



Anekant Education Society's

**Tuljaram Chaturchand College of Arts,
Science and Commerce, Baramati
(Autonomous)**

Department of Business Administration [BBA]

**Course Outcomes
FYBBA, SYBBA, TYBBA
2019 PATTERN**

Choice Based Credit System Syllabus (2019 Pattern)

Course Outcomes

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

Subject: Business Organization

Course: Business Organization and System

Course Code: BBA1101

- 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 Organization-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

Course Outcomes

Class: FYBBA (Sem -I)

Subject: Basics of Business Communication Skill

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

- 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

Course Outcomes

Class: FYBBA (Sem -I)

Subject: Business Accounting

Course: Business Accounting

Course Code: BBA1103

- 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.

Course Outcomes

Class: FYBBA (Sem -I)

Subject: Business Economics(Micro)

Course: Business Economics(Micro)

Course Code BBA1104

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

Course Outcomes

Class: FYBBA (Sem -I)

Subject: Business Mathematics

Course: Business Mathematics

Course Code BBA1105

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.

Course Outcomes

Class: FYBBA (Sem -I) **Subject:** Business Demography & Environmental Studies

Course: Business Demography & Environmental Studies **Course Code** BBA1106

- 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

Course Outcomes

Class: FYBBA (Sem –II)

Subject: Principles of Management

Course: Principles of Management

Course Code BBA1201

- CO1:** Identification and application of appropriate management technique for business management.
- CO2:** To have conceptual knowledge of all management functions.
- CO3:** To study various management theories which explains different management principles.
- CO4:** To study importance of organizing function for effective functioning of organization.
- CO5:** To evaluate various leadership styles.
- CO6:** To study the technique for controlling and coordination.
- CO7:** To study the managerial role and Skills required by a manager.

Course Outcomes

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

Subject: Principles of Marketing

Course: Principles of Marketing

Course Code: BBA1202

- CO1:** To understand the role of marketing within society and within an economic system
- CO2:** To learn key marketing principles and terminology
- CO3:** To help student manager to develop a suitable marketing mix for any organization.
- CO4:** Students will be able to evaluate different distribution channel options and their Suitability for the company's product.
- CO5:** Course will help to recognize the importance of marketing in an organization, how marketing relates to other business functions, and the role of marketing in society at large.
- CO6:** Course will help to identify New Product development process along with product life cycle.
- CO7:** Students will be able to establish suitable promotional mix for the products.

Course Outcomes

Class: FYBBA (Sem –II)
Course: Principles of Finance

Subject: Principles of Finance
Course Code: BBA1203

- 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:** applying optimization techniques to minimize transportation costs, considering various constraints such as demand and supply limitations.
- CO7:** Able to identify and evaluate the impact of transportation decisions on business operations, considering factors such as budget constraints, time sensitivity, and resource utilization.

Course Outcomes

Class: FYBBA (Sem –II) **Subject:** Basics of Cost Accounting

Course: Basics of cost accounting **Course Code:** BBA1204

- CO1:** The outcome of this course is to give the Knowledge of Basic cost concepts, element dcost and preparation of Cost Sheet to students.
- CO2:** Imbibe conceptual knowledge of cost accounting.
- CO3:** Understand the significance of cost accounting in the modern economic environment.
- CO4:** Select the costs according to their impact on business.
- CO5:** Identify the specifics of different costing methods
- CO6:** Interpret the impact of the selected costs method
- CO7:** Apply cost accounting methods to evaluate and project business performance

Course Outcomes

Class: FYBBA (Sem II)

Subject: Business Statistics

Course: Business Statistics

Course Code: BBA1205

- CO1:** Summarize data sets using Descriptive statistics
- CO2:** Analyse the relationship between two variables of various managerial situation
- CO3:** Geometrically Interpret Correlation and Regression
- CO4:** Distinguish types of studies and their limitations and strengths,

- CO5:** Describe a data set including both categorical and quantitative variables to support or refute a statement,
- CO6:** Perform statistical inference in several circumstances and interpret the results in an applied Context
- CO7:** Understanding the basic concepts and principles of statistical analysis in the context of business decision-making.

Course Outcomes

Class: FYBBA (Sem II)

Subject: Business Informatics

Course: Business Informatics

Course Code: BBA1206

- CO1:** To study the basic terminologies in computer system.
- CO2:** To study the data organization in computer system.
- CO3:** To study the number system in detail.
- CO4:** To study the features of operating system.
- CO5:** To study the modes and infrastructure required for data communication using computer networks.
- CO6.:** Study the basics of Normalization and Database management concepts.
- CO7:** To identify new concepts in Business Informatics.

Name of Course : Fundamentals of Accounting & Banking.

Course Duration : **8 Weeks**

Credits: **2**

points.

Course Code : C047

- CO1:** Students will understand the basic principles and concepts of accounting and banking.
- CO2:** Students will develop the skills to analyze and interpret financial statements.
- CO3:** Students will be able to perform basic accounting transactions and record them accurately.
- CO4:** Students will gain a comprehensive understanding of the different types of banking operations and services.
- CO5:** Students will learn about the role of banks in the economy and their impact on financial markets.
- CO6:** Students will be able to evaluate the financial performance and stability of banks.
- CO7:** provide students with a comprehensive understanding of basic accounting principles and banking operations.

Course Outcomes FOR S.Y.B.B.A. (Patt. 2019)

Class : S.Y.B.B.A.(Semester-III) Paper Code : BBA2301

Title of Paper: Personality Development

Course Outcome:

- CO1: Understanding of the importance of interpersonal skills.
- CO2: Ability to present oneself in effective manner on the basis of his strengths and weakness.
- CO3: Developing effective Personality.
- CO4: Understand Personal SWOT Analysis and STAR Analysis.
- CO5: Communication with other members in team taking accountability
- CO6: Improve Body Language and Etiquettes to be more presentable
- CO7: To understand various factors that impact personality development of an individual.

Class : S.Y.B.B.A.(Semester-III) Paper Code : BBA2302

Title of Paper : Business Ethics

Course Outcome:

- CO1: Develop an understanding of ethical principles and their application in business decision-making processes.
- CO2: Analyze the ethical dimensions of business practices and assess their impact on various stakeholders.
- CO3: Demonstrate the ability to identify and manage ethical dilemmas in the business context.
- CO4: Evaluate the role of corporate social responsibility in business operations and decision-making.
- CO5: Apply ethical frameworks and theories to analyze and resolve ethical issues in business situations.
- CO6: Enhance ethical leadership skills and contribute to the development of an ethical organizational culture.
- CO7: Understanding the impact of ethics on stakeholders

Class : S.Y.B.B.A.(Semester-III) Paper Code: BBA2303

Title of Paper : Human Resource Management and Organizational Behavior

Course Outcome:

- CO1: Understand the objectives, scope and importance of Human Resource Management.
- CO2: Integrated perspective on role of HRM in modern business.
- CO3: Ability to plan human resources and implement techniques of job design.
- CO4: To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.

CO5: To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.

CO6: To develop creative and innovative ideas that could positively shape the organizations.

CO7: understand and effectively manage the employment relationship within an organization

Class : S.Y. B. B. A. (Semester-III)

Paper Code: BBA2304

Title of Paper : Management Accounting

Course Outcome:

CO1: The main outcome of this course is to elaborate students about implication of various financial ratios, working capital requirement and budgetary control and its application in business decision making.

CO2: To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.

CO3: To enhance the abilities of learners to analyze the financial statements.

CO4: To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.

