

**Dr. LANKAPALLI BULLAYYA COLLEGE
DEPARTMENT OF MANAGEMENT STUDIES
VISAKHAPATNAM 13**

MBA PROGRAM OBJECTIVES

- PO1: Students will be able to Understand and develop the knowledge of Management Principles, practices and perspectives in decision making.
- PO2: Students would be able to understand the tools and techniques in functional areas and their innovative application to an organization.
- PO3: Students will be able understand the application of communication tools, methods and techniques of Management.
- PO 4: Foster soft skills and analytical and critical thinking abilities for decision making.
- PO 5: Students will be able to learn the recent trends and face the challenges of dynamic business environment.

SEMESTER I

1. NAME OF THE COURSE : PERSPECTIVES OF MANAGEMENT

- CO 1 Emphasis has been put on contemporary development in management without neglecting the older contributions that have proved their worth over the years.
- CO 2 Emphasis has been put on application for managers and their organization not only as guides for immediate actions but in their potentials for guiding managers for action in future.
- CO 3 Emphasis has laid on management process, techniques and principles of organization.
- CO 4 Emphasis is made on motivation and leadership as the two unique managerial functions
- CO 5 to ensure maximum use of human resources without sacrificing human resource and human welfare.

2. NAME OF THE COURSE : ACCOUNTING FOR MANAGERS

- CO1: To get an idea about the requirement of accounting and to know about various branches of accounting and role of an accountant in any organization.
- CO 2: Distinguish the books of accounts and convert their uses in Business entities and apply the concepts of accounting principles to Show the financial status of business
- CO 3: Understand the conceptual knowledge in cost and Management accounting, Calculate cost sheet and knowledge on various costing techniques
- CO 4: Inculcate deeper knowledge in marginal costing method to analyse the cost which impact the decision making and profitability of a firm.
- CO 5: Understand the conceptual knowledge in budget and budgetary control, various forms of budgeting and methods of preparing various budgets.

3. NAME OF THE COURSE : MANAGERIAL ECONOMICS

CO1: Enable the students to develop specific tools – quantitative as well as broadly analytical – that are useful for tackling basic managerial economics problems.

CO2: Apply Micro economic concepts and techniques in evaluating business decisions taken by the firm

CO3: Develop an understanding of the applications of Managerial economics

CO4: Enable the students to understand the scope and determine the boundaries of firm with production and market structures.

CO5: Describe market structures to establish market equilibrium and use pricing strategies to enable organizational coherence

4. NAME OF THE COURSE : BUSINESS ENVIRONMENT

CO 1: To understand and be able to develop knowledge about the Components and Significance of Business of the Environment

CO 2: To understand the various industrial policies that build an economy and specifically the Indian Economy.

CO 3: To understand the changes and practical challenges businesses face for a sustainable and assured future for Indian Businesses.

CO 4: To understand the concepts and theories of international trade.

CO 5: To make students familiarise themselves with the integration of domestic business with that of international business.

5. NAME OF THE COURSE : MANAGERIAL COMMUNICATION SKILLS

Course Outcomes:

CO 1: The students will learn necessary techniques and skills of communication to inform others, inspire them enlist their activity and willing cooperation in the performance of their jobs.

CO 2: Develop interpersonal communications skills that are required for social and business interaction.

CO 3: Demonstrate the use of basic and advanced business writing skills.

CO 4: Produce clear and concise written business documents, Plan and conduct effective meetings.

CO 5: Employ proper public speaking techniques

6. NAME OF THE COURSE : ORGANISATIONAL BEHAVIOUR

CO 1: To provide the students with an understanding of the concepts of individual, group, and organisational behaviour

CO 2: To provide the students with an understanding of how the concepts affect the dynamics of the organization

CO 3: To make the students understand, interpret and apply the various theories and approaches to OB

CO 4: To make the students understand the management of Change and improve organisational effectiveness

CO 5: To make the students understand the various Leadership Theories and thereby develop Leadership Skills according to the latest trends in the levels of Organisations.

