



AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Approved by A.I.C.T.E., New Delhi, & Permanently Affiliated to J.N.T.U-GV, Vizianagaram)

NAAC "B++" Accredited Institute

Cherukupally (Village), Near Tagarapuvalasa Bridge, Vizianagaram (Dist) -531162.

www.aietta.ac.in, principal@aietta.ac.in

Department of Management Studies

Program: MBA

Regulation: R16

Course Outcomes

No. of Courses: 42

I-I Sem	Course: c-101 principles of management
CO-1	Describe what management is and learn primary functions of management..
CO-2	Understand the nature of planning and centralization and decentralization
CO-3	Learn about controlling and directing in business running.
CO-4	Understand how to take decisions in threaten situations.
CO-5	Know about how to overcome contemporary issues in management.
I-I Sem	Course: c-102 managerial economics
CO-1	Develop an understanding of the applications of managerial economics
CO-2	To understand demand analysis and forecasting
CO-3	To know how cost and production analysis
CO-4	Aware basic knowledge about macro economic factors of the nation
CO-5	Understand the different types of economic policies which is useful for practical way
I-I Sem	Course: c-103 accounting for managers
CO-1	To acquire basic knowledge about to prepare the accounts
CO-2	To know how to analyze the financial statements
CO-3	Aware about cost accounting concepts
CO-4	To know how to apply management account concepts
CO-5	To know about cost behaviour and decision making
I-I Sem	Course: c-104 managerial communication and soft skills
CO-1	Able to understand about the communication in business.
CO-2	Knowing about how to manage communication in business.
CO-3	Able to understand about interpersonal communication and how to eliminate the barriers of communication
CO-4	Learn about the report writing and formal reports
CO-5	Able to understands the presentation skills



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I-I Sem	Course: c-105 business environment
CO-1	Able to understand about the national and international business environment and importance of five year plans.
CO-2	Learn about the industrial system.
CO-3	Understand the government policies like fiscal policy and learn how it works in real life.
CO-4	Understand the international trade and agreements which are happening in international business.
CO-5	Learn about the legal frame work and consumer law.
I-I Sem	Course: c-106 quantitative analysis for business decisions
CO-1	To understanding of descriptive statistical tools
CO-2	To know how to apply decision theory
CO-3	Apply the quantitative methods for business decision making.
CO-4	Facilitate mathematical models of real decision making problems including the use of modelling tools.
CO-5	To understanding of descriptive statistical tools
I-I Sem	Course: c-107 information technology – lab1 (spreadsheet and tally)
CO-1	To know basics of the computers knowledge
CO-2	To understand basics of the financial software knowledge
CO-3	Able To Learn About Ms office ,Excel and PPT Presentations.
I-II Sem	Course: c-201 financial management
CO-1	To understand the basic concepts financial management
CO-2	To identify the needs of financial markets.
CO-3	To enrich and fulfill the needs of financial markets.
CO-4	Understand about the financial concept and analysis of ratios.
CO-5	Understand about the decision making in dividend and interest rates.
I-II Sem	Course: c-202 human resource management
CO-1	To understand the basic concepts of human resource management
CO-2	To understand how to apply various functions of hrm in industrial
CO-3	To understand basic wage and salary administration policies.



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CO-4	To understand managing industrial relations in organization.
CO-5	Learn about the labor laws and management in organisation
I-II Sem	Course: c-203 marketing management
CO-1	To understand the basic marketing concepts
CO-2	To understand product and pricing aspects in market.
CO-3	Aware about how to control distribution, organization
CO-4	Acquire knowledge about market segmentation
CO-5	Implementation of marketing planning and strategic planning
I-II Sem	Course: c-204 production and operations management
CO-1	Able to understand about the nature of production and process of production
CO-2	To understand the strategic significance of operation management
CO-3	Acquire knowledge how to apply discipline to deal with real life business problem.
CO-4	Awareness about quality management and control
CO-5	Learning about the store management and quality improvement.
I-II Sem	Course: c-205 business research methods
CO-1	Acquaint fundamental of research methods.
CO-2	Ability to choose methods appropriate to research aims
CO-3	Understand the limitations of particular research methods
CO-4	Develop skills in qualitative and quantitative data analysis and presentation
CO-5	Develop advanced critical thinking skills
I-II Sem	Course: c-206 organizational behavior
CO-1	Understand the nature of organization and individual behavior and organizational goals
CO-2	Learn about the leadership theories and motivating of people
CO-3	Able to understand about the decision making process and behavior dimensions
CO-4	Learn about interpersonal communication and conflict resolution
CO-5	Understand the organization techniques and the applications



