

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce,

Baramati.

[Autonomous]

**COURSE STRUCTURE FOR BACHELOR OF BUSINESS**

**ADMINISTRATION (B.B.A.)**

**2022 Pattern**

**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 provide practical industrial exposure to the students to hone their managerial competencies and business acumen while attaining a holistic understanding of a business/industry.
8. To prepare the students to deliver effective oral business presentations using a variety of appropriate technologies and achieve excellence in written communications.
9. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
10. To equip the students with the latest business knowledge to meet the requirements of changing corporate firms
11. To prepare students in developing operational and analytical skills in students to tackle business problems in different sectors.
12. To make students understood the different business environment in which various organizations operate

### **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. 10<sup>th</sup> 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 management concepts, theories, models and key business terms
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. Students will apply business management skills to solve organizational issues.
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 2022 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		
					Democracy	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	2		
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					Certificate Course	2		
30								
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		
					<b>Total Credit</b>	<b>132</b>		

### 13. Course Structure for 2022 Pattern:

Group I	Course Details	
Course Code	Course Title	Credits
		Core Course
<b>First Year Semester I</b>		
UBBA111	Business Organization and Corporate Environment	3
UBBA112	Professional Communication Skills	3
UBBA113	Financial Accounting	3
UBBA114	Micro Economics	3
UBBA115	Business Mathematics	3
UBBA116	Business demography and Business Environmental studies.	3
	Certificate Course Not Related to Curriculum	2
	Total Credits for the Semester I	20
Group I	Course Details	
Course Code	Course Title	Credits
		Core Course

<b>First Year Semester II</b>		
UBBA121	Principles of Management	3
UBBA122	Basics of Marketing Management	3
UBBA123	Principles of Finance	3
UBBA124	Basics of Cost and Works Accounting.	3
UBBA125	Business Statistics	3
UBBA126	Computer Fundamentals	3
UBBADE121	Democracy	2
UBBAPE121	Physical Education	2
	Total	22

<b>B.B.A. SECOND YEAR (S.Y)</b>				
<b>Semester3</b>			<b>Semester4</b>	
<b>SR. No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Code</b>	<b>Paper</b>
1	UBBA231	Global Competencies & Personality Development	UBBA241	Production & operations
2	UBBA232	Business Ethics	UBBA242	Decision Making & Risk management
3	UBBA233	Principles of Human Resource Management	UBBA243	International Business
4	UBBA234	Macro Economics & Fundamentals of Rural Development	UBBA244	Management Information System
5.	UBBA235-A	1.Legal Aspect in HRM	UBBA245 – A	1. HRM Functions & Practices
	UBBA236 -A	2.Organisational Behavior +		

		Dissertation	UBBA26 – A	2. Employee Recruitment & HR record management System + Dissertation
6.	UBBA235– B	1.Management Accounting	UBBA235– B	Business Taxation
	UBBA236- B	2.Banking & Finance + Dissertation		UBBA236- B
7	UBBA235– C	1. Retail Management	UBBA235– C	Advertising & Sales Promotion
	UBBA236– C	2. Sales and distribution mgmt. Management + Dissertation	UBBA236- C	Digital Marketing + Dissertation
8.	UBBA235 - D	1.Fundamentals of Service Management	UBBA235– D	Banking & Insurance Service Management
	UBBA236– D	2.Principles & Functions of Service management + Dissertation	UBBA236- D	Social Service & NGO Management + Dissertation

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

**BBA-Bachelor of Business Administration Updated  
Programme Structure CBCS-Pattern 2021-22**

**FYBBA Semester I**

<b>Group I</b>	<b>Course Details</b>	
<b>Course Code</b>	<b>Course Title</b>	<b>Credits Core Course</b>
	<b>First Year Semester I</b>	
UBBA111	Business Organization and Corporate Environment	3
UBBA112	Professional Communication Skills	3
UBBA113	Financial Accounting	3
UBBA114	Micro Economics	3
UBBA115	Business Mathematics	3
UBBA116	Business demography and Business Environmental studies.	3
	Certificate Course Not Related to Curriculum	2
	Total Credits for the Semester I	20

**FYBBA Semester II**

<b>Group I</b>	<b>Course Details</b>	
<b>Course Code</b>	<b>Course Title</b>	<b>Credits Core Course</b>
	<b>First Year Semester II</b>	
UBBA121	Principles of Management	3
UBBA122	Basics of Marketing Management	3
UBBA123	Principles of Finance	3
UBBA124	Basics of Cost and Works Accounting.	3
UBBA125	Business Statistics	3
UBBA126	Computer Fundamentals	3
UBBADE121	Democracy	2
UBBAPE121	Physical Education	2
	Total	22

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**Department of Business Administration.**  
**CBCS-Pattern 2021-22**

**Class: F.Y.B.B.A.SEM I**

**Course Code: UBBA111**

**Paper: 1**

**Course Title: Business Organization and Corporate Environment**

**Total No of Lectures: 48**

**Credit: 03**

**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 organisations

**Unit 1 Introduction and Evolution of Business**

- 1.1 Meaning of business, Characteristics of Business, Division of Business, Objectives of Business, and Requisites for success in Business.
- 1.2 Development of commerce, Evolution of Industry, Globalization, Emergence of MNCs.
- 1.3 Recent Trends- Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, ECommerce. Online trading, Patents, trademarks and Copyrights Challenges before Indian business sector.
- 1.4 Provisions in Indian Constitution for Business.

**No. of Lectures 12**



## **Unit2 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
- 2.3 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 start in new unit, Government policies.

**No. of Lectures 10**

### **Unit 4 Domestic and Foreign Trade**

4.1 domestic trade-concept of domestic Wholesale and Retail Trade

4.2 foreign trade-concept of export import, export and import procedure.

**No. of Lectures 8**

### **Unit 5 Corporate environment**

**5.1 Corporate capital** -Share capital-meaning, types of share merits, demerits

**5.2 Corporate Meetings:** Meeting-Meaning and Definition. Types of meeting statutory meeting, Annual General Meeting, Extraordinary General Meeting.

**5.3 Board Meeting and Resolution**

**No. of Lectures 08**

### **Recommended Books:**

1. Modern Business Organization- S.A. Sherlekar
2. Industrial Organization Management- Sherlekar
3. Business Organization and management–Y. K. Bhushan
4. Business Organization and system – Dr. M. V. Gite, Dr.R. D. Darekar,  
Prof. S. N. Nanaware, Dr. V. D. Barve- Success 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.Desai

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

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

**Course Title:** Business Organization and Corporate Environment

**Course:** Business Organization and Corporate Environment

**Course Code:** UBBA111

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

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

#### Justification for the mapping

#### **PO1: Disciplinary Knowledge**

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

#### **PO2: 2. Critical Thinking and Problem Solving**

**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: 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 solutions 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 ability.**

**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 skills**

**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: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**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: Business Management Skills**

**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.

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**CBCS-Pattern2021-22**  
**Department of Business Administration.**

**Class: F.Y.B.B.A.SEM I**

**Course Code: UBBA112**

**Paper: 2**

**Course Title : Professional Communication Skills**

**Total No of Lectures: 48**

**Credit: 03**

**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 Outcome**

**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: Introduction to Communication.**

- 1.1 Meaning and definition. Process and elements in communication process.
- 1.2 Need of effective communication.
- 1.3 Principles of Effective communication.
- 1.4 Role of Communication in social and economic system
- 1.5 Barriers to communication and over comings

**No. of Lectures 08**

**Unit 2: Methods and types of Communication**

- 2.1 Methods of Communications: Linguistics, Non- Linguistics and Para- Linguistics.
- 2.2 Verbal and Nonverbal communication.

### 2.3 Oral Communication

2.3.1 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 – Radio Recording- Dictaphone, Phonetics and its application in oral communication.

2.3.2 Rumor-Grapevine-Group Discussion

2.3.3 The art of listening-Principles of good listening.

**No. of Lectures 10**

## **Unit 3: Business Letters**

3.1 Standard Formats of Business Letter.

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

3.2 Drafting of Business Letters

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

3.3 Email writing.

**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 Process.

4.3 Conflict and Negotiations.

4.4 Presentation and Interviews.

4.5 Customer Care/Customers Relations.

**No. of Lectures 10**

## **Unit 5: Reporting to Management**

5.1 Principles of writing reports for management,

5.2 Types of reports, Structures of report.

5.3 Preparation/ Collection of Information,

5.4 Use of graphs, presentation of reports,

**No. of Lectures 10**

## **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. Ravindra Kothavade - 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. Balasubramanian - Vani Educational Books

**Choice Based Credit System Syllabus (2022 Pattern)**  
**Mapping of Program Outcomes with Course Outcomes**

**Class: FYBBA (Sem –I)**

**Course Title : Professional Communication Skills**

**Course: Professional Communication Skills Course Code: BBA112**

**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: Disciplinary 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 focuses 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: Critical Thinking and Problem Solving**

**CO1:** Navigating social and business interactions often requires addressing challenges, conflicts, or misunderstandings, which involves problem-solving skills.

**CO2:** Involves critically assessing questions, formulating thoughtful responses, and analyzing group dynamics during discussions or interviews.

**CO3:** Involves actively processing information, critically evaluating content, and making informed decisions



about how to respond or engage in extended conversations.

**CO4:** Requires evaluating the purpose, audience, and content critically to convey messages effectively in business writing.

**CO5:** Involves considering the context, cultural nuances, and potential impact of communication on relationships and professional interactions

**CO6:** Choosing appropriate and effective humor involves solving the problem of engaging others positively and fostering a positive communication environment.

**PO3: 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 ability.**

**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 developed 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.

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**CBCS-Pattern2021-22**  
**Department of Business Administration.**

**Academic Year 2021-2022**

**Class: F.Y.B.B.A.SEM I**

**Course Code: UBBA113**

**Paper: 3**

**Course Title: Financial Accounting**

**Total No of Lectures: 48**

**Credit: 3**

**(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.

**CO7:** Understand the Accounting Software knowledge regarding Accounting systems.

**Unit No 1 Introduction**

- 1.1 Financial Accounting-definition and Scope,
- 1.2 objectives, Accounting concepts,
- 1.3 Principles and conventions.
- 1.4 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
- 2.2 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)**

3.1 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-
3. Success Publication,Pune
4. Financial accounting: By Jane Reimers (Pearson Education)
5. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
6. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
7. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing)
8. Advanced Accounts – M.C. Shukla and S P Grewal ( S.Chand & Co., New Delhi)

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –I)      **Course Title :** Financial Accounting

**Course:** Financial Accounting      **Course Code:** UBBA-113

**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			2					2
CO2	2				1	2				
CO3	3				2					
CO4	2	2	2		1	2	2			
CO5				2	2		2			
CO6		2	2	2	1	2		2		3
CO7	7				1					

### Justification for the mapping

#### PO1:- Disciplinary 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.

### **PO2: Critical Thinking and Problem Solving**

**CO1:** Acquiring sound knowledge of basic accounting concepts involves critical thinking to understand and apply these concepts practically.

**CO4:** Recognizing the role and importance of accounting in business may involve critical evaluation and problem-solving to address challenges within a business context.

**CO6:** Applying critical thinking skills to identify and analyze accounting issues using relevant frameworks aligns with the specific focus of the critical thinking and problem-solving program outcome.

### **PO3: Systematic Research Approach**

**CO4:** Understanding the role and importance of accounting in business may involve critical analysis and systematic research to explore how accounting practices impact business operations.

**CO6:** Applying critical thinking skills to identify and analyze accounting issues may be strengthened by incorporating a systematic research approach to gather evidence and support arguments.

### **PO4: Ethical Decision-making ability.**

**CO5:** Identifying and interpreting accounting information for decision-making implies the application of critical thinking skills.

**CO6:** Applying critical thinking skills to identify and analyze accounting issues using relevant frameworks aligns with the specific focus of the critical thinking and problem-solving program outcome.

### **PO5: Critical Attitude For Life-long Learning**

**CO1:** Acquiring sound knowledge of basic accounting concepts sets the foundation for lifelong learning, as students are expected to build upon this foundation as they encounter new developments in the accounting field.

**CO2:** Developing competence in applying various concepts in business accounting requires an understanding that the accounting landscape evolves, necessitating ongoing learning to apply the latest practices.

**CO3:** Understanding financial statements may involve staying informed about changes in accounting standards and reporting requirements, showcasing the importance of lifelong learning.

**CO4:** Understanding the role and importance of accounting in business requires continuous learning to adapt to changes in business environments and regulatory landscapes.

**CO5:** Identifying and interpreting accounting information for decision-making implies a need for ongoing learning to keep abreast of new information and tools.

**CO6:** Applying critical thinking skills to identify and analyze accounting issues involves staying updated on emerging issues and evolving frameworks, showcasing the need for lifelong learning.

**CO7:** Understanding accounting software and systems necessitates ongoing learning to adapt to changes in technology and software applications.

### **PO6: Leadership and team work skills**

**CO2:** Leadership involves guiding individuals in applying their skills effectively. A leader with strong teamwork skills can create a collaborative environment where team members collectively develop competence in applying various business accounting concepts.

**CO4:** Leadership skills can be crucial in conveying the importance of accounting in a business context. Teamwork can amplify this understanding as team members share insights and perspectives, contributing to a more comprehensive understanding.

**CO6:** Leadership can guide the team in applying critical thinking skills to accounting issues. Teamwork enables the pooling of diverse critical perspectives, enhancing the depth and breadth of analysis.

**CO7:** Leadership can support the team in acquiring and applying knowledge of accounting software. Teamwork facilitates learning through shared experiences and collaborative problem-solving when dealing with accounting systems.

### **PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO4:** Awareness of political, cultural, and legal issues provides a broader perspective on the role and importance of accounting in a globalized business setting, emphasizing the need for adaptability and responsiveness.

**CO5:** Knowledge of global political, cultural, and legal issues allows individuals to identify and interpret accounting information with a broader understanding, enabling more informed decision-making in an international business environment.

### **PO8: Business Management Skills**

**CO2:** Entrepreneurial individuals often need to apply a diverse set of business concepts, including accounting, to create and manage their ventures. Developing competence in applying business accounting concepts aligns with the proactive and adaptive nature of an entrepreneurial mindset.



**CO7:** Entrepreneurs often leverage technology for efficient business operations, including accounting systems. Understanding accounting software aligns with the entrepreneurial mindset, which seeks innovative ways to streamline processes and utilize technology effectively.

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**CBCS-Pattern2021-22**  
**Department of Business Administration.**

**Class: F.Y.B.B.A.SEM I**

**Course code: UBBA114**

**Paper: 4**

**Subject Name: Micro Economics.**

**Total No of Lectures: 48**

**Credit:-03**

**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:** Demonstrate a solid understanding of basic economic principles, such as supply and demand, opportunity cost, elasticity, and market structures.
- CO2:** Apply microeconomic models to analyze real-world scenarios and make predictions about the behavior of consumers, firms, and markets.
- CO3:** Critically assess how resources are allocated in various economic systems and evaluate the efficiency and equity implications of different resource allocation mechanisms.
- CO4:** Analyze and interpret consumer behavior, including factors influencing individual choices, utility maximization, and the impact of changes in prices or income on consumption patterns.
- CO5:** Investigate the behavior of firms in different market structures, understanding concepts such as production costs, profit maximization, and competitive strategies
- CO6:** Identify and analyze instances of market failures, such as externalities, public goods, and imperfect competition, and evaluate the role of government intervention in addressing these failures
- CO7:** Develop the ability to apply economic thinking to decision-making in both personal and professional contexts, including evaluating trade-offs, making informed choices, and understanding the implications of economic policies

**Unit No.1 Introduction to Economics**

1. Meaning, Nature and Scope of Business Economics–Micro and Macro.
2. Basic Economic Problems.

3. Types of markets. And Market forces in solving economic problems.
4. Circular Flow of Income and Expenditure

**No of Lectures 10**

**Unit No.2 Demand and Supply Analysis**

1. Concept of Demand and demand Law.
2. Elasticity of Demand and their types.
3. Revenue Concepts- Total Revenue, Marginal Revenue, Average Revenue
4. Concept of Supply and Supply Law.
5. Factors affecting Supply.

**No of Lectures 10**

**Unit No3 Cost Analysis**

- 3.1 Concept of Cost.
- 3.2 Types of Cost.
- 3.3 Pricing under various market conditions.
- 3.4 Pricing Strategies used in Perfect Competition.
- 3.5 Price Determination under Monopoly.
- 3.6 Price determination under monopolistic condition.

**No of Lectures 10**

**Unit No. 4 Distribution Theory**

- 4.1 Marginal Productivity Theory of Distribution
- 4.2 Rent: Modern Theory of Rent
- 4.3 Wages: Wage Determination under Imperfect Competition –Role of Trade Union and Collective Bargaining in Wage Determination
- 4.4 Interest: Liquidity, Preference Theory of Interest  
Profits: Dynamic, Innovation, Risk-Bearing and Uncertainty Bearing

**No of Lectures 10**

**Unit 5 : PRODUCT MARKET AND PRICE DETERMINATION.**

- 5.1 forms of market
- 5.2 Equilibrium price - effect of shift in demand & supply
- 5.3 Price and output determination in
  - a) Monopolistic Competition
  - b) Oligopoly

**No of Lectures 08**

## **RECOMMENDEDBOOKS**

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. Girija shankar; 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. Mithani



Choice Based Credit System Syllabus (2022 Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class:** FYBBA (Sem –I)      **Course Title:**Micro Economics

**Course:** Micro Economics      **CourseCode:** UBBA-114

**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								
CO3			2							
CO4		2						2		
CO5					2					
CO6							2			
CO7				2	2					

**Justification for Mapping**

**PO1: Disciplinary knowledge.**

**CO1:** This outcome aligns with the development of disciplinary knowledge in economics, providing students with a foundational understanding of economic principles.

**PO2: Critical Thinking and Problem Solving.**

**CO2:** Applying microeconomic models requires critical thinking skills to analyze and solve real-world problems related to consumer behavior and market dynamics.

**CO4:** Analyzing and interpreting consumer behavior requires critical thinking skills to understand the complex factors influencing individual choices.

**PO3: Systematic research approach.**

**CO3:** Critical assessment of resource allocation mechanisms involves a systematic research approach to understand and evaluate economic systems.

**PO4: Ethical decision-making ability.**

**CO7:** Applying economic thinking to decision-making involves ethical considerations and a commitment to lifelong learning.

**PO5: Critical Attitude for lifelong learning.**

**CO7:** Applying economic thinking to decision-making involves ethical considerations and a commitment to lifelong learning.

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

**CO6:** Understanding market failures and government intervention relates to the broader context of political and legal issues impacting business organizations.

**PO8: Professional network and developed an understanding of Business environment.**

**CO5:**Understanding the behavior of firms in different market structures is essential for business management skills, including strategic planning and decision-making.

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**CBCS-Pattern2021-22**  
**Department of Business Administration.**

**Class:F.Y.B.B.A.SEM I**

**Course code: UBBA115**

**Paper:5**

**Course Title : Business Mathematics**

**Total No of Lectures:48**

**Credit : 03**

**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
- 6) To study multivariable Matrix.

**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:** Students will understand the matrices, solution using inverse of the coefficient matrix

**CO7:** Focuses on analyzing and interpreting financial data.

**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 (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –I)

**Course Title :** Business Mathematics

**Course:** Business Mathematics

**Course Code:** UBBA115

**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		2		2	2			2	
CO2	2			2						1
CO3										
CO4	2			2				2		
CO5		2			2				2	
CO6	2									
CO7		2								

#### Justification for the mapping

##### **PO1:Disciplinary 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 modeling.

##### **PO2: Critical Thinking and Systematic Approach**

**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:Systematic research approach**

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

##### **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: Business Management Skills**

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

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**CBCS-Pattern2021-22**  
**Department of Business Administration.**

**Class:F.Y.B.B.A.SEM I**

**Course code: UBBA116**

**Paper:6**

**Course Title : Business Demography and Business Environment Studies**

**Total No of Lectures:48**

**Credit : 03**

**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).
- 4 .To study types of Population.

**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 urbanisation and factors responsible for urbanisation.

**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 Demographic and Demographic Environment**

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

**No. of Lectures 10**

**UnitNo.2 Demographic Environment**

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

**No. of Lectures 10**

**UnitNo.3 Population as Resource**

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

**No. of Lectures 12**

**UnitNo.4 Rural Development & Urbanization**

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

**No. of Lectures 08**

**UnitNo.5 Environment and Environmental issues related to Business**

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

**No. of Lectures 8**

**Reference books:**

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

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –I) **Course Title:** Business Demography and Environmental Studies

**Course:** Business Demography and Environmental Studies **Course Code:** UBBA116

**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							
CO2	3		3				3			
CO3		2		3						
CO4										
CO5		3		2		2		3	3	
CO6					3	3		2		3
CO7		2	3				3			

#### Justification for the mapping

##### PO1: Disciplinary 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: Critical Thinking and Problem Solving

**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: 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 skills**

**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: Political, Cultural, and Legal issues impact on business organizations in a global**

**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:** Demographic factors are often influenced by political, cultural, and legal contexts. Analyzing fertility and mortality rates may require consideration of these issues.

**PO8: Business Management Skills**

**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.

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.**

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.



**Content / Syllabus of Course :**

<b><u>Sr.No</u></b>	<b><u>Unit Name</u></b>	<b><u>Topic</u></b>	<b><u>Hrs.Alloted</u></b>
1	<b>Theoretical Framework</b>	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	<b>Accounting Process</b>	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	<b>Preparation of Final Accounts for Sole Proprietors</b>	Preparation of Profit & Loss Account, Balance Sheet.	05
4	<b>Financial Literacy For Banking Scheme And Applications</b>	Introduction of Financial Software used in Companies. Why Savings are needed? Banking Products & Types of Account Banking Service Delivery Channels Bank Branch, ATM Bank Mitra with Micro ATM Internet Banking 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

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**Department of Business Administration.**  
**CBCS-Pattern 2021-22**

**Class: F.Y.B.B.A.SEM I**

**Course Code: UBBA111**

**Paper: 1**

**Course Title: Business Organization and Corporate Environment**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course Objectives:**

6. To give the Practical knowledge of Business Organization & System.
7. To make the students aware about various activities of business, business practices and recent trends in business world.
8. To study the challenges before the business and setting up of a business enterprise.
9. To develop the spirit of entrepreneurship among the students.
10. 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 organisations

**Unit 1 Introduction and Evolution of Business**

- 1.1 Meaning of business, Characteristics of Business, Division of Business, Objectives of Business, and Requisites for success in Business.
- 1.2 Development of commerce, Evolution of Industry, Globalization, Emergence of MNCs.
- 1.3 Recent Trends- Mergers and Acquisitions, Networking, Franchising. BPOs and KPOs, ECommerce. Online trading, Patents, trademarks and Copyrights Challenges before Indian business sector.
- 1.4 Provisions in Indian Constitution for Business.

**No. of Lectures 12**

**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
- 2.3 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 start in new unit, Government policies.

**No. of Lectures 10**

### **Unit 4 Domestic and Foreign Trade**

4.1 domestic trade-concept of domestic Wholesale and Retail Trade

4.2 foreign trade-concept of export import, export and import procedure.

**No. of Lectures 8**

### **Unit 5 Corporate environment**

**5.1 Corporate capital** -Share capital-meaning, types of share merits, demerits

**5.2 Corporate Meetings:** Meeting-Meaning and Definition. Types of meeting statutory meeting, Annual General Meeting, Extraordinary General Meeting.

**5.3 Board Meeting and Resolution**

**No. of Lectures 08**

### **Recommended Books:**

9. Modern Business Organization- S.A. Sherlekar
10. Industrial Organization Management- Sherlekar
11. Business Organization and management–Y. K. Bhushan
12. Business Organization and system – Dr. M. V. Gite, Dr.R. D. Darekar,  
Prof. S. N. Nanaware, Dr. V. D. Barve- Success Publication, Pune
13. Business Environment-F. Cherunilam.
14. Business Organization & Management–C.B.Gupta.
15. Entrepreneurial Development–S.S.Khanna.
16. Organizing and Financing of Small-scale Industry– Dr.V.Desai

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

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

**Course Title:** Business Organization and Corporate Environment

**Course:** Business Organization and Corporate Environment

**Course Code:** UBBA111

**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										
CO3				2						
CO4	3	3		3						
CO5			2		3		3	3	3	
CO6						3				3
CO7		2	3				3			

#### Justification for the mapping

#### PO1: Disciplinary Knowledge

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

#### PO2: 2. Critical Thinking and Problem Solving

**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: 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 solutions 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 ability.

**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 skills**

**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: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**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: Business Management Skills**

**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.

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**CBCS-Pattern2021-22**  
**Department of Business Administration.**

**Class: F.Y.B.B.A.SEM I**

**Course Code: UBBA112**

**Paper: 2**

**Course Title : Professional Communication Skills**

**Total No of Lectures: 48**

**Credit: 03**

**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.

**C) Course Outcome**

- 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: Introduction to Communication.**

- 1.6 Meaning and definition. Process and elements in communication process.
- 1.7 Need of effective communication.
- 1.8 Principles of Effective communication.
- 1.9 Role of Communication in social and economic system
- 1.10 Barriers to communication and over comings

**No. of Lectures 08**

**Unit 2: Methods and types of Communication**

- 2.1 Methods of Communications: Linguistics, Non- Linguistics and Para- Linguistics.
- 2.3 Verbal and Nonverbal communication.

## 2.3 Oral Communication

2.3.1 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 – Radio Recording- Dictaphone, Phonetics and its application in oral communication.

2.3.2 Rumor-Grapevine-Group Discussion

2.3.3 The art of listening-Principles of good listening.

**No. of Lectures 10**

## **Unit 3: Business Letters**

3.1 Standard Formats of Business Letter.

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

3.2 Drafting of Business Letters

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

3.3 Email writing.

**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 Process.

4.3 Conflict and Negotiations.

4.4 Presentation and Interviews.

4.5 Customer Care/Customers Relations.

**No. of Lectures 10**

## **Unit 5: Reporting to Management**

5.1 Principles of writing reports for management,

5.2 Types of reports, Structures of report.

5.3 Preparation/ Collection of Information,

5.4 Use of graphs, presentation of reports,

**No. of Lectures 10**

## **Recommended Books:**

- 3) 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. Ravindra Kothavade - 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  
Society and Macdonald and Evans Ltd.
- 9) Business Communication - M. Balasubramanian - Vani Educational Books



**Choice Based Credit System Syllabus (2022 Pattern)**  
**Mapping of Program Outcomes with Course Outcomes**

**Class: FYBBA (Sem –I)**

**Course Title : Professional Communication Skills**

**Course: Professional Communication Skills Course Code: BBA112**

**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: Disciplinary 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 focuses 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: Critical Thinking and Problem Solving**

**CO1:** Navigating social and business interactions often requires addressing challenges, conflicts, or misunderstandings, which involves problem-solving skills.

**CO2:** Involves critically assessing questions, formulating thoughtful responses, and analyzing group dynamics during discussions or interviews.

**CO3:** Involves actively processing information, critically evaluating content, and making informed decisions

about how to respond or engage in extended conversations.

**CO4:** Requires evaluating the purpose, audience, and content critically to convey messages effectively in business writing.

**CO5:** Involves considering the context, cultural nuances, and potential impact of communication on relationships and professional interactions

**CO6:** Choosing appropriate and effective humor involves solving the problem of engaging others positively and fostering a positive communication environment.

**PO3: 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 ability.**

**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 developed 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.

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**CBCS-Pattern2021-22**  
**Department of Business Administration.**

**Academic Year 2021-2022**

**Class: F.Y.B.B.A.SEM I**

**Course Code: UBBA113**

**Paper: 3**

**Course Title: Financial Accounting**

**Total No of Lectures: 48**

**Credit: 3**

**(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.

**CO7:** Understand the Accounting Software knowledge regarding Accounting systems.

**Unit No 1 Introduction**

- 1.1 Financial Accounting-definition and Scope,
- 1.2 objectives, Accounting concepts,
- 1.3 Principles and conventions.
- 1.4 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
- 2.2 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)**

3.1 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**

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

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –I)      **Course Title :** Financial Accounting

**Course:** Financial Accounting      **Course Code:** UBBA-113

**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			2					2
CO2	2				1	2				
CO3	3				2					
CO4	2	2	2		1	2	2			
CO5				2	2		2			
CO6		2	2	2	1	2		2		3
CO7	7				1					

### Justification for the mapping

#### PO1:- Disciplinary 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.

### **PO2: Critical Thinking and Problem Solving**

**CO1:** Acquiring sound knowledge of basic accounting concepts involves critical thinking to understand and apply these concepts practically.

**CO4:** Recognizing the role and importance of accounting in business may involve critical evaluation and problem-solving to address challenges within a business context.

**CO6:** Applying critical thinking skills to identify and analyze accounting issues using relevant frameworks aligns with the specific focus of the critical thinking and problem-solving program outcome.

### **PO3: Systematic Research Approach**

**CO4:** Understanding the role and importance of accounting in business may involve critical analysis and systematic research to explore how accounting practices impact business operations.

**CO6:** Applying critical thinking skills to identify and analyze accounting issues may be strengthened by incorporating a systematic research approach to gather evidence and support arguments.

### **PO4: Ethical Decision-making ability.**

**CO5:** Identifying and interpreting accounting information for decision-making implies the application of critical thinking skills.

**CO6:** Applying critical thinking skills to identify and analyze accounting issues using relevant frameworks aligns with the specific focus of the critical thinking and problem-solving program outcome.

### **PO5: Critical Attitude For Life-long Learning**

**CO1:** Acquiring sound knowledge of basic accounting concepts sets the foundation for lifelong learning, as students are expected to build upon this foundation as they encounter new developments in the accounting field.

**CO2:** Developing competence in applying various concepts in business accounting requires an understanding that the accounting landscape evolves, necessitating ongoing learning to apply the latest practices.

**CO3:** Understanding financial statements may involve staying informed about changes in accounting standards and reporting requirements, showcasing the importance of lifelong learning.



**CO4:** Understanding the role and importance of accounting in business requires continuous learning to adapt to changes in business environments and regulatory landscapes.

**CO5:** Identifying and interpreting accounting information for decision-making implies a need for ongoing learning to keep abreast of new information and tools.

**CO6:** Applying critical thinking skills to identify and analyze accounting issues involves staying updated on emerging issues and evolving frameworks, showcasing the need for lifelong learning.

**CO7:** Understanding accounting software and systems necessitates ongoing learning to adapt to changes in technology and software applications.

### **PO6: Leadership and team work skills**

**CO2:** Leadership involves guiding individuals in applying their skills effectively. A leader with strong teamwork skills can create a collaborative environment where team members collectively develop competence in applying various business accounting concepts.

**CO4:** Leadership skills can be crucial in conveying the importance of accounting in a business context. Teamwork can amplify this understanding as team members share insights and perspectives, contributing to a more comprehensive understanding.

**CO6:** Leadership can guide the team in applying critical thinking skills to accounting issues. Teamwork enables the pooling of diverse critical perspectives, enhancing the depth and breadth of analysis.

**CO7:** Leadership can support the team in acquiring and applying knowledge of accounting software. Teamwork facilitates learning through shared experiences and collaborative problem-solving when dealing with accounting systems.

### **PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO4:** Awareness of political, cultural, and legal issues provides a broader perspective on the role and importance of accounting in a globalized business setting, emphasizing the need for adaptability and responsiveness.

**CO5:** Knowledge of global political, cultural, and legal issues allows individuals to identify and interpret accounting information with a broader understanding, enabling more informed decision-making in an international business environment.

### **PO8: Business Management Skills**

**CO2:** Entrepreneurial individuals often need to apply a diverse set of business concepts, including accounting, to create and manage their ventures. Developing competence in applying business accounting concepts aligns with the proactive and adaptive nature of an entrepreneurial mindset.

**CO7:** Entrepreneurs often leverage technology for efficient business operations, including accounting systems. Understanding accounting software aligns with the entrepreneurial mindset, which seeks innovative ways to streamline processes and utilize technology effectively.

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**CBCS-Pattern2021-22**  
**Department of Business Administration.**

**Class: F.Y.B.B.A.SEM I**

**Course code: UBBA114**

**Paper: 4**

**Subject Name: Micro Economics.**

**Total No of Lectures: 48**

**Credit:-03**

**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:** Demonstrate a solid understanding of basic economic principles, such as supply and demand, opportunity cost, elasticity, and market structures.
- CO2:** Apply microeconomic models to analyze real-world scenarios and make predictions about the behavior of consumers, firms, and markets.
- CO3:** Critically assess how resources are allocated in various economic systems and evaluate the efficiency and equity implications of different resource allocation mechanisms.
- CO4:** Analyze and interpret consumer behavior, including factors influencing individual choices, utility maximization, and the impact of changes in prices or income on consumption patterns.
- CO5:** Investigate the behavior of firms in different market structures, understanding concepts such as production costs, profit maximization, and competitive strategies
- CO6:** Identify and analyze instances of market failures, such as externalities, public goods, and imperfect competition, and evaluate the role of government intervention in addressing these failures
- CO7:** Develop the ability to apply economic thinking to decision-making in both personal and professional contexts, including evaluating trade-offs, making informed choices, and understanding the implications of economic policies

**Unit No.1 Introduction to Economics**

5. Meaning, Nature and Scope of Business Economics–Micro and Macro.
6. Basic Economic Problems.

7. Types of markets. And Market forces in solving economic problems.
8. Circular Flow of Income and Expenditure

**No of Lectures 10**

### **Unit No.2 Demand and Supply Analysis**

6. Concept of Demand and demand Law.
7. Elasticity of Demand and their types.
8. Revenue Concepts- Total Revenue, Marginal Revenue, Average Revenue
9. Concept of Supply and Supply Law.
10. Factors affecting Supply.

**No of Lectures 10**

### **Unit No3 Cost Analysis**

- 3.1 Concept of Cost.
- 3.2 Types of Cost.
- 3.3 Pricing under various market conditions.
- 3.4 Pricing Strategies used in Perfect Competition.
- 3.5 Price Determination under Monopoly.
- 3.6 Price determination under monopolistic condition.

**No of Lectures 10**

### **Unit No. 4 Distribution Theory**

- 4.1 Marginal Productivity Theory of Distribution
- 4.2 Rent: Modern Theory of Rent
- 4.3 Wages: Wage Determination under Imperfect Competition –Role of Trade Union and Collective Bargaining in Wage Determination
- 4.4 Interest: Liquidity, Preference Theory of Interest  
Profits: Dynamic, Innovation, Risk-Bearing and Uncertainty Bearing

**No of Lectures 10**

### **Unit 5 : PRODUCT MARKET AND PRICE DETERMINATION.**

- 5.1 forms of market
- 5.2 Equilibrium price - effect of shift in demand & supply
- 5.3 Price and output determination in
  - a) Monopolistic Competition
  - b) Oligopoly

**No of Lectures 08**

## **RECOMMENDED BOOKS**

7. Textbook of Economic Theory-Stonier and Hague; Longman Green and Co, London.
8. Introduction to Positive Economics- Richard G. Lipsey
9. Business Economics(Micro)-Dr. Girija shankar; Atharva Prakashan, Pune.
10. Micro Economics- M. L. Seth
11. Micro Economics-M. L.Jhingan; Vrinda Publications, New Delhi.
12. Managerial Economics –Theory and Application- D. M. Mithani



## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –I)      **Course Title:**Micro Economics

**Course:** Micro Economics      **CourseCode:** UBBA-114

**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								
CO3			2							
CO4		2						2		
CO5					2					
CO6							2			
CO7				2	2					

### Justification for Mapping

#### **PO1: Disciplinary knowledge.**

**CO1:** This outcome aligns with the development of disciplinary knowledge in economics, providing students with a foundational understanding of economic principles.

#### **PO2: Critical Thinking and Problem Solving.**

**CO2:** Applying microeconomic models requires critical thinking skills to analyze and solve real-world problems related to consumer behavior and market dynamics.

**CO4:** Analyzing and interpreting consumer behavior requires critical thinking skills to understand the complex factors influencing individual choices.

#### **PO3: Systematic research approach.**

**CO3:** Critical assessment of resource allocation mechanisms involves a systematic research approach to understand and evaluate economic systems.

#### **PO4: Ethical decision-making ability.**

**CO7:** Applying economic thinking to decision-making involves ethical considerations and a commitment to lifelong learning.

#### **PO5: Critical Attitude for lifelong learning.**

**CO7:** Applying economic thinking to decision-making involves ethical considerations and a commitment to lifelong learning.

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

**CO6:** Understanding market failures and government intervention relates to the broader context of political and legal issues impacting business organizations.

**PO8: Professional network and developed an understanding of Business environment.**

**CO5:** Understanding the behavior of firms in different market structures is essential for business management skills, including strategic planning and decision-making.



**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**CBCS-Pattern2021-22**  
**Department of Business Administration.**

**Class:F.Y.B.B.A.SEM I**

**Course code: UBBA115**

**Paper:5**

**Course Title : Business Mathematics**

**Total No of Lectures:48**

**Credit : 03**

**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
- 6) To study multivariable Matrix.

**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:** Students will understand the matrices, solution using inverse of the coefficient matrix

**CO7:** Focuses on analyzing and interpreting financial data.

**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).

$${}^n P_r = \frac{n!}{(n-r)!}$$

(Without proof).

5.2. Combinations of 'r' objects taken from 'n' objects.  ${}^n C_r = \frac{n!}{r!(n-r)!}$  (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 (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –I)

Course Title : Business Mathematics

Course: Business Mathematics

Course Code: UBBA115

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

Justification for the mapping

PO1:Disciplinary 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 modeling.

### **PO2: Critical Thinking and Systematic Approach**

**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: Systematic research approach**

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

### **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:Business Management Skills**

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

**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.  
[Autonomous]  
CBCS-Pattern2021-22  
Department of Business Administration.**

**Class:F.Y.B.B.A.SEM I**

**Course code: UBBA116**

**Paper:6**

**Course Title : Business Demography and Business Environment Studies**

**Total No of Lectures:48**

**Credit : 03**

**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).
- 5 .To study types of Population.

**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 urbanisation and factors responsible for urbanisation.

**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 Demographic and Demographic Environment**

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

**No. of Lectures 10**

**UnitNo.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 10**

**UnitNo.3 Population as Resource**

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

3.6. Population below poverty line, working population, Dependent Population

**No. of Lectures 12**

**UnitNo.4 Rural Development & Urbanization**

4.6 Meaning Rural Development

4.7 Meaning, definitions of urbanization

4.8 Classification of population - Urban and rural population

4.9 Factors responsible for urbanization and problems of urbanization

4.10 Urbanization as Behavioral concept, structural concepts and demographic concept

4.6 Urban structure and rural structure

**No. of Lectures 08**

**UnitNo.5 Environment and Environmental issues related to Business**

5.1. Meaning and definition of environment

5.2 Types of Environment

5.3 Physical and Cultural components of environment

5.4 Need of environmental studies for Business Management

5.5 Environment factors affecting Business–

5.6 Physical factors –topography, climate, minerals, water resources;

Cultural factors – infrastructure – technology tradition, political, social, education , Global warming and Kyoto Protocol, Oil Crisis and its impact on Business

**No. of Lectures 8**

**Reference books:**

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



## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –I)    **Course Title:** Business Demography and Environmental Studies

**Course:** Business Demography and Environmental Studies      **Course Code:** UBBA116

**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							
CO2	3		3				3			
CO3		2		3						
CO4										
CO5		3		2		2		3	3	
CO6					3	3		2		3
CO7		2	3				3			

#### Justification for the mapping

#### **PO1: Disciplinary 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: Critical Thinking and Problem Solving**

**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: 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 skills**

**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: Political, Cultural, and Legal issues impact on business organizations in a global**

**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:** Demographic factors are often influenced by political, cultural, and legal contexts. Analyzing fertility and mortality rates may require consideration of these issues.

**PO8: Business Management Skills**

**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.

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.**

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:**

5. To enable the students to acquire sound knowledge of basic concepts of accounting.
6. To impart basic accounting knowledge.
7. To impart the knowledge about recording of transactions and preparation of final accounts.
8. 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.

**Content / Syllabus of Course :**

<b><u>Sr.No</u></b>	<b><u>Unit Name</u></b>	<b><u>Topic</u></b>	<b><u>Hrs.Alloted</u></b>
1	<b>Theoretical Framework</b>	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	<b>Accounting Process</b>	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	<b>Preparation of Final Accounts for Sole Proprietors</b>	Preparation of Profit & Loss Account, Balance Sheet.	05
4	<b>Financial Literacy For Banking Scheme And Applications</b>	Introduction of Financial Software used in Companies. Why Savings are needed? Banking Products & Types of Account Banking Service Delivery Channels Bank Branch, ATM Bank Mitra with Micro ATM Internet Banking 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

**Examination or Evaluation pattern:**

**Exam Pattern: Theory Examination.**

**Marks : 50**

**25 Marks: - Objectives questions.**

**25 Marks: - Problem on Final Account.**

## FYBBA Semester II

<b>Group I</b>	<b>Course Details</b>	
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>
		<b>Core Course</b>
	<b>First Year Semester II</b>	
UBBA121	Principles of Management	3
UBBA122	Basics of Marketing Management	3
UBBA123	Principles of Finance	3
UBBA124	Basics of Cost and Works Accounting.	3
UBBA125	Business Statistics	3
UBBA126	Computer Fundamentals	3
UBBADE121	Democracy	2
UBBAPE121	Physical Education	2
	Total	22

**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.  
[Autonomous]  
CBCS-Pattern2021-22  
Department of Business Administration.**

**SYLLABUS FOR F.Y.B.B.A.(w.e.fromJune,2019)**

**AcademicYear2022-2023**

**Class: F.Y.B.B.A. SEM II**

**Course code: UBBA121**

**Paper: 1**

**Course Title: Principles Of Management.**

**Total No of Lectures: 48**

**Credit: 03**

**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:** Students will demonstrate a conceptual understanding of the nature, complexity, and functions of management, including key principles and theories that underpin effective managerial practices.

**CO2:** Students will analyse and discuss the historical evolution of management, identifying key milestones, contributors, and paradigm shifts that have shaped the discipline over time.

**CO3:** Students will apply management concepts to real-world scenarios, demonstrating their ability to connect theoretical knowledge to practical situations and problem-solving.

**CO4:** Students will critically evaluate and analyse recent trends in management, including technological advancements, changing workforce dynamics, and emerging business models, to assess their impact on contemporary organizations.

**CO5:** Students will develop an understanding of the international dimensions of management, exploring global business environments, cross-cultural management challenges, and the implications of globalization on managerial decision-making.



**CO6:** Students will enhance their communication skills, both written and oral, to effectively convey management concepts, strategies, and ideas, reflecting the importance of clear communication in managerial roles.

**CO7:** Students will integrate knowledge from different aspects of the course, demonstrating a holistic understanding of management that incorporates historical perspectives, contemporary trends, and international considerations in their analyses and discussions.

### **UnitNo.1 Nature of Management**

- 1.1 Meaning, Definition ,nature, Importance &Functions
- 1.2 Management an Art ,Science &profession-Management asocial system
- 1.3 ConceptofManagementAdministration–Organization-UniversalityofManagement.

**No. of Lectures 08**

### **UnitNo.2 Evolution of Management Thoughts**

- 1.1ContributionofF. W. Taylor, HenriFayol, EltonMayo, and
- 1.2ChesterBarnard&PeterDruckertothe managementthought.
- 1.3Various approaches to management(i.e. School of Management thought Indian management thought.
- 1.4 Holistic Approach

**No. of Lectures 10**

### **UnitNo.3 Functions of Management:Part-1**

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

**No Of Lecture 10**



## **Unit No.4 Functions of Management :Part-II**

- 4.1 Direction-Nature ,Principles
- 4.2 Communication-Types&Importance
- 4.3 Motivation-Importance,Theories
- 4.4 Controlling- Need, Nature, Importance, Process & techniques.
- 4.5 Co-ordination-Need,importance.

**No. of Lectures 12**

## **Unit No.5 Recent Trends in Management**

- 5.1 Management of change
- 5.2 Crisis Management
- 5.3 Total Quality Management [ TQM]
- 5.4 Stress, International Management.
- 5.5 Modern Management Behavior in Decision Making.

**No. of Lectures 8**

## **Reference Books:**

Essential of Management - Harold Koontz and Itzin Wiebitch- McGraw-Hill International  
Management Theory & Practice - J.N.Chandan  
Essential of Business Administration - K. Aswathapa, Himalaya Publishing House  
Principles & Practice of Management - Dr. L.M.Prasad, Sultan Chand & Sons - New Delhi  
Business Organization & Management - Dr. Y.K.Bhushan.  
Management: Concept and Strategies by J.S.Chandan, Vikas Publishing.  
Principles of Management, By Tripathi, Reddy Tata McGraw Hill  
Business Organization and Management by Tallooby Tata McGraw Hill  
Business Environment and policy - A book on Strategic Management  
Corporate Planning By Francis Cherunilam, Himalaya Publishing House.  
Business Organization & Management - C.B.Gupta

## Choice Based Credit System Syllabus(2022 Pattern)

### Mapping of program outcome with course outcome.

**Class:** FYBBA (Sem II)

**Course Title :** Principles of Management

**Course:** Principles Of Management

**Course Code:** UBBA-121

**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	3			2	2			2	3	
CO2					2			2		
CO3	2	3	2	2		2		2		2
CO4	3	2	2		2				2	2
CO5	3				2		2			2
CO6				2		2	2			
CO7	2	2	2	2	2	2	2	2	2	2

### Justification for Mapping

**PO1: Disciplinary knowledge.**

**CO1:** focus on the conceptual understanding of management principles and its historical evolution.

**CO2:** focus on the conceptual understanding of management principles and its historical evolution.

**CO3:** involves the application of management concepts in real-world scenarios.

**CO4:** deals with the analysis of recent trends,

**CO5:** explores international dimensions.

**CO7:** integrates knowledge from various aspects, ensuring a strong foundation in disciplinary knowledge.

**PO2: Critical Thinking and Problem Solving.**

**CO3:** Involves applying management concepts to real-world scenarios and problem-solving.

**CO4 :**Requires critical evaluation and analysis of recent trends.

**CO7 :**integrates knowledge, requiring critical thinking to connect historical perspectives, contemporary trends, and international considerations.

**PO3: Systematic research approach.**

**CO3:**Involves applying management concepts and problem-solving, requiring critical thinking.

**CO4 :**Involves analyzing recent trends, and

**CO7** :Integrates knowledge, emphasizing a systematic research approach to understand historical, contemporary, and international dimensions.

**PO4:** Ethical decision-making ability.

**CO1:** Emphasizes understanding key principles, including ethical considerations.

**CO3:**Involves applying management concepts to real-world scenarios, necessitating ethical decision-making.

**CO6** :Focuses on communication skills in conveying ethical principles, and

**CO7** integrates ethical perspectives into a holistic understanding of management.

**PO5: Critical Attitude for lifelong learning.**

CO1 and CO2 establish a foundational understanding, and

CO4 and CO5 explore trends and global dimensions, fostering a critical attitude toward ongoing learning.

CO7 integrates knowledge, encouraging a lifelong learning mindset by connecting historical, contemporary, and international perspectives.

**PO6: Leadership and team work skills**

**CO3:** Involves applying management concepts, requiring leadership and teamwork skills.

**CO6** :Emphasizes communication skills, vital for effective leadership.

**CO7** :integrates knowledge, recognizing the importance of leadership and teamwork in a holistic understanding of management.

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

**CO4** :Analyzes recent trends, including global business environments.

**CO5** :Explores cross-cultural management challenges and globalization's implications.

**CO7** :Integrates knowledge from political, cultural, and legal perspectives, contributing to a holistic understanding.

**PO8:Business Management Skills**

**CO1:** Establish a conceptual understanding of management, and

**CO3** :Involves applying management concepts to real-world scenarios.

**CO7** :Integrates knowledge, ensuring the development of practical business management skills.

**PO9: Social Responsibility**

**CO1** :Emphasizes key principles, including social responsibility.

**CO4** Involves analyzing recent trends, including the societal impact.

**CO7** Integrates knowledge, ensuring a holistic understanding that incorporates social responsibility.

**PO10: Entrepreneurial mind set**

**CO3** :Involves applying management concepts to real-world scenarios, fostering entrepreneurial problem-solving.

**CO4** :Analyzes recent trends, including emerging business models.

**CO5:** Explores global business environments, and

**CO7:** Integrates knowledge, emphasizing an entrepreneurial mindset in a holistic understanding.

**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.  
[Autonomous]  
CBCS-Pattern2021-22  
Department of Business Administration.**

**SYLLABUS FOR F.Y.B.B.A. (w.e. from June, 2023)**

**Academic Year 2022-23**

**Class: F.Y.B.B.A. SEM II**

**Course code: UBBA122**

**Paper: 2**

**Course Title : Basics Of Marketing**

**Total No of Lectures: 48**

**Credit : 03**

**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. Students will get information of identifying target market and market segmentation process.

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

**CO6:** 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.

**CO7:** Course will help to identify New Product development process along with product life cycle.

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

- a. Marketing—Definition, Concepts Significance.
- b. Approaches to the study of Marketing
- c. Need of Marketing in a developing economy.
- d. Role & functions of Marketing Manager.

**No. of Lectures 8**

## **UnitNo.2: Classification and Types of Marketing**

- a. Tele Marketing, E-Marketing, Digital Marketing.
- b. Rural Marketing
  - i. Feature of rural marketing.
  - ii. Suggestion for improvement of Rural Marketing.
- c. Service Marketing.
- d. Green Marketing.

**No. of Lectures 6**

## **Unit No.3: Marketing Environment and Market Segmentation**

- a) Marketing Environment: Meaning, Internal and External Factors, Political, Social, Economic, International, Technological, Multi-Cultural Environment.
- b) Market Segmentation: Meaning, Definition, Essentials of Effective Marketing segmentation. Types of segmentation.

**No. of Lectures 8**

## **Unit No. 4: Marketing Mix**

- a. Product Mix:
  - a. Product concept, Product Characteristics,
  - b. Product life Cycle Product Simplifications,
  - c. Elimination, diversification, New Product Development Process.
- b. Price Mix:
  - a. Importance of price mix, factors affecting price, Methods of pricing.
- c. Place Mix:
  - a. Concept of Channel of distribution, Types of distribution channel, Types of distribution strategies.
- d. Promotion Mix:
  - a. Elements of promotion mix-Advertising, Types of media with merits And demerits, Concept of media mix, recent trends in promotion.
- e. 4C'sOfMarketingMix.
  - i. Customer
  - ii. Cost
  - iii. Communication
  - iv. Convenience.

**No. of Lectures 16**

## **UnitNo.5: Marketing planning, Information System & Marketing Research.**

- a. Marketing Planning:
  - i. Meaning, Importance, Scope, steps in marketing planning.



- ii. 5.2 Marketing Information System:
  - a. Concept & components of a Marketing Information System
- b. Marketing Research:
  - 1. Meaning, scope, objectives of marketing research, Types and Techniques of Marketing research, Use of marketing research in management.

**No. of Lectures10**

**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 Frain.

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** F.Y.B.B.A.(Semester-II)    **Course Title:** Basics of Marketing

**Course:** Basics of Marketing    **Course Code:** UBBA122

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

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

#### Justification for the mapping

##### **PO1: Disciplinary 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: Critical Thinking and Systematic Approach**

**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.

**PO6: Leadership and team work skills**

**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: Business Management Skills**

**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.

**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.  
[Autonomous]  
CBCS-Pattern2021-22  
Department of Business Administration.**

**Class:F.Y.B.B.A SEM II**

**Course code: UBBA123**

**Paper:3**

**Course Title : Principles Of Finance.**

**Total No of Lectures:48**

**Credit : 03**

**A)Course Objectives:**

- 1) To introduce with financial management, approaches of finance.
- 2) To study the internal and external sources of finance
- 3) To study the criteria of capital structure
- 4) To learn about the financial planning
- 5) To study Methods of forecasting Basic considerations Limitations.
- 6) To study about recent trends in finance.

**A) Course Outcome:**

**CO1:**Describe various approaches to financial management, including traditional and modern perspectives. Analyze the role of financial management in achieving organizational goals.

**CO2:**Identify and evaluate different internal sources of finance. Examine external sources of finance and their implications on organizational decision-making.

**CO3:**Evaluate the criteria for determining an optimal capital structure. Analyze the impact of capital structure decisions on the cost of capital and financial performance.

**CO4:** Demonstrate the importance of financial planning in achieving long-term organizational objectives. Develop a financial plan considering various factors such as budgeting, forecasting, and risk management.

**CO5:**Apply different methods of financial forecasting. Critically evaluate the strengths and limitations of forecasting techniques. Use forecasting tools to make informed financial decisions.

**CO6:** They should be adept at applying optimization techniques to minimize transportation costs, considering various constraints such as demand and supply limitations.

**CO7:** Students should be 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 14**

## **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- Mudra, 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

Overcapitalization and Under Capitalization- meaning, causes, consequences, Remedies

**No.of Lectures 14**

## **Unit No.4 Financial planning**

Meaning and objectives

Process

Methods of forecasting

Basic considerations

Limitations.

No.of Lectures 6

## **Unit No.5 Recent Trends in business finance**

Venture Capital

Leasing

Microfinance

Mutual Fund

Digitalization In Finance

**BOOKSRECOMMENDED**

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 (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)

Course Title: Principles of Finance

Course: Principles of Finance

Course Code: UBBA123

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	PsO10
CO1	2									
CO2				3			2			
CO3									2	
CO4						2		2		
CO5		3								2
CO6			2		3					1
CO7							2			

#### Justification for the mapping

##### PO1: Disciplinary Knowledge

CO1: This course outcome focuses on developing a deep understanding of financial management theories and approaches, aligning with the need for disciplinary knowledge.

##### PO2: Critical Thinking and Problem Solving

CO5: Financial forecasting requires critical thinking to assess and choose appropriate methods, considering their strengths and limitations. This aligns with the program's emphasis on critical thinking.

##### PO3: Systematic research approach

CO6: Analyzing recent trends in finance requires a systematic research approach, fostering critical thinking and aligning with the program outcome.

##### PO4: Ethical Decision-making ability.

CO2: Identify and evaluate different internal sources of finance. Examine external sources of finance and their implications on organizational decision-making. Analyzing recent trends in finance requires a systematic research approach, fostering critical thinking and aligning with the program outcome.

##### PO5: Critical Attitude for Lifelong learning.

CO6: Identify and analyze recent trends in the field of finance. Assess the implications of technological advancements and regulatory changes on financial management practices. Relate recent trends to real-world financial scenarios. Staying updated on recent trends and relating them to real-world scenarios fosters a critical attitude for lifelong learning.

##### PO6: Leadership and teamwork skills

**CO4:** Demonstrate the importance of financial planning in achieving long-term organizational objectives. Develop a financial plan considering various factors such as budgeting, forecasting, and risk management. Financial planning involves collaboration and leadership to align organizational objectives with financial strategies.

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

**CO2:** Examine external sources of finance and their implications on organizational decision-making. External sources of finance often involve considerations of political, cultural, and legal factors, aligning with the global context focus.

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

**PO8: Business Management Skills**

**CO4:** Develop a financial plan considering various factors such as budgeting, forecasting, and risk management. Financial planning is a key business management skill, aligning with the program outcome.

**PO9: Social Responsibility**

**CO3:** Evaluate the criteria for determining an optimal capital structure. Analyze the impact of capital structure decisions on the cost of capital and financial performance. Optimal capital structure decisions may have social responsibility implications, aligning with the program outcome.

**PO10: Entrepreneurial Mindset**

**CO5:** Apply different methods of financial forecasting. Use forecasting tools to make informed financial decisions. Applying financial forecasting tools aligns with entrepreneurial thinking, emphasizing informed decision-making.

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



**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.  
[Autonomous]  
CBCS-Pattern2021-22  
Department of Business Administration.**

**Class:F.Y.B.B.A SEM II**

**Course code: UBBA124**

**Paper:4**

**Course Title : Basics of Cost and Work Accounting**

**Total No of Lectures:48**

**Credit : 03**

**A) Course Objectives:-**

1. To impart the knowledge of basic cost concepts & preparation of CostSheet.
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.
7. To acquaint them with the various techniques that can be applied to control and reduce the cost with in a limit.

**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:** Selection of the costs according to their impact on business

**CO5:** Apply cost accounting methods to evaluate and project business performance

**CO6:** Understanding the intricacies involved in ascertaining cost of production of a product/service.

**CO7:** Knowledge about the adoption of divergent Cost accounting methods by different industries

**Unit No. 1 Introduction on components of Cost**

- a] Concept of Cost, Costing, Cost Accounting & Cost Accountancy  
Limitations of Financial Accounting  
Origin,
- b] Objectives and Features of Cost Accounting
- c] Advantages and Limitations of Cost Accounting
- d] Difference between Financial and Cost Accounting
- e] Conceptual analysis of Cost Unit & Cost Centre

**Total No. of Lectures - 08**

**Unit No.2 Elements of Cost and Cost Sheet**

- a] Material, Labour and other Expenses
- b] Classification of Cost & Types of Costs
- c] Preparation of Cost Sheet

**Total No. of Lectures – 10**

**Unit No.3 Classification of Overheads**

- a] Meaning and Definitions,
- b] Classification of Overheads
- c] Collection, Allocation, Apportionment and Reapportionment of overheads
- d] Under and over absorption – Definition and Reasons
- e] Examples on Allocation, Apportionment and Reapportionment of overheads

**Total No. of Lectures – 10**

#### **Unit No.4 Methods of Costing**

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

**Total No. of Lectures - 14**

#### **Unit No.5 Introduction on Cost Audit**

- a] Meaning, Definition, Objective and Scope of Cost Audit  
Advantages of Cost Audit
- b] 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 (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –II) **Course Title:** Basic of Cost and work Accounting

**Course:** Basic of Cost and work Accounting **Course Code:** UBBA-124

**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	3								
CO3	2		2							
CO4	2			2						
CO5		1								
CO6		1								
CO7			1							

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO1:** 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: Critical Thinking and Problem Solving

**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.

**CO5:** Applying cost accounting methods to evaluate and project business performance

**CO6:** Understanding the intricacies involved in ascertaining the cost of production of a product/service.

### **PO3: Systematic Research Approach**

**CO3:** Critical thinking skills are essential when understanding the significance of cost accounting in the modern economic environment. Students need to critically evaluate the role of cost accounting in businesses, considering its impact on decision-making, financial reporting, and overall organizational performance.

**CO7:** Critical thinking comes into play when students are tasked with understanding and analyzing why different industries adopt various cost accounting methods. They need to think critically about the factors influencing these decisions, such as industry-specific requirements, cost structures, and strategic considerations

### **PO4: Ethical Decision-making ability**

**CO4:** An organization might face ethical dilemmas when deciding how to allocate costs, especially if it involves issues such as employee compensation, environmental impact, or community relations. The ethical decision-making ability becomes crucial in navigating these dilemmas and ensuring that financial decisions align with ethical principles.

### **PO5: Critical Attitude for Lifelong learning**

**CO1:** It aims to equip students with foundational knowledge related to cost accounting, including understanding basic cost concepts, identifying elements of cost, and being able to prepare a cost sheet.

### **PO8: Business Management Skills**

**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.



**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.  
[Autonomous]  
CBCS-Pattern2021-22  
Department of Business Administration.**

**Class: F.Y.B.B.A SEM II**

**Course code: UBBA125**

**Paper:5**

**Course Title: Business Statistic**

**Total No of Lectures:48**

**Credit: 03**

**A) Course Objectives**

1. To understand the basics of statistics, concept of population & sample with illustrations.
2. To understand correlation, use of regression analysis and its applications.
3. To understand the concepts of time series analysis and its applications in the business.
4. To study the Index Numbers and how to use its applications in Business.

**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**

- 1.1 Definition and Scope of Statistic,
- 1.2 Concept of population and sample with illustration
- 1.3 Methods of Sampling—SRSWR, SRSWOR, Stratified, Systematic (Description of sampling Procedures only)
- 1.4 Data Condensation and graphical Methods: Raw

Data, Attributes and Variables, classification, Frequency distribution ,Cumulative Frequency Distributions (Examples)

1.5 Graphs- Histogram ,Frequency polygon, Frequency Curve

1.6 Diagrams-Multiple bar ,Pie, Subdivided bar

**TotalNo.ofLectures-08**

## **UnitNo.2 Measures of Central Tendency & Dispersion**

1.1 Criteria for good measures of central tendency

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

1.3 Concept of dispersion, Absolute and relative measure of dispersion , Range, Variance, Standard

Deviation, Coefficient of variation, Quartile Deviation ,Coefficient of Quartile deviation.

**TotalNo.ofLectures-11**

## **UnitNo.3. Correlation and Regression (for ungrouped data)**

1.1

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

1.2

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

TotalNo.ofLectures-10

## **Unit No. 4. Time Series Analysis.**

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

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

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

**TotalNo.ofLectures-14**

## **UnitNo.5 Index Numbers**

1.1 Important definitions of Index Numbers

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

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

**Reference Books:**

3. S.C .Gupta–Fundamentals of Statistics –Sultan chand & Sons, Delhi.
4. D. N. Elhance– Fundamentals of Statistics –Kitab Mahal, Allahabad.
5. Business Statistics by N .D .Vohra–TataMcGrawHill
6. Fundamentals of Mathematical Statistics by V.K. Kapoor -Sultan Chand And

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem II)

**Course Title:** Business Statistics

**Course:** Business Statistics

**Course Code:** BBA125

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

### Justification for the mapping

#### PO1: Disciplinary 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.

### **PO3: 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.

### **PO8: Business Management Skills**

**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.

**Anekant Education Society's  
Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.  
[Autonomous]  
CBCS-Pattern2021-22  
Department of Business Administration.**

**Class: F.Y.B.B.A SEM II**

**Course code: UBBA126**

**Paper:6**

**Course Title: Computer Fundamental**

**Total No of Lectures:48**

**Credit: 03**

**A)Course Objectives:**

1. To know the basics of Computer
2. To understand the basics of networking
3. To understand use of computer in business activities.
4. To know the basics of database management system.
5. To understand the concept of RDBMS

**B) Course Outcome:**

**CO1:** Understanding the concept of input and output devices of Computers

**CO2:** Learn the functional units and classify types of computers, how they process I

**CO3:** Information and how individual computers interact with other computing systems and devices.

**CO4:** Understand an operating system and its working, and solve common problems related to operating systems

**CO5:** Learn basic word processing, Spreadsheet and Presentation Graphics Software skills.

**CO6:** Study to use the Internet safely, legally, and responsibly

**CO7:** Understanding concept of Networking

**Unit No 1: Introduction to computers**

- 1.1 Introduction, Characteristics of Computers , Block diagram of computer.
- 1.2 Types of Programming Languages- Machine Languages,
- 1.3 Assembly Languages , High Level Languages.
- 1.4 Data Organization-Drives, Files ,Directories, Storage Devices,
- 1.5 Primary Memory Secondary Storage.
- 1.6 I/O Devices-Monitor and types of monitors ,Printer and types of
- 1.7 printer,3Scanners,Digitizers,Plotters,keyboard,Mouse
- 1.8 Number Systems - Introduction to Binary, Octal, Hexadecimal system,

1.9 Conversion, Simple Addition, Subtraction ,Multiplication, Division of binary m

		<b>No.ofLectures10</b>
<b>Unit No 2:</b>	<b>Operating System and Services in operating system.</b> 2.1 Definition of operating system 2.2 Services provided by OS- Types of O.S 2.3 Features of Windows and Linux ,DOS ,UNIX.	
<b>Unit No 3:</b>	<b>Application Software</b>	<b>No.ofLectures6</b>



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

**No.ofLectures12**

#### **Unit No4: Introduction to Networking**

- 1.1 Basics of Computer Networks: Definition ,Goals ,Applications ,Components
- 1.1 Topology: Types of Topologies, Types of Networks(LAN, MAN, WAN)
- 1.2 Modes of Communication: Simplex, Half Duplex, Full Duplex
- 1.3 Transmission media: Twisted pair, Coaxial cable, Fiber optic cable.
- 1.4 Network Connectivity Devices: Hubs ,Repeaters, Bridges ,Switches,
  - 1.4.1 Gateways.
  - 1.4.2 4.6 Internet Basics: Concept to f Internet ,Intranet and Extranet, Search
  - 1.4.3 Engine, Internet Service Providers(ISP).
  - 1.4.4 4.7 WWW, Internet – Email, Search Engine
- 1.5 Information security Overview- Background and Current Scenario
- 1.6 Types of Attacks, Goals of Security, Overview of Security threats,
- 1.7 Weak / strong password and password cracking insecure network
- 1.8 Connections, Digital signature

**No. ofLectures12**

#### **UnitNo5: Introduction to R.D.B.M.S**

- 5.1 Introduction of R.D.B.M.S
- 5.2 Advantages and Limitations
- 5.3 Normalization
- 5.4 Entity Relationships diagram
- 5.5 Use of simple SQL Commands involving both single table and joins.

**No. of Lectures**

Reference Books:

1. Fundamental of Computers–By V. Rajaraman (PrenticeHall)
  2. Fundamental of Computers–By P .K. Sinha (B.P.Bpublication)
  3. ComputerApplicationsinManagement-ByNiranjanShrivastava(DreamtechPress)
  4. MS-Office2000(For Windows)– By Steve Sagman
  5. Data Communications& Networking- Behrouz Ferouzan (III Edition)
- ERP: Demystified–Alexis

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –II)

**Course Title:** Computer Fundamentals

**Course:** Computer Fundamentals

**Course Code:** UBBA126

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

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO1:** Students will demonstrate proficiency in translating and rotating coordinate axes, converting equations of conic sections into standard forms, and manipulating these equations.

**CO2:** Students will develop a deep understanding of planes and systems of planes, enabling them to solve complex spatial problems.

**CO3:** Students will master the formulation of line equations in both symmetric and asymmetric forms, and be able to identify and analyze coplanar lines.

**CO4:** Students will develop competence in analyzing various aspects of spheres, including plane sections, intersection of two spheres, and intersections of a sphere with a line.

#### PO2: Critical Thinking and Problem Solving

**CO1:** Students will apply their knowledge of coordinate geometry and conic sections to solve problems involving the translation, rotation, and manipulation of geometric figures.

**CO2:** Students will use the understanding of planes and systems of planes to solve complex spatial problems, such as finding the equation of a plane containing three given points or finding the intersection of two planes.

**CO3:** Students will apply their knowledge of line equations to solve problems involving the intersection of lines and planes, as well as the properties of coplanar lines.

**CO4:** Students will use their understanding of spheres to solve problems involving plane sections, intersection of two spheres, and intersections of a sphere with a line.

**PO5: Critical Attitude For Life Long Learning**

**CO5:** Students will apply mathematical concepts, such as the Mean Value Theorem, L'Hospital's Rule, Taylor's series, Riemann integration, and solving differential equations, to solve a variety of analytical problems. These concepts are used in many different disciplines, such as physics, engineering, and economics.

**PO6: Personal and Professional Competence**

**CO6:** Students will demonstrate the ability to apply mathematical concepts and techniques, such as finding orthogonal trajectories, in practical contexts across various disciplines. This ability is essential for success in many different careers.

**PO9: Self-directed and Life-long Learning**

**CO6:** Students will demonstrate the ability to apply mathematical concepts and techniques in practical contexts. This ability will enable them to continue learning and developing their skills throughout their careers.



**B.B.A. SECOND YEAR (S.Y)**

**Semester3** **Semester4**

<b>SR. No</b>	<b>Course Code</b>	<b>Paper</b>	<b>Course Code</b>	<b>Paper</b>
---------------	--------------------	--------------	--------------------	--------------

1	UBBA231	Global Competencies & Personality Development	UBBA241	Production & operations
---	---------	---	---------	-------------------------

2	UBBA232	Business Ethics	UBBA242	Decision Making & Risk management
---	---------	-----------------	---------	-----------------------------------

3	UBBA233	Principles of Human Resource Management	UBBA243	International Business
---	---------	---	---------	------------------------

4	UBBA234	Macro Economics & Fundamentals of Rural Development	UBBA244	Management Information System
---	---------	---	---------	-------------------------------

5	UBBA235 – A	1. Legal Aspect in HRM	UBBA245 – A	1. HRM Functions & Practices
	UBBA236 – A	2. Organisational Behaviour + Dissertation	UBBA246 – A	2. Employee Recruitment & HR record management System + Dissertation

6	UBBA235– B	1. Management Accounting	UBBA235– B	Business Taxation
	UBBA236- B	2. Banking & Finance + Dissertation	UBBA236- B	Financial Services + Dissertation
UBBA235– C			Advertising & Sales Promotion	

7	UBBA235– C	1. Retail Management	UBBA236- C	Digital Marketing + Dissertation
---	------------	----------------------	------------	----------------------------------

	UBBA236– C	2. Sales and distribution mgmt. Management+ Dissertation		
8.	UBBA235 - D	1.Fundamentals of Service Management	UBBA235– D	Banking & Insurance Service Management
	UBBA236– D	2.Principles & Functions of Service management + Dissertation	UBBA236- D	Social Service & NGO Management + Dissertation

## **SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A.( SEM III)**

**Course Title: Global Competencies & Personality Development**

**Paper:1**

**Course Code: UBBA231**

**Total No of Lectures: 48**

**Credit: 3**

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

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

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

**CO1:** 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:** Students will understand importance of self assessment and self appraisal

### **Unit No. 1: Introduction to Personality & Its Development**

1.1 Meaning and Definition of Personality

1.2 Needs of Personality Development

1.3 Factors Affecting Personality Development:

Biological Factors

Home Environment and Parents

School Environment and Teachers

Peer Groups

Sibling Relationships and Mass Media

Cultural Factors



Spiritual Factors

Public Relations

**Total Number 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

2.5 Habit of Highly Effective People

**Total Number of Lectures: 12**

## **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 Self-Concept: Meaning, Components of Self-Concept

3.7 Self-Esteem: Concept, Significance of Self-esteem, Types, Steps for Enhancing Positive Self-esteem, Ego Management

3.8 Defining Success: Real or Imaginative, Obstacles to Success, Factors and Qualities that Make a Person Successful

3.9 Concept of Failure: Reasons for Failure

3.10 Personal SWOT Analysis and STAR Analysis

**Total Number of Lectures: 14**

## **Unit No. 4: Personality Formation Structure**

4.1 Mind Mapping

4.2 Competency Mapping

4.3 Developing Interpersonal and Group Skills

4.4 Building Positive Relationships

4.5 Strategies of Gaining Power and Influence

4.6 Enhancing Personality through Effective Communication and Intentional Listening

4.7 Effective Speech: Writing and Delivering and Successful Negotiation

4.8 Manners and Etiquettes

4.9 Proper Dressing for Varied Occasions

**Total Number of Lectures: 12**

**Reference Books:**

1. Barun K Mitra, Personality Development and Soft Skills, Oxford University Press
2. John Arthur, 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

**Evaluation**

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, True and False (12)
Mini project/Assignment/Presentation (20)	short notes (12)
	Short answer question (24)
	Long answer questions (12)

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

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

**Subject:** Global Competencies & Personality Development

**Course Title:** Global Competencies & Personality Development

**Course Code:** UBBA231

**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					3			2		3

### Justification for 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.

#### PO2: Critical Thinking and Problem Solving

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

#### PO3: 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.

**CO7:** Continuous self-assessment is an essential component of a critical attitude necessary for lifelong learning. Recognizing personal development areas supports ongoing learning.

#### **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: Business management skills**

**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.

**CO7:** Self-appraisal is a fundamental part of understanding one's management skills and determining how those skills can be applied to solve organizational issues.

#### **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

**CO7:** Self-assessment is integral to developing an entrepreneurial mindset. Entrepreneurs need to assess their own skills and identify areas for improvement to seize business opportunities.

## **SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM III)**

**Course Title: Business Ethics**

**Paper:2**

**Course Code: UBBA232**

**Total No of Lectures: 48**

**Credit: 3**

### **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 Outcomes:**

**CO1:** To elaborate the core concepts of ethics.

**CO2:** To make the students aware of different business ethics concepts.

**CO3:** To study the different types of Individual and professional ethics.

**CO4:** To study the role of ethics in global society.

**CO5:** To study the role of business ethics in developing a civilized society.

**CO6:** To elaborate moral issues in Business organizations.

**CO7:** To identify importance of ethical behaviour in social and organizational terms

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

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

**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- 12**

### **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- 15**

### **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- 13**

### **Reference Books:**

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

8. Business Ethics- Prof. Agalgatti

9. Business Ethics- O. C. Ferrell, John Paul Fraedrich, Lindaferrell

### Evaluation

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (SEM III)

**Subject:** Business Ethics

**Course Title:** Business Ethics

**Course Code:** UBBA232

**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			2						
CO2	1	2								
CO3	2								2	
CO4	2			2					1	
CO5	1								1	
CO6	2									
CO7		2		1						

#### Justification for Mapping:

##### **PO1: Disciplinary knowledge.**

**CO1:** Understanding the core concepts of ethics contributes to disciplinary knowledge

**CO2:** Awareness of different business ethics concepts contributes to disciplinary knowledge

**CO3:** Studying individual and professional ethics contributes to disciplinary knowledge

**CO4:** Understanding the role of ethics in global society contributes to disciplinary knowledge

**CO5:** Studying the role of business ethics in developing a civilized society contributes to disciplinary knowledge

**CO6:** Elaborating on moral issues in business organizations contributes to disciplinary knowledge

##### **PO2: Critical Thinking and Problem Solving.**

**CO2:** Elaborating on moral issues in business organizations requires critical thinking and problem-solving skills

**CO7:** Awareness of different business ethics concepts contributes to understanding the global context and how political, cultural, and legal factors impact business organizations.



**PO4: Ethical decision-making ability.**

**CO1:** lays the foundation for ethical decision-making

**CO4:** Elaborating on moral issues in business organizations contributes to disciplinary knowledge

**CO7:** Identifying the importance of ethical behavior contributes to developing ethical decision-making ability

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

**CO2:** Helps students understand the global context and legal issues

**CO4:** Awareness of global issues

**CO7:** Recognizing the importance of ethical behavior involves developing a critical attitude towards learning and adapting ethical principles throughout one's career.

**PO9: Social Responsibility**

**CO3:** Understanding individual and professional ethics contributes to the broader concept of social responsibility.

**CO4:** The study of the role of ethics in global society directly aligns with the concept of social responsibility on a global scale.

**CO5:** The role of business ethics in developing a civilized society is closely linked to social responsibility.

## **SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM III)**

**Course Title: Principles of Human Resource Management**

**Paper:3**

**Course Code: UBBA233**

**Total No of Lecture:48**

**Credit: 3**

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

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate the right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.
4. Students will be able to define, identify, and apply the principles of Job Analysis and Job Design.
5. To understand different challenges of HRM among students.
6. To analyze and apply the critical role of managers in modern organizational settings.

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

**CO1** - Understand the objectives, scope, and importance of Human Resource Management.

**CO2** - Integrated perspective on the 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 HRM**

1.1 Introduction to HRM - Meaning, Definition, Features, Scope, Objectives.

1.2 Importance, Principles of HRM, Evolution of HRM.

1.3 Functions of HRM.

1.4 Challenges of HRM, Role of HR Manager,

1.5 Difference between HRM & Personnel Management.

**Total No. of Lectures- 12**

## **Unit No 2: Job Analysis & Human Resources Planning**

2.1 Job Analysis - Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components - Job Description, Job Specification, Job Evaluation

2.2 Human Resource Planning (HRP) - Meaning, Definition, Objectives

2.3 Process, Factors Influencing the Estimation of Human Resource in the organization.

2.4 Advantages & Limitations/Barriers of HRP.

2.5 Case lets on Job Analysis & Human Resource Planning

**Total No. of Lectures- 14**

## **Unit No 3: Career Planning and Employee Job Satisfaction**

3.1 Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages of Employee Morale and Job Satisfaction

3.2 Employee Morale: Introduction and Causes of Low Morale

3.3 Job Satisfaction: Meaning, Definition

3.4 Factors Contributing to Job Satisfaction

3.5 Measures to Increase Job Satisfaction

3.6 Advantages of Job Satisfaction and Disadvantages of Job Satisfaction [12 Hrs]

**Total No. of Lectures- 12**

## **Unit 4: Changing Environment & Trends in HRM**

4.1 Concept of E-Human Resource Management

4.2 Human Resource Information System (HRIS)

4.3 HRM in Virtual Organizations

4.4 Concepts of Work from Home and Outsourcing

4.5 Changing Role of HRM

**Total No. of Lectures- 10**

### **Suggested References:**

1. Human Resource Management, L.M. Prasad, Sultan Chand & Company Ltd., New Delhi
2. Human Resource Management, K. Ashwathappa, Tata McGraw Hill, New Delhi
3. Personnel Management, C.B. Matoria, Himalaya Publishing House, Mumbai
4. Personnel & Human Resource Management, A.M. Sharma, Himalaya Publishing House, Mumbai
5. Human Resource Management, S.S. Khanka, Sultan Chand & Company Ltd., New Delhi
- 6.

## Evaluation Pattern

Internal Evaluation	External Evaluation
Unit Test(20)	Fill in the blanks, One Sentence Answer (12)
Mini Project/Assignment/Presentation(20)	Short Notes(12) Short Answer Que (24)Long Answer Que(12)
40	60

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)

**Subject:** Principles of Human Resource Management

**Course Title:** Principles of Human Resource Management **Course Code:** UBBA233

**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	3					3	3			
CO2	2	3				2			3	3
CO3								3		2
CO4	3		3				2		3	
CO5				3	3			3		
CO6	2					3	2	2		
CO7	3			2						

#### Justification for the Mapping

#### PO1: Disciplinary Knowledge

**CO1:** The outcome focuses on the foundational understanding of HRM, 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, 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: Critical Thinking and Problem Solving

**CO2:** Aligns with understanding management concepts, theories, and models, as it emphasizes the interconnected nature of HRM with other aspects of business operations, providing a holistic view of HRM within the broader management framework.

#### PO3: Systematic Research Approach

**CO4:** Directly focuses on the application of critical thinking and a 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 Ability**

**CO5:** Particularly relevant to ethical decision-making as it requires students to understand and apply the principles of HR's roles in organizations, including ethical considerations in decision-making. Understanding HR's roles.

**CO7:** This course outcome is essential for organizations to make ethical decisions regarding employee engagement, motivation, and retention. 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 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: Political, Cultural, and Legal Issues Impact on Business Organizations in a Global Context.**

**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: Business Management Skills**

**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:**

**CO2:** 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 S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A.( SEM –III)**

**Course Title: Macro Economics & Rural Development**

**Paper:4**

**Course Code: UBBA 234**

**Total No of Lectures:48**

**Credit: 3**

### **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 a macroeconomic variables.
3. To apply economic reasoning to problems of business and public policy.
4. To understand the development issues related to rural society.
5. To find the employment opportunities for rural youth
6. To study about rural development planning and information technology.

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

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

**CO2:** Participants will develop a robust analytical framework, enabling them to discern and interpret the intricate inter-linkages among critical macroeconomic variables such as GDP, inflation, unemployment, and interest rates.

**CO3:** Students will acquire the ability to apply economic reasoning to address real-world challenges in both business and public policy, demonstrating their capacity to formulate practical and effective solutions.

**CO4:** Participants will gain comprehensive knowledge about the unique challenges and issues pertaining to rural society, including economic disparities, agricultural practices, and social aspects affecting rural development.

**CO5:** Students will be equipped with the skills to identify and assess potential employment opportunities for rural youth, considering the specific socio-economic factors influencing rural employment.

**CO6:** Participants will develop a strong foundation in rural development planning, including the ability to design and implement effective strategies for addressing the socio-economic needs of rural communities.

**CO7:** Students will understand the role and significance of information technology in rural development, gaining the skills to leverage technological tools and solutions to enhance the effectiveness of rural development initiatives.



## **Unit 1: Introduction-Macro Economics**

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

**No. of Lectures 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.
- 4.5 Monetary Policy, Fiscal Policy.
- 4.6 Introduction of WTO, GATT.

**No. of Lectures 10**

## **Unit 5: Rural Development planning & Information Technology**

- 5.1 Concept of Rural Development - Meaning, Scope, and Importance of Rural Development, Approaches of Rural Development, Needs of Rural Development.
- 5.2 Rural Development Planning – District Rural Development Agency (DRDA) - Organization Structure, Functions of DRDA.
- 5.3 Rural Development and Internet, Information & Communication Technology (ICT) for Rural Development.
- 5.4 IT-Enabled Services for an E-village.

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>	
Unit Test – 20 Marks	Fill in the blanks-	12 Marks
	Short Notes	12 Marks
	Short Question Answer	24 Marks
	Long Question Answer	12 Marks
Power Point Presentation / Assignment / Mini Project/ 20 Marks		
<b>Total – 40 Marks</b>	<b>Total-60 Marks</b>	

**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) Jhingam M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
- 6) William Branson – Macro Economics: Theory and Policy.1988 2nd Edn.
- 7) J. Harvey and H. Johnson – Introduction to Macro Economics
- 8) D. N. Dwivedi – Macro Economics – Tata McGraw Hill, New Delhi-2006
- 9) Fundamentals of Rural Development -Mary Tahir & Tahir Hussain- I.K International Publishing House

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)

**Subject:** Macro Economics & Rural Development

**Course Title:** Macro Economics & Rural Development

**Course Code:** UBBA234

**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				2					
CO2	2	2	2		2					
CO3		2	2	2	2		2	2		
CO4	2	2		2	2		2		1	
CO5									2	1
CO6		2	2	2	2	2				1
CO7										

#### Justification for the mapping

##### PO1: Disciplinary Knowledge

**CO1:** To study the behavior of working of the economy as a whole

**CO2:** To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables

**CO4:** To understand the development issues related to rural society **CO6:** To study rural development planning and information technology

##### PO2: Critical Thinking and Problem Solving

**CO2:** To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables

**CO3:** To apply economic reasoning to problems of business and public policy

**CO4:** To understand the development issues related to rural society

**CO6:** To study rural development planning and information technology

##### PO3: Systematic Research Approach

**CO2:** To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables

**CO3:** To apply economic reasoning to problems of business and public policy

**CO6:** To study rural development planning and information technology

**PO4: Ethical Decision-Making Ability**

**CO3:** To apply economic reasoning to problems of business and public policy

**CO4:** To understand the development issues related to rural society

**CO6:** To study rural development planning and information technology

**PO5: Critical Attitude for Lifelong Learning**

**CO1:** To study the behavior of working of the economy as a whole

**CO2:** To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables

**CO3:** To apply economic reasoning to problems of business and public policy

**CO4:** To understand the development issues related to rural society

**CO6:** To study rural development planning and information technology

**PO6: Leadership and Teamwork Skills**

**CO6:** To study rural development planning and information technology

**PO7: Political, Cultural, and Legal Issues Impact on Business Organizations in a Global Context**

**CO3:** To apply economic reasoning to problems of business and public policy

**CO4:** To understand the development issues related to rural society

**PO8: Business Management Skills**

**CO3:** To apply economic reasoning to problems of business and public policy

**PO9: Social Responsibility**

**CO4:** To understand the development issues related to rural society

**CO5:** To find the employment opportunities for rural youth

**PO10: Entrepreneurial Mindset (PO10)**

**CO5:** To find the employment opportunities for rural youth

**CO6:** To study rural development planning and information technology

## **SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

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

**Course Title: Legal Aspects in Human Resources**

**Paper:5**

**Course Code: UBBA235A**

**Total No of Lectures:48**

**Credit: 3**

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

1. To study and explain rights of employees at the workplace.
2. To understand the applications of different legal aspects in HR.
3. Provide an understanding of the laws and regulations that govern the field of HR.
4. To promote a deeper understanding.

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

- CO1:** Outcome of this course is that student should be able to remember the key concept in legal aspect in HR.
- 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.
- CO7:** To develop an understanding of policies, strategies, and practices aimed at enhancing the well-being and rights of workers in the workplace.

### **UnitNo.1.Introduction**

1. Employer, Employee, Rights of an Employee at Workplace.
2. HR Policy - Meaning and its Importance.
3. Legal Issues Related to HR in the Organization -

**Number of Lectures: 08**

## **Unit No. 2: Wage & Salary Administration and the Workmen's Compensation Act, 1923**

### **1. Wage & Salary Administration**

Meaning & Definition of Wage & Salary: Wage and salary refer to the compensation paid to employees for their work. Wage typically applies to hourly or daily rates, while salary is a fixed, regular payment.

Objectives of Wage & Salary Administration: The primary goals include fair compensation, attracting and retaining talent, motivating employees, and aligning pay with organizational objectives.

Wage Differentials: Differences in wages based on factors like skill, experience, and responsibilities.

Factors affecting Wage & Salary Levels: Various elements influence pay levels, such as market conditions, job complexity, employee performance, and internal equity.

### **2. The Workmen's Compensation Act, 1923**

Introduction: The Act addresses compensation for work-related injuries or death.

Main Features of the Act: Key aspects include coverage, compensation calculation, and employer liability.

Definitions: Clarifications of terms used in the Act.

Provisions under the Act: Detailed provisions outlining the compensation process and conditions.

Number of Lectures: 14

## **Unit No. 3: The Payment of Gratuity Act, 1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act 2013**

### **1. The Payment of Gratuity Act, 1972**

Introduction: Overview of the Act and its purpose.

Scope and Application: Areas covered and the applicability of the Act.

Definitions and Provisions: Explanation of key terms and provisions under the Act.

### **2. Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act 2013**

Introduction: Background and significance of the Act.

Main Features of the Act: Key components and principles.

Provisions: Detailed provisions for preventing and addressing workplace harassment.

Vishaka Guidelines: Reference to the guidelines for preventing sexual harassment at the workplace.

**Number of Lectures: 14**

## **Unit No. 4: Trade Unions Act 1926 & Business Exposure in HR**

### **1. Trade Unions Act 1926**

Definition, Authorities & All Provisions: Overview of the Act, the entities involved, and detailed provisions.

### **2. Business Exposure in HR**

Industrial Visit Report on Current HR Practices: A practical exploration of contemporary HR practices through an industrial visit.

**Number of Lectures: 12**

### **Suggested Textbooks:**

1. Labour & Industrial Laws - S.N. Mishra, Central Law Publication, Allahabad.  
Industrial and Labour Laws - S.P. Jain, Simmi Agarwal, Dhanpat Rai & Co. (P) LTD., New Delhi.
2. Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act 2013 - Professional Book Publishers, Delhi.
3. Labour and Industrial Laws - H.L. Kumar, Universal Publication, Delhi.
4. Labour and Industrial Laws - P.K. Padhi, PHI Learning Private Ltd., Delhi.

### **Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
UnitTest-20Marks	Fill in Blanks, One Sentence Questions (12)
MiniProject,Assignment,Presentation-20Marks	Short Notes(12) Short Answer Question(24) Long Answer Question(12)
Total-40 Marks	60Marks

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)

**Subject:** Legal Aspect in HRM

**Course Title:** Legal Aspect in HRM

**Course Code:** UBBA235 A

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

#### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO7:** the application of knowledge related to policies, strategies, and practices aimed at enhancing the well-being and rights of workers is crucial for creating a positive work

#### PO4: Ethical Decision-making ability.

**CO1:** The course not directly related to ethical decision-making ability, they can indirectly support and enhance students' abilities to make ethical decisions in HR by providing them with the necessary knowledge, understanding, and awareness of legal and social aspects.

**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:** Understanding policies, strategies, and practices that enhance the well-being and rights of workers is crucial for ethical decision making as it provides a foundation for assessing and determining the most morally sound courses of action in the workplace.

#### PO5: Critical Attitude for Lifelong learning.

**CO1:** Students can develop a critical perspective on how these concepts are applied in real-world situations and can continually seek to update their knowledge in response to changing legal frameworks.

**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 on business organizations in global context.**

**CO1:** 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. Compliance with these legislations is necessary to avoid legal and reputational risks.

**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:** A strong knowledge and understanding of legal aspects in HR, laws related to vulnerable groups of workers, wages, environment protection, social security, labor movement in India, labor market, working conditions, and psychology of work can contribute to the overall social responsibility of an organization.

**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 S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A (SEM III)**

**Course Title: Organisational Behaviour (OB) +Dissertation**

**Paper:6**

**Course Code: UBBA236 A**

**Total No of Lectures:48**

**Credit: 3**

**A) Course Objectives:**

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

**B) Course Outcome:**

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

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

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

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

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

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

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

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

1. Meaning, Definition, Nature, Scope, Importance, Key Elements of OB, Disciplines that Contribute to the OB field,
2. Models of OB, Challenges for OB

**No. of Lectures 10**

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

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

**No. of Lectures: 14**

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

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

**No. of Lectures 14**

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

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

**No. of Lectures 10**

## **Unit No.5. Project/ Tutorial**

**Students can prepare a project on any topic they have learned under this subject.**

### **Suggested Text Books**

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

## Evaluation

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

### **Dissertation Guide Lines-**

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

Minimum30 Sample size is required

Minimum10 Questions Questionnaires Required

Student Should Prepared Spiral Binding Project Report

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)

**Subject:** Organisational Behaviour (OB) + Dissertation

**Course Title:** Organisational Behaviour (OB) + Dissertation

**Course Code:** UBBA236 A

**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						
CO4	3					3				
CO5			3		3					
CO6								3		3
CO7										

#### Justification for the mapping

##### **PO1: Disciplinary Knowledge**

**CO4:** Apply knowledge and principles to business practices in the areas of accounting, finance, marketing, management, economic and human resource management.

##### **PO2: Critical thinking and systematic research approach**

**CO3:** Understand the theoretical framework of Organisational Behaviour but also be able to apply these concepts practically in organizational settings.

##### **PO3: Systematic research approach**

**CO5:** Implies that students should engage in critical thinking and analysis by evaluating and analyzing various theories and models within the discipline of Organisational Behaviour.

##### **PO4: Ethical Decision-Making**

**CO3:** Implies a broader understanding of the discipline of Organisational Behaviour, which includes ethical considerations in organizational settings.

##### **PO5: Critical Attitude for Lifelong learning.**

**CO5:** Evaluating and analyzing various theories and models requires a critical attitude.

##### **PO6: Leadership and team work skills**

**CO4:** Leadership and teamwork are often integral components of this understanding, as effective leadership and collaboration within groups are essential for organizational success.

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global**

**CO2:** Implies a focus on understanding cultural differences and diversity in organizations, which includes considerations of political, cultural, and legal issues in a global context.

**PO8: Business Management Skill**

**CO6:** Implies that students will not only understand key concepts but will also be able to apply their knowledge by developing creative and innovative ideas to positively impact organizations

**PO10: Entrepreneurial Mindset**

**CO6:** Students are encouraged to cultivate a creative and innovative mindset, which is often associated with entrepreneurial thinking.

## **SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A (SEM III)**

**Course Title: Management Accounting**

**Paper:5**

**Course Code: UBBA235 B**

**Total No of Lectures:48**

**Credit: 3**

### **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 understand the concept of contribution and breakeven point in business and its application while estimating profitability level. Decision making skill will be developed.
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:** To understand Analysis and Interpretation of financial statement.

### **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.

**Unit 2: Analysis and Interpretation of Financial Statement**

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

[Practical Problems]

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: Marginal Costing**

3.1 Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages and limitations of marginal costing,

3.2 Contribution, Profit volume ratio (P/V Ratio), Breakeven Point(BEP), Margin of Safety problems on contribution, P/Ratio, BEP and MOS

3.3 Practical Problems.

**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 Budget and budgetary Control-Meaning, Definition, Nature of budget and budgetary control,

5.2 Types of budget- as per time, functions and variability, Objectives of budget and budgetary control,

5.3 Steps in budgetary control, advantages and disadvantages of budgetary control,

5.4 Problems on Cash Budget.

**No. of Lectures 10**

**[Problem Area: Methods of analysis Ratio Analysis, Marginal costing, Working Capital and Cash Budget.]**



## Evaluation -

Internal Evaluation	External Evaluation
Unit Test – 20 Marks	Fill in the blanks- 12 Marks Short Notes 12 Marks Short Question Answer 24 Marks Long Question Answer 12 Marks
Power point presentation / Mini Project/ Assignment 20 Marks	
Total – 40 Marks	Total-60 Marks

## 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 (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)

**Subject:** Management Accounting

**Course Title:** Management Accounting

**Course Code:** UBBA235 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		1	1					2		
CO2	3		3							2
CO3	1	2	2			2				
CO4	2	3		2						
CO5		2			1				1	
CO6	2	1	2							
CO7	1	2	1				2			

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO2:** Understanding disciplinary knowledge is essential for grasping the concept of management accounting. By delving into the core principles, students can appreciate the significance of management accounting in aiding businesses to make informed decisions.

**CO3:** Disciplinary knowledge is a prerequisite for effective financial statement analysis. Learners need a solid understanding of accounting principles and practices to dissect financial statements accurately.

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

Disciplinary knowledge serves as the foundation upon which the application of management accounting techniques is built. Students must understand the core concepts before they can develop and apply techniques in real-world financial decision-making scenarios.

**CO6:** Proficiency in disciplinary knowledge is indispensable for effectively analyzing financial statement ratios and understanding the intricacies of cash flow from various activities.

**CO7:** The ability to analyze and interpret financial statements is a direct reflection of disciplinary knowledge. CO7 underscores the importance of this knowledge in extracting meaningful insights from financial statements.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** Critical thinking is essential for comprehending the implications of financial ratios, working capital requirements, and budgetary control. Students must evaluate and synthesize information to make informed decisions.

**CO3:** Critical thinking is a crucial component of financial statement analysis. This process involves problem-solving skills to identify issues and make informed decisions based on the analysis.

**CO4:** Critical thinking is fundamental in understanding, developing, and applying management accounting techniques. Emphasizing the need for students to critically assess situations, identify problems, and apply appropriate techniques in financial decision-making scenarios.

**CO5:** Competence in managerial decision-making requires critical thinking skills. It directly supports the development of critical thinking and problem-solving abilities as students learn to apply their knowledge in real-world managerial situations, linking back to the overarching.

**CO6:** Critical thinking is essential in analyzing financial statement ratios and activities. Students to critically assess financial information, identify patterns, and draw conclusions about the financial health of a business.

**CO7:** Critical thinking is at the core of financial statement analysis and interpretation. Emphasizes the importance of critically evaluating financial statements to extract meaningful insights, contributing to the overarching

## **PO3: Systematic Research Approach**

**CO1:** Critical thinking and a systematic research approach are crucial for understanding the implications of financial ratios, working capital requirements, and budgetary control. Students must critically analyze these concepts and apply a systematic research approach to make informed decisions in business settings.

**CO2:** It is essential for developing a deep conceptual understanding of management accounting. A systematic research approach ensures that students explore the significance of management accounting in a structured manner, considering various perspectives and applications.

**CO3:** A fundamental skill in financial statement analysis. A systematic research approach ensures that students follow a structured process in their analysis.

**CO6:** Central to analyzing financial statement ratios and activities. A systematic research approach ensures that students approach the analysis methodically, considering various aspects in a structured manner.

**CO7:** The core of financial statement analysis and interpretation. A systematic research approach ensures that students approach the interpretation in a methodical and thorough manner.

**PO4: Ethical Decision-making ability**

**CO4:** Develop ethical decision-making skills to assess and address the moral implications of financial decisions in business corporate. To enable learners to understand, develop, and apply the techniques of management accounting in financial decision-making, integrating ethical considerations for responsible and sustainable business practices.

**PO5: Critical Attitude for Lifelong learning.**

**CO5:** The critical attitude fostered by lifelong learning complements the competence needed for managerial decision making and control, creating a well-rounded and adaptable professional.

**PO6: Leadership and team work skills**

**CO3:** Integrating leadership and teamwork skills into the process of analyzing financial statements, learners can benefit from a more holistic and effective learning experience.

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO7:** The dynamic nature of the global business environment, shaped by political, cultural, and legal factors, introduces complexities that financial analysts must consider when interpreting financial statements. Adapting financial analysis to account for these external factors is crucial for making informed business decisions in an international context.

**PO8: Business Management Skills**

**CO1:** Emphasizes the understanding of various financial ratios, working capital requirements, and budgetary control. These concepts are integral to effective business management. By acquiring knowledge in these areas, students are equipped with essential skills for analyzing and managing financial aspects of a business.

**PO9: Social Responsibility**

**CO5:** Focuses on developing competence in managerial decision-making and control. In the modern business landscape, social responsibility is a critical aspect of managerial decision-making. Companies need to consider the social impact of their decisions, and an understanding of financial aspects helps in making responsible and sustainable choices.

**PO10: Entrepreneurial Mindset**

**CO2:** To enhance learners' abilities in the development of the concept of management accounting and its significance in business. Entrepreneurial mindset involves innovative thinking and strategic planning, which are closely related to management accounting concepts. Understanding the financial implications of business decisions is crucial for individuals with an entrepreneurial mindset.

**SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A (SEM III)**

**Course Title: Banking and Finance + Dissertation**

**Paper: 6**

**Course Code: UBBA236 B**

**Total No of Lectures: 48**

**Credit: 3**

**A) Course Objectives:**

1. Study of Banking Function and its Operations."
2. "To Study the Functioning of Regulatory Authorities in India."
3. "To Study Recent Technology in the Banking Industry.
4. To study the functions of RBI.
5. To study the progress of nationalized bank
6. To prepare the dissertation project.

**B) Course Outcomes:**

**CO1:** Identify and analyze key banking functions and operations. Apply theoretical knowledge to practical scenarios in the banking industry.

**CO2:** Demonstrate an understanding of the roles and responsibilities of regulatory authorities in the Indian banking sector.

**CO3:** Stay updated on recent technological advancements in the banking industry.

Evaluate the implications of technology on banking processes and services.

**CO4:** Analyze the functions of the Reserve Bank of India (RBI) and its role in the Indian economy.

**CO5:** Evaluate the impact of RBI policies on commercial banks and the financial system.

**CO6:** Evaluate the progress and performance of nationalized banks in India. Analyze the role of nationalized banks in the economic development of the country.

**CO7:** Demonstrate the ability to conduct independent research. Effectively communicate research findings through a well-structured dissertation project.

## **Unit 1: Indian Banking System**

### 1.1 Structure of Indian banking system in India

[Central bank- Commercial banks-cooperative banks-development banks-Regional Rural banks-Local Ares banks]

### 1.2 Private Sector Banks- Their progress and performance after banking sector reforms

### 1.3 Foreign Bank in India- Their problems and prospects of foreign banks, Regulation of foreign banks in India

### 1.4 Difference between scheduled and non-scheduled banks, Role of banking system in the economic growth and development

**No. of Lectures 12**

## **Unit 2: Nationalized Banks.**

### 2.1 Nationalization of bank-Objective of Nationalization, Arguments for and against Nationalization, Impact of Nationalization-Positive & Negative

2.2 Progress of nationalization banks pertaining to branch expansion, Deposit mobilization, credit development and priority sector lending-Lead bank scheme.

2.3 State Bank of India-evolution of SBI, Organization and management of SBI, Subsidiary bank to

2.4 SBI, Role of state bank of India : as and agent of RBI, as a commercial bank , its role in industrial finance in foreign exchange business, agricultural finance and rural development and society.

**No. of Lectures 12**

## **Unit 3: Reserve Bank of India [ RBI ]**

### 3.1 Evolution of the Reserve Bank of India

### 3.2 Organization and Management of the RBI

### 3.3 Function of RBI

3.4 Changing Role of RBI – Promotional role, development role , & super regulation work.

**No. of Lectures 12**

## Unit 4: Technology of Banking

4.1 Need and Importance Of Technology In Banking.

4.2 ATM,

4.3 Debit card,

4.4 Credit card,

4.5 Tele banking,

4.6 Net banking,

4.7 Mobile banking,

4.8 RTGS, NEFT,

No. of Lectures 12

### Evaluation -

Internal Evaluation	External Evaluation
Guidelines Regarding Exposure Project Students need to prepare an Exposure Project on the following topics - (20 Marks) Visit to any bank and observe banking functions and operations. (Individual project) Conducting survey/project based on the following themes: Study of different types of banks & their performance Comparative study of the performance of nationalized banks, co-operative banks, & foreign banks. Conducting customer survey of banks' customers of any specific bank. Awareness & conducting financial literacy among different stakeholders of the society (e.g., students, housewives, rural area, etc.) - Students can conduct a survey by framing a small questionnaire Project Viva (20 Marks)	Fill in the blanks- 12 Marks Short Notes 12 Marks Short Question Answer 24 Marks Long Question Answer 12Marks
Total – 40 Marks	Total-60 Marks



**Recommended Books:**

1. Principles and Practices of Banking -Srinivasan Macmillan India Pvt Ltd
2. Banking and Insurance -O.P.Agarwal- Himalaya
3. The Indian Financial System-Vasant Desai- Himalaya Publication
- 4 .Financial services and Markets--Dr. Guruswamy Thomas
5. Banking Law and Practice in

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)      **Subject:** Banking and Finance

**Course Title:** Banking and Finance      **Course Code:** UBBA236 B

**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	PO10	
CO1	2										
CO2		2									
CO3											
CO4	3			2							
CO5		3			2		3	2			
CO6									2	2	
CO7			2			2				2	

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO1:** This CO focuses on imparting discipline-specific knowledge in banking functions and operations, aligning with the broader objective of PO1.

**CO4:** Understanding the functions of RBI contributes to disciplinary knowledge in the field of banking and finance.

#### PO2: Critical Thinking and Problem Solving

**CO2:** Analyzing regulatory roles requires critical thinking skills, contributing to the development of problem-solving abilities.

**CO5:** Analyzing the impact of RBI policies requires critical thinking and problem-solving skills to assess their implications on financial institutions.

#### PO3: Systematic Research Approach

**CO7:** The ability to conduct independent research and communicate findings demonstrates critical thinking and a systematic research approach.

#### PO4: Ethical Decision-Making Ability

**CO4:** Analyzing the functions of RBI and evaluating policies requires ethical considerations in decision-making, ensuring responsible and ethical practices in the financial sector.

**PO5: Critical Attitude for Lifelong Learning**

**CO5:** The study of RBI and nationalized banks encourages a critical attitude towards learning, as it involves staying updated with evolving financial systems.

**PO6: Leadership and Teamwork Skills**

**CO7:** Understanding the role of nationalized banks in economic development may require collaborative efforts, fostering teamwork and leadership skills.

**PO7: Political, Cultural, and Legal Issues Impact on Business Organizations in a Global Context**

**CO5:** Understanding the role of nationalized banks in economic development may require collaborative efforts, fostering teamwork and leadership skills. Analyzing the role of RBI and nationalized banks involves considering political, cultural, and legal factors that impact business organizations on a global scale.

**PO8: Business Management Skills**

**CO5:** The study of RBI and nationalized banks contributes to business management skills by providing insights into the management of financial institutions.

**PO9: Social Responsibility**

**CO6:** Understanding the role of nationalized banks in economic development includes considering their social responsibility and impact on society.

**PO10: Entrepreneurial Mindset**

**CO6:** Analyzing the economic aspects of RBI and nationalized banks encourages an entrepreneurial mindset by understanding economic opportunities and challenges.

**CO7:** Demonstrate the ability to conduct independent research. Effectively communicate research findings through a well-structured dissertation project.

**SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: SYBBA (Semester III)**

**Course Title: Retail Management**

**Paper:5C**

**Course Code: UBBA235 C**

**Total No of Lectures:48**

**Credit: 3**

**A)Course Objectives:**

1. To provide insights into all functional areas of retailing e-business.
2. To understand Future of Retailing.
3. To apply Retailing Strategy for business.

**B) Course Outcomes:**

**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 1: Introduction to Retailing**

1.1 Structure of Retail Industry

1.2 Types of Retailers

1.3 Market Segments and Channels

1.4 Market Trends

1.5 Retail Lifecycle

**Number of Lectures: 10**

## **Unit 2: Retailing Strategy**

2.1 Identifying and Understanding Customers

2.2 Customer Segmentation

2.3 Selecting Target Market

2.4 Identifying Market Segments

2.5 Selecting Site Locations

2.6 Strategic Positioning and Execution

2.7 Establishing and Maintaining Retail Image, Creating In-store Dynamics (Layouts & Plans)

**Number of Lectures: 15**

## **Unit 3: Managing the Retail Business**

3.1 Implementing Retail Marketing Plan

3.2 Brief Human Resource Requirements

3.3 Developing Product and Branding Strategies

3.4 Developing Merchandise Plans

3.5 Merchandising Strategy

**Number of Lectures: 10**

## **Unit 4: Future of Retailing**

4.1 Introduction to Recent Trends and Technological Advancements in Retailing

4.2 Omni Channel Retailing

4.3 Shopping with AR (Augmented Reality)

4.4 Popup Shops, Social Shopping, Private Label Brands

**Number of Lectures: 13**

## **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: KVS Madaan, McGrawHill
5. Retail Marketing Management: David Gilbert, Pearson Publication
6. Retail Management: Arif Sheikh, Himalaya Publishing
7. Supplementary Reading Material:

8. It Happened in India by Kishor Biyani, Rupa and Company
9. Business Today, November 1999, Mall Management, Websites

[www.indiaretailing.com](http://www.indiaretailing.com)

[www.imageretail.com](http://www.imageretail.com)

<b>InternalEvaluation</b>	<b>ExternalEvaluation</b>
UnitTest (20)	Fillintheblanks,OneSentenceAnswer (12)
MiniProject/Assignment/Presentation (20)	ShortNotes(12) ShortAnswerQue(24) LongAnswerQue(12)
40	60

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)

**Subject:** Retail Management

**Course Title:** Retail Management

**Course Code:** UBBA235 C

**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					
CO2		3								
CO3										
CO4	3									
CO5			2							
CO6										3
CO7	2									

#### Justification for the mapping

##### PO1: Disciplinary Knowledge

**CO4:** Understanding the impact of retailing on the economy requires a comprehensive view that integrates knowledge from different business disciplines. It implies an awareness of economic implications, financial aspects, marketing strategies, and management principles in the context of retail operations.

**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: Critical thinking and systematic research approach

**CO3:** Understanding the role and functions of retailing implies a broader awareness of how retailing fits into the overall business landscape.

##### PO3: Systematic research approach

**CO5:** Identifying opportunities and challenges in rural retail marketing involves a critical analysis of the market, understanding the unique factors influencing rural areas, and systematically researching potential issues and solutions.

**PO5: Critical Attitude for Lifelong learning.**

**CO1:** Emphasizes clarifying concepts and related terms in retailing, suggests a focus on understanding and critical thinking.

**PO10: Entrepreneurial Mindset**

**CO6:** Understanding retail merchandising involves not only comprehending the principles of presenting products but also recognizing opportunities for effective product placement and sales strategies.



**SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: SYBBA (Semester III)**

**Course Title: Sales and Distribution Management**

**Paper: 6C**

**Course Code: UBBA 236 C**

**Total No of Lectures: 48**

**Credit: 3**

**A. Course Objectives:**

1. To provide the students with basic understanding of the processes and skills necessary
2. To be successful in personal selling and insights about recent trends in sales management.
3. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.
4. To provide students with advanced skills in the areas of interpersonal communications,
5. Motivational techniques and value added selling.

**B. Course Outcomes:**

**CO1:** Students will demonstrate a foundational knowledge of personal selling processes, including prospecting, presentation techniques, and closing strategies.

**CO2:** Students will be able to identify and analyse recent trends in sales management, incorporating technological advancements and changing consumer behaviours into their understanding.

**CO3:** Students will gain competence in utilizing tools and techniques for managing the sales function within an organization.

**CO4:** Students will develop advanced interpersonal communication skills crucial for successful personal selling, including active listening, empathy, and effective questioning techniques.

**CO5:** Students will demonstrate an understanding of motivational theories and techniques applicable to the sales context.

**CO6:** Students will acquire advanced skills in value-added selling, focusing on understanding customer needs, creating value propositions, and differentiating products or services in the market.

**CO7:** Students will integrate the acquired knowledge and skills to develop comprehensive and effective personal selling strategies.

### **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 Organization**

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

**Total No. of Lectures- 10**

### **Unit No 3 Managing the Sales Force**

- 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.
- 4.2. Market and Sales potential- concept and methods

- 4.3 Sales quotas- concept, purpose and types
- 4.4 Sales control: process of sales control- Goal setting,
- 4.5 Performance Measurement, diagnosis and corrective actions

**Total No. of Lectures- 10**

### **Unit No 5: Distribution Management System**

- 5.1 Introduction of Distribution Management
- 5.2 Nature & Scope of Distribution Management
- 5.3 Types of Distribution Channel
- 5.4 Types of Distribution Strategies
- 5.5 Advantages and Disadvantages of Distribution Management

**Total No. of Lectures- 08**

### **Reference Books:**

1. Sales and Distribution Management by Havaldar&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

## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Mini Project (20) Viva (20)	Fill in the blanks , One Sentence Answer (12) Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)

**Subject:** Sales and Distribution Management

**Course Title:** Sales and Distribution Management

**Course Code:** UBBA236 C

**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									
CO2			2		2					
CO3								3		
CO4										2
CO5						2				
CO6				2						
CO7		2								

### Justification for Mapping

#### PO1: Disciplinary knowledge.

**CO1:** This course outcome focuses on providing students with foundational knowledge of personal selling processes, ensuring they develop a strong disciplinary knowledge in the field of sales.

#### PO2: Critical Thinking and Problem Solving.

**CO7:** Integrating knowledge and skills for sales success requires critical thinking to adapt to various sales scenarios. Students need problem-solving skills to address challenges in the dynamic field of personal selling.

#### PO3: Systematic research approach.

**CO2:** To be aware of recent trends, students need to critically analyze information and apply a systematic research approach. This aligns with the program outcome for critical thinking and research skills.

#### PO4: Ethical decision-making ability.

**CO6:** Value-added selling emphasizes understanding customer needs and creating value propositions, requiring ethical decision-making to ensure honesty and integrity in sales practices.

**PO5: Critical Attitude for lifelong learning.**

**CO2:** Lifelong learning involves staying updated with current trends. This course outcome encourages students to stay informed about recent trends in sales management, fostering a critical attitude for continuous learning.

**PO6: Leadership and team work skills**

**CO5:** Motivational techniques are crucial for effective leadership. This course outcome aligns with the program goal of developing leadership skills by teaching students how to motivate and lead sales teams.

**PO8: Business Management Skill**

**CO3:** Managing the sales function within an organization is directly aligned with developing business management skills. This course outcome contributes to the overall development of business management skills.

**PO10: Entrepreneurial mind set**

**CO4:** An entrepreneurial mindset involves effective communication and adaptation to diverse situations. Developing advanced interpersonal communication skills is crucial for cultivating an entrepreneurial mindset in the sales profession.

**SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A (SEM III)**

**Course Title: Fundamentals of service management**

**Paper: 5D**

**Course Code: UBBA235 D**

**Total No of Lectures: 48**

**Credit: 3**

**A) Course Objectives:**

1. To introduce services as a Business Function.
2. To develop practical insights in enhancing business processes of Service sector.
3. To give the students an exposure to a systematic service framework.
4. To enhance service leadership skills.
5. To study the research in service industry
6. To understand the service environment

**B) Course outcomes:**

**CO1:** Students will be able to articulate the role of services as a distinct business function, identifying key characteristics, challenges, and opportunities within the service sector.

**CO2:** Students will develop the ability to analyze and enhance business processes within the service industry, integrating theoretical knowledge with practical applications to improve overall efficiency and effectiveness.

**CO3:** Students will be able to design and implement a structured service framework, demonstrating a systematic approach to delivering and managing services across various industries.

**CO4:** Graduates will acquire advanced leadership skills specific to the service sector, including the ability to lead diverse service teams, navigate customer-centric challenges, and drive innovation in service delivery.

**CO5:** Students will develop research skills to analyze and synthesize existing literature and studies in the service industry, enabling them to make informed decisions and contribute to the advancement of service-related knowledge.

**CO6:** Graduates will gain a deep understanding of the service environment, including factors influencing customer expectations, market trends, and regulatory considerations, enabling them to adapt and thrive in dynamic service landscapes.

**CO7:** Students will be able to apply their knowledge and skills to develop innovative and effective solutions to real-world challenges within the service sector, demonstrating practical problem-solving abilities in diverse service-oriented contexts.

### **Unit No 1: Understanding Various Aspects of Services**

1.1 Introduction to services: Concept, Scope, Classification & characteristic of services,

1.2 Service as key differentiator for manufacturing industries.

1.3 Functions of Service Management, Changing dynamics & challenges of service sector.

1.4 Growth in service sector: Importance, Growth & Development of service sector in India.

**Total No. of Lectures- 08**

### **Unit No 2: Service Mix Elements-Introduction**

2.1 Product: - The service products, Service Product Life-Cycle and its Strategies.

2.2 Place: -Managing Distribution Channels in Service Industry, Factors affecting choice of channel, Strategies for distribution.

2.3 Promotion: - Objectives, Selection Criteria, Developing the promotion mix, Sales promotion tools.

2.4 Physical Evidence: - Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy.

**Total No. of Lectures- 08**

### **Unit no 3: Service Environment**

3.1 Micro & Macro Service Environment: PESTEL Analysis of

3.2 Service Sector, Six Market Model.

3.3 Market Analysis and Segmentation Planning process, Rethinking the customer function, Focusing and poisoning target consumers.

3.4 Service Design: - Introduction, Building a service blueprint and its benefits.

**Total No. of Lectures- 08**

### **Unit No 4: Research in Service Industry**

4.1 Environmental changes and its effect on service industries.



- 4.2 Impact of globalization on service Sector: An Overview
- 4.3 New Economic policy & its impact on service sector.
- 4.4 Preparation of small report based on service market analysis.

**Total No. of Lectures- 08**

**Suggested References: -**

1. Service Marketing Operations & Management Vinnie J. Juhari, Kirti Dutta  
Oxford University Press Delhi
2. Service Marketing Management: An Indian  
Perspective Dr. B. Balaji S. Chand & Co. Delhi
3. Service Management: Strategy & Leadership in Service business Richard Norman  
Wiley & Sons, Ltd New York
4. Service Management: The New Paradigm in Retailing Jay Kandmpully Springer New York

**Evaluation**

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

**Dissertation Guide Lines-**

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

Minimum 30 Sample size is Required

Minimum 10 Questions Questionnaire is Required

Student Should Prepared Spiral Binding Project Report

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)

**Subject:** Fundamentals of service management

**Course Title:** Fundamentals of service management

**Course Code:** UBBA245 D

**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									
CO2		2								
CO3								2		
CO4				2		2				
CO5			2							
CO6					2		2			
CO7									2	2

#### Justification for the mapping

##### **PO1: Application of knowledge: -**

**CO1:** Understanding the role of services in business is foundational to disciplinary knowledge in the service sector.

##### **PO2: Critical Thinking and Problem Solving**

**CO2:** Applying critical thinking to improve efficiency and effectiveness aligns with problem-solving skills in the service sector.

##### **PO3: Systematic research approach**

**CO5:** Research skills contribute to critical thinking and a systematic approach to understanding and advancing service-related knowledge.

##### **PO4: Ethical Decision-Making**

**CO4:** Ethical decision-making is crucial in leadership, especially in navigating customer-centric challenges in the service sector.

**PO5: Develop Critical attitude:**

**CO6:** Developing a critical attitude for lifelong learning is inherent in understanding and adapting to dynamic service landscapes.

**PO6: Leadership and Teamwork**

**CO4:** Leadership skills in leading diverse service teams are directly aligned with the program's leadership and teamwork skills outcome.

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

**CO6:** Understanding political, cultural, and legal issues is crucial in adapting to and thriving in global service environments.

**PO8: Business Management Skills**

**CO3:** Business management skills are applied in designing and implementing structured service frameworks for efficient service delivery.

**PO9: Social Responsibility**

**CO7:** Social responsibility is demonstrated through the application of knowledge and skills to solve real-world challenges in the service sector.

**PO10: Entrepreneurial Mindset**

**CO7:** An entrepreneurial mindset is reflected in the ability to develop innovative solutions in diverse service-oriented contexts.

**SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A (SEM III)**

**Course Title: Principles & Functions of Services Management**

**Paper: 6D**

**Course Code: UBBA236 D**

**Total No of Lectures: 48**

**Credit: 3**

**A) Course Objectives:**

1. To recognize & understand different types of service-based organizations.
2. To understand the importance of ITES in service sector.
3. To enhance knowledge of global trends in outsourcing.
4. To understand factors crucial to service delivery & recovery.
5. To study about quality of services and value process of services

**B) Course Outcomes:**

**CO1:** Students will be able to recognize and categorize various types of service-based organizations, distinguishing between different sectors and industries.

**CO2:** Students will gain an understanding of the pivotal role of Information Technology Enabled Services (ITES) in the service sector, demonstrating awareness of its impact on organizational efficiency and customer satisfaction.

**CO3:** Participants will be able to analyze and discuss current global trends in outsourcing, recognizing key factors influencing the outsourcing landscape and its implications for service-based industries.

**CO4:** Students will develop the ability to identify and evaluate critical factors that contribute to effective service delivery and recovery, considering aspects such as customer satisfaction, problem resolution, and continuous improvement.

**CO5:** Participants will be capable of assessing and measuring the quality of services, understanding the various dimensions of service quality and applying relevant frameworks to evaluate and enhance service performance.

**CO6:** Students will explore and comprehend the value processes involved in service delivery, examining how organizations create, deliver, and capture value in the context of service-based industries.

**CO7:** Through case studies and practical exercises, students will be able to apply their knowledge of service-based organizations, ITES, global outsourcing trends, service delivery factors, quality assessment, and value processes to real-world scenarios, demonstrating the ability to translate theoretical concepts into practical solutions.

### **Unit No: Understanding Consumer/Customer Behaviour for services**

1.1 Customer expectation for services.

1.2 Strategies for managing customer expectation.

1.3 4C's of customer service mix-Creating the right service philosophy: -

1.4 Customer service pre & post transaction elements.

1.5 Meeting the service challenges.

1.6 -Fundamentals of Customer satisfaction:

-Factors influencing customer satisfaction,

Understanding the customer services,

Customer Loyalty and delight.

1.7 Managing demand & supply of services: -

Managing demand, Patterns &

Determinants of demand,

Strategies of managing demand,

Waiting line strategies.

**Total No of Lectures 14**

### **Unit No 2:ITES Introduction**

2.1 Concept of Outsourcing: -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage –

2.2 Significance of ITES. Outsourcing, types & stages of outsourcing, global trends in Outsourcing & role of India in outsourcing.

2.3 Concepts of - KPO/ BPO: Introduction, significance, third party service providers, future of KPO/BPO.

**Total No of Lectures 12**

### **Unit No 3: Quality of Services and Value Process of services**

3.1 -Service based components of quality, perceived quality, Implementing TQM in service sector & its effect.

3.2 Service performance failure – concept of service failure & recovery, customer response to service

3.3 Failure& recovery, service recovery following customer complaints, solving problems & preventing recurrence. Creating service value and defining its benefits.

3.4 - Service Value Chain: Introduction, significance.

3.5 -Case studies

**Total No of Lectures 12**

#### **Unit No 4 Business Exposure in services**

4.1 Types of major service industries.

4.2 Visit of report of Ant one Service Industry Visit.

**Total No of Lectures 10**

#### **Suggested References: -**

1. Service Marketing and Management Dr. B. Balaji S. Chand & Co. Delhi
2. Service Sector Management: An Indian Perspective C.Bhattacharjee Google Book library Online source
3. Service Marketing Hellen W.Macmilan India Ltd. New Delhi

#### **Evaluation**

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

#### **Dissertation Guide Lines-**

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

Minimum 30 Sample size is required

Minimum 10 Questions Questionnaire is required

Student Should Prepared Spiral Binding Project Report



## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem III)

**Subject:** Principles and Functions of service management

**Course Title:** Principles and Functions of service management **Course Code:** UBBA236 D

**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									
CO2								3		
CO3			2				2			
CO4		2								
CO5									3	
CO6										2
CO7				2	2	2				

#### Justification for the mapping

##### PO1. Application of knowledge

**CO1:** This mapping is justified as recognizing and categorizing service-based organizations requires disciplinary knowledge in the field of business and management.

##### PO2: Critical Thinking and Problem Solving

**CO4:** Critical thinking is essential in identifying and evaluating critical factors for effective service delivery and recovery, as it involves analyzing complex situations and making informed decisions.

##### PO3. Use critical thinking and systematic research approach

**CO3:** Analyzing and discussing global outsourcing trends necessitates a critical thinking and systematic research approach to understand the factors influencing the outsourcing landscape.

##### PO4. Ethical Decision-Making

**CO7:** Ethical decision-making is crucial when applying knowledge to real-world scenarios, ensuring that theoretical concepts are translated ethically and responsibly.



**PO5. Develop Critical attitude**

**CO7:** The critical attitude for lifelong learning is reflected in the ability to apply theoretical concepts to real-world scenarios, fostering continuous learning and adaptability.

**PO6. Leadership and Teamwork**

**CO7:** Leadership and teamwork skills are essential when applying knowledge to real-world scenarios, especially in collaborative problem-solving situations.

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

**CO3:** Understanding political, cultural, and legal issues in a global context is integral to analyzing and discussing global outsourcing trends.

**PO8: Business Management Skills**

**CO2:** Business management skills are applied in understanding the role of ITES and its impact on organizational efficiency and customer satisfaction.

**PO9: Social Responsibility**

**CO5:** Social responsibility is considered when assessing and measuring the quality of services, as organizations need to meet ethical standards and fulfill societal expectations.

**PO10: Entrepreneurial Mindset**

**CO6:** An entrepreneurial mindset is involved in exploring and comprehending the value processes in service delivery, considering how organizations create, deliver, and capture value.

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.

**Content/ Syllabus of Course:**

<b>No.</b>	<b>Unit Name</b>	<b>Topic</b>	<b>Hrs. Allotted</b>
1.	roduction	oreign Trade- Meaning, Definition, Benefits port- Meaning, Benefits of Export and importance of Export for India port- Meaning, Importance of Imports, Benefits of Imports with special reference to India	06
2.	port Import Documentation	eliminaries for Exports and Imports ports 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 port Documents- Transport Documents- Bill to Entry- Certificate of Inspection- Certificate of Measurements- Freight Declaration	08
3.	port Import Procedure	roduction cedure for Export Trade cedure for Import Trade	06
4.	port Import Policy of India	port 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.	ernational Regulatory and Trading Environment	eaning of Regulatory Environment IO- Structures, Powers, Functions ATT(General Agreement on Tariff and Trade) NCTAD ade strategies, European Union(EU), SAARC, SAPTA	06
<b>Total Hrs.</b>			<b>32</b>

**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 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM -IV)**

**Course Code: UBBA241**

**Paper: 1**

**Course Title: Production and Operation Management**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course Objectives:**

1. To focus on basic terms related to production and operations management.
2. Analysing product design concepts, production layouts, plant locations.
3. To elaborate the concepts of production d. Planning, productivity, and ergonomics
4. To identify the concepts of quality management.
5. To learn several important contemporary topics relevant to business managers of all functional disciplines, including quality management, lean concepts, and sustainability.

**B) Course Outcome:**

**CO1:** The students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service-related decisions.

**CO2:** The student will be able to plan production schedules and plan resources (material and machine) required for production

**CO3:** The students can design maintenance schedules in manufacturing units, identify and propose material handling equipment's and implement industrial safety rules

**CO4:** The students will be able to apply the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions.

**CO5:** The students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.

**CO6:** Recognize the importance of six sigma quality and apply the basic analytical tools of six sigma quality.

**CO7:** To get acquainted with the product design and development process.

**Unit No 1 Introduction**

**No. of Lectures: 10**

1. Nature, Meaning, Scope of Production Management
2. Objectives and Functions of Production Management
3. Qualities, Responsibilities of Production Manager
4. Plant Location: Importance and Factors Responsible for Plant Location Decision
5. Classification of Production System

6. Plant Layout: Definition, Objectives, and Types; Factors Affecting Plant Layout
7. 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**

1. Definition of Product Design, Factors Affecting Product Design

Product Development:

A. Meaning of Product Design



Idea Generation,Idea Screening

Concept Development and Testing, Business Analysis, Product Development, Market Testing

Commercialization

Techniques or Tools of Product Development:

Quality Function Deployment (QFD),Design Thinking,Prototyping,Computer-Aided Design (CAD),

Simulation and Modelling

C. Factors Responsible for Product Development, Market Demand, Technological Capabilities

Competition,Cost Considerations,Regulatory Requirements

D. Business Process Reengineering:

Redesigning business processes to achieve dramatic improvements in critical aspects such as cost, quality, service, and speed.

E.Cycle Time Reduction:

Shortening the time it takes to complete a business process, often through the elimination of unnecessary steps and delays.

F.Use of Technology in Product Designing:

Computer-Aided Design (CAD)

Virtual Reality (VR) for Prototyping

3D Printing

Collaborative Software for Team Design

### **Unit No.3: Production Planning and Control**

**No Of Lecture 10**

A. Meaning, Nature, Objectives, Functions, Importance, and Problems of Production Planning and Control:

Ensuring efficient use of resources, meeting production targets, minimizing costs, and maintaining quality.

B .Production Procedure, Factors Determining Production Planning and Control:

Demand Forecasting, Capacity Planning,Material Requirement Planning (MRP),Master Production Scheduling (MPS)

C. Techniques and Tools of Production Planning and Control:

Gantt Charts

Critical Path Method (CPM)

Program Evaluation and Review Technique (PERT)

Just-In-Time (JIT) Manufacturing

D.New Concepts in Production Planning and Control:

i. Supply Chain Management

ii. Worker's Involvement

iii. Green Manufacturing

## **Unit No-4.Productivity and Ergonomics**

### a. Productivity:

- a. Concept and Definition
- b. Measurement Techniques
- c. Factors Affecting Productivity
- d. Techniques to Improve Productivity

### b. Ergonomics:

- a. Introduction and Definition
- b. Objectives of Ergonomics
- c. Components of Ergonomics

## **Unit No 5: Quality Management**

- a. Six Sigma: Introduction, Steps in Implementation
- 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 for Failure
- e. Total Quality Management (TQM): 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  
Essential Steps in Implementation of ISO

## Evaluation-

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit Test –20Marks	Fill in the Blanks (12 Marks): Short Notes (12 Marks) Short Question Answer (24 Marks) Long Question Answer (12 Marks)
Power Point Presentation /Assignment/ Mini Project/  20 Marks	
Total– 40 Marks	Total-60Marks

## Recommended books:

1. Plant Layout and Material Handling by James Apple & John Wiley Sons
2. Work Study by IZO Publication
3. Production & Operations Management by RS Goel
4. A Key to Production Management by Kalyani Publication, Ludhiana
5. Production & Operations Management by SN Chary, TMH Delhi
6. Modern Production and Operation Management by Elwood S. Buffa

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping Program Outcomes with Course Outcomes

**Class:** SYBBA(Sem–IV)    **Course Title :**Production and Operation Management

**Course:** Production and Operation Management    **Course Code:**UBBA241

**Weightage:** 1=weakorlowrelation,2=moderateorpartialrelation,3=strongordirectrelation

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

### Justification for the Mapping

#### PO1: Disciplinary Knowledge

**CO1:** This course outcome focuses on the practical application of operations management principles in both the manufacturing and service sectors. By gaining knowledge in this area, students will be better equipped to make effective decisions related to production and service processes in real-world business situation

**CO2:** This course outcome emphasizes the ability to effectively plan production schedules and allocate necessary resources for production. These skills are essential in business practices as they ensure the efficient utilization of resources, facilitating an optimal production process and meeting customer demands.

**CO5:** This course outcome highlights the importance of measuring performance in relation to productivity. Businesses need to evaluate and monitor their productivity levels to identify areas for improvement and optimize resource allocation. By conducting industrial engineering studies on men and machines, students can gain hands-on experience in analysing and improving productivity in a business setting.

**CO6:** Six Sigma is a widely recognized methodology for improving quality and efficiency in business processes. This course outcome emphasizes the importance of understanding and applying the basic analytical tools of Six Sigma in a business context. By doing so, students can contribute to improving overall quality and efficiency of business practices, leading to customer satisfaction and competitive advantage.

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

#### PO3: Systematic Research Approach

**CO1:** In order to apply the concepts of operations management in the manufacturing and service sectors, students need to critically analyse and understand the specific needs and strategies of each sector and develop appropriate plans and decisions.

**CO2:** Planning production schedules and allocating resources requires critical thinking to assess the available resources, estimate demands, and make decisions that optimize efficiency and meet customer needs.

**CO5:** Measuring performance related to productivity and conducting industrial engineering studies require critical thinking to analyse data, identify areas for improvement, develop metrics, and make decisions that increase efficiency and effectiveness.

**CO6:** Understanding the importance of six sigma quality and applying basic analytical tools of six sigma quality involves critical thinking to identify and analyse process variations, collect and analyse data, identify root causes of problems, and make decisions that improve quality and reduce defects.

**PO4: Ethical Decision-making ability.**

**CO2:** Planning production schedules and allocating resources ethically involves considering factors such as fair distribution of workload, avoiding overworking employees, and minimizing waste and environmental impact.

**PO5: Critical Attitude for Lifelong learning.**

**CO1:** By applying the concept of operations management in both manufacturing and service sectors, students develop a critical attitude towards understanding and improving processes. They learn to analyse current operations and make informed decisions to optimize production and service-related activities.

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO1:** By applying the concept of operations management in both manufacturing and service sectors, students develop a critical attitude towards understanding and improving processes. They learn to analyse current operations and make informed decisions to optimize production and service-related activities.

**PO8: Business Management Skills**

**CO1:** It helps students develop their skills in operations management, which is crucial for effectively managing and optimizing production processes in both manufacturing and service sectors.

**CO2:** The ability to plan production schedules and allocate resources effectively is crucial for managing costs, meeting customer demands, and maximizing efficiency. These skills directly impact the overall profitability and success of a business.

**PO9: Social Responsibility**

**CO3:** It is relevant as it emphasizes the importance of designing maintenance schedules, identifying and proposing material handling equipment, and implementing industrial safety rules. These actions promote the well-being and safety of employees and contribute to a responsible and ethical business environment.

**PO10: Entrepreneurial Mindset**

**CO1:** The course outcomes of being able to plan and implement production and service-related decisions, plan production schedules, and measure performance related to productivity are all directly related to an entrepreneurial mindset.

**CO2:** To plan production schedules and plan resources required for production is essential for entrepreneurs to ensure that they can meet customer demands and optimize their operations. By effectively managing their resources, entrepreneurs can maximize their production capacity and minimize waste.

**CO5:** Measuring performance related to productivity is also important for entrepreneurs as it allows them to track their progress and identify areas for improvement. By conducting basic industrial engineering studies, entrepreneurs can identify bottlenecks, inefficiencies, and areas for optimization in their operations.

**CO6:** The application of six sigma quality tools is crucial for entrepreneurs to ensure that they are delivering high-quality products or services. By implementing these tools, entrepreneurs can minimize defects, reduce variation, and improve overall customer satisfaction.

**SYLLABUS FOR S.Y.B.B.A.(w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM- IV)**

**Course Code: UBBA242**

**Paper :2**

**Course Title: Decision Making and Risk Management**

**Total No of Lectures:48**

**Credit: 03**

**A) Course Objectives**

1. To learn the key topics in decision making and risk management to enhance participants' ability to improve decision-making and reduce risk in their management activities and organizations.
2. To find the best alternative in a decision with multiple objectives and uncertainty.
3. To describe the process of making a decision

**B) Course Outcomes:**

**CO1:** Demonstrate knowledge of the risks faced in an organization.

**CO2:** Evaluate and document the efficacy of a risk management plan to inform future planning.

**CO3:** Understand the impact of risk on an organization.

**CO4:** Demonstrate deep knowledge of the process and different techniques of risk management

**CO5:** Demonstrate in-depth knowledge of the Enterprise Risk Management process and different types of risks in business.

**CO6:** Study different models in Risk Management.

**CO7:** Understand steps in decision making process.

**Unit No. 1: Conceptual Background of Decision Making and Risk Management**

1.1 Decision Making and Risk Management

1.2 Introduction, Concept, Problem Definition, and Framing

1.3 Rational Models of Decision Making, Other Models - Myers-Briggs,

1.4 Bounded Rationality Model, Retrospective Decision Model, OODA Loop

1.5 Model, Ladder of Inference, etc.

1.6 Types of Decisions, Steps in Decision-Making Process, Creative Decision-Making Process

## **Unit No. 2: Decision Making Tools and Models, Decision-Making Traps**

2.1 Intuition: Pros and Cons, Decision Making for Corporate Management, Execution, and Operation of Projects, Role of Technology in Decision Making and Data Analysis

2.2 EQ (Emotional Intelligence) versus IQ as Essential Decision-Making Traits to Manage Risks

2.3 Dealing with Conflict and Risk-Resistance to Change, Key Elements of EQ: Personal and Social Competencies, Dissonant Decision-Making Leadership and Brain Chemistry

2.4 Qualitative and Quantitative Risk Analysis Tools/Methods – Introduction, Concept

2.5 Decision Models in Strategic Management, Decision-Making Systems.



### **Unit No. 3: Role of Decision Making and Leadership**

3.1 Definitions of Leadership and Followership, Motivational Theory; Common Motives of Leaders and Followers

3.2 Identifying Resources that Affect Your Power and Influence; Use and Misuse of Power, Role of Competition and Conflict in Leadership Roles

3.3 Charisma, Heroes, Bullies, and Jerks – Aspects to Be Considered in Decision Making and Leadership 3.4 Decision Making and Leadership - Values as Underpinnings of Leadership

#### **Suggested References:**

1. Decision and Risk Analysis for Construction Management by Melvin W. Lifson, Edward F. Shaifer, John Wiley & Sons, 1st U.S.
2. Credit Appraisal, Risk Analysis, and Decision Making by D.D. Mukherjee, Snowwhite Publications, 9th Edition, India
3. Managing Project Risk and Uncertainty by Chris Chapman and Stephen Ward, Wiley Publications, New York
4. Process Systems Risk Management by Ian Cameron, Raghu Raman, Elsevier Academics Press
5. Fundamentals of Risk Measurements by Chris Marrison, Tata McGraw-Hill, New Delhi
6. Handbook of Environmental Risk Assessment and Management by Calow P, Blackwell Science Ltd, Oxford, UK

#### **Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
UnitTest(20)	Fill in the blanks, One Sentence Answer (12)
Mini Project/Assignment/Presentation (20)	ShortNotes(12) Short Answer Que(24) LongAnswerQue(12)
40	60

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV) **Course Title:** Decision Making and Risk Management

**Course:** Decision Making and Risk Management **Course Code:** UBBA242

**Weightage:** 1=weakorlowrelation,2=moderateorpartialrelation,3=strongordirectrelation

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

### Justification for the Mapping

#### PO1: Disciplinary Knowledge

**CO1:** Students will demonstrate knowledge of risks faced in business.

**CO4:** Students will develop deep knowledge of processes and different techniques used for managing risks in various fields of business, i.e., Human Resource, Marketing, and Financial risk.

**CO5:** Students will use in-depth knowledge of different risks in business.

#### PO2: Critical Thinking and Problem Solving

**CO4:** Students will explore management concepts and theories to enable them to gain a comprehensive understanding of the process and various techniques of risk management.

### **PO3: Systematic Research Approach**

**CO3:** Students will evaluate the effectiveness of a risk management plan, requiring critical thinking skills to analyse its strengths and weaknesses. A systematic research approach involves collecting and analyzing data about the outcomes and results of the implemented plan

**CO6:** Studying different models in risk management involves critical thinking and a systematic research approach to understand and evaluate various approaches to managing risks in business.

**CO7:** Understanding the steps in the decision-making process involves critical thinking and a systematic approach to analysing information and drawing conclusions

#### **PO 4: Ethical Decision-Making Ability**

**CO 3:** Students will understand the impact of risks on an organization, requiring critical thinking skills to assess various factors such as financial implications, operational disruptions, reputational damage, and legal consequences.

**CO7:** The decision-making process often involves ethical considerations, emphasizing understanding the ethical implications of decisions.

#### **PO5: Critical Attitude for Lifelong Learning**

**CO1:** Students will cultivate a critical attitude for lifelong learning, actively seeking and acquiring knowledge about various organizational risks.

**CO2:** With the help of course content, students will develop a critical attitude for lifelong learning by analyzing and assessing the effectiveness of risk management plans.

**CO3:** Students will understand the impact of risks on an organization from a critical perspective, essential for lifelong learning.

#### **PO 6: Leadership and Teamwork**

**CO7:** Decision-making is a key aspect of leadership, and understanding the steps in the decision-making process contributes to effective leadership and collaboration within a team.

#### **PO7: Political, Cultural, and Legal Issues' Impact on Business Organizations in a Global Context**

**CO1:** Students will understand the risks faced by an organization, including political, cultural, and legal risks, crucial for evaluating their impact on business organizations operating globally.

**CO2:** Students will evaluate the efficacy of a risk management plan, considering various factors, including political, cultural, and legal issues that may affect its implementation and effectiveness.

**CO5:** Students will understand different types of risks, such as political instability or cultural misunderstandings, providing individuals with a comprehensive view of the challenges organizations face when operating globally.

#### **PO8: Business Management Skills**

**CO6:** Understanding and studying risk management models can contribute to the application of business management skills in addressing and mitigating organizational risks.

#### **PO10: Entrepreneurial Mindset**

**CO5:** Students will understand the ERM process and different types of risks in business, providing a comprehensive perspective on organizational vulnerabilities and opportunities. This knowledge enables individuals to take calculated risks, seize opportunities, and navigate uncertainties with confidence.

**SYLLABUS FOR S.Y.B.B.A.(w.e.from June 2023)**  
**Academic Year 2023-2024**

**Class: S.Y.B.B.A.( SEM –IV)**

**Course Code: UBBA243**

**Paper :3**

**Course Title:International Business**

**Total No of Lectures:48**

**Credit: 03**

**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

**B) Course Outcomes:**

**CO1:** To acquaint the students with emerging issues in international business.

**CO2:** To study the impact of international business environment on foreign market operations of a firm.

**CO3:** To understand the importance of foreign trade for Indian economy

**CO4:** To study of regional economic grouping

**CO5:** To operate the case studies of international business

**CO6:** To understand the determination of various types of exchange rates

**CO7:** To understand the composition of Indian foreign trade

**Unit No. 1: Introduction**

1. Nature
2. Theories of International Trade
3. Ricardo's Theory
4. Heckser-Ohlin Theory

**Total No. of Lectures- 10**

**Unit No. 2: Multinational Enterprises**

1. Meaning of International Corporations
2. Features of Multinational Corporations (MNCs)
3. Role and Importance of Multi-national corporations in international business
4. Reasons for the Growth of MNCs

**Total No. of Lectures- 06**

**Unit No. 3: International Finance**

1. Meaning of Exchange Rate
2. Determination of Exchange Rate- Fixed, Flexible and Managed
3. Concept of Spot Rate, Forward Rate and Futures
4. Balance of Trade and Balance of Payments
5. International Monetary Fund (IMF)- Objectives and Functions
6. World Bank- Objectives and Functions
7. General Agreement on Tariffs and Trade(GATT)
8. Foreign Direct Investment

**Total No. of Lectures- 14**

**Unit No. 4: Regional Economic Grouping**

1. WTO- Structure and Functions
2. European Union (EU)
3. North American Free Trade Agreement (NAFTA)
4. Association of South East Asian Nations (ASEAN)
5. South Asian Association for Regional Cooperation (SAARC)

**Total No. of Lectures- 08**

**Unit No. 5: India's Foreign Trade**

1. Composition and Direction of India's Foreign Trade since 2000
2. Case studies in International Business with Reference to Indian Economy on-
3. International Marketing
4. International Finance
5. 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

**Evaluation:**

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

Choice Based Credit System Syllabus (2022Pattern)

**Mapping of program outcome with course outcome.**

**Class :** SYBBA (Sem IV)

**Course Title :** International Business

**Course :**International Business

**Course Code :** UBBA243

**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										
CO2		2	2							2
CO3									2	
CO4				1						
CO5										2
CO6					2	1				
CO7										

**Justification for the mapping**

**PO1: Disciplinary knowledge.**

**CO2:** Apply system design principles to real-world scenarios.

**PO3. Systematic research approach**

**CO2:** Apply system design principles to real-world scenarios.

**PO4. Ethical Decision-Making Ability**

**CO4:** Define decision support systems (DSS) and their components.

**PO5. Critical attitude for lifelong learning**

**CO6:** Critically evaluate and compare different approaches to solving information system-related problems through case studies.

**PO6. Leadership and Teamwork skills**

**CO6:** Present and communicate findings from case studies effectively.

**PO9. Social Responsibility**

**CO3:** Propose strategies for addressing and mitigating MIS-related problem



**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 2023-2024**

**Class: S.Y.B.B.A. (SEM –IV)**

**Course Code: UBBA244**

**Paper :4**

**Course Title: Management Information System**

**Total No of Lectures:48**

**Credit: 03**

**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.

**B) Course Outcomes:**

**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. Need and Objectives of MIS
2. Contemporary approaches to Management Information System (MIS)
3. Use of information for competitive advantage
4. Challenges in the development of MIS
5. Management information systems as an instrument for the organizational change

**Unit No. 2: Information, Management and Decision making**

1. Models of Decision making- Classical, Administrative and Herbert Simon's Models
2. Attributes of information and its relevance to decision making
3. Types of Information.

**Total No. of Lectures- 09**

**Unit No. 3: Systems Analysis and Design**

1. System- Meaning, Types of System
2. Systems Development Life Cycle
3. Alternative System building approaches- Prototyping model, Spiral Model, Rapid Development Tools, CASE Tools
4. Case studies on Alternative approaches to build Systems

**Total No. of Lectures- 10**

**Unit No. 4: Decision Support Systems**

1. Group Decision Support Systems
2. Executive Information Systems
3. Expert systems and Knowledge Based Expert Systems
4. Artificial Intelligence
5. Case studies on Information systems
6. Case studies on Decision Support System

**Total No. of Lectures- 10**

**Unit No. 5: Management issues in MIS**

1. Information Security and Control
2. Quality Assurance
3. Intellectual Property Rights as related to IT Services/ Product
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: GordenDevis, Margareth H. Oison
5. Decision Support and Expert Systems- Efraim Turban
6. Information Systems for Modern Management- Robert Murdick, Joel E. Ross

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

## Choice Based Credit System (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (SEM –IV)

**Course Title:** Management Information System

**Course:** Management Information System

**Course Code:** UBBA244

**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										
CO2		2	2							2
CO3									2	
CO4				1						
CO5										2
CO6					2	1				

### Justification for the mapping

#### PO1. Disciplinary knowledge

CO2: Apply system design principles to real-world scenarios.

#### PO3. Systematic research approach

CO2: Apply system design principles to real-world scenarios.

#### PO4. Ethical Decision-Making

CO4: Define decision support systems (DSS) and their components.

#### PO5. Critical attitude for lifelong learning

CO6: Critically evaluate and compare different approaches to solving information system-related problems through case studies.

#### 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 2023)**

**Academic Year 2023-2024**

**Human Resource Management Specialization Paper 1**

**Class: S.Y.B.B.A. (SEM- IV)**

**Course Code: UBBA245- A**

**Paper: 5**

**Course Title: HRM Functions and Practices**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course objectives:**

1. To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization.
4. The functions, systems, policies and applications of Human Resource Management in organizations.
5. HR skills and their ability to assess the constraints and opportunities associated with managing employees in different socio-economic and political context.
6. An overview of theoretical foundations of key areas associated with HR development in the
7. Organizations

**B) Course Outcome:**

**CO1:** Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design

**CO2:** Competency to recruit, train, and appraise the performance of employees.

**CO3:** Rational design of compensation and salary administration

**CO4:** Ability to handle employee issues and evaluate the new trends in HRM

**CO5:** Provide innovative solutions to problems in the fields of HR

**CO6:** Be able to identify and appreciate the significance of the ethical issues in HR

**CO7:** Develop effective strategies for employee engagement, motivation, and retention

## **Unit No.1.Introduction to HRM Functions, Performance Appraisal, Training and Executive Development**

### **Unit 1 : Introduction to HRM Functions,**

1.Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods-Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal.

2. Promotion, Demotion, Transfer and Separation.

3.Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E- Training

4. Executive Development - Meaning, Definition, Objectives, Process and methods, E- Development, Difference between Training and Executive Development.

**No.of. Lecture 10**

**Unit No.2 Employee Compensation and Other Functions of HRM**

1. Employee Compensation: Meaning, Definition, Objectives, Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits.
2. Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management

**No. of. Lecture 14**

**Unit No.3 Introduction to HRM Practices, Workers Participation in Management**

1. Introduction to HRM Practices,
2. Workers Participation in Management: Definitions, objectives, Importance,
3. Forms,
4. Worker's participation in Management practices in India.

**No .of. Lecture 14**

**Unit No.4 Organisational Development**

1. Organisational Development: Concept and objectives of OD - Organisational development programme, organizational Development process power politics and ethics in OD –
2. Organizational learning organizational Development Interventions.

**No. of. Lecture 10**

**Suggested Text Books**

1. Human Resource Management L. M. Prasad Sultan Chand & Company Ltd. New Delhi
2. Human Resource Management K. Ashwathappa Tata McGraw Hill New Delhi
3. Personnel Management C. B. Mamoria Himalaya Publishing House Mumbai
4. Personnel & Human Resource Management A. M. Sharma Himalaya Publishing House Mumbai
5. Human Resource Management S. S. Khanka Sultan Chand & Company Ltd. New Delhi



## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit Test-20 Marks	Fill in Blanks, One Sentence Questions (12)
Mini Project, Assignment, Presentation -20 Marks	Short Notes (12) Short Answer Question (24) Long Answer Question (12)
Total -40 Marks	60 Marks

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (SEM –IV)

**Course Title:**HRM Functions and Practices

**Course:** HRM Functions and Practices

**Course Code:** UBBA245-A

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

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

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO1:** An integrated perspective on the role of HRM in modern business includes understanding the strategic importance of HRM in achieving organizational goals and aligning HR practices with overall business strategies. This involves the ability to effectively plan human resources based on organizational needs, market trends, and future projections.

**CO2:** The competency to recruit, train, and appraise the performance of employees is crucial for HR professionals. This involves developing effective recruitment strategies, conducting thorough selection processes, and on boarding new employees.

**CO4:** HR professionals should possess the ability to handle employee issues effectively. This includes handling employee grievances, conflicts, and concerns in a fair and timely manner.

**CO5:** Providing innovative solutions to problems in the field of HR requires HR professionals to think creatively and critically. They should be able to analyse challenges and develop innovative strategies and approaches to overcome them.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** Involves the integration of various perspectives on the role of HRM in modern business. This requires critical thinking skills to understand the implications and potential impacts of different HRM strategies on the overall functioning of the business.

**CO2:** Requires the competency to recruit, train, and appraise the performance of employees. Critical thinking is needed to assess the needs of the organization and the skills and attributes required for specific positions. Problem-solving skills come into play when identifying and implementing effective training programs and evaluating employee performance.

**CO5:** Requires the ability to provide innovative solutions to problems in the field of HR. This demands critical thinking skills to identify and evaluate potential solutions, and problem-solving skills to implement and evaluate the effectiveness of these innovative approaches.

**CO6:** Emphasizes the identification and appreciation of the significance of ethical issues in HRM and the application of ethical principles in business practices. Critical thinking is required to analyze and evaluate ethical dilemmas in HRM. Problem-solving skills are needed to find ethical solutions and implement ethical practices in the organization.

## **PO3: Systematics Research Approach.**

**CO3:** The rational design of compensation and salary administration incorporates concepts such as pay structures, equity theory, and market competitiveness. Understanding these concepts and key business terms is crucial for HR professionals to develop fair and competitive compensation plans.

**CO4:** The ability to handle employee issues and evaluate new trends in HRM requires a deep understanding of management concepts such as employee relations, organizational behavior, and change management. Familiarity with key business terms in these areas enables HR professionals to address employee concerns, adapt to changing dynamics, and implement best practices.

## **PO4: Ethical Decision-making ability.**

**CO6:** This course outcome focuses on understanding the ethical issues that may arise in human resource management and being able to appreciate their significance. By understanding these ethical issues, individuals are better equipped to make ethical decisions when faced with dilemmas or difficult situations in the workplace.

## **PO5: Critical Attitude for Lifelong learning.**

**CO1:** Students are encouraged to critically analyse the various functions and responsibilities of HRM in relation to the overall organizational goals. This helps them develop a holistic understanding of HRM and its significance in business operations.

**CO2:** The competency to recruit, train, and appraise the performance of employees (CO2) requires students to constantly learn and adapt to new techniques and strategies in these areas. They need to critically assess the effectiveness of different recruitment, training, and appraisal methods and continually update their knowledge and skills to stay current with the evolving trends in HRM.

**CO3:** Understanding the principles of fair and equitable compensation practices. This requires students to critically evaluate the existing compensation models and benchmarks and stay updated with the latest industry standards. They need to develop a critical mindset to make informed decisions regarding salary administration.

**CO4:** the ability to handle employee issues and evaluate new trends in HRM (CO4) necessitates a critical approach towards understanding and resolving workplace conflicts, employee grievances, and emerging HRM trends. Students need to be open-minded and receptive to different viewpoints and adapt their knowledge and skills to address the ever-changing dynamics of the workplace.

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO5:** Focuses on providing innovative solutions to problems in the field of HR. This outcome highlights the need for HR professionals to think creatively and propose innovative approaches to address complex HR challenges and improve organizational performance.

**CO6:** Emphasizes the importance of recognizing and appreciating the ethical issues in HRM. This outcome highlights the significance of ethical decision-making and behavior in HRM practices. It emphasizes the need for HR professionals to ensure fairness, integrity, and respect for employee rights and to consider the broader impact of HR decisions on stakeholders.

**PO9: Social Responsibility**

**CO3:** Rational design of compensation and salary administration is crucial for promoting social responsibility. HR professionals should ensure that employees are paid fairly, providing equitable compensation for their work. This includes considering factors such as pay equity, living wages, and benefits that promote employee well-being.

**CO5:** Providing innovative solutions to problems in the field of HR is essential for promoting social responsibility. HR professionals should continuously seek creative ways to address challenges and improve HR practices for the benefit of employees, the organization, and society as a whole. This includes finding solutions that promote diversity, inclusion, sustainability, and ethical behavior.

**PO10: Entrepreneurial Mindset**

**CO1:** The integrated perspective on the role of HRM in modern business is essential for developing an entrepreneurial mindset because it helps entrepreneurs understand how human resources can contribute to the success and growth of their ventures. By learning how to plan human resources effectively, entrepreneurs can ensure that they have the right people in the right positions to achieve their business goals

**CO3:** The rational design of compensation and salary administration is directly related to an entrepreneurial mindset as it involves understanding how to reward and motivate employees in a way that aligns with the goals of the business.

**CO5:** Providing innovative solutions to problems in the field of HR is vital for entrepreneurs who want to differentiate themselves from their competitors. By developing creative and forward-thinking HR strategies, entrepreneurs can attract and retain top talent and create a workplace culture that encourages innovation and entrepreneurship.

**CO6:** Identifying and appreciating the significance of ethical issues in HR is essential for entrepreneurs who want to build a sustainable and socially responsible business. By understanding the ethical implications of HR practices, entrepreneurs can ensure that they treat their employees fairly and ethically, which in turn leads to higher employee satisfaction and loyalty.

## **SYLLABUS FOR S.Y.B.B.A.(w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM –IV)**

**Course Code: UBBA246- A**

**Paper:6**

**Course Title: Employee Recruitment and HR Record Management (System +Desertation)**

**Total No of Lectures:48**

**Credit: 03**

### **B) Course objectives:**

1. To study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management.
3. To understand the principles and best practices of employee recruitment
4. To develop the skills to effectively manage employee records
5. To enhance communication and interpersonal skills
6. To improve organizational efficiency and effectiveness

### **B) Course Outcome**

**CO1:** Able to effectively use various recruitment tools and techniques to attract and select qualified candidates for job openings.

**CO2:** Develop the skills necessary to conduct interviews and assessments to evaluate potential employees' skills, qualifications, and fit with an organization.

**CO3:** Understand the legal and ethical considerations in employee recruitment, including guidelines for conducting pre-employment background checks and drug testing.

**CO4:** Able to develop and implement strategies for employee retention, including onboarding and orientation programs.

**CO5:** Understand the importance of maintaining accurate and up-to-date employee records, and will learn how to effectively manage employee records in compliance with relevant laws and regulations.

**CO6:** Able to analyse employee data and use it to make informed decisions regarding employee performance, training needs, and organizational development.

**CO7:** Understanding the importance of effective recruitment and selection strategies, developing skills to attract and retain top talent, and mastering record management techniques to ensure compliance and accuracy in HR documentation.

### **Unit No.1. Manpower Planning and Forecasting**

1. Manpower planning, Meaning, Definition, Need, Objectives, Levels, Importance,
2. Process, Techniques of Manpower Forecasting,
3. Factors influencing estimation of Manpower,
4. Barriers to Manpower Planning

**No. of Lectures 10**

### **Unit No.2 Recruitment and Selection**

1. Recruitment: Meaning, Definition, Need,
2. Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages,
3. Traditional and New Methods of Recruitment- E-Recruitment, Talent Acquisition,
4. Difference between Recruitment and Talent Acquisition.
5. Selection: Meaning, Definition, Process, Difference between Recruitment and Selection,

**No.of Lectures 14**

### **Unit No.3 Employee Record Management**

1. Meaning, Definition
2. Essentials of a Good Record Principles of Record Keeping,
3. Precautions in Maintaining Records,
4. Importance of Employee records,
5. Types of Employee records.

**No.of Lectures 14**

### **Unit No.4**

Practical - Course Contents (students can perform the project in the group or individual and can opt five topics from the list.

**No. of Lectures 10**

### **Suggested Text Books**

1. Human Resource Management L. M. Prasad Sultan Chand & Company Ltd. New Delhi
2. Human Resource Management K. Ashwathappa Tata McGraw Hill New Delhi
3. Personnel Management C. B. Mamoria Himalaya Publishing House Mumbai
4. Personnel & Human Resource Management A. M. Sharma Himalaya Publishing House Mumbai
5. Human Resource Management S. S. Khanka Sultan Chand & Company Ltd. New Delhi

### **Evaluation**

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

### **Dissertation Guide Lines-**

1. Student Should Collect the Primary Data for Dissertation relevant to their topic.
2. Minimum 30 Sample size is Required
3. Minimum 10 Questions Questionnaire is Required
4. Student Should Prepared Spiral Binding Project Report

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (SEM –IV) **Course Title:** Employee Recruitment and HR Management

**Course:** Employee Recruitment and HR Management **Course Code:** UBBA246-A

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

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

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO1:** This course outcome is related to disciplinary knowledge as it requires knowledge of various recruitment tools and techniques that are specific to the field of human resources. Students will need to understand which tools and techniques are most effective for attracting and selecting qualified candidates in their specific industry.

**CO2:** This course outcome is related to disciplinary knowledge as it requires knowledge of the skills and qualifications that are necessary for different job positions within a specific industry. Students will need to develop the ability to assess and evaluate potential employees' skills and qualifications based on the specific requirements of their industry.

**CO3:** This course outcome is related to disciplinary knowledge as it requires knowledge of the legal and ethical considerations in employee recruitment. Students will need to understand the legal guidelines for conducting pre-employment background checks and drug testing in their specific industry.

**CO4:** This course outcome is related to disciplinary knowledge as it requires knowledge of effective strategies for employee retention. Students will need to understand the specific factors that contribute to employee turnover in their industry and be able to develop and implement strategies to improve employee retention.

**CO5:** This course outcome is related to disciplinary knowledge as it requires knowledge of the laws and regulations around employee recordkeeping. Students will need to understand the specific requirements for managing employee records in their industry to ensure compliance with relevant laws and regulations.

**CO6:** This course outcome is related to disciplinary knowledge as it requires knowledge of employee data analysis and its application to decision-making. Students will need to understand how to analyze employee



performance data, identify training needs, and use this information to make informed decisions for organizational development in their specific industry.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** The ability to effectively use various recruitment tools and techniques requires critical thinking to analyze and determine which methods will attract the most qualified candidates for job openings. Problem-solving skills are needed to identify potential challenges in the recruitment process and develop strategies to overcome them.

**CO2:** Developing the skills necessary to conduct interviews and assessments involves critical thinking to evaluate potential employees' skills, qualifications, and fit with an organization. Problem-solving skills are needed to address any issues or challenges that may arise during the interview and assessment process.

**CO5:** Understanding the importance of maintaining accurate and up-to-date employee records requires critical thinking to understand the implications and potential consequences of inaccurate or outdated records. Problem-solving skills are needed to identify and implement processes or systems that ensure compliance with relevant laws and regulations.

**CO6:** The ability to analyse employee data and use it to make informed decisions regarding employee performance, training needs, and organizational development requires critical thinking to interpret and evaluate the data. Problem-solving skills are needed to identify areas for improvement, determine appropriate actions, and monitor the impact of those actions.

## **PO3: Systematic Research Approach**

**CO2:** Understanding how to evaluate potential employees' skills, qualifications, and fit with an organization is essential for making informed decisions in the hiring process, which is a key aspect of management.

**CO4:** Understanding how to create on boarding and orientation programs aligns with the management concept of creating a positive organizational culture and fostering employee engagement.

## **PO4: Ethical Decision-making ability.**

**CO2:** Ethical decision-making in this context involves following established interview protocols, avoiding biased questioning or evaluations, and respecting candidates' privacy and confidentiality.

**CO3:** Ethical decision-making in this area involves ensuring that these checks are conducted in a fair, non-discriminatory manner and only when necessary for the job role. It also involves maintaining confidentiality and privacy rights of candidates during these processes.

**CO6:** Analysing employee data to make informed decisions regarding performance, training needs, and organizational development requires ethical decision-making.

## **PO5: Critical Attitude for Lifelong learning.**

**CO1:** The ability to effectively use various recruitment tools and techniques requires a critical attitude for lifelong learning because it involves staying updated on current trends and technologies in the field of recruitment.

**CO4:** The ability to effectively use various recruitment tools and techniques requires a critical attitude for lifelong learning because it involves staying updated on current trends and technologies in the field of recruitment

**CO6:** Analyzing employee data and using it to make informed decisions regarding employee performance, training needs, and organizational development requires a critical attitude for lifelong learning because it involves continuously seeking and analyzing relevant data, identifying trends and patterns, and applying them to improve employee performance and organizational effectiveness.

## **PO6: Leadership and Teamwork**

**CO1:** Leadership and teamwork are important in the recruitment process as leaders need to effectively use recruitment tools and techniques to attract and select qualified candidates.

**CO3:** Leadership and teamwork are critical in considering the legal and ethical considerations in employee recruitment. Leaders must ensure their team is aware of and follows guidelines for conducting pre-employment background checks and drug testing.

**CO4:** Leadership and teamwork are vital in developing and implementing strategies for employee retention, including onboarding and orientation programs. Leaders must lead their team in ensuring new employees feel welcomed and supported.

**CO6:** Leadership and teamwork are important when analysing employee data and making informed decisions regarding employee performance, training needs, and organizational development. Leaders must work with a team to analyse the data and collaborate on making decisions and implementing changes.

## **PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO4:** Developing and implementing strategies for employee retention, including onboarding and orientation programs, must take into account the cultural and political factors present in different countries. Different cultures may have different expectations and preferences when it comes to onboarding and orientation, and organizations must be sensitive to these differences in order to effectively retain employees in a global context.

**CO5:** Maintaining accurate and up-to-date employee records in compliance with relevant laws and regulations is crucial in a global context. Different countries have different data protection laws and regulations, and organizations operating globally must ensure that they are compliant with the laws in each country in which they operate. Failure to comply with these laws can lead to legal issues and reputational damage.

## **PO9: Social Responsibility**

**CO3:** Understanding the legal and ethical considerations in employee recruitment, including guidelines for conducting pre-employment background checks and drug testing, relates to social responsibility by ensuring that organizations are treating all candidates fairly and not discriminating against certain individuals. This helps to promote equality and fairness in the hiring process, which is a socially responsible practice.

**CO4:** The ability to develop and implement strategies for employee retention, including onboarding and orientation programs, relates to social responsibility by creating a positive work environment and culture where employees feel valued and supported. This helps to promote employee well-being and job satisfaction, which is a socially responsible practice.

**CO6:** The ability to analyze employee data and use it to make informed decisions regarding employee performance, training needs, and organizational development relates to social responsibility by promoting continuous improvement and development within the organization.

## **PO10: Entrepreneurial Mindset**

**CO2:** Developing the skills necessary to conduct interviews and assessments aligns with an entrepreneurial mindset as entrepreneurs need to continuously evaluate the skills and qualifications of potential employees to ensure they have the right talent to drive their business forward.

**CO3:** Understanding the legal and ethical considerations in employee recruitment, including conducting pre-employment background checks and drug testing, is crucial for entrepreneurs. They need to be aware of and comply with relevant laws and regulations to protect their business and maintain a reputation of fairness and ethical behaviour.

**CO4:** Developing and implementing strategies for employee retention, including onboarding and orientation programs, is vital for entrepreneurs as they invest time and resources into training and integrating employees into

their organizations. Retaining skilled and motivated employees is essential for the long-term success and growth of their ventures.

**CO5:** Maintaining accurate and up-to-date employee records is crucial for entrepreneurs who need to have access to timely and accurate information to make informed decisions. An entrepreneurial mindset involves being proactive and organized in managing employee records, ensuring compliance with laws and regulations, and using this data effectively to drive performance and growth.

## **SYLLABUS FOR S.Y.B.B.A.(w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A.( SEM –IV)**

**Course Code: UBBA245-B**

**Paper :5**

**Course Title: Business Taxation**

**Total No of Lectures:48**

**Credit: 03**

### **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 Outcomes**

**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 Income Tax Act -1961 (Meaning, Concepts and Definitions)

1.2History of Income Tax in India, Fundamental concepts and definitions under Income Tax Act 1961,

1.3 Canons of Taxation,

1.4 Objectives of Income Tax,

1.5 Taxation structure in India

1.6 Concept and definitions- Income, Person, Assesse, Assessment year, Previous year, Residential Status of an Assessed. Permanent Account Number (PAN)-Uses & Benefits.

**.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 Capital Gains: Chargeability- Meaning and concept of Short term and long- term capital gains-permissible deductions (Only Theory).

2.5 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 & Filing of Online ITR.**

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

Form 26 AS- Uses

3.2 Various types of ITR,

3.3 Procedure to file various online ITRs.

3.4 Refund of Tax.

**No.of Lectures 12**

### **Unit No 4: Introduction of GST**

4.1 An Overview of Indirect Tax before GST

4.2 Concept of Goods and Service Tax ,Applicability of GST

4.3 Registration of GST

4.4 Concepts of SGST, UTGST, CGST &IGST

4.5 GST Rate Structure

4.6 Point of Taxation, Value of Supply

4.7 Input Credit Mechanism in GST

4.8 Calculation of SGST, UTGST, CGST &IGST.

4.9 Payment of Goods and Service Tax.

**No. of Lectures 12**

### **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.

### **Evaluation -**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit Test – 20 Marks	Fill in the blanks- 12 Marks Short Notes 12 Marks Short Question Answer 24 Marks Long Question Answer 12 Marks
Power Point Presentation / Assignment / Mini Project/ 20 Marks	
<b>Total – 40 Marks</b>	<b>Total-60 Marks</b>

**Recommended books:**

1. Indian Income Tax Act--H.C.Malhotra
2. Practical Approach to Income Tax-- Dr.Girish Ahuja and Dr. Ravi Gupta.
3. Income Tax Act –R. N. Lakhotia
4. Students guide to Income Tax.--Dr.Vinod Singhnia./ Dr. Monica Singhnia.
  
5. Income Tax.--Dr.GirishAhuja and Dr.RaviGupta , -Bharat Prakashan.
6. Indian Income Tax Act.--Dr.Vinod Singhnia.

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV)    **Course Title:** Business Taxation

**Course:** Business Taxation

**Course Code:**UBBA-245[B]

**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	PO10
CO1	3	1	1							
CO2	2	1	1							
CO3	1									
CO4	1									
CO5	1									
CO6	1			1	1					3
CO7						3				
CO8						3				
CO9						3				

### Justification for Mapping

#### PO1: Disciplinary 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: Critical Thinking and Problem Solving**

**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: Systematic research approach**

**CO1:** Critical thinking and problem-solving skills enhance the overall learning experience in a tax course by enabling students to analyse, 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 analyse 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: Critical Attitude for 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 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM –IV)**

**Course Code: UBBA246-B**

**Paper:6**

**Course Title:Financial Services and Dissertation**

**Total No of Lectures:48**

**Credit: 03**

### **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 Outcomes:**

**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 analysing 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- 12**

## **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 Market

## **Unit No. 3: Financial Services in India**

- 3.1 Mutual Fund
- 3.2 Factoring & Forfeiting
- 3.3 Credit rating, Venture Capital

**Total No. of Lectures-08**

## **Unit No. 4 Insurance Sector in India: -**

- 4.1 Introduction Insurance Sector in India
- 4.2 Structure of Insurance Sector in India.

**Total No. of Lectures- 12**

#### 4.3 Role of IRDA as a Regulatory Authority

**Total No of Lectures- 06**

#### **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**

#### **Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>								
<p><b>Project</b> <b>20 Marks</b> Computers in Banking and Financial Institutes Concept of Core Banking Details , standalone system and new integrated system</p> <ul style="list-style-type: none"><li>• Basics of Banking Software , Web server technology , Standards for Core Banking Software</li><li>• General Guidelines for using software, Cloud Security</li><li>• Online banking , internet banking UPI payments and Payment gateways , Security aspects for the same.</li><li>• Demo on free online banking software by using Projects</li></ul> <p>For Example - Collect information <b>There are three core banking software/systems used by different banks in India.</b></p> <p><b>Project Viva</b> <b>20 Marks</b></p>	<table><tr><td>Fill in the blanks-</td><td>12 Marks</td></tr><tr><td>Short Notes</td><td>12 Marks</td></tr><tr><td>Short Question Answer</td><td>24 Marks</td></tr><tr><td>Long Question Answer</td><td>12 Marks</td></tr></table>	Fill in the blanks-	12 Marks	Short Notes	12 Marks	Short Question Answer	24 Marks	Long Question Answer	12 Marks
Fill in the blanks-	12 Marks								
Short Notes	12 Marks								
Short Question Answer	24 Marks								
Long Question Answer	12 Marks								
<b>Total – 40 Marks</b>	<b>Total-60 Marks</b>								

#### **Reference Books:**

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

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV)

**Course Title:** Financial Services

**Course:** Financial Services

**Course Code:** UBBA246- B

**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				2
CO3			2							
CO4		3							1	
CO5					2			1		
CO6							2			
CO7	2									

### Justification for the mapping

#### PO1:Disciplinary Knowledge

**CO1:** Students will apply their knowledge of financial services by analysing the functions and roles of financial services in the Indian economy.

**CO7:** This directly aligns with the ability to apply financial knowledge to analyse statements and make investment decisions, demonstrating practical application.

#### PO2:Critical Thinking and Systematics Approach

**CO4:** Students will gain an understanding of business functions by analysing the structure and functioning of the Indian banking system and the role of insurance in risk management.

#### PO3: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 analyse investment opportunities.

#### PO5:Critical attitude for Life Long Learning

**CO5:** Students will develop a critical attitude by analysing 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 analysing the functioning of different financial instruments within the markets.

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**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: Business Management Skill**

**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 S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A.( SEM –IV)**

**Course Code: UBBA245-C**

**Paper:5**

**Course Title: Advertising and Sales Promotions**

**Total No of Lectures:48**

**Credit: 03**

**A) 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

**B) Course Outcomes:**

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

**Total No. of Lectures- 10**

**Unit No 2. Advertising- Part 1:**

- 2.1 Definition, History, Roles and Functions of Advertising, Types of Advertising,



Steps in Development of Advertisement.

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

**Total No. of Lectures- 10**

**Unit No 3. Advertising- II:**

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

**Total No. of Lectures- 10**

**Unit No 4. Sales Promotion:**

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

**Total No. of Lectures- 8**

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

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

**Total No. of Lectures- 10**

**Suggested Text Books**

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

**Suggested Reference Books:**

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

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of program outcome with course outcome.

**Class:** SYBBA (Sem -IV) **Course Title:** Advertising and sales promotion

**Course:** Advertising and sales promotion **Course Code:** UBBA245 C

**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:** Analysing 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: Systematic Research Approach.**

**CO2:** Analysing 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 skills**

**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: Political, Social and legal issues impact on business organizations in a global context.**

**CO2:** Analysing recent trends in advertisement management involves considering political, cultural, and legal issues, helping students understand their impact on business organizations globally.

**PO8: Professional network and developed an understanding of Business environment.**

**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.

**PO10: Entrepreneurial mind set**

**CO6:** Applying motivational techniques in a sales context encourages an entrepreneurial mindset, as it involves fostering creativity, innovation, and a proactive approach towards achieving sales success.

**SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM- IV)**

**Course Code: UBBA246-C**

**Paper :6**

**Course Title: Digital Marketing and Dissertation**

**Total No of Lectures:48**

**Credit: 03**

**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 the Increasing Scope of Technology in e-business.
- 4.To understand traffic and leads to website.
5. To study Facebook marketing fundamentals.

**B) Course Outcomes:**

**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: Introduction to Digital Marketing**

1.1 Concept and Meaning of Digital Marketing, Digital Marketing Process

1.2 Meaning of Visibility, Increasing Visibility, Types of Visibility, and Examples of Visibility

1.3 Concept of Engagement, Visitor Engagement, its Importance, and Examples of Engagement. Bringing Targeted Traffic

1.4 Inbound and Outbound Marketing

1.5 Converting Traffic into Leads, Types of Conversion

1.6 Understanding the Conversion Process, Tools of Digital Marketing

**Total Number of Lectures: 12**

## Unit No 2. Digital Marketing Planning and Structure

2.1 Inbound vs. Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.

2.2 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-`12**

## Unit No. 3: Social Media Marketing

1.1 Introduction of Social Media Marketing, Procedure, and Fundamentals 1.2 Facebook Marketing 1.3 Google AdWords 1.4 YouTube Marketing 1.5 Email Marketing 1.6 Content Writing

**Total No.of Lectures-12**

## Unit No. 4: Computer Laboratory Work

4.1 Creating Search Engine Campaign Ads and Creating Display Campaign 4.2 Optimizing Display Campaign 4.3 Creating Facebook Advertising Campaign and other social media campaign Create Remarketing Campaign 4.4 PR, Digital Marketing, Event Management, Advertising 4.5 Packaging, Product Design, Trade Shows, Sponsorship, etc. Users Interfere and Users Experience Use of Marketing Communication tools effectively 4.6 Prepare the MARCOM strategy

**Total No. of Lectures-12**

## Reference books:

Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising" by Cory Rabazinsky.

"Email Persuasion: Captivate and Engage Your Audience, Build Authority, and Generate More Sales With Email Marketing" by Ian Brodie.

"Social Media Marketing All-In-One for Dummies" by Jan Zimmerman

Debora

## Evaluation

Internal Evaluation	External Evaluation
Dissertation Project(20) Viva(20)	Fillintheblanks, TrueandFalse(12) short notes(12) Short answer question(24) Longanswer questions(12)
40	60

**Instruction for Dissertation project:-**

Dissertation project must be on Primary Data

MinimumSampleSizeRequiredforthisDissertationprojectis30

Questioner is required for this Dissertation project

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –IV)

**Subject:** Digital Marketing+ Dissertation Studie

**Course:** Digital Marketing+ Dissertation

**Course Code:** UBBA246-C

**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	PO10
<b>CO1</b>		3			2					
<b>CO2</b>			3		3					
<b>CO3</b>										
<b>CO4</b>										
<b>CO5</b>										
<b>CO6</b>	3							3		3
<b>CO7</b>		3								

### Justification for the mapping

#### **PO1: Disciplinary 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: 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 is essential for success.

**PO8: Business management skills**

**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 S.Y.B.B.A (w.e. From June 2023)**

**Academic Year 2023-2024**

### **Service Sector Management Specialization Paper 1**

**Class: S.Y.B.B.A (SEM- IV)**

**Course Code: UBBA245 D**

**Paper :5**

**Course Title: Banking and Insurance Management**

**Total No of Lectures:48**

**Credit: 3**

**No. of Lectures: 48**

#### **A)Course objectives:**

1. To create the awareness among the students of Indian banking and insurance services offered.
2. To enables students to understand the various services& other developments in the Indian banking and Insurance service sector.
3. To provide students insight into Functions & Role of modern services offered to cater the current needs.
4. To enable students to understand the various digital platforms offered by Banking and Insurance sector to cater the emerging trends.

#### **A)Course Outcomes:**

**CO1:** Students will demonstrate a comprehensive understanding of the various banking and insurance services offered in India, including their features, functions, and significance in the financial landscape.

**CO2:** Students will stay abreast of the latest developments in the Indian banking and insurance sectors, gaining insight into regulatory changes, technological advancements, and other factors shaping the industry.

**CO3:** Upon completion of the course, students will be able to analyze and explain the functions and roles of modern banking and insurance services, with a focus on meeting the evolving needs of customers in the contemporary financial environment.

**CO4:** Students will acquire a deep understanding of the various digital platforms employed by the banking and insurance sectors. They will be able to evaluate the role of digital technology in enhancing customer experience and streamlining financial processes.

**CO5:** Graduates of the course will develop strong analytical skills to assess and adapt to emerging trends in the banking and insurance industry, recognizing the implications of technological advancements, changing consumer behaviors, and global economic shifts.

**CO6:** Students will be proficient in communicating complex concepts related to Indian banking and insurance services, enabling them to convey industry insights effectively to diverse audiences, including peers, professionals, and the general public.

**CO7:**By the end of the course, students will be able to apply their knowledge of banking and insurance services to practical scenarios, demonstrating problem-solving skills and an ability to make informed decisions in real-world situations.

### **Unit No.1. Customer Relationship Management in Banking and Insurance Sector**

1. Customer Relationship Management in Indian Banking and Insurance sector- Introduction, objectives, Process, importance.
2. Customer service in banks; Emerging trends, Role of Marketing officer, Branch to door servicing, Bank marketing to urban – rural areas.
3. Customer Relationship Management through Call Centre's in Banking sector, E- CRM in Banking and Insurance sector, Relationship marketing for creating value in business & market.
4. Ombudsman Scheme – Scope, types of complaints, mechanism of redressal, major provisions for Banking and Insurance policies.

**No. of Lectures 10**

### **Unit No.2 Retail Banking Services**

1. Retail Banking- Introduction, Scope in India, Trends in retailing - New products like Insurance-online / Phone Banking, Call Centres, Property services, Investment advisory, Cross selling opportunities. Top ups Loans.
2. E banking – Electronic payment system, Types, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, SMS banking.
3. Opening of Demat accounts, Role of Merchant Bankers, Wealth Management, Portfolio Management services.

**No. of Lectures 14**

### **Unit No.3 Universal Banking Services**

1. Universal Banking Services - Concept, Services to Government, Payment & Settlement, Merchant Banking, Mutual Fund, Depository Services, NRI Remittance.
2. Mobile Banking, App based Banking, point of transaction (POS) Terminal, Unified Payment Services (UPI), kiosks, ATM's, Digital Signature, M – Wallets, Credit and Debit cards, Aadhar linking.
3. Online opening of bank accounts – savings & current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector

**No. of Lectures 14**

### **Unit No.4 Insurance Services and Types**

1. Introduction, emerging trends, Need and Importance, Purpose.
2. Types – Health, Motor, Travel, Home against loan Insurance, Electronic appliances, Cell phone Insurance, Pandemic Insurance, Cancer Insurance, Contract works Insurance, Education Insurance, Unit based plans, Micro wealth plans.

3. Pension and Group Schemes, Online KYC, Online policy buying and renewal, Mobile Insurance services, App based services, Collateral Insurance services, Modern payment mechanism services, online claims.

**No.of Lectures 10**

**Suggested Text Books**

1. Retail Banking. Indian Institute of Banking and Finance, Macmillan India Ltd (2010/Latest).
2. Commercial Bank Management Kanhaiya Singh and Vinay Dutta. McGraw Hill
3. Bank management and financial services. Rose, Peter, and Sylvia Hudgins the McGraw
4. Bank management: text and cases Hempel, George H., Donald G. Simonson, and Alan B. Coleman, Taxmann Publication. 5
5. E-Banking in India: Challenges and Opportunities RimpiJatana, R. K. Uppal.
6. Frontiers of E-Commerce Ravi Kalakota, Andrew B. Whinston Pearson Education
7. E-CRM – Concepts and Cases Madhavi Garikaparthi, The ICFAI University Press.

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit Test-20 Marks	Fill in Blanks, One Sentence Questions (12)
Mini Project, Assignment, Presentation -20 Marks	Short Notes (12) Short Answer Question (24) Long Answer Question (12)
Total -40 Marks	60 Marks

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV)      **Course Title :** Banking and Insurance Management

**Course:** Banking and Insurance Management      **Course Code:** UBBA245 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	3									
CO2					2					
CO3			2							
CO4										
CO5		2								2
CO6										
CO7				2		2	2	2	2	

### Justification for the mapping

#### PO1. Disciplinary Knowledge:

**CO1:** Banking and insurance services' features, functions, and significance fall under disciplinary knowledge, and CO1 specifically focuses on acquiring a comprehensive understanding of these services.

#### PO2: Critical Thinking and Problem Solving

**CO5:** Critical thinking and problem-solving skills are essential for analyzing and adapting to emerging trends in the banking and insurance industry, making CO5 a suitable match.

#### PO3: Systematic Research Approach: -

**CO3:** Systematic research approach aligns with CO3, where students are expected to analyze and explain the functions and roles of modern banking and insurance services in the contemporary financial environment.

**PO4. Ethical Decision-Making:-**

**CO7:** Ethical decision-making is crucial in real-world situations. CO7 involves applying knowledge to practical scenarios, where ethical decision-making ability is necessary for making informed decisions.

**PO5. Develop Critical Attitude**

**CO2:** A critical attitude for lifelong learning is reflected in staying updated with the latest developments, making CO2 an appropriate match.

**PO6. Leadership and Teamwork**

**CO7:** Involves making informed decisions and problem-solving, where leadership and teamwork skills come into play.

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

**CO7:** Political, cultural, and legal issues impacting business organizations in a global context are considered when applying knowledge to practical scenarios, making CO7 an appropriate match.

**PO8: Business Management Skills**

**CO7:** Business management skills are applied when making informed decisions in practical scenarios, aligning with the expectations of CO7.

**PO9: Social Responsibility**

**CO7:** Social responsibility is considered when applying knowledge to practical scenarios, as reflected in CO7.

**PO10: Entrepreneurial Mindset**

**CO5:** An entrepreneurial mindset involves recognizing and adapting to emerging trends.

## **SYLLABUS FOR S.Y.B.B.A (w.e. From June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A (SEM- IV)**

**Course Code: UBBA246 D**

**Paper:6**

**Course Title: Social Services and NGO Management +Dissertation**

**Total No of Lectures:48**

**Credit: 3**

**No. of Lectures: 48**

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

1. The course is designed for the students, workers of social sectors and others who wish to develop orientation towards NGOs and their functioning. At the same time, the course is also beneficial for those who wish to attain skills and orientation in Social Work profession.
2. Understand the role and challenges of NGOs in the development concerns of the community
3. Exposure to the success stories of NGO and other organization - International / National / Regional level.

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

**CO1:** Students will be able to articulate the primary functions of NGOs in the context of community development, including their roles in addressing social issues and promoting positive change.

**CO2:** Learners will develop the ability to identify and critically assess the challenges that NGOs encounter in their operations, such as funding issues, bureaucratic hurdles, and socio-political constraints.

**CO3:** Participants will gain practical skills in applying theoretical concepts learned in the course to address real-world challenges within the field of Social Work, fostering a holistic understanding of the profession.

**CO4:** Students will be exposed to and analyze success stories of NGOs and other organizations at the International, National, and Regional levels, developing an appreciation for effective strategies in community development.

**CO5:** Participants will acquire practical skills in designing, planning, and implementing projects aimed at addressing social issues, with a focus on creating tangible positive impacts within communities.

**CO6:** Learners will explore and critically assess ethical considerations inherent in NGO activities, including issues related to cultural sensitivity, community engagement, and the responsible use of resources.

**CO7:** Students will develop effective communication and advocacy skills necessary for promoting social change, including the ability to articulate the needs of communities, mobilize support, and engage with stakeholders at various levels.

### **Unit No 1 : Introduction to Professional Social Work**

1. Social Work: Definition, objectives, and functions – Historical development of social work in India, Social work education in India.
2. Contexts of social work practice – Social service, social welfare, social reform, social policy, social security, Social justice and Social development.
3. Social Work as a Profession – Qualities of EQ and Ethics in social services, Philosophy, values, principles and code of ethics of professional social work –
4. Knowledge and Skills base of social work – Tenets of the social work profession. Registration Process for entering in the social work field. **Total No Of Lectures 14**

### **Unit No 2 : Social Casework as a method of Social Work**

1. Concept & Definition – Historical development of Social Casework – Distinctions between needs and wants,
2. Social Individual and Group Work – Objectives, Concept, Historical development of Group Work, Values and Skills, Principles and Purpose.
3. Tools and Techniques - listening, observation, Interview , home visits, collateral contacts, emotional support, advocacy, role
4. playing, confrontation.
5. CSR Management – Purpose, Need and Role of Industry.
6. Fieldwork – Nature and objectives – Importance of field work supervision Professional Associations of social work
7. Methods of community organization – Awareness creation, Planning and Organizing, Education, Networking, Society Participation, Leadership
8. Community organization with vulnerable communities – Migrants, Refugees,

**No of Lectures 12**

### **Unit No 3 : Development and Importance of NGOS and Fundraising and Grant Proposals - Institutional Readiness**

1. Concept of Volunteerism, Charity, Welfare and Development, Historical perspective of Volunteerism in India
2. NGOs: An Introduction and Trends in NGOs in the past 10-40 years, NGO Success stories in India and foreign countries.
3. Concepts and Functions of NGOs, Challenges in NGO Management, Purpose of Social Welfare Boards, Philanthropy- Concept, Role in NGO and Social Mindset.



4. National Policy- 2003 related to NGOs, Legal Aspects of NGOs, Trust Management – Concept, Purpose, legal aspects, Difference between Trusts and NGO.
5. Importance and Scope of Communication Skills, Interpersonal and Group Communication Defining appropriate marketing tools, Developing a coherent fundraising strategy
6. .Grant Proposals - Identification of budget lines and donor expectations, Structure of grant proposals
7. Elaboration of a grant proposal, with good examples and exercises
8. NGOs, coordinating agencies, Funding Agencies and Schemes, International Organizations, National and Regional organizations.
9. Schemes for NGOs under various ministries of Government of India

**Total No Of Lectures 14**

**Unit No 4 : Case Studies**

**Total No Of Lectures 14**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
DissertationProject (20) Viva (20)	Fill in the blanks, True and False (12) short notes (12) Short answer question (24) Long answer questions (12)
40	60

**Instruction for Dissertationproject:-**

1. Dissertation project must be on Primary Data
2. Minimum Sample Size Required for this Dissertation project is 30
3. Questioner is required for this Dissertation project

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV)

**Subject:** Social Service and NGO Management

**Course:** Social Service and NGO Management

**Course Code:** UBBA246 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							2	
CO3	2									
CO4			2							2
CO5						2				
CO6				2						
CO7										

### Justification for the mapping

#### PO1. Disciplinary Knowledge

**CO3:** The course aims to develop disciplinary knowledge in social work and applies theoretical concepts to address real-world challenges.

#### PO2: Critical Thinking and Problem Solving

**CO2:** This outcome involves critical thinking to identify and assess challenges faced by NGOs, promoting problem-solving skills.

#### PO3: Systematic Research Approach

**CO4:** The course involves critical thinking and systematic research through the analysis of success stories and strategies in community development.

#### PO4. Ethical Decision-making

**CO6:** Ethical considerations are explicitly addressed in the course, developing ethical decision-making abilities.

**PO5: Critical Attitude for Life Long Learning**

**CO1:** The course fosters a critical attitude for lifelong learning by articulating the primary functions of NGOs and their roles in addressing social issues.

**PO6. Leadership and Teamwork**

**CO5:** The course involves practical skills development, including leadership and teamwork skills in project planning and implementation.

**PO9: Social Responsibility**

**CO2:** The course indirectly addresses social responsibility through the examination of challenges faced by NGOs in their operations.

**PO10: Entrepreneurial Mindset**

**CO4:** The course indirectly addresses an entrepreneurial mindset by analyzing successful strategies in community development.

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.

**Content / Syllabus of Course:**

<b><u>Sr. No</u></b>	<b><u>Unit Name</u></b>	<b><u>Topic</u></b>	<b><u>Hrs. Alloted</u></b>
1	<b>Introduction on Time Management and Time Analysis</b>	<ul style="list-style-type: none"><li>• Importance of Time Management, Time Analysis, Brief Exercise</li><li>• How is your time management : Self test, Daily Activity Log</li><li>• Analyze time spend in an average week on sleep, meals, chores, exercise, transportation, work, family responsibilities, classes &amp; studying</li></ul>	10
2	<b>Time Management Goals</b>	<ul style="list-style-type: none"><li>• