



LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY

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Department of Management Studies

COURSE OUTCOME

MBA I Year Semester I – AY 2025-26

Students will be able to :

CO No	Description
COURSE OUTCOME : C101 - MANAGEMENT AND ORGANIZATIONAL BEHAVIOR (P24MB101)	
C11.1	Describe Management and its contribution of management thinkers.
C11.2	Explain the relevance of environmental scanning, planning and to take decisions
C11.3	Determine the functions of management Organising and Controlling
C11.4	Analyse leadership & Motivational theories
C11.5	Assess individual and Group behaviour in organisations
C11.6	Develop organizational design & formulate development of organisation
CO No	Description
COURSE OUTCOME : C102 - ACCOUNTING FOR MANAGEMENT (P24MB102)	
C12.1	Describe the basic concepts and principles of accounting and maintain the books of accounts.
C12.2	Explain and prepare the financial statements and understand the accounting standards.
C12.3	Solve the different methods of depreciation and techniques of valuation of assets.
C12.4	Analyze and interpret financial statements through ratio analysis and cash flow statements.
C12.5	Measure Real life situations involving Taxation and equip themselves with techniques for taking Tax- Sensitive Decisions
C12.6	Design and prepare financial accounting in organization
CO No	Description
COURSE OUTCOME : C103 - MARKETING MANAGEMENT (P24MB103)	
C13.1	Know the various Philosophies of Marketing, and apply them in different Business Scenarios.
C13.2	Understand various Segmentation, Targeting and Positioning strategies to make their Products as Market leaders.
C13.3	Effectively design the Marketing Mix effectively in order to achieve the Organizational goals and objectives.
C13.4	Analyze the challenges that might influence the formulation of effective Marketing Strategies from a Consumer Behavior perspective.
C13.5	Understand the Contemporary issues and develop Marketing Strategies to sustain in this Competitive World.



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C13.6	Evaluate Decision making techniques using various Marketing Mix as framework.
CO No	Description
COURSE OUTCOME : C104 - STATISTICS FOR MANAGEMENT (P24MB104)	
C14.1	Understand the Basic Statistics helps in descriptive analytics.
C14.2	Knowledge of Probability and distributions are play an important role across the various areas of management like finance, Marketing, HRM, supply chains etc.
C14.3	To Know Hypothesis testing is useful in estimation for analysis and decision making.
C14.4	Apply Sample Test, Analysis of Variance and Chi-Square distribution
C14.5	Analyse Correlation, regression techniques are an integral part of planning and controlling.
CO No	Description
COURSE OUTCOME : C105 - ECONOMICS FOR MANAGERS (P24MB105)	
C15.1	Students can learn micro factors of Economic behavior of a consumer.
C15.2	Would be Managers needs market dynamics and the same is imparted.
C15.3	Students can assess opportunities and threats of business.
C15.4	Students can better understand nature of the products and demand conditions.
C15.5	It is also provided through this paper the decision making tools and investment avenues.
CO No	Description
COURSE OUTCOME : C106 - IT APPLICATIONS FOR MANAGEMENT (P24MB106)	
C16.1	Describe Computer System, its components and types of computer system and working style of computers
C16.2	Explain Application of Information Technology in functional areas
C16.3	Describe Computer Network and Types of Network
C16.4	Discuss Organizational Systems and Global Information Systems
C16.5	Explain Information Security and Laws
C16.6	Explain Application of Information Systems in Management
CO No	Description
COURSE OUTCOME : C106L - COMPUTER PRACTICAL'S – LAB (P24MB106L)	
C13L.1	To provide knowledge about the functioning of computers and its uses for managers
C13L.2	To provide hands on learning on Internet and its applications
C13L.3	To provide hands on learning on application software
C13L.4	To provide hands on learning of applications on Spreadsheet software
C1L1.5	To provide hands on learning on database software



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COURSE OUTCOME

MBA II Year Semester III – AY 2025-26

Students will be able to :

