



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

KL BUSINESS SCHOOL

Program: MBA

Academic Year: 2025-2026

Y25 MAPPING OF COURSE OUTCOMES

Course Code	Course Title	# CO	Description of Course Outcomes (COs)
25MB5101	Corporate Management & Behavioural Dynamics	CO1	Explain foundational concepts of OB and apply motivation & EI theories to workplace cases
		CO2	Analyse group dynamics, conflict management, and organizational culture practices
		CO3	Evaluate leadership theories and apply appropriate styles to case scenarios
		CO4	Assess contemporary leadership approaches for digital, inclusive, and ethical organizations
		CO5	Solve structured case studies and exercises on OB and leadership challenges
25MB5102	Managerial Economics	CO1	Explain micro and macroeconomic principles relevant to managerial decisions
		CO2	Apply production, cost, and pricing concepts to analyse firm-level decisions
		CO3	Analyse competition & market structures to assess business strategy implications
		CO4	Evaluate the impact of global trade, FDI, and exchange rates on business performance
25MB5103	Financial Accounting & Corporate Finance	CO1	Prepare and interpret financial statements under IndAS/IFRS and evaluate working capital efficiency
		CO2	Apply time value of money and compute capital budgeting decisions with WACC and CAPM
		CO3	Analyse company valuation using DCF and relative valuation methods including ESG factors
		CO4	Build decision-support dashboards and models to assist CFO-level strategic decisions
		CO5	Perform end-to-end financial modeling, valuation, and scenario analysis using spreadsheets and Python
		CO6	Demonstrate proficiency in Excel-based financial modeling and Power BI dashboards aligned with industry certifications
25MB5104	Marketing Management	CO1	Explain foundational marketing concepts and analyse business environments using marketing frameworks



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO2	Apply STP framework to evaluate target markets and design positioning strategies
		CO3	Analyse marketing mix decisions and apply frameworks to real-world business cases
		CO4	Evaluate contemporary marketing practices including digital, influencer, and sustainable marketing
		CO5	Solve marketing case studies and simulations related to STP, branding, and marketing mix
25MB5105	Foundations of Business Analytics	CO1	Apply descriptive statistics and visualize datasets using business tools
		CO2	Analyse probability distributions and perform hypothesis testing for business problems
		CO3	Build and interpret regression models to forecast and explain business metrics
		CO4	Demonstrate applications of analytics across business domains through cases
		CO5	Conduct hands-on labs in R/Python/Tableau for data visualization and regression
		CO6	Attain proficiency in an industry-standard analytics tool through certification/project
25MB5106	Technology & Data Fluency for Managers	CO1	Use Python for basic data manipulation and visualization
		CO2	Apply Python to simple business analytics tasks
		CO3	Explain emerging technologies (AI, Blockchain, IoT, AR/VR, Quantum) and their business applications
		CO4	Demonstrate awareness of enterprise cloud & SaaS platforms (ERP, CRM, BI, Collaboration)
		CO5	Evaluate the impact of blockchain, quantum computing, AI, and AR/VR across various domains.
25UC5102	Design Thinking & Innovation Lab	CO1	Conduct human-centred research and create user personas
		CO2	Define and frame problems using structured design thinking tools
		CO3	Generate and prioritize innovative ideas using divergent/convergent thinking frameworks
		CO4	Prototype and test solutions through iteration and user feedback
25MB5207	Data Engineering & Visualization for Managers	CO1	Explain ETL/ELT processes and data architecture in business contexts
		CO2	Analyse data quality and apply integration frameworks to business data
		CO3	Design effective dashboards using visualization best practices



