



Maratha Vidya Prasarak Samaj's

COMMERCE MANAGEMENT & COMPUTER SCIENCE (CMCS)
COLLEGE,

Gangapur Road, Nashik-13

Programme Outcome, Programme Specific Outcome and Course Outcome

CBCS 2019 Pattern

BBA

| S.R. | Programme Outcomes |
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| PO1 | Develop Managerial Skills amongst the students |
| PO2 | Overall personality development of students |
| PO3 | Students will be able to develop entrepreneurial skills |
| PO4 | Students will be able to develop analytical skills for forecasting |

| S.R. | Programme Specific Outcomes |
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| PSO1 | To provide adequate basic understanding about Management Education among the students. |
| PSO2 | To prepare students to exploit opportunities being newly created in the Management Profession. |
| PSO3 | To train the students in communication skills effectively |
| PSO4 | To develop appropriate skills in the students so as to make them competent and provide themselves self-employment. |
| PSO5 | To inculcate Entrepreneurial skills. |

Class: FYBBA

| Subject | Course Outcomes |
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| Principles of Management | <ol style="list-style-type: none">1. To understand basic concept regarding org. Business Administration2. To examining how various management principles3. To develop managerial skills among the students |
| Business Communication Skills | <ol style="list-style-type: none">1. To understand what is the role of communication in personal and business world2. To understand system and communication and their utility3. To develop proficiency in how to write business letters and other communications required in business |
| Business Accounting | <p>To develop right understanding regarding role and importance of monetary and financial transactions in business</p> <p>To cultivate right approach towards classifications of different transactions and their implications</p> <p>To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L</p> |
| Business Economics – Micro | <ol style="list-style-type: none">1. To understand role of economics as it influences society and business2. To study how different decisions are taken in relation to price demand and supply3. To develop right understanding regarding Monopoly, perfect competition, revenue etc. |
| Business Mathematics | <ol style="list-style-type: none">1. To develop appropriate understanding as how to use mathematic like computation interest, profit etc.2. To cultivate right understanding regaining numerical aptitude3. To develop logical approach towards analytical approach data |

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| Business Demography | <ol style="list-style-type: none"> 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 and urbanization and its impact on society |
| Business Organization and System | <p>To understand basic concept regarding org. Business Administration</p> <ol style="list-style-type: none"> 1. To examining how various management principles 2. To develop managerial skills among the students |
| Basics of Cost Accounting | <ol style="list-style-type: none"> 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 |
| Principles of Management | <ol style="list-style-type: none"> 1. To understand basic concept regarding org. Business Administration 2. To examining how various management principles 3. To develop managerial skills among the students |
| Principles of Marketing | <ol style="list-style-type: none"> 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 |
| Principles of Finance | <ol style="list-style-type: none"> 1. To cultivate right approach towards money , finance , and their role in business 2. To develop right understanding regarding various sources of finance and their role and utility in business 3. To develop basic skills as to concept of capital structure and concept of capital structure |

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| Basics of Cost Accounting | <ol style="list-style-type: none"> 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 |
| Business Statistics | <ol style="list-style-type: none"> 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 |
| Fundamentals of Computers | <ol style="list-style-type: none"> 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 |
| Class: SYBBA | |
| Principles of Human Resource Management | <ol style="list-style-type: none"> 1. To introduce the basic concepts of Human Resource Management. 2. To cultivate right approach towards Human Resource and their role in business. 3. To create awareness about the various trends in HRM among the students. |
| Supply Chain Management | <ol style="list-style-type: none"> 1. To enable the students to have a comprehensive understanding of Supply Chain Management. 2. To understand key concepts and issues of Logistics and Inventory Management. 3. To understand Warehousing and its role in Space Management. |

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| Management Accounting | <ol style="list-style-type: none"> 1. To impart basic knowledge of management accounting. 2. To understand the implications of various financial ratios in decision making. 3. Application and use of various tools of management accounting in the business. |
| Banking & Finance | <ol style="list-style-type: none"> 1. Study of banking function and its operations. 2. To study the functioning of Regulatory Authorities in India. 3. To study recent technology in banking industry. |
| Organizational Behaviour | <ol style="list-style-type: none"> 1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour. 2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level. 3. To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals. |
| Global Competencies & Personality Development | <ol style="list-style-type: none"> 1. To build self-confidence, enhance self-esteem, and improve overall personality of the students. 2. To enhance global and cultural competencies of the students. 3. To groom the students for appropriate 5analyse5r in social and professional circles |
| Fundamentals of Rural Development | <ol style="list-style-type: none"> 1. To understand the development issues related to rural society. 2. To find the employment opportunities for rural youth. 3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development. 4. To discourage seasonal and permanent migration to urban areas. |
| Entrepreneurship and Small Business Management | <ol style="list-style-type: none"> 1. To develop knowledge and understanding of importance of advertising. 2. To understand different sales promotion techniques. 3. To know about promotion management. |

