



B.P.H.E.Society's  
**Ahmednagar College, Ahmednagar**  
Station Road, Ahmednagar, Pin 414001 (M.S.)

## Department of BUSINESS ADMINISTRATION

CO – ORDINATOR : - DR. D.B. MORE

Phone: 0241-2359571 Extn. 253

### Department of Business Administration

#### 1. Departmental Profile

Ahmednagar College, the first and the oldest institution of Ahmednagar District. A premier institution of learning for traditional as well as new-age subjects, the name of the college is synonymous with Quality Education. Ahmednagar college opened the gates of Higher Education to the all types of the students irrespective of their caste, religion and race. The Department of Business Administration was established in the year 2005. Post Graduate Courses were started from 2009. The department of Business Administration has its course designed to give a broad knowledge of the functional aspects of a company and their interconnection, while also allowing for specialization in a particular area. B.B.A. programs expose students to a variety of "core subjects" and allow students to specialize in a specific academic area. The degree also develops the student's practical, managerial and communication skills, and business decision-making capability. Many programs incorporate training and practical experience, in the form of case projects, presentations, internships, industrial visits, and interaction with experts from the industry.

Under the leadership of Principal Dr. R. J. Barnabas the department gained its rigor acclaim. Currently Dr.D.B.More is working as a coordinator of the Department.

The department of Business Administration is actively engaged in various activities with the help of students and faculty members. The commerce association is regularly arranging lectures related with trade, commerce, industry, management, taxation & global scenario. Eminent personalities, consultant's resource persons were called for delivering the lecturers on related topics.

Business Administration course provides adequate basic understanding about Management Education among the students. It prepares students to exploit opportunities being newly created in the Management Profession. It helps train the students in communication skills effectively. It develops appropriate skills in the students so as to make them competent and provide them self-employment, and inculcates Entrepreneurial skills.

#### 2. Programmes offered

| Sr. No. | Programme                                    | Objectives  | Programme Specific Objectives  |
|---------|--|---|--|
| 1.      | Bachelor of Business Administration (B.B.A.) | PO1. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, | <b>F.Y.B.B.A. (sem – I)</b><br><br><b>Business Organisation and System :</b><br>1. To make the students aware about various activities of business, business practices and recent trends in business world.<br>2. To study the challenges before |



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| Sr. No. | Programme | Objectives  | Programme Specific Objectives   |
|---------|-----------|---|---|
|         |           | <p>media and technology.</p> <p>PO2.Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.</p> <p>PO3.Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.</p> <p>PO4.Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.</p> <p>PO5.Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.</p> <p>PO6.Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes</p> | <p>the businesses and setting up of a business enterprise.</p> <p>3. To develop the spirit of entrepreneurship among the students.</p> <p><b>Business communication skills:</b></p> <p>1. To improve various skills such as linguistic, non linguistic and Paralinguistic skills.</p> <p>2. To develop an integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively.</p> <p>3. To create awareness among student about Methods and Media of communication.</p> <p><b>Business Accounting:</b></p> <p>1. To enable the students to acquire sound knowledge of basic concepts of accounting</p> <p>2. To impart basic accounting knowledge</p> <p>3. To impart the knowledge about recording of transactions and preparation of final accounts</p> <p>4. To acquaint the students about accounting software packages</p> <p><b>Business Economics (MICRO)</b></p> <p>1. To expose students to basic micro economic concepts.</p> <p>2. To apply economic analysis in the formulation of business policies.</p> <p>3. To use economic reasoning to problems of business.</p> |