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO4	Evaluate business problems and build visualization-driven decision frameworks
		CO5	Solve case-based tutorials on data pipelines and visualization strategies
25MB5208	Operations & Supply Chain Management	CO1	Explain operations management principles and apply process design frameworks
		CO2	Analyse work study, work sampling and statistical quality control
		CO3	Apply forecasting, planning and optimization tools in SCM
		CO4	Evaluate contemporary SCM practices including warehousing and logistics
		CO5	Demonstrate hands-on ability in SCM simulations and models
25MB5209	Human Resource Management & People Analytics	CO1	Understand scope and functions of HRM in a data-driven environment
		CO2	Analyse HR processes such as training, appraisal and compensation
		CO3	Apply statistical techniques for descriptive HR analytics
		CO4	Apply diagnostic HR analytics using statistical tools
		CO5	Apply analytics across various HR functions
25MB5210	Consumer Behaviour & Marketing Analytics	CO1	Explain fundamentals of consumer behaviour
		CO2	Analyse psychological determinants of consumer behaviour
		CO3	Examine social and cultural influences on consumers
		CO4	Apply consumer behaviour models to buying decisions
		CO5	Use marketing analytics techniques for consumer insights
25MB5211	FinTech & Financial Analytics	CO1	Prepare and analyse structured financial datasets
		CO2	Build predictive models for financial risk analytics
		CO3	Design FinTech solutions and applications
		CO4	Evaluate governance, ethics and compliance in FinTech
		CO5	Implement financial analytics pipelines
25MB5212		CO1	Identify and frame business research problems



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

	Business Research Methodology	CO2	Apply qualitative and quantitative research methods
		CO3	Analyse data using statistical tools
		CO4	Prepare and present structured research reports
		CO5	Demonstrate ethics and academic integrity in research
25MB5213	Entrepreneurship for MSMEs & Start-ups		Understand fundamentals of entrepreneurship and MSME ecosystem
		CO1	
		CO2	Create feasible business models and venture plans
		CO3	Analyse MSME policies and government schemes
25MB5214	Sustainability, ESG & Green Finance	CO4	Analyse scaling, sustainability and risk strategies
		CO1	Explain ESG concepts and global frameworks
		CO2	Analyse ESG reporting frameworks and disclosures
		CO3	Apply green finance tools for sustainability evaluation
		CO4	Critically evaluate ESG risks and controversies
25MB6115	Transformational Leadership & the Future of Work	CO5	Solve ESG and green finance case studies
		CO1	Explain transformational leadership principles and apply them to VUCA business contexts
		CO2	Analyse organizational change using established change leadership frameworks
		CO3	Apply leadership strategies for managing hybrid work, reskilling, and workforce transformation
		CO4	Evaluate contemporary challenges in future leadership including ESG, AI, and disruption
25MB6116	Strategic Management	CO5	Solve structured case studies on transformational leadership and workforce change
		CO1	Apply advanced strategic frameworks (Blue Ocean, dynamic capabilities, balanced scorecard) to complex problems
		CO2	Evaluate business models & disruptive innovation cases across industries
		CO3	Formulate and defend strategic transformation plans for organizations
25MB6117	International Business	CO4	Analyse and present solutions to live cases and simulations
		CO1	Understand the concepts, scope, and drivers of international business and globalization.
		CO2	Analyse international trade and investment theories and interpret the role of global economic institutions (WTO, IMF, World Bank).



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO3	Analyse various international market entry strategies and compare global business strategies used by multinational firms.
		CO4	Analyse cross-cultural management models to manage diverse global teams and business situations, foreign exchange mechanisms, currency risks, and the global financial environment and international operations.
25MB6218	Business Law, Ethics & Corporate Governance	CO1	Explain fundamental legal principles relevant to business operations
		CO2	Apply corporate & regulatory frameworks to assess business compliance
		CO3	Analyse ethical dilemmas and corporate scandals to extract managerial lessons
		CO4	Evaluate governance structures and ESG practices in corporations
25MB61F1	Advanced Corporate Finance & Valuation	CO 1	Apply advanced DCF, APV, and real options techniques in complex valuation settings
		CO2	Analyse multiples and EVA-based approaches to identify mispricing and drivers of firm value
		CO3	Evaluate financing decisions, payout policies, and restructuring strategies for maximizing shareholder value
		CO4	Perform valuation of distressed firms, private companies, and startups incorporating ESG factors
		CO5	Solve applied valuation cases and critique peer models through structured tutorials
25MB61F2	Investment Analysis and Portfolio Management	CO 1	Differentiate major asset classes and evaluate their performance metrics in domestic and global markets
		CO2	Apply MPT, CAPM, and multi-factor models to construct and analyse efficient portfolios
		CO3	Analyse active investment strategies, market anomalies, and risk budgeting techniques for portfolio optimization
		CO4	Design globally diversified, ESG-integrated portfolios and draft investment policy statements
		CO5	Solve case studies and simulation-based exercises on portfolio construction and critique peer strategies



