



**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- I

<b>Syllabus Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>1st year</b>	
<b>SEMESTER</b>	<b>I</b>	
<b>NAME OF COURSE</b>	<b>Principles of Management</b>	
<b>COURSE CODE</b>	<b>BBA23-111</b>	
<b>PAPER NO</b>	<b>1</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : NA</b>
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: NA</b>

#### **COURSE OUTCOME:**

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

CO1: Understand fundamental concepts and principles of management including roles, skills and functions of management.

CO2: Identify and Analyze the Core Functions and Skills in Management

CO3: Understand and Apply the Principles of Planning and Decision-Making

CO4: Evaluate Different Management Theories

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<b>Syllabus Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>1<sup>st</sup> year</b>	
<b>SEMESTER</b>	<b>I</b>	
<b>NAME OF COURSE</b>	<b>Fundamentals of Accounting</b>	
<b>COURSE CODE</b>	<b>BBA23-112</b>	
<b>PAPER NO</b>	<b>2</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : Yes</b>
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: Yes</b>

#### **COURSE OUTCOME:**

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

CO1: Understand the fundamentals of accounting and accounting standards.

CO2: Demonstrate an understanding of the Double Entry System, classification of accounts, and rules for passing entries

CO3: Apply the accounting equation to solve basic accounting problems.

CO4: Create and record journal entries, and classify transactions using subsidiary books and cash books.

CO5: Prepare a Ledger, Trial Balance, and Bank Reconciliation Statement (BRS), and explain the purpose and significance of each in financial reporting.

<b>Syllabus Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>1<sup>st</sup> year</b>	
<b>SEMESTER</b>	<b>I</b>	
<b>NAME OF COURSE</b>	<b>Basics of Marketing-I</b>	
<b>COURSE CODE</b>	<b>BBA23-113</b>	
<b>PAPER NO</b>	<b>3</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : NA</b>
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: NA</b>

**COURSE OUTCOME:**

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

**CO1:** Understand the fundamental meaning, scope, and importance of marketing in a business context.

**CO2:** Identify and differentiate the various types of markets and their characteristics within the scope of marketing orientation concepts.

**CO3:** Explain the marketing orientation concepts, including customer and market focus, product orientation, and societal marketing.

**CO4:** Analyze the marketing environment to determine how factors like social, economic, technological, and political aspects influence marketing decisions.

**CO5:** Illustrate the core functions and objectives of marketing, **linking** them to the broader business goals and strategic planning.

<b>Syllabus Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>1st year</b>	
<b>SEMESTER</b>	<b>I</b>	
<b>NAME OF COURSE</b>	<b>Legal Aspects of Business – I</b>	
<b>COURSE CODE</b>	<b>BBA23-114</b>	
<b>PAPER NO</b>	<b>4</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : NA</b>
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: NA</b>

**COURSE OUTCOMES:**

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

CO1: Comprehend the legal aspects impacting business activities and decision-making processes

CO2: Understand the legal implications of different forms of business organizations and their compliance requirements.

CO3: Effectively communicate legal concepts and analyses in oral and written forms within a business setting.

CO4: Develop a heightened awareness of legal issues that may arise in their future careers or entrepreneurial endeavors.

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<b>Syllabus Code No.</b>	<b>071</b>		
<b>YEAR</b>	<b>1<sup>st</sup> year</b>		
<b>SEMESTER</b>	<b>I</b>		
<b>NAME OF COURSE</b>	<b>MS Office Tools</b>		
<b>COURSE CODE</b>	<b>BBA23-115</b>		
<b>PAPER NO</b>	<b>5</b>		
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>	
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3</b>	<b>Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : Yes</b>	
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: Yes</b>	

### **COURSE OUTCOMES:**

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

CO1: Recognize and describe the components of the MS Office Suite and their applications in professional and personal contexts.

CO2: Demonstrate basic skills in Microsoft Word to create, format, and edit documents for effective written communication.

