



AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE, Recg. By Govt. of T.S & Affiliated to JNTUH, Hyderabad)

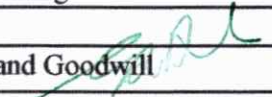
NAAC "B++" Accredited Institute

Gunthapally (V), Abdullapurmet(M), RR Dist, Near Ramoji Film City, Hyderabad -501512.

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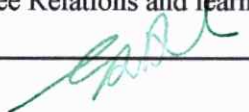
Master of Business Administration I & II SEM Course Outcomes For the A.Y 2022-23

S.no	Year/Sem	Course Name	Course Outcomes
1	I - I	MANAGEMENT AND ORGANIZATION BEHAVIOR	CO1: Gain understanding of the Concepts of Management, its Evolution, Functions and the Theories contributed by various Management Thinkers
			CO2: Learn the process of planning, goal setting and the process of decision making with the help of various models
			CO3: Learn the processes of Organizing and Controlling with the help of various Organizational Structures.
			CO4: Appreciate the relevance of Individual and group behaviour in an organization and the role of Culture and dynamics
			CO5: Identify different Leadership Styles, Skills and the Theories of Motivation
2	I - I	BUSINESS ECONOMICS	CO1: Understand the Concepts and Principles of Business Economics
			CO2: Learn various concepts and practical applications of Demand and Supply viz. Laws, Types, Elasticity, Forecasting and Equilibrium
			CO3: Learn concepts and applications related to Production and Cost of a firm
			CO4: Learn the features of various Market Structures along with the Decision-making with regards to Price and Output in Short and Long Terms.
			CO5: Understand the concepts of Pricing Practices, Theory of Firm and Managerial & Behavioral Theories of a Firm
3	I - I	FINANCIAL REPORTING & ANALYSIS	CO1: Understand the Concepts and Principles of Accounting.
			CO2: Understand the Accounting Process in detail
			CO3: Learn various aspects in depreciation, Inventory and Goodwill
			CO4: Analyze the Working Capital and Flow of Funds and Cash into the Business
			CO5: Prepare, analyze and Interpret Financial Statements.


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4	I - I	RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS	CO1: Gain a conceptual overview of Research and the relevant concepts to Research.
			CO2: Learn the different types of Research Designs, Data Collection Tools and Procedures.
			CO3: Use different methods of representing data through Graphs and Tables; gain an overview of Statistics and relevant concepts and conduct Small Sample Tests.
			CO4: Learn to solve mathematical problems related to ANOVA (One-way and Two-way), Correlation and Regression.
			CO5: Learn the application of Time Series and Index Numbers; appreciate the need for preparing and presenting a structured Research Report.
5	I - I	LEGAL AND BUSINESS ENVIRONMENT	CO1: Understand the Business Laws related to Incorporation of a company.
			CO2: Learn the Law of Contract & Sale of Goods
			CO3: Learn the salient features of Negotiable Instruments Act 1881
			CO4: Learn the Reforms Undertaken by the Government with respect to the challenging business environments.
			CO5: Gain insights of the Regulatory Framework in India.
6	I - I	BUSINESS ETHICS AND CORPORATE GOVERNANCE	CO1: Understand the Need for Business Ethics and Corporate Governance in India.
			CO2: Apply Knowledge of Established Methodologies of Solving Professional Ethical Issues.
			CO3: Learn Codes and Committees in Corporate Governance.
			CO4: Understand the Role of Board in Corporate Governance.
			CO5: Assess the Stakeholder perspective of Corporate Governance.
7	I - I	PROJECT MANAGEMENT	CO1: Understand and appreciate the importance of Project Management
			CO2 : Learn Project Planning, Execution and implementation
			CO3: Apply Project Appraisal Methods to Cash Flows and Corporate Practices of Dividend Payment
			CO4: Understand intricacies of Project Evaluation techniques for better decision making.
			CO5: Appreciate the significance of Organizational & Team Behaviors in projects.


