G PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous)

(Approved by AICTE | NAAC Accreditation with 'A' Grade |
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Nandikotkur Road, Venkayapalli (V), Kurnool - 518452, Andhra Pradesh

DEPARTMENT OF MANAGEMENT STUDIES

R-18 REGULATION

Course Name: **Management and Organisational Behaviour**

#	COURSE OUTCOMES
CO1	Understand the concepts, theories and principles of management and also able to apply the knowledge in personal and professional life.
CO2	Able to take effective and efficient managerial decisions in the organization by applying decision making and controlling techniques.
CO3	Acquire the knowledge on essentials of individual behaviour and motivational factors and apply them in professional career.
CO4	Analyze the group behaviour and leadership by using culture and climate as parameters of the organization.
CO5	Creation of effective organizational practices in the field of management and facilitates organizational development.
CO6	Understand the concepts, theories and principles of management and also able to apply the knowledge in personal and professional life.

Course Name: **Business Environment and Law**

#	COURSE OUTCOMES
CO1	Understand the concepts 1991 Industrial Policy 1991 and its impact on the business
CO2	Understand the concepts related to GATS, TRIMS, TRIPS and Uruguay round.
CO3	Understand the concepts of Monetary Policy and its determinants.
CO4	Understanding the basics of contracts
CO5	Analyze the right to information act 2005
CO6	Describe the companies act 1956 rules and case studies

Course Name: **Managerial Economics**

#	COURSE OUTCOMES
CO1	The students will be able to understand the basics of managerial economics.
CO2	The students should able to analyze the demand and forecast the demand for the Product in the market.
CO3	The students will obtain the knowledge on production analysis.
CO4	The students will attain the essentials of cost concepts.
CO5	They will be secure fundamentals on market pricing strategies
CO6	The students will be capable of ground rules of inflation and business cycle.

Course Name: **Accounting For Managers**

#	COURSE OUTCOMES
CO1	The basic knowledge of book keeping and accounting
CO2	The students are able to understand the Financial Statements and make analysis financial accounts of a company
CO3	The students are able to analyze the financial statement of the different companies for

	taking different accounting decisions
CO4	Students will able to analyze balance sheet of the companies with different methods for different requirements.
CO5	Students able to calculate the depreciation to the real assets in different aspects.
CO6	The students will use the company's financial information to the different activities of the business concern.

Course Name: **Statistics for Managers**

#	COURSE OUTCOMES
CO1	Student will able to independently calculate basic statistical parameters (mean, measures of dispersion, correlation coefficient, indexes)
CO2	Student will able to choose a statistical method for solving practical problems.
CO3	Apply probability rules and concepts relating to discrete and continuous random Variables to answer questions within a business context.
CO4	Use simple/multiple regression models to analyze the underlying relationships between the variables through hypothesis testing
CO5	Conduct and interpret a variety of hypothesis tests to aid decision making in a business context
CO6	Statistically analyze basic economic indicators

Course Name: **Business Communication**

#	COURSE OUTCOMES
CO1	Understand the concept of communication, its importance and various channels of Communication
CO2	To know the verbal and non-verbal communication skills, Body Language
CO3	Understand various psychologies through communication models, communication Styles
CO4	Understand communication barriers, listening skills
CO5	Learn technical writing skills, interview skills etiquettes
CO6	Developing and delivering effective presentations

Course Name: **Data Science**

#	COURSE OUTCOMES
CO1	Understand the concept of decision making, its importance and various approaches of decision making.
CO2	To know the fundamentals of statistics
CO3	Understand the data visualization with Tableau.
CO4	Understand basics of Python
CO5	Understand applications of python in data science

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Course Name: **Business Communication Lab**

#	COURSE OUTCOMES
CO1	Build language proficiency of the students in English emphases on LSRW skills
CO2	Develop communication skills through various language learning activities
CO3	Summarize to the nuances of English speech sounds, stress, rhythm, intonation and syllable division
CO4	Acquire and exhibit acceptable etiquette essential in social & professional Settings.
CO5	Improve the fluency in spoken English and neutralize mother tongue Influence
CO6	Effective business communications

Course Name: **Data Science Lab**

#	COURSE OUTCOMES
CO1	Understand the concept of decision making, its importance and various approaches of decision making.
CO2	To know the fundamentals of statistics
CO3	Understand the data visualization with Tableau.
CO4	Understand basics of Python
CO5	Understand applications of python in data science

