



S. E. SOCIETY'S

# S.N.B.P. COLLEGE

Maharashtra Housing Board, Yerawada, Pune - 411 006.

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AISHE CODE : C- 41455 PU/PN/C/359/2009 - College Code : 0883


Outward No.

Date :

**Name of the Programme: B.B.A.**  
**Course Outcomes (COs)**

Name of the Class	Course Title	Course Outcome	
F.Y.B.B.A.	Business Organisation & System	CO1	Students shall be able to explain why information systems are so important today for business and management.
		CO2	Students shall have the knowledge of the different forms of Business systems
		CO3	Students shall develop the spirit of entrepreneurship among the students.
		CO4	Students shall have the knowledge of Domestic and Foreign Trade.
	Business Communication Skills	CO1	Students shall improvise their skills such as linguistic, non-linguistic and Paralinguistic skills.
		CO2	Students shall develop integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively.
		CO3	Students shall be aware about various Methods and Media of communication.
	Business Accounting	CO1	The students have acquired sound knowledge of basic concepts of accounting.
		CO2	Students also understood about recording of transactions and preparation of final accounts.
		CO3	Students got exposure about various accounting software packages.
	Business Economics (Micro)	CO1	Students shall understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.
		CO2	Students shall understand the links between household behavior and the economic models of demand
CO3		Students shall represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.	



  
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	(Micro)	CO4	Students shall understand the links between production costs and the economic models of supply.	
		CO5	Students shall represent supply, in graphical form, including the upward slope of the supply curve and what shifts the supply curve.	
		CO6	Students shall understand how different degrees of competition in a market affect pricing and output.	
	Business Mathematics	CO1	Students shall understand applications of matrices in business.	
		CO2	Students shall understand the concept and application of Permutations & Combinations in business.	
		CO3	Students shall use L.P.P. and its applications in business.	
		CO4	Students shall understand the concept of Transportation problems & its applications in business world.	
		CO5	Students shall understand the concept of shares & share market.	
	Business Demography and Environmental Studies	CO1	Students shall understand Distribution of Population and Population Growth.	
		CO2	Students shall be aware regarding Environment and Environmental issues related to Business	
		CO3	Students shall understand the problems of urbanization	
	F.Y.B.B.A.	Principles of Management	CO1	Students shall demonstrate an understanding of effective management principles as outlined in selected text learning objectives.
			CO2	Students shall apply effective management strategies, principles and techniques.
			CO3	Students shall demonstrate research and analytical skills by using both human and technological resources
			CO4	Students shall demonstrate the ability to communicate effectively.
Principles of Marketing		CO1	Students shall get familiar to basic concepts of marketing, its general nature, scope and importance.	
		CO2	Students shall receive appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development.	
		CO3	Students shall develop basic and essential skills related to marketing.	
		CO4	Students shall get a learning platform for preparing for marketing employability opportunities essential for industries.	






	Principles of Finance	CO1	Students understood the nature, importance, structure of inancerelated areas.	
		CO2	Knowledge regarding sources of finance for a business.	
	Basics of Cost Accounting	CO1	Students got the Knowledge of Basic cost concepts, element ofcost & preparation of Cost Sheet.	
		CO2	Basic knowledge of important Methods of costing was given tothe students.	
	Business Statistics	CO1	Students shall be able to understand the basics of statistics – concept of population and sample & to use frequency distribution to make decision.	
		CO2	Students shall be able to understand and calculate various typesof averages and variation.	
		CO3	Students shall be able to understand Correlation and use of regression analysis to estimate the relationship between two variables and its applications.	
		CO4	Students shall be able to understand the concept – Time Series and its applications in business.	
		CO5	Students shall be able to understand the concept – Index numbers and applications in business.	
		CO6	Students shall be able to imbibe research culture among students.	
	Business Informatics	CO1	Students shall know the basics of Computer	
		CO2	Student shall understand the basics of networking	
		CO3	Student shall the basics of internet.	
		CO4	Student shall the basics of databases.	
	S.Y.B.B.A.	Personality Development	CO1	Students shall be aware about the dimensions and importance ofeffective personality
			CO2	Students shall understand personality traits and formation and vital contribution in the world of business
CO3			Students shall get aware about various dynamics of personalitydevelopment	
Business Ethics		CO1	Students shall get knowledge of Business Ethics	
		CO2	Students shall witness promotions of Ethical Practices in the Business	
		CO3	Students shall develop Ethical and Value Based thought processamong the future manager’s entrepreneurs	



S.Y.B.B.A.	Human Resource Management and Organisation Behaviour	CO1	Students studying HRM /OB acquire the knowledge, critical thinking, and practical skills that will enable them to create organizational effectiveness, lead human resources management strategies, and enhance the human condition at work.
		CO2	HRM/OB students learn to think critically about the challenges involved in creating high performance workplaces where innovation, diversity, and ethical behaviour are valued and rewarded.
		CO3	HRM/OB Majors are educated in Human Resources Management (HRM), Organizational Behaviour (OB) and Industrial Relations (IR).
S.Y.B.B.A.	Management Accounting	CO1	Students got the basic knowledge of Management Accounting.
		CO2	To know the implications of various financial ratios in decisionmaking.
		CO3	Significance of working capital in business.
		CO4	Students got the concept of budgetary control and its application in business.
		CO5	Students got the calculating ability of various techniques of management accounting.
S.Y.B.B.A.	Business Economics (Macro)	CO1	Students shall study the behavior of working of the economy as a whole.
		CO2	Students shall develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.
		CO3	Students shall apply economic reasoning to problems of business and public policy.
S.Y.B.B.A.	I.T. in Management	CO1	The study describes the role of information systems in business.
		CO2	It studies the current issues of information technology and relates those issues to the firm.
S.Y.B.B.A.	Production and Operations Management	CO1	Students shall identify and articulate how operations management contributes to the achievement of an organization's strategic objectives.
		CO2	Students shall critically evaluate the operations function in manufacturing and service production settings.
		CO3	Students shall appraise and apply forecasting methods as the basis of management's planning and control activity.
		CO4	Students shall assess and formulate decision making strategies to address operating issues that have short, intermediate or long lead times.



  
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		CO5	Students shall evaluate approaches to problem solving and process improvement in production settings.
	Industrial Relations & Labour Laws	CO1	Students understood the relationship between Labour and Management.
		CO2	Resolving of Industrial disputes and Grievances
		CO3	Students understood the laws which effects the industry and Labour
S.Y.B.B.A.	Business Taxation	CO1	Students got to understand the basic concepts and definitions under the Income Tax Act, 1961.
		CO2	Students were given latest development in the subject of taxation.
		CO3	Acquired knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
		CO4	Acquired knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
		CO5	Students became Competent enough to take up to employment in Tax planner.
		CO6	To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.
S.Y.B.B.A.	International Business	CO1	Students shall get acquainted with emerging issues in international business
		CO2	Students shall study the impact of international business environment on foreign market operations
		CO3	Students shall understand the importance of foreign trade for Indian economy.
S.Y.B.B.A.	Management Information System	CO1	Students became Competent enough to understand the conceptsof Information System
		CO2	Understood the concepts of system analysis and design
		CO3	Students understood the issues in MIS.
S.Y.B.B.A.	Business Exposure(Field Visits)	CO1	Students shall develop their understanding with a realistic and practical perception of the industry its layout, procedures, processes, organization structure.
		CO2	Students shall gain firsthand 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.
		CO1	Upon successful completion of program students able to describe major logistics functions and activities.
		CO2	Differentiate logistics and supply chain management.
		CO3	Describe methods of inventory planning.



