



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:2017-18

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. | Understanding |
| 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 Effectively communicate through verbal/oral communication and improve the listening skills | Understanding |
| MB1614.2 | To get more effective individual through goal/target setting, team work, leadership traits and interpersonal relationships. | Remembering |
| MB1614.3 | To extend knowledge about basic body language skills kinesics, proxemics, paralanguage, haptics, and business etiquettes. | Understanding |
| MB1614.4 | To extend knowledge about basic body language skills kinesics, proxemics, paralanguage, haptics, and business etiquettes. | Understanding |
| MB1614.5 | To show 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 | 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 infer the basic concepts of production and operation management. | Understanding |
| MB1624.2 | To outline the production planning and control activities in production. | Understanding |
| MB1624.3 | To select quality control charts and known how to manage work environment | Remembering |
| MB1624.4 | TO infer 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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| 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 | To Define range of organisational behaviour theories; | Remembering |
| MB1626.2 | To understand the behaviour of individuals and groups in organisations in terms of organizational behaviour theories, models and concepts. | Understanding |
| MB1626.3 | To classify organisational behaviour concepts, models and theories to real life management situations through case analysis; | Understanding |
| MB1626.4 | To Define critical understanding of organisational behaviour theories and currentempirical research associated with the topics covered in this course | Remembering |
| MB1626.5 | To classify Communicate effectively in oral and written forms about organisational behaviour 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 |
|----------|---|----------------|
| MB1631.1 | To understand the concepts in strategic management vision mission and objectives. | Understanding |
| MB1631.2 | To analyze the strength and weakness of environmental scanning & leadership | Analyzing |
| MB1631.3 | To know the strategies of formulation functional levels | Remembering |
| MB1631.4 | To implement the strategies for competing in globalizing markets | Applying |
| MB1631.5 | To define the measuring performance of strategy evaluation & control | Remembering |

| Sl.No | Subject : Legal Aspects of Business | Taxonomy Level |
|----------|--|----------------|
| MB1632.1 | To acquire knowledge and develop understanding of the regulatory framework of various Business Law | Understanding |
| MB1632.2 | To acquire knowledge regarding sales of goods Act | Understanding |
| MB1632.3 | To examine the various legal forms that agency contracts | Applying |
| MB1632.4 | To understand various essentials of partnership act | Understand |
| MB1632.5 | To provide an overview of importance of company act | Remembering |





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| Sl.No | Subject : Business Ethics & Corporate Governance | Taxonomy Level |
|----------|--|----------------|
| MB1633.1 | To understand the Business Ethics and to provide best practices of business ethics | Understanding |
| MB1633.2 | To learn the values and implement in their careers to become a good managers | Remembering |
| MB1633.3 | Students will be able to Analyze the Employees conditions and Business Ethics | Analyzing |
| MB1633.4 | The student will be able to analyze various ethical codes in corporate governance | Analyzing |
| MB1633.5 | To understand the Role of Government in Ensuring Corporate governance | Understanding |

| Sl.No | Subject : Leadership Management | Taxonomy Level |
|----------|--|----------------|
| MB1634.1 | To acquire knowledge and develop Organisational Leadership | Understanding |
| MB1634.2 | To acquire knowledge knowledge Leadership Motivation, Culture | Remembering |
| MB1634.3 | To examine the various Leadership Development | Remembering |
| MB1634.4 | To understand Strategic Leadership | Understanding |
| MB1634.5 | To provide an overview of Leadership in the cross cultural context | Understanding |





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| Sl.No | Subject : Compensation and Reward Management | Taxonomy Level |
|----------|--|----------------|
| MB1638.1 | Describe the meaning and concept of compensation management | Understanding |
| MB1638.2 | Explain the concepts of job evaluation | Analyzing |
| MB1638.3 | Distinguish the concepts of wage and salary | Remembering |
| MB1638.4 | Compare and contrast the practical applications of control systems for labor costs | Understanding |
| MB1638.5 | Research pay structures and tax planning in Indian context | Understanding |

| Sl.No | Subject : Performance Management | Taxonomy Level |
|----------|--|----------------|
| MB163C.1 | To understand the overall concepts of Performance management and performance audit | Understanding |
| MB163C.2 | To learn various approaches to performance management planning and linkages to strategic planning | Understanding |
| MB163C.3 | To understand the phases of performance management system and appraisal system in the organisation | Understanding |
| MB163C.4 | To learn about how to monitorise the employee performance and conducting counselling to them | Remembering |
| MB163C.5 | To identify how to build the employee performance and concept of team building | Applying |





