



**TILAK MAHARASHTRA VIDYAPEETH
DEPARTMENT OF MANAGEMENT**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**PROGRAMME OUTCOMES
&
COURSE OUTCOMES**

PROGRAMME OUTCOMES:

PO1: Demonstrate and apply the knowledge of Management science: Ability to express, demonstrate, analyze, create and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.

PO2: Think critically to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.

PO3: Enhance verbal, written, and interpersonal communication skills, as well as negotiation techniques, to effectively engage with stakeholders.

PO4: Utilize relevant IT tools for business analysis and decision-making..

PO5: Apply quantitative and qualitative analytical techniques to make data-driven decisions for improving organizational performance.

PO6: Apply leadership skills to work effectively in a team and function effectively as an individual, as a member or leader in diverse teams in multidisciplinary business settings.

PO7: Social Awareness and Moral & Values - Apply and display ethical principles and commit to professional ethics and responsibilities and act with integrity.

PO8: Engage in independent and life-long learning and take up challenging assignments for self development.

PO9: Identify new business opportunities and innovate at the workplace.

PO10: Cultivate a mindset for continuous learning and professional growth, adapting to changing business environments and emerging trends.

PO11: Inculcating human values to foster respect, empathy, integrity, and social responsibility to contribute positively to society and promote fairness in business practices.

PO12: Evaluate the ethical implications of business decisions and practices.

COURSE OUTCOMES

SEMESTER- III

Subject Code: MBA 301

Subject Name: Entrepreneurship Development

Credits: 03

Core / Elective: Core

No of Hours: 3 hours per week

COURSE OUTCOMES:

After completion of the course, student will be able to:

CO1: Understand the fundamentals of entrepreneurship

CO2: Analyze and evaluate business opportunities

CO3: Develop a business plan

CO4: Explore funding options for startups

CO5: Apply entrepreneurial strategies for sustainable business growth

Subject Code: MBA 302

Subject Name: Management Information System

Credits: 03

Core / Elective: Core

No of Hours: 3 hours per week

COURSE OUTCOMES:

After completion of the course, student will be able to:

CO1: Acquaint themselves with the idea of management information systems

CO2: Become aware about the relevance of having systems development as a part of the subject.

CO3: Understand how information technology plays a role in an organization.

CO4: Learn the challenges which one faces while dealing with management information system.

Subject Code: MBA 303

Subject Name: Project (Internship)

COURSE OUTCOMES:

After completion of the course, student will be able to:

Core / Elective: Core

No of Hours: 3 hours per week

Credits: 03

CO1: Demonstrate the ability to apply key management theories, concepts, and frameworks in a real-world business environment.

CO2: Develop their professional skills by interacting with clients, teams, and stakeholders in a corporate setting.

CO3: Analyse business problems critically, identify key issues, and design strategic solutions that align with organizational goals.

CO4: Integrate theoretical knowledge from their MBA coursework with practical experience in their chosen industry, gaining insights into the dynamics of the business world.

Subject Code: MMM 304

Core / Elective: Core

Subject Name: Advertising and Sales Promotion

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOME:

Upon successful completion of this course, the student will be able:

CO1: To define the role advertising and sales promotion in marketing mix.

CO2: To demonstrate a working knowledge of application of advertising and media strategies, use of electronic media, outdoor media, print media, sales promotions, specialty advertising.

CO3: To understand the communication process of advertising.

CO4: To identify the social, ethical and legal responsibilities of advertising

Subject Code: MMM 305

Core / Elective: Core

Subject Name: Retail Management

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOME:

Upon successful completion of this course, the student will be able:

CO1: Understand the Fundamentals of Retail Management.

CO2: Analyze Retail Strategies and Trends.

CO3: Apply Retail Management Concepts in Real-World Scenarios.

CO4: Evaluate Retail Performance and Customer Experience.

