



SANTHIRAM ENGINEERING COLLEGE:: NANDYAL

Approved by AICTE, New Delhi: Permanently Affiliated to JNT University, Ananthapuramu.

An ISO 9001:2015 certified college, 2(f) & 12(B) Recognition by UGC Act, 1956

NH-40, Nandyal – 518501 :: Kurnool Dist. A.P.

DEPARTMENT: MASTER OF BUSINESS ADMINISTRATION					
COURSE OUTCOMES				REGULATION : R17	
Year/Se m.	S.No.	Subject Name	SUB CODE	COURSE OUT COMES	
	1	MANAGE MENT & ORGANIZ ATIONAL BEHAVIO UR	17E00101	CO1	To make the students understand the concept, the history of management and the contribution of important management theories.
				CO2	To create the awareness on importance of decision making in the planning and
				CO3	Controlling functions of an organisation.
				CO4	To make the students to learn about the impact of personality, perception,
				CO5	learning and motivation in shaping the behaviour of an individual.
	2	BUSINESS ENVIRON MENT & LAW	17E00102	CO1	To understand the basic components and industrial policies.
				CO2	To understanding the basics of monetary and fiscal policies
				CO3	To know basic sources of law and contract act system
				CO4	To understand, and applications of companies act 1956
				CO5	To understanding basic concepts of IT Act, RIA and GST
	3	MANAGER IAL ECONOMI	17E00103	CO1	Understanding the basic concepts of managerial economics, the goals, the reasons for existence of firms and optimal decision making.
				CO2	To understand the basic concepts of Demand, Supply and Equilibrium and their determinants, to analyze various types of elasticity of demand
				CO3	To analyze production function, Law of DMR and its strategies, Isoquant and Isocost and finding out optimal combinations of inputs

I YEAR I SEM		CS		CO4	To compare and contrast four basic market types, to evaluate price output decisions under various competitive situations in long run and short run and to evaluate various cost concepts and pricing methods.
				CO5	To understand inflation and Business cycle
	4	FINANCIAL ACCOUNTING FOR MANAGERS	17E00104	CO1	Capable of understanding fundamentals.
				CO2	To analyze Accounting statements like balance sheet and to understand accounting principles.
				CO3	Valuation of assets and depreciation, inventory management and goodwill.
				CO4	Analyze the financial performance of business organization.
				CO5	To analyze the funds flow statement and cash flow statement
	5	STATISTICS FOR MANAGERS	17E00105	CO1	To develop an understanding of the theory of probability, rules of probability and probability distributions.
				CO2	To comprehend the decision making process under uncertainty using statistical tools.
				CO3	To become aware of the concepts in sampling, sampling distributions and estimation.
				CO4	To understand the meaning and process of hypothesis testing including one-sample and two-sample tests.
				CO5	To appreciate the importance and application of non-parametric tests in hypothesis testing importance of correlation and regression analysis including both simple and multiple correlation and regression
		MANAGEMENT		CO1	Understand the basic concepts and technologies used in the field of management information systems;
				CO2	Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

	6	INFORMATION SYSTEMS	17E00106	CO3	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
				CO4	Compare the processes of developing and implementing information systems.
				CO5	Analyze the role of the ethical, social, and security issues of information systems.
	7	INFORMATION TECHNOLOGY FOR MANAGERS	17E00107	CO1	To understand the basic Concepts of Systems and Information System and Role of Information System
				CO2	Understand the Basics of DBMS and Types of DBMS
CO3				Analyzing and Evaluating and Creating Files on MS-Excel	
CO4				Remembering and Understanding and Analyzing Data Communications and Connections	
1	HUMAN RESOURCE MANAGEMENT	17E00201	CO5	Remembering and Understanding about Protocols and on Latest Technologies	
			CO1	To develop the understanding of the concept of human resource management, its functions, objectives, policies and to understand its relevance in organization.	
			CO2	To gain the knowledge of job analysis concept, interviews and testing tools in the recruitment and selection process, and placement policy.	
			CO3	To aware about the rational design of compensation policy and salary administration.	
			CO4	To enable the students to understand the trends in training & development, the concept of performance appraisal, and its role in guiding the employees in terms of career.	
				CO5	Ability to handle employee issues and evaluate the new trends in HRM.
				CO1	Creating long term loyalty relationships, Marketing mix, PLC, Analyzing Competitors ,Conducting Marketing research

