

M.V.R. DEGREE COLLEGE
(UG And PG Courses)
 (Affiliated to Andhra University)
 An Institution of Priyadarshini Educational Academy
 NAAC ACCREDITED COLLEGE

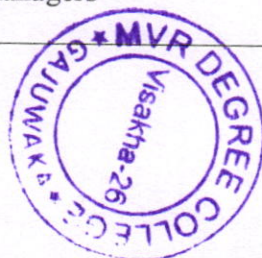
Dr.V.Rama Rao, M.A.,Ph.D.,
 Secretary & Correspondent

Dr.A.Balakrishna,M.Sc.,Ph.D.,
 Principal

Department of Management
Bachelor of Business Administration
W.e.f.2015-16

Course Out Comes(COs):

Course Code	Title of the paper	Out Comes
DSC1A	Management Process	<p>This course gives an overall knowledge on management functions starting with planning and ending with controlling</p> <p>CO1:Definition, meaning, need and function of management</p> <p>CO2: Planning concepts, features, and types of plans.</p> <p>CO3: Organization concepts, structures, types of organization, departments, centralization and decentralization methods</p> <p>CO4: Need of staff in the organization, staffing functions, recruitment, selection, interviews and induction.</p> <p>CO5: Controlling functions, Necessity of controlling function in Organization and techniques of controlling.</p>
DSC2A	Managerial Economics	<p>At the end of the course students will be gaining knowledge in the following.</p> <p>CO1:Definition, scope of managerial economics, micro, macroeconomics, application of managerial economics, basic principles</p> <p>CO2:Law of demand, factors of demand, elasticity of demand</p> <p>CO3:Law of marginal utility, indifferences curves</p> <p>CO4: Concept of production, factors of production, productivity, market structures, pricing methods, law of variable proportions.</p> <p>CO5: National income concept, Keynesian Theory of Employment, circular flow of incomes.</p>
DSC3A	Information Technology Managers for	<p>This course lets the students learn new technologies and IT skills that are quintessential for the mangers of today.</p> <p>CO1: Concepts of information systems, classification</p>



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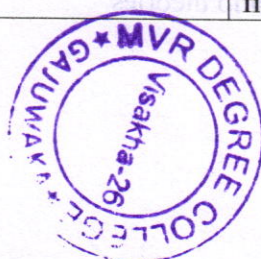
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		<p>of digital computer systems.</p> <p>CO2: Computer components/hardware including input devices and output devices.</p> <p>CO3: Software, types of software, applications and programming languages.</p> <p>CO4: Types of signals, networks, telecommunication systems, media .</p> <p>CO5: Data warehousing, Data Mining, ERP Supply chain management, Customer Relationship Management</p>
DSC1B	Quantitative Methods For Managers	<p>Upon successful completion of course, students will be able to know</p> <p>CO1: Definition of statistics, need, nature, functions, data collection, questionnaire preparation.</p> <p>CO2: Measures of central tendency like mean, median and mode.</p> <p>CO3: Meaning, types and calculation of correlation and its need.</p> <p>CO4: Set theory, types of sets.</p> <p>CO5:Matrix, types, calculation of different matrices.</p>
DSC2B	Accounting for Managers	<p>Upon Successful completion of this course student will be able to know</p> <p>CO1: Accounting basic concepts, definition, essentials, and functions, accounting rules, classification of accounts, journals, and ledger preparation.</p> <p>CO2:Preparation of subsidiary books including cashbooks, types of cash books preparation of BRS.</p> <p>CO3: Preparation of trial balance, need of trial balance methods, and preparation of financial statements of sole traders.</p> <p>CO4:Consignment basic concepts, documents required, journal entries, calculation of profits</p> <p>CO5: Depreciation concepts, need, methods and problems.</p>
DSC3B	Business Environment	<p>Upon successful completion this course students will be able to understand</p> <p>CO1: What is business environment, it's nature, scope, elements.</p> <p>CO2: Economic planning in India, industrial policy, fiscal policy, economic reforms.</p>



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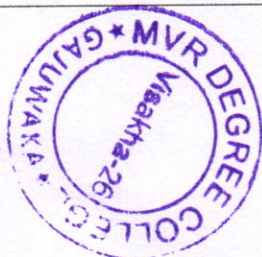
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		CO3: Political and legal environment, FEMA, licensing policy. CO4: Social Elements, cultural elements, technology environment, research and development. CO5: Industrial environment, elements, MNCs, IMF, WTO etc
DSC1C	Operation Management	Upon successful completion of course, students will be able to know CO1: Operation management meaning, definition, features, types of operations CO2: Facilities planning plant location, layout process, product lay out. CO3: Capacity planning, capital requirements, maintenance meaning, types of work study. CO4: Operation planning, controlling, objectives types of operating plans. CO5: Need of operation control, areas of operation control, and techniques of operation control.
DSC2C	Human Resource Management	Upon Successful completion of this course student will be able to know CO1: Meaning of human resource management and its functions. CO2: The role of HRD in India, impact on globalization. CO3: Human resource planning, forecast techniques, successful human resource planning. CO4: Recruitment, concept, factors for recruitment, selection process, interviews, placement, induction. CO5: Training concept, types of training, development.
DSC3C	Organization Behavior	Upon successful completion this course students will be able to understand CO1. Meaning definition of organizational behavior, its nature and scope. CO2. Definition of personality, types of leaders. CO3. Definition of attitude, motivation, inter-personal perception, theories of motivation. CO4. Organizational structure, types of organization, teambuilding. CO5. Concept of leadership, types of leadership, leadership theories



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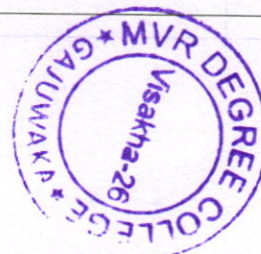
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DSC1D	Financial Management	Upon successful completion of course, students will be able to know CO1: Meaning, definition, of financial management, significance, FM functions, objectives CO2: Meaning of capital budgeting, decisions, methods/techniques of capital budgeting like NPV, IRR, payback period. CO3: Meaning, definition, types, sources of working capital, importance of working capital. CO4: Meaning of capital structure, various theories of capital structure, components of capital structure CO5: Meaning, definition, types of dividends, determinants of dividend, company law guidelines, dividend policies and theories.
DSC2D	Marketing Management	Upon Successful completion of this course student will be able to know CO1:Marketing definitions, need, marketing concepts, market segmentation CO2: Product lines, product characteristics, product life cycle. CO3: Product pricing, factors, types of product pricing CO4:Meaning of marketing, channels, various CO5:Promotion of product or services, advertisements, types of advertisements.
DSC3D	Business Ethics and Corporate Governance	Upon successful completion this course students will be able to understand CO1:Meaning of business ethics, importance in business, corporate governance CO2:Framework of corporate governance, good corporate governance, elements, insider trading CO3:Major corporate governance failures in the world, problems for failure of corporate governance CO4:Regulatory framework of corporate governance in India like SEBI CO5:Corporate social responsibility (CSR), environmental aspects of CSR



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DSC1	E-Commerce	<p>Students will gain knowledge in the following</p> <p>CO1:Definition of E commerce, types of E commerce, advantages, limitations, E Commerce transactions on internet, models of E- markets.</p> <p>CO2:Supply chain definition, goals, functions, characteristics, strategies, electronic data inter change: definition, models.</p> <p>CO3:Electronic payment system types, procedures, payment security</p> <p>- E security- cryptography, secure transactions, secure-socket layer</p> <p>CO4:Customer relationship management, components of Electronics CRM.</p> <p>CO5:HTML, navigating the world wide web, basics of HTML, storage, creating simple web page.</p>
DSC2E	Business Law	<p>Upon Successful completion of this course student will be able to know</p> <p>CO1: Definition of contract, essentials of the contract.</p> <p>CO2:Contingent contract meaning, essentials, Discharge of contract, breach of contract, remedies for breach.</p> <p>CO3: Special contracts like contract of guarantee, Bailment, and agency.</p> <p>CO4:Sale of goods act provisions, definition of sale, agreement to sale, rights of unpaid seller.</p> <p>CO5:Consumer protection act provisions, essential commodities act, and right to information act.</p>
DSC3	Taxation	<p>Upon successful completion this course students will be able to understand</p> <p>CO1:Basic concepts of income tax like income, assesses, previous year, current year, and residential status.</p> <p>CO2: Heads of income, income from salary and income from house property.</p> <p>CO3:Business income computation as per the income tax procedures, professional income computation.</p>

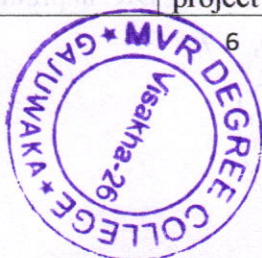


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		<p>CO4:Meaning of capital asset, types of capital asset, types of capital gains, computation of capital gains.</p> <p>CO5: Total income computation including set of and carry forward losses, deduction from gross total Income.</p>
DSC1F	Talent Management	<p>At the end of this course, the learner will be able to understand the following.</p> <p>CO1:Talent management meaning, significance, retaining talent measures, right sizing force, work life balance.</p> <p>CO2:Competency mapping definition, features, business strategies, developing competency models.</p> <p>CO3: Performance Management meaning, definition, personal development models, career planning, promotion policy, reward system.</p> <p>CO4: Employee's engagement, meaning, conceptual framework, parameters for measurement of employee's engagement.</p> <p>CO5: Succession planning, managerial position, in critical Situation, secondary line readership identifying their capabilities.</p>
DSC2F	Industrial Relations	<p>At the end of this course, the learner will be able to understand the following.</p> <p>CO1:Meaning nature and scope of industrial relations, successful industrial relations</p> <p>CO2: Meaning and types of industrial disputes, machinery for industrial disputes settlement.</p> <p>CO3: Trade union meaning, objectives, functions , growth of trade unions.</p> <p>CO4: Participative management meaning, forms, levels of participation management.</p> <p>CO5: Meaning and features of collective bargaining, significance and principles of collective bargaining.</p>
Project	Project and Viva	<p>As per the instructions of the university guidelines the students of third year BBA have to undergo a project and submit to the college.</p>



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DSC1G	International Business	<p>CO1: Concepts of international business theories, types of international business, its importance.</p> <p>CO2: Meaning of foreign exchange, factors affecting foreign exchange, foreign market operations, and instruments of euro market.</p> <p>CO3: Meaning balance of payments, foreign exchange Control reasons.</p> <p>CO4: World Trade organization, history, functioning, trade blocks, reasons of trade blocks</p> <p>CO5: Documents required for international business import and export business, letter of credit, incentives to exports</p>
DSC2G	Medium, Small and Micro Enterprises Management	<p>Upon successful completion of the course, students will gain in-depth knowledge in the following</p> <p>CO1:Role of Small and Medium Enterprises in Indian Economy-Problems, Role of Govt. of India in promoting Small and Medium Enterprises.</p> <p>CO2: Project identification and formulation, Feasibility Study, Location of units, role of KIABD, TEKSOC and registration with DIC.</p> <p>CO3: Sources of finance - Subsidies and Incentives, Resource management functions.</p> <p>CO4: Sick units - Causes of sickness, Prevention of sickness, and Remedial measures for sickness.</p> <p>CO5: Ancillary Industries, Rural Industries and Artisans, Role of SIDO, SSIDC, SISI, DIC Prospects for small-scale industries</p> <p>CO6: Role of SIDO, SSIDC, SISI, DIC in promoting Rural and</p>



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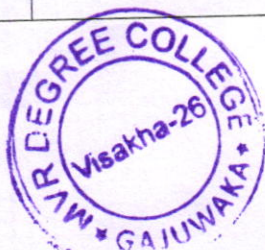
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		Ancillary Industries.
DSC3 G	Project Management	<p>Upon successful completion of course, students will be able to know</p> <p>CO1:Nature and scope of project management, types of projects, idea generation, screening of ideas, corporate appraisals, problems of project management.</p> <p>CO2: Analysis of project proposals, technical analysis, Marketing analysis, product mix, equipment selection, estimation of sales and production.</p> <p>CO3: Methods of project evaluation, techniques of PERT and CPM, ROI, Payback period, net present value method</p> <p>CO4: Human aspects of project management, manpower Planning.</p> <p>CO5: Termination methods of projects, procedures, evaluation.</p>
DSC1H	Global Human Resource Management	<p>Upon successful completion this course students will be able to understand</p> <p>CO1:Concepts of HRM, domestic HRM and global HRM, organizational dynamic.</p> <p>CO2: International selection, recruitment procedure, recruitment cross National, e-recruitment, cross National advertisement, selection initiatives</p> <p>CO3: Performance management practices, different models</p> <p>CO4: Training and development in international content</p> <p>CO5:Forms of compensations, key factors of international compensation, social severity.</p>
DSC2H	Training and Development	<p>Upon successful completion this course students will be able to understand</p> <p>CO1: Definition and meaning of training, it's need of objectives of training.</p> <p>CO2:Training policies and programmes, training</p>



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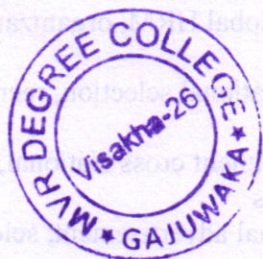
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		period, training for different employees CO3: Various training methods, training by experience workmen, training by sub-divisions, group training. CO4: Development importance, purpose of development, stages in development, programmes for development. CO5: Coaching meaning, types of coaching, counseling methods.
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Attended

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