



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.

M1 - To impart quality higher education

M2 - To undertake research and extension with emphasis on application and innovation

M3- Cater to the emerging societal needs through all-round development of students of all sections

M4 - To be globally competitive and socially responsible citizens with intrinsic values.

KL University Academic Goals

1. To offer academic flexibility by means of Choice based credit systems and the like
2. To identify and introduce new specializations that offer programs in emerging areas therein.
3. To incorporate into the curriculum the application orientation and use high standards of competence for academic delivery
4. To design and implement educational system adhering to outcome based international models
5. To introduce and implement innovation in teaching and learning process to strengthen academic delivery
6. To offer academic programs at UG, PG, Doctoral, Post-Doctoral which are industry focused and incorporates trans-discipline, inter-discipline aspects of the education system.
7. To deliver higher education that includes technologies and meeting the global requirements



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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KLUBUSINESS SCHOOL

KLUBS VISION

To be a Centre of excellence for value based management education.

KLUBS MISSION

To attain leadership in management education, research and consultancy and nurture the students industry ready to make the students as a responsible citizen of nation

M1 . To attain leadership in management education

M2 To attain leadership in Research

M3 To attain leadership in Consultancy

M4 To nurture the students industry ready

M5 To make the students as a responsible citizen of nation

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

To be a globally renowned university, as per our vision, we need to produce quality products (graduates) into the market who have potential strengths to meet all the professional and personal challenges prevailing at global levels and who can serve in all the possible positions of their respective job domains and contribute towards holistic growth of their respective employment providers as well as the nation, world. The graduates must also possess cutting edge R&D skills in their domain areas.

This, is exactly what has been framed into the University's Mission and thereby the Mission has converged into the following **Program Educational Objectives (PEOs)** which are best suited to Undergraduate Management program, and are those that compliment the university vision, mission.

PROGRAM EDUCATIONAL OBJECTIVES

PEO 1 To educate the business graduates to respond effectively in meeting the competitive business needs of the society.

PEO 2 To nurture the spirit of Entrepreneurship among the students that propagates the business world.

PEO 3 To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.

These PEOs are designed to be attained by all the graduates within 3 to 5 years of their graduation.

**PEO - MISSION MAPPING
BBA-MBA INTEGRATED PROGRAM**

PEO	MISSION			
	M1	M2	M3	M4
PEO 1	✓		✓	✓
PEO 2			✓	✓
PEO 3	✓	✓	✓	✓

**BBA-MBA INTEGRATED PROGRAM
PEOS VS GOALS MAPPING**

PEO	GOALS						
	GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5	GOAL 6	GOAL 7
PEO 1	✓	✓				✓	✓
PEO 2			✓			✓	
PEO 3			✓	✓	✓		✓

Thrust/Focussed areas as per APIIC, Telangana Industrial policy, CII, NSDC, Planning commision,UGC, US O*NET, World Economic Forum, UNESCO.

Local Needs identified as per policy document of APIIC		Regional Needs as per policy documents of APIIC & Telangana Industrial policy upto 2016		National Needs as per policy documents of CII, NSDC, Planning commision,UGC		Global Needs as per policy documents of US O*NET, World Economic Forum, UNESCO	
L1	Skill Development	R1	Creating Employment opportunities by Promoting Start-Ups	N1	Enabling optimal and effective marketing, communication to connect with their target audiences	G1	Economic Modeling and foreign trade
L2	Enhance productivity of all industrial sectors	R2	Progressive Labor Policies Industrial relations & Labour Legislation	N2	Digital India	G2	Develop information communication procedures
L3	Produce Quality Human Capital by fostering Innovation	R3	Optimise public and private investments	N3	Ensure quality education with relevant skills including basic competency in languages and communication	G3	Develop organizational policies
L4	Ease of Doing Business with good Governance	R4	Focus on Global business for sustainable development	N4	Ensure proper resource allocation and adoptin of IT to encourage SME's	G4	Analyze market relaated data and Communicate with Stake holders

Mapping of PEOs with Local, Regional, National and Global needs

-----> Curricula developed have relevance		LOCAL NEEDS				REGIONAL NEEDS				NATIONAL NEEDS				GLOBAL NEEDS			
		L1	L2	L3	L4	R1	R2	R3	R4	N1	N2	N3	N4	G1	G2	G3	G4
PEO 1	To educate the business graduates to respond effectively in meeting the competitive business needs of the society.	√							√	√	√	√			√		√
PEO 2	To nurture the spirit of Entrepreneurship among the students that propagates the business world.		√			√										√	√
PEO 3	To train the students in emerging as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.			√	√		√	√		√	√		√	√	√	√	√