CO5: To make the students develop competence with their usage in managerial decision making and control.

CO6: Analyze the financial statement ratio, cash from operation, financing and investing Activities.

CO7: Familiarization with the recent trends in Auditing.

Class : S.Y. B. B. A. (Semester-III)

Paper Code: BBA2305

Title of Paper : Business Economics [Macro]

Course Outcome:

CO1: Identify and comprehend the various components and sectors of an economy.

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables.

CO3: Apply economic reasoning to analyze and propose solutions for real-world business challenges.

CO4: Demonstrate the ability to measure and calculate national income using different approaches.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

CO6: Summarize and interpret government budgets in the context of macroeconomic policies and the general public.

CO7: To Ability to apply macroeconomic models to analyze and interpret economic phenomena at the national level.

Class : S.Y.B.B.A.(Semester-III) Paper Code :BBA2306

Title of Paper : Information Technology in Management.

Course Outcome:

- CO1 : Students can identify use of technology in managerial decision making .
- CO2: Students can get information about how information technology can be applied in supply chain management, Remorse planning etc.
- CO3 : Students will be able to acquire conceptual knowledge of MIS application
- CO4 : Students will get information about IT infrastructure for business organization.
- CO5: Students will get the knowledge of various information system for organizations.
- CO6 : Understanding of Business Value of information.
- CO7: Students will be able to learn how change management is applied in the organization.

Certificate Course: Import Export Management.

Course Outcome:

- CO1: Students will gain an understanding of the various laws, regulations, and documentation required for international trade.
- CO2: Students will learn about the global market and how to identify potential buyers and sellers.
- CO3: Students will develop skills in negotiating and managing contracts for international trade.
- CO4: Students will learn about the different methods of transportation used in import and export logistics.
- CO5: Students will gain knowledge of risk management techniques and strategies for minimizing potential losses in international trade.
- CO6: Students will learn about the role of customs and border protection agencies in import and export processes.
- CO7: Students will learn about the various trade barriers and regulations that can affect import and export activities.

Class : S.Y.B.B.A.(Semester-IV) Paper Code: BBA2401

Title of Paper : Production and Operations Management.

Course Outcome:

- CO1:** Understand the knowledge on core features of the operations and production management.
- CO2:** Understand the various production and operations design decisions and how they relate to the overall strategies of organizations.
- CO3:** Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness.
- CO4:** Identify the operational issues in the value addition processes of a firm
- CO5:** Summarize various aggregate production planning techniques.
- CO6:** Analyze business processes in services / manufacturing for improvement
- CO7:** To get acquainted with the product design and development process.

Class : S.Y.B.B.A.(Semester-IV) Paper Code: BBA2402

Title of Paper : Industrial Relation and Labor Law.

Course Outcome

- CO1:** Develop understanding of Legislations relating to working conditions and social security.
- CO2:** To enable students to have understanding of legal provisions relating vulnerable groups of workers and laws related to wages, environment protection and social security.
- CO3:** Understand historical aspects of labour movement in India.
- CO4:** Impart knowledge and understanding of Labour Market, Wages, Employment and unemployment of labour.
- CO5 :** To understand labour problems and welfare oriented remedial measures.
- CO6:** To gain practical understanding about functioning of various labour institutions.
- CO7:** Ability to Analyze Employment Laws

Class : S.Y. B. B. A. (Semester- IV) Paper Code: BBA2403

Title of Paper: Business Taxation

Course Outcome:

- CO1:** The outcome of this course is to enable the students to acquire sound knowledge of calculation of Direct and Indirect Tax.
- CO2:** Acquire the complete knowledge of basic concepts of income tax
- CO3:** Understand the concept of exempted incomes.
- CO4:** Understand the provisions of agricultural income

CO5: Calculate Residential status of a person.

CO6: Identify and comply with the relevant provisions of the Income Tax Act as it relates to the income tax of individuals

CO7: Compute the income under the head "Income from Salary"

CO8: Compute income under the head "Income from House Property"

CO9: Compute income under the head "Income from Business or Profession"

Class : S.Y.B.B.A.(Semester-IV) Paper Code :BBA2404

Title of Paper: International Business

Course Outcome:

CO1: Students will demonstrate an understanding of current and emerging issues in international business.

CO2: Students will analyze and assess the influence of international business environment

CO3: Students will recognize and articulate the significance of foreign trade. for the Indian economy, including the impact on economic growth, employment, and overall national development.

CO4: Students will be able to describe and analyze various regional economic groupings.

CO5: Students will develop the ability to apply theoretical knowledge.

CO6: Students will demonstrate a comprehensive understanding of the factors influencing different types of exchange rates.

CO7: Understand the principles of international trade, including import/export regulations, tariffs, and trade agreements.

Class : S.Y.B.B.A.(Semester-IV) Paper Code: BBA2405

Title of Paper: Management Information System

Course Outcome:

CO1: Define key terms and concepts related to information systems.

CO2: Demonstrate proficiency in system analysis techniques. Apply system design principles to real-world scenarios.

CO3: Identify and analyze common challenges and issues in the implementation and maintenance of MIS.

CO4: Define decision support systems (DSS) and their components. Analyze the role of DSS in organizational decision-making.

CO5: Analyze the role of management in the successful implementation of MIS.

CO6: Apply case study methodologies to analyze real-world information system scenarios.

CO7: Identify potential security threats and vulnerabilities in information systems. Implement basic cyber security measures to protect organizational data and

information.

Class : S.Y. B. B. A. (Semester- IV) Paper Code: BBA2406

Title of Paper: Service Sector Management

Course Outcome :

- CO1 :** Students will be able to identify characteristics of service.
- CO2 :** After completion of course students will be able to identify the impact of service sector on Indian economy.
- CO3 :** Students will be able to identify the difference between service industry and product industry.
- CO4:** After completion of course students will be able to identify basic services sector in India.
- CO5 :** After completion of course students will get knowledge of basic services like Insurance, Hospital, Tourism, Bank and health care .
- CO6:** Students will be able to analyse how service industry works and impacts on generation of economy.
- CO7:** Students will be able to analyse how different services can be interconnected.

Class : SYBBA (Sem IV)

Subject : Business Exposure

Course Code : PR22

Course Outcome :

- CO1:** Course will provide the opportunity to interact with Industry Experts for students
- CO2:** It gives the students an exposure to current work practices as opposed to theoretical knowledge being taught at their college classrooms.
- CO3 :** Industrial visits are arranged by colleges for their respective students with an objective of providing them an opportunity to explore the different industry sectors like IT, manufacturing, services, finance and marketing.
- CO4 :** Industrial visit helps students to combine their theoretical knowledge of business operations with the practical knowledge of its actual functioning.
- CO5 :** Industrial realities are opened to the students through industrial visits.

CO6 : When pursuing a professional degree like BBA, industrial visit has its own importance for students because only the theoretical knowledge is not sufficient for their proper understanding of the actual business operations at the ground level..

CO7: Another important perk of going for an industrial visit is that it acts as a bridge between the student and their dream company. The chances of building-up a good relationship with the employees and actually getting an opportunity for an internship or even placement in that company is maximum based on their outstanding performance in spot assignments and showing good manners.

Name of Certificate Course: Skill Development using Time Management tools.

Course Outcome:

- CO1:** Improved ability to prioritize tasks and manage time effectively.
- CO2:** Increased productivity and efficiency in completing tasks.
- CO3 :**Enhanced ability to meet deadlines and achieve goals.
- CO4:** Development of effective strategies for planning and coordinating activities.
- CO5:** Improved ability to handle stress and work under pressure.
- CO6:** Increased self-discipline and organization skills.
- CO7:** Prioritize tasks and make effective to-do lists.

