



RISE KRISHNA SAI PRAKASAM GROUP OF INSTITUTIONS::ONGOLE

(Approved by AICTE, New Delhi and affiliated to JNTUK, Kakinada)

NH-16, Valluru-523272, Ongole, Prakasam (Dist), A.P

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2016-17

COURSE OUTCOMES

I SEMESTER

Sl.No	Subject: Principles of Management	Taxonomy Level
MB1611.1	To Understand Functions and Importance of Management.	Understanding
MB1611.2	To Outline A Business Organizing And Coordinating Concepts.	Remembering
MB1611.3	To find the knowledge about basic concepts of Organizational behavior	Remembering
MB1611.4	To find the knowledge about Motivation and Job Performance Group Dynamics.	Remembering
MB1611.5	To Understand Organizational conflict and Organizational change	Understanding

Sl.No	Subject: Managerial Economics	Taxonomy Level
MB1612.1	To understand the fundamental concepts in managerial economics	Understanding
MB1612.2	To analysis of demand & supply effects on products	Applying
MB1612.3	To analyze the cost and production output relationship	Applying
MB1612.4	To understand price determination under various kinds of markets	Understanding
MB1612.5	To know the knowledge on effect of inflation on business	Remembering





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Sl.No	Subject: Accounting for Managers	Taxonomy Level
MB1613.1	Apply knowledge of generally accepted accounting principles (GAAP) and managerial accounting theories to business organizations	Applying
MB1613.2	To Analyzing the financial Statement analysis with the help of Ratio analysis , funds flow analysis and cash flow statements.	Applying
MB1613.3	To get knowledge about basic cost concepts, preparation of cost sheet and Inventory valuation methods.	Remembering
MB1613.4	To gain the knowledge about need for preparation of budgets and types budgets.	Remembering
MB1613.5	To get the knowledge about Marginal costing and applying in to managerial decision making process and decision making for make or buy decisions.	Remembering

Sl.No	Subject: Managerial Communication and Soft skills	Taxonomy Level
MB1614.1	To understand the communication and improve the listening skills	Understanding
MB1614.2	Become more effective individual through goal/target setting, team work, leadership traits and interpersonal relationships.	Remembering
MB1614.3	To get knowledge about basic body language skills kinesics, proxemics, paralanguage, haptics, and business etiquettes.	Understanding
MB1614.4	To get knowledge about basic body language skills kinesics, proxemics, paralanguage, haptics, and business etiquettes.	Understanding
MB1614.5	Actively participate in group discussion / meetings / interviews and prepare & deliver presentations.	Understanding





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Sl.No	Subject: Business Environment	Taxonomy Level
MB1615.1	To understand business environment characteristics and industrial policies.	Understanding
MB1615.2	To find knowledge about the structure of the Indian economy and sickness in Indian industry	Remembering
MB1615.3	To find knowledge about the nature and significance of fiscal policy and balance of payments.	Remembering
MB1615.4	To understand the importance of international business.	Understanding
MB1615.5	To understand the knowledge about SICA and BIFR.	Understanding

Sl.No	Subject: Quantitative Analysis for Business Decisions	Taxonomy Level
MB1616.1	Analyze the concept of permutation and combination matrices and regression on analysis and measurement of dispersion	Applying
MB1616.2	Infer the concept of Correlation and regression analysis and the concept of Probability Distribution.	Analysis
MB1616.3	Infer the concept of Decision theory, Decision Criteria and graphic display of decision	Applying
MB1616.4	.Appreciate the concept of Statistical Inference and Quality Control, Test Of Hypothesis, Null Hypothesis Vs Alternative Hypothesis,T-Test,.	Analysis
MB1616.5	Appreciate the concept of Chi-Square Test,Statistical Quality Control And Attribute Charts.	Applying





