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

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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.

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
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 & MISSSION 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
MBA PEO'S & PO'S

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 Post-graduate Management program, and are those that compliment the university vision, mission.

PROGRAM EDUCATION OBJECTIVES:

1. Make students to apply techniques of business analysis, data management and problem-solving skills in order to support business management decision-making in the field of relevance.
2. Inculcate leadership skills needed for implementing and coordinating organizational activities and managing change to explore business problems in depth for developing their functional knowledge to think strategically and to lead, motivate and manage teams across borders.
3. Nurture with abilities to integrate business knowledge and management techniques to aid planning and control in a changing environment and to enhance better career paths.

These PEOs are designed to be attained by all the post-graduates within 2 years of their education.

PROGRAM OUTCOMES (PO's)

PO Number	Description
a. **Core Business Knowledge**	Able to synthesize the knowledge, management skills, and tools acquired in the program, which will be helpful to shape the organizations effectively.
b. **Career Planning and Decision Making**	Able to excel in their chosen career paths, by learning on how to live, adapt and manage business environmental change through decision making.
c. **Critical Thinking and Leadership**	Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments.
d. **Manager & Society**	Able to emerge as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.
e. **Team Building & Business Communication**	Able to communicate effectively and to perform different roles efficiently as an individual or in a team in multi-disciplinary streams with entrepreneurial edge.
f. **Business perspective and Sustainability**	Able to gain an understanding of professional, legal, financial, marketing, production & operational activities, logistics, ethical, social issues and responsibilities
g. **Application of Statistical and Analytical tools**	Able to gain knowledge of contemporary issues and develops an art of using current techniques, skills and necessary analytical tools for managerial practice.

PROGRAM SPECIFIC OUTCOMES – MBA PROGRAM

1. Graduates will be able to inculcate leadership, managerial and entrepreneurial competencies and strengthen their expertise in implementation of strategies and the management of complex situation.

2. Graduates will develop professional skills that prepare them for immediate employment and for life-long learning in advanced areas of management and related fields

MISSION - PEO MAPPING
MBA 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.
Make students to apply techniques of business analysis, data management and problem-solving skills in order to support decision-making	✓	✓	✓	✓	
Inculcate leadership skills needed for implementing and coordinating organizational activities	✓			✓	
Managing change to explore business problems in depth for developing their functional knowledge		✓		✓	✓
To think strategically and to lead, motivate and manage teams across borders	✓		✓	✓	✓
Nurture with abilities to integrate business knowledge and management techniques	✓	✓	✓	✓	
To aid planning and control in a changing environment and to enhance better career paths.	✓	✓		✓	✓

K L U BUSINESS SCHOOL
MBA PEO – PO MATRIX

PO	PEO		
	Make students to apply techniques of business analysis, data management and problem-solving skills in order to support business management decision-making in the field of relevance.	Inculcate entrepreneurial & leadership skills needed for implementing and co-ordinating organizational activities and managing change to explore business problems in depth for developing their functional knowledge to think strategically and to lead, motivate and manage teams across borders.	Nurture with abilities to integrate business knowledge and management techniques to aid planning and control in a changing environment and to enhance better career paths. .
a. **Core Business Knowledge**	✓		✓
b. **Career Planning and Decision Making**	✓	✓	✓
c. **Critical Thinking and Leadership**		✓	
d. **Manager & Society**			✓
e. **Team Building & Business Communication**.		✓	
f. **Business perspective and Sustainability**	✓		
g. **Application of Statistical and Analytical tools**	✓		✓

S.No.	Course code	Course Name	L-T-P	Cr	Course Outcomes	PO 1	2	3	4	5	6	7	PSO 1	2
						1	**2**	**3**	**4**	**5**	**6**	**7**	**1**	**2**
I					**YEAR I/ SEM I**									
1	15MB51C0	Quantitative Methods	3-0-0	3	CO1	1								
					CO2	1						3		
					CO3							3		
					CO4							3		
2	15MB51C1	Indian Business Environment	3-0-0	3	CO1		3							
					CO2		3							
					CO3			3						
					CO4			3						
3	15MB51C2	Managerial Economics	3-0-0	3	CO1			2	3					
					CO2			2						

