



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to INTUK, Kakinada .

School of Management Studies

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

www.lbrce.ac.in, bschoollbrce2011@gmail.com Phone: 08659-222933, Fax: 08659-222931

SCHOOL OF MANAGEMENT STUDIES

CO-PO MAPPING

I SEMESTER

Code	Course Outcome	PO1	PO2	PO3	PO4	PO5
20MB01	Management Perspectives and Organizational Behavior					
CO1	Describe the functions and importance of management	1	2	-	-	-
CO2	Understand the difference between formal and informal organizations for taking effective decisions.	1	-	2	1	-
CO3	Interpret the scope of organizational behaviour and its significance.	2	-	3		1
CO4	Demonstrate the impact of motivation and leadership in group dynamics.	1	2	-	1	-
CO5	Solve organizational conflicts through negotiation and team building.	1	2	1	-	-
20MB02	Managerial Economics	PO1	PO2	PO3	PO4	PO5
CO1	Determine the fundamentals of Economics and Managerial Economics and able to apply them for effective managerial decision making.	3	2	-	-	2
CO2	Identify different types of business opportunities in public and private sector.	1	-	2	1	1
CO3	Evaluate the various decisions of the managers using demand, elasticity demand and demand forecasting.	2	-	2	-	2
CO4	Analyze different theories, principles, and concepts of production and cost so that the cost benefits can be examined for economic decision making.	1	2	-	1	3
CO5	Analyze the price output conditions in each market structure and also evaluate in which type of market the organization achieves abnormal profits.	2	2	1	-	-
20MB03	Accounting For Managers	PO1	PO2	PO3	PO4	PO5
CO1	Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements	2	-	-	2	-
CO2	Interpret and analyze financial accounting and combine financial analysis with other information to assess the financial performance and position of a company.	2	3	1	1	1
CO3	Apply course concepts to analyze common business management decisions such as valuation of fixed assets and outsourcing decisions from a financial perspective	3	2	-	2	1
CO4	Define the nature and role of the financial statements and able to make financial decision regarding cash and funds flow.	2	2	1	2	-
CO5	Identify the problem areas in business through various ratio techniques and can take decisions using management accounting tools	-	2	1	3	-

20MB04	Quantitative Analysis for Business Decisions	PO1	PO2	PO3	PO4	PO5
CO1	Apply the need of using quantitative approach for effective decision-making.	1	2	-	-	-
CO2	Demonstrate the topic of linear programming problem and its use in practical problems for optimization.	1	-	2	1	1
CO3	Solve Transportation and Assignment problems using appropriate method.	2	-	3	-	1
CO4	Analyze various simple & advanced statistical tools and interpret data	1	2	-	1	-
CO5	Evaluate various components of a queuing system and description of each of them.	1	2	-	-	1
20MB05	Legal and Business Environment	PO1	PO2	PO3	PO4	PO5
CO1	Understand the impact of environmental issues while operating business.	1	2	-	2	-
CO2	Evaluate the political and economic environments of business.	-	-	-	1	-
CO3	Describe fundamental laws of business and to operate firm effectively.	2	-	-	-	-
CO4	Analyze documentation process while formation and operation of partnership and company business.	1	2	-	1	-
CO5	Apply knowledge of business concepts and functions in an integrated manner through miscellaneous act.	1	2	-	-	-
20MB06	Business Communication and Soft skills	PO1	PO2	PO3	PO4	PO5
CO1	Understand the impact of effective business communication while exhibiting good interpersonal skills and body language.	-	1	1	3	3
CO2	Describe the influence of interpersonal communication for effective team building	-	1	1	3	3
CO3	Demonstrate the significance of business writing skills.	-	1	1	3	3
CO4	Discuss various strategies for improving presentation skills	-	1	1	3	3
CO5	Interpret the interview techniques with good etiquettes and attitude.	-	1	1	3	3
20MB51	Information Technology Lab	PO1	PO2	PO3	PO4	PO5
CO1	Understand the computer fundamentals, computer software and functions of operating systems.	3	1	1	-	1
CO2	Define MS Office software, learn how to open, save and print existing files and apply formatting techniques to produce professional documents.	2	-	-	-	1
CO3	Determine layout to achieve desired formatting and calculations for accurate workbook design	3	2	-	-	-
CO4	Design and develop presentation content to create presentation slides by entering text, data, and graphics.	2	1	1	2	-
CO5	Create a relational database using given data.	1	2	-	1	1

