

Marathwada Mitra Mandal College of Commerce

BBA 2024 NEP Pattern

Program Outcomes (PO) :

1. Graduates will thoroughly understand fundamental business principles, including management, finance, marketing, and human resources.
2. Graduates can analyze business problems, develop strategic plans, and make data-driven decisions to address complex business challenges.
3. Graduates will demonstrate the ability to apply theoretical knowledge to practical situations through hands-on projects, internships, and real-world case studies.
4. Graduates will possess strong written and verbal communication skills, essential for business reporting, presentations, and professional interactions.
5. Graduates will exhibit leadership qualities and the ability to work effectively in teams, contributing to collaborative efforts and leading projects.
6. Graduates will be adept at using modern business technologies and information systems, enhancing business operations and decision-making processes.
7. Graduates will understand and uphold ethical standards in business practices, demonstrating a commitment to corporate social responsibility and environmental sustainability.
8. Graduates will integrate knowledge from various disciplines, providing a holistic approach to solving business problems and making informed decisions.
9. Graduates will be well-prepared for professional careers in management, finance, marketing, entrepreneurship, and other business fields, equipped with the necessary skills and knowledge.
10. Graduates will have a commitment to continuous learning and professional development, staying current with industry trends, technological advancements, and evolving market conditions.
11. Graduates will demonstrate entrepreneurial skills, including identifying opportunities, developing business plans, and managing new ventures.
12. Graduates will possess strong critical thinking abilities, enabling them to identify, analyze, and solve complex business problems with innovative and effective solutions.

Course Outcome (CO)

Course Title: Principles of Management (BBA101T)

CO1 Express themselves effectively in routine and special real business interactions and principles of management

CO2 Demonstrate appropriate use of administration and management.

CO3 Ability to organize various programs, meetings, and events

CO4 Apprise the pros and cons of major managerial functions

CO5 Create and deliver effectiveness of quality management

Course Title: Principles of Finance (BBA102FINT)

CO1. To cultivate the right approach towards money, finance, and their role in business

CO2. To develop the right understanding regarding various sources of finance and their role and utility in business.

CO3. To develop basic skills as to concept of capital structure and the concept of capital structure

CO4. To understand the basics of recent concepts in finance

CO5. To basic business operations in the finance department.

Course Title: Principles of Marketing (BBA102MART)

CO1 Remembering the traditional, modern, role of the marketing manager

CO2 Understand the recent trends in business marketing

CO3 Identify the various marketing strategies

CO4 Analyzing the P's of marketing

CO5 Evaluate marketing segmentation

Course Title: Principles of Human Resource Management (BBA101HRMT)

CO1 Remembering the traditional, modern, role of the HR manager

CO2 Understand the sources of acquiring human resources

CO3 Identify the skills of the HR Manager

CO4 Analyzing the difference between Personnel and HRM

CO5 Evaluate the career planning process

Course Title: Agriculture and Indian Economy (BBA102AGB T)

CO1 Remembering the traditional, modern, role of Agri-business manager Remembering

CO2 Understand the recent trends in Agri-Business Understanding

CO3 Identify the Agri-Business Market Applying

CO4 Analyzing the difference between Indian and International agricultural

CO5 Evaluate Problems and Prospects of Indian Agriculture.

Course Title: Essentials of Services Management (BBA102AGBT)

CO1 Remembering traditional, modern approaches of service industries

CO2 Understand the Service sectors

CO3 Recognize Delivery and recovery systems

CO4 Analyzing the operations in service industries

CO5 Evaluate needs and wants of service management

Course Title: Business Mathematics – I (OE-103-MTS)

CO1 Understand the Concepts of Ratio, Proportion, Percentage and Partnership.

CO2 Apply the mathematical concepts to solve real-world financial problems.

CO3 Understand the equated monthly installments (EMI) for loans and mortgages.

CO4 Apply the simple and compound interest for various financial instruments.

CO5 Analyze models related to Finance and can solve them.

CO6 Remember the computation of Dividend and Return on Investment in shares

Course Title: Business Statistics – I (OE-103-STTS)

CO1 Understand basic concepts in statistics

CO2 Collect, present, analyze and interpret the data and graphs

CO3 Deal data in business problems

CO4 Evaluate feasibility business problems using statistical techniques

CO5 Prepare business report using various statistical techniques

Course Title: Information Technology for Business (BBA101VSC)

CO1 Understand the evolution of IT and its use in Business

CO2 Understand the basics of e-commerce

CO3 Understand advanced IT tools used in business

Course Title: Business Communication Skills-I (BBA101AEC)

CO1 To understand the concept, process, and importance of communication

CO2 To apply gain knowledge of media of communication in businesses

CO3 To develop skills of effective communication - both written and oral

Course Title: Environmental Awareness (BBA101VEC)

CO1 To understand Environmental pollution.

CO2 To apply and promote green practices at home and at work.

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