

Geethanjali College of Engineering and Technology

Department of Management Studies

Dissemination among stakeholders

Dissemination of Vision, Mission, PEO, PO, PSO - Institutional Website

Welcome to Geethanjali Institutions

geethanjalinstitutions.com/engineering/mba.html

Faculty Initiative on Teaching and Learning

Vision and Mission

Vision

Providing excellence in management education to produce effective management professionals to build a better nation.

Mission

1. To offer high quality Masters in Business Administration imparting management and business principles, driven by honesty, integrity, transparency, and ethics preparing Students for professional career.
2. Engaging students through critical thinking, developing interpersonal skills, through Cooperation and collaboration, inculcating an entrepreneurial mind set to contribute towards societal development.

Program Educational Objectives, Program Outcomes and Program Specific Outcomes

Program Educational Objectives (PEO)

- > PEO1: To prepare students to lead a successful career in industry or pursue higher studies or become an entrepreneur and be a lifelong learner.
- > PEO2: To train students so as to enable them to offer commercially feasible and socially acceptable business solutions contributing towards societal development.
- > PEO3: To develop strong leadership and interpersonal skills demonstrating impeccable honesty, integrity and professional ethics with a deep-rooted commitment for societal development.

25°C Haze 00:29 11-01-2025

Dissemination of Vision, Mission, PEO, PO, PSO - Syllabus book

INSTITUTION VISION AND MISSION

VISION

Geethanjali visualizes dissemination of knowledge and skills to students, who would eventually contribute to well-being of the people of the nation and global community.

MISSION

- To impart adequate fundamental knowledge in all basic sciences and engineering, technical and Inter-personal skills to students.
- To bring out creativity in students that would promote innovation, research and entrepreneurship.
- To Preserve and promote cultural heritage, humanistic and spiritual values promoting peace and harmony in society.

DEPARTMENT VISION AND MISSION

VISION

Providing excellence in management education to produce effective management professionals to build a better nation.

MISSION

1. To offer high quality Masters in Business Administration imparting management and business principles, driven by honesty, integrity, transparency, and ethics preparing students for professional career.
2. Engaging students through critical thinking, developing interpersonal skills, through cooperation and collaboration, inculcating an entrepreneurial mind set to contribute towards societal development.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

- PEO1 To prepare students to lead a successful career in industry or pursue higher studies or become an entrepreneur and be a lifelong learner.
- PEO2 To train students so as to enable them to offer commercially feasible and socially acceptable business solutions contributing towards societal development.
- PEO3 To develop strong leadership and interpersonal skills demonstrating impeccable honesty, integrity and professional ethics with a deep-rooted commitment for societal development.

Dissemination of Vision, Mission, PEO, PO, PSO - Course File

I. COVER PAGE	
GEETHANJALI COLLEGE OF ENGINEERING AND TECHNOLOGY DEPARTMENT OF MANAGEMENT STUDIES	
(Name of the Subject) 22MB01002- BUSINESS ECONOMICS	
Programme : PG	
Branch: MBA	Version No: 1
Year: I	Created on: 15/10/2022
Semester: I	No. of pages : 90
Classification status (Unrestricted / Restricted)	
Distribution List :	
Prepared by: 1) Name: Shalnaz Begum	
2) Sign :	
3) Design: Asst. Prof	
4) Date : 15/10/22	
Verified by :	* For O.C Only,
1) Name: Dr.J. Pardha Saradhi	1) Name:
2) Sign:	2) Sign:
3) Design: HOD	3) Design:
4) Date : 17/10/2022	4) Date :
Approved by: (HOD)	1) Name: Dr.J. Pardha Saradhi
	2) Sign:
	3) Date: 17/10/22

<p style="text-align: center;">2. VISION OF THE INSTITUTE</p> <p>Geethanjali visualizes dissemination of knowledge and skills to students, who would eventually contribute to well being of the people of the nation and global community.</p> <p style="text-align: center;">3. MISSION OF THE INSTITUTE</p> <ul style="list-style-type: none"> • To impart adequate fundamental knowledge in all basic sciences and engineering, technical and Inter-personal skills to students. • To bring out creativity in students that would promote innovation, research and entrepreneurship. • To Preserve and promote cultural heritage, humanistic and spiritual values promoting peace and harmony in society. <p style="text-align: center;">4. VISION OF THE DEPARTMENT</p> <p>"Providing excellence in education to build a better tomorrow, through a realistic and research oriented environment."</p> <p style="text-align: center;">5. MISSION OF THE DEPARTMENT</p> <ol style="list-style-type: none"> 1. To offer high quality Masters in Business Administration imparting management and business principles, driven by honesty, integrity, transparency, and ethics preparing students for professional careers. 2. Engaging students through critical thinking, developing interpersonal skills, through cooperation and collaboration, inculcating an entrepreneurial mind set to contribute towards societal development 	
--	--

6. PEOs, POs, PSOs

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO1 To prepare students to lead a successful career in industry or pursue higher studies or become an entrepreneur and be a lifelong learner.

