



**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**

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**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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## COURSE OUTCOMES

### SEMESTER- III

**Subject Code: BBA22-311**

**Subject Name: Business Mathematics**

**No of Hours: 4 hours per week**

**Core / Elective: Core**

**Credits: 04**

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

1. Understand the basic concepts of business mathematics.
  2. Interpret and solve real-life business problem using such concepts as differentiation.
  3. Understand such concepts as matrices.
  4. Understand various mathematical concepts useful in day-to-day scenario.
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**Subject Code: BBA22-312**

**Subject Name: Micro Economics**

**No of Hours: 4 hours per week**

**Core / Elective: Core**

**Credits: 4**

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

CO1: Demonstrate a comprehensive understanding of macroeconomic concepts and their application.

CO2: Analyze and interpret economic data to draw conclusions about economic performance.

CO3: Articulate informed perspectives on global economic interactions and their impact on local economies.

CO4: Develop critical thinking skills by applying economic models to real-world scenarios.

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**Subject Code: BBA22-313**

**Subject Name: Cost & Works Accounting**

**No of Hours: 4 hours per week**

**Core / Elective: Core**

**Credits: 4**

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

CO1: Understand the basic cost concepts, element of cost & Preparation of Cost Sheet.

CO2: Understand the principles and techniques used in recording, analyzing and reporting costs.

CO3: Understand the principles and techniques used in revenues for internal management purposes.

CO4: Develop applicable cost concepts in making short term decisions and the application of Spreadsheets in management accounting.

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**Subject Code: BBA22-314**

**Core / Elective: Core**

**Subject Name: Consumer Behaviour**

**Credits: 03**

**No of Hours: 3 hours per week**

**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.

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**Subject Code: BBA22-315**

**Core / Elective: Core**

**Subject Name: E Commerce**

**Credits: 03**

**No of Hours: 3 hours per week**

**COURSE OUTCOMES:** After Completion of the subject student should able to:

CO1: Understand the basic concepts and technologies used in the field of management information systems.

CO2: Have the knowledge of the different types of management information systems.

CO3: Understand the processes of developing and implementing information systems.

CO4: Be aware of the ethical, social, and security issues of information systems.

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**Subject Code: BBA22-316 A**

**Core / Elective: Elective**

**Subject Name: Presentation Skills**

**Credits: 2**

**No of Hours: 2 hours per week**

**COURSE OUTCOMES:** After Completion of the subject student should able to:

CO1: Understand the foundational elements of effective presentations

CO2: Develop and apply verbal communication techniques

CO3: Demonstrate proficiency in non-verbal communication by utilizing body language, facial expressions, gestures, and posture to enhance rapport and connection with the audience.

CO4: Employ strategies to manage stage fright, reduce anxiety, and build confidence through

practice and relaxation techniques

CO5: Design and utilize visual aids and presentation technology to enhance audience engagement and comprehension.

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## **SEMESTER- IV**

**Subject Code: BBA22-411**  
**Subject Name: Management Accounting**  
**No of Hours: 4 hours per week**

**Core / Elective: Core**  
**Credits: 4**

### **COURSE OUTCOMES:**

On completion of this course students will

- Able to analyze costs behavior in different situations and make predictions about future costs based on historical data.
  - Gain the ability to create budgets for various organizational functional areas and to compare planned and actual performance.
  - Utilize methods and instruments for performance measurement to evaluate the efficacy and efficiency of organizational procedures.
  - Able to enhance strategic decision-making within an organization by applying management accounting concepts.
  - Able to think critically to analyze complex accounting issues and propose effective solutions.
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**Subject Code: BBA22-412**  
**Subject Name: Statistics and Quantitative Methods**  
**No of Hours: 4 hours per week**

**Core / Elective: Core**  
**Credits: 4**

### **COURSE OUTCOMES:**

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

CO1: Utilize statistical concepts to describe and summarize data, drawing meaningful insights for business decision-making.

CO2: Formulate hypotheses, conduct hypothesis tests, and interpret results to support decision-making processes.

CO3: Apply regression analysis to model relationships between variables and make predictions in a business context.

CO4: Apply quantitative methods such as linear programming and decision trees to optimize business decision-making processes.

CO5: Utilize various forecasting techniques to predict future trends, helping organizations prepare for and adapt to changing market conditions.

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**Subject Code: BBA22-413**  
**Subject Name: Macro Economics**  
**No of Hours: 4 hours per week**

**Core / Elective: Core**  
**Credits: 4**

**COURSE OUTCOMES:**

By the end of this course, students will:

CO1: Demonstrate a comprehensive understanding of macroeconomic concepts and their application.

CO2: Analyze and interpret economic data to draw conclusions about economic performance.

CO3: Articulate informed perspectives on global economic interactions and their impact on local economies.

CO4: Develop critical thinking skills by applying economic models to real-world scenarios.

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**Subject Code: BBA22-414**  
**Subject Name: Business Laws**  
**No of Hours: 3 hours per week**

**Core / Elective: Core**  
**Credits: 3**

**COURSE OUTCOMES:**

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

CO1: Exhibit a comprehensive understanding of various legal concepts, such as contract law, business torts, intellectual property rights, and regulatory compliance.

CO2: Apply legal knowledge to analyze and resolve complex business problems while adhering to legal and ethical guidelines.

CO3: Evaluate, draft, and interpret contracts with precision, considering the legal implications and risks involved.

CO4: Integrate ethical considerations into business decision-making processes, recognizing the importance of social responsibility and legal compliance.

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**Subject Code: BBA22-415**  
**Subject Name: Corporate Communications**  
**No of Hours: 3 hours per week**

**Core / Elective: Core**  
**Credits: 3**

**COURSE OUTCOMES:**

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

CO1: Comprehend and apply key theories and concepts of corporate communication in practical contexts.

CO2: Demonstrate effective written and oral communication skills tailored to corporate settings.

CO3: Evaluate and discuss case studies illustrating corporate communication challenges and

propose suitable solutions.

CO4: Develop strategic communication plans addressing specific corporate scenarios.

CO5: Collaborate and engage in group discussions, demonstrating critical thinking in corporate communication contexts.

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**Subject Code: BBA22-416-A**  
**Subject Name: MS Office**  
**No of Hours: 2 hours per week**

**Core / Elective: Core**  
**Credits: 2**

### **COURSE OUTCOMES:**

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

CO1: Gain proficiency in creating, editing, and formatting documents efficiently.

CO2: Gain competency in managing data through filtering, validation, and data protection.

CO3: Create, edit and formatting spreadsheets with formulas and functions.

CO4: Design presentations through PowerPoint tools and deliver them confidently and professionally.

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