

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce,
Baramati.
[Autonomous]

COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

1. Title of The Degree:

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce.

2. Objectives:

1. To provide adequate basic understanding about Management Education among the students.
2. To prepare students to exploit opportunities being newly created in the Management Sectors.
3. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
4. To inculcate Entrepreneurial skills in students.

2. Duration :

The Course shall be a full time course and the duration of the course shall be of three years.

4. Eligibility :

- (i) A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.
- (ii) Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iii) Three Year Diploma Course (after H.S.C., i.e. 10th Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- (iv) MCVC

5. Medium of Instruction: Medium of instruction shall be in English only.

Syllabus Structure.

B.B.A. Third Year (T.Y.)						
Semester 5				Semester 6		
Sr no	Paper Code	Paper	Credits	Paper Code	Paper	Credits
1	BBA3501	Supply chain logistic Management	3	BBA3601	Business Planning and project Management	3
2	BBA3502	Entrepreneurship Development	3	BBA3602	Management Control System	3
3	BBA3503	Business Law	3	BBA3603	E- Business	3
4	BBA3504	Research Methodology	3	BBA3604	Business Analytics	3
5	BBA3505	Specialization Paper 1	3	BBA3605	Specialization Paper 1	3
6	BBA3506	Specialization paper 2	3	BBA3606	Specialization paper 2	3
7		Project	4		Project	4
8		Certificate Course	2		Certificate Course	2

Available Specializations:

- 1) **Finance**
- 2) **Marketing Management**
- 3) **Human Resource Management**
- 4) **Service Sector Management**

Credit Structure :

Sr.No.	Class	Semester	Code	Paper	Paper Title	Credit	Exam	Marks
1	FYBBA	I	BBA1101	Theory		3	I / E	40 + 60
2	FYBBA	I	BBA1102	Theory		3	I / E	40 + 60
3	FYBBA	I	BBA1103	Theory		3	I / E	40 + 60
4	FYBBA	I	BBA1104	Theory		3	I / E	40 + 60
5	FYBBA	I	BBA1105	Theory		3	I / E	40 + 60
6	FYBBA	I	BBA1106	Theory		3	I / E	40 + 60
7					Physical Education	2		
8	FYBBA	II	BBA1201	Theory		3	I / E	40 + 60
9	FYBBA	II	BBA1202	Theory		3	I / E	40 + 60
10	FYBBA	II	BBA1203	Theory		3	I / E	40 + 60
11	FYBBA	II	BBA1204	Theory		3	I / E	40 + 60
12	FYBBA	II	BBA1205	Theory		3	I / E	40 + 60
13	FYBBA	II	BBA1206	Theory		3	I / E	40 + 60
14					Certificate Course	2		
15	SYBBA	III	BBA2301	Theory		3	I / E	40 + 60
16	SYBBA	III	BBA2302	Theory		3	I / E	40 + 60
17	SYBBA	III	BBA2303	Theory		3	I / E	40 + 60
18	SYBBA	III	BBA2304	Theory		3	I / E	40 + 60
19	SYBBA	III	BBA2305	Theory		3	I / E	40 + 60
20	SYBBA	III	BBA2306	Theory		3	I / E	40 + 60
21					EVS	4		
22					Certificate Course	2		
23	SYBBA	IV	BBA2401	Theory		3	I / E	40 + 60
24	SYBBA	IV	BBA2402	Theory		3	I / E	40 + 60
25	SYBBA	IV	BBA2403	Theory		3	I / E	40 + 60
26	SYBBA	IV	BBA2404	Theory		3	I / E	40 + 60
27	SYBBA	IV	BBA2405	Theory		3	I / E	40 + 60
28	SYBBA	IV	BBA2406	Theory		3	I / E	40 + 60
29					Project	4		
30					Certificate Course	2		
31	TYBBA	V	BBA3501	Theory		3	I / E	40 + 60
32	TYBBA	V	BBA3502	Theory		3	I / E	40 + 60
33	TYBBA	V	BBA3503	Theory		3	I / E	40 + 60
34	TYBBA	V	BBA3504	Theory		3	I / E	40 + 60
35	TYBBA	V	BBA3505	Theory		3	I / E	40 + 60

36	TYBBA	V	BBA3506	Theory		3	I / E	40 + 60
37					Project	4		
38					Certificate Course	2		
39	TYBBA	VI	BBA3601	Theory		3	I / E	40 + 60
40	TYBBA	VI	BBA3602	Theory		3	I / E	40 + 60
41	TYBBA	VI	BBA3603	Theory		3	I / E	40 + 60
42	TYBBA	VI	BBA3604	Theory		3	I / E	40 + 60
43	TYBBA	VI	BBA3605	Theory		3	I / E	40 + 60
44	TYBBA	VI	BBA3606	Theory		3	I / E	40 + 60
45					Project	4		
46					Certificate Course	2		
					Total Credit	136		

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Class : T.Y.B.B.A. (Semester-V)

Paper Code: BBA3501

Paper : 1

Title of Paper: Supply chain logistics management

Credit : 3

No. of Lectures: 48

Learning Objectives:

1. To introduce the fundamental concepts in Materials and Logistics Management.
2. To familiarize with the issues in core functions in materials and logistics management
3. To make the students aware about the various marketing channels of supply chain management.
4. To understand various types inventories & basics inventory models like EOQ Model, ABC Analysis
5. Introducing the students with the concept of current trend in supply chain management

Learning Outcome:

The outcome of this course is to aware students about the Material and Logistics Management and also makes them aware about the various Marketing Channels of Supply chain Management

Unit No. 1: Supply Chain Management

- 1.1 Concept, objectives, significance
- 1.2 Process view of a supply chain-cycle and push pull view
- 1.3 Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling
- 1.4 Achieving tradeoff between customer service and cost

Total No. of Lectures- 10

Unit No. 2: Physical distribution

- 2.1 Definition, Importance, participants in physical distribution process.
- 2.2 Marketing Channels – Definition and Importance
- 2.3 Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi channel.
- 2.4 Functions of Marketing Channels
- 2.5 Channel Management – Channel Selection Process & criteria 2.6 Performance Appraisal of Channel Members - Channel Conflicts Techniques to resolve channel conflicts

Total No. of Lectures- 10

Unit No. 3: Procurement

- 3.1 Supplier Management, Management Supplier Selection, Tendering, E-Tendering, Negotiation.
- 3.2 Warehouse and - Types of Warehousing, Warehouse Layout Docking and Marshalling, Warehouse Safety Management.

Total No. of Lectures- 10

Unit No. 4: Inventory

- 4.1 Need and Types of Inventory
- 4.2 Costs associated with Inventory– Basic EOQ Model - EOQ with discounts; ABC Analysis - (Numerical expected on Basic EOQ, EOQ with discounts & ABC Analysis)
- 4.3 Stacking and Racking Systems. LIFO, FIFO
- 4.4 Inventory Information System.

Total No. of Lectures- 10

Unit No. 5: Current Trends in Supply Chain Management

- 5.1 Green Supply Chain Management.
- 5.2 Role and Future of IT in the Supply Chain.
- 5.3 Customer Relationship Management.
- 5.4 Supplier Relationship Management.
- 5.5 E-Business and the Supply Chain; E-Business in Practice.

Total No. of Lectures- 08

Reference Books:

- 1. Supply Chain Management by Sunil Chopra, Peter Meindl & D.V. Kalra
- 2. Inventory Management by L.C. Jhamb
- 3. Principles and Practices of Costing by Sunita Pokharna, Success Publications, Pune
- 4. Sales and Distribution Management by Krishna K. Havaldar & Vasant M Cavale
- 5. Purchasing and Supply Management by Dobler and Burt
- 6. Supply Chain Management Best Practices by David Blanchard
- 7. Channel Management & Retail Management by Meenal Dhotre
- 8. The Supply Chain handbook by James A. Tompkins, Dale A. Harmelink

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2020)

Academic Year 2020-2021

Class :T.Y.B.B.A.(Semester-V)

Paper Code :BBA3502

Paper :2 Title of Paper: Entrepreneurship development.

Credit : 3 No. of Lectures: 48

Learning Objectives:

1. To create entrepreneurial awareness among the students.
2. To help students to up bring out their own business plan.
3. To develop knowledge and understanding in creating and managing new venture.

Learning Outcome:

The outcome of this course is to aware students about the dimensions and importance of Entrepreneurship and also makes them aware about the various dynamics of entrepreneurship development.

Unit No. 1: Entrepreneur and Entrepreneurship.

1.1 Concept of Entrepreneur, Manager, Intrapreneur

- 1.1.1. Definition, meaning and functions of an entrepreneur
- 1.1.2. Concept of Manager
- 1.1.3. Roles and Responsibilities of Manager
- 1.1.4. Concept of Intrapreneur

1.2. Need and Importance of Entrepreneurship

1.3. Enterprise v/s Entrepreneurship

1.4. Self-Employment v/s Entrepreneurship

1.5. Problem of Unemployment and Importance of wealth creation

1.6. Entrepreneurial career as an option

Total No. of Lectures- 10

Unit No. 2: Entrepreneurship development:

- 2.1 Entrepreneurial Competencies, Developing Competencies. Concept of
- 2.2 Entrepreneurship development, Entrepreneur Training and developing,
Role of Entrepreneur Development Programs
- 2.3 EDP , Role of DIC, SISI , EDII , NIESBUD, NEDB, EDP - Objectives – contents –
methods - execution. Role of Mentors.
- 2.4 Innovation and Entrepreneurship, Design Thinking Process. Role of consultancy organizations in
promoting
- 2.5 Entrepreneurs, Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource,
Production; Research -
- 2.6 External problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility - factors in
mobility.

Total No. of Lectures- 12

Unit No. 3: Business Plan:

- 3.1 Meaning and, Objectives of Business Plan
- 3.2 Elements of Business Plan
- 3.3 Business Planning Process - Self Audit, Evaluation of Business Environment, Setting Objectives,
Forecasting Market Conditions, Stating actions and resources required, Evaluating Proposed plan, Assessing
Alternative strategic plans, Controlling the plan through Annual Budget

Total No. of Lectures- 08

Unit No. 4: Role of Central Government and State Government in promoting Entrepreneurship:

- 1 Introduction to various incentives, subsidies and grants, Export Oriented Units,
Fiscal and Tax concessions available, Women Entrepreneurs - Role, Problems and Prospects,
Reasons for low women Entrepreneurs, Assistance Programme for Small Scale
Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure,
Causes and Preventive Measures – Turnaround Strategies. Future of Entrepreneurship Development

and Government, Start Up India, Make in India. –

Total No. of Lectures- 12

Unit No. 5: Practical Approach to Entrepreneurship development

1. Assignment submission for Business Proposal.
2. Assignment submission for Loan proposal.
3. Assignment submissions for Project life cycle.
4. Assignment on Success stories of any two entrepreneurs.

