



# R K COLLEGE OF ENGINEERING

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

(An ISO 9001:2015 Certified Institution)

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

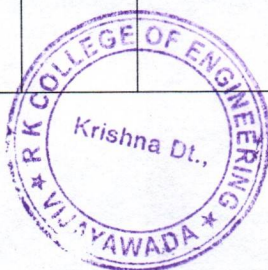


## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### COURSE OUTCOMES (COs):

Course Outcomes (COs) describe what students can able to do after completion of the course.

S.No:	Year - Sem	Course Code	Course Name	Course Outcomes After completion of the course student can able to
1	I-I	C-101	Management and Organizational Behavior	CO1:Students will be able to demonstrate how to make better decisions both individually and in a group
				CO2:Students will be able to demonstrate effective techniques for managing conflict.
				CO3:Students will be able to identify the characteristics of successful teams in order to function effectively as a team members and leaders.
				CO4:Students will be able to apply different motivational theories and methods to increase the productivity and job satisfaction of employees.
2	I-I	C-102	Managerial Economics	CO1:Apply the knowledge of the mechanics of supply and demand to explain working of markets
				CO2:Describe how changes in demand and supply affect markets
				CO3:Understand the choices made by a rational consumer
				CO4:Explain relationships between production and costs
				CO5:Define key characteristics and consequences of different forms of markets
3	I-I	C-103	Accounting for Managers	CO1:Know and apply accounting and finance theory
				CO2:Explain and apply international accounting standards
				CO3:Critically evaluate financial statement information
				CO4:Evaluate and compare different investments



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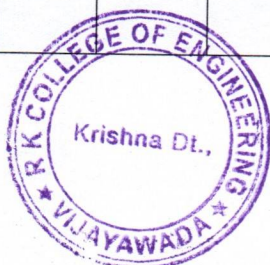


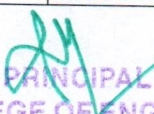
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4	I-I	C-104	Quantitative Analysis for Business Decisions	CO1: Understand various quantitative & statistical methods
				CO2: Understand data and draw inference from data
				CO3: Calculate and interpret statistical values by using statistical tool (correlation & regression)
				CO4: Demonstrate an ability to apply various statistical tool to solve business problem
5	I-I	C-105	Legal and Business Environment	CO1: Able to appreciate the importance of law and legal institutions in business
				CO2: Able to have a basic understanding of the laws relating to contract, consumer protection, competition, companies and dispute resolution
				CO3: Explain the concept of the various constituents of environment and their impact on businesses.
				CO4: Apply the trade theories, investment theories, exchange rate theories and regional trading bloc theories and their impact on economic welfare.
				CO5: Analyse the principle and the different exchange rate regimes' impact on businesses.
				CO6: Integrate the concept and opening economies of developing countries like India through RTB and multilateral route (WTO)
6	I-I	C-106	Business Communication and Soft skills	CO1: To be familiar with the complete course outline/Course Objectives/Learning Outcomes/Evaluation Pattern & Assignments
				CO2: To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.
				CO3: To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
				CO4: To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization
				CO5: To draft effective business correspondence



  
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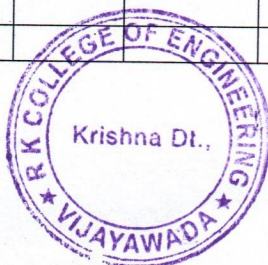


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				with brevity and clarity
				CO6:To stimulate their Critical thinking by designing and developing clean and lucid writing skills.
7	I-I	C-107	Cross Cultural Management	CO1:Understanding of the changing global business environment, emerging business and cross cultural issues, and implications for management.
				CO2:Work cohesively in a cross-cultural team and demonstrate understanding of problem solving strategies in diverse teams.
				CO3:Understand differences in cross cultural leadership styles and adaptability to cultural contexts.
				CO4:Critically analyse cultural differences, conduct comparative analyses and consider the impact on global business organization
				CO5:Written work that is clearly and logically presented, with evidence of persuasive arguments, culturally sensitive communication and linguistic accuracy.
8	I-II	C-108	IT - LAB	CO1: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.
				CO2:Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
				CO3:Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
				CO4: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.
				CO5:Apply the knowledge of mathematics, science, engineering fundamentals and an engineering specialization to the solution of complex engineering problems.
				CO1:Identify legal issues that impact financial and