7. NAME OF THE COURSE : QUANTITATIVE TECHNIQUES FOR MANAGEMENT

Course Outcomes:

CO 1: Students will get familiar with the statistical and mathematical techniques and their applications in business decision making.

CO 2: Demonstrate basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions

CO 3: Students are oriented to various hypotheses testing methods as to how and where appropriately they can be applied.

CO 4: To equip the students with a professional understanding of the basic mathematical and statistical techniques needed for quantitative analysis

CO 5: Students will learn to apply the concepts of distributions in solving problems.

SEMESTER II

1. NAME OF THE COURSE : MARKETING MANAGEMENT

Course Outcomes:

CO 1: Develop an understanding of the concepts, issues and strategies in marketing and its management.

CO 2: Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

CO 3: Gain insights on developing marketing strategies for business success

CO 4: Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.

CO 5: To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.

2. NAME OF THE COURSE : FINANCIAL MANAGEMENT

CO1 Identify the financial environment in which an organization operates, Summarize the concepts of Financial Management and Demonstrate the tools and techniques of Financial Management

CO 2 Analyse the leverages, Capital structure position of any organisation

CO 3 Evaluate the investments and projects using cost of capital and capital budgeting techniques.

CO 4 Understand the concept of dividend and analyse the Dividend policy of an organization.

CO 5 Able to understand the concept of Working capital, cash and receivables of an organisation.

3. NAME OF THE COURSE : OPERATIONS MANAGEMENT

CO1: The objective of this course is to introduce the students to concepts and techniques related to the production and operations management, types of manufacturing systems, difference between manufacturing and operations.

CO2: To understand the concepts of production planning and control, aggregate planning, maintenance management and industrial safety.

CO3: To understand the concepts of plant location, types of layouts, material handling equipments, material handling principles and models used in layout designs..

CO4: To understand the concepts of productivity, job design, process flow charts, work study and engineering and behavioural approaches.

CO5: To make the student understand the importance of the various topics in the areas of process analysis, materials management, production scheduling, quality improvement, and product design etc.

4. NAME OF THE COURSE : HUMAN RESOURCE MANAGEMENT

CO 1: To equip the students with concepts, principles and challenges of human Resource Management

CO 2: To understand the tools and techniques for planning and utilising human resources effectively in organisations.

CO 3: To emphasize the relevance and importance of training and development to all categories of employees for an efficient and motivated workforce.

CO 4: To sensitise students regarding good compensation structures to maintain the quality of work life (QWL) which makes employment in the organisation a desirable personal and social situation.

CO 5: To establish and maintain cordial relations between employees and management by understanding the recent trends in Human Resources Management.

5. NAME OF THE COURSE : RESEARCH METHODOLOGY FOR MANAGEMENT

CO1: To develop understanding of the basic framework of research process, various research designs and techniques.

CO2: To give students the necessary training and techniques to collect data appropriately to particular problems.

CO3: To test the hypothesis of a causal relationship between variables.

CO4: To organize and conduct research in a more appropriate manner

CO5: To write a research proposal, research report and thesis.

6. NAME OF THE COURSE : CORPORATE LEGAL FRAME WORK

CO 1 Develop comprehensive understanding about the existing law in India

CO 2 To demonstrate an understanding of Contract law

CO 3 Define Condition which allow contract rights to be assigned/delegated

CO 4 Demonstrate an understanding of the contract act and partnership act of Business

CO 5 To be able to apply the rules of contract law & other business law to real world conflicts & Management challenges.

7. NAME OF THE COURSE : E-BUSINESS

CO 1: Understand the basic concepts and technologies used in the field of E-Business

CO 2 Understand the risks around Security when doing business online

CO 3 Gain insights into the impact of E-commerce on business models and strategy.

CO 4 Knowledge about Technology resources available to meet E-commerce business needs

CO 5 Analyse E-Business models and understands the nature of E-Businesses that are succeeding in the Virtual Market place

SEMESTER III

1. NAME OF THE COURSE : INTERNATIONAL BUSINESS

CO 1 Students graduating with an International Business concentration should be able to:

CO2. Explain business expansion abroad and key issues related to their operations in other countries.

