

**BLDE Association's**

**A.S. Patil Colleges of Commerce (Autonomous), Vijayapur**

**1.1.1 Programme outcomes, programme specific outcomes and course outcomes**

**Programme Outcomes (PO):**

**UG Programme: BBA**

**PO1:** Understand the wide-ranging business concepts, principles and the working environment.

**PO2:** To identify and define problems and opportunities, understand the problems faced by the business sector in the Current scenario.

**PO3:** To communicate effectively business issues, management policies, plans, and decisions through oral and written presentations.

**PO4:** To understand the role of technology to gain the competitive advantage in the business.

**PO5:** To be able to demonstrate ethical and socially responsible behavior.

**PO6:** Developing entrepreneurship expertise.

**PO7:** Have strong foundation for their higher studies.

**Programme Specific Outcomes (PSO)**

**BBA Programme:**

**PSO1** Understand about the corporate world

**PSO2** Acquire conceptual clarity about various functions of the organization

**PSO3** Demonstrate the ability to create business plans.

**PSO4** Capable to understand ecosystem of to start a business unit in the country.

**PSO5** Able to develop strategies for the benefit of the business.

**PSO6** Inculcate ethical practices and imbibes values for better corporate governance.

**PSO7** Ability to work in groups.



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## Course Outcome (CO)

### BBA Programme

### BBA I Semester

#### Business Communication

CO1 Relate to the various concepts and processes of managerial communication.

CO2 Identify the gap between current level of communication skills and the expected industry standards.

CO3 Develop essential communication skills required for managing a business.

#### Managerial Economics

CO1 Demonstrate a real-world business problem by using systematic theoretical framework.

CO2 Understand the roles of managers in firms

CO3 Upgrade the knowledge about the current micro-economic conditions.

CO4 Understand better about business problem relating to prices, revenues, costs, profits, and competitive strategies.

#### Financial Accounting-I

CO1 Understand the uses and users of accounting information.

CO2 To explain and apply accounting concepts, principles and conventions

CO3 To record basic accounting transactions and prepare annual financial statements

CO4 Analyze, interpret and communicate the information contained in basic financial statements.

#### Quantitative Techniques

CO1 Identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan

CO2 Distinguish between different statistical techniques and applications

CO3 Employ appropriate statistical tools to solve problems.



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### **Environmental Studies**

- CO1 Apply Knowledge of ecological concepts and acquired skills to analyze environmental issues.
- CO2 Acquire the necessary information to enable them to understand environmental problems, particularly local ones
- CO3 Understand and communicate the environmental impact of individual actions.

### **Indian Business Environment**

- CO1 Analyse the Indian economy with a systematic theoretical framework.
- CO2 Understand the importance of Individual role for the development in an economy.

### **Modern Indian Language**

- CO1 Students understand familiar words and elementary sentences, phrase simple questions and describe self and others during telephonic conversations.
- CO2 Students can speak about everyday situations in a professional way.
- CO3 Students will be benefitted by learning personality.

### **Semester III BBA**

#### **Quantitative Techniques-II**

- CO1 Train the students in the areas of applying tools of operation research in business decisions and production
- CO2 Identifying the issues involved in production management and operations management
- CO3 Analyzing between different statistical techniques and applications with respect to productions and operations management

#### **Marketing Management II**

- CO1 Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
- CO2 Students will demonstrate effective understanding of 4PS of marketing management and its application.
- CO3 Students will have ability to take Product, Price, Place and Promotional decisions and plan, develop, execute and control marketing strategies



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## **Principles of Management**

- CO1 The students will learn the traditionally proven management concepts
- CO2 Their relevance in solving managerial problems.
- CO3 Understand fundamental concepts and principles of management

## **Modern Indian Language**

- CO1 Students will get the basics & get the improvement in their grammar in order to reading & writing skills.
- CO2 To speak and write clearly in English to the purpose, using appropriate grammar, vocabulary and idiom.

## **BBA II Semester**

### **Principles of Marketing**

- CO1 Develop confidence in understanding the market conditions and be able to use different tools of Marketing. (7Ps of Marketing Mix)
- CO2 Devise proper Marketing Strategies to face the competition.
- CO3 Understand concepts of Marketing and Marketing Environment

### **Organizational Behaviour**

- CO1 Analyze the organizational behaviour concepts, and correlate organizational behavior concepts with individual and group behaviour.
- CO2 Evaluate personality types, perception and learning process on human behavior
- CO3 Recognize the application of motivational theories in practical terms.

