



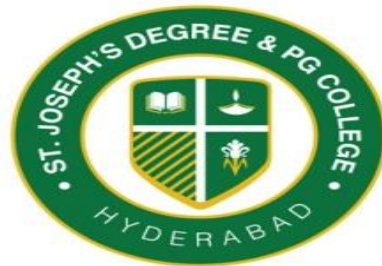
St. Joseph's
Degree & PG College
(Autonomous)

ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous) - Affiliated to Osmania University
Re-accredited by NAAC (3rd Cycle)
Basheerbagh, King Koti Road, Hyderabad – 29

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF) FOR POSTGRADUATE PROGRAMMES

FACULTY OF BUSINESS MANAGEMENT



MASTER OF BUSINESS ADMINISTRATION (MBA)
(w.e.f. AY. 2024 – 2025)



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**DEPARTMENT OF BUSINESS MANAGEMENT
SEMESTER I
MBA
MANAGEMENT & ORGANIZATIONAL BEHAVIOR
DSC**

Course Outcomes: On successful completion of the course, the student will be able:

- CO 1 : To define and relate the nature, history and planning process of Management (BL 1)
- CO 2 : To classify and explain the various types of organizational structures and contrast power with politics, coordination with control (BL 2)
- CO 3 : To identify the nature of individual behavior and apply the concept of motivation (BL 3)
- CO 4 : To analyze and examine group behavior and appraise communication tools (BL 4)
- CO5 : To evaluate change processes and appraise various kinds of Ethical behavior of organization (BL 5)

**STATISTICS FOR MANAGEMENT
DSC**

Course Outcomes: By the end of the course, the students will be able

- CO1: To identify and explain the application of various statistical tools (BL 1)
- CO2: To measure the probability values using various distributions (BL 2)
- CO3: To apply sampling procedure and formulate hypothesis to test large sample (BL 3)
- CO4: To formulate hypothesis and apply suitable parametric and non- parametric statistical techniques (BL 4)
- CO5: To appraise and evaluate variables using correlation, regression and time series techniques (BL 5)



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ACCOUNTING FOR BUSINESS

Course Outcomes: By the end of the course, the students will be able

CO1: To demonstrate the fundamental accounting concepts and rules of double entry system (BL 2)

CO2: To interpret the financial position of a firm through preparation of final accounts (BL 2)

CO3: To make use of different ratios to interpret financial statements of different organizations (BL 3)

CO4: To analyze the working capital requirement and cash position of the firm (BL 4)

CO5: To Apply Cost volume profit analysis and marginal costing for decision making. (BL 3)

MARKETING MANAGEMENT

Course Outcomes: By the end of the course, the students will be able

CO1: To explain Marketing philosophies, strategies and company's micro and macro environmental factors (BL 2)

CO2: To apply various aspects of segmentation, targeting and positioning for products (BL 3)

CO3: To utilize marketing programme for decision making (BL 3)

CO4: To evaluate various behavioral patterns of consumers (BL 5)

CO5: To elaborate the contemporary issues in different areas of marketing (BL 6)

MANAGERIAL ECONOMICS DSC

Course Outcomes: By the end of the course, the students will be able

CO1: To demonstrate the fundamental economics concepts, calculate risk and uncertainty in making decisions (BL2)

CO2: To interpret Demand and supply conditions and forecast the demand using different methods. (BL2)

CO3: To make use of different Laws to interpret the economies and diseconomies of scale

CO4: To classify different pricing strategies prevailing in the market with Pricing of multiple products (BL4)

CO5: To differentiate between market structures and understanding price output determination. (BL2)

BUSINESS LAWS OPEN ELECTIVE (OE)

Course Outcomes: By the end of the course, the students will be able

CO1: To discuss the provisions related to the Law of Contract (BL 2)

CO2: To explain the contract of Indemnity & Guarantee, Bailment and Agency (BL 2)



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CO3: To identify various negotiable instruments and rules related to contract of Sale of Goods, conditions and warranties (BL2)

