



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: R19

Course Outcomes

No. of Courses: 43

I-I Sem	Course: c-101 management and organizational behavior
CO-1	Discuss basic perspective of management
CO-2	Understand the human interactions in an organization
CO-3	Understand the theories underlying organizational behavior.
CO-4	Understand motivation and job performance
CO-5	Outline organizational conflict.
I-I Sem	Course: c-102 managerial economics
CO-1	Develop an understanding of the applications of managerial economics
CO-2	Understand demand analysis and forecasting
CO-3	Know how cost and production analysis
CO-4	Identify basic knowledge about macro economic factors of the nation
CO-5	Enhance the job performance and valuation in organization
I-I Sem	Course: c-103 accounting for managers
CO-1	Identify the basic knowledge about to prepare the accounts
CO-2	Discuss how to analyze the financial statements
CO-3	Implement the cost accounting concepts
CO-4	Examine The Application of Management Account Concepts
CO-5	Calculate The Application of Standard, Variance and Marginal Costing.
I-I Sem	Course: c-104 quantitative analysis for business decisions
CO-1	Understanding of descriptive statistical tools
CO-2	Know how to apply decision theory
CO-3	Apply the quantitative methods for business decision making.
CO-4	Investigate The Mathematical Models of Real Decision Making Problems Including The Use Of Modeling Tools.



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CO-5	Investigate the concept of tests and analysis of variance.
I-I Sem	Course: c-105 legal and business environment
CO-1	Discuss how indian business environment in which business has to operates.
CO-2	Predict the impact of environment on business in an integrated manner
CO-3	Explain about exposure to important commercial and industrial laws
CO-4	Understand fundamentals of communication.
CO-5	Understand about consumer protection act .
I-I Sem	Course: c-106 business communication and soft skills
CO-1	Understand fundamentals of communication.
CO-2	Compare the oral, written and non-verbal communication skills
CO-3	Discuss how to transform as effective communicators.
CO-4	Enhance the concept of sales of goods act and consumer protection act.
CO-5	Understand the concept of partnership and information technology act 2000.
I-I Sem	Course: c-107 cross cultural management
CO-1	Enhance the ability of the students to interact effectively with other in organization
CO-2	Understand significantly improving the ability of practicing managers to be effective global managers
CO-3	Explain about the context of international business
CO-4	Know about the international human resource management and retention strategies.
CO-5	Outline the concept staffing, training in global operations.
I-I Sem	Course: c-108 information technology – lab1 (spreadsheet and tally)
CO-1	Describe basics Of The Computers Knowledge
CO-2	Explain basics Of The Financial Software Knowledge
CO-3	Compare the concept of basic accounting , double entry system and recording of transactions.
CO-4	Identify the importance of basics of tally and inventory in tally.



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I-II Sem	Course: c-201 financial management
CO-1	Discuss the concepts financial management
CO-2	Analyze the needs of financial markets.
CO-3	Predict and fulfill the needs of financial markets.
CO-4	Solve time value of money and capital budgeting.
CO-5	Enhance the concept of liquidity decision and cash management models.
I-II Sem	Course: c-202 human resource management
CO-1	Discuss the basic concepts of human resource management
CO-2	List out various functions of hrm in industry.
CO-3	Classify The basic Wage and Salary Administration Policies.
CO-4	Investigate the managing industrial relations in organization.
CO-5	Identify the way of managing industrial relations.
I-II Sem	Course: c-203 marketing management
CO-1	To understand the basic marketing concepts.
CO-2	Classify the product and pricing aspects in market.
CO-3	Examine about how to control distribution in organization.
CO-4	Complete knowledge about market segmentation.
CO-5	Classify the channel of distribution and marketing control.
I-II Sem	Course: c-204 operations management
CO-1	Identify the Strategic Significance Of Operation Management.
CO-2	Examine the Knowledge About How To Apply Discipline To Deal With Real Life Business Problem.
CO-3	Explain about quality management and control
CO-4	Enriching the Productivity Factors and Job Design and Process Flow Charts
CO-5	Understands the Maintenance Of The Quality and How To Apply Statistical Quality Control.
I-II Sem	Course: c-205 business research methods