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Sl.No	Subject : IT LAB -I	Taxonomy Level
MB1617.1	To demonstrate the basic knowledge of information Technology and file handling utilities by using information Technology environment.	Analyzing
MB1617.2	Apply Date Formulas - Text Formulas - Case Formulas - Fix Number Fields -Trim Spaces - Substitute Text	Applying
MB1617.3	Apply Conditional Sorting And Filtering-Sorting With Custom Lists	Applying
MB1617.4	To analyze the process of Principles Of Concepts And Conventions	Analyzing
MB1617.5	To define Configurations In Tally	Applying


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II SEMESTER

Sl.No	Subject : Financial Management	Taxonomy Level
MB1621.1	To Understand the core concepts and techniques in financial management	Understanding
MB1621.2	To Ability to conduct EBIT - EPS analysis and estimate a company's cost of capital.	Applying
MB1621.3	To conduct discounted cash flow analysis and application of various tools to analyze the risk dimension in decision making.	Applying
MB1621.4	To find the knowledge about basic concepts of dividend decisions.	Remembering
MB1621.5	To Understand the working capital needs of the company.	Understanding

Sl.No	Subject : Human Resource Management	Taxonomy Level
MB1622.1	To know the evolution, principles and ethical aspects of HRM and cross cultural problems.	Remembering
MB1622.2	To understand the R&S, T&D, Management Development and HRD Concepts.	Understanding
MB1622.3	To get the knowledge about performance appraisal and compensation methods.	Understanding
MB1622.4	To understand wage and salary administration.	Understanding
MB1622.5	To acquaint knowledge about industrial Relations, safety mechanism and workplace stress.	Understanding





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Sl.No	Subject : Marketing Management	Taxonomy Level
MB1623.1	To Understand Functions and Importance Of marketing management	Understanding
MB1623.2	To get the knowledge on Market Segmentation, Targeting and Positioning	Understanding
MB1623.3	To know the knowledge about basic concepts of Product and Pricing Aspects	Remembering
MB1623.4	To know the knowledge about Marketing Communication	Remembering
MB1623.5	To Understand Distribution, Marketing Organization and Controls	Understanding

Sl.No	Subject : Production & Operations Management	Taxonomy Level
MB1624.1	To interpret the basic concepts of production and operation management.	Applying
MB1624.2	Outline the production planning and control activities in production.	Understanding
MB1624.3	sketch quality control charts and known how to manage work environment	Applying
MB1624.4	TO identify the different concepts and dimensions of quality.	Understanding
MB1624.5	To classify the stock in stores by using different inventory methods.	Understanding





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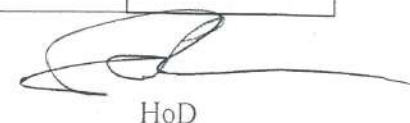
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Sl.No	Subject : Business Research Methods	Taxonomy Level
MB1625.1	To identify and discuss the concepts to the research process	Remembering
MB1625.2	To applying and discuss the concepts and procedures of sampling, data collection, analysis and reporting	Applying
MB1625.3	To identify the selecting an appropriate research design, Classification of Data and Presentation of Research Report	Remembering
MB1625.4	To understand the formulation and testing of hypothesis	Understanding
MB1625.5	To identify and discuss the concepts of multivariate analysis and ANOVA	Remembering

Sl.No	Subject : Organisation Behaviour	Taxonomy Level
MB1626.1	Define, explain and illustrate a range of organizational behavior theories;	Understanding
MB1626.2	Analyze the behavior of individuals and groups in organizations in terms of organizational behavior theories, models and concepts;	Analyze
MB1626.3	Apply organizational behavior concepts, models and theories to real life management situations through case analysis;	Applying
MB1626.4	Demonstrate a critical understanding of organizational behavior theories and current empirical research associated with the topics covered in this course;	Understanding
MB1626.5	Communicate effectively in oral and written forms about organizational behavior theories and their application using appropriate concepts, logic and rhetorical conventions	Understanding


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III SEMESTER

Sl.No	Subject : Strategic Management	Taxonomy Level
MB1330.1	To understand the concepts in strategic management vision mission and objectives.	Understanding
MB1330.2	To analyze the strength and weakness of environmental scanning & leadership	Analyzing
MB1330.3	To know the strategies of formulation functional levels	Remembering
MB1330.4	To implement the strategies for competing in globalizing markets	Applying
MB1330.5	To understanding the measuring performance of strategy evaluation & control	Understanding