CO4: To discuss and apply the laws related to the Company Act (2013) (BL 2)

CO5: To apply provisions related to Consumer Protection Act, Intellectual Property Rights, IT ACT and CSR (BL 3)

CORPORATE SOCIAL RESPONSIBILITY OPEN ELECTIVE (OE)

Course Outcomes: By the end of the course, the student will be able

CO1: To outline the concept of Corporate Social responsibility and its challenges (BL 2)

CO2: To examine the principles of CSR (BL 4)

CO3: To identify the different stakeholders of an organisation (BL 3)

CO4: To discuss the issues concerning sustainability (BL 2)

CO5: To relate ethics to corporate Social Responsibility & performance evaluation. (BL 5)

MS EXCEL FOR BUSINESS SEC

Course Outcomes:

CO1: To apply basics of MS Excel for data visualization (BL 3)

CO2: To evaluate financial statements using financial modelling functions (BL5)

INDIAN ETHOS & BUSINESS ETHICS AECC

Course Outcomes:

On successful completion of the course, Students will be able to:

CO1: To differentiate between Indian and Western Companies' ethics, ethos, values (BL 3)

CO2: To analyze various business ethical dilemmas using theories of ethics and value based leadership (BL4)

BRIDGE COURSE (NON CGPA)

LEARNING OUTCOMES:

On successful completion of this course, the students will be able:



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- CO1: To understand the concepts in a simple way (BL2)
- CO2: To apply the concepts in problem solving (BL3)
- CO3: To gain confidence and develop academic skills (BL3)

2. BRIDGE COURSE MODULE CONTENT – MS OFFICE for Beginners

LEARNING OUTCOMES:

On successful completion of this course, the students will be able:

- CO1: To understand the basics of MS Office skills. (BL2)
- CO2: To apply MS Office in preparing reports and presentations (BL3)

SEMESTER - II

HUMAN RESOURCE MANAGEMENT DSC

Course Outcomes: By the end of the course, the students will be able

- CO1: To explain the concept, functions and challenges of Human Resource management (BL 2)
- CO2: To assess the Human resource planning, job analysis & design and job evaluation techniques (BL 5)
- CO3: To make of use recruitment and selection process for an organization (BL 3)
- CO 4: To evaluate training and development methods for an organization (BL 5)
- CO 5: To outline the process of performance appraisal and components of compensation management (BL 5)

FINANCIAL MANAGEMENT DSC

Course Outcomes: By the end of the course, the students will be able

- CO1: To discuss the importance of financial management and its concepts (BL 1)
- CO2: To evaluate the various proposals of a business concern using capital budgeting techniques (BL5)
- CO3: To compute capital structure and cost of capital of a business concern (BL5)
- CO4: To evaluate the working capital and dividend decisions of a business concern (BL 5)
- CO5: To distinguish between mergers, acquisitions, take overs and various approaches of VBM (BL 5)

BUSINESS RESEARCH METHODS DSC



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Course Outcomes: By the end of the course, the students will be able

- CO1: To enumerate the various types of research and their process (BL 2)
- CO2: To apply the concept of measurement, scaling and data collection methods (BL 3)
- CO3: To understand the sampling techniques, research design and hypothesis testing
- CO4: To apply various non-parametric statistics in research (BL 5)
- CO5: To impart Report writing skills to build better business models. (BL 5)

OPERATIONS RESEARCH DSC

Course Outcomes: By the end of the course, the students will be able

- CO1: To identify managerial applications of Operations research and apply linear programming for optimal solution (BL 3)
- CO2: To apply simplex method for minimization of cost and maximization of profits (BL 3)
- CO3: To analyze the transportation and assignment problems using optimality tests (BL 4)
- CO4: To appraise network process flows using CPM / PERT and simulation techniques (BL 5)
- CO5: To apply queuing and game theory concepts for problem solving (BL 3)

