



ACADEMIC YEAR - 2020-21
COURSE OUTCOMES (CO)
I-I SEMESTER

Course Name: Management and Organization Behaviour (MB111) Year / Sem: I / I

MB111	Course Outcomes
MB111.1	To understand the basic concepts of management and theories
MB111.2	To apply the decision-making process and make use of planning, authority, centralization and decentralization in business
MB111.3	To evaluate personality traits, perception and motivational theories
MB111.4	To analyze models of organizational behavior, group dynamics, conflicts and leadership styles.
MB111.5	To create organization design and culture and climate. To manage the stress to develop the organization.

Course Name: Accounting for Management (MB112) Year / Sem: I / I

MB112	Course Outcomes
MB112.1	To understand the basic concepts of financial accounting, cost accounting and management accounting
MB112.2	To understand Accounting Standards and their Importance in Global Accounting Environment
MB112.3	To prepare, understand, interpret and analyze financial statements
MB112.4	To understand the different kinds of Ratios like Liquidity, Turn over, Profitability, Leverage and Structural Ratios
MB112.5	To understand the different activities of business and how this influences the cash flow statement.
MB112.6	To Know and apply various tools from accounting and cost accounting this would facilitate decision making



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Course Name: Marketing Management (MB113) Year / Sem: I / I

MB113	Course Outcomes
MB113.1	To understand the basic concepts/Philosophies of Marketing Management.
MB113.2	To understand the levels of market segmentation, International markets.
MB113.3	Market strategies involved in product branding, packaging and product mix decisions.
MB113.4	Analyze the factors affecting consumer behavior
MB113.5	To understand the factors affecting global marketing organizations.

Course Name: Managerial Economics (MB114)-Open Elective Year / Sem: I / I

MB114	Course Outcomes
MB114.1	Introduction of the very basic concept of Economics.
MB114.2	Application of various techniques for analysis demand.
MB114.3	Understanding the market structure and modern pricing practice.
MB114.4	Evaluate macroeconomic models.
MB114.5	Understanding monopoly, oligopoly and monopolistic competition in market.



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Course Name: IT Application for Management (MB115)- Open Elective Year / Sem: I / I

MB115	Course Outcomes
MB115.1	Introducing the Information Systems, need and categories of IS
MB115.2	Understanding the computer hardware and software devices. Understanding multimedia, and data communication networks.
MB115.3	Apply Management Information systems and decision support systems.
MB115.4	Apply Inter organizational information systems. Applying e-commerce applications
MB115.5	Evaluating Information security and laws.

Course Name: Computer Lab (MB116) Year / Sem: I / I

MB116	Course Outcomes
MB116.1	Understanding and creating, naming, editing and printing excel files
MB116.2	Applying cell referencing, formatting and using formula and functions
MB116.3	Applying and evaluate filling, sorting and filtering data in Excel
MB116.4	Creating a database and creating query forms
MB116.5	Transferring data from Excel to Access.



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II-I SEMESTER

Course Name: Operations Management (MB211) Year / Sem: II / I

MB211	Course Outcomes
MB211.1	To create and provide adequate knowledge regarding basic manufacturing facilities.
MB211.2	To understand capacity planning
MB211.3	To apply work study and service management methods
MB211.4	To analyze about material requirement planning, manufacturing resource planning and purchase management
MB211.5	To evaluate and understand store management

Course Name: E Business (MB212) Year / Sem: II / I

MB212	Course Outcomes
MB212.1	Introducing E-business and various E-business value chain and E-business models.
MB212.2	Understanding the legal environment Intellectual property rights and its protection.
MB212.3	Applying E business and m commerce service and applications
MB212.4	Analyzing the wireless and satellite communications and understanding Mobile communication standards
MB212.5	Applying the mobile banking business models and privacy and security issues.



