

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce,
Baramati.

[Autonomous]

COURSE STRUCTURE FOR BACHELOR OF BUSINESS

ADMINISTRATION (B.B.A.)

1. Title of the Degree:

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

2. Program Objectives:

1. To provide knowledge regarding the basic concepts, principles and functions of management.
2. To develop business and entrepreneurial aptitude among the students.
3. To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
4. To develop IT skills in the areas of information search, word processing, office management software, and presentation software needed to excel in business
5. To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting
6. To train the students in communication skills effectively
7. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

3. Duration:

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

4. Eligibility:

A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration

1. Shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.

2. Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
3. Three Year Diploma Course (after H.S.C., i.e. 10th Standard) of Board of technical Education conducted by Government of Maharashtra or its equivalent.
4. MCVC

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

6. Program Outcomes:

1. Apply knowledge and principles to business practices in the areas of accounting, finance, marketing, management, economic and human resource management.
2. Understanding of Business Functions
3. Use critical thinking and systematic research approach to identify issues, collect and examine information, evaluate evidence, and draw conclusions and find the solutions to business problems.
4. Ethical Decision-Making: Students should understand the ethical implications of business decisions and be able to analyze and address ethical dilemmas.
5. Develop Critical attitude necessary for “life-long learning” through this course.
6. Leadership and Teamwork: Students should have the ability to lead and collaborate with others to achieve common goals.
7. Students will evaluate different political, cultural, and legal issues between management, economics, and marketing and its impact on business organizations in a global context.
8. Provide opportunities for students to network with industry professionals and engage in professional development activities. Graduates will have honed their networking skills, built a professional network, and developed an understanding of the business environment.
9. Social Responsibility: Graduates should understand the importance of corporate social responsibility and sustainability, and possess the knowledge and skills to contribute to the betterment of society.
10. Entrepreneurial Mindset: Graduates should possess an innovative and entrepreneurial mindset, with the ability to identify and pursue business opportunities.

8 Credit Structure for 2019 Pattern:

Sr.No.	Class	Semester	Code	Paper	Paper Title	Credit	Exam	Marks
1	FYBBA	I	BBA1101	Theory		3	I / E	40 + 60
2	FYBBA	I	BBA1102	Theory		3	I / E	40 + 60
3	FYBBA	I	BBA1103	Theory		3	I / E	40 + 60
4	FYBBA	I	BBA1104	Theory		3	I / E	40 + 60
5	FYBBA	I	BBA1105	Theory		3	I / E	40 + 60

6	FYBBA	I	BBA1106	Theory		3	I / E	40 + 60
7					Physical Education	2		
8	FYBBA	II	BBA1201	Theory		3	I / E	40 + 60
9	FYBBA	II	BBA1202	Theory		3	I / E	40 + 60
10	FYBBA	II	BBA1203	Theory		3	I / E	40 + 60
11	FYBBA	II	BBA1204	Theory		3	I / E	40 + 60
12	FYBBA	II	BBA1205	Theory		3	I / E	40 + 60
13	FYBBA	II	BBA1206	Theory		3	I / E	40 + 60
14					Certificate Course	2		
15	SYBBA	III	BBA2301	Theory		3	I / E	40 + 60
16	SYBBA	III	BBA2302	Theory		3	I / E	40 + 60
17	SYBBA	III	BBA2303	Theory		3	I / E	40 + 60
18	SYBBA	III	BBA2304	Theory		3	I / E	40 + 60
19	SYBBA	III	BBA2305	Theory		3	I / E	40 + 60
20	SYBBA	III	BBA2306	Theory		3	I / E	40 + 60
21					EVS	4		
22					Certificate Course	2		
23	SYBBA	IV	BBA2401	Theory		3	I / E	40 + 60
24	SYBBA	IV	BBA2402	Theory		3	I / E	40 + 60
25	SYBBA	IV	BBA2403	Theory		3	I / E	40 + 60
26	SYBBA	IV	BBA2404	Theory		3	I / E	40 + 60
27	SYBBA	IV	BBA2405	Theory		3	I / E	40 + 60
28	SYBBA	IV	BBA2406	Theory		3	I / E	40 + 60
29					Project	4		
30					Certificate Course	2		
31	TYBBA	V	BBA3501	Theory		3	I / E	40 + 60
32	TYBBA	V	BBA3502	Theory		3	I / E	40 + 60
33	TYBBA	V	BBA3503	Theory		3	I / E	40 + 60
34	TYBBA	V	BBA3504	Theory		3	I / E	40 + 60
35	TYBBA	V	BBA3505	Theory		3	I / E	40 + 60
36	TYBBA	V	BBA3506	Theory		3	I / E	40 + 60
37					Project	4		
38					Certificate Course	2		
39	TYBBA	VI	BBA3601	Theory		3	I / E	40 + 60
40	TYBBA	VI	BBA3602	Theory		3	I / E	40 + 60
41	TYBBA	VI	BBA3603	Theory		3	I / E	40 + 60
42	TYBBA	VI	BBA3604	Theory		3	I / E	40 + 60
43	TYBBA	VI	BBA3605	Theory		3	I / E	40 + 60
44	TYBBA	VI	BBA3606	Theory		3	I / E	40 + 60
45					Project	4		
46					Certificate Course	2		
					Total Credit	136		

8. Course Structure for 2019 Pattern:

Sr.No	Subject Code	Semester 1	Credit	Sr. No	Subject Code	Semester 2	Credit
1	BBA1101	Business Organization and System	03	1	BBA1201	Principles of Management	03
2	BBA1102	Business Communication Skills	03	2	BBA1202	Principles of Marketing	03
3	BBA1103	Business Accounting	03	3	BBA1203	Principles of Finance	03
4	BBA1104	Business Economics (Micro)	03	4	BBA1204	Basics of Cost Accounting	03
5	BBA1105	Business Mathematics	03	5	BBA1205	Business Statistics	03
6	BBA1106	Business Demography & Environmental Studies	03	6	BBA1206	Business Informatics	03
7		Physical Education	02	7		Certification Course	02

Sr.No	Subject Code	Semester 3	Credit	Sr. No	Subject Code	Semester 4	Credit
1	BBA2301	Personality Development	03	1	BBA2401	Production & Operations Management	03
2	BBA2302	Business Ethics	03	2	BBA2402	Industrial Relations & Labour laws	03
3	BBA2303	Human Resource Management & Organisation Behaviors	03	3	BBA2403	Business Taxation	03
4	BBA2304	Management Accounting	03	4	BBA2404	International Business	03
5	BBA2305	Business Economic (Macro)	03	5	BBA2405	Management Information System	03
6	BBA2306	I.T. in Management	03	6	BBA2406	Service Sector Management	03
7		EVS	04	7		Project (Based on Industrial Visits.)	04
8		Certificate Course	02	8		Certificate Course	02

B.B.A. Third Year (T.Y.)						
Semester 5				Semester 6		
Sr No	Subject Code	Paper	Credit	Subject Code	Paper	Credit
1	BBA3501	Supply chain logistic Management	3	BBA3601	Business Planning and project Management	3

2	BBA3502	Entrepreneurship Development	3	BBA3602	Management Control System	3
3	BBA3503	Business Law	3	BBA3603	E- Business	3
4	BBA3504	Research Methodology	3	BBA3604	Business Analytics	3
5	BBA3505	Specialization Paper 1	3	BBA3605	Specialization Paper 1	3
6	BBA3505	Specialization paper 2	3	BBA3605	Specialization paper 2	3
7		Project	4		Project	4
8		Certificate Course	2		Certificate Course	2

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)
Paper Code : BBA1101
Paper : I Title of Paper: Business Organization and System
Credit : 3 No. of lectures: 48

A) Course Objectives:

1. To give the Practical knowledge of Business Organization & System.
2. To make the students aware about various activities of business, business practices and recent trends in business world.
3. To study the challenges before the business and setting up of a business enterprise.
4. To develop the spirit of entrepreneurship among the students.
5. To understand the evolution of industry and emergence of MNCs.

B) Course Outcome:

- CO1:** Ability to understand the Evolution of Industry and Emergence of MNCs.
CO2: Understand the Recent Trends in Business.
CO3: Identify the Forms of Business Organisation-Sole Proprietorship, Partnership, Joint stock Company
CO4: Understand role and functions of modern business.
CO5: Develop right understanding regarding business environment.
CO6: Understand modern commerce performs new business initiatives.
CO7: Evaluate changes in the working pattern of modern organizations

Unit 1 Introduction and Evolution of Business

1.1 Human Occupations, Characteristics of Business, Division of Business, Objectives of Business, Requisites for success in Business.

Development of commerce, Evolution of Industry, Globalization, Emergence of MNCs.

1.2 Recent Trends- Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, E-Commerce. Online trading, Patents, trademarks and Copyrights Challenges before Indian business sector.

1.3 Provisions in Indian Constitution for Business.

No. of Lectures 10

Unit 2 Types of Business Organizations

2.1 Mixed Economy - Private Sector, Public Sector, Co- operative Sector, Joint Sector, Service Sector.

2.2 Forms of Business Organizations- Sole proprietorship, Partnership Firm, Joint stock company – Features, Merits, Demerits and suitability of various forms of Business.

No. of Lectures 10

Unit 3 Setting up of a Business Enterprise

3.1 Decision in Setting up of an Enterprise, Opportunity and ideas generation, Role of creativity and innovation.

3.2 Project Report- Business Size and Location decisions, Factors to be considered in starting a new unit, Government policies.

No. of Lectures 10

Unit 4 Domestic and Foreign Trade

1.1 Wholesale and Retail Trade, Emergence of Foreign players in trading, Government policy, Effects of FDI on retail trade.

1.2 Organization of Finance, Insurance, Transportation and communication and otherservices, Import and Export procedure.

No. of Lectures 10

Unit 5 Case Study on

5.1 Family based Business Organization Structure

5.2 Corporate Business Organization Structure

No. of Lectures 8

Recommended Books:

1. Modern Business Organization - S.A. Sherlekar
2. Industrial Organization Management - Sherlekar
3. Business Organization and management – Y.K. Bhus han
4. Business Organization and system – Dr .M.V.Gite, Dr.R.D.Darekar, Prof.S. N. Nanaware, Dr.V.D. Barve-Successs Publication, Pune
5. Business Environment - F. Cherunilam.
6. Business Organization & Management – C.B. Gupta.
7. Entrepreneurial Development – S.S. Khanna.
8. Organizing and Financing of Small scale Industry – Dr. V. Desa

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: F.Y. B. B. A. (Semester- I)

Subject: Business Organization and System

Course: Business Organization and System

Course Code: BBA1101

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
CO 1										
CO 2										
CO 3				2						
CO 4	3	3		3						
CO 5			2		3		3	3	3	
CO 6						3				3
CO7		2	3				3			

Justification for the mapping

PO1: Application of Knowledge

CO4: Understanding the various roles and functions of modern businesses, which include accounting, finance, marketing, management, economic, and human resource management.

PO2: 2. Understanding Business Functions

CO4: Gaining knowledge and comprehension of the various functions within a business, such as finance, marketing, operations, human resources, and more. It encompasses understanding how these functions work together to achieve the goals and objectives of a business.

CO7: Understanding changes in the working pattern of modern organizations involves assessing how various business functions are affected.

PO3: Critical thinking and systematic research approach

CO5: This competency involves developing a comprehensive understanding of the business environment, including factors such as market trends, competition, regulatory frameworks, and customer preferences. It requires critical thinking and systematic research to identify issues, gather relevant information, evaluate evidence, and draw conclusions to find effective solution to business problems.

CO7: Evaluating changes in the working pattern requires critical thinking and a systematic research approach to identify and understand the implications of those changes.

PO4: Ethical Decision-making.

CO3: Ethical decision is needed for the various forms of Business Organisation like Sole Proprietorship, Partnership, Joint stock Company

CO4: Understand role and functions of modern business may indirectly contribute to ethical decision-making by providing a foundation of knowledge about business operations and functions, which can help individuals analyze and address ethical dilemmas in a business context.

PO5: Critical Attitude for Lifelong learning.

CO5: This competency involves developing a critical attitude and mindset towards learning, specifically in relation to understanding the business environment. It emphasizes the importance of continuously learning and adapting to changes in the business environment to stay relevant and successful in the long term.

PO6: Leadership and team work

CO6: Understand modern commerce performs new business initiatives may align with this statement. This competency involves understanding how modern commerce operates and initiates new business initiatives, which often requires effective leadership and teamwork to achieve common goals.

PO7: Application of Management in Various Disciplines

CO5: Developing a comprehensive understanding of the business environment, including political, cultural, and legal factors, and how they influence business organizations on a global scale. It emphasizes the ability to evaluate and analyze these factors and their impact on various aspects of business management, economics, and marketing.

CO7: Changes in the working pattern may be influenced by political, cultural, and legal factors, and evaluating these issues is relevant.

PO8: Professional Development Activities

CO5: Creating opportunities for students to network with industry professionals and engage in activities that contribute to their professional development. Students can enhance their networking skills, establish a professional network, and gain a deeper understanding of the business environment.

PO9: Social Responsibility

CO5: Developing an understanding of the business environment, including the importance of corporate social responsibility and sustainability. It emphasizes the need for graduates to possess the knowledge and skills to contribute to the betterment of society through responsible business practices.

PO10: Entrepreneurial Mindset

CO6: Understanding of how modern commerce operates and how new business initiatives are undertaken. It involves cultivating an entrepreneurial mindset that enables individuals to identify and capitalize on business opportunities, fostering innovation and growth.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)

Paper Code: BBA1102

Paper: II

Title of Paper: Basics of Business
Communication Skills

No. of lectures: 48

A) Course Objectives:

1. To give detailed understanding about business environment and organization structures.
2. To develop an entrepreneurial attitude among the students.
3. To make students capable of becoming dynamic managers, capable of taking various decisions and communicating effectively to different groups of people.
4. To understand and gain knowledge of various manufacturing and service industries.
5. Understand and apply communication theory.
6. Critically think about communication processes and messages.
7. Interact skilfully and ethically.

B) Course Outcomes:

CO1: Develop interpersonal communications skills that are required for social and business interaction.

CO2: Ability to handle the interview process confidently Learn the subtle nuances of an effective group discussion.

CO3: Communicate fluently and sustain comprehension of an extended discourse.

CO4: Demonstrate the use of basic and advanced business writing skills.

CO5: To communicate contextually in specific personal and professional situations with courtesy.

CO6: To inject humors in their regular interactions.

CO7: Understand the importance of nonverbal communication and utilize it effectively

Unit 1: Basics of Communication and Types of Communication.

1.1 Meaning and Definition - Process - Functions - Objectives -Importance.

1.2 Essentials of good Communication - Communication barriers
Overcoming Communication barriers.

1.3 Written - Oral - Face-to-face - Silence - Merits and limitations of each type

No. of Lectures 10

Unit 2: Business Letters

2.1 Standard Formats of Business Letter.

2.1.1. Need and functions of business letters - Planning & layout of business letter -Kinds of business letters - Essentials of effective correspondence.

2.2 Drafting of Business Letters

2.2.1 Enquiries and replies to enquiry, Placing and fulfilling orders, Complaints and Follow-up letter, Sales Letters, Circular letters, Application for employment and Resume memos.

Unit 3: Oral Communication

3.1 Meaning, nature and scope - Principles of effective oral communication. Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - RadioRecording - Dictaphone, Phonetics and its application in oral communication.Meetings - Rumor - Demonstration - Grapevine - Group Discussion)

3.2 The art of listening - Principles of good listening.

No. of Lectures 10

Unit 4: Application of Communication Skills in Business Organization

4.1.Modern office Communication Electronic communication – Telephone, EPBAX system, Tele-Conferencing, answering machines, E-mail, voice-mail,Fax, Internet, Audio – Visual aids etc.

4.2 Group Decision-Making - Conflict and Negotiations - Presentation andInterviews - Speeches - Customer Care/Customers Relations – Public Relations.

No. of Lectures 8

Unit 5: Reporting to Management

5.1 Principles of writing reports for management

5.2 Types of reports, Structures of report, Preparation/ Collection ofInformation, Use of graphs, presentation of reports,

5.3 Meetings – Circulars, Notice, agenda minutes, drafting resolutions.

No. of Lectures 8

Recommended Books:

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House,Bombay.
- 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand& Sons, New Delhi.
- 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep &Deep Publications Pvt. Ltd., New Delhi.
- 5) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. RavindraKothavade - Diamond Publications, Pune.
- 6) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - TataMcGraw-Hill Publishing Company Limited, New Delhi.
- 7) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
- 8) Modern Business Correspondence - L. Gartside - The English Language Book Societyand Macdonald and Evans Ltd.
- 9) Business Communication - M. Balasubrahmanyam - Vani Educational Books.

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Basics of Business Communication Skills

Course: Basics of Business Communication Skills **Course Code:** BBA1102

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
CO1	3	3	2	2	3		2			3
CO2	3	3	2	3	3	2		2	1	3
CO3	2	3	1		3	2				
CO4	3	3	2	1	3	2	2	3	2	3
CO5	2	2		3	3	2		2		
CO6	3	2	2	2	3	3	2			
CO7	1			1						

Justification for the mapping

PO1: Application of Knowledge

CO1: Students will Identify and apply appropriate management techniques for managing business. this outcome is directly related to the application of knowledge for business practices.

CO2: Students will understand different planning methodologies and decision-making models allow individuals to make informed choices and develop effective strategies to achieve organizational objectives.

CO3: Course outcome emphasizes the application of knowledge gained during the course to practical scenarios, ensuring that management principles are put into action to drive positive outcomes for the organization.

CO4: Course outcome highlights the ability to apply knowledge about managerial tasks in diverse Circumstances.

CO5: Student will understand the requirement of a good control system and control techniques is vital for implementing effective business practices

CO6: Course outcome will focus on the application of techniques for controlling and coordination in business settings. By demonstrating these techniques, individuals showcase their ability to apply knowledge to effectively manage and coordinate activities within an organization, fostering efficiency, collaboration and achievement of desired outcomes.

CO7: this course outcome involves understanding the various elements of nonverbal communication and how they can be used effectively.

PO2: Understanding the Business Functions

CO1: Understanding the business function requires effective interpersonal communication skills, as it involves interacting with colleagues, superiors, clients, and customers.

CO2: relates to the ability to handle the interview process confidently, which is crucial for both social and business interactions. Job interviews are an important component of the business function, as they determine the suitability of candidates for specific roles within an organization.

CO3: related to developing and enhancing interpersonal communication skills, which are essential for successful business interactions.

CO4: which emphasizes the use of basic and advanced business writing skills, is also relevant to understanding the business function. Effective written communication is essential in various business activities such as writing reports, emails, proposals, and memos.

CO5: These skills include fluency in communication, sustaining comprehension in extended discourses, communicating contextually, and injecting humor in regular interactions.

CO6: related to developing and enhancing interpersonal communication skills, which are essential for successful business interactions. These skills include fluency in communication, sustaining comprehension in extended discourses, communicating contextually, and injecting humor in regular interactions.

PO3: Critical thinking and systematic research approach

CO1: Critical thinking is involved in identifying and selecting the most appropriate management techniques for specific business situations. It requires evaluating different options, considering their pros and cons, and making informed decisions based on logical reasoning and analysis.

CO2: Critical thinking is essential in conceptualizing planning and decision-making processes. It involves analyzing different theories, models, and concepts related to planning and decision making and understanding their underlying principles and assumptions.

CO3: Students will integrate management principles into practice require critical thinking skills to analyze and evaluate how these principles can be effectively applied in real-world business scenarios. It involves considering various variables, constraints, and trade-offs to develop practical solutions.

CO4: Critical thinking plays a crucial role in specifying how managerial tasks can be executed in diverse circumstances. It involves analyzing the unique characteristics and challenges of each circumstance and developing tailored approaches and strategies accordingly

CO6: Critical thinking is involved in demonstrating techniques for controlling and coordination. It requires analyzing complex situations, identifying potential issues and challenges, and developing strategies to effectively control and coordinate activities.

PO4: Ethical Decision-making

CO1: Students will understand Ethical decision-making is crucial when selecting and applying management techniques.

CO2: Students will understand Ethical decision-making is embedded within the planning and decision-making process.

CO4: Ethical decision-making is critical in executing managerial tasks ethically. When planning, organizing, and controlling activities, managers need to consider ethical implications and ensure that their actions are in line with ethical standards and organizational values.

CO5: Ethical decision-making is important in understanding the requirements of a good control system.

CO6: Ethical decision-making is inherent in demonstrating techniques for controlling and coordination.

CO7: Nonverbal communication, such as facial expressions, body language, and gestures, can convey emotions and attitudes that words alone may fail to express. Understanding and using nonverbal cues effectively can increase empathy towards others, enabling individuals to better understand their perspectives and make ethical decisions that consider the interests and well-being of all parties involved.

PO5: Critical Attitude for Lifelong learning.

CO1: Students will have a critical attitude for lifelong learning means continuously questioning and evaluating existing management techniques

CO2: A critical attitude for lifelong learning encourages individuals to critically examine different planning and decision-making models, theories, and frameworks

CO3: A critical attitude for lifelong learning means critically examining management principles and their applicability in real-world situations.

CO4: Course outcome involves critically analyzing different circumstances, considering external factors, and continuously seeking ways to adapt planning, organizing, and controlling techniques to achieve better results.

CO5: Course outcome involves staying updated with advancements in technology, industry practices, and regulatory requirements, and being open to adopting new control systems and techniques that improve organizational performance and compliance.

CO6: It encourages students individually to critically assess their strengths and weaknesses, seek feedback from others, and actively seek opportunities for self-improvement through continuous learning and development

PO6: Leadership and team work skills

CO2: Planning and decision-making are fundamental leadership skills and involve considering different Perspectives, gathering input from team members, and reaching consensus.

CO3: Student will Integrate management principles into practice is essential for effective leadership.

CO4: Student will understand how managerial tasks can be executed in different circumstances helps teams adjust their approach based on the specific needs and challenges they face.

CO5: Students need to understand the requirement of a good control system and control techniques to monitor progress, evaluate performance, and ensure accountability.

CO6: Controlling and coordination are crucial leadership skills

PO7: Political, cultural, and legal issues impact on business organizations in a global context.

CO1: Student will understand political, cultural, and legal issues are crucial for effective management in a global context.

CO4: Political, cultural, and legal influences can significantly impact how planning, organizing, and controlling are carried out in different global circumstances

CO6: Effectively controlling and coordinating activities across different cultures, legal systems, and political environments requires an understanding of how these factors impact organizational dynamics.

PO8: Business Management Skills

CO2: Course outcome will develop a conceptual understanding of these processes enables managers to make informed decisions and set strategic goals for their organizations.

CO4: Planning, organizing, and controlling are key managerial tasks that need to be executed in different circumstances

CO5: A good control system is crucial for effective business management. Understanding the requirements of such a system helps managers monitor performance, identify areas for improvement, and implement appropriate control techniques to achieve desired outcomes.

PO9: Social Responsibility

CO2: Course outcome will help to make decisions and planning for the future, managers with a conceptual knowledge of social responsibility can consider the potential impacts on various stakeholders and choose actions that align with ethical and socially responsible practices.

CO4: Course outcome will help within the context of social responsibility; managers must plan, organize, and control operations in a way that promotes ethical behavior, sustainability, fairness, and community well-being

PO10 Entrepreneurial Mindset

CO1: Student will have an entrepreneurial mindset involves being proactive, innovative, and seeking opportunities.

CO2: Student will have a conceptual knowledge about planning and decision-making from an entrepreneurial perspective involves considering risks, rewards, and potential innovations when creating plans and making decisions for a business venture.

CO4: Course outcome will Specify how managerial tasks of planning, organizing, and controlling can be executed with an entrepreneurial mindset involves being open to adjusting plans, being resourceful in organizing and utilizing available resources, and demonstrating adaptability in controlling and adjusting strategies based on changing circumstances.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)
Paper Code: BBA1103
Paper : II I Title of Paper: Business Accounting
Credit : 3 No. of lectures: 48

A) Course Objectives:-

- 1) To impart knowledge about basic Accounting.
- 2) To provide understanding of nature, importance and structure of accounting related area.
- 3) To learn about Accounting concept, Principals, Conventions and accounting standards.
- 4) To impart the knowledge about recording of transactions and preparation of final accounts.
- 5) To learn the concept of Bank Reconciliation Statement
- 6) To understand latest accounting software packages.

B) Course Outcomes: -

- CO1:** The outcome of this course is to enable the students to acquire sound knowledge of basic concepts of accounting & practical knowledge.
- CO2:** To develop competence to apply various concepts in Business Accounting.
- CO3:** Ability to understand about the Financial Statements.
- CO4:** Understand the role and importance of Accounting in Business.
- CO5:** Identify and interpret accounting information to inform users and make decisions.
- CO6:** Apply critical thinking skills by identifying and analyzing accounting issues using relevant accounting frameworks. Understand the Accounting Software knowledge regarding accounting systems.
- CO7:** Ability to understand Accounting Standards in general: - AS1, AS2, AS6.

Unit No 1: Introduction

1.1 Financial Accounting-definition and Scope, objectives, accounting concepts, principles and conventions. Accounting Standards in general: - AS1, AS2, AS6.

No. of Lectures 6

Unit 2: Recording Transactions and Preparing Final Accounts

2.1 Voucher system; Accounting Process, Journals, Ledger, Cash Book, subsidiary books, Trial Balance preparation of Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet)

No. of Lectures 18

Unit 3:Bank Reconciliation Statement

Meaning , importance and preparation of Bank Reconciliation Statement
Bank Reconciliation Statement of any Business Organization (Practical)

No. of Lectures 06

Unit 4:Depreciation (Transfer of Value- Appreciation)

4.1 Meaning, need, importance and methods of charging depreciation - Written Down Value, Straight Line Method.

No. of Lectures 8

Unit 5:Computerized Accounting Systems

5.1 Types of Accounting software

5.2 Tally- Company Creation, Group Creation, Accounting Voucher Creation; recording transactions; preparing reports, cash book, bank book, ledger accounts, trial balance, Profit and loss account, Balance Sheet.

No. of Lectures 10

Allocation of Marks:

Theory - 30%

Practical problems - 70%

Recommended Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry(Pearson Education)
2. Business Accounting-Dr.G.M.Dumbre, Dr.Kishor Jagtap,Dr.A.H.Gaikwad, Dr.N.M.Nare-Success Publication,Pune
3. Financial accounting: By Jane Reimers (Pearson Education)
4. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
5. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
6. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
7. Advanced Accounts – M.C. Shukla and S P Grewal (S.Chand & Co., New Delhi

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Business Accounting

Course: Business Accounting

Course Code: BBA1103

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
CO1	3	2								
CO2	3									
CO3	3									3
CO4	2	2	2							
CO5			3							
CO6	3	2	2	2					3	3
CO7	1	1	1							

Justification for the mapping

PO1: -Application of knowledge

CO1: Business Accounting skills are essential for evaluating the financial performance of a business. This involves comparing actual results against budgeted or forecasted figures, identifying variances, and taking corrective actions if necessary.

CO2: Accounting provides tools for evaluating the performance of different business segments. Managers use financial statements to assess the profitability and efficiency of various departments, helping them make informed decisions about resource allocation.

CO3: Understanding financial statements is crucial for making informed business decisions. Financial statements provide a comprehensive overview of a company's financial health and performance. Here's how the application of knowledge about financial statements relates to business practices

CO4: Accounting plays a crucial role in business by providing a systematic way to record, analyze, and communicate financial information. The role and importance of accounting in business are multifaceted, and its application to knowledge for business practices is vital for several reasons. Accounting involves the systematic recording of financial transactions, summarizing them in financial statements such as the income statement, balance sheet, and cash flow statement.

CO6: Understanding accounting software is crucial for effective financial management in business. Accounting software streamlines and automates various accounting processes, making it easier to manage financial transactions, generate reports, and ensure compliance with accounting standards. Here's how knowledge of accounting software relates to business practices.

CO7: Understanding accounting standards is not only a regulatory requirement but also a fundamental aspect of maintaining the integrity and reliability of financial information, facilitating effective decision-making and ensuring transparency in the business environment.

PO2: Understanding of Business Function

CO1: A strong foundation in accounting concepts and practical skills is a valuable asset across various business functions. It not only ensures accurate financial reporting but also contributes to effective decision-making, compliance with regulations, and overall business success

CO4: Accounting is an integral part of the business function, providing a systematic way of recording, summarizing, and analyzing financial transactions. It serves as a foundation for effective decision-making, regulatory compliance, and overall financial management within an organization.

CO6: Systematically addressing these steps, you can apply critical thinking skills to identify, analyze, and resolve accounting issues while ensuring that the accounting software aligns effectively with business functions.

CO7: Adherence to these standards is critical for maintaining financial integrity, facilitating effective decision-making, and providing stakeholders with accurate and comparable financial information. Businesses that follow these standards are better positioned to build trust with investors, creditors, and other stakeholders.

PO3: critical thinking and systematic research approach

CO4: Accounting provides a systematic framework for managing financial information, and critical thinking is essential in applying this information to support decision-making and navigate the complexities of business operations and regulations. Together, they contribute to the overall success and sustainability of a business.

CO5: Critical thinking and a systematic research approach are integral to the process of identifying, interpreting, and utilizing accounting information for decision-making. These skills help ensure the reliability and relevance of financial data, supporting informed decision-making across various stakeholders.

CO6: Critical thinking skills are essential for accountants to navigate complex financial landscapes, make informed decisions, and contribute to the integrity and reliability of financial information.

CO7: Understanding accounting standards enhances critical thinking by requiring analytical skills, problem-solving abilities, effective decision-making, clear communication, and ethical considerations. Professionals who can apply critical thinking to financial reporting contribute to the reliability and transparency of financial information.

PO4: Ethical Decision making

CO6: The application of critical thinking skills ensures that accounting issues are identified and analyzed in a systematic and principled manner, while ethical decision-making ensures that these analyses lead to actions that are honest, transparent, and in the best interest of all stakeholders

PO9: Social Responsibility.

CO6: A strong understanding of accounting software empowers individuals to contribute to the betterment of society by promoting financial transparency, accuracy, compliance, and efficient resource management. These elements are fundamental to fostering economic stability, ethical business practices, and overall societal progress.

PO10: Entrepreneurial Mindset

CO3: The ability to understand financial statements is integral to an entrepreneurial mindset. It enables entrepreneurs to make informed decisions, evaluate performance, attract investment, manage resources efficiently, and strategically plan for the future. Financial literacy is a cornerstone of entrepreneurial success.

CO6: Critical thinking in accounting aligns with an entrepreneurial mindset by fostering problem-solving, risk management, effective decision-making, innovation, resource optimization, and adaptability. Entrepreneurs who apply critical thinking to accounting issues are better equipped to navigate the complexities of managing finances in a business setting.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)

Paper Code: BBA1104

Paper : IV

Credit : 3

Title of Paper: Business Economics [Micro]

No. of lectures: 48

A) Course Objectives:

1. To expose students to basic micro economic concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

B) Course Outcome:

CO1: Analysis and understanding of various basic concepts in micro economics.

CO2: Identification and analysis of basic economic problems and their possible solutions.

CO3: Identification of how economics studies focus on maximum utilization of scarce resources.

CO4: Identification of relationship between demand and supply of commodity.

CO5: Study of cost analysis and factors determining cost of a products.

CO6: study of various types of market structures.

CO7: to study the different types of perfect and imperfect competition in the market

Unit No. 1 Introduction to Economics

Meaning, Nature and Scope of Business Economics – Micro and Macro

Basic Economic Problems.

Types of markets.

Market forces in solving economic problems.

Circular Flow of Income and Expenditure

No. of Lectures 8

Unit No. 2 Demand and Supply Analysis

Concept of Demand

Elasticity of Demand and their types.

Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue

Concept and Law of Supply

Factors Affecting Supply

No of Lectures 10

Unit No 3 Cost Analysis

Accounting Costs and Economic Costs

Short Run Cost Analysis: Fixed, Variable and Total Cost Curves,

Average and Marginal Costs

Long Run Cost Analysis: Economies and Diseconomies of Scale and

Long Run Average and Marginal Cost Curves

No of Lectures 8

Unit No 4 Pricing Under Various Market Conditions

Pricing Strategies used in Perfect Competition.

Price Determination under Monopoly

Price Determination under Monopoly Monopolistic Competition.

No of Lectures 10

Unit No 5 Distribution Theory

Marginal Productivity Theory of Distribution

Rent: Modern Theory of Rent

Wages: Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination

Interest: Liquidity, Preference Theory of Interest

Profits: Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories

No of Lectures 12

RECOMMENDED BOOKS

1. Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London.
2. Introduction to Positive Economics - Richard G. Lipsey
3. Business Economics (Micro) - Dr. Girijashankar; Atharva Prakashan, Pune.
4. Micro Economics - M. L. Seth
5. Micro Economics - M. L. Jhingan; Vrinda Publications, New Delhi.
6. Managerial Economics - Theory and Application - D. M. Mithan

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Business Economics(micro)

Course: Business Economics(micro)

Course Code BBA1104

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

Course Outcomes	Program Outcomes									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2			2		2			2
CO2			3							
CO3					2				2	
CO4	1	1	3							3
CO5	1	3	2						1	2
CO6	2	2					2			
CO7	2	1								

Justification for Mapping:

PO1 : Application of Knowledge

CO1 : By understanding basic terms and techniques in the micro economics , students can understand and apply the economics knowledge for business forecasting.

CO 4: Students can the knowledge of how demand and supply of the products are interrelated.

CO5 : During the course students can understand the basics of cost ,how cost can be analyzed and what are the various factors determining the cost of the products.

CO6: Students will get the knowledge of various market structures during the course.

CO7 : Knowledge of different types of perfect and imperfect competition can be achieved by the students.

PO2 : Understanding the Business functions.

CO1 : various business functions and how micro economics helps to study various business functions.

CO4 : Demand analysis and supply analysis functions can be identified with the help of study of micro economics.

CO5 : Cost analysis and cost determination is one of the most important function of business economics.

CO6: Business Functions like targeting the market , selection of distribution channel, identification of advertising and sales strategy can be identifies with the help of course structure.

CO7: Study of different types of perfect and imperfect competitions can be identified with the help of this course structure.

PO3: Critical Thinking and Systematic research approach

CO2: Basic economic problems and their possible solutions can be systematically analyzed

CO4 : Study of demand and supply relations can help for making various decisions related to production functions.

CO5 : Cost of product and various factors related to cost can be studied in detail with the help of micro economics concepts.

PO5 : Critical Attitude for Life Long learning

CO1 : terms and concepts in economics are essential for lifelong learning.

CO3: Scarce resources and its proper utilization this study is very important for whole life.

PO7 : Application of Management in Various disciplines.

CO1: While studying the different basic concepts in micro economics students are able to relate other disciplines and economics concepts.

CO6 : By identifying various markets and its structures students can study how other disciplines are related to each other.

PO9: Social responsibility

CO3: Proper utilization of resources while performing various business activities is an important social concern.

CO5: Concept of pricing a product is an important function where social concern must be considered.

PO10: Entrepreneurial mindset

CO1: Application of knowledge of economics is mainly related to important functions that an entrepreneur must focus on like Finance, Marketing, Human resource development etc.

CO4: Various functions of an entrepreneur are mainly related to production activity which is in turn related to analysis of demand and supply function.

CO5: Cost determination is one of the important functions of every entrepreneur.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester- I)
Paper Code: BBA1105
Paper : V Title of Paper: Business Mathematics
Credit : 3 No. of lectures: 48

A) Course Objectives:

- 1) To understand applications of matrices in business.
- 2) To understand the Shares and Dividends.
- 3) To use L.P.P. and its applications in business.
- 4) To understand the concept of Transportation problems & its applications in business world.
- 5) To understand the concept and application of Permutations & Combinations in business

B) Course Outcome:

- CO1:** Identify applications of matrices in financial modelling, risk management, inventory Management and resource allocation.
- CO2:** Analyze and calculate dividends based on different types of stocks and dividend policies.
- CO3:** Formulate and solve linear programming problems to optimize resource allocation.
- CO4:** Analyze and interpret the results of transportation problem solutions.
- CO5:** Understand the basic principles of permutations and combinations
- CO6:** Develop critical thinking skills to evaluate and solve complex business problems
- CO7:** - Analyze and interpret financial data, make informed decisions using quantitative techniques, and utilize mathematical tools for optimizing business processes.

Unit No.1 Numerical methods and concept for business manager

- 1.1. Concept of Shares, Stock exchange, Face Value, Market Value.
- 1.2. Dividend, commission, brokerage.
- 1.3. Equity Shares, Preferential Shares, Bonus Shares.
- 1.4. Profit and loss, Percentages, Ratio and proportion, Averages

No. of Lectures 8

Unit No.2 Matrices and Determinants (up to order 3 only)

- 2.1. Multivariable data, Definition of a Matrix, Types of Matrices.
- 2.2 Algebra of Matrices, Determinants, Ad joint of a Matrix, Inverse of a Matrix via Adjoint Matrix.
- 2.3 Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system
- 2.4 Solution of Non- homogeneous System of Linear equations (not more than three variables).
- 2.5 Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.

No. of Lectures 14

Unit No.3 Linear Programming problem & Graphical Solution and Vein Diagrams

- 3.1. Meaning of LPP.
- 3.2. Formulation of LPP and solution by graphical methods.
- 3.3 Vein diagram – Definition, Symbols used, Diagrams and Examples.

No. of Lectures 10

Unit No.4 Methods of Transportation problem (T.P.)

- 4.1. Statement and meaning of T.P.
- 4.2. Methods of finding initial basic feasible solution by North West corner Rule, Matrix.
- 4.3. Minimum method and Vogel's approximation method.
- 4.4. Simple numerical problems (concept of degeneracy is not expected).

No. of Lectures 08

Unit No.5 Permutations and Combinations

- 5.1. Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). $nPr = n! / (n-r)!$ (Without proof).
- 5.2. Combinations of 'r' objects taken from 'n' objects. $nCr = n! / r! (n-r)!$ (Without proof) problems, Applications.

No. of Lectures 08

Reference Books :

- 1) *Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.*
- 2) *Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi*
- 3) *Business Mathematics by Bari - New Literature publishing company, Mumbai*

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Business Mathematics

Course: Business Mathematics

Course Code BBA1105

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

Programme Outcomes(POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	2		2		2	2			2	
CO2	2			2						1
CO3										
CO4	2			2				2		
CO5		2			2				2	
CO6	2		2							
CO7		2								

Justification for the mapping

PO1. Application of knowledge: -

CO1: Directly aligns with this outcome as it requires identifying applications of metrics in various business aspects.

CO2: Analyze and calculate dividend based on different types of stocks and dividend policies. Understanding and calculating dividends are crucial aspects of financial management, directly applicable to making informed business decisions.

CO6: involves the application of critical thinking skills to evaluate and solve complex business problems through mathematical modelling.

PO2. Understanding the Business Functions: -

CO5 Understand the basic principles of permutations and combinations.

CO7 : focuses on analyzing and interpreting financial data, making informed decisions using quantitative techniques. Both of these outcomes require the application of knowledge acquired during the program.

PO3. critical thinking and systematic research approach: -

CO1: Analyzing metrics in financial modeling and risk management requires critical thinking and systematic research.

CO6: explicitly mentions the development of critical thinking skills to evaluate and solve complex business problems through mathematical modeling. This aligns with the program outcome of using critical thinking.

PO4. Ethical Decision-Making: -

CO2: Analyzing and interpreting results from transportation problem solutions requires critical thinking and a systematic approach, contributing to effective problem-solving skills.

CO4: Analyze and interpret the results of transportation problem solutions.

PO5. Critical Attitude for Life Long learning

CO1: Encourage critical thinking and application of metrics in business scenarios, contributing to the development of a critical attitude.

CO5: Mathematical principles contribute to developing a critical attitude, and understanding permutations and combinations enhances problem-solving skills essential for life-long learning.

PO6: Leadership and Teamwork:

CO1: Understanding how metrics apply to resource allocation can be linked to leadership and teamwork.

PO8. Professional development activities: -

CO4: Analyze and interpret the results of transportation problem solutions.

PO9. Social Responsibility:

CO1: Identify applications of matrices in financial modelling, risk management, inventory Management and resource allocation.

CO5: Understand the basic principles of permutations and combinations.

PO10. Entrepreneurial Mindset:

CO2: Analyzing dividends and understanding different stock types can contribute to the development of an entrepreneurial mindset.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class	: F.Y. B. B. A. (Semester- I)	
Paper Code:	BBA1106	
Paper	: V I	Title of Paper: Business Demography & Environmental studies
Credit	: 3	No. of lectures: 48

A) Course Objectives:

- 1) To develop knowledge base for demographic and environmental factors affecting business.
- 2) To make the students aware of environmental problems related to business and Commerce.
- 3) To inculcate values of Environmental ethics amongst the students.
- 4) To study Demographic Environment (Social, Cultural, Political, Legal).

B) Course Outcome:

- CO1:** Develop strong conceptual knowledge base for demographic and environmental factors affecting business.
- CO2:** Knowledge base for demographic and environmental factors affecting business
- CO3:** Understand the environmental issues related to business.
- CO4:** Ability to understand concept of urbanization and factors responsible for urbanization.
- CO5:** Identify the Need of environmental studies for Business Management
- CO6:** Students will also gain insights into environmental problems related to business and Commerce.
- CO7:** Apply the concept of demography and finding various methods to calculate fertility and mortality rate

Unit No.1 Introduction of Demography

- 1.1 Meaning, Definition, Need, Importance & need of Demography Studies for Business.
- 1.2 Scope of demography, interdisciplinary approach of demography.
- 1.3 Components of demography: Fertility, mortality and migration.
- 1.4 Measures to calculate fertility and mortality rate
- 1.5 Factors affecting fertility and mortality

No. of Lectures 09

Unit No.2 Demographic Environment

- 2.1 Nature, Scope & Importance Demographic Environment
- 2.2 Population Size
- 2.3 Factors of Demographic Environment.
- 2.4 Impact of Social & Cultural components
- 2.5. Political & Legal Environment

No. of Lectures 09

Unit No.3 Population as Resource

- 3.1 Meaning of resource, types of resources
- 3.2 Importance of human resource in development and growth of business
- 3.3. Concept of Literacy: importance of literate population as a resource
- 3.4. Concept of sex ratio, Concept of Age & Sex Pyramid, Types of age and sex pyramid, age and sex pyramids of different countries
- 3.5 Population below poverty line, working population, Dependent Population

No. of Lectures 12

Unit No.4 Urbanization

- 4.1 Meaning, definitions of urbanization
- 4.2 Classification of population - Urban and rural population
- 4.3 Factors responsible for urbanization and problems of urbanization
- 4.4. Urbanization as Behavioral concept, structural concepts and demographic concept
- 4.5 Urban structure and rural structure

No. of Lectures 08

Unit No. 5 Environment and Environmental issues related to Business

- 5.1 Meaning and definition of environment
- 5.2 Types of Environments
- 5.3 Physical and Cultural components of environment
- 5.4 Need of environmental studies for Business Management
- 5.5 Environment factors affecting Business –
Physical factors –topography, climate, minerals, water resources; Cultural factors – infrastructure – technology tradition, political, social, education
- 5.6 Global warming and Kyoto Protocol, Oil Crisis and its impact on Business

No. of Lectures 10

Reference books:

- *Population Geography : R.C. Chandana, Lyall Book Depot/ Kalyani Publishers (2006)*
- *Population Geography: Qazi, S. Shah, Shargi Qazi APH Publishing Corp. New Delhi*
- *Environmental Geography: Dr. Savindra Singh Prayag Pustak Bhawan*
- *Geography of India: Majid Hussain Tata McGraw Hill*
- *Population Geography : I Singh: Alfa Publication (2006)*
- *Business Demography and Environmental studies-Miss Joshi Sunita, Dr. Jaybhaye Ravindra- Success Publication, Pune*

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Subject: Business Demography & Environmental Studies

Course: Business Demography & Environmental Studies

Course Code BBA1106

Course Outcomes	Programme Outcomes (POs)									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10
CO 1			2							
CO 2	3		3				3			
CO 3		2		3						
CO 4										
CO 5		3		2		2		3	3	
CO 6					3	3		2		3
CO7		2	3				3			

Justification for the mapping

PO1: Application of Knowledge

CO2: Involves developing a strong knowledge base regarding demographic and environmental factors that impact businesses. It includes understanding how these factors influence various aspects of business practices, such as accounting, finance, marketing, management, economic, and human resource management.

PO2: Understanding the Business Function

CO3: Students should gain knowledge about how environmental issues impact businesses, which is essential for understanding business functions in the context of sustainability and corporate responsibility.

CO5: Emphasizes the importance of environmental studies specifically for business management, highlighting the relevance of environmental knowledge in making informed business decisions and managing operations effectively.

CO7: Demography, fertility, and mortality rates can be relevant to understanding the human resources aspect of business functions, particularly in terms of workforce demographics.

PO3: Critical thinking and systematic research approach

CO1: Developing a strong conceptual knowledge base requires analyzing information, evaluating evidence, and drawing conclusions – all of which are key components of critical thinking and systematic research approaches.

CO2: Emphasizes building a knowledge base for demographic and environmental factors affecting business.

CO7: Calculating fertility and mortality rates involves critical thinking and a systematic research approach to collect and analyze demographic data.

PO4: Ethical Decision-making ability.

CO3: Students who understand these environmental issues will be better equipped to analyze and address ethical dilemmas related to business decisions with environmental consequences.

CO5: Implies recognizing the importance of environmental studies in business management, which may include ethical considerations.

PO5: Critical Attitude for Lifelong learning.

CO6: Insights into environmental problems related to business and commerce are likely to develop a mindset that values ongoing learning and critical thinking in response to evolving challenges in the business and environmental landscape.

PO6: Leadership and team work

CO5: Involves not only individual understanding but also the ability to communicate, influence, and potentially lead others in recognizing the importance of environmental studies for effective business management.

CO6: Environmental problems related to business and commerce

PO7: Application of management in various Disciplines

CO2: Focuses on demographic and environmental factors, it implies a broader understanding of various external factors that can affect business, including political, cultural, and legal issues.

CO7: Calculating fertility and mortality rates involves critical thinking and a systematic research approach to collect and analyze demographic data.

PO8: Professional Development Activities..

CO5: Engaging with environmental studies and gaining insights into related problems may involve interactions with industry professionals, which can provide networking opportunities and contribute to professional development.

CO6: Networking skills and understanding the business environment are often developed through practical exposure and engagement with real-world issues.

PO9: Social Responsibility

CO5: Understanding the need for environmental studies in business management inherently involves recognizing the importance of corporate social responsibility and sustainability.

PO10 Entrepreneurial Mindset

CO6: An entrepreneurial mindset involves the ability to identify opportunities and solve problems creatively, gaining insights into environmental problems related to business and commerce.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester-II)

Paper Code : BBA1201

Paper : I Title of Paper: Principles of Management

Credit : 3 No. of lectures: 48

A) Course Objectives:

1. To provide conceptual knowledge to the student regarding nature, complexity and functions of management.
2. To give historical perspective of management.
3. Students will also gain some basic knowledge of recent trends and international aspects of management.

B) Course Outcome:

CO1: identification and application of appropriate management technique for business management.

CO2: to have conceptual knowledge of all management functions.

CO3: To study various management theories which explains different management principles.

CO4: To study importance of organizing function for effective functioning of organization.

CO5: To evaluate various leadership styles.

CO6: to study the technique for controlling and coordination.

CO7: To study the managerial role and Skills required by a manager.

Unit No. 1 Nature of Management

Meaning, Definition, nature, Importance & Functions

Management an Art, Science & profession-Management as social system

Concept of Management Administration – Organization- Universality of Management.

Role of Manager in Business Organization.

No. of Lectures 10

Unit No. 2 Evolution of Management Thoughts

Contribution of F. W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought.

Various approaches to management (i.e. School of Management thought) Indian management Thought. Holistic Approach

No. of Lectures 12

Unit No. 3 Functions of Management: Part-1

Planning- Meaning, Need & Importance, types levels, advantages & limitations;
Organizing- Elements of organizing & process, Types of organizations,
Delegation of authority- Need, difficulties in delegation; Decentralization.
Staffing- Meaning & importance.

No. of Lectures 12

Unit No. 4 Functions of Management: Part-II

Direction- Nature, Principles; Communication- Types & Importance; Motivation-
Importance, Theories;
Controlling- Need, Nature, Importance, Process & techniques. Co-ordination-Need,
importance.

No. of Lectures 6

Unit No.5 Recent Trends in Management

Management of change, crisis, TQM, stress, International Management.
Modern Management Behaviour in Decision Making.

No. of Lectures 8

Recommended Books:

1. Essential of Management - Harold Koontz and Itainz Wiebritch- McGraw-Hill International
2. Management Theory & Practice – J.N. Chandan
3. Essential of Business Administration – K. Aswath apa, Himalaya Publishing House
4. Principles & Practice of management – Dr. L.M. P rasad, Sultan Chand & Sons – New Delhi
5. Business Organization & management – Dr. Y.K. Bh ushan.
6. Management: Concept and Strategies by J.S. Chandan, Vikas Publishing.
7. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
8. Business organization and management by Talloo by Tata Mc Graw Hill
9. Business Environment and policy – A book on Stra tegic Management/ Corporate Planning By Francis Cherunilam, Himalaya Publishing House.
10. Business Organization & Management – C.B. Gupta

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)

Subject: Principles of Management

Course: Principles of Management

Course Code BBA1201

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

Course Outcomes	Program Outcomes									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2			2		2			2
CO2	2		3							
CO3	1				2				2	
CO4	1	1	3							3
CO5	1	3	2						1	2
CO6	2	2					2			
CO7	2	1								

Justification for Mapping

PO1: Application of Knowledge

CO1: The identification and application of appropriate management techniques for business management require the application of knowledge about different management techniques and their suitability in different business situations.

CO2: Having conceptual knowledge of all management functions enables managers to apply their knowledge effectively in real-life situations and make informed decisions.

CO3: Studying various management theories helps managers understand the underlying principles and concepts that govern management and apply this knowledge to solve complex problems and make informed decisions.

CO4: Understanding the importance of organizing function for effective functioning of an organization allows managers to apply their knowledge in structuring and organizing the resources and activities of the organization to achieve its goals efficiently.

CO5: Evaluating various leadership styles allows managers to identify the most suitable leadership style for different situations and apply it effectively to motivate and guide their teams towards achieving the organization's objectives.

CO6: Studying the techniques for controlling and coordination helps managers to apply effective monitoring and control mechanisms to ensure that the organization's activities are carried out as planned and that there is effective coordination between different departments and teams.

CO7: Studying the managerial roles and skills required by a manager enables individuals to apply their knowledge and skills in performing their managerial roles effectively and meet the expectations of their job.

PO2: Understanding the Business functions.

CO1: Identification and application of appropriate management techniques for business management is essential for understanding how to effectively manage the various functions of a business, such as marketing, operations, human resources, and finance

CO4: Studying the importance of organizing function for the effective functioning of an organization helps individuals understand how to structure and coordinate the various business functions. This includes designing organizational structures, defining roles and responsibilities, and creating systems and processes for efficient operations.

CO5: Evaluating various leadership styles is crucial for understanding how to effectively lead and motivate employees within the different business functions. Different leadership styles may be more suitable for specific situations and can impact employee productivity and satisfaction.

CO6: Studying techniques for controlling and coordination is important for understanding how to monitor and regulate the performance of the various business functions. This includes setting performance standards, measuring and evaluating performance, and taking corrective actions when necessary.

CO7: Studying the managerial roles and skills required by a manager provides insight into the competencies and capabilities needed to oversee the different business functions. This includes skills such as communication, decision-making, problem-solving, and strategic thinking.

PO3 : Critical Thinking and Systematic research approach

CO2: Having conceptual knowledge of all management functions requires critical thinking to understand the underlying principles and theories behind each function. A systematic research approach is necessary to study and analyze various management functions from different perspectives and sources.

CO4: Studying the importance of organizing function for effective functioning of an organization requires critical thinking to understand how different elements of an organization can be structured and coordinated. A systematic research approach is necessary to identify best practices and strategies for organizing and coordinating within an organization.

CO5: Evaluating various leadership styles requires critical thinking to assess the strengths and weaknesses of different styles and their impact on organizational outcomes. A systematic research approach is needed to collect data and evidence on different leadership styles and their effectiveness in different contexts

PO5: Critical Attitude for Life Long learning

CO1: Identification and application of appropriate management techniques require critical thinking and analysis to assess the specific needs and challenges of a business. This fosters a mindset of continual learning and adaptation in order to effectively manage and solve problems.

CO3: Studying various management theories helps individuals develop a critical perspective on different management principles. This encourages ongoing learning and reflection, allowing managers to continuously refine their understanding and application of management concepts.

PO7: Application of Management in Various disciplines.

CO1: Identification and application of appropriate management techniques for business management. This outcome is important in all disciplines as it focuses on understanding and utilizing management techniques that are applicable across different industries and sectors.

CO6: Study of techniques for controlling and coordination. This outcome is relevant in all disciplines as it provides managers with the knowledge and skills to establish control systems and coordinate activities in order to ensure the desired outcomes are achieved efficiently and effectively.

PO9: Social responsibility

CO3: Studying various management theories that explain different management principles can include theories that emphasize the importance of social responsibility and ethical decision making in business. This knowledge can guide managers in making socially responsible choices.

CO5: Evaluating various leadership styles is important for social responsibility as different leadership styles may have different impacts on employee engagement, motivation, and ethical behaviour. Leaders who prioritize social responsibility are likely to influence their followers to do the same.

PO10: Entrepreneurial mindset

CO1: Identification and application of appropriate management techniques is crucial for entrepreneurs as they need to effectively manage their business operations, resources, and employees. This outcome helps entrepreneurs in developing the necessary skills to make sound decisions and implement effective management strategies.

CO4: Studying the importance of organizing function helps entrepreneurs in effectively structuring their business, allocating resources, and ensuring a smooth flow of operations. This outcome helps entrepreneurs in developing organizational skills and creating a solid foundation for their business.

CO5: Evaluating various leadership styles helps entrepreneurs understand different approaches to leadership and find the style that suits their business and their own leadership abilities. This outcome helps entrepreneurs in developing effective leadership skills and building a strong team.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester-II)
Paper Code : BBA1202
Paper : II Title of Paper: Principles of Marketing
Credit : 3 No. of lectures: 48

A) Course Objectives:

1. To study the basic concepts in marketing.
2. To study scope of marketing functions.
3. To analyze the important concepts in marketing.
4. To study need of marketing function in business organization.
5. To study marketing planning and marketing research for business.

B) Course Outcome:

CO1: To understand the role of marketing within society and within an economic system

CO2: To learn key marketing principles and terminology

CO3: To help student manager to develop a suitable marketing mix for any organization.

CO4: Students will be able to evaluate different distribution channel options and their Suitability for the company's product.

CO5: Course will help to recognize the importance of marketing in an organization, how marketing relates to other business functions, and the role of marketing in society at large.

CO6: Course will help to identify New Product development process along with product life cycle.

CO7: Students will be able to establish suitable promotional mix for the products.

Unit No. 1: Introduction to Marketing.

- 1.1 Marketing – Definition, Concepts Significance.
- 1.2 Approaches to the study of Marketing
- 1.3 Need of Marketing in a developing economy.
- 1.4 Role & functions of Marketing Manager.

No. of Lectures 8

Unit No. 2: Classification and Types of Marketing

- 2.1 Tele Marketing, E-Marketing, Digital Marketing.
- 2.2 Rural Marketing Feature of rural marketing. Suggestion for improvement of Rural Marketing.
- 2.3 Service Marketing.
- 2.4 Green Marketing.

No. of Lectures 6

Unit No. 3: Marketing Environment and Market Segmentation

3.1 Marketing Environment: Meaning, Internal and External

3.2 Factors, Political, Social, Economic, International, Technological, Multi – Cultural Environment.

3.3 Market Segmentation: Meaning, Definition, Essentials of Effective Marketing segmentation. Types of segmentation.

No. of Lectures 8

Unit No. 4: Marketing Mix

4.1 Product Mix: Product concept, Product Characteristics, Product life Cycle Product Simplifications, elimination, diversification, New Product Development process.

4.2 Price Mix: Importance of price mix, factors affecting price, Methods of pricing.

4.3 Place Mix: Concept of Channel of distribution, Types of distribution channel, Types of distribution strategies.

4.4 Promotion Mix: Elements of promotion mix- Advertising, Types of media with merits and demerits, Concept of media mix, recent trends in promotion.

4.5 4 Cs of Marketing Mix.

4.5.1 Customer

4.5.2 Cost

4.5.3 Communication

4.5.4 Convenience.

No. of Lectures 16

Unit No. 5: Marketing planning, Information System & Marketing Research.

5.1 Marketing Planning: Meaning, Importance, Scope, steps in marketing planning.

5.2 Marketing Information System: Concept & components of a Marketing Information System

5.3 Marketing Research: Meaning, scope, objectives of marketing research, Types and Techniques of Marketing research, Use of marketing research in management.

No. of Lectures 10

Reference Books:

1. Marketing Management By Philip Kotler
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
6. Principles and practice of Marketing By John Fraim.

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: F.Y. B. B. A. (Semester-II)

Subject: Principles of Marketing

Course: Principles of Marketing

Course Code: BBA1202

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
CO1				3		2		1		
CO2										
CO3	3				3					
CO4					3					
CO5		3		2						
CO6					3					
CO7					3					

Justification for the mapping

PO1: Application of Knowledge

CO3: The marketing mix includes elements such as product, price, place, and promotion, which are fundamental to marketing practices. By developing a suitable marketing mix, students are directly applying their knowledge of marketing principles to real-world business scenarios.

PO2: Understanding the Business Functions

CO5: Understanding how marketing functions within an organization and its broader impact on various business functions aligns well with the goal of developing an understanding of business functions

PO4: Ethical Decision-making ability.

CO3: Students as a marketing manager will be able to learn and understand ethical norms while developing a marketing mix for organization.

CO4: Students will be able to identify correct and sustainable distribution channel for the product of the

PO5: Critical Attitude for Lifelong learning.

CO3: With the help of critical analysis, brain storming students will be able to identify exact combination of all factors in marketing mix.

CO4: Students will be able to identify the connectivity channels and related terms for successful placement of the product in the target market.

CO7: New product development and product life cycle will help the students to identify relation of different factors and contribution of different elements to obtain the exact goals in the life.

PO6: Leadership and team work

CO2: With the help of different marketing principles and terms students will be able to identify how to deal with different team issues like workforce diversity, Motivation, Goal achievements etc.

PO8: Professional Development Activities

CO1: With the help of course content students will be able to identify role of marketing in Business Management and economic development of organization and society itself.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)

Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester-II)

Paper Code: BBA1203

Paper : III Title of Paper: Principles of Finance

Credit : 3 No. of lectures: 48

A) Course Objectives:

- 1) To understand applications of matrices in business.
- 2) To understand the Shares and Dividends.
- 3) To use L.P.P. and its applications in business.
- 4) To understand the concept of Transportation problems & its applications in business world.
- 5) To understand the concept and application of Permutations & Combinations in business

B) Course Outcome:

CO1: Identify applications of matrices in financial modelling, risk management, inventory Management and resource allocation.

CO2: Analyze and calculate dividends based on different types of stocks and dividend policies.

CO3: Formulate and solve linear programming problems to optimize resource allocation.

CO4: Analyze and interpret the results of transportation problem solutions.

CO5: Understand the basic principles of permutations and combinations.

CO6: applying optimization techniques to minimize transportation costs, considering various constraints such as demand and supply limitations.

CO7: able to identify and evaluate the impact of transportation decisions on business operations, considering factors such as budget constraints, time sensitivity, and resource utilization.

Unit No. 1 Introduction

Finance - Definition - Nature and scope of finance function, Financial Management - Meaning

Approaches: - Traditional, Modern

Role of finance manager.

No. of Lectures 4

Unit No. 2 Sources of Finance

External: -

a) Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources.

b) Government Schemes- Mudrank, NABARD, IDBI, NFC, SFC, ICICI.

Internal: - Reserves and surplus, Bonus shares, Retained earnings, Dividend policy; Meaning, advantages and limitations of these sources.

No. of Lectures 16

Unit No. 3 Capital Structure

Meaning - criteria for determining capital structure

Factors affecting capital structure

Capitalization: - Meaning

Over capitalization and Under Capitalization - meaning, causes, consequences, Remedies

No. of Lectures 14

BOOKS RECOMMENDED

1. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
2. S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
3. I.M. Pandey - Financial Management - Vikas Publishing House.
4. R.M. Shrivastava - Pragati Prakashan, Meerut.
5. M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)
Course: Principles of Finance

Subject: Principles of Finance
Course Code: BBA1203

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

Programme Outcomes (POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	2	2	1							
CO2										
CO3									3	
CO4						2		2		2
CO5		2						3		
CO6										2
CO7							2			

Justification for the mapping

PO1. Application of knowledge

CO1: They will gain an appreciation for the different financial areas such as investment, risk management, and financial markets. Application of fundamental concepts and principles in finance, analyzing and determining optimal capital structure, developing comprehensive financial plans, staying abreast of current developments.

PO2. Understanding the Business Functions

CO1: Understanding various sources of finance, evaluating financing options, analyzing factors influencing capital structure decisions, creating financial forecasts, and understanding implications of financial decisions. They will understand the advantages, disadvantages, and appropriateness of different financing options, such as equity, debt, and hybrid instruments.

CO5: Understand the basic principles of permutations and combinations.

PO3. Use critical thinking and systematic research approach

CO1: Critical analysis of financial activities, interpreting recent financial developments, assessing impact on business financial strategies.

PO6: Leadership and Teamwork:

CO4: Leadership in developing comprehensive financial plans. They will be able to create financial forecasts using appropriate methods, understand budgeting processes, and analyze the implications of financial decisions on the overall performance of a business.

PO7. Application of knowledge in various disciplines

CO7: Transportation decisions have cross-disciplinary implications, and applying knowledge in optimization techniques spans various disciplines within business management.

PO8: Professional development activities

CO4: Engaging in professional development activities in the field of business finance. They will be able to create financial forecasts using appropriate methods, understand budgeting processes, and analyze the implications of financial decisions on the overall performance of a business.

CO5: They will be able to critically analyze and interpret recent financial activities, including technological advancements, regulatory changes, and global economic trends, and assess their impact on business financial strategies.

PO9: Social Responsibility

CO3: considering social responsibility in financial decisions. They will understand the factors influencing capital structure decisions, including the cost of capital, financial leverage, and risk, and be able to apply these concepts in practical scenarios.

PO10: Entrepreneurial Mindset

CO4: Entrepreneurial mindset in developing comprehensive financial plans. Students will acquire the skills to develop comprehensive financial plans for businesses.

CO6: Applying optimization techniques to minimize transportation costs aligns with an entrepreneurial mindset, emphasizing efficiency and cost-effectiveness in business operations.

**SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)
Academic Year 2019-2020**

Class: F.Y. B. B. A. (Semester-II)

Paper Code : BBA1204

Paper : IV

Credit : 3

Title of Paper: Basics of Cost Accounting

No. of lectures: 48

A) Course Objectives: -

1. To impart the knowledge of basic cost concepts & preparation of Cost Sheet.
2. To provide basic knowledge of Methods of costing and Overheads.
3. To learn about methods, tools and techniques of costing.
4. To understand details information of Cost Audit.
5. To impart the knowledge of processes of costing.
6. To Study the difference between Financial and Cost Audit.

B) Course Outcome: -

CO1: The outcome of this course is to give the Knowledge of Basic cost concepts, element of cost and preparation of Cost Sheet to students.

CO2: Imbibe conceptual knowledge of cost accounting.

CO3: Understand the significance of cost accounting in the modern economic environment.

CO4: Select the costs according to their impact on business.

CO5: Identify the specifics of different costing methods

CO6: Interpret the impact of the selected costs method

CO7: Apply cost accounting methods to evaluate and project business performance

Unit No. 1 Introduction on components of Cost

Concept of Cost, Costing, Cost Accounting & Cost Accountancy
Limitations of Financial Accounting
Origin, Objectives and Features of Cost Accounting
Advantages and Limitations of Cost Accounting
Difference between Financial and Cost Accounting
Conceptual analysis of Cost Unit & Cost Centre

Total No. of Lectures - 08

Unit No.2 Elements of Cost and Cost Sheet

Material, Labour and other Expenses
Classification of Cost & Types of Costs
Preparation of Cost Sheet

Total No. of Lectures 10

Unit No.3 Classification of Overheads

Meaning and Definitions, Classification of Overheads
Collection, Allocation, Apportionment and Reapportionment of overheads
Under and over absorption – Definition and Reasons
Examples on Allocation, Apportionment and Reapportionment of overheads

Total No. of Lectures – 10

Unit No.4 Methods of Costing

Contract Costing – Meaning and features of contract costing, Works Certified and Uncertified, Escalation Clause, Cost plus Contract, work-in-progress, profit on incomplete contract
Process Costing - Meaning, Features of process costing, preparation of process costing including Normal and Abnormal Loss/Gain
Service costing – Meaning, Features and application, cost unit –simple and composite, Preparation of cost sheet for transport service.
Marginal Costing – Meaning and Definition, Features, Advantages, Limitations
Tools and Techniques – Contribution, Profit-volume ratio (P/V ratio), Break-Even Analysis (BEP).

Total No. of Lectures - 14

Unit No.5 Introduction on Cost Audit

Meaning, Definition, Objective and Scope of Cost Audit
Advantages of Cost Audit
Difference between Financial and Cost Audit
Types of Cost Audit

Total No. of Lectures – 06

Reference Books: -

1. *Advanced cost Accounting by S.P.Jain and Narong.*
2. *Cost Accounting by S.N.Maheshwari*
3. *Cost Accounting by Ratnam.*
4. *Practice in Advanced Costing and Management Accounting by Prof. Subhash Jagtap*
5. *Cost Accounting – Bhatta HSM, Himalaya Publication*
6. *Cost Accounting – Prabhu Dev , Himalaya Publication*
7. *Advanced Cost Accounting – Made Gowda, Himalaya Publication*
8. *Cost Accounting Principles and Practice by M.N.Arora*

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)

Subject: Basic of Cost Accounting

Course: Basic of cost accounting

Course Code: BBA-1204

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

	Programme Outcomes (POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	
CO1	3	2						1	2	3	
CO2	2	3									
CO3	2										
CO4	2										
CO5											
CO6											
CO7											

Justification for the mapping

PO1: Applications of knowledge

CO1: Your course on basic cost concepts, elements of cost, and preparation of cost sheets directly supports the application of knowledge and principles in various business practices. It equips students with skills that are essential across different functional areas within an organization, enhancing their ability to contribute effectively to business operations and decision-making.

CO2: The conceptual knowledge of cost accounting provides the theoretical foundation, while its application is seen in various managerial functions that rely on cost information for effective decision-making, planning, and control within an organization.

CO3: Modern cost accounting systems often involve the integration of advanced technologies such as data analytics and artificial intelligence. This knowledge application enables businesses to leverage technology for more accurate cost analysis and forecasting.

CO4: Cost accountants play a critical role in translating their knowledge into practical strategies that contribute to the overall efficiency and competitiveness of the organization.

PO2: Understanding of Business Functions

CO1: Understanding business functions is foundational for comprehending how different aspects of an organization work together. Imbibing conceptual knowledge of cost accounting enhances this understanding, providing specific tools and insights for financial decision-making, operational efficiency, and strategic planning. In essence, cost accounting is a critical component that supports and aligns with various business functions to ensure the overall success and sustainability of an organization.

CO2: A strong understanding of business functions is foundational for effective cost accounting. These concepts are intertwined as they collectively contribute to the overall financial management and strategic

decision-making within an organization. Cost accounting acts as a tool to analyze and optimize the costs associated with various business functions, facilitating informed decision-making at both operational and strategic levels.

PO8: Application of Management in various disciplines

CO1: the application of management principles in taxation is closely aligned with the application of knowledge in tax laws and regulations. Successful tax management requires a combination of managerial skills and in-depth tax knowledge to navigate the complexities of the tax landscape, optimize tax outcomes, and ensure compliance.

PO9: Social Responsibility

CO1: Understanding basic cost concepts involves learning about different costing methods and how to allocate costs to products or services. Social responsibility can be integrated by emphasizing ethical considerations in cost accounting. This includes ensuring that cost allocation methods are fair and transparent, and that financial reporting is conducted with integrity.

PO10: Entrepreneurial Mindset

CO1: An entrepreneurial mindset and knowledge of basic cost concepts, elements of cost, and the preparation of a cost sheet are highly compatible. The cost accounting knowledge provides a practical foundation for entrepreneurs to manage resources, make informed decisions, and navigate the financial complexities of running a business with a keen eye on efficiency and competitiveness.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)
Academic Year 2019-2020

Class	: F.Y. B. B. A. (Semester-II)Paper	
Code	: BBA1205	
Paper	: V	Title of Paper: Business Statistics
Credit	: 3	No. of lectures: 48

A) Course Objectives

1. Distinguish among different scales of measurement and their implications for solving problems
2. Create tables and graphs to format, organize, and interpret data; summarize and present data
3. Calculate and analyze numerical descriptive measures for a given data set
4. Apply concepts of sample space and probability to solving problems
5. Calculate measures of central tendency and variation.
6. Calculate the mean and variance of a discrete distribution
7. Construct and interpret confidence intervals
8. Use statistical techniques to analyze and interpret data from business, social science, and science

B) Course Outcome

CO1: Summarize data sets using Descriptive statistics.

CO2: Analyse the relationship between two variables of various managerial situation

CO3: Geometrically Interpret Correlation and Regression

CO4: Distinguish types of studies and their limitations and strengths,

CO5: Describe a data set including both categorical and quantitative variables to support or refute a statement,

CO6: Perform statistical inference in several circumstances and interpret the results in an applied Context

CO7: Understanding the basic concepts and principles of statistical analysis in the context of business decision-making.

Unit No.1 Population & Sample and Diagrammatic Presentation

Definition and Scope of Statistics

Concept of population and sample with illustration

Methods of Sampling – SRSWR, SRSWOR, Stratified, Systematic
(Description of sampling procedures only)

Data Condensation and graphical Methods: Raw data, Attributes and Variables, classification, Frequency distribution, Cumulative Frequency Distributions

(Examples)

Graphs - Histogram, Frequency polygon, Frequency Curve

Diagrams - Multiple bar, Pie, Subdivided bar

No. of Lectures - 08

Unit No.2 Measures of Central Tendency & Dispersion

Criteria for good measures of central tendency

Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean

Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation.

No. of Lectures - 11

Unit No.3 Correlation and Regression (for ungrouped data)

Concept of correlation, positive & negative correlation Scatter Diagram, Karl Pearson's Coefficient of correlation

Meaning of Regression, Two regression equations, Regression coefficients and properties (Statements Only).

No. of Lectures - 10

Unit No.4 Time Series

Definitions and Utility of Time Series Analysis; Components of Time Series: Secular Trend, Seasonal Variation, and Cyclic Variation, Irregular or Erratic Variations.

Measurement of Trend: Freehand or Graphic Method, Method of Semi-averages, Moving Average Method, Method of Least Squares.

Measurement of Seasonal Variations: Method of Seasonal Averages, Ratio – to – trend Method, Moving Average method, Link Relative Method. (Only Application, No Proof required)

No. of Lectures - 14

Unit No. 5 Index Numbers

Important definitions of Index Numbers

Characteristics of Index Numbers, Uses of Index Numbers, Types of Index Numbers: Price Index, Quantity Index, Value Index, numerical problems

Problems in the construction of Index Numbers; Methods of Constructing Index Numbers. (Only Application, No Proof Required)

No. of Lectures – 05

Reference Books:

1. S.C. Gupta – *Fundamentals of Statistics - Sultan chand & Sons, Delhi.*
2. D.N. Elhance – *Fundamentals of Statistics – Kitab Mahal, Allahabad.*
3. *Business Statistics by N. D. Vohra – Tata Mc Graw Hill*
4. *Fundamentals of Mathematical Statistics by V.K. Kapoor -Sultan Chand & Sons, Delhi*

Choice Based Credit System Syllabus(2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem II)

Subject: Business Statistics

Course: Business Statistics

Course Code: BBA1205

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	P10
CO1	3		2					2		
CO2	3		3					2		
CO3										
CO4	3									
CO5	3									
CO6	3		3							1
CO7	2			3						2

Justification for the mapping

PO1: Application of Knowledge

CO1: Course will help the students to by applying descriptive statistics, businesses can gain insights into various aspects such as sales, customer preferences, market trends, and financial performance.

CO2: With the help of course content students will be able to analyzing the relationship between two variables are crucial for making informed business decisions.

CO4: Course will help the students to Understanding the strengths and limitations of different types of Studies, such as experimental studies versus observational studies, helps businesses evaluate the credibility and generalizability of research findings. This knowledge is crucial when conducting market research or analyzing industry reports to inform business strategies.

CO5: Course will help the students to examining data sets in relation to specific statements or hypotheses, businesses can determine if there is evidence to support their claims or if adjustments need to be made to their strategies.

CO6: With the help of course content students will be able applying statistical inference techniques, businesses can determine the impact of changes in pricing, evaluate the effectiveness of marketing campaigns, or forecast future sales.

CO7: Knowledge of statistical analysis allows business decision-makers to effectively gather, analyze, and interpret data to make informed decisions.

PO3: critical thinking and systematic research approach

CO1: Course will help the students to Summarizing data sets using descriptive statistics requires critical thinking skills to effectively compile and analyze the data. It also involves a systematic research approach in terms of gathering the necessary data and applying appropriate statistical techniques.

CO2: With the help of course content students will be able to Analyzing the relationship between two variables in various managerial situations involves critical thinking to identify patterns, trends, and potential factors influencing the relationship. It also requires a systematic research approach to gather relevant data, choose appropriate statistical methods, and draw meaningful conclusions.

CO6: Course will help to Performing statistical inference in various circumstances and interpreting the results in an applied context requires critical thinking skills to make meaningful conclusions based on the data. It also involves a systematic research approach to collect, analyze, and draw valid inferences from the data.

PO4: Ethical Decision making

CO7: This course outcome is related to ethical decision making in business because statistical analysis can play a crucial role in providing accurate and reliable data for decision making.

PO8: Professional Development Activities

CO1: With the help of course content students will be able to Summarizing data sets using descriptive statistics is important in business management as it helps to make informed decisions based on the data.

CO2: Course will help the student to Analyzing the relationship between two variables is crucial in business management as it allows understanding how different factors or variables affect each other. This analysis helps to identify cause-and-effect relationships, make predictions, and develop strategies to optimize their business operations.

PO10 Entrepreneurial Mindset

CO6: The course will help the students to make predictions, draw conclusions, and make data-driven decisions based on limited or incomplete information. This enables them to take calculated risks and seize opportunities in a rapidly changing business environment.

CO7: This course outcome is related to the entrepreneurial mindset because it emphasizes the importance of using statistical analysis in making informed business decisions.

SYLLABUS FOR F. Y. B. B. A. (w. e. from June, 2019)
Academic Year 2019-2020

Class : F.Y. B. B. A. (Semester-II)

Paper Code : BBA1206

Paper : VI

Credit : 3

Title of Paper : Business Informatics

No. of lectures: 48

A) Course Objectives:

1. To know the basics of Computer
2. To understand the elements of computer system.
3. To study basic input output devices.
4. To understand the basics of networking.
5. To understand use of computer in business activities.
6. To know the basics of database management system.
7. To study various Application software.

B) Course Outcome:

CO1: To study the basic terminologies in computer system.

CO2: To study the data organization in computer system.

CO3: To study the number system in detail.

CO4: To study the features of operating system.

CO5: To study the modes and infrastructure required for data communication using computer networks.

CO6.: Study the basics of Normalization and Database management concepts.

CO7: To identify new concepts in Business Informatics.

Unit No 1: Introduction to computers

Introduction, Characteristics of Computers, Block diagram of computer.

Types of Programming Languages- Machine Languages, Assembly Languages, High Level Languages.

Data Organization - Drives, Files, Directories, Storage Devices, Primary Memory Secondary Storage.

I/O Devices- Monitor and types of monitor, Printer and types of printer, Scanners, Digitizers, Plotters, keyboard, Mouse

Number Systems - Introduction to Binary, Octal, Hexadecimal system , Conversion , Simple Addition, Subtraction, Multiplication, Division of binary.

Unit No 2: Operating System and Services in operating system.

Definition of operating system
Services provided by OS
Types of O.S.
Features of Windows and Linux, DOS, UNIX.

No. of Lectures 6

Unit No 3: Application Software

Editors and Word Processors MS-Word Overview: Page Setup, Margins, Tabs, Header and Footer, Saving Document. Formatting the Text
MS-Excel Introduction to spreadsheet, Arithmetic Functions, Formatting Cells, Working with Graphs,
MS PowerPoint Working with themes, Charts, Graphics and Tables,
Animation: Using Animation for entry, exit, motion and emphasis.

No. of Lectures 12

Unit No 4 : Introduction to Networking

4.1 Basics of Computer Networks: Definition , Goals, Applications ,Components
Topology: Types of Topologies
Types of Networks 4.4.1 (LAN, MAN, WAN)
Modes of Communication: Simplex, Half Duplex, Full Duplex
Transmission media :Twisted pair, Coaxial cable, Fiber optic cable .
Network Connectivity Devices: Hubs, Repeaters, Bridges, Switches, Gateways.
Internet Basics : Concept of Internet, Intranet and Extranet, Search Engine, Internet Service Providers (ISP)

No. of Lectures 12

Unit No 5: Introduction to R.D.B.M.S

Advantages and Limitations
Normalization
Entity Relationships diagram
Use Of simple SQL Commands involving both single table and joins.

No. of Lectures 8

Unit No 6 : New concepts in Business Informatics.

E-Commerce
Introduction, Definition, Advantages and Disadvantages.
Business Models in E-Commerce.
M- Commerce
ERP.
Introduction to ERP, ERP basic features,
Scope of Enterprise system.
Generic Model of ERP System

Reference Books:

1. Fundamental of Computers – By V. Rajaraman (Prentice Hall)
2. Fundamental of Computers – By P. K. Sinha (B.P.B publication)
3. Computer Applications in Management- By Niranjana Shrivastava (Dreamtech Press)
4. MS- Office 2000(For Windows) – By Steve Sagman
5. Data Communications & Networking- Behrouz Ferouzan (III Edition)
6. ERP : Demystified – Alexis Leon (Tata McGraw Hill)

Choice Based Credit System Syllabus(2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem II)

Subject: Business Informatics

Course: Business Informatics

Course Code: BBA1206

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

Course Outcomes	Program Outcomes									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2		2			2			
CO2	2	2								
CO3	1	1								
CO4	1	1								
CO5							2	2		
CO6	1	1								
CO7							2	2		

Justification for Mapping :

PO1 : Application of Knowledge

CO1 : Students will get detailed information about basic computer terminologies and all related information.

CO2 : Knowledge of Data organization in computer system will help to identify how data can be organized as per various functions in business organization.

CO3. Students can identify the different number system and various calculations according to different number systems.

CO4: Students will be able to identify role of different operating systems.

CO6: Information about process of normalization and database management can be studied by students which help to perform different organizational functions smoothly.

PO2 : Understanding the basic Business functions.

CO1 : Students with the help of basic terminologies can received necessary knowledge about computer system.

CO2 : Data organization functions can be studied with respect to business functions by students.

CO3 : Knowledge of number system can be studied in detail by students .

CO4 : Knowledge of System supplied software and Utility software can be perused by students.

CO6: Normalization process and Concepts of database management system will help the students to store data in back end and its use for various operations.

PO4 : Ethical decision making

CO1. Ethical us of computer system and how system can be used to create various problems in organization can be studied with the help of basics in computer system

PO7 : Application of Management in Various disciplines.

CO1 : While studying various concepts in computer management, Students are able to relate use of computer system in business organizations.

CO5 : With the help of internet, Intranet and Extranet how system can be used to connect every

part of organization for quick decision making can be studied by students.

CO7 : Recent trends in computer system can be studied by to solve various working problems in the business organization.

PO8 : Professional development activities

CO5 : Use of network for performing various activities in specific format and standard can be identified by students.

CO7: New technologies will help the students to identify how the business functions can be completed

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.
Department of Business Administration [BBA]

Name of Course : Fundamentals of Accounting & Banking.

Course Duration : **8 Weeks**

Credits: **2 points.**

Course Code : C047

Fees : **500 Rs.**

Eligibility : BBA & B.com students.

About Course :

This course will teach you the fundamentals of financial accounting & Banking. Starting with the basics of recording transactions as journal entries and posting them to the final accounts, you will learn how to prepare a balance sheet, income statement, and cash flow statement. The Basics of Banking will introduce participants to basic banking concepts, such as Why savings are needed, Why save in a bank, Banking products-ATM card, Banking Instruments-Cheque, Demand Draft (DD), Banking Services Delivery Channels, Know Your Customer (KYC), Opening of bank account and documents required, Types of bank accounts, Bank's services including remittances, loan, mobile banking, Overdraft, Pension etc.

Objectives of the course:

1. To enable the students to acquire sound knowledge of basic concepts of accounting.
2. To impart basic accounting knowledge.
3. To impart the knowledge about recording of transactions and preparation of final accounts.
4. To acquaint the students about Basic Banking Concepts and Implementations.

Course outcome:

CO1: Students will understand the basic principles and concepts of accounting and banking.

CO2: Students will develop the skills to analyze and interpret financial statements.

CO3: Students will be able to perform basic accounting transactions and record them accurately.

CO4: Students will gain a comprehensive understanding of the different types of banking operations and services.

CO5: Students will learn about the role of banks in the economy and their impact on financial markets.

CO6: Students will be able to evaluate the financial performance and stability of banks.

CO7: provide students with a comprehensive understanding of basic accounting principles and banking operations.

Content / Syllabus of Course :

<u>Sr.No</u>	<u>Unit Name</u>	<u>Topic</u>	<u>Hrs.Alloted</u>
1	Theoretical Framework	<ul style="list-style-type: none">• Meaning and Scope of Accounting; Accounting Concepts; Accounting Principles, Conventions and Standards Concepts, Objectives, Benefits; Accounting Policies; Accounting as a Measurement.• Documents & Books of Accounts: Invoice, Vouchers,	10
2	Accounting Process	<ul style="list-style-type: none">• Documents & Books of Accounts: Invoice, Vouchers, Debit & Credit Notes, Day books,• Journals,• Ledgers and Trial Balance• Capital and Revenue: Expenditures and Receipts; Contingent Assets and Contingent Liabilities	05
3	Preparation of Final Accounts for Sole Proprietors	<ul style="list-style-type: none">• Preparation of Profit & Loss Account, Balance Sheet.•	05
4	Financial Literacy For Banking Scheme And Applications	<ul style="list-style-type: none">• Introduction of Financial Software used in Companies.• Why Savings are needed?• Banking Products & Types of Account• Banking Service Delivery Channels<ol style="list-style-type: none">1. Bank Branch, ATM2. Bank Mitra with Micro ATM3. Internet Banking4. National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS)• National Pension Scheme• Public Provident Fund (PPF) Scheme• Bank on your mobile• Mobile Banking	10
Total Hrs.			30

Examination or Evaluation pattern:**Exam Pattern: Theory Examination.****Marks : 50****25 Marks: - Objectives questions.****25 Marks: - Problem on Final Account.**

Syllabus Structure...

B.B.A.Second Year (S.Y.)		
1	Personality Development (BBA2301)	Production & Operations Management(BBA2401)
2	Business Ethics (BBA2302)	Industrial Relations & Labour laws(BBA2402)
3	Human Resource Management & Organisation Behaviors (BBA2303)	Business Taxation (BBA2403)
4	Management Accounting(BBA2304)	International Business(BBA2404)
5	Business Economic (Macro)(BBA2305)	Management Information System(BBA2405)
6	I.T.in Management (BBA2306)	Service Sector Management (BBA2406)
7	EVS	Project (Based on Industrial Visits.)
8	Certificate Course	Certificate Course

Credit Structure :

Sr.No.	Class	Semester	Code	Paper	Paper Title	Credit	Exam	Marks
1	FYBBA	I	BBA1101	Theory		3	I / E	40 + 60
2	FYBBA	I	BBA1102	Theory		3	I / E	40 + 60
3	FYBBA	I	BBA1103	Theory		3	I / E	40 + 60
4	FYBBA	I	BBA1104	Theory		3	I / E	40 + 60
5	FYBBA	I	BBA1105	Theory		3	I / E	40 + 60
6	FYBBA	I	BBA1106	Theory		3	I / E	40 + 60
7					Physical Education	2		
8	FYBBA	II	BBA1201	Theory		3	I / E	40 + 60
9	FYBBA	II	BBA1202	Theory		3	I / E	40 + 60
10	FYBBA	II	BBA1203	Theory		3	I / E	40 + 60
11	FYBBA	II	BBA1204	Theory		3	I / E	40 + 60
12	FYBBA	II	BBA1205	Theory		3	I / E	40 + 60
13	FYBBA	II	BBA1206	Theory		3	I / E	40 + 60
14					Certificate Course	2		
15	SYBBA	III	BBA2301	Theory		3	I / E	40 + 60
16	SYBBA	III	BBA2302	Theory		3	I / E	40 + 60
17	SYBBA	III	BBA2303	Theory		3	I / E	40 + 60
18	SYBBA	III	BBA2304	Theory		3	I / E	40 + 60
19	SYBBA	III	BBA2305	Theory		3	I / E	40 + 60
20	SYBBA	III	BBA2306	Theory		3	I / E	40 + 60
21					EVS	4		
22					Certificate Course	2		
23	SYBBA	IV	BBA2401	Theory		3	I / E	40 + 60
24	SYBBA	IV	BBA2402	Theory		3	I / E	40 + 60
25	SYBBA	IV	BBA2403	Theory		3	I / E	40 + 60

26	SYBBA	IV	BBA2404	Theory		3	I / E	40 + 60
27	SYBBA	IV	BBA2405	Theory		3	I / E	40 + 60
28	SYBBA	IV	BBA2406	Theory		3	I / E	40 + 60
29					Project	4		
30					Certificate Course	2		
31	TYBBA	V	BBA3501	Theory		3	I / E	40 + 60
32	TYBBA	V	BBA3502	Theory		3	I / E	40 + 60
33	TYBBA	V	BBA3503	Theory		3	I / E	40 + 60
34	TYBBA	V	BBA3504	Theory		3	I / E	40 + 60
35	TYBBA	V	BBA3505	Theory		3	I / E	40 + 60
36	TYBBA	V	BBA3506	Theory		3	I / E	40 + 60
37					Project	4		
38					Certificate Course	2		
39	TYBBA	VI	BBA3601	Theory		3	I / E	40 + 60
40	TYBBA	VI	BBA3602	Theory		3	I / E	40 + 60
41	TYBBA	VI	BBA3603	Theory		3	I / E	40 + 60
42	TYBBA	VI	BBA3604	Theory		3	I / E	40 + 60
43	TYBBA	VI	BBA3605	Theory		3	I / E	40 + 60
44	TYBBA	VI	BBA3606	Theory		3	I / E	40 + 60
45					Project	4		
46					Certificate Course	2		
					Total Credit	136		

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

Academic Year 2020-2021

Class : S.Y.B.B.A.(Semester-III)

Paper Code : BBA2301

Paper : I Title of Paper: Personality Development

Credit : 3 No. of Lectures: 48

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.
4. To develop attitudes conducive for effective cultural communication
5. To attain personality development skills for improved placement opportunities and to work with a team spirit.

B) Course Outcome:

CO1: Understanding of the importance of interpersonal skills.

CO2: Ability to present oneself in effective manner on the basis of his strengths and weakness.

CO3: Developing effective Personality.

CO4: Understand Personal SWOT Analysis and STAR Analysis.

CO5: Communication with other members in team taking accountability

CO6: Improve Body Language and Etiquettes to be more presentable

CO7: To understand various factors that impact personality development of an individual.

Unit No. 1: Introduction

- 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
- 1.4 Case studies on Personality Development

Total No. of Lectures- 10

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

- Habit 1: Being Proactive: Creative and Innovative
- Habit 2: Beginning with the End in Mind
- Habit 3: Putting First things First with Determination, Discipline, Clarity and Concentration
- Habit 4: Thinking Big and Winning through: Action, Active, Facing Challenges, Striving for Success
- Habit 5: Seek First to Understand, then to be Understood: Apologizing, Appreciating, Accepting Feedback
- Habit 6: Synergy: Aiming High, Enthusiasm, Team Building, Setting Goals, Zeal and Passion Building
- Habit 7: Sharpen the Saw: Living with Conscious, Overcoming worries, Prayer and Relaxation

Total No. of Lectures- 10

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 Self Development: Meaning, Process, Techniques, Use of Self Development, Individual Development Plan
- 3.5 Self Introduction: Meaning, Tips for Effective Self Introduction, Self Acceptance, Awareness, Self Knowledge, Belief, Confidence, Criticism and Self Examination
- 3.6 Defining Success: Real or Imaginative, Obstacles to Success, Factors and Qualities that make Person Successful
- 3.7 Concept of Failure: Reasons of Failure
- 3.8 Personal SWOT Analysis and STAR Analysis
- 3.9 Case studies on Self Development and Case studies on Self Appraisal

Total No. of Lectures- 10

Unit No. 4: Self Esteem

- 1.1 Self Concept- Meaning, Components of Self Concept
- 1.2 Self Esteem: Concept, Significance of Self esteem , Types, Steps for enhancing positive Self esteem
- 1.3 Sigmund Freud ID, EGO, SUPER EGO Concepts
- 1.4 Ego Management, Consequences of ego mismanagement
- 1.5 Managing Egoistic insults
- 1.6 Case studies on Self Esteem and Case studies on Ego state

Total No. of Lectures- 08

Unit No. 5: Personality Formation Structure

- 5.1 Mind Mapping
- 5.2 Competency Mapping
- 5.3 Developing Interpersonal and Group skills
- 5.4 Building Positive Relationships
- 5.5 Strategies of Gaining Power and Influence
- 5.6 Enhancing Personality through Effective communication and Intentional Listening

- 5.7 Effective speech: Writing and Delivering and Successful Negotiation
- 5.8 Manners and Etiquettes
- 5.9 Proper dressing for varied occasions
- 5.10 Case studies on Competency Mapping and Case studies on Communication

Total No. of Lectures- 10

Reference Books:

1. Barun K Mitra, Personality Development and Soft Skills, Oxford University Press
2. John Aurther, Personality Development, Lotus Press
3. Stephen Covey, Seven Habits of 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, Tata McGraw Hill
7. Murphy and Hildebrandt, Effective Business Communication, TMH
8. Friedman, Personality: Classic Theories and Modern Research, 3/E, Pearson

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.B.A.(Semester-III)

Subject: Personality Development

Course: Personality Development

Course Code: BBA2301

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	PO10
CO 1							3	2		
CO 2						2				
CO 3						2				
CO 4		2	1		3					3
CO 5	3			3		3		3	3	
CO 6										
CO7	2					3				

Justification for the mapping

PO1: Application of Knowledge

CO5: Effective communication is a crucial skill in the business world, and being able to communicate with other team members while taking accountability ties directly to collaborative work environments found in many business settings.

CO7: Understanding factors that impact personality development can be relevant to various aspects of business practices, particularly in human resource management and leadership

PO2: Understanding the Business Functions

CO4: A SWOT analysis involves assessing one's strengths, weaknesses, opportunities, and threats, which is a strategic planning tool often used in business.

PO3: Critical thinking and systematic research approach

CO4: SWOT analysis and STAR analysis both involve a systematic and analytical approach to assessing situations, identifying strengths and weaknesses, and developing strategies or solutions.

PO4: Ethical Decision-making ability.

CO5: Ethical decision-making involves considering the impact of decisions on various stakeholders and taking responsibility for one's actions. Communication with other team members while taking accountability implies that individuals are not only interacting effectively with their team but are also being accountable for their contributions.

PO5: Critical Attitude for Lifelong learning.

CO4: The ability to conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and STAR (Situation, Task, Action, and Result) analysis involves critical thinking skills.

PO6: Leadership and team work

CO2: Ability to present oneself in effective manner on the basis of his strengths and weakness contribute to personal development and effective collaboration, which helps in Leadership and Teamwork.

CO3: Developing effective Personality helps in good leadership and teamwork

CO5: Emphasizes communication within a team and the importance of accountability, which are crucial components of successful leadership and teamwork.

CO7: Personality development is closely tied to leadership and teamwork. Leaders need to understand individual personalities to effectively lead, and teamwork is influenced by the mix of personalities within a group.

PO7: Application of Management in various Disciplines.

CO1: Effective communication and interpersonal skills are essential when navigating cultural differences, negotiating in diverse environments, and building relationships with stakeholders from various backgrounds.

PO8: Professional development Activities

CO1: Interpersonal skills help students to network with industry professionals and engage in professional development activities. Graduates will have honed their networking skills, built a professional network, and developed an understanding of the business environment.

CO5: Emphasizes communication with other team members, which includes networking and engaging with industry professionals.

PO9: Social Responsibility

CO5: Emphasizes communication with other team members while taking accountability, which aligns with the principles of corporate social responsibility. Effective communication within a team can contribute to building a culture of responsibility and awareness of the broader societal impact of business decisions.

PO10 Entrepreneurial Mindset

CO4: An entrepreneurial mindset involves recognizing and capitalizing on opportunities, which focuses on Personal SWOT Analysis and STAR Analysis, aligns well with this objective. Understanding one's strengths, weaknesses, opportunities, and threats (SWOT) is crucial for identifying personal potential and areas for improvement, which is foundational for entrepreneurship

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

Academic Year 2020-2021

Class : S.Y.B.B.A.(Semester-III)

Paper Code : BBA2302

Paper : II

Title of Paper : Business Ethics

Credit : 3

No. of Lectures: 48

A) Course Objectives:

1. To impart knowledge of Business ethics to the students.
2. To promote Ethical Practices in the business.
3. To develop Ethical and Value Based thought process among the future manager's entrepreneur.

B) Course Outcome:

CO1:Develop an understanding of ethical principles and their application in business decision-making processes.

CO2:Analyze the ethical dimensions of business practices and assess their impact on various stakeholders.

CO3:Demonstrate the ability to identify and manage ethical dilemmas in the business context.

CO4: Evaluate the role of corporate social responsibility in business operations and decision-making.

CO5: Apply ethical frameworks and theories to analyze and resolve ethical issues in business situations.

CO6: Enhance ethical leadership skills and contribute to the development of an ethical organizational culture.

CO7: Understanding the impact of ethics on stakeholders

Unit No. 1: Introduction to Ethics

- Meaning and Nature of Ethics.
- Moral and Ethics.
- Importance of Ethics.
- Types of Ethics.
- Causes of unethical behavior.

Total No. of Lectures- 08

Unit No. 2: Area of Business Ethics

- Meaning, Nature and importance of Business Ethics.
- Types of Business Ethics.
- Factors influencing Business Ethics.
- Types of Ethics according to functions of Business, (Marketing, HRM, Purchase, Selling & Distribution)
- Corporate Ethics- ethical behavior and audit of ethical behavior
- Individual ethics, Professional ethics.

- Gandhian Philosophy of ethical behavior.
- Social Audit.

Total No. of Lectures- 10

Unit No. 3: Business Ethics in Global Economy

- Concept of Globalization.
- Global Business Network.
- Relationship among Business, Business Ethics and Business Development.
- Developing Business Ethics in Global Economy.
- Marketing ethics in foreign trade.
- Role of Business Ethics in a developing civilized society.

Total No. of Lectures- 13

Unit No. 4: Moral issues in Business

- Concept of Corporate Social Responsibility.
- Relationship between C.S.R. and Business Ethics.
- Justice and Economic system ethics relating to environment protection.
- Business Ethics and environment protection.
- Business Ethics and Consumer protection.
- Business Ethics and Social justice.
- Arguments for and against Corporate Social Responsibility.
- Ethical challenges for managers in the 21st Century.

Total No. of Lectures- 10

Unit No. 5: Case Study

- Case studies on Individual Ethics.
- Case studies on Professional Ethics.
- Case studies on Corporate Social Responsibility.

Total No. of Lectures- 07

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

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.B.A.(Semester-III)

Subject: Business Ethics

Course: Business Ethics

Course Code: BBA2302

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	PO10
CO 1	3	2	2	3	2		2	1		3
CO 2	2		2	2						2
CO 3	3					2	2			2
CO 4	2			3					3	
CO 5	3		2	2		2	2	2		
CO 6				2		3				2
CO7	3			3					3	2

Justification for the mapping

PO1: Application of Knowledge

CO1: By developing an understanding of ethical principles, individuals are able to apply these principles in their decision-making processes, ensuring that their actions align with ethical standards.

CO2: Analysing the ethical dimensions of business practices allows individuals to assess the impact of these practices on various stakeholders such as employees, customers, and the wider community. This knowledge can then be applied to make informed decisions that consider the well-being and interests of all stakeholders involved.

CO3: Identifying and managing ethical dilemmas in the business context involves applying the knowledge gained to recognize when ethical issues arise and finding appropriate solutions. This requires applying ethical principles and frameworks to guide decision-making processes.

CO4: Understanding the role of corporate social responsibility (CSR) in business operations and decision-making allows individuals to actively consider the ethical implications of their actions and the impact they have on society and the environment.

CO5: Applying ethical frameworks and theories involves using knowledge gained in the course to analyze and resolve ethical issues that may arise in business situations.

CO7: The course outcome related to the application of knowledge in understanding the impact of ethics on stakeholders helps students apply the knowledge they have gained about ethics to real-world situations involving stakeholders.

PO2: Understanding the Business Function

CO1: This outcome highlights the importance of ethical principles in making business decisions. Understanding the business function requires an understanding of how ethical principles should guide decision-making processes, ensuring that the decisions align with ethical standards and values.

PO3: Critical thinking and systematic approach

CO1: developing an understanding of ethical principles and their application in business decision-making processes requires critical thinking to analyze different ethical principles and determine their relevance and applicability in various business scenarios.

CO2: involves analyzing the ethical dimensions of business practices and assessing their impact on various stakeholders. This requires critical thinking to evaluate the ethical implications of different business practices and their consequences for different stakeholders.

CO5: requires applying ethical frameworks and theories to analyze and resolve ethical issues in business situations. This requires critical thinking to understand and apply different ethical frameworks and theories to analyze and evaluate ethical issues.

PO4: Ethical Decision Making

CO1: focuses on developing an understanding of ethical principles and how they apply to decision-making processes. This outcome highlights the importance of having a solid foundation in ethical principles in order to make informed and ethical decisions in a business setting.

CO2: This outcome encourages students to critically evaluate the consequences of different business practices on different groups of people and consider their ethical implications.

CO4: emphasizes the role of corporate social responsibility in business operations and decision-making. This outcome highlights the importance of considering the broader societal impact of business decisions and integrating social and environmental concerns into business practices.

CO5: This outcome encourages students to apply different ethical frameworks and theories to systematically analyze and resolve complex ethical problems in a business context.

CO6: This outcome emphasizes the role of leaders in setting a positive ethical example and creating an environment where ethical behaviour is valued and encouraged

CO7: This course outcome emphasizes the importance of considering the ethical implications of decisions and actions and recognizing the potential impact on stakeholders

PO5: Critical attitude for lifelong learning

CO1: Students will need to critically analyze different ethical principles and their relevance to various business situations. This will help them develop a critical attitude towards evaluating and applying ethical principles in the future decision-making processes.

PO6: Leadership and Teamwork

CO3: involves the ability to identify and manage ethical dilemmas in the business context. Leaders often encounter ethical dilemmas in their decision-making processes and need to be able to navigate and address these dilemmas effectively. This requires strong leadership skills and the ability to work collaboratively with a team to find ethical solutions.

CO5: This requires leaders to have a strong understanding of ethical principles and be able to apply them in decision-making processes. It also requires working with a team to analyze and evaluate different ethical perspectives and come up with the most ethical course of action.

CO6: involves enhancing ethical leadership skills and contributing to the development of an ethical organizational culture. Leaders play a crucial role in shaping the ethical culture of an organization and setting a positive example for their team members

PO7: Application of management in various disciplines

CO1: Developing an understanding of ethical principles and their application in business decision-making processes can help managers make more informed and ethical decisions across all disciplines.

CO3: Identifying and managing ethical dilemmas in the business context is relevant in all disciplines, as managers often face difficult decisions with conflicting values. This outcome helps managers develop the skills to navigate these dilemmas while upholding ethical standards.

CO5: Applying ethical frameworks and theories to analyze and resolve ethical issues in business situations is applicable in all disciplines. This outcome equips managers with the tools to assess ethical issues and make informed decisions that align with ethical principles.

PO8: Professional development activities

CO1: Professional development activities can help individuals develop an understanding of ethical principles and their application in business decision-making processes.

CO5: Applying ethical frameworks and theories to analyze and resolve ethical issues in business situations can be enhanced through professional development activities that provide opportunities for practicing ethical decision-making.

PO9: Social Responsibility

CO4: it focuses on evaluating the role that corporate social responsibility plays in business operations and decision-making. Corporate social responsibility refers to a company's commitment to acting ethically and contributing to sustainable development by considering the impacts of its activities on society and the environment.

CO7: This course outcome is closely related to social responsibility as it focuses on understanding the impact of ethics on stakeholders. Social responsibility refers to the duty of individuals and organizations to act in a way that benefits society as a whole.

P10: Entrepreneurial Mindset

CO1: By developing an understanding of ethical principles and their application in business decision-making processes, individuals can ensure that their entrepreneurial ventures are conducted in an ethical manner.

CO2: Understanding the potential consequences and implications of their actions will help them make more informed decisions and align their ventures with ethical standards.

CO3: Identifying and managing ethical dilemmas in the business context is an essential skill for entrepreneurs. They often face complex situations where competing values and conflicting interests may arise

CO6: Enhancing ethical leadership skills and contributing to the development of an ethical organizational culture is vital for entrepreneurs.

CO7: Understanding the impact of ethics on stakeholders is crucial for entrepreneurs as they navigate their business and make decisions that can have a profound impact on their stakeholders, including employees, customers, suppliers, and communities.

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

Academic Year 2020-2021

Class : S.Y.B.B.A.(Semester-III)

Paper Code: BBA2303

Paper : III Title of Paper : Human Resource Management and
Organizational Behavior

Credit : 3 No. of Lectures: 48

A) Course Objectives:

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.
4. To appreciate the theories and models of organizations in the workplace.
5. To creatively and innovatively engage in solving organizational challenges.
6. To learn and appreciate different cultures and diversity in the workplace.

B) Course Outcome:

- CO1:** Understand the objectives, scope and importance of Human Resource Management.
- CO2:** Integrated perspective on role of HRM in modern business.
- CO3:** Ability to plan human resources and implement techniques of job design.
- CO4:** To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
- CO5:** To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.
- CO6:** To develop creative and innovative ideas that could positively shape the organizations.
- CO7:** understand and effectively manage the employment relationship within an organization

Unit No 1. Introduction to Human Resource Management.

- a) Definition and concept of human resource management and personnel management.
- b) Importance of human resource management.
- c) Functions of human resource management.
- d) Organization of HRM in
 - a. Line organization.
 - b. Line and staff organization.
 - c. Functional organization.
- e) Role of personnel manager
 - a. Administrative role.
 - b. Operational role.
 - c. Strategic role.
- f) Challenges before Human resource management.

No of Lectures: 10

Unit No 2. Human Resource planning recruitment and selection process.

- a) Definition and objectives of Human Resource planning.
- b) Human Resource planning process.
- c) Factors affecting estimation of Human resource.
- d) Concepts of Recruitment :
 - a. Recruitment policy.
 - b. Sources of Recruitment.
 - c. Traditional and modern methods of recruitment.
- e) Concepts of Selection :
 - a. Importance of selection.
 - b. Process of selection.
- f) Differentiate between Recruitment and Selection.
- g) Case study on HR Planning and selection.

No of Lectures: 10

Unit No 3 : Training development.

- a) Concepts of Training:
 - a. Need and objectives of training.
 - b. Importance of Training program.
 - c. Training methods.
 - d. Concept and methods of training program evaluation.
- b) Concept of Management Development.
 - a. Management development process and methods.
 - b. Evaluation of management development program.
- c) Case study of training and development

No of Lectures: 8

Unit No 4 : Performance Appraisal and Wage and salary Administration

- a) Performance Appraisal
 - a. Concept and objectives of performance appraisal.
 - b. Process of performance appraisal.
 - c. Different methods of performance appraisal.
 - d. Factors affecting sound performance appraisal policy.
 - e. Case study on performance appraisal.
- b) Wage and salary administration.
 - a. Introduction to salary and wage administration.
 - b. Methods of wage payments.
 - c. Employee remuneration factors and determination of remuneration levels.
 - d. Case study on wage and salary administration.

No of Lectures: 10

Unit No 5. A] Emerging trends in Human resource Management.

- a. Digitized rewards and recognition.
- b. Online skill assessments.
- c. Enhanced employee engagement.
- d. Changing skill requirements.
- e. Corporate downsizing.
- f. Continuous improvement program.
- g. Employee involvement.
- h. Family work life balance.
- i. Health and technology.

B] Introduction to Organizational Behavior.

- a. Meaning, Definition and scope of organizational behavior.
- b. Models and approaches of Organizational behavior.
- c. Emerging aspects of organizational behavior.
- d. Organizational change management.

No of Lectures: 10

Recommended Books :

- 1) A. M. Sharma - Personnel and Human Resource Management.
- 2) S. K. Bhatia and Nirmal Sing - Personnel Management and Human Resource Management.
- 3) V. P. Michael - Human Resource Management & Human Relations
- 4) P. C. Pardeshi - Human Resource Management.
- 5) C. B. Mamoria - Personnel Management
- 6) S. R. Nair - Organisational Behaviour
- 7) K. Ashwathappa - Organisational Behaviour
- 8) Anjali Ghanekar - Organisational Behaviour

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –III)

Subject: Human Resource Management and Organizational Behavior

Course: Human Resource Management and Organizational Behavior

Course Code: BBA2303

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	PO10
CO 1	3			3		3	3			
CO 2	2	3		3		2			3	3
CO 3				3						2
CO 4	3			3			2		3	3
CO 5			3		3					2
CO 6	2		3			3	2			
CO7	3	3		2						2

Justification for the mapping

PO1: Application of Knowledge

CO1: The outcome focuses on the foundational understanding of HRM, which is essential for integrating HRM with other business functions.

CO2: Emphasizes the interconnected nature of HRM with other aspects of business operations, aligning with the broader integration of knowledge across business practices.

CO4: focuses on understanding the conceptual framework of OB and its practical applications in the organizational setup. This outcome is directly related to disciplinary knowledge as it involves acquiring knowledge about the core concepts and theories in OB, such as individual behavior, group dynamics, leadership, organizational culture, and change management.

CO6: focuses on developing creative and innovative ideas that could positively shape organizations. This outcome is related to disciplinary knowledge as it requires students to apply their knowledge and understanding of OB concepts, theories, and models to generate new ideas and solutions for organizational challenges.

CO7: The outcome also focuses on the effective management of the employment relationship. Students will learn about strategies and techniques for fostering positive employee relations, motivating employees, resolving conflicts, and promoting employee engagement and satisfaction.

PO2: Understanding the Business function

CO2: emphasizes developing an integrated perspective on the role of HRM in modern business. This perspective allows students to understand how HRM aligns with other business functions and contributes to organizational success.

CO7: understanding and effectively managing the employment relationship within an organization is essential for ensuring the smooth functioning and success of the business. It enables HR professionals to align talent acquisition and retention, engage and motivate employees, resolve conflicts, manage performance, and ensure compliance with employment laws and regulations—all of which directly impact the overall business function.

PO3: Critical thinking and systematic research approach

CO5: which focuses on critically evaluating and analyzing various theories and models in the field of Human Resource Management, directly relates to critical thinking and systematic research approach.

CO6: which aims to develop creative and innovative ideas, also requires critical thinking and a systematic research approach. In order to come up with innovative ideas, students need to critically analyze existing practices and theories, and conduct research to identify gaps and opportunities for improvement.

PO4: Ethical Decision-making

CO1: Understand the objectives, scope and importance of Human Resource Management. Having a thorough understanding of the objectives, scope, and importance of HRM allows individuals to recognize and appreciate the ethical dimensions and implications of their decisions.

CO2: Integrated perspective on role of HRM in modern business. Understanding the integrated perspective of HRM in modern business involves recognizing the ethical responsibilities and challenges faced by HR professionals.

CO3: Ability to plan human resources and implement techniques of job design. The ability to plan human resources and implement job design techniques requires considering ethical principles such as fairness, equity, and respect for individuals' well-being.

CO4: To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up. Understanding the conceptual framework of OB allows individuals to recognize the ethical considerations involved in managing people and organizations.

CO7: By understanding the employment relationship, individuals can navigate complex workplace dynamics and make decisions that uphold ethical standards. This includes understanding and abiding by laws and regulations related to hiring, firing, and employee treatment, as well as cultivating a culture of respect, inclusivity, and fairness.

PO5: Critical Attitude for Lifelong learning.

CO5: Critically evaluating and analyzing various theories and models that contribute to the overall understanding of the discipline of HRM and OB requires a critical attitude

to question assumptions, identify strengths and weaknesses, and synthesize different perspectives.

PO6: Leadership and team work

CO1: Understand the objectives, scope, and importance of Human Resource Management: Leadership and teamwork skills are essential for effectively managing human resources. Leaders need to understand the objectives of HRM and be able to create a cohesive team that can work together towards achieving these objectives.

CO2: Integrated perspective on the role of HRM in modern business: Leadership involves having a holistic understanding of the organization and its various functions, including HRM. Leaders need to understand how HRM plays a crucial role in the success of the business and be able to integrate HRM strategies into their overall leadership approach.

CO6: Develop creative and innovative ideas that could positively shape organizations: Effective leadership involves fostering a culture of creativity and innovation within the organization.

PO7: Application of management in various Disciplines

CO1: Understanding the objectives, scope, and importance of Human Resource Management involves recognizing the influence of political, cultural, and legal factors on HRM practices in multinational corporations.

CO4: Understanding the conceptual framework of organizational behavior (OB) and its practical applications in the organizational setup involves recognizing the impact of political, cultural, and legal factors on employee behavior and attitudes. Political systems, cultural values, and legal frameworks shape employees' expectations, motivation, and behavior in organizations.

CO6: Developing creative and innovative ideas that can positively shape organizations requires considering the political, cultural, and legal implications of these ideas.

PO9: Social Responsibility:

CO3: Planning human resources and implementing techniques of job design with a focus on social responsibility can help organizations create jobs that are meaningful, fulfilling, and contribute positively to society.

CO4: Understanding the conceptual framework of organizational behavior and its practical applications can help organizations create a culture of ethical behavior and social responsibility. By promoting values such as integrity, fairness, and accountability, organizations can contribute to a more responsible and sustainable society.

PO10: Entrepreneurial Mindset:

CO2: An entrepreneurial mindset involves recognizing the interconnection between HR and the broader business context.

CO3: The ability to plan human resources and implement techniques of job design helps entrepreneurs in structuring their organizations and allocating resources in a way that maximizes productivity and efficiency.

CO4: Understanding the conceptual framework of organizational behavior (OB) and its practical applications can help entrepreneurs in creating a positive and supportive work environment, which is essential for the success of their ventures.

CO5: Critically evaluating and analyzing various theories and models in the field of HRM and OB enables entrepreneurs to make informed decisions and adapt their strategies based on the latest research and trends.

CO7: By applying their understanding of the employment relationship, entrepreneurs can enhance their chances of success and achieve sustainable growth for their organizations.

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

Academic Year 2020-2021

Class : S.Y. B. B. A. (Semester-III)

Paper Code: BBA2304

Paper : IV

Credit: 3

Title of Paper : Management Accounting

No. of lectures: 48

A) Course Objectives:

1. To impart basic knowledge of Management Accounting.
2. To know the implications of various financial ratios in decision making.
3. To study the significance of working capital in business.
4. To understand the concept of budgetary control and its application in business.
5. To develop the calculating ability of various techniques of management accounting.

B) Course Outcome:

CO1: The main outcome of this course is to elaborate students about implication of various financial ratios, working capital requirement and budgetary control and its application in business decision making.

CO2: To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.

CO3: To enhance the abilities of learners to analyze the financial statements.

CO4: To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.

CO5: To make the students develop competence with their usage in managerial decision making and control.

CO6: Analyze the financial statement ratio, cash from operation, financing and investing Activities.

CO7: Familiarization with the recent trends in Auditing.

Unit 1: Introduction to Management Accounting

1.1 Definition, Objectives, Scope, Functions, Advantages, Limitations, Distinction between Financial Accounting and Management Accounting, Distinction between Cost Accounting and Management Accounting

1.2 Strategic Management Accounting.

1.3 Role of management accounting in the global business environment.

No. of Lectures 10

Unit 2: Analysis and Interpretation of Financial Statement

2.1 Methods of Analysis- Comparative Statement, Common Size Statement, Trend Percentage or Trend Ratio.

2.2 Ratio Analysis- Meaning, Process, Advantages, Interpretation of Ratio Analysis.

2.3 Types of Ratio- Liquidity, Leverage, Activity, Profitability.

[Problems on following ratios only- Gross Profit, Net Profit, Operating Expenses, Current Ratio, Quick Ratio, Stock Turnover Ratio, Debtors Turnover Ratio, Debt Equity Ratio, Return on Investment Ratio, Interest Coverage Ratio.]

No. of Lectures 12

Unit 3: Fund Flow Statement and Cash Flow Statement

3.1 Meaning, Proforma of Sources and Application of Funds, Proforma of Adjusted Profit and Loss Account, Proforma of Cash Flow Statement.

No. of Lectures 08

Unit 4: Working Capital

4.1 Meaning, Objective and Importance, Factors determining requirement of Working Capital, Sources of Working Capital, Problems on computation of Working Capital

4.2 Operating cycle, Types of working capital

No. of Lectures 10

Unit 5: Budget and Budgetary Control

5.1 Meaning, Definition, Nature of Budget and Budgetary Control, Advantages & Disadvantages of Budget.

5.2 Types of Budgets, Objectives, Limitations, Steps in Budgetary Control.

No. of Lectures 8

[Problem Area: Ratio Analysis, Working Capital and Cash Budget.]

Recommended Books:

1. R. N. Anthony, G. A. Walsh: Management Accounting
2. M. Y. Khan, K. P. Jain: Management Accounting I. M. Pandey::Management Accounting Vikas)
3. J. Betty: Management Accounting
4. Sr. K. Paul: Management Accounting
5. Dr. Jawaharlal:: Management Accounting
6. Man Mohan Goyal: Management Accounting
7. S. N. Maheshwari:: Principles of Management Accounting
8. R. K. Sharma and Shashi K. Gupta: Management Accounting
9. Richard M. Lynch and Robert Williamson: Accounting for Management Planning and Control
10. Horngren: Introduction to Management Accounting (Pearson)

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –III) **Subject:** Management Accounting

Course: Management Accounting **Course Code:** BBA-2304

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
CO1	3	2	1	1				2		3
CO2	2	1	2	1		2				
CO3	1				1					
CO4	1						1	2		
CO5	1					1				
CO6	1			1	1				3	
CO7										1

Justification for the mapping

PO1: Application of Knowledge

CO1: Applying this knowledge involves using financial ratios to assess the financial health of a business. For example, analyzing liquidity ratios can help in making decisions about short-term financial stability, while profitability ratios can guide decisions related to overall financial performance.

CO2: Applying this knowledge involves managing working capital effectively. Businesses need to ensure they have sufficient working capital to cover day-to-day operations. Applying principles related to working capital can help in optimizing inventory levels, managing receivables, and ensuring liquidity.

CO3: Applying budgetary control principles involves creating, monitoring, and adjusting budgets to achieve financial goals. This is crucial for making informed business decisions, as it helps in aligning actual performance with planned expectations. It enables businesses to identify variances and take corrective actions when necessary.

CO4: The ultimate aim is to equip students with the ability to use the knowledge gained from the course in real-world scenarios. This includes making strategic decisions based on financial analysis, determining investment priorities, and ensuring the financial stability and growth of the business.

CO5: The development of competence in managerial decision-making and control involves not only acquiring theoretical knowledge but also applying that knowledge in practical, real-world situations. The ability to effectively apply knowledge is crucial for students to become successful and capable managers in their future careers.

CO6: The application of knowledge involves a comprehensive understanding of financial ratios and cash flows, which are essential for making informed decisions, managing risks, and planning for the future. It enables stakeholders to gain insights into a company's financial performance and position, contributing to effective financial management and strategic decision-making.

PO2: Understanding of Business Functions

CO1: a solid understanding of management accounting enhances learners' abilities to comprehend and contribute to various business functions. It provides a financial lens through which they can analyze, plan, and make informed decisions in the broader context of organizational management.

CO2: The course outcomes you've mentioned directly enhance the understanding of business functions. Finance is a critical aspect of any business, and proficiency in financial analysis and decision-making is valuable for professionals across different departments. A comprehensive understanding of financial ratios, working capital, and budgetary control empowers individuals to contribute effectively to the overall success of the organization.

PO3: Critical thinking and systematic research approach

CO1: Critical thinking and a systematic research approach are essential when applying financial ratios, working capital concepts, and budgetary control to real business scenarios. Students need to critically assess the relevance of these tools in different business contexts and systematically apply them to make informed decisions.

CO2: A systematic research approach involves a methodical investigation and analysis of concepts. When introducing the concept of management accounting, students can benefit from a systematic approach to understand its various components, methodologies, and how it differs from other forms of accounting.

PO4: Ethical Decision Making

CO1: Management accounting involves providing information to aid internal decision-making. Ethical considerations in management accounting could include ensuring accurate reporting, avoiding conflicts of interest, and maintaining confidentiality.

CO2: Throughout the course, ethical decision-making should be emphasized as a critical aspect of business management. This could involve discussions on integrity, transparency, and accountability in financial reporting and decision-making processes.

CO6: Analyzing financial statements involves assessing a company's financial position and performance. Ethical issues may arise in how financial statements are prepared and presented. Transparency, honesty, and accuracy are essential for ethical financial reporting.

PO5: Life long Learning

CO3: Understanding financial statements involves interpreting income statements, balance sheets, and cash flow statements. Lifelong learners can continuously develop their analytical skills by staying updated on accounting principles, financial reporting standards, and industry-specific metrics.

CO6: Analyzing financial ratios helps learners gain insights into a company's liquidity, profitability, and solvency. Lifelong learning encourages individuals to continually refine their analytical skills, adapting to changes in accounting standards and financial reporting practices.

PO6: Leadership and Teamwork

CO2: An understanding of management accounting aligns with leadership and teamwork by providing essential financial insights that inform decision-making, strategic planning, resource allocation, performance evaluation, communication, and financial literacy at both the leadership and team levels. This alignment contributes to the overall success and effectiveness of an organization.

CO6: The connection between financial metrics and leadership/teamwork lies in the ability of leadership to make strategic decisions and guide the organization, while effective teamwork ensures the successful execution of those strategies.

PO7: Evaluate different political, cultural, and legal issues between management

CO4: The successful application of management accounting techniques in financial decision-making requires a comprehensive understanding of political, cultural, and legal contexts

PO8: Applications of Management in various Discipline

CO1: Understanding financial ratios is crucial in assessing a company's financial health. It provides insights into liquidity, profitability, and overall performance. In the field of finance and accounting, these ratios are vital tools for analysis and decision-making.

CO4: Management accounting techniques provide managers with tools to make informed decisions. This is applicable across various disciplines, as decision-making is a core aspect of leadership and management.

PO9: Social Responsibility:

CO6: Financial Statement Ratios: Liquidity Ratios (e.g., Current Ratio, Quick Ratio): These ratios measure a company's ability to meet short-term obligations. From a social responsibility perspective, having sufficient liquidity may indicate a company's capacity to respond to unexpected social or environmental challenges without compromising its financial stability.

PO10: Entrepreneurial Mindset

CO1: Entrepreneurs often deal with uncertainty and risk. Understanding financial ratios helps in assessing the financial health of a business and identifying potential risks. By analyzing liquidity, solvency, and profitability ratios, entrepreneurs can make informed decisions to manage and mitigate financial risks.

CO7: An entrepreneurial mindset in the context of auditing involves being adaptable, innovative, client-focused, risk-aware, and committed to continuous learning. These qualities can empower auditors to navigate the complexities of the modern business environment and deliver value beyond traditional audit service.

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

Academic Year 2020-2021

Class : S.Y. B. B. A. (Semester-III)

Paper Code: BBA2305

Paper : V

Title of Paper : Business Economics [Macro]

Credit: 3

No. of lectures: 48

A) Course Objectives:

1. To study the behavior of working of the economy as a whole.
2. To develop an analytical framework to understand the inter-linkages among the crucial Macro-economic variables.
3. To apply economic reasoning to problems of business and public policy.
4. To Measure the approaches of National Income.
5. To study the various functions related to theories of Income and employment
6. To summarize the budget and understand the macroeconomic policies.

B) Course Outcome:

CO1: Identify and comprehend the various components and sectors of an economy.

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables.

CO3: Apply economic reasoning to analyze and propose solutions for real-world business challenges.

CO4: Demonstrate the ability to measure and calculate national income using different approaches.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. and the general public.

CO7: To Ability to apply macroeconomic models to analyze and interpret economic phenomena at the national level.

Unit 1: Introduction

- 1.1 Definition and Nature of Macroeconomics.
- 1.2 Scope, Importance and Limitations.
- 1.3 Indian Economy as a Developing Economy.

No. of Lectures 06

Unit 2: National Income Accounting

- 2.1 National Income Aggregates (GDP, GNP etc. at market price and factor cost).
- 2.2 Approaches to measuring national income, Circular Flow of Income.
- 2.3 Nominal and real measures of national income.

No. of Lectures 08

Unit 3: Theory of Income and Employment

- 3.1 Say's Law of Markets.
- 3.2 Consumption Function.
- 3.3 Saving Function.
- 3.4 Investment Function.
- 3.5 Aggregate Expenditure Function.

- 3.6 Keynes' Theory of Income and Employment.
- 3.7 Concept of underemployment equilibrium.

No. of Lectures 12

Unit 4 : Business Cycle, Inflation and Deflation

- 4.1 Nature and characteristics of Business Cycle.
- 4.2 Phases of Business Cycle.
- 4.3 Inflation – Meaning, Trends, Types, Causes and control.
- 4.4 Concept of Deflation.

No. of

Lectures 11

Unit 5 : Macro Economic Policies

- 5.1 Creation of Credit
- 5.2 Monetary Policy, Fiscal Policy.
- 5.3 Introduction of WTO, GATT.
- 5.4 Understanding of Summarized budget for the current financial year is required (knowledge of detailed budget provisions not required).

No. of Lectures 11

Recommended Books:

- 1) Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, New York. 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-2

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –III)

Subject: Business Economics [Macro]

Course: Business Economics [Macro]

Course Code BBA2305

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

Programme Outcomes (POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	3		3	2		3		2		
CO2		2		2	2		2		2	
CO3					2	2				2
CO4			2	2			2	2		
CO5	2	2	3						2	
CO6		2		2		2				2
CO7			2							

Justification for the mapping

PO1. Application of knowledge

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

PO2. Understanding the Business Functions

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables. Apply various economic models to analyze the relationships and dynamics between key economic indicators.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. Analyze the implications of macroeconomic policies on various economic agents, including businesses and the general public.

PO3. Use critical thinking and systematic research approach

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO4: Demonstrate the ability to measure and calculate national income using different approaches. Understand the significance of national income as an indicator of economic performance.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

CO7: Analyzing and interpreting economic phenomena at the national level involves critical thinking and a systematic research approach. Students need to critically evaluate data, models, and economic trends to draw meaningful conclusions.

PO4. Ethical Decision-Making

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables. Apply various economic models to analyze the relationships and dynamics between key economic indicators.

CO4: Demonstrate the ability to measure and calculate national income using different approaches. Understand the significance of national income as an indicator of economic performance.

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. Analyze the implications of macroeconomic policies on various economic agents, including businesses and the general public.

PO5. Develop Critical attitude

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables. Apply various economic models to analyze the relationships and dynamics between key economic indicators.

CO3: Apply economic reasoning to analyze and propose solutions for real-world business challenges. Evaluate and provide economic insights into public policy issues.

PO6. Leadership and Teamwork

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO3: Apply economic reasoning to analyze and propose solutions for real-world business challenges. Evaluate and provide economic insights into public policy issues.

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. Analyze the implications of macroeconomic policies on various economic agents, including businesses and the general public.

PO7. Application of knowledge in various disciplines

CO4: Demonstrate the ability to measure and calculate national income using different approaches. Understand the significance of national income as an indicator of economic performance.

PO8. Professional development activities

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO4: Demonstrate the ability to measure and calculate national income using different approaches. Understand the significance of national income as an indicator of economic performance.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies.

PO9. Social Responsibility

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables. Apply various economic models to analyze the relationships and dynamics between key economic indicators.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

PO10. Entrepreneurial Mindset

CO3: Apply economic reasoning to analyze and propose solutions for real-world business challenges. Evaluate and provide economic insights into public policy issues.

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. Analyze the implications of macroeconomic policies on various economic agents, including businesses and the general public.

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

Academic Year 2020-2021

Class : S.Y.B.B.A.(Semester-III)

Paper Code :BBA2306

Paper : VI

Title of Paper : Information Technology in Management.

Credit : 3

No. of Lectures: 48

A) Course Objectives:

1. To impart the knowledge of Information technology and its use in management.
2. To introduce the concepts of digital firm.
3. To explain basics related to information technology.
4. To Identifying business value of information.
5. To study the different concepts of network topologies and its implementation in Business organization

B) Course Outcome:

CO1 : Students can identify use of technology in managerial decision making .

CO2: Students can get information about how information technology can be applied in supply chain management, Remorse planning etc.

CO3 : Students will be able to acquire conceptual knowledge of MIS application

CO4 : Students will get information about IT infrastructure for business organization.

CO5: Students will get the knowledge of various information system for organizations.

CO6 : Understanding of Business Value of information.

CO7: Students will be able to learn how change management is applied in the organization.

Unit No 1: Information Technology Infrastructure

- a) Computer System and types of computer system.
- b) Computer hardware and information technology infrastructure.
- c) Types of software.
- d) Managing hardware and software assets

No of Lectures: 10

Unit No 2: Managing Data Resources

- a) Organizing Data in Traditional File Environment.
- b) Database Approach to data management.
- c) Creating database environment.
- d) Database Trends.

No of Lectures: 10

Unit No 3 : Networking

- a) Definition, basic concepts and elements of communication system.
- b) Data Transmission media. Topologies, LAN, MAN, WAN, Internet.
- c) Current trends in IT in Management.

- d) Use of social network in Business.
- e) Use of ICT Enabled application in business.
- f) Case study on understanding the requirement of IT in Business Management.

No of Lectures: 12

Unit No 4 : Internet and new Information Technology Infrastructure.

- a) The IT infrastructure for digital firm.
- b) Enterprise Management System.
- c) Benefits of the ERP
- d) Management Information System.
- e) Structure of MIS.
- f) Role of MIS.
- g) Knowledge Management System
- h) Knowledge Management Architecture
- i) Tools of Knowledge Management system.
- j) Transaction Processing System
- k) Structure of TPS.
- l) Role and Functions of TPS.

No of Lectures: 10

Unit No 5: Understanding the business values of System and managing Changes

- a) Understanding business value of information system.
- b) The Importance of Change Management in Information System success and Failure.
- c) Managing Implementation.

No of Lectures: 8

Recommended Books :

Managing Information System – W.S. Jawadekar

Managing Information System – Kenneth C. Laudon & Jane P. Laudon

Information Technology – Williams / Tata McGraw Hills

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –III)

Subject: Information Technology in Management

Course: Information Technology in Management **Course Code** BBA2306

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

Course Outcomes	Program Outcomes									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2				1	1		
CO2	3	3				1	2	1	2	
CO3	1	1								
CO4		2						2		2
CO5	1	1	1				1	1		1
CO6	1		2		2		2			
CO7	1	2				2		2		

Justification for Mapping :

PO1: Application of Knowledge

CO1: Students will get knowledge about how Technology resources can be applied for decision making in organizational function.

CO2: Use of technology in various sectors like supply chain management, Inventory management and resource planning can be identified by students.

CO3: Conceptual knowledge of MIS can be acquired by students.

CO5: knowledge of information system and its type can be acquired by students.

CO6: Business Value of information can be identified by students.

CO7: Concept and importance of change management can be identified by students.

PO2 : Understanding the basic Business functions.

CO1:Information technology and its use for business Functions can be identified by students.

CO2: Use of technology for various business function can be studied by students.

CO3:Detailed functioning of MIS can be acquired by students.

CO4: IT infrastructure of the firm and its uses for organizational functions can be studied by students.

CO5:Knowledge of different information technologies will be acquired by students

CO7 : Concepts , Functions and process of Change management will be identified by students.

PO3 : Critical Thinking and Systematic research approach

CO1: students will be able to identify Use of information technology and its various resources in decision making

CO5: Knowledge of various information system can be critically analyzed by information system.

CO6: Business value of information, Its importance and need in business function and accordingly how it can be collect, store and used will be analyzed by students.

PO5 : Critical Attitude for Life Long learning

CO6 : Students will be able to identify how information for important function must be stored and retrieved by organizations.

PO6 : Leadership and team work

CO2: Students will get knowledge of various applications of technology in performing group activities.

CO7: Concept of change management and how it can be systematically implemented in organization can be identified by students.

PO7 : Application of Management in Various disciplines.

CO1 : Students will apply the knowledge of how technology can be used for various decision making

CO2: Students will be able to identify use of technology in different departmental activities.

CO5: Students will be able to acquire the knowledge different types of information systems.

CO6: Business value of information and its use in organizational functions will be studied by students

PO8: Professional development activities.

CO1: Use of information technology for completing tasks professionally

CO2: Students will be able to use IT for routine activities.

CO4: Students will get idea about IT infrastructure and its use for professional development of students.

CO7: How change management can be applied for successful implementation of technology will be identified by students

PO9: Social responsibility

CO2: Students will get idea about using IT for completing the task with professional and social responsibilities

PO10: Entrepreneurial mindset

CO4: Students will get idea about how next generation firms will have IT infrastructure for better functioning of organization

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati

Department of Business Administration [BBA]

Name of Course: Import Export Management.

Course Duration: **8 Weeks**

Credits: **2 .**

Fees: **500 Rs.**

Eligibility: Any undergraduate student.

A] Course Objectives:

1. To provide students with a clear understanding of the concept of Export and Import.
2. To enable the students to have a clear understanding of framework of Export-Import Trade.
3. Understand the principles and regulations of international trade.
4. Gain knowledge of various import and export procedures and documentation.
5. Develop skills to effectively negotiate and manage contracts with international suppliers and buyers.
6. Analyze global market trends and identify potential import and export opportunities.

B] course Outcome:

CO1:Students will gain an understanding of the various laws, regulations, and documentation required for international trade.

CO2: Students will learn about the global market and how to identify potential buyers and sellers.

CO3:Students will develop skills in negotiating and managing contracts for international trade.

CO4:Students will learn about the different methods of transportation used in import and export logistics.

CO5:Students will gain knowledge of risk management techniques and strategies for minimizing potential losses in international trade.

CO6:Students will learn about the role of customs and border protection agencies in import and export processes.

CO7: Students will learn about the various trade barriers and regulations that can affect import and export activities.

Content/ Syllabus of Course:

Sr. No.	Unit Name	Topic	Hrs. Allotted
1.	Introduction	Foreign Trade- Meaning, Definition, Benefits Export- Meaning, Benefits of Export and importance of Export for India Import- Meaning, Importance of Imports, Benefits of Imports with special reference to India	06
2.	Export Import Documentation	Preliminaries for Exports and Imports Exports Documentation: Aligned documentation system- Commercial Invoice- Shipping Bill- Certificate of Origin- Consular Invoice- Mate's Receipt- Bill of Lading- GR form- ISO 9000- Procedure for Obtaining ISO 9000- BIS 14000 Certification- Types of Marine Insurance Policies Import Documents- Transport Documents- Bill to Entry- Certificate of Inspection- Certificate of Measurements- Freight Declaration	08
3.	Export Import Procedure	Introduction Procedure for Export Trade Procedure for Import Trade	06
4.	Export Import Policy of India	Export Import Policy of India- Meaning, General objectives, Implication of Export Import Policy 1997-2000, Export Import Policy 2002-2007, and New Export Import Policy 2015-2020	06
5.	International Regulatory and Trading Environment	Meaning of Regulatory Environment WTO- Structures, Powers, Functions GATT(General Agreement on Tariff and Trade) UNCTAD Trade strategies, European Union(EU), SAARC, SAPTA	06
Total Hrs.			32

Examination or Evaluation Pattern:

Exam Pattern: Theoretical Examination.

Marks: 50

25 Marks: Objective question

25 Marks: Practical question

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

Academic Year 2020-2021

Class : S.Y.B.B.A.(Semester-IV)

Paper Code: BBA2401

Paper : I Title of Paper : Production and Operations Management.

Credit : 3 No. of Lectures: 48

A) Course Objectives:

- a) To focus on basic terms related to production and operations management.
- b) Analyzing product design concepts, Production layouts, and Plant locations.
- c) To elaborate the concepts of production planning, productivity and ergonomics.
- d) To identify the concepts of quality management.
- e) To understand techniques to improve productivity.

B) Course Outcome:

- CO1:** Understand the knowledge on core features of the operations and production management.
- CO2:** Understand the various production and operations design decisions and how they relate to the overall strategies of organizations.
- CO3:** Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness.
- CO4:** Identify the operational issues in the value addition processes of a firm
- CO5:** Summarize various aggregate production planning techniques.
- CO6:** Analyze business processes in services / manufacturing for improvement
- CO7:** To get acquainted with the product design and development process.

Unit No 1: Introduction

No of Lectures: 10

- a) Nature, Meaning, Scope of production management.
- b) Objectives and functions of production management.
- c) Qualities, responsibilities of production manager.
- d) Plant location: Importance and factors responsible for Plant location decision.
- e) Classification of production system.
- f) Plant Layout: Definition, Objectives and types, Factors affecting plant layout.
- g) Challenges before production management
 - a. Impact of globalization.
 - b. Workforce diversity.
 - c. Business process outsourcing.
 - d. Global competition.

Unit No 2: Product Design and product Development

No of Lectures: 8

- a) Definition of product design, Factors affecting product design.
- b) Product development
 - a. Meaning of product design.
 - b. Product development stages.
 - c. Techniques or tools of product development.
 - d. Factors responsible for product development.
 - e. Business process reengineering.
 - f. Cycle time reduction.
 - g. Use of technology in product designing.

Unit No 3: Production planning and control:

No of Lectures: 10

- a) Meaning, Nature, Objectives, Functions Importance and problems of production planning and control.
- b) Production procedure, Factors determining production planning and control.
- c) Techniques and tools of production planning and control.
- d) New Concepts in production planning and control:
 - i. Supply chain management.
 - ii. Workers involvement.
 - iii. Green manufacturing.

Unit No 4: Productivity and Ergonomics

No of Lectures: 8

- a) Productivity :
 - a. Concept and definition.
 - b. Importance of productivity.
 - c. Measurement of productivity.
 - d. Techniques to improve productivity.
 - e. Factors affecting productivity.
- b) Ergonomics :
 - a. Introduction and definition.
 - b. Objectives of ergonomics.
 - c. Components of ergonomics.

Unit No 5: Quality Management:

No of Lectures: 12

- a) Six sigma: Introduction, steps in implementation of six sigma.
- b) Kaizen: Introduction, Principles, Procedure for implementation, Benefits.
- c) Just –In –Time: Introduction, objectives, benefits, methodology in implementation.
- d) Quality Circles: Introduction, organization of quality circle, Reasons of failure.
- e) Total Quality Management: Introduction, major ingredients in TQM, need and importance, TQM models, Key issues for achieving TQM objectives.
- f) ISO 9000: Introduction, ISO Standards for quality system, factors for selecting ISO model, Essentials steps in implementation of an ISO.

Recommended Books:

1. Plant Layout and Material Handling James Apple & John Wileysons
2. Work Study IZO Publication
3. Production & Operations Management R S Goel
4. A Key to Production Management Kalyani Publicaion, Ludhiyana
5. Production & Operation Management S N Chavy, TMH Delhi
6. Modern Production and Operation Management Elwood S Butta

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.B.A.(Semester-IV)

Subject: Production and Operations Management.

Course: Production and Operations Management. **Course Code:** BBA2401

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	PO10
CO 1										
CO 2	3	3				2				2
CO 3				3						
CO 4	2									3
CO 5									3	
CO 6		3	2		3			3		
CO7	3									

Justification for the mapping

PO1: Application of Knowledge

CO2: Writing a business proposal requires integrating knowledge and principles from various business disciplines. It involves effectively communicating business ideas, strategies, and plans, which could touch upon financial aspects (accounting, finance), marketing strategies, management principles, economic considerations, and possibly human resource management components.

CO4: Involves identifying operational issues in the value addition processes of a firm. This skill is relevant not only to operations management but also to business practices in various areas where understanding and addressing operational issues can enhance overall organizational performance.

CO7: Product design and development involve various aspects of business, including marketing, management, and potentially economic and financial considerations

PO2: Understanding the Business Functions

CO2: Understanding the connection between production and operations design decisions and the overall strategies of organizations.

CO6: Involves analyzing business processes in both services and manufacturing for improvement.

PO3: Critical thinking and systematic research approach

CO6: Analyzing business processes for improvement requires a systematic approach to identify inefficiencies, areas of improvement, and potential solutions.

PO4: Ethical Decision-making

CO3: Quality management practices often involve ethical considerations, Ethical decision-making involves weighing the consequences of decisions on various stakeholders, including employees, customers, and the broader community.

PO5: Critical Attitude for Lifelong learning.

CO6: Emphasizes the analysis of business processes for improvement, which requires a critical approach to identifying areas that need enhancement and proposing effective solutions.

PO6: Leadership and team work

CO2: Understanding how production and operations design decisions relate to the overall strategies of organizations. This implies a strategic perspective and the ability to make decisions that contribute to common goals.

PO8: Professional Development Activities

CO6: Involves analyzing business processes for improvement, which may include engaging with industry professionals to understand real-world scenarios and challenges.

PO10 Entrepreneurial Mindset

CO2: Understanding the design decisions in production and operations, which is essential for creating innovative processes and systems, Entrepreneurship often involves designing efficient and effective operational processes that contribute to the overall strategies and goals of an organization.

CO4: Analyzing business processes for improvement, which aligns with the continuous improvement mindset often associated with entrepreneurship.

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

Academic Year 2020-2021

Class : S.Y.B.B.A.(Semester-IV)

Paper Code: BBA2402

Paper : II Title of Paper : Industrial Relation and Labor Law.

Credit : 3 No. of Lectures: 48

A) Course Objectives:

1. To acquaint the student to develop an understanding of the legal framework of industrial & labour laws.
2. To impart the students with the knowledge of laws & how law affects the industry & labour.

B) Course Outcome

CO1: Develop understanding of Legislations relating to working conditions and social security.

CO2: To enable students to have understanding of legal provisions relating vulnerable groups of workers and laws related to wages, environment protection and social security.

CO3: Understand historical aspects of labour movement in India.

CO4: Impart knowledge and understanding of Labour Market, Wages, Employment and unemployment of labour.

CO5 : To understand labour problems and welfare oriented remedial measures.

CO6: To gain practical understanding about functioning of various labour institutions.

CO7: Ability to Analyze Employment Laws

UNIT 1 : Industrial Relations

No of Lectures:14

-Meaning ,Definition,Importance,Scope of Industrial Relations & Factors in Industrial Relatios.

-Different approaches towards the study of Industrial Relations.(Psychological

Approach, Sociological Approach, Socio Ethical Approach, Gandhian Approach, Industrial Relations Approach, HR Approach.)

-Evolution of Industrial Relations.

-Trade Unions& its Concept, Functions and TU Movement in India.

UNIT 2 Industrial Disputes, Collective Bargaining & Workers Participation in Management.

No of Lectures:12

--Meaning, Definition & Causes of Industrial Dispute.

--Types of Conflict Resolution: Negotiation, Investigation, Mediation,

Cociliation, Arbitration & Adjudication, Works Committee, Conciliation Officer, Board of Conciliation, Court of Enquiry, Labour Court, Industrial Tribunal & National Tribunal.

--Model Grievance Procedure.

-- Collective Bargaining – Meaning, Characteristics, Need, Importance, Process, Pre-

- requisites & Types.
- Workers participation Management(WPM)-Meaning, Pre-requisites, Advantages & Disadvantages, Levels and Types of Labour Laws.
- Employee Engagement-Concept, Importance & Employee Engagement in India.

UNIT 3 : The Industrial Disputes Act 1947

No of Lectures:12

- Definitions, Authorities under the Act, Power & Duties of Authorities, Strike, Lockout, Layoff, Retrenchment, Closure & Dismissal, Grievance Redressal Machinery, Penalties.

The Factories Act 1948

- Definitions, Authorities.
- Provisions regarding Safety
- Provisions regarding Health
- Provisions regarding Welfare
- Provisions regarding Leave with Wages
- Working hours of adults.
- Penalties.

UNIT 4 The Minimum Wages Act 1948

No of Lectures:12

- Definitions, Provisions, Penalties.
- The Payment of Wages Act 1948**
- Definitions, Provisions, Penalties.

UNIT 5 Trade Union Act 1926.

- Definitions, Authorities & All Provisions.

No of Lectures:06

Recommended Books :

- | | |
|---|---|
| 1. Industrial law | - P.L.Malir |
| 2. Industrial & labour laws | -S.P.Jain |
| 3. Taxmann's Labour Laws | |
| 4. Industrial Relations | -Arun Monappa |
| 5. Industrial Relations | -Mamoria |
| 6. Collective Bargaining | -Kochan T.A. & Katz Henry 2 nd |
| 7. Ed.Homewood Illinois, | |
| 8. Richard D.Irish 1988. | |
| 9. Labour Unionism,Myth & reality-New, Oxford University press 1982. | |
| 10. Personnel Management & Industrial Relations-P.C.Shejwalkar,S.B.Malegaonkar. | |

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –IV)

Subject: Industrial Relation and Labor Law.

Course: Industrial Relation and Labor Law. **Course Code:**BBA2402

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	PO10
CO 1				1	3		3			
CO 2					3					
CO 3					3					
CO 4					3					
CO 5				2	3					
CO 6					3		2			
CO7	3						2			

Justification for the mapping

PO1:Application of knowledge:

CO7: The course outcome of being able to analyze employment laws is directly related to the application of knowledge in the field of human resources and employment. By being able to analyze employment laws, individuals can effectively apply this knowledge in their roles as HR professionals, hiring managers, or other positions that deal with employment and labor laws.

PO4: Ethical Decision-making.

CO1: The course outcomes listed above are primarily focused on developing knowledge and understanding of legislations, legal provisions, historical aspects, market dynamics, and welfare measures related to labor

CO5: having a strong understanding of labor laws and regulations can contribute to ethical decision-making in the workplace.

PO5: Critical Attitude for Lifelong learning.

CO1: Developing an understanding of legislations relating to working conditions, social security, and legal provisions for vulnerable groups of workers requires students to critically analyze and interpret complex legal texts and regulations.

CO2: his fosters a critical attitude towards understanding and interpreting laws and regulations throughout their lifelong learning journey.

CO3: Understanding historical aspects of the labor movement in India requires students to critically examine and evaluate the factors and events that shaped the labor movement

CO4: Gaining knowledge and understanding of labor market dynamics, wages, employment, and unemployment requires students to critically analyze economic theories, statistical data, and labor market trends.

CO5: Understanding labor problems and welfare-oriented remedial measures requires students to critically assess the challenges and potential solutions for labor issues.

CO6: Gaining practical understanding of the functioning of various labor institutions requires students to critically evaluate the roles and responsibilities of these institutions in promoting workers' rights and welfare.

PO7: Application of Management in various disciplines.

CO1: The understanding of legislations relating to working conditions, social security, vulnerable groups of workers, wages, and environment protection is crucial for businesses operating in a global context.

CO6: Gaining practical understanding about the functioning of various labor institutions, such as labor courts, tribunals, and welfare boards, equips students with the knowledge and skills necessary to navigate and engage with such institutions.

CO7: Employment laws govern the relationship between employers and employees and play a crucial role in shaping workplace dynamics.

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

Academic Year 2020-2021

Class : S.Y. B. B. A. (Semester- IV)

Paper Code: BBA2403

Paper : III

Credit: 3

Title of Paper: Business Taxation

No. of lectures: 48

A) Course Objectives:

1. To understand the basic concepts and definitions under the Income Tax Act, 1961.
2. To update the students with latest development in the subject of taxation.
3. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
5. To prepare students Competent enough to take up to employment in Tax planner.
6. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.

B) Course Outcome:

CO1: The outcome of this course is to enable the students to acquire sound knowledge of calculation of Direct and Indirect Tax.

CO2: Acquire the complete knowledge of basic concepts of income tax

CO3: Understand the concept of exempted incomes.

CO4: Understand the provisions of agricultural income

CO5: Calculate Residential status of a person.

CO6: Identify and comply with the relevant provisions of the Income Tax Act as it relates to the income tax of individuals

CO7: Compute the income under the head "Income from Salary"

CO8: Compute income under the head "Income from House Property"

CO9: Compute income under the head "Income from Business or Profession"

Unit No 1: Income Tax Act -1961

- 1.1 History of Income Tax in India,
- 1.2 Fundamental concepts and definitions under Income Tax Act 1961,
- 1.3 Canons of Taxation,
- 1.4 Taxation structure in India,
- 1.5 Concepts and definitions- Income Person, Assessee, Assessment year, Previous year, Residential Status of an Assessee.

No. of Lectures 10

Unit No2:Computation of Taxable Income under the different heads of Income

- 2.1 Income From Salary: Definition and meaning of salary, Allowances- fully exempt, fully taxable, partially taxable, Perquisites - meaning, valuation and taxability, Concept and taxability of Gratuity, Provident Fund,Calculation of income from salary (Theory and Problems)
- 2.2 Income from House Property: Basis of Chargeability-Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Problems).
- 2.3 Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed (Theory and Problems). Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions (Theory and problems).
- 2.4 Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction, Bond Washing Transactions and Dividend Stripping (Sec.94). (Theory only).

No. of Lectures 14

Unit No3:Computation of Total Taxable Income of an Individual

- 3.1 Meaning and concept,Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year, Income Tax Return Process.

No. of Lectures 12

Unit No 4:Introduction of GST[Part-I]

- 4.1 An Overview of Indirect Tax before GST
- 4.2 Concept of Goods and Service Tax
- 4.3 Applicability of GST
- 4.4 Registration of GST
- 4.5 Concepts of SGST, UTGST, CGST &IGST
- 4.6 Charging of GST
- 4.7 GST Rate Structure
- 4.8 Point of Taxation, Value of Supply
- 4.9 Input Credit Mechanism in GST

No. of Lectures 10

Unit No 5:Introduction of GST[Part-II]

- 5.1 Calculation of SGST, UTGST, CGST &IGST.
- 5.2 Payment of Goods and Service Tax.
- 5.3 Refund Tax.

No. of Lectures 06

Notes:

1. Amendments made prior to commencement of Academic Year in the above act should be considered.
2. Theory questions will carry 50% marks.
3. Problems will carry 50 % marks.

Recommended books:

1. Indian Income Tax Act--H.C.Malhotra
2. Practical Approach to Income Tax-- Dr.GirishAhujaandDr. Ravi Gupta.
3. Income Tax Act –R. N. Lakhotia
4. Students guide to Income Tax.--Dr.VinodSinghnia./ Dr. Monica Singhnia.
5. Income Tax.--Dr.GirishAhuja and Dr.RaviGupta , -Bharat Prakashan.
6. Indian Income Tax Act.--Dr.VinodSinghnia.
7. Hand Book of Income Tax Law.-- T. N. Manoharam

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –IV)

Subject: Business Taxation

Course: Business Taxation

Course Code: BBA-2403

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
CO1	3	1	1							
CO2	2	1	1							
CO3	1									
CO4	1									
CO5	1									
CO6	1		1	1	1					3
CO7						3				
CO8						3				
CO9						3				

Justification for Mapping

PO1: Applications of knowledge

CO1: Understanding tax calculations is crucial for accurate financial reporting. The ability to calculate direct and indirect taxes ensures that financial statements are prepared in compliance with relevant regulations, providing stakeholders with accurate and reliable information.

CO2: Tax considerations are integral to financial decision-making. Knowledge of direct and indirect taxes allows individuals to assess the financial implications of different business strategies, investments, and financing options, enabling sound financial management.

CO3: Taxation can have an impact on pricing strategies and product positioning. Understanding tax implications helps in making informed marketing decisions, considering the overall cost structure and pricing competitiveness in the market.

CO4: Managers need to make decisions that consider the financial implications, including taxes. Knowledge of direct and indirect taxes empowers managers to make strategic decisions that align with the organization's financial goals and comply with legal requirements.

CO5: Taxation is a significant aspect of economic policies and planning. Understanding how taxes are calculated and their impact on businesses contributes to a broader understanding of economic dynamics and policies.

CO6: Compensation and benefits are subject to taxation. Human resource professionals need to be aware of the tax implications of various compensation structures and benefits packages to ensure compliance with tax laws and regulations.

PO2: Understanding of Business Function

CO1: Ethical decision-making in taxation is not only about adhering to the letter of the law but also about upholding the spirit of fairness, transparency, and social responsibility. Consulting with a tax professional and staying informed about changes in tax laws are crucial steps in making ethical decisions related to income tax.

CO2: A solid understanding of basic income tax concepts is integral to the effective functioning of businesses. It enables informed decision-making, accurate financial reporting, and compliance with tax regulations, contributing to the overall financial health and sustainability of the business.

PO3: Critical Thinking and Problem Solving

CO1: Critical thinking and problem-solving skills enhance the overall learning experience in a tax course by enabling students to analyze, interpret, and apply tax concepts effectively in real-world scenarios. These skills are essential for developing a comprehensive understanding of direct and indirect tax and mastering the calculation of income tax.

CO2: Critical thinking involves the ability to analyze information and evaluate its relevance. In the context of tax courses, students need to critically examine tax regulations, amendments, and related legal documents to understand the intricacies of both direct and indirect taxes.

PO4: Ethical Decision Making

CO6: Ethical decision-making in taxation is not only about adhering to the letter of the law but also about upholding the spirit of fairness, transparency, and social responsibility. Consulting with a tax professional and staying informed about changes in tax laws are crucial steps in making ethical decisions related to income tax.

PO5: Life Long Learning

CO6: life-long learning plays a crucial role in navigating the complex landscape of income tax regulations. It enables individuals to stay informed, adapt to changes, enhance their understanding, mitigate risks, and uphold ethical standards, all of which are essential elements in identifying and complying with the relevant provisions of the Income Tax Act.

PO6: Leadership and Teamwork

CO7: Income from Salary:

To compute income from salary, you need to consider your basic salary, allowances, perquisites, and any other benefits. Subtract any deductions allowed under the Income Tax Act, such as standard deduction and professional tax.

CO8: Income from House Property:

To compute income from house property, you need to determine the annual value of the property. Deduct municipal taxes paid and 30% of the annual value. Additionally, deduct any interest paid on loans taken for the property.

CO9: As for the third part of your question about leadership and teamwork, it appears unrelated to income computation. Leadership and teamwork are typically qualities or skills associated with individuals in a professional or personal context, and they don't directly impact the computation of income for tax purposes.

Income from business and profession can vary significantly from one jurisdiction to another. Therefore, individuals and entities should seek advice from tax professionals or financial advisors to ensure compliance with the relevant laws and regulations in their specific location.

PO10: Entrepreneurial Mindset

CO6: Identifying and complying with income tax provisions require a proactive approach. Entrepreneurs need to stay informed about changes in tax laws and regulations to ensure compliance.

Tax laws can change, and entrepreneurs must adapt to these changes. Staying informed about updates to the Income Tax Act is essential for maintaining compliance.

The entrepreneurial mindset and the responsibility to identify and comply with the Income Tax Act are closely aligned. Both involve proactive decision-making, risk management, financial understanding, ethical conduct, adaptability, and a long-term perspective. Entrepreneurs who integrate these aspects into their business practices are better positioned for sustainable success.

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

Academic Year 2020-2021

Class : S.Y.B.B.A.(Semester-IV)

Paper Code :BBA2404

Paper : IV

Title of Paper: International Business

Credit : 3

No. of Lectures: 48

A) Course Objectives:

1. To acquaint the students with emerging issues in international business.
2. To study the impact of international business environment on foreign market operations of a firm.
3. To understand the importance of foreign trade for Indian economy
4. To study of regional economic grouping
5. To operate the case studies of international business
6. To understand the determination of various types of exchange rates

B) Learning Outcome:

CO1: Students will demonstrate an understanding of current and emerging issues in international business.

CO2: Students will analyze and assess the influence of international business environment

CO3: Students will recognize and articulate the significance of foreign trade. for the Indian economy, including the impact on economic growth, employment, and overall national development.

CO4: Students will be able to describe and analyze various regional economic groupings.

CO5: Students will develop the ability to apply theoretical knowledge.

CO6: Students will demonstrate a comprehensive understanding of the factors influencing different types of exchange rates.

CO7: Understand the principles of international trade, including import/export regulations, tariffs, and trade agreements.

Unit No. 1: Introduction

- 1.1 Nature
- 1.2 Theories of International Trade
- 1.3 Ricardo's Theory
- 1.4 Heckser-Ohlin Theory

Total No. of Lectures- 10

Unit No. 2: Multinational Enterprises

- 2.1 Meaning of International Corporations
- 2.2 Features of Multinational Corporations (MNCs)
- 2.3 Role and Importance of Multi-national corporations in international business
- 2.4 Reasons for the Growth of MNCs

Total No. of Lectures- 06

Unit No. 3: International Finance

- 3.1 Meaning of Exchange Rate
- 3.2 Determination of Exchange Rate- Fixed, Flexible and Managed
- 3.3 Concept of Spot Rate, Forward Rate and Futures
- 3.4 Balance of Trade and Balance of Payments
- 3.5 International Monetary Fund (IMF)- Objectives and Functions
- 3.6 World Bank- Objectives and Functions
- 3.7 General Agreement on Tariffs and Trade(GATT)
- 3.8 Foreign Direct Investment

Total No. of Lectures- 14

Unit No. 4: Regional Economic Grouping

- 4.1 WTO- Structure and Functions
- 4.2 European Union (EU)
- 4.3 North American Free Trade Agreement (NAFTA)
- 4.4 Association of South East Asian Nations (ASEAN)
- 4.5 South Asian Association for Regional Cooperation (SAARC)

Total No. of Lectures- 08

Unit No. 5: India's Foreign Trade

- 5.1 Composition and Direction of India's Foreign Trade since 2000
- 5.2 Case studies in International Business with Reference to Indian Economy on-
 - a. International Marketing
 - b. International Finance
 - c. International Human Resource Management

Total No. of Lectures- 10

Reference Books:

1. International Business- P. Subbarao, Himalayaa Publishing
2. International Business- VyuptakeshSharan, Pearson
3. International Business- Francis, PHI Publication
4. International Business- Daniels, Radebaugh, Pearson Education
5. Charles Hill and Arun Jain, International Business
6. International Business- Roger Bennett, Pearson Education

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –IV)

Subject: International Business

Course: International Business

Course Code: BBA2404

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

Programme Outcomes(POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	2									2
CO2		2		1						
CO3									2	
CO4							2			2
CO5	2				2					
CO6	2									
CO7		2								

Justification for the mapping

PO1. Application of knowledge: -

CO1: understanding global economic trends, regional economic groupings, and emerging issues in international business can foster an entrepreneurial mindset.

CO5: Students will develop the ability to apply theoretical knowledge. to real-world scenarios by effectively analyzing and solving case studies related to international business issues and challenges.

CO6: Students will demonstrate a comprehensive understanding of the factors influencing different types of exchange rates, including fixed, floating, and managed exchange rate systems.

PO2. Understanding the Business Functions

CO2: Students will analyze and assess the influence of international business environment. on the operations of a firm in foreign markets, considering factors such as legal, cultural, political, and economic variables.

CO7: Integration of international trade principles into various business functions (marketing, finance, operations). Recognition of the impact of global trade on business strategies.

PO4. Ethical Decision-Making

CO2: Students will analyze and assess the influence of international business environment. on the operations of a firm in foreign markets, considering factors such as legal, cultural, political, and economic variables.

PO5. Develop Critical attitude

CO5: Students will develop the ability to apply theoretical knowledge. to real-world scenarios by effectively analyzing and solving case studies related to international business issues and challenges.

PO7. Application of knowledge in various disciplines

CO4: Students will be able to describe and analyze various regional economic groupings. such as trade blocs and economic unions, understanding their purposes, benefits, and challenges for member countries.

PO9. Social Responsibility:

CO3: Students will recognize and articulate the significance of foreign trade. for the Indian economy, including the impact on economic growth, employment, and overall national development.

PO10. Entrepreneurial Mindset:

CO1: Students will demonstrate an understanding of current and emerging issues in international business including global economic trends, geopolitical factors, and technological advancements.

CO4: Students will be able to describe and analyze various regional economic groupings. such as trade blocs and economic unions, understanding their purposes, benefits, and challenges for member countries.

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

Academic Year 2020-2021

Class : S.Y.B.B.A.(Semester-IV)

Paper Code: BBA2405

Paper : V Title of Paper: Management Information System

Credit : 3 No. of Lectures: 48

A) Course Objectives:

1. To understand the concepts of information system.
2. To study the concepts of system analysis and design.
3. To understand the issues in MIS.
4. To study decision support system
5. To study the management issues in MIS.
6. To understand the approaches of case studies.

B) Course Outcome:

CO1: Define key terms and concepts related to information systems.

CO2: Demonstrate proficiency in system analysis techniques. Apply system design principles to
real-world scenarios.

CO3: Identify and analyze common challenges and issues in the implementation and maintenance of MIS.

CO4: Define decision support systems (DSS) and their components.
Analyze the role of DSS in organizational decision-making.

CO5: Analyze the role of management in the successful implementation of MIS.

CO6: Apply case study methodologies to analyze real-world information system scenarios.

CO7: Identify potential security threats and vulnerabilities in information systems.
Implement basic cyber security measures to protect organizational data and information.

Unit No. 1: Management Information System

1.1 Need and Objectives of MIS

1.2 Contemporary approaches to Management Information System (MIS)

1.3 Use of information for competitive advantage

1.4 Challenges in the development of MIS

1.5 Management information systems as an instrument for the organizational change

Total No. of Lectures- 10

Unit No. 2: Information, Management and Decision making

- 2.1 Models of Decision making- Classical, Administrative and Herbert Simon's Models
- 2.2 Attributes of information and its relevance to decision making
- 2.3 Types of Information.

Total No. of Lectures- 09

Unit No. 3: Systems Analysis and Design

- 3.1 System- Meaning, Types of System
- 3.2 Systems Development Life Cycle
- 3.3 Alternative System building approaches- Prototyping model, Spiral Model, Rapid Development Tools, CASE Tools
- 3.4 Case studies on Alternative approaches to build Systems

Total No. of Lectures- 10

Unit No. 4: Decision Support Systems

- 4.1 Group Decision Support Systems
- 4.2 Executive Information Systems
- 4.3 Expert systems and Knowledge Based Expert Systems
- 4.4 Artificial Intelligence
- 4.5 Case studies on Information systems
- 4.6 Case studies on Decision Support System

Total No. of Lectures- 10

Unit No. 5: Management issues in MIS

- 5.1 Information Security and Control
- 5.2 Quality Assurance
- 5.3 Intellectual Property Rights as related to IT Services/ Product
- 5.4 Managing Global Information Systems.

Total No. of Lectures- 09

Reference Books:

1. Management Information System: Jawadekar W.S, Tata McGraw Hill
2. Management Information System: James A O'Brien, Tata McGraw Hill
3. Management Information System: Davis Olson, Mac Graw Hill
4. Management Information System: Gord endevis, Margareth H. Oison
5. Decision Support and Expert Systems- Efraim Turban
6. Information Systems for Modern Management- Robert Murdick, Joel E. Ross

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –IV)

Subject: Management Information System

Course: **Subject:** Management Information System

Course Code: BBA2405

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

Programme Outcomes(POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1										
CO2		2	2							2
CO3									2	
CO4				1						
CO5										2
CO6					2	1				
CO7					2					

Justification for the mapping

PO1. Application of knowledge

CO2: Apply system design principles to real-world scenarios. Demonstrate proficiency in system analysis techniques

PO3. critical thinking and systematic research approach

CO2: Apply system design principles to real-world scenarios. Demonstrate proficiency in system analysis techniques

PO4. Ethical Decision-Making

CO4: Define decision support systems (DSS) and their components.

PO5. Critical attitude For life long learning

CO6: Critically evaluate and compare different approaches to solving information system-related problems through case studies.

CO7: fosters a critical attitude by encouraging students to question, analyze, and evaluate potential security threats. This attitude is essential for developing effective cyber security strategies and staying proactive in identifying and addressing emerging threats.

PO6. Leadership and Teamwork

CO6: Present and communicate findings from case studies effectively.

PO9. Social Responsibility:

CO3: Propose strategies for addressing and mitigating MIS-related problems.

PO10. Entrepreneurial Mindset:

CO2: Develop solutions to business problems through effective system analysis and design.

CO5: Propose strategies for effective management of MIS resources and processes.

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

Academic Year 2020-2021

Class : S.Y. B. B. A. (Semester- IV)

Paper Code: BBA2406

Paper : VI

Credit : 3

Title of Paper: Service Sector Management

No. of lectures: 48

Course Objective :

1. To study the basics of service industry.
2. To analyse the role of services in economy.
3. To study the challenges for service sector.
4. To study different service sector in India.

Course Outcome :

CO1 : Students will be able to identify characteristics of service.

CO2 : After completion of course students will be able to identify the impact of service sector on Indian economy.

CO3 : Students will be able to identify the difference between service industry and product industry.

CO4 : After completion of course students will be able to identify basic services sector in India.

CO5 : After completion of course students will get knowledge of basic services like Insurance, Hospital, Tourism, Bank and health care .

CO6 : Students will be able to analyse how service industry works and impacts on generation of economy.

CO7 : Students will be able to analyse how different services can be interconnected.

Unit No. 1 Introduction

- 1.1 Meaning and Definition.
- 1.2 Characteristics of Services.
- 1.3 Difference between Goods and services.
- 1.4 Dependency of Manufacturing on services.
- 1.5 Role of Services in Economy.
- 1.6 Management challenges in the Service Sector.

No. of Lectures 8

Unit No. 2 Introduction to Insurance Service

- 2.1 Meaning and Definition
- 2.2 Concepts and objectives.
- 2.3 Principles of Insurance.
- 2.4 Kinds of Insurance, Costs and Benefits of Insurance
- 2.5 Factors that limit the insurability of Risk.
- 2.6 Framework of Insurance Business.
- 2.7 IRDA policies.

No of Lectures 10

Unit No. 3 Introduction to Tourism Service

3.1 Meaning, Definitions and Concepts, tourist destination, Future of Tourism. General Tourism Trends. Types of Tourists, Visitor, Traveler, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.

3.2 Introduction to Tourism Industry: Nature, Characteristics and Components of Tourism Industry. Elements and characteristics of tourism product. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

No of Lectures 10

Unit No. 4- Banking Services

4.1 Banking- Bank- Meaning and Definition, Types of Banks, Banking structure in India

4.2 Products and services offered by Bank- Retail banking, Trade Finance, Treasury Operation

4.3 Banking Service- Importance, Types of Banking Services

4.4 International Banking- Functions of International banking

4.5 E- Banking

No. of Lectures- 10

Unit 5 : Health Care Services

5.1 **Introduction**

5.2 major initiatives taken by the Government of India to promote Indian healthcare industry are as follows.

5.3 Public healthcare

5.4 Private healthcare.

5.5 Medication

5.6 **Electronic health records.**

5.7 National Rural Health Mission[

5.8 Pradhan Mantri Jan Arogya Yojana(PM-JAY)

References:

1. Text Books : Successful Tourism Management by Seth, P. N., Sterling Publishers Pvt. Ltd. 2006 Tourism Marketing, by Sinha P.C., Anand Publication, 1998
2. Reference Books : Marketing Management & Hospitality and Tourism Marketing by Kotler, Philip, Pearson Education. Hospitality Marketing by Vearne, Morrisson Alison
3. Supplementary Reading Material : Tourism Policies of Central Government & Different State Government Promotional Policies of Airlines, Hospitality Industries.
4. Websites <http://tourism.gov.in> www.incredibleindia.org
5. Service Management- James A. Fitzsimmons, Mona J. Fitzsimmons, TATA McGraw Hill.

Choice Based Credit System Syllabus (2019Pattern)

Mapping of program outcome with course outcome.

Class: SYBBA (Sem IV)

Subject: Service Sectors Management.

Course: Service Sectors Management.

Course Code: BBA 2306

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

Course Outcomes	Program Outcomes (Pos)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	2		2		2		3
CO2	1									3
CO3	2	2								
CO4	1	2	2				2			
CO5	2	2	1			1	1	1		2
CO6	1	2								2
CO7	1	1						1		2

Justification for Mapping

PO1 : Application of Knowledge

CO1: Course will help the students to identify all basics of services.

CO2: Students will be able to identify how service sector can be an important resource for Indian economy.

CO3: Students will be able to analyse the difference between services and products.

CO4: After completion of the courses students are able to identify different service sectors in India.

CO5: Students will be able to acquire detailed knowledge of service industries in India.

CO6: Working pattern of service industry can be analysed by students.

CO7: Students will acquire the knowledge of interconnection of service industries.

PO2 : Understanding the Business functions.

CO3: students will be able to analyse the difference between services and product and accordingly various functions in service industries.

CO4: After completion of the courses students are able to identify different service sectors in India and its functioning in detail.

CO5: Students will be able to acquire detailed knowledge of service industries in India

CO6: Working pattern of service industry can be analysed by students.

CO7: students will acquire the knowledge of interconnection of service industries

PO3 : Critical Thinking and Systematic research approach

CO1: Students will get detailed knowledge of service sector and accordingly can perform the critical analysis of service industry for modifications

CO4: Students can critically evaluate the difference between services and its impact on environmental factors

CO5: Students will be able to acquire detailed knowledge of service industries in India

PO4 : Ethical decision making

CO1: Students will be able to identify ethical and unethical practices in service sector after completion of the course.

CO2 : Students will be able to identify how service sector can be an important resource for Indian economy.

PO6 : Leadership and team work

CO1: Students will acquire the knowledge of service sectors and how team work is essential to run the particular services successfully.

CO5: Students will be able to analyse the structure of service industry role of team work in success of the industry.

PO7 : Application of Management in Various disciplines.

CO5: Students will be able to identify how services will be executed in different sectors.

CO6: Working pattern of service industry can be analysed by students.

PO8: professional development activities.

CO1: Students will be able to identify the new techniques used in service sectors and professional mechanism of delivering the services to the consumers.

CO5: Students will get detailed knowledge of service sector and its professional working pattern

CO7: : students will acquire the knowledge of interconnection of service industries.

PO10: Entrepreneurial mindset

CO1: Students with the help of detailed information of service sector can get new Idea about service generations

CO2: Students as a entrepreneur can be able to find economic value of service sector.

CO5: Students will get detailed knowledge of service sector and its professional working pattern

CO6: Working pattern of service industry can be analyzed by students to analyse entrepreneurship opportunities in service sector .

CO7: Students will be able to identify how services can generate new services interconnectedly.

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

Academic Year 2020-2021

Class : SYBBA (Sem IV)

Subject : Business Exposure

Course Code : PR22

Course Objectives:

- 1) To introduce to the students to the general nature and structure of source selected industries and business organization.
- 2) To enhance the awareness of the students towards the functioning of business organizations.
- 3) To introduce the students with organizational structure, Plant layout, Facility location concepts and type of production process.
- 4) The Teachers through class interaction to brief the students about planning for Industrial visits.
- 5) The students to organize individual/group visits (minimum 4) to the business units.
- 6) The students to maintain diary of visits and to write the reports for favor of submission to the Teacher.
- 7) The visits be organized strictly as per prior planning and permission of college authority.

Course Outcome :

CO1: Course will provide the opportunity to interact with Industry Experts for students

CO2: It gives the students an exposure to current work practices as opposed to theoretical knowledge being taught at their college classrooms.

CO3 : Industrial visits are arranged by colleges for their respective students with an objective of providing them an opportunity to explore the different industry sectors like IT, manufacturing, services, finance and marketing.

CO4 : Industrial visit helps students to combine their theoretical knowledge of business operations with the practical knowledge of its actual functioning.

CO5 : Industrial realities are opened to the students through industrial visits.

CO6 : When pursuing a professional degree like BBA, industrial visit has its own importance for students because only the theoretical knowledge is not sufficient for their proper understanding of the actual business operations at the ground level..

CO7: Another important perk of going for an industrial visit is that it acts as a bridge between the student and their dream company. The chances of building-up a good relationship with the employees and actually getting an opportunity for an internship or even placement in that company is maximum based on their outstanding performance in spot assignments and showing good manners.

Assessment:

The division of marks will be as under:

- | | |
|--|----------|
| a) Scrutiny of reports by the teacher: | 50 Marks |
| b) Viva based on field visits: | 50 Marks |

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati

Department of Business Administration [BBA]

Name of Course: Skill Development using Time Management.

Course Duration: **8 Weeks**

Credits: **2 .**

Fees: **500 Rs.**

Eligibility: Any undergraduate student.

About Course:

This course will teach you how Time Management is more important in today's world. The successful time management will help you to become more effective in completing the tasks that you have complete so that there is more time available for you to spend on the things that are important to you. Time management also helps you have a greater sense of control over your life-both at work and at home. Then when something arises that you were not prepared for, you're more likely to be able to deal with it productively rather than getting stopped by it.

Objectives of the course:

1. To know the basic knowledge of Time Management
2. To understand acquired practical time management skills for scheduling, planning and prioritising work.
3. To understand the long term, short term and mid-range goals of time management.
4. To learn the time analysis of each activity and manage the Interruptions.

Course Outcome:

CO1: Improved ability to prioritize tasks and manage time effectively.

CO2: Increased productivity and efficiency in completing tasks.

CO3 :Enhanced ability to meet deadlines and achieve goals.

CO4: Development of effective strategies for planning and coordinating activities.

CO5: Improved ability to handle stress and work under pressure.

CO6: Increased self-discipline and organization skills.

CO7: Prioritize tasks and make effective to-do lists.

Content / Syllabus of Course:

<u>Sr. No</u>	<u>Unit Name</u>	<u>Topic</u>	<u>Hrs. Alloted</u>
1	Introduction on Time Management and Time Analysis	<ul style="list-style-type: none">• Importance of Time Management, Time Analysis, Brief Exercise• How is your time management : Self test, Daily Activity Log• Analyze time spend in an average week on sleep, meals, chores, exercise, transportation, work, family responsibilities, classes & studying	10
2	Time Management Goals	<ul style="list-style-type: none">• Long Term goal of Time Management• Mid-range goal of Time Management• Short Term goal of Time Management	05
3	Scheduling of Plan	<ul style="list-style-type: none">• Introduction on plan scheduling, scheduling options (Long term, short term, medium term)• Term schedule, weekly schedule, Daily prioritized work	10
4	Managing Interruptions	<ul style="list-style-type: none">• Introduction on managing interruptions• Take responsibility for interruptions you cause• Tips for managing interruptions	05
Total Hrs.			30

Examination or Evaluation pattern:

Exam Pattern: Theoretical Examination.

Marks 50

25 Marks : Objectives questions.

25 Marks : Practical question.

Environmental Awareness Program[EVS]

Second Year BBA [Semester 3]

Syllabus Structure :

Unit 1 : Ecology & Ecosystem.

Unit II Biological Diversity & its Conservation.

Unit 3 : Natural Resources, Energy & their Management.

Unit 4 : Pollution Control & Environmental Technology.

Unit 5 : Project work.[Field Study]

Examination Pattern : Total 100 Marks [75 Marks Theory and 25 Marks Project]

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

[Autonomous]

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

1. Title of The Degree:

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

2. Objectives:

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

2. Duration :

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

4. Eligibility:

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

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

Syllabus Structure

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

Available Specializations:

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

Credit Structure :

Sr. No.	Class	Semester	Code	Paper	Paper Title	Credit	Exam	Marks
1	FYBBA	I	BBA1101	Theory		3	I/ E	40 + 60
2	FYBBA	I	BBA1102	Theory		3	I/ E	40 + 60
3	FYBBA	I	BBA1103	Theory		3	I/ E	40 + 60
4	FYBBA	I	BBA1104	Theory		3	I/ E	40 + 60
5	FYBBA	I	BBA1105	Theory		3	I/ E	40 + 60
6	FYBBA	I	BBA1106	Theory		3	I/ E	40 + 60
7					Physical Education	2		
8	FYBBA	II	BBA1201	Theory		3	I/ E	40 + 60
9	FYBBA	II	BBA1202	Theory		3	I/ E	40 + 60
10	FYBBA	II	BBA1203	Theory		3	I/ E	40 + 60
11	FYBBA	II	BBA1204	Theory		3	I/ E	40 + 60
12	FYBBA	II	BBA1205	Theory		3	I/ E	40 + 60
13	FYBBA	II	BBA1206	Theory		3	I/ E	40 + 60
14					Certificate Course	2		
15	SYBBA	III	BBA2301	Theory		3	I/ E	40 + 60
16	SYBBA	III	BBA2302	Theory		3	I/ E	40 + 60
17	SYBBA	III	BBA2303	Theory		3	I/ E	40 + 60
18	SYBBA	III	BBA2304	Theory		3	I/ E	40 + 60
19	SYBBA	III	BBA2305	Theory		3	I/ E	40 + 60
20	SYBBA	III	BBA2306	Theory		3	I/ E	40 + 60
21					EVS	4		
22					Certificate Course	2		
23	SYBBA	IV	BBA2401	Theory		3	I/ E	40 + 60
24	SYBBA	IV	BBA2402	Theory		3	I/ E	40 + 60
25	SYBBA	IV	BBA2403	Theory		3	I/ E	40 + 60
26	SYBBA	IV	BBA2404	Theory		3	I/ E	40 + 60
27	SYBBA	IV	BBA2405	Theory		3	I/ E	40 + 60
28	SYBBA	IV	BBA2406	Theory		3	I/ E	40 + 60
29					Project	4		
30					Certificate Course	2		
31	TYBBA	V	BBA3501	Theory		3	I/ E	40 + 60
32	TYBBA	V	BBA3502	Theory		3	I/ E	40 + 60
33	TYBBA	V	BBA3503	Theory		3	I/ E	40 + 60
34	TYBBA	V	BBA3504	Theory		3	I/ E	40 + 60
35	TYBBA	V	BBA3505	Theory		3	I/ E	40 + 60
36	TYBBA	V	BBA3506	Theory		3	I/ E	40 + 60
37					Project			
38					Certificate Course	2		

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

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

Academic Year 2020-2021

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

Paper Code: BBA3501

Paper : 1 Title of Paper: Supply chain logistics management

Credit : 3 No. of Lectures: 48

A. Course Objectives:

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

B. Course Outcome:

CO1: Students will demonstrate an understanding of the key challenges and issues in materials and logistics management.

CO2: Students will be able to identify and analyze various marketing channels.

CO3: Students will acquire knowledge about different types of inventories and demonstrate proficiency.

CO4: Students will stay updated on current trends in supply chain management.

CO5: Students will gain insights into e-business practices within the context of supply chain management.

CO6: Students will be able to critically analyze and adapt to the evolving landscape of supply chain management.

CO7: Evaluate the performance of inventory management systems using relevant key performance indicators

Unit No. 1: Supply Chain Management

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

Total No. of Lectures- 10

Unit No. 2: Physical distribution

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

Total No. of Lectures- 10

Unit No. 3: Procurement

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

Total No. of Lectures- 10

Unit No. 4: Inventory

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

Total No. of Lectures- 10

Unit No. 5: Current Trends in Supply Chain Management

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

Total No. of Lectures- 08

Reference Books:

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

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y. BBA (Semester-V)

Subject: Supply chain logistics management

Course: **Subject:** Supply chain logistics management **Course Code:** BBA3501

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

Programme Outcomes(POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	2									
CO2		3						2		
CO3							3			
CO4			3						3	
CO5				3						2
CO6					3	2				
CO7			2		3					3

Justification for the mapping

PO1. Application of knowledge: -

CO1: Students will demonstrate an understanding of the key challenges and issues in materials and logistics management, applying theoretical knowledge to real-world scenarios.

PO2. Understanding of Business Functions:-

CO2: Students will identify and analyze various marketing channels within the supply chain, recognizing their roles and significance in overall supply chain management, demonstrating an understanding of business functions within the context of logistics.

PO3. Use critical thinking and systematic research approach: -

CO4: Students will stay updated on current trends in supply chain management, critically evaluating their impact, and proposing strategies for integrating emerging trends into real-world supply chain scenarios, showcasing critical thinking and research skills.

CO7: The course outcome involves evaluating inventory management systems, which necessitates critical thinking and a systematic research approach to analyze key performance indicators and make informed decisions.

PO4. Ethical Decision-Making:-

CO5: Students will gain insights into e-business practices within the context of supply chain management, including e-procurement, e-logistics, and e-commerce, and be able to assess their implications on overall supply chain efficiency, considering ethical considerations in decision-making.

PO5. Develop Critical attitude:

CO6: Students will critically analyze and adapt to the evolving landscape of supply chain management, demonstrating an understanding of contemporary issues, technologies, and practices shaping the field, fostering a critical attitude towards industry changes.

CO7: The evaluation process requires a critical attitude to identify strengths, weaknesses, and areas for improvement in inventory management systems. Students develop a critical mindset through the analysis of key performance indicators.

PO6. Leadership and Teamwork:

CO6: Additionally, students will develop leadership and teamwork skills through collaborative projects and case studies, applying leadership principles and working effectively in team environments.

PO7. Application of knowledge in various disciplines:-

CO3: Students will acquire knowledge about different types of inventories and demonstrate proficiency in applying basic inventory models such as the Economic Order Quantity (EOQ) Model and ABC Analysis for effective inventory management, applying knowledge from different disciplines within the field.

PO8. Professional development activities: -

CO2: To support professional development, students will engage in activities related to identifying and analyzing marketing channels within the supply chain, enhancing their professional skills.

PO9. Social Responsibility:

CO4: Students will stay updated on current trends in supply chain management, evaluating their impact on social responsibility, and proposing strategies for responsible and sustainable supply chain practices.

PO10. Entrepreneurial Mindset:

CO5: Students will gain insights into e-business practices within the context of supply chain management, assessing their implications on overall supply chain efficiency and fostering an entrepreneurial mindset in adapting to changes and identifying opportunities.

CO7: Evaluate the performance of inventory management systems using relevant key performance indicators

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

Academic Year 2020-2021

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

Paper Code: BBA3502

Paper : 2 Title of Paper: Entrepreneurship development.

Credit : 3 No. of Lectures: 48

A. Course Objectives:

1. To create entrepreneurial awareness among the students.
2. To help students to up bring out their own business plan.
3. To develop knowledge and understanding in creating and managing new venture.
4. To Introduce various qualities required.
5. To understand role of Entrepreneurship development Programs.

B. Course Outcome:

CO1: Identify qualities of entrepreneurs.

CO2: Students will able to write Business proposal.

CO3: Understand various schemes supporting entrepreneurship

CO4: Students will able to think creative and innovative.

CO5: For a given problem, Student will be able to develop business idea

CO6: Able to identify the barriers for woman entrepreneurs.

CO7: Understand role of Entrepreneur Development Programs.

Unit No. 1: Entrepreneur and Entrepreneurship.

1.1 Concept of Entrepreneur, Manager, Intrapreneur

1. Definition, meaning and functions of an entrepreneur
2. Concept of Manager
3. Roles and Responsibilities of Manager
4. Concept of Intrapreneur

1.2. Need and Importance of Entrepreneurship

1.3. Enterprise v/s Entrepreneurship

- 1.4. Self-Employment v/s Entrepreneurship
- 1.5. Problem of Unemployment and Importance of wealth creation
- 1.6. Entrepreneurial career as an option

Total No. of Lectures- 10

Unit No. 2: Entrepreneurship development:

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

Total No. of Lectures- 12

Unit No. 3: Business Plan:

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

Total No. of Lectures- 08

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

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

Causes and Preventive Measures – Turnaround Strategies. Future of Entrepreneurship Development and Government, Start Up India, Make in India. –

Total No. of Lectures- 12

Unit No. 5: Practical Approach to Entrepreneurship development

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

Total No. of Lectures- 06

Reference Books:

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

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

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

Subject: Entrepreneurship development.

Course: Entrepreneurship development.

Course Code: BBA3502

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
CO1										
CO2	3									
CO3		3		2				3		
CO4					3					3
CO5	2		3			3				
CO6										
CO7										3

Justification for the mapping

PO1: Application of Knowledge

CO2: Effective communication is a crucial skill in the business world, and being able to communicate with other team members while taking accountability ties directly to collaborative work environments found in many business settings.

CO5: Developing business idea students will apply knowledge and principles to business practices in the areas of accounting, finance, marketing, management, economic and human resource management.

PO2: Understanding of Business Functions

CO3: Understanding various schemes supporting entrepreneurship implies knowledge of the broader business environment, including policies, support systems, and initiatives that influence and facilitate entrepreneurial activities.

PO3: Critical thinking and systematic research approach

CO5: Developing a business idea in response to a given problem requires critical thinking skills. It involves identifying and understanding the issues, collecting relevant information, evaluating evidence, and drawing conclusions to formulate a viable solution.

PO4: Ethical Decision making ability.

CO3: Understanding various schemes supporting entrepreneurship could involve awareness of ethical aspects, such as fairness, inclusivity, and social responsibility.

PO5: Critical Attitude for Lifelong learning.

CO4: Thinking creatively and innovatively involves approaching problems with an open mind, questioning assumptions, and seeking new and original solutions. This process aligns with the development of a critical attitude that is essential for lifelong learning.

PO6: Leadership and team work skills

CO5: Developing a business idea often involves collaboration, communication, and the ability to work with others to achieve a common goal. Leadership and teamwork skills are essential in the process of brainstorming, problem-solving, and bringing a business idea to fruition.

PO8: Professional development activities

CO3: Understanding various schemes supporting entrepreneurship implies an awareness of the business environment, which includes networking with industry professionals and engaging in activities related to professional development.

PO10: Entrepreneurial Mindset

CO4: An entrepreneurial mindset often involves thinking creatively to identify opportunities and innovatively pursuing business ideas, focuses on students' ability to think creatively and innovatively, aligns well with the goal of developing an entrepreneurial mindset.

CO7: Entrepreneurial Development Programs are designed to support and enhance the skills and capabilities of individuals interested in entrepreneurship

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

Academic Year 2020 -2021

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

Paper Code: BBA3503

Paper : 3

Title of Paper: Business Law

Credit : 3

No. of Lectures: 48

A. Course Objectives:

1. To understand basic legal terms & concepts used in law pertaining to business.
2. To comprehend applicability of legal principles to situations in business world by Referring to few decided leading cases.
3. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
4. To understand the applications of these laws to practical commercial situations.
5. Understand the elements of a valid contract and the consequences of contract breaches.
6. Understand property rights and interests, including real property and personal property.

B. Course Outcome:

CO1: Know rights and duties under various legal Acts.

CO2: Understand consequences of applicability of various laws on business situations.

CO3: Develop critical thinking through the use of law cases.

CO4: Identify the fundamental legal principles behind contractual agreements.

CO5: Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

CO6: Acquire problem solving techniques and to be able to present coherent, concise legal argument.

CO7: Communicate effectively and professionally on legal matters in a business setting.

UNIT-1 INDIAN CONTRACT ACT, 1872.

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

No. of Lectures 10

UNIT -2 THE SALE OF GOODS ACT, 1930.

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

No. of Lectures 10

UNIT -3 THE COMPANIES ACT, 1956.

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

No. of Lectures 8

UNIT -4

CONSUMER PROTECTION ACT 1986 & INFORMATION TECHNOLOGY ACT 2000.

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

No. of Lectures 12

UNIT-5 RIGHT TO INFORMATION ACT, 2005.

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

No. of Lectures 8

Reference Books:

- (1) Business & Commercial Laws-Sen & Mitra.
- (2) Business Law-N M Wechlekar.
- (3) Company Law-Avatar Singh.
- (4) Business Laws-Kuchhal M C.
- (5) Business Law for Management-Bulchandani K R
- (6) Consumer Protection Act in India-V K Agrtawal.
- (7) Information Technology Act 2000.
- (8) Right to Information Act 2005
- (9) Law of Contract- Avatar Singh.
- (10) Consumer Protection Act in India-Niraj Kumar.
- (11) Business Legislations for Management, M.C. Kuchhal
- (12) Elements of Mercantile Law, N.D.Kapoor
- (13) Business and Corporate Laws, Dr. P.C. Tulsian.
- (14) Legal Aspects of Business, Ravinder Kumar
- (15) Business Laws, S. D. Geet
- (16) Business Laws, S.S. Gulshan
- (17) Legal Aspects of Business, Akhileshwar Pathak

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–III)

Subject: Business law

Course: Business law

Course Code: BBA3503

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
CO1	3		3		2				2	
CO2	3		2	2					2	2
CO3	3		3	3	3				3	3
CO4	3		2						1	3
CO5	3	3	3	2						2
CO6	3		3	2						
CO7	3	2		2						

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: This outcome is fundamental to disciplinary knowledge, as it involves understanding the specific legal provisions, rights, and duties outlined in various legal Acts relevant to business operations.

CO2: This outcome requires applying disciplinary knowledge to analyze and understand the consequences of legal provisions in real-world business situations, demonstrating a practical understanding of how laws operate.

CO3: This outcome involves analyzing and evaluating legal cases to understand legal principles, precedents, and nuances, contributing to a deeper understanding of the field.

CO4: Understanding the fundamental legal principles governing contractual agreements is a core aspect of disciplinary knowledge in contract law.

CO5: This outcome is closely tied to corporate law, tax law, and employment law, providing knowledge of the legal and fiscal structures of various business entities.

CO6: This outcome requires applying disciplinary knowledge to solve legal problems and present coherent arguments.

CO7: By having knowledge about legal concepts, regulations, and procedures, individuals can apply this knowledge in their communication to ensure that they provide accurate and appropriate information.

PO2: Understanding of Business function

CO5: It directly links legal knowledge to the functioning and structure of businesses, providing insights into how legal considerations shape organizational decisions, compliance, and responsibilities, especially in the context of employment.

CO7: It allows individuals to align their communication with the business's goals, translate legal concepts into understandable language, and identify legal risks and opportunities within the business context.

PO3: Critical thinking and systematic research approach

CO1: While understanding legal rights and duties involves some critical thinking, it may not necessarily require an extensive research approach.

CO2: Analyzing consequences involves critical thinking, and understanding the applicability of laws may require systematic research to assess their impact on business situations.

CO3: This outcome explicitly focuses on developing critical thinking skills through the analysis of law cases, which inherently involves a systematic research approach.

CO4: While understanding legal principles involves critical thinking, it may not necessarily require an extensive systematic research approach.

CO5: This outcome involves understanding complex legal and fiscal structures, requiring critical thinking, and systematic research to comprehend the intricate details of different business forms and employer responsibilities.

CO6: Problem-solving techniques involve critical thinking, and the ability to present a coherent legal argument may require systematic research to gather relevant information and legal precedents.

PO4: Ethical Decision-making ability

CO2: Understanding legal consequences often involves ethical considerations, and ethical decision-making is crucial when assessing the impact of laws on business situations.

CO3: Critical thinking is essential for ethical decision-making, and analyzing law cases often involves evaluating ethical implications.

CO5: Understanding legal and fiscal structures includes ethical considerations, especially when it comes to the responsibilities of businesses as employers.

CO6: Problem-solving and presenting coherent legal arguments often involve ethical considerations, as ethical decision-making is integral to legal practice

CO7: The ability to communicate effectively and professionally on legal matters in a business setting is crucial for critical decision making as it ensures that decisions are well-informed, legally compliant, and have the best interests of the organization in mind.

PO3: Critical Attitude for Lifelong learning

CO1: Acquiring knowledge of rights and duties is part of learning, but it may not directly address the broader concept of a critical attitude for lifelong learning.

CO3: Developing critical thinking is essential for lifelong learning, and engaging with law cases provides an opportunity for continuous learning and improvement of analytical skills.

PO9: Social Responsibility

CO1: Understanding rights and duties can contribute to social responsibility, but this outcome focuses more on legal compliance than a broader sense of social responsibility.

CO2: Focusing on legal compliance and proficiency, this can indirectly contribute to social responsibility.

CO3: Related to social responsibility as it involves the development of critical thinking skills that can contribute to ethical decision-making.

CO4: It is more centered on legal principles within contractual agreements.

PO10: Entrepreneurial Mindset

CO2: An entrepreneurial mindset involves recognizing the interconnection between HR and the broader business context.

CO3: The ability to plan human resources and implement techniques of job design helps entrepreneurs in structuring their organizations and allocating resources in a way that maximizes productivity and efficiency.

CO4: Understanding the conceptual framework of organizational behavior (OB) and its practical applications can help entrepreneurs in creating a positive and supportive work environment, which is essential for the success of their ventures.

CO5: Critically evaluating and analyzing various theories and models in the field of HRM and OB enables entrepreneurs to make informed decisions and adapt their strategies based on the latest research and trends.

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

Academic Year 2020-2021

Class : T.Y. B. B. A. (Semester- V)
Paper Code : BBA3504
Paper : 4 Title of Paper: Research Methodology.
Credit : 3 No. of lectures: 48

A. Course Objectives:

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

B. Course Outcome:

- CO1:** After Completion of course student will understand the basic frame work of research process.
CO2: Course will help to develop understanding of basic research process and design.
CO3: Students will understand basic types of data used for research.
CO4: Students will get detailed knowledge of data collection technique for research.
CO5: Students will be able to identify sampling process, types of sampling after completion of course.
CO6: Course will help the students to study concepts related to hypothesis and errors in testing of hypothesis.
CO7: After completion of course students will understand the concept of data analysis and research report writing.

Unit No. 1 Introduction to Research.

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

No of Lectures 12

Unit No. 2 Data collection Techniques:

- 2.1 Primary Data: Concept and Definitions
- 2.2 Techniques to collect primary data.
 - 2.2.1 Survey Method: Types of surveys.
 - 2.2.2. Questionnaire Method: Types of questions, Essentials of good questionnaire.
 - 2.2.3 Interview Method: Types of Interviews

- 2.2.4 Experimentation & Observation Methods: Types of observations
- 2.2.5 Focus Group Methods like Panel groups & Group Discussions
- 2.3 Secondary Data: Concept and Definition
- 2.4 Techniques to collect secondary data
- 2.5 Evaluating Quality of Data
- 2.6 Advantages and Disadvantages of Secondary Data

No of Lectures 12

Unit No. 3 Data Processing & Analysis

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

No of Lectures 12

Unit No. 4 - Writing Skills for Research:

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

No. of Lectures- 12

References:

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

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: TYBBA (Sem V)

Subject: Research Methodology

Course: Research Methodology

Course Code: BBA3504

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

Course Outcomes	Program Outcomes									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		3	1	2		1			2
CO2			3							2
CO3	2	2	2							
CO4	1	1	3							
CO5	1		3							
CO6			3							
CO7			3							2

Justification for Mapping

PO1: Application of Knowledge

CO1: Students will be able to understand basic research frame work after completion of this course. Frame work can be applied in any function of organization.

CO3: Types of data that can be used for analysis of research problem will be understood by students.

CO4: Various data collection techniques can be identified by students for various functions in organization.

CO5: Sampling techniques will help students to select the required set from where data can be collected for organizational functions and problems.

PO2: Understanding the basic Business functions.

CO3: Students will be able to analyse the different types of data that can be used in decision making or problem-solving approaches.

CO4: After completion of this course students will be able to identified data collection techniques to perform various research functions.

PO3: Critical Thinking and Systematic research approach

CO1: After completion of this course student will be able to identify frame work of research.

CO2: With the help of this course students will be able develop understanding of basic research process and types of research design.

CO3: Students will be able to identify types of data that can be used in various decisions.

CO4: After completion of this course students will be able to identify various standard data collection techniques.

CO5: Course will help to understand various sampling terminologies to students.

CO6: Course will help the student to understand hypothesis types, its testing methodology and possible errors in testing.

CO7: Students will acquire the knowledge of data analysis concepts and report writing process.

PO4: Ethical Decision making.

CO1: Students will be able to understand basic research frame work after completion of this course. Frame work can be applied in any function of organization.

PO5: Critical Attitude for Life Long learning

CO1: Students will be able to understand basic research frame work after completion of this course. Frame work can be applied in any function of organization.

PO7: Application of Management in Various disciplines.

CO1: Students will able to understand basic research framework which can be applied in management disciplines.

PO10: Entrepreneurial mindset

CO1: Students will be able to understand basic research frame work after completion of this course. Frame work can be applied in any function of organization.

CO2: With the help of this course students will be able develop understanding of basic research process and types of research design. This can be applied for new project development process.

CO7: Students will acquire the knowledge of data analysis concepts and report writing process which ultimately helps the students to prepare business reports.

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

Academic Year 2021-2022

Finance Specialization paper 1

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

Paper Code: BBA3505 A

Paper : 5 Title of Paper: Analysis of Financial Statements

Credit : 3 No. of Lectures: 48

A) Course Objectives:

1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.
2. To make the student well acquainted with current financial practices
3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.
4. To understand recent trend in accounting & finance.
5. To provide an understanding of the key elements of financial statements, importance, and types of analysis of financial statements
6. To provide different Tools and Techniques used for analysis and evaluation of financial statements of listed Companies, predict corporate bankruptcy and prepare reports for decision making.
7. To familiarize students with various models for assessing credit risk, cash flow statements, off-balance sheet analysis and reporting for business decisions.

B) Course Outcome:

- CO1:** The outcome of this course is to aware students about the financial system and financial services and also makes them aware about the financial market or recent trend in accounting & finance.
- CO2:** Demonstrate their understanding on various items of financial statements, their importance and types of analysis used in evaluating financial performance of a company.
- CO3:** Apply, interpret, and analyze the published financial statements, in various decision- making contexts using common size statement analysis, trend analysis, and ratio analysis and be able to communicate the results to appropriate authorities.
- CO4:** Prepare and interpret segmental analysis and inter-firm comparisons through application of appropriate ratios and clearly interpret the Result.
- CO5:** Interpret annual reports and accompany notes in addition to management discussion and analysis to assess the financial performance and efficiency of operations of a company.
- CO6:** Preparation of Financial Statements as per schedule VI of the Amended Companies Act 2013
- CO7:** Learn to identify and assess financial risks based on the analysis of financial statements. Understand how to evaluate a company's ability to meet its short-term and long-term obligations.

Unit No. 01 Financial Statements of Corporate Organizations

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

Total No. of Lectures- 08

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

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

Total No. of Lectures- 08

Unit No. 3: Ratio Analysis

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

Total No. of Lectures- 10

Unit No. 04 Cash Flow Analysis

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

4.8 Practical Problems on Indirect Method

Total No. of Lectures-11

Unit No.05 Funds Flow Analysis

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

Total No. of Lectures- 11

Reference Books:

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

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y. BBA (Sem –V) **Subject:** Analysis of Financial Statements

Course: Analysis of Financial Statement **Course Code:** BBA-3505-A

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

	Programme Outcomes (POs)									
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	2			2	2	3
CO2		3		1		2			1	
CO3	3	1			2		3	2		
CO4			3	2		3				
CO5			1		1		2		2	5
CO6			1	2		1				
CO7	1				1		1	2		

Justification for the mapping

PO1: Application of Knowledge

CO1: Understanding accounting principles is crucial for maintaining accurate financial records, preparing financial statements, and ensuring compliance with financial regulations. Implementing effective accounting systems helps businesses track their financial transactions, manage budgets, and make informed decisions based on financial data

CO3: Common Size Statement Analysis: This involves expressing each line item as a percentage of the total, providing a comparative view. This is crucial in accounting to assess the relative proportions of different elements in financial statements.

Trend Analysis: Examining financial statements over time helps identify patterns, irregularities, and potential areas of concern or improvement. This is directly applicable in accounting for understanding financial performance trends.

Ratio Analysis: Ratios such as liquidity, profitability, and leverage ratios are fundamental in accounting. They provide insights into a company's financial health, efficiency, and overall performance.

CO7: The knowledge of identifying and assessing financial risks through the analysis of financial statements is highly applicable in various professional roles, contributing to informed decision-making, risk management, and strategic planning within organizations.

PO2: Understanding of Business Function

CO1: Program Outcome as it demonstrates the application of knowledge and principles in the areas of accounting and finance. Understanding the financial system and services is crucial for making informed business decisions.

CO2: Understanding the various business functions is crucial for evaluating financial performance, as different departments contribute to the overall financial health of a company. Let's break down how knowledge of business functions can be matched with a demonstration of understanding various items on financial statements and the types of analysis used in evaluating financial performance:

CO3: This directly corresponds to applying knowledge to business practices in accounting and finance. The ability to analyze financial statements is a practical skill that is valuable in real-world business scenarios.

PO3: Use Critical Thinking and Systematic Approach

CO1: This outcome aligns with the broader objective of promoting critical thinking by exposing students to the complexities of the financial system and trends in accounting and finance. It requires students to stay informed about recent developments and analyze their implications.

CO4: This outcome directly involves the application of a systematic research approach to prepare and interpret segmental analysis and inter-firm comparisons through appropriate ratios. Students need to critically analyze financial data and draw meaningful conclusions.

CO5: Interpreting annual reports, notes, and MD&A involves a systematic approach to extract relevant information. This aligns with the PO as students need to collect, examine, and evaluate information to assess the financial performance and efficiency of operations.

CO6: The preparation of financial statements requires a systematic understanding of accounting standards and regulations, demonstrating a systematic research approach. Students need to critically apply their knowledge to ensure compliance with the specified legal framework

PO4: Ethical Decision Making

CO1 - This outcome may indirectly contribute to ethical decision-making by providing students with a foundational understanding of the financial system. Knowledge about financial markets and recent trends can help students make informed and ethical financial decisions.

CO2 - Analyzing financial statements requires a comprehensive understanding of accounting principles. Ethical decision-making can be supported through accurate and transparent financial reporting, which is essential for stakeholders to make informed decisions.

CO4 - Ethical decision-making often involves comparing and evaluating different entities. Segmental analysis and inter-firm comparisons, when conducted ethically, can provide insights into fair business practices and ethical behavior within the industry.

CO6 - Compliance with the schedule VI of the Companies Act indicates adherence to legal and regulatory standards. Following ethical accounting practices in the preparation of financial statements is crucial for transparency and integrity, supporting ethical decision-making.

PO5: Critical attitude for Life –long Learning

CO1: A critical attitude fosters continuous curiosity and questioning, helping students stay updated on the dynamic financial system and services. Lifelong learning encourages them to explore recent trends, advancements, and changes in accounting and finance, ensuring they stay informed throughout their careers.

CO3: A critical attitude enhances the ability to apply, interpret, and analyze published financial statements. Lifelong learners critically examine common size statements, trend analysis, and ratio analysis, allowing them to make informed decisions in different contexts and effectively communicate results to relevant authorities.

CO5: Lifelong learners with a critical attitude will go beyond surface-level interpretations of annual reports. They will delve into the accompanying notes, management discussion, and analysis, critically assessing the financial performance and operational efficiency of a company for a more holistic understanding.

CO7: Critical thinking is essential for identifying and assessing financial risks based on the analysis of financial statements. Lifelong learners can critically evaluate a company's ability to meet its short-term and long-term obligations, ensuring a more robust risk assessment process.

PO6: Leadership and Teamwork:

CO2: Leadership skills may come into play when students need to collaborate on understanding and analyzing financial statements. Effective teamwork could lead to a more comprehensive understanding of various items in financial statements.

CO4: Leadership and teamwork skills can be valuable in the preparation and interpretation of segmental analysis and inter-firm comparisons. Leading a team in this process ensures a thorough and collaborative approach.

CO6: Leadership skills may play a role in organizing and leading a team through the process of preparing financial statements in accordance with Schedule VI.

PO7: Application of Management in various disciplines

CO3: Emphasizing the need for students to analyze financial statements in different decision-making contexts, considering global political, cultural, and legal factors.

CO5: The global context in which students should interpret annual reports, considering political, cultural, and legal influences.

CO7: Emphasizing the need for students to evaluate risks in a global context, considering political, cultural, and legal factors that may affect financial performance.

PO8: Professional Development Activities

CO1: Focuses on making students aware of the financial system, services, and market trends, networking with industry professionals allow students to gain practical insights into these areas. Professionals can share their experiences, discuss current trends, and provide context to theoretical knowledge.

CO3: The ability to communicate effectively with industry professionals is enhanced by a deep understanding of financial statements. Networking can lead to discussions about the interpretation and analysis of financial statements.

CO7: The networking opportunities and exposure to real-world scenarios can contribute significantly to understanding financial risks and evaluating a company's ability to meet short-term and long-term obligations.

PO9: Professional Development Activities

CO1: The understanding of corporate social responsibility and sustainability contributes to a broader awareness of the financial system. Graduates who are socially responsible can make informed decisions that consider the financial implications on society.

CO2: Social responsibility involves considering the impact of financial decisions on various stakeholders. Graduates with a sense of social responsibility are likely to consider the ethical and social implications when interpreting and analyzing financial statements.

CO5: Understanding the social and environmental disclosures in annual reports is crucial for graduates who are socially responsible. They can assess a company's commitment to sustainability and ethical practices beyond just financial metrics

PO10: Entrepreneurial Mindset

CO1: Successful entrepreneurs understand the importance of financial literacy. They are familiar with financial statements, budgeting, and financial planning.

An entrepreneurial mindset can enhance the value of a course focused on the financial system and services by encouraging students to approach the subject with creativity, risk-taking abilities, and a keen eye for opportunities. The practical knowledge gained from the course can be directly applied to entrepreneurial endeavors in the financial sector.

CO5: Entrepreneurial individuals often need to identify opportunities in the market, and being aware of financial trends is crucial in making informed decisions about potential business ventures.

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

Academic Year 2021-2022

Finance Specialization paper 2

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

Paper Code: BBA3506 A

Paper : 6

Title of Paper: Long Term Finance

Credit : 3

No. of Lectures: 48

A. Course Objectives:

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

B. Course Outcomes:

- CO1:** The outcome of this course is to aware students about the source of finance & capital structure and also makes them aware about the capital budgeting & private financial institute.
- CO2:** Complete knowledge of Financial System of India.
- CO3:** Clarity about the basic concepts of money, money supply and money creation.
- CO4:** Understanding of technical terms relating to Financial System like Derivatives, Stock etc.
- CO5:** Development of basic understanding relating to Life Insurance and General Insurance.
- CO6:** Understanding the information and Practical use of specialized Private Financial Institutions
- CO7:** Understanding the information about the dividend Decisions.

Unit No. 1 Sources of Finance

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

Total No. of Lectures- 10

Unit No. 2 Capital Structure

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

Total No. of Lectures- 14

Unit No. 3: Capital Budgeting:

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

Total No. of Lectures- 08

Unit No. 4 Specialized Private Financial Institutions

- Objectives and Functions Of
 - 4.1 IFCI
 - 4.2 IDBI
 - 4.3 ICICI
 - 4.4 SFCs
 - 4.5 UTI

Total No. of Lectures- 10

Unit No. 5 Dividend Decisions

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

Total No. of Lectures- 06

Reference Books:

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

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem –V)

Subject: Long Term Finance

Course: Long Term Finance

Course Code: BBA-3506-A

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

	Programme Outcomes (POs)									
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1	2	1	2	2	2
CO2			2	1	1	3	2	1		1
CO3	3	2	1	1	2	1		2		3
CO4	1	3	2	1	1	1		2		1
CO5			3			1		2		3
CO6	1	3	2	1	1	2	1	3		1
CO7			1			1		2		3

Justification for the mapping

PO1: Application of knowledge

CO1: The statement mentions applying knowledge to business practices in the areas of accounting and finance. This aligns with CO1, which focuses on making students aware of the source of finance, capital structure, capital budgeting, and private financial institutes.

CO3: The statement does not explicitly mention basic concepts of money, money supply, and money creation. However, the reference to accounting and finance may encompass some understanding of these concepts.

CO4: The statement doesn't explicitly mention technical terms like derivatives and stocks, but the reference to applying knowledge in finance might involve an understanding of such terms.

CO6: The statement aligns with CO6, as it mentions understanding the information and practical use of specialized private financial institutions.

PO2: Understanding of Business Function

CO1: This aligns with the broader goal of providing students with foundational knowledge about where businesses get their funding, how they structure their capital, and the decision-making

processes involved in capital budgeting. Private financial institutions are likely included to give students exposure to external sources of finance.

CO3: This outcome focuses on fundamental concepts related to monetary economics. Students are expected to understand the role of money, how money is created, and its impact on the broader economy.

CO4: This outcome emphasizes the importance of understanding technical terms commonly used in the financial sector. This knowledge is crucial for effective communication and decision-making within the financial industry.

CO6: This outcome suggests that students should not only be aware of private financial institutions but also understand how to use the information in practical scenarios. This practical application could involve financial analysis, investment decisions, or strategic planning.

PO3: Use Critical Thinking and Systematic Approach

CO1: The critical thinking and research approach mentioned can be applied to understand and analyze various sources of finance, capital structure decisions, capital budgeting processes, and the operations of private financial institutions. It involves evaluating evidence and drawing conclusions regarding financial decision-making.

CO2: The critical thinking and systematic research approach are essential for gaining a comprehensive understanding of the financial system of India. Students would need to identify issues, collect relevant information, and evaluate evidence to develop complete knowledge in this area.

CO3: Critical thinking is crucial for achieving clarity on basic concepts related to money, money supply, and money creation. Systematic research can help in collecting and examining information to draw accurate conclusions about these fundamental financial concepts.

CO4: The mentioned approach is well-suited for understanding technical terms such as derivatives and stocks. Critical thinking is needed to grasp the nuances of these terms, and systematic research can aid in collecting relevant information.

CO5: The critical thinking and systematic research approach is applicable to develop a basic understanding of life insurance and general insurance. Issues related to insurance can be identified, information can be collected and examined, and conclusions can be drawn for problem-solving.

CO6: The emphasis on practical use aligns with the critical thinking and research approach. Students can apply these skills to understand the operations and significance of specialized private financial institutions.

CO7: Critical thinking is essential for evaluating information related to dividend decisions. Systematic research can be employed to collect relevant data, examine factors affecting dividend decisions, and draw conclusions for solving problems in this area.

PO4: Ethical Decision Making

CO1: Ethical decision-making is crucial in determining the source of finance and capital structure. Students need to consider ethical implications when choosing how to fund a business and structure its capital.

CO2: Ethical decision-making plays a role in understanding and navigating the financial system. Students must be aware of ethical considerations within the financial system of India.

CO3: Ethical considerations may arise in the creation and supply of money. Understanding the ethical implications of these processes is essential for responsible financial management.

CO4: Ethical decision-making is crucial when dealing with financial instruments like derivatives and stocks. Students must comprehend the ethical aspects of trading and investment.

CO6: Understanding the ethical dimensions of transactions and relationships with private financial institutions is vital for responsible financial management.

PO5: Critical attitude for Life Long Learning

CO1: The development of a critical attitude for life-long learning aligns well with CO1. A critical attitude involves questioning and seeking a deep understanding, which is essential for comprehending concepts related to finance, capital structure, and capital budgeting.

CO2: Developing a critical attitude towards learning is beneficial for gaining a comprehensive understanding of the financial system of India. It encourages students to delve deeply into the subject matter and stay updated on changes in the financial landscape.

CO3: Fostering a mindset that seeks clarity and deep understanding of fundamental concepts, such as money, money supply, and money creation.

CO4: A critical attitude aids in understanding technical terms by promoting an inquisitive approach. It encourages students to explore the meaning and implications of technical terms, facilitating a deeper understanding of concepts like derivatives and stocks.

CO6: It promotes active engagement with information and encourages students to critically evaluate the practical applications of specialized private financial institutions.

PO6: Leadership and Teamwork

CO1: Leadership and teamwork skills are crucial in the financial domain, especially when making capital budgeting decisions or dealing with private financial institutions. Collaborative efforts are often needed to assess funding options, allocate capital, and manage financial resources effectively.

CO2: Leadership skills are valuable when navigating the complex financial landscape of a country. Collaboration is essential when dealing with diverse aspects of the financial system. Teams may need to work together to understand, analyze, and interpret the financial regulations, policies, and practices within India.

CO3: Leadership qualities can be beneficial when facilitating discussions and understanding the implications of monetary concepts. Working collaboratively with a team can help in brainstorming ideas and gaining clarity on intricate monetary concepts.

CO4: Collaboration is important when learning and understanding technical terms related to the financial system. Team members may have different expertise, and effective leadership can guide the team in comprehending and applying technical terms, such as derivatives and stocks.

CO5: Leadership and teamwork skills are essential when studying insurance concepts. Collaborative efforts may be required to analyze insurance products, evaluate risks, and make informed decisions. A leader can facilitate effective communication and coordination among team members.

CO6: Leadership and teamwork skills are crucial when dealing with specialized private financial institutions. A leader can coordinate efforts to gather information, analyze data, and make informed decisions regarding the practical use of such institutions.

CO7: Leadership skills are pertinent when making dividend decisions. Leaders can guide the team in assessing financial data, considering various factors, and collaborating to make informed decisions regarding dividends.

PO7: Application of Management in various Disciplines

CO1: Relate to understanding the source of global finance and how global capital structures operate.

CO2: Might connect with the global financial system, considering the international perspective.

CO6: Could have a connection with understanding specialized private financial institutions on a global scale.

PO8: Professional Development activities

CO1: The networking opportunities with industry professionals can enhance students' awareness of various sources of finance and capital structures. Engaging with professionals can provide insights into capital budgeting and the role of private financial institutions in real-world scenarios.

CO2: Networking with industry professionals can provide students with practical insights into the functioning of the financial system in India. They can gain a better understanding of how theoretical knowledge applies to the real financial world.

CO3: Networking with professionals may not directly address these basic concepts, but the exposure to the industry can provide a context for understanding how these concepts are applied in financial decision-making.

CO4: Networking with industry professionals can expose students to the practical use of technical terms like derivatives and stocks, helping them understand how these terms are employed in real-world financial settings.

CO5: The engagement with professionals can provide students with real-world examples and applications of life and general insurance, contributing to the development of their basic understanding.

CO6: As it emphasizes students' engagement with industry professionals, offering them practical insights into specialized private financial institutions.

CO7: Networking opportunities can expose students to discussions and insights about dividend decisions, helping them understand the practical aspects and considerations involved.

PO9: Social Responsibility

CO1: To ensure a match with the social responsibility PO, consider infusing the curriculum with content that highlights the ethical dimensions of financial decisions and encourages students to think about the broader societal implications of their actions in the financial domain. This will help graduates develop a well-rounded understanding of finance that includes a commitment to corporate social responsibility and sustainability.

PO10: Entrepreneurial Mindset

CO1: An entrepreneurial mindset involves understanding the various sources of finance, Entrepreneurs need to be aware of how to secure funding for their ventures and manage capital effectively.

CO2: Entrepreneurs operating in India need a comprehensive understanding of the financial system to navigate through it effectively. This aligns with, as entrepreneurs should be well-versed in the financial landscape of the country in which they operate.

CO3: Entrepreneurs must have a clear understanding of basic money concepts, including money supply and creation, to make informed financial decisions for their businesses. This aligns with.

CO4: An entrepreneurial mindset involves learning and understanding technical terms related to finance and the financial system. Entrepreneurs often engage with derivatives, stocks, and other financial instruments

CO5: Entrepreneurs need a basic understanding of life insurance and general insurance for risk management purposes. This aligns with, as it is essential for entrepreneurs to safeguard their businesses.

CO6: Entrepreneurs often work closely with private financial institutions for funding and other financial services aligns with the practical aspect of an entrepreneurial mindset, where understanding and utilizing specialized private financial institutions is crucial.

CO7: Entrepreneurs, especially those managing publicly traded companies, need to make decisions regarding dividend, aligns with this aspect of financial decision-making in an entrepreneurial context.

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

Academic Year 2020-2021

Marketing Specialization paper 1

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

Paper Code: BBA3505B

Paper : 5 Title of Paper: Retail Management

Credit : 3 No. of Lectures: 48

A. Course Objectives:

1. To provide insights into all functional areas of retailing.
2. To give a perspective of the Indian retail scenario.
3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.
4. To study the current trends in Retail Marketing.
5. To understand Promotion mix in retailing and Retail Strategies.

B. Course Outcome:

- CO1:** Clarify the concept and related terms in retailing.
- CO2:** Understand various formats of retail in the industry.
- CO3:** Understands role and functions of Retailing.
- CO4:** Understand the impact of retailing on the economy.
- CO5:** Identify opportunities and challenges in rural retail marketing
- CO6:** To understand Retail Merchandising, Merchandise Planning and Category Management
- CO7:** Students will learn different retail strategies through this course

Unit No. 1: Retailing:

- 1.1** Overview of retailing: Definition, Scope , Role and Functions of retailers,
- 1.2** Advantages of Retailing, Organized and Unorganized Retailing,

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

Total No. of Lectures- 12

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

- 2.1 Retail Location and Site Selection: Concept of location and site,
2.2 Factors to be considered in retail locations, important retail locations- central business district destination locations-standalone locations-convenience locations, process of retail location and site selection- selection of a city, deciding about trade location in the city, analysis of alternative sites
2.3 Store Design and Store Layout: The concept of store design, element of store design (Interior and exterior), Store layout- Types of layout, factors affecting store layout, store façade
2.4 Visual Merchandising: Concept, Need and importance, tools used for visual merchandising and store atmospherics

Total No. of Lectures- 10

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

- 3.1 Retail Merchandising: Concept and principles of merchandising,
3.2 Merchandise Planning: Concept of merchandise planning, types of merchandise, Process of merchandise planning, introduction of Private label brands
3.3 Category Management: Definition and process

Total No. of Lectures- 08

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

- 4.1 Promotion Mix in Retailing: Concept, need and objectives of promotion mix,\ elements of promotion mix, tool of promotion mix in store advertisements,outdoor advertisement, online advertising,
4.2 Retail Strategies: Differentiation strategy, growth strategy, expansion strategy, pricing strategy

Total No. of Lectures- 10

Unit No. 5: Current trends in retailing:

- 5.1 Role of IT in retailing: Electronic Data Interchange (EDI), Database Management, Data Warehousing, Data Mining, Radio Frequency Identification (RFID), E-tailing, Bar Coding
- 5.2 Rural Marketing -Retail: Concept of rural marketing, Emerging models in rural markets Opportunities and Challenges in rural retail marketing.
- 5.3 Mall Management: Nature and concept of a mall, growth of malls globally and in India, Indian Malls vs. Western countries Malls.

Total No. of Lectures- 08

Reference Books:

1. Retailing Management: Michael Levy and Barton Weitz, TMGH,5th Edition
2. Retail Management: Swapna Pradhan, TTMGH
3. Retail Management: Gibson Vedamani, Jaico Books
4. Fundamentals of Retailing: K V S Madaan, McGraw Hill
5. Retail Marketing Management: David Gilbert, Pearson Publication
6. Retail Management: Arif Sheikh, Himalaya Publishing

Supplementary Reading Material

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

Websites:

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

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

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

Subject: Retail Management

Course: Retail Management

Course Code: BBA3505 B

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
CO1							3	2		
CO2						2				
CO3						2				
CO4		2	1		3					3
CO5	3			3		3		3	3	
CO6										
CO7	2									

Justification for the mapping

PO1: Disciplinary Knowledge

CO5: Effective communication is a crucial skill in the business world, and being able to communicate with other team members while taking accountability ties directly to collaborative work environments found in many business settings.

CO7: Retail strategies are a key component of business operations, and gaining knowledge in this area contributes to a comprehensive understanding of how businesses function.

PO2: Business Functions

CO4: A SWOT analysis involves assessing one's strengths, weaknesses, opportunities, and threats, which is a strategic planning tool often used in business.

PO3: Critical thinking and systematic research approach

CO4: SWOT analysis and STAR analysis both involve a systematic and analytical approach to assessing situations, identifying strengths and weaknesses, and developing strategies or solutions.

PO4: Ethical Decision making ability.

CO5: Ethical decision-making involves considering the impact of decisions on various stakeholders and taking responsibility for one's actions. Communication with other team members while taking

accountability implies that individuals are not only interacting effectively with their team but are also being accountable for their contributions.

PO5: Critical Attitude for Lifelong learning.

CO4: The ability to conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and STAR (Situation, Task, Action, and Result) analysis involves critical thinking skills.

PO6: Leadership and team work skills

CO2: Ability to present oneself in effective manner on the basis of his strengths and weakness contribute to personal development and effective collaboration, which helps in Leadership and Teamwork.

CO3: Developing effective Personality helps in good leadership and teamwork

CO5: Emphasizes communication within a team and the importance of accountability, which are crucial components of successful leadership and teamwork.

PO7: Political, Cultural, and Legal issues impact on business organizations in a global

CO1: Effective communication and interpersonal skills are essential when navigating cultural differences, negotiating in diverse environments, and building relationships with stakeholders from various backgrounds.

PO8: Application of Management in various disciplines

CO1: Interpersonal skills help students to network with industry professionals and engage in professional development activities. Graduates will have honed their networking skills, built a professional network, and developed an understanding of the business environment.

CO5: Emphasizes communication with other team members, which includes networking and engaging with industry professionals.

PO9: Social Responsibility

CO5: Emphasizes communication with other team members while taking accountability, which aligns with the principles of corporate social responsibility. Effective communication within a team can contribute to building a culture of responsibility and awareness of the broader societal impact of business decisions.

PO10 Entrepreneurial Mindset

CO4: An entrepreneurial mindset involves recognizing and capitalizing on opportunities, which focuses on Personal SWOT Analysis and STAR Analysis, aligns well with this objective.

Understanding one's strengths, weaknesses, opportunities, and threats (SWOT) is crucial for identifying personal potential and areas for improvement, which is foundational for entrepreneurship

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

Academic Year 2020-2021

Marketing Specialization paper 2

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

Paper Code: BBA3506B

Paper : 6

Title of Paper : Digital Marketing

Credit : 3

No. of Lectures: 48

A. Course Objectives:

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

B. Course Outcome:

CO1: Understand the concept of digital marketing and its real-world iterations.

CO2: Understand how to create and run digital media-based campaigns.

CO3: Identify and utilise various tools such as social media

CO4: Identify effectiveness of Email Marketing and various Email software and tools used in Digital Marketing.

CO5: understanding of Google Ad words

CO6: Helps in increase in businesses with the help Digital Marketing platform.

CO7: In-depth knowledge of creating website and auditing website.

Unit No.1.Digital Marketing Planning and Structure:

1.1 Inbound vs. Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.

1.2 WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page,

Strategic Design of Products & Services Page, Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page, Call to Action (Real Engagement Happens), Designing Other Pages, SEO Overview, Google Analytics Tracking Code, Website Auditing, Designing WordPress Website.

Total No. of Lectures- 08

Unit No 2. Face book Marketing Fundamentals:

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

Total No. of Lectures- 10

Unit No 3. Google Ad words:

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

3.3 Remarketing Strategies, Remarketing Rules, Remarketing Tracking Code, Linking Google Analytics, Designing Remarketing Images, Shared Budget, GWD Software, Case Studies.

Total No. of Lectures- 10

Unit No 4. YouTube Marketing:

4.1 Video Flow, Google Pages for YouTube Channel, Verify Channel,

Webmaster Tool –Adding Asset, Associated Website Linking, Custom Channel URL,

Channel ART, Channel Links, Channel Keywords, Branding Watermark,

Featured Contents on Channel, Channel Main Trailer, Uploading Videos, Uploading Defaults, Creator Library.

4.2 Channel Navigation, Video Thumbnail, CTA –Annotation, CTA –Extro,

CTA –Cards for Mobile, Redirect Traffic to Website, Post Upload Enhancements,

Live Broadcasting, Managing Playlists, Managing Comments, Managing Messages,

Monetization with AdSense, Paid YouTube Channel, Channel Analytics, Real Time Analytics.

Total No. of Lectures- 10

Unit No 5. Email Marketing–

5.1 Content Writing: Email Machine –The Strategy, Email Frequency, Why People Don't Buy,

The Fuel –Value, Triggers in Email using 4Ps, Sequence of Email Triggers,

Email Example - Topic, Intro, Product, Secondary Value, Fear, Regret,

Ask for Sales, Reinforcement, Offers Announcements, Urgency, Cross Sales,

Re-Engagement, Buyer vs Consumer.

5.2 Email Software and Tools, Importing Email Lists, Planning Email Campaign,

Email Templates and Designs, Sending HTML Email Campaigns,

Web Forms Lead Importing, Integrating Landing Page Forms,

Campaign Reports and Insights, Segmentation Strategy, Segmentation Lists,

Auto-Responder Series, Triggering Auto –Responder Emails, Auto Responder Actions.

Total No. of Lectures- 10

Suggested Text Books:

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

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem –II)

Subject: Digital Marketing

Course: Digital Marketing

Course Code: BBA3506B

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
CO1		3			2					
CO2			3		3					
CO3										
CO4										
CO5										
CO6	3							3		3
CO7		3								

Justification for the mapping

PO1: Application of Knowledge

CO6: It implies an understanding of how digital marketing strategies can be implemented to increase businesses, which encompasses various aspects of business operations and management.

PO2: Critical Thinking and Problem Solving

CO1: Understanding the concept of digital marketing requires a grasp of how digital strategies integrate with and impact various business functions. It involves recognizing the role of digital marketing within the broader business context, which aligns with the goal of understanding business functions.

CO7: Creating a website and auditing a website involve aspects related to business functions, especially in the context of marketing and potentially human resource management

PO3: Critical thinking and systematic research approach

CO2: Involve a level of critical thinking, analysis, and understanding of the digital marketing landscape. Students need to navigate through concepts, real-world applications, and campaign creation, which often requires systematic research and decision-making processes.

PO5: Critical Attitude for Lifelong learning.

CO1: Understanding the concept of digital marketing and learning how to create and run digital media-based campaigns involve ongoing learning and adaptability.

CO2: Developing a critical attitude for life-long learning is crucial in a rapidly evolving field like digital marketing, where staying current with industry trends and tools are essential for success.

PO8: Professional Development Activities

CO6: Focuses on the business impact of digital marketing; it indirectly implies a connection to professional development and networking within the business environment.

PO10 Entrepreneurial Mindset

CO6: Implies that students are equipped with the skills to leverage digital marketing platforms for business growth, which aligns with the entrepreneurial mindset of identifying and pursuing opportunities.

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

Academic Year 2020-2021

Human Resource Management Special Paper I

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

Paper Code: BBA3505 C

Paper : 5

Practices Credit : 3

Title of Paper: Human Resource Management Principles and

No. of lectures: 48

A. Course Objectives:

1. To analyze basic principles of Human resource management.
2. To understand various functions carried out under Human Resource Management.
3. To understand training and development activities and evaluation programs.
4. To understand the recent trends in Human Resource Management.
5. Students will be able to define, identify, and apply the principles of Job Analysis and Job Design.
6. To understand different challenges of HRM among students.
7. To analyze and apply the critical role of managers in modern organizational settings.

B. Course Outcome:

CO1: Understand the objectives, scope and importance of Human Resource Management.

CO2: Integrated perspective on role of HRM in modern business.

CO3: Ability to plan human resources and implement techniques of job design.

CO4: Students will be able to apply various human resource management techniques to address real world organizational challenges.

CO5: Ability to be able to define, identify, and/or apply the principles of HR's Roles in Organizations.

CO6: Students will develop an understanding of how human resource management aligns with and contributes to an organization's strategic objectives and overall success.

CO7: Develop effective strategies for employee engagement, motivation, and retention

Unit no 1 Introduction to Human Resource Management and HR planning

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

No of lectures 10

Unit 2 Recruitment and Selection Function

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

No of Lectures 10

Unit 3 Employee Training, development and evaluation.

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

No of Lectures 10

4 Personnel records reports and audit

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

No of Lectures 8

5 Recent trends in HRM and exit policy

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

5.10. Human Resource Research

No of Lectures 10
Total 48

Reference Books:

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

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V)

Subject: Human Resource Management Principles and Practices

Course: Human Resource Management Principles and Practices **Course Code:** BBA3505C

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
CO1	3					3	3			
CO2	2	3				2			3	3
CO3								3		2
CO4	3		3				2		3	
CO5		2		3	3			3		
CO6	2					3	2	2		
CO7	3	3		2						

Justification for the mapping

PO1: Application of Knowledge

CO1: The outcome focuses on the foundational understanding of HRM, which is essential for integrating HRM with other business functions.

CO2: Emphasizes the interconnected nature of HRM with other aspects of business operations, aligning with the broader integration of knowledge across business practices.

CO4: Directly relates to applying knowledge and techniques within the context of real-world organizational challenges, which is essential for business practices.

CO6: This outcome highlights the strategic alignment of HRM with overall business objectives, emphasizing its practical application in business practices.

CO7: It requires the implementation of theories, concepts, and best practices related to human resource management.

PO2: Understanding of Business Function

CO2: Understanding business functions as they focus on the integrated perspective of HRM, practical application in organizational challenges, and alignment with strategic objectives.

CO5: Providing foundational knowledge and specific HRM skills that contribute to a broader understanding of business functions.

CO7: Understanding the business function is critical for developing effective strategies for employee engagement, motivation, and retention as it allows HR professionals to tailor their efforts to the unique needs and challenges of the organization.

PO3: Critical thinking and systematic research approach

CO4: Directly focuses on the application of critical thinking and systematic research approach to identify issues, collect information, evaluate evidence, and draw conclusions for addressing real-world organizational challenges within the human resource management context.

PO4: Ethical Decision making.

CO5: Particularly relevant to ethical decision-making as it requires students to understand and apply the principles of HR's roles in organizations, which includes ethical considerations in decision-making. Understanding HR's roles involves recognizing the ethical implications of HR practices, such as recruitment, selection, training, and performance management, and being able to address ethical dilemmas that may arise in these areas.

CO7: This course outcome is essential for organizations to make ethical decisions regarding employee engagement, motivation, and retention.

PO5: Critical Attitude for Lifelong learning.

CO5: Understanding the principles of HR's roles in organizations, students will be equipped with the knowledge and skills to critically analyze and evaluate HR practices, which is essential for continuous learning and growth in the field of human resource management.

PO6: Leadership and teamwork skills

CO1: Effective Human Resource Management involves leading and collaborating with others to achieve common goals through effective teamwork and leadership.

CO2: The role of HRM in modern business involves fostering leadership skills and promoting effective teamwork to achieve shared objectives.

CO6: Emphasizes the ability to lead and collaborate with others to achieve common goals, which is an essential skill for effective human resource management.

PO7: Application of management in various discipline

CO1: Understanding the objectives and importance of HRM provides insight into the broader organizational context, including cultural and legal aspects on a global scale.

CO4: Applying HRM techniques to address challenges involves understanding and navigating global issues, aligning with the evaluation in PO7.

CO6: Recognizing the alignment of HRM with strategic objectives involves considering global factors and their impact on organizational success, aligning with the evaluation in PO7.

PO8: Professional Development Activities

CO3: Involves solving organizational issues, and effective planning of human resources and job design techniques are essential aspects of addressing such issues.

CO5: Understanding and applying the principles of HR's roles in organizations is a fundamental aspect of business management, aligning with the skills required in PO8.

CO6: Emphasizes the application of business management skills to solve organizational issues. Understanding how HRM aligns with strategic objectives is crucial for addressing issues and contributing to overall success.

PO9: Social Responsibility:

CO3: An integrated perspective on HRM includes considering its impact on society. Students can learn how HRM practices can contribute to societal well-being and align with corporate social responsibility.

CO4: By addressing real-world challenges through HRM techniques, students can contribute to societal well-being by promoting ethical and responsible organizational practices.

PO10: Entrepreneurial Mindset:

CO2: An entrepreneurial mind set involves recognizing the interconnection between HR and the broader business context.

CO3: Job design technique should be seen as tools for optimizing performance

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

Academic Year 2020-2021

Human Resource Management Special Paper 2

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

Paper Code: BBA3505C

Paper :5

Credit : 3

Title of Paper: Conflict and Negotiation Management

No. of lectures: 48

A. Course Objectives:

1. To understand the fundamentals of negotiation.
2. To understand the negotiation process.
3. To understand the models of Conflict management.
4. To Understand the Nature and Dynamics of Conflict
5. To analyze Conflict Resolution Strategies
6. To Develop Conflict Management Plans

B. Course Outcome

- CO1:** To identify and analyze various sources and causes of conflicts in different organizational and interpersonal contexts.
- CO2:** The ability to apply and implement effective conflict resolution strategies, considering the nature and intensity of conflicts.
- CO3:** The ability to express themselves clearly and listen actively to others.
- CO4:** Able to evaluate and apply various negotiation techniques and styles, considering the goals and interests of the parties involved.
- CO5:** To design and implement comprehensive conflict management plans, taking into account the specific needs and challenges of different situations.
- CO6:** Understanding of how cultural factors influence conflict dynamics and negotiation processes, enabling them to navigate cross-cultural negotiations effectively.
- CO7:** Develop conflict resolution and negotiation management strategies

Unit 1: Fundamentals of Negotiation.

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

No. of Lectures 8

Unit 2: Negotiation Process:

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

No of Lectures 8

Unit 3: Negotiation styles

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

No of lectures 8

Unit 4 Conflict Management

- 4.1 Introducing the concept of conflict management,
- 4.2 Definition, importance and Models of conflict (Process & Structural),
- 4.3 Sources of conflict, analyze the relationship between conflict & performance in team
- 4.4 Advantages & Disadvantages of Conflict.
- 4.5 Creating conducive climate to resolve the conflict,
- 4.6 Apply the fundamentals of conflict management to build teams in the organizations,
- 4.7 Design the process for conflict management
- 4.8 Create the situations to minimize the conflicts in organizations.

No of lectures 12

Unit 5 Types of Conflicts

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

No of Lectures 12

Suggested Text Books:

1. Negotiation: Communication For Diverse Settings, Spangle, Michael L. ; Isenhardt, Myra Warren : Sage Publications
2. The Negotiation Field book Simple Strategies to Help you negating everything, Grande, Lum. New Delhi : TATA MCGRAW HILL Publishing Company Limited
3. Negotiation / Harvard Business Essentials. U S A, Harvard Business Publishing Corporation
4. How to Conduct Effective Negotiations, Forsyth, Patrick Jaico Publishing House
5. Managing Workplace Conflicts, Subbulakshmi, V., Hyderabad : ICFAI University Press

6. The Power of Positive Confrontation: The Skills You Need To Know To Handle Conflicts
At Work, At Home And In Life, Pachter, Barbara . Magna Publishing Co. Ltd.

Choice Based Credit System Syllabus (2019Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V)

Subject: Conflict and Negotiation Management

Course: Conflict and Negotiation Management

Course Code: BBA3506C

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
CO1	3	3	3	3	3				1	
CO2	3	2	1	3				3		2
CO3	3		2	3		3	2			2
CO4	3		2	3		2	2			2
CO5	3		2	2	3	3		2		2
CO6	3	3					2			
CO7	3	3		2						2

Justification for the mapping

PO1: Application of Knowledge

CO1: The course outcome related to disciplinary knowledge by providing students with a comprehensive understanding of conflict management theories, strategies, and techniques

CO2: The analysis and identification of various sources and causes of conflicts, students develop a deep understanding of the disciplinary knowledge surrounding conflicts in organizational and interpersonal contexts.

CO3: They also learn how to apply and implement effective conflict resolution strategies, evaluate and apply negotiation techniques, and design and implement conflict management plans.

CO4: It provides the necessary knowledge and awareness to make decisions that align with legal standards, promote employee well-being, and prevent practices that could be considered unethical or exploitative.

CO5: It provides the necessary knowledge and awareness to make decisions that align with legal standards, promote employee well-being, and prevent practices that could be considered unethical or exploitative.

CO7: Applying organizational knowledge helps in identifying power dynamics, understanding decision-making processes, and considering the broader goals and objectives of the organization.

PO2: Ethical Decision-making.

CO1: Labor law and social welfare often center around defining the rights and responsibilities of employers and employees. Understanding these rights and responsibilities is crucial for ethical decision-making in the workplace, ensuring fair treatment and adherence to ethical standards.

CO5: It provides the necessary knowledge and awareness to make decisions that align with legal standards, promote employee well-being, and prevent practices that could be considered unethical or exploitative.

CO7: it is essential to understand the business's overarching objectives and goals. This knowledge helps navigate conflicts and negotiations in a manner that aligns with the organization's interests

PO3: Critical Thinking and systematic research approach

CO1: Identifying and analyzing various sources and causes of conflicts requires critical thinking skills to gather and evaluate information from multiple perspectives. It also requires a systematic approach to examine the patterns and trends in conflicts within different organizational and interpersonal contexts.

CO2: understand the underlying causes, and determine the most appropriate strategies. A systematic approach helps in organizing and executing these strategies in a logical and structured manner.

CO3: The ability to express oneself clearly and listen actively to others involves critical thinking skills in processing and evaluating information, as well as the ability to consider multiple viewpoints. A systematic approach is necessary to organize thoughts and effectively communicate ideas.

CO4: Evaluating and applying various negotiation techniques and styles requires critical thinking to analyze the goals and interests of the parties involved and to determine the most suitable approach. A systematic approach helps in systematically assessing different techniques and selecting the one that is most appropriate for a given situation..

CO5: Designing and implementing comprehensive conflict management plans necessitates critical thinking to assess the specific needs and challenges of different situations. A systematic approach ensures that all relevant factors are considered and that a coherent and comprehensive plan is developed and implemented.

PO4: Ethical Decision-making ability.

CO1: The ability to identify and analyze various sources and causes of conflicts in different organizational and interpersonal contexts requires an understanding of ethics. This includes

recognizing and addressing ethical issues that may be underlying conflicts, such as power imbalances, unfair treatment, or unethical behavior.

CO2: Implementing effective conflict resolution strategies involves considering the ethical implications of different approaches. Ethical decision-making requires considering the well-being and rights of all parties involved, and finding resolutions that are fair and just.

CO3: Ethical decision-making involves actively listening to others' perspectives and ensuring that one's own communication is truthful, respectful, and fair.

CO4: Evaluating and applying negotiation techniques and styles requires consideration of ethical principles such as fairness, honesty, and transparency. Ethical negotiation involves finding mutually beneficial solutions and avoiding manipulative or unethical tactics.

CO5: Designing and implementing comprehensive conflict management plans involves making ethical choices about how to prevent, address, and resolve conflicts. This includes considering the needs and challenges of all stakeholders and ensuring that the plan promotes fairness, respect, and positive outcomes for all.

CO7: Conflict resolution and negotiation management strategies also aim to promote fairness, respect, and mutual understanding among parties involved in a conflict or negotiation. These strategies are designed to address conflicts or disagreements in a way that respects the rights and interests of all parties and finds a mutually beneficial outcome.

PO5: Critical Attitude for Lifelong learning.

CO1: Identifying and analyzing various sources and causes of conflicts in different organizational and interpersonal contexts requires students to have a critical attitude towards understanding the root causes and underlying factors that contribute to conflicts

CO5: Designing and implementing comprehensive conflict management plans necessitates a critical attitude towards assessing and addressing the specific needs and challenges of different conflict situations. This involves critically evaluating existing conflict management strategies and practices and adapting them to fit unique contexts and circumstances

PO6: Leadership and Teamwork.

CO3: The ability to express oneself clearly and listen actively to others is essential for effective teamwork and leadership. Clear and effective communication is critical in conflict resolution, as it allows leaders and team members to express their perspectives, understand the perspectives of others, and find mutually beneficial solutions

CO4: The evaluation and application of various negotiation techniques and styles are essential for leaders and team members to achieve win-win outcomes in conflicts. Leaders must be skilled in identifying and addressing the goals and interests of all parties involved, facilitating constructive negotiations that promote teamwork and cooperation

CO5: This includes considering the impact on team dynamics, ensuring fairness, and promoting a positive and supportive work environment.

PO7: Political, Cultural, and Legal issues impact to business organizations in a global context.

CO3: Clear communication is essential for addressing conflicts related to these issues and preventing misunderstandings that can escalate into more significant disputes. Actively listening to others, especially those from diverse cultural backgrounds or with differing viewpoints, allows for better understanding and empathy, which in turn facilitates conflict resolution and effective decision-making

CO4: Understanding different negotiation techniques and styles, such as distributive and integrative approaches, can facilitate successful conflict resolution in situations affected by political factors, cultural differences, and legal complexities

CO6: Cultural differences can significantly impact communication styles, negotiation expectations, and conflict resolution approaches. Being aware of and sensitive to these cultural factors enables business organizations to adapt their negotiation strategies and behaviors accordingly, increasing the chances of reaching mutually satisfactory outcomes

PO9: Social Responsibility:

CO1: Identifying and analyzing various sources and causes of conflicts in different organizational and interpersonal contexts, individuals can promote social responsibility by understanding the root causes of conflicts and working towards resolving them in a fair and equitable manner.

PO10: Entrepreneurial Mindset

CO2: Conflict resolution skills enable entrepreneurs to address and resolve conflicts with stakeholders, employees, and business partners in a constructive and successful manner, fostering collaboration and innovation.

CO3: The ability to express oneself clearly and listen actively to others is essential for entrepreneurs who need to effectively communicate their ideas, vision, and goals to different stakeholders, such as investors, employees, and customers.

CO4: Evaluating and applying various negotiation techniques and styles, considering the goals and interests of the parties involved, is an important aspect of the entrepreneurial mindset.

CO5: Understanding how cultural factors influence conflict dynamics and negotiation processes is crucial for entrepreneurs operating in a globalized business environment.

CO7: Entrepreneurs need to be adaptable and flexible in order to navigate the challenges that arise in their business. Conflict resolution and negotiation management strategies allow entrepreneurs to navigate conflicts and disagreements effectively, finding solutions that benefit all parties involved.

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

Academic Year 2020-2021

Service Sector Management Special Paper I

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

Paper Code: BBA 3505 D

Paper : 5

Credit : 3

Title of Paper: Management of Services

No. of lectures: 48

A. Course Objectives:

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

B. Course Outcome:

CO1: Students will demonstrate an increased awareness of various services and their role in the economy, recognizing the significance of services as a crucial economic activity.

CO2: Students will acquire in-depth knowledge of service management principles, theories, and practices, enabling them to analyze, evaluate, and implement effective strategies in service-oriented organizations.

CO3: Students will be able to identify and comprehend the unique characteristics and features of services, distinguishing them from tangible goods, and apply this understanding in real-world scenarios.

CO4: Students will demonstrate a solid grasp of various concepts related to services, such as service quality, customer satisfaction, and service innovation, and develop critical thinking skills to address complex issues in service management.

CO5: Students will be capable of analyzing and solving problems related to the management of services, considering factors like customer expectations, service design, delivery processes, and quality improvement.

CO6: Students will gain practical insights into the process and details involved in establishing a service industry, applying their knowledge to develop business plans, identify market opportunities, and navigate regulatory requirements.

CO7: Students will develop effective communication and collaboration skills, enabling them to articulate service-related concepts, work seamlessly in diverse teams, and engage with stakeholders in the service industry effectively.

Unit 1 Introduction to services

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

No of Lectures 10

Unit 2 Classification of services

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

No of Lectures 8

Unit 3 Managing Service Operations

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

No of Lectures 10

Unit 4 Designing of Service Enterprise

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

No of Lectures 12

Unit 5 Globalization of Services

- 5.1 Meaning and importance of globalization of services
- 5.2 Globalization and Indian services
- 5.3 Domestic growth and expansion strategies – focused service, focused network,

clustered service and diversified network

5.4 Franchising – meaning, nature, benefits and issues

5.5 Global service strategies – Multi country expansion, importing customers, following your customers, service off-shoring and Beating the Clock.

No of Lectures 8

Total 48

Reference Books:

1. *Service Management – Operations, Strategy, information Technology*, James A. Fitzsimmons & Mona J. Fitzsimmons, Tata McGRAW-Hill.

2. *Services Management*, Sanjay V. Patankar, Himalaya Publishing House, Mumbai.

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

4. *Marketing Management – B. R. Sangale*, Success Publications, Pune.

5. *Services Management*, Dr. K.Ramachandra, B. Chandrashekara and S. Shivakumar, Himalaya Publishing House, Mumbai.

6. *Services Marketing –Text and cases*, Rajendra Nargoundkar, Tata McGRAWHills.

7. *Services Marketing – Govind Apte*, Oxford University Press 2004.

Choice Based Credit System Syllabus (2019Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (SEM –V)

Subject: Management of Services

Course: Management of Services

Course Code: BBA3505 D

Weightage: 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
CO1										
CO2	2									
CO3		3								
CO4			1							
CO5				3						
CO6							2			
CO7						2		3		

Justification for the mapping

PO1: Application of Knowledge.

CO2: Service management principles encompass various business aspects such as marketing, management, and economic considerations. By acquiring in-depth knowledge in service management, students are applying business principles specifically in the context of services, aligning with the broader program outcome.

PO2: Understanding of Business Functions

CO3: Understanding the unique characteristics of services contributes to a deeper comprehension of business functions, especially in industries where services play a crucial role. This aligns with the program's objective of understanding business functions.

PO 3: Use critical thinking and systematic research approach

CO4: The development of critical thinking skills to address complex issues in service management directly aligns with the program's emphasis on using critical thinking to identify and solve business problems.

PO4: Ethical Decision-Making

CO5: Understanding corporate social responsibility and sustainability in the context of services involves ethical considerations, aligning with the program's focus on ethical decision-making.

PO6: Leadership and Teamwork

CO7: Effective communication and collaboration skills are essential for leadership and teamwork, aligning with the program's outcome of developing leadership and teamwork abilities.

PO7: Application of Management in various discipline

CO6: Understanding the process of establishing a service industry involves considering various factors, including political, cultural, and legal issues, aligning with the program's outcome of evaluating global issues in business.

PO8: Professional development activities

CO7: Developing an entrepreneurial mindset involves networking with industry professionals and engaging in professional development activities, aligning with the program's outcome of providing opportunities for networking and professional development.

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

Academic Year 2021-2022

Service Sector Management Specialization Paper 2

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

Paper Code: BBA 3506 D

Paper :6 Title of Paper: Service Marketing

Credit : 3 No. of Lectures: 48

Learning Objectives:

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

Learning Outcome:

CO1.Implement the best practices of the Services Marketing

CO2. Apply knowledge of Customer Satisfaction techniques in the corporate world

CO3. Perform lifelong learning and professional development to enrich the services marketing strategies.

CO4. Apply Strategies for improvement of service quality

CO5. Understand Recent Trends of Services Marketing

CO6. Understand the Guidelines for managing service competition

CO7. In-depth Understanding of service marketing mix

Unit 1 Introduction to service marketing.

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

No of Lectures 10

Unit 2 Quality of Services

- 2.1 Services based components of quality, perceived quality,
- 2.2 Gaps in quality,
- 2.3 Bench marking,
- 2.4 TQM and customer satisfaction measurement techniques,

2.5 Strategies for improvement of service quality service guarantee.

No of lectures 10

Unit 3 Services Marketing Mix

3.1 Concept and definition of Marketing Mix

3.2 Four P's (Product, Price, Place and Promotion)

3.3 Extended Ps of Marketing (People, Process and Physical evidence)

No of Lectures 10

Unit 4 Managing service competition

4.1 Guidelines for managing service competition,

4.2 Approaches to service competition,

4.3 Promotional planning and marketing strategy for services

No of Lectures 10

5 Recent Trends of Services Marketing

5.1 Role of IT services.

5.2 Types of E- Services

5.2.1 E- services–Financial services,

5.2.2 Hospitality services,

5.2.3 Education services,

5.2.4 IT services,

5.2.5 Hotel & Tourism services,

5.2.6 Event management services,

5.2.7 Consultancy services

No of Lectures 10

Total 48

Reference Books:

1. *Services Marketing – (Concepts, Practices and Case from Indian Environment)*

Dr. S. Shajahan, Himalaya Publication House

2. *Services Marketing – Vasanti Vanugopal Raghu V.N. Himalaya Publications House*

3. *Services Marketing – Text and cases Hansh V. Varma Parsons Educations*

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

5. *Services Marketing Text and Cases - Harsh V Varma*

6. *Principles of Marketing - Phillip Kotler and Gary Armstrong*

7. *Marketing - V.S. Ramaswamy and S Namankumari*

Choice Based Credit System Syllabus (2019Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem –VI)

Subject: Service Marketing

Course: Service Marketing

Course Code: BBA.3506 D

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
CO1										
CO2	3									
CO3				2	3			3		
CO4						3			2	
CO5			2				3			3
CO6										
CO7		3								

Justification for the mapping

PO1: Application of Knowledge

CO2: Applying knowledge of customer satisfaction techniques in the corporate world, which aligns with the broader application of business principles and practices across various areas like marketing, management, and others.

PO2: Understanding of business functions

CO7: The service marketing mix involves various elements such as product (service) strategy, pricing strategy, promotion strategy, and distribution strategy, which are fundamental components in the broader understanding of business functions.

PO3: Critical thinking and systematic research approach

CO5: Understanding recent trends in services marketing requires critical thinking and a systematic research approach to identify emerging issues, collect relevant information, evaluate evidence related to market trends, and draw conclusions.

PO4: Ethical Decision-making ability.

CO3: Commitment to continuous learning and professional development, which includes an understanding of ethical considerations and implications in the field of services marketing.

PO5: Critical Attitude for Lifelong learning.

CO3: Developing a critical attitude is an essential aspect of being able to analyze and adapt to new information and changes in the field, aligning with the idea of lifelong learning.

PO6: Leadership and team work skills

CO4: Leadership is often associated with guiding and influencing others toward shared objectives, and teamwork involves collaboration with others to achieve a common purpose, which aligns with the concept of improving service quality in a collaborative manner.

PO7: Application of management in various discipline

CO5: Understanding recent trends in services marketing involves considering various factors, including political, cultural, and legal issues.

PO8: Application of Management in various Disciplines

CO3: Emphasizes the importance of lifelong learning and professional development, which often includes networking with industry professionals.

PO9: Social Responsibility

CO4: Implementing strategies to enhance service quality, graduates can contribute to the betterment of society by meeting or exceeding customer expectations, ensuring fair and ethical business practices, and promoting positive social outcomes. This aligns with the principles of corporate social responsibility and sustainability.

PO10 Entrepreneurial Mindset

CO1: Implies that graduates should be able to implement the best practices of services marketing, which often involves innovation, creativity, and the identification of business opportunities. An entrepreneurial mindset is aligned with the ability to implement effective marketing strategies and seize opportunities in the services sector.

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

Academic Year 2020-2021

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

Paper Code: BBA 3601

Paper:

Title of Paper: Business Planning and Project Management

Credit:3

No. of lectures: 48

Learning Objectives:

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

Learning Outcome:

CO1: Demonstrate a strong conceptual knowledge of the planning process in business and project management.

CO2: Develop an effective understanding of the functions and techniques of project management and its applications.

CO3: Manages project risk, including identifying, analyzing and responding to risk

CO4: Effective understanding of different methods of Project Planning.

CO5: Apply project management techniques and frameworks that drive business analysis planning and monitoring.

CO6: Conduct evaluation of project effectiveness identifying lessons learned.

CO7: Understanding of the Project Selection Models.

Unit 1: Planning and Forecasting

1.1 Introduction to Planning:

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

Introduction to Forecasting:

- 1.8 Introduction, Meaning, Definition, Characteristics, Process,
- 1.9 Importance of forecasting
- 1.10 Areas of forecasting

- 1.11 Forecasting Techniques- Methods
- 1.12 Advantages of forecasting, Limitations of forecasting
- 1.13 Difference between forecasting and planning

No. of Lectures 1

Unit 2 Introduction to Project Management

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

No of Lectures 10

Unit 3 Initial Project Coordination

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

No of Lectures 8

Unit 4 Introduction to Network Techniques

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

No of Lectures 10

Unit 5 Project Evaluation

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

No of Lectures 10

Reference Books:

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

Choice Based Credit System Syllabus (2019Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (SEM –VI)

Subject: Business Planning and Project Management

Course: Business Planning and Project Management

Course Code: BBA3601

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
CO1										
CO2		3					3			
CO3			3		3				3	
CO4										
CO5	3					2		3		3
CO6				3						
CO7										

Justification for the mapping

PO1: Disciplinary Knowledge

CO5: The application of project management techniques in the context of business analysis planning and monitoring, suggesting a practical application of knowledge and principles in the business domain

PO2: Critical Thinking and Problem Solving

CO2: Implies a broader understanding of project management, including its functions, techniques, and applications, suggesting a connection to how project management integrates within various business functions.

PO3: Critical thinking and systematic research approach

CO3: Implies the need for critical thinking and a systematic research approach to manage project risks effectively. It involves identifying, analyzing, and responding to risks, which requires a thoughtful and analytical approach to problem-solving, aligning with the skills associated with critical thinking and systematic research.

CO7: Understanding project selection models involves critical thinking and a systematic research approach to identify the most appropriate models for specific business projects.

PO4: Ethical Decision-making ability.

CO6: The process of conducting project evaluations and identifying lessons learned involves critical reflection and learning from experiences. It implies a commitment to continuous improvement and a willingness to learn from both successes and failures, aligning well with the goal of developing a critical attitude for lifelong learning.

PO5: Critical Attitude for Lifelong learning.

CO3: Including identifying, analyzing, and responding to risk, aligns more closely with Ethical Decision-Making. While it may not explicitly mention ethical considerations, managing project risks often involves ethical considerations.

PO6: Leadership and team work skills

CO5: Apply project management techniques and frameworks that drive business analysis planning and monitoring is more aligned with Leadership and Teamwork.

PO7: Political, Cultural, and Legal issues impact on business organizations in a global

CO2: Understanding the functions and techniques of project management involves considering various factors, including political, cultural, and legal issues that can impact business organizations globally.

PO8: Application of Management in various Disciplines

CO5: Effective project management often involves collaboration with industry professionals, and the application of project management techniques aligns with building a professional network.

PO9: Social Responsibility

CO3: The ability to manage project risks aligns with the broader concept of corporate social responsibility (CSR) as it involves understanding and addressing potential risks that may impact not only the project but also the broader interests of society.

PO10 Entrepreneurial Mindset

CO5: An entrepreneurial mindset often involves applying innovative and effective techniques to drive business analysis, planning, and monitoring. Entrepreneurs need to be adept at managing projects and analyzing business situations to identify opportunities and pursue them successfully.

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

Academic Year 2020-2021

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

A) Course Objectives:

1. To introduce the concept of control in management.
2. To understand the different functional areas for Control System.
3. To understand the use of computer system in establishment of control mechanism in organization.
4. To study the implementation of control system in organizations.
5. TO study the production control, marketing control, inventory control, control in personnel area and IT measures and control.

B) Course Outcomes:

- CO1:** Outcome of this course is that students can understand meaning, nature, functions, implementation and evaluation of control system in organization.
- CO2:** Understand the basic components of management control System design.
- CO3:** Relate the effective design, implementation and uses of a management control system given a range of relevant contingent factors.
- CO4:** Appreciate the ways in which management control systems must fit within a given context. Additionally, the ways in which management controls must evolve and change.
- CO5:** Critically analyze the effectiveness of a management control system within new economies in project management.
- CO6:** Work effectively in teams via effective communication and sound leadership.
- CO7:** Understanding implementation of MCS IN small and medium size companies.(MSC in service and nonprofit Organisation)

Unit 1 Introduction To Management Control System

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

No. of lectures 10

Unit 2 Management Controls In Different Functional Areas

- 2.1 Production Control: Need – Procedure – Techniques Of Production Control
- 2.2 Inventory Control: Classification of Inventories – Motives for Holding Inventories-Determination Of Stock Levels.

- 2.3 Marketing Control: Process Of Marketing Control- Importance of Marketing Control System- Tools and Techniques of Marketing Control.
- 2.4 Control In Personnel Area: Reasons For Workers Resistance to Controls- Kind Of Control Devices
- 2.5 IT Measures And Control – Installation Of Management Information & Control System, Structured & unstructured Decision

No. of lectures 10

Unit 3 Computers Systems

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

No. of lectures 8

Unit 4 Management Control of Projects

- 1.1 Meaning of project – Aspects of Project – Factors affecting Project.
- 1.2 Project Planning – Time Dimension – Cost Dimension- Quality Dimension
- 1.3 Project Control- Reports Costs and Time- Reports on output- Revisions.

No. of Lectures 10

Unit 5 Implementing MCS for small & medium size companies

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

No. of Lectures 10

Total 48

Reference Books:

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

Choice Based Credit System Syllabus (2019Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: TYBBA (Sem –VI) **Subject:** Management Control System

Course: Management Control System **Course Code:** BBA-3602

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

	Programme Outcomes (POs)									
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	2	2	2	2	1	
CO2	2	1	3	3	1	2	2	1	2	1
CO3	1	1	3	2	2	2	1	2	1	1
CO4	1	1		2	1	3	2	2	1	
CO5	1	1		2	1	1	2	1	2	
CO6	2	1		2	1	2	1	2	1	3
CO7	2	1	1	2	3	1	2	3	2	3

Justification for Mapping

PO1: Application of knowledge

CO1: Understanding the meaning and functions of a control system in an organization involves financial aspects that can be tracked through accounting. Accounting principles provide a structured way to evaluate and implement control systems.

CO2: Designing a management control system involves accounting components such as budgeting, financial reporting, and performance measurement. Students can learn to incorporate financial metrics into the control system.

CO3: Appreciating the need for adaptation and critically analyzing effectiveness involves management strategies and decision-making processes .Understanding the basic components of management control systems and effective design and implementation directly align with principles of management. Appreciating the need for adaptation and critically analyzing effectiveness involves management strategies and decision-making processes Recognizing the fit of management control systems within a given economic context involves understanding economic principles and factors influencing organizational performance.

CO4: Appreciating the fit of management control systems within a context involves understanding financial implications and ensuring financial controls align with organizational goals. Recognizing the need for management control systems to evolve and change implies an understanding of financial

dynamics and adaptability in financial controls. Marketing data can be utilized in control systems for assessing the effectiveness of marketing strategies and campaigns. Incorporating marketing metrics into management control systems allows for a comprehensive evaluation of organizational performance.

CO5: Critically analyzing the effectiveness of management control systems in new economies requires a grasp of economic trends and factors.

CO6: Working effectively in teams via effective communication and sound leadership is directly related to principles of human resource management.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, including service and non-profit organizations, involves considerations of human resources and organizational structure.

PO2: Understanding Business function

CO1: This outcome aligns with a comprehensive understanding of how control systems interact with various business functions. It involves recognizing the importance of control mechanisms in managing and optimizing business operations.

CO2: Designing a management control system requires a deep understanding of business functions. Identifying and incorporating relevant components aligns with the need to integrate control measures into different aspects of the business.

CO3: Relating the design and implementation of a management control system to contingent factors involves considering how these systems interact with and support different business functions.

CO4: Understanding of Business Functions: Recognizing the fit of management control systems within a given context involves understanding how these systems align with and support specific business functions. It emphasizes the contextual adaptation of controls to suit the business environment.

CO5: Understanding of Business Functions: Critically analyzing the effectiveness of a management control system in new economies and project management involves assessing how well these systems align with the changing landscape of business functions and project requirements.

CO6: Working effectively in teams and communicating sound leadership aligns with the broader understanding of business functions, as it emphasizes collaboration and leadership skills necessary for managing and controlling business operations.

CO7: The implementation of management control systems in small and medium-sized companies and non-profit organizations involves recognizing the unique challenges and requirements of different business functions within these specific contexts.

PO3: Use of critical thinking and systematic Approach

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems requires critical thinking to analyze concepts and a systematic research approach to delve into relevant literature and practical examples.

CO2: Understanding the basic components of management control system design involves critical evaluation and a systematic approach to identify and analyze various elements that contribute to effective system design.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors requires critical thinking to assess the relevance of factors and a systematic research approach to gather and analyze relevant data.

CO7: The implementation of management control systems in small and medium-sized companies, especially in service and non-profit organizations, necessitates critical thinking to address unique challenges and a systematic research approach to explore best practices.

PO4: Ethical Decision Making

CO1: Understanding the meaning and nature of control systems involves recognizing the ethical implications of monitoring and regulating organizational activities. Students should be aware of ethical considerations in the implementation and evaluation of control systems.

CO2: Designing a management control system requires ethical considerations, ensuring that the components align with ethical standards. This involves making decisions that are fair, transparent, and aligned with ethical principles.

CO3: Relating the design and implementation of a management control system to contingent factors includes considering ethical factors. This involves assessing how control systems impact stakeholders and ensuring ethical use.

CO4: Appreciating how management control systems fit within a given context includes recognizing the ethical dimensions of the organizational environment. This involves adapting controls to align with ethical standards.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management includes evaluating their ethical implications. This involves ensuring that controls are ethically applied in diverse business environments.

CO6: Working effectively in teams involves ethical communication and leadership. Students should be aware of ethical considerations in team interactions and leadership practices related to management control systems.

CO7: Understanding the implementation of management control systems in small and medium-sized companies and non-profit organizations requires a focus on ethical considerations specific to these contexts. This involves adapting controls to align with ethical standards in service and non-profit settings.

PO5: Critical attitude for Life-long Learning

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems requires a commitment to continuous learning. As technology, organizational structures, and business environments evolve, professionals must stay updated on the latest developments in control systems.

CO2: Grasping the basic components of management control system design involves recognizing that these components may change over time due to technological advancements or shifts in organizational priorities. Lifelong learners adapt to these changes by staying informed and updating their knowledge.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors requires a commitment to lifelong learning. Professionals must continually assess and update their knowledge to ensure the relevance and effectiveness of control systems.

CO4: Appreciating the ways in which management control systems must fit within a given context involves recognizing that contexts change over time. Lifelong learners stay attuned to changes in the business environment, ensuring that control systems are aligned with current organizational needs.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management demands ongoing learning. Professionals must stay informed about emerging trends in new economies and project management methodologies to conduct effective analyses.

CO6: Working effectively in teams through effective communication and sound leadership requires continuous learning about interpersonal dynamics, communication strategies, and leadership principles. Lifelong learners adapt their teamwork skills to changing workplace dynamics.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities involves ongoing learning. Lifelong learners seek to understand the evolving landscape of these sectors and adapt control systems accordingly.

PO6: Leadership and Teamwork

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems requires effective leadership to guide the process. Teamwork is essential for collaboration in comprehending and applying these concepts.

CO2: Understanding the basic components of management control system design involves leadership to make design decisions and teamwork to ensure collaboration among team members with different expertise.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors demands leadership to navigate complexities and teamwork to implement the system effectively.

CO4: Appreciating how management control systems must fit within a given context requires leadership to assess the context and teamwork to implement context-specific changes.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management involves leadership to guide the analysis and teamwork to gather and analyze relevant information.

CO6: Working effectively in teams through effective communication and sound leadership is a direct application of leadership and teamwork principles.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities requires leadership to guide the implementation process and teamwork to ensure coordination and collaboration.

PO7: Application of management in various Disciplines

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems in organizations requires considering the global context, taking into account diverse political, cultural, and legal factors that may influence control systems internationally.

CO2: Understanding the basic components of management control system design involves recognizing the need to adapt these components to align with global variations in political, cultural, and legal frameworks.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors requires students to consider a global range of factors, such as political stability, cultural nuances, and legal frameworks.

CO4: Appreciating how management control systems must fit within a given context involves understanding the global context and adapting control systems to align with international political, cultural, and legal considerations.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management includes evaluating how these systems align with global political, cultural, and legal dynamics.

CO6: Working effectively in teams via effective communication and sound leadership requires an understanding of cross-cultural communication and leadership styles that are essential in a global business environment.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities involves considering the global impact of political, cultural, and legal issues on these specific sectors.

PO8: Professional Development Activities

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems involves recognizing their application across various disciplines, including finance, operations, human resources, and more.

CO2: Understanding the basic components of management control system design requires consideration of how these components integrate with various disciplines within an organization.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors involves understanding how these factors span multiple disciplines and impact the overall organizational strategy.

CO4: Appreciating how management control systems must fit within a given context requires understanding the interdisciplinary nature of organizational contexts and adapting controls accordingly.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management involves considering interdisciplinary factors such as economic, cultural, and project management principles.

CO6: Working effectively in teams via effective communication and sound leadership requires understanding and applying principles from various disciplines to foster collaboration and productivity.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities involves considering the unique challenges and opportunities present in these interdisciplinary contexts.

PO9: Social Responsibility

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems requires critical thinking to analyze concepts and a systematic research approach to delve into relevant literature and practical examples.

CO2: Understanding the basic components of management control system design involves critical evaluation and a systematic approach to identify and analyze various elements that contribute to effective system design.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors requires critical thinking to assess the relevance of factors and a systematic research approach to gather and analyze relevant data.

CO4: Appreciating how management control systems must fit within a given context involves critical thinking to understand the contextual nuances and a systematic research approach to study the context and its impact on control systems.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management requires critical thinking to assess the complexities of these environments and a systematic research approach to gather and analyze relevant data.

CO6: Working effectively in teams through effective communication and sound leadership involves critical thinking to assess team dynamics and a systematic research approach to understand leadership principles.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, especially in service and non-profit organizations, necessitates critical thinking to address unique challenges and a systematic research approach to explore best practices.

PO10: Entrepreneurial Mindset

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems encourages an entrepreneurial mindset by instilling a deep understanding of how systems can be leveraged to create value and drive innovation.

CO2: The basic components of management control system design fosters an entrepreneurial mindset by encouraging students to think creatively about designing systems that can adapt to dynamic business environments.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors involves thinking entrepreneurially, considering opportunities and challenges in the external environment.

CO4: Appreciating how management control systems must fit within a given context nurtures an entrepreneurial mindset by encouraging students to recognize and seize opportunities within specific business contexts.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management cultivates an entrepreneurial mindset by emphasizing adaptability, innovation, and a forward-thinking approach.

CO6: Working effectively in teams through effective communication and sound leadership is crucial for an entrepreneurial mindset, as entrepreneurs often collaborate, communicate effectively, and lead with a vision.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities requires an entrepreneurial mindset, as it involves finding innovative solutions tailored to specific organizational needs.

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

Academic Year 2020-2021

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

Paper Code: BBA3603

Paper : 1

Title of Paper: E-Business

Credit : 3

No. of Lectures: 48

A. Course Objectives:

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

B. Course Outcome:

CO1: Define and explain the concept of electronic commerce

CO2: Explain the principles and scope of cyber law.

CO3: Demonstrate knowledge of various internet marketing strategies.

CO4: Evaluate different methods of electronic money transfer.

CO5: Identify potential cyber threats and vulnerabilities.

CO6: Analyze consumer behavior in the digital marketplace.

CO7: Use analytical tools to measure and analyze data related to website traffic, user behavior, and other key performance indicators in the digital space.

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

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

E-Commerce Business Models

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

Total No. of Lectures- 11

Unit No. 2 E-Money

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

Total No. of Lectures- 10

Unit No. 3: E-Marketing

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

Total No. of Lectures- 11

Unit No. 4: Consumer Oriented-Marketing strategies

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

Total No. of Lectures- 08

Unit No. 5: Cyber Jurisprudence

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

Reference Books:

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

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: TYBBA (SEM –VI)

Subject: E- Business

Course: Subject: E- Business

Course Code: BBA3603

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

Programme Outcomes(POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	2									2
CO2			2	2			1			
CO3		2					2			
CO4									3	
CO5					2		2	2		
CO6						2				
CO7						2				

Justification for the mapping

PO1. Application of knowledge: -

CO1: Students will demonstrate the application of knowledge by defining and explaining the concept of electronic commerce and identifying key components and models of e-business.

PO2. Understanding of Business Functions:-

CO3: Understanding various internet marketing strategies involves grasping how different business functions contribute to successful marketing in the digital realm.

PO3. Use critical thinking and systematic research approach: -

CO2: Critical thinking and systematic research are applied in understanding the principles and scope of cyber law, as well as in evaluating the ethical and legal implications of cyber activities.

PO4. Ethical Decision-Making:-

CO2: Ethical decision-making is directly linked to evaluating the ethical and legal implications of cyber activities as covered in CO2.

PO5. Critical attitude for lifelong learning:

CO5: Developing a critical attitude is reflected in the analysis of potential cyber threats and vulnerabilities, understanding hacking techniques, and implementing cybersecurity measures.

PO6. Leadership and Teamwork:

CO6: Leadership and teamwork skills are applied in analyzing consumer behavior in the digital marketplace, developing marketing strategies, and evaluating the effectiveness of marketing campaigns.

CO7: Showcase leadership by guiding a team in using analytical tools collaboratively, sharing insights, and aligning strategies based on data-driven decision-making

PO7. Application of knowledge in various disciplines

CO3: Application of knowledge in various disciplines is evident throughout the course, such as in understanding business functions

CO2: legal frameworks

CO5: Cyber security

PO8. Professional development activities

CO5: Cyber security

PO9. Social Responsibility:

CO4: Social responsibility is reflected in understanding and adhering to regulatory frameworks governing digital transactions, ensuring the security features of money transfer platforms.

PO10. Entrepreneurial Mindset:

CO1: An entrepreneurial mindset is evident in defining and explaining the concept of electronic commerce

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

Academic Year 2021-2022

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

Paper Code: BBA3604

Paper : 1

Title of Paper: Business Analytics

Credit : 3

No. of Lectures: 48

A. Course Objectives:

1. Understanding the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
2. Understanding the value added by analytics in the operations function.
3. Analyzing the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
4. Evaluating the applications of analytics in operations.
5. Understanding the issues pertaining to the adoption of technologies that will shape industry

B. Course Outcome:

CO1: TO make students aware about of big data concept and changes in organizational structure.

CO2: Awareness about all terms related to Industry 4.0

CO3: Course will elaborate the concept of machine learning.

CO4: Students will get the knowledge of Additive manufacturing process.

CO5: Course will help the students to identify industrial revolution .

CO6: Course will help the students to identify the concepts of autonomous robots and augmented reality.

CO7: Course will elaborate the use of AI in business applications,

Unit 1 Data Science for Modern Manufacturing

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

Total No. of Lectures- 10

Unit 2 Machine Learning

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

2.3 Additive Manufacturing.

Total No. of Lectures- 8

Unit 3 Industry 4.0

- 3.1 LEAN Production Systems, the Fourth Revolution, Industry 4.0.
- 3.2 Industrial Processes - Sensing & Actuation, Processing,
- 3.3 Communication. Next Generation Sensors, Collaborative Platform
- 3.4 Product Life cycle Management.

Total No. of Lectures- 10

Unit 4 Business of AI

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

Total No. of Lectures- 10

Suggested books:

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

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem VI)

Subject: Business Analytics

Course: Business Analytics

Course Code: BBA3604

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

Course Outcomes	Program Outcomes									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2					2	1		1
CO2	2									
CO3	2	2	2				2	1		1
CO4	1	2	2			1	2			
CO5	1	2	2			1	1			1
CO6	1	2	2							2
CO7	2	2	1		1			1		2

Justification for Mapping:

PO1: Application of Knowledge

CO1: Students can understand the big data concepts and data driven changes in manufacturing units,

CO2: With the help of this course students will understand the basics term related to industry 4.0

CO3: Course will help the students to elaborate the concepts of machine learning.

CO4: Course will make the students to understand the new concepts like additive manufacturing.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

CO6: Concepts like autonomous robots, augmented reality can be identified with the help of course.

CO7: Course will help the students to identify use of AI in Business Application.

PO2: Understanding the basic Business functions.

CO1: Students can understand the big data concepts and data driven changes in manufacturing units which will help to understand revised business processes

CO3: Course will help the students to elaborate the concepts of machine learning and its use in business process.

CO4: Course will make the students to understand the new concepts like additive manufacturing process and set up for the same.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

CO6: Concepts like autonomous robots, augmented reality can be identified with the help of course.

CO7: Course will help the students to identify use of AI in Business Application.

PO3: Critical Thinking and Systematic research approach

CO3: Course will help the students to elaborate the concepts of machine learning and its use in business process which can be critically analyzed to find solutions to new business problems.

CO4: Course will make the students to understand the new concepts like additive manufacturing process and set up for the same.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

CO6: Concepts like autonomous robots, augmented reality can be identified with the help of course.

CO7: Course will help the students to identify use of AI in Business Application.

PO5: Critical Attitude for Life Long learning

CO7: Course will help the students to identify use of AI in Business Application and how AI can be used for any type of business applications.

PO6: Leadership and team work.

CO4: Course will make the students to understand the new concepts like additive manufacturing process and set up for the same and its impact on working pattern of human resource management.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

PO7: Application of Management in Various disciplines.

CO1: Students can understand the big data concepts and data driven changes in manufacturing units,

CO3: course will help the students to elaborate the concepts of machine learning and its use in business process.

CO4: Course will make the students to understand the new concepts like additive manufacturing process and set up for the same.

CO5: students will understand the industrial evolution from 1.0 to 4.0

PO8: Professional development activities.

CO1: Students can understand the big data concepts and data driven changes in manufacturing units,

CO3: course will help the students to elaborate the concepts of machine learning and its use in business process which can be critically analysed to find solutions to new business problems.

CO7: Course will help the students to identify use of AI in Business Application.

PO10: Entrepreneurial mindset

CO1: Students can understand the big data concepts and data driven changes in manufacturing units

CO3: Course will help the students to elaborate the concepts of machine learning and its use in business process which can be critically analyzed to find solutions to new business problems.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

CO6: Concepts like autonomous robots, augmented reality can be identified with the help of course.

CO7: Course will help the students to identify use of AI in Business Application and how AI can be used for any type of business applications.

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

Academic Year 2021-2022

Finance Specialization Paper 1

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

Paper Code: BBA3605A

Paper : 5

Title of Paper: Financial Services

Credit : 3

No. of Lectures: 48

A. Course Objectives:

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

B. Course Outcome:

CO1: Understand the different types of financial services available in India.

CO2: Demonstrate a comprehensive understanding of financial markets in India.

CO3: Apply various capital budgeting techniques to analyze investment opportunities.

CO4: Analyze the role of insurance in risk management and financial planning.

CO5: Analyze the impact of emerging technologies on accounting and financial practices

CO6: Understand the regulatory functions of the Reserve Bank of India (RBI) and the Insurance Regulatory and Development Authority (IRDA).

CO7: They will be proficient in analyzing financial statements, assessing risk, and making informed investment decisions.

Unit No. 1 Indian Financial System: An Overview

1.1 Introduction to Financial System

1.2 Structure of Financial System - Financial Institutions,
Financial Markets, Financial Instruments and Financial Services

1.3 Overview of Indian Financial System since 1991

1.4 Financial Intermediaries in Financial System: - Merchant
Bankers, Underwriters, Depositories, Brokers, Sub brokers, Bankers etc

Total No. of Lectures- 09

Unit No. 2 Introduction to Financial Markets

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

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

Total No. of Lectures- 12

Unit No. 3: Capital Budgeting:

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

Total No. of Lectures- 12

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

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

Total No. of Lectures- 05

Unit No. 5 Recent Trends in Accounting and Finance

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

Total No. of Lectures- 10

Reference Books:

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

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: TYBBA (Sem –VI)

Subject: Financial Services

Course: **Subject:** Financial Services

Course Code: BBA3605 A

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

Programme Outcomes (POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	2									
CO2						2				2
CO3			2							
CO4		3							1	
CO5					2			1		
CO6							2			
CO7	2									

Justification for the mapping

PO1. Application of knowledge: -

CO1: Students will apply their knowledge of financial services by analyzing the functions and roles of financial services in the Indian economy.

CO7: This directly aligns with the ability to apply financial knowledge to analyze statements and make investment decisions, demonstrating practical application.

PO2. Understanding of Business Functions: -

CO4: Students will gain an understanding of business functions by analyzing the structure and functioning of the Indian banking system and the role of insurance in risk management.

PO3. critical thinking and systematic research approach: -

CO3: Students will use critical thinking by critically evaluating and comparing different capital budgeting methods and applying various capital budgeting techniques to analyze investment opportunities.

PO5. Critical attitude for lifelong learning:

CO5: Students will develop a critical attitude by analyzing the impact of emerging technologies on accounting and financial practices and staying updated on recent developments and trends in accounting and finance.

PO6. Leadership and Teamwork:

CO2: Students will develop leadership and teamwork skills by demonstrating a comprehensive understanding of financial markets in India and analyzing the functioning of different financial instruments within the markets.

PO7. Application of knowledge in various disciplines: -

CO6: Students will apply their knowledge in various disciplines by understanding the regulatory functions of the Reserve Bank of India (RBI) and the Insurance Regulatory and Development Authority (IRDA) and evaluating the impact of regulatory policies on the financial sector.

PO8. Professional development activities: -

CO5: Students will engage in professional development activities by applying knowledge of recent trends in real-world financial scenarios.

PO9. Social Responsibility:

CO4: Students will understand social responsibility by evaluating the role of insurance in risk management and financial planning.

PO10. Entrepreneurial Mindset:

CO2: Students will develop an entrepreneurial mindset by evaluating the role of financial markets in the overall economic development.

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

Academic Year 2021-2022

Finance Specialization Paper 2

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

Paper Code: BBA3606A

Paper : 6 Title of Paper: Financial Management

Credit : 3 No. of Lectures: 48

A. Course Objectives:

1. To study in detail various financial management overview in India.
2. To make the students well acquainted regarding cost of capital practices in India.
3. To make the student well-acquainted regarding capital budgeting techniques.
4. To give a perspective of the working capital management system.
5. To understand standard costing techniques.
6. To introduce the students with the meaning and the need of Financial Management in current competitive environment.
7. To discuss the usage of financial management by the finance manager of the company in taking important financial decisions (i.e. Investment decisions, Financing decisions and Dividend decisions).
8. To provide an insight into various modes and techniques of managing the financial resources of an organization.
9. To impart knowledge about the significant factors to be considered while planning the financial policies.

B. Course Outcome:

- CO1:** The outcome of this course is to aware students about the financial management system & capital budgeting and also makes them aware about the cost of capital practices in India or working capital management system.
- CO2:** Development of skills that are required by the finance manager of a company.
- CO3:** Ability to comprehend the relevance of Financial Management in a company.
- CO4:** Ability to apply various methods and techniques to estimate, raise and invest the finances.
- CO5:** Knowledge of various sources of finance available to corporate houses.
- CO6:** To acquaint the students with corporate finance required for Indian Industries.
- CO7:** To make the students aware about the latest developments in the field of corporate finance.
- CO8:** To enable the students to understand the traditional theories of capitalization and dividend distribution practices.

CO9: To give detail exposure of working capital management practice of finance to students Skills to developed.

Unit No. 1 Financial Management – An Overview

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

Total No. of Lectures- 08

Unit No. 2 Working Capital Management – An Overview:

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

Total No. of Lectures- 10

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

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

Total No. of Lectures- 10

Unit No. 4 Capital Budgeting

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

Total No. of Lectures- 10

Unit No. 5 Standard Costing

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

Total No. of Lectures- 10

Books and References:

- 1. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi,
- 2. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi,.
- 3. Chandra, Prasana: Financial Management; Tata McGraw Hill, New Delhi, .

4. Brealey and Meyers: Principles of Corporate Finance: Tata McGraw Hill, New Delhi
5. Keown, Martin, Petty and Scott (Jr): Financial Management: Principles and Applications; Prentice Hall of India, New Delhi, 2002.
6. Gitman, L.J: Principles of Managerial Finance; Addison Wasley,
7. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi,
8. Kishore Ravi, M: Financial Management; Taxman,
9. Financial Cost and Management Accounting, P.Periasamy
10. Financial Accounting for Management, ShankarnarayananRamanath, CENGAGE Learning
11. Accounting For Management, S. N. Maheshwari 4. Management Accounting, Madhu Vij

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (SEM –VI) **Subject:** Financial Management

Course: Financial Management **Course Code:** BBA3606A

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
CO1	3		2	1	3			3	2	3
CO2	1	2		2	1	2			2	
CO3	1			1	1		2	2		
CO4	2		2	3	2	1				
CO5	1			2	1		3		1	2
CO6	1	2			2	2				
CO7	1		2		1			2		
CO8	1				1					
CO9	1	3			2	3	1			

Justification for Mapping

PO1: Application of Knowledge

CO1: Applying knowledge and principles to business practices in the areas of accounting, finance, marketing, management, economic, and human resource management. Focuses on making students aware of the financial management system, capital budgeting, and cost of capital practices.

CO2: Development of skills that are required by the finance manager of a company. About developing skills necessary for finance managers and the PO emphasizes applying knowledge and principles to business practices, including finance.

CO3: Ability to comprehend the relevance of Financial Management in a company. This matches, as is about understanding the relevance of financial management, and the emphasizes applying knowledge to business practices, including financial management.

CO4: Ability to apply various methods and techniques to estimate, raise, and invest finances. This aligns well, as CO4 focuses on applying various methods and techniques, and the PO emphasizes applying knowledge to business practices, including finance.

CO5: Knowledge of various sources of finance, and the PO emphasize applying knowledge to business practices, including knowledge of finance.

CO6: About acquainting students with corporate finance for Indian industries, and the PO emphasizes applying knowledge to business practices, including knowledge of corporate finance.

CO7: Making students aware of the latest developments and the PO emphasizes applying knowledge to business practices, including awareness of the latest developments in corporate finance.

CO8: Understanding traditional theories, and the PO emphasizes applying knowledge to business practices, including understanding traditional theories of capitalization and dividend distribution.

CO9: Detailed exposure to working capital management practices and the PO emphasizes applying knowledge to business practices, including detailed exposure to working capital management.

PO2: Understanding of Business Functions

CO2: The development of skills required by a finance manager is consistent with the broader understanding of business functions. Finance managers play a crucial role in the overall business function, especially in managing financial resources and making strategic decisions.

CO6: Understanding corporate finance, particularly in the context of Indian industries, is integral to grasping the overall business functions. Corporate finance encompasses various aspects like capital structure, investment decisions, and financial strategies, all of which are crucial components of business functions. Thus, CO6 aligns well with the PO.

CO9: Working capital management is a fundamental aspect of financial operations within a business. It directly impacts the day-to-day functioning and liquidity of the organization. Providing detailed exposure to working capital management practices contributes to a deeper understanding of business functions, as it involves managing current assets and liabilities to ensure smooth operations.

PO3: Critical Thinking and Systematic Approach

CO1: Involves making students aware of various aspects of financial management, including capital budgeting, cost of capital practices, and working capital management. The emphasis on awareness implies that students need to critically think about these financial concepts, understand their significance, and apply a systematic approach to grasp the complexities involved.

CO4: Focuses on the practical application of methods and techniques to estimate, raise, and invest finances. This requires students to engage in critical thinking when choosing appropriate methods for different financial scenarios and to systematically apply these techniques. By doing so, students develop problem-solving skills, aligning with the PO's emphasis on identifying issues, collecting information, and drawing conclusions systematically.

CO7: Making students aware of the latest developments in the field of corporate finance. Staying updated on industry trends and advancements requires critical thinking to assess their implications and a systematic research approach to gather relevant information. This aligns with the PO's focus on identifying issues, collecting and examining information, and drawing conclusions to find solutions to business problems.

PO4: Ethical Decision Making

CO1: While CO1 primarily focuses on financial concepts, it indirectly supports ethical decision-making by creating awareness of various financial aspects. Understanding financial management and capital budgeting can contribute to ethical decision-making as financial decisions often have ethical implications. For example, decisions related to capital allocation and budgeting may involve ethical considerations.

CO2: The development of skills for a finance manager may include ethical considerations. Finance managers often face ethical dilemmas in decision-making, such as choosing between profit maximization and ethical business practices. Therefore, the development of skills in finance includes the ability to navigate ethical challenges.

CO3: Understanding the relevance of financial management in a company lays the groundwork for recognizing the ethical implications of financial decisions. Recognizing the importance of financial management can lead to a greater awareness of the ethical responsibilities associated with financial decision-making.

CO4: Emphasizing the application of methods and techniques, indirectly aligns with ethical decision-making. The application of financial methods and techniques should consider ethical implications to ensure that financial decisions are made with integrity and in compliance with ethical standards.

CO5: Contributes to ethical decision-making by providing students with an understanding of various financial sources. Knowledge of ethical financing options is essential, as financial decisions involving external sources can have ethical implications for the organization.

PO5: Critical attitude for Life-long learning

CO1: Contributes to lifelong learning by providing students with foundational knowledge in financial management. The awareness created in this course serves as a starting point for students to continue learning and staying updated on evolving financial practices and regulations throughout their professional careers.

CO2: Supports lifelong learning by focusing on skill development. Finance is a dynamic field, and the skills developed in this course can act as a foundation for ongoing learning. Finance managers must continually update their skills to adapt to changing industry trends and regulations.

CO3: The groundwork for lifelong learning by helping students understand the ongoing relevance of financial management in a company. Recognizing the importance of financial management encourages individuals to seek continuous learning opportunities to stay informed about advancements in the field.

CO4: Encourages lifelong learning by emphasizing the application of various methods and techniques. As financial practices evolve, individuals need to adapt and continue learning new methods and techniques to remain effective in their roles.

CO5: Contributes to lifelong learning by providing students with knowledge about different sources of finance. Lifelong learners in finance will stay informed about emerging financing options and industry trends throughout their careers.

CO6: These contribute to lifelong learning by covering different aspects of corporate finance. Lifelong learners in finance will seek to understand the latest developments, adapt to changing theories, and stay updated on best practices in working capital management.

CO7: Directly aligns with the idea of lifelong learning by emphasizing the importance of staying aware of the latest developments. Lifelong learners in finance will actively seek information about advancements and changes in the corporate finance landscape.

CO8: Supports lifelong learning by focusing on understanding traditional theories. Finance professionals who embrace lifelong learning will continuously explore both traditional and contemporary theories to make informed decisions in their roles.

CO9: Contributes to lifelong learning by providing detailed exposure to working capital management practices. Lifelong learners in finance will seek opportunities to enhance their skills in managing working capital throughout their careers.

PO6: Leadership and Teamwork:

CO2: Leadership skills may come into play when students need to collaborate on understanding and analyzing financial statements. Effective teamwork could lead to a more comprehensive understanding of various items in financial statements.

CO4: Leadership and teamwork skills can be valuable in the preparation and interpretation of segmental analysis and inter-firm comparisons. Leading a team in this process ensures a thorough and collaborative approach.

CO6: Leadership skills may play a role in organizing and leading a team through the process of preparing financial statements in accordance with Schedule VI.

PO7: Application of Management in various disciplines

CO3: Emphasizing the need for students to analyze financial statements in different decision-making contexts, considering global political, cultural, and legal factors.

CO5: The global context in which students should interpret annual reports, considering political, cultural, and legal influences.

CO7: Emphasizing the need for students to evaluate risks in a global context, considering political, cultural, and legal factors that may affect financial performance.

PO8: Professional Development Activities

CO1: Focuses on making students aware of the financial system, services, and market trends, networking with industry professionals allow students to gain practical insights into these areas. Professionals can share their experiences, discuss current trends, and provide context to theoretical knowledge.

CO3: The ability to communicate effectively with industry professionals is enhanced by a deep understanding of financial statements. Networking can lead to discussions about the interpretation and analysis of financial statements.

CO7: The networking opportunities and exposure to real-world scenarios can contribute significantly to understanding financial risks and evaluating a company's ability to meet short-term and long-term obligations.

PO9: Social Responsibility

CO1: The understanding of corporate social responsibility and sustainability contributes to a broader awareness of the financial system. Graduates who are socially responsible can make informed decisions that consider the financial implications on society.

CO2: Social responsibility involves considering the impact of financial decisions on various stakeholders. Graduates with a sense of social responsibility are likely to consider the ethical and social implications when interpreting and analyzing financial statements.

CO5: Understanding the social and environmental disclosures in annual reports is crucial for graduates who are socially responsible. They can assess a company's commitment to sustainability and ethical practices beyond just financial metrics

PO10: Entrepreneurial Mindset

CO1: Successful entrepreneurs understand the importance of financial literacy. They are familiar with financial statements, budgeting, and financial planning.

An entrepreneurial mindset can enhance the value of a course focused on the financial system and services by encouraging students to approach the subject with creativity, risk-taking abilities, and a keen eye for opportunities. The practical knowledge gained from the course can be directly applied to entrepreneurial endeavors in the financial sector.

CO5: Entrepreneurial individuals often need to identify opportunities in the market, and being aware of financial trends is crucial in making informed decisions about potential business ventures.

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

Academic Year 2020-2021

Marketing Management Specialization paper 1

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

Paper Code : BBA605B

Paper : 5 Title of Paper: Sales Management

Credit : 3 No. of Lectures: 48

Course Objectives:

1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.
2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.
3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques and value-added selling.

Course Outcome:

- CO1:** Recognize and demonstrate the recent trends in sales management.
- CO2:** Understand the Functions and responsibilities of sales manager.
- CO3:** Explain the reasons for salesperson's performance valuation, the methods used for performance evaluation, the reasons for auditing sale person and qualitative and quantitative performance standards used in performance evaluation of salesperson.
- CO4:** Evaluate the role of Sales manager responsibilities in recruiting, motivating, managing and leading sales team.
- CO5:** The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals.
- CO6:** Understand the effective selling techniques.
- CO7:** To know types and structures of Sales organization.

Unit No 1 Introduction to Sales Management:

- 1.1 Introduction and Definition
- 1.2 Meaning
- 1.3 Objectives

- 1.4 Role of sales management in marketing
- 1.5 Recent trends in sales management
- 1.6. Ethical and legal issues involved in sales management

Total No. of Lectures- 10

Unit No 2 Sales Organizations:

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

Total No. of Lectures- 10

.Unit No 3 Managing the Sales Force:

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

Total No. of Lectures- 10

.Unit No 4. Sales planning and control:

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

Total No. of Lectures- 10

.Unit No 5 Personal Selling and Relationship Management:

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

Reference Books:

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

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y. BBA (SEM –VI)

Subject: Sales Management

Course: Sales Management

Course Code: BBA3605B

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
CO1										
CO2		3								
CO3			3	3						
CO4				2						
CO5	3					3	3			
CO6					2			3		3
CO7		2								

Justification for the mapping

PO1: Application of Knowledge

CO5: Implies that students will apply their knowledge and principles in marketing, which is a business practice, to understand its broader impact and potential.

PO2: Business Functions

CO2: Directly relates to understanding the functions and responsibilities of a sales manager within the broader business context, aligning with the understanding of business functions.

CO7: Knowing the types and structures of sales organizations falls under the broader category of understanding business functions, specifically in the context of marketing and sales.

PO3: Critical thinking and systematic research approach

CO3: Involves a process that requires critical thinking and systematic research to assess and improve sales performance.

PO4: Ethical Decision-making ability.

CO3: Involve ethical considerations in terms of fairness, transparency, and accountability in the evaluation process.

CO4: Evaluates the role of Sales manager responsibilities in recruiting, motivating, managing, and leading sales teams, may also involve ethical decision-making in terms of how the manager interacts with the sales team and ensures ethical practices within the team.

PO5: Critical Attitude for Lifelong learning.

CO6: Focuses on understanding effective selling techniques, may align with the development of a critical attitude necessary for life-long learning.

PO6: Leadership and team work

CO5: Evaluating the role of Sales manager responsibilities in recruiting, motivating, managing, and leading a sales team, is likely to be associated with leadership and teamwork skills.

PO7: Application of Management in various disciplines

CO5: Global issues, an understanding of marketing in a broader context could involve considerations of political, cultural, and legal factors in a global business environment.

PO8: Professional Development Activities

CO6: Effective selling techniques often involve interpersonal skills, communication, and relationship-building—all of which are valuable in networking with industry professionals.

PO10 Entrepreneurial Mindset

CO6: Contribute to aspects of entrepreneurship, such as customer relations and identifying market opportunities.

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

Academic Year 2021-2022

Marketing Management Specialization paper 2

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

Paper Code: BBA3606B

Paper : 6

Title of Paper: Advertisement & Sales Promotion

Credit : 3

No. of Lectures: 48

Course Objectives:

1. To provide the students with basic understanding of the processes and skills necessary to be Successful in personal selling and insights about recent trends in Advertisement management.
2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function -organization - sales individual.
3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques

Course Outcome:

CO1: Demonstrate a basic understanding for personal sale

CO2: Analyse Recent Trends in Advertisement Management

CO3: Apply Tools and techniques for effective Sales Management

CO4: Evaluate Sales Performance at the Organisational and Individual Levels

CO5: Demonstrate Advanced Interpersonal Communication Skills.

CO6: Apply Motivational Techniques in Sales Contexts:

CO7: Synthesize Interpersonal and Motivational Skills for Sales Success

Unit No 1 Integrated Marketing Communication:

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

Total No. of Lectures- 10

Unit No 2 Advertising- Part 1:

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

Total No. of Lectures- 10

Unit No 3 Advertising- II:

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

Total No. of Lectures- 10

Unit No 4 Sales Promotions:

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

Total No. of Lectures- 8

Unit No 5 Public Relations, Publicity and Corporate Advertising:

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

Total No. of Lectures- 10

Suggested Text Books

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

Suggested Reference Books:

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

Choice Based Credit System Syllabus (2019Pattern)

Mapping of program outcome with course outcome.

Class: TYBBA (Sem VI)

Subject: Advertising and sales promotion

Course Title: Advertising and sales promotion

Course Code: BBA3606 B

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

Course Outcomes	Program Outcomes									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2									
CO2		2	2				2			
CO3		2		2				1		
CO4		2							2	
CO5					2					
CO6						2				2
CO7						2				

Justification for Mapping:

PO1: Disciplinary knowledge.

CO1: Understanding personal sales is crucial for business professionals. It aligns with the disciplinary knowledge required for effective business operations, making it a foundational element.

PO2: Critical Thinking and Problem Solving.

CO2: Analyzing recent trends in advertisement management requires critical thinking and problem-solving skills to adapt to dynamic market changes and devise effective strategies.

CO3: The application of tools and techniques in sales management involves critical thinking to choose the right methods and solve complex challenges in the sales domain.

CO4: Evaluation demands critical thinking to assess the effectiveness of sales strategies and identify areas for improvement at both organizational and individual levels.

PO3: Critical Thinking and systematic research approach.

CO2: Analyzing trends requires a systematic research approach to gather, analyze, and interpret data effectively, contributing to the development of critical thinking and research skills.

PO4: Ethical decision-making ability.

CO3: Ethical decision-making is essential in sales management, as professionals need to make choices aligned with ethical standards when applying tools and techniques in the sales context.

PO5: Critical Attitude for lifelong learning.

CO5: Developing advanced interpersonal communication skills encourages a critical attitude towards lifelong learning, as effective communication is a skill that can continuously be refined and improved.

PO6: Leadership and team work.

CO6: Applying motivational techniques in sales requires leadership and teamwork skills to inspire and collaborate with the sales team, aligning with the development of leadership and teamwork skills.

CO7: Synthesizing interpersonal and motivational skills enhances leadership and teamwork abilities, contributing to the overall development of leadership and teamwork skills.

PO7: Application of management in various discipline.

CO2: Analyzing recent trends in advertisement management involves considering political, cultural, and legal issues, helping students understand their impact on business organizations globally.

PO8: Professional Development Activities

CO3: The application of tools and techniques in sales management aligns with business management skills, as it involves managing sales processes and strategies within an organizational context.

PO9: Social Responsibility

CO4: Evaluating sales performance includes considering social responsibility, as businesses need to assess their impact on society and make responsible decisions at both organizational and individual levels.

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

Academic Year 2021-2022

Human Resource Management Specialization Paper 1

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

Paper Code: BBA3605 C

Paper :5 Title of Paper: Human Resource Practices

Credit : 3 No. of Lectures: 48

A. Course Objectives:

1. To understand the concept of Strategic Human Resource Management.
1. To study the welfare activities of Human resource management.
2. To study grievance handling concepts.
3. To study use of Information Technology in HR practices.

B. Course Outcome:

CO1: Understand the objectives, scope and importance of Human Resource Management.

CO2: Integrated perspective on role of HRM in modern business.

CO3: Ability to plan human resources and implement techniques of job design.

CO4: Students will be able to apply various human resource management techniques to address real world organizational challenges.

CO5: Ability to be able to define, identify, and/or apply the principles of HR's Roles in Organizations.

CO6: Students will develop an understanding of how human resource management aligns with and contributes to an organization's strategic objectives and overall success.

Unit 1 Introduction to Strategic HRM

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

No of lectures 10

Unit 2 Executive Compensation and Working Conditions & Welfare Activities

- 2.1 Introduction
- 2.2 Methods/ Techniques
- 2.3 Importance.
- 2.4 Importance Working Condition
- 2.5 Employee welfare- Importance, Types.

2.6 Industrial Accidents- causes and prevention, Accidents reports & records.

No of lectures 10

Unit 3 Organizational Development

3.1 Concept & objectives of Organizational Development.

3.2 OD programme

3.3 OD Process and OD Culture

3.4 Ethics- organizational

No. of Lectures 8

Unit 4 Employee Grievance & Discipline

4.1 Meaning & Need for Discipline

4.2 Objectives.

4.3 Causes of Indiscipline & its Actions

4.4 Essentials of a good Disciplinary System

4.5 Grievance causes & its Procedure

No of Lectures 10

Unit 5 E- Human Resource

5.1 E- Job Design

5.2 E- Human Resource Planning

5.3 E- Recruitment & E- Selection

5.4 E-Compensation

5.5 E- HR Records & E- HR Information

5.6 E-HR Audit

No of Lectures 10

Total 48

Reference Books:

1. *Human Resource Management- V S P Rao (Excel Books)*

2. *Personnel & Human Resource Management- P. Subba Rao (Himalaya Publishing House)*

3. *Human Resource Management- Ashwathappa (McGraw-Hill)*

4. *Human Resource Management – S. S. Shete (Success Publications, Pune)*

5. *Fundamentals of Human Resource Management- Gary Dessler (Pearson Education; First edition (2010))*

6. *E-Human Resources Management: Managing knowledge people – Teresa Torres, Mario Arias, Oliva*

7. *Strategic Human Resource Management – A general Managerial Approach- Charlis R. Greer; second edition*

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y. BBA (Sem–VI)

Subject: Human Resource Practices

Course: Human Resource Practices

Course Code: 3605C

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
CO1	3					3	3			
CO2	2	3				2			3	3
CO3								3		2
CO4	3		3				2		3	
CO5		2		3	3			3		
CO6	2					3	2	2		

Justification for the mapping

PO1: Application of Knowledge

CO1: The outcome focuses on the foundational understanding of HRM, which is essential for integrating HRM with other business functions.

CO2: Emphasizes the interconnected nature of HRM with other aspects of business operations, aligning with the broader integration of knowledge across business practices.

CO4: Directly relates to applying knowledge and techniques within the context of real-world organizational challenges, which is essential for business practices.

CO6: This outcome highlights the strategic alignment of HRM with overall business objectives, emphasizing its practical application in business practices.

PO2: Understanding Business Function

CO2: Understanding business functions as they focus on the integrated perspective of HRM, practical application in organizational challenges, and alignment with strategic objectives.

CO5: Providing foundational knowledge and specific HRM skills that contribute to a broader understanding of business functions.

PO3: Critical thinking and systematic research approach

CO4: Directly focuses on the application of critical thinking and systematic research approach to identify issues, collect information, evaluate evidence, and draw conclusions for addressing real-world organizational challenges within the human resource management context.

PO4: Ethical Decision-making

CO5: Particularly relevant to ethical decision-making as it requires students to understand and apply the principles of HR's roles in organizations, which includes ethical considerations in decision-making. Understanding HR's roles involves recognizing the ethical implications of HR practices, such as recruitment, selection, training, and performance management, and being able to address ethical dilemmas that may arise in these areas.

PO5: Critical Attitude for Lifelong learning.

CO5: Understanding the principles of HR's roles in organizations, students will be equipped with the knowledge and skills to critically analyze and evaluate HR practices, which is essential for continuous learning and growth in the field of human resource management.

PO6: Leadership and teamwork

CO1: Effective Human Resource Management involves leading and collaborating with others to achieve common goals through effective teamwork and leadership.

CO2: The role of HRM in modern business involves fostering leadership skills and promoting effective teamwork to achieve shared objectives.

CO6: Emphasizes the ability to lead and collaborate with others to achieve common goals, which is an essential skill for effective human resource management.

PO7: Application of Management in various discipline.

CO1: Understanding the objectives and importance of HRM provides insight into the broader organizational context, including cultural and legal aspects on a global scale.

CO4: Applying HRM techniques address challenges involves understanding and navigating global issues, aligning with the evaluation in PO7.

CO6: Recognizing the alignment of HRM with strategic objectives involves considering global factors and their impact on organizational success, aligning with the evaluation in PO7.

PO8: Professional development activities

CO3: Involves solving organizational issues, and effective planning of human resources and job design techniques are essential aspects of addressing such issues.

CO5: Understanding and applying the principles of HR's roles in organizations is a fundamental aspect of business management, aligning with the skills required in PO8.

CO6: Emphasizes the application of business management skills to solve organizational issues. Understanding how HRM aligns with strategic objectives is crucial for addressing issues and contributing to overall success.

PO9 Social Responsibility:

CO3: An integrated perspective on HRM includes considering its impact on society. Students can learn how HRM practices can contribute to societal well-being and align with corporate social responsibility.

CO4: By addressing real-world challenges through HRM techniques, students can contribute to societal well-being by promoting ethical and responsible organizational practices.

PO10: Entrepreneurial Mindset:

CO2: An entrepreneurial mindset involves recognizing the interconnection between HR and the broader business context.

CO3: Job design techniques should be seen as tools for optimizing performance

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

Academic Year 2021-2022

Human Resource Management specialization Paper 2

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

Paper Code: BBA3606C

Paper : 6 Title of Paper: Labour Welfare.

Credit : 3 No. of Lectures: 48

Course Objectives:

1. To understand the importance of labour welfare concepts.
2. To analyze labour legislation in India.
3. To get information about different agencies involved in labour welfare.
4. To analyze working conditions and labour hygiene issues.
5. To know the development and the judicial setup of Labour Laws.
6. To learn the salient features of welfare and wage Legislations.

Course Outcome:

CO1: To understand the importance of Labour Law and Social Welfare.

CO2: To enable students to have understanding of legal provisions relating to vulnerable groups of workers and laws related to wages, environment protection and social security.

CO3: Understand historical aspects of labour movement in India.

CO4: Impart knowledge and understanding of Labour Market, Wages, Employment and unemployment of labour.

CO5: Develop understanding of Legislations relating to working conditions and social security.

CO6: Understand Social and Industrial aspects of psychology of work.

Unit 1: Introduction and Evaluation of labour welfare :

1. Origin and evolution of Labour Welfare.
2. Objectives of Labour Welfare
3. Need and importance of Labour Welfare.
4. Classification of Labour Welfare.

4. Work agencies of Labour Welfare, Scope of Labour Welfare, Concepts, philosophy and principles of labour welfare, Plans and labour policy in India and Labour Welfare in India. (4+2)

Unit 2: Labour Legislations in India

Statutory Welfare Amenities – as per Factories Act, 1948, Plantation Act, 1951, Motor Act 1952, Motor Transport Act. Non-statutory welfare Agencies – Role of Trade Unions, NGOs and Local-self Govt., National Commission on Labour and Labour Welfare, Labour Laws of the Elimination of Child Labour(4+2)

Unit 3: Agencies of Labour welfare

Agencies of Labour welfare in India (Central Govt. , State Govt., Employers & Trade- Unions), Labour Welfare Officer: Role, Qualifications, Functions, Duties, Labour Administration in India (4+2)

Unit 4: Industrial Hygiene & Occupational Health

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

Unit 5: Problems of Indian labour

Problems of Women Labour, Problems of Unorganized labour, Problems of Workers education (4+2)

Suggested Text Books:

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

Suggested Reference Books:

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

Choice based credit system syllabus (2019 pattern)

Mapping of program outcomes with course outcomes

Class: TYBBA(Sem–VI)

Subject: Labour Welfare

Course: Labour Welfare

Course Code: BBA3606C

Weightage: 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
CO1				2	3		3		3	
CO2					3				2	
CO3					3				2	
CO4					3				2	
CO5				2	3				3	
CO6					3		2		3	

Justification for the mapping

PO4: Ethical Decision-making ability.

CO1: Labor law and social welfare often center around defining the rights and responsibilities of employers and employees. Understanding these rights and responsibilities is crucial for ethical decision-making in the workplace, ensuring fair treatment and adherence to ethical standards.

CO5: It provides the necessary knowledge and awareness to make decisions that align with legal standards, promote employee well-being, and prevent practices that could be considered unethical or exploitative.

PO5: Critical Attitude for Lifelong learning.

CO1: To understanding the importance of labor law and social welfare is strongly connected to fostering a critical attitude for lifelong learning.

CO2: Understanding the legal provisions relating to vulnerable groups of workers and laws related to wages, environment protection, and social security can enable students to critically evaluate the effectiveness and fairness of these provisions and advocate for improvements when necessary.

CO3: By understanding the historical aspects of the labor movement in India, students can develop a critical awareness of the struggles and achievements of workers in the past, which can inspire them to critically examine and challenge current labor issues.

CO4: Developing knowledge and understanding of labor market, wages, employment, and unemployment of labor can empower students to critically assess the impact of these factors on individuals, organizations, and society, and to make informed decisions and contribute to improvements in these areas.

CO5: Understanding legislations relating to working conditions and social security can enable students to critically analyze the adequacy and effectiveness of these legislations and advocate for necessary changes to ensure the well-being and rights of workers.

CO6: understanding the social and industrial aspects of psychology of work can develop students' critical thinking skills by allowing them to assess the psychological and social factors that influence work dynamics and interactions, and to critically reflect on their own attitudes and behaviors in the workplace.

PO7: Political, Cultural, and Legal issues impact to business organizations in a global context.

CO1: The ability to navigate and comprehend these issues is essential for organizations to operate ethically, comply with regulations, and adapt to the complexities of the global business environment.

CO6: Gaining practical understanding about the functioning of various labor institutions, such as labor courts, tribunals, and welfare boards, equips students with the knowledge and skills necessary to navigate and engage with such institutions.

PO9: Social Responsibility:

CO1: It involves creating ethical and fair workplace conditions, contributing to community welfare, and aligning with societal expectations for responsible business practices.

CO2: Organizations can ensure the fair treatment and protection of vulnerable groups of workers. This promotes social responsibility by ensuring equal opportunities and preventing discrimination in the workplace.

CO3: Understanding the historical aspects of labor movement in India can enable students to recognize the struggles and achievements of workers' rights movements in the past. This knowledge can inspire individuals to advocate for better working conditions and fair labor practices in their own organizations, promoting social responsibility.

CO4: Knowledge of labor market dynamics, wages, employment, and unemployment allows organizations to make informed decisions regarding fair wage policies, stable employment, and reducing unemployment rates. This contributes to social responsibility by providing economic security to employees and positively impacting the local community.

CO5: Legislation relating to working conditions and social security ensures that organizations comply with regulations and guidelines set by the government to protect employees' well-being. This includes providing safe working conditions, fair work hours, and social security benefits. By adhering to these legislations, organizations demonstrate social responsibility towards their employees.

CO6: Understanding the social and industrial aspects of psychology of work (CO6) can contribute to creating a positive work environment that promotes employee well-being, engagement, and job satisfaction. This enhances social responsibility by prioritizing the mental and emotional health of employees.

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

Academic Year 2021-2022

Service Sector Management paper 1

Class	:T.Y.B.B.A. (Semester-VI)	Paper Code : BBA3605 D
Paper	:5	Title of Paper: Marketing of Special services in India
Credit	: 3	No. of Lectures: 48

Course Objective:

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

Course Outcome:

CO1: Students will be able to articulate a comprehensive understanding of the diverse nature of services in the Indian context, including key sectors, trends, and challenges.

CO2: Upon completion of the course, students will possess the skills to formulate and implement effective marketing strategies tailored specifically to the unique characteristics of the services sector in India.

CO3: Students will gain proficiency in analyzing market dynamics and consumer behavior within the Indian services industry, enabling them to make informed decisions and recommendations.

CO4: By the end of the course, students will be able to identify and critically evaluate upcoming and potential areas of growth within the services sector in India, demonstrating foresight and strategic thinking.

CO5: Students will develop strong communication and interpersonal skills, enabling them to effectively convey the value proposition of services and build relationships with diverse stakeholders in the Indian market.

CO6: Upon completion of the course, students will be proficient in applying digital marketing tools and strategies specifically tailored to the services industry in India, keeping abreast of technological advancements.

CO7: Students will be able to critically evaluate and incorporate ethical considerations in service marketing strategies, demonstrating an understanding of the cultural and social nuances in the Indian market.

Unit 1 Introduction:-

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

No of Lectures 8

Unit 2 Marketing of Bank Services and Insurance Services:-

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

No of lectures 10

Unit 3 Tourism, Hospitality and Health Care Services:-

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

No of Lectures 10

Unit 4 Marketing of Other Services:-

- 4.1 Emerging trends and its features :
- 4.2 Marketing of Higher Education, Political Marketing, Airline Marketing, Cellular and Entertainment Services, Internet services

No of lectures 10

Unit 5 Technology in Services:-

- 5.1 Technology in services
- 5.2 The emergence of self service
- 5.3 Automation in services
- 5.4 Technological innovations in services: Challenges of adopting new technology in service
- 5.5 Managing the new technology adoption process

No of lectures 10

Total 48

Reference Books:

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

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: TYBBA (Sem –VI)

Subject: Marketing of Special Services in India

Course: Marketing of Special Services in India **Course Code:** BBA 3605 D

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

Programme Outcomes (POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	2									
CO2		2								
CO3			1							
CO4					2					2
CO5						2				
CO6							2			
CO7				2					2	

Justification for the mapping

PO1. Application of knowledge: -

CO1: Understanding the diverse nature of services in the Indian context requires the application of knowledge about different service sectors, trends, and challenges.

PO2. Understanding of Business Functions: -

CO2: Formulating and implementing effective marketing strategies involves a deep understanding of business functions, aligning with the program outcome.

PO3. critical thinking and systematic research approach: -

CO3: Analysing market dynamics and consumer behaviour requires critical thinking and a systematic research approach, linking with the program outcome.

PO4. Ethical Decision-Making: -

CO7: Critical evaluation and incorporation of ethical considerations in service marketing strategies align with the program outcome of ethical decision-making.

PO5. Critical attitude for life long learning

CO4: Identifying and critically evaluating upcoming areas of growth within the services sector demonstrates a critical attitude, aligning with the program outcome.

PO6: Leadership and Teamwork

CO5: Developing strong communication and interpersonal skills is crucial for effective teamwork and leadership, aligning with the program outcome.

PO7. Application of management in various disciplines

CO6: Applying digital marketing tools in the services industry involves knowledge application across various disciplines, linking with the program outcome

PO9. Social Responsibility:

CO7: Critically evaluating and incorporating ethical considerations in service marketing strategies demonstrates social responsibility, aligning with the program outcome

PO10. Entrepreneurial Mindset:

CO4: Identifying potential areas of growth within the services sector requires an entrepreneurial mindset, linking with the program outcome.

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

Academic Year 2021-2022

Service Sector Management paper 2

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

Paper Code: BBA3606D

Paper: 6

Title of Paper: Service Operation Processes

Credit : 3

No. of Lectures: 48

Course Objectives:

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

Course Outcome:

CO1: Students will learn an overview of Service Operation.

CO2: Conceptual knowledge of Event management and services included in Event management.

CO3: In-depth knowledge of Incident Management.

CO4: Study of Impact due to degraded services in business.

CO5: Understanding of 7 steps in improvement process.

CO6: Gain insights into request fulfillment processes, focusing on efficiently handling service requests from users and ensuring timely delivery of services.

CO7: Learn the principles of access management, including the authorization and restriction of user access to IT services and resources based on business needs and security requirements.

Unit 1 Event Management

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

No. of Lectures 10

Unit 2: Incident Management

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

No. of lectures 10

Unit 3: Problem Management and Request fulfillment

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

No. of Lectures 10

Unit 4 Assess Management

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

No. of lectures 8

Unit 5: Continual Service Improvement

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

No. of lectures 10

Reference Books:

1. *Services Marketing - S.M.Jha, Himalaya Publication House*
2. *Services Marketing - P.K.Sinha, S.C.Sahoo, Himalaya Publication House*
3. *Services Marketing – M. G. Mulla, Success Publications, Pune.*
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6. *Marketing of Services - An Indian Perspective – Text and Cases, Dr. S. L. Gupta, V.V. Ratna, Wisdom Publications, Delhi.*

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y. BBA (Sem–VI)

Subject: Service Operation Processes

Course: Service Operation Processes

Course Code: BBA3606D

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
CO1		2								
CO2										
CO3										
CO4	3	3	3		3					
CO5										
CO6										

Justification for the mapping

PO1: Application of Knowledge

CO4: This outcome suggests that students will gain an understanding of the impact of degraded services on business operations.

PO2: Understanding Business Function

CO1: Important for understanding different aspects of Service Operation processes

CO4: Understanding the impact of IT services on business functions is essential for aligning IT services with business goals and ensuring that IT activities contribute positively to overall business performance.

PO3: Critical thinking and systematic research approach

CO4: This outcome suggests that students will study and understand the impact of degraded services on business.

PO5: Critical Attitude for Lifelong learning.

CO4: understanding the impact of degraded services on business, the process of studying and analyzing such impacts inherently involves critical thinking and the ability to draw conclusions.

Anekant Education Society's
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.
Department of Business Administration [BBA]

Name of Course : Internship Project.
Course Duration: **1Month**

About Course :

The TYBBA students' internship project allows them to apply their specialized knowledge and skills to a real-world setting. Each student focuses on a specific area of specialization, such as marketing, finance, or human resources, and undertakes a project related to their chosen field. Through this internship, they gain practical experience and develop a deeper understanding of their specialization, preparing them for future professional opportunities. The projects not only provide valuable insights and solutions to the organization but also allow the students to showcase their abilities and make a meaningful impact in their respective fields.

Objectives of the course

1. Gain hands-on experience in applying theoretical knowledge to real-world scenarios.
2. Develop and enhance practical skills in a specific field of study.
3. Build professional connections and networking opportunities within the industry.
4. Engage in critical thinking and problem-solving skills by collaborating on project challenges.
5. Increase understanding of industry practices, trends, and technologies.
6. Achieve a deeper understanding of the organizational structure and professional dynamics within the internship placement.

Course outcome:

CO1: Enhanced knowledge and understanding of the specific industry and its operations.

CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork.

CO3: Improved ability to apply theoretical concepts to real-world scenarios.

CO4: Expanded networking opportunities and connections within the industry.

CO5: Increased confidence and self-assurance in professional abilities.

CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects

CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation.

Guidelines

1. **Duration:** The design internship for TYBBA students should ideally be for a minimum of 1 months to ensure a significant learning and work experience.
2. **Internship Provider:** Students should choose a reputable design company or organization to intern with. It is essential to pick a provider that aligns with the student's interests and goals.
3. **Learning Objectives:** Before starting the internship, the student and the internship provider should mutually agree upon the learning objectives and goals for the internship period. These objectives can be related to specific design skills, project management, communication, teamwork, or any other relevant areas.
4. **Work Schedule:** Students should agree upon a work schedule with the internship provider, ensuring that it is suitable for both parties. This schedule can be part-time or full-time, depending on the student's availability and the organization's requirements.
5. **Internship Responsibilities:** The student should have a clear understanding of their responsibilities and tasks during the internship. These can include assisting senior designers in design projects, conducting research, creating design prototypes, or any other design-related tasks.
6. **Supervision and Mentorship:** The internship provider should assign a supervisor or mentor to guide and support the student throughout the internship. The supervisor should provide regular feedback and mentoring sessions to help the student improve their skills and grow professionally.
7. **Regular Check-Ins:** The student and the internship provider should schedule regular check-in meetings to discuss progress, address any challenges, and provide feedback. These meetings can be weekly or bi-weekly, depending on the internship duration.
8. **Portfolio Development:** The student should focus on building their design portfolio during the internship. The internship provider can assign relevant projects and tasks that can be added to the student's portfolio, showcasing their skills and achievements.
9. **Documentation and Reporting:** The student should maintain a journal or diary to document their daily activities, learnings, and experiences during the internship. This documentation can be used for the final internship report or as reference material in the future.
10. **Evaluation and Final Report:** At the end of the internship, the student should submit a final report summarizing their internship experience, learnings, and achievements. The internship provider should evaluate the student based on their performance and provide feedback for the student's future growth.

11. Certification: Upon successful completion of the internship, the student should receive a certificate from the internship provider validating their internship experience.
12. It is essential for TYBBA students to make the most of their design internships by actively participating, seeking learning opportunities, and building professional connections. These guidelines aim to ensure a fruitful and enriching internship experience for students.

Examination or Evaluation pattern:

Exam Pattern: Project Examination.

Marks : 100 marks

50 Marks: - Internship

30 Marks: - Project Report

20 Marks: - Viva