

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce,
Baramati.

[Autonomous]

COURSE STRUCTURE FOR BACHELOR OF BUSINESS

ADMINISTRATION (B.B.A.)

1. Title of the Degree:

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce.

2. Program Objectives:

1. To provide knowledge regarding the basic concepts, principles and functions of management.
2. To develop business and entrepreneurial aptitude among the students.
3. To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
4. To develop IT skills in the areas of information search, word processing, office management software, and presentation software needed to excel in business
5. To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting
6. To train the students in communication skills effectively
7. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

3. Duration:

The Course is a full-time course and the duration of the course shall be of three years.

4. Eligibility:

A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration

1. Shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.

2. Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
3. Three Year Diploma Course (after H.S.C., i.e. 10th Standard) of Board of technical Education conducted by Government of Maharashtra or its equivalent.
4. MCVC

5. **Medium of Instruction:** Medium of instruction shall be in English only.

6. Program Outcomes:

1. Apply knowledge and principles to business practices in the areas of accounting, finance, marketing, management, economic and human resource management.
2. Understanding of Business Functions
3. Use critical thinking and systematic research approach to identify issues, collect and examine information, evaluate evidence, and draw conclusions and find the solutions to business problems.
4. Ethical Decision-Making: Students should understand the ethical implications of business decisions and be able to analyze and address ethical dilemmas.
5. Develop Critical attitude necessary for “life-long learning” through this course.
6. Leadership and Teamwork: Students should have the ability to lead and collaborate with others to achieve common goals.
7. Students will evaluate different political, cultural, and legal issues between management, economics, and marketing and its impact on business organizations in a global context.
8. Provide opportunities for students to network with industry professionals and engage in professional development activities. Graduates will have honed their networking skills, built a professional network, and developed an understanding of the business environment.
9. Social Responsibility: Graduates should understand the importance of corporate social responsibility and sustainability, and possess the knowledge and skills to contribute to the betterment of society.
10. Entrepreneurial Mindset: Graduates should possess an innovative and entrepreneurial mindset, with the ability to identify and pursue business opportunities.

8 Credit Structure for 2019 Pattern:

Sr.No.	Class	Semester	Code	Paper	Paper Title	Credit	Exam	Marks
1	FYBBA	I	BBA1101	Theory		3	I / E	40 + 60
2	FYBBA	I	BBA1102	Theory		3	I / E	40 + 60
3	FYBBA	I	BBA1103	Theory		3	I / E	40 + 60
4	FYBBA	I	BBA1104	Theory		3	I / E	40 + 60
5	FYBBA	I	BBA1105	Theory		3	I / E	40 + 60

6	FYBBA	I	BBA1106	Theory		3	I / E	40 + 60
7					Physical Education	2		
8	FYBBA	II	BBA1201	Theory		3	I / E	40 + 60
9	FYBBA	II	BBA1202	Theory		3	I / E	40 + 60
10	FYBBA	II	BBA1203	Theory		3	I / E	40 + 60
11	FYBBA	II	BBA1204	Theory		3	I / E	40 + 60
12	FYBBA	II	BBA1205	Theory		3	I / E	40 + 60
13	FYBBA	II	BBA1206	Theory		3	I / E	40 + 60
14					Certificate Course	2		
15	SYBBA	III	BBA2301	Theory		3	I / E	40 + 60
16	SYBBA	III	BBA2302	Theory		3	I / E	40 + 60
17	SYBBA	III	BBA2303	Theory		3	I / E	40 + 60
18	SYBBA	III	BBA2304	Theory		3	I / E	40 + 60
19	SYBBA	III	BBA2305	Theory		3	I / E	40 + 60
20	SYBBA	III	BBA2306	Theory		3	I / E	40 + 60
21					EVS	4		
22					Certificate Course	2		
23	SYBBA	IV	BBA2401	Theory		3	I / E	40 + 60
24	SYBBA	IV	BBA2402	Theory		3	I / E	40 + 60
25	SYBBA	IV	BBA2403	Theory		3	I / E	40 + 60
26	SYBBA	IV	BBA2404	Theory		3	I / E	40 + 60
27	SYBBA	IV	BBA2405	Theory		3	I / E	40 + 60
28	SYBBA	IV	BBA2406	Theory		3	I / E	40 + 60
29					Project	4		
30					Certificate Course	2		
31	TYBBA	V	BBA3501	Theory		3	I / E	40 + 60
32	TYBBA	V	BBA3502	Theory		3	I / E	40 + 60
33	TYBBA	V	BBA3503	Theory		3	I / E	40 + 60
34	TYBBA	V	BBA3504	Theory		3	I / E	40 + 60
35	TYBBA	V	BBA3505	Theory		3	I / E	40 + 60
36	TYBBA	V	BBA3506	Theory		3	I / E	40 + 60
37					Project	4		
38					Certificate Course	2		
39	TYBBA	VI	BBA3601	Theory		3	I / E	40 + 60
40	TYBBA	VI	BBA3602	Theory		3	I / E	40 + 60
41	TYBBA	VI	BBA3603	Theory		3	I / E	40 + 60
42	TYBBA	VI	BBA3604	Theory		3	I / E	40 + 60
43	TYBBA	VI	BBA3605	Theory		3	I / E	40 + 60
44	TYBBA	VI	BBA3606	Theory		3	I / E	40 + 60
45					Project	4		
46					Certificate Course	2		
					Total Credit	136		

8. Course Structure for 2019 Pattern:

Sr.No	Subject Code	Semester 1	Credit	Sr. No	Subject Code	Semester 2	Credit
1	BBA1101	Business Organization and System	03	1	BBA1201	Principles of Management	03
2	BBA1102	Business Communication Skills	03	2	BBA1202	Principles of Marketing	03
3	BBA1103	Business Accounting	03	3	BBA1203	Principles of Finance	03
4	BBA1104	Business Economics (Micro)	03	4	BBA1204	Basics of Cost Accounting	03
5	BBA1105	Business Mathematics	03	5	BBA1205	Business Statistics	03
6	BBA1106	Business Demography & Environmental Studies	03	6	BBA1206	Business Informatics	03
7		Physical Education	02	7		Certification Course	02

