



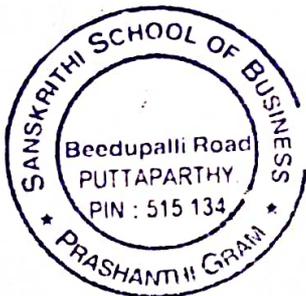
SANSKRITHI SCHOOL OF BUSINESS

Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAM

VISION AND MISSION PEO'S, PO'S, PSO'S AND CO'S

R21 REGULATION



Dr. Balakrishna

PRINCIPAL

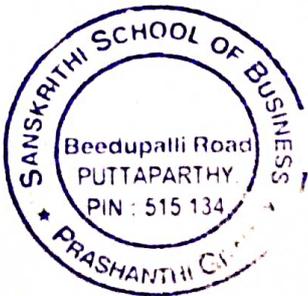
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

VISION

To develop dynamic and socially responsible business leaders possessing wisdom, positive attitude and an impeccable character. Hallmarks will be the innovation, initiative and teamwork of our people and our ability to anticipate and effectively respond to change and to create opportunity.

MISSION

To address the need for creating industry-ready global contributors by offering a management education experience founded on strong core values, built on the twin pillars of theory and practice, and designed to foster academic excellence and professional skills development through learning and knowledge sharing among all its stakeholders.



Dr. Balakrishna
PRINCIPAL

**Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.**

Program Educational Objectives (PEO's)

PEO1 Graduates will have industry-ready global management education experience and required management skills that demonstrate ability to perform as management professionals.

PEO2 Graduates will demonstrate the ability to innovate, solve problems in real world that needs cross functional teamwork and effectively respond to change and to create opportunity.

PEO3 Graduates will be socially responsible business management leaders of time possessing wisdom, positive attitude and an impeccable character.

Program Outcomes (PO's)

PO1. Apply knowledge of management theories and practices to solve business problems.

PO2. Foster Analytical and critical thinking abilities for data-based decision making.

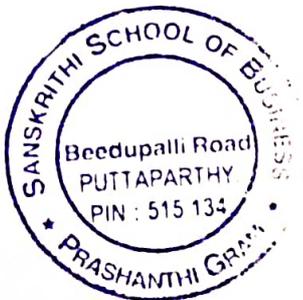
PO3. Ability to develop Value based Leadership ability.

PO4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

PO6. Ability to create business model with inclusive approach of application of various management concepts

PO7. Ability to anticipate and effectively respond to change and to create opportunity



Dr. Bala Koteswari
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

Program Specific Objectives (PSO's)

PSO1. Demonstrate the understanding of process in human resource development, performance management, and organization development.

PSO2. Use marketing practices in product and brand management, consumer behaviour, advertising and sales promotion leading to customer satisfaction.

PSO3. Provide effective and efficient solutions in financial institutions and services, auditing and taxation, investment and portfolio management in various organizations.

PSO4: Create solutions for pressing social problems through experiential learning and problem solving methods and projects.



Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prashanthigram,
PUTTAPARTHI - 515134,
Anantapuramu, D.T. A.P.

R21 Syllabus – COURSE OUTCOMES

SEMESTER – I

21E00101 Management & Organizational Behaviour

1. Understand concepts, theories and practices of the management
2. Applying theoretical knowledge in managing the organization
3. Knowing the behaviour of employees at individual, group and organisational levels at work place under different leadership styles
4. Evaluate the techniques of personality theories and motivational theories
5. Explaining the group behaviour and leadership with applied theories in the organization
6. Summarizing the Organisational Culture vs. Organisational climate and Change Management

21E00102 Business Environment & Law

1. Determine the impact of numerous external factors and trends on a proposed business endeavour.
2. Analyse the local and national business environments.
3. Assess changes in a company's business environment using business models and tools.
4. Provide an analysis of the business environment and recommendations for managing the risks of the highlighted concerns.
5. Describe the company's operations.
6. Describe the structure, process, and function of business management.