OPERATIONS MANAGEMENT DSC

Course outcomes: By the end of the course, the students will be able

- CO 1. To explain the importance, evolution of operations management and basic functions of PPC (BL 2)
- CO 2. To apply right process technologies to schedule the operations and evaluate the best plant location and layout (BL3)
- CO 3. To assess the quality in the organization using control charts (BL 5)
- CO 4. To understand work study techniques and maintenance management methods (BL2)
- CO 5. To evaluate inventory management techniques (BL 5)

DIGITAL MARKETING OPEN ELECTIVE (OE)

Course outcomes: At the end the course, the students will be able

- CO1: To compare the traditional marketing with digital marketing (BL 2)
- CO2: To understand various channels of digital marketing (BL 2)
- CO3: To design the digital marketing plan by analyzing the trends in digital marketing (BL 6)
- CO4: To implement web analytics through google platform for digital marketing (BL 6)
- CO5: To develop a right social media marketing strategy for a business concern (BL 5)

EMOTIONAL INTELLIGENCE OPEN ELECTIVE (OE)

Course Outcomes: By the end of the course, the students will be able to



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- CO1: To identify functional and behavioral competencies (BL 3)
- CO2: To analyze ones' emotions using various theories (BL 5)
- CO3: To analyze ones Intelligent Quotient using General Intelligence theory (BL 5)
- CO4: To measure Emotional Intelligence in relation to the wellbeing (BL 5)
- CO5: To apply the models of Emotional Intelligence for self – assessment and social management (BL3)

CAMPUS RECRUITMENT TRAINING (CRT) SEC

CRT Outcome:

By the end of the course, the student will be able

CO1: To develop their employability skills to be industry ready.

CERTIFICATE COURSES FOR NON-CRT STUDENTS

COURSE NAME: Data Analysis with Business Decision Making using Power BI

MOU WITH: Team Excelytics Private Limited

COURSE OUTCOMES

1. Proficiency in Power BI Tools: Students will gain a solid understanding of the Power BI environment, including Power BI Desktop, Power BI Service, and Power BI Mobile. They'll become proficient in navigating the interface, importing data from various sources, and creating visually appealing reports and dashboards.
2. Data Analysis Skills: Through hands-on exercises and projects, students will develop strong data analysis skills using Power BI. They'll learn how to clean and transform data, create calculated columns and measures using DAX (Data Analysis Expressions), and build relationships between different data sources to perform insightful analysis.

II. CERTIFICATE COURSES FOR NON-CRT STUDENTS

COURSE NAME: Tableau Training

MOU WITH: Agfor System Private Limited **DATE:** APRIL 2024

COURSE OUTCOMES



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1. Proficiency in Data Visualization: Participants will gain the ability to create compelling visualizations using Tableau, including charts, graphs, and dashboards. They will learn how to effectively represent data to tell a story and convey insights to stakeholders.
2. Data Analysis and Exploration: Attendees will develop skills in analyzing data using Tableau's powerful features. This includes data connection, manipulation, and exploration to uncover patterns, trends, and outliers in datasets. They will also learn how to perform calculations, apply filters, and utilize Tableau's advanced analytical functions for deeper insights.

COMPREHENSIVE VIVA-VOCE AECC

Course Outcome: By the end of completion of the course, students will be able

1. To explain the concepts elaborately and communicate effectively the application of conceptual knowledge.

SEMESTER- III

GLOBAL BUSINESS DSC

Course Outcomes: By the end of the course, the students will be able

- CO1: To explain the theories of International Trade (BL 2)
- CO2: To outline the International Trade Policies and Trade Blocks (BL 2)
- CO3: To analyze market entry strategies at global level (BL 4)
- CO4: To analyze Foreign Trade policies and export promotion schemes (BL 4)
- CO5: To examine the contemporary practices of Global business (BL 4)

DATA ANALYTICS USING SPSS GENERIC ELECTIVE (GE)