Choice Based Credit System Syllabus

[2019 Pattern]

Course Outcomes [TYBBA SEM 5 AND 6]

Class: T.Y.B.B.A. (Semester-V)

Course Code: BBA3501

Course Title: Supply chain logistics management

Course Outcome:

- CO1:** Students will demonstrate an understanding of the key challenges and issues in materials and logistics management.
- CO2:** Students will be able to identify and analyze various marketing channels.
- CO3:** Students will acquire knowledge about different types of inventories and demonstrate proficiency.
- CO4:** Students will stay updated on current trends in supply chain management.
- CO5:** Students will gain insights into e-business practices within the context of supply chain management.
- CO6:** Students will be able to critically analyze and adapt to the evolving landscape of supply chain management.
- CO7:** Evaluate the performance of inventory management systems using relevant key performance indicators

Class: T.Y.B.B.A. (Semester-V)

Course Code: BBA3502

Course Title: Entrepreneurship development.

- CO1:** Identify qualities of entrepreneurs.
- CO2:** Students will be able to write Business proposal.
- CO3:** Understand various schemes supporting entrepreneurship
- CO4:** Students will be able to think creative and innovative.
- CO5:** For a given problem, Student will be able to develop business idea
- CO6:** Able to identify the barriers for woman entrepreneurs.
- CO7:** Understand role of Entrepreneur Development Programs.

Class: T.Y.B.B.A. (Semester-V)

Course Code: BBA3503

Course Title of: Business Law

Course Outcome:

- CO1:** Know rights and duties under various legal Acts.
- CO2:** Understand consequences of applicability of various laws on business situations.
- CO3:** Develop critical thinking through the use of law cases.
- CO4:** Identify the fundamental legal principles behind contractual agreements.

- CO5:** Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.
- CO6:** Acquire problem solving techniques and to be able to present coherent, concise legal argument.
- CO7:** Communicate effectively and professionally on legal matters in a business setting.

Class: T.Y. B. B. A. (Semester- V) **Course Code:** BBA3504
Course Title: Research Methodology.

- CO1:** After Completion of course student will understand the basic frame work of research process.
- CO2:** Course will help to develop understanding of basic research process and design.
- CO 3:** Students will understand basic types of data used for research.
- CO4:** Students will get detailed knowledge of data collection technique for research.
- CO5:** Students will be able to identify sampling process, types of sampling after completion of course.
- CO6:** Course will help the students to study concepts related to hypothesis and errors in testing of hypothesis.
- CO7:** After completion of course, students will understand the concept of data analysis and research report writing.

Financial Management Specialization

Class: T.Y.B.B.A. (Semester-V) **Course Code:** BBA3505 A

Course Title: Analysis of Financial Statements

- CO1:** The outcome of this course is to aware students about the financial system and financial services and also makes them aware about the financial market or recent trend in accounting & finance.
- CO2:** Demonstrate the understanding on various items of financial statements, their importance and types of analysis used in evaluating financial performance of a company.
- CO3:** Apply, interpret, and analyze the published financial statements, in various decision-making contexts using common size statement analysis, trend analysis, and ratio analysis and be able to communicate the results to appropriate authorities.
- CO4:** Prepare and interpret segment analysis and inter-firm comparisons through application of appropriate ratios and clearly interpret the Result.
- CO5:** Interpret annual reports and accompany notes in addition to management discussion and analysis to assess the financial performance and efficiency of operations of a company.
- CO6:** Preparation of Financial Statements as per schedule VI of the Amended Companies Act

2013

CO7: Learn to identify and assess financial risks based on the analysis of financial statements. Understand how to evaluate a company's ability to meet its short-term and long-term obligation.

Class: T.Y.B.B.A. (Semester-V) Course Code: BBA3506 A

Course Title: Long Term Finance

Course Outcomes:

CO1:The outcome of this course is to aware students about the source of finance & capital structure and also makes them aware about the capital budgeting & private financial institute.

CO2: Complete knowledge of Financial System of India.

CO3: Clarity about the basic concepts of money, money supply and money creation.

CO4: Understanding of technical terms relating to Financial System like Derivatives, Stock etc.

CO5: Development of basic understanding relating to Life Insurance and General Insurance.

CO6:Understanding the information and Practical use of specialized Private Financial Institutions
Understanding the information about the dividend Decisions.

Marketing Management Specialization

Class: T.Y.B.B.A. (Semester-V) Course Code: BBA506 B

Course Title: Retail Management

Course Outcome:

CO1: Clarify the concept and related terms in retailing.

CO2: Understand various formats of retail in the industry.

CO3: Understands role and functions of Retailing.

CO4: Understand the impact of retailing on the economy.

CO5: Identify opportunities and challenges in rural retail marketing

CO6: To understand Retail Merchandising, Merchandise Planning and Category Management

CO7: Students will learn different retail strategies through this course

Class: T.Y.B.B.A. (Semester-V) Course Code: BBA3506B

Course Title: Digital Marketing

Course Outcome:

- CO1: Understand the concept of digital marketing and its real-world iterations.
- CO2: Understand how to create and run digital media-based campaigns.
- CO3: Identify and utilize various tools such as social media
- CO4: Identify effectiveness of Email Marketing and various Email software and tools used in Digital Marketing.
- CO5: understanding of Google Ad words
- CO6: Helps in increase in businesses with the help Digital Marketing platform.
- CO7: In-depth knowledge of creating website and auditing website.

Human resource Management Specialization

Class: T.Y.B.B.A. (Semester-V)

Course Code: BBA3505 C

Course Title: Human Management Principles practices

Course Outcome:

- CO1-Understand the objectives, scope and importance of Human Resource Management.
- CO2 - Integrated perspective on role of HR in modern business.
- CO3 - Ability to plan human resources and implement techniques of job design.
- CO4 - Students will be able to apply various human resource management techniques to address real-world organizational challenges.
- CO5 - Ability to define, identify, and/or apply the principles of HR's Roles in Organizations.
- CO6 - Students will develop an understanding of how human resource management aligns with and contributes to an organization's strategic objectives and overall success.
- CO7 - Develop effective strategies for employee engagement, motivation, and retention.

Class: T.Y.B.B.A. (Semester-V)

Course Code: BBA3506C

Course Title: Conflict and Negotiation Management

Course outcome

- CO1:to identify and analyze various sources and causes of conflicts in different organizational and interpersonal contexts.
- CO2: the ability to apply and implement effective conflict resolution strategies, considering the nature and intensity of conflicts.
- CO3: the ability to express themselves clearly and listen actively to others.
- CO4: able to evaluate and apply various negotiation techniques and styles, considering the goals and interests of the parties involved.
- CO5:to design and implement comprehensive conflict management plans, taking into account the specific needs and challenges of different situations.
- CO6: understanding of how cultural factors influence conflict dynamics and negotiation processes, enabling them to navigate cross-cultural negotiations effectively.
- CO7: Develop conflict resolution and negotiation management strategies

Service Sector Management Specialization

Class: T.Y.B.B.A. (Semester-V) **Course Code:** BBA3505D

Course Title: Management of Services

Course Outcome:

- CO1:** Students will demonstrate an increased awareness of various services and their role in the economy, recognizing the significance of services as a crucial economic activity.
- CO2:** Students will acquire in-depth knowledge of service management principles, theories, and practices, enabling them to analyze, evaluate, and implement effective strategies in service-oriented organizations.
- CO3:** Students will be able to identify and comprehend the unique characteristics and features of services, distinguishing them from tangible goods, and apply this understanding in real-world scenarios.
- CO4:** Students will demonstrate a solid grasp of various concepts related to services, such as service quality, customer satisfaction, and service innovation, and develop critical thinking skills to address complex issues in service management.
- CO5:** Students will be capable of analyzing and solving problems related to the management of services, considering factors like customer expectations, service design, delivery processes, and quality improvement.
- CO6:** Students will gain practical insights into the process and details involved in establishing a service industry, applying their knowledge to develop business plans, identify market opportunities, and navigate regulatory requirements.
- CO7:** Students will develop effective communication and collaboration skills, enabling them to articulate service-related concepts, work seamlessly in diverse teams, and engage with stakeholders in the service industry effectively.

Class: T.Y.B.B.A. (Semester-V) **Course Code:** BBA 3506 D

Course Title: Service Marketing

Course Outcome :

- CO1:** Implement the best practices of the Services Marketing
- CO2:** Apply knowledge of Customer Satisfaction techniques in the corporate world
- CO3:** Perform lifelong learning and professional development to enrich the services marketing strategies.
- CO4:** Apply Strategies for improvement of service quality

- CO5: Understand Recent Trends of Services Marketing
- CO6: Understand the Guidelines for managing service competition
- CO7: In-depth Understanding of service marketing mix

Class: T.Y.B.B.A. (Semester-V) Course Code: BBA 3507
Course Title: Internship Project.

Course outcome:

- CO1: Enhanced knowledge and understanding of the specific industry and its operations.
- CO2: Development of valuable professional skills, such as communication, problem-solving, teamwork.
- CO3: Improved ability to apply theoretical concepts to real-world scenarios.
- CO4: Expanded networking opportunities and connections within the industry.
- CO5: Increased confidence and self-assurance in professional abilities.
- CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects
- CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation.

Class: T.Y.B.B.A. (Semester-V) Course Code:CC119
Course Title: Computer Application in Business Management.

Course Outcome:

- CO1: Students will be able to effectively utilize computer software and applications to complete various tasks and projects related to business management.
- CO2: Students will gain a comprehensive understanding of how computer applications enhance and streamline business processes in order to improve efficiency and productivity.
- CO3 : Students will develop the skills to analyze and interpret data using computer applications, enabling them to make informed business decisions.
- CO4: Students will acquire the knowledge and abilities to effectively communicate and collaborate

with team members using computer applications and software in a business setting.

CO5: Students will be able to create and deliver professional presentations using computer applications, effectively conveying information and ideas to various stakeholders.

CO6: Students will develop the critical thinking and problem-solving skills necessary to troubleshoot and resolve issues related to computer applications in a business management context.

CO7: Ethical and responsible use of computer applications in business management

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA 3601

Course Title: Business Planning and Project Management

Course Outcome:

CO1: Demonstrate a strong conceptual knowledge of the planning process in business and project management.

CO2: Develop an effective understanding of the functions and techniques of project management and its applications.

CO3: Manages project risk, including identifying, analyzing and responding to risk

CO4: Effective understanding of different methods of Project Planning.

CO5: Apply project management techniques and frameworks that drive business analysis planning and monitoring.

CO6: Conduct evaluation of project effectiveness identifying lessons learned.

CO7: Understanding of the Project Selection Models.

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3602

Course Title: Management Control System.

Course Outcomes:

CO1: Outcome of this course is that students can understand meaning, nature, functions, implementation and evaluation of control system in organization.

CO2: Understand the basic components of management control System design.

CO3: Relate the effective design, implementation and uses of a management control system given a range of relevant contingent factors.

CO4: Appreciate the ways in which management control systems must fit within a given context. Additionally, the ways in which management controls must evolve and change.

CO5: Critically analyze the effectiveness of a management control system within new economies in project management.

CO6: Work effectively in teams via effective communication and sound leadership.

CO7: Understanding implementation of MCS in small and medium-size companies. (MCS in service and non-profit organization)

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3603

Course Title: E-Business

Course Outcome:

CO1: Define and explain the concept of electronic commerce

CO2: Explain the principles and scope of cyber law.

CO3: Demonstrate knowledge of various internet marketing strategies.

CO4: Evaluate different methods of electronic money transfer.

CO5: Identify potential cyber threats and vulnerabilities.

CO6: Analyze consumer behavior in the digital marketplace.

CO7: Use analytical tools to measure and analyze data related to website traffic, user behavior, and other key performance indicators in the digital space

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3604

Course Title: Business Analytics

Course Outcome:

CO1 : TO make students aware about of big data concept and changes in organizational structure.

CO2: Awareness about all terms related to Industry 4.0

CO3: Course will elaborate the concept of machine learning.

CO4: Students will get the knowledge of Additive manufacturing process.

CO5: Course will help the students to identify industrial revolution.

CO6: Course will help the students to identify the concepts of autonomous robots and augmented reality.

CO7: Course will elaborate the use of AI in business applications,

Financial Management Specialization

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3605A

Course Title: Financial Management

Course Outcome:

CO1: The outcome of this course is to aware students about the financial management system & capital budgeting and also makes them aware about the cost of capital practices in India or working capital management system.

CO2: Development of skills that are required by the finance manager of a company.

CO3: Ability to comprehend the relevance of Financial Management in a company.

- CO4: Ability to apply various methods and techniques to estimate, raise and invest the finances.
- CO5: Knowledge of various sources of finance available to corporate houses.
- CO6: To acquaint the students with corporate finance required for Indian Industries.
- CO7: To make the students aware about the latest developments in the field of corporate finance.
- CO8: To enable the students to understand the traditional theories of capitalization and dividend distribution practices.
- CO9: To give detailed exposure of working capital management practice of finance to students Skills to developed.

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3606A

Course Title: Financial Services

Course Outcome:

- CO1: Understand the different types of financial services available in India.
- CO2: Demonstrate a comprehensive understanding of financial markets in India.
- CO3: Apply various capital budgeting techniques to analyze investment opportunities.
- CO4: Analyze the role of insurance in risk management and financial planning.
- CO5: Analyze the impact of emerging technologies on accounting and financial practices
- CO6: Understand the regulatory functions of the Reserve Bank of India (RBI) and the Insurance Regulatory and Development Authority (IRDA).
- CO7: They will be proficient in analyzing financial statements, assessing risk, and making informed investment decisions.

Marketing Management Specialization

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3605B

Course Title: Sales Management

Course Outcome:

- CO1: Recognize and demonstrate the Recent trends in sales management.
- CO2: Understand the Functions and responsibilities of sales manager.
- CO3: Explain the reasons for salesperson's performance valuation, the methods used for performance evaluation, the reasons for auditing sale person and qualitative and quantitative performance standards used in performance evaluation of salesperson.
- CO4: Evaluate the role of Sales manager responsibilities in recruiting, motivating, managing and leading sales team.
- CO5: The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals.
- CO6: Understand the effective selling techniques.
- CO7: To know types and structures of Sales organization.

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3606B

Course Title: Advertisement & Sales Promotion

Course Outcome:

- CO1: Demonstrate a basic understanding for personal sale
- CO2: Analyze Recent Trends in Advertisement Management
- CO3: Apply Tools and techniques for effective Sales Management
- CO4: Evaluate Sales Performance at the Organisational and Individual Levels
- CO5: Demonstrate Advanced Interpersonal Communication Skills.
- CO6: Apply Motivational Techniques in Sales Contexts:
- CO7: Synthesize Interpersonal and Motivational Skills for Sales Success

Human Recourse Management Specialization

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3605 C

Course Title: Human Resource Practices

Course Outcome:

- CO1- Understand the objectives, scope and importance of Human Resource Management.
- CO2- Integrated perspective on role of HRM in modern business.
- CO3- Ability to plan human resources and implement techniques of job design.
- CO4- Students will be able to apply various human resource management techniques to address real world organizational challenges.
- CO5- Ability to be able to define, identify, and/or apply the principles of HR's Roles in Organizations.
- CO6- Students will develop an understanding of how human resource management aligns with and contributes to an organization's strategic objectives and overall success.
- CO7: - Develop effective strategies for employee engagement, motivation, and retention.

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3606 C

Course Title: Labour Welfare.

Course Outcome:

- CO1: To understand the importance of Labour Law and Social Welfare.
- CO2: To enable students to have understanding of legal provisions relating to vulnerable groups of workers and laws related to wages, environment protection and social security.
- CO3: Understand historical aspects of labour movement in India.

- CO4:** Impart knowledge and understanding of Labour Market, Wages, Employment and unemployment of labour.
- CO5:** Develop understanding of Legislation relating to working conditions and social security.
- CO6:** Understand Social and Industrial aspects of psychology of work.
- CO7:** To develop an understanding of policies, strategies, and practices aimed at enhancing the well-being and rights of workers in the workplace.

Service Sector Management Specialization

Class: T.Y.B.B.A. (Semester-VI) **Course Code:** BBA3605 D

Course Title Marketing of Special services in India

Course outcome:

- CO1:** Students will be able to articulate a comprehensive understanding of the diverse nature of services in the Indian context, including key sectors, trends, and challenges.
- CO2:** Upon completion of the course, students will possess the skills to formulate and implement effective marketing strategies tailored specifically to the unique characteristics of the services sector in India.
- CO3:** Students will gain proficiency in analyzing market dynamics and consumer behavior within the Indian services industry, enabling them to make informed decisions and recommendations.
- CO4:** By the end of the course, students will be able to identify and critically evaluate Upcoming and potential areas of growth within the services sector in India, demonstrating foresight and strategic thinking.
- CO5:** Students will develop strong communication and interpersonal skills, enabling them to effectively convey the value proposition of services and build relationships with diverse stakeholders in the Indian market.
- CO6:** Upon completion of the course, students will be proficient in applying digital Marketing tools and strategies specifically tailored to the services industry in India, keeping abreast of technological advancements.
- CO7:** Students will be able to critically evaluate and incorporate ethical considerations in service marketing strategies, demonstrating an understanding of the cultural and

social nuances in the Indian market.

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA3606 D

Course Title: Service Operation Processes

Course Outcome:

- CO1: Students will learn an overview of Service Operation.
- CO2: Conceptual knowledge of Event management and services included in Event management.
- CO3: In-depth knowledge of Incident Management.
- CO4: Study of Impact due to degraded services in business.
- CO5: Understanding of 7 steps in improvement process.
- CO6: Gain insights into request fulfillment processes, focusing on efficiently handling service requests from users and ensuring timely delivery of services.
- CO7: Learn the principles of access management, including the authorization and restriction of user access to IT services and resources based on business needs and security requirements.

Class: T.Y.B.B.A. (Semester-VI) Course Code: BBA 3607

Course Title: Internship Project.

Course outcome:

- CO1: Enhanced knowledge and understanding of the specific industry and its operations.
- CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork.
- CO3: Improved ability to apply theoretical concepts to real-world scenarios.
- CO4: Expanded networking opportunities and connections within the industry.
- CO5: Increased confidence and self-assurance in professional abilities.
- CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects.
- CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation.

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Anekant Education Society's

**Tuljaram Chaturchand College of Arts,
Science and Commerce, Baramati
(Autonomous)**

Department of Business Administration [BBA]

**Course Outcomes
FYBBA, SYBBA
2022 PATTERN**

**Choice Based Credit System Syllabus
(2022 Pattern)
Department of Business Administration
Course Outcomes [FYBBA SEM 1 AND 2]**

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

Course Code: UBBA111

Course Title: Business Organization and Corporate Environment

Course Outcome:

- CO1:** 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 organisations

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

Course Code: UBBA112

Course Title: Professional Communication Skills

Course Outcome

- 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

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

Course Code: UBBA113

Course Title: Financial Accounting

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.
- CO7:** Understand the Accounting Software knowledge regarding accounting systems.

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

Course code: UBBA114

Course Title: Micro Economics.

Course Outcome:

- CO1:** Demonstrate a solid understanding of basic economic principles, such as supply and demand, opportunity cost, elasticity, and market structures.
- CO2:** Apply microeconomics models to analyze real-world scenarios and make predictions about the behavior of consumers, firms, and markets.
- CO3:** Critically assess how resources are allocated in various economic systems and evaluate the efficiency and equity implications of different resource allocation mechanisms.
- CO4:** Analyze and interpret consumer behavior, including factors influencing individual choices, utility maximization, and the impact of changes in prices or income on consumption patterns.
- CO5:** Investigate the behavior of firms in different market structures, understanding concepts such as production costs, profit maximization, and competitive strategies
- CO6:** Identify and analyze instances of market failures, such as externalities, public goods, and imperfect competition, and evaluate the role of government intervention in addressing these failures
- CO7:** Develop the ability to apply economic thinking to decision-making in both personal and professional contexts, including evaluating trade-offs, making informed choices, and understanding the implications of economic policies

Class: F.Y.B.B.A. (Semester-I)
Course code: UBBA115
Course Title: Business Mathematics

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:** Students will understand the matrices, solution using inverse of the coefficient matrix
- CO7:** Focuses on analyzing and interpreting financial data.

Class: F.Y.B.B.A. (Semester-I)
Course code: UBBA116
Course Title: Business Demography and Business Environment Studies.

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

Class: F.Y.B.B.A. (Semester-I)
Certificate Course: Fundamentals of Accounting & Banking.
Course Duration: 8 Weeks

Course outcome:

- CO1:** Students will understand the basic principles and concepts of accounting and banking.
- CO2:** Students will develop the skills to analyze and interpret financial statements.
- CO3:** Students will be able to perform basic accounting transactions and record them accurately.

- CO4:** Students will gain a comprehensive understanding of the different types of banking operations and services.
- CO5:** Students will learn about the role of banks in the economy and their impact financial markets.
- CO6:** Students will be able to evaluate the financial performance and stability of banks.

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

Course code: UBBA121

Course Title: Principles of Management.

Course Outcome:

- CO1:** Students will demonstrate a conceptual understanding of the nature, complexity, and functions of management, including key principles and theories that underpin effective managerial practices.
- CO2:** Students will analyze and discuss the historical evolution of management, identifying key milestones, contributors, and paradigm shifts that have shaped the discipline over time.
- CO3:** Students will apply management concepts to real-world scenarios, demonstrating their ability to connect theoretical knowledge to practical situations and problem-solving.
- CO4:** Students will critically evaluate and analyze recent trends in management, including technological advancements, changing workforce dynamics, and emerging business models, to assess their impact on contemporary organizations.
- CO5:** Students will develop an understanding of the international dimensions of management, exploring global business environments, cross-cultural management challenges, and the implications of globalization on managerial decision-making.
- CO6:** Students will enhance their communication skills, both written and oral, to effectively convey management concepts, strategies, and ideas, reflecting the importance of clear communication in managerial roles.
- CO7:** Students will integrate knowledge from different aspects of the course, demonstrating a holistic understanding of management that incorporates historical perspectives, contemporary trends, and international considerations in their analyses and discussions.

