



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 2023-24 - COURSE OUTCOMES						
S. No	CLASS	REGULATION	Subject	Course Code	CO's	Course Outcomes
1	I/I	R-22	MANAGEMENT AND ORGANIZATIONAL BEHAVIOR	22MBA01	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-22	BUSINESS ECONOMICS	22MBA02	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-22	FINANCIAL REPORTING AND ANALYSIS	22MBA03	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-22	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS	22MBA04	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-22	LEGAL AND BUSINESS ENVIRONMENT	22MBA05	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	22MBA06A	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	22MBA06B	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-22	SUSTAINABILITY MANAGEMENT	22MBA06C	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	I/I	R-22	CROSS CULTURAL MANAGEMENT	22MBA6D	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
10	I/I	R-22	BUSINESS COMMUNICATION LAB	22MBA07	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/I	R-22	STATISTICAL DATA ANALYSIS LAB	22MBA08	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
12	II/I	R-22	HUMAN RESOURCE MANAGEMENT	22MBA09	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

13	II/I	R-22	MARKETING MANAGEMENT	22MBA10	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
14	II/I	R-22	FINANCIAL MANAGEMENT	22MBA11	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
15	II/I	R-22	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	22MBA12	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
16	II/I	R-22	ENTREPRENEURSHIP AND DESIGN THINKING	22MBA13	CO-1	Understand the approaches to entrepreneurship
					CO-2	Learn about the Formulation of Linear Programming Problem
					CO-3	Learn the significance of Feasibility Analysis, Industry
					CO-4	Understand the principles of implementation of Design Thinking.
					CO-5	Appreciate the relevance of Creativity
17	II/I	R-22	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	22MBA14	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
18	II/I	R-22	TOTAL QUALITY MANAGEMENT	22MBA15A	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	22MBA15B	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	22MBA15C	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	22MBA015D	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
22	II/I	R-22	PRODUCTION AND OPERATIONS MANAGEMENT	22MBA16	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
23	II/I	R-22	MANAGEMENT INFORMATION SYSTEMS	22MBA17	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.
24	II/I	R-22	BUSINESS ANALYTICS	22MBA18	CO-1	Understand the importance of MIS for strategic advantages
					CO-2	Learn various business applications of information systems
					CO-3	Learn challenges of data modelling.
					CO-4	Understand the aspects data mining
					CO-5	Learn Monte Carlo simulation, risk analysis and decision tree analysis.
25	II/I	R-22	SUMMER INTERNSHIP	22MBA22	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.
26	II/II	R-22	STRATEGIC MANAGEMENT	22MBA23	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.
27	II/I	R-22	DIGITAL MARKETING	22MBA19M1	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
28	II/I	R-22	SALES AND PROMOTION MANAGEMENT	22MBA20M2	CO-1	Understand Evolution of Sales and Promotion Management
					CO-2	Learn the relevance of various types of Advertising.
					CO-3	Appreciate the significance of sales management.

			MANAGEMENT		CO-4	Assess the relevance of sales promotion strategies.
					CO-5	Understand the methods of measuring the digital media
29	II/I	R-22	CONSUMER BEHAVIOR	22MBA21M3	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
30	II/II	R-22	INTERNATIONAL MARKETING	22MBA24M4	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
31	II/II	R-22	SERVICES MARKETING	22MBA25M5	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.
32	II/II	R-22	MARKETING ANALYTICS	22MBA26M6	CO-1	Learn the Concepts of Marketing Analytics
					CO-2	Use MS Excel to deal with Marketing Data at basic level
					CO-3	Appreciate Customer's journey through Product Selection Process
					CO-4	Conduct Analysis in Determining the Pricing Strategie
					CO-5	Understand the Process of Optimizing Clusters and Measure
33	II/I	R-22	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	22MBA19F1	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.
34	II/I	R-22	RISK MANAGEMENT AND FINANCIAL DERIVATIVES	22MBA20F2	CO-1	Understand risk management and derivatives
					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.
35	II/I	R-22	STRATEGIC COST AND MANAGEMENT ACCOUNTING	22MBA21F3	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.
			INTERNATIONAL FINANCIAL		CO-1	Understand recent changes and challenges in IFB
					CO-2	Learn Factors affecting International Trade flows

36	II/II	R-22	INTERNATIONAL FINANCIAL MANAGEMENT	22MBA24F4	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.
37	II/II	R-22	STRATEGIC FINANCIAL MANAGEMENT	22MBA25F5	CO-1	Understand financial strategy and control of a company.
					CO-2	Learn the relevance of risk and uncertainty
					CO-3	Learn various aspects of capital budgeting
					CO-4	Understand the capital structure, dividend policy, financial distress
					CO-5	Identify the different diversification strategies
38	II/II	R-22	FINANCIAL ANALYTICS	22MBA26F6	CO-1	Understand techniques of financial statements
					CO-2	Learn the relevance of time value money. Learn various aspects of capital budgeting.
					CO-3	Learn various aspects of capital budgeting
					CO-4	Understand industry, technical and economic analysis.
					CO-5	Learn duration of bond and immunization strategies.
39	II/I	R-22	TALENT AND PERFORMANCE MANAGEMENT SYSTEMS	22MBA19H1	CO-1	Understand Talent Management Process
					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.
40	II/I	R-22	LEARNING AND DEVELOPMENT	22MBA20H2	CO-1	Understand Learning theories with the emphasis
					CO-2	Learn the significance of Training in organization
					CO-3	Learn different training methods
					CO-4	Understand essentials of management development
					CO-5	Identify the Training needs, Training methods for different sectors.
41	II/I	R-22	EMPLOYEE RELATIONS	22MBA21H3	CO-1	Understand the changing nature of Labor/Workforce in India
					CO-2	Learn the legal framework/process of Collective Bargaining
					CO-3	Learn various aspects of Tripartism, Social Dialogue
					CO-4	Understand the salient features of various Acts such as Factories Act
					CO-5	Understand the salient features of Acts such as Industrial Disputes Act
42	II/II	R-22	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	22MBA24H4	CO-1	Gain an overview of the nature, scope and importance of IHRM
					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
43	II/II	R-22	LEADERSHIP AND CHANGE MANAGEMENT	22MBA25H5	CO-1	Gain an understanding of the concepts and principles of leadership
					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
44	II/II	R-22	HR ANALYTICS	22MBA26H6	CO-1	Gain an understanding of the relevance of HR Analytics
					CO-2	Have an understanding of the models of conducting HR Analytics
					CO-3	Use MS Excel for conduction of HR Analytics for key HR
					CO-4	HR Analytics and Visualization of HR Data.
					CO-5	Appreciate the significance of Predictive and Prescriptive
45	III/I	R-22	STARTUP AND MSME MANAGEMENT	22MBA19E1	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	III/I	R-22	TECHNOLOGY BUSINESS INCUBATION	22MBA20E2	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	III/I	R-22	INNOVATION AND ENTREPRENEURSHIP	22MBA21E3	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	III/I	R-22	ENTREPRENEURIAL FINANCE	22MBA24E4	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	III/I	R-22	ENTREPRENEURIAL MARKETING	22MBA25E5	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	III/I	R-22	FAMILY BUSINESS MANAGEMENT	22MBA26E6	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.