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8	I - I	BUSINESS COMMUNICATION LAB	CO1: Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development.
			CO2: Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents
			CO3: Identify the intricacies of writing Business Reports and Proposals
			CO4: Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication
			CO5: Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.
9	I - I	STATISTICAL DATA ANALYSIS LAB	CO1: Understand the importance of the main functions of MS- Excel /SPSS.
			CO2: Practice advance Excel Tools for conduction of Data Analysis
			CO3: Evaluate Data Analysis using Pivot Tables and Pivot Charts.
			CO4: Analyze the Data using Descriptive Statistics
			CO5: Conduct various Parametric and Non-parametric Tests using MS Excel / SPSS
10	I - II	HUMAN RESOURCE MANAGEMENT	CO1: Understand the concepts, role and functions of HRM and appreciate the need of HR to act as a Strategic Business Partner of the Organization.
			CO2: Learn the methods of conducting Job Analysis, process of writing Job Descriptions & Specifications and the processes of recruitment and selection.
			CO3: Gain an understanding of various concepts and practices of Employee Training & Development and Performance Management & Appraisals.
			CO4 : Learn the principles and practices of Employee Compensation and Rewards, with the help of Job Evaluation & Broad-banding etc. and the salient features of Workmen Compensation Act and Minimum Wages Act.
			CO5: Appreciate the need for effective Employee Relations and learn the salient features of Industrial Disputes Act and Factories Act.
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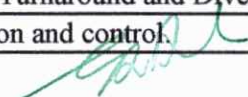
11	I - II	MARKETING MANAGEMENT	CO1: Understand the important concepts and principles of Marketing Management and Marketing Research.
			CO2 : Learn about the analysis of Market Opportunities and Customer Value with the help of Marketing Mix Elements.
			CO3:Learn the significance of designing a customer driven strategy through Marketing Segmentation, Targeting and Positioning.
			CO4: Assess Global marketing, green marketing strategies for sustainable development.
			CO5: Gain insights of the key aspects of pricing decisions and the role of communication
12	I - II	FINANCIAL MANAGEMENT	CO1:Understand the concept of time value of money.
			CO2: Learn about the capital budgeting techniques and cost of capital
			CO3: Learn the significance of Capital structure vs. financial structure.
			CO4: Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory
			CO5: Understand the Concepts and Applications of Working Capital Management and Management of Current Assets.
13	I - II	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	CO1:Understand the origin and application of operations research
			CO2: Learn about the Formulation of Linear Programming Problem for different areas
			CO3: appreciate the significance of variations of assignment problem, methods for finding Initial feasible solution.
			CO4: Learn the aspects of Decision Theory and Network Analysis
			CO5: Gain insights of the theoretical principles and practical applications of different queuing models
14	I - II	ENTREPRENURSHIP AND DESIGN THINKING	CO1:Understand the approaches to entrepreneurship
			CO2:Learn about the individual entrepreneurial mind-set and Personality
			CO3:Learn the significance of Feasibility Analysis, Industry, competitor analysis, new venture development
			CO4: Understand the principles of implementation of Design Thinking.
			CO5:Appreciate the relevance of Creativity in the process of implementation of Design Thinking

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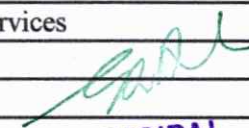
15	I - II	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	CO1: Understand the cyclical perspective of logistics and supply chain process.
			CO2: Learn about the distribution, transportation, warehousing related issues and challenges in supply chain
			CO3: Appreciate the significance of network design in the supply chain
			CO4: Gain knowledge of various models / tools of measuring the Supply Chain Performance
			CO5: Appreciate the role of coordination and technology in supply chain management.
16	I - II	TOTAL QUALITY MANAGEMENT (OE-II)	CO1: Understand the need for Quality
			CO2: Learn the relevant TQM models like PDCA Cycle, 5S, Kaizen, Quality Circles
			CO3: Learn statistical aspects relevant for process control
			CO4: Assess the relevance of Total Productive Maintenance, FMEA, Six Sigma.
			CO5: Learn different Quality Management Systems
17	I - II	MARKETING RESEARCH (OE-II)	CO1: Understand the importance of marketing research
			CO2: Learn various aspects in research design
			CO3: Learn sampling design process
			CO4: Understand the characteristics of a good measurement, scaling and sampling methodology.
			CO5: Learn hypothesis testing and data presentation
18	I - II	INTERNATIONAL BUSINESS (OE-II)	CO1: Understand the Concepts, Principles and Approaches of International Business.
			CO2: Learn the evolution of International Trade thought process with the help of classical and modern theories of International Trade.
			CO3: Gain insights of the aspects of Business and Economic Integration with the help of various Regional Economic Integrations and Multilateral Trade Agreements
			CO4: Understand the Strategy and Structure of International Business with the help of Value Chain Analysis, Environmental Scanning, Strategic Alliances.
			CO5: Gain knowledge of the contribution of major functional areas of business viz. Production, Finance, Marketing and HRM in International Business Operations