Sr.No	Subject Code	Semester 3	Credit	Sr. No	Subject Code	Semester 4	Credit
1	BBA2301	Personality Development	03	1	BBA2401	Production & Operations Management	03
2	BBA2302	Business Ethics	03	2	BBA2402	Industrial Relations & Labour laws	03
3	BBA2303	Human Resource Management & Organisation Behaviors	03	3	BBA2403	Business Taxation	03
4	BBA2304	Management Accounting	03	4	BBA2404	International Business	03
5	BBA2305	Business Economic (Macro)	03	5	BBA2405	Management Information System	03
6	BBA2306	I.T. in Management	03	6	BBA2406	Service Sector Management	03
7		EVS	04	7		Project (Based on Industrial Visits.)	04
8		Certificate Course	02	8		Certificate Course	02

B.B.A. Third Year (T.Y.)						
Semester 5				Semester 6		
Sr No	Subject Code	Paper	Credit	Subject Code	Paper	Credit
1	BBA3501	Supply chain logistic Management	3	BBA3601	Business Planning and project Management	3

2	BBA3502	Entrepreneurship Development	3	BBA3602	Management Control System	3
3	BBA3503	Business Law	3	BBA3603	E- Business	3
4	BBA3504	Research Methodology	3	BBA3604	Business Analytics	3
5	BBA3505	Specialization Paper 1	3	BBA3605	Specialization Paper 1	3
6	BBA3505	Specialization paper 2	3	BBA3605	Specialization paper 2	3
7		Project	4		Project	4
8		Certificate Course	2		Certificate Course	2

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)
Paper Code : BBA1101
Paper : I Title of Paper: Business Organization and System
Credit : 3 No. of lectures: 48

A) Course Objectives:

1. To give the Practical knowledge of Business Organization & System.
2. To make the students aware about various activities of business, business practices and recent trends in business world.
3. To study the challenges before the business and setting up of a business enterprise.
4. To develop the spirit of entrepreneurship among the students.
5. To understand the evolution of industry and emergence of MNCs.

B) Course Outcome:

- CO1:** Ability to understand the Evolution of Industry and Emergence of MNCs.
CO2: Understand the Recent Trends in Business.
CO3: Identify the Forms of Business Organisation-Sole Proprietorship, Partnership, Joint stock Company
CO4: Understand role and functions of modern business.
CO5: Develop right understanding regarding business environment.
CO6: Understand modern commerce performs new business initiatives.
CO7: Evaluate changes in the working pattern of modern organizations

Unit 1 Introduction and Evolution of Business

1.1 Human Occupations, Characteristics of Business, Division of Business, Objectives of Business, Requisites for success in Business.

Development of commerce, Evolution of Industry, Globalization, Emergence of MNCs.

1.2 Recent Trends- Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, E-Commerce. Online trading, Patents, trademarks and Copyrights Challenges before Indian business sector.

1.3 Provisions in Indian Constitution for Business.

No. of Lectures 10

Unit 2 Types of Business Organizations

2.1 Mixed Economy - Private Sector, Public Sector, Co- operative Sector, Joint Sector, Service Sector.

2.2 Forms of Business Organizations- Sole proprietorship, Partnership Firm, Joint stock company – Features, Merits, Demerits and suitability of various forms of Business.

No. of Lectures 10

Unit 3 Setting up of a Business Enterprise

3.1 Decision in Setting up of an Enterprise, Opportunity and ideas generation, Role of creativity and innovation.

3.2 Project Report- Business Size and Location decisions, Factors to be considered in starting a new unit, Government policies.

No. of Lectures 10

Unit 4 Domestic and Foreign Trade

1.1 Wholesale and Retail Trade, Emergence of Foreign players in trading, Government policy, Effects of FDI on retail trade.

1.2 Organization of Finance, Insurance, Transportation and communication and otherservices, Import and Export procedure.

No. of Lectures 10

Unit 5 Case Study on

5.1 Family based Business Organization Structure

5.2 Corporate Business Organization Structure

No. of Lectures 8

Recommended Books:

1. Modern Business Organization - S.A. Sherlekar
2. Industrial Organization Management - Sherlekar
3. Business Organization and management – Y.K. Bhus han
4. Business Organization and system – Dr .M.V.Gite, Dr.R.D.Darekar, Prof.S. N. Nanaware, Dr.V.D. Barve-Successs Publication, Pune
5. Business Environment - F. Cherunilam.
6. Business Organization & Management – C.B. Gupta.
7. Entrepreneurial Development – S.S. Khanna.
8. Organizing and Financing of Small scale Industry – Dr. V. Desa

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: F.Y. B. B. A. (Semester- I)

Subject: Business Organization and System

Course: Business Organization and System

Course Code: BBA1101

Weight age: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1										
CO 2										
CO 3				2						
CO 4	3	3		3						
CO 5			2		3		3	3	3	
CO 6						3				3
CO7		2	3				3			

Justification for the mapping

PO1: Application of Knowledge

CO4: Understanding the various roles and functions of modern businesses, which include accounting, finance, marketing, management, economic, and human resource management.

PO2: 2. Understanding Business Functions

CO4: Gaining knowledge and comprehension of the various functions within a business, such as finance, marketing, operations, human resources, and more. It encompasses understanding how these functions work together to achieve the goals and objectives of a business.

CO7: Understanding changes in the working pattern of modern organizations involves assessing how various business functions are affected.

PO3: Critical thinking and systematic research approach

CO5: This competency involves developing a comprehensive understanding of the business environment, including factors such as market trends, competition, regulatory frameworks, and customer preferences. It requires critical thinking and systematic research to identify issues, gather relevant information, evaluate evidence, and draw conclusions to find effective solution to business problems.

CO7: Evaluating changes in the working pattern requires critical thinking and a systematic research approach to identify and understand the implications of those changes.

PO4: Ethical Decision-making.

