

**ACADEMIC YEAR – 2021 - 2022**  
**COURSE OUTCOMES (CO) I - I SEMESTER****Course Name: Management and Organization Behavior (P21MB101) Year/Sem: I/I**

| P21MB101   | Course Outcomes   |
|------------|---|
| P21MB101.1 | To understand the basic concepts of management and theories   |
| P21MB101.2 | To apply the decision-making process and make use of planning, authority, centralization and decentralization in business |
| P21MB101.3 | To evaluate personality traits, perception and motivational theories  |
| P21MB101.4 | To analyze models of organizational behavior, group dynamics, conflicts and leadership styles.                            |
| P21MB101.5 | To create organization design and culture and climate. To manage the stress to develop the organization.                  |

**Course Name: Accounting for Management (P21MB102) Year/Sem: I/I**

| P21MB102   | Course Outcomes   |
|------------|---|
| P21MB102.1 | To understand the basic concepts of financial accounting, cost accounting and Management Accounting                 |
| P21MB102.2 | To understand Accounting Standards and their Importance in Global Accounting Environment                            |
| P21MB102.3 | To prepare, understand, interpret and analyze financial statements  |
| P21MB102.4 | To understand the different kinds of Ratios like Liquidity, Turnover, Profitability, Leverage and Structural Ratios |
| P21MB102.5 | To understand the different activities of business and how this influences the cash flow statement.                 |
| P21MB102.6 | To Know and apply various tools from accounting and cost accounting this would facilitate decision making           |

**Course Name: Marketing Management (P21MB103) Year/ Sem: I/I**

| P21MB103   | Course Outcomes  |
|------------|--|
| P21MB103.1 | To understand the basic concepts/ Philosophies of Marketing Management.              |
| P21MB103.2 | To understand the levels of market segmentation, International markets.              |
| P21MB103.3 | Market strategies involved in product branding, packaging and product mix decisions. |
| P21MB103.4 | Analyze the factors affecting consumer behavior                                      |
| P21MB103.5 | To understand the factors affecting global marketing Organizations.                  |

**Course Name: Managerial Economics (P21MB106) - Open Elective Year / Sem : I/I**

| P21MB106   | Course Outcomes   |
|------------|---|
| P21MB106.1 | Introduction of the very basic concept of Economics.                      |
| P21MB106.2 | Application of various techniques for analysis demand.                    |
| P21MB106.3 | Understanding the market structure and modern pricing practice.           |
| P21MB106.4 | Evaluate macroeconomic models.  |
| P21MB106.5 | Understanding monopoly, oligopoly and monopolistic competition in market. |



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**Course Name: IT Application for Management (P21MB107) – Open Elective Year / Sem : I /I**

| P21MB107   | Course Outcomes  |
|------------|--|
| P21MB107.1 | Introducing the Information Systems, need and categories of IS   |
| P21MB107.2 | Understanding the computer hardware and software devices.<br>Understanding multimedia and data communication networks. |
| P21MB107.3 | Apply Management Information systems and decision support systems.   |
| P21MB107.4 | Apply Inter organizational information systems. Applying e-commerce applications                                       |
| P21MB107.5 | Evaluating Information security and laws.  |

**Course Name: Computer Lab (P21MB1L1) Year/ Sem :I/I**

| P21MB1L1   | Course Outcomes   |
|------------|---|
| P21MB1L1.1 | Understanding and creating, naming, editing and printing excel files  |
| P21MB1L1.2 | Applying cell referencing, formatting and using formula and functions |
| P21MB1L1.3 | Applying and evaluate filling, sorting and filtering data in Excel    |
| P21MB1L1.4 | Creating a database and creating query forms                          |
| P21MB1L1.5 | Transferring data from Excel to Access.                               |



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## II-I SEMESTER

Course Name: Operations Management (MB301) Year/ Sem : II/ I

| MB301   | Course Outcomes   |
|---------|---|
| MB301.1 | To create and provide adequate knowledge regarding basic manufacturing facilities.                      |
| MB301.2 | To understand capacity planning   |
| MB301.3 | To apply work study and service management methods  |
| MB301.4 | To analyze about material requirement planning, Manufacturing resource planning and purchase management |
| MB301.5 | To evaluate and understand store management   |

Course Name : E-Business (MB302) Year/Sem: II/I

| MB302   | Course Outcomes  |
|---------|--|
| MB302.1 | Introducing E-business and various E-business value chain and E-business models.                     |
| MB302.2 | Understanding the legal environment Intellectual property rights and its protection.                 |
| MB302.3 | Applying E-business and m-commerce service and applications  |
| MB302.4 | Analyzing the wireless and satellite communications and understanding Mobile communication standards |
| MB302.5 | Applying the mobile banking business models and privacy and security issues.                         |

