



# ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous - Affiliated to Osmania University

Re - accredited by NAAC with 'A' Grade with a CGPA of 3.49

King Koti Road, Hyderabad.

## PROGRAMME WISE PROGRAM OUTCOME AND COURSE OUTCOME'S

ACADEMIC YEAR: 2018 - 19

PROGRAMME NAME: Master of Business Management

PROGRAMME CODE:672

### PROGRAMME OUTCOMES

PO	DESCRIPTION
PO1	<b>Domain Knowledge:</b> Gain domain knowledge for understanding Management theories and practices and make effective decisions
PO2	<b>Critical Thinking and Problem Solving Skills:</b> Apply Management techniques, tools and theories for business planning, analysis and problem solving
PO3	<b>Communication Skills:</b> Develop Verbal, presentation and reporting skills
PO4	<b>Leadership and Team Skills:</b> Build up leadership skills through participation and working effectively in teams
PO5	<b>Entrepreneurial Orientation:</b> identify opportunities, asses the risks and foster innovative entrepreneurial motivation.
PO6	<b>Ethics and Sustainability orientation:</b> Engage and lead sustainability initiatives combined with ethical principles at local, national and global level.
PO7	<b>Lifelong Learning:</b> Create an interest to engage in continuous learning independently to improve knowledge and develop competencies

**MASTER OF BUSINESS ADMINISTRATION COURSE STRUCTURE (CBCS)**

**ACADEMIC YEAR 2018-2019**

**SEMESTER I**

Course Code	DETAILS	COURSE TITLE	HOURS			CREDITS	MARKS		TOTAL	DURATION
			L	T	P		Int	Ext		
BM.09.301.11T	DSC 1	Management & Organizational Behavior	3	1		4	40	60	100	3
BM.09.301.12T	DSC 2	Statistics for Management	3		2	4	40	60	100	3
BM.09.301.13T	DSC 3	Accounting for Business	3	1		4	40	60	100	3
BM.09.301.14T	DSC 4	Marketing Management	3	1		4	40	60	100	3
BM.09.301.15T	DSC 5	Managerial Economics	3	1		4	40	60	100	3
BM.09.301.16T BM.09.301.17T	Open Elective 1	1. Business Law 2. Corporate Social Responsibility	1	1		2	40	60	100	3
BM.09.301.18T	SEC 1	IT Applications for Managers – (T+P)	1		2	2	20	30	50	2
BM.09.301.19T	AECC 1	Indian Ethos & Business Ethics	1	1		2	20	30	50	2
<b>Total</b>			<b>18</b>	<b>6</b>	<b>4</b>	<b>26</b>			<b>700</b>	

**TOTAL:**

**HRS PER WEEK: - 28**

**CREDITS PER SEM:-26**

## II SEMESTER

Course Code	DETAILS	COURSE TITLE	HOURS			CREDITS	MARKS		TOTAL	DURATION
			L	T	P		Int	Ext		
BM.09.301.21T	DSC 6	Human Resource Management	3	1		4	40	60	100	3
BM.09.301.22T	DSC 7	Financial Management	3	1		4	40	60	100	3
BM.09.301.23T	DSC 8	Business Research Methods	3		2	4	40	60	100	3
BM.09.301.24T	DSC 9	Operations Research	3	1		4	40	60	100	3
BM.09.301.25T	DSC 10	Operations Management	3	1		4	40	60	100	3
BM.09.301.26T BM.09.301.27T	Open Elective 2	1. E- Business 2. Economic Environment & Policy	1	1		2	40	60	100	3
BM.09.301.28T	SEC 2	Corporate Communication	1	1		2	20	30	50	2
		<b>Total</b>	<b>17</b>	<b>6</b>	<b>2</b>	<b>24</b>			<b>650</b>	