C31	Description
COURSE OUTCOME: OPERATIONS MANAGEMENT (P24MB301)	
C31.1	Describe apply knowledge of basic Concepts of Operations Management for developing processes and improving Operational Performance.
C31.2	Discuss aggregate capacity plan and master production schedule in operations environment and enabling the importance of facility location, layout and line balancing.
C31.3	Solve, identify and eliminate non essential operations and develop feasible method of performing a job by applying work study techniques
C31.4	Analyse and calculate inventory levels and order quantities to make use of various inventory classification models
C31.5	Access advance cognizance on total quality management and to efficaciously implement the contemporary quality techniques in an organisation
C31.6	Design job sequences and EOQ Model
C32	Description
COURSE OUTCOME: E- GLOBAL BUSINESS (P24MB302)	
C32.1	Describe various concepts and developments of Physical, E-Commerce and M-Commerce.
C32.2	Develop various models of E-commerce to gain Competitive Advantage.
C32.3	Design and use appropriate Electronic Payment Systems.
C32.4	Apply appropriate Network Security and Firewalls in E-Business activities.
C32.5	Analyse various Mobile Banking and Mobile Ticketing processes
C32.6	Explain various types of e-services and Legal, Ethical and privacy issues associated with E-Business.
C33	Description
COURSE OUTCOME: OPERATIONS RESEARCH (P24MB303)	
C33.1	Develop mathematical model and solve the real life system with limited constraints by applying LPP.
C33.2	Formulate and solve transportation and assignment concepts to implement Supply chain management.
C33.3	Evaluate alternatives using decision making under risk and uncertainty and game theory.
C33.4	Apply PERT and CPM techniques to plan, schedule and control project.
C33.5	Apply simulation process in queuing theory to evaluate the system.
C33.6	Analyze the Cost Analysis using Queuing models



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C34	Description
COURSE OUTCOME: INVESTMENT MANAGEMENT (P24MB304)	
C34.1	Describe measures and differentiate between types of Risks that an Organization faces.
C34.2	Understand the Derivatives and their Trading and Settlement.
C34.3	Determine Forwards and Futures Contracts and Hedging Strategies.
C34.4	Analyze the computational aspects of Swaps and the associated Risk.
C34.5	Evaluate Option Trading Strategies and select the suitable one for the given situation.
C34.6	Design a structured method of assessing financial risk.
C35	Description
COURSE OUTCOME: MARKETING ENGINEERING (P24MB305)	
C35.1	Understand the relevance of modeling in marketing for logical judgment
C35.2	Appreciate the business and economic lifetime value of marketing engineering
C35.3	Be well versed with the various models, both qualitative and quantitative in marketing engineering
C35.4	Understand the relevance of using modeling in marketing as a decision making tool
C35.5	Learn the importance of marketing engineering as a strategic marketing analysis tool

C36	Description
COURSE OUTCOME : COMPENSATION MANAGEMENT (P24MB306)	
C36.1	Understand the fundamental concepts and theories of compensation.
C36.2	Recognize the importance of compensation strategy.
C36.3	Analyze, integrate, and apply the knowledge of administering wages in different sectors according to the different wage laws.
C36.4	Comprehend the employee benefits and services
C36.5	Appreciate the advancements in managing compensation at global level.
C37	Description
COURSE OUTCOME : DATA BASE MANAGEMENT SYSTEMS (P24MB307)	
C37.1	Students can apply the basic concepts of Database Systems and Applications
C37.2	Design a commercial relational database system (Oracle, MySQL) by writing SQL using the system.
C37.3	Students can get to facilitate students in Database design and also to familiarize issues of concurrency control and transaction management in DBMS
C37.4	Understand Database Authentication, Authorization and Control
C37.5	To know basics of PL and SQL functions , queries and control commands.



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C38	Description
COURSE OUTCOME : INTRODUCTION TO BUSINESS ANALYTICS (P24MB308)	
C38.1	To recognize, understand and apply the language, theory and models of the field of business analytics.
C38.2	Foster an ability to critically analyse, synthesize and solve complex unstructured business problems
C38.3	To Analyze Predictive Analytics using Trend Lines and Data Mining Approach
C38.4	To examine Prescriptive Analytics using Linear and Non Linear Programming
C38.5	To Study Programming using R to Control and Manage Data
C39	Description
COURSE OUTCOME: BUSINESS FEASIBILITY AND ANALYSIS (P24MB309)	
C39.1	Forecast of cash flows
C39.2	Preparation of Business plan with all inputs
C39.3	Application of network techniques of project management
C39.4	Understand Social Cost Benefits in India and how to finance a project.
C39.5	To know Project Implementations techniques , planning and control.
C310	Description
COURSE OUTCOME: ESSENTIALS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT (P24MB310)	
C310.1	Able to Understand the strategic role of Logistics and Supply chain Management in the cost reduction and offering improved service to the customers.
C310.2	Gain Knowledge of Basic of Transportation and its Functionalities
C310.3	Combining the traditional physical distribution activity with modern Information Technology to have sustainable competitive advantage to the organization Globally
C310.4	To Know Packing and Packaging Functions
C310.5	To have knowledge of Export Logistics.
C310.6	Able to Understand Import Logistics.
C311	Description
COURSE OUTCOME: HEALTH CARE PLANNING AND OPERATIONS MANAGEMENT (P24MB311)	
C311.1	Able to Understand Evolution of Hospitals
C311.2	Gain Knowledge of Architectural Planning
C311.3	To know Healthcare Functioning
C311.4	To Know Cost Concepts and Cost Analysis – Concepts of Health Care Costs



