

CHRIST COLLEGE PUNE
DEPARTMENT OF MANAGEMENT

Programme Outcome

After the successful completion of three-year BBA (IB) Programme, the graduate will be able to:

PO 1: Acquire foundational understanding across core business disciplines.

PO2: Demonstrate critical thinking skills to analyze business situations and formulate strategies.

PO 3: Apply effective communication techniques to articulate complex business concepts clearly.

PO4: Collaborate within teams, recognizing group dynamics and embracing diverse perspectives.

PO 5: Uphold ethical standards in business practices, acknowledging broader societal and global impacts.

PO 6: Utilize information technology and quantitative methods for data interpretation and effective decision-making.

Bachelor of Business Administration (International Business)

Semester I

Course Code	Course Title	Course Outcome
101 GC	Principles of Management	<ol style="list-style-type: none">1. Understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management;2. Conceptualize how organizations manages its activities and functions.
102 SC	Business Communication Skills	<ol style="list-style-type: none">1. Understand the implications of effective communication2. Develop an appropriate understanding role and utility of written communication in life3. Develop business letters and other communication required in business
103 GC	Business Accounting	<ol style="list-style-type: none">1. To develop right understanding regarding role & importance of monetary and financial transactions in business.2. Cultivate right approach towards classifications and their implications.3. Evaluate proficiency in preparation of basic financial as to how to how to write basics accounting treatment- Trading & profit & Loss account statement

104 GC	Business Economics-Micro	<ol style="list-style-type: none"> 1. Understand role of economics as it influences society and business 2. Study how different decisions are taken in relation in relation to price, demand and supply 3. Demonstrate right understanding regarding, monopoly, perfect completions, revenue etc
105 GC	Business Mathematics	<ol style="list-style-type: none"> 1. Develop appropriate understanding as how to use mathematics like computation interest, profit etc 2. Cultivate right understanding regaining numerical aptitude 3. Evaluate logical approach towards analytical approach data
106 SC	Business Demography	<ol style="list-style-type: none"> 1. Recall the students with basic concept, Principles and functions of Management. 2. Aware about the recent trends in Management 3. Assess students with a comprehensive platform for career development, innovation and further study

Semester II

Course Code	Course Title	Course Outcome
		<ol style="list-style-type: none"> 1. Introduce to the student's how marketing plays in the successful operation of an organization 2. Demonstrate a clear understanding of the marketing concept

<p style="text-align: center;">204</p>	<p style="text-align: center;">Principles of Marketing</p>	<p>3. Evaluate the changes taking place in the macroeconomic environment and its impact on marketing program and accordingly create a marketing plan</p> <p>4. Understand key elements of Product Life Cycle along with the various concepts of Marketing Mix</p>
<p style="text-align: center;">203</p>	<p style="text-align: center;">Commercial Geography</p>	<p>1. Recognize the difference between GI and trade mark and its applicability in commercial Activity</p> <p>2. Understand the commercial Activities in different Geographical features and environment referring to domestic as well as world resources.</p> <p>3. Analyzing on already believed patterns with facts of present times.</p> <p>4. Application of their knowledge about commercial Geography to the home trade and international business.</p> <p>5. Create the plan/ presentation of their own product or business with the given resources and Geographical features.</p>
<p style="text-align: center;">201</p>	<p style="text-align: center;">Basics of Cost Accounting</p>	<p>1. Understand the various concepts of cost accounting</p> <p>2. Differentiate between types of accounting</p> <p>3. Analyze the elements of cost and types of costs for cost reduction and cost control</p> <p>4. Prepare a comprehensive Cost sheet</p> <p>5. Review the process cost and contract cost of a company</p>

<p style="text-align: center;">205</p>	<p style="text-align: center;">Business Statistics</p>	<ol style="list-style-type: none"> 1. Understand the need for classification of raw data 2. Modify raw data into tabulation or organized data 3. Analyze the graphs and diagrams to provide solutions 4. Evaluate the performance of an organization using statistical methods 5. Formulate solutions for the growth and development
<p style="text-align: center;">206</p>	<p style="text-align: center;">Fundamentals of Computers</p>	<ol style="list-style-type: none"> 1. Describe computer with its characteristics, usage, limitations, and benefits 2. Examine computer peripherals and memory efficiently 3. Develop programming concepts 4. Compare between various operating systems and their functions 5. Identify network fundamentals and various communication network
<p style="text-align: center;">202</p>	<p style="text-align: center;">Origin and Development of Global Business</p>	<ol style="list-style-type: none"> 1. Understand the historical evolution of global business, including early trade routes, colonialism, and the development of multinational corporations. 2. Comprehend key concepts and theories related to globalization, such as the stages of globalization and the impact on economies and societies. 3. Examine cultural diversity and ethical issues that arise in international business interactions, including cultural sensitivity and corporate social responsibility.

Semester III

Course Code	Course Title	Course Outcome
301	Elements of HRM	<ol style="list-style-type: none"> 1. Understand the basic concepts of HRM and develop knowledge about its functions. 2. Evaluate the role of HRP and job analysis in organizational functioning. 3. Develop an understanding of Job evaluation, employee morale, job satisfaction and cultivate a right approach towards HRM & their role in business. 4. Motivate to climb up in career ladder through understanding of career planning. 5. Create awareness on changing trends in HRM
A 306	Supply Chain Management	<ol style="list-style-type: none"> 1. Enable the students to have a comprehensive understanding of Supply Chain Management. 2. Understand key concepts and issues of Logistics and Inventory Management. 3. Develop Warehousing and its role in Space Management
304	Production and Operation Management	<ol style="list-style-type: none"> 1. Understand key concepts and issues of Production and Operations Management 2. Appreciate the concepts of Plant layouts, material handlings & production planning 3. Comprehend key decision areas of operations and analyse data for effective decision making in operations management
302	Global Competencies and Personality Development	<ol style="list-style-type: none"> 1. Develop an understanding of diverse cultures, traditions, and values to foster cultural sensitivity and respect.

		<p>2. Enhance communication skills, including verbal, non-verbal, and intercultural communication, to interact effectively in a global context.</p> <p>3. Develop leadership qualities, including the ability to inspire and lead diverse teams, promote inclusivity, and make ethical decisions.</p>
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Semester IV

Course Code	Course Title	Course Outcome
401	Import Export Procedure	<p>1. Describe the basics of Import and Export</p> <p>2. Explain the details concepts of Import and Export</p> <p>3.: List the procedure to be followed for import and export of goods</p> <p>4. Introduce various schemes related to foreign trade</p>
402	Research Methodology	<p>1. Remember the nature and classification of research design and the types of research</p> <p>2. Understand history of research, types of research and research design</p> <p>3. Apply research methods in social and business sciences</p> <p>4. Identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.</p> <p>5. Develop an appropriate framework for research studies</p>

403	Business Ethics	<ol style="list-style-type: none"> 1. Define business ethics and its types 2. Understanding the role of stakeholders 3. Differentiate between ethics and laws 4. Analyze the impact of Business ethics in its stakeholders 5. Evaluate the unethical practices in business 6. Formulate the solutions to ethical problems 7. Compare the case study of two organizations
404	Management Information System	<ol style="list-style-type: none"> 1. Understand the basic concept of MIS and the need for an information system. 2. Relate active participation in an understanding of Information Technology and MIS. 3. Practical Knowledge Acquisition about System Analysis and Design. 4. Apply a decision-making model on business. 5. Design forms, reports of a system 6. Develop flow charts and data flow diagrams of the system
406	International Warehouse and Supply Chain Management	<ol style="list-style-type: none"> 1. Define the role of warehouses in modern supply chains 2. Outline ways to improve warehouse layout 3. Compare the types of technological equipment and robotics used in warehouses

Semester V

Course Code	Course Title	Course Outcome
		<ol style="list-style-type: none"> 1. Understand foreign affairs global issues with international business system.

GC 501	International Relations	<ol style="list-style-type: none"> 2. Develop various regional groupings their contributions to strengthening of international relations. 3. Compare the various dispute settlement machineries involved in international relations. 4. Evaluate the socio-cultural and trade relations
GC 504	International Business Law	<ol style="list-style-type: none"> 1. Understand international law & define evolution of International economic & trade law 2. Develop Transnational corporation (TNC) 3. Compare UNCITRAL & Business Conventions. 4. Explain significance of international dispute settlement machinery in era of globalization 5. Examine international trade & Indian laws related to it.
GC 503	Business Reporting and Analysis	<ol style="list-style-type: none"> 1. Develop student's abilities to analyse & interpret various Economic 2. Examine Business decision making. 3. Design reporting pattern followed in corporate sector as a part of MIS.
504	Foreign Exchange Management	<ol style="list-style-type: none"> 1. Understand various financial terminologies and transactions involved in the FOREX market. 2. Decide the operations of foreign markets. 3. Demonstrate the principles of currency values
505	International Marketing Management	<ol style="list-style-type: none"> 1. Develop Disciplinary Knowledge in International Marketing 2. Encourage entrepreneurial spirit in students; to make them effective in International Business 3. Acquire Analytical reasoning necessary to understand International Marketing.
		<ol style="list-style-type: none"> 1. Examine marketing concepts and phenomenon to current business events In the Industry

506	Legal Aspects in Marketing Management	2. Understand ethical challenges related to responsible management of advertising
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Semester VI

Course Code	Course Title	Course Outcome
GC 601	New Venture Creation and StartUps	<ol style="list-style-type: none"> 1. Understand the fundamentals of how to manage a new venture. 2. Discuss the process of creation of start-ups. 3. Compare various types of feasibility analysis required in new venture creation 4. Design a business plan
602	International Project Management	<ol style="list-style-type: none"> 1. Remember the basic concepts of project management 2. Understand organization structure by applying flow of authority and responsibility. 3. Analyse earned value by evaluating a project financially to revise estimates of cost and time 4. Evaluate risks in project management by making resource chart by finding probability of completion of project. 5. Create new project proposals with help of network diagram, critical path and concepts of crashing network
604		<ol style="list-style-type: none"> 1. Understand the structure and strategies of Agribusiness and Agriculture marketing. 2. Recognise the concept and types of contract farming. 3. Assess the role of banks and cooperative institutions in agribusiness.

	Management of agribusiness and agri export	<ol style="list-style-type: none"> 4. Analyze the job of marketing cooperatives. 5. Create the marketing plan and required documents for Agri export
605	International Service Management	<ol style="list-style-type: none"> 1. Define the concept related to service 2. Illustrate the concept of Servicer Marketing Triangle 3. Analyze different service sectors & identify the phase of life cycle. 4. Compare quality of services and analyse the gap
606	Brand Management	<ol style="list-style-type: none"> 1. Understanding the comprehensive knowledge of brand, theories and concepts, such as brand equity, identity, personality 2. Analysing the Brand Positioning Strategy and how to tackle the competitors. 3. Measuring the impact of Brand Dimensions and Brand Audit 4 Appraise and summarise the various brand strategies used Globally. 5. Collect and design the skills to build a winning brand strategy and activate the brand in a competitive marketplace
603	Decision Making and Risk Management	<ol style="list-style-type: none"> 1. Understand various decision-making models, such as rational decision-making, behavioral decision theory, and bounded rationality. 2. Learn how to identify and categorize different types of risks, including financial, operational, strategic, and reputational risks. 3. Develop strategies for making decisions when faced with uncertain or incomplete information