



VARDHAMAN COLLEGE OF ENGINEERING

(AUTONOMOUS)

Affiliated to JNTUH, Approved by AICTE, Accredited by NAAC with A++ Grade, ISO 9001:2015 Certified
Kacharam, Shamshabad, Hyderabad - 501218, Telangana, India

Department of Management Studies

List of Course Outcomes

R22 Regulations

I YEAR I SEMESTER

Semester 1: Course Name: Management and Organizational Behaviour (C5001)	
C5001.1	Analyse the functions of management for the achievement of organisational goals.
C5001.2	Analyse the relevance of planning and decision making process for the development of the organisation.
C5001.3	Identify various organisation design and control technique for better performance of the company.
C5001.4	Examine the relevance of Individual and group behaviour in an organization and the role of Culture and dynamics.
C5001.5	Apply the theories of leadership and motivation to lead people to attain the organisation goals.

Semester 1: Course Name: Business Economics (C5002)	
C5002.1	Inspect the Concepts and Principles of Business Economics.
C5002.2	Utilize various concepts and practical applications of Demand and Supply.
C5002.3	Examine concepts and applications related to Production and Cost of a firm.
C5002.4	Distinguish various Market Structures.
C5002.5	Make use of the concepts of Pricing Practices, Theory of Firm and Behavioural Theories of a Firm.

Semester 1: Course Name: Financial Reporting and Analysis (C5003)	
C5003.1	Apply accounting principles for preparation of financial accounting.
C5003.2	Apply valuation methods to calculate closing value.
C5003.3	Examine the procedure followed to issue of shares and debentures.
C5003.4	Analyze financial statements to assess financial health of business.
C5003.5	Analyze the Accounting Standards to do the uniformity in accounting.

Semester 1: Course Name: Research Methodology and Statistical Analysis (C5004)	
C5004.1	Evaluate measures of central tendency, dispersion and gain a conceptual overview of research.
C5004.2	Interpret the nature of skewness and kurtosis and Learn the different types of research designs.
C5004.3	Inspect scientific hypothesis and theories.
C5004.4	Analyze Correlation and Regression.
C5004.5	Construct time series models and appreciate the need for preparing and presenting a structured research report.

Semester 1: Course Name: Legal and Business Environment (C5005)	
C5005.1	Evaluate the management of company affairs.
C5005.2	Analyze the legal course of action through case laws in the interest of business.
C5005.3	Demonstrate the rules regarding negotiable instruments for exchange of goods and services.
C5005.4	Appraise the reforms undertaken by the Government with respect to the challenging business environments.
C5005.5	Analyze the insights of the regulatory framework on business in India.

Semester 1: Course Name: Business Ethics and Corporate Governance (C5006) (Open-Elective)	
C5006.1	Examine the Need for Business Ethics and Corporate Governance in India.
C5006.2	Apply Knowledge of Established Ethical Practices in Professional Sphere.
C5006.3	Deconstructing Codes and Committees in Corporate Governance.
C5006.4	Interpret the Role of Board in Corporate Governance.
C5006.5	Analyse the Role of CSR as a Business Strategy and Responsibility.

Semester 1: Course Name: Project Management (C5007) (Open-Elective)	
C5007.1	Recognize and value the significance of project management.
C5007.2	Learn how to plan, carry out, and implement projects.
C5007.3	Apply project appraisal techniques to cash flows and corporate dividend payment procedures.
C5007.4	For more informed decision-making, comprehend the complexities of project evaluation methodologies.
C5007.5	Recognize how important organisational and team behaviours are to projects.

Semester 1: Course Name: Sustainability Management (C5008)	
C5008.1	Make use of Sustainability Management practices in Business.
C5008.2	Analysing various aspects of the Environment and Economic Sustainability of Business.
C5008.3	Inspecting Sustainability Process and its strategies for proper implementation.
C5008.4	Examining the importance of Sustainability in Urban Metabolism for value creation.
C5008.5	Identifying the Sustainable markets and reporting for better performance evaluation.

Semester 1: Course Name: Cross Cultural Management (C5009)	
C5009.1	Examine the significance influence of national culture on business culture.
C5009.2	Analyze the cultural dimensions, leadership, strategies and cultural changes in an organization.
C5009.3	Explore the cross-cultural team management.
C5009.4	Appraise on working with international teams, multiple cultures and management of conflicts.

