

# K L University

(Koneru Lakshmaiah Education Foundation)
Deemed to be University, Estd. u/s 3 of UGC Act, 1956

Accredited by NAAC as 'A' Grade University & Approved by AICTE & ISO 9001-2008 Certified Campus: Greenfields, Vaddeswaram - 522 502, Guntur District, Andhra Pradesh, INDIA.

Phones: +91-8645-246948, 246615 Fax: +91-8645-247249.

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph:+91-866-2577715, Fax: +91-866-2577717.

## **KL** University Vision

To be a globally renowned university.

## K L University Mission:

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.



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### KLU BUSINESS SCHOOL

#### KLUBS VISION

To be a Centre of excellence for value based management education.

### KLUBS MISSION

- 1. To attain leadership in management education, research and consultancy.
- 2. To nurture the students industry ready and
- 3.To make them responsible citizens of nation.

### **OBJECTIVES**

- To nurture young students to be effective managers capable of contributing value to organizations.
- b. To contribute to the body of knowledge through research and publications.
- c. To provide consultancy to industry for value creation by applying contemporary management concepts, theories and practices.
- d. To be a socially responsible business management and commerce education provider.

# KLU & KLUBS VISION & MISSSION MAPPING

KL University Vision	KLUBS V	ision
	To be a Centre of excellence	To impart value based management education
To be a globally renowned university	<b>✓</b>	<b>✓</b>

KL University			KLUBS		
Mission			MISSION	T	
	To attain leadership in management education	To attain leadership in Research	To attain leadership in Consultanc y	To nurture the students industry ready	To make the students as a responsible citizen of nation.
To impart quality higher education	<b>√</b> .				
To undertake research and extension with emphasis on application and innovation		<b>√</b>			
To cater the emerging societal needs through allround development of students of all sections			<b>✓</b>	<b>✓</b>	
To enable students to be globally competitive and socially responsible citizens with intrinsic values					<b>√</b>

## KLU BUSINESS SCHOOL BBA-MBA INTEGRATED PROGRAM

### PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

To be a globally renowned university, as per our vision, we need to produce quality products (graduates) into the market who have potential strengths to meet all the professional and personal challenges prevailing at global levels and who can serve in all the possible positions of their respective job domains and contribute towards holistic growth of their respective employment providers as well as the nation, world. The graduates must also possess cutting edge R&D skills in their domain areas.

This, is exactly what has been framed into the University's Mission and thereby the Mission has converged into the following **Program Educational Objectives** (**PEOs**) which are best suited to Undergraduate Management program, and are those that compliment the university vision, mission.

#### PROGRAM EDUCATIONAL OBJECTIVES

- A. To educate the business graduates to respond effectively in meeting the competitive business needs of the society.
- B. To nurture the spirit of Entrepreneurship among the students that propagates the business world.
- C. To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.

These PEOs are designed to be attained by all the graduates within 3 to 5 years of their graduation.

# **PROGRAM OUTCOMES (POs):**

PO	Description
a. Core Business Knowledge	Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum.
b. Critical Thinking skills	Able to define, analyze and devise solutions for multifunctional business problems and issues in the areas like Marketing, Finance, Human Resources and Production.
c. Global Perspective	Identify and analyze relevant global factors that influences decision making in International Business Perspective
d. Investigation of complex problems	An ability to use research-based knowledge and research methods including design of innovative processes, analysis and interpretation of data and synthesis of the information to obtain solutions to organizational problems
e. Application of Statistical and Analytical tools	Ability to create, select and apply appropriate analytical tools, techniques and methods in the modern management activities.
f. The Manager and society	Ability to apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional management practices.
g. Legal Environment and sustainability	Ability to demonstrate the knowledge of contemporary issues in legal aspects, understanding and reporting their impact on societal and environmental contexts, leading towards sustainable organizational development through entrepreneurial orientation.
h. Ethics & Corporate Social Responsibility	An ability to apply ethical principles and commit to professional ethics and responsibilities and norms of management practice. Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders.
i. Individual and Team Work	An ability to perform different roles effectively as an individual and a member or leader in diverse teams and in multi-disciplinary streams with entrepreneurial edge.
j. Communication	Ability to communicate effectively oral, written reports and graphical forms on complex managerial and administrative activities.
k. Project Management and Finance	Ability to demonstrate knowledge and understanding of the business and operational activities and having sound knowledge in the financial aspects and applying those concepts to manage projects in multi-disciplinary environments.
1. Lifelong Learning	An ability to recognize the need for and having the preparation and ability to engage independent and life-long learning in global context of technological and organizational change.

