



## **NARAYANA ENGINEERING COLLEGE::GUDUR**

### **MBA I YEAR I SEMESTER**

### **COURSE OUTCOMES**

#### **MANAGEMENT AND ORGANISATION BEHAVIOUR**

- CO 1: Demonstrate and understand the basic concepts of management.
- CO 2: Apply the concepts of decision making and controlling when they face any problem.
- CO 3: Apply the theories of motivation when the employee's productivity is low.
- CO 4: Analyse the theories of leadership to take decisions.
- CO 5: Formulate and create the new theories of organisation behaviour.

#### **BUSINESS ENVIRONMENT AND LAW**

- CO 1: Interpret and understanding the components of business environment.
- CO 2: Build and applying the knowledge of LPG.
- CO 3: Analyse the impact of monetary policy and fiscal policy on economy.
- CO 4: Appraise the role of WTO in promoting foreign trade.
- CO 5: Evaluate the concepts of Law of Contract-1872.

#### **Managerial Economics**

After completing the course, the students should be able to

- CO 1: Demonstrate and understanding the basic concepts of managerial economics.
- CO 2: Measure and evaluating the concepts of demand for a product or service.
- CO 3: Utilize and applying the concepts of production function and BEA in industries.
- CO 4: Measure and evaluating the price- output determination in various markets.
- CO 5: Interpret and evaluating the concepts of business cycle.

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**COURSE OUTCOMES**

**STATISTICS FOR MANAGERS**

- CO 1: Understand the basic concepts of statistics.
- CO 2: Apply the relationship between correlation and regression analysis for different factors.
- CO 3: Evaluate the theory of probability.
- CO 4: Judge and evaluating the theory of hypothesis while collecting data in the research.
- CO 5: Analyse the non parametric methods while collecting data in the research.

**MANAGEMENT INFORMATION SYSTEMS**

- CO 1: Understand the basic concepts of MIS.
- CO 2: Analyse the concepts of DBMS in corporate sector.
- CO 3: Develop and applying the theory of information systems in an organisation.
- CO 4: Analyse the systems development life cycle in real organisation.
- CO 5: Create new ethical issues and social issues in system's security.

**FINANCIAL ACCOUNTING FOR MANAGERS**

- CO 1: Demonstrate and understanding the basic concepts of financial accounting.
- CO 2: Apply the accounting process in the business.
- CO 3: Analyse the methods of valuating the fixed assets in the business.
- CO 4: Evaluate the ratios in a business to judge its performance.
- CO 5: Create new methods of funds flow and cash flow in the business.

**INFORMATION TECHNOLOGY FOR MANAGERS**

- CO 1: Demonstrate and understanding the fundamentals of computer.
- CO 2: Apply the concepts of computer software.
- CO 3: Analyse the concepts of MS-Office in an organisation.
- CO 4: Create the new models of computer networks.
- CO 5: Create the new applications of information technology



**NARAYANA ENGINEERING COLLEGE::GUDUR**  
**MBA I YEAR II SEMESTER**  
**COURSE OUTCOMES**

**HUMAN RESOURCE MANAGEMENT**

- CO 1: Demonstrate and understanding the basic concepts of HRM.
- CO 2: Build and applying the concepts of HR system as a HR manager.
- CO 3: Compare and analysing the concepts of compensation structure.
- CO 4: Evaluating the concepts of HRD.
- CO 5: Identify and applying the recent trends of HRM in the industries.

**MARKETING MANAGEMENT**

- CO 1: Interpret the basic concepts of Marketing Management.
- CO 2: Develop and applying the knowledge of market segmentation and branding for a product or service.
- CO 3: Appraise and evaluating the advertising and sales promotion for a product.
- CO 4: Classify and analysing the various market channels for a product or service.
- CO 5: Design and creating the new ways of sales management for a commodity.

**BUSINESS RESEARCH METHODS**

- CO 1: Interpret and understand the basic concepts of Business Research.
- CO 2: Compare and analyse the research process of different scholars.
- CO 3: Analyse various techniques of data collection in the research.
- CO 4: Evaluate techniques of data analysis in the research.
- CO 5: Build and create new ways of research report.

**FINANCIAL MANAGEMENT**

- CO 1: Demonstrate and understand the basics of financial management.
- CO 2: Build and apply the various tools of investment decisions in an industry.
- CO 3: Analyse the computation of cost of capital in an industry.
- CO 4: Appraise the computation of working capital in an industry.
- CO 5: Evaluate corporate restructures in present scenario.

## **OPERATIONS RESEARCH**

CO 1: Demonstrate and understand the basics of operations research.

CO 1: Apply the theory of transportation in moving of goods.

CO 1: Analyse the theory of sequencing when the resources of a firm are limited.

CO 1: Evaluate the game theory in managerial decisions.

CO 1: Appraise the techniques of project management while completing the task.

## **OPERATIONS MANAGEMENT**

CO 1: Demonstrate the basics of operations management.

CO 1: Build and apply the facility management in a manufacturing concern.

CO 1: Analyse scheduling in a manufacturing concern.

CO 1: Examine various methods of quality management in a manufacturing concern.

CO 1: Develop and apply the concepts of materials management in a firm.

## **BUSINESS COMMUNICATION**

CO 1: Build and apply the concepts of communication in an organisation.

CO 1: Classify and understand the communication.

CO 1: Develop and apply the inter personal communication in an organisation.

CO 1: Analyse the barriers of communication in a given situation.

CO 1: Develop and apply to prepare formal reports.



## **NARAYANA ENGINEERING COLLEGE::GUDUR**

### **MBA II YEAR III SEMESTER COURSE OUTCOMES**

#### **BUSINESS ETHICS AND CORPORATE GOVERNANCE**

- CO 1: Understand the basic concepts of ethics in a business.
- CO 1: Develop a sense of ethical practices in conduct of business.
- CO 1: Identify ethical aspects in different departments of a firm.
- CO 1: Understand the principles of corporate governance.
- CO 1: Know the social responsibility of the corporate

#### **GREEN BUSINESS MANAGEMENT**

- CO 1: Understand the basic concepts of Green management.
- CO 1: Develop a sense of knowledge on sustainable development in an environment.
- CO 1: Develop a sense of knowledge on eco-business.
- CO 1: Build knowledge over green product management.
- CO 1: Analyse various methods of green business.

#### **ENTREPRENEURSHIP DEVELOPMENT**

- CO 1: Understand the nature of entrepreneurship.
- CO 1: Identify the various sources of finance to initiate enterprise.
- CO 1: Develop and apply the feasibility studies of the project.
- CO 1: Evaluate business opportunities in India.
- CO 1: Appraise women entrepreneurship in India.

#### **PRODUCT AND BRAND MANAGEMENT**

- CO 1: Understand the basic concepts of product and brand management.
- CO 2: Develop a sense of knowledge on product strategies.
- CO 3: Interpret branding decisions for a product.
- CO 4: Create brand building decisions for a product.
- CO 5: Analyse branding decisions in different sectors.

## **FINANCIAL INSTITUTIONS AND SERVICES**

- CO 1: Understand the financial markets and institutions in Indian financial system.
- CO 1: Analyse the banking and non banking institutions in India.
- CO 1: Appraise the securities market in India.
- CO 1: Measure the fund based services in India.
- CO 1: Judge the fee based services in India.

## **INVESTMENT AND PORTFOLIO MANAGEMENT**

- CO 1: Understand the basics of capital market and investment.
- CO 2: Analyse the trends of stock market by using different methods.
- CO 3: Evaluate various tools of risk and return.
- CO 4: Measure various securities of a secondary market.
- CO 5: Evaluate theories of portfolio management.

## **ADVERTISING AND SALES PROMOTION**

- CO 1: Demonstrate the basics of advertising.
- CO 2: Interpret the organising of advertising for a product.
- CO 3: Examine the effectiveness of advertising budget of a firm.
- CO 4: Understand the basic concepts of sales promotion.
- CO 5: Develop sense of knowledge on publicity and public relations.



**NARAYANA ENGINEERING COLLEGE::GUDUR**  
**MBA II YEAR IV SEMESTER**  
**COURSE OUTCOMES**

**STRATEGIC MANAGEMENT**

- CO 1: Interpret and extend the knowledge of strategic management.
- CO 2: Analyse various tools of strategic management.
- CO 3: Identify the formulation of strategies at various levels.
- CO 4: Examine the issues involved in strategy implementation.
- CO 5: Appraise the strategy implementation.

**E- BUSINESS**

- CO 1: Understand the basic concepts of e- business.
- CO 2: Identify the threats of e- business while making transaction.
- CO 3: Make use of electronic payment system for trading.
- CO 4: Classify e-business strategies
- CO 5: Evaluate various methods of e-marketing.

**FINANCIAL DERIVATIVES**

- CO 1: Understand the basic concepts of financial derivatives.
- CO 2: Develop a sense of knowledge on futures and forwards.
- CO 3: Make use of option trading in commodity market.
- CO 4: Classify option strategies in various markets.
- CO 5: Analyse the concept of swaps in derivative market.

**INTERNATIONAL FINANCIAL MANAGEMENT**

- CO 1: Demonstrate and understand the basics of international finance.
- CO 2: Analyse the structure of foreign market.
- CO 3: Classify the foreign exchange exposure and risk.
- CO 4: Analyse the cross boarder investment decisions.
- CO 5: Evaluate the financing decisions of Multi National Companies.