

MASTER OF BUSINESS ADMINISTRATION



Course Outcomes

**FACULTY OF COMMERCE & BUSINESS MANAGEMENT
KAKATIYA UNIVERSITY
Vidyaranyaपुरi, Warangal**

MASTER OF BUSINESS ADMINISTRATION

PROGRAM SPECIFIC OUTCOMES

At the end of MBA program student should take of either of following.

1. Managerial decision making through the application of knowledge of management discipline
2. Set up business enterprise and manage diversified growth of entrepreneurship.

PROGRAM OUTCOMES

At the end of MBA program students should be with following abilities.

P01- Recognize the functioning of business opportunities involvement of business enterprises and exploring the entrepreneurial opportunities.

P02- Develop entrepreneurship by providing eco system like incubation center and entrepreneurship development center for students who intent to take up start up or grow existing business.

P03 - Develop skills for analyzing the business data, application of relevant analysis and problem solving.

P04 - Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding

P05 - Identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethics in organizational decision making.

P06 - Develop effective communication especially in business applications, with the use of appropriate technology.

P07 - Collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the uses of diverse skills of team members in the related context.

SEMESTER - I - COURSE OUTCOMES

Code	Paper Title	Course Outcomes
MB101	Management and Organization Theory	<p>CO1 – To familiarize the students with the basics of management concepts and processes in the organization.</p> <p>CO2 – To enable the students on the importance of planning and decision making and its process.</p> <p>CO3 – To highlight the various types of organizing structures along with the concept of line and staff conflict.</p> <p>CO4 – To give insights on the concepts of Direction, Leadership, Controlling, Communication, Coordination and controlling functions of management</p> <p>CO5 – To aware the relevance of concepts of management at international context and various functions in practices at international level.</p>
MB102	Accounting for Managers	<p>CO1 - To develop insight of accounting postulates, principles, concepts and conventions, accounting cycle</p> <p>CO2 – To enable students to develop the conceptual knowledge on Inventory Management and its techniques.</p> <p>CO3 – To make aware about the importance of Depreciation and its application.</p> <p>CO4 – To highlight the importance of preparation of financial statements and its methods of analysis and reporting techniques.</p> <p>CO5 – To equip the students with the importance of using Financial Ratio Analysis, Cash and Funds Flow Analysis.</p>
MB103	Statistics for Managers	<p>CO1- To bring out clearly the importance of statistics in solving different research problems</p> <p>CO2- To enable the students in-depth understanding of the concepts of probability, sampling, correlation and their applicability</p> <p>CO3- To help the students gain a comprehensive view of the usage and importance of Solving different statistical problems.</p> <p>CO4-To enable the students understand theDifference between Parametric and Non-parametric tests.</p> <p>CO5 – To highlight the concept the ANOVA and its methods.</p>
MB104	Information Technology for Managers	<p>CO1–To enable the students to learn about the various concepts ofInformation Technology.</p> <p>CO2 – To highlight the concept of Data Communication and its Management</p> <p>CO3 - To develop basic understanding about Information Systems, its development and role of organization at various levels</p> <p>CO4–To understand the models of Database and the concepts</p>

