Programme: BBA

2019 Pattern

Course Outcomes (COs)

Class- T.Y.BBA (2019 Pattern) Semester- V

Sr. No.	Name of the Subject & Code	Course Objective
1.	Research Methodology (501)	CO 1: To develop an understanding of the right approach of Research Methodology and its role in Business.
		CO 2: To develop an understanding of the basic framework of the identification of various sources of information for data collection.
		CO 3: To develop an understanding of various Designs, Tools and Techniques of Research Study.
		CO 4: To enable the students in conducting Research work and write Research Paper and Research Project Report.
2.	Database Administration and Data Mining (502)	CO 1: To understand the Database Management System
		CO 2: To understand the Data Mining Concepts
		CO 3: To understand the current trends in Data Management
3.	Business Ethics (503)	CO 1: To provide a comprehensive understanding of the concepts of Business Ethics
		CO 2: To develop theoretical tools to understand current ethical issues and their impacts on business.
		CO 3: To analyze the role of Ethics in business, Government and Society.
		CO 4: To analyze the Ethical scenario concerning to Environment and consumer protection.
4.	Management of Corporate Social Responsibility (504)	CO 1: To understand the concept and process of CSR
		CO 2: To Understand the industrial contribution for CSR Policy
		CO 3: To Understand the context of CSR of present-day Management
		CO 4: To Understand the contribution of CSR for the development of Society
5.	Marketing Environment Analysis and Strategies (505 A)	CO 1: To develop students' understanding of the factors shaping Marketing Environment
		CO 2: To develop students' ability to analyze the Business Environment
		CO 3: To develop students' understanding of the strategies for sustaining the forces in Marketing Environment

6.	Legal Aspects in Marketing Management + Project (506 A)	CO 1: To understand the application of different legal aspects in Marketing Management
7.	Analysis of Financial Statements (505 B)	CO 1: To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.
		CO 2: To enable to use of various types of ratios for financial and investment decisions.
		CO 3: To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.

8.	Legal Aspects of Finance & Security Laws + Project (506 B)	CO 1: To understand the Legal Aspects of Finance & Security Laws.
		CO 2: To know the legal provisions to obtain finance from various source of finance.
		CO 3: To explore various finance & securities-related laws in India.
9.	Cross-Cultural HR & Industrial Relations (505 C)	CO 1: To make students understand Cultural Variables in Multinational Enterprises.
		CO 2: To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe
		CO 3: To make students understand the relationship between Cross-Culture Management and Human Resource Management.
		CO 4: To explain how employees can be prepared for international assignments.
		CO 5: To provide students with the fundamental knowledge of Industrial Relations.
		CO 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
10.	Cases in Human Resource Management + Project (506 C)	CO 1: To understand the application of theory into practice.
		CO 2: Design critical thinking by making judgments related to problems in Case Studies of Human Resource.
		CO 3: Develop critical thinking for solving Case Studies of Human Resource.
		CO 4: To analyze the broad fundamental components of HRM.

Class- T.Y.BBA (2019 Pattern) Semester- VI

Sr. No.	Name of the Subject & Code	Course Objective
1.	Essentials of E-Commerce (601)	CO 1: To understand the importance, role, and activities of E-Commerce.
		CO 2: To understand various E-Money and E-Payment systems used in E-Commerce.
		CO 3: To understand the concept of E-Marketing and its tools in E-Commerce.
		CO 4: To Understand the concept of Cyber Space and Cyber Security in E-Commerce.
2.	Management Information System (602)	CO 1: To describe the basic concept of Information Technology and Management Information System.
		CO 2: To describe the role of information technology and information systems in business.
		CO 3: To contrast and compare how MIS support business processes.
		CO 4: To introduce the fundamental knowledge of Structured System Analysis and Design.
3.	Business Project Management (603)	CO 1: To develop a significant understanding of Project Management.
		CO 2: To develop a concept based approach towards Management of Business Projects.
		CO 3: To develop the relationship between the significance of Businesses Projects & their Management.
4.	Management of Innovations and Sustainability (604)	CO 1: To understand the concepts of Innovation and Sustainability in a practical sense.
		CO 2: To better know the significance of organisational sustainable development and the economic implications of sustainable development.
		CO 3: To learn about the most common errors made when handling sustainable growth
		CO 4: To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.
5.	International Brand Management (605 A)	CO 1: To develop students' understanding of the concept of developing brands
		CO 2: To develop students' understanding of the concept of brand equity
		CO 3: To develop students' understanding of the strategies in managing brand portfolios
6.	Cases in Marketing Management+ Project (606 A)	CO 1: To understand the application of theory into practice.
		CO1: To know various sources of finance of business

7.	Financial Management (605 B)	CO 2: To study and understand the capital structure of the company and its cost of capital
		CO 3: To study optimum capital mix & concept of over capitalization & undercapitalization.
8.	Cases in Finance +Project (606 B)	CO 1: To Study &understand the core areas of finance.
		CO2: To study the practical applications of finance.
		CO 3: To prepare project reports based on the internship & understanding of core areas of finance.
9.	Global Human Resource Management (605 C)	CO 1: To understand the concepts, theoretical framework, and issues of HRM in Global Perspective
		CO 2: Identify and Understand issues and practices about the major HRM functions within the context of the global environment.
		CO 3: To learn how to conduct strategic human resource management in an international setting.
		CO 4: To learn how companies manage their expatriates.
		CO 5: To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.
		CO 6: To study understanding of international approaches to dealing with people in organizations.
10.	Recent Trends & HR Accounting + Project (606 C)	CO 1: To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.
		CO 2: To describe various Employee Engagement Strategies to enhance Employee Engagement.
		CO 3: To discuss the uses of Human Resource Information Systems in organizations.
		CO 4: To explain the different methods used to calculate the value of human Resources.
		CO 5: To define Human Resource Audit and outline its scope.
		CO 6: To study the methods of Human Resource Valuation.