Course Name : Operation Research (MB 303) Year/SEM: II/ I

| MB303   | Course Outcomes   |
|---------|---|
| MB303.1 | Understand the concepts of various operation research models  |
| MB303.2 | Applying managerial Applications of operation research        |
| MB303.3 | Understanding economic interpretation of dual formulation     |
| MB303.4 | Applying minimize cost using transportation problem technique |
| MB303.5 | Understanding various network models like CPM and PERT        |

Discipline Specific Elective-I (MB304)

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

| MB304-1   | Course Outcomes  |
|-----------|--|
| MB304-1.1 | To understand the concept to frisk management                                      |
| MB304-1.2 | Apply tools and techniques of risk management                                      |
| MB304-1.3 | To understand forward and future contracts   |
| MB304-1.4 | To understand types of Swaps   |
| MB304-1.5 | To understand types of Options   |
| MB304-1.6 | Financial Institutions are exposed to a clear understanding of the concerned risks |



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## Course Name: Product and Brand Management (Marketing) (MB 304) Year/SEM: II/ I

| MB304-2   | Course Outcomes   |
|-----------|---|
| MB304-2.1 | Understand the concepts of Product and Branding Decisions                 |
| MB304-2.2 | Apply the Product Market Evolution strategies and techniques              |
| MB304-2.3 | Understand the Product Modification and New Product Introduction concepts |
| MB304-2.4 | Apply the knowledge of Market Segmentation                                |
| MB304-2.5 | Apply and evaluate Product Development and Testing concepts               |

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

| MB304-3   | Course Outcomes   |
|-----------|---|
| MB304-3.1 | Understand the basic concepts of Compensation Management                            |
| MB304-3.2 | To understand the compensation policies and relate them with behaviour of Employees |
| MB304-3.3 | To Design the Compensation System using different techniques                        |
| MB304-3.4 | Understand and design the Planning Benefit Program based on compensation            |
| MB304-4.5 | Handle the Challenges related to Contemporary Strategic Compensation                |

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

| MB304-4   | Course Outcomes   |
|-----------|---|
| MB304-4.1 | Understand the concepts of various Decision Support Systems                 |
| MB304-4.2 | Apply the development and Implementation of DSS and Models in DSS           |
| MB304-4.3 | Understanding Group DSS and Groupware                                       |
| MB304-4.4 | Applying and understand Artificial Intelligence (AI) and Expert system(ES): |
| MB304-4.5 | Understanding Data Ware Housing and Data Mining                             |

## Discipline Specific Elective-II (MB305)

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

| MB305-1   | Course Outcomes   |
|-----------|---|
| MB305-1.1 | To learn Importance of International Business   |
| MB305-1.2 | To Understand International Trade Theories.   |
| MB305-1.3 | To Acquire Knowledge on Economic Environment  |
| MB305-1.4 | To Understand Global E-Business   |
| MB305-1.5 | To understand Inter culture Human Resource Management in Global Context                         |
| MB305-1.6 | To acquire knowledge on Environment, Strategic and Operational Issues of International Business |



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

| MB305-2   | Course Outcomes  |
|-----------|--|
| MB305-2.1 | Understand the concepts of Marketing Communications  |
| MB305-2.2 | Apply the concepts of developing Integrated Marketing communications strategies and techniques |
| MB305-2.3 | Understand the personal selling concepts   |
| MB305-2.4 | Apply the knowledge of sales promotion and support media                                       |
| MB305-2.5 | Apply and evaluate the distribution management systems   |

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

| MB305-3   | Course Outcomes  |
|-----------|--|
| MB305-3.1 | Understand the basic principles of Organization development                          |
| MB305-3.2 | Define & demonstrate an understanding the fundamentals of organizational development |
| MB305-3.3 | Evaluate and assess the Organizational Development Process                           |
| MB305-3.4 | Analyze various Human and Organizational process approaches                          |
| MB305-3.5 | Intervene different techno – structural and strategic designs                        |

## Course Name: Business Analytics (System) MB305-4 Year/ SEM: II/ I

| MB305-4   | Course Outcomes                                |
|-----------|--|
| MB305-4.1 | Understand the concepts of Business Analytics  |
| MB305-4.2 | Apply and understand the Descriptive Analytics |
| MB305-4.3 | Understanding Predictive Analytics             |
| MB305-4.4 | Applying and understand Prescriptive Analytics |
| MB305-4.5 | Apply the programming concepts                 |

## Interdisciplinary Course (MB306)

### Course Name: Innovation Management (MB306) Year/ SEM: II/ I

| MB306   | Course Outcomes  |
|---------|--|
| MB306.1 | Understand the basic concepts of Research and Development Management         |
| MB306.2 | Evaluate and assess R&D projects   |
| MB306.3 | Evaluate and assess R&D progress using various criterion                     |
| MB306.4 | Understand the basic principles of Innovation Management                     |
| MB306.5 | Define and demonstrate an understanding organizational Innovation Management |