Sl.No	Subject : Legal Aspects of Business	Taxonomy Level
MB1331.1	To acquire knowledge and develop understanding of the regulatory framework of various Business Law	Understanding
MB1331.2	To acquire knowledge regarding sales of goods Act	Understanding
MB1331.3	To examine the various legal forms that agency contracts	Applying
MB1331.4	To understand various essentials of partnership act	Understand
MB1331.5	To provide an overview of importance of company act	Remembering





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Sl.No	Business Ethics & Corporate Governance	Taxonomy Level
MB1332.1	To understand the Business Ethics and to provide best practices of business ethics	Understanding
MB1332.2	To learn the values and implement in their careers to become a good managers	Remembering
MB1332.3	Students will be able to Analyze the Employees conditions and Business Ethics	Analyzing
MB1332.4	The student will be able to analyze various ethical codes in corporate governance	Analyzing
MB1332.5	To understand the Role of Government in Ensuring Corporate governance	Understanding

Sl.No	Subject : Compensation and Performance Management	Taxonomy Level
MB1337.1	TO Learn the basic compensation concepts and th context of compensation practice.	Understanding
MB1337.2	To Illustrate different ways to strengthen the pay-for- performance link.	Remembering
MB1337.3	To learn the concepts of payment and employee benefits issues for contingent workers.	Understanding
MB1337.4	To understand the legally required employee benefits.	Understanding
MB1337.5	To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits.	Understanding





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Sl.No	Subject : Management of Industrial Relations	Taxonomy Level
MB1338.1	To Understand Functions and Importance Of Industrial Relations Management	Understanding
MB1338.2	To Outline Trade Unions	Remembering
MB1338.3	To find the knowledge about basic concepts of Quality of Work Life	Understanding
MB1338.4	To find the knowledge about Social Security	Understanding
MB1338.5	To Understand Employee Grievances	Understanding

Sl.No	Subject : Investment Management	Taxonomy Level
MB1335.1	To understand the Investment Process and Calculation of SENSEX and NIFTY system	Understanding
MB1335.2	To Analysis of Bond and stock Valuation Models	Analyze
MB1335.3	To understand Investment Analysis & Efficient Market Theory.	Understanding
MB1335.4	To know the Portfolio Analysis and Selection.	Remembering
MB1335.5	To Analyze Portfolio Evaluation and Revision	Analyze





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Sl.No	Subject : Banking and Insurance	Taxonomy Level
MB1336.1	To Understand the Banking system and role of banks in economic development in India.	Understanding
MB1336.2	To outline bank funds and concept of NPAs, causes, implications & recovery of NPAs.	Remembering
MB1336.3	To find the knowledge about banking system innovations retail banking - products & services: nature, scope, future, and strategies.	Remembering
MB1336.4	To find knowledge about insurance as a risk management tool.	Remembering
MB1336.5	To understand the knowledge about types of life insurance and general insurance.	Understanding

Sl.No	Subject: Product Management	Taxonomy Level
MB1333.1	To Understand Functions and Importance Of Product management	Understanding
MB1333.2	To Outline functions of product management	Remembering
MB1333.3	To find the knowledge about basic concepts of product management	Remembering
MB1333.4	To find the knowledge about product management concepts	Remembering
MB1333.5	To Understand product management styles	Understanding





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Sl.No	Subject: Promotion and Distribution Management	Taxonomy Level
MB1334.1	To know the concept of sales promotion and promotion strategies	Remembering
MB1334.2	To understand the concept of distribution management	Understanding
MB1334.3	To understand the marketing channel structure and types of marketing channels	Understanding
MB1334.4	To know the concept of middlemen's in distribution channel and implementation of channel design	Remembering
MB1334.5	To know the concept of business ethics and sales management	Remembering


