

Vignan's Institute of Information Technology(A) :: Visakhapatnam

Department of Master of Business Administration

Course Outcomes

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I-MBA COURSE OUTCOMES (VR-19)

1st Year MBA Semester-I Course Outcomes (VR-19)

Principles of Management :

- Extract Managerial skills of the students
- Identify the external and internal factors that influence on organizational structure behaviors
- Analyze how an organization's leaders/managers utilize job design, positional power, and goal setting/performance management to motivate employees.
- Identify leadership characteristics that produce high performing organizations.
- Gather and analyze both qualitative and quantitative information to isolate issues and formulate best controlling Techniques

Managerial Economics :

- Able to understand the concepts of managerial economics
- To express the different aspects of Demand, Elasticity of demand and Demand forecasting
- Able to understand and analyze Market Structure and Pricing practices
- Apply the concepts of Macro economics in the organizational systems and acquire the knowledge of World economic policy

Accounting for Managers :

- Understand & Apply Generally Accepted Accounting Principles (GAAP)
- Prepare the financial statements of sole proprietary concern
- Analyze the financial statements with the help of different financial techniques
- Understand the cost sheet & preparation of cost sheet.
- Apply CVP analysis in business decisions.

Managerial Communication & Soft Skills:

- Apply appropriate communication skills across settings, purposes, and audiences. Use technology to communicate effectively in various settings and contexts.
- How to convey a credible message and create concise messages using a structured writing process and write business documents that are grammatically correct and use appropriate business style.
- Develop effective intra and interpersonal communication skills to analyze communication situations (case study) and audiences and make choices about the most effective and efficient way to communicate and deliver messages
- Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations.

Business Environment :

- Understand the nature, Scope and structure of business environment
- Illustrate the role of different state government agencies to build the business organization
- Understand the various policy perspectives in national and international regulatory environment
- Analyze the influence of various environmental factors on global business organization

Operations Research for Business Decision :

- Calculate descriptive statistical measures and appreciate the uses and limitations of the measures. Understand and apply correlation analysis and predicting regression analysis.
- Formulate a given simplified description of a suitable real world problem as a linear programming model
- Solve the transportation problem, and assignment problems to drive their optimal solution.
- Identify the resources required for a project and generate a plan and work schedule.
- Understand the basic principles of decision theory, Apply various decision criteria, and use decision trees to assist in sequential decisions.

Information Technology Lab :

- Understand the basics of computer
- Analyze the financial data
- Calculation of statistical data
- Tabulation and analyzing techniques
- Preparation and presentation of the data

Employability Skills-I :

- To enable the students to give a brief description about himself/herself in public.
- The students should develop a positive attitude, body language, confidence and motivation required content presentation.
- Give a standard oral presentation which informs and/or persuades the audience.
- Students should have knowledge on upkeep of surrounding and should be trained on how to maintain it.
- The students should develop a positive attitude and behavior; they should be motivated for team participation at work, anger management skills.

1st Year MBA Semester-II Course Outcomes (VR-19)

Financial Management :

- Describe & Apply different concepts related to financial management
- Apply financing decisions in practice
- Analyze the different techniques of capital budgeting decisions
- Understand & Analyze the working capital management.
- Estimate working capital requirement of Business concern

Human Resource Management :

- Infer the concept and framework of human resource management
- Understanding the concepts related to HR procurement including recruitment and selection ,HRP and Training and development
- Integrate the importance of performance appraisal and compensation and its correlation with employee retention
- Provide better understanding of using HRD practices as competitive tool for organizational excellence

Marketing Management :

- Identify core concepts of marketing
- Knowledge of social, legal, ethical and technological forces
- Create an integrated marketing communications
- Analyze marketing problems and provide solutions

Production and Operations Management :

- Understand the core features of the operations and production management function at the operational and strategic levels, specifically the relationships between people, process, technology, productivity and quality and how it contributes to the competitiveness of firms.
- Explain the various parts of the operations and production management processes and their interaction with other business functions (strategy, engineering, finance, marketing, HRM, project management and innovation)
- Students will develop an integrated framework for strategic thinking and decision making to analyze the enterprise as a whole with a specific focus on the wealth creation processes
- Students Develop the ability to identify operational methodologies to assess and improve an organizations performance
- To develop an understanding on how to create a production entity with focus on - Production Base, Financial (Cost) Performance, Technical and Operational capabilities, Human Capabilities

Business Research Methodology :

- Understand and apply the major types of research designs
- Be able to formulate and present effective research reports
- Formulate clearly defined research questions
- Clearly identify and analyse business problems and identify appropriate and effective ways to answer those problems
- Analyse and summarise key issues and themes from existing literature

Organizational Behaviour :

- Understand the fundamentals of organizational behavior by getting acquainted to the concepts related to individual and interpersonal processes.
- Use of different theories of motivation, leadership and change management in practice
- Evaluate and classify various types of organizational structure and culture
- To analyze the human behavior in sociological and psychological perspectives

Mini Project :**Employability Skills-II :**

- Improve Comprehension & Fluency of Speech.
- Development of Time Management Skills.
- Gather ideas and information, to organize ideas relevantly and coherently.
- Engage in debates
- Use English Language, both written & spoken, competently & correctly

II-MBA COURSE OUTCOMES (VR-17)

2nd Year MBA Semester-I Course Outcomes (VR-17)

Strategic Management :

- Describe the practical and integrative model of strategic management process that defines basic activities in strategic management
- Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.
- Analyze the main structural features of an industry and develop strategies that position the firm most favourably in relation to competition and influence industry structure to enhance industry attractiveness.
- Analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement and evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences
- Able to develop strategic controls for a given enterprise or suggest modifications to existing strategic management systems

Legal Aspects of Business :

- To understand contract act and sales of goods act.
- To have a basic understanding of the laws relating to consumer protection, companies and dispute resolution.
- To acquire the knowledge about contract of agency and Indian partnership act.
- To develop the knowledge about the recent acts such as environmental protection act and goods and services tax.
- To apply the concepts of information technology act in real world business.

Business Ethics & Corporate Governance :

- To Help Students to learn the overview of Business Ethics and its impact on business.
- To Promote understanding of the importance ethics in business and to show the impact of unethical practices
- To Provide the skills with which to recognize and resolve ethical issues in business;

Product Management (MARKETING) :

- Understand the basic concepts product and product life cycle.
- Learn marketing strategies and customer analysis.
- Understand the brand and concepts of branding.
- Understand brand building and launch management.
- Understand concepts in packaging and trends in packaging.

Promotion and Distribution Management (MARKETING) :

- Aid students to put on the practical disclosure on promotion and distribution management.
- Understand the importance of designing of channels of distribution and problems in channel selection.
- Apply the concepts of promotional strategies and logistics functions
- Gain knowledge of ethical and social issues in distribution management.
- students will understand national and international distribution institutions .

Investment Analysis and Portfolio Management (FIN) (ELECTIVE) :

- Meet the needs of students who want to pursue career in the investment field, use the various alternatives available for investment.
- Find the relationship between risk and return and learn to measure risk and return and adopt the same in the real life situations.
- Valuate the equities and bonds.
- Undertake the tasks of investment analysis and portfolio analysis
- Adopt and apply portfolio evaluation models for the realistic situations

Banking and Insurance Management (FIN) (ELECTIVE) :

- The students will also develop a critical knowledge and understanding core theories of Banking
- Familiarize Students' with insurance services and its companies.
- Help Students to learn the overview of financial institutions and services

Compensation and Performance Management (HR) (ELECTIVE) :

- Determine concepts of compensation and designing of effective compensation system.
- Understand Wages and various concepts of Wage payments.
- Understand administration of wage and salary.
- Determine effectiveness of performance management in an organization.
- Analyze concept of performance appraisal for reward and recognition

Management of Industrial Relations (HR) (ELECTIVE) :

- Apply the essential concepts of industrial relations and their interrelationship at the personal, organisational and national levels.
- Recognise and consider the social, historical and equity issues within industrial relations.
- Investigate solutions to industrial relations problems based on research and assessment of current practices.

- Communicate their knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose to solve grievances.
- To distinguish the procedure concerning worker participation and participatory

2nd Year MBA Semester-II Course Outcomes (VR-17)

Logistic and Supply Chain Management :

- Acquires knowledge of the functional components within logistics to the interrelationships in the integrated supply chain.
- Knows Difference between logistics and supply chain management & gain knowledge on Benchmarking.
- Learns the logistics technology tools and resources, in order to comply with the requirements of logistics/supply chain management.
- Evaluate and select warehousing and transportation options and recommend appropriate solutions for business requirement.
- Understands how technology has and continues to change logistics and supply chain management.

Entrepreneurship Development :

- Give an outline of Entrepreneurship
- Explain the concept of entrepreneurship and Women entrepreneurship
- Extract the essence of entrepreneurial motivation
- Elucidate the problems of women entrepreneurship
- Debate on Entrepreneurship

Services Marketing :

- Give an outline of Entrepreneurship
- Explain the concept of entrepreneurship and Women entrepreneurship
- Extract the essence of entrepreneurial motivation
- Elucidate the problems of women entrepreneurship
- Debate on Entrepreneurship

Consumer Behavior :

- Understand consumer behavior, models and learning process.
- Analyze consumer attitude formation, change and consumer communication.
- Understand psychological factors affecting consumer behavior and post purchase process.
- Understand consumerism and consumer protection acts.
- Understand consumer information, privacy and dispute redressal commission

International Financial Management :

- Demonstrate the understanding of international financial theory and
- To illustrate applications pertaining to, e.g., exchange rate determinants, foreign exchange exposure, foreign direct investment, interest rate parity, and the balance of payment.
- Develop a frame of reference through which to identify, evaluate, and solve problems pertaining to international financial management.
- Develop critical and analytical skills and the ability to international financing
- Illustrate the international taxation methods and management of External Indebtness.

Financial Risk Management :

- Will learn to apply risk management concepts in present business situations.
- The student able to know the case studies, it will identify the lessons learned from some of major corporate collapses.
- Learners will research typical risk factors and treatment options in a specialist area of their choice.
- Learner able to know the Regulatory and Other Issues in Risk Management areas.
- It will provide learners with the opportunity to undertake the equivalent of a risk management consulting assignment and apply their new knowledge to real-life business situations.

Global Human Resource Management :

- Able to Demonstrate across a broad knowledge of HRM strategies, Policies and practices across a range of cultural and nations.
- To Understand and identify the differences between the intentional and domestic dimension of the operational aspects of HRM including recruitment and selection, training and development, payment systems, performance management and industrial relations.
- To Demonstrate and understand the management of expatriate employees and the problems that confront expatriate management
- To analyze and apply international HRM concepts in relation to global ethical issues in the work place
- Enhance their critical thinking, theorizing and synthesizing abilities and apply them to problem solving in the field of managing people internationally and domestically

Management of Change and Development :

- Explain the relevance of a range of change management approaches and models to a variety of situations where appropriate
- Identify and apply a range of skills relevant to the change management process
- Articulate and demonstrate understanding of the management competencies needed in this area
- Use diagnostic tools and models to explore underlying organizational and behavioural issues that may affect the change process
- Display a clear understanding of the role of 'change agents' and its applicability in organizational settings