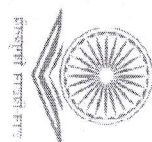




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DEPARTMENT OF BUSINESS MANAGEMENT
ACADEMIC YEAR 2025 - 26 ODD SEMESTER

COURSE OUTCOMES SUMMARY
MBA I SEMESTER - Autonomous

S.No	Semester	Course Code	Course Name	Course Instructor	CO No	Course Outcome	Taxonomy Level
1	1	MB101C	Management & Organizational Behaviour	Mrs.A.Swathi	CO1	To Understand the principles and approaches of management to enhance organisational effectiveness	Understand
					CO2	To explore organisational design and decision making processes to improve efficiency and adaptability	Understand
					CO3	To analyse personality traits and motivation to influence behaviour and performance in workplace	Analyze
					CO4	Examine group dynamics and leadership styles to foster collaboration and innovation	Analyze
					CO5	To investigate culture, stress management and change to effectively navigate organisational challenges.	Understand
2	1	MB102C	Accounting for Management	Mrs.A.Brundavani	CO1	To grasp financial accounting fundamentals and strategies	Understand
					CO2	To prepare financial statements and distinguish between expenditures	Determine
					CO3	To analyse financial statements using ratio analysis	Analyze
					CO4	To create cash flow statements and understand cost concepts	Categorise
					CO5	To conduct CVP analysis and apply variance analysis	Classify
3	1	MB103C	Managerial Economics	Mr.M.Sreenivas	CO1	Demonstrate an understanding of managerial economics and its application in decision-making.	Demonstrate
					CO2	Utilize utility and demand analysis for accurate forecasting	Understand
					CO3	Conduct break-even analysis by evaluating production functions.	Demonstrate
					CO4	Assess various market structures to formulate effective pricing strategies.	Analyze
					CO5	Apply macroeconomic concepts to analyze fiscal policy implications.	Apply

4	1	MB104C	Statistics for Management	Mrs. G. Madhavi	CO1	To demonstrate proficiency in basic statistics and measures of central tendency	Understand
					CO2	To utilise probability concepts, including Bayes' theorem, in various scenarios	Classify
					CO3	To interpret discrete and continuous probability distributions effectively	Understand
					CO4	To conduct hypothesis tests using sampling theory.	Apply
					CO5	To employ correlations, regression and timeseries analysis to make accurate forecasts.	Examine
5	1	MB105C	Business Law & Ethics	Mrs. Roubena Sultana	CO1	Demonstrate an understanding of contracts and their essential elements	Demonstrate
					CO2	Identify special contracts and negotiable instruments in legal contexts	Apply
					CO3	To apply knowledge of the companies Act, 2013 to management perspectives	Examine
					CO4	To evaluate the implications of cyberlaws and intellectual property rights	Integrate
					CO5	To assess international business law and ethical considerations in business	Estimate
6	1	MB106C	Business Environment	Mr. C. Shyam Sunder	CO1	To analyse the Indian Business Environment and identify key Trends	Understand
					CO2	To Examine the roles of financial institutions in economic growth	Classify
					CO3	To Evaluate India's Economic policies and their business growth	Understand
					CO4	To assess the effects of LPG on economic sectors	Apply
					CO5	Analyse taxation frameworks using insights from economic survey and union budget	Examine
7	1	MB107C	Managerial Communication	Mrs. G. Madhavi	CO1	To understand communication fundamentals, types and barriers	Understand
					CO2	To develop effective written communication skills for business correspondence	Apply
					CO3	To enhance oral communication skills for impactful presentations and	Apply
					CO4	To explore employment communication techniques, including interview preparation and CV writing	Apply
					CO5	To learn business etiquettes and media management strategies.	Apply
8	1	MB 108C	Behavioural Lab	Mr. C. Shyam Sunder	CO1	Apply the business writing process and message formatting techniques	Understand
					CO2	Develop skills in writing clear and concise reports and proposals.	Understand
					CO3	Enhance oral communication skills specifically for presentations	Summarize
					CO4	Prepare for careers through effective resume writing and interview techniques.	Acquire & Understand

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ACADEMIC YEAR 2025 - 26 EVEN SEMESTER
COURSE OUTCOMES SUMMARY
MBA II SEMESTER - Autonomous