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| Sl.No | Subject : Strategic Human Resource Management | Taxonomy Level |
|----------|---|----------------|
| MB163G.1 | To know the basic fundamentals and importance of SHRM | Understanding |
| MB163G.2 | To understand the benefits, objectives and levels of strategic planning | Understanding |
| MB163G.3 | To acquaint the knowledge about employment practices, resourcing, retention strategies, reward and performance management strategies. | Understanding |
| MB163G.4 | To understand SHRD concept and planning. | Remembering |
| MB163G.5 | To understand the human resource evaluation and HR outsourcing strategy. | Applying |

| Sl.No | Subject : Security Analysis & Portfolio Management | Taxonomy Level |
|----------|---|----------------|
| MB1635.1 | Analyze Concept of Investment Process & SENSEX and NIFTY | Analyzing |
| MB1635.2 | To know the concept of Equity and Bond Valuation Models – Preference Shares and Equity & Shares Earning valuation- Cash flow valuation-Asset Valuation- | Remembering |
| MB1635.3 | Understand Investment Analysis: Fundamental Analysis – Economy, Industry and Company Analysis, Technical Analysis – Dow Theory – Elliot Wave Theory – Trends and Trend Reversals and Efficient Market Theory. | Understanding |
| MB1635.4 | To Analyse the Management, Portfolio Models | Analyze |
| MB1635.5 | To Analyse Portfolio Evaluation and Revision and Portfolio Revision financing by MNC'S | Analyze |





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| Sl.No | Subject : Banking and Insurance Management | Taxonomy Level |
|----------|---|----------------|
| MB1639.1 | To Understand the Banking system and economic development in In | Understanding |
| MB1639.2 | To outline bank funds and concept of NPAs, causes, implications & recovery of NPAs. | Understanding |
| MB1639.3 | To find the knowledge about banking system innovations retail banking - products & services: nature, scope, future, and strategies. | Remembering |
| MB1639.4 | To find knowledge about insurance as a risk management tool. | Remembering |
| MB1639.5 | To understand the knowledge about types of life insurance and general insurance. | Understanding |

| Sl.No | Subject : Advance Management Accounting | Taxonomy Level |
|----------|---|----------------|
| MB163D.1 | To know the International Accounting Standards, Role of Management Accountant for controller functions a n d Financial Accounting Control (FACO). | Analyze |
| MB163D.2 | To analyse the financial statements | Analysis |
| MB163D.3 | Understand the concept of Budget, Budgetary Control | Understanding |
| MB163D.4 | Appreciate Marginal Costing principles | Remembering |
| MB163D.5 | To Applying the Standard Costing & Variance Analysis techniques | Applying |





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| Sl.No | Subject: Strategic Financial Management | Taxonomy Level |
|----------|--|----------------|
| MB163H.1 | To understand strategic financial planning characteristics and the firm's strategic exposure. | Understanding |
| MB163H.2 | To outline corporate financial strategies and the value of the firm. | Understanding |
| MB163H.3 | To apply knowledge of techniques of investment appraisal under risk and uncertainty and risk-adjusted net present value. | Applying |
| MB163H.4 | To apply knowledge of corporate financial engineering, merge, and dilution effect on earnings per share. | Applying |
| MB163H.5 | To understand the knowledge about takeover strategy, leveraged buyouts, and buyback shares. | Understanding |

| Sl.No | Subject: Consumer Behavior | Taxonomy Level |
|----------|---|----------------|
| MB1636.1 | To Understanding consumers and market segments | Understanding |
| MB1636.2 | To define Psychological Foundations of Consumer Behavior. | Remembering |
| MB1636.3 | To contrast Communication and Consumer Behavior. | Understanding |
| MB1636.4 | To extend consumerism. | Understanding |
| MB1636.5 | To Explain Appreciate Consumer Protection. | Understanding |





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| Sl.No | Subject: Retail Management | Taxonomy Level |
|----------|--|----------------|
| MB163A.1 | To Define basic concepts in retail management | Remembering |
| MB163A.2 | To understand the various strategies existing in the retail management. | Understanding |
| MB163A.3 | To contrast about the different opportunities available in selecting a location of a market. | Understanding |
| MB163A.4 | To understand about the different store layouts & designs existing in the retail management. | Understanding |
| MB163A.5 | To Explain the various pricing approaches available in the retail marketing | Understanding |

| Sl.No | Subject: Customer Relationship Management | Taxonomy Level |
|----------|---|----------------|
| MB163E.1 | To Understand and describe a customer relationship management application | Understanding |
| MB163E.2 | To understand knowledge regarding the concept of Contents of CRM Strategy | Remembering |
| MB163E.3 | To Explain various aspects of CRM marketing like customer knowledge, distribution and pricing | Understanding |
| MB163E.4 | To understand the role of CRM in managing customer database | Understanding |
| MB163E.5 | to learn how to use Technology including Internet to support corporate CRM strategy | Understanding |





