

Bhavan's Vivekananda College
of Science, Humanities and Commerce
(Sainikpuri, Secunderbad, Telangana – 500094)
Autonomous College – Affiliated to Osmania University
Accredited with 'A' Grade by NAAC

M.B.A

Program Outcomes:

PO1 Apply knowledge: of management theories and practices to solve business problems.

PO2 Problem Analysis: Foster Analytical and critical thinking abilities for data-based decision making.

PO3 Develop: Ability to design and develop solutions to solve business problems.

PO4 Global Exposure and Cross-Cultural Understanding:
Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

PO5 Communication: Communicate effectively on problems, issues and solutions with community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO6 Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms in research and the functional areas.

PO7 Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO8 Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio, economic and technological changes.

Program Specific Outcomes

PSO1: Able to understand the various functional areas of an organization namely, finance, marketing, human resources, general management and social responsibilities.

PSO2: Able to demonstrate their competencies across business disciplines in analyzing, interpreting and evaluating problems and arrive at solutions both individually and as a team.

PSO3: To analyze the impact of global business issues on specific management situations and relate current global events to emerging business opportunities.

Course Outcomes:

Name of the Course		Management and Organizational Behaviour
Course Code		MBA101
CO1	Explain the various concepts and theories of management.	
CO2	Demonstrate the concepts of organisational behaviour and personality types.	
CO3	Categorise the various planning types and organisational structures	
CO4	Demonstrate different leadership styles and skills required for working in groups and teams	

Name of the Course		Accounting For Management
Course Code		MBA102
CO1	Demonstrate accounting concepts and conventions and their implications on accounting system. Create financial statements of sole proprietorship.	
CO2	Present financial statements according to the provisions of the Indian Companies Act. Analyse financial statements and apply comparative and common size techniques.	
CO3	Analyse financial statements and apply various ratios to and interpret company's financial performance.	
CO4	Differentiate between funds flow statement and cash flow statements. Analyse funds flow statement and cash flow statement according to accounting standard 3.	
CO5	Demonstrate various accounting standards and Explain the concept of IFRS	

Name of the Course		Marketing Management
Course Code		MBA103
CO1	Develop an understanding of marketing as a function and capable to observe the factors effecting marketing of organization's products or services.	
CO2	Identify the criteria to segment, target and positioning of products or services of organizations and to be able to estimate the.	
CO3	Design and develop marketing programmes and strategies for organizations.	
CO4	Analyse the behaviour of target market and relate them to organizational marketing strategies.	
CO5	CO5 Summarize the efficiency of marketing function by applying the marketing audit and control procedures	

Name of the Course		Statistics for Management(Use of Excel Practical's)
Course Code		MBA104
CO1	Interpret appropriate numerical data used in everyday life in numerical, use measures of location, measures of dispersion for grouped and ungrouped data.	
CO2	Determining probabilities for various events.	
CO3	Summarize discrete and continuous probability distributions to various business problems.	
CO4	Learn about a variety of sampling methods including random and non-random sampling. Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases.	
CO5	Compute and interpret the results of Bivariate Regression and Correlation Analysis, for forecasting.	

Name of the Course		Generic Elective I(Managerial Economics)
Course Code		MBA105.1
CO1	Define the basic concepts of Managerial Economics. This course will enable students to describe the situations of certainty, uncertainty and risk and the constraints therein in corporate situations.	
CO2	Discover the reasons for success or failure of a product in the market by studying the various factors affecting demand for the product. Students will also be able to illustrate when an individual consumer or market attains a state of equilibrium. Students will be able to forecast demand using different methods. The course shall help students illustrate the concept of elasticity for pricing products, and for setting the budget for product promotions.	
CO3	Identify the least cost-output relationship and determine the relationship between the output and the cost in the short run and the long run period of operation. Students will be able to determine the level of output beyond which profits will be generated.	
CO4	Estimate and optimizing the performance of the company in different market structures in terms of profits using the concepts of marginal revenue and marginal cost, and equilibrium price and output. The course shall help students in formulating pricing and non-pricing strategies to deter competition.	
CO5	Describe the methods for measurement of national income and inflation and to enumerate the policies to counter trade cycles. Students will be able to inspect the causes of a trade cycle and suggest remedies.	

Name of the Course		Generic Elective I(Introduction to Information Technology)
Course Code		MBA105.2
CO1	Students are familiar with different business functions and Information Systems.	
CO2	Familiarize with network topologies and network types.	
CO3	Students are experienced with databases, spreadsheet operations and DBMS concepts.	
CO4	Students are familiarized with e-commerce, electronic data exchange and e-governance environments.	
CO5	Students are familiar with different types of attacks and security methods. How to protect system from unauthorized access.	