Course Outcomes: By the end of the course, the students will be able

- CO1: To illustrate the basic statistical concepts in SPSS (BL 2)
- CO2: To describe the data using central tendency and dispersion (BL 2)
- CO3: To apply factor analysis using SPSS (BL 3)
- CO4: To analyze the data using correlation and regression using SPSS (BL 4)
- CO5: To analyze the data using parametric and nonparametric techniques using SPSS (BL4)

INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT (F) DSE



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Course Outcomes: By the end of the course, the students will be able

CO1: To Demonstrate Investment Decision process for measurement of risk and return by using Fundamental and Technical Analysis. ((BL 2)

CO2: To evaluate debt instruments using valuation methods and portfolio management strategies for understanding the risk (BL 5)

CO3: To relate the valuation using comparable of P/E, P/BV, P/S and security market index (BL 3)

CO 4: To Describe Different Portfolio Theories and their practical applicability. (BL 4)

CO5: To Evaluate the Portfolio performance by different evaluation methods (BL 5)

FINANCIAL SYSTEM & SERVICES (F)

DSE

w.e.f 2024–2025 AY

Course Outcomes: After successful completion of this course, students will be able

CO1: To explain the importance and the functions of financial system and financial services (BL 2)

CO2: To analyze the role of insurance as a financial Service (BL 5)

CO3: To analyze factoring, bill discounting and forfeiting services needed for businesses (BL 5)

CO4: To examine venture capital financing modes and credit rating methodologies used to raise finance (BL 4)

CO5: To evaluate securitization process of securities and its applicability (BL 5)

ORGANISATION DEVELOPMENT (HR)

DSE

w.e.f 2024-2025 AY

Course Outcomes: By the end of the course, the students will be able

CO1: To understand the evolution, values, assumptions and beliefs of Organizational Development (BL 2)

CO2: To apply the change management models to business situations (BL 3)

CO3: To interpret the human process interventions of Organizational development (BL 3)

CO4: To appraise Techno-Structural and Strategic Interventions of OD (BL 5)

CO5: To evaluate the nature of consultant- client relationship (BL 5)

LEADERSHIP & CHANGE MANAGEMENT (HR)

DSE

w.e.f 2024-25 AY

Course outcomes: By the end of the course, the students will be able

CO1: To analyse the impact of leadership on organizational performance (BL 4)

CO2: To choose a leadership style in different situations (BL 3)

CO3: To examine leadership development programmes and its challenges through strategic leadership (BL 4)

CO4: To analyze change process in an organization as a tool of transition (BL 4)

CO5: To evaluate various change models and creativity models (BL 5)



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PRODUCT & BRAND MANAGEMENT (M)

DSE

w.e.f 2024-25 AY

Course Outcomes: -By the end of the course, the students will be able

CO1: To apply product management decisions in an organization (BL 3)

CO2: To categorize growth strategies for new product development and product portfolio analysis (BL 4)

CO3: To formulate segmentation strategies for product launching (BL 6)

CO4: To illustrate branding attributes and dimensions of different brands with strategies for consumers and firms (BL 3)

CO5: To assess the brand positioning strategies and brand management process with recent trends (BL 4)

INTEGRATED MARKETING COMMUNICATION & DISTRIBUTION MANAGEMENT (M)

DSE

w.e.f 2024-25 AY

Course Outcomes: By the end of the course, the students will be able

CO1: To illustrate the Concept of Integrated Marketing Communication. (BL 2)

CO2: To apply Personal selling concepts in the organizational context (BL 3)

CO3: To make use of sales promotion tools and strategies using support media (BL 3)

CO4: To examine the role of distribution in supply chain management (BL 4)

CO5: To appraise New techniques of distribution and major intermediaries for service delivery (BL 5)

MATERIALS MANAGEMENT (O)

DSE

Course Outcomes: By the end of the course, the students will be able

CO1: To examine the systems approach to materials management (BL 4)

CO2: To apply forecasting methods for effective materials planning (BL 3)

CO3: To outline the purchase process and its procedure along with price determination (BL 2)

CO4: To analyze value analysis approaches and value engineering methods (BL 4)

CO5: To elucidate purchasing practices and procedures (BL 2)

