

Learning Outcomes of BBA Programme

1. Graduates will gain basic understanding about management education.
2. Graduates will be effective communicators in business and the society as well.
3. Graduates will recognize and solve problems using concepts across the disciplines and demonstrate business specific skills and competencies in Accounting, Economics, operation Management, Quantitative Analysis, Banking, Finance, Marketing, Business laws.
4. Graduates will be knowledgeable about the International business environment.
5. Graduates will develop entrepreneurial skills.
6. Graduates will specialize in the area of management like human resource, finance and marketing.
7. Graduates will be competent in preparing research/ projects.
8. Graduates will be aware of our physical environment and its relationship with commercial activities.

Course Outcome:

| Sr. No. | Course/Subject | Learning Outcome |
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| 1 | English | <p>The stories prescribed in the syllabus will enhance students' interest in English language.</p> <p>It will help students to develop their vocabulary.</p> <p>The Business Communication section in the syllabus will contribute to understand the importance of business manners.</p> <p>The Students will learn appropriate sentence construction through basic grammar.</p> <p>The drafting skills of the students will develop through the prescribed business correspondence section.</p> |
| 2 | Fundamentals of Business Management | <p>The syllabus will assist the students to recognize the various functions of management and its applicability in the actual business situation.</p> <p>The course will facilitate to develop vital managerial skills in students to become a successful manager.</p> <p>The course content will enable students to learn various theories of management and its applicability in different business environment.</p> <p>The study of all the functions of management will make students aware of the complexities involved in these processes and provide knowledge to cope with them effectively.</p> <p>The course will help to enhance students' decision making ability in different situation.</p> |
| 3 | Computer Applications for Business | <p>Students will get the knowledge Use technology ethically, safely, securely, and legally. Students will aware about the physical components of computers.</p> <p>Use of all the hardware devices, limitations, advantages. They can understand the use of latest hardware components. Students will get the knowledge of various applications like word, Excel, Power-point, Access. After learning these applications they can do their various assignments, projects through applications. <u>Microsoft word</u> :- Use to create official documents.</p> <p><u>Microsoft Excel</u> :- Use to create spreadsheet programs Students will get the</p> |

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| | | knowledge of Processes, Outsourcing Function, Call Centers; BPO's: Captive BPO's (GE and Dell) and Third Party BPO's (Infosys BPO, Wipro BOP, Mphasis, Daksh and EXL etc). |
| 4 | Cost Accounting | Students will gain in depth knowledge of the cost concepts, its analysis and will be able to reconcile cost and financial accounts. Students will be introduced with various costing methods such as process/job costing, operating costing and marginal costing and will be able to demonstrate its application. |
| 5 | Principles of Marketing Management | Students will be able to :- Understand the dynamics of marketing in business and how to relate the core marketing concepts to the business and decide its orientation towards market place. Equip students with knowledge that help them perform product planning and product management. Demonstrate the ability to plan strategies for product pricing, distribution and promotion. To communicate unique marketing mixes and selling propositions for specific products. To connect with the current as well as emerging avenues in marketing channel choices. |
| 6 | Financial & Management Accounting | Students will Show proficiency in basic accounting concepts, conventions and understanding of financial reporting and book keeping system. Understand and prepare financial statements of Joint Stock Company. Students will acquire the basic knowledge required for application of tools for decision making such as BEP and budgetary control. |
| 7 | Micro-Economic Fundamentals | Students will be able to under the concept of Micro economics and identify the factors affects affecting it. The students will the equipped with the concept of demand and Law of demand with its exceptions. The students will be enabled with the importance of Elasticity of demand in pricing a product. The concept of production function will help the students to understand the input output relationship. The students will be able to understand the various cost related concept in short and long run. The students will be able to understand the pricing of a product in various market structures like Perfect Competition, Monopoly Monopolistic competition and Oligopoly. |
| 8 | English | Through the prescribed text, the students will get an opportunity to become familiar with the various traits required to become successful in personal as well as professional life. The syllabus will develop the drafting proficiency of the students. The grammar section will boost up students' confidence in writing correct spellings of the words and develop their word power. The students will be able to spot the grammatical errors through |

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| | | <p>learning basic grammar rules.</p> <p>The syllabus will help and create urge in students to develop their communication skills.</p> |
| 9 | Principles of Financial Management | <p>Students will be introduced with goals and functioning of business finance. Understand various sources of finance, leverage and capital structure concepts. They will be able to estimate working capital requirement of a business.</p> |
| 10 | Basic Statistical Techniques | <p>Understand the functions, scope, role and importance of statistics in business.</p> <p>Appreciate the significance and the value of the application of the principles of statistical Techniques. To understand the various issues involved in the collection, analysis and arriving at conclusive decisions regarding statistical data.</p> <p>Understand and appreciate the practical relevance of various basic statistical tools in the different fields.</p> |
| 11 | Evolution of Business & Commercial Geography | <p>Students will gain the view of business evolution internationally and how World War I & II, OPEC crises, Gulf War etc. affect the process. Understands various concepts of commercial geography followed by relationship between geography and commerce and how industries play an important role in economic development of the nation.</p> |
| 12 | Environment Management | <p>Introduce students to the various natural resources provided by the environment to us. It is an opportunity to aware and learn how industrialization and other human activities influence environment and responsible for creating pollution that badly affect life on the earth. It pays due attention towards the increasing population and poverty that burden environment. Develop students as a responsible person of the society by teaching him ethical aspects of environment and conservation of resources.</p> |
| 13 | Principles of Human Resource Management | <p>Students will get thorough knowledge of basic concepts, functions and importance of Human Resource Management.</p> <p>Syllabus will assist students to understand the role and required skills to become successful human resource manager.</p> <p>Students will learn about various processes such as recruitment, selection, training and performance appraisal involved in the H.R.M.</p> <p>The course content will enable students to understand the concepts like job design, job analysis and their techniques to implement in the organization.</p> <p>The syllabus will facilitate to understand the processes involved in Induction and Training programmes.</p> |
| 14 | Money, Banking & Finance | <p>The course offers understanding of money as a medium of exchange as well as functioning of the Indian Banking and Finance Sector. To make the students comprehend, the national income determination and monetary and fiscal policies.</p> |
| 15 | Introduction to Sociology & Psychology | <p>Will gain knowledge of sociology as the science of society and develop understanding for social structure and Social Change. They will be introduced with Psychology and Social Psychology.</p> |