CO3: Ethical decision is needed for the various forms of Business Organisation like Sole Proprietorship, Partnership, Joint stock Company

CO4: Understand role and functions of modern business may indirectly contribute to ethical decision-making by providing a foundation of knowledge about business operations and functions, which can help individuals analyze and address ethical dilemmas in a business context.

PO5: Critical Attitude for Lifelong learning.

CO5: This competency involves developing a critical attitude and mindset towards learning, specifically in relation to understanding the business environment. It emphasizes the importance of continuously learning and adapting to changes in the business environment to stay relevant and successful in the long term.

PO6: Leadership and team work

CO6: Understand modern commerce performs new business initiatives may align with this statement. This competency involves understanding how modern commerce operates and initiates new business initiatives, which often requires effective leadership and teamwork to achieve common goals.

PO7: Application of Management in Various Disciplines

CO5: Developing a comprehensive understanding of the business environment, including political, cultural, and legal factors, and how they influence business organizations on a global scale. It emphasizes the ability to evaluate and analyze these factors and their impact on various aspects of business management, economics, and marketing.

CO7: Changes in the working pattern may be influenced by political, cultural, and legal factors, and evaluating these issues is relevant.

PO8: Professional Development Activities

CO5: Creating opportunities for students to network with industry professionals and engage in activities that contribute to their professional development. Students can enhance their networking skills, establish a professional network, and gain a deeper understanding of the business environment.

PO9: Social Responsibility

CO5: Developing an understanding of the business environment, including the importance of corporate social responsibility and sustainability. It emphasizes the need for graduates to possess the knowledge and skills to contribute to the betterment of society through responsible business practices.

PO10: Entrepreneurial Mindset

CO6: Understanding of how modern commerce operates and how new business initiatives are undertaken. It involves cultivating an entrepreneurial mindset that enables individuals to identify and capitalize on business opportunities, fostering innovation and growth.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)

Paper Code: BBA1102

Paper: II

Title of Paper: Basics of Business
Communication Skills

No. of lectures: 48

A) Course Objectives:

1. To give detailed understanding about business environment and organization structures.
2. To develop an entrepreneurial attitude among the students.
3. To make students capable of becoming dynamic managers, capable of taking various decisions and communicating effectively to different groups of people.
4. To understand and gain knowledge of various manufacturing and service industries.
5. Understand and apply communication theory.
6. Critically think about communication processes and messages.
7. Interact skilfully and ethically.

B) Course Outcomes:

CO1: Develop interpersonal communications skills that are required for social and business interaction.

CO2: Ability to handle the interview process confidently Learn the subtle nuances of an effective group discussion.

CO3: Communicate fluently and sustain comprehension of an extended discourse.

CO4: Demonstrate the use of basic and advanced business writing skills.

CO5: To communicate contextually in specific personal and professional situations with courtesy.

CO6: To inject humors in their regular interactions.

CO7: Understand the importance of nonverbal communication and utilize it effectively

Unit 1: Basics of Communication and Types of Communication.

1.1 Meaning and Definition - Process - Functions - Objectives -Importance.

1.2 Essentials of good Communication - Communication barriers
Overcoming Communication barriers.

1.3 Written - Oral - Face-to-face - Silence - Merits and limitations of each type

No. of Lectures 10

Unit 2: Business Letters

2.1 Standard Formats of Business Letter.

2.1.1. Need and functions of business letters - Planning & layout of business letter -Kinds of business letters - Essentials of effective correspondence.

2.2 Drafting of Business Letters

2.2.1 Enquiries and replies to enquiry, Placing and fulfilling orders, Complaints and Follow-up letter, Sales Letters, Circular letters, Application for employment and Resume memos.

Unit 3: Oral Communication

3.1 Meaning, nature and scope - Principles of effective oral communication. Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - RadioRecording - Dictaphone, Phonetics and its application in oral communication.Meetings - Rumor - Demonstration - Grapevine - Group Discussion)

3.2 The art of listening - Principles of good listening.

No. of Lectures 10

Unit 4: Application of Communication Skills in Business Organization

4.1.Modern office Communication Electronic communication – Telephone, EPBAX system, Tele-Conferencing, answering machines, E-mail, voice-mail,Fax, Internet, Audio – Visual aids etc.

4.2 Group Decision-Making - Conflict and Negotiations - Presentation andInterviews - Speeches - Customer Care/Customers Relations – Public Relations.

No. of Lectures 8

Unit 5: Reporting to Management

5.1 Principles of writing reports for management

5.2 Types of reports, Structures of report, Preparation/ Collection ofInformation, Use of graphs, presentation of reports,

5.3 Meetings – Circulars, Notice, agenda minutes, drafting resolutions.

No. of Lectures 8

Recommended Books:

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House,Bombay.
- 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand& Sons, New Delhi.
- 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep &Deep Publications Pvt. Ltd., New Delhi.
- 5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. RavindraKothavade - Diamond Publications, Pune.
- 6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - TataMcGraw-Hill Publishing Company Limited, New Delhi.
- 7) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
- 8) Modern Business Correspondence - L. Gartside - The English Language Book Societyand Macdonald and Evans Ltd.
- 9) Business Communication - M. Balasubrahmanyam - Vani Educational Books.

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Basics of Business Communication Skills

Course: Basics of Business Communication Skills **Course Code:** BBA1102

Weight age: 1=weak or low relation, 2=moderate or partial relation, 3=strong or direct relation

Course Outcomes	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	2	3		2			3
CO2	3	3	2	3	3	2		2	1	3
CO3	2	3	1		3	2				
CO4	3	3	2	1	3	2	2	3	2	3
CO5	2	2		3	3	2		2		
CO6	3	2	2	2	3	3	2			
CO7	1			1						

Justification for the mapping

PO1: Application of Knowledge

CO1: Students will Identify and apply appropriate management techniques for managing business. this outcome is directly related to the application of knowledge for business practices.

CO2: Students will understand different planning methodologies and decision-making models allow individuals to make informed choices and develop effective strategies to achieve organizational objectives.

CO3: Course outcome emphasizes the application of knowledge gained during the course to practical scenarios, ensuring that management principles are put into action to drive positive outcomes for the organization.