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

25MB62F3	M&A, LBO and Deal Modeling	CO1	Explain and analyse strategic rationales and structures of M&A transactions
		CO2	Apply M&A valuation frameworks and assess deal synergies, premiums, and accretion/dilution
		CO3	Build leveraged buyout models and evaluate returns under varying deal structures
		CO4	Construct integrated deal models and analyse post-merger integration implications
		CO5	Demonstrate proficiency in Excel-based M&A, LBO, and deal modeling through hands-on projects
25MB62F4	Risk Management, Derivatives and FinTech Applications	CO1	Explain different categories of financial risk and apply frameworks to measure & manage them
		CO2	Analyse and apply derivative instruments for hedging, speculation, and structured finance
		CO3	Evaluate the role of FinTech innovations (AI, blockchain, RegTech) in financial risk management
		CO4	Critically assess integrated risk cases and develop enterprise risk frameworks
		CO5	Demonstrate proficiency in risk analytics tools (Python for risk modeling, Tableau/Power BI for dashboards) aligned with certifications
25MB61M1	Brand Strategy & Positioning	CO1	Explain brand concepts and evaluate brand equity using established frameworks
		CO2	Apply positioning frameworks to design perceptual maps and reposition strategies
		CO3	Analyse brand strategies including extensions, co-branding, and architecture decisions
		CO4	Evaluate contemporary challenges like digital-first branding and ESG-driven storytelling
		CO5	Solve case studies and simulations on brand positioning, crisis management, and digital branding
25MB61M2	Services Marketing	CO1	Understand the nature, characteristics, classification, and growing role of services in the Indian economy, along with the challenges in marketing services.
		CO2	Analyse the extended Services Marketing Mix (7Ps), service encounters, consumer expectations, and service quality models including the GAPs model.



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO3	Evaluate relationship marketing strategies, customer profitability segments, and methods to strengthen long- term customer relationships in service contexts.
		CO4	Apply service recovery techniques, service guarantees, service blueprinting, and physical evidence (services cape) strategies to enhance customer experience.
		CO5	Analyse appropriate pricing, service delivery, demand– supply management, and promotional strategies including technology-enabled service delivery systems.
25MB62M3	Performance Marketing & Growth Analytics	CO1	Explain performance marketing concepts and evaluate campaign effectiveness using key metrics
		CO2	Apply growth marketing frameworks (AARRR, CRO, viral loops) to business cases
		CO3	Analyse campaign performance using digital analytics dashboards and optimization metrics
		CO4	Evaluate contemporary performance marketing trends including programmatic, AI, and privacy-first strategies
		CO5	Solve structured tutorials on campaign analysis, A/B testing, and growth playbooks
25MB62M4	Digital Marketing	CO1	Explain the foundational concepts and evolution of digital marketing and online consumer behaviour.
		CO2	Apply SEO and website optimization techniques to increase visibility and search ranking.
		CO3	Demonstrate the use of PPC and social media advertising tools to attract and engage customers.
		CO4	Analyse content, email marketing, and analytics tools to measure campaign effectiveness.
		CO5	Evaluate integrated digital marketing strategies, including AI, automation, and ethical practices, for business growth.
25MB61S1	Lean Six Sigma & Continuous Improvement	CO1	Explain the principles of Lean thinking, Toyota Production System (TPS), Kaizen, Six Sigma fundamentals, and the DMAIC cycle.