Name of the Course		Generic Elective II (Business Law)
Course Code		MBA106.1
CO1	Identify the different laws used in making a contract.	
CO2	Define the laws relating to special contracts.	
CO3	Summarize the law relating to the formation of companies along with the highlights of Companies Act 2012.	
CO4	Explain the consumer protection law in India.	
CO5	Outline the concepts of, SEBI, IPR and RTI ACT 2005.	

Name of the Course		Generic Elective II (Customer Relationship Management)
Course Code		MBA106.2
CO1	To identify CRM as important function of marketing in business organizations and develop an idea about its advantages and benefits.	
CO2	To develop an understanding of basic concepts related to CRM function.	
CO3	To learn how to design and develop CRM programmes and its applications for organizations.	
CO4	To develop insights of CRM application in organizations.	

Name of the Course		Generic Elective II (Business Process Re-engineering)
Course Code		MBA106.3
CO1	Explain Business Process Re-Engineering and its relationship with the functional areas of business.	
CO2	Explain business Process and flows, Cycle time and theory of constraints.	
CO3	Explain models, methodologies, tools and functions of Business Process Reengineering.	
CO4	Explain parameter analysis, simulated key performance indicators.	
CO5	Explain five stage model of AS-IS/TO-BE analysis, business process maturity model and business process performance measurements.	

Name of the Course		Human Resource Management
Course Code		MBA201
CO1	Explain various concepts, theories and issues needing attention in Human Resources Management.	
CO2	Demonstrate, interpret, predict and organise the process of procurement of Human Resources.	
CO3	Define, outline, and determine key elements of Human Resource Development and Assessment.	
CO4	To distinguish method for designing relative worth of job through better reward management.	
CO5	Students will be able to determine key elements governing Harmonious industrial relations (model building)	

Name of the Course		Financial Management
Course Code		MBA202
CO1	Demonstrate role of financial management in business corporations, Knowledge of the value of money overtime, its utility and trade off between risk and return.	
CO2	Construct and Compare the various capital budgeting techniques and risk in capital budgeting.	
CO3	Distinguish between equity, debt and preference capital. Determine capital structure using EBIT –EPS analysis. Calculate specific cost of capital and weighted average cost of capital.	
CO4	Demonstrate the concept of working capital and sources of working capital finance. Determine working capital estimation and EOQ levels, Plan cash management, inventory management.	
CO5	Differentiate between relevance and irrelevance theory of dividends. Calculate value of the firm using Walter's Model, Gordon's Model and MM Hypothesis	

Name of the Course		Research Methodology
Course Code		MBA203
CO1	Definethe basic concepts of research and research designs and in describing the various steps in the research process.	
CO2	Enumerate the various data collection methods and design questionnaires. Through the course students would be able to describe and differentiate between the various sampling and scaling techniques.	
CO3	Select and apply the relevant parametric and non-parametric tests to test a hypothesis. The tests will be useful in identifying relationships between variables, determining and rating the performance of brands and training methods or for comparing a before-after phenomenon.	
CO4	Segment markets. The course shall help students in estimating the performance of the company's products in different market segments, and in evaluating trends in the demand patterns for a company's products. The course shall help students in discovering the cause-effect relationships related to product or market problems. The course shall help students analyse and draw conclusions about the impact of multiple variables on a dependent variable.	
CO5	Choose the right type of report required in different situations, enumerating the different steps in writing a research report and the mechanics of writing a good research report.	

Name of the Course		Operations Research
Course Code		MBA204
CO1	Formulate and solve mathematical model (linear programming problem) for a physical situation like production, distribution of goods and economics by graphical method	
CO2	Determining the Optimum solution to the LPP by using simplex method and its extensions to dual LPP.	
CO3	Build and solve Transportation Models and Assignment Models.	
CO4	Draw network diagrams. And evaluate optimum project duration by using CPM/PERT.	
CO5	Summarize different queuing situations, simulate different real life probabilistic situations and Solve simple games using various techniques.	

Name of the Course		Generic Elective I (Operations Management)
Course Code		MBA205
CO1	Explain the role and relationship of operations management with other functional areas of management, PPC and process technologies.	
CO2	Solve job sequencing problems and explain facilities location, layout, capacity planning and maintenance management.	
CO3	Test concepts of quality control using statistical quality control techniques and determine concept of work study.	
CO4	Explain the concept of materials management.	
CO5	Explain the concept of stores management and estimate inventory control techniques.	

Name of the Course		Generic Elective I (Sales Management)
Course Code		MBA205
CO1	Define the basic concepts of sales management and describe the role of sales management in marketing. Students will be able to identify the characteristics of a successful salesperson, describe the various methods of sales forecasting, differentiate between sales organisations and enumerate the functions and responsibilities of sales managers.	
CO2	Identify the sources for recruitment and determine the methods for selecting candidates for employment, and in identifying the areas for sales training.	
CO3	Enumerate and describe the steps in the personal selling process. The course shall help students in distinguishing between selling techniques used for individuals and institutions. Students will be able to demonstrate effective selling techniques and enumerate the various ways of building long term relationships with customers.	
CO4	Choose the right method of motivation required by different sales people, describe the different methods of compensating the sales force which includes monetary and non-monetary methods of compensation, generate sales reports, and elaborate on the legal and ethical issues in sales management.	
CO5	Elaborate on the role and functions of channels of distribution, elaborate on channel design and channel management decisions, and describe the various methods of motivating and controlling the channel members.	

Name of the Course		Generic Elective II (Business Communication)
Course Code		MBA206.1
CO1	Determine the appropriate communication and listening skills.	
CO2	Demonstrate the non-verbal and negotiation skills in various business situations.	
CO3	Demonstrative effective presentation skills in various occasions.	
CO4	Formulate effective business reports and letters in different scenarios.	
CO5	Develop relations with media, investors, government and effective communication in crisis situations	

Name of the Course		Generic Elective II (Financial Market & Services)
Course Code		MBA206.2
CO1	Determine Indian Financial System and its Components.	
CO2	classify financial services offered in India	
CO3	Assess primary and secondary markets in India	
CO4	Identify services and role of Merchant Bankers in India.	
CO5	Infer credit rating agencies in India and express factoring in India.	

Name of the Course		Generic Elective II (Decision Support System)
Course Code		MBA206.3
CO1	Students are familiar with Need and purpose of decision support system (DSS) for business and its types.	
CO2	Familiarize with decision support system components and different tools that support in developing new DSS.	
CO3	Students are familiar with network based group decision support system in executive information system.	
CO4	Students are able to understand the intelligent system and also the role of AI in developing expert systems.	
CO5	Students are familiar with architecture elements and functions of data warehouse and data mining.	

Name of the Course		Seminar
Course Code		MBA207
CO1		
CO2		
CO3		
CO4		
CO5		

Name of the Course		Total Quality Management
Course Code		MBA301
CO1	To distinguish related concept, perspectives, drivers and environment of International business	
CO2	To identify, distinguish and interpret global business integration ant national and global level	
CO3	To define, outline and analyse global entry strategies	
CO4	Identify e-enablers of business	
CO5	To identify functional resources useful for international business	

Name of the Course		International Business
Course Code		MBA302
CO1	To distinguish related concept, perspectives, drivers and environment of International business	
CO2	To identify, distinguish and interpret global business integration ant national and global level	
CO3	To define, outline and analyse global entry strategies	
CO4	To identify e-enablers of business	
CO5	To identify functional resources useful for international business	

Name of the Course		Interdisciplinary Course(Elements of Marketing)
Course Code		MBA 303.1
CO1	Expressing the Marketing as an important function and make students know about the concepts of Marketing in context of Pharmaceutical Marketing	
CO2	Design and develop Marketing programs for Pharmaceutical organizations	

Name of the Course		Interdisciplinary Course(Entrepreneurship and New venture)
Course Code		MBA 303.2
CO1	Explain the concepts and types of entrepreneurship.	
CO2	Examine the institutional support provided by the various financial institutions to the entrepreneurs and explain different methods of venture capital.	

Name of the Course		Security analysis and portfolio management
Course Code		MBA 304.1
CO1	To present approaches of investment analysis and Measure risk and return of a single security	
CO2	To Explain type of debentures and validate the value of a bond using Bond Yield measures.	
CO3	To Assess the value of a equity share using DDM and P/E approach.	
CO4	To Estimate risk, return of a portfolio, minimum risk of a portfolio and Detect over pricing and under pricing of a stock using CAPM model.	
CO5	To Measure Portfolio using portfolio performance measures.	

Name of the Course		Compensation Management
Course Code		MBA 305.1
CO1	To identify key concepts and theories of compensation management	
CO2	to explain the influence of compensation on employee behaviour and	
CO3	to define, outline the process of designing the compensation system	
CO4	to identify and analyse different employee benefits and reward and recognition management	
CO5	to be able to determine key elements contemporary strategic compensation challenges	

Name of the Course		Product and brand management
Course Code		MBA 306.1
CO1	Develop an understanding about Product and brand as Marketing Functions.	
CO2	Develop an Idea of Product Market evolution.	
CO3	Familiarise students about Brand Management.	
CO4	Identify about brand positioning and Brand Equity	
CO5	Develop students to make brand strategies.	

Name of the Course		strategic management accounting
Course Code		MBA 304.2
CO1	Classify the cost and calculate breakeven point.	
CO2	Analyze business decisions using cost-volume- profit analysis.	
CO3	Compare between management control and operational control.	
CO4	Develop and apply standards and budgets for planning and controlling purposes.	
CO5	Analyze the responsibility accounting AND Compare and contrast the traditional costing and ABC costing and they can estimate the cost using ABC analysis.	

Name of the Course		Organizational Change and Development
Course Code		MBA 305.2
CO1	Explain the various concepts and the ways of overcoming resistance to change.	
CO2	Identify the models of organizational development in various situations in organizations.	
CO3	Examine the process of organizational development	
CO4	Distinguish the various human process interventions.	
CO5	Discuss the various techno structural and strategic interventions.	

Name of the Course		Promotion and distribution management
Course Code		MBA 306.2
CO1	Enumerate the tools of marketing communication and demonstrate the steps in developing an effective marketing communication program.	
CO2	Develop a creative and media strategy with an IMC perspective and demonstrate how advertisements can be created and published in media.	
CO3	Illustrate the role of personal selling in the IMC programme, explain the personal selling process, and show how to motivate, evaluate and control the sales force effort.	
CO4	Demonstrate the use of consumer and trade oriented sales promotion tools, illustrate the use of Direct Marketing, Publicity and Public Relations tools.	
CO5	Design a distribution channel network and demonstrate ways to motivate and control channel members.	

Name of the Course		Personal finance
Course Code		MBA 304.3
CO1	To Determine Personal financial planning process and interpret personal financial statements	
CO2	To Categorize the various types of investment avenues	
CO3	To Estimate the return and risk of personal investment	
CO4	To infer various pension plans and insurance plans	
CO5	To interpret personal tax planning and filing of income tax returns	

Name of the Course		Organisational Psychology
Course Code		MBA 305.3
CO1	Identify the historical evolution of Organisational Psychology and explain the significance of organisational socialisation process	
CO2	Able to illustrate the impact productive and counterproductive behaviours of an employee on organisational effectiveness.	
CO3	Apply the learnt concepts in Managing Occupational of stress.	
CO4	Identify the different inter group behaviours.	
CO5	Explain the impact of Organisational culture on psychology.	

Name of the Course		Advertising and sales promotion
Course Code		MBA 306.3
CO1	Describe the marketing communication mix, IMC, communication models, elucidate the role of advertising in marketing communication, design an advertising plan and an advertising program using the 5 Ms of advertising, describe the methods for setting the advertising budget, and describe the functions of advertising agencies.	
CO2	Develop a creative strategy using the steps in creative strategy development, explain the various styles of advertising executions, creative tactics, appeals, layouts, describe the elements of a media strategy, explain the implementation of media strategy with IMC perspective, and enumerate emerging media options.	
CO3	Describe the methods for testing advertising effectiveness, explain the methods used in advertising research, explain the Social, Economic, Cultural and Ethical aspects of advertising, enumerate the functions of ASCI and types of advertising awards.	
CO4	Define sales promotion and its purpose, explain the major decisions in sales promotions, differentiate between consumer and trade promotion tools, coordinate sales promotion with advertising.	
CO5	Define digital media and the digital consumer, explain the advantages, disadvantages and challenges of digital marketing, explain digital marketing methods, social media marketing and platforms, and enumerate methods for digital reputation management.	

Name of the Course		Strategic Management
Course Code		MBA401
CO1	To develop an understanding of strategic management as important concept for business organizations functioning.	
CO2	To learn how to analyse environment strategic positioning of the organisation.	
CO3	To Know the basic concepts of strategy formulation.	
CO4	To learn the alternatives available in strategic functioning of organizations.	
CO5	To Know the bases for implementation and execution of strategies.	

Name of the Course		Supply Chain Management and Logistics Management
Course Code		MBA402
CO1	Enumerate the objectives and functions of Supply chain management and design a supply chain strategy.	
CO2	Develop an integrated logistics strategy and illustrate the role of Inventory management in customer service.	
CO3	Analyze and compare the various modes of transportation and optimize transportation and warehouse operations in supply chains.	
CO4	Discover current IT trends in SCM and apply them, illustrate problems, prospects and trends in Retail supply chains and explain the role of packaging in SCM.	
CO5	Design a distribution channel network and develop a customer service strategy.	

