



Annamacharya Institute of Technology and Sciences, Tirupat
(Autonomous)
Department of MBA
Course Outcomes (COs)
AK-19 Regulations

Course Title	Course Outcomes(COs)	
MANAGEMENT & ORGANIZATIONAL BEHAVIOR	CO1	Understand the Fundamentals of Management & Organizational Behavior.
	CO2	Understand and analyze the various aspects of individual behavior
	CO3	Understand and apply the various motivational theories in organizations
	CO4	Understand and analyze the characteristics of groups and group behavior
	CO5	Understand and manage the various organizational processes
Managerial Economics	CO1	Learn the basic concepts of economics
	CO2	To Know Demand and analyze the techniques of Demand forecasting
	CO3	Able to know supply concepts
	CO4	Know the importance of Cost types and cost-output relationship
	CO5	Study about Inflation and Business Cycles
LEGAL AND BUSINESS ENVIRONMENT	CO1	To Know the importance of Business Environment
	CO2	Understand the basic procedures of monetary and fiscal policy
	CO3	To Learn different types of Business Laws
	CO4	Understand the components of a contract & contractual performance obligation
	CO5	To Understand application of IT in Business
ACCOUNTING FOR MANAGERS	CO1	Understand the importance of accounting concepts and principles.
	CO2	Able to prepare the financial statements (trading, profit & loss account and balance sheet).
	CO3	Able to assess the fair value of the assets in the organisation.
	CO4	Able to assess the performance of earnings of a firm and predict the future of the business.
	CO5	Appreciate the role of computers in accounting.
BUSINESS STATISTICS	CO1	Understand the basic concepts of business statistics
	CO2	Compute probability and identify different distributions
	CO3	Estimate parameters and test hypothesis
	CO4	Develop the skills to identify the appropriate statistical techniques.
	CO5	Identify and analyze the regression and correlation variables
COMPUTER APPLICATIONS FOR BUSINESS	CO1	Understand the importance and the role of information technology
	CO2	Able to identify different types of database management systems
	CO3	Able to perform MS office tools
	CO4	Familiar with different types of network technologies
	CO5	Able to apply different types of ERP packages.
English Communication Lab	CO1	Understand the need of communication skills
	CO2	Able to identify different types of Phonetics
	CO3	Able to perform listening exercises
	CO4	Familiar with different types of speaking skills
	CO5	Able to apply writing and reporting techniques

Data Analysis Lab using Excel	CO1	Able to apply MS word and MS Power Point tools
	CO2	Able to understand and apply MS Excel functions
	CO3	Able to perform problems related parametric tests
	CO4	Familiar with the concept of the correlation
	CO5	Able to apply regression equations
Human Values and Professional Ethics	CO1	understand the variety of moral issues
	CO2	To know the principles of Ethics and morality
	CO3	To gain knowledge on Risk benefit analysis
	CO4	To understand the topics related to intellectual property rights and corporate responsibility
	CO5	To gain knowledge about Competence and Professional Ethics
Human Resource Management	CO1	Understand the importance of human resources in organizations.
	CO2	To know the employee recruitment, selection and retention plans and processes.
	CO3	To gain knowledge on employee induction, training and development.
	CO4	To analyze the extent to which human resource management affects firm's performance.
	CO5	To Study various trends in the human resource management.
MARKETING MANAGEMENT	CO1	Learn the basic concepts of marketing and environment.
	CO2	To know the various factors that influence consumer behavior.
	CO3	To gain knowledge about various product and pricing strategies
	CO4	To Know the importance of promotion and distribution.
	CO5	To Study various trends in the marketing
FINANCIAL MANAGEMENT	CO1	To Understand the importance of Finance in an Organization.
	CO2	To understand the Investment evaluation criteria.
	CO3	To understand capital structure and value of a firm and their relationship.
	CO4	Able to Analyze the cost of Capital and also Distribution of Profits.
	CO5	To analyse the working capital requirements in an enterprise
OPERATIONS MANAGEMENT	CO1	Able to understand role, importance and functions of the POM
	CO2	To Understand types of product and process systems.
	CO3	Able to understand types of location and layouts.
	CO4	Able to solve various productivity related issues.
	CO5	Familiar with the knowledge of quality management techniques.
BUSINESS RESEARCH METHODS	CO1	Understand relevance of research in business decision making
	CO2	Understand the need and application of data and sampling methods
	CO3	To Know and apply inferential statistical methods
	CO4	To study and practice the Dependency and Independency Techniques
	CO5	To Study and practice Report Writing.
OPERATIONS RESEARCH	CO1	To understand basic concepts of operations research applications of LPP problems
	CO2	To study and solve various Assignment and Transportation Problems
	CO3	To understand and solve various game theory problems
	CO4	To study various queuing models
	CO5	To Study various project management techniques
	CO1	To formulate and analyze sales department data
	CO2	To analyze the financial capital budgeting decisions

BUSINESS ANALYTICS LAB	CO3	To become familiar with the processes, analyze and report human resources data
	CO4	Understand and use of accounting packages for analysis of business problems
	CO5	Create, Manage and Report the company related information
Business Communication Lab	CO1	To know the essential principles and use these in oral presentation.
	CO2	To understand and apply effective written communication skills.
	CO3	To Practice Business Correspondence.
	CO4	To Learn & Practice Written & Oral Instructions.
	CO5	To Learn effective Report Writing.
ENTREPRENEURSHIP	CO1	To understand and learn basic concepts of entrepreneurship
	CO2	To Learn various aspects of Idea generation and Financing of projects
	CO3	To understand the concept of project
	CO4	To understand various strategies related to marketing
	CO5	To understand women and rural entrepreneurship
Innovation and Technology Management	CO1	To understand the technology and technology management
	CO2	To know the Technology forecasting and acquisition methods
	CO3	To create awareness of adaptation of technology and diffusion
	CO4	To gain knowledge over strategy and competitiveness of innovation
	CO5	To create awareness on product and service technology
INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	CO1	To Understand the importance of savings and investments.
	CO2	To measure & evaluate risk and return of stocks
	CO3	To familiar valuation Techniques of equity and bonds etc
	CO4	To gain knowledge on company and industry performance and economy indicators.
	CO5	To obtain a knowledge on Portfolio analysis
HUMAN RESOURCE ANALYTICS	CO1	To understand the importance of HR metrics to support HR decisions
	CO2	To understand the various reporting requirements related to HR
	CO3	To identify the quantitative techniques suitable for the analysis of employee data
	CO4	To understand the Analytics process.
	CO5	To know how to present the HR data effectively
CONSUMER BEHAVIOR	CO1	To understand the factors influencing individual consumer behavior
	CO2	To learn different modes of consumer behavior
	CO3	To study and analyze different types consumer behavior
	CO4	To study the cross cultural behavior of different consumers
	CO5	To create awareness regarding consumer protection mechanism
MANAGING DIGITAL INNOVATION AND TRANSFORMATION	CO1	To study the fundamental concepts of digital transformation
	CO2	To create awareness on digital transformation models
	CO3	To familiar with social media transformation process
	CO4	To study the challenges facing in a digital media strategy
	CO5	To understand the recent trends in digital transformation
FINANCIAL MARKETS AND SERVICES	CO1	To equip the students take potential concrete decisions on sourcing the funds and also on investing the funds
	CO2	To expose them tussle with the gravity of Risk in financial markets
	CO3	To understand the working of financial system –commercial banks

	CO4	To understand appreciation about the utility of financial services and market information as a vital input for management information and decision making process.
	CO5	To understanding of the management of financial institutions
PERFORMANCE MANAGEMENT	CO1	To know the basic concept of Performance Management
	CO2	To understand various methods of assessing performance
	CO3	To understand various concepts of counseling and mentoring process
	CO4	To gain knowledge about team performance management
	CO5	To familiar with ethical issues relating to performance management
SALES AND DISTRIBUTION MANAGEMENT	CO1	To understand the basics of sales management
	CO2	To create awareness towards the personal selling and sales force management
	CO3	To gain knowledge about the recent trends in sales management
	CO4	To understand the importance of the marketing channels
	CO5	To gain knowledge about the recent trends in distribution management
E-COMMERCE AND DIGITAL MARKETS	CO1	To learn about foundations of E-Commerce
	CO2	To understand E-Business plan and address E-Commerce related issues
	CO3	To gain insights on Business incubators
	CO4	To learn about the E-marketing strategies and digital payment systems
	CO5	To learn about E-marketing tools and E-Business entrepreneurship
BANKING AND FINANCIAL INSTITUTIONS	CO1	Understand the importance of banking system
	CO2	Understand the comparison of banks and developments of the products
	CO3	Identify the various risks in bank operations and manage the risk while investing the funds
	CO4	Understand the global trends bank practices
	CO5	Appreciate the knowledge on global sources for banking activities
ORGANIZATIONAL CHANGE AND DEVELOPMENT	CO1	To learn the concept of organizational change
	CO2	To understand Organizational development and role of the OD professionals
	CO3	To understand the different types of OD interventions
	CO4	To study tools and techniques for the evaluation of the OD
	CO5	To study the recent trends in Organizational Development
RETAIL MANAGEMENT	CO1	To familiarize with retailing concepts, strategies, and problems
	CO2	To identify and analyze retail business and its opportunities and limitations
	CO3	To understand the strategies to design store location and SCM
	CO4	To able to understand retail buying and merchandise buying systems
	CO5	To identify current marketing activities in use of technology in retailing
DATA SCIENCE USING R	CO1	To know the basic elements of R software
	CO2	To Learn how data can be transferred ,stored, analyzed using R
	CO3	To learn how the data is manipulated
	CO4	To learn how to plot/chart the data
	CO5	Learn the statistic analysis using R

