

## G PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous)

(Approved by AICTE | NAAC Accreditation with 'A' Grade |  
Accredited by NBA (CIV, CSE, ECE & EEE) | Affiliated to JNTUA)  
Nandikotkur Road, Venkayapalli (V), Kurnool - 518452, Andhra Pradesh

### Program Outcomes (PO's):

Engineering Graduates will be able to

- ❖ **PO 1. Engineering Knowledge:** Apply the knowledge of mathematics, science, engineering Fundamentals and an engineering specialization to the solution of complex engineering problems.
- ❖ **PO 2. Problem analysis:** Identify, formulate, review research literature, and analyze complex Engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- ❖ **PO 3. Design / development of solutions:** Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and Environmental considerations.
- ❖ **PO 4. Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- ❖ **PO 5. Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling to complex engineering activities with an understanding of the limitations.
- ❖ **PO 6. The engineer and society:** Apply reasoning informed by the contextual knowledge to assess Societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
- ❖ **PO 7. Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development.
- ❖ **PO 8. Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
- ❖ **PO 9. Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- ❖ **PO 10. Communications:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give receive clear instructions.
- ❖ **PO 11. Project management and finance:** Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- ❖ **PO 12. Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

*L. Prasad*  
PRINCIPAL

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## DEPARTMENT OF MANAGEMENT STUDIES

### R-18 REGULATION

Course Name: **Management and Organisational Behaviour**

#	COURSE OUTCOMES
CO1	Understand the concepts, theories and principles of management and also able to apply the knowledge in personal and professional life.
CO2	Able to take effective and efficient managerial decisions in the organization by applying decision making and controlling techniques.
CO3	Acquire the knowledge on essentials of individual behaviour and motivational factors and apply them in professional career.
CO4	Analyze the group behaviour and leadership by using culture and climate as parameters of the organization.
CO5	Creation of effective organizational practices in the field of management and facilitates organizational development.
CO6	Understand the concepts, theories and principles of management and also able to apply the knowledge in personal and professional life.

Course Name: **Business Environment and Law**

#	COURSE OUTCOMES
CO1	Understand the concepts 1991 Industrial Policy 1991 and its impact on the business
CO2	Understand the concepts related to GATS, TRIMS, TRIPS and Uruguay round.
CO3	Understand the concepts of Monetary Policy and its determinants.
CO4	Understanding the basics of contracts
CO5	Analyze the right to information act 2005
CO6	Describe the companies act 1956 rules and case studies

Course Name: **Managerial Economics**

#	COURSE OUTCOMES
CO1	The students will be able to understand the basics of managerial economics.
CO2	The students should be able to analyze the demand and forecast the demand for the Product in the market.
CO3	The students will obtain the knowledge on production analysis.
CO4	The students will attain the essentials of cost concepts.
CO5	They will be secure fundamentals on market pricing strategies
CO6	The students will be capable of ground rules of inflation and business cycle.

Course Name: **Accounting For Managers**

#	COURSE OUTCOMES
CO1	The basic knowledge of book keeping and accounting
CO2	The students are able to understand the Financial Statements and make analysis financial accounts of a company
CO3	The students are able to analyze the financial statement of the different companies for

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	taking different accounting decisions
CO4	Students will able to analyze balance sheet of the companies with different methods for different requirements.
CO5	Students able to calculate the depreciation to the real assets in different aspects.
CO6	The students will use the company's financial information to the different activities of the business concern.

Course Name: **Statistics for Managers**

#	COURSE OUTCOMES
CO1	Student will able to independently calculate basic statistical parameters (mean, measures of dispersion, correlation coefficient, indexes)
CO2	Student will able to choose a statistical method for solving practical problems.
CO3	Apply probability rules and concepts relating to discrete and continuous random Variables to answer questions within a business context.
CO4	Use simple/multiple regression models to analyze the underlying relationships between the variables through hypothesis testing
CO5	Conduct and interpret a variety of hypothesis tests to aid decision making in a business context
CO6	Statistically analyze basic economic indicators

Course Name: **Business Communication**

#	COURSE OUTCOMES
CO1	Understand the concept of communication, its importance and various channels of Communication
CO2	To know the verbal and non-verbal communication skills, Body Language
CO3	Understand various psychologies through communication models, communication Styles
CO4	Understand communication barriers, listening skills
CO5	Learn technical writing skills, interview skills etiquettes
CO6	Developing and delivering effective presentations

Course Name: **Data Science**

#	COURSE OUTCOMES
CO1	Understand the concept of decision making, its importance and various approaches of decision making.
CO2	To know the fundamentals of statistics
CO3	Understand the data visualization with Tableau.
CO4	Understand basics of Python
CO5	Understand applications of python in data science

  
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Course Name: **Business Communication Lab**

#	COURSE OUTCOMES
CO1	Build language proficiency of the students in English emphasizes on LSRW skills
CO2	Develop communication skills through various language learning activities
CO3	Summarize to the nuances of English speech sounds, stress, rhythm, intonation and syllable division
CO4	Acquire and exhibit acceptable etiquette essential in social & professional Settings.
CO5	Improve the fluency in spoken English and neutralize mother tongue Influence
CO6	Effective business communications

Course Name: **Data Science Lab**

#	COURSE OUTCOMES
CO1	Understand the concept of decision making, its importance and various approaches of decision making.
CO2	To know the fundamentals of statistics
CO3	Understand the data visualization with Tableau.
CO4	Understand basics of Python
CO5	Understand applications of python in data science

**I-MBA II-SEM**

Course Name: **Human Resource Management**

#	COURSE OUTCOMES
CO1	Understand the concept of Personnel Management, its importance, principles, objectives, strategies of HRM
CO2	To know the designing & developing systems of HR
CO3	Understand about organization compensation to Executives and Non-executives
CO4	Understand Training & Development Techniques
CO5	Understand TQM, Productivity through industrial relations
CO6	Understand the nature and scope of HRM

Course Name: **Marketing Management**

#	COURSE OUTCOMES
CO1	The students will be able to understand the basics of marketing management
CO2	The students should able to analyze how to build strong brands and connect with Customers.
CO3	The students will obtain the knowledge on product management and strategies.
CO4	The students will attain setting marketing communication channels.
CO5	They will be secure fundamentals on delivering value and logistics.
CO6	The students will be capable of ground rules of sales management and sales organization.