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| 16 | Business Legislations | <p>Students will understand the basic provisions of The Companies Act and Contract act and the Consumer Protection Act of India after the completion of the course, Students will be able to – Understand the legal system prevailing into practice.</p> <p>Develop an understanding of the basic law related to business. Develop an understanding about legal formality related to business</p> |
| 17 | Entrepreneurship Development | <p>Understand entrepreneurship and the required skills and competencies for the entrepreneur. The students will aware of govt. support through various institutions and EDP's to set up a venture in future. The students will become more capable in self employment.</p> |
| 18 | Principles of Operations Management | <p>Student will be Introduced with Operations Management and able to demonstrate Production Planning and maintenance.</p> <p>Understand Material Management and techniques of inventory control. Will be able to know management of quality and Productivity.</p> |
| 19 | International Business Environment | <p>The students will be able to understand the various modes of entry into international market and various problems related to it.</p> <p>The subject will develop the potential in the students to analyze various Economic, Political, Cultural and Legal environments in International Business.</p> <p>The students can identify the pros and cons of Free trade and Protectionism. The students can also understand the impact of interest rate and foreign exchange rate on international businesses.</p> <p>The subject contents will enable the student to understand the basic functioning of WTO, IMF, UNCTAD, NAFTA and other regional grouping.</p> |
| 20 | Research Methodology | <p>This course will provide a complete theoretical knowledge and guidance that starts with meaning, definition of research, and end with report writing by covering all the steps of research in detail. It help student to conduct research activity.</p> |
| 21 | Elective I Fundamentals of Business Finance | <p>Will understand mathematics of finance such as compounding and discounting of cash flow.</p> <p>Learn and apply Capital Budgeting.</p> <p>Understand Dividend decision and Management of Earnings and able to know objective behind corporate restructuring</p> |
| 22 | Elective II Advanced Financial Management | <p>Provide an understanding of the Indian Banking & Insurance Sector. To make the students comprehend about the operations of Banking & Insurance.</p> <p>Understand creation, organization and classification of Mutual Funds.</p> <p>Will be Introduced Capital Market, its structure and functioning. Will understand the important role of SEBI in capital market dealing</p> |
| | Elective I Fundamentals of Human Resource Management | <p>To enable the students to understand the HR Management and system in organizations. To help the students focus on and analyze the issues and strategies required to select and develop manpower resources. To develop relevant skills necessary in HR related issues. To Enable the students to integrate the understanding of legal aspects of HR by way of learning related laws.</p> |
| | Elective II Advanced Human Resource | <p>Provide in-depth knowledge to students regarding HR practices for job analysis, design, evaluation and appraisal. Will help student to understand required HR records, Industry related aspects and employee related practices and policies run by the organisations</p> |

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| | Management | |
| | Elective I Fundamentals of Marketing Management | <p>Students will gain deep conceptual knowledge of Integrated Communication Mix and its role in marketing.</p> <p>Syllabus will facilitate effective understanding of the fundamental concepts in marketing management and its application.</p> <p>Students will learn about the importance of branding and advertising in the process of effective Marketing Management.</p> <p>Students will get knowledge about the sales organization, its types and importance in the marketing management.</p> <p>Students will acquire comprehensive knowledge of Service marketing, marketing mix and strategies in service marketing.</p> |
| | Elective II Advanced Marketing Management | <p>The sales management portion in the syllabus will impart practical knowledge in sales managements, its functions, functions of sales executives etc.</p> <p>Students will get knowledge about various distribution channels, factors affecting the choice of channels and how to manage the supply chain.</p> <p>Syllabus will also impart knowledge to students about the middlemen involved in supply chain like wholesalers and retailers.</p> <p>Students will learn how to improve the quality of service in the organization.</p> <p>The students will be able to understand the techniques of customer retention and how to enhance internal and external relationship.</p> |
| 23 | Project Work | Students will develop a practical approach towards research work and able to design, perform research activity. |

BCCA Programme Outcome:

- 1) The programme is a unique combination of commerce subjects and computer applications of various language/software.
- 2) Graduates will recognize and solve problems using concepts across the disciplines and demonstrate business specific skills and competencies in Financial and Cost Accounting, Economics, management, Quantitative Analysis, Company and Business laws.
- 3) Graduates will develop good communication skills in person and for business as well.
- 4) The graduates will be trained and acquire knowledge in various programming languages like C, C++,VB, oracle etc. and specialize in software development.
- 5) The graduates will be able to understand and demonstrate practical accounting concepts with the help of computerized accounting package Talley.
- 6) The graduates will have improved employability skills with practical knowledge of e-commerce, web-designing and Talley.

