



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	✓	✓	✓

KLU BUSINESS SCHOOL
BBA-MBA INTEGRATED PROGRAM
CO-PO ARTICULATION MATRIX AY 2016-17

S.No.	Course code	Course Name	L-T-P	Cr	Course Outcomes	PO												PSO				
						1	2	3	4	5	6	7	8	9	10	11	12	1	2			
I	YEAR I/SEM I																					
1	17HS109	English Language Skills I	2-2-0	3	C01												3					
					C02												3					
					C03												3					
					C04												3					
2	15BS114	Business Mathematics	3-2-0	4	C01	3				1												
					C02		2															
					C03		2															
					C04	3																
3	15ES119	Introduction to IT	1-0-4	3	C01					3												
					C02					3												
					C03					3												
					C04					3												
4	17HS110	Human Skills	3-0-0	3	C01									2	3	1						

3	15BS115	Business Statistics	4-2-0	5	C01	3				1								
					C02	3												
					C03	3				1								
					C04					1								
4	17BB12C3	Indian Business Environment	3-0-0	3	C01	3				2	1							
					C02					2								
					C03						1							
					C04					2	1							
5	17BB12C4	Managerial Economics	3-0-0	3	C01	3					1							
					C02	3					1							
					C03	3												
					C04						1							
6	17HS112	Environment Science	3-0-0	2	C01					1	3							
					C02					1	3							
					C03						3							
					C04					1	3							
III	YEAR II/SEM III																	
1	17BB21C0	Macro Economics	3-0-0	3	C01	3					1							
					C02	3												
					C03						1							

					C04							1						
	17BB21C1	Financial Accounting	4-2-0	5	C01	3												2
					C02	3												
					C03													2
					C04	3												2
	17BB21C2	Fundamentals of Income Tax	4-2-0	3	C01	1						3						
					C02							3						
					C03	1												
					C04							3						
2	17BB21K3	Foreign Language	2-0-2	3	C01			2										
					C02			2										
					C03			2										
					C04			2										
3	17BB21C4	Statistical Data Analysis	1-0-4	3	C01		3			2								
					C02		3											
					C03					2								
					C04		3											
4	17BB21K5	Business Communication	2-2-0	3	C01			3			2	1						
					C02			3										
					C03						2	1						

					C04						2							
IV	YEAR II/SEM IV																	
1	17BB22C0	Company Law	3-0-0	3	C01	1						3						
					C02							3						
					C03	1												
					C04							3						
2	17BB22C1	Financial Management	4-2-0	5	C01	3										2	1	
					C02	3												
					C03	3										2		
					C04											2	1	
3	17BB22C2	International business Environment	3-0-0	3	C01										3		1	
					C02										3			
					C03												1	
					C04										3			
4	17BB22C3	Assessment of Direct taxes	4-2-0	5	C01	1						3						
					C02							3						
					C03	1												
					C04							3						
5	17BB22C4	Business Research Methods	3-2-0	5	C01					3	2							
					C02					3								

					C02	3													
					C03		1												
					C04	3	1												
12	17BB31C4	Business Analytics	2-4-0	3	C01		3	2											
					C02		3												
					C03			2											
					C04		3												
13	17BB31C5	Project Management	3-2-0	4	C01													3	
					C02													3	
					C03													3	
					C04													3	
VI	YEAR III/SEM VI																		
15	17BB32C0	Operations Management	3-2-0	4	C01	3		2										1	
					C02	3												1	
					C03			2										1	
					C04	3													
16	17BB32C1	Human Resource Management	3-0-0	3	C01	3							2						
					C02	3													
					C03								2						
					C04								2						

FUNCTIONAL SPECIALISATIONS														
S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.	P0					PSO			
						1	2	3	4	5	6	7	1	2
	MARKETING													
1	17MB61M0	Consumer Behaviour	3-0-0	3	C01				1	2	3			
					C02					2	3			
					C03						3			
					C04				1					
2	17MB61M1	Services Marketing	3-0-0	3	C01				2					
					C02				2					
					C03						3			
					C04				2		3			
3	17MB61M2	B2B Marketing	3-0-0	3	C01		2							
					C02		2							
					C03						3			
					C04						3			
4	17MB61M3	International Marketing	3-0-0	3	C01	1								
					C02	1								
					C03			3						
					C04			3						

5	17MB62M4	Sales and Distribution Management	3-0-0	3	C01	1								
					C02	1								
					C03						2			
					C04						2			
6	17MB62M5	Business Analytics in Marketing	3-0-0	3	C01	1	2					3		
					C02	1								
					C03	1	2							
					C04		2							
7	17MB62M6	Brand Management	3-0-0	3	C01	1								
					C02	1								
					C03							2		
					C04							2		
8	17MB62M7	Customer Relationship Management	3-0-0	3	C01					2				
					C02			1	2					
					C03				2					
					C04				2					
FINANCE														
1	17MB61F0	Financial Services and Markets	3-0-0	3	C01	1								