Subject Code: MMM 306
Subject Name: Consumer Behaviour
Credits: 03

Core / Elective: Core
No of Hours: 3 hours per week

Course Outcomes:

By the end of the course, students will be able:

- CO1: Understand the Foundations of Consumer Behavior.
 - CO2: Analyze Psychological and Sociological Influences on Consumer Behavior.
 - CO3: Understand and evaluate Consumer Decision-Making Processes.
 - CO4: Apply Consumer Behavior Insights to Marketing Strategies.
-

Subject Code: MMM 307
Subject Name: International Marketing
Credits: 03

Core / Elective: Core
No of Hours: 3 hours per week

COURSE OUTCOMES:

By the end of this course, students should be able to:

- CO1: Analyze the environmental variables that influence international marketing;
 - CO2: Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints.
 - CO3: Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena.
 - CO4: Understand how managers perform the functional tasks that constitute international marketing.
 - CO5: Analyze a real-world case study involving international marketing issues and provide recommendations and /or solutions.
-

Subject Code: MFM 304
Subject Name: Advance Financial Management
Credits: 03

Core / Elective: Core
No of Hours: 3 hours per week

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the fundamentals and scope of financial management, organizational goals, financial resource management, and risk assessment tools including ratio analysis.

CO2: Apply corporate finance concepts such as capital budgeting, financial statement analysis, working capital management, and capital investment monitoring to make informed financial decisions.

CO3: Analyze advanced investment appraisal techniques including NPV, IRR, discounted cash flow, and option pricing theory, as well as understand the impact of financing on investment decisions and international finance.

CO4: Evaluate business reorganization, mergers and acquisitions, financial reconstruction, and sustainability in financial management while advising senior management on ethical financial policies and governance issues.

Subject Code: MFM 305

Core / Elective: Core

Subject Name: Security Analysis and Portfolio Management

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand and differentiate between various investment categories and avenues, the investment process, and the roles of speculation and investment in securities.

CO2: Analyze and evaluate various capital market instruments, including equity, debt, options, and futures, within the primary and secondary markets.

CO3: Assess risk and return in securities, applying tools like Beta and other risk management techniques to calculate expected return and understand contemporary risk models.

CO4: Develop and optimize investment portfolios by applying the principles of diversification, risk-return trade-offs, and portfolio theories such as Sharpe's and CAPM, ensuring optimal allocation for risk-averse investors.

Subject Code: MFM 306

Core / Elective: Core

Subject Name: Risk Management

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the fundamental principles and concepts of risk management.

CO2: Analyze and measure the impact of risk and volatility in financial and business environments.

CO3: Assess and manage risks in banking environments, with an emphasis on regulatory compliance and risk mitigation.

CO4: Design and implement risk management strategies for enterprises, with a focus on credit risk management.

Subject Code: MFM 307

Core / Elective: Elective

Subject Name: International Financial Management

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the fundamentals of international finance and its importance in the global financial system.

CO2: Analyze the factors influencing exchange rate determination and evaluate various models of exchange rate behavior.

CO3: Examine the structure and functioning of the international monetary system, including its impact on global financial stability and economic policies.

CO4: Evaluate the role of currency derivatives in hedging exchange rate risk and managing financial risks for multinational organizations and international projects.

Subject Code: MHRM 304

Core / Elective: Elective

Subject Name: Training and Development

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the foundational concepts and importance of Training and Development in an organizational context.

CO2: Analyze the training process, including needs assessment, design, implementation, and delivery of training programs.

CO3: Compare and evaluate various training methods to select the most appropriate approach for specific training needs.

CO4: Assess the effectiveness of different training styles and evaluate training outcomes to improve future training initiatives.

Subject Code: MHRM 305

Core / Elective: Elective

Subject Name: Performance Management

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the foundational concepts, objectives, and components of a Performance Management System (PMS).

CO2: Analyze the stages of the performance management process, including goal setting, performance appraisal, and feedback mechanisms, to ensure alignment with organizational objectives.

CO3: Design a strategic implementation plan for a Performance Management System, including the selection of tools, setting of KPIs, and evaluation metrics to enhance organizational performance.

CO4: Evaluate various reward systems and their impact on employee motivation and organizational outcomes, considering the implications of fair and performance-based rewards.

CO5: Critically assess ethical issues in performance management, emphasizing transparency, fairness, and equity in performance assessments.