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

Course code: UBBA122

Course Title: Basics of Marketing

Course Outcome:

- CO1:** To understand the role of marketing within society and within an economic system
- CO2:** To learn key marketing principles and terminology
- CO3:** To help student manager to develop a suitable marketing mix for any organization.
- CO4:** Students will be able to evaluate different distribution channel options and their suitability for the company's product.
- CO5:** Students will be able to establish suitable promotional mix for the products.
- CO6:** Course will help to recognize the importance of marketing in an organization, how marketing relates to other business functions, and the role of marketing in society at large.
- CO7:** Course will help to identify New Product development process along with product life cycle.

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

Course code: UBBA123

Course Title: Principles Of Finance.

Course Outcome:

- CO1:** Describe various approaches to financial management, including traditional and modern perspectives. Analyze the role of financial management in achieving organizational goals.
- CO2:** Identify and evaluate different internal sources of finance. Examine external sources of finance and their implications on organizational decision-making.
- CO3:** Evaluate the criteria for determining an optimal capital structure. Analyze the impact of capital structure decisions on the cost of capital and financial performance.
- CO4:** Demonstrate the importance of financial planning in achieving long-term organizational objectives. Develop a financial plan considering various factors such as budgeting, forecasting, and risk management.
- CO5:** Apply different methods of financial forecasting. Critically evaluate the strengths and limitations of forecasting techniques. Use forecasting tools to make informed financial decisions.
- CO6:** They should be adept at applying optimization techniques to minimize transportation costs, considering various constraints such as demand and supply limitations.
- CO7:** Students should be able to identify and evaluate the impact of transportation decisions on business operations, considering factors such as budget constraints, time sensitivity, and resource utilization.

related to operating systems

CO5: Learn basic word processing, Spreadsheet and Presentation Graphics Software skills.

CO6: Study to use the Internet safely, legally, and responsibly

CO7: Understanding concept of Networking

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

Course code: UBBA124

Course Title: Basics of Cost and Work Accounting

Course Outcome:

- CO1:** The outcome of this course is to give the Knowledge of Basic cost concepts, element of cost and preparation of Cost Sheet to students.
- CO2:** Imbibe conceptual knowledge of cost accounting.
- CO3:** Understand the significance of cost accounting in the moderneconomic environment
- CO4:** Selection of the costs according to their impact on business
- CO5:** Apply cost accounting methods to evaluate and project business performance
- CO6:** Understanding the intricacies involved in ascertaining cost of production of a product/service.
- CO7:** Knowledge about the adoption of divergent Cost accounting methods by different Industries.

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

Course code: UBBA125

Course Title: Business Statistic

Course Outcome:

- CO1:** Summarize data sets using Descriptive statistics.
- CO2:** Analyse the relationship between two variables of various managerial situation
- CO3:** Geometrically Interpret Correlation and Regression
- CO4:** Distinguish types of studies and their limitations and strengths,
- CO5:** Describe a data set including both categorical and quantitative variables to support or refute a statement,
- CO6:** Perform statistical inference in several circumstances and interpret the results in an applied Context
- CO7:** Understanding the basic concepts and principles of statistical analysis in the context of business decision-making.

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

Course code: UBBA126

Course Title: Computer Fundamental

Course Outcome:

- CO1:** Understanding the concept of input and output devices of Computers
- CO2:** Learn the functional units and classify types of computers, how they process I
- CO3:** Information and how individual computers interact with other computing systems and devices.
- CO4:** Understand an operating system and its working, and solve common problems

- related to operating systems
- CO5:** Learn basic word processing, Spreadsheet and Presentation Graphics Software skills.
- CO6:** Study to use the Internet safely, legally, and responsibly
- CO7:** Understanding concept of Networking

**Choice Based Credit System Syllabus
(2022 Pattern)
Department of Business Administration
Course Outcome
SYBBA SEM 3 AND 4**

Class: S.Y.B.B.A. (Semester-III)
Course Code: UBBA231
Course Title: Personality Development

Course Outcomes:

- CO1:** Understanding of the importance of interpersonal skills.
- CO2:** Ability to present oneself in effective manner on the basis of his strengths and weakness.
- CO3:** Developing effective Personality.
- CO4:** Understand Personal SWOT Analysis and STAR Analysis.
- CO5:** Communication with other members in team taking accountability
- CO6:** Improve Body Language and Etiquettes to be more presentable
- CO7:** Students will understand importance of self-assessment and self-appraisal

Class: S.Y.B.B.A. (Semester-III)
Course Code: UBBA232
Course Title: Business Ethics

Course Outcomes:

- CO1:** To elaborate the core concepts of ethics.
- CO2:** To make the students aware of different business ethics concepts.
- CO3:** To study the different types of Individual and professional ethics.
- CO4:** To study the role of ethics in global society.
- CO5:** To study the role of business ethics in developing a civilized society.
- CO6:** To elaborate moral issues in Business organizations.
- CO7:** To identify importance of ethical behaviour in social and organizational terms

Class: S.Y.B.B.A. (Semester-III)

Course Code: UBBA233

Course Title: Principles of Human Resource Management

Course Outcomes:

- CO1 - Understand the objectives, scope, and importance of Human Resource Management.
- CO2 - Integrated perspective on the role of HRM in modern business.
- CO3 - Ability to plan human resources and implement techniques of job design.
- CO4 - Students will be able to apply various human resource management techniques to address real-world organizational challenges.
- CO5 - Ability to be able to define, identify, and/or apply the principles of HR's Roles in Organizations.
- CO6 - Students will develop an understanding of how human resource management aligns with and contributes to an organization's strategic objectives and overall success.
- CO7 - Develop effective strategies for employee engagement, motivation, and retention.

Class: S.Y.B.B.A. (Semester-III)

Course Code: UBBA234

Course Title : Macro Economics & Rural Development

- CO1: Students will demonstrate a profound understanding of the overall functioning of the economy, encompassing key macroeconomic indicators and their interdependencies.
- CO2: Participants will develop a robust analytical framework, enabling them to discern and interpret the intricate inter-linkages among critical macroeconomic variables such as GDP, inflation, unemployment, and interest rates.
- CO3: Students will acquire the ability to apply economic reasoning to address real-world challenges in both business and public policy, demonstrating their capacity to formulate practical and effective solutions.

CO4: Participants will gain comprehensive knowledge about the unique challenges and issues pertaining to rural society, including economic disparities, agricultural practices, and social aspects affecting rural development.

CO5: Students will be equipped with the skills to identify and assess potential employment opportunities for rural youth, considering the specific socio-economic factors influencing rural employment.

CO6: Participants will develop a strong foundation in rural development planning, including the ability to design and implement effective strategies for addressing the socio-economic needs of rural communities.

CO7: Students will understand the role and significance of information technology in rural development, gaining the skills to leverage technological tools and solutions to enhance the effectiveness of rural development initiatives.

Class: SYBBA (Semester III)

Code:UBBA235A

Course Title :Legal Aspects in Human Resource

CO1: Out come of this course is that students should be able to remember the key concept In legal aspect in HR.

CO2: To enable students to have understanding of legal provisions relating to vulnerable groups of workers and laws related to wages, environment protection and social security.