| Sr no | <u>Name of the subject/course</u> | <u>Course Outcome</u> |
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| 1 | <u>English-I (Communication Skills)</u> | <p>The Stories in the prose section will facilitate in the moral development of the students.</p> <p>The prose section in the syllabus will create interest in students to learn English language and make them aware of its importance in their professional career.</p> <p>Communication section will help students to understand the various aspects of communication.</p> <p>Business correspondence will develop students' drafting skills.</p> <p>Language Study section will enrich the vocabulary and develop the correct sentence construction ability of the students.</p> |
| 2 | <u>Financial Accounting</u> | <p>By fulfilling the entire course of Financial Accounting, students will have demonstrated they can:</p> <p>Describe, explain, and put together fundamental concepts underlying accounting, finance, management, marketing, and economics.</p> <p>Use information to support business processes and practices, such as problem analysis and decision making.</p> <p>Describe and explain the ethical and social responsibilities of accountants in ensuring the integrity of financial information.</p> <p>Develop an understanding of internal control issues and the effects of the regulatory environment on financial reporting construct, interpret, and analyze the balance sheet, income statement.</p> <p>Apply knowledge of generally accepted accounting principles (GAAP) and managerial accounting theories to business organizations, state and local.</p> |
| 3 | <u>Fundamentals of Computer</u> | <p><u>Understanding the Computer:</u></p> <p>After learned this chapter students get the knowledge of Introduction, Evolution of computers, Generation of computers, Classification of computers, Computing concepts, The computer system, Application of computers.</p> <p><u>Devices of Computers</u></p> <p><u>Input / Output devices</u></p> <p>Students will aware about the physical components of computers Use of Input devices and its purpose. Output devices:- , limitations,</p> |

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| | | <p>advantages. They can understand the use of latest softcopy and hardcopy hardware components.</p> <p><u>Computer Software:</u> In this chapter students will aware about number system. In this unit chapter students will understand the definition of software, Types of computer software, System management programs, System development programs, standard application programs,</p> <p><u>Operating Systems:</u> To aware about the latest technology students must know the basic thing about operating, So this chapter will focus about History of operating systems, Functions of operating systems, Process management, Memory management,</p> |
| 4 | <u>Programming in 'C'</u> | <p>Demonstrate an understanding of computer programming language concepts. To be able to develop C programs. Able to define data types, variables, operators and use them in simple data processing applications. Ability to design and develop Computer programs, analyzes, and interprets the concept of pointers, array, functions, structure declarations, initialization, operations and their usage. Student must be able to define union and enumeration user defined data types.</p> |
| 5 | <u>English-II (Business Communication)</u> | <p>The Stories in the prose section will facilitate in the moral development of the students. The prose section in the syllabus will create interest in students to learn English language and make them aware of its importance in their professional career. Communication section will help students to understand the various aspects of communication. Business correspondence will develop students' drafting skills. Language Study section will enrich the vocabulary and develop the correct sentence construction ability of the students.</p> |
| 6 | <u>Principles of Business Management</u> | <p>Course Outcomes At the completion of this course, students should be able to: Recognize the role of a manager and how it relates to the organization's mission. Define management, its four basic functions and skills. Know critical management theories and philosophies and how to apply them. Recognize the concept of social responsiveness</p> |

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| | | <p>and its benefits.</p> <p>Explain the relationship between strategic, tactical, and operational plans.</p> <p>Recognize the part communication plays in the management function.</p> <p>Know the levels of the management and its function.</p> |
| 7 | <p><u>Programming in C++</u></p> | <p>To describe and use software tools in the programming process</p> <p>To apply good programming principles to the design and implementation of C++ programs</p> <p>To design, implement, debug and test programs using the fundamental elements of C++</p> <p>To demonstrate an understanding of primitive data types, values, operators and expressions in C++</p> |
| 8 | <p><u>E-Commerce and Web Designing</u></p> | <p>Demonstrate an understanding of the foundations and importance of E-commerce</p> <p>Analyze the impact of E-commerce on business models and strategy</p> <p>Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.</p> <p>Describe the infrastructure for E-commerce</p> <p>Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.</p> |
| 9 | <p><u>Environmental Studies</u></p> | <p>All students will achieve the following learning outcomes:</p> <p>Students will possess the intellectual flexibility necessary to view environmental questions from multiple perspectives, prepared to alter their understanding as they learn new ways of understanding.</p> <p>Students will solve problems systematically, creatively, and reflexively, ready to assemble knowledge and formulate strategy.</p> <p>Students will communicate with precision, effective art, and sound rhetoric in writing, in speech, and in digital media.</p> <p>Reflecting upon their internalized values system, students will continue to evolve an individual vision of harmonious and sustainable interaction among humans as well as between humans and the rest of the natural world.</p> <p>Students will have mastered foundational knowledge enabling them to make sound life decisions as well as enter a career in an environmental profession or graduate school.</p> |