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II-I Sem	Course: c-301 strategic management
CO-1	To understand basic knowledge about the concepts of strategic management
CO-2	Able to do environmental scanning for organization
CO-3	Able to understand and formulate strategies in different levels.
CO-4	Understand how to implement strategies in organization
CO-5	Understand the role of strategist and bench marking analysis
II-I Sem	Course: c-302 legal aspects of business
CO-1	Understand the importance of law
CO-2	Able to learn about the agreements and sale of good act
CO-3	Understands the contract of agency and negotiable instruments
CO-4	Learn about partnership act
CO-5	Understands about company act
II-I Sem	Course: c-303 business ethics and corporate governance
CO-1	Learn about the business ethics
CO-2	Understands the international business and capital markets.
CO-3	Learn ethics in marketing finance and hrm
CO-4	Understands the corporate governance and sebi initiatives.
CO-5	Understands the governance issues relating to board of directors.
II-I Sem	Course: e-301 leadership management
CO-1	Understand the basic concepts of leadership management
CO-2	Understand and implement basics of leadership management
CO-3	Understanding own personal identities and how their identities shape their leadership
CO-4	Able to lead the team in organization using leadership models.
II-I Sem	Course: e302 compensation and reward management
CO-1	Brief understanding of compensation in international level
CO-2	Learn about job evolution and compensation structure.
CO-3	Learn about the wages and salary administration



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CO-4	Understanding the preparation of pay roll, compensations and wages.
CO-5	Understand about the tax planning and benefits of tax planning
II-I Sem	Course: e-303 performance management
CO-1	Recognize how pay decisions help the organization achieve a competitive advantage
CO-2	Analyze, integrate, and apply the knowledge to solve performance related problems in organizations.
CO-3	Able to design performance management planning
CO-4	Understand the basic concept of performance analysis structure
CO-5	Learn about building of performance improvement skills
II-I Sem	Course: e-304 strategic human resource management
CO-1	Understand the human resource strategies
CO-2	Learn about practical way of implementation of strategies
CO-3	Understand the levels of human resource developments
CO-4	Understand hr outsourcing strategies
II-I Sem	Course: e-301 security analysis and portfolio management
CO-1	Demonstrate a basic understanding of investments and the nuances of investing
CO-2	Exhibit the acquaintance of the securities market and its constituents
CO-3	Apply knowledge gained to perform analysis of various securities
CO-4	Analyze and apply models to securities performance and forecasting
CO-5	Construct optimal portfolios and evaluate them using models
II-I Sem	Course: e-302 banking and insurance management
CO-1	Able to identify role of banking in economic development of country.
CO-2	Assess the impact of monetary policy and its instruments on banking sector
CO-3	Able to analyze the health and risk of bank balance sheet and will also be able to appraise credit management parameters of a bank
CO-4	Able to identify the npas and will also be able to appraise the process of securitization.
CO-5	Able to distinguish the utility of various non banking institutions like insurance, housing finance and credit rating



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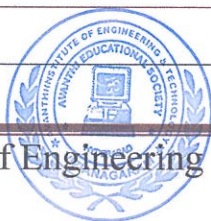
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II-I Sem	Course: e-303 advanced management accounting
CO-1	Understand the management of account hr accounting and financial accounting
CO-2	Understand the over view of financial analysis
CO-3	Know about the budget and preparation of budget
CO-4	Understand the concept of marginal costing and pricing methods.
CO-5	Learn about the standard costing and variance analysis
II-I Sem	Course: e-304 strategic financial management
CO-1	Understand the concept of market value added economic value added concepts
CO-2	Understand the capital structure planning
CO-3	Understand the concept of risk and net present value
CO-4	Learn about valuation of firm and merger and dilution
CO-5	Understands the concept of take over regulations of sebi and corporate governance
II-I Sem	Course: e-301 consumer behaviour
CO-1	Identify the major influences in consumer behaviour
CO-2	Establish the relevance of consumer behaviour theories and concepts to marketing decisions
CO-3	Implement appropriate combinations of theories and concepts
CO-4	Recognize social and ethical implications of marketing actions on consumer behaviour
CO-5	Use most appropriate techniques to apply market solutions
II-I Sem	Course: e-302 retail management
CO-1	Perceive about the retail management concepts and its operations.
CO-2	Understand retail management and types of retailers.
CO-3	Understand merchandize management, store management and retail strategy.
CO-4	Acquire information related to legal and ethical aspects of retail management
CO-5	Aware of the latest trends in retail industry
II-I Sem	Course: e-303 customer relationship management
CO-1	Apply the concept of crm