### **Financial Accounting – II**

- CO1 To understand the uses and users of accounting information.
- CO2 To explain and apply accounting concepts, principles and conventions
- CO3 To record basic accounting transactions and prepare annual financial statements.
- CO4 Analyse, interpret and communicate the information contained in basic financial statements

  
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### **Fundamentals of Computers**

- CO1 Apply a range of computer software's in day to day routine activities using the latest technology.
- CO2 Able to work on Office packages like Word Processing, Spreadsheets and Presentations
- CO3 Be able to work on Internet and comfortably use email communications.

### **Entrepreneurship Development**

- CO1 Understand the basic concepts of Entrepreneurship Development
- CO2 Identify business opportunities in order to analyze the business environment
- CO3 Evaluate the effectiveness of different entrepreneurial strategies
- CO4 Create business plan reports that effectively communicate about the business

### **Fundamentals of Financial Management**

- CO1 To help students to understand the conceptual framework of financial management in the context of Business Enterprises.
- CO2 Identify the potential conflicts that arise within the firm between various stakeholder groups; particularly between management and stockholders.
- CO3 Apply the components of interest rates to determine the costs of financing for the firm.
- CO4 Apply techniques for estimating the cost of each component of the cost of capital and understand how to assemble this information into a cost of capital. CO5 Explain the concept of leverage and the benefits and costs associated with debt financing.

### **Indian Constitution**

- CO1 To familiarize the students with the Indian Constitution & its values
- CO2 To acquaint the students with basic principle of Indian Constitution with various Fundamental rights and remedies.
- CO3 To understand philosophy of fundamental rights and duties.



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## Semester IV BBA

### Management Information System

- CO1 Students shall be able to acquaint the knowledge and role of Management information systems and decision making process in any organization
- CO2 Students shall be able to gather sufficient information and generate knowledge to take decisions on day to day basis for routine tasks in a business setup.
- CO3 Students shall be able to understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making

### Marketing Research

- CO1 To Teach Students Fundamentals of Marketing Research and to Introduce the Students to Applied Research Techniques
- CO2 Gather sufficient information and generate knowledge to take decisions on day to day basis for routine tasks in a business setup.
- CO3 To teach students methods of collecting primary data and secondary data
- CO4 To make students learn Analysis, interpretation and communicating the analyzed report.

### Costing Fundamentals

- CO1 To Develop A Preliminary Understanding of The Fundamental Aspects of Concepts & Practical Aspects of Cost Accounting For Business Administration.
- CO2 To familiarize students with the basic concepts of cost and various methods and techniques of costing
- CO3 Distinguish the features of cost and financial accounting and costing terms

### Human Resource Management

- CO1 To acquaint students with need and importance of HRM.
- CO2 To familiarize the students with the relevance of modern HR requirements and challenges in the dynamic business environment.
- CO3 To help the students focus on and analyse the issues and strategies required to select and develop manpower resources.

  
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## **Consumer Behavior**

- CO1 Describe the basic models of consumer behaviour.
- CO2 Identify the different consumer behaviour and their impact on purchasing decisions,
- CO3 Choosing the optimal approach in resolving consumer problems.
- CO4 Identify the most appropriate ways to influence consumer behaviour.

## **Project Management**

- CO1 Understand the various basic concepts of Project Management
- CO2 Analyze and evaluate appropriate business strategies, practices, and theories that inform and guide organizations to ensure sustainability.
- CO3 Create business reports that effectively communicate business strategies, practices, and goals using emerging technology and management theories.
- CO4 Devise a capital budgeting strategy based on the principles capital budgeting, capital structure, cost of capital, corporate financing, and asset valuation.

## **Semester – V BBA**

### **Import Export Management**

- CO1 Identify various opportunities in international trade.
- CO2 Export procedures and assessment of export.
- CO3 Understanding foreign exchange market and various job opportunities in it.

### **Business Law**

- CO1 Understand the sources of Contract law in India with and implication to business.
- CO2 Understand basic mercantile laws that can be applied in industry and business.
- CO3 Understanding related starting, running and winding up of Company and also LLP's.
- CO4 Understanding of Legal Requirements Concerning Business.



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## **E-Commerce**

- CO1 To be able to start their own e-commerce store
- CO2 Identify the right mix of business and technology in delivering business
- CO3 Apply the strategies to market their presence on online platforms.

## **Direct Taxes**

- CO1 Students will understand the basic concept of taxation in business.
- CO2 Students will gain the knowledge of computation of income for taxation Purposes.
- CO3 Understand the procedure of computation of total income for the purpose of levy of Income tax.