CO3: Understand historical aspects of labour movement in India.

CO4: Impart knowledge and understanding of Labour Market, Wages, Employment and unemployment of labour.

CO5: Develop understanding of Legislation relating to working conditions and social security.

CO6: Understand Social and Industrial aspects of psychology of work.

Co7: To develop an understanding of policies, strategies, and practices aimed at enhancing the well-being and rights of workers in the workplace.

Class : SYBBA (Semester III)

Code: UBBA236A

**Course Title : Course Title : Organisational Behaviour(OB)
Dissertation**

- CO1:** The outcome of this course is that students should be able to remember the key concepts in Organisational Behaviour
- CO2:** Student should be able to understand Individual and Cultural Differences and Diversity in Organizations. At the end of Course student should able to examine.
- CO3:** Understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
- CO4:** Deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
- CO5:** Evaluate and analyze various theories and models that contribute in the overall understanding of the discipline.
- CO6:** Develop creative and innovative ideas that could positively shape the organizations.
- CO7:** Understand the concept of Conflict and Conflict Management in Organization.

Class : SYBBA (Semester III)

Code: UBBA235 B

Course Title : Management Accounting

Course Outcomes:

- CO1:** The main outcome of this course is to elaborate students about implication of various financial ratios, working capital requirement and budgetary control and its application in business decision making.
- CO2:** To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.
- CO3:** To enhance the abilities of learners to analyze the financial statements.
- CO4:** To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.
- CO5:** To make the students develop competence with their usage in managerial decision making and control.
- CO6:** Analyze the financial statement ratio, cash from operation, financing and investing Activities.
- CO7:** To understand Analysis and Interpretation of financial statement.

Class : SYBBA (Semester III)

Code: UBBA236 B

Course Title : Banking & Finance + Dissertation

- CO1:** Identify and analyze key banking functions and operations. Apply theoretical knowledge to practical scenarios in the banking industry.
- CO2:** Demonstrate an understanding of the roles and responsibilities of regulatory authorities in the Indian banking sector.
- Co3:** Stay updated on recent technological advancements in the banking industry. Evaluate the implications of technology on banking processes and services.
- CO4:** Analyze the functions of the Reserve Bank of India (RBI) and its role in the Indian economy.
- Co5:** Evaluate the impact of RBI policies on commercial banks and the financial system.
- CO6:** Evaluate the progress and performance of nationalized banks in India. Analyze the role of nationalized banks in the economic development of the country.
- CO7:** Demonstrate the ability to conduct independent research. Effectively communicate research findings through a well-structured dissertation project.

Class : SYBBA (Semester III)

Code: UBBA235 C

Course Title : Retail Management

Course Outcomes:

- CO1:** Clarify the concept and related terms in retailing.
- CO2:** Understand various formats of retail in the industry.
- CO3:** Understands role and functions of Retailing.
- CO4:** Understand the impact of retailing on the economy.
- CO5:** Identify opportunities and challenges in rural retail marketing
- CO6:** To understand Retail Merchandising, Merchandise Planning and Category Management
- CO7:** Students will learn different retail strategies through this course

Class : SYBBA (Semester III)

Code: UBBA236 C

Course Title : Sales & Distribution management System + Dissertation

Course Outcomes:

CO1: Students will demonstrate a foundational knowledge of personal selling processes, including prospecting, presentation techniques, and closing strategies.

CO2: Students will be able to identify and analyze recent trends in sales management, incorporating technological advancements and changing consumer behaviors into their understanding.

CO3: Students will gain competence in utilizing tools and techniques for managing the sales function within an organization.

CO4: Students will develop advanced interpersonal communication skills crucial for successful personal selling, including active listening, empathy, and effective questioning techniques.

CO5: Students will demonstrate an understanding of motivational theories and techniques applicable to the sales context.

CO6: Students will acquire advanced skills in value-added selling, focusing on understanding customer needs, creating value propositions, and differentiating products or services in the market.

CO7: Students will integrate the acquired knowledge and skills to develop comprehensive and effective personal selling strategies.

Class : SYBBA (Semester III)

Code: UBBA235 D

Course Title : Fundamentals of service management

Course Outcomes :

CO1: Students will be able to articulate the role of services as a distinct business function, identifying key characteristics, challenges, and opportunities within the service sector.

CO2: Students will develop the ability to analyze and enhance business processes within the service industry, integrating theoretical knowledge with practical applications to improve overall efficiency and effectiveness.

- CO3: Students will be able to design and implement a structured service framework, demonstrating a systematic approach to delivering and managing services across various industries.
- CO4: Graduates will acquire advanced leadership skills specific to the service sector, including the ability to lead diverse service teams, navigate student-centric challenges, and drive innovation in service delivery.
- CO5: Students will develop research skills to analyze and synthesize existing literature and studies in the service industry, enabling them to make informed decisions and contribute to the advancement of service-related knowledge.
- CO6: Graduates will gain a deep understanding of the service environment, including factors influencing customer expectations, market trends, and regulatory considerations, enabling them to adapt and thrive in dynamic service landscapes.
- CO7: Students will be able to apply their knowledge and skills to develop innovative and effective solutions to real-world challenges within the service sector, demonstrating practical problem-solving abilities in diverse service-oriented contexts.

Class : SYBBA (Semester III)

Code: UBBA236 D

**Course Title : Principles & Functions of Services Management-
+Dissertation**

Course Outcomes:

- CO1: Students will be able to recognize and categorize various types of service-based organizations, distinguishing between different sectors and industries.
- CO2: Students will gain an understanding of the pivotal role of Information Technology Enabled Services (ITES) in the service sector, demonstrating awareness of its impact on organizational efficiency and customer satisfaction.
- CO3: Participants will be able to analyze and discuss current global trends in outsourcing, recognizing key factors influencing the outsourcing landscape and its implications for service-based industries.
- CO4: Students will develop the ability to identify and evaluate critical factors that contribute to effective service delivery and recovery, considering aspects such as customer satisfaction, problem resolution,

and continuous improvement.

CO5: Participants will be capable of assessing and measuring the quality of services, understanding the various dimensions of service quality and applying relevant frameworks to evaluate and enhance service performance.

CO6: Students will explore and comprehend the value processes involved in service delivery, examining how organizations create, deliver, and capture value in the context of service-based industries.

CO7: Through case studies and practical exercises, students will be able to apply their knowledge of service-based organizations, ITES, global outsourcing trends, service delivery factors, quality assessment, and value processes to real-world scenarios, demonstrating the ability to translate theoretical concepts into practical solutions.

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA241

Course Title: Production and Operation Management

Course Outcome:

- CO1:** The students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service-related decisions.
- CO2:** The student will be able to plan production schedules and plan resources (material and machine) required for production
- CO3:** The students can design maintenance schedules in manufacturing units, identify and propose material handling equipment's and implement industrial safety rules
- CO4:** The students will be able to apply the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions.
- CO5:** The students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.
- CO6:** Recognize the importance of six sigma quality and apply the basic analytical tools of six sigma quality.

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA242

Course Title: Decision Making and Risk Management.

Course Outcomes:

- CO1:** Demonstrate knowledge of the risks faced in an organization.
- CO2:** Evaluate and document the efficacy of a risk management plan to inform future planning.
- CO3:** Understand the impact of risk on an organization.
- CO4:** Demonstrate deep knowledge of the process and different techniques of risk management.
- CO5:** Demonstrate in-depth knowledge of the Enterprise Risk Management process and different types of risks in business.
- CO6:** Study different models in Risk Management.
- CO7:** Understand steps in decision making process.

