



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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KLUBS 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

- a. 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 & MISSION MAPPING

KL University Vision	KLUBS Vision	
	To be a Centre of excellence	To impart value based management education
To be a globally renowned university	✓	✓

KL University Mission	KLUBS 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 impart quality higher education	✓				
To undertake research and extension with emphasis on application and innovation		✓			
To cater the emerging societal needs through all-round development of students of all sections			✓	✓	
To enable students to be globally competitive and socially responsible citizens with intrinsic values					✓

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.
l. 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

1. Graduates will develop a goal-oriented sense of business purpose.
2. 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.	✓	✓		✓	✓
To nurture the spirit of Entrepreneurship among the students that propagates the business world.	✓			✓	
To train the students in emerging as efficient managers	✓	✓	✓	✓	✓
To equip with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.	✓	✓	✓	✓	✓

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 ever-changing business environment.
a. Core Business Knowledge	✓		
b. Critical Thinking skills			✓
c. Global Perspective		✓	✓
d. Investigation of complex problems			✓
e. Application of Statistical and Analytical tools	✓		✓
f. The Manager and society		✓	
g. Legal Environment and sustainability	✓	✓	
h. Ethics & Corporate Social Responsibility	✓		
i. Individual and team work			✓
j. Communication			✓
k. Project management and finance	✓	✓	
l. Lifelong learning	✓	✓	✓

					C02	3													
					C03							1							
					C04							1							
	15BB21C1	Financial Accounting	4-2-0	5	C01	3												2	
					C02	3													
					C03													2	
					C04	3												2	
	15BB21C2	Business Law	3-0-0	3	C01	1						3							
					C02							3							
					C03	1													
					C04							3							
2	15BB21K3	Foreign Language	2-1-0	3	C01				2										
					C02				2										
					C03				2										
					C04				2										
3	15BB21C4	Statistical Data Analysis	1-0-4	3	C01		3			2									
					C02		3												
					C03					2									
					C04		3												
4	15BB21C5	International Business Environment	3-0-0	3	C01			3				2	1						

5	15BB22C4	Business Research Methods	4-2-0	5	C01				3	2									
					C02				3										
					C03					2									
					C04				3										
6	15HS115	Soft Skills I	2-0-2	3	C01														3
					C02														3
					C03														3
					C04														3
V	YEAR III/SEM V																		
8	15BB31C0	Management Accounting	4-2-0	5	C01	3													2
					C02	3													
					C03														2
					C04	3													2
9	15HS116	Soft Skills 2	1-0-4	3	C01														3
					C02														3
					C03														3
					C04														3
10	15BB31C2	Organizational Behaviour	3-0-0	3	C01	1								2	3				
					C02										3				
					C03									2					

					C02														
					C03														
					C04														
VIII	YEAR IV/SEM VIII																		
1	15BB42N0	Internship	0-0-4	2	C01														
					C02														
					C03														
					C04														
2	15BB42P3	Project	0-0-4	2	C01														
3					C02														
					C03														
4					C04														
	YEAR V/SEM IX																		
	15BB51C0	Seminar Course	0-0-6	3	C01	3													
					C02										2				
					C03		2												
					C04											3			
	15BB51C1	Business Analytics	2-4-0	4	C01						3								
					C02						3								

					C02	1	2												
					C03	1													
					C04		2												
	15MBx1M4	Digital Marketing	3-0-0	3	C01	3	2												
					C02	1	2												
					C03	1													
					C04		2												
	15MBx1M5	Brand Management	3-0-0	3	C01	1	2												
					C02		2												
					C03	3													
					C04		3												
	15MBx1M6	Global Marketing Strategy	3-0-0		C01	1	2												
					C02		3												
					C03	3													
					C04		2												
	15MBx1M7	Social Marketing	3-0-0		C01	1	2												
					C02	3													
					C03		3												
					C04	1													
II																			

					C04	1												
	15MBx1F5	Portfolio Management	2-1-0	3	C01			1	3									
					C02			1	3									
					C03				3									
					C04			1										
	15MBx1F6	Taxation Planning	2-1-0	3	C01		1					3						
					C02		1											
					C03							3						
					C04							3						
	15MBx1F7	International Financial Reporting	2-1-0	3	C01		2											
					C02			3										
					C03												3	
					C04												3	
	15MBx1F8	Accounting & Finance for Multinationals	2-1-0	3	C01										2		3	
					C02										2			
					C03												3	
					C04										2			
III																		
	HR																	
1	15MBx1H0	Performance Management System	3-0-0	3	C01		2					1						

					C02	2												
					C03				2									
					C04	2												
	15MB51V1	Managing Hospitality Services	3-0-0	3	C01	3												
					C02	1												
					C03							1						
					C04	2												
	INFORMATION TECHNOLOGY																	
	15BB41I0	IT Enabled Services	3-0-0	3	C01	2												
					C02	2												
					C03	3												
					C04													3
	15MB51I1	Marketing of Software Solutions (Pre-requisite: Project Management)	3-0-0	3	C01	3												
					C02													3
					C03	3												
					C04												2	
	MANUFACTURING MANAGEMENT																	
	15BB41Z0	Overview of Manufacturing Management	3-0-0	3	C01	3												
					C02	3												
					C03							2						