Total No. of Lectures- 06

Reference Books:

1. Desai Vasant: “Management of Small Scale Industries” - Himalaya Publishing House
2. Taneja Satish and Gupta: “Entrepreneurship Development-New Venture Creation” - Galgotia Publishing Company, New Delhi
3. Jain P.C: Handbook For New Entrepreneurs Entrepreneurship Development Institute of India
4. Sangle B. R. : Business Environment & Entrepreneurship, Success Publications, Pune
5. Gupta C.B. & Srinivas: “Entrepreneurial Development”- Sultan D, Chand & Sons, New Delhi
6. Prof Rajeev Roy: “Entrepreneurship” - Oxford University Press
7. Edward D. Bono: “Opportunities”

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2020)

Academic Year 2020 -2021

Class : T.Y.B.B.A.(Semester-V)

Paper Code : BBA3503

Paper :2

Title of Paper: Business Law

Credit : 3

No. of Lectures: 48

Learning Objectives:

1. To understand basic legal terms & concepts used in law pertaining to business.
2. To comprehend applicability of legal principles to situations in business world by Referring to few decided leading cases.

Learning Outcome:

The outcome of this course should understand all legal concepts necessary to establish and execute the business successfully. It will try to cover all needed acts and its in detail knowledge.

UNIT-1 INDIAN CONTRACT ACT,1872.

- 1.1 Definition, Kinds & Concept of Contracts. Essentials of Contract U/S 10.
- 1.2 Offer & Acceptance.
- 1.3 Consideration.
- 1.4 Legality & Objects of Consideration.
- 1.5 Capacity of Parties.
- 1.6 Free Consent.
- 1.7 Void Agreements & Agreements opposed to Public Policy.
- 1.8 Performance of Contract.
- 1.9 Discharge of Contract & Remedies.

No of Lectures 10.

UNIT -2 THE SALE OF GOODS ACT,1930.

- 2.1 Contract of Sales of Goods-Essentials.
- 2.2 Distinction between Sale & Agreement to Sale.
- 2.3 Subject matter of Contract of Sale-Classification of Goods & Concept of Price.
- 2.4 Conditions & warranties-Types & Distinction.
- 2.5 Transfer of Property-Possession & Risk, Passing of Property, Goods sent on approval or "On sale or return" basis, Sale by Non-Owner.
- 2.6 Performance of Contract of sale –Delivery of Goods, Rights & Duties of the Buyer, Buyers liability for rejecting or refusing delivery.
- 2.7 Rights of Unpaid Seller.
- 2.8 Remedies for Breach of Contract of Sale.

No of Lectures 10.

UNIT -3 THE COMPANIES ACT, 1956.

- 3.1 Definition, Meaning, Features & Types of Company.
- 3.2 Incorporation of a Company-Mode of Forming, Documents to be filed with the Registrar, Certificate of Incorporation, Effects of Registration, Promoter & this position.
- 3.3 Memorandum of Association-Its contents & Alteration, Doctrine of Ultra Vires.
- 3.4 Articles of Association- Its contents & Alteration- Comparison between Articles & Memorandum, Doctrine of Indoor Management.
- 3.5 Prospectus-Registration & Contents.
- 3.6 Statement in Lieu of Prospectus.

No of Lectures 8.

UNIT -4

CONSUMER PROTECTION ACT 1986 & INFORMATION TECHNOLOGY ACT 2000.

- 4.1 The Consumer Protection Act 1986, Dispute Redressal Commissions – District, State & National Commissions, Composition, Jurisdiction, Powers, Appellate Authority.
- 4.2 Information Technology Act, 2000- Digital Signature, Electronic Records
Electronic Governance-Advantages & Disadvantages.

No of Lectures 12.

UNIT-5 RIGHT TO INFORMATION ACT, 2005.

- 5.1 Preliminary & Definitions.
- 5.2 Right to Information & Obligations to Public Authority.
- 5.3 Designation of Public Information Officers.
- 5.4 Request for Obtaining Information, Disposal of request and Exemption from Disclosure of Information.
- 5.5 State Information Commission & Central Information Commission-Constitution, Tenure, Conditions of Service, Powers & Functions.

No of Lectures 8.

Reference Books:

- (1) Business & Commercial Laws-Sen & Mitra.
- (2) Business Law-N M Wechlekar.
- (3) Company Law-Avatar Singh.
- (4) Business Laws-Kuchhal M C.
- (5) Business Law for Management-Bulchandani K R
- (6) Consumer Protection Act in India-V K Agrawal.
- (7) Information Technology Act 2000.
- (8) Right to Information Act 2005
- (9) Law of Contract- Avatar Singh.
- (10) Consumer Protection Act in India-Niraj Kumar.

- (11) Business Legislations for Management, M.C. Kuchhal
- (12) Elements of Mercantile Law, N.D. Kapoor
- (13) Business and Corporate Laws, Dr. P.C. Tulsian.
- (14) Legal Aspects of Business, Ravinder Kumar
- (15) Business Laws, S. D. Geet
- (16) Business Laws, S.S. Gulshan
- (17) Legal Aspects of Business, Akhileshwar Pathak

SYLLABUS FOR T. Y. B. B. A. (w. e. from June, 2021)

Academic Year 2020-2021

Class : T.Y. B. B. A. (Semester- V)
Paper Code : BBA3504
Paper : IV Title of Paper: Research Methodology.
Credit : 3 No. of lectures: 48

Learning Objectives :

1. To introduce the students to basic research concepts.
2. To discuss research process in detail.
3. To elaborate the different types of research.
4. To analyze different hypothesis testing techniques used in research.

Learning Outcome : The outcome of this course is students should be familiar with basic research process and should be able to write research papers as well as research projects successfully.

Unit No. 1 Introduction to Research.

- 1.1 Research : Definition ,Meaning, Characteristics & Importance of Research.
- 1.2 Basic Research Process in detail steps.
- 1.3 Types of research.
- 1.4 Research Design – Meaning, Characteristics of a good research design
- 1.5 Sampling Design – Definition and Characteristics of a sample , Sampling process. Types of Samplings methods

No of Lectures 12

Unit No. 2 Data collection Techniques:

- 2.1 Primary Data: Concept and Definitions
- 2.2 Techniques to collect primary data.
 - 2.2.1 Survey Method: Types of surveys.
 - 2.2.2. Questionnaire Method: Types of questions, Essentials of good questionnaire.
 - 2.2.3 Interview Method: Types of Interviews
 - 2.2.4 Experimentation & Observation Methods: Types of observation s
 - 2.2.5 Focus Group Methods like Panel groups & Group Discussions
- 2.3 Secondary Data: Concept and Definition
- 2.4 Techniques to collect secondary data
- 2.5 Evaluating Quality of Data

2.6 Advantages and Disadvantages of Secondary Data

No of Lectures 12

Unit No. 3 Data Processing & Analysis

- 4.1 Data Processing – Editing, Codification, Classification, Tabulation, Scaling & Measurement
- 4.2 Data Analysis – Methods of analyzing data.
- 4.3 Recent techniques used for data analysis.
- 4.4 Hypothesis - Concept and Types of Errors
- 4.5 Hypothesis Testing – Chi Square Test, Z-test & t-test

No of Lectures 12

Unit No. 4 - Writing Skills for Research:

- 4.1 Project Report Writing – Selecting and defining topic, Writing Chapters, Subject Matter, Style and Structure
- 4.2 Research Paper Writing – Structure of research paper, referencing styles

No. of Lectures- 12

References :

1. *Kothari. C.R. Research Methodology–Methods and Techniques (New Age:New Delhi).*
2. *Sangale B. R. Research Methodology – (Success Publications, Pune)*
3. *Donald. R. Cooper and Pamela S. Schindler, Business Research Methods (Irwin McGraw-Hill Publications, New Delhi).*
4. *Naresh K. Malhotra, Basic Marketing Research 4/E (Pearson Education Publications).*
5. *S. N. Murthy and U. Bhojanna, Business Research Methods. (Excel Books, New Delhi).*

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Finance Specialization paper 1

Class : T.Y.B.B.A.(Semester-V)

Paper Code: BBA3505 A

Paper : 1 Title of Paper: Analysis of Financial Statements

Credit : 3 No. of Lectures: 48

A) Learning Objectives:

1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.
2. To make the student well acquainted with current financial practices
3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.
4. To understand recent trend in accounting & finance

Learning Outcome:

The outcome of this course is to aware students about the financial system & Financial services and also make them aware about the financial market or Recent trend in accounting & finance

Unit No. 01 Financial Statements of Corporate Organizations

- 1.1 Meaning of Financial statements
- 1.2 Need of Financial statements
- 1.3 Importance of Financial statements.
- 1.4 Preparation of Financial Statements as per schedule VI of the Amended Companies Act 2013
- 1.5 Revised Schedules
- 1.6 How to read company's Balance Sheet

Total No. of Lectures- 08

Unit No. 02 Introduction to analysis and Interpretation of financial statements

- 2.1 Analysis and Interpretation of financial statements – Meaning/ introduction
- 2.2 Types of financial analysis
- 2.3 Advantages of financial analysis
- 2.4 Limitations of financial analysis
- 2.5 Techniques of financial analysis
 - i. Comparative financial statements
 - ii. Trend Analysis
 - iii. Common Size Financial Statements
 - iv. Funds Flow Analysis

- v. Cash Flow Analysis
- vi. Ratio Analysis

Total No. of Lectures- 08

Unit No. 3: Ratio Analysis

- 3.1 Concept of Ratio
- 3.2 Meaning of Ratio Analysis
- 3.3 Interpretation of Ratios
- 3.4 Classification of Ratios
 - i) Liquidity Ratios
 - ii) Turnover Ratios
 - iii) Solvency Ratios
 - iv) Profitability Ratios
 - v) Miscellaneous Group
- 3.5 Role of Ratio
- 3.6 Advantages of Ratio Analysis
- 3.7 Limitations of Ratio Analysis
- 3.8 Practical Problem

Total No. of Lectures- 10

Unit No. 04 Cash Flow Analysis

- 4.1 Meaning of Cash Flow Statement
- 4.2 Objectives of Cash Flow Statement
- 4.3 Uses of Cash Flow Statement
- 4.4 Limitations of Cash Flow Statement
- 4.5 Preparation of Cash Flow Statement
- 4.6 Methods of Cash Flow Statement a) Direct Method – b) Indirect Method
- 4.7 Cash Flow Activities – Operating, Investing, Financing
- 4.8 Practical Problems on Indirect Method

Total No. of Lectures- 11

Unit No.05 Funds Flow Analysis

- 5.1 Concept of Fund
- 5.2 Meaning of Fund Flow Statement
- 5.3 Uses of Fund Flow Statement
- 5.4 Limitations of Fund Flow Statement
- 5.5 Preparation of Fund Flow Statement
 - i) Funds from Operations
 - ii) Statement of Changes in Working Capital
 - iii) Funds Flow Statement.
- 5.6 Practical Problems

Total No. of Lectures- 11

Reference Books:

1. N.M. Vechlekar Financial Management
2. G. M. Dumbre Advanced Management Accounting, Success Publications, Pune 3. I.M Pandey Financial Management
4. Ravi. M. Kishore Financial Management
5. P.C Pardeshi Business Finance
- . 6. Khan and Jain Financial Management
7. N.D.Kapoor Financial Management
8. Prasanna Chandra Financial Management
9. Prof.Satish Inamdar Financial Statement and Analy

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Finance Specialization paper 2

Class : T.Y.B.B.A. (Semester-V)

Paper Code: BBA3506 A

Paper : 1

Title of Paper: Long Term Finance

Credit : 3

No. of Lectures: 48

A) Learning Objectives:

1. To make the study of long-term financing
2. To make the student well-acquainted regarding current financial structure
3. To make the student well-acquainted regarding capital budgeting techniques
4. To give a perspective of the Indian banking & insurance system
5. To understand recent trend in accounting & finance

Learning Outcome:

The outcome of this course is to aware students about the source of finance & capital structure and also makes them aware about the capital budgeting & private financial institute

Unit No. 1 Sources of Finance

- 1.1 Owned and Borrowed funds
- 1.2 Equity Shares, Preference Shares
- 1.3 Debentures, Term Loan, Lease Financing, Hire Purchasing

Total No. of Lectures- 10

Unit No. 2 Capital Structure

- 2.1 Meaning, factors affecting Capital Structure
- 2.2 Internal factors, External factors and General factors
- 2.3 Cost of Capital, Trading on Equity, Capital Gearing and Leverages

Total No. of Lectures- 14

Unit No. 3: Capital Budgeting:

- 3.1 Meaning
- 3.2 Techniques of Capital Budgeting
- 3.3 Mutually Exclusive Proposals

Total No. of Lectures- 08

Unit No. 4 Specialized Private Financial Institutions

- Objectives and Functions Of

- 4.1 IFCI
- 4.2 IDBI
- 4.3 ICICI
- 4.4 SFCs
- 4.5 UTI

Total No. of Lectures- 10

Unit No. 5 Dividend Decisions

- 5.1 Dividend policy, determinants of dividend policy
- 5.2 Types of dividend policy
- 5.3 Forms of dividend

Total No. of Lectures- 06

Reference Books:

1. I.M.Pandey – Financial Management – Vikas Publishing House
2. Ravi M.Kishore – Financial Managemen
3. G. M. Dumbre – Modern Banking, Success Publications, Pune.
4. P.C.Pardeshi – Business Finance
5. Khan and Jain – Financial Management – Tata McGraw Hill
6. Prasanna Chandra – Financial Management – Tata McGraw hill
7. Appannaiah, Reddy, Satyaprakash – Financial Management – Himalaya Publishing Pvt. Ltd
8. Satish Inamdar – Financial Statement and Analysis

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2020)

Academic Year 2020-2021

Marketing Specialization paper 1

Class : T.Y.B.B.A.(Semester-V)

Paper Code : BBA506 B

Paper :5

Title of Paper : Retail Management

Credit : 3

No. of Lectures: 48

Learning Objectives:

1. To provide insights into all functional areas of retailing.
2. To give a perspective of the Indian retail scenario.
3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.

A) Learning Outcome:

The outcome of this course is to give the knowledge of Retail and retailing practices in business to the students.

Unit No. 1: Retailing:

- 1.1** Overview of retailing: Definition, Scope , Role and Functions of retailers,
- 1.2** Advantages of Retailing, Organized and Unorganized Retailing,
- 1.3** Indian Retail Scenario Vs. Global Retail Scenario , Drivers of retail change in India,
- 1.4** Emerging Trends in Retailing in India , Role of Retail in Nation's Economy.
- 1.5** Classification of Retailers: a. Traditional Retail Formats : (Store Based Retail Formats) Independent stores, chain stores, Franchisee, Discount Stores, Cooperatives, Specialty stores, supermarkets, departmental stores, hypermarkets, convenience stores, chain stores, off price retailers etc. b. Modern Retail Formats: (Non Store Based Retail Formats) Direct Selling, Direct Marketing, Catalog Marketing, Tele Marketing, Automatic Vending Machines, Airport Retailing, Kiosks, Electronic Shopping

Total No. of Lectures- 12

Unit No. 2: Retail Location and site selection, store layout design and visual merchandising, category management:

- 2.1 Retail Location and Site Selection: Concept of location and site,

2.2 Factors to be considered in retail locations, important retail locations- central business district destination locations-standalone locations-convenience locations, process of retail location and site selection- selection of a city, deciding about trade location in the city, analysis of alternative sites

2.3 Store Design and Store Layout: The concept of store design, element of store design (interior and exterior), Store layout- Types of layout, factors affecting store layout, store façade

2.4 Visual Merchandising: Concept, Need and importance, tools used for visual merchandising and store atmospherics

Total No. of Lectures- 10

Unit No. 3: Retail Merchandising, Merchandise Planning and Category Management:

3.1 Retail Merchandising: Concept and principles of merchandising,

3.2 Merchandise Planning: Concept of merchandise planning, types of merchandise, Process of merchandise planning, introduction of Private label brands

3.3 Category Management: Definition and process

Total No. of Lectures- 08

Unit No. 4: Promotion mix in retailing and Retail Strategies

4.1 Promotion Mix in Retailing: Concept, need and objectives of promotion mix, \ elements of promotion mix, tool of promotion mix in store advertisements, outdoor advertisement, online advertising,

4.2 Retail Strategies: Differentiation strategy, growth strategy, expansion strategy, pricing strategy

Total No. of Lectures- 10

Unit No. 5: Current trends in retailing:

5.1 Role of IT in retailing: Electronic Data Interchange (EDI), Database Management, Data Warehousing, Data Mining, Radio Frequency Identification (RFID), E-tailing, Bar Coding

5.2 Rural Marketing -Retail: Concept of rural marketing, Emerging models in rural markets Opportunities and Challenges in rural retail marketing.

5.3 Mall Management: Nature and concept of a mall, growth of malls globally and in India, Indian Malls Vs. Western countries Malls.

Total No. of Lectures- 08

Reference Books:

1. Retailing Management: Michael Levy and Barton Weitz, TMGH, 5th Edition
2. Retail Management: Swapna Pradhan, TTMGH

3. Retail Management: Gibson Vedamani, Jaico Books
4. Fundamentals of Retailing: K V S Madaan, McGraw Hill
5. Retail Marketing Management: David Gilbert, Pearson Publication
6. Retail Management: Arif Sheikh, Himalaya Publishing

Supplementary Reading Material

1. It happened in India by Kishor Biyani, Rupa and Company
2. Business Today , November 1999, Mall Management ,

Websites

1. www.indiaretailing.com
2. www.imageretail.com

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2020-2021

Marketing Specialization paper 2

Class : T.Y.B.B.A.(Semester-V)

Paper Code: BBA306B

Paper : 6

Title of Paper : Digital Marketing

Credit : 3

No. of Lectures: 48

Learning Objectives:

1. To provide insights into all functional digital marketing.
2. To give a perspective of the Indian digital scenario.
3. To identify the paradigm shifts in digital business with increasing scope of technology and e-business.

Learning Outcome:

The outcome of this course is to give the knowledge of digital and digital practices in business to the students.

Unit No.1.

Digital Marketing Planning and Structure:

- 1.1 Inbound vs. Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.
- 1.2 WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Strategic Design of Products & Services Page, Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page, Call to Action (Real Engagement Happens),

Designing Other Pages, SEO Overview, Google Analytics Tracking Code, Website Auditing, Designing WordPress Website.

Total No. of Lectures- 08

Unit No 2.

Face book Marketing Fundamentals:

- a. Profiles and Pages, Business Categories, Getting Assets Ready, Creating Facebook Pages, Page Info and Settings, Face book Page Custom URL, Invite Page Likes, Featured Video, Pin Post and Highlights, Scheduling Posts, Facebook Events, Reply and Message, Face book Insights Reports, Competitor's Facebook Page, Ban User on Facebook Page, Connect with Twitter.
- b. Facebook Ad Campaigns: Organic v/s Paid, Defining Ad Objective, Performance Matrix, Ad Components, Designing Creative Image, Facebook Ad Structure, Setting Up Facebook Ad Account Create Ad –Targeting, Create Ad –Budgeting, Create Ad –Creative, Content and CTA, Boosting Page Posts, Page Promotion, Video Promotion, Similar Ads and Audiences, Tracking Pixels Code, Remarketing -Website Visitors, Custom Audiences - Look Alike, Custom Audience -Saved Group, Managing and Editing Ads, Ad Reports and Ad Insights, Billing and Account.
- c. Face book Business Manager, People, Pages and Roles, Ad Accounts Configurations, Ad Agencies and Assigning, Shared Login for FB Business A/c, Power Editor, Email Targeting on Face book, Face book Offers, CTA on Page, Posts for Location, Save Time with Third Party Tools, Case Studies.

Total No. of Lectures- 10

Unit No 3. Google Ad words:

- 3.1 Understanding Ad words, Google Ad Types, Pricing Models, PPC Cost Formula, Ad Page Rank, Billing and Payments, Ad words User Interface, Keyword Planning, Keywords Control, Creating Ad Campaigns, Creating Text Ads, Creating Ad Groups, Bidding Strategy for CPC, Case Studies.
- 3.2 PPC, CPM, CPA , Other Measuring Tools, Bidding Strategy on Location, Bidding Strategy on Schedule, Bidding Strategy on Devices, Conversion Tracking Code, Designing Image Ads, Creating Animated Ads, Examples on Animated Ads, Creating Video Ads, YouTube Video Promotion, Hi-Jack Competitor's Video Audience, Case Studies.
- 3.3 Remarketing Strategies, Remarketing Rules, Remarketing Tracking Code, Linking Google Analytics,

Designing Remarketing Images, Shared Budget, GWD Software, Case Studies.

Total No. of Lectures- 10

Unit No 4. YouTube Marketing:

4.1 Video Flow, Google Pages for YouTube Channel, Verify Channel, Webmaster Tool –Adding Asset, Associated Website Linking, Custom Channel URL, Channel ART, Channel Links, Channel Keywords, Branding Watermark, Featured Contents on Channel, Channel Main Trailer, Uploading Videos, Uploading Defaults, Creator Library.

4.2 Channel Navigation, Video Thumbnail, CTA –Annotation, CTA –Extro, CTA –Cards for Mobile, Redirect Traffic to Website, Post Upload Enhancements, Live Broadcasting, Managing Playlists, Managing Comments, Managing Messages, Monetization with Adsense, Paid YoutubeChannel, Channel Analytics, Real Time Analytics.

Total No. of Lectures- 10

Unit No 5. Email Marketing–

5.1 Content Writing: Email Machine –The Strategy, Email Frequency, Why People Don't Buy, The Fuel –Value, Triggers in Email using 4Ps, Sequence of Email Triggers, Email Example - Topic, Intro, Product, Secondary Value, Fear, Regret, Ask for Sales, Reinforcement, Offers Announcements, Urgency, Cross Sales, Re-Engagement, Buyer vs Consumer.

5.2 Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email Templates and Designs, Sending HTML Email Campaigns, Web Forms Lead Importing, Integrating Landing Page Forms, Campaign Reports and Insights, Segmentation Strategy, Segmentation Lists, Auto-Responder Series, Triggering Auto –Responder Emails, Auto Responder Actions.

Total No. of Lectures- 10

Suggested Text Books:

1. Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky,
2. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing, Ian Brodie
3. Social Media Marketing All-In-One for Dummies, Jan Zimmerman and Debora

SYLLABUS FOR T. Y. B. B. A. (w. e. from June, 2021)

Academic Year 2020-2021

Human Resource Management Special Paper I

Class : T.Y. B. B. A. (Semester- V)

Paper Code: BBA3505 C

Paper :

Title of Paper: **Human Resource**

Management Principles and Practices

Credit : 3

No. of lectures: 48

Learning Objectives:

1. To analyze basic principles of Human resource management.
2. To understand various functions carried out under Human Resource Management.
3. To Understand training and development activities and evaluation programs.
4. To understand the recent trends in Human Resource Management.

Learning Outcome : possible expected outcome of this course that student should be aware of all basic principles and practices along with recent trends in Human Resource Management.

Unit no 1 Introduction to Human Resource Management and HR planning

- 1.1. Introduction to Human Resource Management
- 1.2. Nature of Human Resource Management
- 1.3. Scope & Functions of HRM
- 1.4. Objectives of HRM
- 1.5. Role of H.R. manager
- 1.6. Strategic HRM: Meaning, Objectives & Challenges
- 1.7. HR Planning: Meaning, Definition
- 1.8. Need for HR Planning
- 1.9. Process HR Planning
- 1.10. Job Analysis, Job Design & Job Evaluation

No of lectures 10

Unit 2 Recruitment and Selection Function

- 2.1. Recruitment: Meaning & Definition
- 2.2. Recruitment Source: Internal vs. External
- 2.3. E-recruiting Methods, Benefits and Limitations
- 2.4. Factors Affecting Recruitment
- 2.5. Selection: Meaning & Process
- 2.6. E-selection, Advantages and Disadvantages.
- 2.7. Promotion: Policy and Types
- 2.8. Transfer: Policy and Procedure for Transfer
- 2.9. Demotion: Meaning, Causes of Demotion
- 2.10. Labor Turnover: Meaning. Measurement of Labor Turnover, Causes and Control Measures.

No of Lectures 10

Unit 3 Employee Training, development and evaluation.

- 3.1. Training: Meaning, Objectives & Need
- 3.2. Training Process & Evaluation
- 3.3. Methods of Training: On the Job & Off the Job
- 3.4. Management Development: Meaning & Methods of MDP
- 3.5. Management Development Process and Evaluation
- 3.6. Performance Appraisal: Meaning, Definition & Need
- 3.7. Techniques of PA: Traditional & Modern Techniques
- 3.8. Possible Errors or Problems in Appraisal
- 3.9. E-performance Management: Meaning, Advantages & Disadvantages
- 3.10. Performance Management System: Meaning & Importance

No of Lectures **10**

4 Personnel records reports and audit

- 4.1. Meaning & Significance of Records and Reports
- 4.2. Essentials of a good Record and good Report
- 4.3. Personnel Audit: Objective, Scope & Importance
- 4.4. Methods of Analysis
- 4.5. Audit Report: Meaning & Importance

No of Lectures **8**

5 Recent trends in HRM and exit policy

- 5.1. Exit Policy: Meaning & Procedure
- 5.2. Challenges in implementing Exit Policy
- 5.3. Voluntary Retirement Schemes: Meaning, Merits & Demerits
- 5.4. Effects of Excess Manpower
- 5.5. HR in International Context: Global competency and Global Dimensions
- 1.6. Developing Cross Cultural Sensitivity
- 1.7. HRIS- Need, Advantages & Uses of HRIS.
- 5.7. Human Resource Accounting
- 5.8. Human Resource Audit
- 5.9. Bench marking
- 5.10. Human Resource Research

No of Lectures **10**
Total **48**

Reference Books:

- 1.. *Personnel Management: - Kumar Arun and Sharma Rachana*
2. . *Human Resource Management- Ashwathappa*
- 3 . *International Human Resource Management by Peter J Dowling, Device E Welch, 4th Edition.*
4. *International Human Resource Management by K Aswathappa and Sadhna Dash, TMGH*
- 4 Human Resource Management, Dr. P.C.Pardeshi , Niramli Publication
- 5 Human Resource Management, R.S.Dwiwedi , Vikas Publishing House.
- 6 Human Resource Management, C.B.Mamoria , Himalaya Publishing House

SYLLABUS FOR T. Y. B. B. A. (w. e. from June, 2021)

Academic Year 2020-2021

Human Resource Management Special Paper 2

Class : T.Y. B. B. A. (Semester- V)

Paper Code: BBA 306 C

Paper :

Title of Paper: Conflict and Negotiation Management

Credit : 3

No. of lectures: 48

Learning Objectives :

1. To understand the fundamentals of negotiation.
2. To understand the negotiation process.
3. To understand the models of Conflict management.

Learning outcome : After completion of this course learner will be able to explain the negotiation process, Zone of possible agreement, Analyze the importance of business negotiations.

Unit 1 : Fundamentals of Negotiation.

- 1.1 Definition: Introduction to the importance of negotiation.
- 1.2 Nature of negotiation, negotiation Vs other interactions,
- 1.3 Dimensions of Negotiation, Structure and the prerequisites of successful negotiation,
- 1.4 Types of negotiation , Strategy & planning of negotiation, four stage model of negotiation.

No of Lectures 8

Unit 2 : Negotiation Process:

- 2.1 Perception & Preparation for the negotiations, goal setting for the negotiation, Options and criteria for negotiation,
- 2.2 Role of Communication & Influence in the negotiation process ,
- 2.3 Identifying BATNA (Best alternative to a negotiated agreement)
- 2.4 ZOPA (zone of possible agreement) in the negotiation process ,
- 2.5 Ethics in negotiation, Agreement

No of Lectures 8

Unit 3 : Negotiation styles

- 3.1 Leigh Thompson's 5 negotiation mental models
- 3.2 Importance of establishing trust and building a Relationship in negotiation ,
- 3.3 Win-Win Negotiation, use of creativity and problem Solving in Negotiations,
- 3.4 Application of Transactional analysis for negotiations.

No of lectures 8

Unit 4 Conflict Management

- 4.1 Introducing the concept of conflict management,
- 4.2 Definition, importance and Models of conflict (Process & Structural),
- 4.3 Sources of conflict, analyze the relationship between conflict & performance in team,

- 4.4 Advantages & Disadvantages of Conflict.
- 4.5 Creating conducive climate to resolve the conflict,
- 4.6 Apply the fundamentals of conflict management to build teams in the organizations,
- 4.7 Design the process for conflict management
- 4.8 Create the situations to minimize the conflicts in an organizations.

No of lectures 12

Unit 5 Types of Conflicts

- 5.1 Understanding the importance of developing mechanism to manage conflicts in the organizations,
- 5.2 Managing interpersonal and intra personal conflict, and conflict resolution,
- 5.3 Dealing with difficult subordinates, boss & colleagues, evaluate the organization conflict,
- 5.4 Analyze the techniques to resolve team conflict, creating the strategies to manage organizational conflict
- 5.5 Understand the concept of third party conflict resolution (ADR),
- 5.6 Demonstrate the use of third party conflict resolution (ADR).

No of Lectures 12

Suggested Text Books:

1. Negotiation: Communication For Diverse Settings, Spangle, Michael L. ; Isenhardt, Myra Warren : Sage Publications
2. The Negotiation Field book Simple Strategies to Help you negating everything, Grande, Lum. New Delhi : TATA MCGRAW HILL Publishing Company Limited
3. Negotiation / Harvard Business Essentials. U S A, Harvard Business Publishing Corporation
4. How to Conduct Effective Negotiations, Forsyth, Patrick Jaico Publishing House
5. Managing Workplace Conflicts, Subbulakshmi,V., Hyderabad : ICFAI University Press
6. The Power of Positive Confrontation : The Skills You Need To Know To Handle Conflicts At Work, At Home And In Life, Pachter, Barbara . Magna Publishing Co. Ltd.

SYLLABUS FOR T. Y. B. B. A. (w. e. from June, 2021)

Academic Year 2020-2021

Service Sector Management Special Paper I

Class : T.Y. B. B. A. (Semester- V)

Paper Code: BBA 305 D

Paper :

Title of Paper: **Management of Services**

Credit : 3

No. of lectures: 48

Learning Objectives:

1. To generate awareness of services and its management.
2. To inculcate in depth knowledge of services as an essential economic activity.
3. To get overall understanding about special features of services, various Concepts and issues related with management of services.
4. To understand the process and details to establish service industry.

Learning Outcome:

This course will try to focus on various aspects of service sectors which is one of the important growing economic factor. Outcome of this course is to give all essential details regarding services and its management.