CO4: Course outcome highlights the ability to apply knowledge about managerial tasks in diverse Circumstances.

CO5: Student will understand the requirement of a good control system and control techniques is vital for implementing effective business practices

CO6: Course outcome will focus on the application of techniques for controlling and coordination in business settings. By demonstrating these techniques, individuals showcase their ability to apply knowledge to effectively manage and coordinate activities within an organization, fostering efficiency, collaboration and achievement of desired outcomes.

CO7: this course outcome involves understanding the various elements of nonverbal communication and how they can be used effectively.

PO2: Understanding the Business Functions

CO1: Understanding the business function requires effective interpersonal communication skills, as it involves interacting with colleagues, superiors, clients, and customers.

CO2: relates to the ability to handle the interview process confidently, which is crucial for both social and business interactions. Job interviews are an important component of the business function, as they determine the suitability of candidates for specific roles within an organization.

CO3: related to developing and enhancing interpersonal communication skills, which are essential for successful business interactions.

CO4: which emphasizes the use of basic and advanced business writing skills, is also relevant to understanding the business function. Effective written communication is essential in various business activities such as writing reports, emails, proposals, and memos.

CO5: These skills include fluency in communication, sustaining comprehension in extended discourses, communicating contextually, and injecting humor in regular interactions.

CO6: related to developing and enhancing interpersonal communication skills, which are essential for successful business interactions. These skills include fluency in communication, sustaining comprehension in extended discourses, communicating contextually, and injecting humor in regular interactions.

PO3: Critical thinking and systematic research approach

CO1: Critical thinking is involved in identifying and selecting the most appropriate management techniques for specific business situations. It requires evaluating different options, considering their pros and cons, and making informed decisions based on logical reasoning and analysis.

CO2: Critical thinking is essential in conceptualizing planning and decision-making processes. It involves analyzing different theories, models, and concepts related to planning and decision making and understanding their underlying principles and assumptions.

CO3: Students will integrate management principles into practice require critical thinking skills to analyze and evaluate how these principles can be effectively applied in real-world business scenarios. It involves considering various variables, constraints, and trade-offs to develop practical solutions.

CO4: Critical thinking plays a crucial role in specifying how managerial tasks can be executed in diverse circumstances. It involves analyzing the unique characteristics and challenges of each circumstance and developing tailored approaches and strategies accordingly

CO6: Critical thinking is involved in demonstrating techniques for controlling and coordination. It requires analyzing complex situations, identifying potential issues and challenges, and developing strategies to effectively control and coordinate activities.

PO4: Ethical Decision-making

CO1: Students will understand Ethical decision-making is crucial when selecting and applying management techniques.

CO2: Students will understand Ethical decision-making is embedded within the planning and decision-making process.

CO4: Ethical decision-making is critical in executing managerial tasks ethically. When planning, organizing, and controlling activities, managers need to consider ethical implications and ensure that their actions are in line with ethical standards and organizational values.

CO5: Ethical decision-making is important in understanding the requirements of a good control system.

CO6: Ethical decision-making is inherent in demonstrating techniques for controlling and coordination.

CO7: Nonverbal communication, such as facial expressions, body language, and gestures, can convey emotions and attitudes that words alone may fail to express. Understanding and using nonverbal cues effectively can increase empathy towards others, enabling individuals to better understand their perspectives and make ethical decisions that consider the interests and well-being of all parties involved.

PO5: Critical Attitude for Lifelong learning.

CO1: Students will have a critical attitude for lifelong learning means continuously questioning and evaluating existing management techniques

CO2: A critical attitude for lifelong learning encourages individuals to critically examine different planning and decision-making models, theories, and frameworks

CO3: A critical attitude for lifelong learning means critically examining management principles and their applicability in real-world situations.

CO4: Course outcome involves critically analyzing different circumstances, considering external factors, and continuously seeking ways to adapt planning, organizing, and controlling techniques to achieve better results.

CO5: Course outcome involves staying updated with advancements in technology, industry practices, and regulatory requirements, and being open to adopting new control systems and techniques that improve organizational performance and compliance.

CO6: It encourages students individually to critically assess their strengths and weaknesses, seek feedback from others, and actively seek opportunities for self-improvement through continuous learning and development

PO6: Leadership and team work skills

CO2: Planning and decision-making are fundamental leadership skills and involve considering different Perspectives, gathering input from team members, and reaching consensus.

CO3: Student will Integrate management principles into practice is essential for effective leadership.

CO4: Student will understand how managerial tasks can be executed in different circumstances helps teams adjust their approach based on the specific needs and challenges they face.

CO5: Students need to understand the requirement of a good control system and control techniques to monitor progress, evaluate performance, and ensure accountability.

CO6: Controlling and coordination are crucial leadership skills

PO7: Political, cultural, and legal issues impact on business organizations in a global context.

CO1: Student will understand political, cultural, and legal issues are crucial for effective management in a global context.

CO4: Political, cultural, and legal influences can significantly impact how planning, organizing, and controlling are carried out in different global circumstances

CO6: Effectively controlling and coordinating activities across different cultures, legal systems, and political environments requires an understanding of how these factors impact organizational dynamics.

PO8: Business Management Skills

CO2: Course outcome will develop a conceptual understanding of these processes enables managers to make informed decisions and set strategic goals for their organizations.

CO4: Planning, organizing, and controlling are key managerial tasks that need to be executed in different circumstances

CO5: A good control system is crucial for effective business management. Understanding the requirements of such a system helps managers monitor performance, identify areas for improvement, and implement appropriate control techniques to achieve desired outcomes.

PO9: Social Responsibility

CO2: Course outcome will help to make decisions and planning for the future, managers with a conceptual knowledge of social responsibility can consider the potential impacts on various stakeholders and choose actions that align with ethical and socially responsible practices.

CO4: Course outcome will help within the context of social responsibility; managers must plan, organize, and control operations in a way that promotes ethical behavior, sustainability, fairness, and community well-being

PO10 Entrepreneurial Mindset

CO1: Student will have an entrepreneurial mindset involves being proactive, innovative, and seeking opportunities.

CO2: Student will have a conceptual knowledge about planning and decision-making from an entrepreneurial perspective involves considering risks, rewards, and potential innovations when creating plans and making decisions for a business venture.

CO4: Course outcome will Specify how managerial tasks of planning, organizing, and controlling can be executed with an entrepreneurial mindset involves being open to adjusting plans, being resourceful in organizing and utilizing available resources, and demonstrating adaptability in controlling and adjusting strategies based on changing circumstances.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)
Paper Code: BBA1103
Paper : II I Title of Paper: Business Accounting
Credit : 3 No. of lectures: 48

A) Course Objectives:-

- 1) To impart knowledge about basic Accounting.
- 2) To provide understanding of nature, importance and structure of accounting related area.
- 3) To learn about Accounting concept, Principals, Conventions and accounting standards.
- 4) To impart the knowledge about recording of transactions and preparation of final accounts.
- 5) To learn the concept of Bank Reconciliation Statement
- 6) To understand latest accounting software packages.

B) Course Outcomes: -

- CO1:** The outcome of this course is to enable the students to acquire sound knowledge of basic concepts of accounting & practical knowledge.
- CO2:** To develop competence to apply various concepts in Business Accounting.
- CO3:** Ability to understand about the Financial Statements.
- CO4:** Understand the role and importance of Accounting in Business.
- CO5:** Identify and interpret accounting information to inform users and make decisions.
- CO6:** Apply critical thinking skills by identifying and analyzing accounting issues using relevant accounting frameworks. Understand the Accounting Software knowledge regarding accounting systems.
- CO7:** Ability to understand Accounting Standards in general: - AS1, AS2, AS6.

Unit No 1: Introduction

1.1 Financial Accounting-definition and Scope, objectives, accounting concepts, principles and conventions. Accounting Standards in general: - AS1, AS2, AS6.

No. of Lectures 6

Unit 2: Recording Transactions and Preparing Final Accounts

2.1 Voucher system; Accounting Process, Journals, Ledger, Cash Book, subsidiary books, Trial Balance preparation of Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet)

No. of Lectures 18

Unit 3:Bank Reconciliation Statement

Meaning , importance and preparation of Bank Reconciliation Statement
Bank Reconciliation Statement of any Business Organization (Practical)

No. of Lectures 06

Unit 4:Depreciation (Transfer of Value- Appreciation)

4.1 Meaning, need, importance and methods of charging depreciation - WrittenDown Value, Straight Line Method.

No. of Lectures 8

Unit 5:Computerized Accounting Systems

5.1 Types of Accounting software

5.2 Tally- Company Creation, Group Creation, Accounting Voucher Creation; recording transactions; preparing reports, cash book, bank book, ledger accounts,trial balance, Profit and loss account, Balance Sheet.

No. of Lectures 10

Allocation of Marks:

Theory - 30%

Practical problems - 70%

Recommended Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry(Pearson Education)
2. Business Accounting-Dr.G.M.Dumbre, Dr.Kishor Jagtap,Dr.A.H.Gaikwad, Dr.N.M.Nare-Success Publication,Pune
3. Financial accounting: By Jane Reimers (Pearson Education)
4. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
5. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
6. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
7. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand & Co., New Delhi

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Business Accounting

Course: Business Accounting

Course Code: BBA1103

Weight age: 1=weak or low relation, 2=moderate or partial relation, 3=strong or direct relation

Course Outcomes	Programme Outcomes(POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2								
CO2	3									
CO3	3									3
CO4	2	2	2							
CO5			3							
CO6	3	2	2	2					3	3
CO7	1	1	1							

Justification for the mapping

PO1: -Application of knowledge

CO1: Business Accounting skills are essential for evaluating the financial performance of a business. This involves comparing actual results against budgeted or forecasted figures, identifying variances, and taking corrective actions if necessary.

CO2: Accounting provides tools for evaluating the performance of different business segments. Managers use financial statements to assess the profitability and efficiency of various departments, helping them make informed decisions about resource allocation.

CO3: Understanding financial statements is crucial for making informed business decisions. Financial statements provide a comprehensive overview of a company's financial health and performance. Here's how the application of knowledge about financial statements relates to business practices

CO4: Accounting plays a crucial role in business by providing a systematic way to record, analyze, and communicate financial information. The role and importance of accounting in business are multifaceted, and its application to knowledge for business practices is vital for several reasons. Accounting involves the systematic recording of financial transactions, summarizing them in financial statements such as the income statement, balance sheet, and cash flow statement.

CO6: Understanding accounting software is crucial for effective financial management in business. Accounting software streamlines and automates various accounting processes, making it easier to manage financial transactions, generate reports, and ensure compliance with accounting standards. Here's how knowledge of accounting software relates to business practices.

CO7: Understanding accounting standards is not only a regulatory requirement but also a fundamental aspect of maintaining the integrity and reliability of financial information, facilitating effective decision-making and ensuring transparency in the business environment.

PO2: Understanding of Business Function

CO1: A strong foundation in accounting concepts and practical skills is a valuable asset across various business functions. It not only ensures accurate financial reporting but also contributes to effective decision-making, compliance with regulations, and overall business success

CO4: Accounting is an integral part of the business function, providing a systematic way of recording, summarizing, and analyzing financial transactions. It serves as a foundation for effective decision-making, regulatory compliance, and overall financial management within an organization.

CO6: Systematically addressing these steps, you can apply critical thinking skills to identify, analyze, and resolve accounting issues while ensuring that the accounting software aligns effectively with business functions.

CO7: Adherence to these standards is critical for maintaining financial integrity, facilitating effective decision-making, and providing stakeholders with accurate and comparable financial information. Businesses that follow these standards are better positioned to build trust with investors, creditors, and other stakeholders.

PO3: critical thinking and systematic research approach

CO4: Accounting provides a systematic framework for managing financial information, and critical thinking is essential in applying this information to support decision-making and navigate the complexities of business operations and regulations. Together, they contribute to the overall success and sustainability of a business.

CO5: Critical thinking and a systematic research approach are integral to the process of identifying, interpreting, and utilizing accounting information for decision-making. These skills help ensure the reliability and relevance of financial data, supporting informed decision-making across various stakeholders.

CO6: Critical thinking skills are essential for accountants to navigate complex financial landscapes, make informed decisions, and contribute to the integrity and reliability of financial information.

CO7: Understanding accounting standards enhances critical thinking by requiring analytical skills, problem-solving abilities, effective decision-making, clear communication, and ethical considerations. Professionals who can apply critical thinking to financial reporting contribute to the reliability and transparency of financial information.

PO4: Ethical Decision making

CO6: The application of critical thinking skills ensures that accounting issues are identified and analyzed in a systematic and principled manner, while ethical decision-making ensures that these analyses lead to actions that are honest, transparent, and in the best interest of all stakeholders

PO9: Social Responsibility.

CO6: A strong understanding of accounting software empowers individuals to contribute to the betterment of society by promoting financial transparency, accuracy, compliance, and efficient resource management. These elements are fundamental to fostering economic stability, ethical business practices, and overall societal progress.

PO10: Entrepreneurial Mindset

CO3: The ability to understand financial statements is integral to an entrepreneurial mindset. It enables entrepreneurs to make informed decisions, evaluate performance, attract investment, manage resources efficiently, and strategically plan for the future. Financial literacy is a cornerstone of entrepreneurial success.

CO6: Critical thinking in accounting aligns with an entrepreneurial mindset by fostering problem-solving, risk management, effective decision-making, innovation, resource optimization, and adaptability. Entrepreneurs who apply critical thinking to accounting issues are better equipped to navigate the complexities of managing finances in a business setting.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)

Paper Code: BBA1104

Paper : IV

Credit : 3

Title of Paper: Business Economics [Micro]

No. of lectures: 48

A) Course Objectives:

1. To expose students to basic micro economic concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

B) Course Outcome:

CO1: Analysis and understanding of various basic concepts in micro economics.

CO2: Identification and analysis of basic economic problems and their possible solutions.

CO3: Identification of how economics studies focus on maximum utilization of scarce resources.

CO4: Identification of relationship between demand and supply of commodity.

CO5: Study of cost analysis and factors determining cost of a products.

CO6: study of various types of market structures.

CO7: to study the different types of perfect and imperfect competition in the market

Unit No. 1 Introduction to Economics

Meaning, Nature and Scope of Business Economics – Micro and Macro

Basic Economic Problems.

Types of markets.

Market forces in solving economic problems.

Circular Flow of Income and Expenditure

No. of Lectures 8

Unit No. 2 Demand and Supply Analysis

Concept of Demand

Elasticity of Demand and their types.

Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue

Concept and Law of Supply

Factors Affecting Supply

No of Lectures 10

Unit No 3 Cost Analysis

Accounting Costs and Economic Costs

Short Run Cost Analysis: Fixed, Variable and Total Cost Curves,

Average and Marginal Costs

Long Run Cost Analysis: Economies and Diseconomies of Scale and

Long Run Average and Marginal Cost Curves

No of Lectures 8

Unit No 4 Pricing Under Various Market Conditions

Pricing Strategies used in Perfect Competition.

Price Determination under Monopoly

Price Determination under Monopoly Monopolistic Competition.

No of Lectures 10

Unit No 5 Distribution Theory

Marginal Productivity Theory of Distribution

Rent: Modern Theory of Rent

Wages: Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination

Interest: Liquidity, Preference Theory of Interest

Profits: Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories

No of Lectures 12

RECOMMENDED BOOKS

1. Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London.
2. Introduction to Positive Economics - Richard G. Lipsey
3. Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.
4. Micro Economics - M. L. Seth
5. Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.
6. Managerial Economics - Theory and Application - D. M. Mithan

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Business Economics(micro)

Course: Business Economics(micro)

Course Code BBA1104

Weight age: 1=weak or low relation, 2=moderate or partial relation, 3=strong or direct relation

Course Outcomes	Program Outcomes									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2			2		2			2
CO2			3							
CO3					2				2	
CO4	1	1	3							3
CO5	1	3	2						1	2
CO6	2	2					2			
CO7	2	1								

Justification for Mapping:

PO1 : Application of Knowledge

CO1 : By understanding basic terms and techniques in the micro economics , students can understand and apply the economics knowledge for business forecasting.

CO 4: Students can the knowledge of how demand and supply of the products are interrelated.

CO5 : During the course students can understand the basics of cost ,how cost can be analyzed and what are the various factors determining the cost of the products.

CO6: Students will get the knowledge of various market structures during the course.

CO7 : Knowledge of different types of perfect and imperfect competition can be achieved by the students.

PO2 : Understanding the Business functions.

CO1 : various business functions and how micro economics helps to study various business functions.

CO4 : Demand analysis and supply analysis functions can be identified with the help of study of micro economics.

CO5 : Cost analysis and cost determination is one of the most important function of business economics.

CO6: Business Functions like targeting the market , selection of distribution channel, identification of advertising and sales strategy can be identifies with the help of course structure.

CO7: Study of different types of perfect and imperfect competitions can be identified with the help of this course structure.

PO3: Critical Thinking and Systematic research approach

CO2: Basic economic problems and their possible solutions can be systematically analyzed

CO4 : Study of demand and supply relations can help for making various decisions related to production functions.

CO5 : Cost of product and various factors related to cost can be studied in detail with the help of micro economics concepts.

PO5 : Critical Attitude for Life Long learning

CO1 : terms and concepts in economics are essential for lifelong learning.

CO3: Scarce resources and its proper utilization this study is very important for whole life.

PO7 : Application of Management in Various disciplines.

CO1: While studying the different basic concepts in micro economics students are able to relate other disciplines and economics concepts.

CO6 : By identifying various markets and its structures students can study how other disciplines are related to each other.

PO9: Social responsibility

CO3: Proper utilization of resources while performing various business activities is an important social concern.

CO5: Concept of pricing a product is an important function where social concern must be considered.

PO10: Entrepreneurial mindset

CO1: Application of knowledge of economics is mainly related to important functions that an entrepreneur must focus on like Finance, Marketing, Human resource development etc.