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

S.No	Code	Course	L-T-P	Credits	CO	1	2	3	4	5	6	7	8	9	10
					CO3			3							
					CO4			3							
4	15MB51C3	Financial and Management Accounting	2-2-0	4	CO1	2									
					CO2				3						
					CO3	1									
					CO4				3						
5	15MB51C4	Marketing Management	3-0-0	3	CO1	2									
					CO2				3						
					CO3	2									
					CO4				3						
6	15MB51C5	Organizational Behavior	3-0-0	3	CO1					2					
					CO2						3				
					CO3					2	3				
					CO4						3				
7	15ES120	IT for Managers	1-2-0	3	CO1				1						
					CO2				1						
					CO3							3			
					CO4							3			
8	15MB51K7	Business Communication			CO1	1									
					CO2	1					3				

#	Code	Course	L-T-P	C	CO									
					CO3				3					
					CO4				3					
II	**YEAR I/ SEM II**													
1	15MB52C0	Human Resource Management	3-0-0	3	CO1			2						
					CO2				3					
					CO3				3					
					CO4			2	3					
2	15MB52C1	Financial Management	2-2-0	4	CO1	2								
					CO2	2			3					
					CO3				3					
					CO4				3					
3	15MB52C2	Business Research Methodology	3-0-0	3	CO1							2		
					CO2							2		
					CO3			3						
					CO4			3						
4	15MB52C3	International Business Environment	3-0-0	3	CO1		1	2						
					CO2		1							
					CO3			2						
					CO4			2						
5	15MB52C	Operations Management	3-0-0	3	CO1	1			2					

S.No	Code	Course	L-T-P	Credit	CO	1	2	3	4	5	6	7	8	9	10
	4														
					CO2	1		2							
					CO3				3						
					CO4			2	3						
6	15MB52C5	Business Legislation	3-0-0	3	CO1		1								
					CO2		1								
					CO3				3						
					CO4				3						
7	15MB52C6	Enterprise Resource Planning	3-0-0	3	CO1		1								
					CO2		1								
					CO3					2					
					CO4		1			2					
8	15HS113	Soft Skills I	1-0-2	3	CO1	1									
					CO2	1			3						
					CO3				3						
					CO4				3						
III		YEAR II/ SEM I													
1	15MB61C0	Strategic Management	3-0-0	3	CO1	1	2								
					CO2	1	2								
					CO3			3							

#	Course Code	Course Name	L-T-P	Credits	CO									
					CO4		2	3						
2	15HS114	Soft Skills 2	1-0-2	3	CO1	1			3					
					CO2	1			3					
					CO3				3					
					CO4				3					
3	15MB61XX	Elective -1	3-0-0	3	CO1									
					CO2									
					CO3									
					CO4									
4	15MB61XX	Elective -2	3-0-0	3	CO1									
					CO2									
					CO3									
					CO4									
5	15MB61XX	Elective -3	3-0-0	3	CO1									
					CO2									
					CO3									
					CO4									
6	15MB61XX	Elective -4	3-0-0	3	CO1									
					CO2									
					CO3									

#	Code	Course	L-T-P	Credits	CO										
					CO4										
7	15MB61XX	Elective (Sectoral)	3-0-0	3	CO1										
					CO2										
					CO3										
					CO4										
8	15MB62E8	Management Research Project	3-0-6	9	CO1										
					CO2										
					CO3										
					CO4										
IV				**YEAR II/ SEM II**											
1	15MB61C1	Management Control Systems	3-0-0	3	CO1		1								
					CO2		1								
					CO3		1			3					
					CO4				3						
2	15MB62C1	Business Ethics & Corporate Governance	3-0-0	3	CO1				3						
					CO2				3						
					CO3				3						
					CO4				3						
3	16MB62C2	Entrepreneurship	3-0-0	3	CO1			2	3						