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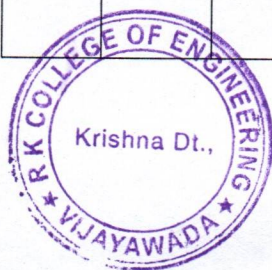
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9	I-II	C-201	Financial Management	<p>other risks affecting business.</p> <p><b>CO2:</b>Analyze relevant case law for the purpose of finding legal precedents that will be used to persuade a judge or jury</p> <p><b>CO3:</b>Interpret statutory law for purposes of risk avoidance, and to establish control mechanisms</p>
10	I-II	C-202	Human Resource Management	<p><b>CO1:</b>To develop the understanding of the concept of human resource management and to understand its relevance in organizations.</p> <p><b>CO2:</b>To develop necessary skill set for application of various HR issues.</p> <p><b>CO3:</b>To analyse the strategic issues and strategies required to select and develop manpower resources</p> <p><b>CO4:</b>To integrate the knowledge of HR concepts to take correct business decisions.</p>
11	I-II	C-203	Marketing Management	<p><b>CO1:</b>Students will demonstrate strong conceptual knowledge in the functional area of marketing management</p> <p><b>CO2:</b>Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.</p> <p><b>CO3:</b>Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.</p>
12	I-II	C-204	Operations Management	<p><b>CO1:</b>Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness</p> <p><b>CO2:</b>Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production &amp; scheduling and sequencing techniques in operation environments</p> <p><b>CO3:</b>Develop aggregate capacity plans and MPS in operation environments.</p> <p><b>CO4:</b>Plan and implement suitable materials handling principles and practices in the operations.</p> <p><b>CO5:</b>Plan and implement suitable quality control measures in Quality Circles to TQM.</p>



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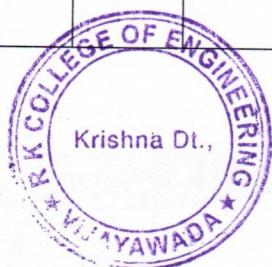
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13	I-II	C-205	Business Research Methods	CO1: Have an understanding of various kinds of research, objectives of doing research, research process research designs and sampling.
				CO2: Be able to formulate research problem and develop a sufficiently coherent research design.
				CO3: Have basic knowledge on qualitative, quantitative as well as measurement & scaling techniques.
				CO4: Have a basic awareness of data analysis, including descriptive & inferential measures.
				CO5: Be able to write & develop independent thinking for critically analyzing research reports.
14	I-II	C-206	Project Management	CO1: Understand project characteristics and various stages of a project.
				CO2: Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.
				CO3: Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.
				CO4: Apply the risk management plan and analyse the role of stakeholders.
				CO5: Understand the contract management, Project Procurement, Service level Agreements and productivity.
15	II-I	C-301	Strategic Management	CO6: Understand the How Subcontract Administration and Control are practiced in the Industry.
				CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.
				CO2: Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.
				CO3: Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.
				CO4: Students will be able to demonstrate



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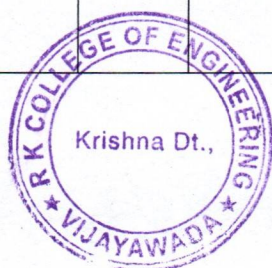


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				capability of making their own decisions in dynamic business landscape.
				CO5:Students will be able to develop their capacity to think and execute strategically
16	II-I	C-302	Operations Research	CO1:Identify and develop operational research models from the verbal description of the real system.
				CO2:Understand the mathematical tools that are needed to solve optimization problems.
				CO3:Use mathematical software to solve the proposed models.
				CO4:Develop a report that describes the model and the solving technique, analyze
				CO5:The results and propose recommendations in language understandable to the decision-making processes in Management Engineering
17	II-I	EH-301	Leadership and Change Management	CO1:Understand the concepts related to Business.
				CO2:Demonstrate the roles, skills and functions of management.
				CO3:Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
				CO4:Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
18	II-I	EH-302	Performance Evaluation and Compensation Management	CO1:Students will be able to apply the concepts of performance appraisal and compensation management practically.
				CO2:Understand the relationships among job requirements, employee KSAs, and employer-provided compensation.
				CO3:Develop a clear link between work required, performance demonstrated, and pay provided to each employee.
				CO4:Develop incentive and indirect compensation programs to recognize achievement of individual, group and organizational objectives, improving the organization's ability to attract and retain quality employees.
				CO5:Recognize what competitors are paying for



