

# BACHELOR OF BUSINESS ADMINISTRATION - GENERAL BBA-G

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## PROGRAM OUTCOMES (POs)

After completing Three years for Bachelor of Business Administration Programme, students would gain a thorough grounding in the fundamentals of management and business and the outcome will be

- PO1** The students gain exposure to the industrial world by visiting to varied manufacturing plants and having an interaction with the experts in the various fields by means of varied seminars and workshops
- PO2** This course will make them study about various business and management practices
- PO3** This course also makes the scholars study about various terminologies of banking sectors and their functioning
- PO4** One can select for MBA entrance exams like CAT, GRE, GMAT, MAT, Symbiosis National Aptitude Test etc. depending on their choice of institutions

## PROGRAM SPECIFIC OUTCOMES (PSOs)

- PSO1** Irrespective of theoretical knowledge, BBA Programme also includes practical management training followed by an inquiry project submitted by students which prepare them to successfully work within a huge or small organization.
- PSO2** Starting up of own business would be an pronounced option for budding entrepreneurs who don't want to figure out under the other concerns and have a zeal of leading the others. This course will make them study about various business and management practices
- PSO3** The students also gain exposure to the industrial domain by visiting to various industrialized plants and having an communication with the experts in the various fields by means of various seminars and workshops
- PSO4** One can go for MBA entrance exams like CAT, GRE, GMAT, MAT, Symbiosis National Aptitude Test etc. depending on their choice of institutions
- PSO5** Various foreign embassies require students with a management degree. The students will be able to learn a foreign language and go on to work in that particular embassy. They can also take up exams like TOEFL or IELTS and move abroad for further studies
- PSO6** One can pursue the other courses of his/her choice later on like Hospitality or Tourism Management.

# BACHELOR OF BUSINESS ADMINISTRATION-GENERAL BBA-G (SEMESTER-I)

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## **UM01ABBA51 - Communication Skills for Management-I**

- CO1 Understand the importance of Communication in Business
- CO2 Learn the Communication Process
- CO3 Identify the Barriers to Business Communication
- CO4 Know the Essentials of Business Communication
- CO5 Study the Models of Communication

## **UM01CBBA51 - PRINCIPLES OF MANAGEMENT**

- CO1 Acquire knowledge within the process and levels of management within the organization.
- CO2 Gain knowledge in planning and decision making activities in the Organization
- CO3 Understand types and structure of organization
- CO4 Gain knowledge on staffing the personnel
- CO5 Understand the do's and don'ts in business

## **UM01CBBA52 - COMPANY MANAGEMENT-I**

- CO1 Get acquainted with concepts and principles of Management
- CO2 Acquire knowledge about the various tasks of management
- CO3 Understand the a number of concepts of management
- CO4 Investigate the prominence of planning
- CO5 Gain knowledge about the process of selection and recruitment

## **UM01CBBA53 - CORPORATE SOCIAL RESPONSIBILITY**

- CO1 The students get introduced to the most common theoretical perspectives for understanding Corporate Social Responsibility (CSR)
- CO2 It scrutinizes the expansion of the idea of corporate social responsibility, and gives the student an understanding of the political, social, and economic drivers behind CSR.
- CO3 Provides insights into CSR from the viewpoint of business, of government and of civil society,
- CO4 Provides awareness on the role of business in sustainable development,
- CO5 Invites specialists from all three groups to give the students perceptions into CSR from the field.

#### **UM01CBBA54 - MANAGEMENT OF MSMEs**

- CO1 Gain familiarity on the importance of materials management
- CO2 Understand the notion of inventory control techniques
- CO3 Acquire knowledge on the methods of purchasing in the factory
- CO4 Study on Stock keeping and materials handling
- CO5 Learn the rating processes for vendors.

