

SHRI MAHAVEER COLLEGE

Mahaveer Marg, C-Scheme, Jaipur



Shri Mahaveer College

Affiliated to the University of Rajasthan

(A Co-educational English Medium PG College)

PROGRAMME OUTCOMES

BBA

(Bachelor of Business Administration)

Department of Commerce & Management

BBA Program

- On completion of BBA Program the student will be able to -

Programme Specific Outcomes (PSOs)	
PSO Number	Upon completion of BBA Degree Programme the graduates will be able to
PSO1	Exhibit strategic and pro-active thinking towards business decision-making.
PSO2	Apply analytical and problem solving skills in business organization.

Programme Outcomes (POs)	
PO Number	Upon completion of B.Com(ABST) Degree Programme the graduates will be able to
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster analytical and critical thinking abilities for data-based decision-making.
PO3	Ability to develop value-based leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO-6	Foster out-of-the box thinking for identifying business opportunities and develop as successful entrepreneurs.
PO-7	Ability to formulate managerial strategies by identifying potential global opportunities in business world.
PO-8	Develop managerial, human and technical skills for being equipped in the competitive business environment.
PO-9	Demonstrate able motivators for generating higher productivity and efficiency of co-workers.
PO-10	Ability to design solutions for complex business problems with statistical and quantitative tools and techniques.

COURSE OUTCOMES

BBA I Year

BUSINESS COMMUNICATION	
After completion of course:	
CO1	Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including audience reaction.
CO2	Write effective and concise letters and memos,
CO3	Prepare informal informal and formal reports, Proofread and edit copies s of business correspondence.
CO4	Plan successfully for and participate in meetings and conduct proper techniques in telephone usage. Use e-mail effectively and efficiently

BUSINESS& MANAGEMENT	
After completion of course:	
CO1	Defining management and managerial activities that contribute to managerial effectiveness.
CO2	Explain the conceptual knowledge about planning and decision making using the techniques of coordination.
CO3	Apply and identify the suitable leadership style and states role of motivating people at work.
CO4	Analyze and evaluate the techniques of controlling and smooth implication of change in the organization.

LEGAL ASPECTS OF INDIAN BUSINESS

After completion of course:	
CO1	To explore the global legal environment in which business operates.
CO2	To address current issues in the law of agency, indemnity and guarantee contracts and assess the impact of these laws on business.
CO3	Knowledge of special provisions of the Indian Contract Act.
CO4	Legal perspective of the method of payment in business transactions

BUSINESS ECONOMICS

After completion of course:	
CO1	Defining the term business economics, Different types of Markets (Perfect competition, Monopoly, Monopolistic and oligopoly competition), determination of factor pricing
CO2	To understand the production function (Supply, Laws, Returns to scale & Expansion Path)
CO3	Apply an ethical understanding and perspective to business situations
CO4	To analyze and Evaluate the Consumer Behaviour (Demand and elasticity of demand, Cardinal, Ordinal and Consumer Surplus) Cost and Revenue, National Income and economic welfare

FINANCIAL ACCOUNTING

After completion of course:	
CO1	To define financial management, its importance, financial planning and objectives, benefits and the stages. To identify the working capital requirement and the basics of investing in securities.
CO2	To understand risk profile of firms, specifically estimate the costs of capital, including debt and equity capital using financial data.
CO3	Apply financial management concepts and tools to the financing decisions, dividend decisions and investment decisions
CO4	To analyze and develop analytical skills this would facilitate the decision making in business situations

COMPUTER FUNDAMENTALS

After completion of course:

CO1	To learn about basics of Computer.
CO2	To learn about basics of hardware components.
CO3	To learn about basics of Operating System software.
CO4	To learn about basics of Application System software.

BBA II YEAR

BUSINESS FINANCE

After completion of course:

CO1	To define business finance, its roles, functions and importance and to introduce risk profile of firms, specifically estimate the costs of capital, including debt and equity capital using financial data.
CO2	Fair and in depth understanding of capital and money market instruments
CO3	Apply knowledge of tools to the financing decisions, dividend decisions and investment decisions to increase the base of financial inclusion.
CO4	To analyze and develop analytical skills this would facilitate the decision making in business situations

STRATEGIC MANAGEMENT

After completion of course:

CO1	Explain the strategy Management process to analyze and improve organizational performance.
CO2	Determine the internal capabilities and external opportunities.
CO3	Compare strategies which are suitable for the business activities.
CO4	Select Implementation plan and evaluation criteria of Control process.

