



RISE KRISHNA SAI PRAKASAM GROUP OF INSTITUTIONS::ONGOLE

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(An ISO 9001:2015 certified Institute)

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

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2019-20

COURSE OUTCOMES

I SEMESTER

Subject Code	Subject: Management and Organizational Behavior	Taxonomy Level
MB1911.1	To understand the fundamental concepts in perspective of Management	Understanding
MB1911.2	To get knowledge about Organization Structure and Design	Understanding
MB1911.3	To gain the knowledge on organizational behavior and linkages with other social sciences	Understanding
MB1911.4	To understand Content and process theories of Motivation	Understanding
MB1911.5	To know the knowledge on Organizational conflict-causes and consequences	Remembering

Subject Code	Subject: Managerial Economics	Taxonomy Level
MB1912.1	To understand the fundamental concepts in managerial economics	Understanding
MB1912.2	To analysis of demand & supply effects on products	Applying
MB1912.3	To analyze the cost and production output relationship	Applying
MB1912.4	To understand price determination under various kinds of markets	Understanding
MB1912.5	To know the knowledge on effect of inflation on business	Remembering





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Subject Code	Subject: Accounting for Managers	Taxonomy Level
MB1913.1	Apply knowledge of generally accepted accounting principles (GAAP) and managerial accounting theories to business organizations	Applying
MB1913.2	To Analyzing the financial Statement analysis with the help of Ratio analysis , funds flow analysis and cash flow statements.	Applying
MB1913.3	To get knowledge about basic cost concepts, preparation of cost sheet and Inventory valuation methods.	Remembering
MB1913.4	To gain the knowledge about need for preparation of budgets and types budgets.	Remembering
MB1913.5	To get the knowledge about Marginal costing and applying in to managerial decision making process and decision making for make or buy decisions.	Remembering

Subject Code	Subject: Quantitative Analysis for Business	Taxonomy Level
MB1914.1	Analyze the concept of permutation and combination matrices and regression on analysis and measurement of dispersion	Applying
MB1914.2	Infer the concept of Correlation and regression analysis and the concept of Probability Distribution.	Analysis
MB1914.3	Infer the concept of Decision theory, Decision Criteria and graphic display of decision	Applying
MB1914.4	.Appreciate the concept of Statistical Inference and Quality Control, Test Of Hypothesis, Null Hypothesis Vs Alternative Hypothesis.T-Test..	Analysis
MB1914.5	Appreciate the concept of Chi-Square Test,Statistical Quality Control And Attribute Charts.	Applying





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Subject Code	Subject: Legal and Business Environment	Taxonomy Level
MB1915.1	To Understand Business Environment characteristics and Problems and NITI Aayog Role in Economic Development.	Understand
MB1915.2	To outline a business analysis of the local and national environment and Structure of the Indian Economy.	Understand
MB1915.3	To find the knowledge about basic concepts of Business Law, Indian contract ACT 1872 and Negotiable Instrument ACT1881.	Remembering
MB1915.4	To find the knowledge about Companies ACT 2013, Partnership ACT 1932 and IT ACT 2000.	Remembering
MB1915.5	To Understand the knowledge about Foreign exchange Management ACT	Understand

Subject Code	Subject: Business Communication and Soft skills	Taxonomy Level
MB1916.1	Effectively communicate through verbal/oral communication and improve the listening skills	Applying
MB1916.2	Become more effective individual through goal/target setting, team work, leadership traits and interpersonal relationships.	Applying
MB1916.3	To get knowledge about basic body language skills kinesics, proxemics, paralanguage, haptics, and business etiquettes.	Understanding
MB1916.4	To gain the knowledge about report writing, business letters, managing meetings and resume writing skills.	Understanding
MB1916.5	Actively participate in group discussion / meetings / interviews and prepare & deliver presentations	Applying





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Subject Code	Subject: Cross Cultural Management	Taxonomy Level
MB191A.1	To know the cross cultural concept for a business context.	Remembering
MB191A.2	To understand the global business scenario and role of culture.	Understanding
MB191A.3	To understand cross cultural negotiation and decision making.	Understanding
MB191A.4	To understand the global human resource management practices.	Remembering
MB191A.5	To know the nature of organizational cultures and diagnosis.	Understanding

Subject Code	Subject : IT LAB -I	Taxonomy Level
MB1917.1	To demonstrate the basic knowledge of information Technology and file handling utilities by using information Technology environment.	Analyzing
MB1917.2	Apply Date Formulas - Text Formulas - Case Formulas - Fix Number Fields -Trim Spaces - Substitute Text	Applying
MB1917.3	Apply Conditional Sorting And Filtering-Sorting With Custom Lists	Applying
MB1917.4	To analyze the process of Principles Of Concepts And Conventions	Analyzing
MB1917.5	To define Configurations In Tally	Applying





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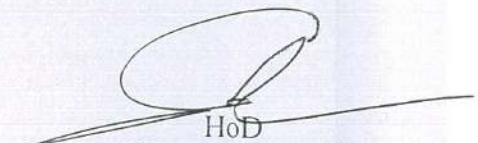
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A.Y:2019-20

Subject Code	Subject: Business Communication and Soft skills LAB	Taxonomy Level
MB1918.1	To understand the listening and speaking skills	Understanding
MB1918.2	To know the organizational communication	Remembering
MB1918.3	To understand non verbal communication and body language	Understanding
MB1918.4	To understand the written communication skills	Understanding
MB1918.5	To know the effective presentation skills	Remembering


Coordinator


HoD
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II SEMESTER

Subject Code	Subject : Financial Management	Taxonomy Level
MB1921.1	To Understand the core concepts and techniques in financial management	Understanding
MB1921.2	To Ability to conduct EBIT - EPS analysis and estimate a company's cost of capital.	Applying
MB1921.3	To conduct discounted cash flow analysis and application of various tools to analyze the risk dimension in decision making.	Applying
MB1921.4	To find the knowledge about basic concepts of dividend decisions.	Remembering
MB1921.5	To Understand the working capital needs of the company.	Understanding

Subject Code	Subject : Human Resource Management	Taxonomy Level
MB1922.1	To know the evolution, principles and ethical aspects of HRM and cross cultural problems.	Remembering
MB1922.2	To understand the R&S, T&D, Management Development and HRD Concepts.	Understanding
MB1922.3	To get the knowledge about performance appraisal and compensation methods.	Understanding
MB1922.4	To understand wage and salary administration.	Understanding
MB1922.5	To acquaint knowledge about industrial Relations, safety mechanism and workplace stress.	Understanding





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Subject Code	Subject : Marketing Management	Taxonomy Level
MB1923.1	To Understand Functions and Importance Of marketing management	Understanding
MB1923.2	To get the knowledge on Market Segmentation, Targeting and Positioning	Understanding
MB1923.3	To know the knowledge about basic concepts of Product and Pricing Aspects	Remembering
MB1923.4	To know the knowledge about Marketing Communication	Remembering
MB1923.5	To Understand Distribution, Marketing Organization and Controls	Understanding

Subject Code	Subject : Operations Management	Taxonomy Level
MB1924.1	Student should be able to define 'operations' and 'operations management'	Remembering
MB1924.2	Identify the roles and responsibilities of operations managers in different organizational contexts	Remembering
MB1924.3	Apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organisation	Applying
MB1924.4	Identify operational and administrative processes	Remembering
MB1924.5	Describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.	Remembering





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Subject Code	Subject : Business Research Methods	Taxonomy Level
MB1925.1	To identify and discuss the concepts to the research process	Remembering
MB1925.2	To applying and discuss the concepts and procedures of sampling, data collection, analysis and reporting	Applying
MB1925.3	To identify the selecting an appropriate research design, Classification of Data and Presentation of Research Report	Remembering
MB1925.4	To understand the formulation and testing of hypothesis	Understanding
MB1925.5	To identify and discuss the concepts of multivariate analysis and ANOVA	Remembering

Subject Code	Subject : Project Management	Taxonomy Level
MB192A.1	Understand project characteristics and various stages of a project	Understanding
MB192A.2	Understand the conceptual clarity about project organization and feasibility analyses, Market, Technical, Financial and Economic.	Understanding
MB192A.3	Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.	Analysis
MB192A.4	Apply the risk management plan and analyse the role of stakeholders.	Applying
MB192A.5	Understand the contract management, Project Procurement, Service level Agreements and productivity.	Understanding





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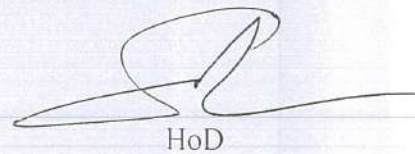
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Subject Code	Subject : IT LAB -II	Taxonomy Level
MB1926.1	To demonstrate the basic knowledge of Programming and file handling utilities by using R environment.	Analyzing
MB1926.2	To evaluate the concept Arithmetic And Boolean Operators And Values programs by using an R.	Applying
MB1926.3	To create the Math Function, Cumulative Sums And Products	Applying
MB1926.4	To analyze the process of The Workhorse Of R Base Graphics	Analyzing
MB1926.5	To define T-Tests-Anova.	Applying


Coordinator


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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 in 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 India	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 and 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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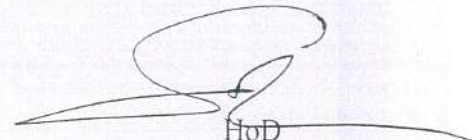
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Sl.No	Subject: Strategic Marketing Management	Taxonomy Level
MB1631.1	To know the concepts of Strategic Marketing and the role of approaches in Strategic Marketing.	Understanding
MB1631.2	To understand the Ability to formulate and implement marketing 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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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2019-20

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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A.Y:2019-20

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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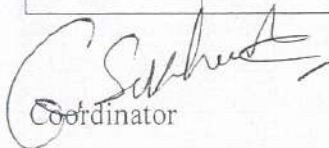
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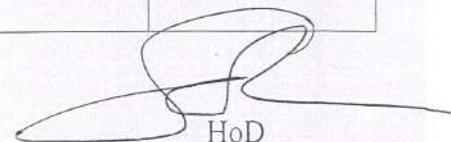
A.Y:2019-20

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




HoD
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