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO2	Identify and analyse different types of wastes, apply 5S, Value Stream Mapping (VSM), Kanban, JIT, SMED, and Poka-Yoke techniques to improve operational efficiency.
		CO3	Use Total Productive Maintenance, root-cause analysis tools (Fishbone, Pareto), A3 problem solving, Heijunka, and Hoshin Planning for structured continuous improvement.
		CO4	Analyse real-world Lean and Six Sigma implementations through case studies such as Toyota, Dell, GE, and Amazon to derive best practices for process excellence.
		CO5	Solve structured case studies & simulations on Lean Six Sigma and continuous improvement
25MB61S2	Supply Chain Design & Analytics	CO1	Apply supply chain network design models for facility and capacity decisions
		CO2	Analyse supply chain trade-offs and evaluate sourcing and transportation strategies
		CO3	Use optimization and simulation models to support supply chain decision-making
		CO4	Evaluate applications of big data, predictive analytics, and risk management in supply chains
		CO5	Solve case-based tutorials on network optimization, trade-offs, and SCM risk management
25MB62S3	Inventory & Warehouse Management	CO1	Explain materials concepts and apply supplier management concepts
		CO2	Analyse inventory management systems as ABC analysis, EOQ
		CO3	Apply e-commerce fulfilment strategies using OMS, WMS, and reverse logistics frameworks
		CO4	Evaluate digital logistics innovations and risk management practices
		CO5	Demonstrate ability to design logistics and fulfilment solutions using simulations and case projects
25MB62S4	Industry 4.0, IoT & Smart Manufacturing	CO1	Explain Industry 4.0 concepts and evaluate smart factory models
		CO2	Apply IoT frameworks for predictive maintenance, asset tracking, and energy optimization
		CO3	Analyse MES, ERP integration, and digital twin applications in manufacturing
		CO4	Evaluate future manufacturing trends including robotics, 3D printing, and sustainability



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO5	Demonstrate hands-on ability with IoT dashboards, MES/ERP demos, and digital twin prototypes
25MB61H1	Workforce Analytics & Evidence-based HR	CO1	Apply evidence-based HR principles to workforce decision-making
		CO2	Analyse workforce analytics cases such as attrition, engagement, and DEI
		CO3	Apply predictive and advanced analytics methods to workforce data
		CO4	Evaluate ethical and strategic challenges in workforce analytics applications
		CO5	Solve structured tutorials on workforce analytics cases and EBM frameworks
		25MB61H2	Agile HR and Employee Experience
CO2	Illustrate the application of agile practices in various HR functions such as recruitment and performance.		
CO3	Analyse agile HR strategies in organizational culture, learning systems, and leadership practices.		
CO4	Analyse employee experience across the employee lifecycle and design experience enhancement strategies.		
CO5	Solve case tutorials on Agile HR, Agile Organization Design and Transformation, and Employee experience		
25MB62H3	Talent Strategy, Org Design & People Ops	CO1	Apply talent strategy frameworks to align people with business needs
		CO2	Analyse organizational design models and evaluate digital-age structures
		CO3	Demonstrate ability to design People Ops delivery models and employee experience strategies
		CO4	Evaluate contemporary challenges in org design, DEI, gig workforce, and reskilling
		CO5	Design HR dashboards, org modeling prototypes, and People Ops interventions
25MB62H4	AI-Driven HR & People Risk Management	CO1	Apply AI techniques to automate and enhance HR processes such as hiring and onboarding
		CO2	Analyse applications of AI in workforce planning, employee engagement, performance management, and learning
		CO3	Apply people risk frameworks and predictive analytics to workforce risks
		CO4	Evaluate ethical, legal, and governance challenges of AI in HR



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO5	Demonstrate proficiency in AI-enabled HR tools, risk dashboards, and responsible AI practices
25MB61E1	New Venture Creation & Business Models	CO1	Explain startup lifecycle stages and ecosystems supporting venture creation
		CO2	Apply business model frameworks to analyze and design innovative models
		CO3	Analyze scaling strategies, including network effects and monetization models
		CO4	Evaluate business model pivots and stress-testing approaches
		CO5	Solve structured case studies and exercises on venture creation & business models
25MB61E2	Entrepreneurial Finance & Term Sheets	CO1	Explain funding stages, valuation basics, and sources of entrepreneurial finance
		CO2	Analyze term sheets and apply negotiation strategies for founders
		CO3	Apply cap table modeling and dilution analysis to startup ownership
		CO4	Evaluate exit strategies and advanced financing options for ventures
		CO5	Solve structured tutorials on valuation, cap tables, and negotiation cases
25MB62E3	Product Management & Agile for Founders	CO1	Apply product-market fit frameworks to validate venture products
		CO2	Demonstrate Agile execution and lean prioritization methods
		CO3	Analyze product requirements and feature prioritization in startup contexts
		CO4	Evaluate product scaling strategies using growth metrics and tools
		CO5	Build sprint boards, prototypes, and product scaling dashboards using Agile tools
25MB62E4	Scaling, GTM & Growth Hacking	CO1	Design go-to-market strategies for venture scaling
		CO2	Analyze growth hacking frameworks and viral mechanisms
		CO3	Apply digital growth tools (HubSpot, GA, Mixpanel) to optimize funnels
		CO4	Evaluate scaling playbooks and founder-led growth strategies
		CO5	Demonstrate ability to execute GTM dashboards, run growth experiments, and use digital growth tools
25MB61A1	Advanced Business	CO1	Explain the foundational concepts of databases, SQL– NoSQL differences, normalization, and SQL/PL-SQL operations.