		<p>of Data Warehousing and Mining.</p> <p>CO5 –To highlight the importance of working with the MS Office and its components i.e., Word, Excel, PowerPoint, and Access.</p>
MB105	Marketing Management	<p>CO1 – Understand the Introduction of Marketing Management; its Definition, Nature, Scope & Importance; its Evolution, Role, Functions & Tasks, and Recent Trends</p> <p>CO2 – Assess Market Analysis & Environment, Competitive Marketing Strategies, Market Segmentation, Positioning, Consumer Behavior, and Marketing research</p> <p>CO3 – Know about Product & Pricing Decisions, Price Concepts, Methods, Pricing Strategies and Price Changes</p> <p>CO4 – Understand the Place Decisions, Channel Management Decisions, Physical Distribution, Market Distribution, Direct Marketing</p> <p>CO5 – Know about the Promotion Decisions, Integrated Marketing Communication, Advertising, Personal Selling, Recruitment, Sales promotion</p>
MB106	Business Environment	<p>CO1 – The students will be able to understand the concept of business environment its meaning, scope and importance.</p> <p>CO2 – To give an insight into Economic environment, Economic system, Mixed economy and different Economic policies.</p> <p>CO3 – To make the students aware about legal framework of business regulatory institutions like...TRAI-SEBI-IRDA etc.,</p> <p>CO4 – To enable the students to understand the socio cultural environment, social responsibility of business and social audit in India.</p> <p>CO4 – To give students an understanding of the various constituents of the local and global business environments.</p>
MB107	Managerial Economics	<p>CO1 – To help the students form a clear idea of Managerial Economics.</p> <p>CO2 – To enable the students understand determination of price under different market forms.</p> <p>CO3 – To enable the students understand the situation of consumer and producer equilibrium.</p> <p>CO4 – To describe the concept of Price and Output decisions in Perfect Competition.</p> <p>CO5- To understand the concept of industry and factors influencing size of firm.</p>

SEMESTER – II – COURSE OUTCOMES

Code	Paper Title	Course Outcomes
MB201	Human Resource Management	<p>By studying this course Student is able to know the</p> <p>CO-1. Concept of human resource management its significance, models, functions, role, responsibilities.</p> <p>CO-2. Know about human resource planning Processing Demand and supply job analysis job specification recruitment and E- selection</p> <p>CO-3. Understand about placement , training performance appraisal, modern methods,</p> <p>CO-4. Know about industrial relations impotence, machinery for settlement of disputes, trade union problems of employees.</p> <p>CO-5. Understand about HR account, Balance for card</p>
MB202	Financial Management	<p>CO-1. Know about concept, scope functions, financial planning, and time value of money.</p> <p>CO-2. Assess about investment decisions value, capital structuredetermine theories, EBIT, EPS, Leverages.</p> <p>CO-3. Know about capital budgeting decision, risk and retune, approaches,</p> <p>CO-4. Understand about working capital determinants inventory management correct assets.</p> <p>CO-5. Know about dividends designs influencing factors, models, approaches.</p>
MB 203	Management accounting	<p>CO-1. Understand management accounting scope, importance role control system, Fixed and variable cost, relevant and opportunity cost.</p> <p>CO-2. Know about cost value and profit analysis, break even analysis most make or buy, plant shutdown, add or drop.</p> <p>CO-3. understand standard costing purpose, types variance analysis budgelaing control and balanced score card to orgaistategy</p> <p>CO-4. know about actiusty based costing system facing cost, cost drivers, traditional costing.</p> <p>CO-5. Assess about responsibility accounting importance, divisionalisation, types, centres performance report, performance evaluation and transfer pricing.</p>
MB 204	Operations Research	<p>CO -1. Know the decision theory of anatomy models, Expected pay off maximum, minimum models theory mixed strategy.</p> <p>CO-2. Understand the linear programming LPP- business applicable, graphic method and simplex method- concept of dual.</p> <p>CO-3. Understand about transportation models problem statement , methods, sleps, (VAM, MODI)</p> <p>CO-4. Assess about structure of a Queuing system, process – service system, basic concepts in queuing theory queuing models.</p> <p>CO-5. know about sequential decision making – need importance, steps, pricing problem and production scheduling</p>