PEO2 To train students so as to enable them to offer commercially feasible and socially acceptable business solutions contributing towards societal development.

PEO3 To develop strong leadership and interpersonal skills demonstrating impeccable honesty, integrity and professional ethics with a deep-rooted commitment for societal development.

PROGRAM OUTCOMES (PO)

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, analyse 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.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO1: Apply advanced Financial, HR, and Marketing strategies involving ethical practices with social responsibility to arrive at solutions for given business problems.

PSO2: Demonstrate leadership through analytical ability in decision making in managing finance, human resource and marketing functions for organizational sustainability.

Dissemination of Vision, Mission, PEO, PO, PSO - Lab Manual

INDEX

S. No.	TOPIC
1.	Certificate
2.	Performance Indicator
3.	Vision and Mission (Institute and Program), PEOs , POs and PSOs
4.	Course outcomes
5.	CU mapping
6.	Syllabus
7.	List of Experiments/ Syllabus
8.	Evaluation Pattern
9.	Course description
10.	General Instructions for Students and Teachers
11.	Unit I: MS Excel: Introduction to statistical package Creating and editing worksheets-Main menu functions, Cell formatting, Working with data, editing, cut, copy, paste, paste special, Creating and using formulas and functions-page layout, quick access toolbar.
12.	Unit II: Creating and using templates Advanced formulae, Sort and filter data-Working with graphs and charts, validation list.
13.	Unit III: Data from external sources Charts: Graph, Tabulation, Data analysis using Pivot tables and Pivot charts
14.	Unit IV: Data Analysis I Tabulations, Bar diagram, Multiple bar diagram, Pie diagram, . measures of central tendency, measures of dispersion, correlation and regression
15.	Unit V: Data Analysis II T test, F test, ANOVA one way, Chi square, Time series
RULES AND ETIQUETTE GUIDELINES	

INSTITUTION VISION AND MISSION

Vision of the Institution

"Geethanjali visualizes dissemination of knowledge and skills to students, who would eventually contribute to the well-being of the people of the nation and global community."

Mission of the Institution

- To impart adequate fundamental knowledge in all Basic Sciences and Engineering, technical and inter-personal skills to students.
- To bring out creativity in students that would promote innovation, research and entrepreneurship.
- To preserve and promote cultural heritage, humanistic and spiritual values promoting peace and harmony in society.

DEPARTMENT VISION AND MISSION

Vision of the Department

Providing excellence in management education to produce effective management professionals to build a better nation.

Mission of the Department

- To offer high quality Masters in Business Administration imparting management and business principles, driven by honesty, integrity, transparency, and ethics preparing students for professional career.
- Engaging students through critical thinking, developing interpersonal skills, through cooperation and collaboration, inculcating an entrepreneurial mind set to contribute towards societal development.

5. PEOs, POs and PSOs

Program Education Objectives (PEOs)
PEO1: To prepare students to lead a successful career in industry or pursue higher studies or become an entrepreneur and be a lifelong learner.
PEO2: To train students so as to enable them to offer commercially feasible and socially acceptable business solutions contributing towards societal development.
PEO3: To develop strong leadership and interpersonal skills demonstrating impeccable honesty, integrity and professional ethics with a deep-rooted commitment for societal development.
Program Outcomes (POs)
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.

PROGRAM SPECIFIC OUTCOMES (PSOs)

On completion of this program, the graduate should be able to:

- PSO1:** Apply Advanced Financial, HR, and Marketing Strategies involving ethical practices with social responsibility to arrive at solutions for given business problems.
- PSO2:** Demonstrate leadership through analytical ability in Decision Making in managing finance, human resource and marketing functions for organizational sustainability.

Course Outcomes: Students will be able to:

- CO1:** Apply functions in MS Excel for business decisions
- CO2:** To build customized spreadsheet models for business decisions.
- CO3:** Design and use MS Excel Templates for data analysis.
- CO4:** Analyze the data to explore hidden patterns.
- CO5:** Examine and draw inferences about the data by applying descriptive and inferential statistics.