CO3. Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.

CO4. Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

CO5 To understand the FOREX policy and get the knowledge on convertibility on currency.

2. NAME OF THE COURSE : OPERATIONS RESEARCH

After completion of this course, the student will be able to

CO 1: Analyze any real-life system with limited constraints and depict it in a model form.

CO2: Convert the problem into a mathematical model and Solve the mathematical model manually

CO 3: Understand variety of problems such as assignment, transportation, travelling salesman, etc

CO 4: Understand different queuing situations and find the optimal solutions using models for different situations.

CO 5: Simulate different real life probabilistic situations using Monte Carlo simulation technique.

3. NAME OF THE COURSE : INTERNATIONAL FINANCIAL MANAGEMENT

CO1: Equipping the students with the overview of global markets.

CO2: Introducing students to international financial system and its regime

CO3: Identifying about the techniques to hedge the risks.

CO4: Acquainting them about the international bond markets.

CO5: Outlining the international accounting and reporting

4. NAME OF THE COURSE : SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT

CO1 Introducing the concept of Investment, various forms of investment, Process and environment.

CO 2 Demonstrate the techniques that can be applied to the primary and secondary markets, Sensex & Nifty calculation procedure.

CO 3 Explain about Risk return calculations, fundamental analysis and techniques for analyzing the stock market conditions

CO 4 Analyse the stock market conditions for better investments in Equity and Portfolio by calculating the intrinsic values.

CO 5 Evaluate the performance of equity and portfolio for better management and revision

5. NAME OF THE COURSE : MUTUAL FUNDS

CO1 Know the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features

CO 2 To know the organization structure and services can be recommended to investors and prospective investors in the market

CO 3 Get oriented to distribution and acquainted with Offer Document and other important documents.

CO 4 To provide students with the advantage of diversification by spreading investments across different sectors and asset classes.

CO 5 To explain the students about the importance of diversification and the risk of losses faced by all types of securities in the financial markets can be reduced by diversification.

6. NAME OF THE COURSE : FINANCIAL MARKETS & SERVICES

CO1: Introduces students to the theory and practice of financial market management for the perspective of risk management

CO2: Familiarize the terminology and concepts that are used in Financial system

CO3: Know the various financial services and its arrangements

CO4: Comprehended the facts about stock market and its growth

CO5: Awareness for various Investment like mutual funds, securities, short term & long term Investments

7. NAME OF THE COURSE : FINANCIAL DERIVATIVES

CO 1 Students will be able to analyze the risks in different financial markets.

CO 2 Acquire ability to selection of various options and then can apply them to specific markets.

CO 3 Student will be able to strategically manage the financial derivatives.

CO 4 To predict the price movement in the stock market and to provide commitments to prices for future dates to give protection against adverse movements in future prices.

CO 5 To understand the basics of the various instruments operating in the stock market along with their trading mechanism and regulations.

8. NAME OF THE COURSE : CONSUMER BEHAVIOR AND CUSTOMER RELATIONSHIP MANAGEMENT

CO 1: To enlighten the students with the concepts and Practical applications of Consumer Behaviour and CRM

CO 2: To understand the determinants and theories of Consumer Behaviour

CO 3: To understand attitude measurement and lifestyle marketing, various factors influencing them

CO 4: To understand the consumer decision-making process which enables managers to predict and strategize product sales and promotions.

CO 5: To understand recent trends in customer relationship management

9. NAME OF THE COURSE : ADVERTISING AND BRAND MANAGEMENT

At the end of the course, students should be able to:

CO1. Students will analyze the nature, role, and importance of brand management and advertising in marketing strategy

CO2. To understand effective design and implementation of advertising strategies

CO3. To present a general understanding of content, structure, and appeal of advertisements

CO4. Students will assess ethical challenges related to responsible management of advertising and brand strategy

CO5: Students will grasp key concepts and theories of branding, including brand identity, equity, and positioning.

10. NAME OF THE COURSE : MARKETING RESEARCH

At the end of the course the students will be able to:

CO1. Learners will be able to design a marketing research project, including defining research objectives, formulating research questions, and creating data collection instruments.

- CO2. Students will grasp various research methodologies, including qualitative and quantitative approaches, and their appropriate applications in marketing.
- CO3. Participants will understand how to apply research findings to inform marketing strategies, product development, and brand management.
- CO4. Learners will identify and implement various data collection methods, such as surveys, interviews, focus groups, and observational techniques
- CO5. Write a comprehensive market research report

11. NAME OF THE COURSE : SERVICES MARKETING

- CO 1 Understand the Concept of Services and intangible products
- CO2. Discuss the relevance of the services Industry to Industry
- CO3. Examine the characteristics of the services industry and the modus operandi
- CO4. Analyse the role and relevance of Quality in Services
- CO5. Visualise future changes in the services Industry

12. NAME OF THE COURSE : SALES AND DISTRIBUTION MANAGEMENT

- CO 1 Recognize and demonstrate the significant responsibilities of sales person as key individual
- CO 2 Understand the basic concepts and techniques of selling and their applications to managerial decision makings in the field
- CO 3 Describe and formulate strategies to effectively manage company's sales operations
- CO4. Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team

13. NAME OF THE COURSE: HUMAN RESOURCE DEVELOPMENT

- CO1: To provide the students with insights into the concept of basic human resource planning.
- CO2: To help students become familiar with the various strategies of Human Resource Development
- CO3: To understand the difference between the functions and roles of line and staff supervisors, the role of developmental supervision, counselling and Monitoring in making employees more efficient.
- CO4: To help students understand the recent and contemporary role played by the government in various institutions which make up the economy.
- CO5: To help students have an understanding of HRD culture and climate.

14. NAME OF THE COURSE: INDUSTRIAL RELATIONS

- CO1: Students will be able to explain the fundamental concepts of industrial relations, including labor relations, collective bargaining, and workplace dynamics.
- CO2: Students will evaluate the role of trade unions and employer organizations in shaping workplace relations and organizational culture.
- CO 3. Students will understand the legal frameworks governing industrial relations, including labor laws, employment standards, and dispute resolution mechanisms.
- CO 4. Students will understand the role of discipline and grievance redressal mechanism in industrial relations
- CO 5. Students will assess the processes and strategies involved in collective bargaining, including negotiation techniques and conflict resolution.

15. NAME OF THE COURSE: GROUP DYNAMICS AND CHANGE MANAGEMENT

- CO 1 To provide the students with an understanding of the concepts of individual & group.
- CO 2. To provide the students with an understanding of how the concepts effect the dynamics of the organization
- CO 3. To make the students understand the management of Change and improve organisational effectiveness
- CO 4. To make the students understand the various Leadership Theories and thereby develop Leadership Skills
- CO 5. To make the students understand, interpret and apply the various theories and approaches to group dynamics

16. NAME OF THE COURSE: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

- CO 1. To provide the students with an understanding of the concept, challenges and differences of International Human Resource Management with Domestic Human Resource Management .
- CO 2.To understanding the cross cultural theories and impact in recruitment and selection process.
- CO 3. To make the students understand in implementing the concept of training provided to expatriates.
- CO 4. To make the students understand different approaches of compensation.
- CO 5. To familiarize and establish cordial relations between employee and employer by understanding the recent trends in International Human Resource Management.