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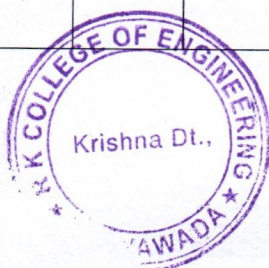


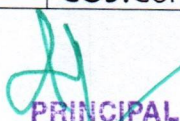
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				comparable employees in relevant labor markets to permit the organization to attract and keep competent employees.
19	II-I	EH-303	Human Resource Metrics and Analytics	<b>CO1:</b> Relate the importance of using data-based reasoning to support HR decisions.
				<b>CO2:</b> Calculate absenteeism costs, turnover costs, and return-on-investment.
				<b>CO3:</b> Develop recommendations for workforce planning (e.g., staffing needs) based on the results of analysis
				<b>CO4:</b> Develop effective surveys for use in an organizational setting.
				<b>CO5:</b> Translate research findings into practical conclusions and recommendation
20	II-I	EH-304	Human Capital Management	<b>CO1:</b> Integrated perspective on role of HRM in modern business. Ability to plan human resources and Implement techniques of job design
				<b>CO2:</b> Competency to recruit, train, and appraise the performance of employees
				<b>CO3:</b> Rational design of compensation and salary administration
				<b>CO4:</b> Ability to handle employee issues and evaluate the new trends in HRM
21	II-I	EH-305	Manpower Planning, Recruitment, and Selection	<b>CO1:</b> Integrated perspective on role of HRM in modern business. Ability to plan human resources and Implement techniques of job design
				<b>CO2:</b> Competency to recruit, train, and appraise the performance of employees
				<b>CO3:</b> Rational design of compensation and salary administration
				<b>CO4:</b> Ability to handle employee issues and evaluate the new trends in HRM
22	II-I	EF-301	Investment Analysis and Portfolio Management	<b>CO1:</b> Demonstrate a basic understanding of investments and the nuances of investing
				<b>CO2:</b> Exhibit the acquaintance of the securities market and its constituents
				<b>CO3:</b> Apply knowledge gained to perform analysis of various securities
				<b>CO4:</b> Analyze and apply models to securities performance and forecasting
				<b>CO5:</b> Construct optimal portfolios and evaluate



  
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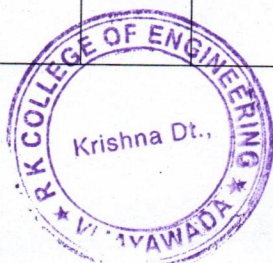


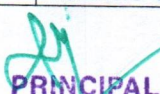
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				them using models
23	II-I	EF-302	Managing Banks and Financial Institutions	CO1: Understand the various services offered and various risks faced by banks
				CO2: Understand the dynamic changes of the banking industry and the policy responses because of the recent crisis
				CO3: Have a practical understanding of the various distribution channels of insurance products for effective marketing.
				CO4: Have a practical understanding of regulations and be able to understand insurance operations both in life as well as general insurance.
24	II-I	EF-303	Financial Markets and Services	CO1: Understand the role and function of the financial system in reference to the macro economy
				CO2: Demonstrate an awareness of the current structure and regulation of the Indian financial services sector
				CO3: Evaluate and create strategies to promote financial products and services
25	II-I	EF-304	Mergers, Acquisitions and Corporate Restructuring	CO1: Identify the key issues and concepts of mergers and acquisitions.
				CO2: Understand the major strategies that underlie most M&A transactions.
				CO3: Examine the necessary conditions for value to be created.
				CO4: Assess various case studies to analyze valuation strategies, pre and post merger issues and challenges
26	II-I	EF-305	Taxation	CO1: Students would identify the technical terms related to Income Tax.
				CO2: Students would determine the residential status of an individual and scope of total income.
				CO3: Students would compute income from salaries, house property, business/profession, capital gains and income from other sources.
				CO4: Students would discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961
				CO5: Students would compute the net total income of an individual.