  
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Course Name: **Business Research Methods**

#	COURSE OUTCOMES
CO1	Understand the Concepts, Theories and Models of Business Research and also the role of Business Research in real time Managerial Decisions.
CO2	Know the Research Process i.e., Problem Identification, Literature Survey, Statement of the Problem, Objectives, Hypothesis Development & Research Design.
CO3	Able to collection and analyze the data from various sources. And also able to design and prepare Structured Questionnaires and Interviews.
CO4	Evaluate the collect data by applying various Descriptive, Associational and Inferential Statistical Measures.
CO5	Gain the knowledge on Research Report, Preparation and effective Presentation.
CO6	To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.

Course Name: **Financial Management**

#	COURSE OUTCOMES
CO1	The necessary basic tools for the students so as to manage the finance function
CO2	The students should be able to understand the management of the financing of working capital needs and the long term capital needs of the business organization
CO3	The students are able to know that what are the sources are available to companies to generate required funds
CO4	Students are able to understand the long term capital needs of the business Organization.
CO5	Students will able to know that what are the different investment activities are Available to the business concern.
CO6	Students will know that the importance of the corporate restructure in the Organization.

Course Name: **Operations Research**

#	COURSE OUTCOMES
CO1	Identify and develop operational research models from the verbal Description of the real system
CO2	Understand the mathematical tools that are needed to solve optimization problems
CO3	Use mathematical software to solve the proposed models
CO4	Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management Engineering
CO5	Apply the decision models to various real time problems
CO6	Convert the problem into a mathematical model.

  
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Course Name: **Operations Management**

#	COURSE OUTCOMES
CO1	Understand the Production and Operations Management (POM), Functions- Historical development, scenario and product and process design with CAD or CAM
CO2	Analyze the Facilities Management & Aggregate Planning with the analysis of Location of facilities, Layout of facilities, Optimization of Product Process layout, Flexible manufacturing and group technology, Aggregate planning
CO3	Describe the concept of Scheduling in job, Shop type production, Shop-loading, Assignment and Sequencing techniques
CO4	Understand Work study & Quality Management with the help of Method study and Industrial Engineering Techniques
CO5	Plan and implement suitable materials handling principles and practices in the Operations
CO6	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.

Course Name: **Management Information System**

#	COURSE OUTCOMES
CO1	Describe the role and impact of information systems in business environment
CO2	Record current issues of information technology and relate those issues to Firm
CO3	Reproduce a working knowledge of concepts and terminology related to information Technology
CO4	Identify appropriate strategies to manage the system implementation process
CO5	Assess the relationship between organizations, information systems and business processes, including the processes for customer relationship management and supply chain management
CO6	Evaluate the role of information systems in supporting various levels of business Strategy

Course Name: **Data Analytics Lab**

#	COURSE OUTCOMES
CO1	Understand the concept of Business Analytics
CO2	To know the analytics of Accounting
CO3	Understand the Financial Decision
CO4	Understand Marketing & HR Analytics
CO5	Understand applications of MIS

COURSE NAME: **BUSINESS ETHICS AND CORPORATE GOVERNANCE**

#	COURSE OUTCOMES
CO1	Illustrate the business concepts and its areas.
CO2	Discover the importance of ethics in business areas
CO3	Apply the ethical issues in business areas.
CO4	Examine the principles of corporate governance

  
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## COURSE NAME: ENTREPRENEURSHIP DEVELOPMENT

#	COURSE OUTCOMES
CO1	Analyze the nature of entrepreneurship, risk and reward in business scenario
CO2	Assess the promotion and institutional support by various agencies in India.
CO3	Prepare effective and feasible project proposals and project reports.
CO4	Evaluate the role of ministry of MSME in promotion of small scale industries.
CO5	Identify the business challenges and opportunities by various case studies.

## COURSE NAME: COST AND MANAGEMENT ACCOUNTING

#	COURSE OUTCOMES
CO1	Select the companies that are suffering with the cost concepts.
CO2	Develop the different strategies that will control the cost of the business.
CO3	Take the various decisions relating to the business activities in aspect of cost.
CO4	Analyse the performance of different companies using the financial Statements.

## COURSE NAME: HUMAN RESOURCE DEVELOPMENT

#	COURSE OUTCOMES
CO1	Define the role and significance of human resource development practices in modern competitive organizations.
CO2	Identify and apply various training modules to solve issues at various levels.
CO3	Analyze the cost-benefits of training for organizations and human resource.
CO4	Develop, analyze and apply advanced training strategies and specifications for the development of human resources.
CO5	Apply suitable training assessment procedures to evaluate the outcomes.

## COURSE NAME: PRODUCT AND BRAND MANAGEMENT

#	COURSE OUTCOMES
CO1	Memorizing the concepts of the Product to have basic idea
CO2	Estimating the strategies for the Product Management
CO3	Executing Branding decisions to with stand in the Market.
CO4	Building equity for the Brand in the market.
CO5	Adapting Branding in various Sectors for building new Brands.

## COURSE NAME: FINANCIAL INSTITUTIONS, MARKETS AND SERVICES

#	COURSE OUTCOMES
CO1	Understand the functions structure of Indian financial system.
CO2	Analyse the different types banks with various operations.
CO3	Analyse the financial markets for long run investment.
CO4	Analyse the financial markets for short term investments like bank deposits etc.