Unit 1 Introduction to services

- 1.1 Concept of services – Definitions and meaning
- 1.2 Characteristics of services.
- 1.3 Differences between goods and services.
- 1.4 Stages of Economic Development - Preindustrial Society, Industrial Society, Post Industrial Society
- 1.5 Dependency of Manufacturing on Services.
- 1.6 Fastest Growing Services – Banking, Insurance, Wholesale, and Retail Trading, Health care, Travel and Tourism, I.T. and B.P.O.
- 1.7 Role of services in the economy
- 1.8 Challenges in the service sector

No of Lectures 10

2 Classification of services

- 2.1 Bases for Classifying services
- 2.2 Service Package
- 2.3 Distinctive Characteristics of Service Operations
- 2.4 Nature of service Act
- 2.5 Relationship of service organisation with customers, Customization and Judgment in Service Delivery.
- 2.6 Nature of demand and supply of service delivery

No of Lectures 8

3 Managing Service Operations

- 3.1 Forecasting demand for services – Meaning and Techniques
- 3.2 Managing Service Capacity - Strategies for managing demand, Strategies for managing supply
- 3.3 Yield management – Meaning, Characteristics and Applications.
- 3.4 Managing waiting lines - Inevitability of waiting, The Psychology of waiting.
- 3.5 Queuing systems – Meaning, Essential features of Queuing Systems.

No of Lectures 10

4 Designing of Service Enterprise

- 4.1 New service development – Meaning, Process cycle
- 4.2 Service design elements, service blueprinting, Benchmarking
- 4.3 Generic approaches to service system design
- 4.4 Technology in services.
- 4.5 Service quality – meaning, Scope of Service Quality, Service Quality Improvement –
 - i) Quality and Productivity Improvement
 - ii) Quality tools for Analysis and Problem solving – Check Sheet, Run Chart, Histogram, Pareto Chart, Flowchart, Cause and Effect Diagram, Scatter Diagram, Control Chart
 - iii) Programs for organizational quality improvement – Personnel Programs for Quality Assurance, Quality-Improvement Program to Achieve Zero Defects, Deming’s 14-Point Program, ISO 9000 and Six-Sigma.

No of Lectures 12

5 Globalization of Services

- 5.1 Meaning and importance of globalization of services
- 5.2 Globalization and Indian services
- 5.3 Domestic growth and expansion strategies – focused service, focused network, clustered service and diversified network
- 5.4 Franchising – meaning, nature, benefits and issues
- 5.5 Global service strategies – Multi country expansion, importing customers, following your customers, service off-shoring and Beating the Clock.

No of Lectures 8

Total 48

Reference Books:

1. *Service Management – Operations, Strategy, information Technology*, James A. Fitzsimmons & Mona J. Fitzsimmons, Tata McGRAW-Hill.
2. *Services Management*, Sanjay V. Patankar, Himalaya Publishing House, Mumbai.
3. *Services Marketing – M. G. Mulla*, Success Publications, Pune.
4. *Marketing Management – B. R. Sangale*, Success Publications, Pune.
5. *Services Management*, Dr. K.Ramachandra, B. Chandrashekhara and S. Shivakumar, Himalaya Publishing House, Mumbai.
6. *Services Marketing –Text and cases*, Rajendra Nargoundkar, Tata McGRAWHills.
7. *Services Marketing – Govind Apte*, Oxford University Press 2004.

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Service Sector Management Specialization Paper 2

Class :T.Y.B.B.A.(Semester-V)

Paper Code :BBA 306 D

Paper : Title of Paper : Service Marketing

Credit : 3 No. of Lectures: 48

Learning Objectives :

1. To analyze the concepts of service marketing.
2. To study the concept of marketing Mix.
3. To analyze how to face competitions in service sectors.
4. To understand the quality measures of services.

Learning Outcome :

Outcome of this paper is to make students aware of service mix concepts and different methods of service marketing. Along with this students must be aware of quality measures applied for services.

Unit 1 Introduction to service marketing.

- 1.1 Meaning & Scope of Services Marketing,
- 1.2 Nature and characteristics of services.
- 1.3 Classification of services.
- 1.4 Importance of services marketing,

No of Lectures 10

Unit 2 Quality of Services

- 2.1 Services based components of quality, perceived quality,
- 2.2 Gaps in quality,
- 2.3 Bench marking,
- 2.4 TQM and customer satisfaction measurement techniques,
- 2.5 Strategies for improvement of service quality service guarantee.

No of lectures 10

Unit 3 Services Marketing Mix

- 3.1 Concept and definition of Marketing Mix

- 3.2 Four P's(Product, Price, Place and Promotion)
- 3.3 Extended Ps of Marketing (People, Process and Physical evidence)

No of Lectures 10

Unit 4 Managing service competition

- 4.1 Guidelines for managing service competition,
- 4.2 Approaches to service competition,
- 4.3 Promotional planning and marketing strategy for services

No of Lectures 10

5 Recent Trends of Services Marketing

- 5.1 Role of IT services.
- 5.2 Types of E- Services
 - 5.2.1 E- services–Financial services,
 - 5.2.2 Hospitality services,
 - 5.2.3 Education services,
 - 5.2.4 IT services,
 - 5.2.5 Hotel & Tourism services,
 - 5.2.6 Event management services,
 - 5.2.7 Consultancy services

No of Lectures 10

Total 48

Reference Books:

1. *Services Marketing – (Concepts, Practices and Case from Indian Environment)*
Dr. S. Shajahan, Himalaya Publication House
2. *Services Marketing – Vasanti Vanugopal Raghu V.N. Himalaya Publications House*
3. *Services Marketing – Text and cases Hansh V. Varma Parsons Educations*
4. *Services Marketing – M. G. Mulla, Success Publications, Pune.*
5. *Services Marketing Text and Cases - Harsh V Varma*
6. *Principles of Marketing - Phillip Kotler and Gary Armstrong*
7. *Marketing - V.S. Ramaswamy and S Namankumari*

SYLLABUS FOR T. Y. B. B. A. (w. e. from June, 2021)

Academic Year 2020-2021

Class : T.Y. B. B. A. (Semester- VI)

Paper Code: BBA 3601

Paper : Title of Paper: Business Planning and Project Management

Credit : 3 No. of lectures: 48

Learning Objectives :

1. To make students aware of planning process.
2. To make students aware of forecasting techniques.
3. To explain project management concepts in detail.
4. To study different network diagrams as a Tool of project design.
5. To identify the Project evaluation techniques.

Learning Outcome:

At the end of this course students must be aware of different project management concept along with project design tools and concepts related to evaluation of projects.

Unit 1 : Planning and Forecasting

1.1 Introduction to Planning:

- 1.1.1 Introduction, Meaning, Definition, Characteristic, objective, nature of Planning
- 1.1.2 Advantages and limitations of planning
- 1.1.3 Steps in planning process
- 1.1.4 Methods of planning
- 1.1.5 Essentials of a good planning
- 1.1.6 Obstacles in planning, Planning Premises and Classification of Planning Premises

Introduction to Forecasting:

- 1.8 Introduction, Meaning, Definition, Characteristics, Process,
- 1.9 Importance of forecasting
- 1.10 Areas of forecasting
- 1.11 Forecasting Techniques- Methods
- 1.12 Advantages of forecasting, Limitations of forecasting
- 1.13 Difference between forecasting and planning

No. of Lectures 10

Unit 2 Introduction to Project Management

- 2.1 Definition of a "Project"

- 2.2 Need of project Management, The project Life-Cycle.
- 2.3 Project Selection and Criteria used to choose projects
- 2.4 The Project Selection Models.
- 2.5 Project Portfolio Process, Project Proposals.
- 2.6 The Project Manager.
- 2.7 Problems for effective project management.
- 2.8 The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization
- 2.9 Choosing an Organizational form The Project Team.

No of Lectures 10

Unit 3 Initial Project Coordination

- 1.1 The Nature of Negotiation, Partnering, Chartering , Conflict and the project life cycle.
- 3.2 Estimating Project Budgets, Improving the Process of Cost Estimation.

No of Lectures 8

Unit 4 Introduction to Network Techniques

- 4.1 Introduction to PERT and CPM .
- 4.2 Risk Analysis Using Simulation with Crystal Ball 2000
- 4.3 Critical Path Method- Crashing a Project, The Resource Allocation Problem, Resource Loading, Resource Leveling ,Constrained Resource Allocation
- 4.4 The Fundamental Purposes of project Control, Three Types of Control processes.

No of Lectures 10

Unit 5 Project Evaluation

- 5.1 Introduction to project evaluation and its Goals.
- 5.2 The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some essentials of an Audit/Evolution
- 5.3 Project Termination, when to Terminate a Project, The Termination Process.

No of Lectures 10

Total 48

Reference Books:

- 1 *Project Management- Vasant Desai, Himalaya Publishing House*
2. *Production and Operation Management:K. Ashwathappa and Siddharth Bhat, Himalaya Publishing House,2010 editions*
3. *Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.*
4. *Business Administration with G. M. Dumbre, Success Publications, Pune.*
5. *Project Management : A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.*
6. *Principles of Management – T. Ramasamy, Himalaya Publishing House*
7. *The McGraw-Hill 36-Hour Project Management Course -McGraw-Hill*

SYLLABUS FOR T. Y. B. B. A. (w. e. from June, 2021)

Academic Year 2020-2021

Class	: T.Y. B. B. A. (Semester- VI)	
Paper Code	: BBA3602	
Paper	:	Title of Paper: Management Control System.
Credit	: 3	No. of lectures: 48

Learning Objectives :

1. To introduce the concept of control in management.
2. To understand the different functional areas for Control System.
3. To understand the use of computer system in establishment of control mechanism in organization.
4. To study the implementation of control system in organizations.

Learning Outcome:

Outcome of this course is that students can understand meaning, nature, functions, implementation and evaluation of control system in organization.

Unit 1 Introduction To Management Control System

- 1.1 The control function- Elements of Control- Nature of Control, Problems in control
- 1.2 Management Control – Characteristics, Principles & Types of Management Control
- 1.3 Management Control Systems - Elements of MCS- Designing of MCS .
- 1.4 10 commandments of Effective Control System

No. of lectures 10

Unit 2 Management Controls In Different Functional Areas

- 2.1 Production Control: Need – Procedure – Techniques Of Production Control
- 2.2 Inventory Control: Classification Of Inventories – Motives For Holding Inventories- Determination Of Stock Levels.
- 2.1 Marketing Control: Process Of Marketing Control- Importance of Marketing Control System- Tools And Techniques of Marketing Control.
- 2.2 Control In Personnel Area: Reasons For Workers Resistance to Controls- Kind Of Control Devices
- 2.3 IT Measures And Control – Installation Of Management Information & Control System, Structured & unstructured Decision

No. of lectures 10

Unit 3 Computers Systems

- 1.1 Computer for Management Control Purposes. Use of computers In Management Control System.
- 1.2 Computers and Information System – Manual Systems – Mechanical Systems.
- 1.3 MIS – Decision Support Systems- Characteristics of DSS- Where to apply DSS- Expert Systems.