PROGRAM OUTCOMES (POs):

PO	Description
a	Core Business Knowledge - Demonstrate competency in the underlying concepts, theory and tools taught in the core graduate curriculum.
b	Critical Thinking skills - Able to define, analyze and devise solutions for multifunctional business problems and issues in the areas of Marketing, Finance, Human Resources and Production.
c	Global Perspective - Identify and analyze relevant global factors that influences decision making in International Business Perspective
d	Investigation of complex problems - An ability to use research-based knowledge and research methods including design of innovative processes, analysis and interpretation of data and synthesis of the information to obtain solutions to organizational problems
e	Application of Statistical and Analytical tools - Ability to create, select and apply appropriate analytical tools, techniques and methods in the modern management activities.
f	The Manager and society Ability to apply reasoning informed by the contextual knowledge to assess societal, health, safety and cultural issues and the consequent responsibilities relevant to the professional management practices.
g	Legal Environment and sustainability - Ability to demonstrate the knowledge of contemporary issues in legal aspects, understanding and reporting their impact on societal and environmental contexts, leading towards sustainable organizational development through entrepreneurial orientation.
h	Ethics& Corporate Social Responsibility -An ability to apply ethical principles and commit to professional ethics and responsibilities and norms of management practice. Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders.
i	Individual and Team Work An ability to perform different roles effectively as an individual and a member or leader in diverse teams and in multi-disciplinary streams with entrepreneurial edge.
j	Communication -Ability to communicate effectively oral, written reports and graphical forms on complex managerial and administrative activities.
k	Project Management and Finance Ability to demonstrate knowledge and understanding of the business and operational activities and having sound knowledge in the financial aspects and applying those concepts to manage projects in multi-disciplinary environments.
l	Lifelong Learning An ability to recognize the need for and having the preparation and ability to engage independent and life-long learning in global context of technological and organizational change.

PROGRAM SPECIFIC OUTCOMES –BBA-MBA INTEGRATED PROGRAM

1. Student will be able to disseminate knowledge on critical functions of managing Finance, Human Resources, Operations, Marketing and Systems to earn competitive advantage.
2. Graduates will be able to exhibit Skills in the tools and techniques used for business decision-making and equip for immediate employment in their specialized donail areas.

K L U BUSINESS SCHOOL
BBA-MBA INTEGRATED PROGRAM
PO – PEO MATRIX

PO	PEO		
	PEO 1	PEO 2	PEO 3
a	✓		
b			✓
c		✓	✓
d			✓
e	✓		✓
f		✓	
g	✓	✓	
h	✓		
i			✓
j			✓
k	✓	✓	
l	✓	✓	✓

BBA-MBA INTEGRATED PROGRAM

Courses Introduced and syllbus revised into curriculam DURING 2017-18 as per the Local, regional, national and global needs

Courses introduced as per Local Needs		Courses introduced/Revised as per Regional Needs		Courses introduced as per National Needs		Courses introduced as per Global Needs	
	Course Name		Course Name		Course Name		Course Name
L1	Fundamentals of Income Tax (17BB21C2) Assessment of Direct Taxes (17 BB22C3) Introduction to Business Analytics (17MB52C3), Media Planning (17MB61K0) Search Engine Optimization (17MB61K1)			N1	Customer Relationship Management (17MB62M7) Affiliate Marketing (17MB61K2), Social Media Marketing & Analytics (17MB61K3), Mobile Marketing 17MB62K4, Email & Content Marketing (17MB62K5), E Commerce (17MB62K6), Digital PR & Corporate Communication (17MB62K7)	G1	
L2			Industrial relations & Labour	N2		G2	Customer Relationship Management

		Legislation(17MB61H2)			(17MB62M7)
L3	Business Analytics in HR –I (17MB61U2), Business Analytics in HR –II (17MB61U6)	Security Analysis & Portfolio Management (17MB61F1) International Financial Management (17MB61F2) Business Analytics in Finance -I (17MB61U3), Business Analytics in Finance -II (17MB62U7),	N3	G3	
L4	Industrial relations & Labour Legislation (17MB61H2)		N4	G4	Business Analytics in HR(17MB62H7), Business Analytics in Marketing (17MB62M5) , Business Analytics in Finance (17MB62F5) Introduction to Business Analytics (17MB52C3), Advanced Analytics with R (17MB61U0), Business Analytics in Marketing –I (17MB61U1), Business Analytics in HR – I(17MB61U2), Business Analytics in Finance -I (17MB61U3), Business Forecasting & Econometrics (17MB62U4)

