**Format for PSO and CO for AY 2019-20**

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| **Name of Faculty** | **Commerce** |
| **Name of Department** | **Commerce and Management** |
| **UG Programme** | **Bachelor of Business Administration- B.B.A.** |
| **Programme Specific Outcomes (PSO)** | |
| 1. To develop right understanding about the business environment and different types of organizations 2. To develop leadership aptitude to work independently and in the organized group. 3. To cultivate desired qualities of as effective a manger capable of taking decisions and communicating effectively with different types of publics 4. To develop a right understanding regarding various financial institutions and agencies governing aspects of business the business. | |
| **Course Outcomes (CO) F.Y.B.B.A. (Choice Based Credit System - CBCS)** | |
| **101: Principles of Management**  1. To understand basic concept regarding org. Business Administration  2. To examining how various management principles  3.To develop managerial skills among the students  **102. Business Communication**  1. To understand what is the role of communication in personal and business world  2. To understand system and communication and their utility  3. To develop proficiency in how to write business letters required in business  **103. Business Accounting**  1. To develop right understanding role and importance of monetary & financial transactions in business  2. To cultivate right approach towards classifications of different transactions and their implications  3. To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L  **104. Business Economics-Micro**  1. To understand role of economics as it influences society and business  2. To study how different decisions are taken in relation to price demand and supply  3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc.  **105. Business Mathematics**  1. To develop appropriate understanding as how to use mathematic like computation interest, profit etc.  2. To cultivate right understanding regaining numerical aptitude  3. To develop logical approach towards analytical approach data  **106. Business Demography**  1. To give proper understanding regarding concept of demography in modern economic setup  2. To study how population and structure changes affecting quality of life and business  3. To develop clarity of concept regarding social economic process & urbanization and its impact on society  **201. Business Organizations and Systems**  1. To understand role and functions of modern business  2. To develop right understanding regarding business environment  3. To study how a business institution functions in a given economic set up  **202. Principles of Marketing**  1. To develop write understanding regarding marketing environment in the country  2. To develop appropriate conceptual understanding as to develop basic marketing concept  3. To develop new understanding regarding services, rural marketing and new trends in marketing  **203. Principles of Finance**  1. To cultivate right approach towards money, finance, and their role in business  2. To develop right understanding regarding various sources of finance & their role & utility in business  3. To develop basic skills as to concept of capital structure and concept of capital structure  **204. Basics of Cost Accounting**  1. To develop rational understanding regarding concept of cost expenditure in business  2. To develop understanding how overheads influence the cost structure of cost  3. To develop skills for computation of total cost for a particular product  **205. Business Statistics**  1. To understand role and importance of statistics in various business situations  2. To develop skills related with basic statistical technique  3. Develop right understanding regarding regression, correlation and data interpretation  **206. Fundamentals of Computers**  1. To develop concept of information and their role in modern businesses  2. To develop rational approach as to how computers can be used in data process analysis in business  3. To develop understanding regarding cautions to be taken security, safety and security while using net based service  **Course Outcomes (CO) S.Y.B.B.A.**  **301:Personality Development**  1. 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.  **302: Business Ethics**  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.  **303: Human Resource Management and Organizational Behavior**  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.  **304: Management Accounting**  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.  **305: Business Economics (Macro)**  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 macro economic variables.  3. To apply economic reasoning to problems of business and public policy.  **306: IT in Management**  1. To understand the role of IT in Management.  2. To understand the basics of operating systems.  3. To know the current happenings.  **401: Production & Operations Management**  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 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  **402: Industrial Relations and Labour Law**  1. To impart the students with the knowledge about complexities between labour 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.  **403: Business Taxation**  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, co-operative societies and charitable trust.  **404:International Business**  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.  **405: Management Information System**  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  **406: Business Exposure**  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  **Course Outcomes (CO) T.Y.B.B.A.**  **501: Supply Chain and Logistics Management**   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   **502: Entrepreneurship Development**  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.  **503: Business Law**  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.  **504: Research Methodology**  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.  **505 - A: Analysis of Financial Statements**   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 financial practices  3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.  **505 -B: Sales Management**   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 - organization - sales individual. 3. 3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques   **506 – A: Long Term Finance**  1. To make the study of long-term financing  2. To make the student well-acquainted regarding current financial structure  **506 – B: Retail Management**  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.  **601: Business Planning and Project Management**  To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management  **602: Event Management**  To acquaint the students with concepts, issues and various aspects of event management  **603: Management Control System**  To introduce to the students the function of management control, its nature, functional areas, and techniques.  **604: E- Commerce**  1. To know the concept of electronic commerce  2. To know the concept of Cyber Law & Cyber Jurisprudence  3. To know Internet marketing techniques  **605: Financial Services**  1. To study in detail various financial services in India  2. To make the students well acquainted regarding financial markets  **606: Advertising and Sales Promotion**   1. To develop knowledge and understanding of importance and functions of advertising 2. To understand Key features of Sales Promotion | |