Subject Code: MHRM 306

Core / Elective: Elective

Subject Name: Labour Laws and Industrial Relations

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the fundamental principles and frameworks of labour laws and industrial relations in India.

CO2: Analyze the impact of key labour legislations on organizational policies, employee rights, and workplace dynamics.

CO3: Apply relevant labour laws to real-world case studies, demonstrating the ability to identify compliance requirements and resolve industrial disputes.

CO4: Evaluate the role of trade unions, collective bargaining, and dispute resolution mechanisms in maintaining harmonious industrial relations.

Subject Code: MHRM 307

Core / Elective: Elective

Subject Name: Strategic Human Resource Management

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Analyze the strategic role of human resource management in achieving organizational goals and sustaining competitive advantage.

CO2: Evaluate various strategic HR practices, including talent management, succession planning, and performance management, to improve organizational performance.

CO3: Develop strategic human resource plans that integrate workforce planning, training and development, and diversity management.

CO4: Assess the impact of legal, ethical, and global factors on strategic human resource decision-making.

Subject Code: MBA 308-A

Core / Elective: Elective

Subject Name: Japanese-III

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Comprehend basic Japanese phrases and expressions from Lesson 05-07 of Nihongo Shou, applying context-specific listening (Choukai) skills to understand spoken Japanese.

CO2: Identify and read vocabulary and sentences in Katakana script, distinguishing between Katakana and other Japanese writing forms to develop reading fluency.

CO3: Demonstrate proficiency in writing basic Katakana characters and perform Japanese calligraphy (Shoudou) activities, appreciating the aesthetic and cultural significance of Japanese script.

CO4: Engage in interactive activities related to Japanese language and culture, using learned vocabulary and structures to communicate simple ideas in Japanese.

Subject Code: MBA 308- B

Core / Elective: Elective

Subject Name: German-III

No of Hours: 3 hours per week

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Demonstrate the ability to identify and use basic German vocabulary related to office supplies, colors, and dictionary usage.

CO2: Interpret and comprehend simple German emails, specifically related to requests and assignments, demonstrating foundational reading skills in a professional context.

CO3: Understand and respond to basic telephonic conversations about technical issues, such as computer problems, using appropriate vocabulary and phrases.

CO4: Construct a simple email related to an assignment in German, using provided sentences and phrases accurately to convey the intended message.

CO5: Analyze an order sheet and participate in discussions around ordering, agreeing, suggesting, and declining office furniture, reflecting understanding and application of functional vocabulary in German.

SEMESTER- IV

Subject Code: MBA401

Subject Name: Business Environment

No of Hours: 3 hours per week

Core / Elective: **Core**

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand the fundamental concepts of international business environment, including its scope, significance, and impact on global business operations.

CO2: Analyze the external (macro) business environment, considering political, economic, social, technological, environmental, and legal (PESTEL) factors that influence business decisions in international contexts.

CO3: Evaluate the role of globalization in shaping business practices and strategies, discussing both positive and negative impacts on domestic and international markets.

CO4: Identify and compare various modes of entry into international markets, including exporting, licensing, franchising, joint ventures, and wholly-owned subsidiaries, considering the strategic benefits and risks of each mode.

CO5: Assess the implications of trade barriers and regional integrations, examining their effects on international trade policies, business operations, and economic relationships among nations.

Subject Code: MBA402

Subject Name: Corporate Policies and Strategic Management

No of Hours: 3 hours per week

Core / Elective: **Core**

Credits: 03

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand and explain the key concepts of corporate policies and strategic management.

CO2: Analyze and assess the internal and external factors influencing strategic decision-making in organizations.

CO3: Evaluate the impact of corporate policies on organizational performance and strategic success.

CO4: Design and formulate strategic plans for organizations based on corporate objectives and market analysis.

CO5: Apply strategic management theories and tools to solve real-world business problems.

