



Rayat Shikshan Sanstha's

**Shri Sadguru Gangageer Maharaj Science, Gautam Arts and
Sanjivani Commerce College, Kopargaon,
Dist- Ahmednagar- 423601**

Affiliated to Savitribai Phule Pune University, Pune

**Department of B.B.A
PO, CO and PSO**

Programme Outcomes (PO) - BBA

After successfully completing B.B.A. Program students will be able to:

PO1: Problem solving approach:

Enables students to apply knowledge of management theories and practices to solve business problems .

PO2: Analytical and critical thinking:

Encourages analytical and critical thinking abilities for business decision making .

PO3: Communication and leadership skills:

Enables students to communicate effectively in business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.

PO4: Managerial skills:

Enables students to demonstrate the use of appropriate techniques to manage business challenge.

PO5: Ethics and problem solving:

Enable learners for recognizing and solving ethical issues.

Program Specific Outcomes (PSO) :

After successfully completing B.B.A. Program students will be able to:

PSO1: Basic knowledge of business, different aspects of business.

PSO2: Knowledge of Human resource management, Marketing management, Finance Management

PSO3: Understanding basic Practical knowledge of industry working through industrial visit, project work etc.

PSO4: Knowledge of supply chain and logistics management, Business demography, business mathematics and economics.

Course Outcomes (CO)

F.Y.B.B.A Semester-I			
Sr.No.	Course Code	Course Title	Course Outcomes
1	101	Principles of Management	CO1: Understand basic concept regarding org. Business Administration. CO2: To impart knowledge about various management principles. CO3: Develop managerial skills among the students.
2	102	Business Communication Skills	CO1: Understand what is the role of communication in personal and business world. CO2: Understand various modes of communication and their utility. CO3: Develop proficiency in how to write business letters and other communications required in business.
3	103	Business Accounting	CO1: Develop right understanding regarding role and importance of monetary and financial transactions in business CO2: Cultivate right approach towards classifications of different transactions and their implications CO3: Develop understanding in preparation of basic financial as to how to write basis accounting statement -Trading and P&L.

4	104	Business Economics- micro	CO1: Understand role of economics as it influences on society and business. CO2: Study how different decisions are taken in relation to price demand and supply CO3: Develop right understanding regarding Monopoly, perfect competition, revenue Etc.
5	105	Business Mathematics	CO1: Develop appropriate understanding as how to use mathematic like computation interest, profit etc CO2: Cultivate right understanding regaining numerical aptitude CO3: Develop logical approach towards analytical approach data.
6	106	Business Demography	CO1: Give proper understanding regarding concept of demography in modern economic setup CO2: Study how population and structure changes affecting quality of life and business CO3: Develop clarity of concept regarding social economic process, urbanization and its impact on society.
F.Y.B.B.A Semester-II			
7	201	Business Organizations and Systems	CO1: Understand role and functions of modern business CO2: Develop right understanding regarding business environment CO3: Study how a business institution functions in a given economic set up
8	202	Principles of Marketing	CO1: Develop right understanding regarding marketing environment in the country CO2: Develop appropriate conceptual understanding as to develop basic marketing concept CO3: Develop new understanding regarding services, rural marketing and new trends in marketing.
9	203	Principles of Finance	CO1: Cultivate right approach towards money, finance, and their role in business CO2: Develop right understanding regarding various

			sources of finance and their role and utility in business CO3: Develop basic skills to understand concept of capital structure and Its proper structure.
10	204	Basics of Cost Accounting	CO1: Develop rational understanding regarding concept of cost expenditure in business CO2: Develop understanding how overheads influence the cost structure of goods and services CO3: Develop skills for computation of total cost for a particular product and services.
11	205	Business Statistics	CO1: Understand role and importance of statistics in various business situations CO2: Develop skills related with basic statistical technique. CO3: Develop right understanding regarding regression, correlation and data interpretation.
12	206	Fundamentals of Computers	CO1: Develop concept of information and their role in modern businesses CO2: Develop rational approach as to how computers can be used in data process analysis in business. CO3: Develop understanding regarding cautions to be taken security, safety and security while using net based service.
S.Y.B.B.A Semester-III			
13	301	Principles of Human Resource Management	CO1.To introduce the basic concepts of Human Resource Management. CO2. To cultivate right approach towards Human Resource and their role in business. CO3. To create awareness about the various trends in HRM among the students.
14	302	Supply Chain and Management	CO1: Introduce the fundamental concepts in Materials and Logistics Management. CO2: Familiarize with the issues in core functions in materials and logistics management.
15	303	Global Competencies & Personality Development	CO1: To build self-confidence, enhance self-esteem, and improve overall personality of the students. CO2. To enhance global and cultural competencies of the students.

			CO3. To groom the students for appropriate behavior in social and professional circles
16	304	Fundamentals of Rural Development	CO1. To understand the development issues related to rural society. CO2. To find the employment opportunities for rural youth. CO3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development. CO4. To discourage seasonal and permanent migration to urban areas.
17	305A	Consumer Behaviour & Sales Management	CO1. To develop significant understanding of Consumer behaviour in Marketing. CO2. To understand the relationship between consumer behaviour & Sales Management. CO3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.
18	306A	Retail Management	CO1: Provide insights into all functional areas of retailing. CO2: Give a perspective of the Indian retail scenario. CO3: Identify the paradigm shifts in retailing business with increasing scope of technology and e-business.
19	305B	Management Accounting	CO1: Impart basic knowledge of Management Accounting. CO2: Know the implications of various financial ratios in decision making. CO3: Study the significance of working capital in business. CO4: Understand the concept of budgetary control and its application in business. CO5: Develop the calculating ability of various techniques of management accounting.
20	306B	Banking & Finance	CO1: Study of banking function and its operations.