20MB52	Business Communication and Soft Skills LAB –I	PO1	PO2	PO3	PO4	PO5
CO1	Demonstrate skillfully in day-to-day activities.	-	2	2	3	2
CO2	Interpret data logically and meaningfully on the slides /posters.	-	2	2	3	1
CO3	Restate through group discussions.	-	3	2	3	2
CO4	Define the process of resume preparation and event management	-	2	2	3	1

II SEMESTER

Code	Course Outcome	PO1	PO2	PO3	PO4	PO5
20MB07	Financial Management					
CO1	Understand the fundamentals of financial management and making them effective managers.	2	2	-	-	1
CO2	Demonstrate concept of capital structure for effective financial decisions.	2	3	1	2	2
CO3	Apply the capital budgeting techniques to select the project proposals.	1	3	1	-	1
CO4	Evaluate various approaches to be followed for wealth maximization of share holders.	2	3	1	1	
CO5	Illustrate the classification and working capital management.	1	3	-		2
20MB08	Human Resource Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand HRM practices and apply them effectively in the real time business to increase productivity.	2	-	1	1	1
CO2	Apply job analysis, scientific recruitment and selection processes for higher productivity	1	2	1	-	1
CO3	Determine organizational growth by designing and implementing appropriate training and development programmes.	1	1	2	-	-
CO4	Demonstrate relevant performance appraisal and compensation systems to meet individual and organizational strategic needs	2	-	2	-	1
CO5	Analyze disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organization	3	2	1	-	2
20MB09	Marketing Management	PO1	PO2	PO3	PO4	PO5
CO1	Apply their knowledge to develop appropriate marketing strategies.	2	1	2	3	1
CO2	Determine marketing strategies based on segmentation, target marketing and positioning by examining consumer behavior.	1	2	-	-	3
CO3	Describe the competencies to enhance the product offerings and pricing decisions.	1	-	3	2	-
CO4	Demonstrate knowledge to create integrated marketing communication strategies.	2	3	-	-	1
CO5	Examine marketing control and distribution strategies.	1	-	1	2	2
20MB10	Operations Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the concepts relating to operations management activities.	2	-	1	3	-
CO2	Design product and process, make decisions related to plant location and layout.	1	2	2	-	3
CO3	Interpret production scheduling process effectively by using appropriate materials	1	2	-	2	-

	management techniques.					
CO4	Demonstrate productivity by proper utilization of appropriate work study techniques.	2	-	2	-	1
CO5	Analyze quality of products through total quality management.	1	1	-	1	2
20MB11	Business Research Methods	PO1	PO2	PO3	PO4	PO5
CO1	Demonstrate a thorough understanding of how research is conducted in business management domain.	3	1	1	1	2
CO2	Familiarized with the data collection methods and procedures and make their research studies scientific.	3	2	1	1	1
CO3	Understand the concepts of scaling and measurement in management research, particularly relating to qualitative data.	3	2	1	1	1
CO4	Apply a number of statistical techniques for analyzing the data gathered by them.	3	3	2	2	2
CO5	Apply a logical and descriptive writing approach in their presentation of research findings.	1	1	1	3	1
20MB81	Business Analytics (Open Elective)	PO1	PO2	PO3	PO4	PO5
CO1	Understand the fundamental concepts of Business Analytics	1	-	2	-	1
CO2	Demonstrate systematic and deep understanding of Descriptive analytics that include Descriptive statistics and Data Visualization	1	2	-	1	-
CO3	Illustrate Regression Analysis and Data Mining	-	1	1	2	2
CO4	Interpret the concept and issues of Perspective analytics and linkage with data analytics	2	2	-	1	-
CO5	Describe R software & environment in big data analytics	-	1	2	2	1
20MB82	Cross Cultural Management (Open Elective)	PO1	PO2	PO3	PO4	PO5
CO1	Understand the influence of national culture on a particular business	3	-	1	3	2
CO2	Demonstrate the cultural dilemmas and realizing the significance of cultural values	1	1	-	2	-
CO3	Illustrate perfect strategy between leadership and culture	1	2	2	-	2
CO4	Describe barriers in intercultural communication and resolving them appropriately	-	1	1	2	2
CO5	Understand the cross cultural conflicts and differences and handle them effectively	3	-	1	2	2
20MB53	Business Communication and Soft Skills Lab-II	PO1	PO2	PO3	PO4	PO5
CO1	Analyze the text thoroughly.	1	2	2	3	3
CO2	Present data logically and meaningfully in Public Speeches.	1	2	2	3	3
CO3	Skillfully manage through group discussions/Reviews.	1	2	2	3	3

