



# RISE KRISHNA SAI PRAKASAM GROUP OF INSTITUTIONS::ONGOLE

(Approved by AICTE, New Delhi and affiliated to JNTUK, Kakinada)  
(An ISO 9001:2015 certified Institute, NBA accredited for B.Tech. in ECE,EEE,CE and ME)  
NH-16, Valluru-523272, Ongole, Prakasam (Dist), A.P

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

### 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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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

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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### DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

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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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

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





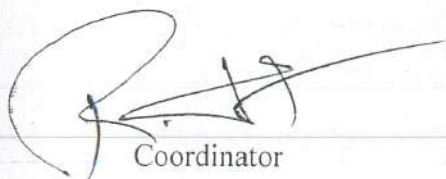
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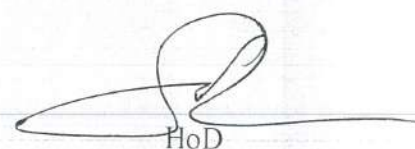
## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

Subject Code	Subject: Business Communication and Soft skills LAB	Taxonomy Level
MB1918.1	To understand the listening and speaking kills	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

HEAD OF THE DEPARTMENT  
Department of M.B. A.  
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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

### 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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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

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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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

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







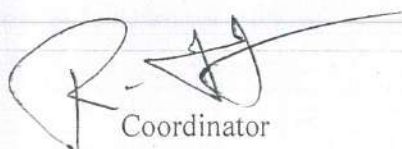
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Subject Code	Subject : IT LAB -II	Taxonomy Level
MB1926.1	To demonstrate the basic knowledge of Programming and file handling utilities by using R environment.	Analyzing
MB1926.2	To evaluate the concept Arithmetic And Boolean Operators And Values programs 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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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

### III SEMESTER

Subject Code	Subject : Strategic Management	Taxonomy Level
MB1931.1	To understand the concepts in strategic management vision mission and objectives.	Understanding
MB1931.2	To analyze the strength and weakness of environmental scanning & leadership	Analyzing
MB1931.3	To know the strategies of formulation functional levels	Remembering
MB1931.4	To implement the strategies for competing in globalizing markets	Applying
MB1931.5	To Evaluate the measuring performance of strategy evaluation & control	Applying

Subject Code	Subject : Operations Research	Taxonomy Level
MB1932.1	Formulate and obtain the optimal solution for Linear Programming problems	Understanding
MB1932.2	Determine the optimal solution for Transportation problems and Determine the best strategy and value of the given game model	Understanding
MB1932.3	Decide an optimal replacement period/policy for a given item/equipment/machine.	Applying
MB1932.4	Understand the need of inventory management.	Understand
MB1932.5	Plan, Schedule and Control the given project.	Remembering





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A.Y:2020-21

Subject Code	Subject: Leadership and Change Management	Taxonomy Level
MB193A1.1	To acquire knowledge and develop Organisational Leadership	Understanding
MB193A1.2	To acquire knowledge knowledge Leadership Motivation, Culture	Remembering
MB193A1.3	To examine the various Leadership Development	Remembering
MB193A1.4	To understand Strategic Leadership	Understanding
MB193A1.5	To provide an overview of Leadership in the cross cultural context	Understanding

Subject Code	Subject: Performance Evaluation and Compensation Management	Taxonomy Level
MB193A2.1	Describe the meaning and concept of compensation management	Understanding
MB193A2.2	Explain the concepts of job evaluation	Analyzing
MB193A2.3	Distinguish the concepts of wage and salary	Remembering
MB193A2.4	Compare and contrast the practical applications of control systems for labor costs	Understanding
MB193A2.5	Research pay structures and tax planning in Indian context	Understanding





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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

Subject Code	Subject: Human Resource Metrics and Analytics	Taxonomy Level
MB193A3.1	Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results.	Understanding
MB193A3.2	Identify the right HR metrics (what to measure, types of measurements etc.) aligning HR and business goals.	Remembering
MB193A3.3	Turn metrics into analytics for effective management decisions and demonstrate how to connect HR results to business results.	Understanding
MB193A3.4	Apply quantitative and qualitative analysis to understand trends and indicators in human resource data; understand and apply various statistical analysis methods.	Applying
MB193A3.5	use applicable benchmarks/metrics to conduct research and statistical analyses related to HRM	Understanding

