

# 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>

# KLU BUSINESS SCHOOL BBA-MBA INTEGRATED PROGRAM CO-PO ARTICULATION MATRIX AY 2015-16

					Course						P	0						PS	0
S.No.	Course code	Course Name	L-T-P	Cr	Outcomes	1	2	3	4	5	6	7	8	9	1 0	1 1	1 2	1	2
I	YEAR I/SEM I								•										
1	15HS109	English Language Skills I	2-2-0	3	CO1										3				
					CO2										3				
					CO3										3				
					CO4										3				
2	15BS114	Business Mathematics	3-2-0	4	CO1	3				1									
					CO2		2												
					CO3		2												
					CO4	3													
3	15ES119	Introduction to IT	1-0-4	3	CO1					3									
					CO2					3									
					CO3					3									

					CO4		3				
4	15HS110	Human Skills	3-0-0	3	CO1			2	3 1		
					CO2				3		
					CO3			2	1		
					CO4				1		
	15BB11C4	Perspectives of Management	3-0-0	3	CO1	3					
					CO2	3					
					CO3	3					
					CO4	3					
	15BB11K5	Business Communication	2-2-0	3	CO1				3		
					CO2				3		
					CO3				3		
					CO4				3		
II	YEAR I/SEM I	I									
1	15HS111	English Language Skills II	2-2-0	3	CO1				3		
					CO2				3		
					CO3				3		
					CO4				3		
2	15BB12C1	Introduction to Financial Accounting	3-4-0	5	CO1	3				2	
					CO2	3					

					CO3					2		
					CO4					2		
3	15BS115	Business Statistics	3-4-0	5	CO1	3	1					
					CO2	3						
					CO3	3	1					
					CO4		1					
4	15BB12C3	Indian Business Environment	3-0-0	3	CO1	3		2	1			_
					CO2			2				_
					CO3				1			_
					CO4			2	1			
5	15BB12C4	Managerial Economics	3-0-0	3	CO1	3			1			
					CO2	3			1			
					CO3	3						
					CO4				1			
6	15HS112	Environment Science	3-0-0	2	CO1			1	3			
					CO2				3			
					CO3				3			
					CO4			1	3			
III	YEAR II/SEM	III					 					
1	15BB21C0	Macro Economics	3-0-0	3	CO1	3			1			

					CO2	3									
					CO3						1				
					CO4						1				
	15BB21C1	Financial Accounting	4-2-0	5	CO1	3							2		
					CO2	3									
					CO3								2		
					CO4	3							2		
	15BB21C2	Business Law	3-0-0	3	CO1	1					3				
					CO2						3				
					CO3	1									
					CO4						3				
2	15BB21K3	Foreign Language	2-1-0	3	CO1			2							
					CO2			2							
					CO3			2							
					CO4			2							
3	15BB21C4	Statistical Data Analysis	1-0-4	3	CO1		3			2					
					CO2		3								
					CO3				:	2					
					CO4		3								
4	15BB21C5	International Business Environment	3-0-0	3	CO1			3		2	1				

					CO2		3						
					CO3			2	1				
					CO4			2					
IV	YEAR II/SEM	IV											
1	15BB22C0	Company Law	3-0-0	3	CO1	1			3				
					CO2				3				
					CO3	1							
					CO4				3				
2	15BB22C1	Financial Management	4-2-0	5	CO1	3					2	1	
					CO2	3							
					CO3	3					2		
					CO4						2	1	
3	15BB22C2	Business Report Writing	2-2-0	3	CO1					3		1	
					CO2					3			
					CO3							1	
					CO4					3			
4	15BB22C3	Taxation	3-4-0	5	CO1	1			3				
					CO2				3				
					CO3	1							
					CO4				3				

5	15BB22C4	Business Research Methods	4-2-0	5	CO1			3 2					
					CO2		3	3					
					CO3			2					
					CO4			3					
6	15HS115	Soft Skills I	2-0-2	3	CO1					3			
					CO2					3			
					CO3					3			
					CO4					3			
V	YEAR III/SEM	V	•		•								
8	15BB31C0	Management Accounting	4-2-0	5	CO1	3					2		
					CO2	3							
					CO3						2		
					CO4	3					2		
9	15HS116	Soft Skills 2	1-0-4	3	CO1					3			
					CO2					3			
					CO3					3			
					CO4					3			
10	15BB31C2	Organizational Behaviour	3-0-0	3	CO1	1			2				
					CO2					3			
					CO3				2				

