



BHARAT INSTITUTE OF ENGINEERING AND TECHNOLOGY

Ibrahimpattanam - 501 510, Hyderabad

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

COURSE OUTCOMES (COs)

MBA – MASTER OF BUSINESS ADMINISTRATION

JNTUH: R17 REGULATIONS

Code	Course Name	Course Outcomes
MBA SEMESTER – I		
17MBA01	MANAGEMENT & ORGANIZATIONAL BEHAVIOR	At the end of this course, each student should be able to: CO1. Students will be able to understand Evolution of Management and contribution of Management thinkers. CO2. The relevance of environmental scanning, planning and to take decisions CO3. Organizing and controlling, Individual and group Behavior, Leadership and Motivation.
17MBA02	BUSINESS ECONOMICS	At the end of this course, each student should be able to: CO1. Students will be able to understand Economic Principles in Business, Forecast Demand and Supply CO2. Production and Cost Estimates Market Structure and Pricing Practices, Economic Policies.
17MBA03	FINANCIAL ACCOUNTING AND ANALYSIS	At the end of this course, each student should be able to: CO1. Students will be able to understand Principles of accounting, Accounting Process Inventory Valuation. CO2. Preparation, Analysis and Interpretation of Financial Statements.
17MBA04	BUSINESS STATISTICS	At the end of this course, each student should be able to: CO1. Students will be able to understand Conceptual overview of Statistics CO2. To apply, analyze various simple & advanced statistical tools, to interpret data through statistical tools.
17MBA05	BUSINESS LAW AND ETHICS	At the end of this course, each student should be able to: CO1. Students will be able to understand Business Laws related to incorporating a company ,Importance of Ethics in Business CO2. Cyber Crime and Legal Aspects.

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17MBA06A	BUSINESS RESEARCH METHODOLOGY (OPEN ELECTIVE-I)	<p>At the end of this course, each student should be able to:</p> <p>CO1. Students will be able to understand Basics of Research Methodology and Research Design, Data Collection methods and the tools for analysis and interpretation</p> <p>CO2. Importance of presentation of data analysis and report writing including referencing style.</p>
17MBA06B	PROJECT MANAGEMENT (OPEN ELECTIVE-I)	<p>At the end of this course, each student should be able to:</p> <p>CO1. Students will be able to understand Importance of Project Management ,Project Planning, Execution and implementation</p> <p>CO2. Significance of teams in projects Project evaluation techniques.</p>
17MBA06C	TECHNOLOGY MANAGEMENT (OPEN ELECTIVE-I)	<p>At the end of this course, each student should be able to:</p> <p>CO1. Student will be able to understand Importance of Technological Innovation.</p> <p>CO2. Student will be able to understand Importance of Research and development in technology management forecasting of Technology.</p>
17MBA06D	RURAL MARKETING (OPEN ELECTIVE-I)	<p>At the end of this course, each student should be able to:</p> <p>CO1. Students will be able to understand Rural Marketing opportunities , Rural Economy and Environment</p> <p>CO2. Students will be able to understand Social and cultural aspects in rural India and innovations in rural</p>
17MBA07	BUSINESS COMMUNICATIONS (LAB)	<p>At the end of this course, each student should be able to:</p> <p>CO1. Students will be able to understand the importance of Communication in Business.</p> <p>CO2. To develop writing skills and presentation writing business proposals and letters, application of business communication in the self development process.</p>
MBA SEMESTER – II		
17MBA08	HUMAN RESOURCE MANAGEMENT	<p>At the end of this course, each student should be able to:</p> <p>CO1. Students will be able to understand Basic HR concepts, process of recruitment and selection</p> <p>CO2. Learning and development , Performance Management and Compensation</p> <p>CO3. Employee retention strategies, importance of employee welfare and grievances.</p>