TOTAL QUALITY MANAGEMENT (O)

DSE

Course Outcomes:

CO1: To discuss the evolution of TQM and Quality system awards (BL 2)

CO2: To understand the measurement tools, analytical tools, improvement tools and control tools for decision making (BL 2)



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- CO3: To understand qualitative and quantitative techniques for decision making (BL 2)
CO4: To examine the concept of six sigma and framework of six sigma programme (BL 3)
CO5: To evaluate the application of service quality models (BL 5)

INNOVATION AND ENTREPRENEURSHIP (E)

DSE

Course Outcomes: The students will be able to

- CO1.** Gain an understanding of the concepts and processes of creativity and appreciate the need for improving the quality of creativity.
- CO2.** Learn the methods of creative problem solving.
- CO3.** Orient themselves on developing creative intelligence and unblock their creative energies
- CO4.** Learn the concepts and methods of innovation and ideation and the theories of outsourcing new product development.
- CO5.** Develop a perspective of micro and macro level innovation.

STARTUP AND MSME MANAGEMENT (E)

DSE

Course Outcomes:

- CO1.** Understand various Startup opportunities.
- CO2.** Learn Business Startup, Ideation, and Venture Choices.
- CO3.** Learn Legal and other requirements for new ventures.
- CO4.** Learn Problems of entrepreneurs.
- CO5.** Understand the Forms of Financial support.

SEMESTER - IV

STRATEGIC MANAGEMENT

DSC

Course Outcomes

- CO1: To design vision, mission and objectives in line with organization goals (BL 2)
CO2: To evaluate organization's internal and external environment (BL 5)
CO3: To formulate competitive strategies for specific industry situations. (BL 6)
CO4: To apply diversification and integration strategies (BL 3)
CO5: To infer the importance of strategic leadership and entrepreneurship, social responsibility and corporate governance (BL 5)

ECONOMIC ENVIRONMENT & POLICY

GE



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Course outcomes: By the end of the course, the student will be able

- CO1: To explain the Economic environment and the Growth of Indian Economy (BL 2)
- CO2: To outline the economic policies and planning of Indian economy (BL 2)
- CO3: To examine the role of Agriculture in Indian Economy (BL 4)
- CO4: To appraise the growth and role of small scale industries and their problems (BL 5)
- CO5: To analyze the impact of Liberalization, Privatization and Globalization (BL 5)

FINANCIAL RISK MANAGEMENT AND DERIVATIVES (F)

DSE

Course Outcomes: By the end of the course, the students will be able

- CO1: To outline the risk management approaches and methods and to solve problems on risk management using VaR and CaR techniques. (BL 2)
- CO2: To Understand the basics of Derivatives (BL 3)
- CO3: To apply the tools and techniques of risk management with respect to forwards and futures. (BL 3)
- CO4: To measure the risk under options using various techniques (BL 4)
- CO5: To estimate the risk of different types of Swaps in the market (BL 4)

INTERNATIONAL FINANCE (F)

DSE

Course Outcomes: By the end of the course, the students will learn

- CO1: To examine the Global Financial Environment (BL 4)
- CO2: To illustrate the working of International financial markets and their instruments (BL 2)
- CO3: To analyze the working of foreign exchange markets and its parity relationships (BL 4)
- CO4: To evaluate the foreign investment decisions with the help of techniques (BL 5)
- CO5: To elaborate on mechanisms of Hedging and International Taxation (BL 5)

PERFORMANCE & COMPENSATION MANAGEMENT (HR)

DSE

Course Outcomes: By the end of the course the students will be able:

- CO1: To examine the purpose, determinants, approaches and conceptual model of performance management system (BL 4)
- CO2: To identify various performance appraisal methods and construct effective performance management system (BL 3)
- CO3: To apply various performance management models (BL 4)
- CO4: To construct the pay structure and examine the contemporary strategic management challenges (BL 6)
- CO5: To recommend different rewards based on performance using appraisal methods (BL 5)