I-MBA II-SEM

Course Name: **Human Resource Management**

#	COURSE OUTCOMES
CO1	Understand the concept of Personnel Management, its importance, principles, objectives, strategies of HRM
CO2	To know the designing & developing systems of HR
CO3	Understand about organization compensation to Executives and Non-executives
CO4	Understand Training & Development Techniques
CO5	Understand TQM, Productivity through industrial relations
CO6	Understand the nature and scope of HRM

Course Name: **Marketing Management**

#	COURSE OUTCOMES
CO1	The students will be able to understand the basics of marketing management
CO2	The students should able to analyze how to build strong brands and connect with Customers.
CO3	The students will obtain the knowledge on product management and strategies.
CO4	The students will attain setting marketing communication channels.
CO5	They will be secure fundamentals on delivering value and logistics.
CO6	The students will be capable of ground rules of sales management and sales organization.

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Course Name: **Business Research Methods**

#	COURSE OUTCOMES
CO1	Understand the Concepts, Theories and Models of Business Research and also the role of Business Research in real time Managerial Decisions.
CO2	Know the Research Process i.e., Problem Identification, Literature Survey, Statement of the Problem, Objectives, Hypothesis Development & Research Design.
CO3	Able to collection and analyze the data from various sources. And also able to design and prepare Structured Questionnaires and Interviews.
CO4	Evaluate the collect data by applying various Descriptive, Associational and Inferential Statistical Measures.
CO5	Gain the knowledge on Research Report, Preparation and effective Presentation.
CO6	To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.

Course Name: **Financial Management**

#	COURSE OUTCOMES
CO1	The necessary basic tools for the students so as to manage the finance function
CO2	The students should be able to understand the management of the financing of working capital needs and the long term capital needs of the business organization
CO3	The students are able to know that what are the sources are available to companies to generate required funds
CO4	Students are able to understand the long term capital needs of the business Organization.
CO5	Students will able to know that what are the different investment activities are Available to the business concern.
CO6	Students will know that the importance of the corporate restructure in the Organization.

Course Name: **Operations Research**

#	COURSE OUTCOMES
CO1	Identify and develop operational research models from the verbal Description of the real system
CO2	Understand the mathematical tools that are needed to solve optimization problems
CO3	Use mathematical software to solve the proposed models
CO4	Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management Engineering
CO5	Apply the decision models to various real time problems
CO6	Convert the problem into a mathematical model.

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Course Name: **Operations Management**

#	COURSE OUTCOMES
CO1	Understand the Production and Operations Management (POM), Functions- Historical development, scenario and product and process design with CAD or CAM
CO2	Analyze the Facilities Management & Aggregate Planning with the analysis of Location of facilities, Layout of facilities, Optimization of Product Process layout, Flexible manufacturing and group technology, Aggregate planning
CO3	Describe the concept of Scheduling in job, Shop type production, Shop-loading, Assignment and Sequencing techniques
CO4	Understand Work study & Quality Management with the help of Method study and Industrial Engineering Techniques
CO5	Plan and implement suitable materials handling principles and practices in the Operations
CO6	Identify the elements of operations management and various transformation processes to enhance productivity and competiveness.

Course Name: **Management Information System**

#	COURSE OUTCOMES
CO1	Describe the role and impact of information systems in business environment
CO2	Record current issues of information technology and relate those issues to Firm
CO3	Reproduce a working knowledge of concepts and terminology related to information Technology
CO4	Identify appropriate strategies to manage the system implementation process
CO5	Assess the relationship between organizations, information systems and business processes, including the processes for customer relationship management and supply chain management
CO6	Evaluate the role of information systems in supporting various levels of business Strategy

Course Name: **Data Analytics Lab**

#	COURSE OUTCOMES
CO1	Understand the concept of Business Analytics
CO2	To know the analytics of Accounting
CO3	Understand the Financial Decision
CO4	Understand Marketing & HR Analytics
CO5	Understand applications of MIS

COURSE NAME**: BUSINESS ETHICS AND CORPORATE GOVERNANCE**

#	COURSE OUTCOMES
CO1	Illustrate the business concepts and its areas.
CO2	Discover the importance of ethics in business areas
CO3	Apply the ethical issues in business areas.
CO4	Examine the principles of corporate governance

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COURSE NAME**: ENTREPRENEURSHIP DEVELOPMENT**

#	COURSE OUTCOMES
CO1	Analyze the nature of entrepreneurship, risk and reward in business scenario
CO2	Assess the promotion and institutional support by various agencies in India.
CO3	Prepare effective and feasible project proposals and project reports.
CO4	Evaluate the role of ministry of MSME in promotion of small scale industries.
CO5	Identify the business challenges and opportunities by various case studies.