					CO2											
					CO3											
					CO4											
4	15MB62XX	Elective -1	3-0-0	3	CO1											
					CO2											
					CO3											
					CO4											
5	15MB62XX	Elective -2	3-0-0	3	CO1											
					CO2											
					CO3											
					CO4											
6	15MB62XX	Elective -3	3-0-0	3	CO1											
					CO2											
					CO3											
					CO4											
7	15MB62XX	Elective -4	3-0-0	3	CO1											
					CO2											
					CO3											
					CO4											
8	15MB62X	Elective (Sectoral)	3-0-0	3	CO1											

S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.									
	X													
					CO2									
					CO3									
					CO4									

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	15MB61M0	Consumer Behaviour	3-0-0	3	CO1				1	2	3			
					CO2					2	3			
					CO3						3			
					CO4				1					
2	15MB61M1	Services Marketing	3-0-0	3	CO1				2					
					CO2				2					
					CO3						3			
					CO4				2		3			
3	15MB61M2	B2B Marketing	3-0-0	3	CO1		2							
					CO2		2							
					CO3						3			

Sl. No.	Course Code	Course Name	L-T-P	Credits	CO											
					CO4			3								
4	15MB61M3	International Marketing	3-0-0	3	CO1	1										
					CO2	1										
					CO3		3									
					CO4		3									
5	15MB62M4	Sales and Distribution Management	3-0-0	3	CO1	1										
					CO2	1										
					CO3			2								
					CO4			2								
6	15MB62M5	Business Analytics in Marketing	3-0-0	3	CO1	1	2			3						
					CO2	1										
					CO3	1	2									
					CO4		2									
7	15MB62M6	Brand Management	3-0-0	3	CO1	1										
					CO2	1										
					CO3			2								
					CO4			2								
8	15MB62M7	Customer Relationship Management	3-0-0	3	CO1			2								
					CO2		1	2								

Sl.No	Code	Course	L-T-P	Credits	CO										
					CO3				2						
					CO4				2						
FINANCE															
1	15MB61F0	Financial Services and Markets	3-0-0	3	CO1	1									
					CO2	1									
					CO3					2					
					CO4					2					
2	15MB61F1	Security Analysis& Portfolio Management	2-2-0	3	CO1		1			2					
					CO2		1					2			
					CO3					2					
					CO4							2			
3	15MB61F2	International Financial Management	2-2-0	3	CO1			3	1						
					CO2			3							
					CO3				1						
					CO4			3	1						
4	15MB61F3	Principles of Taxation	2-2-0	3	CO1	1									
					CO2	1									
					CO3					3					
					CO4					3					

Sl No	Course Code	Course Name	L-T-P	Credits	CO	1	2	3	4	5	6	7	8	9	10
5	15MB62F4	Financial Derivatives (Pre-requisite: Security Analysis)	2-2-0	3	CO1	1	2								
					CO2	1	2								
					CO3				3						
					CO4		2		3						
6	15MB62F5	Business Analytics in Finance	2-2-0	3	CO1	1	2								
					CO2	1	2								
					CO3		2				3				
					CO4						3				
7	15MB62F6	Planning and Assessment of Income Tax	2-2-0	3	CO1		2								
					CO2		2								
					CO3				3						
					CO4				3						
8	15MB62F7	Project Management	2-2-0	3	CO1	1									
					CO2	1			3						
					CO3				3						
					CO4				3						

S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.	PSO							1	2
						1	2	3	4	5	6	7		
					HR									
1	15MB61H0	Performance Management System	3-0-0	3	CO1		2							
					CO2		2							
					CO3						3			
					CO4						3			
2	15MB61H1	Training and Development	3-0-0	3	CO1					3	2			
					CO2						2			
					CO3					3				
					CO4					3				
3	15MB61H2	Industrial Relations & Labour Legislation	3-0-0	3	CO1		2							
					CO2		2							
					CO3						3			
					CO4						3			
4	15MB61H3	Leadership in Organizations	3-0-0	3	CO1			3		2				
					CO2									
					CO3			3		2				
					CO4			3						
5	15MB62H4	Compensation	3-0-0	3	CO1						3			