No of lectures 8

Unit 4 Management Control of Projects

- 4.1 Meaning of project – Aspects of Project – Factors affecting Project .
- 4.2 Project Planning – Time Dimension – Cost Dimension- Quality Dimension
- 4.3 Project Control- Reports Costs and Time- Reports on output- Revisions.

No of Lectures 10

Unit 5 Implementing MCS for small & medium size companies

- 5.1 Methodology of implementing Management Controls – Roles and responsibilities in implementing Management Control.
- 5.1 Management Control Structure - Responsibility centre, cost centre, profit centre, investment centre.
- 5.2 MCS in service & non-profit organizations.

No of Lectures 10
Total 48

Reference Books:

1. *Bhattacharya S. K.: Managerial Planning & Control System*
2. *Mark G. Simkin : Computer information systems for Business*
- 3 *Subhash Das : Management Control Systems.*
4. *P. Saravanavel : MCS – H.P. House*
5. *Arora Ashok & Akshay Bhatia, Excel Books, New Delhi: Information Systems for Managers*

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Class : T.Y.B.B.A. (Semester-VI)

Paper Code: BBA3603

Paper : 1

Title of Paper: E-Business

Credit : 3

No. of Lectures: 48

A) Learning Objectives:

1. To Know the Concept of Electronic Commerce (E-Business)
2. To Know the Concept of Cyber Law & Cyber Jurisprudence
3. To Know Internet Marketing Techniques
4. To Study in Detail Various Media Of Money Transfer
5. To Make Students Aware About Upcoming Cyber Attack & Hacking

B) Learning Outcome:

The outcome of this course is to aware students about the Electronic Business & Electronic money media and also makes them aware about the Cyber law concepts

Unit No. 1: E- Business and Business Model Concepts

- 1.1 Activities of E Business
- 1.2 Definition
- 1.3 Goals
- 1.4 Technical Components
- 1.5 Functions
- 1.6 Status
- 1.7 Prospects
- 1.8 Significance
- 1.9 Advantages
- 1.10 Disadvantages

E-Commerce Business Models

- 1.11 Major Business to Consumer (B2C) Business Model Portal, E-tailor
- 1.12 Major Business to Business (B2B) Business Model
- 1.13 E Distributor, E-Procurement, Exchanges
- 1.14 Business models in Emerging E-Commerce Areas - C2C, P2P, and B2G.

Total No. of Lectures- 11

Unit No. 2 E-Money

- 2.1 Real World Cash
- 2.2 E-Money
- 2.3 Requirements
- 2.4 Types of Electronic Payment Media
- 2.5 B2B E-Payment Systems Viruses
- 2.6 Types of Viruses
- 2.7 Virus Characteristics
- 2.8 Protection against Fraud & Viruses

Total No. of Lectures- 10

Unit No. 3: E-Marketing

- 3.1 Identifying Goals
- 3.2 Browsing Behavior Model
- 3.3 Online Marketing
- 3.4 E- Advertising
- 3.5 Internet Marketing Trends
- 3.6 Target Markets
- 3.7 E-Branding
- 3.8 Marketing Strategies
- 3.9 E-cycle of Internet Marketing.

Total No. of Lectures- 11

Unit No. 4: Consumer Oriented-Marketing strategies

- 4.1 Consumer oriented- strategies for marketing sales and promotions,
- 4.2 Internet Advertising, models of internet advertising,
- 4.3 Advantages & Disadvantages of internet advertising, online promotion tools & techniques
- 4.4 Assessing requirement for an online business designing,
- 4.5 What is WEB, components of website?
- 4.6 Concepts and designing website for E-commerce, types of web page, Needs for website

Total No. of Lectures- 08

Unit No. 5: Cyber Jurisprudence

- 5.1 Evolution of New System
- 5.2 Legal Meaning of Software
- 5.3 Legal Issues for Internet Commerce
- 5.4 Cyber Attack –Trojan, Virus, Worm, Spam
- 5.5 Hacking – Phishing, IP Spoofing.

Total No. of Lectures- 08

Reference Books:

1. E – Commerce Concepts – Models – Strategies, Himalaya Publishing House. ISBN: 978-81-8488-096-0; C.S.V. Murthy
2. Electronic Commerce from Vision to Fulfillment, 3rd Edition, PHI. ISBN: 81-203- 3027-7; Elias M. Awad
3. E – Commerce An Indian Approach, 2nd Edition, PHI ISBN : 81-203-2788-8; P.T.Joseph, S.J.
4. Laws Relating to Computers Internet & E-Commerce, 4th Edition, Universal Law Publishing Company. ISBN : 978-81-7534-778-6; Nandan Kamath
5. E-Commerce –The Cutting Edge of Business Second Edition; Kamlesh K Bajaj, Debjani Nag
6. E-Commerce –Business, Technology, society; Kenneth C.Laudon, Carol Guercio Traver
7. Introduction to E-Commerce;

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Class : T.Y.B.B.A. (Semester-VI)

Paper Code: BBA3604

Paper : 1

Title of Paper: Business Analytics

Credit : 3

No. of Lectures: 48

learning Objectives :

1. REMEMBERING ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
2. UNDERSTANDING DISCUSS the value added by analytics in the operations function.
3. ANALYSING EXAMINE the Industrial Internet of ings (IIoT) and the role of Big Data Analytics.
4. EVALUATING EXPLAIN the applications of analytics in operations.
5. CREATING COMPILE the issues pertaining to the adoption of technologies that will shape industry

Learning Outcome:

The outcome of this course is to aware students about the dimensions and importance of analytics and also make them aware about the various dynamics of business analytics . After completion of this course student will be able to understand the changing pattern of the Industry.

Unit 1 **Data Science for Modern Manufacturing**

- 1.1 Business Analytics and Big Data Driving Organizational Change,
- 1.2 Industry 4.0, Industrial Internet, (Industrial) Internet of Things - A Platform Built for Manufacturing.
- 1.3 Big Data and Analytics – Hardware, Platforms. Technology & Global Trends,
- 1.4 The data-driven manufacturer, Issues and Challenges Data Science for Modern Manufacturing.
- 1.5 Blending analytic skills and domain expertise, Rethinking business processes.
- 1.6 Factoring in change management, Security, Data Integration.

Total No. of Lectures- 10

Unit 2 **Machine Learning**

- 2.1 Basics of Machine Learning, Natural-Language Processing,
- 2.2 Autonomous Robots, Augmented Reality, and More: Simulation,
- 2.3 Additive Manufacturing.

Total No. of Lectures- 8

Unit 3 **Industry 4.0**

- 3.1 LEAN Production Systems, the Fourth Revolution, Industry 4.0.

- 3.2 Industrial Processes - Sensing & Actuation, Processing,
- 3.3 Communication. Next Generation Sensors, Collaborative Platform
- 3.4 Product Lifecycle Management.

Total No. of Lectures- 10

Unit 4. Business of AI

- 4.1 Introduction to AI
- 4.2 Business applications of AI ad its Limitations.
- 4.3 Use of AI in Product applications for user value creation
- 4.4 Use of AI Process applications for productivity improvement
- 4.5 Insight applications for knowledge discovery

Total No. of Lectures- 10

Suggested books:

1. Data Science for Modern Manufacturing by Li Ping Chu, O'Reilly Media
2. Industry 4.0 Data Analytics Paperback by Rajesh Agnihotri, Samuel New
3. Industry 4.0: The Industrial Internet of Things by Alasdair Gilchrist
4. Advances in Business, Operations, and Product Analytics: Cutting Edge Cases from Finance to Manufacturing to Healthcare (FT Press Analytics) by Matthew J. Drake

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Finance Specialization paper 1

Class : T.Y.B.B.A. (Semester-VI)

Paper Code: BBA3606A

Paper : 1

Title of Paper: Financial Services

Credit : 3

No. of Lectures: 48

A) Learning Objectives:

1. To study in detail various financial services in India
2. To make the students well acquainted regarding financial markets
3. To make the student well-acquainted regarding capital budgeting techniques
4. To give a perspective of the Indian banking & insurance system
5. To understand recent trend in accounting & finance

Learning Outcome:

The outcome of this course is to aware students about the financial system & financial services and also makes them aware about the financial market or Recent trend in accounting & finance

Unit No. 1 Indian Financial System: An Overview

- 1.1 Introduction to Financial System
- 1.2 Structure of Financial System - Financial Institutions, Financial Markets, Financial Instruments and Financial Services
- 1.3 Overview of Indian Financial System since 1991
- 1.4 Financial Intermediaries in Financial System: - Merchant Bankers, Underwriters, Depositories, Brokers, Sub brokers, Bankers etc

Total No. of Lectures- 09

Unit No. 2 Introduction to Financial Markets

- 2.1 Capital Market- Primary Market, Secondary Market – Stock Exchanges in India – Introduction, NSE, BSE, OTCEI

- 2.2 Role of SEBI as a regulatory authority
- 2.3 Introduction to Derivatives, Futures and Options
- 2.4 Money Market – Introduction, Money Market instruments –
Call and Notice money market, Treasury Bill, Commercial
Papers, Certificate of Deposits, Money Market Mutual Fund,
- 2.5 Difference between Money Market and Capital

Total No. of Lectures- 12

Unit No. 3: Capital Budgeting:

- 3.1 Meaning
- 3.2 Techniques of Capital Budgeting
- 3.3 Mutually Exclusive Proposals

Total No. of Lectures- 12

Unit No. 4 Banking and Insurance Sector in India: -

- 4.1 Introduction
- 4.2 Structure of Banking and Insurance Sector in India
- 4.3 Role of RBI and IRDA as a regulatory authority

Total No. of Lectures- 05

Unit No. 5 Recent Trends in Accounting and Finance

- 5.1 Zero Base Budgeting
- 5.2 Inflation Accounting
- 5.3 Human Resource Accounting
- 5.4 Activity Based Costing
- 5.5 Mergers and Acquisition

Total No. of Lectures- 10

Reference Books:

1. KohakMA :- *Financial Services*
2. L M Bhole and Jitendra Mahakut – *Financial Institutions and Markets*
3. G. M. Dumbre – *Modern Banking, Success Publications, Pune.*
4. S. S. Shete – *Financial Marketing and Institutions in India, Success Publications, Pune.*
5. Dr. S Gurusamy :- *Essentials of Financial Services*
6. M Y Khan:- *Indian Financial System*
7. Rajesh Kothari:- *Financial Services in India , Concept and Application*

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Finance Specialization Paper 2

Class : T.Y.B.B.A. (Semester-VI)

Paper Code: BBA3605

Paper : 1

Title of Paper: Financial Management

Credit : 3

No. of Lectures: 48

A) Learning Objectives:

- 1) To study in detail various financial management overview in India
- 2) To make the students well acquainted regarding cost of capital practices in India
- 3) To make the student well-acquainted regarding capital budgeting techniques
- 4) To give a perspective of the working capital management system
- 5) To understand standard costing techniques

Learning Outcome:

The outcome of this course is to aware students about the financial management system & capital budgeting and also makes them aware about the cost of capital practices in India or working capital management system

Unit No. 1 Financial Management – An Overview

- 1.1 Scope of Financial Management;
- 1.2 Objectives of Financial Management;
- 1.3 Advantages & disadvantages of financial management
- 1.4 Primary Objective of Corporate Management;
- 1.5 Organization of Finance Function; and Emerging role of Finance Managers in India.

