



Palus Shikshan Prasarak Mandal's

Arts, Commerce & Science College, Palus

Tal. Palus, Dist. Sangli, (Maharashtra) 416310 ☎: (02346) 226226.

(Affiliated to Shivaji University, Kolhapur)

DBT STAR College Scheme Assisted, NAAC Reaccredited with CGPA-2.67(B+)

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B.A., B.Com, B.Sc., B.B.A., B.C.A., B.C.S., M.A., M.Com., M.Sc., PGDCA.

Principal, Dr. R. S. Salunkhe M.A., M.Com., M.Phil., Ph.D., SET., M.B.A., D.Litt.

Outward No.: Mahavi/ /F- /

DEPARTMENT OF BBA

BBA Program Objectives

The prime objective of this program is to prepare students to take up start ups and entrepreneurship on the basis of availability of local resources so to help the nation self reliance. This program also designs to the students to take up jobs in the commerce and industry of local, regional and national repute. The program is going to develop student to take up higher education and verticals in the education at tier – I level of reputed educational institutes.

Program Educational Outcomes (PEOs):

After completing the BBA course, the students would be able to:

PEO1: Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.

PEO2: Acquire certain basic skills and aptitudes to be helpful in taking up any particular activity in a business.

PEO3: Explore the entrepreneurial quality, aptitude and start new business venture with innovative ideas.

PEO4: Become knowledgeable in specialized area of management like human resource, finance, marketing, business analytics, computer application etc.

PEO5: To inculcate global view of the industrial and organization establishment and their functions which support the business system.

PEO6: Demonstrate competency in the business disciplines.

PEO7: Prepare students to undertake post graduation management programme.

Programme specific outcomes (PSO):

PSO1: This course offer a stimulating, challenging as well as a computer learning environment for our students to encourage autonomous learning and independent thinking making it a relevant fit for market and economy.

PSO2: It prepares a student for latest economic challenges, trends and market. It also helps in understanding the commerce, trade & business.

PSO3: This program focuses on preparing the individual for the modern financial and accounting field with computer technology. Some of the career options include accounting, business management, organizational behaviour, international business and various computer applications.

PSO4: It helps in understanding the commerce, trade, business and provides foundation for a fully functional individual fit for a corporate or academia with computer technology.

PSO5: It imparts a clear understanding to analyse Global Environment and its Impact on Business.

PSO6: Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts.

PSO7: Determine the various PEST (Political, Economic, and Social Technological) factors influence on changes of business environment.

Program Outcomes (POs)

PO1. Identify the different functional aspects of business world and recognize different opportunities of business.

PO2. Acquire the different employability skills, entrepreneurial skills necessary for the professional attitudes.

PO3. Recognize and solve business problem in an ethical manner.

PO4. Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding.

PO5. Identify the problems and challenges and inculcate the capability to cope with the spontaneous changes.

PO6. Analyze the importance of innovation and research, tackle the contemporary needs and accordingly grab the opportunities.

PO7. Develop effective and oral communication especially in business applications, with the use of appropriate technology.

Course Outcomes

BBA-I-Sem-I

Principles and Practices of Modern Management

1. Demonstrate how management principles are used to solve practical business problems.
2. Compare and contrast different management theories and their effectiveness in various organizational contexts
3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices.
4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios

Business Communication

1. Explain the skills of effective letter writing and be able to create various kinds of Business letters.
2. Demonstrate various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.
3. Analyze and evaluate various kinds of business correspondence and ecorrespondence.
4. Present in front of audience with confidence and expertise.

Financial Accounting

1. State applications of various principles and practices of accounting in preparation of accounting statements.
2. Demonstrate the knowledge on the process of accounting cycle.
3. Illustrate the knowledge of systematic maintenance of books of accounts to real life business.
4. Compare annual financial statements of Sole proprietorship and Company form of business.
5. Assess Financial sustainability disclosure standards.
6. Develop Sustainability reporting need and methods.

