

## **DEPARTMENT OF COMMERCE**

### **Bachelor of Business Administration (BBA)**

#### **Programme Outcomes**

**After successfully Completing BBA IB Programme, students will able to-**

- PO1: To develop right understanding about the business environment and different types of organization.
- PO2: To develop leadership aptitude to work independently and in the organized group.
- PO3: To cultivate desired qualities of as effective a manager capable of taking decisions and communicating effectively with different types of publics
- PO4: To develop a right understanding regarding various financial institutions and agencies governing aspects of business the business.

#### **Programme Specific Outcomes**

- PSO1: Be proficient in the financial accounting systems with specialized practical knowledge on preparing annual financial statement of a corporate body and all its facets and understanding of assets, liabilities, reconciliation, accounting for receivables and inventories, capital and revenue expenditure, depreciation and maintenance of various financial documents.
- PSO2: Be hands-on with Advanced Excel/Spreadsheets and hone in sufficiently good understanding of the role of business analytics in management decision-making.
- PSO3: Be capable of marketing a product or a service, including digital marketing.
- PSO4: To hone-in ability to understand consumer behavior, preferences, and consumer satisfaction and consumer engagement.

## **Course Outcomes**

### **F.Y. BBA(IB)- Semester II**

#### **Course 101: Principles of Management**

- CO1: To understand basic concept regarding org. Business Administration
- CO2: To examining how various management principles
- CO3: To develop managerial skills among the students
- CO4: To develop managerial effectiveness through managerial thinking  
Knowledge of effective
- CO5: To Learn about the management philosophy over the period of time
- CO6: How to plan and organize an activity and motivate the group
- CO7: To Develop understanding regarding new systems of management

#### **Course 102: Business Communication Skills (102)**

- CO1: To understand what is the role of communication in personal and business world
- CO2: To understand system and communication and their utility
- CO3: To develop proficiency in how to write business letters and other communications required in business
- CO4: Ability to understand implication of effective communication
- CO5: To develop an appropriate understanding role and utility of written communication in life
- CO6: To develop proficiency for different purposes for different organizations
- CO7: To develop proficiency in effective's uses of various media of communication
- CO8: To communicate interact effectively by using different forms of social media

#### **Course 103: Business Accounting**

- CO1: To develop right understanding regarding role and importance of monetary and financial transactions in business
- CO2: To cultivate right approach towards classifications of different transactions and their implications
- CO3: To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L
- CO4: To learn about importance of acc. In business
- CO5: Ability to distinguish between different transactions and its nature
- CO6: Ability to prepare and interpret bank reconciliation statement
- CO7: Applying software basic financial statement and converting row financial data into well written financial data

### **Course 104: Business Economics – Micro**

CO1: To understand role of economics as it influences society and business

CO2: To study how different decisions are taken in relation to price demand and supply

CO3: To develop right understanding regarding Monopoly, perfect competition, revenue Etc

CO4: To understand different facets of economics and importance of prudent thinking

CO5: To understand variation in demand and supply. How it affects the different economic situations and various factors of production

CO6: To understand how the revenue is calculated for different situations and factors determined revenue.

CO7 :To know the system of determination and factors consider in cost determination

CO8: To understand how pricing determination is affected by different market players and forces and its impact on market and society

### **Course 105: Business Mathematics**

CO1: To develop appropriate understanding as how to use mathematic like computation interest, profit etc

CO2: To cultivate right understanding regaining numerical aptitude

CO3 :To develop logical approach towards analytical approach data

CO4: To understand how to apply the concept of interest and methods of calculation of interest  
PSO2 :To develop Mathematical competence for various interest related transactions and other activities

CO5: Ability to examine concept of discount in different business situations

CO6 :Ability to apply the various concepts in business situations

CO7: Ability to develop the skills for data interpretation and inferences.

### **Course 106 :Business Demography**

CO1: To give proper understanding regarding concept of demography in modern economic setup

CO2: To study how population and structure changes affecting quality of life and business

CO3 :To develop clarity of concept regarding social economic process and urbanization and its impact on society

CO4: Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as an outcome of demographic changes  
CO5: Ability to examine how demographic changes - influences different aspects of policy formulation and social development

CO5: To learn about implications of changes in population and structure of population on economy and society

CO6: Equal and unequal Distribution of resources and factors of production and its impact on society

## **Semester II**

### **Course 201 : Business Organizations and Systems**

CO1: To understand role and functions of modern business

CO2: To develop right understanding regarding business environment

CO3: To study how a business institution functions in a given economic set up

CO4: Understand how a business functions, Understanding the idea of business as an economic entity & to understand modern commerce performs new business initiatives.

CO5: Knowledge of selection and appropriateness of a form of business organization,

CO6: Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.

CO7 : Understanding the nature of retail trade and how a retail trade works in business.

### **Course 202 : Principles of Marketing**

CO1: To develop right understanding regarding marketing environment in the Country business

CO2: To develop appropriate conceptual understanding as to develop basic marketing concept

CO3: To develop new understanding regarding services, rural marketing and new trends in marketing

CO4: To understand the salient features of Indian and international Marketing management ability to learn how marketing functions in a given environment

CO5: To know about changing various factors which, affects the marketing system.

CO6 : To have right understanding of marketing mix as they influences as marketing mix.

CO7 : To understand different types of markets their role and functions

### **Course 203 : Principles of Finance**

CO1: To cultivate right approach towards money , finance , and their role in business.