## PROGRAM SPECIFIC OUTCOMES -BBA- MBA INTEGRATED PROGRAM

- Graduates will develop a goal-oriented sense of business purpose.
   Graduates will be able to excel in their chosen career by experiential learning, critical and analytical thinking.

# MISSION - PEO MAPPING BBA-MBA INTEGRATED PROGRAM

PEO		MISSION			
	To attain leadership in management education	To attain leadership in Research	To attain leadership in Consultancy	To nurture the students industry ready	To make the students as a responsible citizen of nation.
To educate the business graduates to respond effectively in meeting the competitive business needs of the society.	<b>√</b>	<b>~</b>		<b>√</b>	<b>✓</b>
To nurture the spirit of Entrepreneurship among the students that propagates the business world.	<b>✓</b>			<b>√</b>	
To train the students in emerging as efficient managers	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>√</b>	✓
To equip with innovation, rationality and application oriented decision-making in the context of the everchanging business environment.	<b>✓</b>	<b>V</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>

# K L U BUSINESS SCHOOL BBA- MBA PROGRAM PEO – PO MATRIX

PO		PEO	
	To educate the business graduates to respond effectively in meeting the competitive business needs of the society	To nurture the spirit of Entrepreneurship among the students that propagates the business world.	To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the everchanging business environment.
a. Core Business Knowledge	✓		
b. Critical Thinking skills			<b>√</b>
c. Global Perspective		<b>√</b>	✓
d. Investigation of complex problems			✓
e. Application of Statistical and Analytical tools	<b>✓</b>		<b>√</b>
f. The Manager and society		<b>✓</b>	
g. Legal Environment and sustainability	<b>✓</b>	<b>✓</b>	
h. Ethics & Corporate Social Responsibility	<b>√</b>		
i. Individual and team work			<b>✓</b>
j. Communication			<b>√</b>
k. Project management and finance	<b>✓</b>	<b>✓</b>	
1. Lifelong learning	<b>✓</b>	<b>✓</b>	<b>√</b>

# ARTICULATIONMATRIX BBA\_MBA INTEGRATED PROGEAM CO-PO MAPPING (2014-15)

					Course		P0			PO							
S.No.	Course code	Course Name	L-T-P	Cr	Outcomes	1	2	3	4	5	6	7	8	9			1 2
I								•					L.	L.	Ц		
1	12BB11K0	English Language Skills I	2-1-0	3	CO1										3		
					CO2										3		
					CO3										3		
					CO4										3		
2	12BB11C1	Business Mathematics	3-1-0	4	CO1	3				1							
					CO2		2										
					CO3		2										
					CO4	3											
3	12BB11K2	Introduction to IT	1-0-4	3	CO1					3							
					CO2					3							
					CO3					3							
					CO4					3							
4	12BB11C3	Human Skills	3-0-0	3	CO1								2	3	1		

					CO2					3		
					CO3				2	1		
					CO4					1		
	12BB11C4	Perspectives of Management	3-0-0	3	CO1	3						
					CO2	3						
					CO3	3						
					CO4	3						
	12BB11K5	Business Communication	2-2-0	3	CO1					3		
					CO2					3		
					CO3					3		
					CO4					3		
II												
1	12BB12K0	English Language Skills II	2-1-0	3	CO1					3		
					CO2					3		
					CO3					3		
					CO4					3		
2	12BB12C1	Introduction to Financial Accounting	3-2-0	5	CO1	3					2	
					CO2	3						
					CO3						2	
					CO4						2	

3	12BB12C2	Business Statistics	3-2-0	5	CO1	3	1				
					CO2	3					
					CO3	3	1				
					CO4		1				
4	12BB12C3	Indian Business Environment	3-0-0	3	CO1	3		2	1		
					CO2			2			
					CO3				1		
					CO4			2	1		
5	12BB12C4	Managerial Economics	3-0-0	3	CO1	3			1		
					CO2	3			1		
					CO3	3					
					CO4				1		
6	12BB12K5	Environment Science	3-0-0	2	CO1			1	3		
					CO2			1	3		
					CO3				3		
					CO4			1	3		
III											
1	12BB21C0	Macro Economics	3-0-0	3	CO1	3			1		
					CO2	3					
					CO3				1		

