



VTEEGALA KRISHNA REDDY ENGINEERING COLLEGE

(UGC-Autonomous)

(Sponsored by TKR Educational Society, Approved by AICTE, Affiliated to JNTUH
Accredited by NAAC with 'A' Grade. Accredited by NBA)



Medbowli, Meerpet, Balapur(M), Hyderabad, Telangana- 500097

Mob: 8498085218. Email: info@tkrec.ac.in, www.tkrec.ac.in

Department of MBA

College Code: R9

A.Y 2020-2021

Course Name: Management and Organizational Behavior

Course Code: 20MB1PC01

Course Outcomes:	
1	Students will be able to Gain understanding of the Concepts of Management, its Evolution, Functions and the Theories contributed by various Management Thinkers.
2	Learn the process of planning, goal setting and the process of decision making with the help of various models.
3	Learn the processes of Organizing and Controlling with the help of various Organizational Structures.
4	Appreciate the relevance of Individual and group behaviour in an organization and the role of Culture and dynamics
5	Identify different Leadership Styles, Skills and the Theories of Motivation.

Course Name: Business Economics

Course Code: 20MB1PC02

Course Outcomes	
1	Students will be able to Understand the Concepts and Principles of Business Economics.
2	Learn various concepts and practical applications of Demand and Supply viz. Law of Demand, Types of Elasticity and Forecasting.
3	Learn concepts and applications related to Production and Cost of a firm.
4	Learn the features of various Market Structures along with the Decision-making with regards to Price and Output in Short and Long Terms.
5	Understand the concepts of Pricing Practices, Theory of Firm and Managerial & Behavioural Theories of a Firm.

Course Name: Financial Accounting & Analysis

Course Code: 20MB1PC03

Course Outcomes:	
1	Understand the Concepts and Principles of Accounting.
2	Understand the Accounting Process in detail.
3	Learn various aspects in depreciation, Inventory and Goodwill.
4	Analyze the Working Capital and Flow of Funds and Cash into the Business.
5	Prepare, analyze and Interpret Financial Statements.

Course Name: Research Methodology and Statistical Analysis

Course Code: 20MB1PC04

Co Course Outcomes:	
1	Students will be able to Gain a conceptual overview of Research and the relevant concepts to Research.
2	Learn the different types of Research Designs, Data Collection Tools and Procedures.
3	Use different methods of representing data through Graphs and Tables; gain an overview of Statistics and relevant concepts and conduct Small Sample Tests.



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4	Learn to solve mathematical problems related to ANOVA (One-way and Two-way), Correlation and Regression.
5	Learn the application of Time Series and Index Numbers; appreciate the need for preparing and presenting a structured Research Report.

Course Name: Legal and Business Environment

Course Code: 20MB1PC05

Course Outcomes:	
1	Students will be able to Understand the Business Laws related to Incorporation of a company.
2	Learn the Law of Contract & Sale of Goods.
3	Learn the salient features of Negotiable Instruments Act 1881.
4	Learn the Reforms Undertaken by the Government with respect to the challenging business environments.
5	Gain insights of the Regulatory Framework in India.

Course Name: Business Ethics and Corporate Governance

Course Code: 20MB1OE11

Course Outcomes:	
1	Students will be able to Understand the Need for Business Ethics and Corporate Governance in India
2	Apply Knowledge of Established Methodologies of Solving Professional Ethical Issues.
3	Learn Codes and Committees in Corporate Governance.
4	Understand the Role of Board in Corporate Governance.
5	Assess the Stakeholder perspective of Corporate Governance.

Course Name: Project Management

Course Code: 20MB1OE12

Course Outcomes:	
1	Understand and appreciate the importance of Project Management.
2	Learn Project Planning, Execution and implementation.
3	Apply Project Appraisal Methods to Cash Flows and Corporate Practices of Dividend Payment.
4	Understand intricacies of Project Evaluation techniques for better decision making.
5	Appreciate the significance of Organizational & Team Behaviors in projects

Course Name: Technology Management

Course Code: 20MB1OE13

Course Outcomes:	
1	Importance of Technological Innovation.
2	Learn the various aspects about Collaborative Arrangements in domains of Technology Strategy and Risks of Collaborative Activity.
3	Importance of Research and development in technology management.
4	Understand the Forecasting of Technology.



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5	Learn the various levels of Technological Intelligence.
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Course Name: Cross Cultural Management

Course Code: 20MB1OE14

Course Outcomes:	
1	Understand the importance of the influence of national culture on business culture.
2	Learn about value orientations and dimensions.
3	Assess culture and leadership, culture and strategy, cultural change in organizations.
4	Understand cross cultural team management.
5	Learn the aspects of working with international teams and multiple cultures and management of conflicts.

Course Name: Business Communication Lab.

Course Code: 20MB1PC06

Course Outcomes:	
1	Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development
2	Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents.
3	Identify the intricacies of writing Business Reports and Proposals.
4	Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication
5	Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.