BUSINESS STATISTICS AND LOGIC

1. Outline the relevant concepts of Statistics to a given context/business scenario
2. Demonstrate data handling skills with clarity and logical reasoning.
3. Organize business data and conduct statistical treatment.
4. Evaluate and interpret data using appropriate statistical techniques.
5. Assess data trends using appropriate statistical models

General English

- 1.Explain concept of Word Formation in English Language.
- 2.Illustrate use of phrases and clauses in sentences in English Language.
3. Identify common errors in English Writing.
4. Develop reading and listening, writing and speaking skills

INDIAN VISION FOR HUMAN SOCIETY

1. Explain the concept of “Vasudhaiva Kutumbkam” and its realization process as an base for the development of vision for a human society.
2. Identify the universality in humans and its coexistence in existence.
3. Demonstrate the sense of responsibility, duties, and participation of individual for establishment of fearless society.
4. Explain the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual wellbeing of one and all, at the level of individual, society, nation and ultimately the whole world

ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

- 1.Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socioeconomic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

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1. मराठी भाषा व साहित्य अभ्यासाची अभिरुची निर्माण होईल .
2. मराठी साहित्याचे आकलन विश्लेषण व समीक्षण करता येईल .
3. मराठी कवितेचे आस्वादन व मूल्य निर्णय करता येईल .
4. वैचारिक व ललित स्वरूपाचे लेखन करता येईल .
5. पत्रव्यवहाराचे कौशल्य अवगत होईल.

BBAI SEM II

HUMAN BEHAVIOUR AND ORGANISATION

1. Explain the concept of human behavior and organization.
2. Describe the importance of OB in modern organizations.
3. Differentiate individual and group behavior in the workplace to improve the effectiveness of an organization.
4. Evaluate leadership styles and strategies.

MARKETING MANAGEMENT

1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
2. Recognize various elements marketing mix for effective functioning of an organization.
3. Critically analyse an organization's marketing strategies.
4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches, and cases.
5. Evaluate marketing implementation strategies and formulate and assess strategic, operational, and tactical marketing decisions.

BUSINESS ECONOMICS

1. State basic concepts of microeconomics and solve the problem of reallocation
2. Explain distribution of the scarce resources.
3. Illustrate the form and nature of the market and their pricing strategies.
4. Examine national income level and true measures for increasing economic welfare.
5. Assess various challenges associated with the Indian economy and help to balance the economy.

EMERGING TECHNOLOGIES AND APPLICATIONS

1. Describe foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.
2. Analyse the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
3. Evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
4. Develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.

MEDIA LITERACY AND CRITICAL THINKING

1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.
2. Use media literacy principles to make informed decisions about media consumption and production.
3. Examine the complexities of media production, distribution, and audience behaviour.
4. Assess to ethical standards in media content creation and consumption.
5. Evaluate responsible digital citizenship by navigating online information critically and combating misinformation

INDIAN CONSTITUTION

1. Explain concept of the Indian Constitution, particularly from the perspective of economic governance and business
2. Employ a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business
3. Develop a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice.

BUSINESS COMMUNICATION-II

1. Apply the skills for writing various workplace written communications.
2. Analyse and evaluate Business Reports.
3. Demonstrate competence in delivering impressive power- point presentations.
4. Create objective and succinct Resumes and be prepared to perform optimally in Job Interviews

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१. मराठी भाषा व साहित्य अभ्यासाची अभिरुची निर्माण होईल .
२. मराठी साहित्याचे आकलन विश्लेषण व समीक्षण करता येईल.
३. मराठी कवितेचे आस्वादन व मूल्य निर्णय करता येईल.
४. वैचारिक व ललित स्वरूपाचे लेखन करता येईल .
५. पत्रव्यवहाराचे कौशल्य अवगत होईल.

B.B.A. Part II Semester III

COURSE OUTCOMES

FUNDAMENTAL OF ENTERPRENUERSHIP

1. Have a fair idea about aspects of entrepreneurship development
2. Understand the role of entrepreneurs, and the importance of entrepreneurship with the challenges and opportunities.
3. Get acquainted with different theories of entrepreneurship
4. Understand the concept and role of woman entrepreneurs
5. Understand the concept of rural and social entrepreneurship

COST ACCOUNTANCY

1. Describe concepts in Cost Accountancy
2. Analyze methods of Costing, Cost Levels and methods of pricing material issues, Inventory Control Techniques
3. Define application of Marginal Costing Technique in decision making
4. Discuss Cost Audit and Cost Control Technique.

