



# LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY

(UGC Autonomous)

Approved by AICTE | Affiliated to Osmania University | Estd.2003.

Department of MBA

## ACADEMIC YEAR - 2022-23

### COURSE OUTCOMES (CO)

#### II-III SEMESTER

**Course Name: Operation Management (P21MB301)**

#### **Course Outcomes**

After completing this course, the student will be able to:

<b>CO NO</b>	<b>CO Statement</b>
CO1	Describe apply knowledge of basic Concepts of Operations Management for developing processes and improving Operational Performance.
CO2	Discuss and explain develop aggregate capacity plans and Mater Production Schedule in operation environments and enabling the importance off ability location, layout and line balancing.
CO3	Solve, identify and eliminate non essential operations and develop feasible method of performing a job by applying work study techniques
CO4	Analysis and calculate inventory levels and order quantities to make use of various inventory classification models
CO5	Access advance cognizance on Total Quality Management and to efficaciously implement the contemporary Quality techniques in an organization
CO6	Design job sequences and EOQ



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### COURSE OUTCOMES (CO)

#### II-III SEMESTER

**Course Name: E-Business (P21MB302)**

#### **Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Describe various concepts and developments of Physical, E-Commerce and M-Commerce.
CO2	Develop various models of E-commerce to gain Competitive Advantage.
CO3	Design and use appropriate Electronic Payment Systems.
CO4	Apply appropriate Network Security and Firewalls in E-Business activities.
CO5	Analyse various Mobile Banking and Mobile Ticketing processes
CO6	Explain various types of e-services and Legal, Ethical and privacy issues associated with E-Business.



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**COURSE OUTCOMES (CO)**

**II-III SEMESTER**

**Course Name: Operation Research (P21MB303)**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Develop mathematical model and solve the real life system with limited constraints by applying LPP.
CO2	Formulate and solve transportation and assignment concepts to implement Supply chain management.
CO3	Evaluate alternatives using decision making under risk and uncertainty and game theory.
CO4	Apply PERT and CPM techniques to plan, schedule and control project.
CO5	Apply simulation process in queuing theory to evaluate the system.
CO6	Analyse the Cost Analysis using Queuing models



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**COURSE OUTCOMES (CO)**

**II-III SEMESTER**

**Course Name: Financial Risk Management (Finance) (P21MB304) Specific Elective-I Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Describe measures and differentiate between types of Risks that an organization faces.
CO2	Understand the Derivatives and their Trading and Settlement.
CO3	Determine Forwards and Futures Contracts and Hedging Strategies.
CO4	Analyze the computational aspects of Swaps and the associated Risk.
CO5	Evaluate Option Trading Strategies and select the suitable one for the given situation.
CO6	Design a structured method of assessing financial risk.



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**COURSE OUTCOMES (CO)**

**II-III SEMESTER**

**Course Name: Product & Brand Management (P21MB305)**

**Specific Elective-I (Marketing)**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO. No.</b>	<b>CO Statement</b>
<b>CO1</b>	State the new product development process and its models, and learn to create actionable focus to successfully manage the product
<b>CO2</b>	Interpret the product portfolio strategies for a conglomerate, Manage and amplify existing products.
<b>CO3</b>	Examine the branding strategies, Brand purpose & Managing brand reputations.
<b>CO4</b>	Classify and conduct the measurement of brand equity and brand performance, Design brand architecture strategies in real life situations.
<b>CO5</b>	Assess the contemporary issues and analyze future trends
<b>CO6</b>	Invent new market segments and create market structure analysis



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**ACADEMIC YEAR - 2022-23**

**COURSE OUTCOMES (CO)**

**II-III SEMESTER**

**Course Name: Compensation Management (P21MB306) (Human Resource) Specific Elective-I (Human Resource)**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO. No.</b>	<b>CO Statement</b>
<b>CO1</b>	Explain the Strategic Compensation Management
<b>CO2</b>	Describe the concepts Compensation and Employee Behavior
<b>CO3</b>	Apply Building Market Competitive Compensation System.
<b>CO4</b>	Learn and Determine the Components of Employee Benefits Management
<b>CO5</b>	Apply the Contemporary Strategic Compensation Challenges.
<b>CO6</b>	Compensation and Competitive Strategies



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**COURSE OUTCOMES (CO)**

**II-III SEMESTER**

**Course Name: Decision Support Systems (System) (P21MB307)**

**Specific Elective-I**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO. No.</b>	<b>CO Statement</b>
<b>CO1</b>	Describe the concepts and evolution of DSS.
<b>CO2</b>	Discuss and implement the DSS models
<b>CO3</b>	Assess the concepts of Distribution DSS Technology and EIS
<b>CO4</b>	Compare Artificial Intelligence and Expert Systems.
<b>CO5</b>	Classify Data Warehousing and data Mining.
<b>CO6</b>	Design Steps for designing metrics



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### COURSE OUTCOMES (CO)

#### II-III SEMESTER

**Course Name: International Finance (Finance) (P21MB308)**

**Specific Elective-II**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	State the Foreign Exchange Market
CO2	Discuss the International Risk Environment.
CO3	Determine Exchange Rate Determination & Risk Management
CO4	Infer and Manage Multinational Corporate Decisions in Global Markets
CO5	Assess International Tax Law.
CO6	Develop theories and concepts of international trade and finance