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17MBA09	MARKETING MANAGEMENT	<p>At the end of this course, each student should be able to:</p> <p>CO1. Students will be able to understand concepts of marketing management , to analyze markets</p> <p>CO2. Design customer driven strategies to communicate the decisions towards business development with superior customer value.</p>
17MBA10	FINANCIAL MANAGEMENT	<p>At the end of this course, each student should be able to:</p> <p>CO1. Students will be able to understand Goals of financial function, Investment criteria and</p> <p>CO2. Understand decision process capital structure and Dividend Decisions, Asset Liability Management.</p>
17MBA11	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	<p>At the end of this course, each student should be able to:</p> <p>CO1. Understand the course covers origin and application of OR Linear Programming Method, Decision Theory and queuing theory. These concepts help the student in taking decisions for business.</p> <p>CO2. Apply these concepts in taking decisions for business.</p>
17MBA12	ENTREPRENEURSHIP	<p>At the end of this course, each student should be able to:</p> <p>CO1. Understand mindset of the entrepreneurs, identify ventures for launching.</p> <p>CO2. Develop an idea on the legal framework and strategic perspectives in entrepreneurship.</p>
17MBA13A	TOTAL QUALITY MANAGEMENT (OPEN ELECTIVE - II)	<p>At the end of this course, each student should be able to:</p> <p>CO1. Understand importance of Quality Principles</p> <p>CO2. Practices of TQM tools and techniques in Quality management.</p>
17MBA13B	CORPORATE GOVERNANCE (OPEN ELECTIVE - II)	<p>At the end of this course, each student should be able to:</p> <p>CO1. Understand Need for Corporate Governance in India, Codes and Committees in Corporate Governance.</p> <p>CO2. Understand Role of Board in Corporate Governance, Stakeholder perspective of Corporate Governance.</p>
17MBA13C	INTERNATIONAL BUSINESS (OPEN ELECTIVE - II)	<p>At the end of this course, each student should be able to:</p> <p>CO1. Understand Importance of International Business, International Trade theories.</p> <p>CO2. Understand Importance of International Economic environment , Strategic and operational issues of IB.</p>

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17MBA13D	SUPPLY CHAIN MANAGEMENT (OPEN ELECTIVE - II)	<p>At the end of this course, each student should be able to</p> <p>CO1. Understand growing importance of Supply Chain Management, SCM Costs and Performance.</p> <p>CO2. Understand Benchmarking in SCM, Sourcing and transportation, Global aspects in SCM.</p>
17MBA14	SUMMER INTERNSHIP	<p>At the end of this course, each student should be able to</p> <p>CO1. Students will be able to understand Management functions and Organizational structure, organizational dynamics in terms of organizational behavior, culture, climate</p> <p>CO2. Functional domain knowledge, Processes and systems, External and internal environment impact on the organization.</p>
MBA SEMESTER – III		
17MBA15	PRODUCTION AND OPERATIONS MANAGEMENT	<p>At the end of this course, each student should be able to:</p> <p>CO1. Understand Concepts of Operations management, Product & process design, analysis.</p> <p>CO2. Understand Concepts of Plant location and layout, Scheduling and Material Management.</p>
17MBA16	MANAGEMENT INFORMATION SYSTEM	<p>At the end of this course, each student should be able to:</p> <p>CO1. Understand Concepts & applications of Management Information Systems.</p> <p>CO2. Understand Information Systems Planning & Implementations, Cyber crime and information security.</p>
17MBA17	DATA ANALYTICS	<p>At the end of this course, each student should be able to:</p> <p>CO1. Understand Importance of Analytics.</p> <p>CO2. Understanding the analytical tools, Application of Analytical tools to solve business problems.</p>
17MBA18M1	DIGITAL MARKETING (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR MARKETING)	<p>At the end of this course, each student should be able to:</p> <p>CO1. Understand the applications of digital marketing in the globalized market</p> <p>CO2. Understand the Channels of Digital Marketing, digital marketing plan, Search engine marketing, online Advertising.</p>

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17MBA19M2	ADVERTISING AND SALES MANAGEMENT (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR MARKETING)	At the end of this course, each student should be able to: CO1. Understand the importance of Sales Management, Sales Planning CO2. Understand the importance of Budgeting and need for distribution channels and managing them.
17MBA20M3	CONSUMER BEHAVIOR (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR MARKETING)	At the end of this course, each student should be able to: CO1. Understand consumer behavior, environmental influences on consumer behavior and perception. CO2. Understand attitude of consumers, consumer decision making marketing ethics towards consumers.
17MBA18F1	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR FINANCE)	CO1. Understand Indian Investment Environment, Portfolio Analysis, Bond valuation and management. CO2. Understand Equity valuation of Cash market and derivatives, Performance evaluation of Portfolios.
17MBA20F3	STRATEGIC MANAGEMENT ACCOUNTING (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR FINANCE)	CO1. Understand Fundamentals of Management accounting and Cost accounting, Cost analysis, Marginal costing, Budget and Budgetary controls. CO2. Understand Marginal costing, Budget and Budgetary controls.
17MBA19F2	FINANCIAL INSTITUTIONS, MARKETS, AND SERVICES (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR FINANCE)	CO1. Understand Introduction to Indian Financial system, Banking and Non Banking Institutions. CO2. Understand Financial and Securities markets, Fund and Fee based Services.
17MBA18H1	PERFORMANCE MANAGEMENT SYSTEMS (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR HUMAN RESOURCES)	CO1. Understand Significance of Performance Management, Communication of Performance Management. CO2. Understand Performance Management and Development of Employees, Reward System, and other performance related concepts.
17MBA19H2	LEARNING AND DEVELOPMENT (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR HUMAN RESOURCES)	CO1. Understand the importance of Learning performance ,Training and Development CO2. Understand Training Need Analysis, Training Methods.