21E00103 Managerial Economics

1. Students should Understand the relationship of Managerial economics with other functional areas
2. Learning the demand forecasting and estimation techniques and implementing the



Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

methods to predict the demand scientifically

3. Ascertaining production levels and analyse the relationship of Cost-Volume Profit for long run and short run
4. Taking informed decisions on price fixation under different market structures of the economy under different scenarios
5. Analyze the causes and consequences of business cycles and their effects on various sectors of the economy.
6. Students should enhance their ability to think critically, analyze complex business problems, and propose effective solutions based on economic analysis and principles.

21E00104 Financial Accounting for Managers

1. Using accounting knowledge, prepare the financial statements
2. Value the assets of commercial organisations using various methodologies.
3. Analyse and analyse the financial performance and position of the business organisation from the standpoint of the company and the investor.
4. The ability to read, interpret, and analyse financial accounts; combine financial analysis with other information to evaluate a company's financial performance and condition
5. Show how accounting concepts can be used to analyse managerial decisions and financial statements.
6. Raise awareness of the importance of considering ethical, social, and other pertinent factors, in addition to financial data, in management decision-making.

21E00105 Statistics for Managers

1. Recognizing the various measures of dispersions used to describe the data and range
2. To understand the statistical technique in managerial decision making
3. Executing the statistical skills in regression coefficient models
4. Analyse and differentiate various types of data distribution in interpretations of results
5. To check the concept of Testing of Hypothesis in large samples using the data
6. To know the planning involved in inferential statistics and appropriate tests in given data



DR. Balakrishnan
PRINCIPAL

**Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.**

21E00106 Management Information Systems

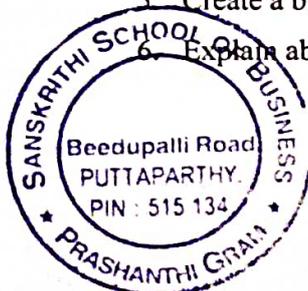
1. Classify the Management of Information system and its scope
2. Analyze the management information system application and challenges in managing MIS.
3. Understand traditional and modern approaches for data resource management and models.
4. Applying management information systems in various data base management systems
5. Evaluate product based and process based cost and benefit to implement and maintain MIS in an organization
6. Creating the management information applications for various database management systems.

21E00107 Business Communication Practice

1. Understand the communication concepts
2. Improve communication and competence skills
3. Obtain and apply proficiency in business communication at the workplace and professional contexts.
4. Analyze the barriers in effective communications
5. Describe the different types of business letters.
6. Evaluate formal reports with other disciplines.

21E00108 Information Technology Lab

1. Prepare and edit the documents with effective presentation to superiors.
2. Obtain hands of experience in designing and editing the templates and data in the excel sheets with formulae and functions.
3. To test and interpret the business data outcome statistically in an effective and efficient manner
4. Create presentation in MS power point.
5. Create a business template where it should be used in presentation.
6. Explain about short cut keys in power point presentations.



Dr. Balakrishnan
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

SEMESTER – II

21E00201 Financial Management

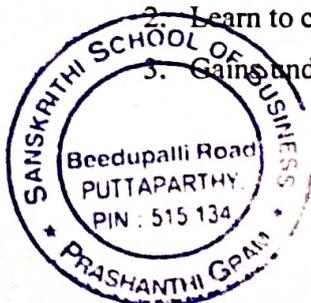
1. Understand the tasks and objectives of a finance manager in a corporate structure business.
2. Develop decision-making skills in the current competitive business climate regarding finance, investment, and corporate restructuring.
3. Examine the impact of capital structure on owner wealth maximization and firm value.
4. To obtain knowledge and abilities in identifying financial concerns.
5. To comprehend the risk associated in financial decision making.
6. Recognize financial management ideas and theories, as well as their actual application.

21E00202 Marketing Management

1. Understand the concepts of marketing and marketing strategies suitable for different products under different market environments
2. Analyze consumer markets so as to tap global markets for the products.
3. Learn the designing managing, creating & communicating value to the business in digitalised market environment.
4. Manage and designee the logistics for retailing and wholesaling for business organizations
5. Generating sales management system for full co-ordination.
6. Evaluate the logistics chain for integrating marketing channels in business organizations

21E00203 Human Resource Management

1. Understand the nature, scope, functions, roles, goals, strategies, and policies of human resource management.
2. Learn to create and develop components of human resource planning.
3. Gains understanding of the administration of monetary and non-monetary benefits for



Dr. Balakrishna
PRINCIPAL

**Sanskriti School of Business,
Beedupalli Road, Prashanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.**

the organization's personnel.