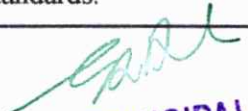
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19	I - II	RURAL MARKETING (OE-II)	CO1: Understand the importance of Indian Rural Economy.
			CO2: Learn various rural marketing strategies
			CO3: Learn challenges of Retail Channel Management
			CO4: Understand the aspects of rural business research
			CO5: Learn e- rural marketing, CSR, IT for rural development, e- Governance for Rural India
20	II-I	PRODUCTION AND OPERATION MANAGEMENT	CO1: Understand the importance concepts of operations management.
			CO2: Learn various strategies in product and process design, analysis.
			CO3: Learn examine the various aspects of plant location and product layout
			CO4: Understand the aspects of scheduling.
			CO5: Gain insights of integrated materials management, e-procurement, materials planning.
21	II-I	MANAGEMENT INFORMATION SYSTEMS	CO1: Understand the importance of MIS for strategic advantages.
			CO2: Learn various business applications of information systems like e-business, BPR, DSS
			CO3: Learn examine the information system planning..
			CO4: Understand alternative methods for building information system.
			CO5: Learn cyber security with inter networks security defenses
22	II-I	BUSINESS ANALYSIS	CO1: Understand the importance of business analytics in practice..
			CO2: Learn various rural marketing strategies
			CO3: Learn challenges of data modelling
			CO4: Understand the aspects data mining.
			CO5: Learn Monte Carlo simulation, risk analysis and decision tree analysis.
23	II-II	STRATEGIC MANAGEMETN	CO1: Understand the importance of strategic management process.
			CO2: Learn various market life cycle models for strategic analysis
			CO3: Learn Strategies for competing in global markets and internet economy.
			CO4: Appreciate the need for having appropriate Turnaround and Diversification Strategies.
			CO5: Understand the aspects of strategy evaluation and control.

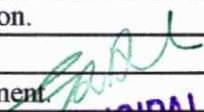

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24	II-II	DIGITAL MARKETING	CO1: Understand Evolution of digital marketing, its strategies and platforms.
			CO2: Learn the relevance of digital marketing channels.
			CO3: Learn the significance of digital marketing.
			CO4 :understand the relevance of online advertising
			CO5: Understand the methods of measuring the digital media performance
25	II-II	SALES AND PROMOTION MANAGEMENT	CO1: Understand Evolution of Sales and Promotion Management.
			CO2: Learn the relevance of various types of Advertising.
			CO3: Learn the significance of personality, attitudes of the consumer
			CO4: Assess the relevance of the different models of Consumer decision making.
			CO5: Appreciate the need for the distribution channels.
26	II-II	CONSUMER BEHAVIOR	CO1: Understand Evolution of consumer behaviour.
			CO2: Learn the relevance various influences on consumer behaviour
			CO3: Learn the significance of personality, attitudes of the consumer.
			CO4: Assess the relevance of the different models of Consumer decision making.
			CO5: Identify the need for the marketing ethics towards consumers.
27	II-II	INTERNATIONAL MARKETING	CO1: Understand the Global Marketing Management
			CO2: Learn the relevance of WTO, EXIM Policy
			CO3: Learn various influences of the Global Consumer
			CO4: Understand the relevance of International Marketing Mix, distribution promotion strategies
			CO5: Identify the need for E-Marketing channels.
28	II-II	SERVICES MARKETING	CO1: Understand Marketing Management of companies offering Services
			CO2: Learn the relevance of services.
			CO3: Learn various influences of the consumer behaviour in services
			CO4: Understand the relevance of service operations.
			CO5: Identify the need for promotion strategies for services.