					CO4					1			
	12BB21C1	Financial Accounting	3-2-0	5	CO1	3						2	
					CO2	3							
					CO3							2	
					CO4	3						2	
	12BB21C2	Business Law	3-0-0	3	CO1	1				3			
					CO2					3			
					CO3	1							
					CO4					3			
2	12BB21K3	Foreign Language	2-1-0	3	CO1			2					
					CO2			2					
					CO3			2					
					CO4			2					
3	12BB21C4	Statistical Data Analysis	1-0-4	3	CO1		3		2				
					CO2		3						
					CO3				2				
					CO4		3						
4	12BB21C5	International Business Environment	3-0-0	3	CO1			3	2	1			
					CO2			3					
					CO3				2	1			

					CO4				2				
IV					001	<u> </u>		1 1	<u> </u>				
1	12BB22C0	Company Law	3-0-0	3	CO1	1			:	3			
					CO2				:	3			
					CO3	1							
					CO4				:	3			
2	12BB22C1	Financial Management	3-2-0	5	CO1	3						2	1
					CO2	3							
					CO3	3						2	
					CO4							2	1
3	12BB22C2	Business Report Writing	2-1-0	3	CO1						3		1
					CO2						3		
					CO3								3
					CO4						3		
4	12BB22C3	Taxation	3-2-0	5	CO1	1				3			
					CO2					3			
					CO3	1							
					CO4					3			
5	12BB22C4	Business Research Methods	3-1-0	4	CO1		3						
					CO2		3						

					CO3				2						
								3							
6	100000115		2-0-2	3	CO4								3	_	
0	12BB22K5	Soft Skills I	2-0-2	3	CO1										
					CO2								3		
					CO3								3		
					CO4								3		
V								•		•			•		
8	12BB31C0	Management Accounting	2-1-0	3	CO1	3								2	
					CO2	3									
					CO3									2	
					CO4	3								2	
9	12BB31K1	Soft Skills 2	1-0-4	3	CO1								3		
					CO2								3		
					CO3								3		
					CO4								3		
10	12BB31C2	Organizational Behaviour	3-0-0	3	CO1	1					2	3			
					CO2							3			
					CO3						2				
					CO4	1					2				
11	12BB31C3	Marketing Management	5-0-0	5	CO1	3	1								

					CO2	3						
					CO3		1					
					CO4	3	1					
12	12BB31C4	Business Case studies	2-2-0	4	CO1		3	2				
					CO2		3					
					CO3			2				
					CO4		3					
13	12BB31C5	Project Management	3-1-0	4	CO1						3	
					CO2						3	
					CO3						3	
					CO4						3	
VI												
15	12BB32C0	Operations Management	3-1-0	4	CO1	3		2			1	
					CO2	3					1	
					CO3			2			1	
					CO4	3						
16	12BB32C1	Human Resource Management	3-0-0	3	CO1	3				2		
					CO2	3						
					CO3					2		
					CO4					2		

17	12BB32C2	Management Information Systems	3-0-0	3	CO1			3			
					CO2			3			
					CO3			3			
					CO4			3			
1	12BB32C3	Innovation & Entrepreneurship	3-0-0	3	CO1		3			2	
					CO2		3				
					CO3					2	
					CO4		3			2	
2	12BB32C4	Strategic Management	4-0-0	4	CO1	3		2	1		
					CO2	3					
					CO3			2	1		
					CO4	3			1		
3	12BB32C7	Management of SME's	3-0-0	3	CO1					3	
					CO2					3	
					CO3					3	
					CO4					3	
VII					_						
1	12BB41C0	Business Case Studies	2-2-0	4	CO1	3	2				
					CO2	3					
					CO3		2				

					CO4	3				
2	12BB41C1	Business Ethics & Corporate Governance	3-0-0	3	CO1		1	3		
					CO2		1			
					CO3			3		
					CO4		1			
3	12BB41XX	Elective -1	3-0-0	3	CO1					
					CO2					
					CO3					
					CO4					
4	12BB41XX	Elective -2	3-0-0	3	CO1					
					CO2					
					CO3					
					CO4					
	12BB41XX	Elective -3			CO1					
					CO2					
					CO3					
					CO4					
	12BB41XX	Elective (Sectoral)			CO1					
					CO2					
					CO3					