17. NAME OF THE COURSE: STRATEGIC HUMAN RESOURCE MANAGEMENT

- CO 1 provide linkages of Business Strategy to HR Strategies – Policies & Systems.
- CO2. Develop competency to enhance employee development
- CO3. Gain rational ability to manage performance strategically
- CO4. Develop competency to implement global HR practices
- CO5 learn how to develop and formulate strategies and programs to introduce and sustain competitive HR advantage in organizations

SEMESTER IV

1. NAME OF THE COURSE: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

- Co1: To increase the knowledge of students regarding the importance of entrepreneurship , various principles, practices followed in India.
- CO2: To familiarise students regarding various Government and Institutional support given to potential entrepreneurs.
- CO3: Familiarize students about the process of starting enterprise and to Develop and strengthen the entrepreneurial quality.
- CO4: Analysing environmental set up relating to small industry and small business and improve the skills of small scale entrepreneurs.

CO5: Development of ideas and creativity, by establishing a Youth business and other methods that create interaction between theory and practice in learning.

2. NAME OF THE COURSE: BUSINESS POLICY AND STRATEGIC MANAGEMENT

CO 1 To understand the overview of strategic Management .

CO 2 To understand the different strategies and strategic intent of the business

CO 3 To educate the challenges in strategic formulation and different stages.

CO 4 To educate the basics and trends in implementing strategies in functional areas .

CO 5 To understand the nature of strategy evaluation in reviewing and controlling the business policies both in manufacturing and service sector.

3. NAME OF THE COURSE: COMPENSATION AND WELFARE MANAGEMENT

CO 1 To understand various factors , policies ,principles and methods of wage and salary administration .

CO 2 To understand the concept of job evaluation and incentives plans for motivating the employees .

CO 3: To familiarize the practical knowledge on employee welfare programmes provided by the different organizations .

CO 4 To understand the various welfare agencies and the role of welfare officers in organizations

CO 5 To provide students with emerging trends in compensation systems and welfare Management.

4. NAME OF THE COURSE: INDUSTRIAL SOCIOLOGY

CO 1: To provide the students insights into the conceptual framework of industrial sociology and the relevant contemporary issues.

CO 2: To help students be familiar with the concept of early industrialism

CO 3: To understand various industrial policies formulated to build a strong industrialised India

CO 4: To help students understand the recent and contemporary issues in human relations management.

CO 5: To help students have an understanding of Industrial relations and their part in Industrial Sociology

5. NAME OF THE COURSE: PERFORMANCE MANAGEMENT AND COUNSELLING

CO 1: The meaning, scope and definition of performance management

CO 2: Integration of performance management and strategic role

CO 3: Performance management cycle and performance management

CO 4: Integration of performance management with rewards, HRD and other systems

CO 5: Importance of coaching, counselling and mentoring.

6. NAME OF THE COURSE: HUMAN RESOURCE PLANNING

CO-1 To analyse the essential elements of human resources planning (HRP) processes in organizations.

CO-2 To examine the methods used in forecasting human resources and their relative implications. CO-3 To understand the concept of talent development and importance of talent engagement in the organization;

CO-4 To develop conceptual as well as practical understanding of career management.

CO-5 To familiarize the students with the information system, accounting, and audit system required for managing HR functions.

7. NAME OF THE COURSE: LABOUR LEGISLATIONS

At the end of the course, the students will understand:

CO1: Students will gain a comprehensive understanding of key labour laws and regulations, including those related to employment contracts, wages, working conditions, and employee rights.

CO2: Participants will analyze the legal framework governing industrial relations, including collective bargaining, trade unions, and dispute resolution mechanisms.

CO3: Comprehensive understanding of provisions and legislations related to social security measures.

CO4: Learners will explore various welfare policies and programs at local, national, and international levels, understanding their frameworks and implementation strategies.

CO5: Students will gain a comprehensive understanding of welfare measures, including their purpose, scope, and significance in promoting social welfare.

8. NAME OF THE COURSE: STRATEGIC FINANCIAL MANAGEMENT

CO1 Practice strategic management to evaluate the role finance plays in strategic decision making and to identify and implement strategies that will maximize the market value of the organization.

CO 2 Critically analyse capital structure theory and the role of the financing decision in strategic management.

CO 3 Apply and evaluate analytical tools used in making investment decisions.