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
22MB01L01.1: Apply functions in MS Excel for business decisions	3	-	2	-	2	3	2
22MB01L01.2: To build customized spreadsheet models for business decisions.	-	2	-	3	-	3	3
22MB01L01.3: Design and use MS Excel Templates for data analysis.	2	3	-	3	-	3	3
22MB01L01.4: Analyze the data to explore hidden patterns.	2	3	-	3	-	3	3
22MB01L01.5: Examine and draw inferences about the data by applying descriptive and inferential statistics.	3	3	-	3	-	3	3
Average	2.3	2.75	2	3	2	3	3

Course Outcomes	PEO 1	PEO 2	PEO 3
22MB01L01.1: Apply functions in MS Excel for business decisions	2	2	2
22MB01L01.2: To build customized spreadsheet models for business decisions.	2	2	2
22MB01L01.3: Design and use MS Excel Templates for data analysis.	2	2	2
22MB01L01.4: Analyze the data to explore hidden patterns.	2	2	2
22MB01L01.5: Examine and draw inferences about the data by applying descriptive and inferential statistics.	2	2	2

Dissemination of Vision, Mission, PEO, PO, PSO - News letter

Volume 1, Issue No. 1
July to June, 2022-2023

Business Digest

Department of Management Studies news letter

Geethanjali College of Engineering and Technology

(U.C. Autonomous, Approved by AICTE and Permanently Affiliated to JNTU) Accredited by NAAC with 'A' Grade

Chairman: Dr. G. S. Ravinder Reddy
Principal: Dr. S. Udaya Kumar

Head of the Department
Dr. J.P. REDDY SAKASHI

Editorial Committee
Dr. MEENA MADHAVI
K.N. RAJ PAI REDDY

Advisory Committee
K. Laxayya-Asstt. Professor
Shankar Begum-Asst. Professor
K.Vijaya Lakshmi-Asst. Professor

Inside the Issue

- Faculty interaction with outside world
- Student Development Programs
- Guest Lectures
- Journal Publications
- Conference Publications
- Faculty Achievements
- Department Enrichment
- FDPs/Workshops/Webinars attended
- Industrial Visits
- Activities under Professional Bodies - IIMA
- NSS Activities
- Students Placement
- Academic Toppers of 2020-22
- College-level Activities

Vision of the Institute

Geethanjali visualizes dissemination of knowledge and skills to students, who would eventually contribute to well-being of the people of the nation and global community.

Mission of the Institute

1. To impart adequate *fundamental* knowledge in all basic sciences and engineering, technical and Inter-personal skills to students.
2. To bring out creativity in students that would promote innovation, research and entrepreneurship.
3. To preserve and promote cultural heritage, humanistic and spiritual values promoting peace and harmony in society.

Vision of the Department

Providing excellence in management education to produce effective management professionals to build a better nation.

Mission of the Department

1. To offer high quality Masters in Business Administration imparting management and business principles, driven by honesty, integrity, transparency and ethics preparing students for professional career.
2. Engaging students through critical thinking, developing interpersonal skills, through cooperation and collaboration, inculcating an entrepreneurial mind set to contribute towards societal development

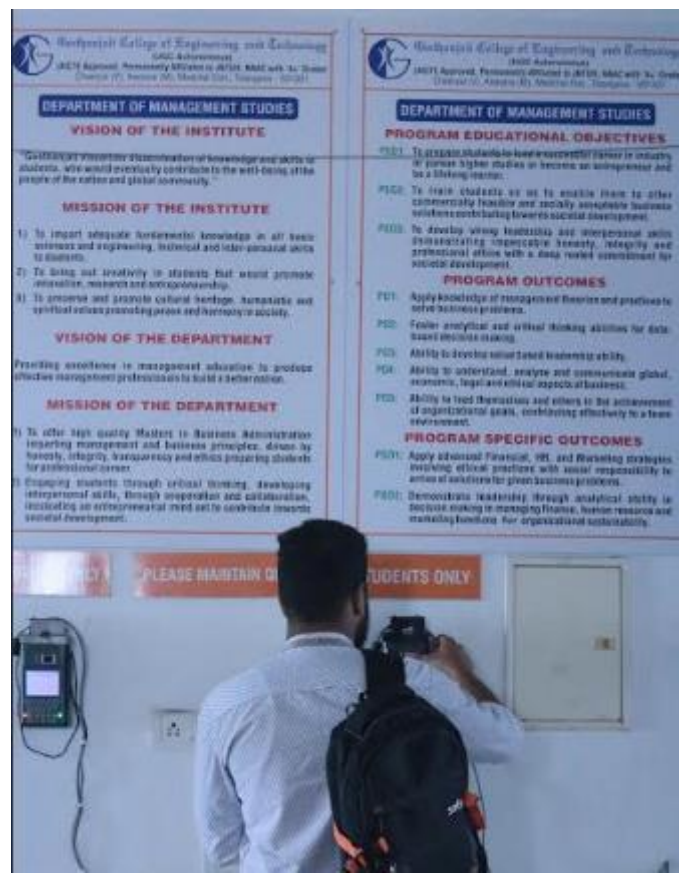
Program Educational Objectives (PEOs)

PEO1: To prepare students to lead a successful career in industry or pursue higher studies or become an entrepreneur and be a lifelong learner.