COURSE NAME**: COST AND MANAGEMENT ACCOUNTING**

#	COURSE OUTCOMES
CO1	Select the companies that are suffering with the cost concepts.
CO2	Develop the different strategies that will control the cost of the business.
CO3	Take the various decisions relating to the business activities in aspect of cost.
CO4	Analyse the performance of different companies using the financial Statements.

COURSE NAME**: HUMAN RESOURCE DEVELOPMENT**

#	COURSE OUTCOMES
CO1	Define the role and significance of human resource development practices in modern competitive organizations.
CO2	Identify and apply various training modules to solve issues at various levels.
CO3	Analyze the cost-benefits of training for organizations and human resource.
CO4	Develop, analyze and apply advanced training strategies and specifications for the development of human resources.
CO5	Apply suitable training assessment procedures to evaluate the outcomes.

COURSE NAME**: PRODUCT AND BRAND MANAGEMENT**

#	COURSE OUTCOMES
CO1	Memorizing the concepts of the Product to have basic idea
CO2	Estimating the strategies for the Product Management
CO3	Executing Branding decisions to with stand in the Market.
CO4	Building equity for the Brand in the market.
CO5	Adapting Branding in various Sectors for building new Brands.

COURSE NAME: **FINANCIAL INSTITUTIONS, MARKETS AND SERVICES**

#	COURSE OUTCOMES
CO1	Understand the functions structure of Indian financial system.
CO2	Analyse the different types banks with various operations.
CO3	Analyse the financial markets for long run investment.
CO4	Analyse the financial markets for short term investments like bank deposits etc.

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COURSE NAME: **CONSUMER BEHAVIOUR**

#	COURSE OUTCOMES
CO1	Define the role and significance of consumer behaviour in modern business operations.
CO2	Identify major factors which influence consumer purchase behaviour.
CO3	Analyze the cost-benefits for the consumer, company and society.
CO4	Develop communication skills both oral and written in marketing contexts.
CO5	Apply suitable marketing strategies for market development and growth

COURSE NAME: **LABOUR LAWS & LEGISLATIONS**

#	COURSE OUTCOMES
CO1	Define Industrial Relations & Characteristics of Trade Unions to run the organization smoothly.
CO2	Analyze the Disputes & settle the disputes to maintain coordination
CO3	Assess different dispute settlement methods which best suits the organization.
CO4	Determine the wage Policy about how to pay salaries to employees
CO5	Define various acts which are framed by government for success of business.

COURSE NAME: **INVESTMENT AND PORTFOLIO MANAGEMENT**

#	COURSE OUTCOMES
CO1	Compare the different investment opportunities available in the market.
CO2	Analyse the various risk factor that are involved in the investments.
CO3	Design the effective portfolio for the investments.
CO4	Analyse the performance various investments in different securities.

COURSE NAME: **RURAL MARKETING**

#	COURSE OUTCOMES
CO1	Discuss about Rural Marketing opportunities to increase our economy
CO2	Interpret Rural Market and Environment so as utilize the Rural Markets
CO3	Build new products & process for Rural Markets
CO4	Discover innovations in rural markets to produce Brand Products
CO5	Choose E-Rural Marketing strategies to develop Rural Markets & Economy

COURSE NAME: **PERFORMANCE MANAGEMENT**

#	COURSE OUTCOMES
CO1	Revise HRM & PFM to know the significance of them.
CO2	Determine Mentoring & Monitoring Process to conduct meetings.
CO3	Implement Counselling Process to develop employees
CO4	Assess Appraisal methods to know the performance of Employees
CO5	Adapt Learning organizations for overall development of the employees.

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COURSE NAME: **ENTERPRISE RESOURCE PLANNING**

#	COURSE OUTCOMES
CO1	Define different modules of ERP for manufacturing and service companies.
CO2	Make basic use of ERP, and its role in integrating business functions.
CO3	Analyze the strategic options for ERP identification and adoption.
CO4	Design the ERP implementation strategies.
CO5	Create reengineered business processes for successful ERP implementation

COURSE NAME: **ADVERTISING AND SALES PROMOTION MANAGEMENT**

#	COURSE OUTCOMES
CO1	Develop a working knowledge of the models of communication models, and important fundamentals in developing effective ad programs.
CO2	Evaluate cases of advertising and sales Promotion programs.
CO3	Prepare to comprehensive communication plan.
CO4	Design ads in creative way and implement promotion activities in a new trend.
CO5	Develop the public relations, ad agencies, and personal selling tactics.