**TOTAL:**

**HRS PER WEEK: - 25**

**CREDITS PER SEM:-24**

**TOTAL NUMBER OF CREDITS AT THE END OF I YEAR- 26+24=50**

### III SEMESTER

Course Code	Course Type	COURSE TITLE	HOURS			CREDITS	MARKS		TOTAL	DURATION
			L	T	P		Int	Ext		
BM.10.301.11T	DSC 11	Global Business	3	1		4	40	60	100	3
BM.10.301.12T	DSC 12	Management Accounting & Control	3	1		4	40	60	100	3
BM.10.301.13T	GE 1	Business Analytics using R	1		2	2	40	60	100	3
<b>Note:-Student need to select any two Specializations-Finance/Human Resource Management/Marketing/ Operations</b>										
BM.10.301.14T	DSE1	Investment Analysis &Portfolio Management (F)	3	1		4	40	60	100	3
BM.10.301.15T		Financial Systems & Services (F)	3	1		4	40	60	100	3
BM.10.301.16T		Organization Development(HR)	3	1		4	40	60	100	3
BM.10.301.17T		Leadership & Change Management(HR)	3	1		4	40	60	100	3
BM.10.301.18T	DSE 2	Product & Brand Management (M)	3	1		4	40	60	100	3
BM.10.301.19T		Marketing Communication& Distribution Management (M)	3	1		4	40	60	100	3
BM.10.301.110T		Materials Management (O)	3	1		4	40	60	100	3
BM.10.301.111T		Production Planning & Control (O)	3	1		4	40	60	100	3
<b>Total</b>			<b>19</b>	<b>6</b>	<b>2</b>	<b>26</b>			<b>700</b>	

**TOTAL:**

**HRS PER WEEK: - 27**

**CREDITS PERSEM:-26**

## IV SEMESTER

Course Code	Course Type	COURSE TITLE	HOURS			CREDITS	MARKS		TOTAL	DURATION
			L	T	P		Int	Ext		
BM.10.301.21T	DSC 13	Strategic Management	3	1		4	40	60	100	3
BM.10.301.22T	GE 2	Entrepreneurial Development	1	1		2	40	60	100	3
<b>Note:-</b> Student need to select any two Specializations-Finance/Marketing /Human Resource Management/Operations										
BM.10.301.23T	DSE3	Financial Risk Management (F)	3	1		4	40	60	100	3
BM.10.301.24T		International Finance (F)	3	1		4	40	60	100	3
BM.10.301.25T		Performance & Compensation Management (HR)	3	1		4	40	60	100	3
BM.10.301.26T		Industrial Relations &Labour Laws (HR)	3	1		4	40	60	100	3
BM.10.301.27T		Consumer Behaviour (M)	3	1		4	40	60	100	3
BM.10.301.28T		Services Marketing (M)	3	1		4	40	60	100	3
BM.10.301.29T		Total Quality Management (O)	3	1		4	40	60	100	3
BM.10.301.210T	DSE 4	Project Management (O)	3	1		4	40	60	100	3
BM.10.301.211T		Project work & Viva-Voce (Comprehensive)				4	40	60	100	3
			<b>16</b>	<b>6</b>	<b>-</b>	<b>26</b>			<b>600</b>	

**TOTAL:**

**HRS PER WEEK: - 22**

**CREDITS PER SEM:-26**

**TOTAL NUMBER OF CREDITS 24+26+26+26=102**

**TOTAL NUMBER OF MARKS 700+650+700+600=2650**

## **COURSE OUTCOMES**

### **SEMESTER - I**

#### **COURSE NAME: MANAGEMENT & ORGANIZATIONAL BEHAVIOR**

<b>CO</b>	<b>DESCRIPTION</b>
<b>CO 1</b>	To define and discuss the nature, history and planning process of Management.
<b>CO2</b>	To articulate the various types of organizational structures and differentiate power and politics, coordination and control.
<b>CO3</b>	To determine the nature of individual behavior and explain the concept of motivation.
<b>CO 4</b>	To assess group behavior and appraise communication tools.
<b>CO5</b>	To evaluate change processes and assess various kinds of Ethical behavior of organization.

#### **COURSE NAME: STATISTICS FOR MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To select statistical tools for various applications.
CO2	To estimate probability measures using theorems.
CO3	To apply sampling techniques and formulate hypotheses.
CO4	To estimate distributions and variances.
CO5	To evaluate variable using Correlation, regression and time series techniques.

**COURSE NAME: ACCOUNTING FOR BUSINESS**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	Define and discuss basic concepts of Financial accounting.
CO2	To prepare Financial statements and measure profitability.
CO3	To analyze financial statements using common tools.
CO4	To analyze cash flow statements using accounting standards.
CO5	To validate the application of accounting standards.