Total No. of Lectures- 08

Unit No. 2 Working Capital Management – An Overview:

- 4.1 Nature of Working Capital;
- 4.2 Planning of Working Capital;
- 4.3 Computation of Working Capital;
- 4.4 Management of Working Capital in India

Total No. of Lectures- 10

Unit No. 3: Concept and Measurement of Cost of Capital

- 3.1 Importance and concept; Measurement of Specific Costs;
- 3.2 Computation of Overall Cost of Capital;
- 3.3 Cost of Capital Practices in India.

Total No. of Lectures- 10

Unit No. 4 Capital Budgeting

- 2.1 Principles and Techniques Nature of Capital Budgeting
- 2.2 Evaluation Techniques; and Capital Budgeting Practices in India
- 2.3 Capital Budgeting – Additional Aspects Net Return Value; Internal Rate of Return; Profitability Index Methods
- 2.4 Practical problems

Total No. of Lectures- 10

Unit No. 5 Standard Costing

- 5.1 Meaning, Importance, Advantages and Disadvantages of Standard Costing
- 5.2 Cost Variance Analysis. Material Variances– Material Cost Variance, Material Rate Variance, Material Usage Variance, Material Mix Variance And Material Yield Variance.
- 5.3 Labour Variances –Labour Cost Variance, Labour Rate Variance, Labour Efficiency Variance, Labour Mix Variance, Labour Idle Time Variance and Labour Yield Variance.

Total No. of Lectures- 10

Books and References:

1. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi,
2. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi,.
3. Chandra, Prasana: Financial Management; Tata McGraw Hill, New Delhi, .
4. Brealey and Meyers: Principles of Corporate Finance: Tata McGraw Hill, New Delhi
5. Keown, Martin, Petty and Scott (Jr): Financial Management: Principles and Applications; Prentice Hall of India, New Delhi, 2002.
6. Gitman, L.J: Principles of Managerial Finance; Addison Wasley,
7. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi,
8. Kishore Ravi, M: Financial Management; Taxman,
9. Financial Cost and Management Accounting, P.Periasamy
10. Financial Accounting for Management, Shankarnarayanan Ramanath, CENGAGE Learning
11. Accounting For Management, S. N. Maheshwari 4. Management Accounting, MadhuVij

SYLLABUS FOR S.Y.B.B.A. (w. e. from June, 2020)

Academic Year 2020-2021

Marketing Management Specialization paper 1

Class : T.Y.B.B.A.(Semester-VI)

Paper Code :BBA605

Paper : 5

Title of Paper : Sales Management

Credit : 3

No. of Lectures: 48

Learning Objectives:

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.
2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.
3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques and value added selling.

Learning Outcome:

The outcome of this course is that student should be aware of all concepts of Sales promotion and its Management The course will elaborate the functions of marketing Manager. The course will also focus on basic concepts of organization.

Unit No 1Introduction to Sales Management:

- 1.1 Introduction and Definition
- 1.2 Meaning
- 1.3 Objectives
- 1.4 Role of sales management in marketing
- 1.5 Recent trends in sales management
- 1.6.Ethical and legal issues involved in sales management

Total No. of Lectures- 10

Unit No 2. Sales Organization:

- 2.1 Need for sales organization

- 2.2 Types and structures of sales organization
- 2.3 Principles for building successful sales organization
- 2.4 Functions and responsibilities of sales manager

Total No. of Lectures- 10

.Unit No 3. Managing the Sales Force:

- 2.1 Recruitment and Selection: Sales personnel selection process, criteria used for selection of sales personnel
- 2.2 Training: Importance, Areas of sales training- Company specific knowledge, product knowledge, Industry and market trend knowledge, Customers and technology, Relationship Selling, Customer education, Value added Selling.
- 2.3 Motivation: Motivation and productivity of sales force, Types of compensation plans, sales meetings, sales contests, fine tuning of compensation plan
- 2.4 Sales Reporting: Sales records, Sales reports, Sample of Sales Report Format, Key Performance Indicators of sales.

Total No. of Lectures- 10

.Unit No 4. Sales planning and control:

- 4.1 Sales planning: Sales forecasting – concept and methods
qualitative and quantitative methods.
- 4.2. Market and Sales potential- concept and methods
- 4.3 Sales quotas- concept, purpose and types
- 4.4 Sales control: process of sales control- Goal setting,
- 4.5 Performance Measurement, diagnosis and corrective actions

Total No. of Lectures- 10

.Unit No 5 Personal Selling and Relationship Management:

- 5.1 Personal Selling : concept, process, Tools for personal selling
- 5.2 Effective selling techniques
- 5.3 Concepts of Sales leads, sales calls, types of sales calls, sales presentation
- 5.4 Characteristics of a successful salesman
- 5.5 Use of technology in personal selling
- 5.6 Relationship Management - concept and Characteristics

5.7 Role of relationship management in personal Selling

Total No. of Lectures- 08

Reference Books:

1. Sales and Distribution Management by Havaladar&Cavale, TMGH
2. Sales Management by Still, Cundiff&Govani, Pearson Education
3. Sales and Distribution Management, SL Gupta, Excel books
4. Marketing Management, B. R. Sangale, Success Publications, Pune
5. Retailing Management by Michael Levy & Barton Weitz, TMGH, 5thEdition
6. Building a Winning Sales Team – Gini Graham & Scott
7. Sales Management Handbook – Forsyth Prick
8. Professional Sales Management – Anderson, Hair and Bush
9. Sales Management - Richard R Still Edward W. Cundiff
10. International Marketing – Robert Reed
11. Strategies for selling-Gerald A. Michaelson

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Marketing Management Specialization paper 2

Class : T.Y.B.B.A.(Semester-VI)

Paper Code : BBA 3606 B

Paper : 5

Title of Paper : Advertisement & Sales Promotion

Credit : 3

No. of Lectures: 48

Learning Objectives:

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 Advertisement management.
2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function -organization - sales individual.
3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques

Learning Outcome:

The outcome of this course is to introduce the students with all concepts of. Advertisement & marketing managements . The course will elaborate the functions of marketing Manager. The course will also focus on basic concepts of organization.

Unit No 1. Integrated Marketing Communication:

- 1.1 Integrated Marketing Communication, Evolution of Integrated Marketing Communication, Role of IMC in creating brand identity, brand equity, and customer franchise, Communication Process, Promotional Mix: Tools for IMC, The IMC Planning Process, Global IMC.
- 1.2 The Value of IMC plans – information technology, changes in channel power, Increase in competition, brand parity, integration of information, decline in the effectiveness of mass-media advertising.

Total No. of Lectures- 10

Unit No 2. Advertising- Part 1:

- 2.1 Definition, History, Roles and Functions of Advertising, Types of Advertising, Steps in Development of Advertisement.
- 2.2 Advertising Design: Appeals, Message Strategies & Execution Framework: Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Execution Strategies, Creating an Advertising, Advertising Effectiveness.
- 2.3 Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content.

Total No. of Lectures- 10

Unit No 3. Advertising- II:

- 3.1 Media Planning and Strategies: Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness.
- 3.2 Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising.
- 3.3 Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising.

Total No. of Lectures- 10

Unit No 4. Sales Promotion:

- 4.1 Scope and Role of Sales Promotion, Growth of Sales Promotion,
- 4.2 Consumer Oriented Sales Promotion, Techniques in Sales Promotion,
- 4.3 Trade Oriented Sales Promotion, Coordinating sales promotion and advertising;
- 4.4 Sales promotion abuse; Personal selling.

Total No. of Lectures- 8

Unit No 5. Public Relations, Publicity and Corporate Advertising:

- 5.1 Definition of Public Relations, Publicity and Corporate Advertising;
- 5.2 Difference between public relations and advertising, Functions of Public Relations.
- 5.3 Creating positive image building activities; Preventing or reducing image damage.
- 5.4 Sponsorship and Event marketing; Role of internet in Public Relations, Publicity,
- 5.5 Advantages and Disadvantages of Publicity.

Total No. of Lectures- 10

Suggested Text Books

- : 1. Advertising and Promotion, Belch, George and Belch, Michael, Tata McGraw Hill, New Delhi.
2. Integrated Advertising, Promotion and Marketing Communication, Clow, Kenneth & Black, Donald, Pearson Education, New Delhi.
3. Advertising Management, Jethwaney, Jaishree and Jain, Shruti, Oxford University Press, New Delhi.
4. Advertising and Promotions, Semenik Allen, Cengage Learning
5. Advertising and Promotion, SHH Kazmi, SatishBatra, Excel Books
6. Advertising and Promotions, Shah, D'Souza, Tata McGraw Hill

Suggested Reference Books:

- 1. Integrated Marketing Communication, Tom Duncan, McGraw-Hill
- 2. Integrated Marketing Communication: Trends and Innovations, Shridha Jain, Global India Publications
- 3. IMC, The Next Generation, Don Schultz and Heidi Schultz, Tata McGraw Hill, New Delhi

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Human Resource Management Specialization Paper 1

Class :T.Y.B.B.A.(Semester-VI)

Paper Code :BBA3605 C

Paper : Title of Paper : Human Resource Practices

Credit : 3 No. of Lectures: 48

Learning Objectives:

4. To understand the concept of Strategic Human Resource Management.
5. To study the welfare activities of Human resource management.
6. To study grievance handling concepts.
7. To study use of Information Technology in HR practices.

Learning Outcome:

Outcome of this course is to study all practices and functions under Human Resource management in detail.

Unit 1 Introduction to Strategic HRM

- 1.1 What is Strategy & Strategic Management?
- 1.2 Functional Level strategies
- 1.3 .Challenges of Strategic HRM
- 1.4 Concept of Job Analysis – Job Description & Job Specification
- 1.4 Work Scheduling
- 1.5 Job stress

No of lectures 10

Unit 2 Executive Compensation and Working Conditions & Welfare Activities

- 2.1 Introduction
- 2.2 Methods/ Techniques
- 2.3 Importance.
- 2.4 Importance Working Condition
- 2.5 Employee welfare- Importance, Types.
- 2.6 Industrial Accidents- causes and prevention, Accidents reports & records.

No of lectures 10

Unit 3 Organizational Development

- 3.1 Concept & objectives of Organizational Development.
- 3.2 OD programme

- 3.3 OD Process and OD Culture
- 3.4 Ethics- organizational

No.of Lectures 8

Unit 4 Employee Grievance & Discipline

- 4.1 Meaning & Need for Discipline
- 4.2 Objectives.
- 4.3 Causes of Indiscipline & its Actions
- 4.4 Essentials of a good Disciplinary System
- 4.5 Grievance causes & its Procedure**

No of Lectures 10

Unit 5 E- Human Resource

- 5.1 E- Job Design
- 5.2 E- Human Resource Planning
- 5.3 E- Recruitment & E- Selection
- 5.4 E-Compensation
- 5.5 E- HR Records & E- HR Information
- 5.6 E-HR Audit

No of Lectures 10

Total 48

Reference Books:

1. *Human Resource Management- V S P Rao (Excel Books)*
2. *Personnel & Human Resource Management- P. Subba Rao (Himalaya Publishing House)*
3. *Human Resource Management- Ashwathappa (McGraw-Hill)*
4. *Human Resource Management – S. S. Shete (Success Publications, Pune)*
5. *Fundamentals of Human Resource Management- Gary Dessler (Pearson Education; First edition (2010))*
6. *E-Human Resources Management: Managing knowledge people – Teresa Torres, Mario Arias, Oliva*
7. *Strategic Human Resource Management – A general Managerial Approach- Charlis R. Greer; second edition*

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Human Resource Management specialization Paper 2

Class : T.Y.B.B.A.(Semester-VI)

Paper Code : BBA

Paper : Title of Paper : Labour Welfare.

Credit : 3 No. of Lectures: 48

Learning Objectives:

1. To understand the importance of labour welfare concepts.
2. To analyze labour legislation in India.
3. To get information about different agencies involved in labour welfare.
4. To analyze working conditions and labour hygiene issues.

Learning Outcome:

Outcome of this course is that students should be able to remember the key concepts in labour welfare.

Students should be able to understand the key aspect of labour policy regulations in the country.

At the end of course students should be able to examine the traditional and modern concepts of labour welfare practices in Indian Organizations.

Unit 1 : Introduction and Evaluation of labour welfare :

1. Origin and evolution of Labour Welfare.
2. Objectives of Labour Welfare
3. Need and importance of Labour Welfare.
4. Classification of Labour Welfare.
5. Work agencies of Labour Welfare, Scope of Labour Welfare, Concepts, philosophy and principles of labour welfare, Plans and labour policy in India and Labour Welfare in India. (4+2)
 1. **Labour Legislations in India:** Statutory Welfare Amenities – as per Factories Act, 1948, Plantation Act, 1951, Motor Act 1952, Motor Transport Act. Non-statutory welfare Agencies – Role of Trade Unions, NGOs and Local-self Govt., National Commission on Labour and Labour Welfare, Labour Laws of the Elimination of Child Labour(4+2)
 2. **Agencies of Labour welfare:** Agencies of Labour welfare in India (Central Govt. , State Govt., Employers & Trade- Unions), Labour Welfare Officer: Role, Qualifications, Functions,

Duties, Labour Administration in India (4+2)

3. **Industrial Hygiene & Occupational Health:** Working condition and benefits, Working conditions in the factory- safety and accident prevention, Health and hygiene, Canteen organization and management, Organization of credit and consumer co-operative societies- recreational and educational activities-workers education in India, Functions of Labour welfare officers India. (4+2)

4. **Problems of Indian labour:** Problems of Women Labour, Problems of Unorganized labour, Problems of Workers education (4+2)

Suggested Text Books:

1. Labour Problem and Social Welfare in India, Memoria, C. B., Kitab Mahal Allahabad
2. Labour Welfare, Trade Unionism and Industrial Relation, Punekar, S. D. , Himalaya Publishing House, Bombay.
3. Labour Welfare and Social security, Kohli, A. S. and Sarma S. R., Anmol Publications Pvt. Ltd., New Delhi.
4. Child Labour in India, Misra, L., Oxford University Press, New Delhi.
5. Personnel Problems and Labour Welfare, Mathur D. C., Mittal Publication. New Delhi.

Suggested Reference Books:

1. Female Labour in India, Sharma Usha, Mittal Publication New Delhi
2. Aspects of Labour Welfare and Social Security, A.M.Sharma
3. Labour Problems and Social Welfare, R.C. Saxena
4. Labour economics and social welfare, Dr. B.P. Tyag

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Service Sector Management paper 1

Class : T.Y.B.B.A.(Semester-VI)

Paper Code : BBA

Paper : Title of Paper : **Marketing of Special services in India**

Credit : 3 No. of Lectures: 48

Learning Objective:

1. To create a right understanding about nature of services in India.
2. To develop a right approach towards marketing of services in India.
3. To make students aware about upcoming areas of services in India.

Learning outcome :

After the successful completion of this course students will be able to understand concepts of marketing of different services in detail. Students can understand the role of technology in marketing of various services.

Unit 1 Introduction:-

- 1.1 Introduction
- 1.2 Concept and objectives of Services Marketing
- 1.3 Reasons of growth of Service Sector
- 1.4 Role of Services in Indian Economy
- 1.5 Challenges of Service Marketing

No of Lectures 8

Unit 2 Marketing of Bank Services and Insurance Services:-

- 2.1 Introduction to banking services, Concepts and objectives, Bank Marketing in Indian prospective, Application of Indian concepts in Indian Banking.
- 2.2 Introduction to Life insurance services, Concepts and objectives, Marketing of Life Insurance in India, Marketing approach of Life Insurance (Study of 4P's of Marketing Mix)

No of lectures 10

Unit 3 Tourism, Hospitality and Health Care Services:-

- 3.1 Tourism marketing concept - Market segmentation for tourism, Special Characteristics of Indian Tourism Marketing.
- 3.2 Uses of hospitality services, Health care marketing, Study of 7p's of marketing mix.
- 3.3 Introduction to Health Care Services, Consumer buying behavior in health care services.

No of Lectures 10

Unit 4 Marketing of Other Services:-

4.1 Emerging trends and its features :

4.2 Marketing of Higher Education, Political Marketing, Airline Marketing, Cellular and Entertainment Services, Internet services

No of lectures 10

Unit 5 Technology in Services:-

5.1 Technology in services

5.2 The emergence of self service

5.3 Automation in services

5.4 Technological innovations in services: Challenges of adopting new technology in service

5.5 Managing the new technology adoption process

No of lectures 10

Total 48

Reference Books:

1. *Services Marketing - S.M.Jha, Himalaya Publication House*

2. *Services Marketing - P.K.Sinha, S.C.Sahoo, Himalaya Publication House*

3. *Services Marketing – M. G. Mulla, Success Publications, Pune.*

4. *Services Marketing – Vasanti Venugopal, Raghu V.N., Himalaya Publication House*

5. *Service Management – James A. Fitzsimmons, Mona J. Fitzsimmons, TATA McGraw Hill*

6. *Marketing of Services - An Indian Perspective – Text and Cases, Dr. S. L. Gupta, V.V. Ratna, Wisdom Publications, Delhi.*

SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)

Academic Year 2021-2022

Service Sector Management paper 2

Class :T.Y.B.B.A.(Semester-VI)

Paper Code : BBA

Paper : Title of Paper : Service Operation Processes

Credit : 3 No. of Lectures: 48

Learning Objectives :

1. To analyse the service operation process.
2. To identify process of different service operations.
3. To identify concept of service improvement.

Learning Outcome: After the successful completion of this course students must be able to

Identify and understand service operations concepts and can understand the process of
Continuously improving the quality of services

Unit 1. Event Management

- 1.1 Introduction
- 1.2 Concepts, nature and need of event services.
- 1.3 Services included in event management.
- 1.4 Pre, During and post event activities.

No of Lectures 10

Unit 2: Incident Management

- 1.1 Concept of incident management.
- 1.2 Degraded services or disrupted services .
- 1.3 Reasons behind disruption of services.
- 1.4 Restoring disrupted services.
- 1.5 Minimizing Business Impact due to degraded services.

No of lectures 10

Unit 3 : Problem Management and Request fulfillment

- 3.1 Root cause analysis of to determine causes of incident.
- 3.2 Pro active activities to determine and prevent future problems.
- 3.3 Creation of known error record .
- 3.4 Process of managing life cycle of all service request.
- 3.5 Initial request fulfillment.
- 3.6 Request model.
- 3.7 Standard activities to fulfill request.

No of Lectures 10.

Unit 4 Assess Management

- 4.1 Concept of access management or identity management.
- 4.2 Granting services to authorized users.
- 4.3 Rights to use services.
- 4.4 managing Ability to access services by authorized users.

No of lectures. 8

Unit 5 : Continual Service Improvement

- 5.1 Introduction to csi
- 5.2 7 Step improvement process.
- 5.3 Enterprise governance .
- 5.4 Service management as a practice.
- 5.5 CSI and ZService Life Cycle.
- 5.6 Performance baseline.

No of lectures 10

Reference Books:

1. *Services Marketing - S.M.Jha, Himalaya Publication House*
2. *Services Marketing - P.K.Sinha, S.C.Sahoo, Himalaya Publication House*
3. *Services Marketing – M. G. Mulla, Success Publications, Pune.*
4. *Services Marketing – Vasanti Venugopal, Raghu V.N., Himalaya Publication House*
5. *Service Management – James A. Fitzsimmons, Mona J. Fitzsimmons, TATA McGraw Hill*
6. *Marketing of Services - An Indian Perspective – Text and Cases, Dr. S. L. Gupta, V.V. Ratna, Wisdom Publications, Delhi.*

Subject Name -: Project [CREDIT 4]

Objectives: To understand of application of theory into practice.

The student shall write a project report on the topics selected under the guidance of a faculty and

Submit one hard binding copy and one soft copy of the same to the Principal of the college

before (mention date).

Soft copy should be conserved at college level.

The project shall be assessed both internally (50 marks) and externally (50 marks).

For external evaluation there will be a viva voce.

Such viva-voce shall be conducted by a panel of two referees appointed by the University.

Total Lectures: = 48