Semester 1: Course Name: Business Communication Laboratory (C5010)	
C5010.1	Identify business communication concepts that serve as a basis for effective spoken and written communication in a business setting.
C5010.2	Develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents.
C5010.3	Understand how to approach internal and external interactions strategically and how to plan for the meetings and events.
C5010.4	Construct interpersonal skills that contribute to effective and satisfying personal, social and professional relationships.
C5010.5	Utilize technical report writing skills in business correspondence through deliberate practice to write effectively.

Semester 1: Course Name: Statistical Data Analysis Laboratory (C5011)	
C5011.1	Demonstrate various functions of MS. Excel.
C5011.2	Practice advance Excel tools for conduction of Data Analysis.
C5011.3	Data analysis using Pivot tables and Pivot charts.
C5011.4	Analyze the Data using descriptive statistics.
C5011.5	Conduct various parametric and non-parametric tests using MS Excel.

I YEAR II SEMESTER

Semester 2: Course Name: Human Resource Management (C5012)	
C5012.1	Identify the functions of Human Resource Management.
C5012.2	Illustrate the process of Recruitment and selection.
C5012.3	Analyse the needs and methods of training.
C5012.4	Appraise the functional relationship with performance, compensation and employee welfare.
C5012.5	Examine the significance of employee relations.

Semester 2: Course Name: Marketing Management (C5013)	
C5013.1	Understand the important concepts and principles of marketing management.
C5013.2	Identify the significance of designing a customer driven strategy through market segmentation, targeting and positioning.
C5013.3	Examine the key aspects of pricing decisions in the market.
C5013.4	Assess the distribution decisions, promotion and communication strategies in the market.
C5013.5	Analyze market research and contemporary marketing strategies in sustain able development.

Semester 2: Course Name: Financial Management (C5014)	
C5014.1	Determine the concept of time value of money.
C5014.2	Examine the capital budgeting techniques and cost of capital.
C5014.3	Obtain the significance of Capital structure vs. financial structure.
C5014.4	Assess dividend policies of Indian companies, determinants of working cap ital, analysis of investment in inventory.
C5014.5	Develop the Concepts and Applications of Working Capital Management and Management of Current Assets.

Semester 2: Course Name: Quantitative Analysis for Business Decisions (C5015)	
C5015.1	Develop operations research models from the verbal description of the real system. Construct linear programming models and interpret the solution techniques.
C5015.2	Recognize and formulate transportation methods, Assignment problems and derive their optimal solution.
C5015.3	Analyze the best strategy using different approaches in game theory.
C5015.4	Make use of CPM and PERT techniques, to plan, schedule and control project activities.
C5015.5	Analyze the best strategy using decision making methods and study Markov queuing models.

Semester 2: Course Name: Entrepreneurship (C5016)	
C5016.1	Examine the significance of entrepreneurship in economic growth.
C5016.2	Analyze the regulatory framework of corporate governance.
C5016.3	Analyze the feasibility of a business plan.
C5016.4	Examine the importance of trademark registration.
C5016.5	Identify the different types of business firms.

Semester 2: Course Name: Logistics and Supply Chain Management (C5017)	
C5017.1	Understand the cyclical perspective of logistics and supply chain process.
C5017.2	Learn about the distribution, transportation, warehousing related issues and challenges in supply chain.
C5017.3	Appreciate the significance of network design in the supply chain.
C5017.4	Gain knowledge of various models/tools of measuring the Supply Chain Performance.
C5017.5	Appreciate the role of coordination and technology in supply chain management.

Semester 2: Course Name: Total Quality Management (C5018)	
C5018.1	Understand the need for Quality.
C5018.2	Learnt the relevant TQM models like PDCA Cycle, 5S, Kaizen, Quality Circles.
C5018.3	Learn statistical aspects relevant for process control.
C5018.4	Assess the relevance of Total Productive Maintenance, FMEA, Six Sigma.
C5018.5	Learn different Quality Management Systems.

Semester 2: Course Name: Marketing Research (C5019)	
C5019.1	Analyze the importance of marketing research.
C5019.2	Construct a research design for a given problem.
C5019.3	Apply sampling design and data collection principles.
C5019.4	Interpret good measurement, scaling and sampling methodology.
C5019.5	Apply hypothesis testing and data presentation.

Semester 2: Course Name: International Business (C5020)	
C5020.1	Determine the Concepts, Principles and Approaches of International Business.
C5020.2	Assess the evolution of International Trade thought process with the help of classical and modern theories of International Trade.
C5020.3	Gain insights of the aspects of Business and Economic Integration with the help of various Regional Economic Integrations and Multilateral Trade Agreements.
C5020.4	Examine the Strategy and Structure of International Business with the help of Value Chain Analysis, Environmental Scanning, and Strategic Alliances.
C5020.5	Decide the contribution of major functional areas of business viz. Production, Finance, Marketing and HRM in International Business Operations.