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA243

Course Title: International Business

Course Outcomes:

- CO1:** To acquaint the students with emerging issues in international business.
- CO2:** To study the impact of international business environment on foreign market operations of a firm.

- CO3: To understand the importance of foreign trade for Indian economy
- CO4: To study of regional economic grouping
- CO5: To operate the case studies of international business
- CO6: To understand the determination of various types of exchange rates
- CO7: To understand the composition of Indian foreign trade

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA244

Course Title: Management Information System

Course Outcome

- CO1: Define key terms and concepts related to information systems.
- CO2: Demonstrate proficiency in system analysis techniques. Apply system design principles to real-world scenarios.
- CO3: Identify and analyze common challenges and issues in the implementation and maintenance of MIS.
- CO4: Define decision support systems (DSS) and their components.
Analyze the role of DSS in organizational decision-making.
- CO5: Analyze the role of management in the successful implementation of MIS.
- CO6: Apply case study methodologies to analyze real-world information system scenarios.
- CO7: Identify potential security threats and vulnerabilities in information systems. Implement basic cyber security measures to protect organizational data and information.

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA245 A

Course Title: HRM Functions and Practices

Course Outcome:

- CO1.integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design
- CO2. Competency to recruit, train, and appraise the performance of employees.
- CO3. Rational design of compensation and salary administration
- CO4. Ability to handle employee issues and evaluate the new trends in HRM
- CO5. Provide innovative solutions to problems in the fields of HR
- CO6. Be able to identify and appreciate the significance of the ethical issues in HR
- CO7. Develop effective strategies for employee engagement, motivation, and retention

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA246 A

Course Title: Employee Recruitment and HR Record Management System +Dissertation

Course Outcome:

- CO1:** Able to effectively use various recruitment tools and techniques to attract and select qualified candidates for job openings.
- CO2:** Develop the skills necessary to conduct interviews and assessments to evaluate potential employees' skills, qualifications, and fit with an organization.
- CO3:** Understand the legal and ethical considerations in employee recruitment, including guidelines for conducting per-employment background checks and drug testing.
- CO4:** Able to develop and implement strategies for employee retention, including on boarding and orientation programs.
- CO5:** Understand the importance of maintaining accurate and up-to-date employee records, and will learn how to effectively manage employee records in compliance with relevant laws and regulations.
- CO6:** able to analyze employee data and use it to make informed decisions regarding employee performance, training needs, and organizational development.
- CO7:** understanding the importance of effective recruitment and selection strategies, developing skills to attract and retain top talent, and mastering record management techniques to ensure compliance and accuracy in HR documentation.

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA245-B

Course Title: Business Taxation

Course Outcome:

- CO1:**The outcome of this course is to enable the students to acquire sound knowledge of calculation of Direct and Indirect Tax.
- CO2:** Acquire the complete knowledge of basic concepts of income tax
- CO3:** Understand the concept of exempted incomes.
- CO4:** Understand the provisions of agricultural income
- CO5:** Calculate Residential status of a person.
- CO6:** Identify and comply with the relevant provisions of the Income Tax Act as it relates to the income tax of individuals
- CO7:** Compute the income under the head "Income from Salary"
- CO8:** Compute income under the head "Income from House Property"
- CO9:** Compute income under the head "Income from Business or Profession"

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA246-B

Course Title: Financial Services + Dissertation

Course Outcomes:

- CO1: Understand the different types of financial services available in India.
- CO2: Demonstrate a comprehensive understanding of financial markets in India.
- CO3: Apply various capital budgeting techniques to analyze investment opportunities.
- CO4: Analyze the role of insurance in risk management and financial planning.
- CO5: Analyze the impact of emerging technologies on accounting and financial practices
- CO6: Understand the regulatory functions of the Reserve Bank of India (RBI) and the Insurance Regulatory and Development Authority (IRDA).
- CO7: They will be proficient in analysing financial statements, assessing risk, and making informed investment decisions.

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA245-C

Course Title: Advertising and Sales Promotions

Course Outcomes:

- CO1: Demonstrate a basic understanding for personal sale
- CO2: Analyse Recent Trends in Advertisement Management
- CO3: Apply Tools and techniques for effective Sales Management
- CO4: Evaluate Sales Performance at the Organisational and Individual Levels
- CO5: Demonstrate Advanced Interpersonal Communication Skills.
- CO6: Apply Motivational Techniques in Sales Contexts:
- CO7: Synthesize Interpersonal and Motivational Skills for Sales Success

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA246-C

Course Title: Digital Marketing + Dissertation

Course Outcomes:

- CO1: Understand the concept of digital marketing and its real-world iterations.
- CO2: Understand how to create and run digital media-based campaigns.
- CO3: Identify and utilise various tools such as social media
- CO4: Identify effectiveness of Email Marketing and various Email software and tools used in Digital Marketing.

CO5: understanding of Google Ad words

CO6: Helps in increase in businesses with the help Digital Marketing platform.

CO7: In-depth knowledge of creating website and auditing website.

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA245-D

Course Title: Banking and Insurance Service Management

Course Outcomes:

CO1: Students will demonstrate a comprehensive understanding of the various banking and insurance services offered in India, including their features, functions, and significance in the financial landscape.

CO2: Students will stay abreast of the latest developments in the Indian banking and insurance sectors, gaining insight into regulatory changes, technological advancements, and other factors shaping the industry.

CO3: Upon completion of the course, students will be able to analyze and explain the functions and roles of modern banking and insurance services, with a focus on meeting the evolving needs of customers in the contemporary financial environment.

CO4: Students will acquire a deep understanding of the various digital platforms employed by the banking and insurance sectors. They will be able to evaluate the role of digital technology in enhancing customer experience and streamlining financial processes.

CO5: Graduates of the course will develop strong analytical skills to assess and adapt to emerging trends in the banking and insurance industry, recognizing the implications of technological advancements, changing consumer behaviors, and global economic shifts.

CO6: Students will be proficient in communicating complex concepts related to Indian banking and insurance services, enabling them to convey industry insights effectively to diverse audiences, including peers, professionals, and the general public.

CO7: By the end of the course, students will be able to apply their knowledge of banking and insurance services to practical scenarios, demonstrating problem-solving skills and an ability to make informed decisions in real-world situations.

Class: S.Y.B.B.A. SEM IV

Course Code: UBBA246-D

Course Title: Social Services and NGO Management+Dissertation

Course Outcomes:

CO1: Students will be able to articulate the primary functions of NGOs in the context of community development, including their roles in addressing social issues and promoting positive change.

CO2: Learners will develop the ability to identify and critically assess the challenges that NGOs encounter in their operations, such as funding issues, bureaucratic hurdles, and socio-political constraints.

CO3: Participants will gain practical skills in applying theoretical concepts learned in the course to address real-world challenges within the field of Social Work, fostering a holistic understanding of the profession.

CO4: Students will be exposed to and analyze success stories of NGOs and other organizations at the International, National, and Regional levels, developing an appreciation for effective strategies in community development.

CO5: Participants will acquire practical skills in designing, planning, and implementing projects aimed at addressing social issues, with a focus on creating tangible positive impacts within communities.

CO6: Learners will explore and critically assess ethical considerations inherent in NGO activities, including issues related to cultural sensitivity, community engagement, and the responsible use of resources.

CO7: Students will develop effective communication and advocacy skills necessary for promoting social change, including the ability to articulate the needs of communities, mobilize support, and engage with stakeholders at various levels.

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