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| 10 | <u>Business Economics</u> | <p>After the completion of the course, students will be able to:</p> <p>Understand the micro and macro economics.</p> <p>Analyze the demand and supply conditions and assess the position of a company.</p> <p>Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.</p> <p>Analyze real-world business problems with a systematic theoretical framework.</p> <p>Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.</p> |
| 11 | <u>Visual Basic Programming (FED)</u> | <p><u>Introduction to Visual Basic, Event driven programming, Programming constructs -</u> Students will aware about the Front End Application. They will get the knowledge of windows base programming.</p> <p><u>Working with Procedure, Function and Modules (Form, Class, Standard Modules)</u> Discussion about the predefined procedure, how to create a procedure, function- awareness about library functions, how to create user defined functions.</p> <p><u>Database Programming in Visual Basic:</u> Students will aware about Use of data control, creating database using Visual data manager, validating data, data bound controls.</p> <p><u>Active X data object:</u> Students understand about the use of ADO architecture, setting data source through Active X Data objects.</p> |
| 12 | <u>Database Management System</u> | <p>Understand database concepts and structures and query language</p> <p>Understand the E R model and relational model</p> <p>To design and build a simple database system and demonstrate competence with the fundamental tasks involved with modeling, designing, and implementing a DBMS.</p> <p>Understand Functional Dependency and Functional Decomposition.</p> <p>Perform PL/SQL programming using concept of Cursor Management, Error Handling, Package and Triggers</p> |
| 13 | <u>Statistical Techniques</u> | <p>On completion of this course, students will be able to:</p> <p>Students will demonstrate the ability to think critically, research, and reason.</p> <p>Students will demonstrate an understanding of</p> |

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| | | <p>the common body of knowledge in mathematics. Students will demonstrate the ability to apply analytical and theoretical skills to model and solve mathematical problems.</p> <p>Students will demonstrate the ability to analyze data, draw appropriate statistical conclusions and apply laws of probability to concrete problems.</p> <p>Perform statistical inference in several circumstances and interpret the results in an applied context.</p> <p>Use a statistical software package for computations with data.</p> <p>Use a computer for the purpose of simulation in probability and statistical inference.</p> |
| 14 | <u>Business Law</u> | <p>On completion of this course, students will be able to:</p> <p>On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and the role of law in an economic and social context.</p> <p>Identify the fundamental legal principles behind contractual agreements.</p> <p>Examine how businesses can be held liable in tort for the actions of their employees and other individuals.</p> <p>Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.</p> <p>Acquire problem solving techniques and to be able to present coherent, concise legal argument.</p> |
| 15 | <u>Core Java</u> | <p>Use an integrated development environment to write, compile, run, and test simple object-oriented Java programs.</p> <p>Read and make elementary modifications to Java programs that solve real-world problems.</p> <p>Validate input in a Java program.</p> <p>Identify and fix defects and common security issues in code.</p> |
| 16 | <u>PHP & MySQL</u> | <p>Write PHP scripts to handle HTML forms.</p> <p>Write regular expressions including modifiers, operators, and metacharacters.</p> <p>Create PHP programs that use various PHP library functions, and that manipulate files and directories.</p> <p>Analyze and solve various database tasks using the PHP language.</p> <p>Analyze and solve common Web application tasks by writing PHP programs.</p> |
| 17 | <u>Computerized Accounting using Tally</u> | <p>To enable the learners to gain an in-depth knowledge in Accounting Tally Software and its</p> |

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| | | <p>allied subjects.</p> <p>To enable the learners to acquire necessary competencies by imparting Knowledge of various concepts, methods and approaches to analyze complex business issues.</p> <p>To improve their competitive position through practical methods and up-date the changes in the subject areas.</p> |
| 18 | <u>VB Net</u> | <p><u>Welcome to Visual Basic.NET</u> In this first unit students will understand how to Installing Visual Basic.NET, The Visual Basic.NET IDE, Creating a Simple Application,</p> <p><u>Working with Data Structure</u> In this unit students will get the knowledge Array, Understanding Enumerations, Understanding Constants, Structures, Working with Collection and Lists, Building Lookup Tables with Hashtable, Advanced Array Manipulation.</p> <p><u>Creating Menu</u> After learning this unit students can create menus base applications because this unit focuses on Understanding Menu Features, Creating Menu, Context Menu.</p> <p><u>Accessing Database</u> In this unit students will get the knowledge of database and how to create the front end and back end connectivity.</p> |
| 19 | <u>System Analysis & Design</u> | <p>Gather data to analyse and specify the requirements of a system.</p> <p>Design system components and environments.</p> <p>Build general and detailed models that assist programmers in implementing a system.</p> <p>Design a database for storing data, a user interface for data input and output, and controls to protect the system and its data.</p> |
| 20 | <u>Cost & Management Accounting</u> | <p>Upon successful completion, students will have the knowledge and skills to:</p> <p>Demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.</p> <p>Demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting.</p> <p>Evaluate the costs and benefits of different conventional and contemporary costing systems.</p> <p>Learn independently and to demonstrate high level personal autonomy and accountability.</p> <p>Evaluate complex ideas and tolerate ambiguity in</p> |