			<p>CO2: To study the functioning of Regulatory Authorities in India.</p> <p>CO3: To study recent technology in banking industry.</p>
S.Y.B.B.A Semester-IV			
21	401	Entrepreneurship and Small Business Management	<p>CO1: Create entrepreneurial awareness among the students.</p> <p>CO2: Help students to up bring out their own business plan.</p> <p>CO3: Develop knowledge and understanding in creating and managing new venture.</p>
22	402	Production and Operation Management	<p>CO1: Provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.</p> <p>CO2: Understand manufacturing technology and its role in developing business strategy.</p> <p>CO3: Identify the role of operation function.</p> <p>CO4: Understand the external and internal effects of five operation performance and its objectives</p>
23	403	Decision Making and Risk Management	<p>CO1: Find the best alternative in a decision with multiple objectives and uncertainty.</p> <p>CO2: Describe the process of making a decision.</p> <p>CO3: Analyze an organization's decision making system.</p> <p>CO4: Develop a risk management process.</p>
24	404	International Business Management	<p>CO1: Acquaint the students with emerging issues in international business.</p> <p>CO2: Study the impact of international business environment on foreign market operations.</p> <p>CO3: understand the importance of foreign trade for Indian economy.</p>
25	405A	Advertising and Promotion Management	<p>CO1: To develop knowledge and understanding of importance of advertising.</p> <p>CO2: To understand different sales promotion techniques.</p>

			CO3: To know about promotion management.
26	406A	Digital Marketing	CO1: To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success. CO2: To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration. CO3: To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.
27	405B	Business Taxation	CO1: Understand the basic concepts and definitions under the Income Tax Act, 1961 CO2: Update the students with latest development in the subject of taxation. CO3: Acquire knowledge about Computation of Income under different heads of income of Income Tax Act, 1961.
28	406B	Financial Services	CO1: Study in detail various financial services in India. CO2: Make the students well acquainted regarding financial market.
T.Y.B.B.A Semester-V			
29	501	Research Methodology	CO1: Provide the students with basic understanding of research process and tools for the same. CO2: Provide an understanding of the tools and techniques necessary for research and report writing.
30	502	Database Administration and Data Mining	CO1: Introduce to the students the function of management control, its nature, functional areas, and techniques. understand the current trends in Data Management
31	503	Business Ethics	CO1: Impart knowledge of Business Ethics to the students. CO2: Promote Ethical Practices in the Business. CO3: Develop Ethical and Value Based knowledge among the future manager's / entrepreneurs.
32	504	Management of Corporate Social Responsibility	CO1: Understand the industrial contribution for CSR Policy

			CO2. To Understand the context of CSR of present-day Management CO3. To Understand the contribution of CSR for the development of Society
33	505A	Marketing Environment Analysis and Strategies	CO1: Develop students' understanding of the factors shaping Marketing Environment CO2: To develop students' ability to analyze the Business Environment CO3: To develop students' understanding of the strategies for sustaining the forces in Marketing Environment
34	506A	Legal Aspects in Marketing Management	CO1: Understand the application of different legal aspects in Marketing Management
35	505B	Analysis of Financial Statements	CO1: Prepare students for interpretation and analysis of financial statements effectively. CO2: Make the student well acquainted with current financial practices. CO3: Expect to be intensive users of financial statements as part of their professional responsibilities.
36	506B	Legal Aspects of Finance & Security Laws	CO1: To understand the Legal Aspects of Finance & Security Laws. CO2: To know the legal provisions to obtain finance from various source of finance. CO3. To explore various finance & securities-related laws in India.
T.Y.B.B.A Semester-VI			
37	601	Essentials of E-Commerce	CO1: Know the concept of electronic commerce. CO2: Know the concept of Cyber Law & Cyber Jurisprudence. CO3: Know Internet marketing techniques.
38	602	Management Information System	CO1: Understand the concepts of Information System CO2: Study the concepts of system analysis and design CO3: Understand the issues in MIS.
39	603	Business Project	CO1: Develop a significant understanding of Project

		Management	<p>Management.</p> <p>CO2: Develop a concept based approach towards Management of Business Projects.</p> <p>CO3: Develop the relationship between the significance of Businesses Projects & their Management.</p>
40	604	Management of Innovations and Sustainability	<p>CO1: understand the concepts of Innovation and Sustainability in a practical sense.</p> <p>CO2. Better know the significance of organisational sustainable development and the economic implications of sustainable development.</p> <p>CO3. Learn about the most common errors made when handling sustainable growth.</p> <p>CO4. Understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect</p>
41	605A	International Brand Management	<p>CO1: Develop students' understanding of the concept of developing brands</p> <p>CO2: Develop students' understanding of the concept of brand equity</p> <p>CO3: Develop students' understanding of the strategies in managing brand portfolios</p>
42	606A	Cases in Marketing Management + Project	<p>CO1: Understand application of theory into practice and the cases in practical point of view.</p> <p>CO2: Understand practical implementation by writing Project Report.</p>
43	605B	Financial Management	<p>CO1: Make the study of long-term financing.</p> <p>CO2: Make the student well-acquainted regarding current financial structure.</p>
44	606B	Cases in Finance + Project	<p>CO1: Understand application of theory into practice and the cases in practical point of view.</p> <p>CO2: Understand practical implementation by writing Project Report.</p>