



**MALLAREDDY ENGINEERING COLLEGE AND MANAGEMENT SCIENCES**  
 (Approved by AICTE New Delhi & Affiliated to JNTU Hyderabad)  
 Kistapur Village, Medchal, Medchal District-501401

DEPARTMENT OF BUSINESS ADMINISTRATION						
Academic Year 2018-19- COURSE OUTCOMES						
S. No	CLASS	REGULATION	Subject	Course Code	CO's	Course Outcomes
1	I/I	R-17	MANAGEMENT AND ORGANIZATIONAL BEHAVIOR	17MBA01	CO-1	Gain understanding of the Concepts of Management,
					CO-2	Learn the process of planning, goal setting
					CO-3	Learn the processes of Organizing and Controlling
					CO-4	Appreciate the relevance of Individual and group behaviour/Identify
					CO-5	Analyze the complex function with reference to their analyticity, integration using Cauchy' integral and residue theorems
2	I/I	R-17	BUSINESS ECONOMICS	17MBA02	CO-1	Understand the Concepts and Principles of Business Economics
					CO-2	Learn various concepts and practical applications of Demand and Supply
					CO-3	Learn various concepts and practical applications of Demand and Supply
					CO-4	Learn the features of various Market Structures
					CO-5	Understand the concepts of Pricing Practices, Theory of Firm
3	I/I	R-17	FINANCIAL ACCOUNTING AND ANALYSIS	17MBA03	CO-1	Understand the Concepts and Principles of Accounting.
					CO-2	Understand the Accounting Process in detail
					CO-3	Learn various aspects in depreciation, Inventory and Goodwill
					CO-4	Analyze the Working Capital and Flow of Funds and Cash
					CO-5	Prepare, analyze and Interpret Financial Statements.
4	I/I	R-17	BUSINESS STATISTICS	17MBA04	CO-1	Gain a conceptual overview of Research and the relevant concepts
					CO-2	Learn the different types of Research Designs, Data Collection
					CO-3	Use different methods of representing data through Graphs and Tables;
					CO-4	Learn to solve mathematical problems related to ANOVA
					CO-5	Learn the application of Time Series and Index Numbers;
5	I/I	R-17	BUSINESS LAW AND ETHICS	17MBA05	CO-1	Understand the Business Laws related to Incorporation of a company.
					CO-2	Learn the Law of Contract & Sale of Goods
					CO-3	Learn the salient features of Negotiable Instruments Act 1881
					CO-4	Learn the Reforms Undertaken by the Government
					CO-5	Gain insights of the Regulatory Framework in India
6	I/I	R-17	BUSINESS RESEARCH METHODOLOGY	17MBA06A	CO-1	Understand the Basics of Research Methodology
					CO-2	Understand Research design
					CO-3	Data Collection methods and the tools for analysis and interpretation
					CO-4	learn Importance of presentation of data analysis
					CO-5	analyze report writing including referencing style.
7	I/I	R-17	PROJECT MANAGEMENT	17MBA06B	CO-1	Understand and appreciate the importance of Project Management.
					CO-2	Learn Project Planning, Execution and implementation.
					CO-3	Apply Project Appraisal Methods to Cash Flows
					CO-4	Understand intricacies of Project Evaluation techniques
					CO-5	Appreciate the significance of Organizational & Team Behaviors
8	I/I	R-17	TECHNOLOGY MANAGEMENT	17MBA06C	CO-1	Understand the importance of Climate change
					CO-2	Learn about environment pollution and sustainability,
					CO-3	Assess the steps in sustainable planning for competitive advantage
					CO-4	Assess the steps in sustainable planning for competitive advantage
					CO-5	Appreciate the relevance of Market Sustainability.
9	II/I	R-22	RURAL MARKETING	17MBA06D	CO-1	Understand the importance of Indian Rural Economy.
					CO-2	Learn various rural marketing strategies
					CO-3	Learn challenges of Retail Channel Management.
					CO-4	Understand the aspects of rural business research.