Semester 2: Course Name: Rural Marketing (C5021)	
C5021.1	Comparison between Rural and Urban Consumers.
C5021.2	Examine various Strategies used in Rural Marketing.
C5021.3	Analyse the challenges of Retail Channel Management.
C5021.4	Design business research plan for Rural Markets.
C5021.5	Illustrate the role of e- rural marketing, CSR, IT for rural development, e Governance for Rural India.

II YEAR III SEMESTER

Semester 3: Course Name: Production and Operations Management (C5022)	
C5022.1	Analyse the concepts of production and operations management.
C5022.2	Analyse the different plant locations, layout models for enhancement of productivity.
C5022.3	Apply the concepts of scheduling and aggregate planning in production criteria.
C5022.4	Apply statistical quality control techniques to know quality of product with in control limits.
C5022.5	Analyse materials management techniques for better controlling of cost of production.
Semester 3: Course Name: Management Information Systems (C5023)	
C5023.1	Examine the importance of management information system in organization for decision making.
C5023.2	Apply the various business applications of information systems for better performance of organization.
C5023.3	Analyze the different models of system development for the organization.
C5023.4	Identify the new approaches for system building in the digital firm era.
C5023.5	Classify cyber security with inter networks security defences.
Semester 3: Course Name: Business Analytics (C5024)	
C5024.1	Analyse the data of ever-increasing volume, variety and velocity of data in organization and application of data analytical tools for decision making.
C5024.2	Apply various descriptive statistical tools to measure the data.
C5024.3	Examine the knowledge on the aspects of predictive analytics.
C5024.4	Examine understanding and the scope of data mining, regression trees, logistical regression.
C5024.5	Elaborate on various applications of simulation in business Derive key in sights using HR Management and Analytics to take crucial business decisions.
Semester 3: Course Name: Security Analysis and Portfolio Management (C5025)	
C5025.1	Examine the investment environment in Indian security market.
C5025.2	Analyze interrelationship among risk and return for selecting best portfolios.
C5025.3	Analyze bond theorems for selecting best investment alternatives.
C5025.4	Apply security analysis for calculating intrinsic value of equity share.
C5025.5	Analyze mutual funds to assess performance of different funds.
Semester 3: Course Name: Risk Management and Financial Derivatives (C5026)	
C5026.1	Examine the knowledge of derivatives in solving problems involved in financial risks.
C5026.2	Analyze the different types of risk for reducing the risk.
C5026.3	Identify the risk Management process involved in Option and future market.
C5026.4	Examine the different swaps for reducing financial risk involved in market.
Semester 3: Course Name: Strategic Cost and Management Accounting (C5027)	
C5027.1	Determine the cost analysis and control.
C5027.2	Develop the relevance of unit, job, and process costing for strategic decisions.
C5027.3	Design various aspects of activity-based management.
C5027.4	Examine types of budgets and the budgeting process in non-profit organizations.
C5027.5	Identify the need for establishing cost standards.
Semester 3: Course Name: Talent and Performance Management Systems (C5028)	
C5028.1	Analyze the significance of talent management.
C5028.2	Explore the process of performance management systems.
C5028.3	Evaluate the performance management models and performance bench marking.
C5028.4	Examine types of budgets and the budgeting process in non-profit organizations.
C5028.5	Appraise the implications of performance management.

