



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,R19

I YEAR I SEM		
Management and Organisational Behaviour/ 191ECS1101	CO1	Understand the basic principles and concepts of management.
	CO2	Examine Organizational Planning and Decision Making Process.
	CO3	Identify the challenges in organizing and contemporary issues in controlling.
	CO4	Analyse individual and group behaviour in an organisation.
	CO5	Demonstrate the traits of leaders and explain different approaches to motivation
Business Economics/ 191ECS1102	CO1	Understand the Economic Principles in Business.
	CO2	Analyze the Theory of Demand and Supply
	CO3	Identify the Production analysis.
	CO4	Analyze the cost concepts
	CO5	Understand and learn the Market Structures and Pricing Practices
Financial Accounting & Analysis/ 191ECS1103	CO1	Understand the basic principles of accounting
	CO2	Understand the accounting process and prepare the financial statements.
	CO3	Apply the accounting concepts and principles in the valuation of inventory and goodwill
	CO4	Analyze the financial statements.
	CO5	Interpret the financial results to interested users for effective decision making
Statistics for Management/ 191ECS1104	CO1	Understand the nature and functions of business statistics and measures of central tendency.
	CO2	Identify the various types of measures of dispersion
	CO3	Differentiate the uses of various data presentation techniques as well as small t tests.
	CO4	Analyze the variance and correlation among various variables.
	CO5	Interpret data through statistical tools.

Business law & Business Environment/ 191ECS1105	CO1	Understand the Legal and Regulatory Framework for doing business in India
	CO2	Apply the legal provisions in business under Indian Contract Act
	CO3	Analyze the impact of Negotiable instruments in Business firms
	CO4	Analyze the Cyber Crimes Policy Frame work to Strengthen IT Act
	CO5	Explore the impact of policy frameworks in Indian Business Environment
Indian Ethos & Values/ 191ECS1106	CO1	Understand Indian ethos and business ethics from ancient scriptures.
	CO2	Differentiate the various Values in Business
	CO3	Identify the impact of Contemporary Approaches to Indian Ethos
	CO4	Understand and learn the Ethical Needs
	CO5	Explore Ethical Culture in Organization
Business communication-Lab/ 191ELB1101	CO1	Understand the importance of Communication in Business
	CO2	To develop writing skills and presentation
	CO3	writing business proposals and letters
	CO4	Application of business communication in the self-development process
Company analysis seminar/ 191ESM1101	CO1	Locate financial information to analyze companies
	CO2	Classify accounts in the income statement, balance sheet and cash flow statement
	CO3	Determine profitability, solvency, and liquidity position of firms
	CO4	Understand how managers' decisions affect the financial statements
	CO5	Analyze a company's financial health using ratio analysis.

I YEAR II SEM		
Human Resource management/ 191ECS1201	CO1	Understand the dynamics of HRM.
	CO2	Identify the process of Recruitment and Selection
	CO3	Analyze the process of Performance Appraisal to develop employee Skill Set
	CO4	Analyze the factors to determine Pay structure
	CO5	Explore relations between employee and employer
Marketing management/ 191ECS1202	CO1	understand the core marketing concepts and process of Marketing Research.
	CO2	understand the concept of product and portray how to develop new product.
	CO3	analyze the market based on Segmentation, Targeting and Positioning.
	CO4	demonstrate the importance of promotion and distribution in marketing.
	CO5	identify different strategies of pricing and understand the different contemporary issues in marketing.
Corporate Finance/ 191ECS1203	CO1	Understand goals of financial function
	CO2	Comprehend investment criteria and decision process
	CO3	Prioritize capital structure and Dividend Decisions
	CO4	Assess the working capital requirements of the firm
	CO5	Understand Asset Liability management
MIS&ERP/ 191ECS1204	CO1	Understand the MIS concepts
	CO2	Understand its applications,
	CO3	Evaluation and maintenance of IS
	CO4	Analyses different tools
	CO5	Classifying cyber crimes

Quantitative Analysis & Business Decisions/ 191ECS1205	CO1	Understand origin and application of OR
	CO2	Analyse various Linear programming problems and transportation problems
	CO3	Evaluate assignment situations
	CO4	Analyse different decision making situations as well as project management
	CO5	Find the best solutions to various queuing theory related problems
Entrepreneurship/ 191ECS1206	CO1	Understand the mindset of the entrepreneurs and strategic perspectives in entrepreneurship.
	CO2	Differentiate individual, corporate entrepreneurial mind set and Personality.
	CO3	Identify the ventures for launching
	CO4	Understand and develop an idea on the legal framework and venture development
	CO5	Apply strategic perspectives in entrepreneurship.
Statistical data analysis Lab/191ELB1201	CO1	Analyze the data to draw inference for decision making.
	CO2	Understand application of statistical measures of central tendency.
	CO3	Understand application of ANOVA.
	CO4	Analyse trends
	CO5	Test hypotheses
Seminar-Industry analysis /191ESM1201	CO1	Understand the Pillars of Economic Development
	CO2	Agriculture, Industry and Services; Performance, recent trends & future scenario of these sectors in Indian Economy
	CO3	Functions and processes, Internal and external influences
	CO4	Linkage with Manufacturing & Agriculture
	CO5	Apply Michel.E.Porter Analysis (Five Force Model), LPG era, Economic reforms since 1991,