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

	Analytics for Managers		
		CO2	Apply SQL commands, clauses, joins, and database manipulation techniques using XAMPP Server and Python integration.
		CO3	Perform data import, scraping, cleaning, wrangling, transformation, and validation using Python and appropriate statistical techniques.
		CO4	Analyze datasets using multivariate predictive models including regression, mediation, moderation, factor analysis, reliability tests, clustering, and recommendation
		CO5	Develop prescriptive models using linear programming, integer programming, network analysis, simulations, and basic NLP techniques.
25MB61A2	Econometric Models for Business Strategy	CO1	Understand the components of time-series data and differentiate between qualitative and quantitative forecasting methods, including evaluation metrics.
		CO2	Apply Ordinary Least Squares (OLS) and Limited Dependent Variable (LDV) models such as Logit, Probit, and Tobit to estimate and interpret regression outcomes.
		CO3	Analyze univariate time-series models such as ARIMA, ARCH–GARCH family models, and MIDAS models to evaluate stationarity, volatility, and predictive performance.
		CO4	Examine multivariate time-series techniques including VAR, VECM, ARDL, and cointegration tests (Engle– Granger, Johansen) to understand dynamic relationships among variables.
		CO5	Analyze panel data regression models using pooled, fixed-effects, and random-effects techniques, and assess assumptions such as serial correlation, heteroscedasticity, and cross-sectional dependency.
25MB62A3	Machine Learning for Business Applications	CO1	Explain the concepts, types, and frameworks of Machine Learning, including supervised, unsupervised, semi- supervised, reinforcement, and evolutionary learning.



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO2	Apply various feature engineering techniques including transformation, encoding, scaling, feature selection, and feature extraction to prepare high-quality datasets for machine learning models.
		CO3	Analyze and compare supervised learning models—both regression and classification—using appropriate performance metrics, hyperparameter tuning, boosting.
		CO4	Examine unsupervised learning techniques such as clustering, association rule mining (Apriori, FP-Growth, ECLAT), and dimensionality reduction (PCA) for identifying patterns in data.
		CO5	Analyze reinforcement learning approaches, including model-based (value and policy iteration) and model-free (Q-Learning, SARSA) algorithms, for optimal decision.
25MB62A4	Applied Deep Learning And Generative AI	CO1	Explain the foundational concepts of Deep Learning, including perceptions, multi-layer perceptions, activation functions, and Artificial Neural Networks (ANN).
		CO2	Apply deep learning architectures such as CNNs, RNNs, and LSTMs to solve problems related to images, speech, language modeling, and time-series forecasting.
		CO3	Analyze the structure, functioning, and types of Generative AI systems, including Large Language Models (LLMs), open-source and commercial models, prompting methods, and Retrieval-Augmented.
		CO4	Examine various generative frameworks such as Transformers, GANs, and Diffusion Models to understand their role in generating text, images, and multimodal content.
		CO5	Evaluate AI applications by integrating LLMs with Streamlit and Python, using UI components, user-input widgets, and backend model integration.
25MB61C1	Competitive Strategy & Game Theory	CO1	Explain key competitive strategy frameworks and basics of game theory
		CO2	Apply game theory models (Bertrand, Cournot, Nash equilibrium) to competitive contexts
		CO3	Analyze cooperative and non-cooperative strategic interactions among firms
		CO4	Solve and present competitive strategy cases and simulations
25MB61C2		CO1	Explain corporate-level strategy tools and portfolio management frameworks



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

	Corporate Strategy & Ecosystems	CO2	Apply alliance and ecosystem frameworks to global and Indian case studies
		CO3	Analyze digital platform-based ecosystems and their competitive dynamics
		CO4	Solve corporate ecosystem cases and design simulated strategies
25MB62C3	Digital Transformation Strategy	CO1	Explain digital transformation frameworks and maturity models
		CO2	Apply knowledge of emerging tech (AI, cloud, IoT, blockchain) to strategic contexts
		CO3	Evaluate successful digital transformation cases (DBS, Domino's, Tesla, Netflix, Jio, Ant Financial, Microsoft) to identify best practices and strategic insights.
		CO4	Analyze digital operating models and execution challenges
		CO5	Design and simulate digital transformation roadmaps for firms
25MB62C4	Org Design, Change & Turnaround	CO1	Explain classical and contemporary organization design theories and describe functional, divisional, matrix, network, and digital-era structures including agile squads, tribes, and holacracy.
		CO2	Analyze the effectiveness of modern organization designs using real-world cases
		CO3	Apply change management frameworks (Lewin's 3-Step, Kotter's 8-Step, ADKAR)
		CO4	Analyze distress signals—financial, operational, and cultural—and assess turnaround stages and frameworks
		CO5 (Skill)	Design, simulate, and defend a turnaround/OD plan for a real or simulated company
25MB61B1	BFSI & Financial Services Strategy	CO1	Explain the structure of banking systems and payment mechanisms
		CO2	Analyze financial markets and evaluate NBFC and investment products
		CO3	Apply insurance and risk principles to assess products
		CO4	Evaluate BFSI strategies under regulatory frameworks (RBI, SEBI, IRDAI)
		CO5	Demonstrate practical BFSI analysis through case reports and applied projects
25MB62B2	FinTech, Digital Payments & Risk Management	CO1	Explain digital banking models, UPI, CBDCs, and blockchain-based payments
		CO2	Apply digital financial services platforms in trading, robo-advisory, and lending
		CO3	Analyze InsurTech innovations and evaluate AI-driven underwriting/claims processes



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO4	Evaluate RiskTech and RegTech applications for compliance and fraud prevention
		CO5	Demonstrate hands-on FinTech, InsurTech, and RegTech tools via labs and prototypes
25MB61P1	Management Consulting Frameworks	CO1	Explain consulting industry roles, engagement lifecycle, and consulting types
		CO2	Apply structured problem-solving frameworks (MECE,
			SWOT, PESTLE, Porter's) to cases
		CO3	Analyze strategy/operations problems using consulting tools and methodologies
		CO4	Develop client-ready deliverables with effective communication & data visualization
CO5	Demonstrate ability to solve real consulting cases through applied projects		
25MB62P2	Digital & Tech Consulting Practices	CO1	Explain the scope of digital and tech consulting in enterprise transformation
		CO2	Apply ERP frameworks (SAP, Oracle, Dynamics) to simulate business functions
		CO3	Analyze CRM platforms for customer engagement and decision support
		CO4	Evaluate IT advisory and risk consulting practices in digital strategy
		CO5	Demonstrate ERP/CRM consulting skills through advisory project labs
25MB61T1	Tech Sector Strategy & Digital Platforms	CO1	Explain global tech sector structures, SaaS and platform business models
		CO2	Apply SaaS metrics (ARR, churn, CAC, LTV) to real company data
		CO3	Analyze platform economics and competitive dynamics across tech ecosystems
		CO4	Evaluate regulatory and policy implications for tech firms
		CO5	Demonstrate practical analysis of SaaS/platform cases via applied projects
25MB62T2	AI, Cloud & Product Management in Tech Firms	CO1	Explain AI adoption and use cases in SaaS and product firms
		CO2	Apply cloud computing models to simulate enterprise use cases
		CO3	Analyze product management frameworks and apply Agile metrics