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### COURSE OUTCOMES (CO)

#### II-III SEMESTER

**Course Name: Promotion & Distribution Management (Marketing)  
(P21MB309)**

**Specific Elective-II**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Describe Marketing Communications and Planning Process
CO2	Design Integrated Marketing Communication with appeals execution styles and creative tactics.
CO3	Classify Role of Personal Selling and its process with other promotional tools
CO4	Explain Sales Promotion Objectives and tools with coordinating consumers and trade.
CO5	Illustrate Elements of Support Media and their roles
CO6	State Distribution Management its roles and functions, channel of design and Selection of channels



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**COURSE OUTCOMES (CO)**

**II-III SEMESTER**

**Course Name: Organization Development (Human Resource) (P21MB310)**

**Specific Elective-II**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Evaluate the data to judge the effectiveness of OD Interventions
CO2	Apply OD interventions and judge the utility there of
CO3	Analyze the Activity data from Organizational System to frame effective OD interventions
CO4	Outline the Human and Organizational process Approaches towards problem solving
CO5	Evaluate the Techno Structural and Strategic Interventions
CO6	Analyze various aspects of Quality Circles



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**COURSE OUTCOMES (CO)**

**II-III SEMESTER**

**Course Name: Business Analytics (Systems) (P21MB311) Specific Elective-II**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Describe methods and models of Business Analytics.
CO2	Explain the descriptive analytics and data visualization techniques.
CO3	Foster an ability to critically understand and analyse Predictive Analytics
CO4	Synthesize Linear optimization and decision Analysis.
CO5	Analyse and write Programming in R Language
CO6	Apply risk and uncertainty methods for decisions making



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### COURSE OUTCOMES (CO)

#### II-III SEMESTER

Course Name: Digital Marketing (P21MB312)

#### Course Outcomes

After completing this course, the student will be able to:

CO Number	CO Statement
CO1	Analyse the confluence of marketing, operations, and human resources in real-time delivery.
CO2	Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
CO3	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
CO4	Examine and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
CO5	Summarize the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
CO6	Justify the importance of conversion and working with digital relationship marketing.



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### COURSE OUTCOMES (CO)

#### II-III SEMESTER

**Course Name: Summer Internship (P21MB3P1)**

#### **Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship
<b>CO2</b>	Assess its Strengths, Weaknesses, Opportunities and Threats (SWOT)
<b>CO3</b>	Determine the challenges and future potential for his / her internship organization in particular and the sector in general
<b>CO4</b>	Test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period
<b>CO5</b>	Apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.
<b>CO6</b>	Analyse the functioning of internship organization and recommend changes for improvement in processes



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**COURSE OUTCOMES (CO)**

**II-III SEMESTER**

**Course Name: Project work Synopses (P21MB3P2)**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Explain actual supervised professional experiences.
<b>CO2</b>	Outline the working of the real organizations
<b>CO3</b>	Assess the specific functional areas.
<b>CO4</b>	Match linkages among different functions and departments.
<b>CO5</b>	Evaluate perspective about business organizations in their totality.
<b>CO6</b>	Describe on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.



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**COURSE OUTCOMES (CO)**

**II-IV SEMESTER**

**Course Name: Strategic Management (P21MB401)**

## **Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>Course Outcomes</b>
<b>CO1</b>	Understand the business scenarios nationally and internationally.
<b>CO2</b>	Appraise and analyse the contemporary issues and challenges faced in business.
<b>CO3</b>	Craft and formulate the strategies
<b>CO4</b>	Integrate and apply the learned skills to implement strategies from holistic and multi-functional perspective
<b>CO5</b>	Evaluate real life situations for self, organizational and societal sustainability.
<b>CO6</b>	Develop strategic thinking in the holistic management of an organization.



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**COURSE OUTCOMES (CO)**

**II-IV SEMESTER**

**Course Name: Business Intelligence (P21MB402)**

## **Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Describe the basic Concepts of Business Analytics in an Organization.
CO2	Explain Data Warehousing Mechanism.
CO3	Analyse various methods of Visualization and Data mining methods.
CO4	Evaluate contrast among Descriptive, Predictive and Prescriptive Analytics.
CO5	Apply the application of Business Analytics in different domains.
CO6	Describe emerging trends in Business Intelligence Implementation



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**COURSE OUTCOMES (CO)**

**II-IV SEMESTER**

**Course Name: Supply Chain Management (P21MB403)**

## **Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Describe the History, Evaluation and various Concepts of Supply Chain Management.
<b>CO2</b>	Classify and compare Various Processes and Technology used in Supply Chain management.
<b>CO3</b>	Summarize and differentiate various strategies in Transportation and Warehousing Supply Chain management.
<b>CO4</b>	Identify Various Strategic issues and Manufacturing Techniques in relation to Supply Chain management.
<b>CO5</b>	Choose best Network Design, Planning and Operations in Supply Chain management.
<b>CO6</b>	Formulate Key Operation Aspects in Supply Chain