**COURSE NAME: MARKETING MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To identify Marketing tasks, philosophies, mix, programme and strategies, and interpret company's micro and macro environment.
CO2	To articulate marketing segmentation and strategies relating to products and competitors.
CO3	To explain marketing programmes and appraise Product life cycle.
CO4	To evaluate various marketing distribution channels.
CO5	To appraise models of consumer behavior.

**COURSE NAME: MANAGERIAL ECONOMICS**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To define and discuss Concepts and principles of Managerial Economics.
CO2	To illustrate demand and supply analysis techniques.
CO3	To appraise law of diminishing returns and economies of scale.
CO 4	To evaluate Market Structure and Modern Pricing Practices.
CO 5	To examine the Role of Government Intervention in Business.

**COURSE NAME: BUSINESS LAW**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe technicalities of basic Law oriented concepts.
CO2	To illustrate the contract of indemnity.
CO3	To appraise various negotiable instruments.
CO4	To examine companies Act.
CO5	To appraise consumer act.

**COURSE NAME: CORPORATE SOCIAL RESPONSIBILITY**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To define and describe Corporate Social responsibility.
CO2	To recognize the need for international framework for CSR.
CO3	To appraise drivers of CST.
CO 4	To examine the roles of stakeholders.
CO5	To evaluate the current trends in CSR.

**COURSE NAME: IT APPLICATIONS FOR MANAGERS**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To state the importance of information system for business.
CO2	To apply the Excel tool for data analysis.



**COURSE NAME: INDIAN ETHOS & BUSINESS ETHICS**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe various kinds of Ethos practiced by Indian companies and illustrate various kinds of leadership.
CO2	To examine values, codes and wisdom of Indian companies.

**SEMESTER – II:**

**COURSE NAME: HUMAN RESOURCE MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe various concepts of Human Resource management.
CO2	To analyze Human resource planning process.
CO3	To distinguish and examine selection and recruitment process.
CO 4	To appraise training and development polices.
CO 5	To evaluate performance appraisal of employee.

**COURSE NAME: FINANCIAL MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To discuss the importance of financial management and its concepts.
CO2	To apply the principles of financial management on investment decisions.
CO3	To different various theories of capital structure.
CO4	To analyze the working capital process and dividend decisions.
CO5	To evaluate corporate restructure and corporate governance.

**COURSE NAME: BUSINESS RESEARCH METHODS**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To infer the needs for research and tag research types for various problems.
CO2	To choose data and integrate with measurement and scaling.
CO3	To appraise decision making tools for application.
CO4	To appraise non-parametric statistics.
CO5	To evaluate data using multi-variate tools.

**COURSE NAME: OPERATIONS RESEARCH**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To discuss managerial applications of Operations research and apply linear programming for optimal solution.
CO2	To apply simplex method minimization of cost.
CO3	To analyze the transportation problem using optimality tests.
CO4	To evaluate network process flows using PERT/CPM and simulation.
CO5	To evaluate the queuing and game theory through their applications.

**COURSE NAME: OPERATIONS MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe the interface between operations systems and the other functional areas and discuss planning and control processes.
CO2	To explain various concepts related to scheduling, plant location and maintenance.
CO3	To assess the quality of work, time and flow using control tools.
CO4	To analyze Quality using TQM tools.
CO5	To evaluate management of materials, stores and inventory using various techniques.

**COURSE NAME: E – BUSINESS**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To discuss and describe the importance of E-business & E-Commerce.
CO2	To appraise various E business models and Electric payment system.
CO3	To appraise various communication networks.
CO4	To assess the modalities of online and E-retailing.
CO5	To evaluate the modes of online research tools and mobile commerce.

**COURSE NAME: ECONOMIC ENVIRONMENT POLICY**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe Economic environment and the Growth of Indian Economy.
CO2	To analyze economic policies and planning.
CO3	To explain the significance of Agricultural India.
CO4	To appraise the growth and role of small scale industries and their problems.
CO5	To evaluate the role of public sector and privatization and disinvestment.

**COURSE NAME: CORPORATE COMMUNICATION**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe the communication process and discuss the model of communication applicable to corporate communication.
CO2	To explain about Public relations and their tools with their challenges.