Sl. No	Course Code	Course Title	L-T-P	Credits	CO										
		Management (Pre-requisite: Performance Management Systems)													
					CO2							3			
					CO3							3			
					CO4							3			
6	15MB62H5	Strategic Human Resource Management	3-0-0	3	CO1				3						
					CO2							1			
					CO3							1			
					CO4				3			1			
7	15MB62H6	Human Resource Development(Pre-requisite: Training & Development)	3-0-0	3	CO1	1									
					CO2	1									
					CO3					3					
					CO4					3					
8	15MB62H7	Business Analytics in HR	3-0-0	3	CO1	1									
					CO2	1									
					CO3								3		
					CO4								3		

No.	Code	Course	L-T-P	Credits	CO								
9	15MB62H8	Organizational Change & Development	3-0-0	3	CO1	3							
					CO2	3							
					CO3	3				2			
					CO4					2			

SECTORAL SPECIALISATIONS

					RETAILING								
1	15MB61R0	Overview of Retailing	3-0-0	3	CO1	2				1			
					CO2	2							
					CO3					1			
					CO4					1			
2	15MB62R1	Management of Retail Operations	3-0-0	3	CO1	2	1						
					CO2	2							
					CO3		1						
					CO4	2							

					BANKING								
1	15MB61B0	Overview of Banking	3-0-0	3	CO1	1				2			
					CO2	1							
					CO3					2			
					CO4					2			

2	15MB62B1	Banking Service Operations	3-0-0	3	CO1		2							
					CO2		2							
					CO3					2				
					CO4					2				

S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.	PSO								
						1	2	3	4	5	6	7	1	2
					FOREIGN TRADE									
1	15MB61T0	International Logistics Management	3-0-0	3	CO1	2								
					CO2						1			
					CO3	2								
					CO4	2								
2	15MB62T1	Export, Import Documentation & Insurance	3-0-0	3	CO1	1					1			
					CO2	1								
					CO3		2				1			
					CO4		2							

S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.	PSO								
					HEALTH CARE	1	2	3	4	5	6	7	1	2
1	15MB61D0	Overview of Healthcare Management	3-0-0	3	CO1	1								
					CO2	1								
					CO3						3			
					CO4						3			
2	15MB62D1	Management of Healthcare Operations	3-0-0	3	CO1						3			
					CO2						3			
					CO3						3			

Code	Course	L-T-P	Credits	CO	1	2	3	4	5	6	7	8
				CO4							3	
DIGITAL MARKETING												
16MB61M0	Overview of Digital Marketing	3-0-0	3	CO1	1						2	
				CO2	1							
				CO3		1						
				CO4	1						2	
16MB62M1	Advanced Digital Marketing	3-0-0	3	CO1						1		
				CO2						1		
				CO3							2	
				CO4							2	
RURAL & AGRICULTURAL MARKETING												
16MB61G0	Overview of Agriculture & Rural Sectors in India	3-0-0	3	CO1	1							
				CO2	1							
				CO3						2		
				CO4						2		
16MB62G1	Management of Agricultural & Rural Development in India	3-0-0	3	CO1		1						
				CO2		1						
				CO3			2					
				CO4			2					
PHARMACEUTICAL MARKETING												

Code	Course	L-T-P	Credits	CO						
16MB61P0	Pharmaceutical Marketing Management	3-0-0	3	CO1		2				
				CO2		2				
				CO3				1		
				CO4		2		1		
16MB62P1	Advanced Pharmaceutical Marketing Management	3-0-0	3	CO1		2		1		
				CO2		2				
				CO3				1		
				CO4				1		
BUSINESS ANALYTICS										
16MB61A0	Overview of Business Analytics	3-0-0	3	CO1	1	1				
				CO2	1	1				
				CO3						2
				CO4		1				2
16MB62A1	Advanced Business Analytics	3-0-0	3	CO1	1		1			
				CO2	1					
				CO3			1			3
				CO4						3