

CHRIST COLLEGE PUNE
DEPARTMENT OF MANAGEMENT

Programme Outcome

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

PO1: Select effective communication skills in a variety of organizational settings

PO2: Develop comprehensive strategic and tactical plans for an organization

PO3: Understand the importance of independent and collaborative inter or multidisciplinary diverse work environment

PO4: Apply problem-solving and decision-making frameworks that propose defensible solutions to organizational opportunities, challenges, changes, and risks

PO5: Evaluate the dynamic of the Global Business Environment from a competitive and economic perspective

PO6: Create a business plan including business feasibility assessment and financial analysis projections for an innovative new business product or services

Bachelor of Business Administration

Semester I

Course Code	Course Title	Course Outcome
101	Principles of Management	<ol style="list-style-type: none">1. Recall 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	Business Communication Skills	<ol style="list-style-type: none">1. Explain the implications of effective communication2. Develop an appropriate understanding role and utility of written communication in life3. Build proficiency in writing business letters and other communication required in business4. Analyze proficiency in using various communication media effectively5. Classify effectively by using different forms of social media
103	Business Accounting	<ol style="list-style-type: none">1. 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 write basics accounting treatment- Trading & profit & Loss account statement

104	Business Economics-Micro	<ol style="list-style-type: none"> 1. Recall the role of economics as it influences society and business 2. Develop how different decisions are taken in relation in relation to price, demand and supply 3. Decide right understanding regarding, monopoly, perfect completions, revenue etc
105	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. Design logical approach towards analytical approach data
106	Business Demography	<ol style="list-style-type: none"> 1. Acquaint the Students with basic concept, Principles and functions of Management. 2. Aware students about the recent trends in Management 3. Examine the students with a comprehensive platform for career development, innovation and further study

Semester II

Course Code	Course Title	Course Outcome
202	Principles of Marketing	<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 3. Evaluate the changes taking place in the macroeconomic environment and its impact on marketing program and accordingly create a marketing plan

		4. Understand key elements of Product Life Cycle along with the various concepts of Marketing Mix
203	Principles of Finance	<ol style="list-style-type: none"> 1. Understand the role and importance of Finance in business. 2. Evaluate the sources of finance for raising capital. 3. Analyse the capital structure of the business 4. Compare and evaluate the types of mutual funds 5. Investigate the reasons for under and over-capitalization to take remedial actions
204	Basics of Cost Accounting	<ol style="list-style-type: none"> 1. Understand the various concepts of cost accounting 2. Differentiate between types of accounting 3. Analyse the elements of cost and types of costs for cost reduction and cost control 4. Prepare a comprehensive Cost sheet 5. Review the process cost and contract cost of a company
205	Business Statistics	<ol style="list-style-type: none"> 1. Introduction to statistics and its objectives 2. Understand the need for classification of raw data 3. Modify raw data into tabulation or organized data 4. Analyze the graphs and diagrams to provide solutions 5. Evaluate the performance of an organization using statistical methods 6. Formulate solutions for the growth and development

206	Fundamentals of Computers	<ol style="list-style-type: none"> 1. Describe computer with its characteristics, usage, limitations, and benefits 2. Use 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
201	Business Organisations and Systems	<ol style="list-style-type: none"> 1. Understand the various types of business organizations, including sole proprietorships, partnerships, corporations, and limited liability companies (LLCs). 2. Learn about corporate governance principles, including the roles of boards of directors and executive management in decision-making and oversight. 3. Explore marketing strategies, sales techniques, and customer relationship management (CRM).

Semester III

Course Code	Course Title	Course Outcome
301	Principles of HRM	<ol style="list-style-type: none"> 1. Remember the basic concepts of HRM and develop knowledge about its functions. 2. Understand the role of HRP and job analysis in organizational functioning.

		<p>3. Develop an understanding of Job evaluation, employee morale, job satisfaction and cultivate a right approach towards HRM & their role in business.</p> <p>4. Demonstrate climb up in career ladder through an understanding of career planning.</p> <p>5. Create awareness on changing trends in HRM</p>
302	Supply Chain Management	<p>1. Enable the students to have a comprehensive understanding of Supply Chain Management.</p> <p>2. Understand key concepts and issues of Logistics and Inventory Management.</p> <p>3. Evaluate Warehousing and its role in Space Management</p>
304	Fundamental of Rural Development	<p>1. Remember the development issues related to rural society.</p> <p>2. Analyze the employment opportunities for rural youth.</p> <p>3. Create interest among the rural youth to participate in rural development programmes and schemes for sustainable development</p>
305	Management Accounting	<p>1. Impart basic knowledge of management accounting.</p> <p>2. Understand the implications of various financial ratios in decision making.</p> <p>3. Apply and use various tools of management accounting in the business</p>
306	Banking and Finance	<p>1. Understand banking function and its operations</p> <p>2. Evaluate the functioning of Regulatory Authorities in India</p> <p>3. Create recent technology in banking industry</p>
		<p>1. Describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.</p>