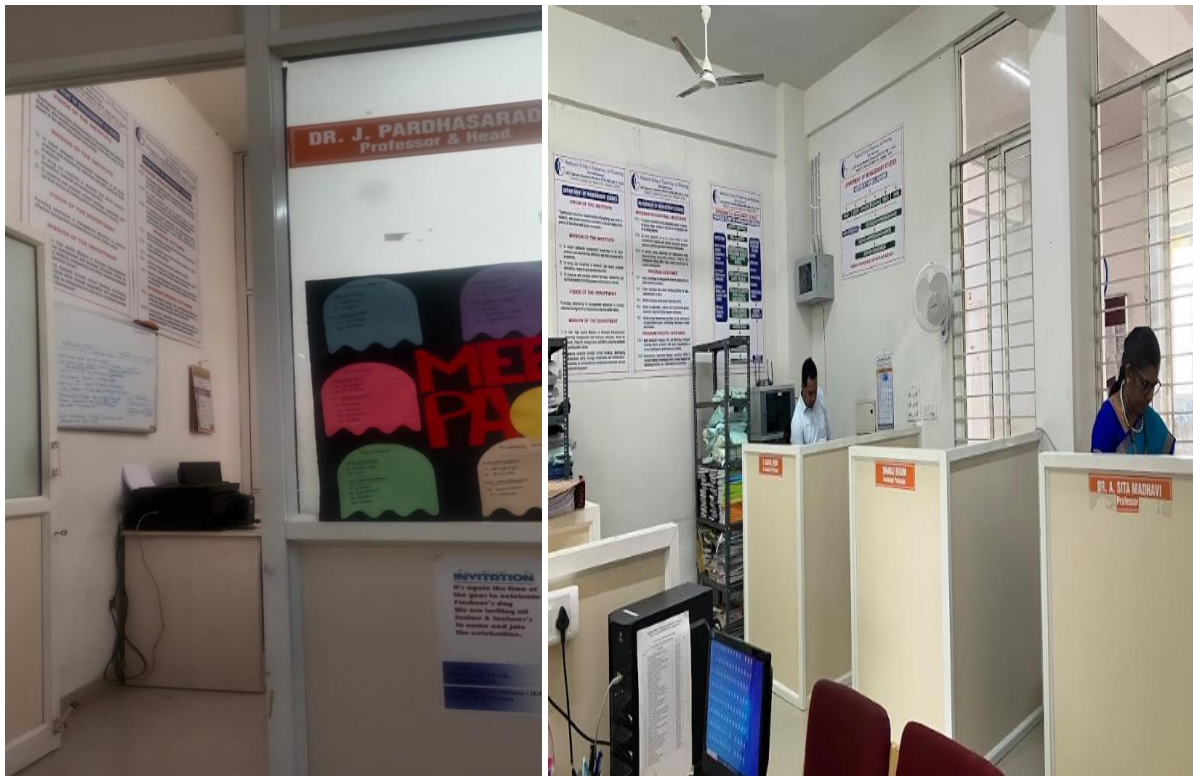
PEO2: To train students so as to enable them to offer commercially feasible and socially acceptable business solutions contributing towards societal development.

PEO3: To develop strong leadership and interpersonal skills demonstrating impeccable honesty, integrity and professional ethics with a deep rooted commitment for societal development.