Name of the Course		Entrepreneurial Development
Course Code		MBA403
CO1	Explain the concepts and types of entrepreneurship.	
CO2	Identify the factors affecting entrepreneurial growth.	
CO3	Explain role of small businesses in economic development and development of project.	
CO4	Examine the institutional support provided by the various financial institutions to the entrepreneurs	
CO5	Determine the different methods of venture financing.	

Name of the Course		Derivatives(F)
Course Code		MBA404.1
CO1	Discuss the uses of financial derivatives in managing the risk.	
CO2	Apply their knowledge of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk and credit risk.	
CO3	Calculate the option pricing using BOPM and BSOPM models.	
CO4	Differentiate between different derivative instruments (Forwards, Futures, Options and Swaps).	
CO5	Evaluate the various option strategies.	

Name of the Course		Performance and talent Management(H)
Course Code		MBA405.1
CO1	Explain the concepts of Performance management system and strategic performance management.	
CO2	Demonstrate the components of performance management system.	
CO3	Examine the compensation decisions based on performance.	
CO4	Compare the models and metrics of performance management.	
CO5	Explain the concept of managing talent in the organization.	

Name of the Course		Consumer behaviour(M)
Course Code		MBA406.1
CO1	Identify Consumer Behaviour as most important concept to learn in marketing.	
CO2	To Know about the principles in understanding consumer behaviour.	
CO3	To know factors effecting Consumer Behaviour.	
CO4	To identify the steps in consumer decision making process.	
CO5	To explain various models of Consumer Behaviour.	

Name of the Course		Banking and Insurance(F)
Course Code		MBA404.2
CO1	To Review banking reforms and various services offered by banks	
CO2	To Assess the procedure of lending followed by banks and review the causes of NPA's	
CO3	To Attribute various banking.	
CO4	To Appraise principles, types and intermediaries of insurance	
CO5	To Distinguish life and non life insurance.	

Name of the Course		Labour laws and Employee Relations(H)
Course Code		MBA405.2
CO1	To identify labour administration mechanism In India	
CO2	to explain important employee welfare and social security legislation	
CO3	to define, outline the wage legislation in India	
CO4	to identify and analyse role of Trade Unions and collective bargaining in Harmonious Employee relations	
CO5	To Analyse the process of legislative framework of settlement of Industrial dispute.	

Name of the Course		Services and Retail Marketing(M)
Course Code		MBA406.2
CO1	Define the service concept and the goods-services continuum, elaborate on the 4Is of services and the associated challenges, explain the segmentation, target marketing and positioning of services.	
CO2	Describe the tools of the services marketing mix, elaborate on the measurement of service quality through the service gaps model, explain the strategies for dealing with the 4 Is of services.	
CO3	Explain the service marketing triangle, explain how customer relationships can be built using segmentation and retention strategies, define CRM, elucidate the factors responsible for CRM growth, describe the types and framework of CRM,	
CO4	Explain the characteristics of retail marketing, Describe the type of retailers, role and trends in retailing, level of FDI in retailing, describe the current scenario and problems in Indian retailing, and enumerate retail pricing strategies.	
CO5	Describe the responsibilities of a store manager, explain the types of store layouts and visual merchandizing techniques, describe the process of planning merchandise assortments, explain buying systems and the retail communication mix.	

Name of the Course		Commercial Banking(F)
Course Code		MBA404.3
CO1	To Comment on Indian financial system and banking structure	
CO2	To Appraise the financial performance of banks	
CO3	to Interpret the various banking regulations and Infer about NPA's	
CO4	To Define Financial innovations and opportunities for banks	
CO5	To Identify management of banking organizations	

Name of the Course		International Human Resource Management(H)
Course Code		MBA405.3
CO1	To identify the concepts of HR in global perspective.	
CO2	Apply the knowledge in recruiting an expatriate for international assignments.	
CO3	Design an expatriate training programme	
CO4	To explain the appraisal and reward system of an expatriate	
CO5	Identify the key issues in International Industrial relations.	

Name of the Course		Retail Management(M)
Course Code		MBA406.3
CO1	To identify Retail Management as an important function of marketing in business organizations and know the present scenario as industry	
CO2	Know the basics of Retailing in detail	
CO3	Analyse the importance of store management and virtual warehousing developments in organizations in retailing sector.	
CO4	Know the base theories of Retailing in detail	
CO5	Summarize the problems and issues in SCM and ware housing in retailing and handle and them	