

PROGRAMME: MASTER OF BUSINESSADMINISTRATION
JNTUK UNIVERSITY REGULATION R20
Course Outcome's (Co's)
I Year I semester Course Outcomes

101	C-101	Management and Organizational Behavior
------------	--------------	---

Course Outcomes (Cos)

C101.1	Upon successful completion of the requirements for this course, students will be able to
C101.2	define, explain and illustrate a range of organizational behavior theories;
C101.3	analyze the behavior of individuals and groups in organizations in terms of organizational behavior theories, models and concepts;
C101.4	demonstrate an understanding of various management models and frameworks, their relevant foundations, strengths and weaknesses;
C101.5	understand the principles and practices of management, and specifically the nature of management functions, roles and skills;

C102	C-102	Managerial Economics
-------------	--------------	-----------------------------

Course Outcomes (Cos)

C102.1	Will understand the roles of managers in firms
C102.2	Comprehend the internal and external decisions to be made by managers
C102.3	Will be able to analyze the demand and supply conditions and assess the position of a company
C102.4	Familiarize the concepts of costing, pricing, product differentiation, and market environment according to the natures of products
C102.5	Will be able to make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

C103	C-103	Accounting for Managers
-------------	--------------	--------------------------------

Course Outcomes (Cos)

C103.1	Can explain different Budgets and analyze standard cost and financial decision making
C103.2	Will be able to classify various types of accounts and identify different accounting principles
C103.3	Can prepare financial statements in accordance with generally accepted accounting principles and can understand breakeven point and marginal cost
C103.4	will be able to analyze financial statements

C104	C-104	Quantitative Analysis for Business Decisions
-------------	--------------	---

Course Outcomes (Cos)

C104.1	Acquire the basic concepts of rules of classification and tabulation
C104.2	Compute various measures of central tendency such as standard deviation
C104.3	Calculate various measures of dispersion such as standard deviation
C104.4	Analyze the sample data by using index number analysis and time series
C104.5	Evaluate the quality of the product using various charts such as p – chart, np – chart etc.

C105	C-105	Legal and Business Environment
-------------	--------------	---------------------------------------

Course Outcomes (Cos)

C105.1	Given the circumstances, the learner will be able to infer legal aspects of doing business & plan business activities. In a given situation, the learner will be able make use of provisions of the Contract Act to evaluate a contract used in commercial practice
C105.2	In a given situation, learner will be able to distinguish between various types of Companies and explain their comparative advantages and disadvantages. The learner will be able to explain the legal process involved in formation of a company and understand the relationships amongst the various stakeholders of the company
C105.3	In context of Intellectual Property Rights (IPR) the learner will understand various components of IPR and differentiate between them. The learner can also identify the uses of IPR in business

C105.4	Under the given scenario, the learner will be able to describe various provisions of IT Act and will be able to use various provisions of Consumer Protection Act
C105.5	A learner will be able to analyze the elements of Social, political, economic environment around a firm.

C106	C-106	Business Communication and Soft skills
-------------	--------------	---

Course Outcomes (Cos)

C106.1	Understand the role and importance of various forms of communication skills and will learn to make use of them in their respective professional fields
C106.2	Present themselves in various formal social and professional situations
C106.3	Shall meet the requirements of corporate communication

C107	C-107	Cross Cultural Management
-------------	--------------	----------------------------------

Course Outcomes (Cos)

C107.1	Understanding the modern interpretation of the national culture and impact of culture to the major management process.
C107.2	Knowledge of the main parameters characterizing the national cultures and the methodology of its measurement
C107.3	This course will help you develop an understanding of the impact of culture on business behaviors and practices.
C107.4	Globalization has led to an increase in cross-border mergers and acquisitions, strategic alliances, and global relocations. Managing cultural differences is now recognized as a key factor in achieving organizational objectives

C108	C-108	Business Communication and Soft skills Lab
-------------	--------------	---

Course Outcomes (Cos)

C108.1	Develop effective communication and presentation skills
C108.2	Learn corporate etiquette - organizing and managing professional events and will understand how reading enhances their communicative competency
C108.3	Conduct effective correspondence and prepare reports which produce results
C108.4	Develop all-round personalities with a mature outlook to function effectively in different circumstances

C109	C-109	Information Technology – Lab1(Spreadsheet and Tally)
-------------	--------------	---

Course Outcomes (Cos)

C109.1	Will have on PC hardware and internet
C109.2	Will Know World Wide Web and productivity tools
C109.3	Will have training on word processor, spread sheet, presentation, relational database
C109.4	Can perform computerized accounting tally through lab

