

## **Marathwada Mitra Mandal College of Commerce**

### **BBA(IB) 2024 NEP Pattern**

#### **Program Outcomes (PO) :**

1. Graduates will have a deep understanding of international business practices, global trade, and supply chain management and also be able to analyze and interpret global market trends and economic factors affecting international business.
2. Graduates will be proficient in developing strategic plans and solutions for complex international business challenges and will demonstrate strong analytical skills to assess business environments and make informed decisions.
3. Graduates will be able to utilize modern technological tools and information systems in business operations and will be skilled in digital marketing, information technology for business, and other tech-driven business practices.
4. Graduates will have hands-on experience through practical sessions, projects, and internships and will be capable of managing and executing international business projects efficiently.
5. Graduates will possess excellent written and verbal communication skills, essential for business correspondence and negotiations in a global context and will be adept at intercultural communication, fostering effective interactions in diverse business environments.
6. Graduates will understand the importance of ethical practices and corporate social responsibility in international business and will be aware of environmental sustainability and social impact considerations in global operations.
7. Graduates will have a broad perspective on international business issues, integrating knowledge from economics, law, management, and other disciplines.
8. Graduates will be able to approach problems from various disciplinary angles, providing comprehensive solutions.
9. Graduates will be well-prepared for careers in international trade, logistics, global marketing, and related fields and will possess the skills and knowledge required to excel in multinational corporations, export-import businesses, and global financial institutions.
10. Graduates will be committed to continuous learning and staying current with global business trends and evolving market conditions.
11. Graduates will demonstrate leadership skills and the ability to work effectively in diverse teams and be able to lead international business projects and initiatives, promoting collaborative approaches.

12. Graduates will have knowledge of international trade laws, regulations, and compliance requirements.
13. Graduates will exhibit critical thinking skills and the ability to identify and solve complex problems in international business contexts and will be equipped to innovate and implement effective solutions to global business challenges.
14. Graduates will be adept at applying theoretical knowledge in practical settings through internships, projects, and experiential learning opportunities.
15. Graduates will have a strong understanding of cultural differences and the ability to operate

### **Course Outcome (CO)**

#### **Course Title: Essentials of Management (BBA1101)**

- C.O.1 To develop managerial effectiveness through managerial thinking Knowledge of effective.
- C.O.2 Learning about the management philosophy over a period of time.
- C.O.3 How to plan and organize an activity and motivate the group.
- C.O.4 To develop an understanding of new systems of management.

#### **Course Title: Fundamentals of Supply Chain and Logistics Management (BBA-IB 1102)**

- C.O.1 Define basic terms and concepts related to Production, Operations, Services, Supply Chain, and Quality management
- C.O.2 Explain the process characteristics and their linkages with the process-product matrix in a real-world context.
- C.O.3 Describe Implement a transportation plan considering cost, time, and environmental factors
- C.O.4 Calculate the financial implications of different logistics and inventory decisions.
- C.O.5 Outline the effectiveness of a logistics outsourcing strategy based on realworld case studies.
- C.O.6 Elaborate upon a set of key performance indicators (KPIs) to measure the success of logistics outsourcing initiatives.

**Course Title : Business Economics - Micro( BBA-IB 1103 A)**

C.O.1 Define basic concepts such as Resource constraints, Economic Problems Demand, Supply, Different types of Elasticity, market forms, different types of costs and revenues, Market Equilibrium, and Social Optimality.

C.O.2 Explain the scope of business economics, Basic economic problems, problems of scarcity, laws of demand and supply, important features of different markets.

C.O.3 Describe how firms determine price and output determination, how market economies function (market equilibrium), why market economies may not lead to social optimality.

C.O.4 Calculate the elasticity of demand and supply, cost and revenue calculation.

C.O.5 Outline why markets fail and the ways in which Governments may intervene to reach social optimality. Outline how firms might use the elasticity concept to price goods.

C.O.6 Elaborate Survival and growth strategies which businesses might use in different market structures. Elaborate on how Governments will utilize price elasticity concept to tax demerit goods.

**Course Title: Business Mathematics (BBA-IB 1103 B)**

C.O.1 Define Interests, commissions, combinations, EMIs.

C.O.2 Understand concepts such as difference in interest calculations, permutations and combinations etc.

C.O.3 Apply the concept of interests, percentages, permutations and combinations.

C.O.4 Calculate discounts, profits and losses, brokerages, EMIs etc.

C.O.5 Evaluate the imposition of simple and/or compound interest on businesses and individuals. Evaluate the impact of permutation and combination in business and society.

C.O.6 Create simple models using mathematical concepts and tools learnt to use in different business operations.

**Course Title: Hospitality and Tourism Management (BBA-IB 1104)**

C.O.1 To demonstrate professional behaviour and competencies in customer service in Hospitality & Tourism Industry.

C.O.2 To interpret the fundamental principles of essential hospitality & tourism Industry.

C.O.3 Identify and apply business concepts and skills relevant to Hospitality & Tourism Industry.

C.O.4 Analyze information and make decisions using critical thinking and problem solving skills related to Hospitality & Tourism Industry.

C.O.5 Evaluate diversity and ethical considerations relevant to the Hospitality & Tourism Industry.

C.O.6 To develop a range of leadership skills and abilities such as motivating others, leading changes and resolving conflicts in Hospital & Tourism Industry.

**Course Title: Information Technology for Business**

C.O.1

C.O.2

C.O.3

C.O.4

**Course Title: English for Business Correspondence I (BBA1106)**

C.O.1 Describe an appropriate understanding role and utility of written communication in life

C.O.2 Summarize the main points of a business letter or email & Interpret the tone and style of different types of business correspondence.

C.O.3 Construct Business letters, Memos for business correspondence

C.O.4 Evaluate the effectiveness of a business email in achieving its purpose.

C.O.5 Critically assess the effectiveness of different report structures and proposal formats.

C.O.6 Develop and compose a comprehensive report or proposal.

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