		and inventory problem.
MB 205	Business Research Methodology	<p>CO-1. understand about introduction of business research types importance, concepts, variables, theory models, technologies in BRM ethical treatment of participants, confidentiality</p> <p>CO-2.To Understand the research problem identification literature survey –theoretical frame work hypothesis development testing procedure.</p> <p>CO-3. Know about the research design, case study scaling techniques construct validity.</p> <p>CO-4. Understand the source of data methods guidelines for construction of questionnaires, data analysis and statistical measures.</p> <p>CO-5. Know about the writing of research report, table of contents, final part of report, visual aids and presentation.</p>
MB 206	GE- III Business Ethics	<p>CO-1. Assess about nature, concept, scope of ethics, objectives, significance, factors influencing retail pricing, Socio economic significance, theories, role of technology in retailing & E – retailing.</p> <p>CO-2. Understand the merchandise procurement process, planning buying system, retail pricing, price setting and different approaches.</p> <p>CO-3. Know about the need and importance of promotion mix in retailing and methods of communication, budget, supply chain managements and inventory management.</p> <p>CO-4. Assess about the retail location, design HRM selection recruitment, motivation, compensation and control</p> <p>CO-5. Understand buying process, buying decision customer loyalty, service strategies setting standards and service recovery.</p>
MB 207	Business analytics using Excel	<p>CO-1. Concept of business analytics advantage – Evolution, metrics and measures of data – steps, micro soft excel and cell references.</p> <p>CO-2. Copying test- values, logical formulas graph generation, pivot table, statistical functions, financial functions.</p> <p>CO-3. Understand the saving the worksheet in different forms, exporting and in porting data Microsoft applications goal seek and scenarios for “what – if” analysis.</p> <p>CO-4. Statistical functions and harmonic means, geometrics mean, skenwness correlation ANOVA, and t- test and z- test for two sample means.</p> <p>CO-5. Understand the financial functions – AMORDEGRC, time value of money, IN TRATE NOMINAL - RATE.</p>
MB 208	Costumer Relationship Management	<p>CO-1. Assess about CRM, CRM practice factors growth ,CRM process, customers probability Customer satisfaction measurements, wed based customer support.</p> <p>CO-2. Know about customer value, customer expectation, customer satisfaction, customer retention customer loyalty,</p>

		<p>customer lifetime value, customer satisfaction measurement, and web based customer support.</p> <p>CO-3. Understand the consumer need and importance of customer Behaviour recent trends, socio economic factors, problems in study of customer Behaviour.</p> <p>CO-4. Understand about planning - building customer centricity, setting CRM, customer strategy grid.</p> <p>CO. 5. Assess about the customer relationship management programs data mining, data warehousing for customer relationship management, role of IT Telecom , healthcare, banking of insurance industries.</p>
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SEMESTER – III – COURSE OUTCOMES

Code	Course title	COs
MBA301	Organization Behavior	<p>CO1- To equip the students with the basic idea and introduction on organizational behavior as a concept.</p> <p>CO2- To give a light on the concept of Individual Behavior in Organization.</p> <p>CO3 Explain and helps the students to gain more knowledge on Group Behavior.</p> <p>CO4 To understand the concept of Behavioural basis organization process.</p> <p>CO5- To introduce the concept of organizational Communication and leadership.</p>
MBA302	Strategic Management	<p>CO1 – Know the concepts of strategic management and its significance, objectives, goals and elements.</p> <p>CO2 –Understand about characteristics of environment, factors affecting environmental scanning and its methods and techniques used in organisational appraisal.</p> <p>CO3 – know about corporate level strategies ,and its cost leadership strategy.</p> <p>Co4 – Know about project implementation, its types of structure and role of leaders.</p> <p>CO5 – Understands importance of strategic evaluation, and its barriers and techniques.</p>
MBA303	Managerial Communication	<p>CO1 - Enable the students to learn the art of getting things done in the modern businessworld.</p> <p>CO2 - This course will enable Students to maintain efficiency in the way how employers are performing the working tasks.</p> <p>CO3 - Will enable skills to manage people and technology with the purpose of effective and</p>