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17MBA20H3	MANAGEMENT OF INDUSTRIAL RELATIONS (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR HUMAN RESOURCES)	CO1. Understand importance of Industrial Relations, Collective Bargaining Mechanism. CO2. Understand Parties and role in Industrial Relations, Labour Legislation ASPECTS.
17MBA18E1	STARTUP MANAGEMENT (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR ENTREPRENEURSHIP)	CO1. Understand Startup opportunities , Legal and other requirements for new ventures CO2. Understand Financial Issues of startups, Sustainability and growth of startups.
17MBA19E2	MSME MANAGEMENT (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR ENTREPRENEURSHIP)	CO1. Understand Issues and Challenges in MSMEs ,Setting up of MSMEs CO2. Understand Management of MSMEs, Institution and Government support.
17MBA20E3	FAMILY BUSINESS MANAGEMENT (MBA - III SEMESTER, ELECTIVE SUBJECTS FOR ENTREPRENEURSHIP)	CO1. Understand Perspectives in Family Business, Ownership Challenge and Family Governance. CO2. Understand Successor Development strategies, Strategic Planning and Transgenerational Entrepreneurship. New Leaders of the Evolution and Change.
MBA SEMESTER – IV		
17MBA21	STRATEGIC MANAGEMENT	At the end of this course, each student should be able to: CO1. Understand Strategic management concepts, Tools and Techniques for Strategic analysis. CO2. Understand Strategies for competing in globalised markets, Strategy control and evolution.
17MBA23M5	INTERNATIONAL MARKETING (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR FINANCE)	CO1. Get deeper insight into the Global Marketing Management, Environment of global markets. CO2. Assessing Global Market Opportunities, Developing and Implementing Global Marketing Strategies.
17MBA24M6	MARKETING OF SERVICES (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR FINANCE)	CO1. Understand Marketing Management of companies offering Services, Characteristics of services, CO2. Understand consumer behavior in services, align service design and standards, delivering service, managing services promises.

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17MBA22F4	INTERNATIONAL FINANCIAL MANAGEMENT (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR FINANCE)	CO1. Understand International Financial Management, Balance of Payments. CO2. Understand Foreign Exchange Markets, Asset and liability Management.
17MBA22M4	CUSTOMER RELATIONSHIP MANAGEMENT (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR MARKETING)	At the end of this course, each student should be able to: CO1. Understand need of CRM, building customer relations. CO2. Understand CRM process, CRM structures, Planning and Implementation of CRM.
17MBA23F5	STRATEGIC INVESTMENT AND FINANCING DECISIONS (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR FINANCE)	At the end of this course, each student should be able to: CO1. Understand Investment Decisions in Risk and uncertainty, Strategic investment decisions. CO2. Understand Investment Appraisal Techniques, Financing Decisions.
17MBA24F6	RISK MANAGEMENT (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR FINANCE)	At the end of this course, each student should be able to: CO1. Understand Concepts of Risk Management, Risk Management Measurement. CO2. Understand Risk Management using Forward and Futures, Risk Management using Options and Swaps.
17MBA22H4	INTERNATIONAL HUMAN RESOURCE MANAGEMENT (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR HUMAN RESOURCES)	At the end of this course, each student should be able to: CO1. Understand Cultural aspects of IHRM, Role of IHRM in Successful MNC. CO2. Understand Global human Resource Planning, Training and development of Global employees, Performance Management of Global employees.
17MBA23H5	LEADERSHIP AND CHANGE MANAGEMENT (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR HUMAN RESOURCES)	CO1. Understand Leadership, Role and function of a Leader, Leadership theories and styles. CO2. Understand Organizational change concepts, Perspectives of change, Strategies for Managing change.
17MBA24H6	TALENT AND KNOWLEDGE MANAGEMENT (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR HUMAN RESOURCES)	CO1. Understand Talent Management Process, Succession and career planning approaches. CO2. Understand Knowledge management aspects, Knowledge management assessment and solutions.

Code	Course Name	Course Outcomes
17MBA22E4	ENTREPRENEURIAL FINANCE (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR ENTREPRENEURSHIP)	CO1. Understand Financing through venture life cycle, Organizing and operating the enterprise. CO2. Understand Financial Planning of an enterprise, Valuation of an enterprise, Financing for growing enterprises.
17MBA23E5	ENTREPRENEURIAL MARKETING (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR ENTREPRENEURSHIP)	CO1. Understand Marketing mix of an enterprise, Growth and marketing strategies. CO2. Understand Market Development strategies, Contemporary issues in Entrepreneurial marketing.
17MBA24E6	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP (MBA - IV SEMESTER, ELECTIVE SUBJECTS FOR ENTREPRENEURSHIP)	CO1. Understand basics of Creativity, Creative Problem solving. CO2. Understand Creative Intelligence, Perspectives of Innovation.