## **Working Capital Management**

- CO1 Understand the various basic concepts of working capital management
- CO2 Analyzing the financial performance of a company
- CO3. Evaluate working capital effectiveness of a company based on its operating and cash conversion cycles and compare the company's effectiveness
- CO4 Application of working capital management techniques

## **Corporate Finance**

- CO1 Apply best practice tools and methods in corporate finance and investment management to different settings
- CO2 Evaluate critically corporate financial management practices with the aim of proposing and implementing improvements.
- CO3 Understand the role of finance in an organisation.
- CO4 Analyse the relationship between strategic decision making and corporate financing decisions.



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## **Retail Management**

CO1 The student is expected to have the basics of marketing management before he takes up this course. In this course the student learns all the techniques for effective and efficient management of sales force including recruitment training and compensation of sales force. In the second half of the course he also learns all about channel management.

CO2 To enable students to acquire knowledge of the different principles and frame-works that form the foundation of the retail industry.

CO3 To interpret and analyse strategic planning of fashion retailers. 1. Able to understand retail format, its emergence.

CO4 Able to understand buying systems, buying merchandise, pricing and communication mix.

## **Sales Management**

CO1 Able to determine the qualities of field sales force.

CO2 Able to design system to recruit, select, hire and assimilate effective sales people.

CO3 Able to design sales force compensation.

CO4 Able to design budget, quarter, territory.

## **HR Specialization:**

### **Human Resource Development**

CO1 Recognize & illustrate a general overview & principles of the HRD field.

CO2 Develop the training programs incorporating the stages of needs analysis, selection of resources.

CO3 Identify the implications & consequences of HRD efforts in organizations.

### **Performance Management Systems**

CO1 The students will understand various interventions and drivers of Performance Management System

CO2 Students would be able to design the PMS by themselves

CO3 Identify the implications & consequences of HRD efforts in organizations.



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Semester -- VI

### **Production Management**

CO1 Identify the roles and responsibilities of production managers in different organisational contexts

CO2 Describe the boundaries of a production management and recognize its interfaces with other functional areas within the organization

### **Micro Small Medium Enterprise Management**

CO1 Know the parameters to assess opportunities and constraints for new business ideas.

CO2 Understand the systematic process to select and screen a business idea.

CO3 Design strategies for successful implementation of ideas

CO4 Able to write a business plan.

### **Financial Market and Service**

CO1 Make an informed judgment about whether or to what extent a financial market satisfies the conditions of an efficient market

CO2 Identify the main factors that could detract from that efficiency.

CO3 Design strategies for successful implementation, Design strategies for successful implementation of ideas of live investment in stock market

CO4 To understand the market investment plans and investment in market.

### **Security Analysis and Portfolio Management**

CO1 Describe the basic working of financial markets.

CO2 Students will understand the characteristics of different financial assets.

CO3 Use various tools of fundamental and technical analysis.

### **Goods & Services Tax**

CO1 Understand the basic concepts of Goods and Service Tax

CO2 Gain an insight on the recording and analyzing and evaluating the transactions for compliance under GST

CO3 Getting familiar with the technology and the flow of return filing under GST

CO4 Knowing and applicability of the same under GST and Understand the impact of new regulation.

  
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## Service Marketing

- CO1 Identify and analyse the various components of the services marketing mix (7Ps).
- CO2 Recognise the role of employees (and often customers) in service delivery, customer satisfaction and service quality.
- CO3 Use various tools of fundamental and technical analysis.

## Advertising Management


- CO1 Apply marketing communications functions such as advertising, direct marketing, the Internet, interactive media, and sales promotion.
- CO2 Recognise the role of employees (and often customers) in service delivery, customer satisfaction and service quality.
- CO3 Develop effective marketing communication strategies and programs. 3. Understand the implications of current trends in advertising and promotion.
- CO4 Develop an advertising campaign plan that reflects an integrated marketing communications (IMC) perspective.


## Leadership Styles


- CO1 Have increased awareness of his/her personal leadership style.
- CO2 Have increased knowledge to understand and evaluate leadership problems and possibilities.
- CO3 Have strengthened his/her leadership skills, e.g. interpersonal skills, team development, conflict management, communication and change skills.

## Organization Development

- CO1 Develop the knowledge, skills, attitudes, and values necessary for success in management and leadership positions in a variety of agencies, governmental, educational, and non-profit settings.
- CO2 Exhibit leadership with the ability to be a change agent within an organization and the Public Safety community.
- CO3 Demonstrate personal and professional ethical responsibility in all managerial and organizational decision making.

  
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