



Annamacharya Institute of Technology and Sciences, Tirupat
(Autonomous)
Department of MBA
Course Outcomes (COs)
AK-22_ Regulations

| Course Title | Course Outcomes(COs) | |
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| MANAGEMENT & ORGANIZATIONAL BEHAVIOR | CO1 | Understand the Fundamentals of Management & Organizational Behavior. |
| | CO2 | Analyze the various aspects of individual behavior. |
| | CO3 | Apply the various motivational theories in organizations. |
| | CO4 | Understand the characteristics of groups and group behavior. |
| | CO5 | Understand the various organizational processes |
| MANAGERIAL ECONOMICS | CO1 | Learn the basic concepts of economics. |
| | CO2 | 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 | Know the importance of Business Environment. |
| | CO2 | Understand the basic procedures of monetary and fiscal policy. |
| | CO3 | Learn different types of Business Laws. |
| | CO4 | Understand the components of a contract & contractual performance obligation |
| | CO5 | 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 organization. |
| | 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 | Identify and analyze the regression and correlation variables |
| | CO3 | Analyze probability and identify different distributions |
| | CO4 | Estimate parameters and test hypothesis |
| | CO5 | Improve the skills to identify the appropriate statistical techniques. |
| 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. |
| BUSINESS COMMUNICATION LAB | CO1 | Know the essential principles and use these in oral presentation. |
| | CO2 | Understand and apply effective written communication skills. |
| | CO3 | Practice Business Correspondence. |
| | CO4 | Learn & Practice Written & Oral Instructions. |
| | CO5 | Learn effective Report Writing. |

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| DATA ANALYTICS LAB | 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 RESOURCE MANAGEMENT | CO1 | Understand the importance of human resources in organizations. |
| | CO2 | Know the employee recruitment, selection and retention plans and processes. |
| | CO3 | Gain knowledge on employee induction, training and development. |
| | CO4 | Analyze the extent to which human resource management affects firm's performance. |
| | CO5 | Study various trends in the human resource management. |
| MARKETING MANAGEMENT | CO1 | Learn the basic concepts of marketing and environment. |
| | CO2 | Know the various factors that influence consumer behavior. |
| | CO3 | Gain knowledge about various product and pricing strategies. |
| | CO4 | Know the importance of promotion and distribution. |
| | CO5 | Study various trends in the marketing. |
| FINANCIAL MANAGEMENT | CO1 | Understand the importance of Finance in an Organization. |
| | CO2 | Understand the Investment evaluation criteria. |
| | CO3 | 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 | Analyze the working capital requirements in an enterprise. |
| OPERATIONS MANAGEMENT | CO1 | Able to understand role, importance and functions of the POM |
| | CO2 | 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 | Know and apply inferential statistical methods |
| | CO4 | Study and practice the Dependency and Independency Techniques |
| | CO5 | Study and practice Report Writing. |
| OPERATIONS RESEARCH | CO1 | Understand basic concepts of operations research applications of LPP problems |
| | CO2 | Study and solve various Assignment and Transportation Problems |
| | CO3 | Understand and solve various game theory problems |
| | CO4 | Study various queuing models |

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| | CO5 | Study various project management techniques |
| BUSINESS ANALYTICS LAB | CO1 | Formulate and analyze sales department data |
| | CO2 | Analyze the financial capital budgeting decisions |
| | CO3 | 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 |
| STRATEGIC MANAGEMENT | CO1 | Know the basic concepts of corporate and business strategies |
| | CO2 | Aware of various models involved in strategic decision making |
| | CO3 | Familiar with the strategy formulation process in a business context |
| | CO4 | Gain knowledge about various competitive strategies |
| | CO5 | Understand the various strategic control mechanisms |
| ENTREPRENEURSHIP DEVELOPMENT | CO1 | Understand and learn basic concepts of entrepreneurship. |
| | CO2 | Learn various aspects of Idea generation and Financing of projects. |
| | CO3 | Familiar with the concept of project Planning and Feasibility Studies. |
| | CO4 | Aware of various strategies related to marketing. |
| | CO5 | Able to learn women and rural entrepreneurship. |
| INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT | CO1 | Understand the importance of savings and investments. |
| | CO2 | Able to Measure & evaluate risk and return of stocks. |
| | CO3 | Familiar valuation techniques of equity and bonds etc. |
| | CO4 | Gain knowledge on company and industry performance and economy indicators. |
| | CO5 | Obtain knowledge on Portfolio analysis. |
| HUMAN RESOURCE ANALYTICS | CO1 | Understand the importance of HR metrics to support HR decisions. |
| | CO2 | Understand the various reporting requirements related to HR . |
| | CO3 | Identify the quantitative techniques suitable for the analysis of employee data. |
| | CO4 | Understand the Analytics process. |
| | CO5 | Know how to present the HR data effectively. |
| CONSUMER BEHAVIOR | CO1 | Understand the factors influencing individual consumer behavior |
| | CO2 | learn different modes of consumer behavior |
| | CO3 | Study and analyze different types consumer behavior |
| | CO4 | Study the cross cultural behavior of different consumers |
| | CO5 | Gain knowledge on consumer protection mechanism |

