NARAYANA ENGINEERING COLLEGE :: GUDUR
(AUTONOMOUS)

Approved by AICTE and Permanently Affiliated to JNTUA, Ananthapuramu, An ISO 9001:2015 Certified Institution, Recognized by UGC U/S 2(f) & 12(B)

Dhoorjati Nagar, Gudur, SPSR Nellore Dist.- 524101

NAAC

As per R24 Regulations

I Year I Semester

Course Title	Course Code	Course No	Course Outcomes *At the end of the I Year I Semester students will be able to:*
Management and Organizational Behaviour	24MB101	CO1	Understand the managerial functions and have same basic knowledge on international aspect of management. (L2)
		CO2	Understand the planning process in the organization. (L2)
		CO3	Define the organizing and controlling tools to be followed in the organization. (L1)
		CO4	Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization. (L2)
		CO5	Demonstrate the ability to directing, leadership and communicate effectively. (L2)
Managerial Economics	24MB102	CO1	Apply the basic Concepts and Economics principles in Decision-making. (L2)
		CO2	Understand the Significance of Demand Elasticity. (L2)
		CO3	Select the least cost combination of inputs through Production Functions. (L3)
		CO4	Compare different cost concepts and predict Breakeven point. (L4)
		CO5	Apply Pricing decisions across Industries characteristics by Market Structure. (L4)
Business Law and Environment	24MB103	CO1	Understand the fundamental legal provisions in dealing various contracts and negotiable instruments in the business world. (L2)

		CO2	Identify the provisions of companies Act, 2013. (L3)
		CO3	Understand the concept of the various constituents of environment and their impact on businesses. (L2)
		CO4	Evaluating the impact of monitory policy, fiscal policy and trade policy on economy. (L5)
		CO5	Analyzing the structure of Money market and Capital market (L4)
Financial Accounting for Managers	24MB104	CO1	Explain the basic concepts and general purposes of accounting. (L2)
		CO2	Prepare the Journal, Ledger and Final Accounts. (L3)
		CO3	Describe the useful and value of depreciable assets and value of inventory. (L2)
		CO4	Explain the financial statement analysis associated with financial data in the organization. (L2)
		CO5	Describe the classification of Cost, Revenue and Break Even Analysis.(L2)
Research Methods and Data Analysis	24MB105	CO1	Demonstrate a basic understanding of various aspects of Business Research Design. (L2)
		CO2	Understand different data collection methods and tools. (L2)
		CO3	Discuss various descriptive and inferential statistical tools for Business Research.(L2)
		CO4	Use correlation and Regression analysis for Business Research. (L3)
		CO5	Design and develop a Business Research report and to learn how to communicate the results. (L4)
Small Business and Entrepreneurship	24MB106	CO1	Understand role of Entrepreneur and entrepreneurial process. (L2)
		CO2	Understand the components of business plan. (L2)
		CO3	Discuss role of MSME's and major challenges faced by them. (L2)
		CO4	Demonstrate innovations and problem solving in entrepreneurial ventures. (L3)

		CO5	Discuss start up eco system and unicorns in India. (L2)
Information Technology Lab	24MB107	CO1	Design word documents with formatting features. (L3)
		CO2	Implement mail-merge in MS word document. (L3)
		CO3	Apply fundamental networking concepts to connect computers and wireless devices, exchange files, access the internet, view smartphone content on Windows systems, and troubleshoot basic network connectivity issues.(L3)
		CO4	Apply Excel formulae in a spread sheet. (L3)
		CO5	Design power point presentation with animation effects. (L3)
Business Communication Lab	24MB108	CO1	To understand the communication concepts and to develop the students' competence in communication at an advanced level.(L2)
		CO2	To participate in team activities that leads to the development of collaborative work skills.(L3)
		CO3	To provide the knowledge on Presentation Skills, Group Discussion and Resume Writing.(L2)
		CO4	To enhance the skills to write business letters, memos, reports, emails.(L3)
		CO5	To develop strategies appropriately to improve Listening skills and Spoken Skills.(L4)

