

DEPARTMENT OF COMMERCE

Bachelor of Business Administration (BBA)


Programme Outcomes

After successfully Completing BBA 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 manger 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.



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Course Outcomes

F.Y. BBA- Semester I

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

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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
CO5: 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



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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 write 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


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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


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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 of Different structure computer network in business environment

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

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


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Course Outcomes of SYBBA Sem III

Personality Development

Course Code – 301

- CO1. To make the students aware about the dimensions and importance of effective personality.
2. To understand personality traits and formation and vital contribution in the world of business.
 3. To make the students aware about the various dynamics of personality development.
 4. Students will learn how to groom their personality according to the nature of business, students will learn about the dynamics of personality development

Business Ethics

Course Code – 302

1. To impart knowledge of Business Ethics to the students.
2. To promote Ethical Practices in the Business.
3. To develop Ethical and Value Based thought process among the future Manager's entrepreneurs.
4. Students will be able to know business and to promote Ethical Practices and Value based thought process among the Managers.

Human Resource Management and Organizational Behavior

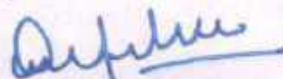
Course Code - 303

1. To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.
2. To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.
3. Students will get introduced with functional department of Human resource, management and with planning in an organization, human resource process that are related with planning, motivating and developing employees for the benefit of the organization.

Management Accounting

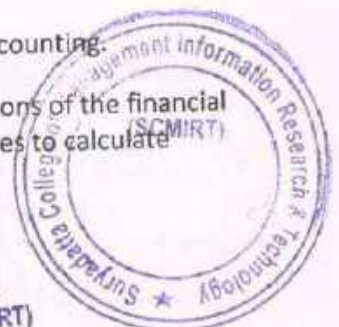
Course Code - 304

1. To impart basic knowledge of Management Accounting.
2. To know the implications of various financial ratios in decision making.
3. To study the significance of working capital in business.
4. To understand the concept of budgetary control and its application in business.
5. To develop the calculating ability of various techniques of Management Accounting.
6. Students will be able to learn about management accounting and the implications of the financial ratios, significance of the working capital, budgetary control and the techniques to calculate Management Accounting.



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Business Economics (Macro)

Course Code - 305

1. To study the behavior of working of the economy as a whole.
2. To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.
3. To apply economic reasoning to problems of business and public policy.
4. Students will be able to know the working the whole economy, analytical framework to know the interlinkages among microeconomics variables, and to apply economics to the problems of business and public policy.

6. IT in Management

Course Code - 306

1. To understand the role of IT in Management.
2. To understand the basics of operating systems
3. To know the current happenings.
4. To know the use of IT in Management and basics of operating system and to know the current happening

Course Outcomes of SYBBA Sem IV

Production & Operations Management

Course Code - 401

1. To provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.
2. To understand manufacturing Students will be able to learn how to provide the services at the right time, place, at right manufacturing cost of right quantity, and to understand technology and its role in developing business strategy.
3. To identify the role of operation function.
4. To understand the external and internal effects of five operation performance objectives manufacturing technology in developing business, identify role of operation function, and external and internal five operation performance.

Industrial Relations and Labour Law

Course Code - 402

1. To impart the students with the knowledge about complexities between labor and Management relationships.
2. To make the students aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.
3. To impart the students with the knowledge of laws & how law affects the industry & labour.
4. Students will get knowledge about complex actions between labour and Management relationship, about mechanisms of Industrial Disputes to deal with employee-employer and laws and how they affect the industry and labour.



Business Taxation

Course Code - 403

1. To understand the basic concepts and definitions under the Income Tax Act, 1961.
2. To update the students with latest development in the subject of taxation.
3. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
5. To prepare students Competent enough to take up to employment in Tax planner.
6. To develop ability to calculate taxable income of firms, cooperative societies and charitable trust.
7. To learn concepts under Income Tax Act, 1961 and to update with latest development in taxation, acquire knowledge about the computation of income tax under various heads, submission of income tax return, Advance tax, TDS, Tax collection Authorities, Competent enough to take employment in tax planner and to calculate taxable income of the firm, Cooperative societies and charitable trusts.

International Business

Course Code - 404

1. To acquaint the students with emerging issues in international business.
2. To study the impact of international business environment on foreign market operations.
3. To understand the importance of foreign trade for Indian economy.
4. Student will be able to know emerging issues in international business, impact of international business environment on foreign market operations, importance of foreign trade on Indian Market.