Subject Code	Subject: Human Capital Management	Taxonomy Level
MB193A4.1	To understand Economic theories of Human Capital and Development of Labour Economy	Understanding
MB193A4.2	To identify accounting Aspects of Human Capital and Comparison of Cost incurred on Human capital and the contributions made by them in the light of productivity and other aspects.	Remembering
MB193A4.3	To understand the Value Based Models and Economic Value Method of Group Valuation	Understanding
MB193A4.4	to identify the Quality of Work Life in an organization	Remembering
MB193A4.5	to understand the Industrial Accidents and safety accident-types of industrial accidents and prevention of accidents	Understanding





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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

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Subject Code	Subject: Investment Analysis and Portfolio Management	Taxonomy Level
MB193B1.1	Analyze Concept of Investment Process & SENSEX and NIFTY	Analyzing
MB193B1.2	To know the concept of Equity and Bond Valuation Models – Preference Shares and Equity & Shares Earning valuation-Cash flow valuation-Asset Valuation-	Remembering
MB193B1.3	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
MB193B1.4	To Analyse the Management,Portfolio Models	Analyze
MB193B1.5	To Analyse Portfolio Evaluation and Revision and Portfolio Revisioninancing by MNC'S	Analyze

Subject Code	Subject: Managing Banks and Financial Institutions	Taxonomy Level
MB193B2.1	To Understand the Banking system and economic development in Ir	Understanding
MB193B2.2	To outline bank funds and concept of NPAs, causes, implications & recovery of NPAs.	Understanding
MB193B2.3	To find the knowledge about banking system innovations retail banking - products & services: nature, scope, future, and strategies.	Remembering
MB193B2.4	To find knowledge about insurance as a risk management tool.	Remembering
MB193B2.5	To understand the knowledge about types of life insurance and general insurance.	Understanding





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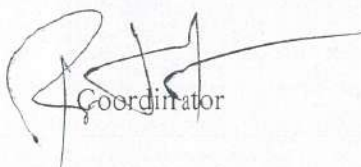
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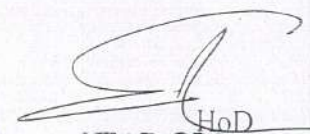
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Subject Code	Subject: Financial Markets and Services	Taxonomy Level
MB193B3.1	To understand the Indian financial system and capital markets.	Understanding
MB193B2.2	To gain knowledge about underwriter services and processes.	Remembering
MB193B2.3	To Ability to conduct leasing option and borrowing analysis for selection of profitable proposals.	Applying
MB193B2.4	To get knowledge about credit rating agencies.	Remembering
MB193B2.5	To understand the knowledge about different mutual funds in India.	Understanding

Subject Code	Subject: Mergers, Acquisitions and Corporate Restructuring	Taxonomy Level
MB193B4.1	To know the International Accounting Standards, Role of Management Accountant for controller functions and Financial Accounting Control (FACO).	Analyze
MB193B4.2	To analyse the financial statements	Analysis
MB193B4.3	Understand the concept of Budget, Budgetary Control	Understanding
MB193B4.4	Appreciate Marginal Costing principles	Remembering
MB193B4.5	To Applying the Standard Costing & Variance Analysis techniques	Applying

  
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

### IV SEMESTER

Subject Code	Subject: Supply Chain Management and Analytics	Taxonomy Level
MB1941.1	To outline gaining Competitive advantage through logistics.	Remembering
MB1941.2	To understand the knowledge about total cost analysis and the impact of logistics on shareholder value.	Understanding
MB1941.3	To find knowledge about channel structure and logistics performance indicators.	Understanding
MB1941.4	To understand the knowledge of lack of coordination and bullwhip effect.	Understanding
MB1941.5	To find the knowledge about views of global logistics.	Remembering

Subject Code	Subject: Innovation and Entrepreneurship	Taxonomy Level
MB1942.1	To Understand Functions and Importance Of Entrepreneurship	Understanding
MB1942.2	To Outline Training of entrepreneurship	Remembering
MB1942.3	To find the knowledge about basic concepts of Planning and Evaluation of Projects	Understanding
MB1942.4	To find the knowledge about Small and Micro Enterprises	Remembering
MB1942.5	To Understand Institutional Support to Entrepreneur and MSMEs	Understanding





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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

A.Y:2020-21

Subject Code	Subject: Labor Welfare and Employment laws	Taxonomy Level
MB194A1.1	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
MB194A1.2	Analyze the distinction between sales and agreement.	Analyze
MB194A1.3	Understand the kinds of agents, creation of agency, duties and rights of principal and agents.	Understanding
MB194A1.4	Infer the meaning and essentials of partnership, tests of partnership, duties and rights of the partners.	Analyze
MB194A1.5	Analyze the nature and types of companies, memorandum of association, articles of association, kinds of shares and winding up	Analyze

Subject Code	Subject: International HRM	Taxonomy Level
MB194A2.1	To Understand Functions and Importance of global hrm	Understanding
MB194A2.2	To Outline the functions of globa hrm	Remembering
MB194A2.3	To find the knowledge about basic concepts of global strategies of hrm	Remembering
MB194A2.4	To find the knowledge about international strategies	Understanding
MB194A2.5	To Understand gap between hr and ghrm	Understanding







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Subject Code	Subject: Human Resources Development	Taxonomy Level
MB194A4.1	To understand the concept of HRD and objectives, Scope of HRD	Understanding
MB194A4.2	To indentify HRD Strategies and HRD Process Model	Remembering
MB194A4.3	To explore the HRD interventions and Mentoring for employee development	Applying
MB194A4.4	To understand the employee counseling for HRD: Overview of counseling programmes, employee assistance programme, stress management, employee wellness and health promotion.	Understanding
MB194A4.5	To identify the future of HRD and HRD Ethics for all Research, practice and education of HRD for innovation and talent development and management	Remembering

Subject Code	Subject: Strategic HRM	Taxonomy Level
MB194A5.1	To know the basic fundamentals and importance of SHRM	Understanding
MB194A5.2	To understand the benefits, objectives and levels of strategic planning	Understanding
MB194A5.3	To acquaint the knowledge about employment practices, resourcing, retention strategies, reward and performance management strategies.	Understanding
MB194A5.4	To understand SHRD concept and planning.	Remembering
MB194A5.5	To understand the human resource evaluation and HR outsourcing strategy.	Applying





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Subject Code	Subject: Financial Derivatives	Taxonomy Level
MB194B1.1	To understand the Growth of Financial Derivatives in India.	Understanding
MB194B1.2	To outline Financial Futures and Currency Futures.	Remembering
MB194B1.3	To understand Option Markets in India on NSE and BSE.	Understanding
MB194B1.4	To Understand Factors Affecting Options pricing- Put-Call Parity Pricing Relationship.	Understanding
MB194B1.5	To understand the Economic Functions of Swap Transactions.	Understanding

Subject Code	Subject: Global Financial Management	Taxonomy Level
MB194B2.1	To understand the concepts of globalization of MNC's	Understanding
MB194B2.2	To know the process of International trade	Remembering
MB194B2.3	To understand the management of GLOBAL Business practices, for MNC'S,	Understanding
MB194B2.4	To know the foreign direct investment process	Remembering
MB194B2.5	To Understand challenges, short financing and internal financing by MNC'S	Understanding





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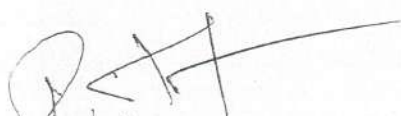
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## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION


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Subject Code	Subject: Financial Risk Management	Taxonomy Level
MB194B3.1	To understand the concept of risk & Risk Management frame work in Organization the regulatory framework of various Business Law	Understanding
MB194B3.2	To Analyze the approaches to risk measurement	Analyze
MB194B3.3	To understand the approach to risk management through various tools	Understanding
MB194B3.4	To Analyze risk assessment through Regulatory Frame Works of RBI,SEBI & BASEL	Analyze
MB194B3.5	To understand the modern concept of risk management in portfolios and derivatives	Understanding

Subject Code	Subject: Strategic Financial Management	Taxonomy Level
MB194B4.1	To understand strategic financial planning characteristics and the firm's strategic exposure.	Understanding
MB194B4.2	To outline corporate financial strategies and the value of the firm.	Understanding
MB194B4.3	To apply knowledge of techniques of investment appraisal under risk and uncertainty and risk-adjusted net present value.	Applying
MB194B4.4	To apply knowledge of corporate financial engineering, merge, and dilution effect on earnings per share.	Applying
MB194B4.5	To understand the knowledge about takeover strategy, leveraged buyouts, and buyback shares.	Understanding

  
Coordinator



  
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