CO3: Construct and manipulate data using Microsoft Excel by applying formulas, functions, and charts for basic data analysis and reporting.

CO4: Design and develop presentations using Microsoft PowerPoint that effectively communicate information with appropriate visuals and layout.

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<b>Syllabus Code No.</b>	<b>071</b>		
<b>YEAR</b>	<b>1<sup>st</sup> year</b>		
<b>SEMESTER</b>	<b>I</b>		
<b>NAME OF COURSE</b>	<b>Basics of Communication Skills</b>		
<b>COURSE CODE</b>	<b>BBA23-116</b>		
<b>PAPER NO</b>	<b>6</b>		
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>	
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 2</b>	<b>Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical: Yes</b>	
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: Yes</b>	

### **COURSE OUTCOMES:**

CO1: Understand the fundamentals of communication, including its nature, scope and importance.

CO2: Demonstrate an understanding of the communication process and the communication cycle in real-world contexts.

CO3: Identify and evaluate various modes of communication and understand their merits and demerits in different situations.

CO4: Develop effective listening skills by recognizing the difference between listening and hearing and overcoming barriers to efficient listening.

CO5: Analyze communication in group settings and apply strategies for effective participation and communication in these formats.

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<b>Syllabus Code No.</b>	<b>071</b>		
<b>YEAR</b>	<b>1<sup>st</sup> year</b>		
<b>SEMESTER</b>	<b>I</b>		
<b>NAME OF COURSE</b>	<b>Event Management (Open Elective)</b>		
<b>COURSE CODE</b>	<b>VAC108</b>		
<b>PAPER NO</b>	<b>7</b>		
<b>MARKING SCHEME</b>	<b>Continuous evaluation (INT): 50</b>		
<b>CREDITS – MARKS</b>	<b>Total: 50</b>	<b>Credits: 2</b>	<b>Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : Yes</b>	
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: Yes</b>	

### **COURSE OUTCOMES:**

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

1. Understand the concept of event management, its scope, and its role in various industries.
2. Learn step-by-step event planning and execution process.
3. Develop contingency plans and crisis management strategies to handle unforeseen challenges during events.
4. Demonstrate effective communication skills in dealing with the stakeholders.

## SEMESTER- II

<b>Syllabus Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>1<sup>st</sup> year</b>	
<b>SEMESTER</b>	<b>II</b>	
<b>NAME OF COURSE</b>	<b>Introduction to HRM</b>	
<b>COURSE CODE</b>	<b>BBA23-211</b>	
<b>PAPER NO</b>	<b>1</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : NA</b>
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: NA</b>

### **COURSE OUTCOMES:**

CO1: Understand the concepts of Human Resource Planning and its alignment with organizational goals.

CO2: Evaluate the principles and practices of International Human Resource Management (IHRM), with a focus on global HR strategies and cross-cultural challenges.

CO3: Develop skills to effectively conduct and evaluate performance appraisal systems.

CO4: Acquire the ability and skills to prepare professional assignments essential for HR functions.

CO5: Analyze the role of Human Resource Management functions in fulfilling organizational needs.

<b>Syllabus Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>1<sup>st</sup> year</b>	
<b>SEMESTER</b>	<b>II</b>	
<b>NAME OF COURSE</b>	<b>Financial Accounting</b>	
<b>COURSE CODE</b>	<b>BBA23-212</b>	
<b>PAPER NO</b>	<b>2</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : Yes</b>
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: Yes</b>

### **COURSE OUTCOMES:**

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

CO1: Understand the basic accounting principles and their application.

CO2: Prepare financial statements, including the income statement, balance sheet, and cash flow statement.

CO3: Analyze financial statements to evaluate a company's performance and financial position.

CO4: Apply accounting standards and regulations to ensure accurate and ethical financial reporting.

CO5: Identify and address potential accounting issues and errors.

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<b>Syllabus Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>1<sup>st</sup> year</b>	
<b>SEMESTER</b>	<b>II</b>	
<b>NAME OF COURSE</b>	<b>Basics of Marketing -II</b>	
<b>COURSE CODE</b>	<b>BBA23-213</b>	
<b>PAPER NO</b>	<b>3</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : NA</b>
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: NA</b>

**COURSE OUTCOMES:**

CO1: Understand the concept and significance of the Marketing Mix

CO2: Understand the Product Life Cycle and apply strategies for managing a product throughout its life stages.

CO3: Understand the process of new product development and the steps involved in creating and launching new products in the market.

CO4: Apply pricing strategies and understand pricing decisions

CO5: Understand the role of distribution channels in business as a whole.

CO6: Identify and evaluate the components of the promotional mix and demonstrate an understanding of their roles in marketing communication.

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<b>Syllabus Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>1<sup>st</sup> year</b>	
<b>SEMESTER</b>	<b>II</b>	
<b>NAME OF COURSE</b>	<b>Legal Aspects of Business-II</b>	
<b>COURSE CODE</b>	<b>BBA23-214</b>	
<b>PAPER NO</b>	<b>4</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : NA</b>
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: NA</b>

**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.

<b>Syllabus Code No.</b>	<b>071</b>		
<b>YEAR</b>	<b>1<sup>st</sup> year</b>		
<b>SEMESTER</b>	<b>II</b>		
<b>NAME OF COURSE</b>	<b>MS Excel for Data Analysis and Presentation</b>		
<b>COURSE CODE</b>	<b>BBA23-215</b>		
<b>PAPER NO</b>	<b>5</b>		
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>	
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3</b>	<b>Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : Yes</b>	
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: Yes</b>	

### **COURSE OUTCOMES:**

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

CO1: Utilize Excel's interface competently for data manipulation, analysis, and presentation purposes.

CO2: Apply statistical functions and tools to derive meaningful insights from data.

CO3: Create visually compelling representations of data through charts, graphs, and pivot tables.

CO4: Construct complex formulas and utilize advanced Excel functions for data analysis.

CO5: Develop informative dashboards showcasing analyzed data for effective communication.

<b>Syllabus Code No.</b>	<b>071</b>		
<b>YEAR</b>	<b>1<sup>st</sup> year</b>		
<b>SEMESTER</b>	<b>II</b>		
<b>NAME OF COURSE</b>	<b>Business Communication-I</b>		
<b>COURSE CODE</b>	<b>BBA23-216</b>		
<b>PAPER NO</b>	<b>6</b>		
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>	
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3</b>	<b>Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : Yes</b>	
<b>TEACHING HOURS</b>	<b>Theory: Yes</b>	<b>Practical: Yes</b>	

### **COURSE OUTCOMES:**

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

CO1: Understand the Fundamentals of Communication

CO2: Develop Effective Written Communication Skills

CO3: Comprehend the Role of Communication in Business Operations

CO4: Master Business Letter Writing

CO5: Apply Communication Strategies in Business Contexts

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<b>Syllabus Code No.</b>	<b>071</b>
<b>YEAR</b>	<b>1<sup>st</sup> year</b>
<b>SEMESTER</b>	<b>II</b>
<b>NAME OF COURSE</b>	<b>E-Business</b>
<b>COURSE CODE</b>	<b>VAC209</b>
<b>PAPER NO</b>	<b>7</b>
<b>MARKING SCHEME</b>	<b>Continuous evaluation (INT): 50</b>
<b>CREDITS – MARKS</b>	<b>Total: 50 Credits: 2 Passing: 40%</b>
	<b>Theory : Yes Practical : NA</b>
<b>TEACHING HOURS</b>	<b>Theory: Yes Practical: NA</b>

#### **COURSE OUTCOMES:**

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

CO1: Demonstrate an understanding of the fundamental concepts, models, and frameworks of E-Business.

CO2: Explore innovative trends and emerging technologies

CO3: Evaluate and compare various E-Business models

CO4: Understand the technological infrastructure required for E-Business.

CO5: Assess ethical dilemmas and social responsibility issues related to E-Business practices

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