II YEAR I SEM

Production and operations management/ 191ECS2101	C01	Understand the Concepts of Operations management.
	C02	Identify Product & Process design in Production Management
	C03	Analyse the best Plant location and layouts
	C04	Exercise the best Scheduling Sequences in Production Process.
	C05	Explore the role of Material Management in Operations.
Business research methodology/ 191ECS2102	C01	Understand the process of Research.
	C02	Apply the research design for Research Problem
	C03	Analyze the Data Collection Tools & Techniques
	C04	Analyze the Measurement of scaling Techniques
	C05	Explore the techniques for research report writing
Corporate Governance/ 191EOE2103	C01	Understand the need for Corporate Governance in India
	C02	Apply the Codes and Committees in Corporate Governance
	C03	Analyze the Role of Board in Corporate Governance
	C04	Analyze the Models of Corporate Governance in India and Abroad.
	C05	Explore the Role of Whistle Blower policy & CSR in Indian Business Environment
Summer internship/ 191ESM2101	C01	Understand Management functions and Organizational structure
	C02	Learn organizational dynamics in terms of organizational behaviour, culture, climate
	C03	Explore Functional domain knowledge
	C04	Learn Processes and systems
	C05	Analyse External and internal environment impact on the organization.

Security analysis and portfolio management/ 191EE12103	C01	Understand the Indian Investment Environment
	C02	Analyze Risk & Return of Portfolio Analysis
	C03	Apply Bond valuation and Strategies
	C04	Apply Equity valuation Techniques & Strategies
	C05	Evaluate and Revise Portfolios
Financial institutions, markets & Services/ 191EE22103	C01	understand the structure of Indian financial system and various reforms after 1991.
	C02	Identify and Gain the knowledge of various banking and non-banking institutions in India.
	C03	Analyse about various instruments of financial and securities markets
	C04	Evaluate the concept of asset/fund-based financial Services and their practices
	C05	Evaluate the concept of fee/advisory based financial Services and their practices.
Strategic management accounting/ 191EE32103	C01	Understanding the Management and Cost Analysis and Cost control
	C02	Application of costing methods to specific industries
	C03	Studying the Marginal costing in terms of Cost control and profit planning
	C04	Assess the Selection of Suitable Product mix and Application of BEP for various business problems.
	C05	Learning the Budgetary Control and Standard Costing
Performance management/ 191EE12102	C01	Understand the Significance of Performance Management and organizational structures
	C02	Analyse the Communications of Performance Expectations
	C03	Explore the knowledge about how performance management helps in employee development.
	C04	Analyse various legal issues of rewards management and able to manage the team performance.
	C05	Explore various Contemporary Concepts of performance management

Management of industrial relations/ 191EE22102	C01	Understand role played by trade unions.
	C02	understand the mechanism of collective bargaining.
	C03	Demonstrate the role played by the government in industrial relations.
	C04	Identify different labor legislative aspects and also explain different contemporary issues in wage system.
	C05	Demonstrate the mechanism for the settlement of industrial disputes..
Learning &Development/ 191EE32102	C01	To understand the importance of learning performance
	C02	To understand the Training Strategy & Training Design
	C03	To apply the Training Methods
	C04	To analyze the Training & Development
	C05	To evaluate the Contemporary Issues in Training
Consumer behavior/ 191EE12101	C01	Understand the importance of consumer behaviour and demonstrate how it can be applied.
	C02	Identify the factors that influence consumer behavior.
	C03	Analyze how personality, consumer perception and consumer attitudes influences the choices consumer makes.
	C04	Demonstrate the steps involved in consumer decision making process.
	C05	Explore marketing ethics towards consumers
Services marketing/ 191EE22101	C01	Understand the Concept of Services Marketing.
	C02	Analyze consumer behavior in services.
	C03	Analyze Service Innovation and Quality standards.
	C04	Evaluate Employees, customers roles in service delivery.
	C05	Evaluate the promotion Strategies for Services marketing

Advertising & Sales management/ 191EE32101	C01	Understand the evolution of advertising and describe the different types of advertising.
	C02	Conduct pre-testing, post-testing of ads to measure its effectiveness and also explain the pros and cons of each media.
	C03	Demonstrate the importance of sales management, sales budgeting and sales forecasting.
	C04	Identify the strategies of sales promotion and apply it.
	C05	Analyze the role played by channel members and the need for distribution channels.
Start-up Management 191EE12104	C01	Understand New venture creation opportunities, its resources, and requirements for Enterprise Startup
	C02	Analyze the Startup Capital Requirements and Legal Environment
	C03	Analyze the Financial Issues of startups
	C04	Apply the Techniques for Startup Survival and Growth
	C05	Evaluate the Strategies for Planning for Harvest and Exit
MSME Management 191EE22104	C01	Understand the Issues and Challenges in MSMEs
	C02	Setting up of MSMEs
	C03	Evaluate the Sources of Financial support
	C04	Management of MSMEs
	C05	Evaluate the Institutional and Governmental support.
Family Business Management 191EE32104	C01	Understand the Perspectives in Family Business
	C02	Identify the Ownership Challenge and Family Governance
	C03	Analyze the Successor Development strategies
	C04	Apply the Strategic Planning and Trans generational Entrepreneurship
	C05	Evaluate the Future of Family Business

