TILAK MAHARASHTRA VIDYAPEETH
DEPARTMENT OF MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME OUTCOMES
&
COURSE OUTCOMES

Programme Outcomes:

PO1: To understand essential business concepts, theories, and principles in critical areas of business.

PO2: Acquire the ability to think critically and analyse information in order to identify, assess, and resolve intricate business issues by utilising both qualitative and quantitative data.

PO3: Demonstrate proficient communication abilities, encompassing both verbal and written forms to successfully articulate business concepts, viewpoints, and resolutions to stakeholders and team members.

PO4: To possess the capability of societal consciousness and understand ethical principles to implement and adhere to professional ethics and obligations and to consistently behave in an honest and principled manner.

PO5: Develop a comprehensive comprehension of the worldwide business landscape, encompassing the cultural, economic, and legal disparities that influence corporate operations and strategy.

PO6: Develop leadership skills and acquire proficiency in leadership abilities to lead and make valuable contributions to accomplish organisational objectives.

PO7: Develop an entrepreneurial attitude by acquiring the capacity to recognise business prospects, formulate business strategies, and execute new business endeavours.

PO8: Utilise suitable approaches to conduct business research and analyse data in order to facilitate decision-making processes and strategic planning.

PO9: Cultivate a profound understanding and recognition of cultural diversity and its profound influence on the business realm, fostering an environment of inclusivity and upholding the utmost respect for variations within the workplace and the global market.

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SEMESTER- V

Subject Code: BBA15-511
Subject Name: Human Resource Management
Core/Complimentary: Core
Credits: 04
No of Hours: 4 hours per week

COURSE OUTCOMES:

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

CO1: Understand the basic concepts which characterize the field of human resource management.

CO2: Understand how human resource is acquired and trained

CO3: Understand how a company arrives at the best possible fit for its employee's vis- à-vis the tasks given to them.

CO4: Comprehend the role human resource management plays in an organization.

Subject Code: BBA15-512
Subject Name: Research Methodology
Core/Complimentary: Core
Credits: 04
No of Hours: 4 hours per week

COURSE OUTCOMES:

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

CO1: Understand the nuances involved in Creativity & Innovation.

CO2: Familiarize themselves with creative and innovative thinking styles.

CO3: Apply principles in business situations to optimize resource utilization.

CO4: Understand various aspects of project planning

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Subject Code: BBA15-513
Subject Name: Management Information System
Core/Complimentary: Core
Credits: 04
No of Hours: 4 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: BBA15-514
Subject Name: Indian Economy
Core/Complimentary: Complimentary
Credits: 02
No of Hours: 2.5 hours per week

COURSE OUTCOMES:

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

CO1: Understand the macroeconomic concepts relevant for taking prudent business decisions.

CO2: Understand the application of economic principles in the field of business management.

CO3: Get idea about theories of cost and production.

CO4: Understand various types of competitive structures.

Subject Code: BBA15-515
Subject Name: Mercantile Law
Core/Complimentary: Complementary
Credits: 02
No of Hours: 2.5 hours per week

CO1: Explain the foundational principles of the Indian Contract Act, 1872 and demonstrate their application in real-world scenarios.

CO2: Analyze the different types of special contracts and evaluate their legal implications in various commercial transactions.

CO3: Describe the key provisions of the Sale of Goods Act, 1930 and apply these principles to case studies.

CO4: Examine the provisions of The Negotiable Instruments Act and assess the implications of dishonor and negotiation for businesses.

CO5: Critically assess the Consumer Protection Act and Partnership Act in the context of consumer rights and business partnerships.

Subject Code: BBA15-516
Subject Name: Corporate Social Responsibility
Core/Complimentary: Complimentary
Credits: 02
No of Hours: 2.5 hours per week

COURSE OUTCOMES:
After completion of the course, student will be able to:
CO1: Analyze the impact of environmental issues on business.

CO2: Understand the social responsibilities of business.

CO3: Evaluate the effects on a firm's costs of meeting its ethical, social and environmental

responsibilities.

CO4: Learn about various standards and codes related to business.

Subject Code: BBA15-517A
Subject Name: Advance English
Core/Complimentary: Elective
Credits: 02
No of Hours: 2 hours per week

COURSE OUTCOMES:

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

CO1: Understand and communicate with English speakers from different parts of the English speaking world.

CO2: Discuss and plan holidays in English and tell jokes and stories.

CO3: Understand the basic tenets of reading and writing effective English

CO4: Discuss elements of popular culture such as TV, radio and music.

Subject Code: BBA15-517B
Subject Name: Basics of Image Management and Grooming
Core/Complimentary: Elective
Credits: 02
No of Hours: 2.5 hours per week

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

CO1: Explain the fundamentals of image management and grooming and its impact on personal and professional success.

CO2: Demonstrate various grooming techniques, including attire selection, skincare, and hygiene,

to enhance personal appearance.

CO3: Analyze the role of non-verbal communication, such as body language, in creating a positive first impression.

CO4: Evaluate personal strengths and weaknesses in grooming and appearance to develop a personalized improvement plan.

CO5: Create a comprehensive grooming and image management strategy for diverse social and professional settings.

SEMESTER- VI

Subject Code: BBA15-611
Subject Name: Strategic Management
Core/Complimentary: Core
Credits: 04

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

CO1: Understand the fundamental concepts of strategic managementBloom's Level: 2
CO2: Analyze the business environment using appropriate frameworks
CO3: Examine and differentiate among various grand strategies.
CO4: Evaluate the strategic implementation process to ensure effective strategy execution within organizations.
CO5: Apply strategic evaluation and control techniques.

