

Anekant Education Society's  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati**  
**(Autonomous)**

**Course & Credit Structure for S.Y.B.B.A. (2023 Pattern as per NEP-2020)**

Sem	Course Type	Course Code	Course Title	Theory / Practical	Credits
	Major Mandatory	BBA-201-MJM	Business Ethics	Theory	02
	Major Mandatory	BBA-202-MJM	Macro Economics	Theory	02
	Major Mandatory	BBA-203-MJM	Introduction to Database Administration & Data Mining	Theory	02
	Major Mandatory	BBA-204-MJM (A)	Principles of HRM: Functions and Practices	Theory	02
		BBA-204-MJM (B)	Management Accounting	Theory	
		BBA-204-MJM (C)	Fundamentals of Sales and Distribution.	Theory	
	Minor	BBA-211-MN	Organisational Behaviour	Theory	02
	Minor	BBA-212-MN	Dissertation Report	Practical	02
	Open Elective (OE)	BBA-216-OE	Corporate Social Responsibility	Theory	02
	Vocational Skill Course (VSC)	BBA-221-VSC	Personality Development	Theory	02
	Ability Enhancement Course (AEC)	MAR-231-AEC	भाषणक उपयोजन व लेखन कौशल्ये	Theory	02
		HIN-231-AEC	हहदी भाषा : सृजन कौशल प्राथमिक		
		SAN-231-AEC	संभाषणकौशल्ये		
	Co-curricular Course (CC)	NSS-239-CC	NSS	Theory/ Practical	02
NCC-239-CC		NCC			
PES-239-CC		Physical Education and Sports			
YOG-239-CC		Yoga			
CUL-239-CC		Cultural Activity			
Field Project (FP)	BBA-235-FP	Field Project (FP)	Practical	02	
Generic IKS Course (IKS)	BBA-239-IKS	Indian Knowledge System( Generic)	Theory	02	
<b>Total Credits Semester-III</b>					<b>24</b>
IV	Major Mandatory	BBA-251-MJM	Management Information System	Theory	02
	Major Mandatory	BBA-252-MJM	Production and Operation Management	Theory	02
	Major Mandatory	BBA-253-MJM (A)	Industry Relation & Labour Laws	Theory	02
		BBA-253-MJM (B)	Banking & Finance	Theory	
		BBA-253-MJM (C)	Retail Management	Theory	
	Major Mandatory	BBA-254-MJM (A)	Strategic Human Resource Management	Theory	02
		BBA-254-MJM (B)	Business Taxation	Theory	
BBA-254-MJM (C)		Digital Marketing	Theory		

Minor	BBA-261-MN	Employee Recruitment & HR Record Management System	Theory	02
Minor	BBA-262-MN	Dissertation Report	Practical	02
Open Elective (OE)	BBA-266-OE	Universal Human Values	Theory	02
Skill Enhancement Course (SEC)	BBA-276-SEC	International Business	Theory	02
Ability Enhancement Course (AEC)	MAR-231-AEC HIN-231-AEC SAN-231-AEC	भाषणक उपयोजन व लेखन कौशल्ये हहदी भाषा : सृजन कौशल प्राथमिक संभाषणकौशल्ये	Theory	02
Co-curricular Course (CC)	NSS-239-CC NCC-239-CC PES-239-CC YOG-239-CC CUL-239-CC	NSS NCC Physical Education and Sports Yoga Cultural Activity	Theory/ Practical	02
Community Engagement Project (CEP)	BBA-285-CEP	Project	Practical	02
<b>Total Credits Semester-IV</b>				<b>22</b>
<b>Cumulative Credits Semester III + Semester IV</b>				<b>46</b>

*Dr. Niranjan Shah*

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Dr. Niranjan Shah,  
Dean, Faculty of Commerce  
and Management.

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<b>IV</b>	Major Mandatory	BBA-251-MJM	Management Information System	Theory	02
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<b>Cumulative Credits Semester III + Semester IV</b>				<b>46</b>

**SYLLABUS (CBCS as per NEP 2020) FOR S. Y. B.B.A  
(w. e. from June, 2024)**

**Name of the Programme: B.B.A.**

**Program Code: UBBA**

**Class: S.Y.B.B.A**

**Semester: III**

**Course Type: Major**

**Course Name: Business Ethics**

**Course Code: BBA-201-MJM**

**No. of Lectures: 30**

**No. of Credits: 2**

**A) Course Objectives:**

1. To understand the meaning and nature of ethics and recognize the importance of ethics in various contexts with the causes of unethical behavior.
2. To categorize and understand different types of business ethics for analysis of factors influencing business ethics.
3. To examine types of ethics concerning specific business functions (Marketing, HRM, Purchase, and Selling & Distribution).
4. Evaluate corporate ethics, focusing on ethical behavior and the audit of ethical practices and explore individual ethics, professional ethics, and the influence of Gandhian philosophy.
5. To analyze the global business network and its implications for ethical considerations.
6. To analyze the intersection of business ethics with environmental protection, consumer protection, and social justice.
7. To identify ethical challenges faced by managers in the 21st century.

**B) Course Outcomes:**

**CO1:** Students will grasp the fundamental meaning, nature of ethics and they will be able to distinguish between moral and ethical concepts.

**CO2:** Students will recognize and appreciate the significance of ethics in various spheres and they will identify potential causes of unethical behavior.

**CO3:** Students will understand the core principles and importance of business ethics. They will categorize and differentiate types of business ethics.

**CO4:** Students will analyze factors influencing business ethics. They will understand the application of ethics in specific business functions.

**CO5:** Students will comprehend the impact of globalization on business ethics. They will analyze the relationship among business, business ethics, and development in a global economy.

**CO6:** Students will understand the concept of corporate social responsibility and they will assess ethical challenges faced by managers, considering arguments for and against CSR.

**CO7:** Students will assess justice and economic system ethics related to environmental protection and will analyze the role of business ethics in environmental protection, consumer protection, and social justice.

**Unit No. 1: Introduction to Ethics**

**No of Lectures 5**

1. Meaning and Nature of Ethics.
2. Moral and Ethics.
3. Importance of Ethics.
4. Types of Ethics.
5. Causes of Unethical Behavior.

**Unit No. 2: Area of Business Ethics**

**No of Lectures 10**

1. Meaning, Nature and importance of Business Ethics.
2. Types of Business Ethics.
3. Factors influencing Business Ethics.
4. Types of Ethics according to functions of Business, (Marketing, HRM, Purchase, Selling & Distribution)
5. Corporate Ethics- ethical behavior and audit of ethical behavior
6. Individual ethics, Professional ethics.
7. Gandhian Philosophy of ethical behavior.
8. Social Audit.

**Unit No. 3: Business Ethics in Global Economy**

**No of Lectures 15**

1. Concept of Globalization.
2. Global Business Network.
3. Relationship among Business, Business Ethics and Business Development.

4. Developing Business Ethics in Global Economy.
5. Marketing ethics in foreign trade.
6. Role of Business Ethics in a developing civilized society.
7. Concept of Corporate Social Responsibility.
8. Relationship between C.S.R. and Business Ethics.
9. Justice and Economic system ethics relating to environment protection.
10. Business Ethics and environment protection.
11. Business Ethics and Consumer protection.
12. Business Ethics and Social justice.
13. Arguments for and against Corporate Social Responsibility.
14. Ethical challenges for managers in the 21st Century.

**Reference Books:**

1. Manuel G Velasquez: Business Ethics- concepts and cases Pearson
2. A. C. Fernando: Business Ethics- Pearson Education
3. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing
4. Bhanumurthy K V Ethics and Social Responsibility of Business, Pearson Education India.
5. Business Ethics, Joseph Weiss, Cengage learning
6. Business Ethics- GautamPherwani
7. Business Ethics- RituPamraj
8. Business Ethics- Prof. Agalgatti
9. Business Ethics- O. C. Ferrell, John Paul Fraedrich, Lindaferrell

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(10)	Fill in the blanks, One Sentence Questions (10) Short answer question (12)
Mini project /Assignment/Presentation (10)	Long answer questions (8)
<b>20</b>	<b>30</b>



Choice Based Credit System Syllabus (2022Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class: T.Y.BBA (Sem–V)**

**Subject: Business Ethics**

**Course: BBA**

**Course Code: BBA-201-MJM**

**Weight age:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)														
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3										3				
CO2	2										2				
CO3	1														
CO4		3													
CO5			2												
CO6						3									
CO7							2				2				3

**Justification for the mapping**

**PO1: A Fundamental Knowledge and Coherent Understanding:**

**CO1:** This outcome emphasizes students grasping the fundamental meaning and nature of ethics, distinguishing between moral and ethical concepts. Students are demonstrating their fundamental knowledge and coherent understanding of ethical principles.

**CO2:** It focuses on students recognizing and appreciating the significance of ethics in various contexts and identifying potential causes of unethical behavior. Understanding the significance and implications of ethics requires a fundamental knowledge and coherent understanding of ethical concepts, which is provided through a fundamental knowledge and coherent understanding.

**CO3:** It emphasizes students' understanding of the core principles and importance of business ethics, as well as their ability to categorize and differentiate types of business ethics. This involves building a fundamental knowledge base and coherent understanding of ethical principles within the context of business.

**PO2: Procedural Knowledge for Skill Enhancement:**

**CO4:** This outcome emphasizes students' ability to analyze factors influencing business ethics and understand the application of ethics in specific business functions. Procedural knowledge for skill enhancement directly supports this outcome. By providing students with procedural knowledge, such as analytical frameworks and methodologies, they can effectively analyze factors influencing business ethics and understand how ethical principles apply in various business functions.

**PO3: Critical Thinking and Problem-Solving Skills:**

**CO5:** This outcome revolves around students understanding the concept of corporate social responsibility (CSR) and assessing ethical challenges faced by managers, considering arguments for and against CSR. The connection lies in the entrepreneurial aspect. Understanding CSR is crucial for entrepreneurs and business leaders in today's landscape. Integrating CSR initiatives into business strategies can enhance innovation, improve employability prospects, and foster a positive entrepreneurial environment.

By understanding CSR and its ethical implications, students can develop innovative solutions that not only address societal needs but also contribute to the sustainable growth of their ventures. Moreover, businesses with strong CSR commitments often have better reputations, which can enhance employability for graduates entering the workforce.

**PO6: Innovation, Employability and Entrepreneurial Skills:**

**CO6:** This outcome centers on students' understanding of corporate social responsibility (CSR) and their ability to assess ethical challenges faced by managers, considering arguments for and against CSR.

Understanding CSR is crucial for entrepreneurs and business leaders in today's landscape. It can lead to innovative business models that integrate social and environmental considerations, thus contributing to sustainable development. Additionally, being aware of CSR practices and ethical challenges enhances employability by demonstrating a commitment to ethical business practices, which is increasingly valued by employers.

Entrepreneurial skills involve identifying opportunities, taking calculated risks, and creating value. Understanding CSR and ethical challenges can inspire entrepreneurs to develop socially responsible business ventures, which not only contribute positively to society but also create opportunities for innovation and sustainable growth.

**PO7: Multidisciplinary Competence:**

**CO7:** This outcome focuses on students assessing justice and economic system ethics related to environmental protection, as well as analyzing the role of business ethics in environmental protection, consumer protection, and social justice. Environmental protection, consumer protection, and social justice are multifaceted issues that require insights from various disciplines such as environmental science, economics, sociology, and ethics. Achieving multidisciplinary competence enables students to understand these issues from different perspectives and develop holistic solutions.

**PO11: Ethical and Social Responsibility:**

**CO1:** This outcome emphasizes students grasping the fundamental meaning and nature of ethics and distinguishing between moral and ethical concepts. Understanding the fundamental principles of ethics is essential for fulfilling ethical and social responsibilities. By comprehending ethical concepts, students can better navigate ethical dilemmas and make informed decisions that align with societal values and expectations.

**CO2:** This outcome focuses on students recognizing and appreciating the significance of ethics in various spheres and identifying potential causes of unethical behavior. Recognizing the importance of ethics is foundational to fulfilling ethical and social responsibilities. By understanding the significance of ethical behavior, students are more likely to engage in socially responsible actions and contribute positively to their communities.

**CO7:** This outcome involves students assessing justice and economic system ethics related to environmental protection, consumer protection, and social justice. Understanding the role of business ethics in environmental protection, consumer protection, and social justice is crucial for fulfilling ethical and social responsibilities. By analyzing these aspects, students can identify ethical challenges and advocate for responsible business practices that contribute to the well-being of society and the environment.

**PO15: Environmental Awareness:**

**CO7:** This outcome focuses on students assessing justice and economic system ethics related to environmental protection, as well as analyzing the role of business ethics in environmental protection, consumer protection, and social justice. Environmental awareness involves understanding the interconnectedness between human activities, environmental degradation, and social justice issues. By assessing justice and economic system ethics related to environmental protection, students gain insights into the ethical dilemmas surrounding environmental conservation efforts. Analyzing the role of

business ethics in environmental protection further enhances environmental awareness by highlighting the ethical responsibilities of businesses towards the environment. Understanding how business practices impact environmental sustainability fosters a deeper appreciation for environmental issues and encourages students to advocate for responsible environmental stewardship.

**SYLLABUS (CBCS as per NEP 2020) FOR S. Y. B.B.A**

**(w. e. from June, 2024)**

**Name of the Programme: B.B.A.**

**Program Code: BBA**

**Class: S.Y.B.B.A**

**Semester: III**

**Course Type: Major Mandatory**

**Course Name: Macro Economics**

**Course Code: BBA-202-MJM**

**No. of Lectures: 30**

**No. of Credits: 2**

**A) Course Objectives:**

1. To study the behavior of working of the economy as a whole
2. To understand the basic concepts, scope, and importance of macroeconomics.
3. To apply economic reasoning to problems of business and public policy.
4. To analyze the various theories related to income, national income, and employment in an economy.
5. To explore the concept of rural development, planning, and the role of information technology in rural development.
6. To discuss the issues of inflation, monetary policy, fiscal policy, saving, investment, and Say's law of market.
7. To study about rural development planning and information technology.

**B) Course Outcome:**

**CO1.** Students will demonstrate a profound understanding of the overall functioning of the economy encompassing key macroeconomic indicators and their interdependencies

**CO2.** Students will be able to explain the definition and nature of macroeconomics.

**CO3.** Students will be able to analyze the trends and types of inflation and understand the causes and methods of control.

**CO4.** Students will be able to evaluate the role of monetary and fiscal policy in shaping the economy.

**CO5.** Students will be able to understand the concepts of saving and investment functions in an economy.

**CO6** Students will be able to discuss the significance of rural development, planning, and the challenges faced in rural areas.

**CO7.** Students will be able to explore the use of information technology and communication in rural development initiatives.

### **Unit No 1: Introduction –Macro Economics**

1.1 Definition and Nature of Macroeconomics

1.2 Scope , Importance And Limitations

1.3 Indian Economy As a Developing Economy

**No of Lectures 10**

### **Unit No 2: Theory Of Income , National And Employment**

2.1 Say’s Law of Markets.

2.2 Saving Function.

2.3 Investment Function.

2.4 Nature and characteristics of Business Cycle

2.5 Inflation – Meaning, Trends, Types, Causes and control

2.6 Concept of Deflation.

**No of Lectures 10**

### **Unit No 3: Rural Development Planning & Information Technology**

3.1 Concept of Rural Development- Meaning ,Scope and Importance of Rural Development

.,Approaches of Rural Development, Needs of Rural Development

3.2 Rural Development Planning –District Rural Development Agency (DRDA)-Organization

Structure , Functions of DRDA Concept of Deflation

3.3 Rural Development and Internet , Information & Communication Technology (ICT) for Rural Development

3.4 Challenges of Rural Development

**No of Lectures 10**

### **Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(10)	Fill in the blanks, True and False (10)
Mini project /Assignment/Presentation (10)	Short answer question (12)
	Long answer questions (8)
<b>20</b>	<b>30</b>

### **Recommended Books:**

- 1) Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, NewYork. 1978
- 2) Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi.2006
- 3) Gupta S.B. – Monetary Economics, S. Chand & Co. Ltd. New Delhi.2002
- 4) Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5 th Ed.
- 5) Jhingan M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
- 6) William Branson – Macro Economics: Theory and Policy.1988 2nd Edn.
- 7) J. Harvey and H. Johnson – Introduction to Macro Economics
- 8) D. N. Dwivedi – Macro Economics – Tata McGraw Hill, New Delhi-2006
- 9) Fundamentals of Rural Development -Mary Tahir & Tahir Hussain- I.K International

Choice Based Credit System Syllabus (2022Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class: S .Y.( III )**

**Subject Macro Economics**

**Course: BBA**

**Course Code: BBA-202-MJM**

**Weight age:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programmer Outcomes (POs)														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
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CO2	3	-	-	-	-	-	3	-	-	-	-	-	-	-	-
CO3	-	3	3	-	3	-	-	-	-	-	-	3	-	-	-
CO4	3	-	3	-	-	-	3	-	-	-	-	-	-	-	-
CO5	-	3	-	-	3	-	3	-	-	-	-	3	-	-	-
CO6	-	-	3	-	-	3	-	3	3	3	-	-	-	-	-
CO7	-	-	-	3	-	3	-	3	3	-	3	-	3	-	-

**PO1: A Fundamental Knowledge and Coherent Understanding:**

**CO2:** focus on understanding the overall functioning of the economy and the definition of macroeconomics.

**CO4:** involves evaluating the role of monetary and fiscal policy in shaping the economy. This can be achieved by studying the functions of central banks, government budgeting, and the impact of



monetary and fiscal policy on economic growth and stability.

### **PO2: Procedural Knowledge for Skill Enhancement**

**CO1:** students demonstrating a profound understanding of key macroeconomic indicators and their interdependencies, which is essential for understanding the overall functioning of the economy.

**CO3:** students to analyze trends and types of inflation, as well as understand the causes and methods of control, all of which are key macroeconomic indicators that are interconnected and impact the overall functioning of the economy.

**CO5:** students to understand the concepts of saving and investment functions in an economy, which are important components of macroeconomics and impact the overall functioning of the economy.

### **PO3: Critical Thinking and Problem-Solving Skills**

**CO3:** Problem-solving skills are crucial in analyzing trends and types of inflation and understanding the causes and methods of control. Students must be able to critically evaluate the factors contributing to inflation and propose solutions to mitigate its impact on the economy.

**CO4:** Students must be able to analyze the effectiveness of different policy measures and make informed judgments about their impact on economic growth and stability.

**CO6.** Students must be able to critically evaluate the effectiveness of different rural development initiatives and propose solutions to address the issues facing rural communities.

### **PO4: Communication Skills**

**CO7.** By effectively communicating their ideas on the integration of technology and communication in rural development projects, students can collaborate with stakeholders, advocate for innovative solutions, and contribute to the advancement of rural areas

**PO5: Analytical Reasoning Skills**

**CO1:** Students demonstrating analytical reasoning skills will be able to understand the overall functioning of the economy by analyzing key macroeconomic indicators and their interdependencies. This involves critically evaluating data and trends to identify the factors that influence economic performance.

**CO3:** Analytical reasoning skills will enable students to effectively analyze trends and types of inflation, as well as understand the causes and methods of control. Students will be able to critically evaluate different approaches to managing inflation and assess their effectiveness.

**CO5:** Students demonstrating analytical reasoning skills will be able to understand the concepts of saving and investment functions in an economy by analyzing the relationship between saving, investment, and overall economic growth. They can evaluate the impact of saving and investment decisions on the economy.

**PO6: Innovation, Employability and Entrepreneurial Skills:**

**CO6:** Students who understand the challenges faced by rural communities can develop solutions that address these challenges and contribute to rural development through their entrepreneurial endeavours.

**CO7:** Exploring the use of information technology and communication in rural development initiatives can help students leverage technological advancements to drive innovation and entrepreneurship in rural areas. By understanding how technology can be applied to address rural development challenges, students can create businesses that harness the power of information technology to improve the lives of rural communities.

**PO7: Multidisciplinary Competence**

**CO1:** Students demonstrating multidisciplinary competence will be able to understand the overall functioning of the economy which encompasses key macroeconomic indicators.

**CO2:** Students with multidisciplinary competence will not only understand the definition and nature of macroeconomics but also be able to explain it in relation to other disciplines.

**CO4:** Students with multidisciplinary competence will be able to evaluate the role of monetary and fiscal policy in shaping the economy through a holistic lens. They will consider not just the economic implications of these policies but also the wider social and political impacts.

**CO5:** Students demonstrating multidisciplinary competence will understand the concepts of saving and investment functions in an economy not just in isolation but in relation to other disciplines such as sociology, psychology, and environmental studies. They will be able to analyse how saving and investment behaviour can impact the economy as a whole.

**PO8: Value Inculcation through Community Engagement**

**CO6:** Students will be able to discuss the significance of rural development, planning, and the challenges faced in rural areas.

**CO7:** Students will be able to explore the use of information technology and communication in rural development initiatives.

**PO9: Traditional Knowledge into Modern Application**

**CO6:** Discussing the significance of rural development and planning, as well as the challenges faced in rural areas, can benefit from traditional knowledge of agricultural practices, community development, and other relevant topics. By incorporating traditional knowledge into their discussions, students can gain a more comprehensive understanding of rural development issues.

**CO7:** Exploring the use of information technology and communication in rural development initiatives can benefit from understanding how traditional knowledge can inform modern technological solutions. By considering traditional practices alongside modern technology, students can analyze the potential benefits and limitations of information technology in rural development initiatives.

**PO10: Design and Development of System:**

**CO6:** Students will be able to discuss the significance of rural development, planning, and the challenges faced in rural areas

**PO11: Ethical and Social Responsibility:**

**CO7:** Exploring the use of information technology and communication in rural development initiatives can showcase how technological advancements can contribute to ethical and socially responsible economic practices. Students can consider the role of technology in addressing social issues and promoting inclusive economic growth in rural areas.

**PO12: Research-Related skills:**

**CO1:** Students would need to understand how these indicators are interrelated and how they impact the overall functioning of the economy.

**CO3:** Students would need to conduct research on historical trends in inflation and study different approaches to combating inflation

**CO5:** Students would need to research the relationship between saving and investment, as well as the impact of these functions on economic growth and development.

**PO13: Teamwork:**

**CO7** This research can help them understand how technology can be leveraged to improve access to services, enhance communication, and drive sustainable development in rural communities.



## **SYLLABUS (CBCS as per NEP 2020) FOR S. Y. B.B.A**

**(w. e. from June, 2024)**

**Name of the Programme: B.B.A.**

**Program Code: UBBA**

**Class: S.Y.B.B.A**

**Semester: III**

**Course Type: Major Mandatory**

**Course Name: Introduction to Database Administration and Data Mining**

**Course Code: BBA-203-MJM**

**No. of Lectures: 30**

**No. of Credits: 2**

### **A) Course Objectives :**

1. To make the student aware about basic concepts of Database Administration.
2. To provide the detailed knowledge of purpose and need of database administration in an organization.
3. To make the student capable of understanding the concept of Data Warehousing with its advantages and disadvantages.
4. To elaborate the concepts related to data mining.
5. To make the students to understand the concept of cloud computing with its application.

### **B) Course Outcomes:-**

**CO1:** Students will be able to understand the detailed concept of database management.

**CO2:** Students will be able to study the physical structure of database. And can identify the how data can be effectively handled in the organization.

**CO3:** Students will be able to understand functionality of various data mining tools.

**CO4:** Students will be able to understand how data analysis and storage functions are executed in the organization.

**CO5:** Students will learn and implement the data management concepts and tools used in the database management.

**CO6:** After completion of the course students will be able identify the structure of data models used in organization.

**CO7:** Students will get familiar with the recent trends in database administration like cloud computing.

**CO8:** With the help of the recent concepts , students will be able to understand how traditional methods can bereplaced by modern tools in the organization.

## **Unit No 1: Introduction to database Management System.**

- 1.1 Introduction.
- 1.2 Objectives of Database Management.
- 1.3 Concepts of DBMS.
- 1.4 Purpose Of Database Management System.
- 1.5 Advantages and Disadvantages of DBMS.

**No of lectures 5**

## **Unit No 2: Database Administration.**

- 2.1 Concept of Database Administrator.
- 2.2 Purpose of Database Administration.
  - 2.2.1. Software installation and Maintenance.
  - 2.2.2 Data Extraction, Transformation, and Loading
  - 2.2.3 Specialized Data Handling
  - 2.2.4 Database Backup and Recovery
  - 2.2.5 Security
  - 2.2.6 Authentication
  - 2.2.7 Capacity Planning
  - 2.2.8 Performance Monitoring
  - 2.2.9 Database Tuning
  - 2.2.10 Troubleshooting
- 2.3 Database Transactions.
- 2.4 ACID Properties.

**No. of lectures 10**

## **Unit No 3: Data Warehousing**

- 3.1 Introduction to data warehouse.
- 3.2 Types of data warehouse:-
  - 3.2.1 Enterprise Data Warehouse (EDW)
  - 3.2.2 Operational Data Store
  - 3.2.3 Data Mart:
- 3.3 Components of data warehouse.
- 3.4 Applications of data Warehouse
- 3.5 Steps to implement data warehouse
- 3.6 Advantages and Disadvantages of data warehousing.

**No. of lectures 5**

## **Unit 4: DATA MINING**

4.1 Introduction.

4.2 Purpose and Use of data Mining.

4.3 Advantages and Disadvantages of Data Mining.

4.4 DATA MINING APPLICATIONS: -

4.4.1 Banks

4.4.2 Healthcare

4.4.3 Marketing

4.5 CLOUD COMPUTING

4.5.1 Introduction.

4.5.2 Purpose of Cloud Computing.

4.5.3 Advantages and Disadvantages of Cloud Computing.

**No of lectures 10**

### **Reference Book:**

Authors: S. Sumathi, S. N. Sivanandam

Introduction to Data Mining and its Applications

Introduction to Data Mining

by PANG-NING TAN MICHAEL STEINBACH ANUJ KARPATNE VIPIN KUMAR

Introduction to Data Mining, Global Edition

by Pang-Ning Tan , Michael Steinbach

Data Mining: The Textbook

by Charu C. Aggarwal

DATA MINING CONCEPTS AND TECHNIQUES 4TH EDITION

by Jiawei Han (Author)

Advanced Data Mining Techniques

by David L. Olson (Author), Dursun Delen (Author)

Data Mining for Business Analytics, (An Indian Adaptation): Concepts, Techniques and Applications in Python

by Galit Shmueli; Peter C. Bruce; Peter Gedeck; Nitin R. Patel; O.P. Wali (Author)



## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12)
Mini project /Assignment/Presentation (10)	Long answer questions (8)
<b>20</b>	<b>30</b>

Choice Based Credit System Syllabus (2023 Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class:** SYBBA (SEM –III) **Subject:** Introduction to Database Administration and Data Mining

**Course:** BBA **Course Code:** BBA-203-MJM

**Weight age:** 1=weak or low relation, 2= moderate or partial relation, 3 = Strong or direct relation

Course Outcomes	Programme Outcomes (POs)												
	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO7	PO8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3
CO 1	2	2		2		2	2			3	-	-	-
CO 2	2	2				2			2	2	-	-	-
CO 3	2	2	-	-	2	-	-	-	-		2	-	-
CO 4	2	2	2	2	-	-	-	-	-	2	-	-	-
CO 5	2	2	2	-	-	-	-	-	-	2	-	-	-
CO 6	2	2	-	-	-	-	-	-	-	2	-	-	-
Co 7	2	2	2	-	-	-	-	-	-	2	-	-	-
Co 8	2	-	2	-	-	-	-	-	2	2	-	-	

**Justification for the mapping**

**PO1: Fundamental Knowledge and coherent understanding.**

**CO1:** After Completion of the course student will be able to learn detailed concept of database Management.

**CO2:** Procedure for physical data structure will be analyzed after completion of this course.

**CO3: Students** will be able to learn various data mining tools after completion of the course.

**CO4:** After completion of the course students will be able to understand how data analysis and storage functions are executed in the organization.

**CO5:** Concepts of data management will be analyzed by students after completion of the course.

**CO6:** After completion of the course students will be able identify the structure of data models used in organization.

**CO7:** Recent trends in database management will be studied by students after completion of the course.

**CO8:** Traditional methods of data management will be studied by the students after completion of the course.

**PO2: Procedural Knowledge for skill enhancement.**

**CO1:** After Completion of the course student will be able to learn detailed procedures for database management.

**CO2:** Procedure for physical data structure will be analyzed after completion of this course.

**CO3:** Students will be able to learn various data mining tools after completion of the course.

**CO4:** After completion of the course students will be able to understand the process and methodology of data analysis and storage functions are executed in the organization.

**CO5:** Concepts of data management will be analyzed by students after completion of the course.

**CO6:** After completion of the course students will be able identify the structure of data models and process of preparation of data models used in organization.

**CO7:** Recent trends in database management will be studied by students after completion of the Course.

**CO8:** Traditional process of data management will be studied by the students after completion of the course.

**PO3 : Critical Thinking and problem Solving.**

**CO4:** With the help of course students will be able to analyze the data storage and retrieval mechanism in the organization.

**CO5:** Concepts of data management will be analyzed by students after completion of the course.

**CO6:** Recent trends in database management will be studied by students after completion of the Course.

**CO8:** Traditional process of data management will be studied by the students after completion of the course.

**PO4: Capacity strengthening skills.**

**CO1:** After completion of the course students will be able to perform various database management skills.

**CO4:** After completion of the course students will be able to understand the process and methodology of data analysis and storage functions are executed in the organization.

**PO5: Analytical reasoning skills :**

**CO1:** Students will be able to learn various data mining tools after completion of the course.

**PO6: Innovation, Employability and Entrpreneurship development skills.**

**CO1:** After Completion of the course student will be able to learn detailed procedures for database management.

**CO2:** Procedure for physical data structure will be analyzed after completion of this course.

**PO7: Multidisciplinary competence.**

**CO1:** After completion of this course students will be able to apply computer science tools for management studies.

**PO9: Traditional Knowledge in to modern application.**

**CO2:** Students will be able to identify the traditional data management tools and its modern application in the organizations.

**CO8:** Traditional process of data management will be studied by the students after completion of the course.

**PO10: Design and development of system.**

**CO1:** After Completion of the course student will be able to learn database management tools and it's designing.

**CO3:** Students will be able to learn various data mining tools after completion of the course.

**CO4:** After completion of the course students will be able to understand how data analysis and storage functions are executed in the organization for various information system.

**CO5:** Concepts of data management will be analyzed by students after completion of the course.

**CO6:** After completion of the course students will be able identify the structure of data models used in organization and its use for effective data handling in the organization.

**CO7:** Recent trends in database management will be studied by students after completion of the course.

**CO8:** Traditional methods of data management will be studied by the students after completion of the course which will be converted into modern methods of data management.

**PO11: Ethical and Social responsibility.**

**CO3:** Students will identify the ethical view in data management for effective functioning of various information systems in the organization.



**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A  
(w. e. from June, 2024)**

**Name of the Programme: B.B.A.**

**Program Code: BBA**

**Class: S.Y.B.B.A**

**Semester: III**

**Course Type: Major Mandatory**

**Course Name: Principles HRM: Functions & Practices**

**Course Code: BBA-204-MJM (A)**

**No. of Lectures: 30**

**No. of Credits: 2**

**A) Course Objectives:**

1. To understand the concept, meaning, and importance of Human Resource Management (HRM).
2. To identify the functions, principles, and evolution of HRM in organizations.
3. To analyze the process of Job Analysis and its components: Job Description, Job Specification, and Job Evaluation.
4. To comprehend the significance of Human Resource Planning (HRP) and factors influencing the estimation of human resources in an organization.
5. To explore the challenges faced by HR managers and the role they play in managing human resources effectively.
6. To differentiate between HRM and Personnel Management and understand their respective roles in organizations.
7. To understand the importance of discipline and grievance handling in maintaining a positive work environment and productivity in organizations.

**B) Course Outcome:**

- CO1.** Students will be able to define HRM, explain its features, scope, and objectives in organizations.
- CO2.** Students will be able to identify the functions of HRM and apply principles of HRM in practical HR scenarios.
- CO3.** Students will be able to conduct Job Analysis, develop Job Descriptions, Job Specifications, and perform Job Evaluations effectively.
- CO4.** Students will be able to develop Human Resource Plans, considering factors influencing the estimation of human resources in organizations.
- CO5.** Students will be able to analyze and address the challenges faced by HR managers in managing human resources effectively in organizations.
- CO6.** Students will be able to compare and contrast HRM and Personnel Management, understanding their roles and differences in organizations.
- CO7.** Students will be able to understand the importance of discipline, grievance handling, and implement effective disciplinary systems and grievance procedures in organizations.

### Unit No 1: Introduction to HRM

- 1.1 Introduction to HRM-Meaning, Definition, Features, Scope, Objectives.
- 1.2 Importance, Principles of HRM, Evolution of HRM.
- 1.3 Functions of HRM.
- 1.4 Challenges of HRM, Role of HR Manager,
- 1.5 Difference between HRM & Personnel Management.

No of Lectures 10

### Unit No2: Job Analysis & Human Resources Planning

- 2.1 Job Analysis Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components-JobDescription, Job Specification, Job Evaluation.
- 2.2 Human Resource Planning (HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organisation.
- 2.3 Advantages & Limitations/Barriers of HRP.

No of Lectures 10

### Unit 3 Employee Grievance & Discipline

- 3.1 Meaning & Need for Discipline
- 3.2 Objectives.
- 3.3 Causes of Indiscipline & its Actions
- 3.4 Essentials of a good Disciplinary System
- 3.5 Grievance causes & its Procedure

No of Lectures 10

### Evaluation

Internal Evaluation	External Evaluation
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12)
Mini project /Assignment/Presentation (10)	Long answer questions (8)
<b>20</b>	<b>30</b>

#### Reference Books:

- 1. Human Resource Management by Gary Dessler
- 2. Human Resource Management: Gaining a Competitive Advantage by Raymond Noe, John Hollenbeck, Barry Gerhart, and Patrick Wright
- 3. Human Resource Management: Theory and Practice by John Bratton and Jeffrey Gold

#### Text Books:

- 1. Managing Human Resources by Wayne Cascio
- 2. Human Resource Management by Alan Price
- 3. Human Resource Management: Strategy and Practice by Alan Nankervis, Marian Baird, Jane Coffey, and John Shields

## Choice Based Credit System Syllabus (NEP2020)

### Mapping of Program Outcomes with Course Outcomes

**Class:** S.Y.BBA (Sem–III)

**Subject:** Principles HRM: Functions and Practice

**Course:** BBA

**Course Code:** BBA-204-MJM (A)

**Weight age:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)														
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	2	-	1	-	-	-	-	-	-	-	-	-	-	3	-
CO2	-	-	1	-	-	2	-	1	-	-	-	-	-	-	-
CO3	-	1	-	-	3	1	-	-	-	-	-	-	-	-	-
CO4	1	-	2	2	-	2	-	1	-	-	-	-	-	-	-
CO5	1	2	1	3	-	-	-	-	-	-	-	-	-	-	-
CO6	-	2	-	-	-	1	-	1	3	-	-	-	-	3	-
CO7	2	3	-	2	-	-	2	-	-	-	3	-	-	-	-

#### *Justification for the mapping*

#### **PO1: A Fundamental Knowledge and Coherent Understanding:**

**CO1:** it requires students to have a fundamental knowledge and coherent understanding of Human Resource Management (HRM), including its features, scope, and objectives in organizations.

**CO4:** it requires students to develop human resource plans by considering factors influencing the estimation of human resources in organizations, which demonstrates their understanding and knowledge of HRM principles.

**CO5:** it requires students to analyze and address challenges faced by HR managers in managing human resources effectively.

**CO7:** it requires students to understand the importance of discipline, grievance handling, and implement effective disciplinary systems and grievance procedures in organizations.

#### **PO2: Procedural Knowledge for Skill Enhancement:**

**CO3:** it requires students to effectively conduct job analysis, develop job descriptions, job specifications, and perform job evaluations, which are all practical skills that can be enhanced through procedural knowledge.



**CO5** : is related to PO2 as it requires students to analyze and address challenges faced by HR managers in managing human resources effectively, which can be done more efficiently with enhanced procedural knowledge.

**CO6**: is related to PO2 as it requires students to compare and contrast HRM and Personnel Management, understanding their roles and differences in organizations. This comparison can be made more effectively with a strong base of procedural knowledge.

**CO7**: it requires students to understand the importance of discipline, grievance handling, and implement effective disciplinary systems and grievance procedures in organizations. This involves practical skills that can be enhanced through procedural knowledge.

### **PO3:Critical Thinking and Problem-Solving Skills:**

**CO1**: Critical thinking skills are essential for students to define HRM and explain its features, scope, and objectives in organizations. Students need to analyze and evaluate various aspects of HRM in order to understand its importance and impact on organizational functioning.

**CO2**: Problem-solving skills are crucial for students to identify the functions of HRM and apply principles of HRM in practical HR scenarios. Students need to critically analyze different HR scenarios, identify potential issues, and develop effective solutions to address them.

**CO4**: Critical thinking and problem-solving skills are important for students to develop Human Resource Plans considering factors influencing the estimation of human resources in organizations. Students need to analyze various factors such as workforce demographics, organizational goals, and external market conditions to develop effective HR plans.

**CO5**: Critical thinking skills are essential for students to analyze and address the challenges faced by HR managers in managing human resources effectively in organizations. Students need to critically evaluate different challenges and develop innovative solutions to overcome them.

### **PO4: Communication Skills:**

**CO4**: Students will be able to develop Human Resource Plans, considering factors influencing the estimation of human resources in organizations.

- Communication Skills are essential in developing Human Resource Plans as it involves effectively conveying information about the organization's needs, goals, and strategies to the HR team.

**CO5:** Students will be able to analyze and address the challenges faced by HR managers in managing human resources effectively in organizations.

- Communication skills are essential for HR managers to convey expectations, provide feedback, and collaborate with employees to find solutions to challenges in managing human resources effectively.

**CO7:** Students will be able to understand the importance of discipline, grievance handling, and implement effective disciplinary systems and grievance procedures in organizations.

- Effective communication skills are essential for HR managers to handle sensitive situations, communicate expectations for behavior, and facilitate resolution of conflicts between employees.

### **PO5: Analytical Reasoning Skills**

**CO3:** Analytical reasoning skills are needed to effectively conduct job analysis, develop job descriptions and specifications, and perform job evaluations in a systematic and logical manner.

### **PO6: Innovation, Employability and Entrepreneurial Skills:**

**CO2:** Students will be able to identify the functions of HRM and apply principles of HRM in practical HR scenarios. Students can demonstrate their ability to adapt to different situations and think critically about how HRM practices can drive organizational success.

**CO3:** Students will be able to conduct Job Analysis, develop Job Descriptions, Job Specifications, and perform Job Evaluations effectively. By effectively conducting job analyses and evaluations, students can identify new ways of matching talent to roles within organizations, leading to improved performance and productivity.

**CO4:** Students will be able to develop Human Resource Plans, considering factors influencing the estimation of human resources in organizations. By developing human resource plans that take into account various factors influencing HR estimation, students can demonstrate their ability to think strategically and creatively in HR management.

**CO6:** Students will be able to compare and contrast HRM and Personnel Management, understanding their roles and differences in organizations. This learning outcome is related to the PO6 in terms of fostering innovation in the field of HRM.

### **PO7: Multidisciplinary Competence:**

**CO7:** This CO is directly related to it focuses on understanding the importance of discipline, grievance handling, and implementing effective disciplinary systems and grievance procedures in organizations from various disciplinary angles.

### **PO8: Value Inculcation through Community Engagement:**

**CO2:** Community engagement activities can provide students with opportunities to identify HRM functions in real-world scenarios and apply HRM principles in practice. This hands-on experience can enhance their understanding of HRM concepts.

**CO4:** Community engagement activities can help students understand the factors influencing human resource estimation in organizations. By engaging with the community, students can gain insights into how to develop human resource plans that consider various external factors.

**CO6:** By engaging with the community, students can compare and contrast HRM and Personnel

Management in a practical setting. This hands-on experience can help students understand the roles and differences between the two concepts.

**PO9: Traditional Knowledge into Modern Application:**

**CO6:** Comparing and contrasting HRM and Personnel Management involves understanding their roles and differences in organizations. By examining the historical development and evolution of these two approaches to managing human resources, students can gain a comprehensive understanding of their respective strengths and weaknesses.

**PO11: Ethical and Social Responsibility:**

**CO7:** Understanding the importance of discipline and grievance handling in organizations from an ethical perspective involves implementing fair and just systems that uphold employee rights and promote a positive workplace culture. HR managers must handle disciplinary issues and grievances ethically, ensuring that all employees are treated fairly and respectfully in accordance with organizational policies and ethical standards.

**PO14: Area Specific Expertise:**

**CO1:** It is related to having area-specific expertise in HRM involves being able to define HRM, explain its features, scope, and objectives in organizations.

**CO6 :** It is related to having area-specific expertise in HRM involves being able to compare and contrast HRM and Personnel Management, understanding their roles and differences in organizations.

**SYLLABUS (CBCS as per NEP 2020) FOR S. Y. B.B.A  
(w. e. from June, 2024)**

**Name of the Programme: B.B.A.**

**Program Code: UBBA**

**Class: S.Y.B.B.A**

**Semester: III**

**Course Type: Major**

**Course Name: Management Accounting**

**Course Code: BBA-204-B-MJM**

**No. of Lectures: 30**

**No. of Credits: 2**

**A) Course Objectives:**

1. To understand the core principles of Management Accounting, including its definition, objectives, scope, functions, advantages, and limitations.
2. To Differentiate between Financial Accounting and Management Accounting, recognizing their unique roles and contributions to organizational decision-making.
3. To Identify and comprehend the distinctions between Cost Accounting and Management Accounting, highlighting how each serves managerial control and decision support.
4. To Apply various methods of financial statement analysis, including Comparative Statements, Common Size Statements, Trend Percentage (Horizontal Analysis), and Fund Flow Statements.
5. To comprehend the principles of Marginal Costing, including the meaning and definition of marginal cost and marginal costing.
6. To understand solve problems related to Contribution, Profit/Volume Ratio, Breakeven Point, and Margin of Safety, enhancing the ability to make informed managerial decisions using marginal costing principles.
7. To evaluate the advantages and limitations of Marginal Costing, applying concepts such as Contribution, Profit Volume Ratio (P/V Ratio), Breakeven Point (BEP), and Margin of Safety.

## **B) Course Outcome:**

**CO1:** Student will able to develop a comprehensive understanding of Management Accounting principles and their practical application in organizational decision-making.

**CO2:** Student will able to demonstrate a discerning knowledge of the distinctions between Financial Accounting and Management Accounting, recognizing their specific roles.

**CO3:** Student will able to demonstrate a discerning knowledge of the distinctions between Financial Accounting and Management Accounting, recognizing their specific roles.

**CO4:** Student will able to demonstrate proficiency in analyzing financial statements and applying various analytical techniques for interpretation

**CO5:** Student will able to apply Ratio Analysis competently to assess an organization's financial performance and health.

**CO6:** Student will able to interpret and communicate insights derived from key financial ratios, providing a comprehensive view of liquidity, leverage, activity, and profitability.

**CO7:** Student will able to apply Marginal Costing principles for effective decision-making, using concepts such as Contribution, Profit Volume Ratio, Breakeven Point, and Margin of Safety.

### **Unit No. 1: Introduction to Management Accounting**

**No of Lectures 10**

1. Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations.
2. Distinction between Financial Accounting and Management Accounting.
3. Distinction between Cost Accounting and Management Accounting

### **Unit No. 2: Analysis and Interpretation of Financial Statement**

**No of Lectures 10**

1. Introduction of Schedule III as per Company Act 2013, (Statement of Profit & Loss, Statement of Balance sheet format)
2. Methods of Analysis- Comparative statements, Common size statements, Trend percentage or trend ratios (Horizontal Analysis), Fund flow Statement.
3. Introduction of Ratio Analysis- meaning, necessity & advantages of ratio analysis.
4. Types of Ratio- Liquidity Ratios, Leverage Ratios, Activity Ratios, Profitability Ratios
5. Introduction and Problems on following ratios only  
Current ratio, Quick ratio, Gross profit ratio, Net profit ratio, operating expenses ratio, Debt equity ratio, Debtors turnover ratio ,Stock turnover ratio

**Unit No. 3: Marginal Costing****No of Lectures 10**

1. Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages and limitations of marginal costing, Contribution, Profit volume ratio (P/V Ratio), Breakeven Point (BEP), Margin of Safety, problems on contribution, P/Ratio, BEP and MOS

**Reference Book**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>
<b>1</b>	Management Accounting	L.M.Pandey	Vikas Publishing House
<b>2</b>	Management Accounting	S.K.R.Paul	New Book Central Agency
<b>3</b>	Accounting for Management	S.N.Maheshwari, S.K.Maheshwari, Sharad K. Maheshwari	Vikas Publishing House
<b>4</b>	Management Accounting	M. Y. Khan, P.K.Khan,	Mcgraw Hill Education
<b>5</b>	Management Accounting	Anthony A. Atkinson, Robert S. Kaplan, Ella Mac Matsumura, G. Arun Kumar, S. Mark. Young	Pearson Education

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(10)	Fill in the blanks, One Sentence Questions (10) Short answer question (12)
Mini project /Assignment/Presentation (10)	Long answer questions (8)
<b>20</b>	<b>30</b>

Choice Based Credit System Syllabus (2022Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class: S.Y.BBA (Sem–III)**

**Subject: Management Accounting**

**Course: BBA**

**Course Code: BBA-204-B-MJM**

**Weight age:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)														
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3														
CO2	2														
CO3	2														
CO4		2													
CO5		3													
CO6			3												
CO7															

**Justification for the mapping**

**PO1: A Fundamental Knowledge and Coherent Understanding:**

**CO1:** Students will grasp the fundamental meaning, nature of ethics and they will be able to distinguish between moral and ethical concepts. It ensures that students have a solid grasp of fundamental concepts, which includes ethics. By providing a foundational understanding of ethics, It enables students to comprehend the fundamental meaning and nature of ethics. It equips them with the necessary knowledge to distinguish between moral and ethical concepts effectively.

**CO2:** Students will recognize and appreciate the significance of ethics in various spheres and they will identify potential causes of unethical behavior. Serves as the basis for students to recognize and appreciate the significance of ethics. With a fundamental knowledge and coherent understanding of ethics provided by students can appreciate the importance of ethical behavior in various contexts. Additionally, lays the groundwork for students to identify potential causes of unethical behavior by enhancing their understanding of ethical principles.

**CO3:** To reconsider it or rephrase it to add a different aspect related to the distinction between financial and management accounting. For example, you could focus on understanding the different types of reports generated by each type of accounting and their intended audiences. Overall, these outcomes provide a clear framework for what students should achieve in terms of understanding management accounting principles and their application, as well as the distinctions between financial and management accounting.

**PO2: Procedural Knowledge for Skill Enhancement:**

**CO4:** By specifying that students should become proficient in analyzing financial statements. This involves understanding the structure and components of financial statements (such as the income statement, balance sheet, and cash flow statement), as well as applying various analytical techniques (such as trend analysis, vertical analysis, and horizontal analysis) to interpret the financial information accurately. Students should develop the skills to extract meaningful insights from financial data to support decision-making processes within organizations.

**CO5:** This outcome builds upon focusing specifically on ratio analysis, a key analytical tool used in financial statement analysis. Students should not only understand the concept of ratio analysis but also be able to calculate and interpret various financial ratios effectively. They should be able to assess an organization's financial performance and health by analyzing liquidity, profitability, solvency, and efficiency ratios. Additionally, students should be able to compare ratios over time and benchmark them against industry averages to evaluate performance relative to peers. Overall, these outcomes emphasize the development of procedural knowledge and skills related to financial statement analysis and ratio analysis, which are essential for assessing and interpreting an organization's financial performance. They provide a framework for students to enhance their analytical capabilities and make informed decisions in a business context.

**PO4: Communication Skills:**

**CO6:** Students should be able to interpret financial ratios and effectively communicate their insights to others. This involves not only understanding the calculations and interpretations of ratios related to liquidity, leverage, activity, and profitability but also being able to present these findings in a manner that is understandable to various stakeholders, such as managers, investors, or other decision-makers within the organization. Effective communication skills are essential for conveying financial information and analyses accurately and persuasively. Students who possess strong communication skills can bridge the gap between financial data and decision-makers, ensuring that the insights derived from financial analysis are effectively communicated and understood by relevant parties.



## **SYLLABUS (CBCS as per NEP 2020) FOR S. Y. B.B.A**

**(w. e. from June, 2024)**

**Name of the Programme: B.B.A.**

**Program Code: BBA**

**Class: S.Y.B.B.A**

**Semester: III**

**Course Type: Major Mandatory**

**Course Name: Fundamentals of Sales and Distribution**

**Course Code: BBA-204-C-MJM**

**No. of Lectures: 30**

**No. of Credits: 2**

### **A) Course Objectives:**

1. To understand the definition and concept of sales management and its role in marketing.
2. To analyze the recent trends in sales management and how they impact the sales process.
3. To recognize the ethical and legal issues involved in sales management and learn how to address them.
4. To comprehend the importance of sales planning and control in achieving sales targets.
5. To differentiate between qualitative and quantitative methods of sales forecasting and understand how to set sales quotas.
6. To learn the process of sales control including goal setting, performance measurement, diagnosis, and corrective actions.
7. To gain an overview of sales management, its evolution, nature, and importance, as well as the impact of technology on sales and careers in sales management.

### **B) Course Outcome:**

- CO1.** Understand the meaning and importance of sales management in the marketing process.
- CO2.** Analyze market and sales potential using qualitative and quantitative methods
- CO3.** Develop sales forecasts and set sales quotas effectively.
- CO4.** Students will be Implement sales control processes to measure performance, diagnose issues, and take corrective actions.
- CO5.** Evaluate the impact of technology on sales management, including the use of ERP, social platforms, Sales Force Automation Systems (SFA), and mobile technology.

- CO6.** Students will be Identify the objectives, functions, and emerging trends in sales management, as well as the strategic role of sales management.
- CO7.** Students will be able to Recognize the skills required for a career in sales management and understand potential career paths in the field.

### **Unit No 1: Introduction to Sale 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

**No of Lectures 10**

### **Unit No2 Sales planning and control**

- 2.1 Sales planning: Sales forecasting – concept and methods qualitative and quantitative
- 2.2 Market and Sales potential- concept and methods
- 2.3 Sales quotas- concept, purpose and types
- 2.4 Sales control: process of sales control- Goal setting,
- 2.5 Performance Measurement, diagnosis and corrective actions

**No of Lectures 10**

### **Unit 3 Overview of Sales Management & wholesaling ,retailing & logistics management**

- 3.1 Meaning, Evolution, Nature and importance of sales management, strategic role of sale Management

- 3.2** Objective and functions of sales management, Emerging trends in Sales Management, Careers, Sales Management , careers in sales management ; skills required for sale managers
- 3.3** Impact of Technology on Sales: ERP, Social Platforms, Introduction of Sales Force Automation Systems (SFA) and Mobile technology in sales.
- 3.4** Wholesaling: Meaning, functions, classification of wholesalers, Major wholesaling activities and decisions.
- 3.5** Retailing: Meaning, Types of Retailers and retailing formats, Retail strategies, E-Tailing Structure and Developments in E-tailing, Advantages & Disadvantages of E-Tailing.
- 3.6** Concept & scope of logistics, Components of logistics – warehousing decisions, Transportation decision, Inventory management decisions: Concept of EOQ, ROP, JIT, online inventory management.

**No of Lectures 10**

## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(10)	Fill in the blanks, True and False (10)
Mini project /Assignment/Presentation (10)	Short answer question (12) Long answer questions (8)
<b>20</b>	<b>30</b>

## Recommended Books:

- 1 .Sales and distribution management by S. L Gupata
- 2 . Sales and distribution management by Prabhu T.L
3. fundamentals of sale & distribution management by Bholanath Dutta
4. fundamentals of sale & distribution management by swarup Bhatnagar

Choice Based Credit System Syllabus (2022Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class: S .Y.( III )**

**Subject Fundamentals of Sales and Distribution**

**Course: BBA**

**Course Code: BBA-204-C-MJM**

**Weight age:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programmer Outcomes (POs)														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	2	-	3	-	2	-	-	-	-	-	-	3	-	-	-
CO3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
CO4	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	-	-	-	3	-	1	-	-	-	-	-	3	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Justification for the mapping**

**PO1: A Fundamental Knowledge and Coherent Understanding:**

**CO1:** This outcome is related to PO1 as it focuses on students' ability to explain the concept and objectives of services marketing. This demonstrates the fundamental knowledge and coherent understanding of the subject matter.

**CO2:** This outcome is related to PO1 as it involves analyzing the reasons for the growth of the service sector and its role in the Indian economy. This requires students to have a fundamental knowledge of services marketing in order to understand its impact on the economy.

**PO2: Procedural Knowledge for Skill Enhancement:**

**CO3:** This CO relates to the PO2 as students need to have a procedural knowledge of identifying and addressing challenges faced in service marketing to enhance their problem-solving skills in the field.

**PO3: Critical Thinking and Problem-Solving Skills:**

**CO2:** Critical thinking and problem-solving skills are necessary for students to analyze the reasons for the growth of the service sector and its role in the Indian economy. Students need to critically evaluate data and information in order to understand the factors contributing to the growth of the service sector and their impact on the economy.

**CO4:** Critical thinking and problem-solving skills are key for students to classify different types of services and understand their importance in the market. By employing critical thinking, students can analyze the unique characteristics of different services and determine their significance in the market.

**PO5: Analytical Reasoning Skills:**

**CO5:** Students will be able to develop marketing strategies for banking and insurance services.

**PO6: Innovation, Employability and Entrepreneurial Skills:**

**CO1:** Innovation, Employability and Entrepreneurial Skills can be related to CO1 as students need to be innovative in their approach to understanding and explaining the concept and objectives of services marketing. Employability skills are also **crucial in being able to** effectively analyze and communicate the reasons for the growth of the service sector. Furthermore, entrepreneurial skills are important for students to identify and address

challenges faced in service marketing, as they may need to think creatively to come up with solutions.

**PO9: Traditional Knowledge into Modern Application**

**CO5:** Traditional Knowledge can provide students with insights into developing marketing strategies for banking and insurance services. By studying how traditional practices were used to market financial services in the past, students can learn valuable lessons on how to create effective marketing campaigns for these specific industries.

**PO12: Research-Related skills:**

**CO2:** Research skills related to this CO would involve analyzing data on the growth of the service sector in India, identifying key trends and factors contributing to its growth, and understanding the sector's impact on the overall economy through market research and data analysis.

**PO14:Area Specific Expertise:**

**CO6:** The area specific expertise related to CO6 would involve the ability to evaluate the impact of technology on services marketing. This would require knowledge of the latest technological trends in the industry, such as AI, data analytics, and digital marketing, and an understanding of how these technologies are changing the way services are marketed and delivered to customers.



**SYLLABUS (CBCS as per NEP 2020) FOR S. Y. B.B.A  
(w. e. from June, 2023)**

**Name of the Programme: B.B.A.**

**Program Code: UBBA**

**Class: S.Y.B.B.A**

**Semester: III**

**Course Type: Minor**

**Course Name: Organisational Behaviour**

**Course Code: BBA-211-MNR**

**No. of Lectures: 30**

**No. of Credits: 2**

**A) Course Objectives:**

1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
2. To explain determinants of Organisational Behaviour at individual, group, and organisational levels.
3. To provide knowledge about approaches to align individual, group, and managerial behaviour in order to achieve Organisational goals.
4. To understand, explain, predict, and influence behaviour to improve performance.
5. To analyze and compare different models used to explain individual behaviour related to motivation and rewards.
6. To understand the Organisation Culture and Organisation Changes.
7. To explain the key elements of Organisation Behaviour and how it affects on organisation.

**B) Course Outcome:**

**CO1:** The outcome of this course is that students should be able to remember the key concepts in Organisational Behaviour

**CO2:** Student should be able to understand Individual and Cultural Differences and Diversity in Organizations. At the end of Course student should able to examine.

**CO3:** Understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.

**CO4:** Deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.

**CO5:** Evaluate and analyze various theories and models that contribute in the overall understanding of the discipline.

**CO6:** Develop creative and innovative ideas that could positively shape the organizations.



**CO7:** Understand the concept of Conflict and Conflict Management in Organisation.

**Unit No. 1: Introduction to Organizational Behavior (OB)**

1. Meaning, Definition, Nature, Scope, Importance, Key Elements of OB.
2. Models of OB, Challenges for OB

**No. of Lectures 10**

**Unit No. 2: Individual Determinants of Organizational Behaviour**

1. Individual Behavior- Influencing factors- Personal, Psychological, Organizational System & Resources & Environmental Factors.
2. Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality Theories of Personality Value & Attitude- Meaning, Definition and Types.
3. Motivation-Meaning, Definition, Importance, Types, Theories Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory

**No. of Lectures: 14**

**Unit No. 3: Group Interaction & Organisational Behaviour**

1. **Group Dynamics** - Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness
2. **Conflict** - Meaning, Definition, Traditional & Modern Views of Conflict, Organizational Performance & Conflict, Frustration Model
3. **Conflict Management**- Competing, Collaborating, Compromising, Avoiding, Accommodating.
4. **Leadership**- Meaning, Definition, Leader V/S Manager, Styles of Leadership

**No. of Lectures 14**

**Unit No. 4: Dynamics of Organisation"**

1. **Organisational Culture** - Meaning, Definition, Levels, Formation & Sustaining Organisational Culture
2. **Organisational Change** - Meaning, Definition, Types, Forces for Change in Organisation Resistance to Change, Management of Change

**No. of Lectures 10**

**Suggested Text Books**

1. Organizational Behavior: Text, Cases, Games K. Aswathappa Himalaya Publishing House Mumbai
2. "Organizational Behavior, Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Pearson Education, Inc., New Delhi"
3. "Organizational Behavior, S.S. Khanna, S. Chand & Company Ltd., New Delhi"
4. "Organisational Behavior: Text & Cases, Suja R. Nair, Himalaya Publishing House Mumbai"
5. Organisational Behavior, Jit S. Chandan, Vikas Publishing House Pvt. Ltd., New Delhi

## Evaluation

Internal Evaluation	External Evaluation
Dissertation-	Fill in Blanks, One Sentence Questions(12)
Project-20Marks Viva-20 Marks	Short Notes (12)
	Short Answer Question(24)
	Long Answer Question(12)
Total-40Marks	60 Marks

### Dissertation Guide Lines-

Student Should Collect the Primary Data for Dissertation relevant to their topic.

Minimum30 Sample size is required

Minimum10 Questions Questionnaires Required

Student Should Prepared Spiral Binding Project Report

## Choice Based Credit System Syllabus (2023Pattern)

(As Per NEP 2020)

### Mapping of Program Outcomes with Course Outcomes

**Class:** S. Y. BBA (Sem –III)

**Subject:** Organizational Behavior

**Course:** Organizational Behavior

**Course Code:** BBA-211-MNR

**Weight age:** 1=weak or low relation, 2= moderate or partial relation, 3=strong or direct relation

Course Outcomes	Programme Outcomes (POs)														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	2														
CO2		2		2							2				2
CO3	3						3		3	2				2	
CO4										3	3		3		
CO5	3		3		3		2		3			3			
CO6			3			3		3				2	3	3	
CO7		3		3				2							3

### Justification for the mapping

#### PO1: A Fundamental Knowledge and Coherent Understanding

**CO1:** This aligns with fundamental knowledge as it focuses on understanding the key concepts in the field.

**CO3:** This also aligns with fundamental knowledge as it focuses on understanding the framework and practical applications of OB.

**CO5:** This aligns with coherent understanding as it involves analyzing and evaluating various theories and models to enhance understanding.

## **PO2: Procedural Knowledge for Skill Enhancement**

**CO2:** Aligns with Procedural Knowledge for Skill Enhancement as it involves practical skills related to communication, teamwork, and cultural competence.

**CO7:** Conflict management requires specific skills and strategies to resolve disputes and maintain a harmonious work environment, making it a key aspect of procedural knowledge for enhancing skills in organizational behavior.

## **PO3: Critical thinking and systematic research approach**

**CO5:** Involves evaluating and analyzing theories and models, which requires critical thinking skills to assess the relevance and applicability of these concepts in different organizational contexts. This aligns with the need for critical thinking skills to analyze information and make informed decisions.

**CO6:** Focuses on developing creative and innovative ideas to positively impact organizations, which also requires problem-solving skills to identify challenges, generate solutions, and implement new approaches effectively. Problem-solving skills are essential for developing innovative strategies and addressing complex issues within organizations.

## **PO4: Communication Skills**

**CO2:** Involves understanding individual and cultural differences, which is closely related to communication skills. Effective communication is essential in navigating diverse organizational environments and fostering understanding among individuals with different backgrounds.

**CO7:** Conflict management, also requires strong communication skills. Resolving conflicts in organizations often involves effective communication to address issues, clarify misunderstandings, and reach mutually beneficial solutions.

## **PO5: Analytical Reasoning Skills**

**CO5:** Analytical reasoning skills involve the ability to critically evaluate information, identify patterns, and draw logical conclusions. In the context of organizational behavior, evaluating and analyzing various theories and models requires strong analytical skills to assess their relevance, applicability, and impact on organizational dynamics.

## **PO6: Innovation, Employability and Entrepreneurial Skills**

**CO6:** Developing creative and innovative ideas is essential for individuals to adapt to changing environments, create value, and drive organizational growth. It also enhances employability by showcasing the ability to think outside the box and contribute to organizational success.

### **PO7: Multidisciplinary Competence**

**CO3:** Involves understanding the conceptual framework of organizational behavior and its practical applications, which requires a multidisciplinary approach to integrate knowledge from various fields to effectively apply OB concepts in organizational settings.

**CO5:** Focuses on evaluating and analyzing various theories and models in OB, which also requires a multidisciplinary perspective to critically assess and integrate diverse theoretical frameworks to enhance the overall understanding of the discipline.

### **PO8: Value Inculcation through Community Engagement**

**CO6:** It encourages students to think critically and creatively to address real-world challenges within the organizational context.

**CO7:** Conflict resolution skills are essential for fostering positive relationships and collaboration within a community or organizational setting, making it a valuable aspect of value inculcation through community engagement.

### **PO9: Traditional Knowledge into Modern Application**

**CO3:** It involves taking established theories and frameworks and adapting them to contemporary organizational challenges.

**CO5:** By critically assessing existing theories and models, students can adapt and apply them in innovative ways to address modern organizational issues effectively.

### **PO10: Design and Development of System**

**CO3:** Designing and developing systems in organizational behavior involves understanding the conceptual framework of OB and applying it practically to design effective organizational structures and processes.

**CO4:** Designing systems within organizations requires a deep understanding of how individuals, groups, and organizational structures interact to achieve goals. This outcome aligns with the design and development of systems within an organizational context.

### **PO11: Ethical and Social Responsibility**

**CO2:** Understanding individual and cultural differences and diversity in organizations is crucial for promoting ethical and socially responsible behavior within the workplace

**CO4:** Ethical and social responsibility considerations are essential when understanding the role of individuals, groups, and organizational structures in achieving goals. Students need to be aware of the ethical implications of their actions and decisions in order to promote responsible organizational behavior.

**CO7:** Understanding how to navigate conflicts ethically and responsibly is essential for maintaining a positive organizational culture and promoting fairness and justice in resolving disputes.

**PO12: Research-Related skills**

**CO5:** Research-related skills involve the ability to critically evaluate and analyze existing theories and models in the field of Organisational Behaviour.

**CO6:** Students should be able to apply their research findings to develop creative and innovative strategies that can positively impact organizations. By honing these skills, students can contribute to advancing knowledge and practices in the field of Organisational Behaviour

**PO13: Teamwork**

**CO4:** Teamwork is essential in achieving organizational goals as it involves individuals, groups, and organizational structures working together towards a common objective

**CO6:** By working together in teams, students can leverage diverse perspectives and skills to develop solutions that shape organizations in a positive way. By focusing on these outcomes, students can enhance their teamwork skills and contribute effectively in organizational settings.

**PO14: Area Specific Expertise**

**CO3:** Area Specific Expertise involves having a deep understanding of the conceptual framework of Organisational Behaviour and being able to apply this knowledge effectively in organizational settings.

**CO5:** Area Specific Expertise also includes the ability to critically evaluate and analyze theories and models within the field of Organisational Behaviour. By developing expertise in understanding and analyzing these theories, students can enhance their knowledge and contribute to the advancement of the discipline.

**PO15: Environmental Awareness**

**CO2:** Environmental Awareness includes recognizing and understanding the importance of individual and cultural differences within organizations. By understanding and valuing diversity, students can contribute to creating inclusive and supportive environments in organizations.

**CO7:** Environmental Awareness also involves understanding how conflicts can arise in organizational settings and the importance of managing them effectively. By recognizing and addressing conflicts, students can contribute to creating a positive and harmonious work environment that supports organizational goals.

**SYLLABUS (CBCS as per NEP 2020) FOR S. Y. B.B.A  
(w. e. from June, 2024)**

**Name of the Programme: B.B.A.**

**Program Code: BBA**

**Class: S.Y.B.B.A**

**Semester: III**

**Course Type: Open Elective**

**Course Name: Corporate Social Responsibility**

**Course Code: BBA-216-OE**

**No. of Lectures: 30**

**No. of Credits: 2**

**A) Course Objectives:**

1. To understand the concept and history of Corporate Social Responsibility (CSR) and its evolution over time.
2. To analyze the factors influencing the growth of CSR and the reasons for companies to engage in socially responsible activities.
3. To examine the different types of CSR activities, their impact on development programs, and corporate responsibility towards various stakeholders.
4. To explore the importance and need for Corporate Governance and its significance in ensuring ethical business practices.
5. To compare and contrast the Corporate Governance practices in India and globally.
6. To evaluate current trends and opportunities in CSR, and understand CSR as a strategic business tool for sustainable development.
7. To analyze case studies of successful CSR initiatives by industrial units in India and identify challenges faced in implementing CSR activities.

**B) Course Outcome:**

- CO1.** Students will be able to define and explain the concept of CSR and its significance in the business world.
- CO2.** Students will be able to analyze the historical evolution of CSR and understand the factors influencing its growth.
- CO3.** Students will be able to identify and evaluate the different types of CSR activities and their impact on development programs.
- CO4** Students will be able to understand the importance of Corporate Governance in ensuring ethical business practices.
- CO5.** Students will be able to analyze and address the challenges faced by HR managers in managing human resources effectively in organizations.
- CO6.** Students will be able to assess current trends and opportunities in CSR and strategize CSR as a tool for sustainable development.
- CO7.** Students will be able to analyze and evaluate case studies of successful CSR initiatives by industrial units in India and identify challenges in CSR implementation.

## Unit No. 1 Introduction

- 1.1 Meaning and Definition of CSR,
- 1.2 History and Evolution of CSR,
- 1.3 Factors affecting the growth of CSR
- 1.4 Reasons for Social Responsibility
- 1.5 CSR activities – Nature, types, impact on development Programme
- 1.6 Corporate responsibility towards various group of stakeholder’s Chronological evolution of CSR in India.

**No. of Lectures 10**

## Unit No. 2 Corporate Governance

- 2.1 Introduction
- 2.2 Factors behind the origin of Corporate Governance Important issues and Need of Corporate
- 2.3 Governance SEBI Code of Corporate Governance
- 2.4 Corporate Governance in India,
- 2.5 Global issues in corporate Governance

**No. of Lectures 10**

## Unit No.3 Current Trends and Opportunities in CSR

- 3.1 Review Current Trends and Opportunities in CSR
- 3.2 CSR as Strategic business tool for sustainable development.
- 3.3 Review of successful corporate initiatives and challenges of CSR
- 3.4 Case Studies of major CSR activities by any two industrial units in India

**No. of Lectures 10**

## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12)
Mini project /Assignment/Presentation (10)	Long answer questions (8)
<b>20</b>	<b>30</b>

## References

1. Management Theory and Practice, C.B. Gupta, Sultanchand & Sons
2. Business Ethics and Corporate Governance, workbook by ICFAI University Press.
3. Corporate Governance by Devi Singh & Subhash Garg, Excel books.
4. Accounting Standards and Corporate Accounting Practice – Ghosh T P.
5. The world guide to CSR – Wayne Visser and Nick Tolhurst
6. Corporate Social Responsibility in India – Sanjay K Agrawal
7. On-line resources to be used if available as reference material
8. Annual reports and web sites of organizations for CSR Disclosures



## Choice Based Credit System Syllabus (NEP 2020)

### Mapping of Program Outcomes with Course Outcomes

**Class:** S.Y.BBA (Sem–III)

**Subject:** Corporate social Responsibility

**Course:** BBA

**Course Code:** BBA-216-OE

**Weight age:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)														
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	2	2	1	2	3	2	2	1	-	-	3	2	-	-	-
CO2	-	-	1	2	3	-	-	3	1	2	-	2	-	-	-
CO3	1	-	-	1	-	-	1	-	1	-	1	-	-	-	-
CO4	2	3	-	2	1	-	-	-	-	2	3	-	1	-	-
CO5	-	-	2	-	-	2	-	-	-	-	-	-	-	3	-
CO6	-	-	-	2	-	2	1	3	-	-	-	1	-	-	1
CO7	2	3	3	2	2	-	-	1	2	3	1	3	1	2	-

#### *Justification for the mapping*

#### **PO1: A Fundamental Knowledge and Coherent Understanding:**

**CO1:** which is fundamental knowledge that students need to have in order to understand the broader concept of corporate social responsibility.

**CO3:** This CO is related to PO1 as it involves identifying and evaluating different types of CSR activities and their impact on development programs, which contributes to students' understanding of the practical implications of CSR in organizations.

**CO4:** Which is essential knowledge for students to grasp the broader implications of CSR in terms of governance and ethical decision-making.

**CO7:** Which helps students apply their knowledge of CSR to real-world scenarios and Understand the practical challenges of implementing CSR initiatives.

#### **PO2: Procedural Knowledge for Skill Enhancement:**

**CO1:** students being able to demonstrate the practical application of CSR concepts in real-world business scenarios. This could include developing and implementing CSR strategies within a company to promote ethical and sustainable practices.

**CO4:** Students could practice developing and implementing corporate governance policies within a company to promote transparency and accountability.

**CO7:** Students could demonstrate their procedural knowledge by analyzing and evaluating case studies of successful CSR initiatives and identifying challenges in their implementation. This could involve students developing action plans to overcome obstacles and improve the effectiveness of CSR programs in organizations.

**PO3: Critical Thinking and Problem-Solving Skills:**

**CO1:** It is related to PO3 as defining and explaining the concept of CSR requires critical thinking and problem-solving skills to understand its significance in the business world.

**CO2:** It is related to understanding the factors influencing its growth involves critical thinking skills to interpret and evaluate the information.

**CO4:** Understanding the importance of corporate governance in ensuring ethical business practices involves critical thinking skills to analyze ethical dilemmas and propose solutions.

**CO6:** It is related assessing current trends and opportunities in CSR and strategizing CSR as a tool for sustainable development involves critical thinking skills to analyze complex information and make informed decisions.

**CO7:** It is related to analyzing and evaluating case studies of successful CSR initiatives by industrial units in India and identifying challenges in CSR implementation requires problem-solving skills to propose solutions for overcoming these challenges.

**PO4: Communication Skills:**

**CO1:** Students need strong communication skills to effectively define and explain the concept of CSR to others in the business world.

**CO2:** Effective communication skills are required to analyze the historical evolution of CSR and communicate the factors influencing its growth to others.

**CO3:** Communication skills are essential for students to identify and evaluate different types of CSR activities and effectively communicate their impact on development programs.

**CO4:** Strong communication skills are necessary for students to understand and communicate the importance of Corporate Governance in ensuring ethical business practices.

**CO6:** Students need good communication skills to assess current trends and opportunities in CSR and effectively strategize CSR as a tool for sustainable development.

**CO7:** Communication skills are important for students to analyze and evaluate case studies of successful CSR initiatives by industrial units in India, as well as to effectively identify challenges in CSR implementation.

**PO5: Analytical Reasoning Skills:**

**CO1 :** analytical reasoning skills are essential for students to define and explain the concept of CSR and its significance in the business world. Students need to critically analyze and interpret information in order to understand the importance of CSR.

**CO2 :** analytical reasoning skills are required for students to analyze the historical evolution of CSR and understand the factors influencing its growth. Students need to be able to evaluate data and draw logical conclusions to grasp the complexities of CSR development over time.

**CO4:** analytical reasoning skills are vital for students to understand the importance of Corporate Governance in ensuring ethical business practices. Students need to be able to analyze and interpret governance frameworks to assess their impact on organizational ethics.

**CO7 :** analytical reasoning skills are necessary for students to analyze and evaluate case studies of successful CSR initiatives by industrial units in India and identify challenges in CSR implementation. Students must be able to critically assess case studies and draw conclusions based on evidence and reasoning.

**PO6: Innovation, Employability and Entrepreneurial Skills:**

**CO1:** Students will be able to define and explain the concept of CSR and its significance in the business world. and This also relates to employability skills as having a strong understanding of CSR can make students more attractive to potential employers who prioritize corporate social responsibility.

**CO5:** Students will be able to analyze and address the challenges faced by HR managers in managing human resources effectively in organizations. This also relates to employability skills as the ability to effectively manage human resources is a valuable skill for individuals seeking employment in HR roles.

**CO6:** Students will be able to assess current trends and opportunities in CSR and strategize CSR as a tool for sustainable development. This requires entrepreneurial skills to identify opportunities and employability skills to effectively implement these strategies.

### **PO7: Multidisciplinary Competence:**

**CO1:** students will need to define and explain the concept of CSR, which involves an understanding of various disciplines such as business ethics, corporate governance, and social responsibility.

**CO3:** students will need to identify and evaluate different types of CSR activities and their impact on development programs, drawing upon knowledge of various disciplines such as economics, sociology, and environmental studies.

**CO6:** students will be assessing current trends and opportunities in CSR and strategizing CSR as a tool for sustainable development, which involves drawing upon knowledge from various disciplines such as business strategy, sustainability, and economics.

### **PO8: Value Inculcation through Community Engagement:**

**CO1:** The concept of CSR, or Corporate Social Responsibility, it involves engaging with the community and understanding the value of contributing to social and environmental causes. Students will learn how businesses can use CSR initiatives to make a positive impact on society and build strong relationships with the community.

**CO2:** They will learn about the factors that have influenced the growth of CSR and how it has evolved to encompass a wide range of activities aimed at benefiting society.

**CO6:** it involves understanding the value of community engagement in driving positive change. Students will learn how CSR can be used as a strategic tool to create long-term benefits for both businesses and society.

**CO7:** Students will see how businesses have made a difference in their communities through CSR activities and the challenges they have faced in implementing these initiatives.

### **PO9: Traditional Knowledge into Modern Application:**

**CO2:** Analyzing the historical evolution of CSR and understanding the factors influencing its growth can help students appreciate the importance of preserving traditional practices and knowledge in CSR activities. By studying the roots of CSR, students can identify ways to leverage traditional knowledge for the betterment of society and the environment.

**CO3:** Identifying and evaluating different types of CSR activities and their impact on development programs can involve incorporating traditional practices and knowledge to enhance the effectiveness of these initiatives. By understanding how traditional knowledge can contribute to positive outcomes in CSR activities, students can design more successful and culturally sensitive development programs.

**CO7:** Analyzing and evaluating case studies of successful CSR initiatives by industrial units in India and identifying challenges in CSR implementation can involve recognizing the role of traditional knowledge in driving successful CSR outcomes. By studying successful case studies, students can learn how traditional practices and values have contributed to the success of CSR initiatives and how they can overcome challenges in implementing CSR programs by incorporating traditional knowledge into their strategies.

### **PO10: Design and Development of System:**

**CO2:** Understanding the historical evolution of CSR and the factors influencing its growth is important in the design and development of a system for CSR implementation. This knowledge can help in creating a system that is aligned with the current trends and practices in CSR.

**CO4:** Corporate Governance plays a crucial role in ensuring ethical business practices, which are essential for the successful implementation of CSR initiatives. The design and development of a system for CSR should incorporate measures to promote ethical behavior within the organization.

**CO7:** Analyzing and evaluating case studies of successful CSR initiatives can provide valuable insights into effective CSR implementation strategies. This knowledge can be used in the design and development of a system for CSR to overcome challenges and ensure successful implementation.

### **PO11: Ethical and Social Responsibility:**

**CO1:** This course objective relates to PO11 as it focuses on defining and explaining the concept of Corporate Social Responsibility (CSR) and its significance in the business world. Understanding CSR is essential for businesses to operate ethically and fulfill their social responsibilities.

**CO3:** Identifying and evaluating the different types of CSR activities and their impact on development programs allows students to understand the practical aspects of CSR implementation.

**CO4:** Understanding the importance of Corporate Governance in ensuring ethical business practices is crucial for upholding ethical standards in organizations, which directly aligns with PO11 and the focus on ethical and social responsibility.

**CO7:** Analyzing and evaluating case studies of successful CSR initiatives by industrial units in India and identifying challenges in CSR implementation helps students understand real-world applications of CSR and the challenges businesses face in implementing ethical practices, aligning with PO11's focus on ethical and social responsibility.

### **PO12: Research-Related skills:**

**CO1:** Students will need to conduct research to understand the various aspects of CSR and its impact on businesses.

**CO2:** Research is essential to study the historical context of CSR and the factors that have shaped its development over time.

**CO6:** is essential to identify and analyze current trends in CSR and develop strategies for implementing CSR initiatives effectively.

**CO7:** Research is necessary to study and evaluate case studies to understand the success factors and challenges faced in implementing CSR initiatives.

**PO13: Teamwork:**

**CO4:** Corporate Governance plays a crucial role in ensuring ethical business practices within an organization. Teamwork is essential in upholding ethical standards and promoting transparency and accountability in decision-making processes.

**CO6:** Assessing current trends and opportunities in CSR and strategizing its implementation for sustainable development requires collaboration among different stakeholders. By working together, students can develop innovative strategies and initiatives to promote CSR as a tool for long-term growth and social impact.

**CO7:** Analyzing and evaluating case studies of successful CSR initiatives by industrial units in India and identifying challenges in CSR implementation can be more effectively done through teamwork. By working together, students can learn from real-world examples, share insights, and develop strategies for overcoming obstacles in CSR implementation.

**PO14: Area Specific Expertise:**

**CO5:** Students need to have a strong understanding of HR practices and strategies to address these challenges and ensure the successful implementation of CSR initiatives.

**CO7:** Students need to have area-specific expertise in CSR practices and case study analysis to effectively assess the success and challenges of CSR initiatives in real-world contexts.

**PO15: Environmental Awareness:**

**CO6:** Students who assess current trends and opportunities in CSR can recognize the importance of environmental sustainability as a key component of CSR strategies. By strategizing CSR initiatives to include environmental awareness and sustainable development, students can contribute to the long-term success of businesses.

## SYLLABUS (CBCS as per NEP 2020) FOR S. Y. B.B.A

(w. e. from June, 2024)

**Name of the Programme: B.B.A.**

**Subject: Personality Development**

**Program Code: UBBA**

**Class : S.Y.B.B.A**

**Semester : III**

**Course Type : Major and Mandatory**

**Course Name : Personality Development**

**Course Code : BBA-221-VSC**

**No. of Lectures : 30**

**No. of Credits: 2**

### A) Course Objectives:

1. To make the students aware about the dimensions and importance of effective personality.
2. To understand personality traits and formation and vital contribution in the world of business.
3. To make the students aware about the various dynamics of personality development.

### B) Course Outcomes :

**CO1:** After completing the course students will be able to understand the various factors affecting the personality.

**CO2:** Students will be able to identify various traits in the personality development.

**CO3:** Students will get the detailed information about role of personality and its importance in the organization.

**CO4:** Students will be able to identify the different pillars of the personality.

**CO5:** Students can identify how personality improves the communication skills .

**CO 6:** Students will be able to learn different tolls that can be used to identify and improve the personality traits.

**CO7:** After completion of the course students will be able to identify the methodology of self assessments.

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

### Unit No.1: Introduction to personality & its development

1.1 Meaning and Definition of Personality

1.2 Needs of Personality Development

1.3 Factors affecting Personality Development: Biological, Home environment and parents, School environment and Teachers, Peer Groups, Sibling Relationships and Mass Media ,Cultural Factors, Spiritual Factors, Public Relations

**Total No. of Lectures-5**

## **Unit No .2: Personality Traits**

- 2.1 Meaning and Definition: Personality Traits
- 2.2 Developing Positive personality traits: Attitude: Factors that determine attitude, Benefits of Positive Attitude and Consequences of Negative Attitude, Steps to build Positive Attitude
- 2.3 Personality Habits: Meaning and concept of Habits
- 2.4 Developing effective Habits: Behavior and Character
- 2.5 Habit of highly effective people

**Total No. of Lectures-5**



### **Unit No.3: Pillars of Personality Development**

- 3.1 Introspection: Meaning and Importance, Self Introspection Skills
- 3.2 Self-Assessment: Meaning and Importance, Self-Assessment for Students
- 3.3 Self-Appraisal :Meaning ,Importance, Tips for Self-Appraisal
- 3.4 SelfDevelopment:Meaning,Process,Techniques,UseofSelfDevelopment,IndividualDevelopmentPlan
- 3.5 Self-Introduction: Meaning, Tips for Effective Self Introduction, Self-Acceptance,Awareness,Self-Knowledge,Belief,Confidence,CriticismandSelfExamination
- 3.6 Self-Concept-Meaning ,Components of Self Concept
- 3.7 Self Esteem: Concept, Significance of Self-esteem, Types, Steps for enhancing positive Self-esteem, Ego Management
- 3.8 Defining Success :Real or Imaginative ,Obstacles to Success, Factors and Qualities that make Person Successful
- 3.9 Concept of Failure: Reasons of Failure
- 3.10 Personal SWOT Analysis and STAR Analysis

**Total No. of Lectures-10**

### **UnitNo.4: Personality Formation Structure**

- 4.1 Mind Mapping
- 4.2 Competency Mapping
- 4.3 Developing Interpersonal and Group skills
- 4.4 Building Positive Relationships
- 4.5 Strategies of Gaining Power and Influence
- 4.6 EnhancingPersonalitythroughEffectivecommunicationandIntentionalListening
- 4.7 Effective speech: Writing and Delivering and Successful Negotiation
- 4.8 Manners and Etiquettes
- 4.9 Proper dressing for varied occasions

**Total No. of Lectures-10**

### **Reference Books:**

1. BarunKMitra,PersonalityDevelopmentandSoftSkills,OxfordUniversityPress
2. John Aurther, Personality Development, Lotus Press
3. Stephen Covey,Seven Habit so Highly Effective People,Pocket Books
4. Valerie Simanowitz, Personality Development, Open University Press
5. Jerry M Burger, Personality, Cengage Learning
6. Elizabeth B. Hurlock, Personality Development, TataMcGraw Hill
7. Murphy and Hildebrandt, Effective Business Communication, TMH
8. Friedman,Personality:ClassicTheoriesandModernResearch,3/E,Pearson

Choice Based Credit System Syllabus (2023 Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class:** SYBBA (SEM –III)

**Subject:** Personality Development

**Course:** BBA

**Course Code:** BBA-221-VSC

**Weightage:** 1=weak or low relation, 2= moderate or partial relation, 3 = Strong or direct relation

Course Outcomes	Programme Outcomes (POs)												
	PO 1	PO 2	PO3	PO 4	PO 5	PO 6	PO7	PO8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3
CO 1	3	3	-	-	-	-	2	2	-	-	2	-	2
CO 2	2	2	2	2	-	-	-	-	-	-	-	-	-
CO 3	2	2	2	2	-	-	-	2	-	-	2		2
CO 4	3	3		3	-	-	-	-	-	-	-	-	3
CO 5	2	2	2	2	-	-	-	2	-	-	-	-	2
CO 6	2	2	-	2	-	2	-	2	-	-	-	-	2
CO 7				3		2		2	-	-	-	2	-

**Justification for the mapping**

**PO1 : Fundamental Knowledge and coherent understanding.**

**CO1:** The course will give the basic fundamentals of personality development and related concepts.

**CO2:** Various traits in personality will be identified by students.

**CO3:** Students will identify the role of personality in successful working in any organization.

**CO4:** Students after completion of the course will be able to identify different traits of personality in detail.

**CO5:** Course will help the students to study how personality will help to improve the Communication skills.

**CO6:** After completion of the course students will identify the tolls that will help to improve the Personality traits.

**PO2: Procedural Knowledge for skill enhancement.**

**CO1:** Students will be able identify the concepts in personality development and related methodologies.

**CO2:** Various traits in personality will be identified by students after completing the course.

**CO3:** Students will identify the role of personality in successful working methodology to be adopted in any organization.

**CO4:** Students will be able to identify the traits in personality and its importance.

**CO5:** Course will help the students to study how personality will help to improve the communication skill.

**CO6:** After completion of the course students will identify the tolls that will help to improve the personality traits.

**PO3 : Critical Thinking and problem Solving.**

**CO2:** Students with the help of this course will be able to critically identify the personality traits.

**CO3:** Students with the help of the course will identify the role of personality development concepts used for problem solving in organizations.

**CO5:** Course will help the students to study how personality will help to improve the communication skill .

**PO4: Capacity strengthening skills.**

**CO2 :** Various traits in personality will be identified by students after completing the course.

**CO3:** Students will identify the role of personality in successful working methodology to be adopted in any organization.

**CO4:** Students will be able to identify the traits in personality and its importance.

**CO5:** Course will improve the communication skills in the students which will improve the capacity of the students.

**CO6:** After completion of the course students will identify the tolls that will help to improve the personality traits.

**CO7:** Students will be able to analyze self assessment with the help of the course.

**PO6: Innovation, Employability and Entrpernuership development skills.**

**CO6:** Students after completing the course will be able to acquire the employability skills.

**CO7:** Students will be able to analyze self assessment with the help of the course

**PO7 : Multidisciplinary competence.**

**CO1 :** Students will be able to identify the various aspects of personality development.

**PO1: Value inculcation through community engagement.**

**CO1 :** The course will give the basic fundamentals of personality development and related concepts.

**CO3:**Students with the help of the course will identify the role of personality development concepts used for problem solving in organizations.

**CO5:**Course will improve the communication skills in the students which will improve the capacity of the students.

**CO7:** Students after completing the course will be able to acquire the employability skills.

**CO7:** Students will be able to analyze self-assessment with the help of the course

**PO11: Ethical and social responsibility.**

**CO1:**Students will be able to identify the various aspects of personality development and its.

**CO3:** Students with the help of the course will identify the role of personality development concepts used for problem solving in organizations.

**PO13: Teamwork.**

**CO1:** Students will be able to identify the various aspects of personality development and its

**CO3:** Students will identify the role of personality in successful working methodology to be adopted in any organization.

**CO4:** Students will be able to identify the traits in personality and its importance.

**CO5:** Course will improve the communication skills in the students which will improve the capacity of the students.

**CO6:** After completion of the course students will identify the tolls that will help to improve the personality traits.