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|---------|-----------|------------|--|
|         |           |            | <p><b>Business Mathematics</b></p> <ol style="list-style-type: none"><li>1. To understand applications of matrices in business.</li><li>2. To understand the concept and application of Permutations &amp; Combinations in business.</li><li>3. To use L.P.P. and its applications in business.</li><li>4. To understand the concept of Transportation problems &amp; its applications in business world.</li><li>5. To understand the concept of shares &amp; share market.</li></ol> <p><b>Business Demography and Environmental Studies</b></p> <ol style="list-style-type: none"><li>1) To develop knowledge base for demographic and environmental factors affecting business.</li><li>2) To make the students aware of environmental problems related to business and Commerce.</li><li>3) To inculcate values of Environmental ethics amongst the students.</li></ol> <p><b><u>S.Y.B.B.A. (SEM – III)</u></b></p> <p><b>Personality Development:</b></p> <ol style="list-style-type: none"><li>1. To make the students aware about the dimensions and importance of effective personality.</li><li>2. To understand personality traits and formation and vital contribution in the world of business .</li><li>3. To make the students aware about the various dynamics of personality development.</li></ol> |



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|---------|-----------|------------|--|
|         |           |            | <p><b>Business Ethics:</b></p> <ol style="list-style-type: none"><li>1. To impart knowledge of Business Ethics to the students.</li><li>2. To promote Ethical Practices in the Business.</li><li>3. To develop Ethical and Value Based thought process among the future manager's entrepreneurs.</li></ol> <p><b>Human Resource Management and Organisational Behavior:</b></p> <ol style="list-style-type: none"><li>1. To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.</li><li>2. To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.</li></ol> <p><b>Management Accounting:</b></p> <ol style="list-style-type: none"><li>1. To impart basic knowledge of Management Accounting.</li><li>2. To know the implications of various financial ratios in decision making.</li><li>3. To study the significance of working capital in business.</li><li>4. To understand the concept of budgetary control and its application in business.</li><li>5. To develop the calculating ability of various techniques of management accounting.</li></ol> <p><b>Business Economics (MACRO):</b></p> <ol style="list-style-type: none"><li>1. To study the behavior of working</li></ol> |



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|---------|-----------|------------|--|
|         |           |            | <p>of the economy as a whole.</p> <p>2. To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.</p> <p>3. To apply economic reasoning to problems of business and public policy.</p> <p><b>IT in Management :</b></p> <p>1. To understand the role of IT in Management.</p> <p>2. To understand the basics of operating systems.</p> <p>3. To know the current happenings.</p> <p><b><u>T.Y.B.B.A. (SEM – V)</u></b></p> <p><b>Supply Chain and Logistics Management:</b></p> <p>1. To introduce the fundamental concepts in Materials and Logistics Management.</p> <p>2. To familiarize with the issues in core functions in materials and logistics management</p> <p><b>Entrepreneurship Development:</b></p> <p>1. To create entrepreneurial awareness among the students.</p> <p>2. To help students to up bring out their own business plan.</p> <p>3. To develop knowledge and understanding in creating and managing new venture.</p> <p><b>Business Law:</b></p> <p>1. To understand basic legal terms and concepts used in law pertaining to business</p> <p>2. To comprehend applicability of legal principles to situations in Business world by</p> |



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|---------|-----------|------------|---|
|         |           |            | <p>referring to few decided leading cases.</p> <p><b>Research Methodology:</b></p> <ol style="list-style-type: none"><li>1. To provide the students with basic understanding of research process and tools for the same.</li><li>2. To provide an understanding of the tools and techniques necessary for research and report writing.</li></ol> <p><b>Finance Spl – I [Analysis of Financial Statement]:</b></p> <ol style="list-style-type: none"><li>1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.</li><li>2. To make the student well acquainted with current financial practices</li><li>3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.</li></ol> <p><b>Marketing Spl – I [Sales Management] :</b></p> <ol style="list-style-type: none"><li>1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.</li><li>2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.</li><li>3. To provide students with advanced skills in the areas of</li></ol> |



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|         |                            |   | <p>interpersonal communications, Motivational techniques.</p> <p><b>Finance Spl – II [Long term Finance]:</b><br/>           1. To make the study of long-term financing<br/>           2. To make the student well-acquainted regarding current financial structure</p> <p><b>Marketing Spl – II [Retail Management] :</b><br/>           1. To provide insights into all functional areas of retailing.<br/>           2. To give a perspective of the Indian retail scenario.<br/>           3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.</p>   |
| 2.      | Master of Commerce (M.Com) | <p>PO1.Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.</p> <p>PO2. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.</p> <p>PO3.Social Interaction: Elicit</p> | <p><u>M.COM PART I</u></p> <p><b>Management Accounting</b><br/>           The objective of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.</p> <p><b>Strategic Management</b><br/>           To understand the approaches to Strategic Decision Making, Strategic Management Process.</p> <p><b>Production and Operation management:</b><br/>           1. To provide goods and services at the right time, at the right place at the right manufacturing cost of the right</p> |



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|         |           | <p>views of others, mediate disagreements and help reach conclusions in group settings.</p> <p>PO4.Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.</p> <p>PO5.Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.</p> <p>PO6.Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.</p> <p>PO7.Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes</p> | <p>quality.</p> <p>2. To understand manufacturing technology and its role in developing business strategy.</p> <p>3. To identify the role of operation function.</p> <p>4. To understand the external and internal effects of five operation performance</p> <p>Objectives</p> <p><b>Financial Management :</b></p> <p>1. To impart basic knowledge of Financial Management.</p> <p>2. To know the implications of various financial ratios in decision making.</p> <p>3. To study the significance of working capital in business.</p> <p><b>Financial Analysis &amp; Control:</b></p> <p>The objective of the course is to enable students to acquire sound knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.</p> <p><b>Industrial Economics:</b></p> <p>1) To study the basic concepts of Industrial Economics. 2) To study the significance and problems of Industrialization. 3) To study the impact of Industrialization on Indian Economy.</p> <p>Application of Cost Accounting:</p> <p>1. To provide knowledge on advanced cost accounting practices.</p> <p><b>Business Ethics and Professional Values:</b></p> <p>1.To understand ethics in business</p> |





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|         |           |            | <p>and in profession.</p> <p>2. To understand Indian ethical practices</p> <p><b>Elements Of Knowledge Management:</b></p> <p>1.To Understand knowledge and wisdom in everyday dwelling.</p> <p>2.To understand organisational learning.</p> <p><b><u>M.COM PART II</u></b></p> <p><b>Business Finance :</b><br/>To enable students to acquire sound knowledge of concepts, nature and structure of business finance.</p> <p><b>Research Methodology for Business:</b></p> <p>1. To acquaint the students with the areas of Business Research Activities.</p> <p>2. To enhance capabilities of students to conduct the research in the field of business and social sciences. 3. To enable students, in developing the most appropriate methodology for their research studies.4. To make them familiar with the art of using different research methods and techniques.</p> <p><b>Human Resource Management:</b><br/>To Understand the nature of HRM and the study of linkage between labor and management.</p> <p><b>Organizational Behavior:</b><br/>To understand the human behavior in organisational culture.</p> <p><b>Capital Market and Financial Services.</b></p> |



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|---------|-----------|------------|---|
|         |           |            | <p>To enable students to acquire sound knowledge, concept and structure of capital market and financial services.</p> <p><b>Industrial Economic Environment.</b></p> <ol style="list-style-type: none"> <li>To study the basic concepts of Industrial Finance.</li> <li>To study the effects of New Economic Policy.</li> <li>To study the impact of Labor reforms on Industries.</li> </ol> <p><b>Recent Advances in Business Administration:</b></p> <p><b>Project Work / Case Studies:</b></p> |

3. Courses offered

| Sr. No. | Course                                  | Course Outcomes  |
|---------|---|--|
| 1.      | <b>FYBBA</b>                            |  |
|         | <b>Business Organisation and System</b> | <ol style="list-style-type: none"> <li>Enlightened the students aware about various activities of business, business practices and recent trends in business world.</li> <li>Instilled the challenges before the businesses and setting up of a business enterprise.</li> <li>Fully reflective spirit of entrepreneurship among the students.</li> </ol>   |
|         | <b>Business communication skills</b>    | <ol style="list-style-type: none"> <li>Enhanced various skills such as linguistic, non linguistic and Paralinguistic skills.</li> <li>Acquainted an integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively.</li> <li>Developed awareness among student about Methods and Media of communication.</li> </ol> |
|         | <b>Business Accounting</b>              | <ol style="list-style-type: none"> <li>Up – to – date the students to acquire sound knowledge of basic concepts of accounting</li> <li>Learned basic accounting knowledge</li> </ol>   |



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| Sr. No. | Course   | Course Outcomes   |
|---------|--|---|
|         |  | 3. Sophisticated the knowledge about recording of transactions and preparation of final accounts<br>4. Enlightened the students about accounting software packages  |
|         | <b>Business Economics (MICRO)</b>                    | 1. The students are familiarized to basic micro economic concepts.<br>2. Applies economic analysis in the formulation of business policies.<br>3. Sharper economic reasoning to solved problems of business.  |
|         | <b>Business Mathematics</b>                          | 1. Solved applications of matrices in business.<br>2. Understood the concept and application of Permutations & Combinations in business.<br>3. Solved L.P.P. and its applications in business.<br>4. Prepared the concept of Transportation problems & its applications in business World.<br>5. Expert the concept of shares & share market. |
|         | <b>Business Demography and Environmental Studies</b> | 1) Developed knowledge base for demographic and environmental factors affecting business.<br>2) Awake the students aware of environmental problems related to business and Commerce.<br>3) Inculcated values of Environmental ethics amongst the students.  |
| 2.      | <b>SYBBA</b>   |   |
|         | <b>Personality Development</b>                       | 1. Talented students are aware about the dimensions and importance of effective personality.<br>2. Skilled personality traits and formation and vital contribution in the world of business .<br>3. Acquainted the students aware about the various dynamics of personality development.  |
|         | <b>Business Ethics</b>                               | 1. Imparted knowledge of Business Ethics to the students.<br>2. Promoted Ethical Practices in the Business.<br>3. Enhanced Ethical and Value Based thought process among the future manager's entrepreneurs   |
|         | <b>Human Resource Management and Organisational</b>  | 1. Introduced to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.   |



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| Sr. No. | Course                                       | Course Outcomes  |
|---------|--|--|
|         | <b>Behavior</b>                              | 2. Exposed the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.  |
|         | <b>Management Accounting</b>                 | 1. Imparted basic knowledge of Management Accounting.<br>2. Knowledgeable the implications of various financial ratios in decision making.<br>3. Analyzed the significance of working capital in business.<br>4. Understood the concept of budgetary control and its application in business.<br>5. Aware of the calculating ability of various techniques of management accounting. |
|         | <b>Business Economics (MACRO)</b>            | 1. Aesthetic behavior of working of the economy as a whole.<br>2. Sophisticated an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.<br>3. Applied economic reasoning to problems of business and public policy.  |
|         | <b>IT in Management</b>                      | 1. Wised role of IT in Management.<br>2. Brilliant the basics of operating systems.<br>3. Well Informed to know the current happenings   |
| 3.      | <b>TYBBA</b>                                 |  |
|         | <b>Supply Chain and Logistics Management</b> | 1. Introduced the fundamental concepts in Materials and Logistics Management.<br>2. Familiarized with the issues in core functions in materials and logistics management   |
|         | <b>Entrepreneurship Development</b>          | 1. Innovated entrepreneurial awareness among the students.<br>2. Enhanced students to up bring out their own business plan.<br>3. Well – Versed knowledge and understanding in creating and managing new venture.  |
|         | <b>Business Law</b>                          | 1. Well – taught basic legal terms and concepts used in law pertaining to business<br>2. Comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.   |
|         | <b>Research Methodology</b>                  | 1. Cultivated the students with basic understanding of research process and tools for the same.<br>2. Erudite an understanding of the tools and techniques necessary for research and report writing.  |