MARKETING MANAGEMENT	
After completion of course:	
CO1	Understand the principles and practices of marketing, including its nature, scope, importance in a liberalized economy and product life cycle management.
CO2	Gain proficiency in predicting and determining market research to modify strategic decisions, including selecting appropriate distribution channels for products and services.
CO3	Infer the principles of pricing strategy, setting objectives and strategies, conducting break-even analysis, analysing sales forecasts and market segmentation for effective pricing decisions.
CO4	Develop comprehensive skills in designing and comparing effective sales promotion, advertising campaigns, utilizing various sales promotion methods, and selecting public relations tactics to justify organizational visibility and market presence.

HUMAN RESOURCE MANAGEMENT	
After completion of course:	
CO1	Defining the term Human resource management and understand the concept of managerial effectiveness.
CO2	Describe the conceptual knowledge of HR Planning and selection procedure in an organization.
CO3	Demonstrate various training techniques and its importance to the employees.
CO4	Analyze and evaluate the best suitable performance appraisal technique and leadership style.

QUANTITATIVE TECHNIQUES	
After completion of course:	
CO1	To enable the students to know the scientific approach to decision-making when solving business problems. Several methods are introduced in applying mathematics to solve management problems quantitatively.
CO2	To determine the most efficient use of limited resources in maximizing some measure of benefits through various models like PERT/CPM etc.
CO3	To identify the most profitable distribution pattern for transporting products from factories to markets, and determining the best way to assign several objects to

	several other objects are other major problems handled in this course.
CO4	Models are presented for making decisions when the payoff to the decision maker depends on the decision made and an event

MANAGEMENT INFORMATION SYSTEM	
After completion of course:	
CO1	To describe the role of information technology and information systems in business
CO2	To record the current issues of information technology and relate those issues to the firm
CO3	To have and demonstrate a working knowledge of concepts and terminology related to information technology
CO4	To appraise the knowledge of Microsoft Office

BBA III YEAR

<u>ORGANISATIONAL BEHAVIOUR</u>	
After completion of course:	
CO1	Understand the concept of organization Behaviour and its role in today's business era.
CO2	Create information about perception and analyse its difference with sensation.
CO3	Defining the term Group dynamics and its relevance in an organization.
CO4	Evaluate the different factors of organizational change and apply different measures to overcome change.

INDIAN MANAGEMENT THOUGHTS & BUSINESS LEADERS	
After completion of course:	
CO1	To gain knowledge and understanding of the principles and practices of Value Management.
CO2	To understand the principles of moral decision-making in global business

CO3	To identify the trade-offs that face an ethical manager
CO4	To gain insights and managerial contribution of business leaders.

INTERNATIONAL BUSINESS	
After completion of course:	
CO1	Defining the term International Business and understand the concept of domestic and international business.
CO2	Explain the basics of various business environments.
CO3	Apply knowledge of International business practices to solve business problems at global level.
CO4	Ability to develop managerial strategies by identifying potential global opportunities in business world.

COST & MANAGEMENT ACCOUNTING	
After completion of course:	
CO1	To understand the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies.
CO2	To be able to express the place and role of cost accounting in the modern economic environment.
CO3	To enumerate the selection of the costs according to their impact on business
CO4	To differentiate methods of schedule costs per unit of production.

<u>E-COMMERCE</u>	
After completion of course:	
CO1	Understand the basic concepts and technologies used in the field of E-Commerce.
CO2	Understand the knowledge of Business Strategy.
CO3	Understand the processes of developing and implementing information systems .
CO4	Understand the concepts of E-Markets, Electronic Data Interchange and E-Business.

BOOK-REVIEW PRESENTATION

After completion of course:

CO1	To expose students to the 'real' working environment and get acquainted with the organization structure, business operations and administrative Functions.
CO2	To have hands-on experience in the students' related field so that they can relate and reinforce what has been taught at the university.
CO3	To promote cooperation and to develop synergetic collaboration between industry and the university in promoting a knowledgeable society.
CO4	To set the stage for future recruitment by potential employers.