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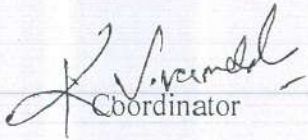
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| Sl.No | Subject: Strategic Marketing Management | Taxonomy Level |
|----------|--|----------------|
| MB1631.1 | To know the concepts of Strategic Marketing and the role of approaches in Strategic Marketing. | Understanding |
| MB1631.2 | To understand the Ability to formulate and implement marketing strategies | Understanding |
| MB1631.3 | To identify and applies strategic marketing techniques | Understanding |
| MB1631.4 | To understand the changes in Strategic marketing environment on global wise | Understanding |
| MB1631.5 | To identify the possibilities of new product development strategies | Understanding |


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IV SEMESTER

| Sl.No | Subject : Logistic and Supply Chain Management | Taxonomy Level |
|----------|---|----------------|
| MB1641.1 | To outline gaining Competitive advantage through logistics. | Remembering |
| MB1641.2 | To understand the knowledge about total cost analysis and the impact of logistics on shareholder value. | Understanding |
| MB1641.3 | To find knowledge about channel structure and logistics performance indicators. | Understanding |
| MB1641.4 | To understand the knowledge of lack of coordination and bullwhip effect. | Understanding |
| MB1641.5 | To find the knowledge about views of global logistics. | Remembering |

| Sl.No | Subject : Entrepreneurship Development | Taxonomy Level |
|----------|---|----------------|
| MB1642.1 | To Understand Functions and Importance Of Entrepreneurship | Understanding |
| MB1642.2 | To Outline Training of entrepreneurship | Remembering |
| MB1642.3 | To find the knowledge about basic concepts of Planning and Evaluation of Projects | Understanding |
| MB1642.4 | To find the knowledge about Small and Micro Enterprises | Remembering |
| MB1642.5 | To Understand Institutional Support to Entrepreneur and MSMEs | Understanding |





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| Sl.No | Subject : Organizational Development & Change Management | Taxonomy Level |
|----------|---|----------------|
| MB1643.1 | To understand the meaning and nature of change, programmes, change levers, change as transformation, change as turnaround, value based change | Understanding |
| MB1643.2 | To define the reviews of basic flow diagramming techniques, intervention strategy model and the Total Project Management Model. | Remembering |
| MB1643.3 | To know the organizational development, nature and scope of OD, dynamics of planned change. | Remembering |
| MB1643.4 | To understand the management relations in the post-liberalized India. | Understanding |
| MB1643.5 | To infer the nature of Team building and importance of teams. | Understanding |

| Sl.No | Subject : Global HRM | Taxonomy Level |
|----------|--|----------------|
| MB1647.1 | To Understand Functions and Importance of global hrm | Understanding |
| MB1647.2 | To Outline the functions of globa hrm | Remembering |
| MB1647.3 | To find the knowledge about basic concepts of global strategies of hrm | Remembering |
| MB1647.4 | To find the knowledge about international strategies | Understanding |
| MB1647.5 | To Understand gap between hr and ghrm | Understanding |





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| Sl.No | Subject : Labor Welfare & Legislation | Taxonomy Level |
|----------|---|----------------|
| MB164B.1 | Infer the Indian contracts act 1872 and classification of contracts, essentials of valid contract , free consent, discharge of a contract and breach of contracts | Understanding |
| MB164B.2 | Analyze the distinction between sales and agreement to sell, conditions and warranties, performance of contract of sale, right of unpaid seller, consumer protection 1986 and information technology act 2000 | Analyze |
| MB164B.3 | Understand the kinds of agents, creation of agency, duties and rights of principal and agents, negotiable instrument act 1881 and presentation and discharge of negotiable instrument | Understanding |
| MB164B.4 | Infer the meaning and essentials of partnership, tests of partnership, duties and rights of the partners and dissolution of partnership | Analyze |
| MB164B.5 | Analyze the nature and types of companies, memorandum of association, articles of association, kinds of shares and winding up | Analyze |

| Sl.No | Subject : Management of Industrial Relations | Taxonomy Level |
|----------|---|----------------|
| MB164F.1 | To Understand Functions and Importance Of Industrial Relations Management | Understanding |
| MB164F.2 | To Outline Trade Unions | Remembering |
| MB164F.3 | To find the knowledge about basic concepts of Quality of Work Life | Understanding |
| MB164F.4 | To find the knowledge about Social Security | Remembering |
| MB164F.5 | To Understand Employee Grievances | Understanding |