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CO-1	Discuss the fundamentals of research methods.
CO-2	List out the methods and 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	Investigate advanced critical thinking skills
I-II Sem	Course: c-206 project management
CO-1	Examine basic knowledge about the concept of project, project management
CO-2	Assess various issues of project management
CO-3	Solve technical and Legal Feasibility
CO-4	Categorize project implementation and review:
CO-5	Understand the implementation of project and implementation of review of project and performance analysis.
I-II Sem	Course: c-207 it lab 2 (programming r)
CO-1	Understand about how to use r for statistical programming, computation, graphics, and modeling,
CO-2	To expand their knowledge of r on their own.
CO-3	Understand basic types of statistical models
CO-4	Examine basic knowledge about the concepts of graphs.
CO-5	Classify the various types of distribution and basic statistics.
II-I Sem	Course: c- 301 strategic management
CO-1	Discuss basic knowledge about the concepts of strategic management
CO-2	Assess environmental scanning for organization
CO-3	Understand and formulate strategies in different levels.
CO-4	Examine how to implement strategies in organization
CO-5	Enhance the evaluation and control of strategy and role of strategist.
II-I Sem	Course: c-302 operations research
CO-1	Understand the knowledge of mathematics, basic sciences and engineering concepts to solve the complex engineering problems.



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CO-2	Solve mathematically model real life optimization problems
CO-3	Examine and conduct experiments and to critically analyze and interpret the experimental data to reach at substantial outcomes.
CO-4	Identify formulates, and solves the complex problems.
CO-5	Construct the networks and probability of completing the project.
II-I Sem	Course: eh-301 leadership and change management
CO-1	Understand the basic concepts of leadership and change management
CO-2	Identify and implement basics of change management
CO-3	Analyze their own personal identities and how their identities shape their leadership
CO-4	Justify in leading the team in organization using leadership models.
CO-5	Know the concept of mapping change and organization development
II-I Sem	Course: eh-302 performance evaluation and compensatfion management
CO-1	Illustrate how pay decisions help the organization achieve a competitive advantage
CO-2	Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.
CO-3	Design performance management planning
CO-4	Understand the basic concept of compensation structure
CO-5	Understand the concept of compensation structure and tax planning.
II-I Sem	Course: eh-303 human resource metrics and analytics
CO-1	Discuss in developing right hr metrics
CO-2	Examine hr metrics into analytics for effective management decisions
CO-3	Identify and create levels of metrics measures in organization.
CO-4	Evaluate reliability and validity of selection models in company
CO-5	List out the hrms/hris policies
II-I Sem	Course: eh-304 human capital management
CO-1	Explain economic theories of human capital
CO-2	Classify various concepts of accounting aspects of human capital



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CO-3	List out policies related quality of work life
CO-4	Predict industrial accidents and safety
CO-5	Understand the concept quality of work life.
II-I Sem	Course: ef-301 investment analysis and portfolio management
CO-1	Discuss and demonstrate a basic understanding of investments
CO-2	Examine the acquaintance of the securities market and its constituents
CO-3	Outline gained to perform analysis of various securities
CO-4	Compare and apply models to securities performance and forecasting
CO-5	Investigate portfolio management in real life.
II-I Sem	Course: Ef-302managing Banks and Financial Institutions
CO-1	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	Analyze the health and risk of bank balance sheet and will also be able to appraise credit management parameters of a bank
CO-4	Categorize the npas and will also be able to appraise the process of securitization.
CO-5	Discuss and distinguish the utility of various non banking institutions like insurance, housing finance and credit rating
II-I Sem	Course: ef-303 financial markets and services
CO-1	Understand the role and function of the financial system in reference to the macro economy.
CO-2	Identify the current structure and regulation of the indian financial services sector.
CO-3	Construct and create strategies to promote financial products and services.
CO-4	Identify the concept of credit rating and credit rating agencies.
CO-5	Examine to utilize the small finance schemes and improves the business.
II-I Sem	Course: ef-305 taxation
CO-1	Discuss theoretical and practical aspects of direct taxes including wealth taxes
CO-2	Find application of tax planning for firms
CO-3	Understand tax audit and accounting for income tax



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CO-4	Examine and identify the tax deductions, computation, payment and accounting
CO-5	Understand the concept of auditing and accounting of income tax
II-I Sem	Course: em-301 consumer behavior
CO-1	Identify the major influences in consumer behavior
CO-2	Explain about the relevance of consumer behavior 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 behavior
CO-5	Use most appropriate techniques to apply market solutions
II-I Sem	Course: em-302 retail management
CO-1	Discuss about the retail management concepts and its operations.
CO-2	Classify 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	Imagine the latest trends in retail industry
II-I Sem	Course: em-303 customer relationship management
CO-1	Apply The Concept Of Customer relationship management.
CO-2	Implement How Customer relationship management Practices and Technologies Enhance The Achievement Of Marketing, Sales
CO-3	Implement various technological tools for data mining
CO-4	Design customer relationship management strategies by understanding customers' preferences.
CO-5	Understand the e-business.
II-I Sem	Course: em-305 digital and social media marketing
CO-1	Understand the increased business visibility and brand awareness
CO-2	Understanding various concepts of digital marketing
CO-3	Design leads and convert targeted into loyal customers