						Business Analytics in Marketing –II (17MB62U6) Business Analytics in HR – II (17MB61U6), Business Analytics in Finance -II (17MB62U7)
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		Skills II																		
						Speak effectively for individual development													3	
						Develop professional behaviours in work contexts.													3	
						Improve their personality and accommodate himself / herself in different contexts													3	
2	17BB12C1	Introduction to Financial Accounting	3-2-0	4		Understand and apply different methods of depreciation to find out the net value of assets	3												2	1
						Understand and apply various methods of marinating accounts of branches	3													
						Understand and Apply various bases of allocation of common expenses and incomes while preparing departmental accounts													2	
						Analyze final statements of a company													2	
3	17BS115	Business Statistics	3-2-0	4		Capable to calculate and interpret basic descriptive statistics	3				1									2
						Calculate probabilities for simple events from a variety of random experiments or surveys and describe basic probability distributions	3													
						Understand and be able to perform statistical inference in the form of confidence intervals and hypothesis tests	3				1									
						Identify the appropriate trends in the evaluation, analysis and prediction in business decisions					1									
4	17BB12C3	Indian Business Environment	3-0-0	3		Understand different business environments in which various organizations operate.	3				2	1								2

					Identify different factors affecting the day-to-day operations of the Business.							2						
					Develop decision-making ability in real time business situations.							1						
					Develop operational and analytical skills to tackle business problems in different sectors.							2	1					
5	17BB12C4	Managerial Economics	3-0-0	3	Measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income.	3						1						2
					Understand the different costs of production and how they affect short and long run decisions	3						1						
					Categorize any real world market as being competitive, oligopolistic, or monopolistically competitive and to describe to a non-economist how that market structure affects firm decisions.	3												
					Analyze different types of competition that exist in external environment.							1						
6	17HS112	Environment Science	3-0-0	2	Understand the natural environment and its relationships with human activities.							1	3					
					Understand the principles of ecology and environmental issues that apply to air, land, and water issues							1	3					
					Demonstrate an understanding of current environmental challenges.								3					
					Analyze the social, economic, and political and policy dynamics involved in both the emergence and the resolution of environmental problems and restoration of degraded environments													
												1	3					

1	17BB21C0	Macro Economics	3-0-0	3	Analyze the macro economy using national income and aggregate demand and aggregate supply analysis	3											2
					Understand the causes and effects of inflation and unemployment.	3											
					Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run.						1						
					Understand how comparative advantage provides the basis for gains through trade						1						1
2	17BB21C1	Financial Accounting	3-2-0	4	Understand and apply different methods of depreciation to find out the net value of assets	3										2	
					Understand and apply various methods for maintaining accounts of branches.	3											
					Understand and Apply various bases of allocation of common expenses and incomes while preparing departmental accounts										2		
					Analyze financial statements of a company	3										2	
	17BB21C2	Fundamentals of Income Tax	3-2-0	4	Understand the fundamental principles of Income tax.	1											
					Know about income from agriculture.												
					Calculate Residential status and incidence of tax.	1											
					Gain Knowledge to compute Income under five heads.												
4	17BB21K3	Foreign Language	2-1-0	3	Learn vocabulary, pronunciation and different accents										2		
					Understand grammar										2		
					Understand and create different kinds of messages in French in various experiential situations for a variety of purposes.										2		
					Students will apply knowledge of the French language for										2		

					Describe and analyze Brand Portfolio and how it can be built and developed.	3														
					Evaluate sources of “Brand equity” as well as outcomes of “Brand equity”.		3													
7	17MBx1M7	Customer Relationship Management	3-0-0		Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.	1	2												1	2
					Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.	3														
					Implement various technological tools for data mining and also successful implementation of CRM in the Organizations		3													
					Design customer relationship management strategies by understanding customers’ preferences for the long-term sustainability of the Organizations.	2														
II																				
	FINANCE																			
1	17MBx1F0	Financial Services and Markets	3-0-0	3	Understand the role and function of the financial system in reference to the macro		2												1	2