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IV SEMESTER

Sl.No	Subject : Logistic and Supply Chain Management	Taxonomy Level
MB1341.1	To outline gaining Competitive advantage through logistics.	Remembering
MB1341.2	To understand the knowledge about total cost analysis and the impact of logistics on shareholder value.	Understanding
MB1341.3	To find knowledge about channel structure and logistics performance indicators.	Understanding
MB1341.4	To understand the knowledge of lack of coordination and bullwhip effect.	Understanding
MB1341.5	To find the knowledge about views of global logistics.	Remembering

Sl.No	Subject : Entrepreneurship Development	Taxonomy Level
MB1342.1	To Understand Functions and Importance Of Entrepreneurship	Understanding
MB1342.2	To Outline Training of entrepreneurship	Remembering
MB1342.3	To find the knowledge about basic concepts of Planning and Evaluation of Projects	Understanding
MB1342.4	To find the knowledge about Small and Micro Enterprises	Remembering
MB1342.5	To Understand Institutional Support to Entrepreneur and MSMEs	Understanding





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Sl.No	Subject : Global Human Resource Management	Taxonomy Level
MB1345.1	To Understand Functions and Importance of global hrm	Understanding
MB1345.2	To Outline the functions of globa hrm	Remembering
MB1345.3	To find the knowledge about basic concepts of global strategies of hrm	Remembering
MB1345.4	To find the knowledge about international strategies	Understanding
MB1345.5	To Understand gap between hr and ghrm	Understanding

Sl.No	Subject : Management of Change and Development	Taxonomy Level
MB1349.1	To understand the concept of management change	Understanding
MB1349.2	To know the reviews of basic flow diagramming techniques, system relationships,	Remembering
MB1349.3	To know the concept of OD strategies and OD intervention in Indian Organizations.	Remembering
MB1349.4	To understand the concept of Appreciate Management relations in the post-liberalized India-collective bargaining strategy.	Understanding
MB1349.5	To know the Infer the nature of Team building and decision making process	Remembering





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Sl.No	Subject : International Financial Management	Taxonomy Level
MB1344.1	To understand the globalization of MNC's and special drawing rights (SDR)	Understanding
MB1344.2	To know the concept of Infer the balance of payment and International trade	Remembering
MB1344.3	To understand operation strategies of MNC'S management of GLOBAL Business practices	Understanding
MB1344.4	To know the concept of Appreciate foreign direct investment, international capital budgeting evaluation management	Remembering
MB1344.5	To Understand External Resource and development and financing and internal financing by MNC'S	Understanding

Sl.No	Subject : Financial Risk Management	Taxonomy Level
MB1348.1	To understand the concept of risk & Risk Management frame work in Organization the regulatory framework of various Business Law	Understanding
MB1348.2	to Analyze the approaches to risk measurement	Analyze
MB1348.3	To understand the approach to risk management through various tools	Understanding
MB1348.4	To Analyze risk assessment through Regulatory Frame Works of RBI,SEBI & BASEL	Analyze
MB1348.5	To understand the modern concept of risk management in portfolios and derivatives	Understanding





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Sl.No	Subject : Services Marketing	Taxonomy Level
MB1343.1	To Describe the meaning and concept Services Marketing	Understanding
MB1343.2	To know the importance of Services Marketing.	Remembering
MB1343.3	To know the Distinguish between factors affecting Management of Services Marketing	Remembering
MB1343.4	To understand the Service Marketing Practices	Understanding
MB1343.5	To find the research on Service Marketing Practices.	Remembering

Sl.No	Subject : CONSUMER BEHAVIOR	Taxonomy Level
MB1347.1	To understand the behavior and buying decision process of consumers.	Understanding
MB1347.2	To understand the key internal and external determinants of Consumer Behavior	Understanding
MB1347.3	To know the conceptual models of Consumer Behavior in business situations	Remembering
MB1347.4	Gain knowledge in understanding consumer decision making process	Remembering
MB1347.5	Understand the importance of Consumerism and related issues	Understanding


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