I YEAR II-SEM	2	MARKETING MANAGEMENT	17E00202	C02	Identifying market segments and targets, Crafting Brand Positioning, Creating Brand Equity- Addressing Competition and driving growth
				C03	Designing & Managing Integrated Marketing Communications, Advertising & Sales ,social media & mobile, Personal selling
				C04	Managing retailing, wholesaling and logistics. Designing and Managing Integrated Marketing Channels
				C05	Skills of sales manager, Sales objectives, Concepts of sales organization, Types of sales organization
	3	BUSINESS RESEARCH METHODS	17E00203	C01	To Remember the concept of business research and understand the Technologies used in business research.
				C02	Understand the Research process and applying the different kinds of designs samples and scales.
				C03	Analyze the sources of data and Evaluating the data collection methods.
				C04	Analyze the data analysis and Evaluate the statistical measures.
				C05	Evaluate the components of Research report and creating the Good Research Report
	4	FINANCIAL MANAGEMENT	17E00204	C01	To understand the basic Concepts of Financial Manager role in the organization and contemporary scenario
				C02	It has to be effected to understand how to select the project for investing long term funds through applying techniques.
				C03	Analyze EBIT-EPS analysis and to know the sources of fund available, cost of capital, dividend decision and its role in the financing decision.
				C04	To understand, application and maintaining working capital, liquidity and balancing of receivables through budgets preparations.
				C05	To understanding about corporate strategies, application of merging, takeover and its effects for growth and competing of the organization
				C01	To Impart knowledge of OR- Origin, Nature, Definitions, Managerial Applications and Limitations of OR.

	5	OPERATIONS RESEARCH	17E00205	CO2	To Develop LPP – Simplex Method- Solution to LP Problems, Maximization and Minimization Cases,
				CO3	To become aware of the concepts in Transportation Problem (TP) - Mathematical Model, IBFS using Northwest Corner Rule,
				CO4	To understand the Network Fundamentals- Scheduling the Activities - Fulkerson’s Rule –CPM- Earliest and Latest Times
				CO5	To appreciate the importance and application of Queuing Theory, Concepts of Queue/Waiting Line, General Structure of a Queuing System
	6	OPERATIONS MANAGEMENT	17E00206	CO1	To understand the overview of production and operations management and Historical development of POM.
				CO2	To apply plant location, plant layout and aggregate planning, capacity utilization.
				CO3	To study scheduling, assignment and sequencing and world class production.
				CO4	To study the understand concepts of work study and quality management.
				CO5	To understand the importance of material management and functions, activities.
	7	BUSINESS COMMUNICATION	17E00207	CO1	To understand the Business communication concepts.
				CO2	To develop the students’ competence in Business communication at an advanced level.
				CO3	To develop proficient in the basic communication skills of listening, speaking, reading and writing in English.
CO4				To educate the students’ competence in Business communication at an advanced level.	
CO5				To enlarge proficient in the basic communication skills of listening, speaking, reading and writing in English	
				CO1	To know about the importance of ethics, unethical practices, Indian ethos and ethics in competition

1	BUSINESS ETHICS & CORPORATE GOVERNANCE	17E00301	CO2	Marketing ethics and consumer ethics, Ethical issues in organization, HR ethics and ethics in R&D
			CO3	Insider trading, Ethical investments, how to fight with bank and insurance sector frauds and knowing about Intellectual property rights.
			CO4	Corporate Governance Structures, philosophical and theories of corporate governance.
			CO5	To know about cooperate governance structures, institutional investors and Corporate Social Responsibility(CSR)
2	GREEN BUSINESS MANAGEMENT	17E00302	CO1	The aim of the unit to understand the Importance of Green Management with relevance in 21 st Century.
			CO2	To understand the Organisational environmental & Analyzing the corporate social responsibility.
			CO3	To analyse and create the approaches from ecological economy.
			CO4	To understand and Evaluation the Environmental Reporting & ISO 14001.
			CO5	The student understand and Applying the Green Techniques and Methods
3	ENTREPRENEURSHIP DEVELOPMENT	17E00303	CO1	Students will be able to sell themselves, their ideas and to master oral and visual presentation skills by that to establish a foundation of confidence in the skills necessary to cause other to act.
			CO2	Students will be able to find themselves various institutions supporting enterprises, to find problems worth solving, by that student advance their skills in customer development, customer validation and to define competitive analysis, and iteration to evaluate projects in real world
			CO3	Students will be able to mobilize people and resources to identify and secure customers, team members through networks by that to understand project planning feasibility studies and to familiarize with project proposal and report preparation

II YEAR III SEM				CO4	To create business plans that articulate and apply financial and operational skills and to provide value creation through company formation or venture creation.
				CO5	To develop and cultivate endurance among the students to foster self-efficiency and self-advocacy among Women entrepreneurs to give basic knowledge about EDP & Rural Entrepreneurs and NGOs
	4	PRODUCT AND BRAND MANAGEMENT	17E00305	CO1	The aim of the unit to understand the Concepts of Product decision with classification of goods.
				CO2	The student understand & analyzing the product Management with New Product Development.
				CO3	To analyzing the brand decisions with the evaluation of brand Methods.
				CO4	To Managing The Brand Concepts, Understand and Creating Brand Equity.
				CO5	To Understanding & Creating Branding Different Sectors.
	5	HUMAN RESOURCE DEVELOPMENT	17E00306	CO1	To make aware of the basic concepts of Human Resource Development, Functions and the challenges faced by HRD Manager.
				CO2	To learn the skills of developing a detailed plan for need and the steps in the designing of HRD program in the organization.
				CO3	To develop knowledge on the importance of implementing and evaluating HRD techniques in organizations
				CO4	To understand the concept of Career Management, the stages and issues involved in it.
				CO5	To understand contemporary realities of HRD and its interface with demographic changes & and diversity
	6	FINANCIAL INSTITUTIONS	17E00308	CO1	To understand Economic development and role of RBI and monetary policies of INDIA
				CO2	To understanding private and public sectors and banking & non-banking systems in Indian economic market.