I Year II semester Course Outcomes

C201	C-201	Financial Management
C201.1	Will understand the concept of organization financial functions and objectives	
C201.2	Can calculate capital budgeting and resource allocation	
C201.3	Will be able to apply measures of cost of capital and financial leverage to form long-term financial policies for business	
C201.4	Will be able to apply measures of cost of capital and financial leverage to form long-term financial policies for business.	
C201.5	Understand the meaning and determinants of working capital and corporate restructure	
C201.6	Can work on techniques for estimating the cost of each component of the cost of capital and understand how to assemble this information into a cost of capital	

C202	C-202	Human Resource Management
-------------	--------------	----------------------------------

Course Outcomes (Cos)

C202.1	Will understand how to strategically plan for the human resources needed to meet organizational goals and objectives
C202.2	Know the definition for the process of job analysis and its importance as a foundation for human resource management practice
C202.3	Can Compare and contrast methods used for selection and placement of human resources
C202.4	Will be able to describe the steps required to develop and evaluate an employee training program
C202.5	Familiarize the activities involved in evaluating and managing employee performance.
C202.6	Can identify and explain the issues involved in establishing compensation systems.

C203	C-203	Marketing Management
-------------	--------------	-----------------------------

Course Outcomes (Cos)

C203.1	Will learn the fundamentals of implementing the marketing function in organizations
C203.2	Can evaluate the social, legal, political and ethical concerns in marketing
C203.3	Will understand the function of marketing in a competitive, dynamic global business
C203.4	Will be able to develop effective strategic and marketing analysis skills
C203.5	Will enhance computer-based skills including on-line activities, written and oral communication, and information analysis

204	C-204	Operations Management
------------	--------------	------------------------------

Course Outcomes (Cos)

C204.1	At the end of the course the students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service related decisions
C204.2	At the end of the course the student will be able to plan production schedules and plan resources (material and machine) required for production
C204.3	At the end of the course the students can design maintenance schedules in manufacturing units, identify and propose material handling equipments and implement industrial safety rules
C204.4	At the end of the course the students will be able to apply the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions
C204.5	At the end of the course the students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines

C205	C-205	Business Research Methods
-------------	--------------	----------------------------------

Course Outcomes (Cos)

C205.1	Will understand the fundamental concepts of business research methods
C205.2	Comprehend appropriate quantitative methodologies for use in a study to be performed in the spring
C205.3	Will be able to construct a questionnaire relying on several types of questions.
C205.4	Can write an effect research proposal that spells out a project

C206	C-206	Project Management
-------------	--------------	---------------------------

Course Outcomes (Cos)

C206.1	Design a new project ideas, preliminary screening of projects – Components for project feasibility studies.
C206.2	design Demand forecasting techniques, sales projections
C206.3	Identify the Critical Path Method (CPM)
C206.4	Estimation of cash flows – Estimation of Capital costs and operating costs; Revenue estimation
C206.5	human aspects of project management – prerequisites for successful project implementation

C207	C-207	IT-lab 2(Programming R)
-------------	--------------	---------------------------------

Course Outcomes (Cos)

C207.1	Explain critical R programming concepts
C207.2	Demonstrate how to install and configure RStudio
C207.3	Apply OOP concepts in R programming
C207.4	Explain the use of data structure and loop functions
C207.5	Analyze data and generate reports based on the data
C207.6	Apply various concepts to write programs in R

II Year III semester Course Outcomes

C301	C-301	Strategic Management
-------------	--------------	-----------------------------

Course Outcomes (Cos)

C301.1	Will understand the vision and mission in determining organizational success
C301.2	Comprehend the innovative strategies adapted by organizations.
C301.3	Will be able to apply various techniques adapted by the organizations for strategic advantage
C301.4	Can identify the recent developments in the field of strategic management.

C302	C-302	Operations Research
-------------	--------------	----------------------------

Course Outcomes (Cos)

C302.1	Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained
C302.2	Determine optimal strategy for Minimization of Cost of shipping of products from source to Destination/ Maximization of profits of shipping products using various methods, Finding initial basic feasible
C302.3	Optimize the allocation of resources to Demand points in the best possible way using various techniques and minimize the cost or time of completion of number of jobs by number of persons.
C302.4	Model competitive real-world phenomena using concepts from game theory. Analyse pure and mixed strategy game
C302.5	Formulate Network models for service and manufacturing systems, and apply operations research techniques and algorithms to solve these Network problems

C303	EH-301	Leadership and Change Management
-------------	---------------	---

Course Outcomes (Cos)

C303.1	Can understand the qualities of a leader and the requirements of building and leading teams
C303.2	Will develop critical thinking skills
C303.3	Will develop an understanding of change processes and be able to think critically about obstacles to change
C303.4	Students will understand and be able to use a process for decision making

C304	EH-302	Performance Evaluation and Compensation Management
-------------	---------------	---

Course Outcomes (Cos)

C304.1	Can align accountability and performance measures with strategic objectives
C304.2	Can translate business strategy into a comprehensive set of financial and nonfinancial performance measures and targets
C304.3	Will be able to develop usage of Performance information systems
C304.4	Design a compensation system , internal and external equity,pay determinants
C304.5	Design a pay structures-comparison in evaluation of different types of pay structures

C305	EH-304	Human Capital Management
-------------	---------------	---------------------------------

Course Outcomes (Cos)

C305.1	Decide what metrics are important to your business
C305.2	Create the levels of metrics measures and HR Efficiency measures
C305.3	Translating HR metrics results into actionable business decisions for upper management
C305.4	Performance Analysis-- Predicting employee performance, Training requirements, evaluating training and development.
C305.5	Formulating evidence based practices and responsible investment

C306	EH-305	Manpower Planning, Recruitment, and Selection
-------------	---------------	--

Course Outcomes (Cos)

C306.1	Basics of Human Resource Planning
C306.2	Human Resource Distribution Mapping and Identifying Surplus
C306.3	design-contemporary issues-job evaluation – process-methods
C306.4	evaluation-barriers to effective selection-making the selection effective
C306.5	Design Training and Development Programs Evaluation of Training and Development

C307	EF-301	Investment Analysis and Portfolio Management
-------------	---------------	---

Course Outcomes (Cos)

C307.1	The student will be able to apply concept of time value of money in computing the value of fixed income securities. The student will also be able to understand the relationship between interest rates, yield and bond prices.
C307.2	The student will be able to compute and compare the value of a company's equity share with other company's equity by using various methods and tools of equity valuation
C307.3	The student will be able to build and evaluate the relationship between the concept of risk and return and will be able to relate its implication on creating portfolio.
C307.4	The student will be able to learn the theoretical concepts of underlying the portfolio creation
C307.5	The student will be able to assess the tools and strategies for portfolio creation and evaluation and will also be able to evaluate the portfolios of mutual funds by using the tools of portfolio evaluation

C308	EF-302	Managing Banks and Financial Institutions
-------------	---------------	--

Course Outcomes (Cos)

C308.1	The student will be able to identify role of banking in economic development of country
C308.2	The student will be able to assess the impact of monetary policy and its instruments on banking sector
C308.3	The student will be able to analyse the health and risk of bank balance sheet and will also be able to appraise credit management parameters of a bank
C308.4	The student will be able to identify the NPAs and will also be able to appraise the process of securitization
C308.5	The student will be able to distinguish the utility of various non banking institutions like insurance, housing finance and credit rating

C309	EF-303	Financial Markets and Services
-------------	---------------	---------------------------------------

Course Outcomes (Cos)

C309.1	Analyze the basic functions and structures and instruments of the major financial markets and financial institutions for economic development.
C309.2	Evaluate Interpret the key role of a central bank, banking and non-banking companies in the financial systems
C309.3	Apply the range of financial services by studying the working of the various types of financial institutions in India.
C309.4	Analyze the ranges of financial services which include mutual funds, leasing venture capital and credit rating agencies.
C309.5	Evaluate the role of merchant banking in the evolving regulatory framework of financial markets system

C310	EF-304	Mergers, Acquisitions and Corporate Restructuring
-------------	---------------	--

Course Outcomes (Cos)

C310.1	Acquire conceptual understanding of Mergers
C310.2	Know about strategic perspective & strategic approaches to M & A
C310.3	Become aware of the concept of Corporate Restructuring and its methods
C310.4	Know about the Merger Process and process of merger intergtation
C310.5	Know about various Valuation Approaches
C310.6	Know about the methods of financing merger and Become aware of the Takeover process, Takeover defenses in detail
C310.7	Evaluate the issues involved in takeover process and identify areas of reform

II Year IV semester Course Outcomes

C401	401	Supply Chain Management and Analytics
-------------	------------	--

Course Outcomes (Cos)

C401.1	Understand the framework and scope of supply chain management
C401.2	Build and manage a competitive supply chain using strategies, models, techniques and information technology.
C401.3	Plan the demand, inventory and supply and optimize supply chain network
C401.4	Understand the emerging trends and impact of IT on Supply chain.

C402		Innovation and Entrepreneurship
-------------	--	--

Course Outcomes (Cos)

C402.1	Identify qualities of entrepreneurs
C402.2	Write project proposal
C402.3	Use various entrepreneurship models
C402.4	Understand various schemes supporting entrepreneurship
C402.5	Think creative and innovative
C402.6	Understand the key perspectives of women and rural entrepreneurs
C402.7	Will be able to critically analyse how to be as successful entrepreneur
C402.8	Can evaluate different forms of ownership structures in business
C402.9	Comprehend MSME and ED programmes

C403	EF-401	Financial Derivatives
-------------	---------------	------------------------------

3

Course Outcomes (Cos)

C403.1	Outline various types of derivatives including options, futures, and swaps etc
C403.2	Interpret the trading mechanism of derivatives.
C403.3	Differentiate between various trading strategies using options and futures
C403.4	Analyze the value of options using option pricing models
C403.5	Demonstrate the use of swaps in risk management.

C404	EF-402	Global Financial Management
-------------	---------------	------------------------------------

Course Outcomes (Cos)

C404.1	Can identify the determinants of currency prices and explain how this price changes in the forex markets
C404.2	Will be able to distinguish the various exchange rate system affect currency prices
C404.3	Will know about the forward rates throughout world

C404.4	Familiarize the international parity conditions which link the price of goods, interest rates, spot rates and forward rates
C404.5	To explain the exchange rate fluctuations in the market and recognize opportunity of managing exchange risk using the forward markets

C405	EF-403	Financial Risk Management
-------------	---------------	----------------------------------

Course Outcomes (Cos)

C405.1	The concept of Risk, Nature, Need and scope of risk. Source,
C405.2	The concept, computation, stresses testing, back testing
C405.3	Explain Techniques and Tools of Risk Management
C405.4	Design Pricing of Interest rate swaps at origination and valuing of Interest rate swaps after origination
C405.5	Explain Types of options: call option, put option, American option and European option. Options in the money, at the money and out of the money

C406	EF-404	Strategic Financial Management
-------------	---------------	---------------------------------------

Course Outcomes (Cos)

C406.1	Can be able to carry out investment appraisals and evaluate the applied approach
C406.2	Understand the importance of risk management in strategic decision making.
C406.3	Know how to interpret financial statements for strategic planning and decision-making
C406.4	Can be able to apply cost concepts to management decision making

C407	EH-402	International HRM
-------------	---------------	--------------------------

Course Outcomes (Cos)

C407.1	Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design
C407.2	Competency to recruit, train, and appraise the performance of employees
C407.3	Rational design of compensation and salary administration
C407.4	Ability to handle employee issues and evaluate the new trends in HRM

C408	EH-403	Employee Relations and Engagement
-------------	---------------	--

Course Outcomes (Cos)

C408.1	Explain Globalization and IR- Recent Trends in Industrial Relations
C408.2	Explain growth of Trade Unions in India
C408.3	Design Employee Grievances
C408.4	Design Prevention and Settlement of industrial disputes in India
C408.5	Explain the role of managers in engaging the employees

C409	EH-404	HUMAN RESOURCES DEVELOPMENT
-------------	---------------	------------------------------------

Course Outcomes (Cos)

C409.1	Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design
C409.2	Competency to recruit, train, and appraise the performance of employees
C409.3	Rational design of compensation and salary administration
C409.4	Ability to handle employee issues and evaluate the new trends in HRM

C4010	EH-405	STRATEGIC HUMAN RESOURCE MANAGEMENT
--------------	---------------	--

Course Outcomes (Cos)

C4010.1	To Understand Strategic HRM, Aligning systems with business strategy.
C4010.2	Be able to establish the linkage between firm strategy and HR practices of the firm through Resource-based view of Competitive Advantage and Sustained Competitive Advantage
C4010.3	Be able to identify the HR Strategy in work force utilization, employee shortage and surplus.
C4010.4	Be able to identify strategies for performance and development .Able to develop view point for performance from employer and employee both side.
C4010.5	To understand effectiveness and future of SHRM, Measure cost and benefit of HRM.

C211	PROJECT WORK
-------------	---------------------

Course Outcomes (Cos)

C211.1	On the completion of project work students will be in a position to take up any challenging practical problems and find solution by formulating proper methodology
---------------	--