INDUSTRIAL RELATIONS & LABOUR LAWS (HR)

DSE



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Degree & PG College
(Autonomous)

Course Outcomes: By the end of the course, the students will be able

CO1: To explain the importance of industrial relations and disputes (BL 2)

CO2: To make use of preventive and settlement machinery for resolving industrial disputes (BL 2)

CO3: To apply the provisions included in labour legislation and administration (BL 3)

CO4: To examine various Wage administration laws (BL 4)

CO5: To evaluate the role of trade unions and process of collective bargaining in India (BL 5)

CONSUMER BEHAVIOUR (M)

DSE

Course Outcomes: -At the end of the course, students will be able to

CO1: To analyze the impact of consumer behavior on marketing strategies (BL 4)

CO2: To apply the consumer learning principles and theories on the purchase behavior (BL 3)

CO3: To analyze the impact of social and cultural setting on consumer behavior (BL 4)

CO4: To apply consumer decision making process as a tool of diffusion (BL 3)

CO5: To evaluate various traditional and contemporary models of consumer behavior (BL 5)

SERVICES MARKETING (M)

DSE

Course Outcomes: By the end of the course, the student will be able

1. To explain the concepts of Services and Service marketing Environment (BL 2)

2. To measure the service quality using the SERQUAL model by understanding the servicemarketing mix (BL 5)

3. To analyze marketing strategies for Services Marketing (BL 4)

4. To categorize marketing strategies for Service – Specific industries (BL 4)

5. To identify the recent trends in international services for key decision-making (BL 3)

SUPPLY CHAIN MANAGEMENT

DSE

Course Outcomes: After completing this course, students should be able

CO1: To outline the evolution and process of Supply Chain Management (BL2)

CO 2: To discuss the concepts and elements of Logistic Management (BL 2)

CO3: To analyze procurement process and manage inventory in Supply Chain (BL 4)

CO 4: To design an effective Supply chain network and transportation system (BL 4)

CO 5: To evaluate the Supply Chain performance with the given metrics (BL 5)

PROJECT MANAGEMENT (O)

DSE

Course Outcomes: At the end of the course, student should have understood

CO1: To identify tools and techniques of Project Management (BL 2)



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- CO2: To evaluate feasibility studies based on project profitability (BL 5)
CO3: To infer the process of project approval and organize human resources (BL 2)
CO4: To examine systems and procedures for project implementation (BL 4)
CO5: To appraise project direction, coordination, control and review process (BL 5)

ENTREPRENEURIAL FINANCE (E)

DSE

Course Outcome: Students will be able to:

- CO1. Understand Financing through venture lifecycle in a company.
- CO2. Learn Startup and First Round Financing Sources.
- CO3. Learn the significance of Financial Planning throughout the Venture's life cycle.
- CO4. Understand Mechanics of venture valuation.
- CO5. Understand the importance of venture capital financing.

FAMILY BUSINESS MANAGEMENT (E)

DSE

Course Outcome: Students will be able to:

- CO1. Understand various Startup opportunities.
- CO2. Learn Business Startup, Ideation, and Venture Choices.
- CO3. Learn Legal and other requirements for new ventures.
- CO4. Learn Problems of entrepreneurs.
- CO5. Understand Forms of Financial support.

INTERNSHIP

AECC

Course Outcome: After the completion of the internship student will be able to demonstrate the skill set acquired through the internship.

PROJECT WORK & VIVA-VOCE (Comprehensive)

DSE

Learning Outcomes: At the end of completion of Project work, the students will be

1. Able to demonstrate the application of knowledge and skills acquired during the programme.
2. To identify, analyze, and solve problems creatively through sustained critical investigation.
3. To practice the skills, diligence, and commitment to excellence needed to engage in lifelong learning.

MOOCs



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Learning Outcome: On successful completion of the course, the student will be able to demonstrate the respective domain knowledge

CERTIFICATE COURSES

Learning Outcome: After the completion of the Certificate courses, the students will be able to develop themselves for better academic and professional prospects.