



TEEGALA 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: 2022-2023

Course Name: Management and Organizational Behavior

Course Code: 22MB1PC01

Course Outcomes	
1	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: 22MB1PC02

Course Outcomes:	
1	Understand the Concepts and Principles of Business Economics.
2	Learn various concepts and practical applications of Demand and Supply viz. Laws, Types, Elasticity, Forecasting and Equilibrium
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 & Behavioral Theories of a Firm

Course Name: Financial Reporting & Analysis

Course Code: 22MB1PC03

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.



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Course Name: Research Methodology and Statistical Analysis

Course Code: 22MB1PC04

Course Outcomes:	
1	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.
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: 22MB1PC05

Course Outcomes:	
1	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: 22MB1OE11

Course Outcomes:	
1	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.



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Course Name: Project Management

Course Code: 22MB10E12

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: Sustainability Management

Course Code: 22MB10E13

Course Outcomes:	
1	Understand the importance of Climate change and global warming.
2	Learn about environment pollution and sustainability, economic approaches to sustainable development.
3	Assess the steps in sustainable planning for competitive advantage.
4	Understand sustainable and circular value chain, sustainability marketing.
5	Appreciate the relevance of Market Sustainability.

Course Name: Cross Cultural Management

Course Code: 22MB10E14

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



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Course Name: Business Communication Lab.

Course Code: 22MB1PC06

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: 22MB1PC07

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: 22MB2PC08

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.
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.



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Department Of MBA

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Course Name: Marketing Management

Course Code: 22MB2PC09

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: 22MB2PC10

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.
4	Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory.
5	Understand the Concepts and Applications of Working Capital Management and Management of Current Assets.

Course Name: Quantitative Analysis for Business Decisions

Course Code: 22MB2PC11

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



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Department Of MBA

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Course Name: Entrepreneurship and Design Thinking

Course Code: 22MB2PC12

Course Outcomes:	
1	Understand the approaches to entrepreneurship.
2	Learn about the individual entrepreneurial mind-set and Personality.
3	Learn the significance of Feasibility Analysis, Industry, competitor analysis, new venture development.
4	Understand the principles of implementation of Design Thinking.
5	Appreciate the relevance of Creativity in the process of implementation of Design Thinking

Course Name: Logistics & Supply Chain Management

Course Code: 22MB2PC13

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: 22MB2OE21

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: Marketing Research

Course Code: 22MB2OE22

Course Outcomes:	
1	Understand the importance of marketing research.
2	Learn various aspects in research design.
3	Learn sampling design process.
4	Understand the characteristics of a good measurement, scaling and sampling methodology.
5	Learn hypothesis testing and data presentation.



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Course Name: International Business

Course Code: 22MB2OE23

Course Outcomes:	
1	Understand the Concepts, Principles and Approaches of International Business.
2	Learn the evolution of International Trade thought process with the help of classical and modern theories of International Trade.
3	Gain insights of the aspects of Business and Economic Integration with the help of various Regional Economic Integrations and Multilateral Trade Agreements.
4	Understand the Strategy and Structure of International Business with the help of Value Chain Analysis, Environmental Scanning, Strategic Alliances.
5	Gain knowledge of the contribution of major functional areas of business viz. Production, Finance, Marketing and HRM in International Business Operations.

Course Name: Rural Marketing

Course Code: 22MB2OE24

Course Outcomes:	
1	Understand the importance of Indian Rural Economy.
2	Learn various rural marketing strategies
3	Learn challenges of Retail Channel Management.
4	Understand the aspects of rural business research.
5	Learn e- rural marketing, CSR, IT for rural development, e- Governance for Rural India

Course Name: Production & Operations Management

Course Code: 22MB3PC14

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: 22MB3PC15

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.



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Course Name: Business Analytics

Course Code: 22MB3PC16

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: 22MB3PC17

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: Digital Marketing

Course Code: 22MB3PEM1

Course Outcomes:	
1	Understand Evolution of digital marketing, its strategies and platforms.
2	Learn the relevance of digital marketing channels.
3	Learn the significance of digital marketing.
4	Understand the relevance of online advertising.
5	Understand the methods of measuring the digital media performance.

Course Name: Sales and Promotion Management

Course Code: 22MB3PEM2

Course Outcomes:	
1	Understand Evolution of Sales and Promotion Management
2	Learn the relevance of various types of Advertising.
3	Appreciate the significance of sales management.
4	Assess the relevance of sales promotion strategies.
5	Appreciate the need for the distribution channels.



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Department Of MBA

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Course Name: Consumer Behavior

Course Code: 22MB3PEM3

Course Outcomes:

1	Understand Evolution of consumer behaviour.
2	Learn the relevance various influences on consumer behaviour.
3	Learn the significance of personality, attitudes of the consumer.
4	Assess the relevance of the different models of Consumer decision making.
5	Identify the need for the marketing ethics towards consumers.

Course Name: Security Analysis and Portfolio Management

Course Code: 22MB3PEF1

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: Risk Management and Financial Derivatives

Course Code: 22MB3PEF2

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: Strategic Cost and Management Accounting

Course Code: 22MB3PEF3

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.