**SEMESTER – III:**  
**COURSE NAME: GLOBAL BUSINESS**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To discuss and describe the importance and intricacies of international business through important theories.
CO2	To examine foreign trade policies and barriers to trade and their implications.
CO3	To appraise the decision factors relating to import and export strategies.
CO4	To analyze the various schemes of export promotion measures of India.
CO5	To evaluate intercultural verbal and non-verbal business related communications and their implications.

**COURSE NAME: MANAGEMENT ACCOUNTING & CONTROL**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To explain and classify various types of costs and compute break even analysis.
CO2	To prepare budgets for various areas of business functions and interpret them.
CO3	To contrast standards with actuals and compute variance for decision making.
CO 4	To appraise responsibility and activity based costing methods and their implications.
C05	To evaluate strategic decision process related to Product life and competitors behavior.

**COURSE NAME: BUSINESS ANALYTICS USING R**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To categorize and recognize data and its functions.
CO2	To apply the process of data loading.
CO3	To appraise the various functions applicable to data.
CO4	To appraise and apply data visualization tools.
CO5	To apply and evaluate data analysis tools.

**COURSE NAME: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe the needs for investment and discuss the reasons for measuring risk.
CO2	To appraise the analysis, valuation of fixed income securities using various theorem, very specially Bonds.
CO3	To assess the features of common stock and apply stock valuation techniques on stocks.
CO 4	To appraise portfolio theories to assess the portfolio risks and returns.
CO5	To appraise and evaluate portfolio evaluation techniques used to know performance of securities.

**COURSE NAME: FINANCIAL SYSTEMS & SERVICES**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To examine the importance and the functions of financial system and financial services.
CO2	To explain the concepts of Hire and leasing companies and compute financial evaluation techniques.
CO3	To appraise factoring, bill discounting and forfeiting services needed for businesses.
CO4	To appraise venture capital financing modes and credit rating methodologies used to raise finance.
CO5	To assess and evaluate securitization process of securities and its applicability.

**COURSE NAME: ORGANIZATION DEVELOPMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe and illustrate the evolution of OD and illustrate the values, assumptions and beliefs of Organizational Development.
CO2	To explain and examine the change management models.
CO3	To appraise and apply the human process interventions of Organizational development.
CO4	To appraise and evaluate Techno-Structural and Strategic Interventions of OD.
CO5	To Evaluate the nature of consultant- client relationship.

**COURSE NAME: LEADERSHIP & CHANGE MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To discuss the importance of leadership and describe the types of leadership styles.
CO2	To illustrate leadership programmes and models and examine them as to their applicability.
CO3	To appraise the strategic management process as a tool of planned change.
CO4	To analyze change process in an organization and evaluate them as a tool of transition.
CO5	To appraise various methods of changes and evaluate various models of creativity.

**COURSE NAME: PRODUCT & BRAND MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To discuss the concepts of Branding and describe various decisions relating products and their branding.
CO2	To illustrate product market evolution and examine Product development process.
CO3	To appraise product development and segmentation and evaluate behavior & testing models.
CO4	To appraise the significance and the benefits of branding.
CO5	To evaluate the brand building and position programmes and their role in the brand management.

**COURSE NAME:**

**MARKETING COMMUNICATION & DISTRIBUTION MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe the Concept of Integrated Marketing Communication ,marketing communication decision process, different types of appeals.
CO2	To discuss the importance of Personal selling.
CO3	To explain Sales promotion, direct marketing and their respective role in IMC.
CO4	To examine Distribution management, their role, Supply chain management, itsobjectives.
CO5	To appraise New techniques of distribution and major intermediaries for service delivery.

**COURSE NAME: MATERIALS MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To discuss on material management and describe its functions.
CO2	To illustrate forecasting methods and sketch material cycle and flow control system.
CO3	To apply purchasing principles and demonstrate procurement activities.
CO4	To analyze value analysis approaches and different it from value engineering methods.
CO5	To evaluate purchase procedures of capital equipment and inventory items.



