

Shivraj College, Gadhinglaj

Bachelor of Business Administration (B.B.A)

PROGRAM SPECIFIC OUTCOMES (PSO)	
	After completing the BBA course , the students would be able to :
PSO 1	Acquire the managerial professional attributes & be capable of decision making by applying the knowledge of management discipline.
PSO 2	Acquire certain basic skills & aptitudes to be helpful for taking up any particular activity for a business.
PSO 3	Explore the entrepreneurial quality, aptitude, & start new business venture with innovative ideas.
PSO 4	Become knowledgeable in specialized area of management like Human Resource, Finance, Marketing, Business analytics,computer application,etc.
PSO 5	To inculcate global view of the industrial & organization establishment & their functions which support the business system.
PSO6	Demonstrate competency in the business disciplines.
PSO 7	Prepare students to undertake post graduation management programme
Program Outcomes (PO):	
	After completing the BBA course , the students would be able to :
PO 1	Identify the different functional aspects of business world & recognize different opportunities of business.
PO 2	Acquire the different Employability Skills, Entrepreneurial skills, necessary for the professional attitudes.
PO 3	Recognize & solve business problems in an ethical manner..
PO 4	Demonstrate a global outlook with the ability to identify aspects of the global business & cross cultural understanding.
PO 5	Identify the problems & challenges and inculcate the capability to cope with the spontaneous changes.
PO6	Analyze the importance of innovation &research , tackle the contemporary needs & accordingly grab the opportunities.

PO 7	Develop effective & oral communication especially in business application, with the use of appropriate technology.
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BBA I Semester II

Paper No 1 Accounting for Managers CC-A4

Course Outcomes:

CO1	Understand the concepts in accountancy.
CO2	Prepare ledger accounts, subsidiary books and trial balance..
CO3	Demonstrate calculations of depreciation.
CO4	Prepare statements of accounts

Paper No 2 Human Resource Management, Paper – II CC-A5

Course Outcomes:

CO1	Describe human resource planning process
CO2	Describe selection procedure in detail
CO3	Describe the methods of management development
CO4	Describe different methods of training

Paper No 3 Macro Economics CC-A6

Course Outcomes:

CO1	Learners will be able to understand concepts of national income and demand of supply of money
CO2	Learners will apply the principles and theories of inflation and business cycle
CO3	Learners will understand different concepts of public finance

Paper No 4 Management Information System GEC-G2

Course Outcomes:

Students who complete this course should be able to:

CO1	Understand basics Information System.
CO2	Understand working and applications of different information systems.
CO3	Study system development lifecycle. 4. Analyze the system requirement

Paper No 5 Business Communication, Paper – II AECC-C2

Course outcomes

After the completion of the course, students will be able to

CO1	Understand the nature of effective oral communication
CO2	Face the interview confidently and participate in the group discussion
CO3	Develop presentation skills
CO4	Understand different modern office communication tools

BBA II Semester IV

Paper No 1 Entrepreneurship and Project Management CC –B4

Course outcomes

CO1	Understand the process of project identification
CO2	have a fair idea about different institutions and schemes
CO3	Understand different methods of project appraisal
CO4	Understand the process of preparation of business plan

Paper No 2 Management Accounting CC-B5

Course Outcomes :

CO1	Understand Management Accounting and Reporting to management
CO2	Understand tools and techniques of Management Accounting

CO3	Understand Financial Statement Analysis
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Paper No 3 RURAL AND RETAIL MARKETING CC-B6

Course Outcomes

CO1	Develop understanding of concepts of rural and retail marketing.
CO2	Understand the current situation of rural marketing.
CO3	Analyze the marketing of agricultural inputs and products.
CO4	Understand retail formats, retail buying behavior and retail marketing mix.

Paper No 4 Research Methodology GEC-G4

Course outcomes

CO1	Define various terms used in research process
CO2	Describe research design, sample design and sampling methods
CO3	Apply appropriate methods for data collection for research work
CO4	Use appropriate statistical tools for data analysis and interpretation

Paper No 5 STATISTICS FOR DECISION MAKING (AECC-C4)

Course Outcomes:

CO1	Define tools Statistics used for decision making
CO2	Describe applications of statistics for decision making.
CO3	Apply suitable statistical formula and estimate trend.
CO4	Construct control charts

BBA III Semester VI

Paper No 1 Fundamental of Taxation (Semester-VI) CC-C4

Course Outcome:

CO1	To understand the basic concepts in Taxation
CO2	To demonstrate the computation of income and tax liability
CO3	To understand concept of GST and its mechanism

Paper No 2 BUSINESS ETHICS CC C5

Course outcomes

CO1	To familiarize students with values and ethics in business.
CO2	To motivate students to think and behave ethically in all situations of life.

Paper No 3 ORGANIZATIONAL BEHAVIOUR CC-C6

Course outcomes

CO1	Understand the basic concepts of OB
CO2	Understand the principles of learning
CO3	Describe the importance of attitude and values
CO4	Implement the theories of Motivation and Personality.
CO5	Understand and implement causes of stress and coping strategies

Paper No 4 International Marketing DSE A3

Course Outcomes

CO1	Understand basics of international marketing.
CO2	To provide students with a perspective of International Marketing management, its environment and complexities.
CO3	Study international marketing strategies.
CO4	Study functions of international trade

Business Finance (Semester-VI) DSE-B3

Course Outcomes :

CO1	To understand the basic concepts Business Finance
CO2	To recognize Financial Markets , Mutual Funds, Portfolio Management and Micro Finance
CO3	To understand Corporate Restructuring and its ways.