4. Understand current trends in the human resource function and how to combine work and life in today's dynamic work environment.
5. Investigate current HRM concerns, trends, practices, and processes.
6. Aid in the management of employee performance and the overall effectiveness of the organization.

21E00204 Business Research Methods

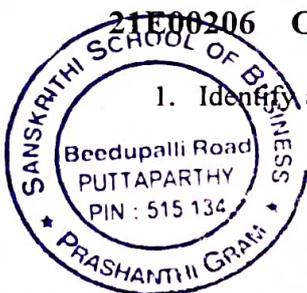
1. Understand types of business research, technology used in business research in technological era.
2. Identify and understand the research problem,
3. Apply the appropriate research design and sample design for the problem,
4. Formulate hypothesis, testing process of hypothesis
5. Understand sources of data, instruments to collect data, analyze and interpretation of data.
6. Prepare and present the research report effectively and efficiently

21E00205 Operations Research

1. Recalling the Operation Research and formulation of given business problem in a LPP model.
2. Explaining optimization tools in solving the management problems through modeling and using mathematical approach.
3. Implementing the solutions for various business problems using appropriate modeling techniques
4. Differentiating the strategy Games in Managerial Applications.
5. To check the skills to complete a project effectively and efficiently within the given resources
6. Analyzing PERT Techniques in Project Planning and Control in Network analysis

21E00206 Operations Management

1. Identify and assess the future challenges and trends in Operations Management, and



Dr. Balakrishnan
PRINCIPAL

**Sanskriti School of Business,
Beedupalli Road, Prashanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.**

- propose strategies to address them effectively.
2. Apply statistical quality control methods, including control charts, to monitor and improve process quality
 3. Evaluate the relevance and implementation of ISO9000-2000 clauses for ensuring quality standards
 4. Apply inventory control techniques and systems to manage inventory levels effectively
 5. Identify the drivers, enablers, compelling forces, and challenges associated with the adoption of Industry 4.0
 6. Students should demonstrate adaptability and flexibility in response to changing operational environments and emerging technologies.

21E00207a Advanced Communication

1. Understand the communication concepts
2. Improve communication and competence skills
3. Obtain and apply proficiency in business communication at the workplace and professional contexts
4. Understand the concepts of meetings and minutes of meetings.
5. Evaluate conflict resolution and its strategies.
6. Analyze about conventional mode and computer based technologies.

21E00208 Data Analytics Lab

1. Exhibit the calculation of cost of capital and discounting factor techniques in long term investment decision.
 2. Store and retrieve the data relating to dealers, customers and consumers based on products, geographical criteria.
 3. Present the data in the form of pivot tables, graphs and charts in effective and efficient way
 4. Construct and present employee salary administration in an organization in an informative manner.
- Understand information system in the organization, design of MIS and also internet and the tools used in Internet.



Dr. Balakrishnan
PRINCIPAL

**Sanskrithi School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.**

SEMESTER – III

21E00301 Strategic Management

1. Understanding the strategy types and concepts
2. Obtaining awareness on various competence strategies and competitive advantage
3. To Know strategic management process
4. Obtaining strategy implementation and essential steps
5. Evaluating the skills about various strategies in business
6. Understand on strategic controls at national and international context

21E00302 Green Business Management

1. Understanding the evolution of Green Management and its relevance in the twenty-first century
2. Students will Develop strategies to incorporate Green Management principles within an organization
3. Explore business redesign strategies for enhancing environmental sustainability
4. Evaluate biodiversity from an Indian perspective and understand its importance in Green Management.
5. Evaluate green financing initiatives and financial mechanisms for supporting environmentally sustainable projects.
6. Students should develop the ability to analyze complex environmental problems, evaluate alternative solutions, and make informed decisions based on critical thinking and analytical skills.