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| | | managerial and organisational problem-solving. |
| 21 | <u>C # Net</u> | <p>knowledge of the structure and model of the programming language C # (note) use the programming language C # for various programming technologies (understanding) develop software in C # (application) evaluate user requirements for software functionality required to decide whether the programming language C # can meet user requirements (analysis) propose the use of certain technologies by implementing them in the C # programming language to solve the given problem (synthesis) Choose an engineering approach to solving problems, starting from the acquired knowledge of programming.</p> |
| 22 | <u>Python</u> | <p><u>Getting Started</u> In this chapter they will get the knowledge of Installing python on windows, Installing python on Linux, Meeting the interpreter, Students can create their own program, We also discuss about how to Employing variables, Initialised a value to variable.</p> <p><u>Defining Functions</u> <u>Importing Modules</u> In this unit students can use library functions of python and they can create their own user defined functions also. Students will aware about Storing functions, Owning function names, Interrogating the system, Performing mathematics, Calculating decimals, Telling the time, Running a timer, Matching patterns.</p> <p><u>Managing strings</u> <u>Programming objects</u> String plays very important role in python programming. In this unit students get the knowledge of Manipulating strings, Formatting strings, Modifying strings, Accessing files, Reading and writing files, Updating file strings, Pickling data</p> <p><u>Processing requests</u> In this chapter we will discuss about Sending responses, Handling values, Submitting forms, Providing text areas, Checking boxes, Choosing radio buttons, Selecting options, Uploading files Students can create a applications that can Launching a window, Responding to buttons,</p> |
| 23 | <u>Company Law & Secretarial Practice</u> | <p>Learning outcomes on completion of the syllabus students will be able to: Identify the scope, role and functions of the</p> |

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| | | <p>company secretary and apply them in the employing or client organisation.</p> <p>Ensure effective communication and dissemination of information to and from the board, both internally and externally, for the optimum benefit of the organisation.</p> <p>Apply the functions of a company secretary in ensuring corporate compliance through good disclosure and observance of statutory and other regulations.</p> <p>Financial, compliance and governance reporting and disclosure; understand why such disclosure is necessary.</p> <p>Apply statutory requirements and good practice in relation to shareholder related and communication. Critically assess the role played by the secretary in supporting compliance, disclosure and accountability across the organisation.</p> |
| 24 | <u>Project Work</u> | Students gain practical knowledge and develop software. |

| Sr. No. | <u>Name of Subject:</u> | <u>Learning Outcomes</u> |
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| 1 | <u>FOC (Fundamentals of Computer)</u> <u>BCCA I Sem</u> | |
| Unit I | <p><u>Understanding the Computer:</u></p> <p><u>Computer Organization and Architecture:</u></p> <p><u>Memory and Storage Systems:</u></p> | <p>After learned this chapter students get the knowledge of Introduction, Evolution of computers, Generation of computers, Classification of computers, Computing concepts, The computer system, Application of computers.</p> <p>We will discuss about Introduction, Central processing unit, Internal communications, Machine cycle, The bus, Instruction set.</p> <p>This chapter will explain the memories of computer and students will aware about the computer primary and secondary memories.</p> |
| Unit II | <p><u>Devices of Computers</u></p> <p><u>Input devices</u></p> | Students will aware about the physical components of computers Use of Input devices and its purpose.. |

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| | <p><u>Output devices</u></p> <p><u>Computer Codes:</u></p> | <p>output devices, limitations, advantages. They can understand the use of latest softcopy and hardcopy hardware components.</p> <p>In this chapter students will aware about number system. In this chapter we will discuss about Introduction, Decimal system, Binary system, Hexadecimal system, Octal system, 4-bit Binary Coded Decimal(BCD) Systems, 8-bit BCD Systems, 16-bit Unicode, Conversion of numbers</p> |
| Unit III | <p><u>Computer Software:</u></p> <p><u>Programming Languages:</u></p> <p><u>Data Communication and Networks:</u></p> | <p>In this unit chapter students will understand the definition of software, Types of computer software, System management programs, System development programs, standard application programs, Unique application programs, Problem solving, Structuring the logic, Using the computer.</p> <p>In this chapter we will discuss about the History of programming languages, Generations of programming languages, Characteristics of good programming languages, Categorization of High-level languages, Popular High-level languages, Factors affecting the choice of languages, Developing a program, Running a program. Students also can perform the coding of various programs during learning this chapter.</p> <p>After learned this chapter students will get the knowledge of Computer network, Network topologies, Network protocol and software, Application of network.</p> |
| Unit IV | <p><u>Operating Systems:</u></p> | <p>To aware about the latest technology students must know the basic thing about operating, So this chapter will focus about History of operating systems, Functions of operating systems, Process management,</p> |

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| | | Memory management, File management, Device management, Security management, Types of operating systems, Providing user interface, Popular operating systems. |
| 2 | <u>CAB(Computer Applications For Business)</u> <u>BBA I Sem</u> | |
| Unit I | <u>Understanding the Computers</u> | Students will get the knowledge Use technology ethically, safely, securely, and legally. |
| Unit II | <u>Devices of Computers</u> | Students will aware about the physical components of computers. Use of all the hardware devices, limitations, advantages. They can understand the use of latest hardware components. |
| Unit III | <u>Microsoft office developed by Microsoft Company, in Microsoft office following program are available:</u> <ul style="list-style-type: none"> • <u>Microsoft word</u> • <u>Microsoft excel</u> • <u>Microsoft power point</u> • <u>Microsoft Access etc.</u> | Students will get the knowledge of various applications like word, Excel, Power-point, Access. After learning these applications they can do their various assignments, projects through applications. <u>Microsoft word</u> :- Use to create official documents. <u>Microsoft Excel</u> :- Use to create spreadsheet programs |
| Unit IV | <u>IT Enabled Services (ITES) –</u> | Students will get the knowledge of Processes, Outsourcing Function, Call Centers; BPO's: Captive BPO's (GE and Dell) and Third Party BPO's (Infosys BPO, Wipro BOP, Mphasis, Daksh and EXL etc). |
| 3 | <u>Front End Development VB (Visual Basic)</u> <u>BCCA II Sem</u> | |
| Unit I | <u>Unit -I: Introduction to Visual Basic, Event driven programming, Programming constructs -</u> | Students will aware about the Front End Application. They will get the knowledge of windows base programming. |
| Unit II | <u>Working with Procedure, Function and Modules (Form, Class, Standard Modules)</u> | Discussion about the predefined procedure, how to create a procedure, function- awareness about library functions, how to create user defined functions. This unit also focus on various modules like form module, class module, standard |