					C02	1							
					C03						2		
					C04						2		
2	17MB61F1	Security Analysis & Portfolio Management	2-2-0	3	C01		1				2		
					C02		1					2	
					C03						2		
					C04							2	
3	17MB61F2	International Financial Management	2-2-0	3	C01			3	1				
					C02			3					
					C03				1				
					C04			3	1				
4	17MB61F3	Principles of Taxation	2-2-0	3	C01	1							
					C02	1							
					C03						3		
					C04						3		
5	17MB62F4	Financial Derivatives (Pre-requisite: Security Analysis)	2-2-0	3	C01		1	2					
					C02		1	2					
					C03						3		

					C04		2			3			
6	17MB62F5	Business Analytics in Finance	2-2-0	3	C01	1	2						
					C02	1	2						
					C03		2				3		
					C04						3		
7	17MB62F6	Planning and Assessment of Income Tax	2-2-0	3			2						
					C01								
					C02		2						
					C03						3		
					C04						3		
8	17MB62F7	Project Management	2-2-0	3	C01	1							
					C02	1					3		
					C03						3		
					C04						3		

5	17MB62H4	Compensation Management (Pre-requisite: Performance Management Systems)	3-0-0	3	C01						3			
					C02						3			
					C03						3			
					C04						3			
6	17MB62H5	Strategic Human Resource Management	3-0-0	3	C01			3						
					C02						1			
					C03						1			
					C04			3			1			
7	17MB62H6	Human Resource Development(Pre-requisite: Training & Development)	3-0-0	3	C01		1							
					C02		1							
					C03						3			
					C04						3			
8	17MB62H7	Business Analytics in HR	3-0-0	3	C01	1								
					C02	1								

					C03							3		
					C04							3		
9	17MB62H8	Organizational Change & Development	3-0-0	3			3							
					C01									
					C02		3							
					C03		3				2			
					C04						2			
	BUSINESS ANALYTICS													
	17MB61U0	Advanced Analytics with R	3-0-0	3					2					
					C01				2					
					C02				2					
					C03						2			
					C04						2			
	17MB61U1	Business Analytics in Marketing -I	2-0-2	3					2					
					C01				2					
					C02				2					
					C03						2			
					C04						2			
	17MB61U2	Business Analytics in HR -I	2-0-2	3					2					
					C01				2					
					C02				2					
					C03						2			

					C04							2		
	17MB61U3	Business Analytics in Finance -I	2-0-2	3	C01				2					
					C02				2					
					C03							2		
					C04							2		
	17MB62U4	Business Forecasting & Econometrics	3-0-0	3	C01				2					
					C02				2					
					C03							2		
					C04							2		
	17MB62U5	Business Analytics in Marketing -II	2-0-2	3	C01				2					
					C02				2					
					C03							2		
					C04							2		
	17MB62U6	Business Analytics in HR –II	2-0-2	3	C01				2					
					C02				2					
					C03							2		
					C04							2		
	17MB62U7	Business Analytics in Finance -II	2-0-2	3	C01				2					

					C02				2					
					C03							2		
					C04							2		
	DIGITAL MARKETING													
	17MB61K0	Media Planning	3-0-0	3	C01		2							
					C02		2							
					C03						2			
					C04						2			
	17MB61K1	SEO	3-0-0	3	C01				2					
					C02				2					
					C03						2			
					C04						2			
	17MB61K2	Affiliate marketing	3-0-0	3	C01		2							
					C02		2							
					C03				2					
					C04				2					
	17MB61K3	Social Media Marketing & Analytics	3-0-0	3	C01		2							
					C02		2							

SECTORAL SPECIALISATIONS													
RETAILING													
1	17MB61R0	Overview of Retailing	3-0-0	3	C01	2					1		
					C02	2							
					C03						1		
					C04						1		
2	17MB62R1	Management of Retail Operations	3-0-0	3	C01	2	1						
					C02	2							
					C03		1						
					C04	2							
BANKING													
1	17MB61B0	Overview of Banking	3-0-0	3	C01	1					2		
					C02	1							
					C03						2		
					C04						2		
2	17MB62B1	Banking Service Operations	3-0-0	3	C01		2						
					C02		2						
					C03						2		
					C04						2		

S.No.	Course code	Course Name	L-T-P	Cr	COURSE OUTCOM E	PSO									
						1	2	3	4	5	6	7	1	2	
FOREIGN TRADE															
1	17MB61T0	International Logistics Management	3-0-0	3	C01	2									
					C02							1			
					C03	2									
					C04	2									
2	17MB62T1	Export, Import Documentation & Insurance	3-0-0	3	C01	1						1			
					C02	1									
					C03		2					1			
					C04		2								

HEALTH CARE															
1	17MB61D0	Overview of Healthcare Management	3-0-0	3	C01	1									
					C02	1									
					C03							3			
					C04							3			

					C02		1							
					C03			2						
					C04			2						
PHARMACEUTICAL MARKETING														
	16MB61P0	Pharmaceutical Marketing Management	3-0-0	3	C01		2							
					C02		2							
					C03							1		
					C04		2					1		
	16MB62P1	Advanced Pharmaceutical Marketing Management	3-0-0	3	C01		2					1		
					C02		2							
					C03							1		
					C04							1		
BUSINESS ANALYTICS														
	16MB61A0	Overview of Business Analytics	3-0-0	3	C01	1	1							
					C02	1	1							
					C03								2	
					C04		1						2	
	16MB62A1	Advanced Business Analytics	3-0-0	3	C01	1		1						
					C02	1								