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO4	Evaluate AI-Cloud integration strategies for competitive advantage
		CO5	Demonstrate Agile sprint execution in product management labs
25MB61L1	Healthcare Systems & Biopharma Strategy	CO1	Explain healthcare systems, delivery models, and hospital operations
		CO2	Analyze pharmaceutical & biopharma value chains and strategies
		CO3	Apply MedTech & diagnostic knowledge to real-world case scenarios
		CO4	Evaluate healthcare policy and regulatory frameworks across geographies
		CO5	Demonstrate integrated analysis of hospital, pharma, and MedTech strategies via capstone project
25MB62L2	HealthTech, MedTech & Digital Healthcare	CO1	Explain digital healthcare systems, telemedicine, and EHR platforms
		CO2	Apply wearable & IoT-enabled health technologies in patient monitoring scenarios
		CO3	Analyze AI-driven healthcare use cases in diagnostics and predictive analytics
		CO4	Evaluate MedTech innovations under regulatory and ethical frameworks
		CO5	Demonstrate telemedicine/wearable health tech prototype through applied labs
25MB62I1	Manufacturing & Supply Chains	CO1	Explain types of manufacturing systems and operational planning approaches
		CO2	Apply supply chain frameworks to analyze logistics and distribution strategies
		CO3	Analyze sector-specific manufacturing strategies (auto, FMCG, pharma)
		CO4	Evaluate risk, resilience, and sustainability in global supply chains
		CO5	Demonstrate end-to-end sectoral supply chain analysis through applied projects
25MB62I2	Manufacturing for Industry 4.0	CO1	Explain Industry 4.0 concepts, IoT, CPS, and digital twins
		CO2	Apply robotics and AI tools to analyze manufacturing automation
		CO3	Analyze ERP & MES integration in smart manufacturing systems
		CO4	Evaluate sustainable and green manufacturing technologies
		CO5	Demonstrate smart factory prototyping through IoT/ERP applied labs



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

25MB61R1	Retail & FMCG Business Models	CO1	Explain retail formats, channel structures, and store/FMCG unit economics
		CO2	Apply category, assortment, planogram, and pricing architectures to improve mix & margin
		CO3	Analyze demand, replenishment, and store operations for service level & shrink control
		CO4	Evaluate RTM choices and omni readiness for FMCG ↔ modern trade partnerships
		CO5	Build a category plan & store P&L using real-world retail math and POS-like data
25MB61R2	E-Commerce & Digital Consumer Strategy	CO1	Explain e-commerce models, unit economics, and KPI frameworks (CAC/LTV, CVR, AOV, repeats)
		CO2	Apply digital merchandising & conversion practices to improve discovery and PDP performance
		CO3	Analyze fulfilment/logistics & CX operations to meet SLAs and lower cost-to-serve
		CO4	Evaluate omni-channel & growth levers; design scalable launch plans for D2C/marketplace
		CO5	Build an e-com P&L and conversion dashboard; run scenario analyses
25MB61N1	Energy & Infrastructure Systems	CO1	Explain the structure of global energy and infrastructure systems
		CO2	Analyze oil & gas sector value chains and conventional energy economics
		CO3	Apply renewable energy models to assess project viability
		CO4	Evaluate risks, sustainability, and climate transitions in energy systems
		CO5	Demonstrate integrated energy analysis via applied projects and case studies
25MB62N2	Green Energy & Carbon Markets	CO1	Explain renewable energy scaling models and business structures
		CO2	Apply EV and storage frameworks to analyze infrastructure & adoption
		CO3	Analyze carbon markets, trading mechanisms, and climate finance tools
		CO4	Evaluate future climate-tech solutions for sustainability transitions
		CO5	Demonstrate applied projects in renewable energy and carbon trading simulations
25MB61U1	Agribusiness & Food Systems: Value Chains and Markets	CO1	Explain end-to-end agri-food value chains and procurement systems
		CO2	Apply commodity pricing & risk models to real datasets



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

◆ Approved by AICTE ◆ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

		CO3	Analyze post-harvest & processing systems for yield, quality, and cost
		CO4	Evaluate cold-chain & RTM designs for perishables
		CO5	Build commodity-specific value chain & market models using real/synthetic data
25MB62U2		CO1	Explain Food- Tech/Agri-Tech innovations and their impact on business & sustainability
	FoodTech, AgriTech & Traceability Systems	CO2	Apply precision-agri techniques to improve farm-level efficiency
		CO3	Analyze cold-chain design & compliance frameworks for risk mitigation
		CO4	Develop digital traceability & sustainability plans with system artifacts
25IE50N0	Summer Internship Program (SIP)	CO1	Apply management concepts from Sem 1 in solving real business problems
		CO2	Analyze industry workflows, data, and managerial challenges
		CO3	Demonstrate effective teamwork, communication, and corporate professionalism
		CO4	Deliver a structured internship project report with actionable insights
		CO5	Reflect on personal career readiness and skill development through internship
25MBIE01	Management Research Project/Industry Residency	CO1	Diagnose real-world industry problems using consulting frameworks
		CO2	Apply cross-functional knowledge (finance, strategy, analytics, HR, ops, marketing) in solving business challenges