Subject Code: MBA403

Core / Elective: **Core**

Subject Name: Operations Research

Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1. Develop resource optimization models for improving organizational profitability

CO2. Apply work allocation model for employees and machines to optimize resources

CO3. Design models to support strategic decision making based on competitive situations

CO4. Devise models to predict performance of business in real world

CO5. Asses market trends in the economy using probabilistic models

Subject Code: MMM 404

Core / Elective: **Core**

Subject Name: Brand Management

Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

By the end of this course, students should be able to:

CO1: Understand and Define Branding Concepts

CO2: Analyze Branding Concepts and Brand Identity

CO3: Evaluate and Formulate Brand Strategies

CO4: Apply Knowledge of Brand Loyalty and Equity

CO5: Assess Brand Performance and Manage Brand Evaluation

Subject Code: MMM 405

Core / Elective: **Core**

Subject Name: Service Marketing

Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand the fundamental concepts of services marketing.

CO2: Analyze the unique characteristics of services and differentiate between goods and services.

CO3: Apply the concepts of product, price, place, and promotion to services marketing contexts.

CO4: Evaluate the importance of people, physical evidence, and process through Extended Marketing Mix.

CO5: Assess the significance of service quality.

Subject Code: MMM 406

Core / Elective: **Core**

Subject Name: Sales and Distribution Management

Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand the key concepts and principles of sales and distribution management.

CO2: Analyze the role of sales forecasting and market analysis in shaping distribution strategies.

CO3: Apply various sales techniques to optimize customer relationships and improve sales performance.

CO4: Evaluate the effectiveness of different distribution channels in reaching target markets and achieving business objectives.

CO5: Design a comprehensive sales and distribution plan, integrating strategies for customer acquisition and retention.

Subject Code: MMM 407

Core / Elective: **Core**

Subject Name: Rural Marketing

Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand the fundamental concepts of rural marketing and its significance in the Indian context.

CO2: Analyze the socio-economic factors that influence consumer behavior in rural markets.

CO3: Evaluate various marketing strategies and approaches suitable for rural markets.

CO4: Design a rural marketing campaign considering the unique challenges and opportunities in rural areas.

CO5: Apply rural marketing concepts to real-world case studies and propose practical solutions to rural market challenges.

Subject Code: MFM 404
Subject Name: Business Acquisitions and Valuation
No of Hours: 3 hours per week

Core / Elective: **Core**
Credits: 03

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand the concept of corporate strategy and its role in value creation.

CO2: Identify and differentiate various types of mergers and acquisitions and understand their strategic implications.

CO3: Evaluate the strategic and financial reasons for pursuing mergers and acquisitions as growth and value-creating opportunities.

CO4: Analyze the steps involved in the mergers and acquisitions process and assess the challenges faced during integration.

CO5: Critically assess the methods of post-merger valuation and apply valuation techniques to assess the potential success of mergers and acquisitions.

Subject Code: MFM405
Subject Name: Taxation Laws and Practices
No of Hours: 3 hours per week

Core / Elective: **Core**
Credits: 03

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand and Recall Taxation Laws

CO2: Analyze Taxation Structures

CO3: Apply Tax Law in Real-Life Scenarios

CO4: Evaluate Tax Planning and Strategies

CO5: Create Tax-related Reports and Documentation

Subject Code: MFM406
Subject Name: Financial Decision Analysis
No of Hours: 3 hours per week

Core / Elective: **Core**
Credits: 03

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand the key concepts and principles of financial decision-making, including time value of money, risk analysis, and capital budgeting techniques.

CO2: Apply financial models and techniques to analyze investment decisions, assess financial risks, and determine optimal capital structure.

CO3: Analyze complex financial problems and evaluate alternative financial strategies based on the impact on company performance and shareholder value.

CO4: Evaluate financial statements, forecasts, and financial ratios to make informed decisions related to investment, financing, and dividends.

CO5: Create comprehensive financial decision models and recommend optimal solutions for various real-world financial challenges, integrating both quantitative and qualitative factors.

Subject Code: MFM 407

Core / Elective: **Core**

Subject Name: Management of Financial Institutions

Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: **Understand** the role and functions of financial institutions in the economy, emphasizing their significance in the financial system.

CO2: **Analyze** the structure and functioning of financial markets, identifying various market segments, participants, and their impact on financial institutions.