  
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## COURSE NAME: CONSUMER BEHAVIOUR

#	COURSE OUTCOMES
CO1	Define the role and significance of consumer behaviour in modern business operations.
CO2	Identify major factors which influence consumer purchase behaviour.
CO3	Analyze the cost-benefits for the consumer, company and society.
CO4	Develop communication skills both oral and written in marketing contexts.
CO5	Apply suitable marketing strategies for market development and growth

## COURSE NAME: LABOUR LAWS & LEGISLATIONS

#	COURSE OUTCOMES
CO1	Define Industrial Relations & Characteristics of Trade Unions to run the organization smoothly.
CO2	Analyze the Disputes & settle the disputes to maintain coordination
CO3	Assess different dispute settlement methods which best suits the organization.
CO4	Determine the wage Policy about how to pay salaries to employees
CO5	Define various acts which are framed by government for success of business.

## COURSE NAME: INVESTMENT AND PORTFOLIO MANAGEMENT

#	COURSE OUTCOMES
CO1	Compare the different investment opportunities available in the market.
CO2	Analyse the various risk factor that are involved in the investments.
CO3	Design the effective portfolio for the investments.
CO4	Analyse the performance various investments in different securities.

## COURSE NAME: RURAL MARKETING

#	COURSE OUTCOMES
CO1	Discuss about Rural Marketing opportunities to increase our economy
CO2	Interpret Rural Market and Environment so as utilize the Rural Markets
CO3	Build new products & process for Rural Markets
CO4	Discover innovations in rural markets to produce Brand Products
CO5	Choose E-Rural Marketing strategies to develop Rural Markets & Economy

## COURSE NAME: PERFORMANCE MANAGEMENT

#	COURSE OUTCOMES
CO1	Revise HRM & PFM to know the significance of them.
CO2	Determine Mentoring & Monitoring Process to conduct meetings.
CO3	Implement Counselling Process to develop employees
CO4	Assess Appraisal methods to know the performance of Employees
CO5	Adapt Learning organizations for overall development of the employees.

  
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**COURSE NAME: ENTERPRISE RESOURCE PLANNING**

#	COURSE OUTCOMES
CO1	Define different modules of ERP for manufacturing and service companies.
CO2	Make basic use of ERP, and its role in integrating business functions.
CO3	Analyze the strategic options for ERP identification and adoption.
CO4	Design the ERP implementation strategies.
CO5	Create reengineered business processes for successful ERP implementation

**COURSE NAME: ADVERTISING AND SALES PROMOTION MANAGEMENT**

#	COURSE OUTCOMES
CO1	Develop a working knowledge of the models of communication models, and important fundamentals in developing effective ad programs.
CO2	Evaluate cases of advertising and sales Promotion programs.
CO3	Prepare to comprehensive communication plan.
CO4	Design ads in creative way and implement promotion activities in a new trend.
CO5	Develop the public relations, ad agencies, and personal selling tactics.

**COURSE NAME: KNOWLEDGE MANAGEMENT**

#	COURSE OUTCOMES
CO1	Define the role and significance of KM in modern competitive businesses.
CO2	Identify various sources of knowledge creation, assimilation and usage to solve internal and external issues of the modern organisations.
CO3	Analyse the impact of KM on business models and strategies of firms
CO4	Design and develop benchmark techniques in knowledge contexts.
CO5	Formulate suitable action plans for knowledge intensive organizations.

**Course Name: Strategic Management**

#	COURSE OUTCOMES
CO1	Define different strategies at different levels for vary business organizations.
CO2	Identify Key business issues in light of dynamic business environment.
CO3	Analyse the various issues, challenges and competition through internal and external environments analysis.
CO4	Apply effective organizational strategies for the current business environment
CO5	Design new strategies for survival, to kill competition and successful business.

**Course Name: E-Business**

#	COURSE OUTCOMES
CO1	Define the infrastructure of e-business and trends in modern businesses.
CO2	Identify major technologies and methodologies merely used in the industry.
CO3	Analyse the impact of e-competition on business models and strategies.
CO4	Design and develop new networks of distribution in marketing contexts.

  
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CO5	Apply suitable e-marketing strategies for market development and growth.
CO6	Define the infrastructure of e-business and trends in modern businesses.

Course Name: **Financial Derivatives**

#	COURSE OUTCOMES
CO1	Demonstrate the basics of commodity market and its role in India.
CO2	Identify and evaluate different derivative instruments in MCX markets.
CO3	Analyse key factors that influence investment in derivatives.
CO4	Apply different contracts to manage and mitigate risks in investment.
CO5	Develop options and swap strategies to mitigate the risks associated with forward and future contracts.
CO6	Demonstrate the basics of commodity market and its role in India.

Course Name: **Services Marketing**

#	COURSE OUTCOMES
CO1	Define the role of service manager to increase business of the organization.
CO2	Identify the key elements of services marketing.
CO3	Analyse consumers' perception on existing services.
CO4	Apply strategies to maintain service quality and relations with customers.
CO5	Design customized business plan to support business operations.

Course Name: **Organization Development**

#	COURSE OUTCOMES
CO1	Apply the concepts, theories and principles of organization development.
CO2	Identify and apply different change models to solve issues at various levels.
CO3	Analyze key issues of organization by applying action research programmes.
CO4	Design new interventions to solve unstructured problems of individual, teams and organizations at different level.
CO5	Apply the knowledge of psychology in different management scenario.
CO6	Apply the concepts, theories and principles of organization development.

Course Name: **International Financial Management**

#	COURSE OUTCOMES
CO1	Demonstrate the basics of Forex market and exchange rates.
CO2	Identify and evaluate different foreign direct investment, international acquisition opportunities and risks involved in international investments.
CO3	Analyse key factors that influence investment strategies of MNCs.
CO4	Apply cross border investment techniques to manage portfolio investment.
CO5	Develop strategies to mitigate the risks associated with foreign operations.

  
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Course Name: **International Marketing**

#	COURSE OUTCOMES
CO1	Demonstrate an advanced understanding of the key concepts, theories associated with international marketing.
CO2	Analyse the environmental variables that influence international marketing.
CO3	Develop appropriate strategies to enter into international markets.
CO4	Identify government policies, procedures, incentives for exports & imports.
CO5	Develop a comprehensive international marketing plan.
CO6	Demonstrate an advanced understanding of the key concepts, theories associated with international marketing.

Course Name: **Global Human Resource Management**

#	COURSE OUTCOMES
CO1	Define the difference between domestic & global HRM practices.
CO2	Interpret the cross cultures to manage employees.
CO3	Identify and apply the different policies according to PCN's or TCN's.
CO4	Design different appraisal & T&D systems that best suits for GHRM.
CO5	Evaluate the different cultures to manage Industrial Relations.

Course Name: **Corporate Information Management**

#	COURSE OUTCOMES
CO1	Apply planning and strategy tools in today's business environment
CO2	Analyze IT services for performance of an organization.
CO3	Evaluate organizational outsourcing decisions for considering the legal and ethical aspects of business.
CO4	Determine an appropriate project management approach to evaluate the business context and scope of the project.
CO5	Apply planning and strategy tools in today's business environment

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**DEPARTMENT OF MANAGEMENT STUDIES**

**R-19 REGULATION**

Course Name: **Management and Organisational Behaviour**

#	COURSE OUTCOMES
CO1	Understand the concept of management, its importance & various principals of Management
CO2	To know the functions of management
CO3	Understand about organization & to know behavior of individuals
CO4	Understand groups in organization & motivating people
CO5	Understand leadership qualities & adapt to change & control of conflicts
CO6	Understanding organizational culture, climate and conflict

Course Name: **Business Environment and Law**

#	COURSE OUTCOMES
CO1	Understand the concepts 1991 Industrial Policy 1991 and its impact on the business
CO2	Understand the concepts related to GATS, TRIMS, TRIPS and Uruguay round.
CO3	Understand the concepts of Monetary Policy and its determinants.
CO4	Understanding the basics of contracts
CO5	Analyze the right to information act 2005
CO6	Describe the companies act 1956 rules and case studies

Course Name: **Managerial Economics**

#	COURSE OUTCOMES
CO1	The students will be able to understand the basics of managerial economics.
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CO3	The students will obtain the knowledge on production analysis.
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CO5	They will be secure fundamentals on market pricing strategies

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CO6	The students will be capable of ground rules of inflation and business cycle.
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Course Name: **Accounting For Managers**

#	COURSE OUTCOMES
CO1	The basic knowledge of book keeping and accounting
CO2	The students are able to understand the Financial Statements and make analysis financial accounts of a company
CO3	The students are able to analyze the financial statement of the different companies for taking different accounting decisions
CO4	Students will able to analyze balance sheet of the companies with different methods for different requirements.
CO5	Students able to calculate the depreciation to the real assets in different aspects.
CO6	The students will use the company's financial information to the different activities of the business concern.

Course Name: **Statistics for Managers**

#	COURSE OUTCOMES
CO1	Student will able to independently calculate basic statistical parameters (mean, measures of dispersion, correlation coefficient, indexes)
CO2	Student will able to choose a statistical method for solving practical problems.
CO3	Apply probability rules and concepts relating to discrete and continuous random Variables to answer questions within a business context.
CO4	Use simple/multiple regression models to analyze the underlying relationships between the variables through hypothesis testing
CO5	Conduct and interpret a variety of hypothesis tests to aid decision making in a business context
CO6	Statistically analyze basic economic indicators

Course Name: **Business Communication**

#	COURSE OUTCOMES
CO1	Understand the concept of communication, its importance and various channels of Communication
CO2	To know the verbal and non-verbal communication skills, Body Language

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CO3	Understand various psychologies through communication models, communication Styles
CO4	Understand communication barriers, listening skills
CO5	Learn technical writing skills, interview skills etiquettes
CO6	Developing and delivering effective presentations

Course Name: **Data Science**

#	COURSE OUTCOMES
CO1	Understand the concept of decision making, its importance and various approaches of decision making.
CO2	To know the fundamentals of statistics
CO3	Understand the data visualization with Tableau.
CO4	Understand basics of Python
CO5	Understand applications of python in data science

Course Name: **Business Communication Lab**

#	COURSE OUTCOMES
CO1	Build language proficiency of the students in English emphasizes on LSRW skills
CO2	Develop communication skills through various language learning activities
CO3	Summarize to the nuances of English speech sounds, stress, rhythm, intonation and syllable division
CO4	Acquire and exhibit acceptable etiquette essential in social & professional Settings.
CO5	Improve the fluency in spoken English and neutralize mother tongue Influence
CO6	Effective business communications

Course Name: **Data Science Lab**

#	COURSE OUTCOMES
CO1	Understand the concept of decision making, its importance and various approaches of decision making.
CO2	To know the fundamentals of statistics
CO3	Understand the data visualization with Tableau.
CO4	Understand basics of Python

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CO5	Understand applications of python in data science
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**Course Name: Human Resource Management**

#	COURSE OUTCOMES
CO1	Understand the concept of Personnel Management, its importance, principles, objectives, strategies of HRM
CO2	To know the designing & developing systems of HR
CO3	Understand about organization compensation to Executives and Non-executives
CO4	Understand Training & Development Techniques
CO5	Understand TQM, Productivity through industrial relations
CO6	Understand the nature and scope of HRM

**Course Name: Marketing Management**

#	COURSE OUTCOMES
CO1	The students will be able to understand the basics of marketing management
CO2	The students should able to analyze how to build strong brands and connect with Customers.
CO3	The students will obtain the knowledge on product management and strategies.
CO4	The students will attain setting marketing communication channels.
CO5	They will be secure fundamentals on delivering value and logistics.
CO6	The students will be capable of ground rules of sales management and sales organization.