Course Name: Statistical Data Analysis Lab

Course Code: 20MB1PC07

Course Outcomes:	
1	Understand the importance of the main functions of MS- Excel /SPSS.
2	Practice advance Excel Tools for conduction of Data Analysis.
3	Evaluate Data Analysis using Pivot Tables and Pivot Charts.
4	Analyze the Data using Descriptive Statistics
5	Conduct various Parametric and Non-parametric Tests using MS Excel / SPSS

Course Name: Human Resource Management

Course Code: 20MB2PC08

Course Outcomes:	
1	Understand the concepts, role and functions of HRM and appreciate the need of HR to act as a Strategic Business Partner of the Organization.
2	Learn the methods of conducting Job Analysis, process of writing Job Descriptions & Specifications and the processes of recruitment and selection.
3	Gain an understanding of various concepts and practices of Employee Training & Development and Performance Management & Appraisals.



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4	Learn the principles and practices of Employee Compensation and Rewards, with the help of Job Evaluation & Broad-banding etc. and the salient features of Workmen Compensation Act and Minimum Wages Act.
5	Appreciate the need for effective Employee Relations and learn the salient features of Industrial Disputes Act and Factories Act.

Course Name: Marketing Management

Course Code: 20MB2PC09

Course Outcomes:	
1	Understand the important concepts and principles of Marketing Management and Marketing Research.
2	Learn about the analysis of Market Opportunities and Customer Value with the help of Marketing Mix Elements.
3	Learn the significance of designing a customer driven strategy through Marketing Segmentation, Targeting and Positioning.
4	Assess Global marketing, green marketing strategies for sustainable development.
5	Gain insights of the key aspects of pricing decisions and the role of communication

Course Name: Financial Management

Course Code: 20MB1PC10

Course Outcomes:	
1	Understand the concept of time value of money
2	Learn about the capital budgeting techniques and cost of capital.
3	Learn the significance of Capital structure vs. financial structure. And Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory
4	Understand the Concepts and Applications of Working Capital Management
5	Understand the Concepts and Applications of Management of Current Assets

Course Name: Quantitative Analysis for Business Decisions

Course Code: 20MB2PC11

Course Outcomes:	
1	Understand the origin and application of operations research.
2	Learn about the Formulation of Linear Programming Problem for different areas
3	Appreciate the significance of variations of assignment problem, methods for finding Initial feasible solution
4	Learn the aspects of Decision Theory and Network Analysis
5	Gain insights of the theoretical principles and practical applications of different queuing models.

Course Name: Entrepreneurship

Course Code: 20MB2PC12

Course Outcomes:	
1	Understand the mindset of the entrepreneurs
2	Understand the individual entrepreneurial mind-set and Personality



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3	Identify ventures for launching
4	Develop an idea on the legal framework.
5	Understand strategic perspectives in entrepreneurship.

Course Name: Logistics & Supply Chain Management

Course Code: 20MB2PC13

Course Outcomes:	
1	Understand the cyclical perspective of logistics and supply chain process.
2	Learn about the distribution, transportation, warehousing related issues and challenges in supply chain.
3	Appreciate the significance of network design in the supply chain.
4	Gain knowledge of various models / tools of measuring the Supply Chain Performance.
5	Appreciate the role of coordination and technology in supply chain management.

Course Name: Total Quality Management

Course Code: 20MB2OE21

Course Outcomes:	
1	Understand the need for Quality.
2	Learn the relevant TQM models like PDCA Cycle, 5S, Kaizen, Quality Circles.
3	Learn statistical aspects relevant for process control.
4	Assess the relevance of Total Productive Maintenance, FMEA, Six Sigma.
5	Learn different Quality Management Systems.

Course Name: Production & Operations Management

Course Code: 20MB3PC14

Course Outcomes:	
1	Understand the importance concepts of operations management.
2	Learn various strategies in product and process design, analysis.
3	Learn examine the various aspects of plant location and product layout.
4	Understand the aspects of scheduling.
5	Gain insights of integrated materials management, e-procurement, and materials planning.

Course Name: Management Information Systems

Course Code: 20MB3PC15

Course Outcomes:	
1	Understand the importance of MIS for strategic advantages.
2	Learn various business applications of information systems like e-business, BPR, DSS.
3	Learn examine the information system planning.
4	Understand alternative methods for building information system.
5	Learn cyber security with inter networks security defenses.

Course Name: Data Analytics

Course Code: 20MB3PC16



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Course Outcomes:	
1	Understand the importance of business analytics in practice.
2	Learn various rural marketing strategies.
3	Learn challenges of data modeling.
4	Understand the aspects data mining.
5	Learn Monte Carlo simulation, risk analysis and decision tree analysis.

Course Name: SUMMER INTERNSHIP

Course Code: 20MB3PC17

Course Outcomes:	
1	Management Functions and Organizational Structure.
2	Organizational Dynamics in terms of Organizational Behaviour, Culture and Climate.
3	Functional Domain Knowledge.
4	Processes and Systems.
5	External and Internal Environment Impact on the Organization.

Course Name: Performance Management Systems

Course Code: 20MB3PEH1

Course Outcomes:	
1	Significance of Performance Management.
2	Communication of Performance Management.
3	Performance Management and Development of Employees.
4	Identify the importance of reward systems in organizations.
5	other performance related concepts.