CO4	Answer the questions in Interviews with confidence	1	2	2	3	3
20MB54	Industrial Analysis and Presentation	PO1	PO2	PO3	PO4	PO5
CO1	Understand the origin and progress of the industry assigned.	1	-	2	1	1
CO2	Analyze recent developments of the industry	1	2	-	1	-
CO3	Define the role the industry for the national economic building.	-	1	1	2	2
CO4	Demonstrate the profiles of selected companies	2	2	-	1	-
CO5	Evaluate the performance of the companies using SWOT analysis tool and submit the report for evaluation.	-	1	2	2	1

III SEMESTER

Code	Course Outcome	PO1	PO2	PO3	PO4	PO5
20MB12	Business Policy & Strategic Management					
CO1	Understand the concepts of business policies and facilitate to develop strategic thinking.	2	3	2	1	2
CO2	Describe the business policy & effective decision making	2	2	2	1	-
CO3	Identify internal & external factors which influence using policies.	2	3	1	2	1
CO4	Illustrate strategy formulation so as to achieve effective implementation	2	2	-	1	1
CO5	Determine effective strategy evaluation and control.	2	1	2	-	1
20MB13	E-Business	PO1	PO2	PO3	PO4	PO5
CO1	Understand the characteristics of different types of decision making environments and the appropriate decision making approaches and tools to be used in each type.	2	3	2	1	2
CO2	Apply appropriate LPP techniques to express the defined problems mathematically.	2	2	2	1	-
CO3	Build and solve transportation models and assignment models.	2	3	1	2	1
CO4	Apply appropriate optimal strategies for conflict and competitive environment by using game theory and queuing theory.	2	2	-	1	1
CO5	Design new simple models, like: CPM, to improve decision making and develop critical thinking and objective analysis of decision problems.	2	1	2	-	1
20MB14	Security Analysis and Portfolio Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the major investment instruments.	2	2	-	1	1
CO2	Explain the roles and working of the securities markets locally and abroad.	3	2	-	1	1
CO3	Evaluate and design appropriate portfolio management strategies to meet Investor's objectives and needs.	3	2	1	2	-
CO4	Apply portfolio and capital market theories in investment analysis and decisions in a practical setting.	1	2	2	1	1
CO5	Apply the concepts of mutual funds and its performance measurement.	2	2	1	3	1
20MB15	Financial Markets and Services	PO1	PO2	PO3	PO4	PO5
CO1	Understand the structure and various functions of financial institutions in India.	3	-	-	3	2
CO2	Demonstrate the banking sector in India and RBI role in banking sector	2	-	-	2	1
CO3	Describe the mechanism of Non-banking financial components and mutual funds	2	1	-	2	2
CO4	Develop an awareness of current structure and regulation of the Indian financial service	2	-	1	2	3