CO 4 Helps to make decisions related to investments in the assets and the financing of those assets like mergers and acquisitions

CO 5 Helps to make strategic decisions related takeovers, defensive tactics to overcome and financial impact on the organisational profitability.

9. NAME OF THE COURSE: FINANCING FOREIGN TRADE

CO1: An understanding of the basic concepts of international trade and finance, BOP.

CO2: Acquittance of students to the exchange control measures, its need and its implications in India.

CO3: Acquainting them to the documentary credit, the pre and post shipment activities of Finance Exports.

CO4: Familiarize the various procedures of project export.

CO5: Acquainting and making the students understand the role of commercial banks and EXIM bank in financing India's foreign trade.

10. NAME OF THE COURSE: MONETARY MANAGEMENT

CO1 Students will get the knowledge on managing nation's money to achieve financial goals

CO2 Students will get an overview of principles and practices of monetary management

CO3 They will learn all domains of finance including banking, capital markets, investments and accounting

CO4 Students will get knowledge on budgets

CO5 Students can understand the impact of open market operations, credit policies, inflation, monetary and Fiscal policies

11. NAME OF THE COURSE: VENTURE CAPITAL

CO1 Students can analyse staging, screening and syndication of venture capital

CO2 Student can get the knowledge of the stages of venture capital

CO3 Students can understand the laws of venture capital

CO4 Analyse the leverages, Capital structure position of any organisation

CO5 Students can understand the impact of venture capital on innovation and determinants of sales revenue

12. NAME OF THE COURSE: SECURITY OPERATIONS AND RISK MANAGEMENT

CO1 Students will know the basics of the Indian securities market, the different products traded, and the various market participants and recognize the role of derivatives in financial risk management.

CO2 Students will understand the regulatory framework and the role of the Securities Exchange Board of India.

CO3 Demonstrate critical thinking, analytical and problem-solving skills in the context of derivatives pricing and hedging practice.

CO4 Demonstrate an understanding of pricing forwards, futures and options contracts.

CO5 Students will understand how the risks are managed in a securities broking firm, the clearing and settlement Process.

13. NAME OF THE COURSE: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

CO1: To know the fundamental concepts of Logistics and Supply Chain Management and learn the critical elements of Logistics and Supply Chain Management processes

CO2: To understand effective logistics and competitive advantage and measuring logistics cost and performance

CO3: To develop a sound understanding of the important role of supply chain management in today's business environment

CO4: To learn the importance of sourcing, transporting and pricing products in SCM CO5: To understand global logistics and supply chain management

14. NAME OF THE COURSE: GLOBAL MARKETING

CO1: To understand the global consumer market and the factors affecting global business

CO2: To understand the perspective of global markets

CO3: To understand the important decisions related to global marketing

CO4: To understand the nature of global advertising

CO5: To understand the framework of global marketing operations

15. NAME OF THE COURSE: RETAIL MANAGEMENT

CO 1: Students will grasp fundamental concepts of retailing, including types of retailers, retail formats, and the retailing environment.

CO 2: Learners will understand the key components of effective store operations, including inventory management, merchandising, and customer service.

CO 3: To familiarize the students with retail location strategies

CO4: To equip the students with the knowledge of Inventory and Merchandise management in retailing.

CO5: Participants will evaluate and implement various retail marketing strategies, including promotions, loyalty programs, and online retailing.

16. NAME OF THE COURSE: B2B MARKETING

CO 1 Describe the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour.

CO2. Design strategies and structures to effectively serve the B2B market.

CO3. Apply a systematic approach to problem solving and decision making in business marketing organizations through the use of case studies.

CO4. Develop a business marketing plan for a real local company that mainly targets business customers.

CO5

17. NAME OF THE COURSE: PRODUCT MANAGEMENT

CO1 Students will experience a live development of a product within the context of a product development process

CO2. Learn common methods used in product management

CO3. Gain experience needed to work as product managers in real life environments

CO4 Students will analyze the nature, role, and importance of brand management and advertising in marketing strategy

CO5 Students will grasp key concepts and theories of branding, including brand identity, equity, and positioning