

MBA Semester I

**MANAGEMENT CONCEPTS AND APPLICATIONS**

Course Code	101	Course Type	FULL CREDIT
Credits	III	Marks	<b>UE 50 + IE 50 = 100</b>

**PROGRAM OUTCOMES (PO)**

On the successful completion of this Program a student shall be able to:

<b>1</b>	<b>PO1</b>	Apply the knowledge of management theories and practices in resolving the business problems.
<b>2</b>	<b>PO2</b>	Foster analytical and critical thinking abilities for data-based decision making.
<b>3</b>	<b>PO3</b>	Learn new technologies with ease and be productive at all times
<b>4</b>	<b>PO4</b>	Read, write, and contribute to Business literature
<b>5</b>	<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>6</b>	<b>PO6</b>	Be a good citizen in all respects.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Understand the Management Concepts and Managerial Skills
<b>CO 2</b>	Focus on the Principles and Functions of Management.
<b>CO 3</b>	Learn to apply the Principles of Management in practice
<b>CO 4</b>	Familiarize with the Functional areas of management
<b>CO5</b>	Use the effective Leadership styles in the organization.
<b>CO6</b>	Recognize the Recent trends in management.

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	3	3
CO2	3	3	1	2	3	3
CO3	2	2	3	2	3	3
CO4	3	3	2	2	3	3
CO5	2	3	3	2	3	3
CO6	3	3	3	2	3	3

MBA Semester I

**BUSINESS COMMUNICATION**

Course Code	107	Course Type	FULL CREDIT
Credits	III	Marks	<b>UE 50 + IE 50 = 100</b>

**PROGRAM OUTCOMES (PO)**

On the successful completion of this Program a student shall be able to:

<b>1</b>	<b>PO1</b>	Apply the knowledge of management theories and practices in resolving the business problems.
<b>2</b>	<b>PO2</b>	Foster analytical and critical thinking abilities for data-based decision making.
<b>3</b>	<b>PO3</b>	Learn new technologies with ease and be productive at all times
<b>4</b>	<b>PO4</b>	Read, write, and contribute to Business literature
<b>5</b>	<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>6</b>	<b>PO6</b>	Be a good citizen in all respects.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	The Students should be able to communicate effectively in professional circles
<b>CO 2</b>	There should be a positive change in the oral and written communication skills of the students after studying the subject
<b>CO 3</b>	The students should be able to draft business letters, give effective presentations
<b>CO 4</b>	Familiarize with the different dimensions of Business Communication.
<b>CO5</b>	Use the effective communications strategy in organizations.
<b>CO6</b>	Enable the students to write formal reports and deliver speeches independently

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	3	2
CO2	3	3	1	2	3	3
CO3	2	2	3	2	3	3
CO4	3	3	2	2	3	3
CO5	2	3	3	2	3	3
CO6	3	3	3	3	3	2

## HUMAN RESOURCE MANAGEMENT

Course Code	106	Course Type	FULL CREDIT
Credits	III	Marks	<b>UE 50 + IE 50 = 100</b>

### PROGRAM OUTCOMES (PO)

On the successful completion of this Program a student shall be able to:

<b>1</b>	<b>PO1</b>	Apply the knowledge of management theories and practices in resolving the business problems.
<b>2</b>	<b>PO2</b>	Foster analytical and critical thinking abilities for data-based decision making.
<b>3</b>	<b>PO3</b>	Learn new technologies with ease and be productive at all times
<b>4</b>	<b>PO4</b>	Read, write, and contribute to Business literature
<b>5</b>	<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>6</b>	<b>PO6</b>	Be a good citizen in all respects.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Understand and apply Human resource Management functions for effective management of organization.
<b>CO 2</b>	Ability of designing job analysis and ability to understand various manpower forecasting techniques.
<b>CO 3</b>	Understand the techniques of recruitment, selection and interview and ability to conduct the recruitment process
<b>CO 4</b>	Understand the training needs in the organization and ability to design suitable training plan
<b>CO5</b>	Understand the components of wages and salary and factors affecting it
<b>CO6</b>	Ability to analyze issues related to performance appraisal, career planning and rewards management.

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	3	3
CO2	3	3	1	2	3	3
CO3	2	2	3	2	3	3
CO4	3	3	2	2	3	3
CO5	2	3	3	2	3	3
CO6	3	3	3	2	3	3



**Bharati Vidyapeeth (Deemed to be University)**  
**Institute of Management and Entrepreneurship Development,**  
**Pune**

**PROGRAM EDUCATION OBJECTIVES (PEOs), PROGRAM OUTCOMES (PO) and Program Specific Outcomes (PSOs) of Programmes offered at IMED, Pune**

**Master of Business Administration (General / Human Resource)**

**Program Education Objectives (PEOs)**

<b>PEO1</b>	To provide world class Management Education in the various fields of a business.
<b>PEO2</b>	To improve Business Decision Making Capabilities of upcoming Managers by inculcating the spirit of enquiry so as to make them search for facts and truth and enhance their analytical skills.
<b>PEO3</b>	To enable the management graduates to look at the latest developments, phenomenon and things from different perspectives and thereby motivate them to come out with simple solutions for complex managerial problems.
<b>PEO4</b>	To encourage the Management Graduates to opt for Entrepreneurship as a career option.

**Program Outcomes (POs)**

On the successful completion of this Program the students will be able to:

<b>PO1</b>	Apply the knowledge of management theories and practices in resolving the business problems.
<b>PO2</b>	Foster analytical and critical thinking abilities for data-based decision making.
<b>PO3</b>	Learn new technologies with ease and be productive at all times
<b>PO4</b>	Read, write, and contribute to Business literature
<b>PO5</b>	Lead other members of the organization in the achievement of organizational goals, contributing effectively to a team environment.

<b>PO6</b>	Act as a responsible citizen of the society and the professional world.
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**Program Specific Outcomes (PSOs)**

On the successful completion of MBA Program the students will be able to

<b>PSO 1</b>	Analyze the contemporary situation in the market, latest developments in the field of business, government policies etc. and provide simple and cost effective solutions for resolving the business problems.
<b>PSO 2</b>	Make timely and apt decisions aimed at achieving the set objectives of the organization.

MBA Semester I

**101 -Management Concepts and Applications**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Understand the Management Concepts and Managerial Skills.
<b>CO 2</b>	Apply the Principles of Management in practice
<b>CO 3</b>	Use the effective Leadership styles in the organization
<b>CO 4</b>	Analyze the recent trends in the field of Management and adapt to the changed scenario.

**102 -Managerial Economics**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Apply the knowledge of Managerial Economics in balancing the demand and supply in the market, resource management etc.
<b>CO 2</b>	Determine the pricing strategies based on the objectives of the organization.
<b>CO 3</b>	Make right decisions after studying the Government Policies and Regulations.
<b>CO 4</b>	Understand the market dynamics in terms of its structure , level of competition etc.

**103 -Financial and Management Accounting**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Learn the theoretical base of Financial Accounting
<b>CO 2</b>	Prepare the Final Accounts of a Sole Proprietor by following Accounting Mechanics.
<b>CO 3</b>	Update with the knowledge of International Accounting Standards and International Financial Reporting Standards (IFRS)
<b>CO 4</b>	Learn the importance and Functions of Cost Accounting and Management Accounting
<b>CO5</b>	Apply the technique of Budgetary Control for Cost control

<b>CO6</b>	Take decisions by applying Marginal Costing and Standard Costing
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#### **104 - Organizational Behaviour**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Apply the knowledge of Organisational Behaviour gained through the theories , concepts etc.
<b>CO 2</b>	Understand the learning theories and its application in the development of strategies
<b>CO 3</b>	Build teams that works hand in hand in the pursuit of set goals and objectives.
<b>CO 4</b>	Understand the group dynamics and resolve the conflicts amicably.

#### **105 - Statistical Techniques**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Understand various statistical tools and their applications in Business
<b>CO 2</b>	Analyze the importance of Statistical Techniques in different functional areas of Management
<b>CO 3</b>	Develop numerical ability to solve examples on various topics and specifically formation and Testing of Hypothesis
<b>CO 4</b>	Apply Correlation and Regression Techniques in Business applications

#### **106 - Legal Aspects of Business**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Understand the Legal Aspects of Business concepts
<b>CO 2</b>	Identify and demonstrate the dynamic nature of the environment in which Legal Aspects decisions are taken and appreciate the implications for determination and implementation.
<b>CO 3</b>	Develop the students' skills in applying the Legal issues problem solving in an enterprise.

<b>CO 4</b>	Develop an understanding of the concepts like application of new legislations
<b>CO5</b>	Develop strong plans and persuasively communicate recommendations and rationale.
<b>CO6</b>	Discuss the scope of legal aspects and its role in the development of strategy.

**107 - Business Communication**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Understand the concepts and techniques of effective communication skills.
<b>CO 2</b>	To familiarize with the process of communication
<b>CO 3</b>	Develop the students' skills in applying the techniques of effective communication in their personal and professional life.
<b>CO 4</b>	To enable students to understand the different dimensions of business communication
<b>CO5</b>	Develop strong speaking, reading, listening and writing skills and ensure that students use them effectively in future.
<b>CO6</b>	Discuss the scope and managerial importance of effective communication skills and its role to succeed in professional life.

## MBA Semester II

### 201 -MARKETING MANAGEMENT

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

1	CO 1	Gain a solid understanding of key marketing concepts and skills.
2	CO 2	Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
3	CO 3	Develop the students' skills in applying the analytical perspectives on the concepts of marketing and the decisions related to segmentation, targeting and positioning, determining marketing mix etc.
4	CO 4	Develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services and control the marketing mix variables in order to achieve organizational goals.
5	CO5	Develop strong marketing research plans and persuasively communicate your recommendations and rationale.
6	CO6	Discuss the scope and managerial importance of marketing research and its role in the development of marketing strategy

### 202 - Financial Management

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

CO 1	Understand Nature, Scope, Functions and Objectives of Financial Management
CO 2	Apply the techniques of Capital budgeting in making Investment decision.
CO 3	Estimate the working capital requirement of a firm and management of working capital.
CO 4	Know about sources of long term finance domestic and international and scenario of venture capital
CO5	Analyze factors considered in designing Capital Structure, apply techniques of EBIT EPS Analysis, Leverage and calculation of Cost of Capital
CO6	Apply techniques of Financial Statement Analysis like Ratio Analysis, Funds Flow Analysis and Cash Flow Analysis

### **203 - Human Resource Management**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Understand the role of Human Resource Management in achieving the set organizational goals and objectives.
<b>CO 2</b>	Prepare a human resource plan for an organization.
<b>CO 3</b>	Analyze the training needs of the employees and accordingly plan the training programme for them.
<b>CO 4</b>	Design a compensation plan for the different employees in the organization and administer the same.
<b>CO5</b>	Evaluate the performances of the employees.
<b>CO6</b>	Build, develop and nurture the relations with the employees through employee engagement practices.

### **204 - International Business**

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Understand the global business environment.
<b>CO 2</b>	Settle import, export and counter trade through NOSTRO and VOSTRO accounts.
<b>CO 3</b>	Develop import and export strategies.
<b>CO 4</b>	Do a risk assessment.

### **205- Production and Operations Management**

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Know Production and Operations Management concepts and skills.
<b>CO 2</b>	Identify and demonstrate the dynamic nature of the environment in which Operations Management decisions are taken and appreciate the implications for Operations strategy determination and implementation.

<b>CO 3</b>	Develop the students' skills in applying the analytical perspectives on the concepts of Production and the decisions related to Plant Location, Plant Layout, Inventory Management etc.
<b>CO 4</b>	Develop an understanding of the concepts like Maintenance, Total Productive Maintenance, Quality Assurance etc.
<b>CO5</b>	Develop strong Production plans and persuasively communicate recommendations and rationale.
<b>CO6</b>	Discuss the scope and managerial importance of Production and Operations Management and its role in the development of Production strategy

### **206- Research Methodology**

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Develop understanding on different applications of research for managerial decision making
<b>CO 2</b>	Explain key research and summarize the research articles and research reports
<b>CO 3</b>	Have basic awareness of data analysis-and hypothesis testing procedures.
<b>CO 4</b>	Apply Correlation and Regression Techniques in Business applications
<b>CO5</b>	Design questionnaires and administer simple survey based projects.
<b>CO6</b>	Explain the rationale for research ethics

### **207- Business Environment**

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Identify the environmental factors affecting an organization and carry out an analysis of the external environment
<b>CO 2</b>	Apply the knowledge of the economic environment and policies, in a work situation, thus have a better understanding of how organizations function
<b>CO 3</b>	Develop the knowledge about the Regulatory, Legal and Constitutional environment by which the businesses are controlled and within which they operate
<b>CO 4</b>	Develop sensitivity toward societal needs while being a part of the corporate and help corporate to become socially responsible.
<b>CO5</b>	Identify the importance of the role of Technology in businesses and prepare to

	adapt to the changing technology
<b>CO6</b>	Enhance the business perspective from the national to the global so as to better understand the benefits and challenges faced by business firms

**208- Business Ethics and Corporate Governance**

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Explain the relationship between ethics, morals and values in the workplace.
<b>CO 2</b>	Prepare an ethical code of conduct.
<b>CO 3</b>	Apply the knowledge of ethics in the real–world context such as socio-environmental issues.
<b>CO 4</b>	Do an ethics audit.

### Semester III

#### 301 – Strategic Management

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Analyze internal and external environment concerning a business enterprise.
<b>CO 2</b>	Develop a strategic framework
<b>CO 3</b>	Formulate strategies for the achievement of an organization's set goals and objectives.
<b>CO 4</b>	Implement the strategies and evaluate the outcome.

#### 302 – Operations Research

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Apply the knowledge of Operations Research in Business Management.
<b>CO 2</b>	Use the LPP and Transportation Problem for key decision making related to a Business.
<b>CO 3</b>	Determine the critical path by using PERT
<b>CO 4</b>	Provide optimum solutions to an organizations by using different OR techniques

#### 303 – Entrepreneurship Development

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Develop an entrepreneurial attitude
<b>CO 2</b>	Prepare a business plan for a new business venture
<b>CO 3</b>	Manage a small family business effectively.
<b>CO 4</b>	Mobilize resources for a new and existing business enterprise

#### MK01: Consumer Behaviour

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO1</b>	Gain a sound understanding of Consumers' Behaviour in the market-place and the concepts related to it.
<b>CO2</b>	Analyze the business environment and understand its influence on the consumers' behaviour.
<b>CO3</b>	Identify new market segments.
<b>CO4</b>	Understand the nitty-gritties of consumer and organizational buying decision process.
<b>CO5</b>	Apply the knowledge of consumer behaviour in devising marketing strategies, changing

	consumers' attitudes etc.
<b>CO6</b>	Discuss the scope and managerial importance of consumer research and its role in designing marketing strategies.

### **MK02: Services Marketing**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO1</b>	Understand the difference between goods and services marketing
<b>CO2</b>	Know the importance of Services Sector in the economy.
<b>CO3</b>	Determine the Service Marketing Mix of a particular service.
<b>CO4</b>	Develop insights into service quality and its measurement
<b>CO5</b>	Design Service Quality strategies aimed at avoiding service quality gaps.

### **FM01 – Investment Analysis and Portfolio Management**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO1</b>	Understand the concepts and importance of investments.
<b>CO2</b>	Know types of Investments option available in India
<b>CO3</b>	Comprehend the concept and process of portfolio construction
<b>CO4</b>	Make investment decisions for themselves and for others.

### **FM02 – Management of Financial Services**

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO1</b>	Develop insights about the principles and practices of prominent financial services in the contemporary scenario
<b>CO2</b>	Understand the functioning of financial services in India
<b>CO3</b>	Know the various sources of finance available to an existing business enterprise and a new one.
<b>CO4</b>	Understand the financial market operations.

## Semester IV

### 401: Project Management

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Do project planning and scheduling
<b>CO 2</b>	Ensure quality at different stages of the project
<b>CO 3</b>	Manage a Project Team
<b>CO 4</b>	Assess the project performance and streamline the efforts

### 402: Environment & Disaster Management

**COURSE OUTCOMES:** At the end of the Course, the students will be able to:

<b>CO 1</b>	Understand the importance of environment in the life of living things.
<b>CO 2</b>	Identify and learn basics of environment as Science.
<b>CO 3</b>	Develop the students' knowledge in environment related to pollution, soil erosion, forest fire, etc.
<b>CO 4</b>	Develop an understanding of the concepts like types of Disaster.
<b>CO5</b>	Develop and apply rehabilitation and recovery techniques in Disaster Management.
<b>CO6</b>	Discuss the scope and managerial importance of Disaster Management and role of technology in the development of Disaster Management.

### MK03: Integrated Marketing Communications

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Develop deep insights into key Integrated Marketing Communications (IMC) concepts and skills therein.
<b>CO 2</b>	Design an Integrated Marketing Communications (IMC) plan, implement and control the same.
<b>CO 3</b>	Identify the challenges in Marketing Communications and address them effectively by using contemporary tools of Integrated Marketing Communications.
<b>CO 4</b>	Design Integrated Marketing Communication (IMC) Strategies.

<b>CO5</b>	Evaluate the Integrated Marketing Communications (IMC) Programmes.
<b>CO6</b>	Understand the recent tools of Product / Service promotion.

#### **MK04: Sales and Distribution Management**

**COURSE OUTCOMES:** At the end of this Course, the learner will be able to:

<b>CO 1</b>	Gain a sound understanding of the concepts related to Sales and Distribution Management.
<b>CO 2</b>	Organize and manage the sales force efficiently.
<b>CO 3</b>	Prepare a sales plan for achieving the set goals and objectives.
<b>CO 4</b>	Forecast the sales for a given product (s).
<b>CO5</b>	Design a distribution channel for a particular product or service.
<b>CO6</b>	Detect and resolve the channel conflicts.

# Master of Computer Applications

## 1. Programme Education Objectives (PEO)

**PEO1:** To build a strong foundation for students to become proficient in all academic concepts and technical skills necessary to become an IT Professional.

**PEO2:** To provide a conducive environment for designing, implementing and testing various software applications through Software Development Cell.

**PEO3:** To keep the students and faculty abreast with the emerging technologies in the field of computer applications.

**PEO4:** To bring professionalism amongst the students and promote holistic development.

**PEO5:** To involve students in sustainable IT practices and community services.

## 2. Programme Outcomes (PO)

**PO1 Computational Knowledge:** Apply knowledge of computing fundamentals, mathematics and given domain to design appropriate models for a given problem and/or requirements.

**PO2 Problem Analysis:** Apply fundamental knowledge of software engineering and various systems domain in order to analyze, identify, formulate and provide the solution to given problem.

**PO3 Design/Development of Solutions:** Design and evaluate solutions, systems, modules and processes for specified set of needs with appropriate consideration of societal values and industry expectations.

**PO4 Conduct research in Computing problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions (Researching in IS: Oats).

**PO5 Modern Tool Usage:** Use of modern tools for delivering milestones like problem analysis, design, development, testing and deployment.

**PO6 Professional Ethics:** Learn and inculcate professional ethics, cyber regulations, professional responsibilities and norms of professional computing world.

**PO7 Lifelong Learning:** Acknowledge the need for continuous professional development and practice it through self-motivated, independent learning.

**PO8 Management Domain:** Involving in projects development as individual or group to solve problems in various domains and environments using computational and management skills.

**PO9 Communication Efficacy:** Demonstrate efficacy in verbal and non-verbal means of communication like reports, design documentation and presentations to elaborate about complex computing.

**PO10 Innovation and Entrepreneurship:** Provide conducive environment for innovation and entrepreneurship leading to solutions for betterment of society.

#### **Course Objective:**

The core objective of the MCA programme is to prepare the students for productive career in software industry and academia by providing an outstanding environment of teaching and research in the core and emerging areas of the discipline. It prepares the students to obtain the positions as System Analysts, Systems Designers, Programmers and IT Managers in any field related to information technology. The core objective lays emphasis to:

**C01.** To equip the students with the latest computer hardware and software technologies.

**C02.** Develop conceptual as well as analytical competencies in the area of system development, Project Management, Network etc.

**C03.** Enhance the confidence of the students by developing a global vision.

**C04.** Build capability to anticipate and manage the change.

**C05.** Build capability to anticipate and manage the change.

**C06.** Sharpen the communication and presentation skills.

**C07.** Understand the importance of ethical values.

**C08.** Prepare the students to be able to take decisions under risk and uncertain environment, especially in the area of global marketing.

**Program Specific Objectives (PSO):**

**PSO 1.** Ability to pursue careers in IT industry/ consultancy/ research and development, teaching and allied areas related to computer science.

**PSO 2.** Comprehend, explore and build up computer programs in the areas allied to Algorithms, , Data science, Web Design and Big Data Analytics ,coding for efficient design of computer-based systems of varying complexity.

**PSO 3.** Use of recent technology skill and knowledge for computing practice with commitment in societal moral values.

**PSO 4.** Work professionally with positive attitude as an individual or in multidisciplinary teams and communicate effectiveness.

**PSO 5.** Develop ability to utilize modern computer technologies, environments and platforms in creating innovative career path to be entrepreneur and contribute towards society.

## **Bachelor of Computer Applications**

### **Programme Education Objectives (PEO):**

The Graduates will:

PEO1: Develop analytical, problem solving and designing skills to generate creative solutions to tackle technical, business and social challenges.

PEO2: Pursue advanced education and excel in professional career in Computer Applications and related disciplines.

PEO3: Exemplify effective communication skills, team spirit and leadership qualities, work conventionalities and be able to adapt to the challenges of a dynamic job environment.

PEO4: Contribute to the growth of the nation and society by applying acquired knowledge.

### **Program Outcomes (POs):**

#### **At the end of the programme students will be able to:**

PO1: Gain in depth knowledge in programming skills by practicing through programming practical sessions, training and workshops, industry-based projects etc.

PO2: Apply knowledge gained to identify and analyze problems that seek computerized solutions.

PO3: Design and develop algorithms and implement robust software applications using latest technological skills.

PO4: Inculcate communication skills, leadership qualities and to work in teams to achieve goals and objectives.

PO5: Abreast themselves in recent and upcoming technologies for computing practices.

PO6: Follow professional software engineering practices by applying contextual knowledge to assess societal and legal issues.

### **Programme Specific Outcomes (PSO):**

#### **At the end of the programme students will be:**

PSO1: Understand the basic concepts of Computer Organization and Architecture, Operating Systems, Database Management Systems, Computer Networks etc.

PSO2: Understand standard software engineering practices, software testing and project management concepts and apply them in the software development process.

PSO3: Become proficient in different programming paradigms like structured programming and Object Oriented Programming, SQL, Internet Programming etc. and develop applications for the real-world problems.

## **Bachelor of Business Administration**

### **PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):**

PEO1: To encourage the Management students to opt for Entrepreneurship as a career option.

PEO2 : Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.

PEO3: Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.

PEO4 : Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.

PEO5: Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.

### **PROGRAM OUTCOMES (PO):**

PO1: To Act as a responsible citizen of the society and the professional world.

PO2: To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner.

PO3: To understand finance and other core business content and new venture development.

PO4: To develop and implement functional and general management skills to make strategic decision in current era

PO5: To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts.

PO6: To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills.

### **PROGRAM SPECIFIC OUTCOMES (PSO):**

PSO1: Analyze the contemporary situation in the market, latest developments in the field of business, government policies etc. and provide simple and cost effective solutions for resolving the business problems.

PSO2: Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

PSO3: Make timely and apt decisions aimed at achieving the set objectives of the organization.

PSO4: Communicate in a business context in a clear, concise, coherent and professional manner.

PSO5: Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

BBA Semester V  
**Elements of Financial Services**

Course Code	J0103F31.	Course Type	FULL CREDIT
Credits	IV	Marks	<b>UE 60 + IE 40 = 100</b>

**PROGRAM OUTCOMES (PO)**

On the successful completion of this Program a student shall be able to:

<b>1</b>	<b>PO1</b>	To provide students with an in-depth knowledge of Management and Business concepts.
<b>2</b>	<b>PO2</b>	To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level.
<b>3</b>	<b>PO3</b>	To prepare students for the responsibilities and career opportunities with corporate and as entrepreneurs.
<b>4</b>	<b>PO4</b>	To prepare the students to cope with the rigors of Post Graduate Programmes in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.
<b>5</b>	<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>6</b>	<b>PO6</b>	Be a good citizen in all respects.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Gain a sound understanding of Indian Financial System and Financial Services Concepts
<b>CO 2</b>	Identify and demonstrate the dynamic nature of the various assets/fund based financial services available.
<b>CO 3</b>	Develop the students' skills in applying the analytical perspectives on the concepts related to insurance services and products.
<b>CO 4</b>	Develop an understanding of the underlying concepts, strategies and the issues involved in concepts related to mutual funds and services.
<b>CO5</b>	Develop strong analytical approach for credit rating concept, analysis and assessment.
<b>CO6</b>	Discuss the scope and features of venture capital and factors affecting investment Decision.

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	3	3
CO2	3	3	3	3	3	3
CO3	3	3	3	3	3	3
CO4	3	3	3	3	3	3
CO5	3	3	3	3	3	3
CO6	3	3	3	3	3	3

**Dr. Ranpreet Kaur**

MBA(HR) Semester I  
**Organizational Behaviour**

Course Code	201	Course Type	FULL CREDIT
Credits	III	Marks	<b>UE 60 + IE 40 = 100</b>

**PROGRAM OUTCOMES (PO)**

On the successful completion of this Program a student shall be able to:

<b>1</b>	<b>PO1</b>	Apply the knowledge of management theories and practices in resolving the business problems.
<b>2</b>	<b>PO2</b>	Foster analytical and critical thinking abilities for data-based decision making.
<b>3</b>	<b>PO3</b>	Learn new technologies with ease and be productive at all times
<b>4</b>	<b>PO4</b>	Read, write, and contribute to Business literature
<b>5</b>	<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>6</b>	<b>PO6</b>	Be a good citizen in all respects.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	Gain a sound understanding of individual, group and organizational behaviour concepts
<b>CO 2</b>	To analyze and compare different models used for explaining individual motivation and rewards.
<b>CO 3</b>	To develop and apply the group dynamics and demonstrate the skills required working in groups
<b>CO 4</b>	To identify the leadership styles and role of the leaders in decision making process
<b>CO5</b>	Develop and identify the processes for communication and conflict resolution
<b>CO6</b>	To explain the importance of workforce diversity, Develop stress management activities, demonstrate skills required for Change management

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	2	2	2	3
CO2	3	3	3	1	3	3
CO3	3	2	2	2	2	3
CO4	2	2	2	2	2	3
CO5	3	2	3	2	3	3
CO6	3	3	2	2	3	3

MBA(HR) Semester III  
**Training & Development**

Course Code	201	Course Type	FULL CREDIT
Credits	III	Marks	<b>UE 60 + IE 40 = 100</b>

**PROGRAM OUTCOMES (PO)**

On the successful completion of this Program a student shall be able to:

<b>1</b>	<b>PO1</b>	Apply the knowledge of management theories and practices in resolving the business problems.
<b>2</b>	<b>PO2</b>	Foster analytical and critical thinking abilities for data-based decision making.
<b>3</b>	<b>PO3</b>	Learn new technologies with ease and be productive at all times
<b>4</b>	<b>PO4</b>	Read, write, and contribute to Business literature
<b>5</b>	<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>6</b>	<b>PO6</b>	Be a good citizen in all respects.

**COURSE OUTCOMES:** At the end of the Course, the Student will be able to:

<b>CO 1</b>	To understand the concept of training, development and education and identify linkage of learning and development with various processes of organization.
<b>CO 2</b>	To analyze and compare different models used for implementation of T&D activities
<b>CO 3</b>	To develop and apply the methodologies and demonstrate the skills required working for implementing employee T&D.
<b>CO 4</b>	To identify the learning styles and role of the trainers in training and development process
<b>CO5</b>	Develop and plan the training calendar and budget
<b>CO6</b>	To administer various training and development assessment methods

Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	2	2	2	3
CO2	3	3	3	1	3	3
CO3	3	2	2	2	2	3
CO4	2	2	2	2	2	3
CO5	3	2	3	2	3	3
CO6	3	2	3	2	3	3