21E00303b Product and Brand Management

1. To gain knowledge on conceptual knowledge on product, classification of products, strategies, planning and development
3. To choose and implement appropriate strategies for existing and new products



Dr. Balakrishna
PRINCIPAL

**Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.**

4. To know essentials of good brand name, types and brand loyalty.
5. To apply different brand valuation methods and brand revitalization.
6. To create, design new brand names, and brand building strategies for brand extension.
7. To analyse the factors for new brand failures in the market in different sectors.

21E00303c Human Resource Development

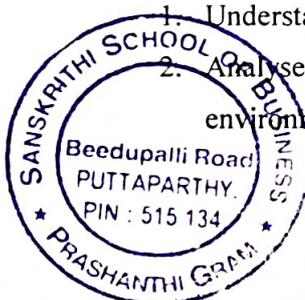
1. Understand the concept of HRD, functions and challenges to HR manager
2. Design plan for HRD programmes, need to assessment of HRD programmes and impact of HRD Programme
3. Evaluation of HRD programs in the order of the training needs
4. Understand career development, process and issues in career development
5. Learn and aware of HRD and its diversity in organizational culture
6. Analyse the global labour market with demographic changes

21E00304a Financial Institutions and Services

1. Define and comprehend the financial system in an economy, as well as its components.
2. Learn about financial institution classification, markets, and institution service types.
3. To examine and contrast the advantages and disadvantages of each form of financial service provided.
4. To distinguish between distinct financial markets and institutions, as well as their operating mechanisms.
5. Gain knowledge of the overall banking system, including types of banks and how banks function in the financial system.
6. To improve students' grasp of the underlying principles and operations of financial organisations.

21E00304b Consumer Behavior

1. Understand consumer behaviour and insights and dimensions of consumer behaviour
2. Analyse and interpret the consumer behaviour and its relationship with different environment factors.



Dr. Balakoteswari
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

3. Gain knowledge on communication and consumer behaviour and various models of buyer behaviour
4. Understand and describe consumer decision process pre –purchase and post purchase as well as repeat purchase behaviour
5. Differentiating the models of consumer behaviour for persuasive communication
6. Recognise the mechanism of consumer disputes Redressal agencies and commissions, Consumer protection act, 1986

21E00305a Investment and Portfolio Management

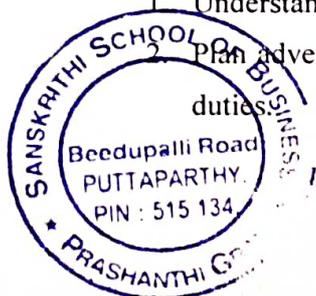
1. Gain an understanding of the stock market overview.
2. Learn about the investment process.
3. Before investing in stocks, analyse the security under several sorts.
4. Determine the risk and return value of various securities and portfolios.
5. Study numerous portfolio theories and models in order to manage your portfolio and optimise your results.
6. Use multiple methods to analyse, value, and forecast the performance of securities.

21E00305c Performance Management Enterprise

1. Remember performance management concept and distinguish between the PM and HRM
2. Discuss the concept of mentoring , process, types and pitfalls
3. Explain coaching and counseling for performance improvement and steps involved in counselling process
4. Design and apply different appraisal systems in an organization
5. Analyze the factors influencing fringe benefits in the reward and compensation policy
6. Generating the learning organisationa in different compensation management

21E00306b Advertising and Sales Promotion Management

1. Understand advertising concepts, categories, and advertising departments.
2. Plan advertisements with advertising companies, including their activities, roles, and duties.



Dr. Balakrishnan
PRINCIPAL
 Sanskrithi School of Business,
 Beedupalli Road, Prasanthigram,
 PUTTAPARTHI - 515134,
 Ananthapuramu (Dist) A.P.

3. Create an advertising budget, decision models, and budget effectiveness metrics.
4. Learn about sales promotion, consumer promotion, and the influence of sales.
5. Understand the power of publicity and public relations in promoting sales, the public relations process, and the responsibilities and activities of PRO.
6. Apply knowledge about advertising budgets and how to create efficient budgets.