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CO-4	Construct digital marketing plan according to situation
CO-5	Understanding different social media networking
II-II Sem	Course: c-401 supply chain management and analytics
CO-1	Discuss basics of supply chain management
CO-2	Analyze various supply chain in different situations
CO-3	Design inventory management in supply chain in organization.
CO-4	Understands the concept of analysis of supply chain
CO-5	Identify and control Of Stock and Inventory Management
II-II Sem	Course: c- 402 innovation and entrepreneurship
CO-1	To understand the basic concepts and engaging in appropriate entrepreneurial behavior.
CO-2	List out the entrepreneurs perceive opportunity, manage risk, organise resources and add value
CO-3	Discuss and develop A Plan for Implementing Entrepreneurial Activities In A Globalised and Competitive Environment
CO-4	Solve operation problems in organization.
CO-5	Innovate technologies and products and technologies
II-II Sem	Course: eh-401 labor welfare and employment laws
CO-1	Understand basic concepts and philosophy, principles and approaches of labour welfare
CO-2	Understand Indian Constitution On Labour welfare programs.
CO-3	Examine About How The Impact Of International labor organization Was On Labour Welfare In India
CO-4	Understand About Trade Unions Act
CO-5	Examine and classify the women compensation act ,minimum wages act and monetary benefits.
II-II Sem	Course: eh-402 international human resource management
CO-1	Effectively manage and plan key human resource functions within organizations
CO-2	Examine current issues, trends, practices, and processes in hr



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CO-3	Contribute to employee performance management and organizational effectiveness.
CO-4	Evaluate competitive advantage over competitors at national and international level.
CO-5	Analyze the corporate culture
II-II Sem	Course: eh-404 human resources development
CO-1	Develop new attitudes, skills, and knowledge to take on leadership positions
CO-2	Create effective company succession planning strategies
CO-3	Understand and implement concept effective workforce.
CO-4	Understand About Human resource development Ethics
CO-5	Develop the ethical attitude and behavior
II-II Sem	Course: eh-405 strategic human resource management
CO-1	Understand basic concepts human resource strategy
CO-2	Able to do strategy implementation in organization.
CO-3	Understand strategic human resource development
CO-4	Able to frame the strategic plan.
CO-5	Evaluate the strategic contribution
II-II Sem	Course: ef-401 financial derivatives
CO-1	Understand concepts and practical applications of derivatives in the security markets.
CO-2	Understand futures, options, swaps markets.
CO-3	Understand The Concept Of Option Marketing and National stock exchange and Bombay stock exchange.
CO-4	Know about the pricing models and black schools model
CO-5	Enhance the concept of swap s
II-II Sem	Course: ef-402 global financial management
CO-1	Understand Concepts and Practical Applications Of global Financial Management.
CO-2	Identify foreign exchange risk:
CO-3	Examine international financial markets
CO-4	Classify various foreign investment decisions



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CO-5	Discuss about international accounting and reporting
II-II Sem	Course: ef-403 financial risk management
CO-1	Understand and manage the risk and uncertainties to which financial institutions are exposed to
CO-2	Analyze and measure management of risk
CO-3	Understand techniques and tools of risk management
CO-4	Understand the concept of derivatives and swap markets
CO-5	Know the concept of option like call option and put option
II-II Sem	Course: ef-404 strategic financial management
CO-1	Understand concepts and practical applications of strategic financial management
CO-2	Understand financial strategy for capital structure
CO-3	Understand concepts like merger, takeover strategy
CO-4	Implementation of merging concept in real life whether it is profitable or not
CO-5	Enhance the concept of take over's.
II-II Sem	Course: em-401 services marketing
CO-1	Understand services marketing discipline.
CO-2	Predict and 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	Understand the concept of marketing of services sector
II-II Sem	Course: em-402 promotional & distribution management
CO-1	Understand various concepts of promotional and distributional management
CO-2	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 channels of distribution.



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II-II Sem	Course: em-404 advertising and brand management
CO-1	Identify key aspects of advertising
CO-2	Design communications for print, social media
CO-3	Design effectively managing brands and build brand equity and establish brand identity.
CO-4	Understand brand strategies for consumer and business goods and services.
CO-5	Able to manage the brand quality and brand loyalty
II-II Sem	Course: em-405 global marketing management
CO-1	Develop an understanding of and an appreciation for basic global marketing concepts, theories, principles, and terminology.
CO-2	Examine 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
CO-5	Understand the concept of export marketing.



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