Subject Code: BBA15-612
Subject Name: Entrepreneurship development
Core/Complimentary: Core
Credits: 04

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

CO1: Understand the concept of entrepreneurship and its significance in the economic development of a nation.
CO2: Analyze different entrepreneurial frameworks and identify the traits and skills essential for successful entrepreneurship.
CO3: Evaluate the feasibility of business ideas and prepare a preliminary business plan addressing key elements such as market analysis, financial planning, and operations.
CO4: Demonstrate the ability to manage resources, including human, financial, and technological, in launching and sustaining a new business venture.
CO5: Develop strategies to scale a business and handle potential challenges like competition,

regulatory hurdles, and changing market conditions.

Subject Code: BBA15-HR 613
Subject Name: Industrial Relations & Labour Laws
Core/Complimentary: Core
Credits: 04

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

CO1: Understand the fundamentals of Industrial Relations and Labour Laws.

CO2: Analyze the role of trade unions and collective bargaining in managing industrial conflicts.

CO3: Evaluate the implications of labour laws on workplace practices and employee rights.

CO4: Apply relevant labour legislation to case studies and workplace scenarios.

CO5: Develop strategies for effective industrial relations management in compliance with labour

laws.

Subject Code: BBA15-M 613
Subject Name: Consumer Behaviour
Core/Complimentary: Core
Credits: 04

COURSE OUTCOMES: By the end of this course, students will:

CO1: Understand the core concepts, principles, and theories of consumer behavior.

CO2: Analyze the psychological, social, and cultural factors that influence consumer decision-making.

CO3: Evaluate consumer motivation, perception, learning, and attitude formation processes and how these influence buying behavior.

CO4: Design strategies for targeting, positioning, and communication based on consumer behavior insights.

CO5: Conduct consumer behavior research to support marketing decisions, using appropriate data collection and analysis methods.

Subject Code: BBA15-F 613
Subject Name: Business Taxation and Auditing
Core/Complimentary: Core
Credits: 04

COURSE OUTCOMES: By the end of this course, students will:

CO1: Explain fundamental concepts and principles of business taxation, including types of taxes

and their implications for businesses.

CO2: Analyze the tax liabilities and compliance requirements for various business entities to evaluate their financial obligations under different tax regimes.

CO3: Apply tax planning strategies to optimize business income tax obligations and make informed financial decisions.

CO4: Evaluate internal control systems in financial auditing to detect errors, fraud, and ensure compliance with legal and regulatory standards.

CO5: Design an audit plan that incorporates risk assessment, audit procedures, and reporting to support effective decision-making and compliance.

Subject Code: BBA15-IT 613
Subject Name: Fundamentals of programming Languages
Core/Complimentary: Core
Credits: 04

COURSE OUTCOMES: By the end of this course, students will:

CO1: Understand the core concepts of programming languages, including syntax, semantics, and data types.

CO2: Apply programming constructs such as loops, conditionals, and functions to solve basic problems.

CO3: Analyze algorithms for efficiency and accuracy when implementing in different programming languages.

CO4: Develop small applications using an integrated development environment (IDE) and debug code effectively.

Subject Code: BBA15-HR 614
Subject Name: Training and Development
Core/Complimentary: Core
Credits: 04

COURSE OUTCOME:

Upon successful completion of this course, students will be able to:

CO1: Understand the Fundamentals of Training and Development

CO2: Analyze Training Needs and Identify Competencies

CO3: Design and Implement Effective Training Programs

CO4: Evaluate Training Programs Using Standard Models

CO5: Apply Training and Development for Organizational Growth

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Subject Code: BBA15-M 614
Subject Name: Advertising and Media Management
Core/Complimentary: Core
Credits: 04

COURSE OUTCOME:

Upon successful completion of this course, students will be able:

CO1: To describe the role advertising plays in the marketing mix, including its purpose, scope, and strategic importance.

CO2: To apply knowledge of advertising and media strategies by demonstrating effective use of electronic media, outdoor media, print media, sales promotions, and specialty advertising.

CO3: To explain the communication process in advertising, detailing how messages are crafted, delivered, and received.

CO4: To analyze the social, ethical, and legal responsibilities associated with advertising practices, considering their impact on stakeholders and society.

CO5: To define and evaluate the role of sales promotion within the marketing mix, assessing its contribution to achieving marketing objectives.

Subject Code: BBA15-F 614
Subject Name: Banking and Finance
Core/Complimentary: Core
Credits: 04

COURSE OUTCOME:

Upon successful completion of this course, students will be able:

CO1: Explain the fundamental principles of banking and finance, including the role of financial institutions, regulatory frameworks, and their impact on the economy.

CO2: Analyze various financial statements, banking products, and financial markets to assess organizational performance and inform decision-making.

CO3: Apply key financial concepts, such as interest rates, credit risk, and portfolio management, to develop effective banking and investment strategies.

CO4: Evaluate emerging trends in banking, such as digital banking, fintech innovations, and sustainable finance, to anticipate challenges and opportunities in the industry.

Subject Code: BBA15- IT 614
Subject Name: Introduction to E-Business
Core/Complimentary: Core
Credits: 04

COURSE OUTCOME:

Upon successful completion of this course, students will be able:

CO1: Understand the fundamental concepts and models of e-business and their role in today's digital economy.

CO2: Analyze the impact of e-business on traditional business practices, including market reach, customer interaction, and operational efficiency.

CO3: Evaluate the major e-business strategies, tools, and technologies for their effectiveness in achieving business goals.

CO4: Develop a basic e-business model or strategy for a chosen business scenario, considering its potential opportunities and challenges.