		1								 		
					CO4							
VIII							,					
1	12BB42N0	Internship	0-0-4	2	CO1		3					
					CO2				3			
					CO3			3				
					CO4							3
2	12BB42P3	Project	0-0-4	2	CO1		3					
					CO2				3			
					CO3			3				3
					CO4							
	YEAR V/SEM											
	IX											
	12MB51C0	Seminar Course	1-2-0	3	CO1	3						
					CO2					2		
					CO3		2					
					CO4						3	
	12MB51C1	Business Analytics	2-2-0	4	CO1				3			
					CO2				3			
					CO3				3			
					CO4				3			
	15MB51XX	Elective 1			CO1							

		CO2						
		CO3						
		CO4						
15MB51XX	Elective 2	CO1						
		CO2						
		CO3						
		CO4						
15MB51XX	Elective 3	CO1						
		CO2						
		CO3						
		CO4						
15MB51XX	Elective (Sectoral)	CO1						
		CO2						
		CO3						
YEAR V/SEM X		CO4						
15MB52E0	Management Application Project	CO1	3					
					3			
				3				
								3

## **FUNCTIONAL SPECIALIZATIONS**

						P0 1 1 1 1										
S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.											1
						1	2	3	4	5	6	7	8	9 0	1	2
															•	
	MARKETING															
1	12MBx1M0	Consumer Behaviour	3-0-0	3	CO1	1	2									
					CO2	1	2									
					CO3		2									
					CO4	1										
2	12MBx1M1	Services Marketing	3-0-0	4	CO1	1	2									
					CO2		2									
					CO3	1										
					CO4	1	2									
3	12MBx1M2	International Marketing	3-0-0	3	CO1			3								
					CO2			3								
					CO3			3								
					CO4			3								
4	12MBx1M3	Sales and Distribution Management	3-0-0	3	CO1	1	2									
					CO2	1	2									

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					C03	1							
					CO4		2						
	12MBx1M4	Digital Marketing	3-0-0	3	CO1	3	2						
					CO2	1	2						
					CO3	1							
					CO4		2						
	12MBx1M5	Brand Management	3-0-0	3	CO1	1	2						
					CO2		2						
					CO3	3							
					CO4		3						
	12MBx1M6	Global Marketing Strategy	3-0-0		CO1	1	2						
					CO2		3						
					CO3	3							
					CO4		2						
	12MBx1M7	Social Marketing	3-0-0		CO1	1	2						
					CO2	3							
					CO3		3						
					CO4	1							
II		1				1	1	 	 		1	 1	
	FINANCE												
	1										-		

1	12MBx1F0	Financial Services and Markets	3-0-0	3	CO1		2						3	
					CO2		2							
					CO3								3	
					CO4		2						3	
2	12MBx1F1	Security Analysis	2-1-0	5	CO1		2		1					
					CO2		2							
					CO3				1					
					CO4		2		1					
3	12MBxF2	Personal Financial Planning	2-1-0	5	CO1			3					1	
					CO2			3						
					CO3								1	
					CO4			3						
4	12MBx1F3	Corporate Taxation	2-1-0	3	CO1			1		3	3			
					CO2			1						
					CO3					3	3			
					CO4					3	3			
5	15MB62F4	Financial Derivatives (Pre-requisite: Security Analysis)	2-1-0	3	CO1	1		2						
					CO2	3								
					CO3			2						
					CO4	1								

	12MBx1F5	Portfolio Management	2-1-0	3	CO1		1	-	3						
					CO2		1	-	3						
					CO3				3						
					CO4		1	-							
	12MBx1F6	Taxation Planning	2-1-0	3	CO1	1				3	3				
					CO2	1									
					CO3					3	3				
					CO4					3	3				
	12MBx1F7	International Financial Reporting	2-1-0	3	CO1	2									
					CO2		3	3							
					CO3								3		
					CO4								3		
	12MBx1F8	Accounting & Finance for Multinationals	2-1-0	3	CO1							2		3	
					CO2							2			
					CO3									3	
					CO4							2			
III							•		•	•		•			
	HR														
1	12MBx1H0	Performance Management System	3-0-0	3	CO1	2			1						
					CO2	2									

