

AURORA'S TECHNOLOGICAL AND RESEARCH INSTITUTE

Parvathapur, uppal, Hyderabad.

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Year	Semester	Regulation	Course Code	Course Name	Course Outcomes
2	1	R15	15MBA01	PRODUCTION AND OPERATIONS MANAGEMENT	Students will be able to understand
					Concepts of Operations management
					Product & process design, analysis
					Plant location and layout
					Scheduling
					Material Management
2	1	R15	15MBA02	STRATEGIC MANAGEMENT	Students will be able to understand
					Strategic management concepts
					Tools and techniques for strategic analysis
					Strategies for competing in globalised markets
					Strategy Evaluation
					Strategy Control
2	1	R15	15MBA03	RESEARCH METHODOLOGY	Students will be able to understand
					Basics of Research Methodology
					Basics of Research Design
					Data Collection methods
					Importance of presentation of data analysis and report writing including referencing style.
					Tools for analysis and interpretation
2	1	R15	15MBA04	BEST BUSINESS PRACTICES & SUCCESS STORY OF AN ENTREPRENEUR	Students will be able to understand
					Best practices followed by the organisations
					Best practices through internet
					The best practices through interactions with executives
					Success stories of entrepreneurs
					Able to identify new business practices
2	1	R15	15MBA05	PERSONAL EFFECTIVENESS	Students will be able to
					Participate in group discussions
					Face Interviews
					Gain communication skills
					Gain time management skills
					Gain life style management skills
2	1	R15	15MBA06	CONSUMER BEHAVIOUR	Students will be able to
					Understand consumer behaviour
					Environmental influences on consumer behaviour

					Perception and attitude of consumers
					Consumer decision making
					Marketing ethics towards consumers.
2	1	R15	15MBA07	SALES AND DISTRIBUTION	Students will be able to
					Understand the importance of Sales Management
					Sales Planning
					Budgeting
					Need for distribution channels
					Managing Sales personnel
2	1	R15	15MBA08	INTEGRATED MARKETING COMMUNICATION	Students will be able to understand
					Integrated marketing communications
					Budgeting
					Sales Promotion
					Media planning
					Ethical Aspects
2	1	R15	15MBA09	STRATEGIC MANAGEMENT ACCOUNTING	Students will be able to understand
					components of product cost
					Fundamentals of Management & cost accounting
					Cost analysis
					Marginal costing
					Budget and Budgetary Control
2	1	R15	15MBA10	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	Students will be able to understand
					Indian Investment Environment
					Portfolio Analysis
					Bond valuation and management
					Equity valuation of Cash market and derivatives
					Performance evaluation of Portfolios.
2	1	R15	15MBA11	FINANCIAL INSTITUTIONS, MARKETS & SERVICES	Students will be able to understand
					Introduction to Indian Financial system
					Banking and Non Banking Institutions
					Financial and Securities markets
					Fund and Fee based Services
					Major institutions involved and the services offered within this framework
2	1	R15	15MBA12	PERFORMANCE MANAGEMENT	Students will be able to understand
					Significance of Performance Management
					Communication of Performance Management
					Performance Management and Development of employees
					Reward System
					other performance related concepts.
2	1		15MBA13	TRAINING &	Students will be able to understand

				DEVELOPMENT	Training need analysis
		R15			Various training methods
					Design training programmes
					Implement training programmes
					Evaluate effectiveness of training programs
2	1		15MBA14	MANAGEMENT OF INDUSTRIAL RELATIONS	Students will be able to understand
					Importance of Industrial Relations
					Collective Bargaining Mechanism
					Parties and role in Industrial Relations
					Labour Legislation aspects
		R15			Role of Trade Unions

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1	1	R17	17MBA01	MANAGEMENT & ORGANIZATIONAL BEHAVIOR	Students will be able to understand
					Evolution of Management and contribution
					The relevance of environmental scanning, planning and to take decisions
					Organizing and controlling
					Individual and group Behavior
					Leadership and Motivation.
1	1	R17	17MBA02	BUSINESS ECONOMICS	Students will be able to understand
					Economic Principles in Business
					Forecast Demand and Supply
					Production and Cost Estimates
					Market Structure and Pricing Practices
					Economic Policies
1	1	R17	17MBA03	FINANCIAL ACCOUNTING AND ANALYSIS	Students will be able to understand
					Principles of Accounting, Accounting Process
					Inventory Valuation
					Preparation, Analysis and Interpretation of Financial Statements
					Usage of Analytical Techniques
					Taking decisions from financial information
1	1	R17	17MBA04	BUSINESS STATISTICS	Students will be able to understand
					Conceptual overview of Statistics
					To apply, analyze various simple & advanced statistical tools

					To interpret data through statistical tools.
					To apply the Principles of Research Methodology
					To Analyse and Interpret Quantitative and Qualitative data
1	1	R17	17MBA05	BUSINESS LAW AND ETHICS	Students will be able to understand
					Business Laws related to incorporating a Company
					Importance of Ethics in Business
					Cyber Crime and Legal Aspects
					Ethical and Psychological Dimensions to contain cyber crimes
					Important Issues Related to Corporate Governance
1	1	R17	17MBA06A	BUSINESS RESEARCH METHODOLOGY	Students will be able to understand
					Basics of Research Methodology
					Basics of Research Design
					Data Collection methods
					Importance of presentation of data analysis and report writing including referencing style.
					Tools for analysis and interpretation
1	1	R17	17MBA07	BUSINESS COMMUNICATION	Students will be able to understand
					The importance of Communication in Business
					To develop writing skills and presentation
					Writing business proposals and letters
					Application of business communication in the self development process
					Writing Project Reports