SERVICES MARKETING

1. Illustrate Services- it's concept, classification and importance
2. Compare goods and services
3. Demonstrate 7 P's of service marketing
4. Application of 7 P's for various service organizations
5. Develop 7 P's of marketing for a service organization

FORMS OF BUSINESS ORGANISATION

1. Understand different forms of business organization.
2. Classify different sources of finance available & its influence on business decisions.
3. Illustrate different combinations of business.
4. Understand new trends in management.

STATISTICAL TECHNIQUES

1. Define descriptive Statistical techniques
2. Describe applications of statistical techniques.
3. Apply suitable statistical formula and calculate result.
4. Conclude degree of relationship of two variables and estimate unknown variable.

B.B.A. Part II Semester IV

Entrepreneurship and Project Management

1. Understand the process of project identification
2. have a fair idea about different institutions and schemes
3. Understand different methods of project appraisal
4. Understand the process of preparation of business plan

Management Accounting

1. Understand Management Accounting and Reporting to management
2. Understand tools and techniques of Management Accounting
3. Understand Financial Statement Analysis

RURAL AND RETAIL MARKETING

1. Develop understanding of concepts of rural and retail marketing.
2. Understand the current situation of rural marketing.
3. Analyze the marketing of agricultural inputs and products.
4. Understand retail formats, retail buying behavior and retail marketing mix.

RESEARCH METHODOLOGY

1. Define various terms used in research process
2. Describe research design, sample design and sampling methods
3. Apply appropriate methods for data collection for research work
4. Use appropriate statistical tools for data analysis and interpretation

STATISTICS FOR DECISION MAKING

1. Define tools Statistics used for decision making
2. Describe applications of statistics for decision making.
3. Apply suitable statistical formula and estimate trend.
4. Construct control charts

B.B.A Part III Semester V

Fundamentals of Business laws

Course Outcome:

1. Have a fair idea about aspects of different business laws in India
2. Understand the salient features and importance of different business laws.
3. Get acquainted with different provisions of business laws.

HUMAN SKILLS

1. Develop different human skills among students
2. Enhance quality behavior.
3. To increase Emotional Quotient by learning values.
4. Understand about conflict management and stress management
5. Beneficial to cultivate professional skills among the management students and make them persons with empathy.
6. Understand about Career Management and career opportunities in Management

MANAGEMENT HISTORIANS

1. Understand evolutionary phases of management approaches.
2. Understand contribution of management historians.
3. Evaluate role of historian in developing science of management.

DIGITAL MARKETING

1. Learn the applications of Digital Marketing
2. Analyze the different digital marketing avenues.
3. Examine digital marketing tools.
4. Build real life problems in the domain of digital marketing

FINANCIAL MANAGEMENT

1. To understand the basic concepts Financial Management
2. To know about components of Working Capital Management
3. To understand Capital Structure, Cost of Capital and Leverage

HUMAN RESOURCE PLANNING

1. Understand the various functions of HRM.
2. Describe the Human Resource Planning Process.
3. Understand the Recruitment function in detail.
4. Describe the Selection process

5. Analyze the employee separation method.

B.B.A. Part-III (Semester-VI)

Fundamental of Taxation

1. To understand the basic concepts in Taxation
2. To demonstrate the computation of income and tax liability
3. To understand concept of GST and its mechanism

BUSINESS ETHICS

1. To familiarize students with values and ethics in business.
2. To motivate students to think and behave ethically in all situations of life

ORGANIZATIONAL BEHAVIOUR

1. Understand the basic concepts of OB
2. Understand the principles of learning
3. Describe the importance of attitude and values
4. Implement the theories of Motivation and Personality.
5. Understand and implement causes of stress and coping strategies

INTERNATIONAL MARKETING

- 1 .Understand basics of international marketing.
2. To provide students with a perspective of International Marketing management, its environment and complexities.
3. Study international marketing strategies.
4. Study functions of international trade.

BUSINESS FINANCE

1. To understand the basic concepts Business Finance
2. To recognize Financial Markets , Mutual Funds, Portfolio Management and Micro Finance
3. To understand Corporate Restructuring and its ways.

HUMAN RESOURCE DEVELOPMENT

1. Understand the difference between HRM & HRD Concepts.
2. Understand the various subsystems involved in Human Resource development.
3. Describe and differentiate Training & development function.
4. Understand the methods of performance appraisal
5. Analyze the career development techniques.