		efficient fulfilment of their tasks.
MBA304	e-Business	<p>CO1 – Know about E- Business models, its advantages and limitations of E-Business, and about mobile commerce, its E-Business trades.</p> <p>CO2 –Understand about internet and intranet its trends,growth, applications, Extranet applications.</p> <p>CO3 –Assess about E-Marketing its area,planning, strategies and its internet advertising and its E- Payment system.</p> <p>CO4 – Know about security attacking methods, its Hacking security tools, about to evaluate about firewall security.</p> <p>CO5 – Understand about E- Business Web technologies, and concepts of testing and evaluating websites and awareness about websites, and multimedia like graphics.</p>
Elective: Financial Management:		
SAPM	SecurityAnalysis& PortfolioManagement	<p>CO1 – Student will able to outline different investment avenues and compare them with each there on the basis of risk associated with them with simple problems.</p> <p>CO2 – Student will be made aware about the concept of Bond and its valuation methods.</p> <p>CO3 – To make familiar with the objectives and approaches of Equity Analysis</p> <p>CO4 - Student will be able aware about the concepts of Portfolio and Diversification through various theories</p> <p>CO5 - Student will able to compare two companies' financial data by arranging data in such a way that it will helpful to diagnose the financial performance of the company.</p>
IFS	IndianFinancialSystem	<p>CO1 – To enlighten the students on the Indian Financial System, Financial Markets, Financial Instruments, and Financial Services.</p> <p>CO2 – To impart knowledge of money market instruments.</p> <p>CO3 – To outline the Capital Market and its instruments along with the Depository Receipts.</p> <p>CO4 – To demonstrate the structure of Stock exchange, functions of Bond Market, Depositories, and Custodians.</p> <p>CO5 -To discuss about the role and functions of regulatory authority like RBI and SEBI.</p>
CTP	CorporateTaxation&Planning	<p>CO1 - To provide theoretical knowledge on Corporate Taxation along with the Residential Status and Scope of Total Income of Companies.</p> <p>CO2 - To Compute the Total Income and tax</p>

		<p>liability after deductions.</p> <p>CO3 – To make familiar with the Scheme of Wealth Tax and method of computing Wealth Tax Liability.</p> <p>CO4 - To make aware of Tax Planning and Tax Management along with the Financial and Capital Structure Decisions.</p> <p>CO5 – To empower the students on Tax Planning in respect to Mergers and Amalgamations, setting up a new business unit, Export Promotion, Capital Gain investment and foreign collaborations.</p>
HRD	Human ResourceDevelopment	<p>CO1 – To help the students to learn the conceptual theme of HRD and its relationship with HRM and introductory aspects of HRD.</p> <p>CO2 – To present the framework of HRD and methods to designing, implementation, and evaluating of effective HRD Programmes.</p> <p>CO3 – To highlight the various HRD applications and programmes which empower the HRD professionals through applying various theories and models</p> <p>CO4 – To Demonstrate the ability to carry out workplace competencies and programmes for HRD professional’s development and their wellbeing.</p> <p>CO5- To make aware about the role of HRD in Indian Organizations through presenting its challenges and suggestions to make HRD effective.</p>
LL	LabourLaws	<p>CO1 – To impart the students with the knowledge about the terms Labour, Indian Labour Laws and ILO.</p> <p>CO2 – To enlighten the students on the various laws related to the Labour Working Conditions.</p> <p>CO3 – To understand the concept of Trade Union and its regulatory Act and also to aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.</p> <p>CO4 - To aware about the Indian Laws related to payment of remuneration to Labour i.e., Minimum Wages Act, Payment of Wages Act, Payment of Bonus Act.</p> <p>CO5 - To impart the knowledge on the Laws enacted related to Labour Welfare measures.</p>
OD	OrganisationDevelopment	<p>CO1 – The students will be able to know about the Organization Development through its evolutionary methods and its value assumptions,</p>