CO4: Various functions of an entrepreneur are mainly related to production activity which is in turn related to analysis of demand and supply function.

CO5: Cost determination is one of the important functions of every entrepreneur.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)
Paper Code: BBA1105
Paper : V Title of Paper: Business Mathematics
Credit : 3 No. of lectures: 48

A) Course Objectives:

- 1) To understand applications of matrices in business.
- 2) To understand the Shares and Dividends.
- 3) To use L.P.P. and its applications in business.
- 4) To understand the concept of Transportation problems & its applications in business world.
- 5) To understand the concept and application of Permutations & Combinations in business

B) Course Outcome:

- CO1:** Identify applications of matrices in financial modelling, risk management, inventory Management and resource allocation.
- CO2:** Analyze and calculate dividends based on different types of stocks and dividend policies.
- CO3:** Formulate and solve linear programming problems to optimize resource allocation.
- CO4:** Analyze and interpret the results of transportation problem solutions.
- CO5:** Understand the basic principles of permutations and combinations
- CO6:** Develop critical thinking skills to evaluate and solve complex business problems
- CO7:** - Analyze and interpret financial data, make informed decisions using quantitative techniques, and utilize mathematical tools for optimizing business processes.

Unit No.1 Numerical methods and concept for business manager

- 1.1. Concept of Shares, Stock exchange, Face Value, Market Value.
- 1.2. Dividend, commission, brokerage.
- 1.3. Equity Shares, Preferential Shares, Bonus Shares.
- 1.4. Profit and loss, Percentages, Ratio and proportion, Averages

No. of Lectures 8

Unit No.2 Matrices and Determinants (up to order 3 only)

- 2.1. Multivariable data, Definition of a Matrix, Types of Matrices.
- 2.2 Algebra of Matrices, Determinants, Ad joint of a Matrix, Inverse of a Matrix via Adjoint Matrix.
- 2.3 Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system
- 2.4 Solution of Non- homogeneous System of Linear equations (not more than three variables).
- 2.5 Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.

No. of Lectures 14

Unit No.3 Linear Programming problem & Graphical Solution and Vein Diagrams

- 3.1. Meaning of LPP.
- 3.2. Formulation of LPP and solution by graphical methods.
- 3.3 Vein diagram – Definition, Symbols used, Diagrams and Examples.

No. of Lectures 10

Unit No.4 Methods of Transportation problem (T.P.)

- 4.1. Statement and meaning of T.P.
- 4.2. Methods of finding initial basic feasible solution by North West corner Rule, Matrix.
- 4.3. Minimum method and Vogel's approximation method.
- 4.4. Simple numerical problems (concept of degeneracy is not expected).

No. of Lectures 08

Unit No.5 Permutations and Combinations

- 5.1. Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). $nPr = n! / (n-r)!$ (Without proof).
- 5.2. Combinations of 'r' objects taken from 'n' objects. $nCr = n! / r! (n-r)!$ (Without proof) problems, Applications.

No. of Lectures 08

Reference Books :

- 1) *Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.*
- 2) *Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi*
- 3) *Business Mathematics by Bari - New Literature publishing company, Mumbai*

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Business Mathematics

Course: Business Mathematics

Course Code BBA1105

Weight age: 1=weak or low relation, 2=moderate or partial relation, 3=strong or direct relation

Programme Outcomes(POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	2		2		2	2			2	
CO2	2			2						1
CO3										
CO4	2			2				2		
CO5		2			2				2	
CO6	2		2							
CO7		2								

Justification for the mapping

PO1. Application of knowledge: -

CO1: Directly aligns with this outcome as it requires identifying applications of metrics in various business aspects.

CO2: Analyze and calculate dividend based on different types of stocks and dividend policies. Understanding and calculating dividends are crucial aspects of financial management, directly applicable to making informed business decisions.

CO6: involves the application of critical thinking skills to evaluate and solve complex business problems through mathematical modelling.

PO2. Understanding the Business Functions: -

CO5 Understand the basic principles of permutations and combinations.

CO7 : focuses on analyzing and interpreting financial data, making informed decisions using quantitative techniques. Both of these outcomes require the application of knowledge acquired during the program.

PO3. critical thinking and systematic research approach: -

CO1: Analyzing metrics in financial modeling and risk management requires critical thinking and systematic research.

CO6: explicitly mentions the development of critical thinking skills to evaluate and solve complex business problems through mathematical modeling. This aligns with the program outcome of using critical thinking.

PO4. Ethical Decision-Making: -

CO2: Analyzing and interpreting results from transportation problem solutions requires critical thinking and a systematic approach, contributing to effective problem-solving skills.

CO4: Analyze and interpret the results of transportation problem solutions.

PO5. Critical Attitude for Life Long learning

CO1: Encourage critical thinking and application of metrics in business scenarios, contributing to the development of a critical attitude.

CO5: Mathematical principles contribute to developing a critical attitude, and understanding permutations and combinations enhances problem-solving skills essential for life-long learning.

PO6: Leadership and Teamwork:

CO1: Understanding how metrics apply to resource allocation can be linked to leadership and teamwork.

PO8. Professional development activities: -

CO4: Analyze and interpret the results of transportation problem solutions.

PO9. Social Responsibility:

CO1: Identify applications of matrices in financial modelling, risk management, inventory Management and resource allocation.

CO5: Understand the basic principles of permutations and combinations.

PO10. Entrepreneurial Mindset:

CO2: Analyzing dividends and understanding different stock types can contribute to the development of an entrepreneurial mindset.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class	: F.Y. B. B. A. (Semester- I)	
Paper Code:	BBA1106	
Paper	: V I	Title of Paper: Business Demography & Environmental studies
Credit	: 3	No. of lectures: 48

A) Course Objectives:

- 1) To develop knowledge base for demographic and environmental factors affecting business.
- 2) To make the students aware of environmental problems related to business and Commerce.
- 3) To inculcate values of Environmental ethics amongst the students.
- 4) To study Demographic Environment (Social, Cultural, Political, Legal).

B) Course Outcome:

- CO1:** Develop strong conceptual knowledge base for demographic and environmental factors affecting business.
- CO2:** Knowledge base for demographic and environmental factors affecting business
- CO3:** Understand the environmental issues related to business.
- CO4:** Ability to understand concept of urbanization and factors responsible for urbanization.
- CO5:** Identify the Need of environmental studies for Business Management
- CO6:** Students will also gain insights into environmental problems related to business and Commerce.
- CO7:** Apply the concept of demography and finding various methods to calculate fertility and mortality rate

Unit No.1 Introduction of Demography

- 1.1 Meaning, Definition, Need, Importance & need of Demography Studies for Business.
- 1.2 Scope of demography, interdisciplinary approach of demography.
- 1.3 Components of demography: Fertility, mortality and migration.
- 1.4 Measures to calculate fertility and mortality rate
- 1.5 Factors affecting fertility and mortality

No. of Lectures 09

Unit No.2 Demographic Environment

- 2.1 Nature, Scope & Importance Demographic Environment
- 2.2 Population Size
- 2.3 Factors of Demographic Environment.
- 2.4 Impact of Social & Cultural components
- 2.5. Political & Legal Environment

No. of Lectures 09

Unit No.3 Population as Resource

- 3.1 Meaning of resource, types of resources
- 3.2 Importance of human resource in development and growth of business
- 3.3. Concept of Literacy: importance of literate population as a resource
- 3.4. Concept of sex ratio, Concept of Age & Sex Pyramid, Types of age and sex pyramid, age and sex pyramids of different countries
- 3.5 Population below poverty line, working population, Dependent Population

No. of Lectures 12

Unit No.4 Urbanization

- 4.1 Meaning, definitions of urbanization
- 4.2 Classification of population - Urban and rural population
- 4.3 Factors responsible for urbanization and problems of urbanization
- 4.4. Urbanization as Behavioral concept, structural concepts and demographic concept
- 4.5 Urban structure and rural structure

No. of Lectures 08

Unit No. 5 Environment and Environmental issues related to Business

- 5.1 Meaning and definition of environment
- 5.2 Types of Environments
- 5.3 Physical and Cultural components of environment
- 5.4 Need of environmental studies for Business Management
- 5.5 Environment factors affecting Business –
Physical factors –topography, climate, minerals, water resources; Cultural factors – infrastructure – technology tradition, political, social, education
- 5.6 Global warming and Kyoto Protocol, Oil Crisis and its impact on Business

No. of Lectures 10

Reference books:

- *Population Geography : R.C. Chandana, Lyall Book Depot/ Kalyani Publishers (2006)*
- *Population Geography: Qazi, S. Shah, Shargi Qazi APH Publishing Corp. New Delhi*
- *Environmental Geography: Dr. Savindra Singh Prayag Pustak Bhawan*
- *Geography of India: Majid Hussain Tata McGraw Hill*
- *Population Geography : I Singh: Alfa Publication (2006)*
- *Business Demography and Environmental studies-Miss Joshi Sunita, Dr. Jaybhaye Ravindra- Success Publication, Pune*

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Business Demography & Environmental Studies

Course: Business Demography & Environmental Studies

Course Code BBA1106

Course Outcomes	Programme Outcomes (POs)									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10
CO 1			2							
CO 2	3		3				3			
CO 3		2		3						
CO 4										
CO 5		3		2		2		3	3	
CO 6					3	3		2		3
CO7		2	3				3			

Justification for the mapping

PO1: Application of Knowledge

CO2: Involves developing a strong knowledge base regarding demographic and environmental factors that impact businesses. It includes understanding how these factors influence various aspects of business practices, such as accounting, finance, marketing, management, economic, and human resource management.

PO2: Understanding the Business Function

CO3: Students should gain knowledge about how environmental issues impact businesses, which is essential for understanding business functions in the context of sustainability and corporate responsibility.

CO5: Emphasizes the importance of environmental studies specifically for business management, highlighting the relevance of environmental knowledge in making informed business decisions and managing operations effectively.

CO7: Demography, fertility, and mortality rates can be relevant to understanding the human resources aspect of business functions, particularly in terms of workforce demographics.

PO3: Critical thinking and systematic research approach

CO1: Developing a strong conceptual knowledge base requires analyzing information, evaluating evidence, and drawing conclusions – all of which are key components of critical thinking and systematic research approaches.

CO2: Emphasizes building a knowledge base for demographic and environmental factors affecting business.

CO7: Calculating fertility and mortality rates involves critical thinking and a systematic research approach to collect and analyze demographic data.

PO4: Ethical Decision-making ability.

CO3: Students who understand these environmental issues will be better equipped to analyze and address ethical dilemmas related to business decisions with environmental consequences.

CO5: Implies recognizing the importance of environmental studies in business management, which may include ethical considerations.

PO5: Critical Attitude for Lifelong learning.

CO6: Insights into environmental problems related to business and commerce are likely to develop a mindset that values ongoing learning and critical thinking in response to evolving challenges in the business and environmental landscape.

PO6: Leadership and team work

CO5: Involves not only individual understanding but also the ability to communicate, influence, and potentially lead others in recognizing the importance of environmental studies for effective business management.

CO6: Environmental problems related to business and commerce

PO7: Application of management in various Disciplines

CO2: Focuses on demographic and environmental factors, it implies a broader understanding of various external factors that can affect business, including political, cultural, and legal issues.

CO7: Calculating fertility and mortality rates involves critical thinking and a systematic research approach to collect and analyze demographic data.

PO8: Professional Development Activities..

CO5: Engaging with environmental studies and gaining insights into related problems may involve interactions with industry professionals, which can provide networking opportunities and contribute to professional development.

CO6: Networking skills and understanding the business environment are often developed through practical exposure and engagement with real-world issues.

PO9: Social Responsibility

CO5: Understanding the need for environmental studies in business management inherently involves recognizing the importance of corporate social responsibility and sustainability.

PO10 Entrepreneurial Mindset

CO6: An entrepreneurial mindset involves the ability to identify opportunities and solve problems creatively, gaining insights into environmental problems related to business and commerce.