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| Advertising and Promotion Management Course | <ol style="list-style-type: none"> 1. To develop knowledge and understanding of importance of advertising. 2. To understand different sales promotion techniques. 3. To know about promotion management. |
| Consumer Behavior & Sales Management | <ol style="list-style-type: none"> 1. To develop significant understanding of Consumer behaviour in Marketing. 2. To understand the relationship between consumer behaviour & Sales Management. 3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management. |
| Business Taxation | <ol style="list-style-type: none"> 1. To understand different concepts & definitions under Income Tax Act 1961. 2. To understand the importance of Taxation to the students. 3. To update the students with the latest development in the subject of Taxation. |
| Retail Management | <ol style="list-style-type: none"> 1. To provide basic understanding of forces that shape retail industry 2. To provide understanding of retail operations and strategy 3. To provide understanding of opportunities and challenges in retail industry |
| Productions and Operations Management | <ol style="list-style-type: none"> 1. To understand the key concepts of Production and Operation Management. 2. To understand the various manufacturing methods and role in managing business. 3. To create awareness about the various safety measures and ergonomics in industries. |
| Decision Making and Risk Management | <ol style="list-style-type: none"> 1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations. 2. Find the best alternative in a decision with multiple objectives and uncertainty. 3. Describe the process of making a decision. 4. Analyse an organization's decision making system. 5. Develop a risk management process |

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| International Business Management | <ol style="list-style-type: none"> 1. To acquaint the students with emerging trends and issues in International Business. 2. To study the impact of International Business Environment on foreign market operations. 3. To 7nalyse International trade models. 4. To 7nalyse the International Investment and its risks associated. 5. To understand financial aspects in world economies, their need and functionality |
| Research Methodology | <ol style="list-style-type: none"> 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. |
| Database Administration and Data Mining | <ol style="list-style-type: none"> 1.To understand the data administration skills and its importance 2. To understand the various ways of data mining and its use for the business |
| Class: TYBBA | |
| Business Ethics | <ol style="list-style-type: none"> 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. |
| Management of Corporate Social Responsibility | <ol style="list-style-type: none"> 1. To understand the concept and process of CSR 2. To Understand the industrial contribution for CSR Policy 3. To Understand the context of CSR of present-day Management 4. To Understand the contribution of CSR for the development of Society |

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| <p>Entrepreneurship and Small Business Management-</p> | <ol style="list-style-type: none"> 1. To understand the concept and process of Entrepreneurship. 2. To Acquire Entrepreneurial spirit and resourcefulness. 3. To get acquainted with the concept of Small Business Management. 4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation |
| <p>Financial Services.</p> | <ol style="list-style-type: none"> 1. To Study in detail financial services in India. 2. To study & Understand working of Indian financial system. 3. To make the students well acquainted regarding financial markets. |
| <p>Human Resource Management Functions & Practices</p> | <ol style="list-style-type: none"> 1. To acquire comprehensive Knowledge of Human Resource Management Functions & Practices. 2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation. 3. To acquire knowledge about various HR practices adopted by the organization. |
| <p>Employee Recruitment & Record Management</p> | <ol style="list-style-type: none"> 1. To study and explain employee acquisition and its importance in industry. 2. To cultivate right approach towards employee recruitment and record management. |
| <p>Rural Marketing</p> | <ol style="list-style-type: none"> 1. To develop better understanding of the Indian Rural Economy. 2. Identification of challenges and opportunities in Rural Marketing. 3. To provide exposure to the Rural Marketing Environment and Rural Market. 4. To understand the applications of marketing to Rural Marketing. 5. To understand the application of the Rural Marketing Mix (4 A's) and (4 P's). |