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29	II-II	MARKETING ANALYTICS	CO1: Learn the Concepts of Marketing Analytics and their relevance in business
			CO2: Use MS Excel to deal with Marketing Data at basic level,
			CO3: Appreciate Customer's journey through Product Selection Process and Customer Lifetime Value
			CO4: Conduct Analysis in Determining the Pricing Strategies
			CO5: Understand the Process of Optimizing Clusters and Measure the Effectiveness of Promotion.
30	II-II	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	CO1: Understand the Indian financial system and also about Investment
			CO2: Learn the relevance of risk and returns
			CO3: Learn various influences bond valuation and management.
			CO4: Understand the relevance of equity valuation of cash market and derivatives
			CO5: Identify the need for mutual funds in India.
31	II-II	RISK MANAGEMENT AND FINANCIAL DERIVATIVES	CO1: Understand risk management and derivatives
			CO2: Learn the relevance of Basel norms, types of risks.
			CO3: Learn various aspects about Derivatives Market in India.
			CO4: Understand the uses of options strategies.
			CO5: Examine the importance of SWAP Market.
32	II-II	STRATEGIC COST AND MANAGEMENT ACCOUNTING	CO1: Understand the cost analysis and control
			CO2: Learn the relevance of unit, job, process costing for strategic decisions.
			CO3: Learn various aspects of activity-based management.
			CO4: Understand the role of types of budgets and the budgeting process in non-profit organizations.
			CO5: Identify the need for establishing cost standards.
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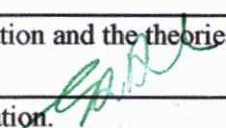
33	II-II	INTERNATIONAL FINANCIAL MANAGEMENT	CO1: Understand recent changes and challenges in International Financial Management
			CO2: Learn Factors affecting International Trade flows
			CO3: Learn various aspects about International Stock market
			CO4: Understand the uses of exchange rates.
			CO5: Examine the importance of International Financing.
34	II-II	STRATEGIC FINANCIAL MANAGEMENT	CO1: Understand financial strategy and control of a company
			CO2: Learn the relevance of risk and uncertainty in making strategic decisions.
			CO3: Learn various aspects of capital budgeting.
			CO4: Understand the capital structure, dividend policy, financial distress, restructuring.
			CO5: Identify the different diversification strategies and mergers and acquisitions.
35	II-II	FINANCIAL ANALYTICS	CO1: Understand techniques of financial statements.
			CO2: Learn the relevance of time value money.
			CO3: Learn various aspects of capital budgeting.
			CO4: Understand industry, technical and economic analysis.
			CO5: Learn duration of bond and immunization strategies.
36	II-II	TALENT AND PERFORMANCE MANAGEMENT SYSTEM	CO1: Understand Talent Management Process along with its key components
			CO2: Learn the significance of performance management and employee development in
			CO3: Learn different approaches to Performance Management System
			CO4: Understand KRA's and KPI's and performance metrics.
			CO5: Identify the importance of reward systems in organizations.
37	II-II	LEARNING AND DEVELOPMENT	CO1: Understand Learning theories with the emphasis on learning outcomes.
			CO2: Learn the significance of Training in organization.
			CO3: Learn different training methods
			CO4: Understand essentials of management development.
			CO5: Identify the Training needs, Training methods for different sectors.