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### COURSE OUTCOMES (CO)

#### II-IV SEMESTER

**Course Name: Investment Management (Finance) (P21MB404)**

**Specific Elective-III**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Explain Various investment Options with Risk and Return
CO2	Describe Bonds and the various strategies to manage them
CO3	Describe fundamental and technical analysis
CO4	Explain the various methods for evaluation of common stocks
CO5	Explain the construction of portfolio using various models
CO6	Explain Regulations of Mutual Funds and Investor's Protection in India



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**COURSE OUTCOMES (CO)**

**II-IV SEMESTER**

**Course Name: Consumer Behaviour (Marketing) (P21MB405)**

**Specific Elective-III**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Understand the concepts to be applied to Consumer behavior
CO2	Paraphrase the environmental factors affecting consumer buying behavior and learn the impact of socio- cultural settings
CO3	Apply the marketing strategies by developing the dynamics that influence consumers in taking decisions
CO4	Analyze the challenges that might influence the formulation of effective marketing strategies from a consumer behavior perspective
CO5	Assess the dynamics of human behavior and the basic factors that influence the consumer decision process
CO6	Derive new theories of consumer behavior by learning the existing theories of Consumer behavior



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**COURSE OUTCOMES (CO)**

**II-IV SEMESTER**

**Course Name: Performance Management (Human Resource) (P21MB406)**

**Specific Elective-III**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Describe the process of Performance Management System.
CO2	Identify an appropriate performance Appraisal method at their work place as an HR Professional.
CO3	Decide the standard performance benchmarks to influence the Performance of Organizational members.
CO4	Analyse Stake holders of Compensation and also integrate compensation with other HR initiatives in line with Organizational realities.
CO5	Formulate newest of Compensation system and manage the various Employee Benefits in the Organisation.
CO6	Design HRM practices in a particular Organization



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**COURSE OUTCOMES (CO)**

**II-IV SEMESTER**

**Course Name: Data Base Management System (System) (P21MB407)**

**Specific Elective-III**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Describe the concepts of Data Mining and Data Pre processing
CO2	Extract and represent the knowledge from data by Preprocessing and Visualization.
CO3	Establish the Association among frequently purchased items and categorize the data set into different clusters.
CO4	Explain the concept of classification problems and their applications across different sectors
CO5	Apply sentiment analytics to various real time business applications
CO6	Apply the microeconomic concepts in business investment and analysis



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**COURSE OUTCOMES (CO)**

**II-IV SEMESTER**

**Course Name: Banking & Insurance (Finance) (P21MB408)**

**Specific Elective-IV**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
CO1	Define Banking system and get insight on overview of Banking
CO2	Describe and explain Banks monetary Policy –Implication and Analyse Financial Statements
CO3	Determine the knowledge about the Lending functioning of bank.
CO4	Analyse the importance of Credit Delivery and monitoring as well as how a bank manages Credit Risk
CO5	Evaluate banking Regulatory system and new innovations in banking products and services
CO6	Prepare and assemble banking system



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**COURSE OUTCOMES (CO)**

**II-IV SEMESTER**

**Course Name: Services & Global Marketing (Marketing) (P21MB409)**

**Specific Elective-IV**

**Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Summarize overview of services and global marketing and its significance.
<b>CO2</b>	Identify concepts of service, confront in delivering quality services and global industry trends.
<b>CO3</b>	Determine suitable marketing mix for various services and develop strategies to deal with characteristics of services.
<b>CO4</b>	Illustrate consumer evaluations of global offerings and apply global concepts to real situations and formulate global marketing strategies.
<b>CO5</b>	Recommend the applications of Digital and Social Media Marketing in the Globalized market.
<b>CO6</b>	Identifying Global customer needs and Satisfying Global Customers



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### COURSE OUTCOMES (CO)

#### II-IV SEMESTER

**Course Name: Talent & Knowledge Management (Human Resource)  
(P21MB410) Specific Elective-IV**

#### **Course Outcomes**

After completing this course, the student will be able to:

<b>CO Number</b>	<b>CO Statement</b>
<b>CO1</b>	Evaluate the building of Talent Reservoir
<b>CO2</b>	Apply the concepts of Talent management Grid
<b>CO3</b>	Analyse the Location of Knowledge
<b>CO4</b>	Outline different approaches of Knowledge Management Infrastructure
<b>CO5</b>	Evaluate the impacts of Knowledge Management
<b>CO6</b>	Analyse various roles of Leaders in Talent Management



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### COURSE OUTCOMES (CO)

#### II-IV SEMESTER

**Course Name: Software Project Management (System) (P21MB411)**

**Specific Elective-IV**

**Course Outcomes**

After completing this course, the student will be able to:

CO Number	CO Statement
CO1	Explain the scope and significance of project management application
CO2	Examine the various tools and techniques used in various software projects.
CO3	Analyze the data for staff planning and apply it in line with the organization's goals.
CO4	Set up the capacity to handle several projects, both large and small, in the business.
CO5	Describe personnel management and organizational behaviour in software projects.
CO6	Evaluate many elements of Software Project Management as an essential field of practice within IT Management.