  
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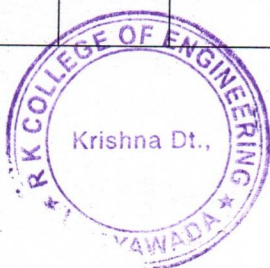


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27	II-I	EM-301	Consumer Behavior	CO1: Demonstrate how knowledge of consumer behavior can be applied to marketing.
				CO2: Identify and explain factors which influence consumer behavior.
				CO3: Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make
				CO4: Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
				CO5: In a team, work effectively to prepare a research report on consumer behavior issues within a specific context.
28	II-I	EM-302	Retail Management	CO1: Understand the functions of retail business and various retail formats and retail channels.
				CO2: Understand the difference between Retail and Manufacturing Supply Chain
				CO3: Understand, key drivers of retail supply chain and how to select a retail store location?
				CO4: Analyze Retail Market and Financial Strategy including product pricing.
				CO5: Integrate the various Supply Chain partners and how to collaborate with them?
29	II-I	EM-303	Customer Relationship Management	CO1: Understand the basic concepts of Customer relationship management.
				CO2: To understand marketing aspects of Customer relationship management.
				CO3: Learn basics of analytical Customer relationship management.
				CO4: Understand basics of operational Customer relationship management
30	II-I	EM-304	Strategic Marketing Management	CO1: Compare and contrast the key principles of marketing strategy
				CO2: It Explains marketing and strategy concepts and ideas in their own words
				CO3: Think strategically about marketing issues and provide recommendations
				CO4: Successfully work as a team
				CO5: Deliver an oral presentation in a professional, engaging manner



  
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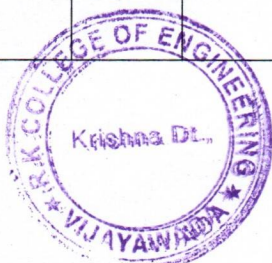


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				CO6: Prepare a professional, logical and coherent report in the form of a marketing plan
31	II-I	EM-305	Digital and Social Media Marketing	CO1: Analyse the confluence of marketing, operations, and human resources in real-time delivery.
				CO2: Comprehend the importance of conversion and working with digital relationship marketing; and
				CO3: Analyse cross-cultural and ethical issues in globalised digital markets
				CO4: Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
				CO5: Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
32	II-II	C-401	Supply Chain Management and Analytics	CO1: Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.
				CO2: Develop an in-depth understanding of logistics operating areas and their interrelationship.
				CO3: Strengthen integrative management analytical and problem-solving skills
33	II-II	C-402	Innovation and Entrepreneurship	CO1: Entrepreneurship and Innovation minors will be able to sell themselves and their ideas. Students master oral and visual presentation skills and establish a foundation of confidence in the skills necessary to cause others to act.
				CO2: Entrepreneurship and Innovation minors will be able to find problems worth solving. Students advance their skills in customer development, customer validation, competitive analysis, and iteration while utilizing design thinking and process tools to evaluate in real-world problems and projects.
				CO3: Entrepreneurship and Innovation minors will be able to create value. Students are able to



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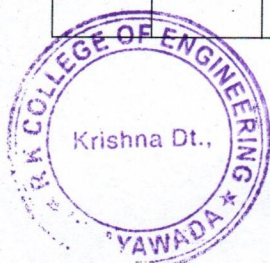


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				<p>create presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge to identify paths to value creation through 1) company formation (for-profit); 2) social innovation (nonprofit); or 3) intellectual property licensing.</p> <p><b>CO4:</b>Entrepreneurship and Innovation minors will develop and cultivate endurance. Students increase their awareness and deliberately practice the skills and disciplines necessary to increase confidence and agency and self-advocacy; improve communication and problem-solving skills, manage strong impulses and feelings; and identify personal purpose.</p>
34	II-II	EH-401	Labor Welfare and employment laws	<p><b>CO1:</b>Students should able to elaborate the concept of Industrial Relations</p> <p><b>CO2:</b>The students should able to illustrate the role of trade union in the industrial setup.</p> <p><b>CO3:</b>Students should able to outline the important causes &amp; impact of industrial disputes.</p> <p><b>CO4:</b>Students should able to elaborate Industrial Dispute settlement procedures</p> <p><b>CO5:</b>Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 &amp; Payment of Bonus Act 1965</p>
35	II-II	EH-402	International HRM	<p><b>CO1:</b>Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design</p> <p><b>CO2:</b>Competency to recruit, train, and appraise the performance of employees</p> <p><b>CO3:</b>Rational design of compensation and salary administration</p> <p><b>CO4:</b>Ability to handle employee issues and evaluate the new trends in HRM</p> <p><b>CO5:</b>Understand and apply Human Resource Management Perspective</p>
				<p><b>CO1:</b>Describe and critique the concept of employee engagement</p> <p><b>CO2:</b>Identify problems associated with both over-</p>