**Course Name: Business Research Methods**

#	COURSE OUTCOMES
CO1	Understand the Concepts, Theories and Models of Business Research and also the role of Business Research in real time Managerial Decisions.
CO2	Know the Research Process i.e., Problem Identification, Literature Survey, Statement of the Problem, Objectives, Hypothesis Development & Research Design.
CO3	Able to collection and analyze the data from various sources. And also able to design and prepare Structured Questionnaires and Interviews.
CO4	Evaluate the collect data by applying various Descriptive, Associational and Inferential Statistical Measures.

  
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CO5	Gain the knowledge on Research Report, Preparation and effective Presentation.
CO6	To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.

Course Name: **Financial Management**

#	COURSE OUTCOMES
CO1	The necessary basic tools for the students so as to manage the finance function
CO2	The students should be able to understand the management of the financing of working capital needs and the long term capital needs of the business organization
CO3	The students are able to know that what are the sources are available to companies to generate required funds
CO4	Students are able to understand the long term capital needs of the business Organization.
CO5	Students will able to know that what are the different investment activities are Available to the business concern.
CO6	Students will know that the importance of the corporate restructure in the Organization.

Course Name: **Operations Research**

#	COURSE OUTCOMES
CO1	Identify and develop operational research models from the verbal Description of the real system
CO2	Understand the mathematical tools that are needed to solve optimization problems
CO3	Use mathematical software to solve the proposed models
CO4	Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management Engineering
CO5	Apply the decision models to various real time problems
CO6	Convert the problem into a mathematical model.

Course Name: **Operations Management**

#	COURSE OUTCOMES
CO1	Understand the Production and Operations Management (POM), Functions- Historical development, scenario and product and process design with CAD or CAM
CO2	Analyze the Facilities Management & Aggregate Planning with the analysis of Location of facilities, Layout of facilities, Optimization of Product Process layout, Flexible



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	manufacturing and group technology, Aggregate planning
CO3	Describe the concept of Scheduling in job, Shop type production, Shop-loading, Assignment and Sequencing techniques
CO4	Understand Work study & Quality Management with the help of Method study and Industrial Engineering Techniques
CO5	Plan and implement suitable materials handling principles and practices in the Operations
CO6	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.

Course Name: **Management Information System**

#	COURSE OUTCOMES
CO1	Describe the role and impact of information systems in business environment
CO2	Record current issues of information technology and relate those issues to Firm
CO3	Reproduce a working knowledge of concepts and terminology related to information Technology
CO4	Identify appropriate strategies to manage the system implementation process
CO5	Assess the relationship between organizations, information systems and business processes, including the processes for customer relationship management and supply chain management
CO6	Evaluate the role of information systems in supporting various levels of business Strategy

Course Name: **Data Analytics Lab**

#	COURSE OUTCOMES
CO1	Understand the concept of Business Analytics
CO2	To know the analytics of Accounting
CO3	Understand the Financial Decision
CO4	Understand Marketing & HR Analytics
CO5	Understand applications of MIS

COURSE NAME: **BUSINESS ETHICS AND CORPORATE GOVERNANCE**

#	COURSE OUTCOMES
CO1	Illustrate the business concepts and its areas.
CO2	Discover the importance of ethics in business areas

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CO3	Apply the ethical issues in business areas.
CO4	Examine the principles of corporate governance

**COURSE NAME: ENTREPRENEURSHIP DEVELOPMENT**

#	COURSE OUTCOMES
CO1	Analyze the nature of entrepreneurship, risk and reward in business scenario
CO2	Assess the promotion and institutional support by various agencies in India.
CO3	Prepare effective and feasible project proposals and project reports.
CO4	Evaluate the role of ministry of MSME in promotion of small scale industries.
CO5	Identify the business challenges and opportunities by various case studies.

**COURSE NAME: STRATEGIC MANAGEMENT**

#	COURSE OUTCOMES
CO1	Define different strategies at different levels for vary business organizations
CO2	Identify Key business issues in light of dynamic business environment.
CO3	Analyze the various issues, challenges and competition through internal and external environments analysis.
CO4	Apply effective organizational strategies for the current business environment
CO5	Design new strategies for survival, to kill competition and successful business.

**COURSE NAME: COST AND MANAGEMENT ACCOUNTING**

#	COURSE OUTCOMES
CO1	Select the companies that are suffering with the cost concepts.
CO2	Develop the different strategies that will control the cost of the business.
CO3	Take the various decisions relating to the business activities in aspect of cost.
CO4	Analyse the performance of different companies using the financial Statements.

**COURSE NAME: STRATEGIC MANAGEMENT ACCOUNTING**

#	COURSE OUTCOMES
CO1	Understand the concepts of management accounting
CO2	Differentiate the concepts of Cost and Management Accounting.
CO3	Analyse the Business activities to take make or buy decisions.
CO4	Prepare the various budgets that will reduces the cost of operations

**COURSE NAME: HUMAN RESOURCE PLANNING**

#	COURSE OUTCOMES
CO1	Demonstrate an advanced understanding of the key concepts, theories associated with Human Resource Panning.
CO2	Apply the methods and models of HR forecasting to meet the human Resource requirement.
CO3	Apply the job redesign techniques for effective manpower utilization.
CO4	Develop the staffing policies for downsizing and rightsizing the employees.
CO5	Evaluate the Human Resource effectiveness using Human Resource Accounting and HR Audit.

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### COURSE NAME: HUMAN RESOURCE DEVELOPMENT

#	COURSE OUTCOMES
CO1	Define the role and significance of human resource development practices in modern competitive organizations.
CO2	Identify and apply various training modules to solve issues at various levels.
CO3	Analyze the cost-benefits of training for organizations and human resource.
CO4	Develop, analyze and apply advanced training strategies and specifications for the development of human resources.
CO5	Apply suitable training assessment procedures to evaluate the outcomes.

### COURSE NAME: PRODUCT AND BRAND MANAGEMENT

#	COURSE OUTCOMES
CO1	Memorizing the concepts of the Product to have basic idea
CO2	Estimating the strategies for the Product Management
CO3	Executing Branding decisions to with stand in the Market.
CO4	Building equity for the Brand in the market.
CO5	Adapting Branding in various Sectors for building new Brands.

### COURSE NAME: CUSTOMER RELATIONSHIP MANAGEMENT

#	COURSE OUTCOMES
CO1	Define the role of CRM practices in successful business operations.
CO2	Identify suitable techniques to define customer's taste and preferences.
CO3	Evaluate contextual forces in business such as political, economical environmental, ethical, social and technological changes.
CO4	Apply integrate management techniques to meet stakeholder interests.
CO5	Plan, design and implement new marketing strategies to catch and up hold loyal customers for lifetime with long term consumer welfare.

### COURSE NAME: CUSTOMER RELATIONSHIP MANAGEMENT

#	COURSE OUTCOMES
CO1	Understand the concepts of database management system in an organization and its role in both creation and management of data.
CO2	Design databases using data modeling and data normalization techniques.
CO3	Construct database queries using relational algebra and calculus.
CO4	Understand the concept of a database transaction and related database facilities.
CO5	Learn how to evaluate a set of queries in query processing.

### COURSE NAME: SYSTEM ANALYSIS AND DESIGN

#	COURSE OUTCOMES
CO1	Define problems and opportunities that initiate projects.
CO2	Analyse different issues related to systems analysis and design
CO3	Evaluate a wide range of problems related to the analysis and design of information

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	systems.
CO4	Apply specific methodology or tool to analyze a business situation by modeling it using a formal technique.
CO5	Develop and design reliable systems with practical specifications.

**COURSE NAME: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

#	COURSE OUTCOMES
CO1	Compare the different investment opportunities available in the market.
CO2	Analyse the various risk factor that are involved in the investments.
CO3	Design the effective portfolio for the investments.
CO4	Analyse the performance various investments in different securities.

**COURSE NAME: FINANCIAL INSTITUTIONS, MARKETS AND SERVICES**

#	COURSE OUTCOMES
CO1	Understand the functions structure of Indian financial system.
CO2	Analyse the different types banks with various operations.
CO3	Analyse the financial markets for long run investment.
CO4	Analyse the financial markets for short term investments like bank deposits etc.

**COURSE NAME: COMPENSATION & REWARD MANAGEMENT**

#	COURSE OUTCOMES
CO1	Define basic concepts of compensation and rewards management strategies to achieve organizational goals.
CO2	Determine the performance based compensation system for business excellence
CO3	Prepare compensation plan, CTC, wage survey and calculate various bonus
CO4	Assess the incentives methods to pay incentives

**COURSE NAME: PERFORMANCE MANAGEMENT**

#	COURSE OUTCOMES
CO1	Revise HRM & PFM to know the significance of them.
CO2	Determine Mentoring & Monitoring Process to conduct meetings.
CO3	Implement Counselling Process to develop employees
CO4	Assess Appraisal methods to know the performance of Employees
CO5	Adapt Learning organizations for overall development of the employees.

**COURSE NAME: ADVERTISING AND SALES PROMOTION MANAGEMENT**

#	COURSE OUTCOMES
CO1	Develop a working knowledge of the models of communication models, and important fundamentals in developing effective ad programs.
CO2	Evaluate cases of advertising and sales Promotion programs.
CO3	Prepare to comprehensive communication plan.
CO4	Design ads in creative way and implement promotion activities in a new trend.
CO5	Develop the public relations, ad agencies, and personal selling tactics.



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### COURSE NAME: INTEGRATED MARKETING COMMUNICATIONS

#	COURSE OUTCOMES
CO1	Know how IMC fits into the marketing mix.
CO2	Assess the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process.
CO3	Examine the process by which integrated marketing communications programs are planned, developed, executed and measured.
CO4	Develop an awareness of the connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix.
CO5	Obtain a practical, real-world application of IMC theory.

### COURSE NAME: DATA MINING FOR BUSINESS INTELLIGENCE

#	COURSE OUTCOMES
CO1	Apply the principles of business intelligence in the commercial segment
CO2	Analyze the data mining classification technique for data differentiation
CO3	Design and deploy appropriate classification techniques
CO4	Apply the association rules for mining the data
CO5	Cluster the high dimensional data for better organization of the data

### COURSE NAME: BUSINESS ANALYTICS

#	COURSE OUTCOMES
CO1	Define the applications of Business Analytics in multiple business domains and scenarios.
CO2	Identify business opportunities by using business analytics and intelligence.
CO3	Analyse data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO4	Design effective analytical applications with alternative techniques.
CO5	Develop thought process to think like a data scientist/business analyst.

### COURSE NAME: BANKING AND FINANCIAL SERVICES MANAGEMENT

#	COURSE OUTCOMES
CO1	Understand the functions of the banks
CO2	Understand the E-Banking and threats
CO3	Analyse the Credit capacity of the firms
CO4	Analyse the performance of banks in deposits and loans etc.

### COURSE NAME: RISK MANAGEMENT AND INSURANCE

#	COURSE OUTCOMES
CO1	Understand the concept of risk and insurance.
CO2	Understand steps required in taking the insurance contract.
CO3	Analyse the different insurance companies in aspect of risk.
CO4	Analyse the various types of insurances that are available in the insurance market

  
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**COURSE NAME: STRATEGIC HUMAN RESOURCE MANAGEMENT**

#	COURSE OUTCOMES
CO1	Demonstrate an advanced understanding of the key concepts, theories associated with Strategic Human Resource Management.
CO2	Formulate HRM policies to attain corporate goals
CO3	Appraise development and performance of Human Resources
CO4	Analyze employee relations to ensure effective work environment

**COURSE NAME: ORGANISATIONAL THEORY, DESIGN & DEVELOPMENT**

#	COURSE OUTCOMES
CO1	Apply the concepts, theories and principles of organization development.
CO2	Identify and apply different change models to solve issues at various levels.
CO3	Analyze key issues of organization by applying action research programmes.
CO4	Design new interventions to solve unstructured problems of individual, teams and organizations at different level.
CO5	Apply the knowledge of psychology in different management scenario.

**COURSE NAME: CONSUMER BEHAVIOUR**

#	COURSE OUTCOMES
CO1	Define the role and significance of consumer behaviour in modern business operations.
CO2	Identify major factors which influence consumer purchase behaviour.
CO3	Analyze the cost-benefits for the consumer, company and society.
CO4	Develop communication skills both oral and written in marketing contexts.
CO5	Apply suitable marketing strategies for market development and growth

**COURSE NAME: RETAIL MANAGEMENT**

#	COURSE OUTCOMES
CO1	Define the role and significance in retail business in modern business.
CO2	Identify the retail strategic planning and process of choosing a location.
CO3	Design store layout by using retail space planning and allied performance measures.
CO4	Apply the approach of visual merchandising to promote retail business.
CO5	Assess the role of colour, wall, music, lights, physical material etc. in the context of retail planning.

**COURSE NAME: ENTERPRISE RESOURCE PLANNING**

#	COURSE OUTCOMES
CO1	Define different modules of ERP for manufacturing and service companies.
CO2	Make basic use of ERP, and its role in integrating business functions.
CO3	Analyze the strategic options for ERP identification and adoption.
CO4	Design the ERP implementation strategies.
CO5	Create reengineered business processes for successful ERP implementation

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### COURSE NAME: DECISION SUPPORT SYSTEM

#	COURSE OUTCOMES
CO1	Define role and significance of decision support systems for decision making
CO2	Identify and select suitable decision support systems to generate innovative business solutions.
CO3	Design effective analytical applications with alternative techniques.
CO4	Analyse the business problems by using information technology.
CO5	Improve the timeliness and quality of inputs to the decision process.

### COURSE NAME: CORPORATE FINANCE

#	COURSE OUTCOMES
CO1	Analyze the types and sources of capital to make capital decisions.
CO2	Apply both traditional and discounting techniques of capital budgeting to allocate the funds.
CO3	Develop appropriate capital structure based on cost of capital and leverage.
CO4	Assess the control over mobilisation of funds by various regulatory authorities.
CO5	Evaluate foreign direct investments and short term financing in the corporations.

### COURSE NAME: LABOUR LAWS & LEGISLATIONS

#	COURSE OUTCOMES
CO1	Define Industrial Relations & Characteristics of Trade Unions to run the organization smoothly.
CO2	Analyze the Disputes & settle the disputes to maintain coordination
CO3	Assess different dispute settlement methods which best suits the organization.
CO4	Determine the wage Policy about how to pay salaries to employees
CO5	Define various acts which are framed by government for success of business.

### COURSE NAME: RURAL MARKETING

#	COURSE OUTCOMES
CO1	Discuss about Rural Marketing opportunities to increase our economy
CO2	Interpret Rural Market and Environment so as utilize the Rural Markets
CO3	Build new products & process for Rural Markets
CO4	Discover innovations in rural markets to produce Brand Products
CO5	Choose E-Rural Marketing strategies to develop Rural Markets & Economy

### COURSE NAME: SOFTWARE PROJECT MANAGEMENT QUALITY

#	COURSE OUTCOMES
CO1	Identify the different project contexts and suggest an appropriate management strategy
CO2	Practice the role of professional ethics in successful software development.
CO3	Apply the different key phases of project management.
CO4	Determine an appropriate project management approach through an evaluation of

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	the business context and scope of the project.
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Course Name: INTERNATIONAL BUSINESS MANAGEMENT

#	COURSE OUTCOMES
CO1	Define different models and strategies of international business management for different global corporations.
CO2	Research, analyze and Identify potential international business opportunities
CO3	Develop a foreign market entry strategy for a specific product or service
CO4	Apply specific strategic options for business adoption and expansion.
CO5	Create a customized international business plan to support the global initiative

Course Name: E-BUSINESS

#	COURSE OUTCOMES
CO1	Define the infrastructure of e-business and trends in modern businesses.
CO2	Identify major technologies and methodologies merely used in the industry.
CO3	Analyse the impact of e-competition on business models and strategies.
CO4	Design and develop new networks of distribution in marketing contexts
CO5	Apply suitable e-marketing strategies for market development and growth.

Course Name: INTERNATIONAL FINANCIAL MANAGEMENT(A)

#	COURSE OUTCOMES
CO1	Demonstrate the basics of Forex market and exchange rates.
CO2	Identify and evaluate different foreign direct investment, international acquisition opportunities and risks involved in international investments.
CO3	Analyse key factors that influence investment strategies of MNCs.
CO4	Apply cross border investment techniques to manage portfolio investment.
CO5	Develop strategies to mitigate the risks associated with foreign operations.

Course Name: FINANCIAL DERIVATIVES (B)

#	COURSE OUTCOMES
CO1	Demonstrate the basics of commodity market and its role in India.
CO2	Identify and evaluate different derivative instruments in MCX markets.
CO3	Analyse key factors that influence investment in derivatives.
CO4	Apply different contracts to manage and mitigate risks in investment.



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CO5	Develop options and swap strategies to mitigate the risks associated with forward and future contracts.
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Course Name: GLOBAL HUMAN RESOURCE MANAGEMENT(C)

#	COURSE OUTCOMES
CO1	Define the difference between domestic & global HRM practices.
CO2	Interpret the cross cultures to manage employees.
CO3	Identify and apply the different policies according to PCN's or TCN's.
CO4	Design different appraisal & T&D systems that best suits for GHRM.
CO5	Evaluate the different cultures to manage Industrial Relations.

Course Name: KNOWLEDGE MANAGEMENT(D)

#	COURSE OUTCOMES
CO1	Define the role and significance of KM in modern competitive businesses.
CO2	Identify various sources of knowledge creation, assimilation and usage to solve internal and external issues of the modern organisations.
CO3	Analyse the impact of KM on business models and strategies of firms
CO4	Design and develop benchmark techniques in knowledge contexts.
CO5	Formulate suitable action plans for knowledge intensive organisations.

Course Name: INTERNATIONAL MARKETING(E)

#	COURSE OUTCOMES
CO1	Demonstrate an advanced understanding of the key concepts, theories associated with international marketing.
CO2	Analyse the environmental variables that influence international marketing.
CO3	Develop appropriate strategies to enter into international markets.
CO4	Identify government policies, procedures, incentives for exports & imports.
CO5	Develop a comprehensive international marketing plan.

Course Name: DIGITAL MARKETING(F)

#	COURSE OUTCOMES
CO1	Define the role and significance of digital marketing in modern businesses.
CO2	Identify the suitable digital marketing tools such as SEO, SEM, Social media and Blogs to run successful business operations.
CO3	Analyse the confluence of marketing, operations, and human resources in real-time delivery.
CO4	Apply online research to identify and select digital market opportunities.
CO5	Design a structured digital marketing plan in business contexts.

Course Name: INTELLECTUAL PROPERTY RIGHTS(G)

#	COURSE OUTCOMES
CO1	Define different IPR policies and their role in protection of innovations.
CO2	Identify various ethical and professional issues which arise in the context of intellectual property law in India and foreign.
CO3	Apply intellectual property law principles to avoid infringements.

  
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CO4	Make use of copyrighted material so that it does not obstruct the progress of human knowledge.
CO5	Design and develop the inventions under the laws of IPRs.

Course Name: SUPPLY CHAIN MANAGEMENT (F)

#	COURSE OUTCOMES
CO1	Define recent trends in supply chain management and its impact on present business environment.
CO2	Identify various SCM partners and their role in satisfying customers.
CO3	Apply knowledge to evaluate and manage an effective supply chain.
CO4	Analyze and improve supply chain processes that can remove barrier in the progress of organizations.
CO5	Design and align the management of a supply chain with corporate goals and strategies.

Course Name: INTERNATIONAL TRADE FINANCE (A)

#	COURSE OUTCOMES
CO1	Demonstrate the basics of International trade and balance of payments.
CO2	Identify the key factors that influence international trade and tariff policies.
CO3	Apply and evaluate the global business environment in terms of economic, social and legal aspects.
CO4	Analyse the principle of international business and strategies adopted by firms to expand globally.
CO5	Design corporate strategies to generate global profitable businesses.

Course Name: CORPORATE TAXATION & FINANCIAL PLANNING (CT&FP) (B)

#	COURSE OUTCOMES
CO1	Define role of corporate taxation and financial planning on financial stability and brand equity of business firms.
CO2	Identify suitable tools to reduce chances of litigations and tax losses.
CO3	Analyze and disclose correct information to every stakeholder.
CO4	Integrate management techniques to meet stakeholder interests.
CO5	Plan and design better financial plans which can be altered in the future.

Course Name: EMPLOYEE EMPOWERMENT (C)

#	COURSE OUTCOMES
CO1	Define the role of empowerment strategies in employee involvement and business success.
CO2	Identify suitable training programmes to enhance employee participation in operational decision making.
CO3	Analyze the present communication channels and reward system.
CO4	Integrate organisational culture to meet stakeholders' interests.
CO5	Plan and design suitable training programmes to prepare future leaders.

  
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KURNOOL-518 452 (A.P)

**G PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(Autonomous)**

(Approved by AICTE | NAAC Accreditation with 'A' Grade |  
Accredited by NBA (CIV, CSE, ECE & EEE) | Affiliated to JNTUA)  
Nandikotkur Road, Venkayapalli (V), Kurnool - 518452, Andhra Pradesh

Course Name: INDUSTRIAL RELATIONS & LABOUR WELFARE(D)

#	COURSE OUTCOMES
CO1	Define industrial relations & codes of conduct to run business smoothly. .
CO2	Identify different methods of dispute resolution to solve conflicts and maintain harmony at the workplace
CO3	Assess and adopt best suitable labour welfare measures in the organization
CO4	Design new safety measures at workplace to maintain employee safety.
CO5	Verify various special categories of Labour to maintain abled Labour.

Course Name: SERVICES MARKETING (E)

#	COURSE OUTCOMES
CO1	Define the role of service manager to increase business of the organization.
CO2	Identify the key elements of services marketing.
CO3	Analyse consumers' perception on existing services.
CO4	Apply strategies to maintain service quality and relations with customers.
CO5	Design customized business plan to support business operations

Course Name: SALES AND DISTRIBUTION MANAGEMENT (F)


#	COURSE OUTCOMES
CO1	Define the role of sales manager to increase the sales of the organization.
CO2	Analyse the structure of sales organization to manage sales force.
CO3	Apply the distribution channels to maintain relations with customers.
CO4	Design the Channel systems to increase sales.
CO5	Verify various international sales systems to develop sales

Course Name: CORPORATE INFORMATION MANAGEMENT (G)

#	COURSE OUTCOMES
CO1	Apply planning and strategy tools in today's business environment
CO2	Analyze IT services for performance of an organization.
CO3	Evaluate organizational outsourcing decisions for considering the legal and ethical aspects of business.
CO4	Determine an appropriate project management approach to evaluate the business context and scope of the project.

Course Name: INFORAMTION SYSTEMS, CONTROL AND AUDIT (H)

#	COURSE OUTCOMES
CO1	Define the basic concepts and techniques of information systems, auditing and IT application in

  
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	business auditing.
CO2	Identify the recent trends of computer security and threats.
CO3	Apply physical, logical & operational security controls to information assets.
CO4	Analyze information systems as organizational assets to be valued and best practices in securing information systems.
CO5	Develop a critical mind for evaluating and auditing information systems.

*G. Prasad*  
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