also about Investment.
- CO2: Learn the relevance of risk and returns.
- CO3: Learn various influences bond valuation and management.
- CO4: Understand the relevance of equity valuation of cash market and derivatives.
- CO5: Identify the need for mutual funds in India.

#### **A93005/F: RISK MANAGEMENT AND FINANCIAL DERIVATIVES**

- CO1: Understand risk management and derivatives.
- CO2: Learn the relevance of Basel norms, types of risks.
- CO3: Learn various aspects about Derivatives Market in India.
- CO4: Understand the uses of options strategies.
- CO5: Examine the importance of SWAP Market.

#### **A93006/F: STRATEGIC COST AND MANAGEMENT ACCOUNTING**

- CO1: Understand the cost analysis and control.
- CO2: Learn the relevance of unit, job, process costing for strategic decisions.
- CO3: Learn various aspects of activity-based management.
- CO4: Understand the role of types of budgets and the budgeting process in non-profit organizations.
- CO5: Identify the need for establishing cost standards.

#### **A93004/H: TALENT AND PERFORMANCE MANAGEMENT SYSTEMS**

- CO1: Understand Talent Management Process along with its key components.
- CO2: Learn the significance of performance management and employee development in organizations.
- CO3; Learn different approaches to Performance Management System.
- CO4: Understand KRA's and KPI's and performance metrics.
- CO5: Identify the importance of reward systems in organizations.

#### **A93005/H: LEARNING AND DEVELOPMENT**

- CO1: Understand Learning theories with the emphasis on learning outcomes.
- CO2: Learn the significance of Training in organization.
- CO3: Learn different training methods.

CO4: Understand essentials of management development.

CO5: Identify the Training needs, Training methods for different sectors.

### **A93006/H: EMPLOYEE RELATIONS**

CO1: Understand the changing nature of Labor/Workforce in India and appreciate the need for knowing and maintaining good relations with Industry and Trade Unions.

CO2; Learn the legal framework/process of Collective Bargaining and the aspects of Negotiation, Social Security and Drafting of Agreements.

CO3: Learn various aspects of Tripartism, Social Dialogue and the role of Government in Industrial Relations

CO4: Understand the salient features of various Acts such as Factories Act, Minimum Wages Act, ESI Act etc. and the need for maintenance of good Employee Relations

CO5: Understand the salient features of Acts such as Industrial Disputes Act, Occupational Safety, Health and Working Conditions Code etc.

### **II Year MBA –II Semester**

#### **A94001: STRATEGIC MANAGEMENT**

CO1: Understand the importance of strategic management process.

CO2: Learn various market life cycle models for strategic analysis.

CO3: Learn Strategies for competing in global markets and internet economy.

CO4: Appreciate the need for having appropriate Turnaround and Diversification Strategies.

CO5: Understand the aspects of strategy evaluation and control.

#### **A94002/M: INTERNATIONAL MARKETING**

CO1: Understand the Global Marketing

Management CO2: Learn the relevance of WTO, EXIM Policy.

CO3: Learn various influences of the Global Consumer

CO4: Understand the relevance of International Marketing Mix, distribution promotion

strategies.

CO5: Identify the need for E-Marketing channels.

### **A94003/M: SERVICES MARKETING**

CO1: Understand Marketing Management of companies offering Services.

CO2: Learn the relevance of services.

CO3: Learn various influences of the consumer behaviour in services.

CO4: Understand the relevance of service operations.

CO5: Identify the need for promotion strategies for services.

### **A94004/M: MARKETING ANALYTICS**

CO1: Learn the Concepts of Marketing Analytics and their relevance in business,

CO2: Use MS Excel to deal with Marketing Data at basic level,

CO3: Appreciate Customer's journey through Product Selection Process and Customer Lifetime Value,

CO4: Conduct Analysis in Determining the Pricing Strategies and

CO5: Understand the Process of Optimizing Clusters and Measure the Effectiveness of Promotion.

### **A94002/F: INTERNATIONAL FINANCIAL MANAGEMENT**

CO1: Understand recent changes and challenges in International Financial Management.

CO2: Learn Factors affecting International Trade flows

CO3: Learn various aspects about International Stock market. CO4: Understand the uses of exchange rates.

CO5: Examine the importance of International Financing

### **A94003/F: STRATEGIC FINANCIAL MANAGEMENT**

CO1: Understand financial strategy and control of a company.

CO2: Learn the relevance of risk and uncertainty in making strategic decisions.

CO3: Learn various aspects of capital budgeting.

CO4: Understand the capital structure, dividend policy, financial distress, restructuring.

CO5: Identify the different diversification strategies and mergers and acquisitions.

### **A94004/F: FINANCIAL ANALYTICS**

CO1: Understand techniques of financial statements. CO2: Learn the relevance of timevalue money.

CO3: Learn various aspects of capital budgeting.  
CO4: Understand industry, technical and economic analysis. CO5: Learn duration of bond and immunization strategies.

#### **A94002/H: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

CO1: Gain an overview of the nature, scope and importance of International Human Resource Management  
CO2: Understand and appreciate the role of International Human Resource Management in development and execution of strategies for success of multinational corporations.  
CO3: Learn the role of International Human Resource Management in long-term planning and staffing of manpower globally  
CO4: Gain insights of the strategic role of Training and Development of Expatriates in Management of international assignments.  
CO5: Acquaint themselves with the process of global performance management and Understand the complexities of global compensation

#### **A94003/H: LEADERSHIP AND CHANGE MANAGEMENT**

CO1: Gain an understanding of the concepts and principles of leadership by studying the contributions made by various philosophers and Universities.  
CO2; Learn from the various theories and styles of leadership and their contribution the subject matter of leadership from time to time.  
CO3: Appreciate the role of leader in the ever-changing business scenario and gain knowledge of various models of change.  
CO4: Understand the role of power, politics and conflicts in times of change, management of resistance to change in the process of implementing organizational change.  
CO5: Gain insights of the process organizational development from a consultative perspective.

#### **A94004/H: HR ANALYTICS**

CO1: Gain an understanding of the relevance of HR Analytics in the current business scenario.  
CO2: Have an understanding of the models of conducting HR Analytics and

understanding of the methods of capturing, examining & purifying data for  
conduction of HR Analytics.

CO3: Use MS Excel for conduction of HR Analytics for key HR Processes

CO4: Have an overview of various tools and software technologies used for conduction  
of Descriptive HR Analytics and Visualization of HR Data.

CO5: Appreciate the significance of Predictive and Prescriptive Analytics.