Dissemination of Vision, Mission, PEO, PO, PSO - Corridor



Dissemination of Vision, Mission, PEO, PO, PSO - HoD Cabin and staff room



Dissemination of Vision, Mission, PEO, PO, PSO – Class room



Dissemination of Vision, Mission, PEO, PO, PSO - Laboratory



Dissemination of Vision, Mission, PEO, PO, PSO- Graduate attainment book

Table of Contents		
S. No	Name of the Content	Page No.
1	Vision of the Institution	1
2	Mission of the Institution	1
3	Vision of the Department	1
4	Mission of the Department	1
5	Program Educational Objectives (PEOs)	1
Course wise attainments and POs attainments for 2021-2023		
6	AR20 MBA Program Structure	3-5
7	Process of mapping of COs with POs and PSOs	6
8	Program Outcomes	7
9	Program Specific Outcomes	7
10	CO - PO Mapping for all Courses of AR20 Regulation Curriculum for the Batch 2021-2023	8-20
11	Course wise - POs / PSOs Mapping matrix for the Batch (2021-2023) AR20 Regulations	21-23
12	Procedure for Measuring the CO Attainment	24-31
13	Subject wise CO-Attainment of Batch 2021-23 - AR20 Regulations	32-66
14	Course Attainments for the Batch 2021-2023	67-68
15	Graphical Representations of CO Attainments Semester wise	69-70
16	Procedure for Measuring the PO Attainment	71
17	POs and PSOs Course wise Attainment for the Batch 2021-2023	72-73
18	POs and POs attainment for 2021-2023 Batch	73
19	Graphical Representation of POs and POs attainment for 2021-2023 Batch	73
20	Forms for CO-PO / PSO Mapping and Indirect Attainments of POs and PSOs	74-82

1. Vision of the Institution

Geethanjali visualizes dissemination of knowledge and skills to students, who would eventually contribute to well-being of the people of the nation and global community.

2. Mission of the Institution

- i. To impart adequate fundamental knowledge in all basic sciences and engineering, technical and inter-personal skills to students.
- ii. To bring out creativity in students that would promote innovation, research and entrepreneurship.
- iii. To preserve and promote cultural heritage, humanistic and spiritual values promoting peace and harmony in society.

3. Vision of the Department

Providing excellence in management education to produce effective management professionals to build a better nation.

4. Mission of the Department

1. To offer high quality Masters in Business Administration imparting management and business principles, driven by honesty, integrity, transparency and ethics preparing students for professional career.
2. Engaging students through critical thinking, developing interpersonal skills, through cooperation and collaboration, inculcating an entrepreneurial mind set to contribute towards societal development.

5. Program Educational Objectives (PEOs)

PEO1: To prepare students to lead a successful career in industry or pursue higher studies or become an entrepreneur and be a lifelong learner.

PEO2: To train students so as to enable them to offer commercially feasible and socially acceptable business solutions contributing towards societal development.

PEO3: To develop strong leadership and interpersonal skills demonstrating impeccable honesty, integrity and professional ethics with a deep rooted commitment for societal development.

Dissemination of Vision, Mission, PEO, PO, PSO - Staff meeting



Dissemination of Vision, Mission, PEO, PO, PSO - Parent Teacher Meeting



Dissemination of Vision, Mission, PEO, PO, PSO - Student induction program



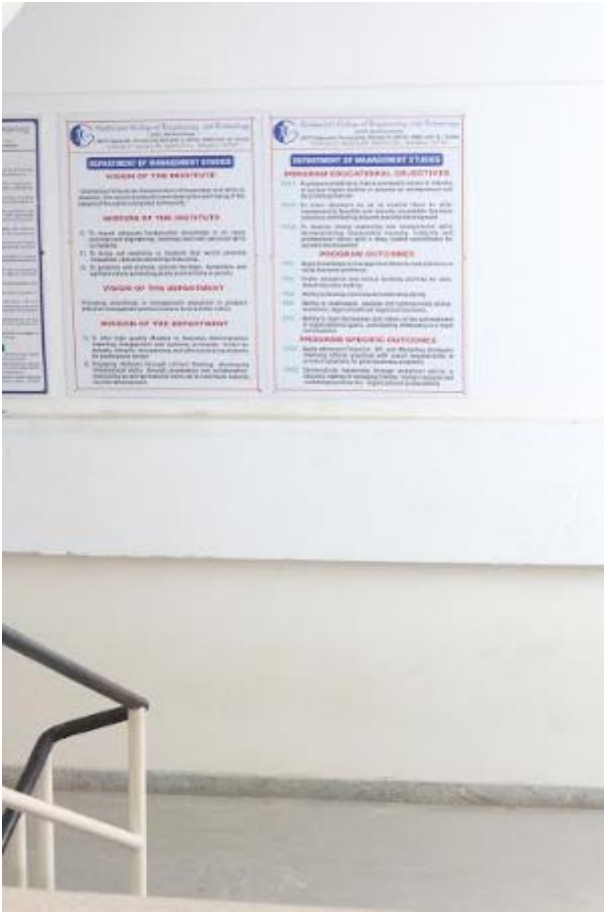
Dissemination of Vision, Mission, PEO, PO, PSO -BoS meeting



Dissemination of Vision, Mission, PEO, PO, PSO -Alumni meet



Dissemination of Vision, Mission, PEO, PO, PSO in staircase



Dissemination of Vision, Mission, PEO, PO, PSO - Parent and Recruiters Meeting

