



**Vidya Jyothi Institute of Technology**

**(An Autonomous Institution)**

(Accredited by NAAC, Approved by AICTE New Delhi & Permanently Affiliated to JNTUH)

Aziznagar Gate, C.B. Post, Hyderabad-500 075

**Course Outcomes for MBA Programme,R15**

<b>I YEAR I SEM</b>		
<b>Management and Organisational Behaviour/151ECS1101</b>	<b>CO1</b>	Understand the theories of management.
	<b>CO2</b>	Examine Organizational Planning and Decision Making Process.
	<b>CO3</b>	Understand the relationship among authority, power and influence.
	<b>CO4</b>	Analyse individual and group behaviour in an organisation.
	<b>CO5</b>	Demonstrate the traits of leaders and explain different approaches to motivation.
<b>Business Law &amp; Business environment/ 151ECS1102</b>	<b>CO1</b>	Understand the importance and applicability of Indian Contract Act.
	<b>CO2</b>	Identify the ways to establish the business firms under Companies Act 1956
	<b>CO3</b>	Analyze the impact of Negotiable instruments in Business firms
	<b>CO4</b>	Analyze the policy frame works for Indian Business Environment
	<b>CO5</b>	Explore the reasons and Causes of fluctuating Rupee value through exports and imports
<b>Managerial Economics/ 151ECS1103</b>	<b>CO1</b>	Understand the Economic Principles in Business.
	<b>CO2</b>	Analyze the Theory of Demand and Supply
	<b>CO3</b>	Identify the Production analysis.
	<b>CO4</b>	Analyze the cost concepts
	<b>CO5</b>	Understand and learn the Market Structures and Pricing Practices
<b>Financial Accounting &amp; Analysis/ 151ECS1104</b>	<b>CO1</b>	Understand the basic principles of accounting
	<b>CO2</b>	Understand the accounting process and prepare the financial statements.
	<b>CO3</b>	Apply the accounting concepts and principles in the valuation of inventory and goodwill
	<b>CO4</b>	Analyze the financial statements.
	<b>CO5</b>	Interpret the financial results to interested users for effective decision making

<b>Statistics for Management/ 151ECS1105</b>	<b>CO1</b>	Understand the nature and functions of business statistics and
	<b>CO2</b>	Identify the various types of measures of central tendency and measures of dispersion
	<b>CO3</b>	Differentiate the uses of various data presentation techniques
	<b>CO4</b>	Analyze the variance and correlation among various variables.
	<b>CO5</b>	Interpret data through statistical tools.
<b>Statistical data analysis Lab/151ELB1101</b>	<b>CO1</b>	Analyse the data to draw inference for decision making.
	<b>CO2</b>	Understand application of statistical measures of central tendency.
	<b>CO3</b>	Understand application of ANOVA.
	<b>CO4</b>	Analyse trends
	<b>CO5</b>	Test hypotheses
<b>Business communication-Seminar/ 151ESM1101</b>	<b>CO1</b>	Understand the importance of Communication in Business
	<b>CO2</b>	To develop writing skills and presentation
	<b>CO3</b>	writing business proposals and letters
	<b>CO4</b>	Application of business communication in the self-development process

**I YEAR II  
SEM**

<b>Human Resource management/ 151ECS1201</b>	<b>CO1</b>	Understand the dynamics of HRM.
	<b>CO2</b>	Identify the process of Recruitment and Selection
	<b>CO3</b>	Analyze the process of Performance Appraisal to develop employee Skill Set
	<b>CO4</b>	Analyze the factors to determine Pay structure
	<b>CO5</b>	Explore relations between employee and employer
<b>Marketing management/ 151ECS1202</b>	<b>CO1</b>	Understand the core marketing concepts and process of Marketing Research.
	<b>CO2</b>	Understand the concept of product and portray how to develop new product
	<b>CO3</b>	Analyze the market based on Segmentation, Targeting and Positioning.
	<b>CO4</b>	Demonstrate the importance of promotion and distribution in marketing.
	<b>CO5</b>	Identify different strategies of pricing and understand the different contemporary issues in marketing.
<b>Financial management/ 151ECS1203</b>	<b>CO1</b>	Understand goals of financial function
	<b>CO2</b>	Comprehend investment criteria and decision process
	<b>CO3</b>	Prioritize capital structure and Dividend Decisions
	<b>CO4</b>	Assess the working capital requirements of the firm
	<b>CO5</b>	Understand Asset Liability management
<b>Quantitative Analysis for Business Decisions /151ECS1204</b>	<b>CO1</b>	Understand origin and application of OR
	<b>CO2</b>	Analyse various Linear programming problems and transportation problems
	<b>CO3</b>	Evaluate assignment situations
	<b>CO4</b>	Analyse different decision making situations as well as project management
	<b>CO5</b>	Find the best solutions to various queuing theory related problems

<b>MIS&amp;ERP /151ECS1205</b>	<b>CO1</b>	Understand the MIS concepts
	<b>CO2</b>	Understand its applications,
	<b>CO3</b>	Evaluate and maintain IS
	<b>CO4</b>	Analyze various tools
	<b>CO5</b>	Classifying cyber crimes
<b>Annual report Analysis- LAB/151ELB1201</b>	<b>CO1</b>	Analyse balance sheet of an organization.
	<b>CO2</b>	Analyse profit and loss of an organization.
	<b>CO3</b>	Analyse investment portfolio of the organization.
	<b>CO4</b>	Analyse profitability ratios, asset turnover ratios, structural ratios and liquidity ratios.
	<b>CO5</b>	Forecast the future gaps in terms changing objectives of the organization.
<b>A  Summer internship— Seminar/ 151ESM1201</b>	<b>CO1</b>	Understand the product mix and strategies of the organization, structure of organization, reporting systems and general administration of the organization.
	<b>CO2</b>	Understand the organizational dynamics in terms of organizational behaviour, culture, competition, future strategies and change initiatives of the organization
	<b>CO3</b>	Understand how to do the routine work related to job they prefer to do after MBA.

**II YEAR I SEM**

<b>Production and operations management/ 151ECS2101</b>	<b>CO1</b>	Understand Concepts of Operations management.
	<b>CO2</b>	Analyze Product & process design.
	<b>CO3</b>	Identify the best Plant location and layout
	<b>CO4</b>	Exercise the best Scheduling and networking .
	<b>CO5</b>	Understand Material Management.
<b>Strategic management/ 151ECS2102</b>	<b>CO1</b>	To Understand the Strategic management concepts
	<b>CO2</b>	To apply the Tools and Techniques for Strategic analysis
	<b>CO3</b>	To analyze the Strategies for competing in globalised markets
	<b>CO4</b>	To evaluate the Turn Around Strategies
	<b>CO5</b>	To evaluate Strategy Evaluation and Control.
<b>Research methodology/ 151ECS2103</b>	<b>CO1</b>	Understand the process of Research.
	<b>CO2</b>	Apply the principles of research methodology for the research design
	<b>CO3</b>	Analyze the Data Collection Tools & Techniques
	<b>CO4</b>	Analyze the Measurement of scaling Techniques
	<b>CO5</b>	Apply the techniques for research report writing
<b>Consumer behavior /151EE12101</b>	<b>CO1</b>	understand the importance of consumer behaviour and demonstrate how it can be applied.
	<b>CO2</b>	Identify the factors that influence consumer behavior.
	<b>CO3</b>	Analyze how personality, consumer perception and consumer attitudes influences the choices consumer makes.
	<b>CO4</b>	Demonstrate the steps involved in consumer decision making process.
	<b>CO5</b>	Explore marketing ethics towards consumers.