PROJECT APPRAISAL AND FINANCE	CO1	To Understand the importance of project management.
	CO2	Able to analyze the projects under different approaches
	CO3	To gain knowledge on preparing the project reports to sourcing the finance
	CO4	To be familiar with assessment of a project to obtain finance and managing project risks
	CO5	To obtain a knowledge on available sources in the market to develop the projects
COMPENSATION AND BENEFITS MANAGEMENT	CO1	To understand the basic concepts of compensation management
	CO2	To study the job design, evaluation and compensation methods
	CO3	To understand the employee benefits and welfare
	CO4	To know and understand the legal aspects of compensation
	CO5	To study various compensation mechanisms at executive and expatriate levels
PRODUCT AND BRAND MANAGEMENT	CO1	To understand the importance of Product Planning
	CO2	To understand the stages in new product development
	CO3	To understand the Branding decisions
	CO4	To study the brand equity and its strategies
	CO5	To know the branding in various sectors
DATA MINING FOR BUSINESS DECISIONS	CO1	To study the basic concepts of data mining for business decisions
	CO2	To acquainted with the theoretical elements of Data Mining and their applications
	CO3	To acquainted with the practical elements of Data Mining and their applications.
	CO4	To acquire experience in analyzing a business problem using appropriate model
	CO5	To develop the skills to use the model for a predictive analytical solution
SPREAD SHEET MODELLING LAB	CO1	To know the basic operations in Excel
	CO2	To Learn the advanced formulas for effective business decision making
	CO3	To learn and practice frequency distributions
	CO4	To Learn and analyze different statistical tools
	CO5	To learn the overview of statistical Analysis tool -SPSS
STRATEGIC MANAGEMENT	CO1	To know the basic concepts of corporate and business strategies
	CO2	To be aware of various models involved in strategic decision making
	CO3	To study the strategy formulation process in a business context.
	CO4	To gain knowledge about various competitive strategies
	CO5	To study the various strategic control mechanisms
DESIGN THINKING FOR MANAGERS	CO1	To know the basic concepts of the innovation and design
	CO2	To know the concept of design thinking
	CO3	To study the strategy for the innovations and design
	CO4	To study the strategy for the innovations and design
	CO5	To study the various creative thinking techniques
	CO1	To understand basic types of derivatives, their pay off functions and the economic roles they play in managing risks
	CO2	Describe the distinctive features of the existing financial derivatives

FINANCIAL DERIVATIVES	CO3	Compare the pay-offs of the derivatives and optimize investment decisions in derivative
	CO4	Demonstrate a sound knowledge of the structure and operations of derivative markets.
	CO5	Understand the derivative product and investment decision.
INDUSTRIAL RELATIONS	CO1	To understand the Employee Relations and Industrial Climate in India.
	CO2	To understand the process of collective bargaining
	CO3	To know various employee grievance and redressal mechanisms
	CO4	To understand the statutory norms to settle Industrial Disputes.
	CO5	To become familiar about laws relating to social security.
SERVICES MARKETING	CO1	To understand the evolution and growth of services.
	CO2	To gain the knowledge about service marketing mix
	CO3	To understand the concepts of effective delivery of Services
	CO4	To study the Service delivery and channel management issues.
	CO5	To understand strategic marketing planning process of services.
E-RETAILING	CO1	To understand the fundamental principles of e-retailing and e-Commerce
	CO2	Able to understand e-retailing merchandising process
	CO3	To gain knowledge about the e-retail organization.
	CO4	To understand the fundamental of e-retailing technologies
	CO5	To understand various e-retailing consumer behavior models.
INTERNATIONAL FINANCE	CO1	Understand the importance and goals of international financial management.
	CO2	Understand the foreign exchange management system.
	CO3	Understand the global exchange rates and theories.
	CO4	Understand the foreign exchange management exposure and the risks involved in it.
	CO5	Describe the international capital budgeting decisions and evaluating capital budgeting decisions for MNCs.
INTERNATIONAL HRM	CO1	Understand role of HRM in the global organizations.
	CO2	To understand cultural differences among different countries.
	CO3	Understand the HRM practices to manage people in global organizations
	CO4	Able to understand the different issues related to international performance management.
	CO5	To understand the emerging trends related to international labour.
INTERNATIONAL MARKETING	CO1	Understand the international marketing concepts
	CO2	To Study the entry strategies of different environments
	CO3	Understand the product management and positioning in international marketing
	CO4	To familiar with various international distribution strategies.
	CO5	To gain knowledge about export policy and procedures
MARKETING ANALYTICS	CO1	To understand the product management decisions
	CO2	To study various product and service analytics
	CO3	To understand the pricing analytics
	CO4	To familiar with distribution analytics
	CO5	To understand concepts of digital marketing