T.Y.B.B.A.	Supply Chain and Logistics Management	CO4	Explain how technology has and continues to change logistics and supply chain management
		CO5	Compare modes of transportation.
		CO6	Describe warehouse processes, systems, and performance measures.
		CO7	Describe documentation and terms of sale for international shipments.
	Entrepreneurship Development	CO1	Graduate Entrepreneurship Students will be able to demonstrate a fundamental comprehension of business opportunity evaluation, from the perspective of a prospective investor.
		CO2	Identify the most recognized sources of potential funding and financing for business start-ups and/or expansion.
		CO3	Demonstrate extemporaneous speaking skills developed through in-class discussion of text materials, case study analyses, and current entrepreneurship-related issues.
		CO4	Assess their own personal work products creativity and how those could apply to their own real life, future business ventures.
	Business Law	CO1	Students understood basic legal terms and concepts used in law pertaining to business
		CO2	Applicability of legal principles to situations in Business world.
Research Methodology (Tools and Analysis)	CO1	Students shall gain basic understanding of research process and tools for the same.	
	CO2	Students shall gain understanding of the tools and techniques necessary for research and report writing.	
T.Y.B.B.A.	Analysis of Financial Statements	CO1	Students learnt the interpretation and analysis of financial statements effectively.
		CO2	The student got well acquainted with current financial practices
		CO3	Students became intensive users of financial statements as part of their professional responsibilities.
	Sales Management	CO1	Students shall demonstrate an understanding of the role that a sales force plays in marketing strategies
		CO2	Students shall describe the selling process.
		CO3	Students shall Understand the factors that affect sales force success.
		CO4	Students shall identify and explain the processes involved in recruiting, selecting, training, motivating, compensating, and retaining salespeople.
		CO1	Students shall understand HR Recruitment and Selection.






	HRM Principles & Functions	CO2	Students shall get aware about Training, development and evaluation system in HR	
		CO3	Students shall understand how to prepare Personnel records reports and audit.	
		CO4	Students shall study in detail New trends in HRM and exit policy	
	Long Term Finance	CO1	Students got the capability to make long-term financing.	
		CO2	Students were well-acquainted regarding current financial structure.	
	Retail Management	CO1	Compare and contrast traditional retailers and category specialists Describe how technology (e.g., customer databases, integrated systems, and buying and sales forecasting systems) is used to support retail businesses	
		CO2	Evaluate the effectiveness of merchandising decisions in the retail industry Explain the factors relating to visual merchandising, such as store layouts and presentation Compare	
				the strategies that are used within the different stages of a product's life cycle
			CO3	Students shall describe the flow of goods and services in a retail environment.
		Human Resource Practices	CO1	Students shall get introduced to Strategic HRM
CO2			Students shall understand Working Conditions & Welfare	
CO3			Students shall understand Employee Grievance & Discipline	
T.Y.B.B.A.	Business Planning and Project Management	CO1	Students shall learn to manage the scope, cost, timing, and quality of the project, at all times focused on project	
		CO2	Students shall align the project to the organization's strategic plans and business justification throughout its lifecycle	
		CO3	Students shall identify project goals, constraints, deliverables, performance criteria, control needs.	
		CO4	Students shall implement project management knowledge, processes, lifecycle and the embodied concepts, tools and techniques in order to achieve project success	
	Event Management	CO1	Students shall get acquainted with concepts, issues and various aspects of event management.	
	Management Control System	CO1	Students understood the function of management control, its nature, functional areas, and techniques.	
	E-Commerce	CO1	Students shall understand the basic concepts and technologies used in the field of management information systems.	
		CO2	Students shall be aware of the ethical, social, and security issues of information systems.	



		CO3	Students shall assess the impact of the Internet and Internet technology on business electronic commerce and electronic business.
		CO4	Students shall identify the major management challenges to building and using information systems and learn how to find appropriate solutions to those challenges.
	Financial Services	CO1	Students got aware of various financial services and financial markets in India.
	Advertising and Sales Promotion	CO1	Students shall develop knowledge and understanding of importance and functions of advertising
		CO2	Students shall understand Key features of Sales Promotion
	Labour Laws	CO1	Students shall get an introduction to Labour Laws in India
		CO2	Students shall understand the Acts Such as - The Employees Provident Funds and Miscellaneous Provisions Act,1952; The Child Labour (Prohibition and Regulation) Act,1986; Maternity Benefits Act,1961 and The Employees State Insurance Act,1948.
	Cases in Finance	CO1	The students understand and prepare a project report on Varioustopics of finance.
	Cases in Marketing	CO1	Students shall get hands on application of theory by practicing via projects and cases.
	Cases in HRM	CO1	Students shall understand the actual application of theoretical aspects and laws by the means of live projects.



  
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