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38	II-II	EMPLOYEE RELATIONS	<p>CO1: Understand the changing nature of Labor/Workforce in India and appreciate the need for knowing and maintaining good relations with Industry and Trade Unions</p> <p>CO2: Learn the legal framework/process of Collective Bargaining and the aspects of Negotiation, Social Security and Drafting of Agreements.</p> <p>CO3: Learn various aspects of Tripartism, Social Dialogue and the role of Government in Industrial Relations</p> <p>CO4: Understand the salient features of various Acts such as Factories Act, Minimum Wages Act, ESI Act etc. and the need for maintenance of good Employee Relations</p> <p>CO5: Understand the salient features of Acts such as Industrial Disputes Act, Occupational Safety, Health and Working Conditions Code etc.</p>
39	II-II	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	<p>CO1: Gain an overview of the nature, scope and importance of International Human Resource Management</p> <p>CO2: Understand and appreciate the role of International Human Resource Management in development and execution of strategies for success of multinational corporations</p> <p>CO3: Learn the role of International Human Resource Management in long-term planning and staffing of manpower globally</p> <p>CO4: Gain insights of the strategic role of Training and Development of Expatriates in management of international assignments</p> <p>CO5: Acquaint themselves with the process of global performance management and understand the complexities of global compensation</p>
40	II-II	LEADERSHIP ANF CHANGE MANAGEMENT	<p>CO1: Gain an understanding of the concepts and principles of leadership by studying the contributions made by various philosophers and Universities.</p> <p>CO2: Learn from the various theories and styles of leadership and their contribution the subject matter of leadership from time to time.</p> <p>CO3: Appreciate the role of leader in the ever-changing business scenario and gain knowledge of various models of change.</p> <p>CO4: Understand the role of power, politics and conflicts in times of change, management of resistance to change in the process of implementing organizational change.</p> <p>CO5: Gain insights of the process organizational development from a consultative perspective.</p>

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41	II-II	H R ANALYTICS	CO1: Gain an understanding of the relevance of HR Analytics in the current business scenario CO2: Have an understanding of the models of conducting HR Analytics and understanding of the methods of capturing, examining & purifying data for conduction of HR Analytics. CO3: Use MS Excel for conduction of HR Analytics for key HR Processes CO4: Have an overview of various tools and software technologies used for conduction of Descriptive CO5: Appreciate the significance of Predictive and Prescriptive Analytics
42	II-II	STARTUP AND MSME MANAGEMENT	CO1: Understand various Startup opportunities CO2: Learn Business Startup, Ideation, and Venture Choices. CO3: Learn Legal and other requirements for new ventures. CO4: Learn Problems of entrepreneurs. CO5: Understand the Forms of Financial support.
43	II-II	TECHNOLOGY BUSINESS INCUBATION	CO1: Understand various Startup opportunities. CO2: Learn Business Startup, Ideation, and Venture Choices. CO3: Learn Legal and other requirements for new ventures CO4: Learn Problems of entrepreneurs. CO5: Understand Forms of Financial support.
44	II-II	INNOVATION AND ENTERPRENEURSHIP	CO1: Gain an understanding of the concepts and processes of creativity and appreciate the need for improving the quality of creativity CO2: Learn the methods of creative problem solving CO3: Orient themselves on developing creative intelligence and unblock their creative energies CO4: Learn the concepts and methods of innovation and ideation and the theories of outsourcing new product development. CO5: Develop a perspective of micro and macro level innovation.


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45	II-II	ENTREPRENEURIAL FINANCE	CO1: Understand Financing through venture lifecycle in a company
			CO2: Learn Startup and First Round Financing Sources.
			CO3: Learn the significance of Financial Planning throughout the Venture's life cycle.
			CO4: Understand Mechanics of venture valuation.
			CO5: Understand the importance of venture capital financing.
46	II-II	ENTREPRENEURIAL MAREKETING	CO1: Understand Marketing mix of an enterprise
			CO2: Learn the Growth and marketing strategies
			CO3: Learn Market Development strategies.
			CO4: Understand entrepreneurial communication.
			CO5: Understand the importance of entrepreneurial marketing.
47	II-II	FAMILY BUSSINESS MANAGEMENT	CO1: Understand various Startup opportunities.
			CO2: Learn Business Startup, Ideation, and Venture Choices.
			CO3: Learn Legal and other requirements for new ventures
			CO4: Learn Problems of entrepreneurs.
			CO5: Understand Forms of Financial support.


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