Course Name: Operation Research (MB213) Year / SEM: II / I

MB213	Course Outcomes
MB213.1	Understand the concepts of various operation research models
MB213.2	Applying managerial Applications of operation research
MB213.3	Understanding economic interpretation of dual formulation
MB213.4	Applying minimize cost using transportation problem technique
MB213.5	Understanding various network models like CPM and PERT

Discipline Specific Elective- I (MB214)

Course Name: Financial Risk Management (Finance) Year / SEM: II / I

MB214-1	Course Outcomes
MB214-1.1	To understand the concept of risk management
MB214-1.2	Apply tools and techniques of risk management
MB214-1.3	To understand forward and future contracts
MB214-1.4	To understand types of Swaps
MB214-1.5	To understand types of Options
MB214-1.6	Financial Institutions are exposed to a clear understanding of the concerned risks



Course Name: Product and Brand Management (Marketing) Year / SEM: II / I

MB214-2	Course Outcomes
MB214-2.1	Understand the concepts of Product and Branding Decisions
MB214-2.2	Apply the Product Market Evolution strategies and techniques
MB214-2.3	Understand the Product Modification and New Product Introduction concepts
MB214-2.4	Apply the knowledge of Market Segmentation
MB214-2.5	Apply and evaluate Product Development and Testing concepts

Course Name: Compensation Management (HRM) Year / SEM: II / I

MB214-3	Course Outcomes
MB214-3.1	Understand the basic concepts of Compensation Management
MB214-3.2	To understand the compensation policies and relate them with behaviour of Employees
MB214-3.3	To Design the Compensation System using different techniques
MB214-3.4	Understand and design the Planning Benefit Program based on compensation
MB214-3.5	Handle the Challenges related to Contemporary Strategic Compensation



Course Name: Decision Support Systems (System) Year / SEM: II / I

MB214-4	Course Outcomes
MB214-4.1	Understand the concepts of various Decision Support Systems
MB214-4.2	Apply the development and Implementation of DSS and Models in DSS
MB214-4.3	Understanding Group DSS and Groupware
MB214-4.4	Applying and understand Artificial Intelligence (AI) and Expert System (ES):
MB214-4.5	Understanding Data Ware Housing and Data Mining

Discipline Specific Elective- II (MB215)

Course Name: International Finance (Finance) Year / SEM: II / I

MB215-1	Course Outcomes
MB215-1.1	To learn Importance of International Business
MB215-1.2	To Understand International Trade Theories.
MB215-1.3	To Acquire Knowledge on Economic Environment
MB215-1.4	To Understand Global E-Business
MB215-1.5	To understand Inter culture Human Resource Management in Global Context
MB215-1.6	To acquire knowledge on Environment, Strategic and Operational Issues of International Business



Course Name: Promotion & Distribution Management (Marketing) Year / SEM: II / I

MB215-2	Course Outcomes
MB215-2.1	Understand the concepts of Marketing Communications
MB215-2.2	Apply the concepts of developing Integrated Marketing Communications strategies and techniques
MB215-2.3	Understand the personal selling concepts
MB215-2.4	Apply the knowledge of sales promotion and support media
MB215-2.5	Apply and evaluate the distribution management systems

Course Name: Organization Development (Human Resource) Year / SEM: II / I

MB215-3	Course Outcomes
MB215-3.1	Understand the basic principles of Organization development
MB215-3.2	Define and demonstrate an understanding the fundamentals of organizational development
MB215-3.3	Evaluate and assess the Organizational Development Process
MB215-3.4	Analyze various Human and Organizational process approaches
MB215-3.5	Intervene different techno-structural and strategic designs



Course Name: Business Analytics (System) Year / SEM: II / I

MB215-4	Course Outcomes
MB215-4.1	Understand the concepts of Business Analytics
MB215-4.2	Apply and understand the Descriptive Analytics
MB215-4.3	Understanding Predictive Analytics
MB215-4.4	Applying and understand Prescriptive Analytics
MB215-4.5	Apply the programming concepts Using R.

Interdisciplinary Course (MB216)

Course Name: Innovation Management (MB216) Year / SEM: II / I

MB216	Course Outcomes
MB216.1	Understand the basic concepts of Research and Development Management
MB216.2	Evaluate and assess R & D projects
MB216.3	Evaluate and assess R & D progress using various criterion
MB216.4	Understand the basic principles of Innovation Management
MB216.5	Define and demonstrate an understanding organizational Innovation Management