		<p>implications in Indian Organizations.</p> <p>CO2 – The course will be able to sensitize the students about the dynamics involved in the management of change.</p> <p>CO3 – To make aware about the client relationships, depth of interventions, ethical standards in OD.</p> <p>CO4 – To understand the concept of Power, Politics and Planned Change. Competencies of an effective OD practitioner, professional values and ethics are evaluated.</p> <p>CO5 – To make aware about the future of OD and its value cycle along with its interventions.</p>
CB	Consumer Behaviour	<p>CO1 – To illustrate the current trends in Consumer Behaviour through analysing the problems in studying.</p> <p>CO2 – To examine the influence of perception, personality, attitude, values and motivation, on buying decision.</p> <p>CO3 – To present the external determinants of consumer behaviour</p> <p>CO4 – To highlight the steps in the Consumer Decision making process.</p> <p>CO5 – To analyse the factors influencing the buyer behaviour and organizational buying roles.</p>
ASM	Advertising & Sales Management	<p>CO1 – To present the concept of IMC and Advertising with its objectives, importance, and ethical dimensions and the trends of advertising.</p> <p>CO2 - The students will acquire copy writing skills and will also be equipped with the ability to choose a particular medium for advertisement.</p> <p>CO3 – To aware the students about the Advertising Media and its classification.</p> <p>CO4 – To enable the students on the methods to determining advertising budgets through measuring its effectiveness.</p> <p>CO5 – To make aware about the regulatory agencies in the Indian Advertising Industry along with the trends.</p>
PBM	Product & Brand Management	<p>CO1 – To present the concept of Product Management through the product levels and the role of product manager in modern marketing.</p> <p>CO2 – To make aware about the competitive strategies for products through analysing the competitors and customers.</p> <p>CO3 – To understand the process of Product Development and Product Life Cycle.</p>

		<p>CO4 – To empower the methods to develop brand building abilities.</p> <p>CO5 – To understand the process of building, Designing, measuring, and maintaining brand equity through extension and positioning strategies.</p>
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SEMESTER – IV – COURSE OUTCOMES

Code	Course title	COs
MBA401	Operations Management	<p>CO1- To provide students with a critical understanding of the scope and strategic importance of operations management</p> <p>CO2 - The role of operations managers; and an appreciation of the interaction of operations with the organisation, employees and customers.</p> <p>CO3 - It helps in critical understanding of the nature and importance of operations management.</p> <p>CO4 – To familiarize the students with various techniques of inventory control.</p> <p>CO5 – To familiarize the students with various aspects of quality management.</p>
MBA402	International Business	<p>CO1 - Knowledge: Basic and broad knowledge in international business environment, strategies and management. Ability to apply concepts, principles and theories to simple business situations.</p> <p>CO2 - Global Perspective: Awareness of the different thinking and viewpoints of diverse cultures.</p> <p>CO3 - Awareness of the global business environment and its impacts on businesses.</p>
MBA403	Creativity and Innovations	<p>CO1 – Understand building blocks of innovation.</p> <p>CO2 – Be familiar with processes and methods of creative problem solving.</p> <p>CO3 – Enhance their creative and innovative thinking skills</p> <p>CO4 – Be familiar with creative and innovative thinking styles</p> <p>CO5 - The opportunity to apply the methods and tools to generate ideas for improving areas of their own work.</p>
MBA404	Management Information System	<p>CO1: Demonstrate the technical knowledge associated with the development of information systems within an organization.</p> <p>CO2: Develop proficiency in industry standard word processing; spread & presentation software as integrated productivity & decision support tools.</p> <p>CO3: Demonstrate the knowledge needed to lead and manage the resources and processes associated with information systems within an organization.</p> <p>CO4 - Examine the role of different decision support systems in achieving strategic advantage.</p> <p>CO5: Develop critical and strategic thinking, improve analytic skills and techniques, and enhance effective decision-making.</p>
Human Resource Management		