Semester 3: Course Name: Learning and Development (C5029)	
C5029.1	Examine the contributions of Learning theories.
C5029.2	Analyze the significance of learning in an organization.
C5029.3	Evaluate the role of development in an organization.
C5029.4	Analyze the contemporary developments in learning and development.
Semester 3: Course Name: Industrial Relations (C5030)	
C5030.1	Analyze the objective, structural and legal framework of actors in Industrial relations.
C5030.2	Examine the issues of employees and workers grievance at different levels to manage industrial relations.
C5030.3	Understand pre and post-independent industrial relations in India.
C5030.4	Analyze the nature of an organization and suggests the applicability of labour laws to attain organization goals.
C5030.5	Evaluate the role of the Government of India in maintaining industrial relations.
Semester 3: Course Name: Digital Marketing (C5031)	
C5031.1	Sketch the Evolution of digital marketing and its various platforms
C5031.2	Distinguish Different Digital Media Channels on the basis of Audience Segmentation.
C5031.3	Construct a Digital Media Plan for an Organization.
C5031.4	Examine the various Pricing Models used in SEM.
C5031.5	Analyze the various Social Media Platforms available for Digital Marketing.
Semester 3: Course Name: Sales and Promotion Management (C5032)	
C5032.1	Examine the various available Sales Promotion Tools.
C5032.2	Interpret the various types of media and its effectiveness.
C5032.3	Analyze the various selling techniques used by Sales team.
C5032.4	Assess the relevance of sales promotion strategies.
C5032.5	Evaluate different Distribution Strategies.
Semester 3: Course Name: Consumer Behaviour (C5033)	
C5033.1	Understand Evolution of consumer behaviour.
C5033.2	Learnt the relevance various influences on consumer behaviour.
C5033.3	Learn the significance of personality, attitudes of the consumer.
C5033.4	Assess the relevance of the different models of Consumer decision making.
C5033.5	Identify the need for the marketing ethics towards consumers.
Semester 3: Course Name: Startup and MSME Management (C5034)	
C5034.1	Recognize different start-ups opportunities.
C5034.2	Learn about venture selection, ideation, and business start-ups.
C5034.3	Find out what is needed legally and for other new ventures.
C5034.4	Learn about entrepreneur problems.
C5034.5	Recognize the many types of financial help.
Semester 3: Course Name: Technology Business Incubation (C5035)	
C5035.1	Analyse the importance of the start-up management in India.
C5035.2	Analyse the opportunities available for start-ups.
C5035.3	Evaluate the legal requirements available for the new ventures.
C5035.4	Analyse the availability of financial Support to start-up management.
C5035.5	Apply the global perspective of TBI in new venture creation.
Semester 3: Course Name: Entrepreneurship and Design Thinking (C5036)	
C5036.1	Identify students mind set in which they are interested.
C5036.2	Utilize innovation and design thinking approaches to investigate the needs of the customer.
C5036.3	Create concepts, then consider many options to see which best meets the needs of the customer.
C5036.4	Create and test the prototype using the needs of the customer.

Semester 3: Course Name: Summer Internship (C5037)	
C5037.1	Apply the Theoretical Knowledge to industry practices.
C5037.2	Gain exposure to industry trends, work culture, and corporate expectations.
C5037.3	Conduct Market research and competitive analysis.
C5037.4	Build professional relationships and industry connections.
C5037.5	Improve employability through hands-on experience.
Semester 3: Course Name: Project Work Phase - I (C5038)	
C5038.1	Explain the structure, purpose, and types of articles commonly published in business and management domains.
C5038.2	Organize content using coherent introductions, literature reviews, analyses, discussions, and conclusions.
C5038.3	Gather, evaluate, and integrate evidence from academic journals, industry reports, and data sources
C5038.4	Adapt writing style depending on the target publication (academic journals, blogs, magazines, corporate reports).
C5038.5	Respond constructively to reviewer feedback and revise submissions accordingly.

II YEAR IV SEMESTER

Semester 4: Course Name: Strategic Management (C5039)	
C5039.1	Analyse the concepts of production and operations management.
C5039.2	Analyse the different plant locations, layout models for enhancement of productivity.
C5039.3	Apply the concepts of scheduling and aggregate planning in production criteria.
C5039.4	Apply statistical quality control techniques to know quality of product with in control limits.
C5039.5	Analyse materials management techniques for better controlling of cost of production.
Semester 4: Course Name: International Financial Management (C5040)	
C5040.1	Apply the concepts of International financial management to evaluate financial market scenario.
C5040.2	Analyse the trends in exchange rate developments from historic to recent times in global world.
C5040.3	Analyse foreign exchange rates applicable in international transactions in IFM.
C5040.4	Apply the parity measures to figure out the appropriate exchange rates in deregulated markets in IFM.
C5040.5	Analyse the Exim policy guidelines, which impact the international financial transactions.
Semester 4: Course Name: Strategic Financial Management (C5041)	
C5041.1	Develop financial strategy and control of a company.
C5041.2	Assess the relevance of risk and uncertainty in making strategic decisions.
C5041.3	Examine various aspects of capital budgeting.
C5041.4	Determine the capital structure, dividend policy, financial distress, restructuring.
C5041.5	Decide the different diversification strategies and mergers and acquisitions.
Semester 4: Course Name: Financial Analytics (C5042)	
C5042.1	Analyse the various techniques of financial statement for better performance of the company.
C5042.2	Examine the relevance of time value money, risk and return for the investment proposals.
C5042.3	Apply capital budgeting techniques to select best investment opportunity.
C5042.4	Classify the various methods of the equity valuation for better performance of the stock market.
C5042.5	Identify the different techniques of Bond and immunization strategies.
Semester 4: Course Name: International Human Resource Management (C5043)	
C5043.1	Identify the functions of International Human Resource Management.
C5043.2	Illustrate the process of global HRP and global staffing.
C5043.3	Analyse the needs and methods of training for global workforce.
C5043.4	Appraise the functional relationship with international compensation management and performance management.
C5043.5	Examine the significance of international HRM managing multinational corporations.
Semester 4: Course Name: Leadership and Change Management (C5044)	
C5044.1	Examine the concepts, principles and theories of leadership.
C5044.2	Appraise the role of leader in the ever-changing business scenario as well as models of change.
C5044.3	Analyze the role of power, politics and conflicts in times of change, management of resistance to change.
C5044.4	Explore the process organizational development from a consultative perspective.