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| MANAGING DIGITAL INNOVATION AND TRANSFORMATION | CO1 | Study the fundamental concepts of digital transformation |
| | CO2 | Aware on digital transformation models |
| | CO3 | Familiar with social media transformation process |
| | CO4 | Study the challenges facing in a digital media strategy |
| | CO5 | Understand the recent trends in digital transformation |
| FINANCIAL MARKETS AND SERVICES | CO1 | Able to understand Indian Financial System. |
| | CO2 | Gain knowledge on Money and Capital Markets |
| | CO3 | Study the operation of Banking and Non-banking Institutions |
| | CO4 | Understand the fund based financial services |
| | CO5 | Learn the fee based financial services. |
| PERFORMANCE MANAGEMENT | CO1 | Know the basic concept of Performance Management. |
| | CO2 | Familiar with various methods of assessing performance. |
| | CO3 | Understand various concepts of counseling and mentoring process |
| | CO4 | Gain an insight of team performance management |
| | CO5 | Familiar with ethical issues relating to performance management |
| SALES AND DISTRIBUTION MANAGEMENT | CO1 | Understand the basics of sales management |
| | CO2 | Gain knowledge on personal selling and sales force management |
| | CO3 | Know the recent trends in sales management |
| | CO4 | Understand the importance of the marketing channels |
| | CO5 | Gain knowledge about the recent trends in distribution management |
| E-COMMERCE AND DIGITAL MARKETS | CO1 | Learn about foundations of E-Commerce. |
| | CO2 | Understand E-Business plan and address E-Commerce related issues. |
| | CO3 | Gain insights on E-business Channel functions |
| | CO4 | learn about the E-marketing strategies and digital payment systems. |
| | CO5 | Learn about E-marketing tools and E-Business entrepreneurship. |
| BANKING AND FINANCIAL INSTITUTIONS | CO1 | Understand the importance of banking system |
| | CO2 | Able to know Banking and Non-banking Institutions |
| | CO3 | Identify the various risks in bank operations and manage the risk while investing the funds |
| | CO4 | Familiar with International Banking |
| | CO5 | Understand the International Financial Institutions |

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| ORGANIZATIONAL CHANGE AND DEVELOPMENT | CO1 | learn the concept of organizational change |
| | CO2 | Understand Organizational development and role of the OD professionals |
| | CO3 | Familiar with different types of OD interventions |
| | CO4 | Study tools and techniques for the evaluation of the OD |
| | CO5 | Know the recent trends in Organizational Development |
| RETAIL MANAGEMENT | CO1 | Understand the retailing concepts |
| | CO2 | Gain Knowledge on the retail formats |
| | CO3 | Understand the strategies to design store location and SCM |
| | CO4 | Understand retail buying and merchandise buying systems |
| | CO5 | Understand the role of internet technologies in retailing |
| DATA SCIENCE USING R | CO1 | Understand the basic elements of R software |
| | CO2 | Learn how data can be transferred, stored, analyzed using R |
| | CO3 | learn how the data is manipulated |
| | CO4 | learn how to plot/chart the data |
| | CO5 | Learn the statistic analysis using R |
| PROJECT APPRAISAL AND FINANCE | CO1 | Understand project selection and management. |
| | CO2 | Study the feasibility of projects. |
| | CO3 | Gain knowledge on appraisal methods in project management |
| | CO4 | Familiar with assessment of a project to obtain finance and managing project risks. |
| | CO5 | Obtain knowledge on available sources in the market to develop the projects. |
| COMPENSATION AND BENEFITS MANAGEMENT | CO1 | Understand the basic concepts of compensation management |
| | CO2 | Gain the knowledge of job design, evaluation and compensation methods |
| | CO3 | Understand the employee benefits and welfare. |
| | CO4 | Understand the legal aspects of compensation. |
| | CO5 | Study various compensation mechanisms of executive and expatriate levels. |
| PRODUCT AND BRAND MANAGEMENT | CO1 | Understand the importance of Product Planning |
| | CO2 | Familiar with the Product management strategies |
| | CO3 | Obtain knowledge on Branding decisions |
| | CO4 | Analyze the brand equity and its strategies |
| | CO5 | Identify the various sectors in Branding |

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| DATA MINING FOR BUSINESS DECISIONS | CO1 | Study the basic concepts of data mining for business decisions |
| | CO2 | Acquainted with the theoretical elements of Data Mining and their applications. |
| | CO3 | Acquainted with the practical elements of Data Mining and their applications. |
| | CO4 | Acquire experience in analyzing a business problem using appropriate model |
| | CO5 | Develop the skills to use the model for a predictive analytical solution |
| ADVANCED COMMUNICATION | CO1 | Understand basic concepts Managerial Communication |
| | CO2 | familiar with Business correspondence |
| | CO3 | Understand the concept of organizing meetings |
| | CO4 | Study various communication strategies. |
| | CO5 | Get Acquainted with Computer based communication technologies. |
| E - BUSINESS | CO1 | Understand basic concept of e-business |
| | CO2 | Familiar with security threats to e-business |
| | CO3 | Understand the concept of electronic payment system |
| | CO4 | Study various e-business strategies. |
| | CO5 | Get acquainted with e-business applications infrastructure |
| INDUSTRY 4.0 & INNOVATION | CO1 | Understand the basic concepts of Industry 4.0 and new technologies in decision making |
| | CO2 | Outline the features of Artificial Intelligence and application domains |
| | CO3 | Summarize the Big data domain stack and Internet of Things |
| | CO4 | Identify the applications and Tools of Industry 4.0 |
| | CO5 | Learn and think innovative ideas based on technology |
| HUMAN VALUES AND PROFESSIONAL ETHICS | CO1 | Understand the variety of moral issues |
| | CO2 | know the principles of Ethics and morality |
| | CO3 | Gain knowledge on Risk benefit analysis |
| | CO4 | Understand the topics related to intellectual property rights and corporate responsibility |
| | CO5 | Gain knowledge about Competence and Professional Ethics |
| SPREAD SHEET MODELLING LAB | CO1 | Understand the basic operations in Excel |
| | CO2 | Learn the advanced formulas for effective business decision making |
| | CO3 | Learn and practice frequency distributions |
| | CO4 | Analyze different statistical tools |
| | CO5 | Familiar with the overview of statistical Analysis tool -SPSS |

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| FINANCIAL DERIVATIVES | CO1 | Understand basic types of derivatives |
| | CO2 | familiar with the features of the existing financial derivatives |
| | CO3 | Understand the concept of options |
| | CO4 | learn the option strategies |
| | CO5 | Understand the concept of swaps |
| INDUSTRIAL RELATIONS | CO1 | Understand the Employee Relations and Industrial Climate in India |
| | CO2 | Familiar with the Indian labour laws |
| | CO3 | Understand Collective bargaining and employee grievance and redressal mechanisms |
| | CO4 | understand the statutory norms to settle Industrial Disputes |
| | CO5 | Familiar about laws relating to social security |
| SERVICES MARKETING | CO1 | Understand the evolution and growth of services |
| | CO2 | Gain the knowledge about service marketing mix |
| | CO3 | Understand the concepts of Service design and development |
| | CO4 | Study the Service delivery and channel management issues |
| | CO5 | Understand strategic marketing planning process of services |
| E-RETAILING | CO1 | Understand the fundamental principles of e-retailing and e-Commerce |
| | CO2 | Able to understand e-retailing merchandising process |
| | CO3 | Gain knowledge about the e-retail organization |
| | CO4 | Understand the fundamental of e-retailing technologies |
| | CO5 | 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 |

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| INTERNATIONAL HRM | CO1 | Understand role of HRM in the global organizations. |
| | CO2 | 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 | understand the emerging trends related to international labour |
| INTERNATIONAL MARKETING | CO1 | Understand the international marketing concepts |
| | CO2 | Study the entry strategies of different environments |
| | CO3 | Understand the product management and positioning in international marketing |
| | CO4 | Familiar with various international distribution strategies |
| | CO5 | Gain knowledge about export policy and procedures |
| MARKETING ANALYTICS | CO1 | Understand the product management decisions |
| | CO2 | Study various product and service analytics |
| | CO3 | Understand the pricing analytics |
| | CO4 | Familiar with distribution analytics |
| | CO5 | Understand the concepts of digital marketing |