S.No	Semester	Course Code	Course Name	Course Instructor	CO No	Course Outcome	Taxonomy Level
1	II	MB201C	Human Resource Management	Mr.C.Shyam Sunder	CO1	To understand the evolution of HRM and its strategic alignment with organisational goals	Apply
					CO2	To develop skills in HR planning and conduct effective job analyses	Analyze
					CO3	To analyse training needs and evaluate the effectiveness of various training methods	Analyze
					CO4	To implement HR systems to manage performance effectively	Create
					CO5	To explore emerging HR trends and assess their impact on global practices	Apply
2	II	MB202C	Financial Mangement	Mrs.Roubena Sultana	CO1	To understand the nature and goals of the finance function	Classify
					CO2	To learn the investment decision process and capital budgeting techniques	Evaluate
					CO3	To explore financing decisions and the concept of cost of capital	Identify
					CO4	To analyse working capital management and dividend policies	Classify
					CO5	To examine principles of corporate restructuring and governance	Outline
3	II	MB203C	Marketing Management	Dr.S.Sujatha	CO1	To demonstrate knowledge of marketing origins and the marketing mix	Understand
					CO2	To evaluate market segmentation strategies and identify target audiences	Apply
					CO3	To create effective marketing programs that meet consumer needs	Apply
					CO4	To analyse the influences on consumer behaviour in various markets contexts	Classify
					CO5	To asses marketing control practices and articulate principles of consumerism	Analyse

4	II	MB204C	Business Analytics	Mr.Muralidhar	CO1	To articulate the role of business analytics in leveraging big data	Understand
					CO2	Apply descriptive analytics and data visualization techniques effectively.	Choose
					CO3	Implement predictive analytics methods for data-driven insights. .	Choose
					CO4	Utilize prescriptive analytics and optimization techniques in real-world scenarios	Understand
					CO5	Demonstrate proficiency in R for data management and analysis	Construct
5	II	MB205C	Business Research Methods	Mrs.G.Madhavi	CO1	Demonstrate knowledge of the principles and importance of business research	Analyze
					CO2	To evaluate the research process and select appropriate data collection methods	Demonstrate
					CO3	To apply measurement and scaling techniques for data analysis	Classify
					CO4	To conduct statistical analyses and hypotheses testing on research data	Evaluate
					CO5	To produce well structured reports while adhering to research ethics	Apply
6	II	MB206C	Operations Research	Mrs.L.Sowjanya	CO1	To understand the fundamentals and iterations of Operations Research	Understand
					CO2	To learn linear programming formulations, assumptions and graphical solutions	Understand
					CO3	To analyse allocation models using the simplex method and sensitivity analysis	Interpret
					CO4	To explore transportation and assignment problems and their managerial applications	Understand
					CO5	To examine network models like CPM, PERT for scheduling and resource allocation	Understand
7	II	MB207C	Services & Operations Management	Mrs.G.ShibaRani	CO1	To understand e manufacturing processes and the differences between prod	Demonstrate
					CO2	To apply capacity planning and aggregate planning techniques	Understand
					CO3	To conduct work studies and manage service operations effectively	Understand
					CO4	To implement materials management practices and vendor evaluation	Evaluate
					CO5	To utilise inventory control methods and optimise stores management functions	Illustrate

8	II	MB208C	Business Analytics Lab	Mr. Muralidhar	CO1	Gain proficiency in basic and advanced Excel features, including data formatting, formulas, and chart creation	Illustrate
					CO2	Learn to create pivot tables, use macros, and conduct what-if analyses for informed decision-making.	Demonstrate
					CO3	Understand key statistical concepts, including population vs. sample and measurement scales.	Understand
					CO4	Install R and R Studio	Demonstrate
					CO5	Perform data cleaning, manipulation, and descriptive statistics	Demonstrate


 Assessment Coordinator

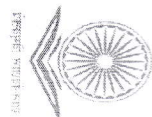

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ACADEMIC YEAR 2025 - 26 ODD SEMESTER
COURSE OUTCOMES SUMMARY
MBA III SEMESTER - Autonomous

S.No	Semester	Course Code	Course Name	Course Instructor	CO No	Course Outcome	Taxonomy Level
1	III	MB301C	Strategic Management	Mr.C.Shyam Sundar	CO1	Understand key concepts of strategic management and their importance	Understand
					CO2	To evaluate internal and external factors influencing strategic decisions	Evaluate
					CO3	To develop business level strategies for competitive advantage	Determine
					CO4	Identify various strategic alternatives, including international options.	Identify
					CO5	Implement strategies with a focus on governance and ethics.	Implement
2	III	MB302C	Total Quality Management	Mrs.G.Shiba Rani	CO1	Understand TQM principles, historical evolution, and awards.	Understand
					CO2	To Apply TQM tools for measurement, analysis, improvement of quality.	Classify
					CO3	To Apply quantitative & qualitative techniques, statistical methods & benchmarking	Understand
					CO4	To learn the Six Sigma framework and its implementation focusing on DMAIC	Demonstrate
					CO5	To Evaluate TQM practices in manufacturing, services, healthcare & IT	Understand
3	III	MB303C	Entrepreneurship Development	Mrs.A.Swathi	CO1	To Understand the evolution and characteristics of entrepreneurship	Understand
					CO2	To analyse factors influencing entrepreneurial growth and government roles	Analyze
					CO3	To develop strategies for idea generation and feasibility analysis	Identify
					CO4	To recognise and differentiate social entrepreneurship from traditional business	Analyze
					CO5	To create a concise business plan to attract investors	Evaluate
4	III	MB304E-F-I	Investment Management	Mrs.Roubena Sultana	CO1	To understand investments and distinguish between real and financial assets	Understand
					CO2	To analyse the investment decision process and measure returns	Analyze
					CO3	To examine fixed income securities and bond valuation methods	Identify
					CO4	To evaluate common stocks using various valuation models	Analyze
					CO5	To grasp portfolio theory and assess performance with key metrics	Evaluate

