

SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY  
 AUTONOMOUS  
**MASTER OF BUSINESS ADMINISTRATION(MBA)**  
**I SEM COURSE OUTCOMES (R19)**

<b>SUBJECT NAME</b>	<b>COURSE OUT COMES</b>
<b>Management Perspectives and organizational Behavior</b>	CO1: To understand the development of management as a subject and Nature, Scope, Functions CO2: Create awareness of organization structure and design, etc. CO3: To learn about organizational behavior. CO4: Create awareness of leadership skills, Motivation theories, etc. CO5: Construct the organizational change, change process.
<b>Managerial Economics</b>	CO1: Understand the areas of problem where managerial economics is applied. CO2: Specify a demand function and identifying the relevant variables in real world business solutions. CO3: Analyze the situations to generate the optimum level of output & various cost concepts for decision-making CO4: Understand the price-output relation in various market conditions CO5: Describe the procedure of arriving at a price using various methods and strategies.
<b>Accounting for Managers</b>	CO1: Understand the importance of Accounting. CO2: Analyze and Interpret Financial Statements. CO3: Identify the importance of Marginal Costing technique CO4: Decipher the role of Cost Volume Profit in Decision Making. CO5: Recognize the relevance of Financial Budgets.
<b>Business skills Development</b>	CO1: Understands the business communication process and various types of communication in business organization. CO2: Identify the process of formal and informal communication, Johari window, and social exchange theory. CO3: Explain the ways for Non-verbal communication and the body language that has to be maintained in the organization. CO4: Differentiates the essentials of business correspondence along business letters and various forms of resume writing. CO5: Evaluates the report writing and various presentation skills.
<b>Legal and Business Environment</b>	CO1: Explains the characteristics of business environment in relation to problems and its challenges, and gives an idea on NITI Aayog role and its contribution towards development of India. CO2: Identify the need for economic environment along with economic system with proper and relative merits and demerits, to know the importance of economic planning. CO3: To determine the importance of Indian contract Act where breach of contract is a must and also remedies for breach of contract. CO4: Describe and generalize about Indian partnership act and their rights and its types. CO5: Determine the sale of goods act with its performance and the rights of a consumer protection act.

<p><b>Quantitative Analysis for Business Decisions</b></p>	<p>CO1: Find probabilities, applying rules and conditional probability and also find the probability distribution of a random variable.  CO2: Explain nature and scope of various decision making situations within business contexts.  CO3: Solve deterministic models for various real-life industrial scenarios using the standard models presented in this course.  CO4: Choose a tool to solve problem on hand. And summarize the need for mathematical tools for decision support.</p>
<p><b>Communication Skills Lab</b></p>	<p>CO1: Give his/her introduction by following specific format.  CO2: Learn better pronunciation through stress on word, accent and rhythm  CO3: Use language effectively to face interviews, Group Discussions and public speaking.  CO4: Prepare resume and report writing.  CO5: Cultivate the habit of reading passages which help the students to enhance their vocabulary to take exams such as GRE, TOEFL and GMAT</p>
<p><b>I T for Managers – Lab</b></p>	<p>CO1: Understand the software techniques used in business  CO2: Develop models to analyze financial results of an organization  CO3: Interpret data using statistical analysis  CO4: Identify SPSS tools</p>

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<b>SUBJECT NAME</b>	<b>COURSE OUT COMES</b>
<b>Corporate Strategic Management</b>	<p>CO1: Understand the Strategic Management importance, process and to prepare the Business polices.</p> <p>CO2: Know the Vision, Mission and objectives, importance of these statements-to study the different types of strategies.</p> <p>CO3: Study the internal and external environment (taste and need of the customer) to prepare the company strategies.</p> <p>CO4: Identify the implementations of strategies and Allocation of Resources in functional areas.</p> <p>CO5: Analyze the strategic evaluation (based on feedback) and control of the strategies.</p>
<b>Business Ethics and Corporate Governance</b>	<p>CO1: Understand the basic concepts of business Ethics</p> <p>CO2: Identify various unethical practices among Indian companies</p> <p>CO3: Explain various ethics in Finance, HRM, Marketing analyze the current scenario</p> <p>CO4: Differentiate the theory and practice of governance in Indian context</p> <p>CO5: Analyze corporate governance in developing and transiting Economies</p>
<b>Consumer Behavior</b>	<p>CO1: Understand the market segments, evolution, models of consumer behavior.</p> <p>CO2: Evaluate the psychological foundations of Consumer behavior.</p> <p>CO3: Study the consumer Decision Making Process, High low involvement-Purchase process, post purchase process, brand loyalty.</p> <p>CO4: Identify the Consumer personality and taste assessment.</p> <p>CO5: Analyze Consumer Retention Strategies, consumer post purchase's power</p>
<b>Retail Management</b>	<p>CO1: Understand the significance of retail as an industry, retail formats and trends in retail industry.</p> <p>CO2: Identify the importance of strategy from the retail perspective and understand the consumer Buying behavior.</p> <p>CO3: Analyze the importance of store location and identify the opportunities of selection a particular storelocation.</p> <p>CO4: Understand the competitive advantage of store design and process of merchandise planning</p> <p>CO5: Determine the pricing strategy and promotional strategies.</p>
<b>Investment Analysis &amp; Portfolio Management</b>	<p>CO1: Explain the importance of investment process and alternatives in stock exchanges</p> <p>CO2: Evaluate the equity and bonds by valuation of returns and risk.</p> <p>CO3: Analyze the equity position using fundamental, company and technical analysis.</p> <p>CO4: Illustrate the CAPM and APT to evaluate the portfolio analysis.</p> <p>CO5: Evaluate different types and schemes in mutual funds, problems and prospects in India.</p>

<b>Managing Banks &amp; Financial Institutions</b>	<p>CO1: Describe the evolution of banking system in India</p> <p>CO2: Evaluate the importance of RBI, commercial banks and NBFCs in the Indian financial systems</p> <p>CO3: Summarize about the risk management in banks</p> <p>CO4: Explain the relevance of financial institutions and development banking</p> <p>CO5: Interpret various categories of new financial instruments and Institutions</p>
<b>Leadership and Change Management</b>	<p>CO1: Discuss the basic concepts and importance of leadership, Situational Leadership Behaviour, &amp; Leadership Effectiveness</p> <p>CO2: Describe the Leadership Motivation, Culture, Organizational Culture, Leadership Development</p> <p>CO3: Understand the Leader Self-management, Interpersonal Leadership Skills, Leadership and creativity.</p> <p>CO4: Analyze the concepts of Change Management, change as transformation.</p> <p>CO5: Analyze system investigation, Systems approach to change, total project management model &amp; Challenges to OD Practitioners</p>
<b>Performance Evaluation and Compensation Management</b>	<p>CO1: Discuss various models of performance management and analyze performance management process and procedures</p> <p>CO2: Understand the importance of performance dimensions, performance standards and performance goals in performance planning</p> <p>CO3: Analyze the concepts of coaching, counseling and monitoring</p> <p>CO4: Describe the basic compensation concepts and the context of compensation practices</p> <p>CO5: Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations</p>