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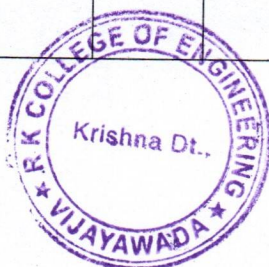


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36	II-II	EH-403	Employee Relations and Engagement	<p>engagement and disengagement</p> <p><b>CO3:</b>Examine the extent to which emotional and aesthetic labour are positioned in some contemporary organizations</p> <p><b>CO4:</b>Critically evaluate the measurement of employee engagement</p> <p><b>CO5:</b>Identify the issues associated with employee engagement in times of organizational change, including the role of effective communications during organizational change</p>
37	II-II	EH-404	Human Resources Development	<p><b>CO1:</b>Explain the importance of human resources and their effective management in organizations</p> <p><b>CO2:</b>Describe the meanings of terminology and tools used in managing employees effectively</p> <p><b>CO3:</b>Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training</p> <p><b>CO4:</b>Research the advantages and disadvantages of induction processes for new incumbents in a role</p> <p><b>CO5:</b>Demonstrate appropriate implementation, monitoring and assessment procedures of training</p>
38	II-II	EH-405	Strategic HRM	<p><b>CO1:</b>Demonstrate a basic understanding of business and the role of strategic human resources in the organization, and the business skills necessary</p> <p><b>CO2:</b>Describe the basic knowledge and skills of the disciplines that comprise the human resources field; compensation and benefits, employee training and development, workforce planning and talent management, and performance management</p> <p><b>CO3:</b>Understand the leadership role of human resources in shaping the future of organizations such as: Creating and managing global workforces, working in diverse organizations, managing strategic change in the organization,</p> <p><b>CO4:</b>creating strategic partnerships both within the organization and external to the organization, and managing the well-being of employees.</p>



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Vijayawada, AMARAVATI-521 456.



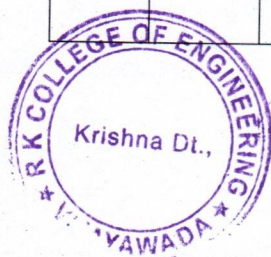


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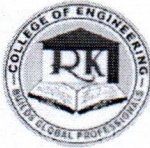


				CO5:contribute to the achievement of organizational goals in a rapidly changing global environment.
39	II-II	EF-401	Financial Derivatives	CO1:Students will be able to analyze the risks in different financial markets CO2: Acquire ability to selection of various options and then can apply them to specific markets. CO3:Student will be able to strategically manage the financial derivatives.
40	II-II	EF-402	Global Financial Management	CO1:Apply competences with financial analytical skills required to evaluate the performance of the firm, including the interpretation of financial data CO2: Identify the operations of the developed global financial markets, the trading of financial instruments, and the role of regulatory bodies CO3:Evaluate the financial instruments used in the equity and debt markets for funding the corporation CO4:Critically analyse the issues underlying the capital structure theory and practices to achieve the optimal debt to equity ratio CO5:Discuss advanced topics in corporate financial management including specialized topics such as international investments, foreign exchange management, and global portfolio management
41	II-II	EF-403	Financial Risk Management	CO:1Identify the key components of the Basel framework CO2:Be able to analyze market risk on a stand alone basis VaR frame work and ways to manage CO3:Develop a general risk management strategy for a financial Institution CO4:Be able to analyze operational risk using the standardized approach and ways to manage operational risk.
42	II-II	EF-404	Strategic Financial Management	CO1:If the course will be completed successfully, students should be able to think critically, including self-reflection, and creatively in identifying, evaluating of the alternative solutions to business problems.