5	III	MB304E-F-II	Banking, Financial services & Insurance	Mrs. G. Brundavani	CO1	To understand the Indian banking system and the functions of different types of	Understand
					CO2	To analyse capital regulation and the impact of Basel Accords	Analyze
					CO3	To explore the Indian Securities markets and types of financial services	Identify
					CO4	To define insurance and examine its types and societal benefits	Analyze
					CO5	To understand life and general insurance products and claims settlement	Evaluate
6	III	MB304E-M-I	Integrated Marketing Communication & Digital Marketing	Mrs.G.Madhavi	CO1	To learn to evaluate valuable brands and engage consumers through integrated marketing	
					CO2	To analyse key issues in marketing communications planning	
					CO3	To develop an effective integrated marketing communication process	
					CO4	To make informed decisions in advertising and digital marketing	
					CO5	To examine digital and social media marketing in a global market	
					CO1	To understand the role of advertising and its objectives, including creative strategies and budget allocations	
					CO2	To analyse media planning strategies, focusing on objectives, reach, frequency	
					CO3	To explore trends in organised retailing and types of retail formats in India	
7	III	MB304E-M-II	Advertisement & Retail Management	Dr.S.Sujatha	CO4	To examine challenges in rural retailing and cultural factors in international retailing	
					CO5	To develop CRM strategies and merchandising management while addressing legal and ethical concerns.	
8	III	MB304E-HR-I	Global Human Resource Management	Mrs.A.Swathi	CO1	To understand global HRM expatriate management	
					CO2	To evaluate workforce planning and expatriate performance management	
					CO3	To apply strategies for global HR planning and labour demand	
					CO4	To design training programs for a global workforce and manage assignments	
					CO5	To assess performance management practices and international compensation	
9	III	MB304E-HR II	Organisation Development	Mrs.G.Madhavi	CO1	Understand the definitions, history, and relevance of organization development (OD)	Understand
					CO2	Analyze models and theories of planned change and their applications in OD	Analyze
					CO3	Diagnose organizational issues and evaluate the effectiveness of OD interventions	Identify
					CO4	Implement human process interventions for team building and inter-group relations	Analyze
					CO5	Assess techno-structural and strategic interventions, including restructuring and culture change.	Evaluate
10	III	MB304E-S -I	Data base Management Systems	Mrs.G.Shiba Rani	CO1	Understand database architecture and data models.	Understand
					CO2	Apply SQL for database design and manipulation	Analyze
					CO3	Evaluate and optimize query processing strategies.	Identify
					CO4	Understand transaction processing and concurrency control.	Analyze
					CO5	Utilize SQL and PL/SQL, including constraints and functions	Evaluate

I	III	MB304E-S-II	Machine Learning & Artificial Intelligence	Mrs.G.Shiba Rani	CO1	To understand the complexity of machine learning algorithms	Understand
					CO2	To apply common machine learning algorithms to solve business problems	Analyze
					CO3	To differentiate between various machine learning solutions	Identify
					CO4	To grasp the fundamental principles of intelligent systems	Analyze
					CO5	To evaluate different search mechanisms and design a chatbot	Evaluate

Assessment Coordinator

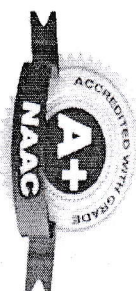
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ACADEMIC YEAR 2025 - 26 EVEN SEMESTER
COURSE OUTCOMES SUMMARY
MBA IV SEMESTER - Autonomous