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|---------|--|---|
|         |  |   |
|         | <b>Finance Spl – I [Analysis of Financial Statement]</b> | 1. Briefed course is designed to prepare students for interpretation and analysis of financial statements effectively.<br>2. Smart student well acquainted with current financial practices<br>3. Wisely designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.   |
|         | <b>Marketing Spl – I [Sales Management]</b>              | 1. Cultivated the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.<br>2. Cosmopolitan understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.<br>3. Cultured students with advanced skills in the areas of interpersonal communications, Motivational techniques. |
|         | <b>Finance Spl – II [Long term Finance]</b>              | 1. Familiar the study of long-term financing<br>2. Trained the student well-acquainted regarding current financial structure  |
|         | <b>Marketing Spl – II [Retail Management]</b>            | 1. Perspective insights into all functional areas of retailing.<br>2. Perspective of the Indian retail scenario.<br>3. Identified the paradigm shifts in retailing business with increasing scope of technology and e-business.   |
| 4.      | <b>M.Com -I (Business Administration)</b>                |   |
|         | <b>Management Accounting</b>                             | The prudent of the course is to enable students to acquire sound Knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.   |
|         | <b>Strategic Management</b>                              | Well – Informed the approaches to Strategic Decision Making, Strategic Management Process.  |



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| Sr. No. | Course   | Course Outcomes   |
|---------|--|---|
|         | <b>Production and Operation management</b>     | <ol style="list-style-type: none"><li>1. Informed goods and services at the right time, at the right place at the right manufacturing cost of the right quality.</li><li>2. Tactful manufacturing technology and its role in developing business strategy.</li><li>3. Identified the role of operation function.</li><li>4. Aware of the external and internal effects of five operation performance Objectives</li></ol> |
|         | <b>Financial Management</b>                    | <ol style="list-style-type: none"><li>1 Imparted basic knowledge of Financial Management.</li><li>2. Knowledgeable the implications of various financial ratios in decision making.</li><li>3. Exposed the significance of working capital in business.</li></ol>   |
|         | <b>Financial Analysis &amp; Control</b>        | Acquainted course is to enable students to acquire sound knowledge of concepts, methods and techniques of management accounting and to make the students develop competence with their usage in managerial decision making and control.   |
|         | <b>Industrial Economics</b>                    | <ol style="list-style-type: none"><li>1) Developed the basic concepts of Industrial Economics. 2) Instilled the significance and problems of Industrialization. 3) Enlightened the impact of Industrialization on Indian Economy.</li></ol> Application of Cost Accounting: <ol style="list-style-type: none"><li>1. Fully reflective knowledge on advanced cost accounting practices.</li></ol>                          |
|         | <b>Business Ethics and Professional Values</b> | <ol style="list-style-type: none"><li>1. Develop the ethics in business and in profession.</li><li>2. To understood Indian ethical practices</li></ol>  |
|         | <b>Elements Of Knowledge Management</b>        | <ol style="list-style-type: none"><li>1. Sharp knowledge and wisdom in everyday dwelling.</li><li>2. Expert organizational learning</li></ol>   |
| 5.      | <b>M.Com -II (Business Administration)</b>     |   |



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| Sr. No. | Course   | Course Outcomes   |
|---------|--|---|
|         | <b>Business Finance</b>  | Talented students to acquire sound knowledge of concepts, nature and structure of business finance.   |
|         | <b>Research Methodology for Business</b>                                       | 1. Acquainted the students with the areas of Business Research Activities.<br>2. Enhanced capabilities of students to conduct the research in the field of business and social sciences. 3. Awake students, in developing the most appropriate methodology for their research studies.4. To make them familiar with the art of using different research methods and techniques. |
|         | <b>Human Resource Management</b>   | To versatile the nature of HRM and the study of linkage between labor and management.   |
|         | <b>Organizational Behavior</b>   | To prepared the human behavior in organizational culture.   |
|         | <b>Capital Market and Financial Services</b>                                   | Inculcated students to acquire sound knowledge, concept and structure of capital market and financial services.   |
|         | <b>Industrial Economic Environment</b>   | 1. Solved the basic concepts of Industrial Finance.<br>2. Expert the effects of New Economic Policy.<br>3. Skilled Labor reforms on Industries  |
|         | <b>Recent Advances in Business Administration Project Work / Case Studies:</b> | The students will have to select a subject from any area of the syllabus of Business Administration and get practical exposure by undertaking project work.   |