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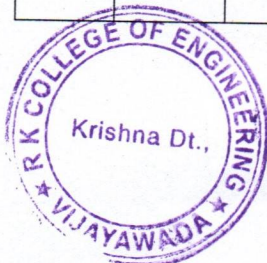


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				<p><b>CO2:</b>If the course will be completed successfully, students should be able to solve complex problems and business management decisions including numeracy and quantitative skills</p> <p><b>CO3:</b>If the course will be completed successfully, students should be able to undertake research into a financially related business problem and to apply skills in the assembling and analysis of data collected.</p> <p><b>CO4:</b>If the course will be completed successfully, students should be able to synthesize and use information and knowledge effectively</p> <p><b>CO5:</b>If the course will be completed successfully, students should be able to communicate with CFOs and teammates in order to produce efficient solutions within the certain time limits</p>
43	II-II	EF-405	Behavioral Finance	<p><b>CO1:</b>The learning occurs primarily through reading and thinking about the papers or chapters of books recommended and discussion in class.</p> <p><b>CO2:</b>This reading is supported by the programme of ten lectures and nine tutorials, in each of which an overview of the topic is presented and the findings of a number of relevant papers are reviewed in some detail. Students are required to write a report.</p> <p><b>CO3:</b>Prior to each session you are required to complete the reading assignments given. During the session, the lecture slides will be used to focus the discussion and to help to summarize key issues.</p> <p><b>CO4:</b>As the structure of the elective is designed to be cumulative, student will be expected to bring your learning and insights from previous sessions to bear on subsequent sessions.</p> <p><b>CO5:</b>The student bring together and test out your understanding of the issues discussed in the course during the lectures.</p>
44	II-II	EM-401	Digital Marketing	<p><b>CO1:</b>Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities;</p> <p><b>CO2:</b>Demonstrate a knowledge of the extended marketing mix for services</p>



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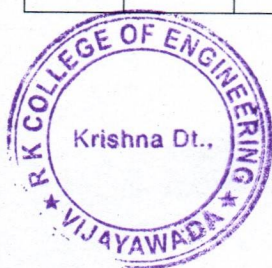


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				<p><b>CO3:</b>Develop and justify marketing planning and control systems appropriate to service-based activities</p> <p><b>CO4:</b>Specify, analyse and select markets for specific service products</p> <p><b>CO5:</b>Prepare, communicate and justify marketing mixes and information systems for service-based organizations</p>
45	II-II	EM-402	Promotional and Distribution Management	<p><b>CO1:</b>Students will be able to identify the scope and significance of Marketing In Domain Industry</p> <p><b>CO2:</b>Students will be able to examine marketing concepts and phenomenon to current business events In the Industry.</p> <p><b>CO3:</b>Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms</p> <p><b>CO4:</b>Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms</p> <p><b>CO5:</b>Students will be able to practice marketing communication skills relevant to the corporate world.</p>
46	II-II	EM-403	Green Marketing	<p><b>CO1:</b>Identify the specificities of green green marketing in relation to 'traditional' marketing.</p> <p><b>CO2:</b>To critically analyze the strategic context (external and internal) influencing the marketing strategies of companies and organizations.</p> <p><b>CO3:</b> Build integrated and grounded marketing decisions focused on issues / products / services with a strong environmental component.</p> <p><b>CO4:</b>Develop marketing plans.</p>
47	II-II	EM-404	Advertising and Brand Management	<p><b>CO1:</b>To understand the nature, role, and importance of brand management and advertising in marketing strategy</p> <p><b>CO2:</b>To understand effective design and implementation of advertising strategies</p> <p><b>CO3:</b>To present a general understanding of content, structure, and appeal of advertisements</p>



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				CO4: To understand ethical challenges related to responsible management of advertising and brand strategy
48	II-II	EM-405	Global Marketing Management	CO1: Understand the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets
				CO2: Learn to gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world.
				CO3: Learn how to assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries and how to adjust a company's marketing practices based on these factors
				CO4: Learn how to analyze customers, competitors, and product markets in different countries and how to apply this analysis to developing international and global marketing strategies
				CO5: Learn to critically analyze and evaluate local versus global perspectives in developing marketing plans and to make decisions about which aspects of marketing to localize and which to globalize in developing marketing plans

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