

**DANTULURI NARAYANA RAJU COLLEGE (AUTONOMOUS): BHIMAVARAM,
W.G DIST, A.P**

(A COLLEGE WITH POTENTIAL FOR EXCELLENCE)

DEPARTMENT OF MANAGEMENT STUDIES

COURSE OUTCOMES OF THE MBA PROGRAM

S. No	Semester	Course code	Course	Course outcome
1	I	102	Accounting for Managers	Gives the basic insights in to the world of accounting, students will learn practical application of the concepts along with conceptual knowledge
		103	Business Environment	Students will gain a general perspective regarding the business world, helps in gaining an overall perspective.
		104	Managerial Economics	Students will gain a general perspective regarding the trends in economics in the macro and in the Micro level.
		106	Organization Behaviour	Students will gain an in depth knowhow about the birth of HRM and gains insights into the various ways and practices of management thought.
		101	Perspectives of Management	Students will gain a general perspective regarding the business world, helps in gaining an overall perspective
		107	Quantitative Techniques for Managers	The course allows students to learn how to apply statistical methods to practical situations
		105	Managerial Communication Skills	Allows the students to learn basic communication skills required to handle the program and its importance in the corporate.
2	II	202	Financial Management	Gives the basic insights in to the world of Financial management students will learn practical application of the concepts along with conceptual knowledge
		203	Human Resource Management	Allows the students to gain a basic knowledge about the implications of human resource management and the various functions of HRM.
		201	Marketing Management	Allows the students to gain a basic knowledge about the implications of marketing management and the various functions of Marketing.
		204	Operations Management	The students will gain a basic knowledge about various functions such as production management, storing and operations.
		205	Operations Research	Allows the students to use mathematical and statistical tools to various functions such as production management, storing and operations.
		207	Research Methodology	Allows the students to learn the basic ways to conduct research and obtain an outcome.
		206	Computer Applications	Allows the students to learn the basic computer skills which help them to get along in their MBA program.
3	III	304	Consumer Behaviour and Customer Relationship Management	Students will learn how to study the Consumer Behaviour and maintain CRM

		303	Corporate Legal Framework	Allows the students to figure out the various legal boundaries to be maintained in Corporate.
		305	Compensation and Welfare Management	Allows the students to understand the compensation techniques and welfare activities in organizations
		301	Entrepreneurship	Students of MBA can understand the possibility of becoming an entrepreneur.
		304	Financial Markets and Services	Allows the students to learn and practice operations of Financial markets and their operations
		304	Industrial Relations	Students will learn about the various ways in which industrial relations can be maintained.
		305	Security Analysis and Portfolio Management	Allows the students to understand about the various types of securities and maintain portfolio.
		305	Services Marketing	Allows the students to learn about the various types of services and how they can be marketed.
		302	VUCA Management	Allows the students to understand about the various types of securities and maintain portfolio.
4	IV	401	Strategic Management	Allows the students to Learn Business Strategy
		403	Advertising and Brand Management	Allows the students to learn the role of advertising and brand management
		403	Behavioural Finance	Allows the students to understand the risk management in investments
		402	Financial Derivatives	Allows the students to understand regarding the derivative markets
		404	International Financial management	Allows the students to understand the financial management at international level.
		404	International Human Resource Management	Allows the students to understand the Human Resource management at international level.
		403	Strategic Human Resource Management	Allows the students to understand the Human Resource management at international level.
		402	Performance Management and Counselling	Allows the students to understand regarding measurement of performance of employees.
		404	Retail Management	Allows the students to understand the retail management in retail business
		402	Sales and Distribution management	Allows the students to understand about sales and distribution networks.
			Project Work	Allows the students to gain practical knowledge of corporate working and culture during the 45 day tenure.