Course Title	Course Code	Course No	Course Outcomes *At the end of the I Year II Semester students will be able to:*
Human Resource Management	24MB201	CO1	Understand the basic concept of Human Resource Management. (L2
		CO2	Explain the job analysis and job design methods. (L2)
		CO3	Understand the demand and supply of HR & concept of employee retention. (L2)
		CO4	Understand the sources of Recruitment, Selection process and Performance appraisal methods. (L2)
		CO5	Examine the Training and Development methods and compensation management process. (L4)
Marketing Management	24MB202	CO1	Recall Comprehend basic marketing concepts. (L1)
		CO2	Examine marketing strategies for consumer and industrial marketing. (L4)
		CO3	Apply and develop Marketing Strategies and Plans. (L3)
		CO4	Analyze the nature of distribution decisions. (L4)
		CO5	Understanding of the marketing research and new trends in the arena of marketing. L2)
Financial Management	24MB203	CO1	Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions. (L2)
		CO2	Apply the Capital Budgeting Techniques like IRR, NPV and PI for managerial Decisions. (L3)
		CO3	Understanding of EBIT-EPS Analysis, evaluation of various financing plans, importance of leverages. (L2)
		CO4	Analyze Indian Companies Dividend Policies, Bonus shares, Rights Issue and Stock Split. (L4)
		CO5	Evaluate working capital effectiveness of a company based on its operating and cash conversion cycles, and compare the company's effectiveness with that of peer companies. (L4)

Management Information Systems	24MB204	CO1	Understand the concept of MIS in Quantitative Techniques. (L2)
		CO2	Analyze the existing system in system analysis. (L4)
		CO3	Apply functional information system to support business needs. (L3)
		CO4	Analyze the procedure in developing case methodology through development approach. (L3)
		CO5	Describe the implementation process of MIS. (L2)
Operations Management	24MB205	CO1	Understand the fundamental concepts of Operations Management and its recent trends. (L2)
		CO2	Understand the concept of product design, process design and forecasting (L2)
		CO3	Understand the concept of quality control charts, statistical process and inventory control (L2)
		CO4	Understand the importance of plant location, design of layouts and value analysis (L2)
		CO5	Understand the concept of scheduling and drawing networks (L2)
Introduction to Business Analytics	24MB206	CO1	Demonstrate how knowledge of Analytics can be applied to Business (L2)
		CO2	Analyze the impact of Data on Business Decisions (L4)
		CO3	Understand the concepts of Data Modeling. (L2)
		CO4	Identify and explain the factors which influence Data Visualization. (L3)
		CO5	Analyze the applications of business analytics (L4)
Business Analytics Lab	24MB207	CO1	Construct the NPV & IRR by using MS Excel.(L3)
		CO2	Design a Histogram by using MS Excel.(L3)
		CO3	Categorize the payroll system.(L4)

		CO4	Apply Goal Seek tool in calculating data analysis.(L3)
		CO5	Construct various sample tests by using MS Excel.(L3)

II Year I Semester

Course Title	Course Code	Course No	Course Outcomes At the end of the II Year I Semester students will be able to:
Strategic Management	24MB301	CO1	Explain the concepts, process, and importance of strategic management, including vision, mission, objectives, environmental scanning, and core competencies for achieving competitive advantage.(L2)
		CO2	Analyze the internal and external business environment using strategic tools such as Porter's Five Forces, BCG Matrix, GE Model, SWOT/TOWS, Market Life Cycle, and Experience Curve.(L4)
		CO3	Formulate appropriate corporate, business, and functional level strategies by evaluating various strategic alternatives such as stability, growth, retrenchment, and combination strategies.(L4)
		CO4	Apply strategy implementation concepts by selecting suitable competitive strategies, aligning leadership and resources, and designing effective planning systems for successful execution.(L3)
		CO5	Evaluate organizational strategies using strategic control mechanisms, benchmarking, strategic audits, and feedback systems in both Indian and international business contexts.(L4)
Green Business Management	24MB302	CO1	Explain the concept, evolution, nature, scope, importance, and types of green management, including its relevance in India and in the twenty-first century.(L2)
		CO2	Apply green management principles and sustainability practices within organizational environments, including life cycle analysis and sustainable production for corporate environmental responsibility.(L3)
		CO3	Analyze sustainability indicators, ecosystem services, biodiversity, and ecological economic approaches from an Indian and global perspective.(L4)