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| | | module. |
| Unit III | <u>Database Programming in Visual Basic:</u> | Students will aware about Use of data control, creating database using Visual data manager, validating data, data bound controls. |
| Unit IV | <u>Active X data object:</u> <u>Error handling:</u> | Students understand about the use of ADO architecture, setting data source through Active X Data objects. Use of ADO control , connecting ADODC to bound controls. Use of different data bound Controls. Editing Updating & searching through ADO. ----- --- In this unit students can manage and solve the different type of queries related to error handling, Types of errors, Debugging, tools for debugging, break mode,break points, watch window, immediate window, handling runtime errors. |
| 4 | <u>VB.Net (Visual Basic. Net)</u> <u>BCCA VI Sem</u> | |
| Unit I | <u>Welcome to Visual Basic.NET</u> | In this first unit students will understand how to Installing Visual Basic.NET, The Visual Basic.NET IDE, Creating a Simple Application, Students Using the Help System they can manage the different program related queries.. The Microsoft.NET Framework – Microsoft’s Reliance on Windows, Writing Software for Windows, <u>Common Language Runtime</u> , The Common Type System and Common Language Specification. We will also discuss how to Writing Software – Information and Data, Variables, Comments and Whitespaces, This unit also focuses on Data Types, Sorting Variables, Methods. Controlling the Flow – Making Decisions, The if Statement, Select Case, Loops. |

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| Unit II | <u>Working with Data Structure</u> | <p>In this unit students will get the knowledge Array, Understanding Enumerations, Understanding Constants, Structures, Working with Collection and Lists, Building Lookup Tables with Hashtable, Advanced Array Manipulation. This unit also focuses on Building Windows Application – Responding to Events, Building a Simple Application, So students can easily create their own application. They will also get the knowledge Creating Complex Applications, Using Multiple Forms. Displaying Dialog Boxes – The MessageBox Dialog box, The Open Dialog Control, The Save Dialog Control, The FontDialog Control, The ColorDialog Control, The PrintDialog Control.</p> |
| Unit III | <p><u>Creating Menu</u></p> <p><u>Debugging and Error Handling</u></p> | <p>After learning this unit students can create menus base applications because this unit focuses on Understanding Menu Features, Creating Menu, Context Menu.</p> <p>After learning this unit students can manage and solve Major Error Types, Debugging, Error Handling. Building Objects – Understanding Objects, Reusability, Our First Object, Constructor, Inheritance, The Framework Classes.</p> |
| Unit IV | <u>Accessing Database</u> | <p>In this unit students will get the knowledge of database and how to create the front end and back end connectivity. In this Unit We will discuss about SQL Select Statement, Queries in Access, Data Access Components, Data Binding. In this unit we also discuss about Database Programming with SQL Server and ADO.NET –ADO.NET, The ADO.NET Classes in Action, Data</p> |

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| | | Binding. Students can Deploying their Application. |
| 5 | <u>Python</u> <u>BCCA VI Sem</u> | |
| Unit I | <u>Getting Started</u> <u>Performing operations</u> <u>Making statements</u> | In this chapter they will get the knowledge of Installing python on windows, Installing python on Linux, Meeting the interpreter, Writing your first program, We also discuss about how to Employing variables, In this chapter students will get the knowledge of Doing arithmetic, Assigning values, Comparing Values, Assessing logic. , Examining Conditions, Setting precedence, Casting data types, Manipulating bits. Students will aware about the Writing lists, Manipulating lists, Restricting lists, Associating list elements, Branching with if, Looping while true, Looping over items, Breaking out of loops. |
| Unit II | <u>Defining Functions</u> <u>Importing Modules</u> | In this unit students can use library functions of python and they can create their own user defined functions also. Students will aware about Storing functions, Owing function names, Interrogating the system, Performing mathematics, Calculating decimals, Telling the time, Running a timer, Matching patterns. |
| Unit III | <u>Managing strings</u> <u>Programming objects</u> | String plays very important role in python programming. In this unit students get the knowledge of Manipulating strings, Formatting strings, Modifying strings, Accessing files, Reading and writing files, Updating file strings, Pickling data In this chapter students will aware about Encapsulating data, Creating instance objects, Addressing class attributes, Examining built-in attributes, Collecting garbage, Inheriting features, Overriding base methods, Harnessing polymorphism. |
| Unit IV | <u>Processing requests</u> | In this chapter we will discuss about Sending responses, Handling values, |

- Develop an understanding of internal control issues and the effects of the regulatory environment on financial reporting construct, interpret, and analyze the balance sheet, income statement.
- Apply knowledge of generally accepted accounting principles (GAAP) and managerial accounting theories to business organizations, state and local.

2) Principles of Business Management

Course Outcomes At the completion of this course, students should be able to:

- Recognize the role of a manager and how it relates to the organization's mission.
- Define management, its four basic functions and skills.
- Know critical management theories and philosophies and how to apply them.
- Recognize the concept of social responsiveness and its benefits.
- Explain the relationship between strategic, tactical, and operational plans.
- Recognize the part communication plays in the management function.
- Know the levels of the management and its function.

3) Business Economics

After the completion of the course, students will be able to:

- Understand the micro and macro economics.
- Analyze the demand and supply conditions and assess the position of a company.
- Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- Analyze real-world business problems with a systematic theoretical framework.
- Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

4) Environmental Studies

All students will achieve the following learning outcomes:

- Students will possess the intellectual flexibility necessary to view environmental questions from multiple perspectives, prepared to alter their understanding as they learn new ways of understanding.
- Students will solve problems systematically, creatively, and reflexively, ready to assemble knowledge and formulate strategy.
- Students will communicate with precision, effective art, and sound rhetoric in writing, in speech, and in digital media.
- Reflecting upon their internalized values system, students will continue to evolve an individual vision of harmonious and sustainable interaction among humans as well as between humans and the rest of the natural world.
- Students will have mastered foundational knowledge enabling them to make sound life decisions as well as enter a career in an environmental profession or graduate school.

5) Business Law

On completion of this course, students will be able to:

- On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and the role of law in an economic and social context.
- Identify the fundamental legal principles behind contractual agreements.
- Examine how businesses can be held liable in tort for the actions of their employees and other individuals.

- Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.
- Acquire problem solving techniques and to be able to present coherent, concise legal argument.

6) Mathematics

On completion of this course, students will be able to:

- Students will demonstrate the ability to think critically, research, and reason.
- Students will demonstrate an understanding of the common body of knowledge in mathematics.
- Students will demonstrate the ability to apply analytical and theoretical skills to model and solve mathematical problems.
- Students will demonstrate the ability to analyze data, draw appropriate statistical conclusions and apply laws of probability to concrete problems.
- Perform statistical inference in several circumstances and interpret the results in an applied context.
- Use a statistical software package for computations with data.
- Use a computer for the purpose of simulation in probability and statistical inference.

7) Cost and Management Accounting

Upon successful completion, students will have the knowledge and skills to:

- Demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.

- Demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting.
- Evaluate the costs and benefits of different conventional and contemporary costing systems.
- Learn independently and to demonstrate high level personal autonomy and accountability.
- Evaluate complex ideas and tolerate ambiguity in managerial and organisational problem-solving.

8) Company law and Secretarial Practices

Learning outcomes on completion of the syllabus students will be able to:

- Identify the scope, role and functions of the company secretary and apply them in the employing or client organisation.
- Ensure effective communication and dissemination of information to and from the board, both internally and externally, for the optimum benefit of the organisation.
- Apply the functions of a company secretary in ensuring corporate compliance through good disclosure and observance of statutory and other regulations.
- Financial, compliance and governance reporting and disclosure; understand why such disclosure is necessary. Apply statutory requirements and good practice in relation to shareholder related and communication Critically assess the role played by the secretary in supporting compliance, disclosure and accountability across the organisation .

Learning Outcomes

Dr. Yogesh Nikam

BBA: I Semester (Sub: English)

- 1) The stories prescribed in the syllabus will enhance students' interest in English language.
- 2) It will help students to develop their vocabulary.
- 3) The Business Communication section in the syllabus will contribute to understand the importance of business manners.
- 4) The Students will learn appropriate sentence construction through basic grammar.
- 5) The drafting skills of the students will develop through the prescribed business correspondence section.

BBA: II Semester (Sub: English)

- 1) Through the prescribed text, the students will get an opportunity to become familiar with the various traits required to become successful in personal as well as professional life.
- 2) The syllabus will develop the drafting proficiency of the students.
- 3) The grammar section will boost up students' confidence in writing correct spellings of the words and develop their word power.
- 4) The students will be able to spot the grammatical errors through learning basic grammar rules.
- 5) The syllabus will help and create urge in students to develop their communication skills.

BCCA: I Semester (Sub: English & Business Communication)

- 1) The stories prescribed in the syllabus will enhance students' interest in English language.
- 2) It will help students to develop their vocabulary.
- 3) The prose section in the syllabus will help students to become familiar with present business environment.
- 4) Business Correspondence will develop students' drafting skills.
- 5) Language Study section will enrich the vocabulary and develop the correct sentence construction ability of the students.

BCCA: II Semester (Sub: English & Business Communication)

- 1) The Stories in the prose section will facilitate in the moral development of the students.

- 2) The prose section in the syllabus will create interest in students to learn English language and make them aware of its importance in their professional career.
- 3) Communication section will help students to understand the various aspects of communication.
- 4) Business correspondence will develop students' drafting skills.
- 5) Language Study section will enrich the vocabulary and develop the correct sentence construction ability of the students.

BBA: I Semester (Sub: Fundamentals of Business Management)

- 1) The syllabus will assist the students to recognize the various functions of management and its applicability in the actual business situation.
- 2) The course will facilitate to develop vital managerial skills in students to become a successful manager.
- 3) The course content will enable students to learn various theories of management and its applicability in different business environment.
- 4) The study of all the functions of management will make students aware of the complexities involved in these processes and provide knowledge to cope with them effectively.
- 5) The course will help to enhance students' decision making ability in different situation.

BBA: IV Semester (Sub: Principles of Human Resource Management)

- 1) Students will get thorough knowledge of basic concepts, functions and importance of Human Resource Management.
- 2) Syllabus will assist students to understand the role and required skills to become successful human resource manager.
- 3) Students will learn about various processes such as recruitment, selection, training and performance appraisal involved in the H.R.M.
- 4) The course content will enable students to understand the concepts like job design, job analysis and their techniques to implement in the organization.
- 5) The syllabus will facilitate to understand the processes involved in Induction and Training programmes.

BBA: VI Semester (Sub: Fundamentals of Marketing Management)

1. Students will gain deep conceptual knowledge of Integrated Communication Mix and its role in marketing.
2. Syllabus will facilitate effective understanding of the fundamental concepts in marketing management and its application.
3. Students will learn about the importance of branding and advertising in the process of effective Marketing Management.
4. Students will get knowledge about the sales organization, its types and importance in the marketing management.
5. Students will acquire comprehensive knowledge of Service marketing, marketing mix and strategies in service marketing.

BBA: VI Semester (Sub: Advance Marketing Management)

1. The sales management portion in the syllabus will impart practical knowledge in sales managements, its functions, functions of sales executives etc.
2. Students will get knowledge about various distribution channels, factors affecting the choice of channels and how to manage the supply chain.
3. Syllabus will also impart knowledge to students about the middlemen involved in supply chain like wholesalers and retailers.
4. Students will learn how to improve the quality of service in the organization.
5. The students will be able to understand the techniques of customer retention and how to enhance internal and external relationship.

Department of BBA & BCCA**B.Com(Computer Application) I Year(I Semester)**

Learning Outcomes for C Programming:

- Demonstrate an understanding of computer programming language concepts.
- To be able to develop C programs.
- Able to define data types, variables, operators and use them in simple data processing applications.

- Ability to design and develop Computer programs, analyzes, and interprets the concept of pointers, array, functions, structure declarations, initialization, operations and their usage.
- Student must be able to define union and enumeration user defined data types.

B.Com(Computer Application) I Year(II Semester)

Learning Outcomes for C++ Programming:

- To describe and use software tools in the programming process
- To apply good programming principles to the design and implementation of C++ programs
- To design, implement, debug and test programs using the fundamental elements of C++
- To demonstrate an understanding of primitive data types, values, operators and expressions in C++

B.Com(Computer Application) II Year(IV Semester)

Learning Outcomes for PHP& MySql:

- Write PHP scripts to handle HTML forms.
- Write regular expressions including modifiers, operators, and metacharacters.
- Create PHP programs that use various PHP library functions, and that manipulate files and directories.
- Analyze and solve various database tasks using the PHP language.
- Analyze and solve common Web application tasks by writing PHP programs.

B.Com(Computer Application) III Year(V Semester)

Learning Outcomes for System Analysis and Design:

- gather data to analyze and specify the requirements of a system.
- design system components and environments.
- build general and detailed models that assist programmers in implementing a system.
- design a database for storing data, a user interface for data input and output, and controls to protect the system and its data.

B.Com(Computer Application) III Year(VI Semester)

Learning Outcomes for C#.Net:

- knowledge of the structure and model of the programming language C # (note)
- use the programming language C # for various programming technologies (understanding)
- develop software in C # (application)
- evaluate user requirements for software functionality required to decide whether the programming language C # can meet user requirements (analysis)
- propose the use of certain technologies by implementing them in the C # programming language to solve the given problem (synthesis)
- choose an engineering approach to solving problems, starting from the acquired knowledge of programming.

Department of BBA & BCCA

Learning outcomes:

B.Com(Computer Application) I Year (II Semester):

E commerce & Web Designing:

1. Demonstrate an understanding of the foundations and importance of E-commerce
2. Analyze the impact of E-commerce on business models and strategy
3. Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
4. Describe the infrastructure for E-commerce
5. Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.

B.Com(Computer Application)II Year (III Semester):

Database Management System:

1. Understand database concepts and structures and query language
2. Understand the E R model and relational model
3. To design and build a simple database system and demonstrate competence with the fundamental tasks involved with modeling, designing, and implementing a DBMS.
4. Understand Functional Dependency and Functional Decomposition.
5. Perform PL/SQL programming using concept of Cursor Management, Error Handling, Package and Triggers

B.Com(Computer Application)II Year (IV Semester):

Core Java:

1. Use an integrated development environment to write, compile, run, and test simple object-oriented Java programs.
2. Read and make elementary modifications to Java programs that solve real-world problems.
3. Validate input in a Java program.
4. Identify and fix defects and common security issues in code.

B.Com(Computer Application)III Year (V Semester):

Computerized Accounting Tally:

1. To enable the learners to gain an in-depth knowledge in Accounting Tally Software and its allied subjects.
2. To enable the learners to acquire necessary competencies by imparting
3. Knowledge of various concepts, methods and approaches to analyze complex business issues.
4. To improve their competitive position through practical methods and up-date the changes in the subject areas.

B.Com(Computer Application) III Year (VI Semester):

Project:

- 1.** Understand, analyze and develop computer system in the areas related to algorithms, system software, multimedia, web design, and networking for efficient design of computer-based systems of varying.
- 2.** Apply standard practices and strategies in software project development using open-ended programming environments to deliver a quality product for business success.
- 3.** Employ modern computer languages, environments and platforms in creating innovative career paths and a zest for higher studies.