<b>Sales and Distribution/ 151EE22102</b>	<b>CO1</b>	understand the importance of Sales Planning and Budgeting
	<b>CO2</b>	understand the importance of Sales Budgeting, Sales Management
	<b>CO3</b>	Learn characteristics of distribution channels.
	<b>CO4</b>	Learn management of distribution channels
	<b>CO5</b>	Evaluate channel institutions
<b>Integrated marketing communications/ 151EE32103</b>	<b>CO1</b>	Understand integrated marketing communication
	<b>CO2</b>	Understand integrated marketing budgeting
	<b>CO3</b>	Execution in advertising
	<b>CO4</b>	Analysis of media planning
	<b>CO5</b>	Assessment of ethical aspects.
<b>Strategic management accounting/ 151EE12101</b>	<b>CO1</b>	Understanding the Management and Cost Analysis and Cost control
	<b>CO2</b>	Application of costing methods to specific industries
	<b>CO3</b>	Studying the Marginal costing in terms of Cost control and profit planning
	<b>CO4</b>	Assess the Selection of Suitable Product mix and Application of BEP for various business problems.
	<b>CO5</b>	Learning the Budgetary Control and Standard Costing
<b>Security analysis and portfolio management/ 151EE22102</b>	<b>CO1</b>	Understand the Indian Investment Environment
	<b>CO2</b>	Analyze Risk & Return of Portfolio Analysis
	<b>CO3</b>	Apply Bond valuation and Strategies
	<b>CO4</b>	Apply Equity valuation Techniques & Strategies
	<b>CO5</b>	Evaluate and Revise Portfolios

<b>Financial institutions, markets &amp; Services/ 151EE32103</b>	<b>CO1</b>	understand the structure of Indian financial system and various reforms after 1991.
	<b>CO2</b>	Identify and Gain the knowledge of various banking institutions in India
	<b>CO3</b>	Identify and Gain the knowledge of various non-banking institutions in India
	<b>CO4</b>	Explore about various instruments of financial and securities markets.
	<b>CO5</b>	Learn the concept of asset based financing system and their practices.
<b>Performance management/ 151EE12101</b>	<b>CO1</b>	Understand the basic concepts of performance management and reward systems in an organization.
	<b>CO2</b>	Analyse the process of collecting performance information and various measuring approaches.
	<b>CO3</b>	Explore the knowledge about how performance management helps in employee development
	<b>CO4</b>	Identify various legal issues of rewards management and able to manage the team performance
	<b>CO5</b>	Understand various performance management concepts like Bench marking, Six Sigma, Competency Mapping etc.
<b>Training and development/ 151EE22102</b>	<b>CO1</b>	To understand the importance of learning performance
	<b>CO2</b>	To understand the Training Strategy & Training Design
	<b>CO3</b>	To apply the Training Methods
	<b>CO4</b>	To analyze the Training & Development
	<b>CO5</b>	To evaluate the Contemporary Issues in Training
<b>Management of industrial relations/ 151EE32103</b>	<b>CO1</b>	Understand role played by trade unions in India.
	<b>CO2</b>	demonstrate the mechanism for the settlement of industrial disputes
	<b>CO3</b>	understand the mechanism of collective bargaining.
	<b>CO4</b>	demonstrate the role of wage policy and wage regulation machinery.
	<b>CO5</b>	Understand the importance of Industrial Relations.
<b>Personal effectiveness-seminar/ 151ESM2101</b>	<b>CO1</b>	Understand the importance of communication
	<b>CO2</b>	Learn how to develop communication, personality

<b>BBP&amp;SSE- Seminar/151ESM21 02</b>	<b>CO1</b>	The compelling circumstance that makes a leader
	<b>CO2</b>	The basic character that makes a strong leader
	<b>CO3</b>	The sustaining forces of leadership
	<b>CO4</b>	Leader- follower relations and dynamics
	<b>CO5</b>	Various types of leadership styles