305 HR	Organisational Behaviour	<p>2. Explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.</p> <p>3. Examine knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.</p>
306	Legal aspects in HR	<p>1. Explain the rights of employees at the workplace.</p> <p>2. Understand the Applications of different Legal Aspects in HR.</p>
303	Global Competencies and Personality Development	<p>1. Develop an understanding of diverse cultures, traditions, and values to foster cultural sensitivity and respect.</p> <p>2. Enhance communication skills, including verbal, non-verbal, and intercultural communication, to interact effectively in a global context.</p> <p>3. Learn to work collaboratively in cross-cultural teams, leveraging the strengths of diverse team members.</p>

Semester IV

Course Code	Course Title	Course Outcome
401	Entrepreneurship and Small Business Management	<p>1. Understand the role of entrepreneurs in growth and development</p> <p>2. Predict the business changes and identify the business opportunities the business environment</p> <p>3. Demonstrate various tools and techniques to solve the problems that occur in the organization</p>

		4. Develop strategies to build the business
402	Productions And Operations Management	<ol style="list-style-type: none"> 1. Understand the various manufacturing systems and their applications. 2. Evaluate the different tools to design and develop a product. 3. Apply the various techniques of Quality management and Safety measures. 4. Design a production plan and implement production control
403	Decision Making and Risk Management	<ol style="list-style-type: none"> 1. Define different concepts relating to decision making 2. Recommend the best alternative while deciding 3. Analyse an organization's decision-making system
404	International Business Management	<ol style="list-style-type: none"> 1. Understand the various concepts of international business and international theories. 2. Differentiate between domestic and international business. 3. Evaluate that how country can gain through international trade practices. 4. Assess what to produce and what to outsource in to the trade. 5. Compare currency exchange rate in the international market. 6. Plan for own international business in future.
405-C-HRM	HRM Functions & Practices	<ol style="list-style-type: none"> 1. Integrate the perspective on role of HRM in modern business. 2. Plan the various skills required in human resources and implement them 3. Demonstrate an ability to recruit, train and appraise the employees according to their performance 4. Develop employability skills of the students for the future industry and society requirements

<p style="text-align: center;">406-C-HRM</p>	<p style="text-align: center;">Employee Recruitment & Record Management</p>	<ol style="list-style-type: none"> 1. Understand the techniques of manpower forecasting, recruitment, and selection. 2. Classify the new methods of re recruitment ie: e-recruitment and talent acquisition. 3. Differentiate between internal and external sources of recruitment. 4. Application of new trends of record management in organisation. 5. Develop Modules for collection and processing of information to generate reports. 6. Designing of computer technologies and its applications in various field with learned concepts
<p style="text-align: center;">405-B-FM</p>	<p style="text-align: center;">Business Taxation</p>	<ol style="list-style-type: none"> 1. Understand the fundamentals of income tax 2. Apply tax knowledge and calculate and evaluate individual income 3. Develop strategies for text planning to mitigate the tax burden 4. Analyse the regulation relating to advance tax and tax refund 5. File income tax returns 6. Calculate the gross income of an individual
<p style="text-align: center;">406-B-FM</p>	<p style="text-align: center;">Financial Services</p>	<ol style="list-style-type: none"> 1. Understand the components of the Indian financial system 2. Recognize the role of primary and secondary markets in economic development 3. Compare and evaluate the types of mutual funds 4. Analyse the functioning of the stock markets 5. Examine various financial services provided by financial intermediaries 6. Review the role of information technology in financial services