II year II semester

Strategic management/ 191ECS2201	C01	To Understand the Strategic management concepts
	C02	To apply the Tools and Techniques for Strategic analysis
	C03	To analyze the Strategies for competing in globalised markets
	C04	To evaluate the Turn Around Strategies
	C05	To evaluate Strategy Evaluation and Control.
Logistics &Supply chain management/ 191ECS2202	C01	To understand the Growing importance of Supply Chain Management
	C02	To apply the Benchmarking in SCM
	C03	To analyze the SCM Costs and Performance
	C04	To evaluate the Sourcing and transportation
	C05	To create Global aspects in SCM
Intellectual property rights and cyber laws/ 191EOE2202	C01	Understand the importance if IPR in present context.
	C02	Examine the trade marks registration process.
	C03	Evaluate the copy rights and patents related issues
	C04	Determine the trade secrets status in India.
	C05	Analyze the situation of IPR in the Indian context with that of global perspective.
International financial management/ 191EE42103	C01	Understand the International Financial Markets
	C02	Learn the flow of money in the global markets
	C03	Understanding Foreign Exchange Market transaction and settlements
	C04	Analyze the Exchange rates and effects on business
	C05	Understand the International Capital Budgeting

Strategic investments & Financial decisions/ 191EE52103	C01	Understand the investment decisions under risk and uncertainty.
	C02	Identify the process of investment and disinvestment and their types.
	C03	Analysis the various Appraisal capital budgeting techniques.
	C04	Analysis the process of strategic analysis of investment decisions
	C05	critically analyse the financial aspects of corporate restructuring.
Financial derivatives /191EE62103	C01	Understand the conceptual framework of derivatives markets in India
	C02	Analyze the structure of forwards and futures markets
	C03	Apply options pricing models and formulate options strategies
	C04	Understand the role and functions of commodities exchanges
	C05	Examine the nature of swaps, their pricing and valuation.
International human resource management /191EE42102	C01	To Understand the Cultural aspects of IHRM
	C02	To Understand the Role of IHRM in Successful MNC
	C03	To apply the Global human Resource Planning
	C04	To analyze the Training and development of Global employees
	C05	To Evaluate the Performance Management of Global employees.
Compensation & Reward management/ 191EE52102	C01	Understand how to evaluate employees work and jobs .
	C02	Understands how to design the compensation for various levels of jobs in the organization
	C03	Determining benefits of employees
	C04	Designing the compensation for special groups
	C05	Analyze various Government and legal issues in compensation design.

Talent& Knowledge management/ 191EE62102	CO1	To Understand the Talent Management Process
	CO2	To apply the Succession and career planning approaches
	CO3	To analyze the Knowledge management aspects
	CO4	To evaluate the Basic Knowledge Management
	CO5	To create the Knowledge management assessment and solutions
International marketing/ 191EE42101	CO1	Understand the International Marketing
	CO2	Learn the Environment of global markets
	CO3	Identifying the Drivers of Global consumers and International Marketing research.
	CO4	Analyze the Global Marketing Programme
	CO5	Understand the Global marketing strategies
Digital marketing/ 191EE52101	CO1	Understand the applications of digital marketing in globalized market.
	CO2	Identify different channels of digital marketing.
	CO3	Demonstrate the steps involved in developing a digital marketing plan.
	CO4	Demonstrate the importance of search engine marketing.
	CO5	Analyze the importance of social media in digitalized world.
Retailing management/ 191EE62101	CO1	Understand the Modern Retailing Concepts
	CO2	Evaluate shopping environment, retail formats, functions, retail operation and promotion.
	CO3	Understand different markets and stores formats
	CO4	Determine pricing objectives, policies
	CO5	Managing retail operations.
Entrepreneurial Finance 191EE42104	CO1	Financing through venture life cycle
	CO2	Organizing and operating the enterprise
	CO3	Financial Planning of an enterprise

	CO4	Valuation of an enterprise
	CO5	Financing for growing enterprises
Entrepreneurial Marketing 191EE52104	CO1	Understand the Marketing mix of an enterprise
	CO2	analysis of entrepreneurial finance
	CO3	Growth and marketing strategies
	CO4	Market Development strategies
	CO5	Contemporary issues in Entrepreneurial marketing.
Creativity Innovation and Entrepreneurship 191EE62104	CO1	Understand the basics of Creativity
	CO2	Creative Problem solving
	CO3	Creative Intelligence
	CO4	concept of innovation
	CO5	Perspectives of Innovation