S.No	Semester	Course Code	Course Name	Course Instructor	CO No	Course Outcome	Taxonomy Level
1	IV	MB401C	Supply Chain Management	Mrs.G.Shiba Rani	CO1	Understand supply chain management concepts, objectives, and global strategies.	Understand
					CO2	Analyze logistics structure and the role of inventory management.	Analyse
					CO3	Analyse transportation methods and warehousing strategies.	Analyse
					CO4	Assess the impact of information technology on supply chain processes.	Identify
					CO5	Design supply chain networks and recognize the roles of distributors and human success.	Understand
2	IV	MB402C	Corporate Governance and Ethics	Mrs.A.Swathi	CO1	Understand corporate governance principles and their impact on organizational success.	Classify
					CO2	Analyze roles and responsibilities within governance structures.	Compare
					CO3	Familiarize with corporate governance codes and forums.	Classify
					CO4	Comprehend Corporate Social Responsibility (CSR) concepts and reporting practices.	Summarize
					CO5	Evaluate business ethics and factors influencing ethical decisions.	Understand
3	IV	MB403E-F-I	Financial Risk Management	Mrs.Roubena Sultana	CO1	Understand risk concepts, types, and the risk management process.	Summarize
					CO2	Apply Value at Risk (VaR) and Cash Flow at Risk (CaR) for investment decisions.	Understand
					CO3	Analyze derivatives, including forwards and futures, for risk management.	Analyze
					CO4	Evaluate interest rate and currency swaps for hedging risks.	Understand
					CO5	Assess options and their pricing models in risk management.	Understand

4	IV	MB403E-F-II	International Finance	Mrs.A.Brundavani	CO1	Explain the evolution and structure of the international financial system.	Understand
					CO2	Analyze the dynamics of the foreign exchange market and its key participants.	Examine
					CO3	Apply exchange rate theories to assess currency risks in multinational operations.	Identify
					CO4	Evaluate foreign investment opportunities and develop effective cash management strategies.	Evaluate
					CO5	Assess the implications of international taxation and implement tax planning strategies.	Propose
5	IV	MB403E-M-I	Consumer behaviour	Mrs.G.Madha vi	CO1	Understand the dimensions and research process of consumer behavior.	Understand
					CO2	Analyze motivation, personality, and perception in marketing contexts	Examine
					CO3	Examine the influence of culture and social factors on consumer behavior.	Identify
					CO4	Evaluate the consumer decision-making process and postpurchase behavior.	Evaluate
					CO5	Apply various models of consumer behavior to real-world marketing scenarios.	Propose
6	IV	MB403E-M-II	Services Marketing	Mr. C. Shyam Sunder	CO1	Understand the scope and concepts of services.	Understand
					CO2	Analyze the service marketing mix and quality management.	Examine
					CO3	Develop strategies for service marketing challenges.	Identify
					CO4	Evaluate global marketing environments.	Evaluate
					CO5	Identify global customer needs for international brands.	Propose
7	IV	MB403E-HR-I	Compensation Management	Mrs.G.Madha vi	CO1	Understand the principles of strategic compensation management.	Understand
					CO2	Analyze the impact of compensation on employee behavior and performance.	Examine
					CO3	Design equitable and competitive compensation systems.	Identify
					CO4	Manage and plan employee benefits effectively.	Evaluate
					CO5	Address contemporary challenges in international and executive compensation.	Propose
8	IV	MB403E-HR-II	Performance Management	Mrs.A.Swathi	CO1	Understand the concepts, principles, and significance of performance management and performance appraisal in organizations.	Understand
					CO2	Examine various approaches and methods used for measuring employee and organizational performance.	Examine
					CO3	Analyze different performance appraisal techniques and their applications in evaluating employee effectiveness.	Identify
					CO4	Evaluate the role of benchmarking and competency frameworks in enhancing organizational performance.	Evaluate
					CO5	Apply various performance metrics and performance management models to assess and improve performance outcomes	apply

9	IV	MB403E-S-I	Data Visualization	Mr.T.Srinivas	CO1	To design compelling data visualizations for insights for solving business problems	Understand
					CO2	Get familiarize with data handling methods and models	Examine
					CO3	To apply the data manipulation techniques for decision making.	Identify
					CO4	To able to present the data in a compelling manner using the Tableau.	Evaluate
					CO5	To able to conduct analysis on the data for strategic decision making.	apply
10	IV	MB403E-S-II	Data Mining for Business	Dr.S.K.Shruthi	CO1	Understand the concepts of Data Mining and Data Preprocessing.	Understand
					CO2	Extract and represent the knowledge from data by Preprocessing and Visualization	Examine
					CO3	Establish the Association among frequently purchased items and categorize the dataset into different clusters.	Identify
					CO4	Understand the concept of classification problems and their applications across different sectors.	Evaluate
					CO5	Apply sentiment analytics to various real time business applications.	apply

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