					CO-5	Learn e- rural marketing, CSR, IT for rural development
10	I/I	R-17	BUSINESS COMMUNICATION LAB	17MBA07	CO-1	Appreciate the importance and influence of Business Communication
					CO-2	Learn by practice of writing a variety of formal and informal letters
					CO-3	Identify the intricacies of writing Business Reports and Proposals
					CO-4	Develop verbal (oral) skills by giving presentations a
					CO-5	Polish their etiquette, improve telephonic skills a
11	I/II	R-17	HUMAN RESOURCE MANAGEMENT	17MBA08	CO-1	Understand the concepts, role and functions of HRM a
					CO-2	Learn the methods of conducting Job Analysis,
					CO-3	Gain an understanding of various concepts
					CO-4	Learn the principles and practices of Employee Compensation
					CO-5	Appreciate the need for effective Employee Relations
12	I/II	R-17	MARKETING MANAGEMENT	17MBA09	CO-1	Understand the important concepts and principles of Marketing
					CO-2	Learn about the analysis of Market Opportunities
					CO-3	Learn the significance of designing a customer driven strategy
					CO-4	Assess Global marketing, green marketing strategies
					CO-5	Gain insights of the key aspects of pricing decisions
13	I/II	R-17	FINANCIAL MANAGEMENT	17MBA10	CO-1	Understand the concept of time value of money
					CO-2	Learn about the capital budgeting techniques and cost of capital.
					CO-3	Learn the significance of Capital structure vs. financial structure.
					CO-4	Assess dividend policies of Indian companies
					CO-5	Understand the Concepts and Applications of Working Capital
14	I/II	R-17	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	17MBA11	CO-1	Understand the origin and application of operations research
					CO-2	Learn about the Formulation of Linear Programming Problem
					CO-3	appreciate the significance of variations of assignment problem.
					CO-4	Learn the aspects of Decision Theory and Network Analysis
					CO-5	Gain insights of the theoretical principles and practical applications
15	I/II	R-17	ENTREPRENEURSHIP	17MBA12	CO-1	Understand the approaches to entrepreneurship
					CO-2	Learn about the mindset of the entrepreneurs
					CO-3	identify ventures for launching
					CO-4	develop an idea on the legal framework
					CO-5	strategic perspectives in entrepreneurship
16	I/II	R-17	TOTAL QUALITY MANAGEMENT	17MBA13A	CO-1	Understand the need for Quality.
					CO-2	Learn the relevant TQM models like PDCA Cycle, 5S, Kaizen
					CO-3	Learn statistical aspects relevant for process control.
					CO-4	Assess the relevance of Total Productive Maintenance, FMEA,
					CO-5	Learn different Quality Management Systems.
17	I/II	R-17	CORPORATE GOVERNANCE	17MBA13B	CO-1	Understand the Need Corporate Governance
					CO-2	Apply Knowledge of Established Methodologies
					CO-3	Learn Codes and Committees in Corporate Governance.
					CO-4	Understand the Role of Board in Corporate Governance.
					CO-5	Assess the Stakeholder perspective of Corporate Governance.
18	I/II	R-22	INTERNATIONAL BUSINESS	17MBA13C	CO-1	Understand the Concepts, Principles and Approaches of IB
					CO-2	Learn the evolution of International Trade thought process
					CO-3	Gain insights of the aspects of Business and Economic Integration
					CO-4	Understand the Strategy and Structure of International Business
					CO-5	Gain knowledge of the contribution of major functional areas
19	I/II	R-22	SUPPLY CHAIN MANAGEMENT	17MBA13D	CO-1	Understand the cyclical perspective of supply chain
					CO-2	Learn about the distribution, transportation, warehousing
					CO-3	Appreciate the significance of network design in the supply chain.
					CO-4	Gain knowledge of various models / tools
					CO-5	Appreciate the role of coordination and technology in supply chain
20	I/II	R-17	SUMMER INTERNSHIP	17MBA14	CO-1	Management Functions and Organizational Structure
					CO-2	Organizational Dynamics in terms of Organizational Behaviour.
					CO-3	Functional Domain Knowledge
					CO-4	Processes and Systems
					CO-5	External and Internal Environment Impact on the Organization.
			PRODUCTION AND		CO-1	Understand the importance concepts of operations management
					CO-2	Learn various strategies in product and process design, analysis.

21	II/I	R-17	PRODUCTION AND OPERATIONS MANAGEMENT	17MBA15	CO-3	Learn examine the various aspects of plant location and product
					CO-4	Understand the aspects of scheduling.
					CO-5	Gain insights of integrated materials management
22	II/I	R-17	MANAGEMENT INFORMATION SYSTEMS	17MBA16	CO-1	Understand the importance of MIS for strategic advantages
					CO-2	Learn various business applications of information systems
					CO-3	Learn examine the information system planning.
					CO-4	Understand alternative methods for building information system.
					CO-5	Learn cyber security with inter networks security defenses.
23	II/I	R-17	DATA ANALYTICS	17MBA17	CO-1	Understand the importance of data analytics in practice
					CO-2	Learn challenges of data modelling.