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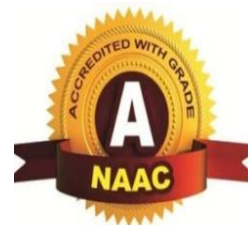
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Course Name: Talent and Performance Management Systems

Course Code: 22MB3PEH1

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: Learning and Development

Course Code: 22MB3PEH2

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: Employee Relations

Course Code: 22MB3PEH3

Course Outcomes:	
1	Understand the changing nature of Labor /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
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: Startup and MSME Management

Course Code: 22MB3PEE1

Course Outcomes:	
1	Understand various Startup opportunities
2	Learn Business Startup, Ideation, and Venture Choices.
3	Learn Legal and other requirements for new ventures.
4	Learn Problems of entrepreneurs.
5	Understand the Forms of Financial support.



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Course Name: Technology Business Incubation

Course Code: 22MB3PEE2

Course Outcomes:	
1	Understand various Startup opportunities.
2	Learn Business Startup, Ideation, and Venture Choices.
3	Learn Legal and other requirements for new ventures.
4	Learn Problems of entrepreneurs.
5	Understand Forms of Financial support.

Course Name: Innovation and Entrepreneurship

Course Code: 22MB3PEE3

Course Outcomes:	
1	Gain an understanding of the concepts and processes of creativity and appreciate the need for improving the quality of creativity.
2	Learn the methods of creative problem solving.
3	Orient themselves on developing creative intelligence and unblock their creative energies
4	Learn the concepts and methods of innovation and ideation and the theories of outsourcing newproduct development.
5	Develop a perspective of micro and macro level innovation.

Course Name: Strategic Management

Course Code: 22MB4PC18

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	Learn Strategies for competing in global markets and internet economy.
5	Learn Strategies for competing in global markets and internet economy.

Course Name: International Marketing

Course Code: 22MB4PEM4

Course Outcomes:	
1	Understand the Global Marketing Management
2	Learn the relevance of WTO, EXIM Policy.
3	Learn various influences of the Global Consumer
4	Understand the relevance of International Marketing Mix, distribution promotion strategies.
5	Identify the need for E-Marketing channels.



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Course Name: Services Marketing

Course Code: 22MB4PEM5

Course Outcomes:	
1	Understand Marketing Management of companies offering Services.
2	Learn the relevance of services.
3	Learn various influences of the consumer behaviour in services.
4	Understand the relevance of service operations.
5	Identify the need for promotion strategies for services.

Course Name: Marketing Analytics

Course Code: 22MB4PEM6

Course Outcomes:	
1	Learn the Concepts of Marketing Analytics and their relevance in business,
2	Use MS Excel to deal with Marketing Data at basic level,
3	Appreciate Customer's journey through Product Selection Process and Customer Lifetime Value,
4	Conduct Analysis in Determining the Pricing Strategies and
5	Understand the Process of Optimizing Clusters and Measure the Effectiveness of Promotion.

Course Name: Strategic Financial Management

Course Code: 22MB4PEF5

Course Outcomes:	
1	Understand financial strategy and control of a company.
2	Learn the relevance of risk and uncertainty in making strategic decisions.
3	Learn various aspects of capital budgeting.
4	Understand the capital structure, dividend policy, financial distress, restructuring.
5	Identify the different diversification strategies and mergers and acquisitions.

Course Name: Financial Analytics

Course Code: 22MB4PEF6

Course Outcomes:	
1	Understand techniques of financial statements.
2	Learn the relevance of time value money.
3	Learn various aspects of capital budgeting.
4	Understand industry, technical and economic analysis.
5	Learn duration of bond and immunization strategies.



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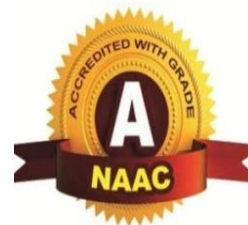
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Course Name: International Human Resource Management

Course Code: 22MB4PEH4

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

Course Name: Leadership and Change Management

Course Code: 22MB4PEH5

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: HR Analytics

Course Code: 22MB4PEH6

Course Outcomes:	
1	Gain an understanding of the relevance of HR Analytics in the current business scenario.
2	Have an understanding of the models of conducting HR Analytics and understanding of the methods of capturing, examining & purifying data for conduction of HR Analytics.
3	Use MS Excel for conduction of HR Analytics for key HR Processes
4	Have an overview of various tools and software technologies used for conduction of Descriptive HR Analytics and Visualization of HR Data.
5	Appreciate the significance of Predictive and Prescriptive Analytics.



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Course Name: Entrepreneurial Finance

Course Code: 22MB4PEE4

Course Outcomes:	
1	Understand Financing through venture lifecycle in a company.
2	Learn Startup and First Round Financing Sources.
3	Learn the significance of Financial Planning throughout the Venture's life cycle.
4	Understand Mechanics of venture valuation.
5	Understand the importance of venture capital financing.

Course Name: Entrepreneurial Marketing

Course Code: 22MB4PEE5

Course Outcomes:	
1	Understand Marketing mix of an enterprise.
2	Learn the Growth and marketing strategies.
3	Learn Market Development strategies.
4	Understand entrepreneurial communication.
5	Understand the importance of entrepreneurial marketing.

Course Name: Family Business Management

Course Code: 22MB4PEE6

Course Outcomes:	
1	Understand various Startup opportunities.
2	Learn Business Startup, Ideation, and Venture Choices.
3	Learn Legal and other requirements for new ventures.
4	Learn Problems of entrepreneurs.
5	Understand Forms of Financial support.