CO2: To develop right understanding regarding various sources of finance and their role and utility in business

CO3 : To develop basic skills as to concept of capital structure and concept of capital structure

CO4: To develop Competence to apply various concept in finance for decision making.

CO5 : To develop rational understanding regarding role and utility of different sources of finance

CO6: To understand importance of rational and sound financial structure

### **Course 204 : Basics of Cost Accounting**

CO1: To develop rational understanding regarding concept of cost expenditure in business

CO2 : To develop understanding how overheads influence the cost structure of cost

CO3: To develop skills for computation of total cost for a particular product

CO4 : How to use cost of concept

CO5 : Development of basic ability to think about cost as an ingredient of Price mechanism

CO6: To develop competence, to prepare comprehensive cost sheet and Understand implication of overheads on total cost structure

CO7: Development of reasonable working knowledge of methods of ascertainment of cost of a contract or process.

### **Course 205 : Business Statistics**

CO1: To understand role and importance of statistics in various business situations

CO2 : To develop skills related with basic statistical technique to develop understanding how overheads influence the cost structure of cost

CO3: Develop right understanding regarding regression, correlation and data interpretation

CO4: How to use the concept

## **Course 205 : Fundamentals of Computers**

CO1: To develop concept of information and their role in modern businesses

CO2 :To develop rational approach as to how computers can be used in data process analysis in business

CO3: To develop understanding regarding cautions to be taken security, safety and security while using net based service

CO4:Proficiency in applying computers in business activities like data processing Tabulation ,data analysis

CO5: Proficiency in set up ofDifferent structure computer network in business environment

CO6: Proficiency in handling ofdifferent applications, preparation of power point presentation

CO7: Proficiency in usages in processing and transmission of data through computers and internet

# **Savitribai Phule Pune University SY BBA –IB Semester III (CBCS) Pattern 2019**

## **Principles of Human Resource Management Course Code– GC - 301**

Course Objectives:

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.

## **Supply Chain Management**

Course Code: GC - 302

Course Objectives:

1. To enable the students to have a comprehensive understanding of Supply Chain Management.
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.

## **Global Competencies and Personality Development**

Course Code-GC- 303

Course objectives:

1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.
2. To enhance global and cultural competencies of the students.
3. To groom the students for appropriate behaviour in social and professional circles.

## **Fundamentals of Rural Development SY BBA**

Course Code: GC - 304

1. To understand the development issues related to rural society.
2. To find the employment opportunities for rural youth.
3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.
4. To discourage seasonal and permanent migration to urban areas.

## **Consumer Behaviour& Sales Management**

SY BBA Course Code- A 305 MM

Objectives:

1. To understand System concepts.
2. To understand Software Engineering concepts.
3. To understand the applications of Software Engineering concepts and Design in Software

## **Consumer Behaviour& Sales Management**

SY BBA

Course Code- A 305 MM

Course Objectives:

1. To develop significant understanding of Consumer behaviour in Marketing.
2. To understand the relationship between consumer behaviour& Sales Management.
3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.

## **Discipline Specific Electives (DSE- A- MM) Retail Management**

Course Code- DSE A 306 MM

Course Objectives

- 1.To provide basic understanding of forces that shape retail industry
2. To provide understanding of retail operations and strategy
3. To provide understanding of opportunities and challenges in retail industry

## **Corse Title – Management Accounting**

Course Code- B 305 FM

Course Objectives: -

1. To impart basic knowledge of management accounting.
2. To understand the implications of various financial ratios in decision making.
3. Application and use of various tools of management accounting in the business.

## **Course Title – Banking & Finance**

Course Code- B 306 FM

Course Objectives

1. Study of banking function and its operations.
2. To study the functioning of Regulatory Authorities in India.
3. To study recent technology in banking industry.



## **Discipline Specific Electives (DES- C- HRM) Organisational Behaviour (OB)**

Course Code: DSE- C -305 HRM

Course Objectives:

1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.
3. To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.

## **Legal Aspects in Human Resources DSE - C 306 (HRM)**

Course Code: DSE - C 306 (HRM)

Course Objectives:

1. To study and explain rights of employees at work place.
2. To understand the Applications of different Legal Aspects in HR

## **Sem IV**

### **Subject: Entrepreneurship and Small Business Management- GC-401**

Course Code – 401

Course Objectives:

1. To understand the concept and process of Entrepreneurship.
2. To Acquire Entrepreneurial spirit and resourcefulness.
3. To get acquainted with the concept of Small Business Management.
4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

### **Course: Production and Operation Management- 402 GC**

Course Code -402 GC

Course Objectives:

- 1.To understand the key concepts of Production and Operation Management.
2. To understand the various manufacturing methods and role in managing business.
3. To create awareness about the various safety measures and ergonomics in industries.

**Course: Business Taxation- 405- B-FM**

Course code 405 –B-FM

Course Objectives:

1. To understand different concepts & definitions under Income Tax Act 1961.
2. To understand the importance of Taxation to the students.
3. To update the students with the latest development in the subject of Taxation.
4. To acquire knowledge about the submission of Income tax returns.
5. To prepare students competent enough to take up to employment in tax planner.
6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.

**Course- Human Resource Management Functions& Practices- DSE 405 C- HRM**

Course Code: DSE- 405 –C-HRM

Course Objectives:

1. To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization.

**Course: Banking Operations and Finance-DSE- E406-ABM**

Course Code 406 E-ABM

Course Objectives:

1. To provide the management students with the knowledge of banking and finance in the area of agriculture.
2. To enable students to know various sources to avail agriculture finance.
3. To study computation of risk as well as rewards with respect to agriculture finance.