MB406A	Management of Industrial Relations	<p>C01 – To present an overview of Industrial Relations through its growth and evolution.</p> <p>C02 – To demonstrate the concept of Trade Unions and Industrial Disputes and methods of settling industrial disputes.</p> <p>C03 - To understand the term Collective Bargaining and its problems.</p> <p>C04 – To make students understand the concept of Workers Participation in Management.</p> <p>C05 – To provide insights on International Industrial Relations along with contemporary issues of Industrial Relations.</p>
MB407A	Compensation Management	<p>C01 - To learn basic compensation concepts and the context of compensation practice</p> <p>C02 - To illustrate different ways to strengthen the pay-for-performance link.</p> <p>C03 - To learn the concepts of Payment and employee benefits issues for contingent workers.</p> <p>C04 - To understand the Legally required employee benefits.</p> <p>C05 - To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits</p>
MB408A	Strategic Human Resource Management	<p>C01 – To make students understand HR implication of Organizational Strategies.</p> <p>C02 – Understand the various terms used to define strategy & its process.</p> <p>C03 – Understand HR Strategies in Indian and Global perspective.</p>
Marketing Management		
MB406B	Services Marketing	<p>C01 – To emphasize the significance of services marketing in the global economy</p> <p>C02 – To make the students understand the deeper aspects of successful services marketing.</p> <p>C03 – To provide insights to the challenges and opportunities in service marketing</p>
MB407B	Rural Marketing	<p>C01 - To discuss the various aspects of rural marketing as an integral part of marketing management and develop an understanding of rural marketing.</p> <p>C02 – Differentiate the rural market environment from the urban and semi-urban markets.</p> <p>C03 – Understand the factors influencing the rural consumer behaviour and their brand loyalty.</p> <p>C04 - To analyze rural markets through marketing mix while applying the marketing concepts suitable to the rural markets.</p> <p>C05 - To evaluate pricing and distribution strategies for rural consumers</p>
MB408B	Supply Chain Management	<p>C01 – To develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.</p> <p>C02 - To develop an in-depth understanding of logistics operating areas and their interrelationship.</p>

		<p>C03 - To strengthen integrative management analytical and problem-solving skills</p> <p>C04 - To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.</p> <p>C05 - To develop analytical and critical understanding & skills for planning, designing, and operations of supply chain.</p> <p>C06 - To understand, appraise, and integrate various supply chain strategies.</p>
Financial Management		
MB406C	International Financial Management	<p>C01 - To ensure an uninterrupted supply of funds for the business activities of the organization and its optimum utilization so as to generate the highest possible returns for the business.</p> <p>C02 - To maximise the wealth of shareholders.</p> <p>C03 - To maximize the profits of the organization by making correct investment decisions.</p> <p>C04- It promotes investments that are safe and will generate good returns.</p> <p>C05- This will result in an increase in turnover and, thus, profits.</p>
MB407C	Strategic Financial Management	<p>C01 - Understand the impact that resource decisions have both internally and externally on an organisation's performance and effectiveness</p> <p>C02 - Be able to carry out investment appraisals and evaluate the applied approaches</p> <p>C03 - Be able to apply cost concepts to management decision making</p> <p>C04 - Understand the importance of risk management in strategic decision making</p> <p>C05 - Be able to apply financial management techniques to intangible resources</p> <p>C06 - Know how to interpret financial statements for strategic planning and decision-making</p>
MB408C	Financial Derivatives	<p>C01 - Understand the concept of various derivative products such as futures, options, and swaps;</p> <p>C02 - To apply hedging models in assessing price risk of various derivatives;</p> <p>C03 - To understand the basics of the various instruments operating in the stock market along with their trading mechanism and regulations</p> <p>C04 - To analyse and estimate value at risk for various derivatives;</p> <p>C05 - To comprehend various derivative products and their performance in Indian and Global Markets;</p> <p>C06 - To integrate the understanding on various derivative products and their performance in Indian and Global Markets.</p>