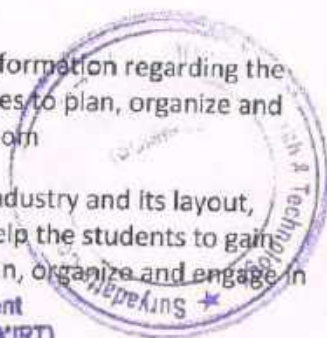
5. Management Information System Course Code - 405

1. To understand the concepts of Information System
2. To study the concepts of system analysis and design
3. To understand the issues in MIS Understand the concept of Information System, System analysis and design, issues in MIS.

Business Exposure

Course Code - 406

1. To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure
2. The objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom
3. Students will be able to learn realistic and practical perception of the industry and its layout, procedures, processes and organizational structure. Industrial Visit will help the students to gain fresh data about the functioning of the Industry with opportunities to plan, organize and engage in active learning.



Course Outcomes of Third Year BBA Sem V

Supply Chain and Logistics Management

Course Code -: 501

1. To introduce the fundamental concepts in Materials and Logistics Management.
2. To familiarize with the issues in core functions in materials and logistics management
3. Students will learn fundamental concepts in materials and logistics management and issues in core functions in material and logistics management.

Entrepreneurship Development

Course Code -: 502

1. To create entrepreneurial awareness among the students.
2. To help students to up bring out their own business plan.
3. To develop knowledge and understanding in creating and managing new venture.
4. Students will learn about need of entrepreneurial skills and it will help them to bring out their own business plan, understanding in creating and managing new venture.

Business Law

Course Code -: 503

1. To understand basic legal terms and concepts used in law pertaining to business
2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.
3. Student will understand the legal terms of law related to business, applicability of legal principles in business world leading to few referring few cases.

Research Methodology

Course Code -: 504

1. To provide the students with basic understanding of research process and tools for the same.
2. To provide an understanding of the tools and techniques necessary for research and report writing
3. Students will understand basic of research process and tools, understanding tools and techniques required for research and report writing.

Analysis of Financial Statements

Course Code -: 505 – A

1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.
2. To make the student well acquainted with current **Principal** practices



3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.

4. Students will get prepared for interpretations and analysis of financial statements, current financial practices, who expect to intensive users of financial statements as a professional.

Sales Management

Course Code -: 505 – B

1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.

2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function .

3. To understand the basic processes and skills necessary to be successful in personal selling about recent trend sales management, tools and techniques to effectively manage the sale function, advanced skills in the areas of interpersonal communications, motivational techniques. organization - sales individual.

3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques

Human Resource Management Principles and Functions

Course Code -: 505 – C

1. To introduce the concept, principles and practices of H.R.M. to the students Student will learn concept of principles and practices of human resource management.

Retail Management

Course Code -: 506 – B 1.

To provide insights into all functional areas of retailing.

2. To give a perspective of the Indian retail scenario.

3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.

4. Students will insights into all areas of retailing, Indian retail scenario, identify paradigm shifts in retailing business with scope of technology and e- business

Human Resource Practices

Course Code -: 506 – C

1. To familiarize the students with it & practices Student will be familiarized the human resource practices.

Business Planning and Project Management

Course Code -: 601

1. To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management

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2. Students will learn planning process in business and familiarize them with functions and techniques of project management.

Event Management

Course Code -: 602

1. To acquaint the students with concepts, issues and various aspects of event management. Students will learn concepts, issues and various aspects of event management.

Management Control System

Course Code -: 603

1. To introduce to the students the function of management control, its nature, functional areas, and techniques.
2. Students will learn function of management control, its nature, functional areas, and techniques. .

E- Commerce

Course Code -: 604

1. To know the concept of electronic commerce
2. To know the concept of Cyber Law & Cyber Jurisprudence
3. To know Internet marketing techniques Students will be able to know the concept of electronic commerce, cyber law and cyber Jurisprudence and Internet marketing.

Financial Services Course Code -:

605 A

1. To study in detail various financial services in India
2. To make the students well acquainted regarding financial markets Students will learn various financial services in India, get acquainted regarding financial markets

Advertising and Sales Promotion

Course Code -: 605 B

1. To develop knowledge and understanding of importance and functions of advertising.
2. To understand Key features of Sales Promotion Students will learn understand importance and functions of advertising, Key – features of sales promotion.

Labour Laws Course Code -: 605 C

1. To acquaint the students with important legal provisions governing the industrial employees Students will learn legal provisions governing the industrial employees



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Savitribai Phule Pune University SY BBA 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

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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

Course 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.



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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.



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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 financing.



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