



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

<b>DEPARTMENT OF BUSINESS ADMINISTRATION</b>						
<b>Academic Year 2021-22 - COURSE OUTCOMES</b>						
<b>S. No</b>	<b>CLASS</b>	<b>REGULATION</b>	<b>Subject</b>	<b>Course Code</b>	<b>CO's</b>	<b>Course Outcomes</b>
1	I/I	R-19	MANAGEMENT AND ORGANIZATIONAL BEHAVIOR	19MBA01	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-19	BUSINESS ECONOMICS	19MBA02	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-19	FINANCIAL ACCOUNTING AND ANALYSIS	19MBA03	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-19	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS	19MBA04	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-19	LEGAL AND BUSINESS ENVIRONMENT	19MBA05	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-22	BUSINESS ETHICS AND CORPORATE GOVERNANCE	19MBA06A	CO-1	Understand the Need for Business Ethics and 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.
7	I/I	R-22	PROJECT MANAGEMENT	19MBA06B	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
6	I/I	R-19	TECHNOLOGY MANAGEMENT	19MBA06C	CO-1	Understand the Importance of Technological Innovation
					CO-2	Learn about Technology Strategy
					CO-3	Importance of Research and development in technology management
					CO-4	Assess the steps in Technological Forecasting for Decision Making
					CO-5	Understand the Technological Intelligence
9	I/I	R-22	CROSS CULTURAL MANAGEMENT	19MBA6D	CO-1	Understand the importance of the influence of national culture
					CO-2	Learn about value orientations and dimensions.
					CO-3	Assess culture and leadership, culture and strategy
					CO-4	Understand cross cultural team management
					CO-5	Learn the aspects of working with international teams and multiple cultures
7	I/I	R-19	BUSINESS COMMUNICATION LAB	19MBA07	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
8	I/I	R-19	STATISTICAL DATA ANALYSIS LAB	19MBA08	CO-1	Understand the importance of the main functions of MS- Excel /SPSS
					CO-2	Practice advance Excel Tools for conduction of Data Analysis
					CO-3	Evaluate Data Analysis using Pivot Tables a
					CO-4	Analyze the Data using Descriptive Statistics
					CO-5	Conduct various Parametric and Non-parametric Tests
9	II/I	R-19	HUMAN RESOURCE MANAGEMENT	19MBA09	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
10	II/I	R-19	MARKETING MANAGEMENT	19MBA10	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
11	II/I	R-19	FINANCIAL MANAGEMENT	19MBA11	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
12	II/I	R-19	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	19MBA12	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
13	II/I	R-19	ENTREPRENEURSHIP	19MBA13	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
14	II/I	R-19	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	19MBA14	CO-1	Understand the cyclical perspective of logistics and 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
15	II/I	R-19	TOTAL QUALITY MANAGEMENT	19MBA15A	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.
19	II/I	R-22	MARKETING RESEARCH	19MBA15B	CO-1	Understand the importance of marketing research.
					CO-2	Learn various aspects in research design.
					CO-3	Learn sampling design process
					CO-4	Understand the characteristics of a good measurement, scaling
					CO-5	Learn hypothesis testing and data presentation.
20	II/I	R-22	INTERNATIONAL BUSINESS	19MBA15C	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
21	II/I	R-22	RURAL MARKETING	19MBA15D	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
16	III/I	R-19	PRODUCTION AND OPERATIONS MANAGEMENT	19MBA16	CO-1	Understand the importance concepts of operations management
					CO-2	Learn various strategies in product and process design, analysis.
					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
17	III/I	R-19	MANAGEMENT INFORMATION SYSTEMS	19MBA17	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.
18	III/I	R-19	DATA ANALYTICS	19MBA18	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.
19	II/I	R-19	SUMMER INTERNSHIP	19MBA22	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 Interna lEnvironment Impact on the Organization.
20	II/II	R-19	STRATEGIC MANAGEMENT	19MBA23	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.
21	II/I	R-19	DIGITAL MARKETING	19MBA19M1	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
			ADVERTISING AND SALES		CO-1	Understand Evolution of Sales and Promotion Managemen
					CO-2	learn the relevance of various types of Advertising.

22	II/I	R-19	ADVERTISING AND SALES MANAGEMENT	19MBA20M2	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
23	II/I	R-19	CONSUMER BEHAVIOR	19MBA21M3	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
24	II/I	R-19	CUSTOMER RELATIONSHIP MANAGEMENT	19MBA24M4	CO-5	Identify the need for the marketing ethics towards consumers
					CO-1	understand need of CRM
					CO-2	building customer relations
					CO-3	understand the CRM process
					CO-4	understand the CRM structures
25	II/II	R-19	INTERNATIONAL MARKETING	19MBA25M5	CO-5	Planning and implementation of CRM
					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
26	II/II	R-19	SERVICES MARKETING	19MBA26M6	CO-5	Identify the need for E-Marketing channels
					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.
27	II/I	R-19	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	19MBA19F1	CO-5	Identify the need for promotion strategies for services.
					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
28	II/I	R-19	FINANCIAL INSTITUTIONS, MARKETS AND SERVICES	19MBA20F2	CO-5	Identify the need for mutual funds in India.
					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
29	II/II	R-19	STRATEGIC MANAGEMENT ACCOUNTING	19MBA21F3	CO-5	understand Fund and fee based services
					CO-1	Understand the cost analysis and control.
					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

30	II/II	R-19	INTERNATIONAL FINANCIAL MANAGEMENT	19MBA24F4	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.
31	II/II	R-19	STRATEGIC INVESTMENT AND FINANCING DECISIONS	19MBA25F5	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
32	II/II	R-19	RISK MANAGEMENT AND FINANCIAL DERIVATIVES	19MBA26F6	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
33	II/II	R-19	PERFORMANCE MANAGEMENT SYSTEMS	19MBA19H1	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
34	II/II	R-19	LEARNING AND DEVELOPMENT	19MBA20H2	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
35	II/II	R-19	MANAGEMENT OF INDUSTRIAL RELATION	19MBA21H3	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
36	II/II	R-19	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	19MBA24H4	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 Developmen
					CO-5	Acquaint themselves with the process of global performance
					CO-1	Gain an understanding of the concepts and principles of leadership
37	II/II	R-19	LEADERSHIP AND CHANGE MANAGEMENT	19MBA25H5	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
38	II/II	R-19	TALENT AND KNOWLEDGE MANAGEMENT	19MBA26H6	CO-1	understand Talent Management Process
					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
45	II/I	R-19	STARTUP AND MSME MANAGEMENT	19MBA19E1	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	Learn Problems of entrepreneurs
					CO-5	Understand the Forms of Financial support
46	II/I	R-19	TECHNOLOGY BUSINESS INCUBATION	19MBA20E2	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	Learn Problems of entrepreneurs
					CO-5	Understand Forms of Financial support.
47	II/I	R-19	INNOVATION AND ENTREPRENEURSHIP	19MBA21E3	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
48	II/II	R-19	ENTREPRENEURIAL FINANCE	19MBA24E4	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
					CO-5	Understand the importance of venture capital financing.
49	II/II	R-19	ENTREPRENEURIAL MARKETING	19MBA25E5	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.
					CO-5	Understand the importance of entrepreneurial marketing.
50	II/II	R-19	FAMILY BUSINESS MANAGEMENT	19MBA26E6	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	Learn Problems of entrepreneurs
					CO-5	Understand Forms of Financial support.