Semester 4: Course Name: HR Analytics (C5045)	
C5045.1	Analyze and communicate the concepts and theories of HR Analytics.
C5045.2	Explore the concepts of Human capital Benchmarking.
C5045.3	Evaluate the Data/Analytics to match Management decisions.
C5045.4	Derive key insights using HR Management and Analytics to take crucial business decisions.
Semester 4: Course Name: International Marketing (C5046)	
C5046.1	Compare the challenges faced in Global and International Markets.
C5046.2	Examine the role of organizations such as WTO and other trade agreements.
C5046.3	Illustrate the characteristics of Global Consumers.
C5046.4	Analyze the constituents of Global Marketing.
C5046.5	Applying the Global Marketing Strategies.
Semester 4: Course Name: Services Marketing (C5047)	
C5047.1	Identify the various Characteristics of Services Marketing.
C5047.2	Understand the relevance of Consumers in Services Marketing.
C5047.3	Analyze the role of Innovation and Quality in Designing Servicescape.
C5047.4	Interpret the role of Service Operations in Service Delivery.
C5047.5	Connect the role of Distribution and Pricing in Managing Service Promise.
Semester 4: Course Name: Marketing Analytics (C5048)	
C5048.1	Examine the Concepts of Marketing Analytics and their relevance in business.
C5048.2	Applying MS Excel to deal with Marketing Data at basic level.
C5048.3	Construct Customer's journey through Product Selection Process and Customer Lifetime Value.
C5048.4	Determining the use of Analytics in setting a Pricing strategy.
C5048.5	Understand the Process of Optimizing Clusters and Measure the Effectiveness of Promotion.
Semester 4: Course Name: Entrepreneurial Finance (C5049)	
C5049.1	Know how to finance a company's ventures throughout their existence.
C5049.2	Find out where to get startup and first round financing.
C5049.3	Learn the value of financial planning at every stage of the venture.
C5049.4	Know the principles of venture valuation.
C5049.5	Recognize the significance of venture capital funding.
Semester 4: Course Name: Entrepreneurial Marketing (C5050)	
C5050.1	Applying the concept of Market Research and Demand Forecasting for Entrepreneurs.
C5050.2	Analyse the various forms and Models of Growth for an Enterprise.
C5050.3	Examine the Various Growth strategies and Models for Entrepreneurs.
C5050.4	Appraising the various Market Development Strategies for Entrepreneurs.
C5050.5	Evaluating the various Marketing Tools available for Entrepreneurial Ventures.
Semester 4: Course Name: Family Business Management (C5051)	
C5051.1	Analyse the importance of Family Business Management concepts.
C5051.2	Analyse the ownership challenges and implications on family firms.
C5051.3	Evaluate the succession implications on family business.
C5051.4	Apply the strategic planning in business management.
C5051.5	Apply the approaches of change in family business firms.

Semester 4: Course Name: Project Work Phase II and Viva Voce (C5052)	
C5052.1	Ability to plan and implement a research or developmental project with specific, general objectives and guidelines.
C5052.2	In-depth skills to use modern tools and techniques to analyze research objectives.
C5052.3	Ability to analyze data to produce useful information and to draw conclusions by systematic deduction.
C5052.4	Facilitate significant individualized interactions between faculty members and students through a multi-term research experience.
C5052.5	Ability to communicate ideas, concepts, findings, suggestions and conclusions in written and oral form.