					CO-3	understanding analytical tools
					CO-4	application of analytical tools to solve business problems
					CO-5	Learn Monte Carlo simulation, risk analysis and decision tree analysis.
24	II/II	R-17	STRATEGIC MANAGEMENT	17MBA21	CO-1	Understand the importance of strategic management process.
					CO-2	Learn various market life cycle models for strategic analysis
					CO-3	Learn Strategies for competing in global markets and internet
					CO-4	Appreciate the need for having appropriate Turnaround a
					CO-5	Understand the aspects of strategy evaluation and control.
25	II/I	R-17	DIGITAL MARKETING	17MBA18M1	CO-1	Understand Evolution of digital marketing, its strategies
					CO-2	Learn the relevance of digital marketing channels.
					CO-3	Learn the significance of digital marketing.
					CO-4	understand the relevance of online advertising.
					CO-5	Understand the methods of measuring the digital media
26	II/I	R-17	ADVERTISING AND SALES MANAGEMENT	17MBA19M2	CO-1	Understand Evolution of Sales and Promotion Managemen
					CO-2	Learn the relevance of various types of Advertising.
					CO-3	Appreciate the significance of sales management.
					CO-4	Assess the relevance of sales promotion strategies.
					CO-5	Understand the methods of measuring the digital media
27	II/I	R-17	CONSUMER BEHAVIOR	17MBA20M3	CO-1	Understand Evolution of consumer behaviour
					CO-2	Learn the relevance various influences on consumer behaviour.
					CO-3	Learn the significance of personality, attitudes of the consumer.
					CO-4	Assess the relevance of the different models
					CO-5	Identify the need for the marketing ethics towards consumers
28	II/II	R-17	CUSTOMER RELATIONSHIP MANAGEMENT	17MBA22M4	CO-1	understand need of CRM
					CO-2	building customer relations
					CO-3	understand the CRM process
					CO-4	understand the CRM structures
					CO-5	Planning and implementation of CRM
29	II/II	R-17	INTERNATIONAL MARKETING	17MBA23M5	CO-1	Understand the Global Marketing Management
					CO-2	Learn the relevance of WTO, EXIM Policy.
					CO-3	Learn various influences of the Global Consumer
					CO-4	Understand the relevance of international Marketing Mix
					CO-5	Identify the need for E-Marketing channels
30	II/II	R-17	SERVICES MARKETING	17MBA24M6	CO-1	Understand Marketing Management of companies offering Services
					CO-2	Learn the relevance of services.
					CO-3	Learn various influences of the consumer behaviour
					CO-4	Understand the relevance of service operations.
					CO-5	Identify the need for promotion strategies for services.
31	II/I	R-17	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	17MBA18F1	CO-1	Understand the Indian financial system and also about Investment.
					CO-2	Learn the relevance of risk and returns.
					CO-3	Learn various influences bond valuation and management
					CO-4	Learn various influences bond valuation and management
					CO-5	Identify the need for mutual funds in India.
32	II/I	R-17	FINANCIAL INSTITUTIONS, MARKETS AND SERVICES	17MBA19F2	CO-1	understand Introduction to Indian Financial system
					CO-2	understand Introduction to Indian Financial markets and services
					CO-3	Banking and Non-Banking Institutions
					CO-4	understand Financial and Securities markets
					CO-5	understand Fund and fee based services
					CO-1	Understand the cost analysis and control.

33	II/I	R-17	STRATEGIC MANAGEMENT ACCOUNTING	17MBA20F3	CO-2	Learn the relevance of unit, job, process costing for strategic
					CO-3	Learn various aspects of activity-based management.
					CO-4	Understand the role of types of budgets and the budgeting process
					CO-5	Identify the need for establishing cost standards.
					CO-1	Understand recent changes and challenges in IFB
34	II/II	R-17	INTERNATIONAL FINANCIAL MANAGEMENT	17MBA22F4	CO-2	Learn Factors affecting International Trade flows
					CO-3	Learn various aspects about International Stock market.
					CO-4	Understand the uses of exchange rates.
					CO-5	Examine the importance of International Financing.
					CO-1	Understand financial strategy and control of a company.
35	II/II	R-17	STRATEGIC INVESTMENT AND FINANCING DECISIONS	17MBA23F5	CO-2	Investment Decisions in Risk and uncertainty
					CO-3	understand Strategic investment decisions
					CO-4	Investment Appraisal Techniques
					CO-5	learn about Financing decisions
					CO-1	Understand risk management and derivatives
36	II/II	R-17	RISK MANAGEMENT	17MBA24F6	CO-2	Learn the relevance of Basel norms, types of risks
					CO-3	Learn various aspects about Derivatives Market in India.