		CO4	Apply environmental reporting standards, ISO certifications, green financing mechanisms, and green energy management practices in business organizations.(L3)
		CO5	Analyze green techniques, tax incentives, green project management practices, business redesign strategies, and eco-commerce models for sustainable business operations.(L4)
Human Resource Development	24MB303c	CO1	Explain the meaning, significance, objectives, functions, and challenges of Human Resource Development in relation to Human Resource Management.(L2)
		CO2	Analyze organizational, task, and person-level HRD needs and apply appropriate methods to design and plan effective HRD programs.(L4)
		CO3	Apply various training methods and evaluation techniques, including Kirkpatrick's framework, to assess the effectiveness and impact of HRD programs.(L3)
		CO4	Analyze career management concepts, stages of career development, and issues involved in managing employee careers within organizations.(L4)
		CO5	Analyze the role of HRD in managing diversity by understanding organizational culture, labor market changes, discrimination, and demographic challenges.(L4))
Financial Institutions and Services	24MB304a	CO1	Explain the structure, elements, and role of the financial system in economic development, including the functions of regulatory and promotional institutions and the monetary policy tools of the RBI.(L2)
		CO2	Analyze the structure, performance, and innovations of banking and non-banking financial institutions, including mutual funds, insurance companies, and their regulatory bodies.(L4)
		CO3	Analyze the structure, functioning, and regulation of money markets and securities markets, including the role of SEBI in ensuring market efficiency and investor protection.(L4)
		CO4	Apply concepts of fund-based financial services such as leasing, hire purchase, consumer credit, factoring, venture capital, and housing finance to financial decision-making.(L3)
		CO5	Explain and analyze fee-based financial services including stock broking, merchant banking, underwriting, depository services, portfolio management, and the challenges faced by investment

			bankers.(L4)
Investment and Portfolio Management	24MB305a	CO1	Explain the fundamentals of stock markets, the process of investment, and distinguish between investment and speculation.(L2)
		CO2	Analyze the financial, economic, industry, and company factors using fundamental and technical analysis techniques to evaluate investment opportunities.(L4)
		CO3	Calculate and interpret expected returns, revenue returns, capital appreciation, and measure various types of investment risks, including systematic and unsystematic risk.(L3)
		CO4	Apply valuation techniques for different types of securities including bonds, preference shares, and common stocks to support investment decisions.(L3)
		CO5	Analyze the portfolio management process using modern portfolio models, including Markowitz model, Sharpe single index model, and Capital Asset Pricing Model (CAPM).(L4)
Knowledge Management	24MB306c	CO1	Explain the definition, scope, significance, principles, and techniques of Knowledge Management and understand the Data-Information-Knowledge-Wisdom relationship.(L2)
		CO2	Analyze the types of knowledge, organizational knowledge sources, and the knowledge life cycle to manage and convert organizational knowledge effectively.(L4)
		CO3	Apply the KM roadmap, identify roadblocks to success, and implement information architecture principles for effective knowledge management.(L3)
		CO4	Apply information technology tools and e-commerce solutions to support knowledge management systems, benchmarking, and organizational learning.(L3)
		CO5	Analyze the application of knowledge management in manufacturing and service industries and assess emerging trends shaping the future of KM.(L4)
Business Ethics & Corporate Governance	24MB307c	CO1	Explain the meaning, scope, need, approaches, and evolution of business ethics, including ethical dilemmas, codes of conduct, and common unethical practices in business.(L2)
		CO2	Analyze various ethical theories, modern decision-making approaches, concepts of justice, and Indian ethical philosophies to

