

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

Revised CBCS

W.E.F(2020-2021)

Course Out Comes(COs):

Course Code	Title of the paper	Out Comes
1A	Principal of Management	<ol style="list-style-type: none">1. After completion of the 1st unit students will understand Definition of management, functions of management and principles challenges of management.2. After completion of 2nd unit student will understand what is planning, Types of planning, Essentials, process of planning MBO Concept.3. After completion of 3rd unit student will understand Organization meaning, definition, nature, types centralization, decentralization meaning, advantages, Delegates of authors.4. After completion of 4th unit students will understand Directing function of Management, meaning theories of motivation, need of good communication for the organization.5. After completion of 5th unit students will understand controlling function of management, its meaning, types need.
2A	Managerial Economics	<ol style="list-style-type: none">1. After completion of unit student will understand Definition, Nature, Scope of managerial economics, basic principles opportunity cost principal.2. After completion of unit student will understand Law of demand, theory of



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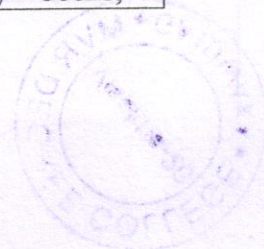
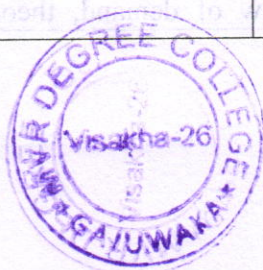
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		<p>demand, elasticity of law demand, types.</p> <p>3. After of completion of unit student will understand Diminishing Marginal Utility, Law of Equi marginal utility.</p> <p>4. After completion of unit student will understand concept of production, Facts of production function, Cost of concept perfect caption, monopoly, oligopoly.</p> <p>5. After completion of unit student will understand National Income Concepts, Theory of Income and Employment.</p>
3A	Quantitative methods for managers	<p>1. After completion of unit will understand Meaning, Definition of Business and Statistics, Importance and Limitations, Date, Types of data, Data Presentation.</p> <p>2. After completion of unit students will understand the measures of Central Tendency and Dispersion, like A.M, Mode, G.M, Range, Q.T.</p> <p>3. After completion of unit student will understand the correlation meaning, types, uses, Regression Analysis.</p> <p>4. After completion of unit student will know sel theory, Application, laws of judicious.</p> <p>5. After completion of unit student will understand matrix, types of matrix, matrix determinants.</p>
1	Accounting for Managers	<p>1. After completion of 1st unit the student will understand Meaning, Definitions, Characteristics of Accounting, Types of Accounting, Functions, Accounting Cycles, Types of Accounts, Journalisations, ledger preparation.</p> <p>2. After completion of 2nd unit students will understand subsidiary books,</p>



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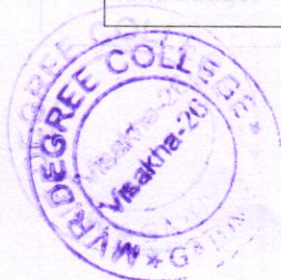
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		<p>need, types, preparations including cash book.</p> <p>3. After completions of 3rd unit students will understand the preparation of bank Reconciliation statement, its need, how to reconcile cash book and pass book.</p> <p>4. After completion of 4th unit students will understand How to prepare financial statements of Solo Trader ship (including Trial balance).</p> <p>5. After completion of 5th unit student will understand Classification of capital of company , classification of shares, difference between shares and debentures, meaning, features, types of debentures, Journal Entries for issue of</p>
		<p>shares and debentures.</p>
	Fundamentals of Marketing	<p>1. After completion of 1st unit student will understand concept of Marketing, Market, Types of Market, and Marketing Segmentation.</p> <p>2. After completion of 2nd unit should will understand product, product lines, product classification, product line decisions, product life cycles and its stages.</p> <p>3. After this unit students will understand pricing of products, methods, factors for pricing.</p> <p>4. After completion of unit students will understand Marketing channels and its types.</p> <p>5. After completion of unit students will understand advertisement , meaning selection of advertising.</p>
	E-Commerce	<p>1. After completion of unit student will understand definition, types, advantages and disadvantages of</p>



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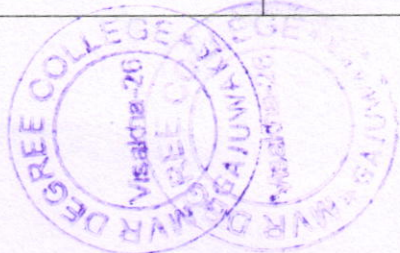
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		<p>electronic commerce, E-shopping, E-Business.</p> <ol style="list-style-type: none"> 2. After completion of unit student will understand supply chain management, meaning, benefits, goals, functions, Electronic data interchange (EDI) models. 3. After Completion of unit students will understand Electronic payments, its types, steps e-security. 4. After completion of unit students will understand customer relation management, definition components, CRM Architecture. 5. After completion of unit students will understand HTML AND XHTML, structure of HTML, Creating simple webpage, images adding, colour adding.
	Two Months Social Immersion Internship	
1C	Organizational Behavior	<ol style="list-style-type: none"> 1. After completion of unit student will understand organizational behavior, definition, features, various models, challenges. 2. After completion of unit student will understand concepts of motivation, persaudit, values. 3. After completion of unit student will understand Attitudes, Perception, learning, Individual 4. After completion of unit student will understand Group Behavior, Communication, Leadership, Power, Group Dynamics concepts. 5. After completion of unit student will understand Organizational concepts, structure, types, and organizational change.



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2C	Human Resource Management	<ol style="list-style-type: none">1. After completion of 1st unit student will understand history and Evolutions of HRM meaning, definition, characteristics.2. After completion of 2nd unit students will understand human resources planning meaning, objectives,....., problem in H.R.P, selection, placement, Recruitment.3. After completion of 3rd unit students will understand Training Meaning, definition, need, features, types of training.4. After completion of 4th unit students will understand job evaluation, concepts, methods, performance, appraisals, and compensation.5. After completion of 5th unit students will understand International HRM job, cultural aspects, Information HRM, and productivity, quality.
3C	Financial Management	<ol style="list-style-type: none">1. After 1st unit student will understand Meaning, definition, features, goals of Financial Management, time function.2. After completion of 2nd unit students will understand Capital Budgeting meaning, definition, features, technique of capital budgets.3. After completion of 3rd unit students will understand Meaning of working capital definition, need, sources of working ability.4. After completion of 4th unit student will understand Cost of Capital, Meaning, Definition, Capital Structures, theories.

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		5. After completion of 5 th unit student will understand divide meaning, theories, types
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