					CO-4	Understand the uses of options strategies.
					CO-5	Examine the importance of SWAP Market.
					CO-1	Understand Talent Management Process
37	II/I	R-17	PERFORMANCE MANAGEMENT SYSTEMS	17MBA18H1	CO-2	Learn the significance of performance management and employee development
					CO-3	Learn different approaches to Performance Management System
					CO-4	Understand KRA's and KPI's and performance metrics.
					CO-5	Identify the importance of reward systems in organizations.
					CO-1	Understand Learning theories with the emphasis
38	II/I	R-17	LEARNING AND DEVELOPMENT	17MBA19H2	CO-2	Learn about Collective Bargaining Mechanism
					CO-3	Learn different training methods
					CO-4	Understand essentials of management development
					CO-5	Identify the Training needs, Training methods for different sectors.
					CO-1	Understand importance of Industrial Relations
39	II/I	R-17	MANAGEMENT OF INDUSTRIAL RELATION	17MBA20H3	CO-2	Learn the legal framework/process of Collective Bargaining
					CO-3	Learn various aspects of Tripartism, Social Dialogue
					CO-4	learn about Parties and role in Industrial Relations
					CO-5	understand Labour Legislation aspects
					CO-1	Gain an overview of the nature, scope and importance of IHRM
40	II/II	R-17	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	17MBA22H4	CO-2	Understand and appreciate the role of IHRM
					CO-3	Learn the role of International Human Resource Management
					CO-4	Gain insights of the strategic role of Training and Development
					CO-5	Acquaint themselves with the process of global performance
					CO-1	Gain an understanding of the concepts and principles of leadership
41	II/II	R-17	LEADERSHIP AND CHANGE MANAGEMENT	17MBA23H5	CO-2	Learn from the various theories and styles of leadership
					CO-3	Appreciate the role of leader in the ever-changing business
					CO-4	Understand the role of power, politics and conflicts in times
					CO-5	Gain insights of the process organizational development
					CO-1	understand Talent Management Process
42	II/II	R-17	TALENT AND KNOWLEDGE MANAGEMENT	17MBA24H6	CO-2	Succession and career planning approaches
					CO-3	Learn about Knowledge Management
					CO-4	Understand Knowledge management aspects
					CO-5	Understand knowledge management assessment and solutions
					CO-1	Understand various Startup opportunities.
43	II/I	R-19	STARTUP MANAGEMENT	19MBA19E1	CO-2	Learn Business Startup, Ideation, and Venture Choices
					CO-3	Learn Legal and other requirements for new ventures
					CO-4	Learn Problems of entrepreneurs
					CO-5	Understand the Forms of Financial support
					CO-1	Understand the Issues and Challenges in MSMEs
44	II/I	R-19	MSME MANAGEMENT	19MBA20E2	CO-2	Learn Setting up of MSMEs
					CO-3	Learn Management of MSMEs.
					CO-4	Learn Problems of entrepreneurs

45	II/I	R-19	FAMILY BUSINESS MANAGEMENT	19MBA21E3	CO-5	Understand Forms of Financial support.
					CO-1	Understand various Startup opportunities
					CO-2	Learn Business Startup, Ideation, and Venture Choices.
					CO-3	Learn Legal and other requirements for new ventures.
					CO-4	understand about Institution and Government support.
46	II/II	R-19	ENTREPRENEURIAL FINANCE	19MBA22E4	CO-5	Understand Role of Government in promoting Entrepreneurship.
					CO-1	Understand Financing through venture lifecycle in a company.
					CO-2	Learn Startup and First Round Financing Sources
					CO-3	Learn the significance of Financial Planning
					CO-4	Understand Mechanics of venture valuation
47	II/II	R-19	ENTREPRENEURIAL MARKETING	19MBA23E5	CO-5	Understand the importance of venture capital financing.
					CO-1	Understand Marketing mix of an enterprise.
					CO-2	Learn the Growth and marketing strategies.
					CO-3	Learn Market Development strategies.
					CO-4	Understand entrepreneurial communication.
48	II/II	R-19	CREATIVITY INNOVATION AND ENTREPRENEURSHIP	19MBA24E6	CO-5	Understand the importance of entrepreneurial marketing.
					CO-1	Gain an understanding of the concepts and processes
					CO-2	Learn the methods of creative problem solving.
					CO-3	Orient themselves on developing creative intelligenc
					CO-4	Learn the concepts and methods of innovation and ideation
					CO-5	Develop a perspective of micro and macro level innovation