#### **UM01DBBA51 - ACCOUNTING FOR MANAGEMENT**

- CO1 Gain knowledge on Management, financial and cost accounting differences
- CO2 Acquire understanding on analysis and interpretation of financial statements
- CO3 Get insight on various ratios to be calculated for financial statements
- CO4 Learn to ascertain the working capital position and the preparation of numerous budgets
- CO5 Attain knowledge in the investment in long term projects

#### **UM01DBBA52 - BUSINESS MATHEMATICS-I**

- CO1 Gain the acquaintance on presentation and tabulation of data, the methods of collecting data and summarizing the data using central tendency.
- CO2 Acquire the knowledge on various measures of dispersion and the methods of measuring it.
- CO3 Have the knowledge on measuring the trend or variation existing in a Time Series data.
- CO4 Help to increase the knowledge of measuring the fluctuation or changes in Price and quantity of goods and products using various index numbers.
- CO5 Students learn to appreciate the research problem in hand and to apply the appropriate test suitable to the research problem.

#### **UM01DBBA53- FUNDAMENTALS OF BANKING AND INSURANCE**

- CO1 This course makes the students learn about various expressions of banking sectors and their functioning
- CO2 Acquaints the students with the functioning of banks
- CO3 Acquaints them with the basic principles and concepts which are often used in banking literature
- CO4 Makes the students apprehend the basic banking concepts
- CO5 Students recognise the growing importance of banking in the present era

## **UM01GBBA51 - MICRO ECONOMICS**

- CO1 Get Familiarized with basic concepts of Economics like demand, supply, prices etc.
- CO2 Develop an insight into consumer's and producer's behavior in a market economy
- CO3 Understand different market structures
- CO4 Know the basic concepts and principles of Economics were familiarized
- CO5 Have the Ability to use simplifying models to study and understand the real world

## **UM01GBBA52 INDIAN ECONOMY – I**

- CO1 Gives a instantaneous of general features of Indian economy
- CO2 Discusses the present-day economic issues affecting the economic performance of the nation
- CO3 Conveys knowledge on national income growth across different sectors.
- CO4 Gives a wide-ranging picture of economic characteristics of one of the world's rapidly developing nation, India.
- CO5 Students get accustomed with a good understanding of the structure accomplishments, issues and visions of Indian economy.

## **UM01SBBA51 - ENVIRONMENTAL STUDIES**

- CO1 Comprehend key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
- CO2 Acquaints with the concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- CO3 Appreciates the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- CO4 Replicate judgmentally about their roles and individualities as citizens, consumers and environmental actors in a complex, intersected world

# BACHELOR OF BUSINESS ADMINISTRATION-GENERAL BBA - G (SEMESTER-II)

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## **UM02ABBA51 COMMUNICATION SKILLS FOR MANAGEMENT – II (With Practicals)**

CO1	Students gain knowledge in the effective communication and to draft the blueprint for a business letter
CO2	Learn to draft the various business letters
CO3	Have familiarity in corresponding towards bank, insurance, agency, Shareholders and Directors.
CO4	Learnt to prepare a report, minutes and memorandum of a meeting
CO5	Knowledge is extended on the latest technology
Practicals'	Students gain the practical knowledge about the Communication
Outcome	Skills for Management through the Practical sessions

## **UM02CBBA51 PRACTICES OF MANAGEMENT**

CO1	Acquire knowledge regarding principles of management
CO2	Develops understanding about the structure of organization
CO3	Examine the conditions of modern techniques in management.
CO4	Emphasizes the importance of assignment of authority and responsibility.
CO5	Get a detailed idea relating to conservatories of management thought

## **UM02CBBA52 COMPANY MANAGEMENT-II**

CO1	Get familiarized with Characteristics of Business , Classification & Functions of Business , Objective of Business and Prerequisites of Business
CO2	Understand Office Management and it's different systems
CO3	Identify the Factors to be considered to provide accommodation ,
CO4	Understand Objectives and the concept of Business Combination

### **UM02CBBA53 BUSINESS ETHICS**

- CO1 Promotes understanding of the importance for business and the community of ethical conduct
- CO2 Provides the skills with which to recognize and resolve the ethical issues in business.
- CO3 Encourages reflection on ethical dimension of one's own decision-making in workplace and other settings.
- CO4 Enables the students to understand the corporate code of ethics

### **UM02CBBA54 INNOVATION MANAGEMENT**

- CO1 Understand the Development of an Innovation Strategy
- CO2 Understand the Difference between Marketing and Branding
- CO3 Understand Consumer Activism and Understand Brand Positioning
- CO4 Understand the Innovation Process
- CO5 Understand Innovation, User-driven innovation and co-creation , types of innovation, Creativity and Creative Thinking, Emotional Intelligence and Creativity and Creativity Strategies.

### **UM01DBBA52 BUSINESS MATHEMATICS - II**

- CO1 Make them the Analytical geometry.
- CO2 Describe the difference and complements of set theory.
- CO3 Identify the solving a system of stimulation, equations using matrix inversion Techniques
- CO4 Write down the simple application of Economics using marginal concept.
- CO5 Classify the demand and supply curves, market equilibrium Break even analysis.

### **UM02DBBA53 FUNDAMENTALS OF STRATEGIC PLANNING AND DEVELOPMENT**

- CO1 Understands the strategic milieu
- CO2 Acquires knowledge about strategic planning
- CO3 Get Familiarized different techniques used in strategic forecasting
- CO4 Understands SWOT Analysis
- CO5 Students gain complete knowledge about the case studies and how it is an important tool of planning.

### **UM02DBBA51 CORPORATE ACCOUNTING - I**

- CO1 Give a complete knowledge on accounts for shares on issue, redemption, underwriting, buy back etc.
- CO2 Enable the students to deal with accounts relating to amalgamation, internal reconstruction, liquidation of companies etc

## **UM02GBBA51 MACRO ECONOMICS**

- CO1 Gave an outline of Public Economics
- CO2 International trade basics were covered.
- CO3 Money and banking concepts were introduced
- CO4 National income, Indian Economic issues
- CO5 Understanding the applicability of Macro Economics with special reference Keynes Theory

## **UM02SBBA51 CLIMATE CHANGE AND SUSTAINBLE DEVELOPMENT**

- CO1 Finds the adequate attention to the study of the environmental issues as an academic programme
- CO2 Creates awareness among students regarding environmental degradation and the importance of sustainable development.
- CO3 Understands legal amendments related to Environment issues and protection
- CO4 Develops an understanding about how developmental programmes affect human life

## **UM02GBBA52 INDIAN ECONOMY – II**

- CO1 Provides Extended knowledge of Indian economy to the students
- CO2 Provides a brief sketch of its such growth sectors
- CO3 Develops an understanding different prolific sectors of the economy
- CO4 Develops an understanding of the underlying forces of India's foreign trade

## **UM02SBBA52 TIME MANAGEMENT**

- CO1 Can Understand the importance of time management
- CO2 Can Establish primacies based upon values and goals
- CO3 Can demonstrate self-management by setting reasonable boundaries
- CO4 Can analyze and evaluate how they spend their time

# BACHELOR OF BUSINESS ADMINISTRATION-GENERAL

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## BBA-G (SEMESTER-III)

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### UM03ABBA51 CORPORATE COMMUNICATION – I

- CO1 Students gained knowledge in the effective communication and to draft the layout for a business letter
- CO2 Learnt to draft the various business letters
- CO3 Learnt to draft the various business letters
- CO4 Gained acquaintance in corresponding in the direction of bank, insurance, agency, shareholders and directors.
- CO5 Learnt to prepare a report, minutes and memorandum of a meeting

### UM03CBBA51 HUMAN RESOURCE MANAGEMENT – I

- CO1 Develop effective HR systems and implement business plans and talent management.
- CO2 Contribute to business strategy based on human capital and business capabilities.
- CO3 Combine information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
- CO4 Design a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- CO5 Deduce salary survey data and design a pay structure with appropriate pay grades and pay ranges.

### UM03CBBA52 MARKETING MANAGEMENT – I

- CO1 The course gives a brief understanding marketing concepts and their application to profit oriented and non-profit oriented organizations.
- CO2 This course provides an outline to all traits of marketing, including strategic marketing planning, marketing research, product planning and development.
- CO3 It provides an understanding of the competitor's strategies, Characteristics and Classification of products etc.



### **UM03CBBA53 FINANCIAL MANAGEMENT – I**

- CO1 Familiarising students with the elementary objectives of Financial management.
- CO2 Proper understanding of profit maximization and wealth maximization concepts
- CO3 Application of time value of money in financial management.
- CO4 Identifies the sources of finance.
- CO5 Introducing the concept of cost of capital and its application in business

### **UM03DBBA51 CORPORATE ACCOUNTING-II**

- CO1 Acquire knowledge regarding refurbishment of preference shares
- CO2 Develops understanding about the accounting procedure to be followed in redemption of preference shares.
- CO3 Get a detailed idea relating to Underwriting of shares, types of underwriting, preparation of underwriting account
- CO4 Observe the conditions of buy back of shares and analyse the methods of buy back

### **UM03DBBA22 STATISTICS FOR MANAGEMENT - I**

- CO1 This course teaches the core communication and quantitative skills principle. In particular, the course teaches how to perform quantitative analysis.
- CO2 The course also teaches the critical thinking principle.
- CO3 The course teaches how to use data, combined with logic, to reach valid solutions to challenging problems.

### **UM03DBBA53 SUPPLY CHAIN MANAGEMENT**

- CO1 Can identify the supply chain management (SCM) related business processes, problems encountered in practice, and the new challenges facing SCM practices.
- CO2 Will develop a complete understanding of the important role of supply chain management in today's business environment.
- CO3 Able to put on the knowledge of the basic purchasing process and its strategic impact on an organization's competitive advantage.
- CO4 Use an understanding of the impact of globalization on logistics engineering and supply chain management.

### **UM03GBBA51 ECONOMIC ANALYSIS- I**

- CO1 The course gives an understanding of consumer's economic activities.
- CO2 It describes the concept of utility function and the Relationship between consumers Income and spending
- CO3 The course also helps in understanding the law of demand, law of supply.
- CO4 The course gives a basic understanding of production function, and the cost involved in decision making.
- CO5 The course also talks about the macroeconomic variables involved in business decision.

### **UM03SBBA51 INDUSTRY EXPOSURE**

- CO1 Understand Organization and Organizational Structure.
- CO2 Understand manufacturing processes.
- CO3 Understand the working of: Finance & accounts department,
- CO4 Understand HRM & Industrial relations
- CO5 Understand Contribution of unit towards economic and industrial development.

# BACHELOR BUSINESS ADMINISTRATION – GENERAL BBA-G (SEMESTER-IV)

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## **UM04ABBA51 CORPORATE COMMUNICATION-II**

Practical (Advanced Language Skills)

CO1	Understand the significance of Communication in Business
CO2	Understand the Communication Process
CO3	Understand the Requisites of Business Communication
CO4	Understand the Barriers to Business Communication
CO5	Understand the Models of communication
CO6	Understand the Types of Communication
Practicals' Outcome	Communicate effectively in both domestic and international settings.

## **UM04CBBA51 HUMAN RESOURCE MANAGEMENT-II**

CO1	Familiarize the students with the human resource management processes
CO2	Sensitize them to the training process and techniques
CO3	Provide appropriate knowledge and skills required for selecting, developing and managing human resources.
CO4	Create awareness regarding the different motivational techniques.
CO5	Identify the different styles of leadership.

## **UM04CBBA52 MARKETING MANGEMENT-II**

CO1	The course gives a brief understanding marketing concepts and their application to profit oriented and non-profit oriented
CO2	This course provides an introduction to all aspects of marketing, including strategic marketing planning, marketing research, product planning and development.
CO3	It provides an understanding of the competitor's strategies, characteristics and classification of products etc.

### **UM04CBBA53 FINANCIAL MANAGEMENT-II**

- CO1 The course gives a brief understanding marketing concepts and their application to profit oriented and non-profit oriented organizations
- CO2 This course provides an introduction to all aspects of marketing, including strategic marketing planning, marketing research, product planning and development
- CO3 It provides an understanding of the financial strategies.

### **UM04DBBA51 COST ACCOUNTING**

- CO1 Understand the concept of Cost Accounting
- CO2 Distinguish between Cost Accounting and Financial Accounting and also identify the methods and techniques of Cost Accounting.
- CO3 Recognise the importance of material cost and the procedures laid down in the purchase of materials.
- CO4 Identify the importance of controlling labour cost and distinguish the different methods that utilise for labour cost control
- CO5 Distinguish the classification of Overheads.

### **UM04DBBA52 STATISTICS FOR MANAGEMENT-II**

- CO1 Understand and apply the appropriate statistical techniques to analyse numerical data and draw inferences.
- CO2 Develop an understanding on descriptive statistical analysis
- CO3 Understand sampling distribution of means and various applications of parametric tests
- CO4 Familiarize the fundamentals of SPSS and its applications
- CO5 Explore the use of computers in statistical analysis
- CO6 Apply computers in documenting text related to research and statistics

### **UM04DBBA33 CUSTOMER RELATIONSHIP MANAGEMENT**

- CO1 Identify factors important to clients
- CO2 Promote a customer oriented philosophy
- CO3 Develop a marketing communication programme
- CO4 Adapts behaviour appropriately in response to team or organizational needs
- CO5 Demonstrates a willingness to attempt new tasks

## **UM04GBBA51 ECONOMICS ANALYSIS-II**

- CO1 Identify the meaning of decision, types of decisions and principles of decisions.
- CO2 Understand how the economic theories are applied for making business decision making.
- CO3 Identify the demand analysis, various laws of demand & elasticity of demand
- CO4 Recognize the importance of demand in decision making.
- CO5 Describe the term Demand forecasting and how it is useful for decision making especially for determining the price of new products.
- CO6 Understand the production analysis and the various laws of production
- CO7 Recognize the importance production function in decision making.

## **UM04SBBA51 RURBAN PLANNING FOR INDIA**

- CO1 Understand the prospects and problems of rural development in India
- CO2 Understand the prospects and problems of urban development in India
- CO3 Provides an insight to the Rurban Development Plan in Gujarat
- CO4 Provides an understanding of the Rurban Schemes with a case study of Model Village-Thamna Village of Gujarat

## **UM04SBBA52 DISASTER MANAGEMENT**

- CO1 Students acquire knowledge about foundations of hazards, disaster and associated natural phenomena.
  - CO2 Gain complete knowledge about disaster management and its impact as in case of floods earthquakes etc.
  - CO3 They learn about existing global framework of disasters
  - CO4 Learn about humanitarian assistance before and after disaster
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# BACHELOR OF BUSINESS ADMINISTRATION-GENERAL BBA – G (SEMESTER-V)

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## **UM05ABBA21 BUSINESS ETIQUETTES & PRESENTATION SKILLS – I**

### **Practical**

CO1	Provides the obligatory familiarity and consciousness to conduct themselves professionally in business meetings and other important forums
CO2	Gain the vital skills, confidence and experience to communicate clearly, effectively and smartly, thus helping create a positive impression
CO3	Gain the necessary knowledge, information, exposure and confidence to undertake training on business etiquette
CO4	The necessary skill, capability and confidence to represent the organisation at important forums and meetings
Practicals' Outcome	Helps develop necessary skill and information as well as confidence and exposure to enhance one's professional image

## **UM05ABBA22 LEADERSHIP SKILLS FOR MANAGEMENT-I**

CO1	Understand Fundamentals of Materials Management Materials management
CO2	Understand Industrial Purchasing Centralised v/s Decentralised purchasing , Buying methods, Purchase procedure, Vendor selection (Examples of vendor performance rating)
CO3	Understand Functions of storekeeping location and layout, Receiving and inspection, Store record
CO4	Understand Inventory control , Computation of different levels of stock. Computation of different levels of stock.

## **UM05CBBA21 MANAGEMENT ACCOUNTING**

CO1	Understand accounting methods and techniques used for decision making.
CO2	Creating a knowhow regarding tools, techniques and conversion of management accounting.
CO3	Creating an awareness regarding the calculation of various ratios.
CO4	Making them to prepare cash flow and fund flow statements.

## **UM05CBBA22 BUSINESS TAXATION – I**

- CO1 Understand the basic terms of taxation
- CO2 Acquire facts regarding Assessment Procedure & Filling of Return
- CO3 Understand Income through simple examples
- CO4 Gain the insightfulness of various dimensions of calculating taxes with simple examples

## **UM05CBBA23 MATERIALS MANAGEMENT**

- CO1 Understand Fundamentals of Materials Management Materials management
- CO2 Understand Industrial Purchasing Centralised v/s Decentralised purchasing
- CO3 Understand Functions of storekeeping location and layout, receiving and inspection, Store record
- CO4 Understand Inventory control, computation of different levels of stock. Computation of different levels of stock.

## **UM05GBBA21 INDIAN BUSINESS ENVIRONMENT**

- CO1 Understand the scope of business environment and familiarize economic environment systems and its features
- CO2 Identify the objectives of business
- CO3 Understand relationships between business and environment
- CO4 Understand different uses of the environmental studies Understand the responsibilities of the government towards the business
- CO5 Understand the different types of legal systems CO13- Understand environmental management

## **UM05GBBA22 PERSONAL FINANCE AND INVESTMENT MANAGEMENT**

- CO1 A profound knowledge of the methods and techniques of personal financial planning in order to determine the goals of the client and to insure a maximum degree of financial independence in every stage of his life;
- CO2 Theoretical understanding of investment theory and the necessary skills to implement modern investment theory
- CO3 The ability to integrate the various functional domains within real life cases
- CO4 Professional negotiation, communication and presentation skills.

### **UM05DBBA21 ADVANCED MARKETING MANAGEMENT – I**

- CO1 Have a basic idea about different marketing skills
- CO2 Develops interest in marketing management
- CO3 Examine the meaning, features, need and importance of market segmentation
- CO4 Identifies consumer behavior and consumption pattern

### **UM05DBBA22 ADVANCED FINANCIAL MANAGEMENT – I**

- CO1 Familiarize the students with the fundamental concepts of corporate finance and the various finance functions.
- CO2 Familiarize students with the basic objectives of financial management.
- CO3 Identifying the optimal capital structure of a firm
- CO4 Understand Management of Working Capital

### **UM05DBBA23 ADVANCED HUMAN RESOURCE MANAGEMENT – I**

- CO1 Students will be able to learn the qualities of Human Resource Manager.
- CO2 Understands determinants of personality development and the concept of learning.
- CO3 Understands stages of group development
- CO4 Understands To make the students learn the industries relation and industrial turbulence.

### **UM05DBBA24 EXPORT MANAGEMENT-I**

- CO1 Acquire the knowledge regarding the difference between Export Marketing & Domestic Marketing
- CO2 Understand India's Current EXIM (Foreign Trade) Policy and Foreign exchange regulations
- CO3 Understand the need for Export Assistance Export Promotion Measures and Special Economic Zones (SEZs)
- CO4 Understand International Trade Promotion Agencies: WTO, IMF, UNCTAD Regional Economic Groups: EU, ASEAN, SAARC, NAFTA



## **UM05DBBA25 COMPUTER BASED PROJECT MANAGEMENT – I**

- CO1 Understand Project Fundamentals
- CO2 Study Project planning and organizing
- CO3 Understand Different views in project management
- CO4 Learn to Set the task durations -
- Practicals' Provides a first-hand experience of creating project management Outcome

## **UM05SBBA21 SOCIAL ENTREPRENEURSHIP**

- CO1 Understand Evolution - Need - Major Functions - Difference between Social and Commercial entrepreneurs - Areas of social entrepreneurship
- CO2 Understand Functions-Problems-Development of women entrepreneurship in India - Role of women associations
- CO3 Understand -Need-Problems-NGO & Rural entrepreneurship-Development of rural entrepreneurship in India
- CO4 Understand Major challenges and Contribution of Successful Social entrepreneurs of India and abroad

# BACHELOR OF BUSINESS ADMINISTRATION-GENERAL BBA-G (SEMESTER-VI)

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## **UM06ABBA21 BUSINESS ETIQUETTES & PRESENTATION SKILLS-II PRACTICALS**

- CO1 Handle initial contact and business introductions professionally and confidently.
- CO2 Create and maintain an image of reliability, power and proficiency during business meetings
- CO3 Gain practical tips on handling the most important issues related to professional workplace attire.
- CO4 Follow key guidelines of proper written communication etiquette.
- Practical Give Presentations (Oral or PPT) ( For Presentation a student may select
- CO5 any topic from social, academic, management and business related areas )
- Practical
- CO6 Viva Voce (Based on the Presentation)

## **UM06ABBA22: LEADERSHIP SKILLS FOR MANAGEMENT-II**

- CO1 Students will develop critical thinking skills.
- CO2 Students will develop an understanding of change developments and be able to think critically about obstacles to change.
- CO3 Students will understand and be able to use a process for decision making.

## **UM06CBBA21 ACCOUNTING FOR DECISION MAKING**

- CO1 Understand the concept of Financial Statement.
- CO2 Recognise the methods and Techniques used in financial analysis.
- CO3 Distinguish the preparation of Fund flow and Cash Flow Statement of Business Concerns.
- CO4 Recognise the importance of Responsibility Accounting

## **UM06CBBA22 BUSINESS TAXATION-II**

- CO1 Can solve examples of Profits and Gain from Business & Profession of Individual
- CO2 Can solve examples of Income from Capital Gains

- CO3 Can solve examples of Income from Other Sources & Computation of Total Income and Income from other sources
- CO4 Understand Taxation of Companies

### **UM06CBBA23 OPERATION MANAGEMENT**

- CO1 Understand Operating System and operation management
- CO2 Understand the concept and types of production process, Meaning and objectives of Plant layout, Factor affecting plant layout, Types of plant layout (Process, Product and Fix layout)
- CO3 Learn Techniques of work study
- CO4 Learn objectives, planning procedure, Routing, scheduling, dispatching and follow up, Production control

### **UM06GBBA21 ENTREPRENEURSHIP DEVELOPMENT**

- CO1 Understand Fundamentals of Entrepreneurship
- CO2 Understand Entrepreneurial motivation
- CO3 Understand Entrepreneurship Development
- CO4 Understand Project Management

### **UM06GBBA22 GLOBAL BUSINESS ENVIRONMENT**

- CO1 Acquires knowledge about the nature and importance of international Business
- CO2 States and evaluate the finance of global business
- CO3 Examine the changing pattern of multinationals
- CO4 Analyses the importance of Global regulatory environment CO6- Evaluate the difference between domestic business and international business
- CO5 Develops interest in the topic FDI
- CO6 Identifies the characteristics of foreign investment promotion board and clarifies the challenges of international business
- CO7 Understand the purposes of firm internationalization

### **UM06DBBA21 ADVANCE MARKETING MANAGEMENT-II**

- CO1 Understand Integrated Marketing Communications
- CO2 Understand Sales Force Management:
- CO3 Understand Distribution Channels & Marketing Control
- CO4 Understand Rural Marketing

### **UM06DBBA22 ADVANCE FINANCIAL MANAGEMENT-II**

- CO1 Understand Capital Structure completely with various approaches
- CO2 Understand Forms of Dividend payment and different models
- CO3 Understand Statistical techniques for risk analysis
- CO4 Understand Foreign Exchange Market Foreign Exchange Rates

### **UM06DBBA23 ADVANCE HUMAN RESOURCE MANAGEMENT-II**

- CO1 Understand the significance of management in the micro and macro level organization.
- CO2 Identify the managerial skills and leadership qualities for management.
- CO3 Ability to locate, analyze, implement synthesis and evaluate resources
- CO4 Assess the concept and functions of management.
- CO5 Provide an overview of philosophy, values, goals, standards, polices and strategies in management
- CO6 Provide an overview of philosophy, values, goals, standards, polices and strategies in management
- CO7 Understand the strategies for integrating human resources.

### **UM06DBBA24 EXPORT MANAGEMENT-II**

- CO1 Understand Export Product Planning
- CO2 Understand Export Pricing
- CO3 Understand Export Finance
- CO4 Understand Export Procedure and Documentation

### **UM06DBBA25: COMPUTER-BASED PROJECT MANAGEMENT - II**

- CO1 Understand Resources Planning
- CO2 Understand Assigning Resources and cost to Task
- CO3 Understand Monitoring and adjusting
- CO4 Understand Establishing communications plan, Setting up and printing views, Generating report Custom and built-in reports and analyzing progress and costs

## **UM06SBBA21 COMPREHENSIVE PROJECT**

CO1 Enable the Students for In-Depth analysis of a topic relating to his/her area of Specialization, and develop and develop a comprehensive understanding on the same

Please Note:

1. This document was prepared on 12<sup>th</sup> October, 2020 as per the syllabus available on the Website of the Sardar Patel University, Vallabh Vidhynagar.
2. The day the Syllabus gets updated on the respective University website the Program Outcomes, Course Outcomes and Program Specific Outcomes is also subject to change.
3. The respective authority of the aforesaid University can make changes in the above document as per their requirement.
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5. The college that has submitted the document is not responsible for any mistakes in the above document.