	sector.					
CO5	Recite knowledge about roles & functions of merchant banking system in India.	2	-	-	2	2
20MB18	Management of Industrial Relations	PO1	PO2	PO3	PO4	PO5
CO1	Demonstrate the need of harmonious industrial relations maintaining for the succeeding of any organization.	2	2	1	2	2
CO2	Interpret the role of trade unions in Indian context and the Importance of workers' participation with management.	2	2	-	2	1
CO3	Describe various Acts relating to wages and salaries acts for effective administration.	2	3	2	1	-
CO4	Determine knowledge on social security Acts and ensure the wellbeing and safety of the personnel.	2	2	2	1	1
CO5	Identify the causes and consequences of employee grievances and industrial disputes and understand how they should be resolved.	2	3	-	2	1
20MB19	Leadership and Team Building	PO1	PO2	PO3	PO4	PO5
CO1	Restate the skills required for leader and able to know and handle the different situation and people	2	2	3	2	2
CO2	Describe the leadership skills and their development.	2	2	1	-	2
CO3	Interpret the contemporary leadership skills which increase job performance.	2	2	1	1	-
CO4	Identify the conflicts among team members and resolve them for increasing performance.	2	2	2	-	-
CO5	Determine the situation easily for making effective decision for enhancing organization growth.	2	2	1	2	2
20MB20	Services Marketing and Retail Marketing	PO1	PO2	PO3	PO4	PO5
CO1	Identify the factors responsible for growth of service organizations	2	-	-	1	-
CO2	Differentiate various combinations of service organizations	-	-	2	-	2
CO3	Apply knowledge in various functions of a service organization	2	3	-	-	2
CO4	Interpret the competencies for handling retailing business	2	2	2	-	1
CO5	Illustrate appropriate retail marketing strategies	2	1	1	-	1

20MB21	Advertising and Brand Management	PO1	PO2	PO3	PO4	PO5
CO1	Apply their knowledge in creating an advertising strategy	2	-	1	-	1
CO2	Interpret an advertisements which appealing the target customers	1	-	1	1	1
CO3	Determine a specific medium to promote business through advertisements.	1	2	-	2	1
CO4	Restate the competencies to enhance the branding to a product or service	2	1	1	1	2
CO5	Identify the significance of Brand positioning strategies	1	2	1	2	2
17MB63	Data Analysis Lab	PO1	PO2	PO3	PO4	PO5
CO1	Understand the role of data analysis by SPSS,R and MS EXCEL inmanagement practice	-	1	-	-	1
CO2	Analyze and apply various functions of advanced excel.	1	2	-	-	-
CO3	Determine basic functions of accounting package -tally.	-	-	-	1	-
CO4	Define various statistical techniques to be used in managerialperspectives	2	-	-	-	-
CO5	Explain the application of probability tools and techniques for dataanalysis.	-	-	1	-	2
20MB56	Internship	PO1	PO2	PO3	PO4	PO5
CO1	Understand the literature survey, define the problem under study and explain its significance.	3	-	-	1	-
CO2	Demonstrate the data collected, preparing interim report and present it to the selected company for getting approval.	-	2	-	1	1
CO3	Analyze the data collected, revise the report and present it to the department for feedback and improvement.	2	2	1	2	1
CO4	Reframe the quality, novelty and contribution of the findings, suggestions and conclusions of his/her study to the chosen field.	2	3	-	-	-
CO5	Summarize and submit the final report of the work and present it to the examiners in person for defense.	1	-	2	2	3

IV SEMESTER

Code	Course Outcome	PO1	PO2	PO3	PO4	PO5
20MB29	Entrepreneurship & Start-up Management					
CO1	Explain basics of entrepreneurial skills for better understanding of entrepreneurial scenario	3	1	2	1	3
CO2	Describe the various components from I to E and promoting adaptability nature	2	1	1	1	1
CO3	Demonstrate startups and constructive ideas to startup business perspectives at various levels	1	1	2	1	1
CO4	Illustrate small scale ventures and registrations and patents related for entrepreneurship and startups management	1	3	2	-	-
CO5	Define significance of institutional support at various levels for determining the entrepreneurial and startups eco system.	1	2	1	-	-
20MB30	Business Ethics and Corporate Governance	PO1	PO2	PO3	PO4	PO5
CO1	Understand the impact of Business Ethics and Law and Ethical Decision Making.	3	2	1	2	2
CO2	Illustrate the Impact of Globalization on Indian Business Ethics and Major Indian Scams.	1	2	3	2	1
CO3	Analyze ethical issues and how it could be impacts on Marketing, HRM and Financial Issues.	1	-	2	3	1
CO4	Interpret the Corporate Governance and its principles and practices around the globe.	1	2	2	1	1
CO5	Assess Corporate Governance and its implications in Indian Scenario and role of various interested parties towards company.	1	1	2	1	3
20MB31	International Financial Management	PO1	PO2	PO3	PO4	PO5
CO1	Describe International financial management and Balance of payment (BOP)	3	2	-	2	2
CO2	Illustrate Function and structure of foreign Exchange markets, Exchange rates mechanism/movement.	3	2	-	2	2
CO3	Analyze the concepts like arbitrage, parity theories and shall be able to demonstrate the relationship between inflation interest rates & Exchange rates.	2	2	-	2	1
CO4	Determine proficiency in long term asset liability management like International capital budgeting and international capital structures	3	1	-	2	2
CO5	Determine the short term asset liability management like international cash receivables management and international inventory management	2	-	1	2	2