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| Banking Operations and Finance | <ol style="list-style-type: none"> 1.To provide the management students with the knowledge of banking and finance in the area of agriculture 2. To enable students to know various sources to avail agriculture finance. 3. To study computation of risk as well as rewards with respect to agriculture finance |
| Banking and Insurance Management | <ol style="list-style-type: none"> 1. To create the awareness among the students of Indian banking and insurance services offered. 2. To enables students to understand the various services& other developments in the Indian banking and Insurance service sector. 3. To provide students insight into Functions & Role of modern services offered to cater the current needs. 4. To enable students to understand the various digital platforms offered by Banking and Insurance sector to cater the emerging trends. |
| Essentials of E - Commerce | <ol style="list-style-type: none"> 1.To understand the essentials of ecommerce. 2.To understand the key benefits of ecommerce 3.To understand the risk associated with ecommerce |
| Subject-Marketing Environment Analysis and Strategies | <ol style="list-style-type: none"> 1)To develop students' understanding of the factors shaping Marketing Environment 2) To develop students' ability to analyze the Business Environment 3)To develop students' understanding of the strategies for sustaining the forces in Marketing Environment |
| Fundamentals of Services Management | <ol style="list-style-type: none"> 1. To introduce services as a Business Function. 2. To develop practical insights in enhancing business processes of Service sector. 3. To give the students an exposure to a systematic service framework. 4. To enhance service leadership skills. |
| Principles & Functions of Services Management | <ol style="list-style-type: none"> 1. To recognise & understand different types of service based organizations. 2. To understand the importance of ITES in service sector. 3. To enhance knowledge of global trends in outsourcing. 4. To understand factors crucial to service delivery & recovery |

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| <p>Cross-Cultural HR & Industrial Relations</p> | <ol style="list-style-type: none"> 1. To make students understand Cultural Variables in Multinational Enterprises. 2.To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe 3. To make students understand the relationship between Cross-Culture Management and Human Resource Management. 4. To explain how employees can be prepared for international assignments. 5. To provide students with the fundamental knowledge of Industrial Relations. 6.To provide the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017 |
| <p>Agriculture and Indian Economy</p> | <ol style="list-style-type: none"> 1. To understand importance of agriculture in Indian economy. 2. To impart knowledge in the field of agriculture marketing. 3.To understand various problems and prospects Indian agriculture |
| <p>Management Information System</p> | <ol style="list-style-type: none"> 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 |
| <p>Business Project Management</p> | <ol style="list-style-type: none"> 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 first-hand 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 |
| <p>Management Of Innovations & Sustainability</p> | <ol style="list-style-type: none"> 1. To inculcate the innovative management skills amongst students 2. To enable the students to think in innovative and creative way. |

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| <p>Marketing Environment Analysis and Strategies</p> | <ol style="list-style-type: none"> 1.To develop students’ understanding of the factors shaping Marketing Environment 2.To develop students’ ability to analyze the Business Environment 3.To develop students’ understanding of the strategies for sustaining the forces in Marketing Environment |
| <p>Digital Marketing</p> | <ol style="list-style-type: none"> 1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success. 2. To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration. 3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing. |
| <p>Sales Management</p> | <ol style="list-style-type: none"> 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. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques |
| <p>Legal Aspects in Marketing Management</p> | <ol style="list-style-type: none"> 1. To understand the application of different legal aspects in Marketing Management 2. To understand the various concepts of marketing & advertising 3.To develop marketing knowledge & skill among the students. |
| <p>Advertising and Sales Promotion</p> | <ol style="list-style-type: none"> 1. To develop knowledge and understanding of importance and functions of advertising. 2. To understand Key features of Sales Promotion |
| <p>Legal Aspects in Human Resources</p> | <ol style="list-style-type: none"> 1. To study and explain rights of employees at work place. 2. To understand the Applications of different Legal Aspects in HR. |

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| <p>Cross-Cultural HR & Industrial Relations</p> | <ol style="list-style-type: none"> 1.To make students understand Cultural Variables in Multinational Enterprises. 2. To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe 3.To make students understand the relationship between Cross-Culture Management and Human Resource Management. 4. To explain how employees can be prepared for international assignments. 5.To provide students with the fundamental knowledge of Industrial Relations. 6.To provide the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017 |
| <p>Analysis of Financial Statements</p> | <ol style="list-style-type: none"> 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. |
| <p>Sales Management</p> | <ol style="list-style-type: none"> 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. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques |