



R K COLLEGE OF ENGINEERING

Kethanakonda (V), Ibrahimpatnam (M), Vijayawada, AMARAVATI - 521456

(An ISO 9001:2015 Certified Institution)

(Approved by AICTE, New Delhi & Affiliated to JNTUK, Kakinada & SBTET, Amaravati)

★ **TIME TABLES
RESULTS
NOTIFICATIONS**

★ **SEMINARS
& AWARENESS**

COUNSELLING CODE

PROGRAMMES

RKCE

WE ARE HIRING NOW



HOME	COLLEGE TOUR	100 % PLACEMENTS	NAAC	ABOUT	ACADEMICS	DEPARTMENTS	AMENITIES	EXAMCELL	MORE
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Department of MBA



HOD

VISION

The department of Business Administration at RKCE shares a common Vision Statement that Includes "To be a valued and preferred choice for Pursuing Business Management Studies"

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MISSION

DM1 : To develop and Implement a teaching learning process which facilitates students to build their competencies in order to become globally competitive Managers.

DM2 : Foster Excellence by providing the quality Education in Business Management.

DM3 : To promote self-employment through Entrepreneurship.

DM4 Provide Transformational Learning to create Responsible and Ethical Thought Leaders

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PEOs

Programme Educational Objectives

PEO1: To develop themselves as successful management professionals with a sound business and entrepreneurial acumen facilitating a promising career in the various management domains.

PEO2: To develop the professional competence for astute decision making, organization skills, planning and its efficient implementation, research, data analysis and interpretation and a solution finding approach.

PEO3: To be known for their team player qualities to handle diversity and the leadership skills to make sound decisions while working with peers in an inter-disciplinary environment with people of cross-cultural attributes.

PEO4: To be adaptable to new technology, innovations and changes in world economy through lifelong learning and a flexible mindset.

PE05: To be responsible citizens with flawless ethical conduct that will empower the business organizations with their high integrity, moral values, social effectiveness and legal business intelligence.

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PSOs

Programme Specific Outcomes

PSO1: To provide a novel approach in helping the students to inculcate analytical, decision making skills needed to take appropriate decisions in business and managerial situations.

PSO2: To enable students with an ability to design a system, component or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, manufacturability, and sustainability.

PSO3: Develop graduates for diverse careers in global management administration and entrepreneurship through well rounded business education with a focus on.

PSO4: Graduates will be able to develop the depth and breadth of knowledge required to meaningfully participate in local and global societies through critical evaluation, problem solving, and decision making that incorporates ethical reflection.

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POs

Programme Outcomes

PO1: Engineering knowledge:

Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.

PO2: Problem analysis:

Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.

PO3: Design/development of solutions:

Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

PO4 : Conduct investigations of complex problems:

Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

PO5 : Modern tool usage:

Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

PO6 : The engineer and society:

Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

PO7 : Environment and sustainability:

Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO8 : Ethics:

Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

PO9 : Individual & Team Work:

Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO10 : Communication:

Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions

PO11 : Project Management & Finance:

Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PO12 : Life-long learning:

Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

COs

Course Outcomes

MBA



The objective of MBA program is training young minds who would effectively take up responsibility as management leaders, senior administrators and executives in the industry. The program is tailored meticulously keeping in mind the industry dynamics and the ever changing economic scenario and empowerment of youngsters to face the growing challenges in the corporate world in India. The Faculty constitutes a team of qualified, dedicated and friendly teaching staff with both academic and industrial experience. With strict adherence to standards, the program is making progressive strides both in terms of infrastructure and students. The department ensures that the students are exposed to frequent interaction with eminent professors, experts from industry and dynamic personalities from all over the country. The students are also involved in many social projects which offer them live working knowledge and field expertise.