Human Resource Development DSE – C3

Course outcomes

After Completion of the course students will be able to:

CO1	Understand the basic concepts of OB
CO2	Understand the principles of learning
CO3	Describe the importance of attitude and values
CO4	Implement the theories of Motivation and Personality.
CO5	Understand and implement causes of stress and coping strategies

BBA I Semester I

Paper No 1 Fundamentals of Business Management

Course Outcomes

CO1	Students should be able to know, comprehend, apply, analyze, synthesize and evaluate the basic fundamentals of managing organizations. Students will complete specific activities, as identified in the syllabus, related to each of the four functions of management: planning, organizing, leading and controlling.
CO2	Have developed a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling;
CO3	Be able to analyze organizational case situations in each of the functions of management;
CO4	Be able to identify and apply appropriate management techniques for managing contemporary organizations; and

CO5	Have an understanding of the skills, abilities, and tools needed to obtain a job on a management track in an organization of their choice
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Paper No 2 Principles of Marketing

Course Outcomes

CO1	Understand the fundamentals of marketing.
CO2	Aware of the 4P's & 4C's of marketing mix.
CO3	Understand the consumer behavior and importance of market segmentation

Paper No 3 Micro Economics

Course Outcomes:

CO1	Learners will be able to explain meaning and scope of business economics
CO2	Learners will apply the concept and theories of demand and consumer behaviors'
CO3	Learners will apply concepts of factor pricing and production function in business practices
CO4	Learners will understand different markets and its pricing practices

Paper No 4 Information Technology in Business Management

Course Outcomes:

CO1	Understand basics of computer technology.
CO2	Identify software and networking technology for business.
CO3	Prepare documents, files and folders with the help of Ms-Words
CO4	Prepare power point presentations. 5. Analyze Business data using MS – Office.

Paper No5 Business Communication, Paper –I

Course outcomes

CO1	Understand business communication
CO2	Develop vocabulary
CO3	Develop effective writing skills
CO4	Develop effective reading skill

BBA II Semester III

Paper No 1 Fundamentals of Entrepreneurship

Course outcomes

CO1	Have a fair idea about aspects of entrepreneurship development
CO2	Understand the role of entrepreneurs, and the importance of entrepreneurship with the challenges and opportunities.
CO3	Get acquainted with different theories of entrepreneurship
CO4	Understand the concept and role of woman entrepreneurs
CO5	Understand the concept of rural and social entrepreneurship

Paper No 2 COST ACCOUNTANCY

Course Outcomes :

CO1	Describe concepts in Cost Accountancy
CO2	Analyze methods of Costing, Cost Levels and methods of pricing material issues, Inventory Control Techniques
CO3	Define application of Marginal Costing Technique in decision making
CO4	Discuss Cost Audit and Cost Control Technique.

Paper No 3 SERVICES MARKETING

Course Outcomes

CO1	Illustrate Services- it's concept, classification and importance
CO2	Compare goods and services
CO3	Demonstrate 7 P's of service marketing

CO4	Application of 7 P's for various service organizations
CO5	Develop 7 P's of marketing for a service organization

Paper No 4 Forms of Business Organization

Course Outcomes:

CO1	Understand different forms of business organization.
CO2	Classify different sources of finance available & its influence on business decisions.
CO3	Illustrate different combinations of business.
CO4	Understand new trends in management

Paper No 5 STATISTICAL TECHNIQUES

Course Outcomes:

CO1	Define descriptive Statistical techniques
CO2	Describe applications of statistical techniques.
CO3	Apply suitable statistical formula and calculate result.
CO4	Conclude degree of relationship of two variables and estimate unknown variable.

BBA III Semester IV

Paper No 1 Fundamentals of Business laws

Course Outcome:

CO1	Have a fair idea about aspects of different business laws in India
CO2	Understand the salient features and importance of different business laws.
CO3	Get acquainted with different provisions of business laws.

Paper No 2 Human Skills

Course outcomes

CO1	Develop different human skills among students
CO2	Enhance quality behavior.
CO3	To increase Emotional Quotient by learning values.
CO4	Understand about conflict management and stress management
CO5	Beneficial to cultivate professional skills among the management students and make them persons with empathy.
CO6	Understand about Career Management and career opportunities in Management

Paper No 3 Management Historians

Course Outcomes:

On Completion of this course students will be able to:

CO1	Understand evolutionary phases of management approaches
CO2	Understand contribution of management historians
CO3	Evaluate role of historian in developing science of management

Paper No 4

Digital Marketing

Course Outcomes (Cos): At the end of the course the student should be able to:

CO1	Learn the applications of Digital Marketing
CO2	Analyze the different digital marketing avenues.
CO3	Examine digital marketing tools
CO4	Build real life problems in the domain of digital marketing

Financial Management

Course Outcomes :

CO1	To understand the basic concepts Financial Management
CO2	To know about components of Working Capital Management

CO3	To understand Capital Structure ,Cost of Capital and Leverage
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Human Resource Planning

Course outcomes after completion of the course students will be able to:

CO1	Understand the various functions of HRM.
CO2	Describe the Human Resource Planning Process.
CO3	Understand the Recruitment function in detail.
CO4	Describe the Selection process
CO5	Analyze the employee separation method.