1					_			1 1 1	
					CO3	2	1 1		
					CO4		1		
	12MBx1H1	Training and Development	3-0-0	3	CO1	2	1		
					CO2	2			
					CO3		1		
					CO4	2			
	12MBx1H2	Leadership in Organizations	3-0-0	3	CO1	2		3	
					CO2	2			
					CO3			3	
					CO4	2			
2	12MBx1H3	Compensation Management (Pre-requisite: Performance Management Systems)	3-0-0	3	CO1	2	1		
					CO2	2			
					CO3	2			
					CO4		1		
3	12MBx1H4	Strategic Human Resource Management	3-0-0	3	CO1	3	1		
					CO2	3			
					CO3		1		
					CO4	3	1		
	12MBx1H5	Human Resource Development (Pre-requisite: Training & Development)	3-0-0	3	CO1	2	1		

					CO2		2									
					CO3		2			1						
					CO4					1						
	12MBx1H6	Cross Cultural Management	3-0-0	3	CO1		2									
					CO2			3								
					CO3		2									
					CO4						3					
	12MBx1H7	Human Resource Information Systems	3-0-0	3	CO1	2										
					CO2		2									
					CO3					3						
					CO4		2									
	SECTO	ORAL SPECIALIZATION	·								-					
											PC	)				
S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.									1	1	1
						1	2	3	4	5	6	7 8	3 9	0	1	2
						•								1		
	RETAILING															
1	12BB41R0	Overview of Retailing	3-0-0	3	CO1	1	2									
					CO2	1										
					CO3		2									

					CO4	1						
2	12MB51R1	Management of Retail Operations	3-0-0	43	CO1		2					3
		- Postanosa			CO2		2					
					CO3							3
					CO4		2					
	BANKING											
1	12BB41B0	Overview of Banking	3-0-0	3	CO1	1	2					
					CO2	1	2					
					CO3		2					
					CO4	1						
2	12BB51B1	Banking Service Operations	3-0-0	3	CO1		2					3
					CO2		2					
					CO3							3
					CO4		2					
	FOREIGN TRADE											
1	12BB41T0	International Logistics Management	3-0-0	3	CO1	1			2			
					CO2	1						
					CO3				2			

		1			1								
				CO4									
12MB51T1	Export & Import			201		1	3						
	Documentation & Insurance	3-0-0	3	CO1									
				CO2									
				CO3									
				CO4									
				<u> </u>	_	T		•					
HEALTHCARE MA	NAGEMENT												
12BB41D0	Overview of <b>Healthcare Managemen</b> t	3-0-0	3	CO1	1				3				
	Management	3-0-0		CO2	1								
				CO3					3				
					1								
	27 11			CO4	<u> </u>					-			
12BB51D1	Management of Healthcare Operations	3-0-0	3	CO1					3			2	
				CO2					3				
				CO3								2	
				CO4					3				
HOSPITALITY MANAGEMENT													
12BB41V0	Overview of Hospitality Management	3-0-0	3	CO1	3								
				CO2		2							
				CO3					2				

				CO4		2					
12MB51V1	Managing Hospitality Services	3-0-0	3	CO1	3						
				CO2		1					
				CO3					1		
				CO4		2					
INFORMATION TECHNOLOGY											
12BB41I0	IT Enabled Services	3-0-0	3	CO1	2						
				CO2		2					
				CO3		3					
				CO4							3
12MB51I1	Marketing of Software Solutions (Prerequisite: Project Management)	3-0-0	3	CO1		3					
				CO2							3
				CO3		3					
				CO4						2	
MANUFACTURING MANAGEMENT											
12BB41Z0	Overview of Manufacturing Management	3-0-0	3	CO1	3						
				CO2		3					
				CO3				2			
				CO4		2					
12MB51Z1	Operations Strategy	3-0-0	3	CO1	3						

					CO2		3						
					CO3				2				
					CO4		2						
AGRO-BUSI	AGRO-BUSINESS MANAGEMENT												
12BB41	W0	Overview of Agri-business Management	3-0-0	3	CO1	3							
					CO2					2	2		
					CO3		2						
12MB51	W1	Agricultural Marketing	3-0-0	3	CO1	2				2			
					CO2						2		
					CO3		1						