			guide moral business behavior.(L4)
		CO3	Apply ethical principles to address issues in marketing, finance, HRM, operations, IT, fraud prevention, cybercrime, and professional conduct within organizations.(L3)
		CO4	Explain the purpose, theories, principles, and emerging trends of corporate governance, including shareholder rights, corporate governance codes, and best practices.(L2)
		CO5	Analyze the needs, types, and models of corporate social responsibility (CSR) and the evolution of corporate governance standards in India.
Business Simulation Lab	24MB308	CO1	Collect and organize primary and secondary data from online and offline sources, design questionnaires, and enter data into Excel for further analysis.(L3)
		CO2	Formulate research hypotheses and perform statistical analysis for uni-variable, bi-variable, and multi-variable data sets, interpreting the results accurately.(L3)
		CO3	Create and interpret charts and visual representations of data using Excel, Power BI, Tableau, or other visualization tools according to standard visualization rules.(L3)
		CO4	Design and manage databases for HR, Finance, and Marketing, apply filters, and perform financial calculations such as NPV and IRR using Excel models.(L3)
		CO5	Create and manage databases using MS Access and perform data entry, analysis, and interpretation using SPSS for organizational applications.(L3)
Experiential Learning Project	24MB309	CO1	Identify and define a real-world problem or industry/social issue suitable for investigation and project work, demonstrating relevance and feasibility.(L3)
		CO2	Conduct systematic research, gather primary and secondary data, and organize information to support project objectives and insights.(L3)
		CO3	Analyze the collected data using appropriate tools and techniques to derive meaningful insights and recommendations.(L4)
		CO4	Develop a tangible project output (report, paper, multimedia presentation, or other deliverable) that demonstrates learning, application of concepts, and problem-solving skills.(L3)

		CO5	Effectively communicate project findings and conclusions through oral presentations to a review committee, demonstrating clarity, persuasion, and professional presentation skills.(L3)

II Year II Semester

Course Title	Course Code	Course No	Course Outcomes *At the end of the II Year II Semester students will be able to:*
Financial Derivatives	24MB401a	CO1	Understand concepts of Derivative, and types of derivatives.(L2)
		CO2	Recognize the inter relationship of Spot & derivative markets.(L2)
		CO3	Learn the functioning of future and forward markets.(L3)
		CO4	Know the concepts of Options, strategies, and its pricing models.(L2)
		CO5	Gain awareness of types of swaps in reducing risk.(L2)
Global Human Resource Management	24MB402c	CO1	Understand an overview of concept of Global Human Resource Management (GHRM) and issues & Challenges involved in GHRM(L2)
		CO2	Differentiate HRM Vs GHRM and the global environmental factors of GHRM and cross-cultural research methodologies(L4)
		CO3	Learn concept of global staffing and compensation practices and differences in HCNs, PCNs and TCNs(L3)
		CO4	Know appraisal, training & development methods at Global perspective level(L2)
		CO5	Gain knowledge on global industrial relations and people management globally(L2)
Project Work	24MB403	CO1	Identify a relevant industry or research problem, define objectives, and prepare a detailed project synopsis including methodology, framework, and action plan with milestones.(L3)
		CO2	Collect and organize primary or secondary data systematically, ensuring relevance and reliability for the project objectives.(L3)
		CO3	Analyze collected data using appropriate quantitative or qualitative techniques to derive meaningful insights and conclusions.(L4)

		CO4	Prepare a comprehensive project report or deliverable demonstrating learning outcomes, application of concepts, and problem-solving skills.(L3)
		CO5	Present project findings effectively to a review committee, demonstrating professional communication, reasoning, and ability to defend conclusions.(L3)

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