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C311.5	To have knowledge of Nature and characteristics of Health care markets – Perfect Vs Imperfect Markets
C311.6	To Understand Operations Management in Hospitals.
C312	Description
COURSE OUTCOME: FINANCIAL SYSTEM AND SERVICES (P24MB312)	
C312.1	To explain the importance ,functions of financial system and financial services
C312.2	To understand the concept of merchant banking and its functions
C312.3	To learn the venture capital financing modes used to raise finance
C312.4	To understand factoring ,bill discounting and credit rating services needed for businesses
C312.5	Concept of Venture Capital financing and regulatory body scenarios.
C312.6	Legal factors in India, and Credit rating process and methods.
C313	Description
COURSE OUTCOME: ADVERTISING AND BRAND MANAGEMENT (P24MB313)	
C313.1	Understand the importance of advertising in the marketing mix
C313.2	Establish the importance of creativity in an ad campaign
C313.3	Determine the comparative importance of organized retailing sector vis-a- vis unorganized sector
C313.4	Compare the functions and performance of organized retail sector to others
C313.5	Determine the role of other functional areas of marketing as key drivers to the retail sector
C314	Description
COURSE OUTCOME: INDUSTRIAL RELATIONS AND LABOUR CODE (P24MB314)	
C314.1	Gain a comprehensive understanding of Industrial relations in the wake of economic reforms.
C314.2	Gain knowledge of industrial disputes and a framework for analysis and resolution of such disputes.
C314.3	Understand the role of trade unions and generate alternate decision making.
C314.4	Appreciate Labour laws related to labour welfare, social security and other protective laws towards women labour, migrant labour and contract labour
C314.5	Labour Legalization in India, Code on Wages and Social Security.



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C315	Description
COURSE OUTCOME: BUSINESS ANALYTICS (P24MB315)	
C315.1	To recognize, understand and apply the language, theory and models of the field of business analytics.
C315.2	Foster an ability to critically analyse, synthesize and solve complex unstructured business problems
C315.3	To Analyze Predictive Analytics using Trend Lines and Data Mining Approach
C315.4	To examine Prescriptive Analytics using Linear and Non Linear Programming
C315.5	To Study Programming using R to Control and Manage Data
C316	Description
COURSE OUTCOME: TEXT, WEB AND SOCIAL MEDIA ANALYTICS (P24MB316)	
C316.1	Interpret the terminologies, metaphors and perspectives of social media analytics.
C316.2	Apply a wide range of classification, clustering, estimation and prediction algorithms on Textual data.
C316.3	Perform social network analysis to identify important social actors, subgroups and network properties in social media sites.
C316.4	Apply state of the art web mining tools and libraries on realistic data sets as a basis for business decisions and applications.
C316.5	Provide solutions to the emerging problems with social media such as behaviour analytics and Recommendation systems
C316.6	Design new solutions to opinion extraction, sentiment classification and data summarization problems.
C317	Description
COURSE OUTCOME: INNOVATION AND DESIGN THINKING (P24MB317)	
C317.1	To inculcate the concepts of creative thinking, design thinking and innovation.
C317.2	Develop the students as a good designer by imparting creativity and problem-solving ability
C317.3	Implement creative and design thinking to come up with an effective innovation.
C317.4	Being able to identify problems and apply design thinking to come up with solutions.
C317.5	Use design thinking to develop innovative products that bring business impact.



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C318	Description
COURSE OUTCOME: E-PROCUREMENT, STORAGE AND WAREHOUSE MANAGEMENT(P24MB318)	
C318.1	To recognize the principles of warehouse or stores location and layout whilst applying proper stock flow, rotation and recording
C318.2	To Appreciate the role of procurement plays in an organization
C318.3	To know Storage Management System and its Functions
C318.4	To Understand Warehouse Information System and various technologies associated.
C318.5	To gain knowledge on material handling and warehouse safety
C319	Description
COURSE OUTCOME: HEALTH CARE , PATIENT CARE INFORMATION TECHNOLOGY AND SYSTEMS (P24MB319)	
C319.1	To Know Concept of a Computer – Parts – Hardware Components – Storage Devices – Communication Devices
C319.2	Understand Data Management – Data Processing: Meaning and Importance; Requirements; Methods of Data Processing
C319.3	To know Health Care Information System and its Functions
C319.4	Understand System Analysis, Design and Development: System analysis
C319.5	To gain knowledge on Traditional and Computerized Medical Records – Role of Medical records in Health care Delivery