					finance and design financial strategies and to integrate the global developments with the changing business environment in India.															
4	17MBx1F3	Principles of Taxation	2-2-0	3	Understand the fundamental principles of Income tax.			1				3							1	2
					Find various incomes which are exempted from Income tax.			1												
					Calculate Residential status and incidence of tax.							3								
					Gain Knowledge to compute Income under five heads.							3								
5	17MB62F4	Financial Derivatives (Pre-requisite: Security Analysis)	2-2-0	3	Students will be able to analyze the risks in different financial markets.	1		2											1	2
					Acquire the ability to selection of various options and then can apply them to specific markets.	3														
					The student will be able to strategically manage the financial derivatives.			2												
					The student will be able to analyze various models in order to take wise decisions for improving their wealth	1														
6	17MBx1F5	Business Analytics in Finance	2-0-2	3	To understand the application of Excel & R.			1			3								1	2
					To gain knowledge on application of R and Excel on financial data.			1			3									
					To analyze financial statements with the help of Excel & R.						3									
					Application of R in stock market and banking applications.			1												
7	17MBx1F6	Taxation Planning	2-2-0	3	Learn various provisions of set off and carry forward of losses.		1					3					1		1	2

					To Analyze the effectiveness of pricing Strategies adopted by retailers							2					
					To Analyze the impact of location, promotion strategies and Other areas of Marketing.							2					
	17MB62U6	Business Analytics in HR -II	2-0-2	3	Students will be able to learn what combination of data, technologies, and tools can be used in people management processes to improve organization’s performance.							2					
					Students will understand how and when hard data is used to make soft-skill decisions about hiring and talent development							2					
					Able to learn skills in company’s talent management decisions.							2					
					This course in People Analytics is designed to help to flourish in their career, too.							2					
	17MB62U7	Business Analytics in Finance -II	2-0-2	3	forecast the time series data using econometrics models in R							2					
					analyze the pricing of derivatives in R							2					
					analyze the pricing of options in R								2				
					analyze credit Risk Modelling using Logistic Regression in R								2				

	17MB61K3	Social Media Marketing & Analytics	3-0-0	3	Understand the Social Media Marketing in detail	2													
					Operate Social Media within the recommended guidelines & regulations	2													
					Use Social Media through content management effectively			2											
					Enhance the KPIs and improve campaign performance in a better way			2											
	17MB62K4	Mobile Marketing	3-0-0	3	Understand & recognize new trends in Mobile Marketing	2													
					Create a mobile app for marketing of goods and services	2													
					Enhance the awareness about the relevant laws and guidelines, including privacy and data protection			2											
					Design different loyalty programs and prepare suitable strategies			2											
	17MB62K5	E-Mail & Content Marketing	3-0-0	3	Recognize new trends in email and content marketing			2											
					Equip students with the data base building skills			2											
					Use different types of writings for different media's							2							

					To analyze the role and components of International Logistics system	1													
					Analyze Ocean Transport and Chartering				2										
					Evaluate the problems and prospects of Fright Stations	1													
2	17MB51T1	Export & Import Documentation & Insurance	3-0-0	3	Understand the process of documentation in International business		1	3											2
					Evaluate the basic documents required for export and import		2	3											
					Understand the insurance procedure for export and import	1		2											
					Analyze the challenges of documentation and insurance for international Business Organizations													3	
	HEALTHCARE MANAGEMENT																		
1	17BB41D0	Overview of Healthcare Management	3-0-0	3	Understand basics of Healthcare Sector	1					3								1
					Analyze the role of clinical and diagnostic services	1													
					Evaluate the impact of hospital operations management						3								
					Evaluate the components and process of maintaining medical records	1													
2	17MB51D1	Management of Healthcare Operations	3-0-0	3	Implement the best practices of the health care Services						3					2			2
					Apply knowledge of financial management techniques in the corporate hospitals						3								
					Analyze, interpret and solve HR											2			

					Evaluate the role of computers In enhancing the efficiency of tools used in manufacturing		2												
2	17MB51Z1	Operations Strategy	3-0-0	3	Understand the strategic issues in manufacturing	3													1
					Analyze the methodology to be adopted for developing operations strategy		3												
					Analyze the role of quality as a strategic factor					2									
					Evaluate the use of information technology and management perspectives in enhancing investment decisions in operations		2												
AGRO-BUSINESS MANAGEMENT																			
1	17BB41W0	Overview of Agri- business Management	3-0-0	3	Understand the role of agriculture in Indian economy	3													1
					Analyze the various forms of inventions in marketing agricultural products					2									
					Analyze the implications of corporate forming in retail revolution		2												
					Evaluate the role of ITAC, GATT, WUTU these in the trade of agricultural commodities														
2	17MB51W1	Agricultural Marketing	3-0-0	3	Understand the concept of seed production and marketing of pesticides	2						2							2
					Analyze the various grading and standardization strategy adopted to maximize the farm products marketing								2						