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| Sl.No | Subject : Financial Markets and Services | Taxonomy Level |
|----------|--|----------------|
| MB1644.1 | To understand the Indian financial system and capital markets. | Understanding |
| MB1644.2 | To gain knowledge about underwriter services and processes. | Remembering |
| MB1644.3 | To Ability to conduct leasing option and borrowing analysis for selection of profitable proposals. | Applying |
| MB1644.4 | To get knowledge about credit rating agencies. | Remembering |
| MB1644.5 | To understand the knowledge about different mutual funds in India. | Understanding |

| Sl.No | Subject : Global Financial Management | Taxonomy Level |
|----------|---|----------------|
| MB1648.1 | To understand the concepts of globalization of MNC's | Understanding |
| MB1648.2 | To know the process of International trade | Remembering |
| MB1648.3 | To understand the management of GLOBAL Business practices, for MNC'S, | Understanding |
| MB1648.4 | To know the foreign direct investment process | Remembering |
| MB1648.5 | To Understand challenges, short financing and internal financing by MNC'S | Understanding |





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| Sl.No | Subject : Risk Management | Taxonomy Level |
|----------|--|----------------|
| MB164C.1 | To understand the concept of risk & Risk Management frame work in Organization the regulatory framework of various Business Law | Understanding |
| MB164C.2 | To Analyze the approaches to risk measurement | Analyze |
| MB164C.3 | To understand the approach to risk management through various tools | Understanding |
| MB164C.4 | To Analyze risk assessment through Regulatory Frame Works of RBI,SEBI & BASEL | Analyze |
| MB164C.5 | To understand the modern concept of risk management in portfolios and derivatives | Understanding |

| Sl.No | Subject : Tax Management | Taxonomy Level |
|----------|--|----------------|
| MB164G.1 | To collect the basic concepts of Income Tax Act 1961 & computation of income from various sources of assessment. | Understanding |
| MB164G.2 | To know the concept of Customs Duty and exemption from Customs Duty | Remembering |
| MB164G.3 | To know the components in levy of tax & Tax Planning | Understanding |
| MB164G.4 | To understand the Management Decisions in Tax considerations and filing of tax returns | Understanding |
| MB164G.5 | To know the multinational tax considerations | Understanding |





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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2017-18

| Sl.No | Subject : Services Marketing | Taxonomy Level |
|----------|--|----------------|
| MB1645.1 | To Describe the meaning and concept Services Marketing | Understanding |
| MB1645.2 | To know the importance of Services Marketing. | Remembering |
| MB1645.3 | To know the Distinguish between factors affecting Management of Services Marketing | Remembering |
| MB1645.4 | To understand the Service Marketing Practices | Understanding |
| MB1645.5 | To find the research on Service Marketing Practices. | Remembering |

| Sl.No | Subject : Promotion and Distribution Management | Taxonomy Level |
|----------|---|----------------|
| MB1649.1 | To understand the importance of promotion and distribution. | Understanding |
| MB1649.2 | To understand the concepts of public relations, sales management and physical distribution in business. | Understanding |
| MB1649.3 | To know the concepts of channel structures and types of marketing channels. | Remembering |
| MB1649.4 | To understand the knowledge about implementation and integration of channel design. | Understanding |
| MB1649.5 | To know the concepts of ethical and social issues in distribution management. | Remembering |





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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION


A.Y:2017-18

| Sl.No | Subject : Global Marketing Management | Taxonomy Level |
|----------|--|----------------|
| MB164D.1 | To Understand the key characteristics of importance of global marketing and learn how to develop marketing plans for these diverse country markets | Understanding |
| MB164D.2 | To evaluate relevant information about strategies of International Marketing | Remembering |
| MB164D.3 | To Analyze the Price management at global level | Understanding |
| MB164D.4 | To understand the distribution strategies, advertising & branding at global level | Understanding |
| MB164D.5 | To understand the Export procedures and documents for global marketing | Understanding |

| Sl.No | Subject : Supply Chain Management | Taxonomy Level |
|----------|---|----------------|
| MB164H.1 | To Describe the meaning and concepts of supply chain management | Understanding |
| MB164H.2 | To understand the importance of measuring logistics costs and performance | Understanding |
| MB164H.3 | To find the Distinguish logistic and supply chain relationships. | Remembering |
| MB164H.4 | To Compare and contrast Sourcing, Transporting and Pricing Products. | Understanding |
| MB164H.5 | To find the research on managing global Logistic | Remembering |


Coordinator




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