21E00306c Knowledge Management

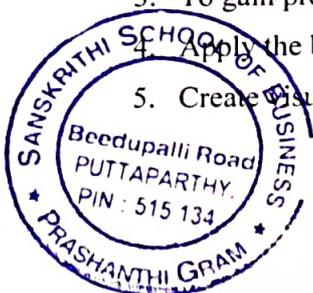
1. Understand concepts of Knowledge Management, techniques of KM, relationship between
2. Classify the knowledge life cycle in knowledge conversion.
3. To implementing the road blocks to successful implementation of KM and Information Architecture
4. Grasp the significance of information technology in KM, and bench marks in KM.
5. Checking the Appraisal for reward
6. Deduce the future planning of KM particularly in manufacturing and service sector.

21E00307b Project Management

1. Understand the concept of project management and its life cycle.
2. Apply the concept of project analysis
3. Evaluate the project system design
4. Analyze the project risk analysis
5. Evaluate the project monitoring methods
6. Evaluate project completion and its impact evaluation.

21E00308 Business Simulation Lab

1. To familiarize Students with basic to intermediate data gathering skills for using various tools
2. To provide students hands on experience on various statistical Utilities
3. To gain proficiency in creating solutions for Data Management and Reporting
4. Apply the basic concepts of spss.
5. Create visualization of data using excel



Dr. Balakoteswari
PRINCIPAL
 Sanskrithi School of Business,
 Beedupalli Road, Prasanthigram,
 PUTTAPARTHI - 515134,
 Ananthapuramu (Dt.) A.P.

6. Create human resources data base using excel.

21E00309 Experiential Learning Project

1. Create awareness of project assignment
2. Confirms that students understand what topic he/ she is doing.
3. Evaluate the students' knowledge about their project domain.
4. Evaluate the inferences on students' presentation on contemporary issues
5. Evaluate the students' presentation skills, analytical skills, logical skills in their research.
6. Motivate to the students to apply the research concept into paper publications.

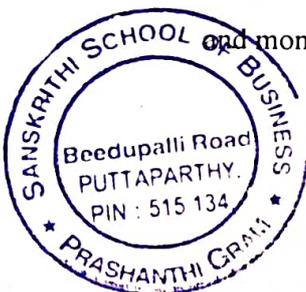
SEMESTER – IV

21E00401a Financial Derivatives

1. Understand derivative concepts and forms of derivatives
2. Recognise the interdependence of the spot and derivative markets.
3. Understand how futures and forward markets work.
4. Getting familiar with the ideas of options, strategies, and pricing models.
5. Understand the various types of swaps available for risk reduction.
6. Describe the ideas of options, strategies, and price models.

21E00401b Services Marketing

1. Understand service Marketing, features, classification of services.
2. Learn the concept of customer expectations of service and types.
3. Analyse Factors influencing and identifies issues in customer expectations of service
4. Knowing the monetary pricing objectives, pricing strategies into practice
5. Acquire knowledge on service promotion, strategies, implications and marketing communication mix in modern economy
6. Formulate marketing plans, and understands planning process, allocation of resources and monitoring marketing planning



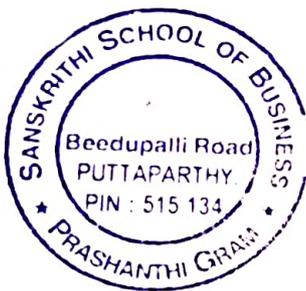
Dr. Balakoteswar
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

21E00402b International Marketing

1. understanding of the nature, scope, and significance of international marketing.
2. Distinguish between domestic and international marketing, as well as international marketing environmental elements.
3. Learn and understand international product management in terms of new products, culture, and brands in the international market.
4. Determine foreign marketing routes, physical distribution, and grey market goods
5. Decisions as well as India's EXIM policy, export procedures, and government aid and incentives for entering the international market.
6. Develop new tactics and marketing messages to enter a variety of international markets.

21E00402c Global Human Resource Management

1. Understand an overview of concept of Global Human Resource Management (GHRM) and issues & Challenges involved in GHRM
2. Differentiation on HRM vs. GHRM and the global environmental factors of GHRM and cross cultural research methodologies
3. Apply the concept of global staffing and compensation practices and differences in HCNs, PCNs and TCNs
4. Knowing the appraisal, training & development methods at Global perspective level
5. To evaluate the needs of global human resources with global standards
6. Gain knowledge on global industrial relations and people management globally



Dr. Balakrishnan
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prashanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.