Semester V

Course Code	Course Title	Course Outcome
502	Database Administration and Data Mining	<ol style="list-style-type: none"> 1. Recall the DBMS concepts. 2. Understanding of the working of the transaction management in the DBMS. 3. Develop Data Warehousing and its scope and limitations. 4. Design Data Analytics and Mining and its scope and limitations
501	Research Methodology	<ol style="list-style-type: none"> 1. Develop an understanding of the right approach of Research Methodology and its role in Business. 2. Design an understanding of the basic framework of the identification of various sources of information for data collection. 3. Evaluate various Designs, Tools, and Techniques of Research Study. 4. Enable the students in conducting Research work and write Research Paper and Research Project Report
503	Business Ethics	<ol style="list-style-type: none"> 1. Understanding of the concepts of Business Ethics 2. Develop theoretical tools to understand current ethical issues and their impacts on business. 3. Analyze the role of ethics in business, Government and Society. 4. Evaluate the Ethical scenario concerning to Environment and consumer protection.
504	Management of Corporate social Responsibility	<ol style="list-style-type: none"> 1. Understand the concept and process of CSR 2. Compare the industrial contribution for CSR Policy 3. Examine the context of CSR of present-day Management 4. Discuss the contribution of CSR for the development of Society

<p style="text-align: center;">505-FM</p>	<p style="text-align: center;">Analysis of Finance Statement</p>	<ol style="list-style-type: none"> 1. Develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis. 2. Enable to use of various types of ratios for financial and investment decisions. 3. Adapt knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis
<p style="text-align: center;">506-FM</p>	<p style="text-align: center;">Legal Aspects of Finance and security Law</p>	<ol style="list-style-type: none"> 1. Identify overview of Indian Financial system 2. Inspect in depth FMC, PFRDA 3. Examine ICDR, listing & delisting of various securities, ESOP, ESOS. 4. Compare companies act 2013 and GST act 2017
<p style="text-align: center;">505-HRM</p>	<p style="text-align: center;">Cross Cultural HR and industrial Relations</p>	<ol style="list-style-type: none"> 1. Understand the relationship between Cross-Culture Management and Human Resource Management. 2. Develop Cultural Variables in Multinational Enterprises. 3. Construct students with the fundamental knowledge of Industrial Relations.
<p style="text-align: center;">506-HRM</p>	<p style="text-align: center;">Cases in HRM</p>	<ol style="list-style-type: none"> 1. Understand the application of theory into practice. 2. Design critical thinking by making judgments related to problems in Case Studies of Human Resource. 3. Develop critical thinking for solving Case Studies of Human Resource. 4. Analyze the broad fundamental components of HRM.

Semester VI

Course Code	Course Title	Course Outcome
603	Business Project Management	<ol style="list-style-type: none"> 1. Describe the business project management 2. Understanding the difference between projects and programs and categorizing different types of business projects 3. Identifying and managing the risk in business project 4. Analyse the business project management techniques 5. Evaluating a business project and determining the project cost 6. Develop a business project plan using CPM tool
601	E- Commerce	<ol style="list-style-type: none"> 1. Describe the concepts of electronic Data Interchange 2. Develop strategies for conducting business through the internet 3. Differentiate between the concepts – Internet, Intranet & Extranet. 4. Explain the role of modern tools used in E-marketing
604	Management of Innovations and Sustainability	<ol style="list-style-type: none"> 1. Identify the role of innovation in creating better products, services and processes 2. Describing the relationship of innovation and sustainability 3. Apply different approaches to solve the business problems 4. Explain various challenges that have recently spurred sustainability innovation
602	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.

		<ul style="list-style-type: none"> 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
605-HRM	Global Human Resource Management	<ul style="list-style-type: none"> 1. Understand the development and significance of global HRM, recruitment and selection. 2. Differentiate between global HRM and Domestic HRM. 3. Employ the technology in global HRM 4. Evaluate the ethics related challenges for HR functions in multinational enterprises. 5. Arrange training and development sessions for performance management.
606-HRM	Recent Trends & HR Accounting + Project	<ul style="list-style-type: none"> 1. Integrate the perspective on role of HRM in modern business. 2. Plan the various skills required in human resources and implement them 3. Demonstrate an ability to recruit, train and appraise the employees according to their performance 4. Develop entrepreneurial skills and employability of the students for the future industry and society requirements
605-FM	Finance-III Financial Management	<ul style="list-style-type: none"> 1. Evaluate the sources of finance for raising capital 2. Understand the definition of financial management 3. Analyze the capital structure and cost of capital of a business 4. Investigate the reasons for Under and over-capitalization to take remedial action 5. Assess the different investment proposals to select the best investment alternative 6. Design of financial structure for a business

606	Finance-IV Case in Finance/Project (Internship)	<ol style="list-style-type: none">1. Evaluate the source of finance for raising capital2. Analyse the capital structure and cost of capital of a business3. Assess the different investment proposals to select the best investment alternative4. Develop the skills to manage working capital
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