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CO-2	Implement how crm practices and technologies enhance the achievement of marketing, sales
CO-3	Implement various technological tools for data mining and also successful implementation of crm in the organizations
CO-4	Design customer relationship management strategies by understanding customers' preferences
II-I Sem	Course: e-304 strategic marketing management
CO-1	Understand the role of strategic marketing and organizational structure
CO-2	Improve the real life strategies and techniques of marketing strategies
CO-3	Understand and implement core competency in industry.
CO-4	Implement various strategic marketing techniques in real time
CO-5	Able to handle product development in the organization.
II-I Sem	Course: c-401 logistics and supply chain management
CO-1	Able understand basics of logistics and supply chain management
CO-2	Able to analyze various supply chain in different situations
CO-3	Design inventory management in supply chain in organization.
CO-4	Understand the relationship of logistics and supply chain management.
CO-5	Learn about the global logistics.
II-IISEM	Course: c-402 entrepreneurship development
CO-1	To understand the basic concepts and engaging in appropriate entrepreneurial behavior.
CO-2	Aware about entrepreneurs perceive opportunity, manage risk, organize resources and add value
CO-3	Able to develop a plan for implementing entrepreneurial activities in a globalised and competitive environment
CO-4	Able to solve operation problems in organization
CO-5	Understand the importance of financial institutions and developing of small scale and medium scale enterprises
II-IISEM	Course: e-401 organization development and change management
CO-1	Know the importance and basics of change management in human resource.
CO-2	Able to review the mapping of change and overview of total project management model



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CO-3	Understand the challenges of organization development
CO-4	Understand the challenges of globalization and restricting entrepreneurs india
CO-5	Able to develop the team building management.
II-IISEM	Course: e-402 global hrm
CO-1	Effectively manage and plan key human resource functions within organizations
CO-2	Examine current issues, trends, practices, and processes in hrm
CO-3	Contribute to employee performance management and organizational effectiveness.
CO-4	Evaluate competitive advantage over competitors at national and international level.
CO-5	Understand of cross cultural management global strategic advantages through human resource development.
II-IISEM	Course: e-403 labor welfare and legislation
CO-1	Understand basic concepts and philosophy, principles and approaches of labor welfare
CO-2	Understand indian constitution on labor
CO-3	Aware about how the impact of ilo was on labor welfare in india
CO-4	Knowledge about trade unions act
CO-5	Understand the role of social work in industry.
II-IISEM	Course: e-404 management of industrial relations
CO-1	Understands the concept of industrial relations in management
CO-2	Ensures the knowledge about trade unions and associations.
CO-3	Learn about the wages and salaries of workers and types of wages
CO-4	Knowing about the health and occupational safety programs and insurance
CO-5	Understand the employee grievance and industrial disputes in india
II-IISEM	Course: e-401 financial markets and services
CO-1	Understands the financial system and capital markets and sebi
CO-2	Able to learn about the financial services and merchant banking services.
CO-3	Understand the importance of venture capital which is useful in real time.
CO-4	Gain knowledge about credit rating and credit rating agencies like crisil,icra,care.



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CO-5	Understand the concept of mutual fund and de mat services.
II-IISEM	Course: e-402 global financial management
CO-1	Understand concepts and practical applications of global financial management.
CO-2	Identify foreign exchange risk
CO-3	Awareness about international financial markets
CO-4	Understand various foreign investment decisions
CO-5	Understand how international accounting and reporting
II-IISEM	Course: e-403 risk management
CO-1	Understand and manage the risk and uncertainties to which financial institutions are exposed to
CO-2	Able to measure and management of risk
CO-3	Understand techniques and tools of risk management
CO-4	Understand the regulators' like sebi ,basel norms and capital requirements.
CO-5	Understand the concepts of time value of money ,var which are useful to analyze the returns in future
II-IISEM	Course: e-404 tax management
CO-1	Acquaint the theoretical and practical aspects of direct taxes including wealth taxes
CO-2	Able to apply tax planning for firms.
CO-3	Understand tax audit and accounting for income tax and cen vat and tax planning.
CO-4	Understands the tax considerations and filing returns.
CO-5	Learn about the multinational taxation like bilateral and measures to plug tax loopholes.
II-IISEM	Course: e-401 services marketing
CO-1	Understand services marketing discipline.
CO-2	Able to face challenges for services marketing; and how to deal
CO-3	Acquire knowledge elements of services marketing mix
CO-4	Understand strategies to effectively implement services marketing.
CO-5	Understands the different type of marketing products.



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II-IISEM	Course: e-402 promotional and distribution management
CO-1	Understand various concepts of promotional and distributional management.
CO-2	Able to develop integrated marketing communications in organization.
CO-3	Develop sales promotion and support media
CO-4	Understand and control distribution management in real life
CO-5	Understand the ethical and social issues in distribution management.
II-IISEM	Course: e-403 global marketing management
CO-1	Develop an understanding of and an appreciation for basic global marketing concepts, theories, principles, and terminology
CO-2	Able to demonstrate an awareness and knowledge of the impact of environmental factors (cultural, economic, institutional, legal and political) on international marketing activities.
CO-3	Capable of developing a global marketing strategy by applying the basic concepts of product, pricing, promotion, and channels of distribution in international settings.
CO-4	Capable of identifying international customers through conducting marketing research and developing cross-border segmentation and positioning strategies.
II-IISEM	Course: e-404 supply chain management
CO-1	Understands the scope of supply chain management.
CO-2	Gain knowledge about the international transportation management.
CO-3	Understands the customer relationship management key tools and components
CO-4	Able to learn performance appraisal
CO-5	Understands the international transactions and payments




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