**COURSE NAME: PRODUCTION PLANNING & CONTROL**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To discuss production and its process, planning and control function.
CO2	To experiment work design systems and examine the techniques of work measurement.
CO3	To demonstrate aggregate planning and experiment manufacturing resource planning.
CO4	To examine managerial considerations in scheduling techniques.
CO5	To analyze and evaluate priority sequencing and lean production techniques and constraints.

**SEMESTER – IV:**

**COURSE NAME: STRATEGIC MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To sketch vision, mission and objectives and recognize the importance of the elements of strategic management.
CO2	To illustrate strategy formulation process for various industry and business life cycles.
CO3	To examine company's external environment and its key drivers of changes and apply various models of analysis.
CO4	To differentiate various strategy alternatives and examine the strategy execution process.
CO5	To appraise strategic leadership and value social responsibility strategy.

**COURSE NAME: ENTREPRENEURSHIP DEVELOPMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe the importance of entrepreneurship and discuss the role and functions of an entrepreneur.
CO2	To explain the concept of entrepreneurship and its growth, role, problems and recent trends.
CO3	To examine the characteristics of small enterprises and their role in economic development.
CO4	To appraise various Entrepreneurship development programme and the techniques of project management.
CO5	To appraise availability of institutional finance available to entrepreneurs by various financial institutions.

**COURSE NAME: FINANCIAL RISK MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To describe the importance of risk management, its approaches and methods.
CO2	To illustrate measurement and the management of risk using VaR and examine non-insurance methods.
CO3	To examine the techniques and tools of risk management – derivatives, forward and future contracts.
CO4	To examine the techniques and tools of risk management – swaps.
CO5	To examine the techniques and tools of risk management option contracts.

**COURSE NAME: INTERNATIONAL FINANCE**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To discuss the importance of international financial system and operations of IMF.
CO2	To illustrate the working of International financial markets and their instruments.
CO3	To analyze the working of foreign exchange markets and its parity relationships.
CO4	To appraise the foreign investment decisions, motives and theories.
CO5	To evaluate the needs of risk management in multinational corporations and tax management.

**COURSE NAME: PERFORMANCE & COMPENSATION MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To explain the importance of performance management and Key performance indicators.
CO2	To illustrate various methods of performance appraisal and performance analysis.
CO3	To analyze the process of human information system and corporate performance management models.
CO4	To appraise performance related pay plans and benefits plan.
CO5	To evaluate the dimensions of compensation and components.

**COURSE NAME: INDUSTRIAL RELATIONS & LABOUR LAWS**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To explain the importance of industrial relations and legal aspects.
CO2	To illustrate the causes of industrial disputes and demonstrate the preventive management measures.
CO3	To analyze various labor legal administration laws.
CO4	To appraise wage administration laws.
CO5	To evaluate working principles and process of Trade unions.

**COURSE NAME: CONSUMER BEHAVIOUR**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To recognize the importance of consumer behavior and the process of perceptions.
CO2	To interpret consumer learning principles and theories in the purchase behavior.
CO3	To examine the impact of social and cultural setting on consumer behavior.
CO4	To appraise consumer decision making process as a tool of diffusion.
CO5	To evaluate various models of consumer behavior, both traditional and modern.

**COURSE NAME: SERVICES MARKETING**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To recognize the aspects of marketing of particular relevance to service producing organizations.
CO2	To discuss marketing mix elements and its dimension.
CO3	To illustrate various strategies for marketing types.
CO4	To analyze various types of marketing services.
CO5	To appraise the marketing of services at Global level.

**COURSE NAME: TOTAL QUALITY MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	Describe the dimensions of quality and discuss the evolution of TQM and its guidelines.
CO2	To analyze TQM techniques as a tool of standard.
CO3	To demonstrate the usage of tools need to measure quality.
CO4	To appraise the concept of Six sigma and evaluate the frame work of six sigma programme.
CO5	To evaluate the application of service quality models.

**COURSE NAME: PROJECT MANAGEMENT**

<b>CO</b>	<b>DESCRIPTION</b>
CO1	To recognize the importance of project management and describe the project life cycle and management.
CO2	To sketch feasibility reports based on cost estimates of projects.
CO3	To examine the process of project approval based on human interventions with accountability.
CO4	To analyze organizing systems and procedures for planning and execution.
CO5	To appraise project direction, coordination and control & review process.