CO3: **Evaluate** the various types of financial institutions, such as commercial banks, investment banks, and insurance companies, and assess their operations in relation to financial intermediation.

CO4: **Apply** knowledge of regulatory frameworks and policies governing financial institutions, including key laws, regulatory bodies, and their role in maintaining financial stability.

CO5: **Create** strategies for managing financial institutions within a dynamic environment, considering institutional structure, market trends, and regulatory changes.

Subject Code: MHRM 404

Core / Elective: **Core**

Subject Name: Cross Cultural and Global Human Resource Management

Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand the key concepts, theories, and models related to cross-cultural and global human resource management.

CO2: Analyze the impact of cultural diversity on organizational behavior, communication, and

decision-making in a global business environment.

CO3: Evaluate the effectiveness of various global HR practices, such as recruitment, training, and performance management, in different cultural contexts.

CO4: Design strategies for managing cross-cultural teams and resolving conflicts in a multicultural workforce.

CO5: Apply cross-cultural and global HRM theories to real-world case studies, demonstrating an understanding of the challenges and solutions in international HR practices.

Subject Code: MHRM 405

Core / Elective: **Core**

Subject Name: Compensation Management

Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand the principles of compensation management.

CO2: Analyze compensation structures and strategies.

CO3: Apply legal and ethical considerations in designing compensation plans.

CO4: Evaluate the impact of compensation on organizational performance and employee satisfaction.

CO5: Create a compensation management strategy for a given organization.

Subject Code: MHRM 406

Core / Elective: **Core**

Subject Name: Talent Acquisition and Retention

Credits: 03

No of Hours: 3 hours per week

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Analyze the key factors influencing talent acquisition and retention strategies in different organizational settings.

CO2: Evaluate the effectiveness of various recruitment methods and retention techniques to attract and retain top talent.

CO3: Design a comprehensive talent acquisition plan based on organizational goals, diversity, and industry requirements.

CO4: Apply psychological principles and legal frameworks to develop ethical hiring practices and retention policies.

CO5: Discuss the impact of organizational culture, employee engagement, and career development programs on talent retention.

Subject Code: MHRM 407
Subject Name: Leadership and Decision making
No of Hours: 3 hours per week

Core / Elective: **Core**
Credits: 03

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand the fundamentals of leadership and its role in organizational development.

CO2: Analyze different personality traits and leadership styles.

CO3: Evaluate and apply various leadership theories to real-world scenarios.

CO4: Develop decision-making skills by understanding its importance and the necessary skills.

CO5: Assess the decision-making process, emphasizing ethics and values, and propose solutions to challenges faced in decision-making.

Subject Code: MBA 408-A
Subject Name: Japanese-IV
No of Hours: 3 hours per week

Core / Elective: **Core**
Credits: 03

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Understand and apply basic vocabulary and sentence structures to engage in simple conversations about daily activities, time, and schedules.

CO2: Analyze and use vocabulary and grammatical structures to talk about travel and navigation.

CO3: Develop an understanding of the vocabulary and sentence patterns for discussing family, relationships, and personal information.

CO4: Comprehend and interpret unseen Japanese passages that involve everyday topics, identifying key information, and answering related questions accurately.

CO5: Listen actively and accurately to Japanese audio material and respond to questions regarding pronunciation, meaning, and context.

Subject Code: MBA 408-B
Subject Name: German-IV
No of Hours: 3 hours per week

Core / Elective: **Core**
Credits: 03

COURSE OUTCOMES:

On completion of this course the students will be able to :

CO1: Students will be able to understand and interpret appointment entries in calendars, comprehend official time formats, and arrange Skype conferences in German.

CO2: Students will be able to recognize and use informal time expressions, and effectively arrange appointments and meetings in both formal and informal contexts.

CO3: Students will develop the ability to understand, take notes, and communicate dates, seasons, and related terminology in German.

CO4: Students will be able to research, understand, and take notes on texts related to fairs and expos, enhancing their ability to comprehend written German in specialized contexts.

CO5: Students will be proficient in comprehending the structure and content of private emails, and write appropriate email replies, addressing appointments in both formal and informal settings.
