



JOGINPALLY B.R. ENGINEERING COLLEGE

Accredited by NAAC B++, Recognized by UGC 2(f) Act.1956

Approved by AICTE & Affiliated to JNTUH, Hyderabad

MASTER OF BUSINESS ADMINISTRATION

COURSE OUTCOMES (COs)

Master Of Business Administration I Year I Sem R19 Syllabus

Course Code	Course Title / Name	Course Outcomes
19MBA01	Management and Organizational Behaviour	At the end of this course, each student should be able to: CO1: Evolution of Management and contribution of Management thinkers CO2: The relevance of environmental scanning, planning and to take decisions, CO3: Organizing and controlling CO4: Individual and group behaviour CO5: Leadership and Motivation.
19MBA02	Business Economics	At the end of this course, each student should be able to: CO1: Economic Principles in Business CO2: Forecast Demand and Supply CO3: Production and Cost Estimates CO4: Market Structure and Pricing Practices
19MBA03	Financial Accounting & Analysis	At the end of this course, each student should be able to: CO1: Principles of Accounting, Accounting Process CO2: Inventory Valuation CO3: Preparation, Analysis and Interpretation of Financial Statements.
19MBA04	Research Methodology and Statistical Analysis	At the end of this course, each student should be able to: CO1: Conceptual overview of Research CO2: To apply, analyze various simple & advanced statistical tools

		C03: To apply the principles of research methodology for various projects.
19MBA05	Legal and Business Environment	At the end of this course, each student should be able to: C01: Business Laws related to incorporating a company C02: Law of contract and Negotiable Instruments C03: Regulatory framework in India.
Open Elective-I 19MBA06	Business Ethics and Corporate Governance	At the end of this course, each student should be able to: C01: Need for Business Ethics and Corporate Governance in India C02: Codes and Committees in Corporate Governance C03: Role of Board in Corporate Governance C04: Stakeholder perspective of Corporate Governance
Open Elective-I 19MBA06	Project Management	At the end of this course, each student should be able to: C01: Importance of Project Management C01: Project Planning, Execution and implementation C01: Significance of teams in projects C01: Project evaluation techniques.
Open Elective-I 19MBA06	Technology Management	At the end of this course, each student should be able to: C01: Importance of Technological Innovation C02: Importance of Research and development in technology management C03: Forecasting of Technology
Open Elective-I 19MBA06	Cross Cultural Management	At the end of this course, each student should be able to: C01: Importance of culture C02: Values C03: Culture and styles of Management C04: Communication in different cultures C05: Cross cultural team management.
19MBA07	Business Communication Lab.	At the end of this course, each student should be able to:

		C01: The importance of Communication in Business C02: To develop writing skills and presentation C03: Writing business proposals and letters C04: Application of business communication in the self-development process.
19MBA08	Statistical Data Analysis Lab	At the end of this course, each student should be able to: C01: Analyse and apply the statistical tools for decision making C02: Hypotheses Testing C03: Discussion of Results for better decision making.

Master Of Business Administration I Year II Sem R19 Syllabus

Course Code	Course Title / Name	Course Outcomes
19MBA09	Human Resource Management	At the end of this course, each student should be able to: C01: HR concepts C02: Process of recruitment and selection, C03: Learning and development C04: Performance Management and Compensation C05: Employee retention strategies C06: Employee welfare and grievances.
19MBA10	Marketing Management	At the end of this course, each student should be able to: C01: Concepts of marketing management C02: To analyze markets and design customer driven strategies C03: To communicate the decisions towards business development with superior customer value.
19MBA11	Financial Management	At the end of this course, each student should be able to: C01: Goals of financial function C02: Investment criteria and decision process C03: Capital structure and Dividend Decisions C04: Asset Liability management
19MBA12	Quantitative Analysis for Business Decisions	At the end of this course, each student should be able to: C01: The course covers origin and application of OR. C02: Linear Programming Method, C03: Decision Theory and queuing theory. These concepts help the student in taking decisions for business.
19MBA13	Entrepreneurship	At the end of this course, each student should be able to: C01: Mindset of the entrepreneurs, C02: Identify ventures for launching, C03: Develop an idea on the legal framework and C04: Strategic perspectives in entrepreneurship.