	INSTITUTIONS AND SERVICES	17E00308	CO3	To knowing the concept of financial & securities market and its applications.
			CO4	To understand, fund based services and its applications
			CO5	To understanding about fee based services and its sources
7	INVESTMENT AND PORTFOLIO MANAGEMENT	17E00312	CO1	Capable of understanding the fundamentals of stock markets, investment and speculation.
			CO2	To analyze stock markets price functions and investment decisions with the help of fundamental analysis and technical analysis.
			CO3	To evaluate risk & return and systematic and unsystematic risks in company.
			CO4	To evaluate securities with help of bond valuation, common stock valuation approaches.
			CO5	To understand portfolio management, Markowitz model and capital asset pricing methods.
8	PERFORMANCE MANAGEMENT	17E00314	CO1	To Remember the concept of performance and understand the performance management and performance appraisal.
			CO2	Understand the mentoring, applying the methodology of mentoring and monitoring.
			CO3	Analyze coaching functioning and Evaluating the counseling process.
			CO4	Analyze annual stock taking and Evaluate stock potential. .
			CO5	Evaluate learning organization and creating compensation management in organization
	ADVERTISING AND		CO1	To outline the principles, practices, and the use of contemporary of advertising for persuasive communication
			CO2	To understand and examine the Advertising agency services, client agency relationship, creative process of designing of visual layout, art work and effective use of words, devices to get greater reader ship interrelations

		ING AND SALES PROMOTI ON MANAGE MENT	17E00317	CO3	To establish advertising and promotional strategies, goals and objectives within budget constraints and regulatory agencies with concerns to specialized aspects of advertising such as social effect, economic effects, and ethical considerations
				CO4	To analyze, examine the concepts, meaning, scope, need and objectives of Sales Promotion and to familiarize with types, timing, and measurement of impact of sales promotion.
				CO5	To analyze and evaluate the Scope, importance, methods, powers, process of publicity and to understand the overview scenario of PRO- role and functions
	1	STRATEGI C MANAGE MENT	17E00401	CO1	To understand the basic Concepts of strategic management its process and intents of strategic management.
				CO2	To Analyzing the corporations through using strategic techniques and application systems.
				CO3	To understanding strategic formulation process and choice of it. It useful for making plan.
				CO4	It usable to implementing the strategy after formulating and choice according to horizontal, vertical and to fit specific industry situation and allocation of planning system.
				CO5	Evaluating and controlling and role of the strategist, to understand bench mark and its importance for enhancing the strength of the organization and to know the auditing process
	2	E-	17E00402	CO1	To Remember and understand the basic Concepts of Electronic commerce and business.
				CO2	Understand the security threats ,applying the protocols for security .
				CO3	Analyze the electronic payment system and the transferring of electronic fund and Evaluating infrastructure issues.

II YEAR IV SEM		BUSINESS		CO4	Analyze E business applications and Evaluate the strategies for E business
				CO5	Evaluate E marketing and creating E marketing tactics ,hardware and software systems
	3	SERVICES MARKETI NG	17E00404	CO1	To understand and demonstrate the characteristics of service products differ from tangible goods, the challenges and opportunities and how this impacts on design and execution of marketing strategies for services.
				CO2	To distinguish different service types and draw implications for marketing strategy development, and to familiarize problems faced by services marketing professionals as well as tools and models managers might employ to increase customers' perceptions of satisfaction, and service quality and value.
				CO3	Students will be able to analyze and evaluate service pricing strategies, pricing objectives and foundations for services pricing and to identify and secure customers through networks for services.
				CO4	To analyze service promotion and communication strategies and to evaluate the expectations of customers and know to translate this knowledge into genuine value for customers
				CO5	To create and cultivate endurance among the students about marketing plans for services and practices to foster self – efficiency and self - advocacy among the students about marketing strategy formulation and resources allocation
				CO1	The aim of the unit to understand the Importance of International financial management, with comparative domestic FM & IFM with nature and scope of IFM

4	INTERNATIONAL FINANCIAL MANAGEMENT	17E00407	CO2	The students will be able to understand with a broad view of Forex Market system in the Global business setting. with function and structure of FX market.
			CO3	To understand the Management of Foreign exchange Exposures and Risk
			CO4	The Student Analyzing and Evaluation the cross Border Investment Decision.
			CO5	Understanding and Creating the working capital management and financing
5	GLOBAL HUMAN RESOURCE MANAGEMENT	17E00409	CO1	Enable the students to get an overview on foundation of IHRM, changes and challenges of global managers with respect to the global operations.
			CO2	To create the awareness on global market content, cultural issues and studies related to cross cultural dimensions in the global operations of a business.
			CO3	To make the students to know about the importance of global HR planning with respect to global staffing and the role of compensation structure in retaining the various categories of employees.
			CO4	To sharpen the view of the students regarding the global training and development strategies and the workforce performance management, its planning and implementation.
			CO5	To guide the students about the contemporary issues in managing the people in the global levels and people management with respect to various countries


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