**II year II semester**

<b>Entrepreneurship/ 151ECS2201</b>	<b>CO1</b>	Understand the mindset of the entrepreneurs and strategic perspectives in entrepreneurship.
	<b>CO2</b>	Differentiate individual, corporate entrepreneurial mind set and Personality.
	<b>CO3</b>	Identify the ventures for launching
	<b>CO4</b>	Understand and develop an idea on the legal framework and venture development
	<b>CO5</b>	Apply strategic perspectives in entrepreneurship.
<b>Management of technology/ 151ECS2202</b>	<b>CO1</b>	Understand the importance of Management of Technology.
	<b>CO2</b>	Apply the techniques in financial evaluation for R&D projects
	<b>CO3</b>	Analyze the R&D Programme Planning & Control
	<b>CO4</b>	Analyze the importance of Technology Forecasting for Decision Making
	<b>CO5</b>	Apply the techniques for Transfer of Technology
<b>Retailing management/ 151EE42204</b>	<b>CO1</b>	Understand the Modern Retailing Concepts
	<b>CO2</b>	Evaluate shopping environment, retail formats, functions, retail operation and promotion.
	<b>CO3</b>	Understand different markets and stores formats.
	<b>CO4</b>	Determine pricing objectives,policies
	<b>CO5</b>	Managing retail operations.
<b>Services marketing/ 151EE52205</b>	<b>CO1</b>	Differentiate the Characteristics of services.
	<b>CO2</b>	Evaluate consumer behaviour in services.
	<b>CO3</b>	Align service design and standards
	<b>CO4</b>	Identify Employees, customers roles in service delivery
	<b>CO5</b>	Determine the services prices.

<b>International marketing/ 151EE62206</b>	<b>CO1</b>	Understand the International Marketing
	<b>CO2</b>	Learn the Environment of global markets
	<b>CO3</b>	Identifying the Drivers of Global consumers and International Marketing research.
	<b>CO4</b>	Analyze the Global Marketing Programme
	<b>CO5</b>	Understand the Global marketing strategies
<b>Strategic investment and financial decisions/ 151EE42204</b>	<b>CO1</b>	Understand the investment decisions under risk and uncertainty.
	<b>CO2</b>	Identify the process of investment and disinvestment and their types.
	<b>CO3</b>	Analysis the various Appraisal capital budgeting techniques
	<b>CO4</b>	Analysis the process of strategic analysis of investment decisions.
	<b>CO5</b>	critically analyse the financial aspects of corporate restructuring.
<b>International financial management/ 151EE52205</b>	<b>CO1</b>	Understand the International Financial Markets
	<b>CO2</b>	Learn the flow of money in the global markets
	<b>CO3</b>	Understanding Foreign Exchange Market transaction and settlements
	<b>CO4</b>	Analyze the Exchange rates and effects on business
	<b>CO5</b>	Understand the International Capital Budgeting
<b>Financial derivatives/ 151EE62206</b>	<b>CO1</b>	Understand the conceptual framework of derivatives markets in India
	<b>CO2</b>	Analyze the structure of forwards and futures markets
	<b>CO3</b>	Apply options pricing models and formulate options strategies
	<b>CO4</b>	Understand the role and functions of commodities exchanges
	<b>CO5</b>	Examine the nature of swaps, their pricing and valuation.

<b>Compensation &amp; Reward management/ 151EE42204</b>	<b>CO1</b>	Understand how to evaluate employees work and jobs .
	<b>CO2</b>	Understands how to design the compensation for various levels of jobs in the organization
	<b>CO3</b>	Determining benefits of employees
	<b>CO4</b>	Designing the compensation for special groups
	<b>CO5</b>	Analyze various Government and legal issues in compensation design
<b>International human resource management/ 151EE52205</b>	<b>CO1</b>	To Understand the Cultural aspects of IHRM
	<b>CO2</b>	To Understand the Role of IHRM in Successful MNC
	<b>CO3</b>	To apply the Global human Resource Planning
	<b>CO4</b>	To analyze the Training and development of Global employees
	<b>CO5</b>	To Evaluate the Performance Management of Global employees.
<b>Leadership &amp; change management/ 151EE62206</b>	<b>CO1</b>	Understand the components of leadership
	<b>CO2</b>	Evaluate different leadership styles
	<b>CO3</b>	Evaluate different models of leadership
	<b>CO4</b>	Understand organizational culture,structure
	<b>CO5</b>	Role of employee relations on organizational change