19MBA13	Logistics & Supply Chain Management	At the end of this course, each student should be able to: C01: Growing importance of Logistics and Supply Chain Management C02: LSCM Costs and Performance C03: Benchmarking in SCM C04: Sourcing and transportation C05: Global aspects in SCM
Open Elective-II 19MBA15	Total Quality Management	At the end of this course, each student should be able to: C01: Importance of Quality C02: Principles and Practices of TQM C03: Tools and techniques in Quality management.
Open Elective-II 19MBA15	Marketing Research	At the end of this course, each student should be able to: C01: Importance of Marketing Research C02: Research design C03: Scaling and sampling methodology C04: Data presentation
Open Elective-II 19MBA15	International Business	At the end of this course, each student should be able to: C01: Importance of International Business C02: International Trade theories C03: International Economic environment C04: Strategic and operational issues of IB
Open Elective-II 19MBA15	Rural Marketing	At the end of this course, each student should be able to: C01: Rural Marketing opportunities C02: Rural Economy and Environment C03: Social and cultural aspects in rural India C04: Innovations in rural marketing.

Master Of Business Administration II Year I & II Sem R19 Syllabus

Course Code	Course Title / Name	Course Outcomes
	Summer Internship	At the end of this course, each student should be able to: C01: Management functions and Organizational structure C02: Organizational dynamics in terms of organizational behaviour, culture, climate C03: Functional domain knowledge C04: Processes and systems C05: External and Internal environment impact on the organization.
19MBA16	Production And Operations Management	At the end of this course, each student should be able to: C01: Concepts of Operations management, C02: Product & process design, analysis, C03: Plant location and layout, C04: Scheduling and Material Management.
19MBA17	Management Information System	At the end of this course, each student should be able to: C01: Concepts & applications of Management Information Systems C02: Information Systems Planning & Implementations C03: Cyber crime and information security.
19MBA18	Data Analytics	At the end of this course, each student should be able to: C01: Importance of Analytics C02: Understanding the analytical tools C03: Application of Analytical tools to solve business problems.
19MBA23	Strategic Management	At the end of this course, each student should be able to: C01: Strategic management concepts C02: Tools and Techniques for Strategic analysis C03: Strategies for competing in globalised markets C04: Strategy Evaluation and Control.

MBA List Of Elective Subjects (Marketing, Finance, Human Resources, Entrepreneurship)

Course Code	Course Title / Name	Course Outcomes
19MBA19M1	Digital Marketing	At the end of this course, each student should be able to: C01: The applications of digital marketing in the globalized market C02: Channels of Digital Marketing C03: Digital marketing plan C04: Search engine marketing C05: Online Advertising
19MBA20M2	Advertising and Sales Management	At the end of this course, each student should be able to: Student will be able to understand the importance of Sales Management, Sales Planning and Budgeting and need for distribution channels and managing them.
19MBA21M3	Consumer Behaviour	At the end of this course, each student should be able to: C01: Understand consumer behaviour C02: Environmental influences on consumer behaviour, C03: Perception and attitude of consumers, C04: Consumer decision making C05: Marketing ethics towards consumers.
19MBA24M4	Customer Relationship Management	At the end of this course, each student should be able to: C01: Need of CRM C02: Building customer relations C03: CRM process C04: CRM structures C05: Planning and Implementation of CRM.
19MBA25M5	International Marketing	At the end of this course, each student should be able to: C01: The Global Marketing Management, C02: Environment of global markets, C03: Assessing Global Market Opportunities, C04: Developing and Implementing Global Marketing Strategies.

19MBA26M6	Services Marketing	<p>At the end of this course, each student should be able to:</p> <p>C01: Marketing Management of companies offering Services</p> <p>C02: Characteristics of services,</p> <p>C03: To understand consumer behaviour in services,</p> <p>C04: Align service design and standards,</p> <p>C05: Delivering service, managing services promises.</p>
19MBA19F1	Security Analysis and Portfolio Management	<p>At the end of this course, each student should be able to:</p> <p>C01: Indian Investment Environment</p> <p>C02: Portfolio Analysis</p> <p>C03: Bond valuation and management</p> <p>C04: Equity valuation of Cash market and derivatives</p> <p>C05: Performance evaluation of Portfolios.</p>
19MBA20F2	Financial Institutions, Markets & Services	<p>At the end of this course, each student should be able to:</p> <p>C01: Introduction to Indian Financial system</p> <p>C02: Banking and Non-Banking Institutions</p> <p>C03: Financial and Securities markets</p> <p>C04: Fund and Fee based services.</p>
19MBA21F3	Strategic Management Accounting	<p>At the end of this course, each student should be able to:</p> <p>C01: Fundamentals of Management accounting and Cost accounting</p> <p>C02: Cost analysis</p> <p>C03: Marginal costing</p> <p>C04: Budget and Budgetary controls.</p>
19MBA24F4	International Financial Management	<p>At the end of this course, each student should be able to:</p> <p>C01: International Financial Management</p> <p>C02: Balance of Payments</p> <p>C03: Foreign Exchange Markets</p> <p>C04: Asset and liability Management.</p>
19MBA25F5	Strategic Investment and Financing Decisions	<p>At the end of this course, each student should be able to:</p> <p>C01: Investment Decisions in Risk and uncertainty</p> <p>C02: Strategic investment decisions</p> <p>C03: Investment Appraisal Techniques</p>

		CO4: Financing Decisions
19MBA26F6	Risk Management and Financial Derivatives	At the end of this course, each student should be able to: CO1: Concepts of Risk Management CO2: Risk Management Measurement CO3: Risk Management using Forward and Futures CO4: Risk Management using Options and Swaps.
19MBA19H1	Performance Management Systems	At the end of this course, each student should be able to: CO1: Significance of Performance Management CO2: Communication of Performance Management CO3: Performance Management and Development of Employees CO4: Reward System, CO5: Other performance related concepts.
19MBA20H2	Learning and Development	At the end of this course, each student should be able to: CO1: The importance of Learning performance CO2: Training and Development CO3: Training Need Analysis CO4: Training Methods
19MBA21H3	Management of Industrial Relations	At the end of this course, each student should be able to: CO1: Importance of Industrial Relations CO2: Collective Bargaining Mechanism CO3: Parties and role in Industrial Relations CO4: Labour Legislation aspects.
19MBA24H4	International Human Resource Management	At the end of this course, each student should be able to: CO1: Cultural aspects of IHRM CO2: Role of IHRM in Successful MNC CO3: Global human Resource Planning CO4: Training and development of Global employees CO5: Performance Management of Global employees.
19MBA25H5	Leadership and Change Management	At the end of this course, each student should be able to: CO1: Leadership, Role and function of a Leader

		C02: Leadership theories and styles C03: Organizational change concepts C04: Perspectives of change C05: Strategies for Managing change
19MBA26H6	Talent and Knowledge Management	At the end of this course, each student should be able to: C01: Talent Management Process C02: Succession and career planning approaches C03: Knowledge management aspects C04: Knowledge management assessment and solutions
19MBA19E1	Startup Management	At the end of this course, each student should be able to: C01: Startup opportunities C02: Legal and other requirements for new ventures C03: Financial Issues of startups C04: Sustainability and growth of startups C05: Exit strategies
19MBA20E2	MSME Management	At the end of this course, each student should be able to: C01: Issues and Challenges in MSMEs C02: Setting up of MSMEs C03: Management of MSMEs C04: Institution and Government support.
19MBA21E3	Family Business Management	At the end of this course, each student should be able to: C01: Perspectives in Family Business C01: Ownership Challenge and Family Governance C01: Successor Development strategies C01: Strategic Planning and Transgenerational Entrepreneurship C01: New Leaders of the Evolution and Change.
19MBA24E4	Entrepreneurial Finance	At the end of this course, each student should be able to: C01: Financing through venture life cycle C01: Organizing and operating the enterprise C01: Financial Planning of an enterprise C01: Valuation of an enterprise

		C01: Financing for growing enterprises.
19MBA25E5	Entrepreneurial Marketing	At the end of this course, each student should be able to: C01: Marketing mix of an enterprise C01: Growth and marketing strategies C01: Market Development strategies C01: Contemporary issues in Entrepreneurial marketing.
19MBA26E6	Creativity Innovation and Entrepreneurship	At the end of this course, each student should be able to: C01: Basics of Creativity C01: Creative Problemsolving C01: Creative Intelligence C01: Perspectives of Innovation