20MB32	Financial derivatives	PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic growth of financial derivatives in India.	2	-	1	2	1
CO2	Examine trading/hedging strategies in futures contracts	2	2	-	1	-
CO3	Demonstrate a comprehensive knowledge in options in derivatives markets	2	-	-	2	-
CO4	Apply binomial and Black-Scholes model for the valuation of stock options	3	1	-	-	-
CO5	Describe the structure of SWAP contracts.	2	-	2	-	1
20MB34	International Human Resource Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the concept of Human Resource Management in Globalperspective.	2	-	1	3	-
CO2	Discuss various functions and legal aspects of global HRM	1	2	-	3	-
CO3	Identify the importance of cultural diversity in global assignments	2	-	1	3	3
CO4	Interpret the concepts of various compensation approaches and performancemanagement in global context	2	3	1	2	2
CO5	Demonstrate and handle Global HRD climate	2	-	1	2	1
20MB35	Management of Change	PO1	PO2	PO3	PO4	PO5
CO1	Demonstrate the knowledge and role of management of change.	2	1	2	2	2
CO2	Identify different insights in managing change in organizational context.	2	2	2	1	1
CO3	Explain changing trends in business environment.	2	2	1	2	1
CO4	Understand the culture and its significance in dealing the new culture.	2	2	1	2	1
CO5	Describe the people's role in managing change and develop different cognitive versions in managing change.	2	2	2	2	2
20MB37	Sales & Distribution Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand skills required for managing sales team.	1	1	1	1	-
CO2	Interpret sales planning and estimating market potential.	1	1	-	2	1
CO3	Apply the conceptual knowledge for effective sales force management.	2	1	1	1	1
CO4	Determine the Concepts of Distribution management..	-	1	-	1	1
CO5	Identify the channel conflicts among channel members and resolving them.	1	2	1	1	-

20MB38	Consumer Behaviour and Customer Relationship Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the behavior and buying decision process of consumers	1	2	-	1	1
CO2	Evaluate the internal and external determinants of Consumer Behavior	1	1	1	2	1
CO3	Apply the conceptual models of Consumer Behavior in business situations	1	2	-	1	1
CO4	Gain knowledge in understanding CRM strategies and CRM process.	1	1	1	1	1
CO5	Demonstrate the importance of CRM application in various areas.	1	-	-	1	1
20MB57	Project Work (Phase-II)	PO1	PO2	PO3	PO4	PO5
CO1	Understand the literature survey, define the problem under study and explain its significance.	3	-	-	1	-
CO2	Demonstrate the data collected, preparing interim report and present it to the selected company for getting approval.	-	2	-	1	1
CO3	Analyze the data collected, revise the report and present it to the department for feedback and improvement.	2	2	1	2	1
CO4	Reframe the quality, novelty and contribution of the findings, suggestions and conclusions of his/her study to the chosen field.	2	3	-	-	-
CO5	Summarize and submit the final report of the work and present it to the examiners in person for defense.	1	-	2	2	3
20MB58	Comprehensive Viva-Voce	PO1	PO2	PO3	PO4	PO5
CO1	Understand MBA programme and its significance in business decisions	3	3	1	2	2
CO2	Identify different skills from various courses and activities developed.	3	2	1	-	1
CO3	Interpret the fundamentals of various programme electives of MBA	3	1	-	1	2
CO4	Understand market and industry situations through skill labs & fieldstudy projects.	1	3	-	3	3
CO5	Solve business problems based on MIS supported by technology.	2	2	-	1	1