COURSE NAME: **KNOWLEDGE MANAGEMENT**

#	COURSE OUTCOMES
CO1	Define the role and significance of KM in modern competitive businesses.
CO2	Identify various sources of knowledge creation, assimilation and usage to solve internal and external issues of the modern organisations.
CO3	Analyse the impact of KM on business models and strategies of firms
CO4	Design and develop benchmark techniques in knowledge contexts.
CO5	Formulate suitable action plans for knowledge intensive organizations.

Course Name: **Strategic Management**

#	COURSE OUTCOMES
CO1	Define different strategies at different levels for vary business organizations.
CO2	Identify Key business issues in light of dynamic business environment.
CO3	Analyse the various issues, challenges and competition through internal and external environments analysis.
CO4	Apply effective organizational strategies for the current business environment
CO5	Design new strategies for survival, to kill competition and successful business.

Course Name: **E-Business**

#	COURSE OUTCOMES
CO1	Define the infrastructure of e-business and trends in modern businesses.
CO2	Identify major technologies and methodologies merely used in the industry.
CO3	Analyse the impact of e-competition on business models and strategies.
CO4	Design and develop new networks of distribution in marketing contexts.

CO5	Apply suitable e-marketing strategies for market development and growth.
CO6	Define the infrastructure of e-business and trends in modern businesses.

Course Name: **Financial Derivatives**

#	COURSE OUTCOMES
CO1	Demonstrate the basics of commodity market and its role in India.
CO2	Identify and evaluate different derivative instruments in MCX markets.
CO3	Analyse key factors that influence investment in derivatives.
CO4	Apply different contracts to manage and mitigate risks in investment.
CO5	Develop options and swap strategies to mitigate the risks associated with forward and future contracts.
CO6	Demonstrate the basics of commodity market and its role in India.

Course Name: **Services Marketing**

#	COURSE OUTCOMES
CO1	Define the role of service manager to increase business of the organization.
CO2	Identify the key elements of services marketing.
CO3	Analyse consumers' perception on existing services.
CO4	Apply strategies to maintain service quality and relations with customers.
CO5	Design customized business plan to support business operations.

Course Name: **Organization Development**

#	COURSE OUTCOMES
CO1	Apply the concepts, theories and principles of organization development.
CO2	Identify and apply different change models to solve issues at various levels.
CO3	Analyze key issues of organization by applying action research programmes.
CO4	Design new interventions to solve unstructured problems of individual, teams and organizations at different level.
CO5	Apply the knowledge of psychology in different management scenario.
CO6	Apply the concepts, theories and principles of organization development.

Course Name: **International Financial Management**

#	COURSE OUTCOMES
CO1	Demonstrate the basics of Forex market and exchange rates.
CO2	Identify and evaluate different foreign direct investment, international acquisition opportunities and risks involved in international investments.
CO3	Analyse key factors that influence investment strategies of MNCs.
CO4	Apply cross border investment techniques to manage portfolio investment.
CO5	Develop strategies to mitigate the risks associated with foreign operations.

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Course Name: **International Marketing**

#	COURSE OUTCOMES
CO1	Demonstrate an advanced understanding of the key concepts, theories associated with international marketing.
CO2	Analyse the environmental variables that influence international marketing.
CO3	Develop appropriate strategies to enter into international markets.
CO4	Identify government policies, procedures, incentives for exports & imports.
CO5	Develop a comprehensive international marketing plan.
CO6	Demonstrate an advanced understanding of the key concepts, theories associated with international marketing.

Course Name: **Global Human Resource Management**

#	COURSE OUTCOMES
CO1	Define the difference between domestic & global HRM practices.
CO2	Interpret the cross cultures to manage employees.
CO3	Identify and apply the different policies according to PCN's or TCN's.
CO4	Design different appraisal & T&D systems that best suits for GHRM.
CO5	Evaluate the different cultures to manage Industrial Relations.

Course Name: **Corporate Information Management**

#	COURSE OUTCOMES
CO1	Apply planning and strategy tools in today's business environment
CO2	Analyze IT services for performance of an organization.
CO3	Evaluate organizational outsourcing decisions for considering the legal and ethical aspects of business.
CO4	Determine an appropriate project management approach to evaluate the business context and scope of the project.
CO5	Apply planning and strategy tools in today's business environment