Course Name: Learning and Development

Course Code: 20MB3PEH2

Course Outcomes:	
1	Understand Learning theories with the emphasis on learning outcomes.
2	Learn the significance of Training in organization.
3	Learn different training methods.
4	Understand essentials of management development.
5	Identify the Training needs, Training methods for different sectors.

Course Name: Management of Industrial Relations

Course Code: 20MB3PEH3

Course Outcomes:	
1	Understand the changing nature of Labour/Workforce in India and appreciate the need for knowing and maintaining good relations with Industry and Trade Unions
2	Learn the legal framework/process of Collective Bargaining and the aspects of Negotiation, Social Security and Drafting of Agreements.
3	Learn various aspects of Tripartism, Social Dialogue and the role of Government in Industrial Relations



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4	Understand the salient features of various Acts such as Factories Act, Minimum Wages Act, ESI Act etc. and the need for maintenance of good Employee Relations
5	Understand the salient features of Acts such as Industrial Disputes Act, Occupational Safety, Health and Working Conditions Code etc.

Course Name: Security Analysis and Portfolio Management

Course Code: 20MB3PEF1

Course Outcomes:	
1	Understand the Indian financial system and also about Investment.
2	Learn the relevance of risk and returns.
3	Learn various influences bond valuation and management.
4	Understand the relevance of equity valuation of cash market and derivatives.
5	Identify the need for mutual funds in India.

Course Name: Financial Institutions, Markets & Services

Course Code: 20MB3PEF2

Course Outcomes:	
1	Introduction to Indian Financial system.
2	Learn Banking and Non-Banking Institutions
3	Understand the Financial and Securities markets
4	Fund and Fee based services
5	Understand the Functions and activities of Merchant bankers, Lead Managers, underwriting, bankers to an issue, debenture trustees, portfolio managers.

Course Name: Strategic Management Accounting

Course Code: 20MB3PEF3

Course Outcomes:	
1	Understand the cost analysis and control.
2	Learn the relevance of unit, job, process costing for strategic decisions.
3	Learn various aspects of activity-based management.
4	Understand the role of types of budgets and the budgeting process in non-profit organizations.
5	Identify the need for establishing cost standards.

Course Name: Strategic Management

Course Code: 20MB3PC1

Course Outcomes:	
1	Understand the importance of strategic management process.
2	Learn various market life cycle models for strategic analysis.
3	Learn Strategies for competing in global markets and internet economy.
4	Appreciate the need for having appropriate Turnaround and Diversification Strategies.
5	Understand the aspects of strategy evaluation and control.



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Course Name: International Financial Management

Course Code: 20MB4PEF4

Course Outcomes:	
1	Understand recent changes and challenges in International Financial Management.
2	Learn Factors affecting International Trade flows.
3	Learn various aspects about International Stock market.
4	Understand the uses of exchange rates.
5	Examine the importance of International Financing.

Course Name: Strategic Investment and Financing Decisions

Course Code: 20MB4PEF5

Course Outcomes:	
1	Learn the relevance of risk and uncertainty in making strategic decisions.
2	Understand the Strategic investment decisions
3	Learn various aspects about Investment Appraisal Techniques
4	Understand the concept of Lease Financing and Hire purchase and Installment decisions.
5	Problems on Mergers & Acquisitions and cases.

Course Name: Risk Management and Financial Derivatives

Course Code: 20MB4PEF6

Course Outcomes:	
1	Understand risk management and derivatives.
2	Learn the relevance of Basel norms, types of risks.
3	Learn various aspects about Derivatives Market in India.
4	Understand the uses of options strategies.
5	Examine the importance of SWAP Market.

Course Name: International Human Resource Management

Course Code: 20MB4PEH4

Course Outcomes:	
1	Gain an overview of the nature, scope and importance of International Human Resource Management.
2	Understand and appreciate the role of International Human Resource Management in development and execution of strategies for success of multinational corporations.
3	Learn the role of International Human Resource Management in long-term planning and staffing of manpower globally
4	Gain insights of the strategic role of Training and Development of Expatriates in management of international assignments.
5	Acquaint themselves with the process of global performance management and understand the complexities of global compensation.



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Course Name: Leadership and Change Management

Course Code: 20MB4PEH5

Course Outcomes:	
1	Gain an understanding of the concepts and principles of leadership by studying the contributions made by various philosophers and Universities.
2	Learn from the various theories and styles of leadership and their contribution the subject matter of leadership from time to time.
3	Appreciate the role of leader in the ever-changing business scenario and gain knowledge of various models of change.
4	Understand the role of power, politics and conflicts in times of change, management of resistance to change in the process of implementing organizational change.
5	Gain insights of the process organizational development from a consultative perspective.

Course Name: Talent and Knowledge Management

Course Code: 20MB4PEH6

Course Outcomes:	
1	Understand the Talent Management Process.
2	Learn the various aspects about Succession and career planning approaches.
3	Understand the Knowledge management aspects.
4	Learn the various aspects about Location of Knowledge – Knowledge in People, Knowledge in Artifacts, Knowledge in Organizational Entities and Knowledge Management Assessment.
5	Understand the Knowledge management assessment and solutions.