



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 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 nurture the students industry ready	To make the students as a responsible citizen of nation.
	To attain leadership in Management Education	To attain leadership in Research	To attain leadership in Consultancy		
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	✓		✓

KLU BUSINESS SCHOOL
MBA PROGRAM
CO-PO ARTICULATION MATRIX AY 2017-18

S.No.	Course code	Course Name	L-T-P	Cr	Course Outcome s	PO							PSO			
						1	2	3	4	5	6	7	1	2		
I	YEAR I/ SEM I															
1	17MB51C0	Quantitative Methods	3-0-0	3	C01	1										
					C02	1							3			
					C03								3			
					C04								3			
2	17MB51C1	Indian Business Environment	3-0-0	3	C01		3									
					C02		3									
					C03			3								
					C04			3								
3	17MB51C2	Managerial Economics	3-0-0	3	C01			2	3							
					C02			2								
					C03				3							
					C04				3							

4	17MB51C3	Financial and Management Accounting	2-2-0	4	C01	2									
					C02						3				
					C03	1									
					C04						3				
5	17MB51C4	Marketing Management	3-0-0	3	C01	2									
					C02						3				
					C03	2									
					C04						3				
6	17MB51C5	Organizational Behavior	3-0-0	3	C01			2							
					C02						3				
					C03			2			3				
					C04						3				
7	15ES120	Information Systems	1-2-0	3	C01		1								
					C02		1								
					C03							3			
					C04							3			
8	17HS113	Soft Skills for Managers			C01	1									
					C02	1					3				
					C03						3				
					C04						3				
II	YEAR I/ SEM II														

1	17MB52C0	Human Resource Management	3-0-0	3	C01			2						
					C02					3				
					C03					3				
					C04			2		3				
2	17MB52C1	Financial Management	2-2-0	4	C01	2								
					C02	2				3				
					C03					3				
					C04					3				
3	17MB52C2	Business Research Methodology	3-0-0	3	C01							2		
					C02							2		
					C03			3						
					C04			3						
4	17MB52C3	Introduction to Business Analytics	3-0-0	3	C01				2					
					C02				2					
					C03							2		
					C04							2		
5	17MB52C4	Operations Management	3-0-0	3	C01	1			2					
					C02	1			2					
					C03							3		
					C04				2			3		
6	17MB52C5	Business Legislation	3-0-0	3	C01			1						

					C03												
					C04												
6	17MB62XX	Elective -3	3-0-0	3	C01												
					C02												
					C03												
					C04												
7	17MB62XX	Elective -4	3-0-0	3	C01												
					C02												
					C03												
					C04												
8	17MB62XX	Elective (Sectoral)	3-0-0	3	C01												
					C02												
					C03												
					C04												

FUNCTIONAL SPECIALISATIONS														
S.No.	Course code	Course Name	L-T-P	Cr	Pre-Req.	PO					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	C01		2							

					C02	2							
					C03					3			
					C04					3			
8	17MB62F7	Project Management	2-2-0	3	C01	1							
					C02	1				3			
					C03					3			
					C04					3			

1	Course code	Course Name	L-T-P	Cr	Pre-Req.	PSO								
						1	2	3	4	5	6	7	1	2
	HR													
1	17MB61H0	Performance Management System	3-0-0	3	C01		2							
					C02		2							
					C03						3			
					C04						3			
2	17MB61H1	Training and Development	3-0-0	3	C01					3	2			
					C02						2			
					C03					3				
					C04					3				
3	17MB61H2	Industrial Relations & Labour Legislation	3-0-0	3	C01		2							
					C02		2							
					C03						3			
					C04						3			
4	17MB61H3	Leadership in Organizations	3-0-0	3	C01			3		2				
					C02									
					C03			3		2				
					C04			3						
5	17MB62H4	Compensation	3-0-0	3	C01						3			

9	17MB62H8	Organizational Change & Development	3-0-0	3	C01		3							
					C02		3							
					C03		3				2			
					C04						2			
BUSINESS ANALYTICS														
	17MB61U0	Advanced Analytics with R	3-0-0	3	C01				2					
					C02				2					
					C03							2		
					C04							2		
	17MB61U1	Business Analytics in Marketing -I	2-0-2	3	C01				2					
					C02				2					
					C03							2		
					C04							2		
	17MB61U2	Business Analytics in HR -I	2-0-2	3	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								
					C03				2					
					C04				2					
	17MB62K4	Mobile Marketing	3-0-0	3	C01	2								

					C02		2							
					C03				2					
					C04				2					
	17MB62K5	E-Mail & Content Marketing	3-0-0	3	C01				2					
					C02				2					
					C03							2		
					C04							2		
	17MB62K6	E Commerce	3-0-0	3	C01	1								
					C02	1								
					C03				2					
					C04				2					
	17MB62K7	Digital PR & Corporate Communication	3-0-0	3	C01		1							
					C02		1							
					C03				2					
					C04				2					

SECTORAL SPECIALISATIONS

RETAILING

1	17MB61R0	Overview of Retailing	3-0-0	3	C01	2					1			
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					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				
2	17MB62D1	Management of Healthcare Operations	3-0-0	3	C01								3				
					C02								3				
					C03								3				
					C04								3				
DIGITAL MARKETING																	