					CO4	1				2			
11	15BB31C3	Marketing Management	3-0-0	3	CO1	3	1						
					CO2	3							
					CO3		1						
					CO4	3	1		$\dagger$				
12	15BB31C4	Business Case studies	2-4-0	4	CO1		3	2					
					CO2		3						
					CO3			2					
					CO4		3						
13	15BB31C5	Project Management	3-2-0	4	CO1							3	
					CO2							3	
					CO3							3	
					CO4							3	
VI	YEAR III/SEM	I VI											
15	15BB32C0	Operations Management	3-2-0	4	CO1	3		2				1	
					CO2	3						1	
					CO3			2				1	
					CO4	3							
16	15BB32C1	Human Resource Management	3-0-0	3	CO1	3					2		
					CO2	3							

					CO3					2			
					CO4					2			
17	15BB32C2	Management Information Systems	3-0-0	3	CO1		3	3					
					CO2		3	3					
					CO3		3						
					CO4		3	3					
1	15BB32C3	Innovation & Entrepreneurship	3-0-0	3	CO1		3				2		
					CO2		3						
					CO3						2		
					CO4		3				2		
2	15BB32C4	Strategic Management	4-0-0	4	CO1	3		2	1				
					CO2	3							
					CO3			2	1				
					CO4	3			1				
3	15BB32C7	Management of SME's	3-0-0	3	CO1						3		
					CO2						3		
					CO3						3		
					CO4						3		
VII	YEAR IV/SEM	I VII					•		•	•	•		
1	15BB41C0	Business Case Studies	3-2-0	4	CO1	3	2						

	T		1			1 1						
					CO2	3						
					CO3		2					
					CO4	3						
2	15BB41C1	Business Ethics & Corporate Governance	3-0-0	3	CO1			1	3			
					CO2			1				
					CO3				3			
					CO4			1				
3	15BB41XX	Elective -1	3-0-0	3	CO1							
					CO2							
					CO3							
					CO4							
4	15BB41XX	Elective -2	3-0-0	3	CO1							
					CO2							
					CO3							
					CO4							
	15BB41XX	Elective -3			CO1							
					CO2							
					CO3							
					CO4							
	15BB41XX	Elective (Sectoral)			CO1							

		1									1	1	
					CO2								
					CO3								
					CO4								
VIII	YEAR IV/SEM	VIII						•					
1	15BB42N0	Internship	0-0-4	2	CO1								
					CO2								
					CO3								
					CO4								
2	15BB42P3	Project	0-0-4	2	CO1								
3					CO2								
					CO3								
4					CO4								
	YEAR V/SEM												
	IX												
	15BB51C0	Seminar Course	0-0-6	3	CO1	3							
					CO2					2	:		
					CO3		2						
					CO4						3		
	15BB51C1	Business Analytics	2-4-0	4	CO1				3			_	
					CO2				3				

		C03	3		
		C04	3		
15MB51XX	Elective 1	C01			
		CO2			
		C03			
		C04			
15MB51XX	Elective 2	C01			
		C02			
		C03			
		C04			
15MB51XX	Elective 3	C01			
		C02			
		C03			
		C04			
15MB51XX	Elective (Sectoral)	C01			
		CO2			
		C03			
		C04			
YEAR V/SEM X					
15MB52E0	Management Application Project	C01			

		CO2							
		CO3							
		CO4							

## FUNCTIONAL SPECIALIZATIONS

											P	0					
S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.										1	1	1
						1	2	3	4	5	6	7	8	9	0	1	2
			·														
	MARKETING																
1	15MBx1M0	Consumer Behaviour	3-0-0	3	CO1	1	2										
					CO2	1	2										
					CO3		2										
					CO4	1											
2	15MBx1M1	Services Marketing	3-0-0	4	CO1	1	2										
					CO2		2										
					CO3	1											
					CO4	1	2										
3	15MBx1M2	International Marketing	3-0-0	3	CO1			3									
					CO2			3									
					CO3			3									
					CO4			3									
4	15MBx1M3	Sales and Distribution Management	3-0-0	3	CO1	1	2										

						1	2					$\overline{}$
					CO2							
					CO3	1						
					CO4		2					
	15MBx1M4	Digital Marketing	3-0-0	3	CO1	3	2					
					CO2	1	2					
					CO3	1						
					CO4		2					
	15MBx1M5	Brand Management	3-0-0	3	CO1	1	2					
					CO2		2					
					CO3	3						
					CO4		3					
	15MBx1M6	Global Marketing Strategy	3-0-0		CO1	1	2					
					CO2		3					
					CO3	3						
					CO4		2					
	15MBx1M7	Social Marketing	3-0-0		CO1	1	2					
					CO2	3						
					CO3		3					
**					CO4	1						

II

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

					CO4	1								
	15MBx1F5	Portfolio Management	2-1-0	3	CO1			1	3					
					CO2			1	3					
					CO3				3					
					CO4			1						
	15MBx1F6	Taxation Planning	2-1-0	3	CO1		1			3				
					CO2		1							
					CO3					3				
					CO4					3				
	15MBx1F7	International Financial Reporting	2-1-0	3	CO1		2							
					CO2			3						
					CO3							3		
					CO4							3		
	15MBx1F8	Accounting & Finance for Multinationals	2-1-0	3	CO1						2		3	
					CO2						2			
					CO3								3	
					CO4						2			
III														
	HR													
1	15MBx1H0	Performance Management System	3-0-0	3	CO1		2		1					

					CO2	2			
					CO3	2	1		
					CO4		1		
	15MBx1H1	Training and Development	3-0-0	3	CO1	2	1		
					CO2	2			
					CO3		1		
					CO4	2			
	15MBx1H2	Leadership in Organizations	3-0-0	3	CO1	2		3	
					CO2	2			
					CO3			3	
					CO4	2			
2	15MBx1H3	Compensation Management (Pre-requisite: Performance Management Systems)	3-0-0	3	CO1	2	1		
					CO2	2			
					CO3	2			
					CO4		1		
3	15MBx1H4	Strategic Human Resource Management	3-0-0	3	CO1	3	1		
					CO2	3			
					CO3		1		
					CO4	3	1		

		Human Resource Development	3-0-0	3												
	15MBx1H5	(Pre-requisite: Training & Development)			CO1		2			1						
		Бечеюринене					2									
					CO2		2			1						
					CO3											
					CO4					1						
	15MBx1H6	Cross Cultural Management	3-0-0	3	CO1		2									
					CO2			3								
					CO3		2									
					CO4						3					
	15MBx1H7	Human Resource Information Systems	3-0-0	3	CO1	2										
					CO2		2									
					CO3					3						
					CO4		2									
	SECTO	RAL SPECIALIZATION	•				•	•	•				,	•	•	
											P	0				
S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.									1	1	1
						1	2	3	4	5	6	7	8 9	0	1	2
							·									
	RETAILING															
1	15BB41R0	Overview of Retailing	3-0-0	3	CO1	1	2									

					CO2	1						
					CO3		2					
					CO4	1						
2	15MB51R1	Management of Retail Operations	3-0-0	43	CO1		2				3	3
					CO2		2					
					CO3						3	3
					CO4		2					
	BANKING											
1	15BB41B0	Overview of Banking	3-0-0	3	CO1	1	2					
					CO2	1	2					
					CO3		2					
					CO4	1						
2	15BB51B1	Banking Service Operations	3-0-0	3	CO1		2				3	3
					CO2		2					
					CO3							3
					CO4		2					
	FOREIGN TRADE											
1	15BB41T0	International Logistics Management	3-0-0	3	CO1	1			2			

					1							
				CO2	1			_				
				CO3				2				
				CO4	1							
15MB51T1	Export & Import Documentation & Insurance	3-0-0	3	CO1		1	3					
				CO2								
				CO3								
				CO4								
		•	1			I.				 , I	•	
HEALTHCARE MA	NAGEMENT											
15BB41D0	Overview of <b>Healthcare Managemen</b> t	3-0-0	3	CO1	1				3			
				CO2	1							
				CO3					3			
				CO4	1							
15BB51D1	Management of Healthcare Operations	3-0-0	3	CO1					3		2	
				CO2					3			
				CO3							2	
				CO4					3			
HOSPITALITY MANAGEMENT												
15BB41V0	Overview of Hospitality Management	3-0-0	3	CO1	3							

				CO2		2							
				CO3				2					
				CO4		2							
15MB51V	1 Managing Hospitality Services	3-0-0	3	CO1	3								
				CO2		1							
				CO3						1			
				CO4		2							
INFORMATIO TECHNOLOG													
15BB41I(	IT Enabled Services	3-0-0	3	CO1	2								
				CO2		2							
				CO3		3							
				CO4									3
15MB51I	Marketing of Software Solutions (Prerequisite: Project Management)	3-0-0	3	CO1		3							
				CO2									3
				CO3		3							
				CO4							2		
MANUFACTU MANAGEME													
15BB41Z0	Overview of Manufacturing Management	3-0-0	3	CO1	3								
				CO2		3							
				CO3				2	2				

				CO4		2					
15MB51Z1	Operations Strategy	3-0-0	3	CO1	3						
				CO2		3					
				CO3				2			
				CO4		2					
AGRO-BUSINESS M	MANAGEMENT										
15BB41W0	Overview of Agri-business Management	3-0-0	3	CO1	3						
				CO2					2	2	
				CO3		2					
15MB51W1	Agricultural Marketing	3-0-0	3	CO1	2				2		
				CO2						2	
				CO3		1					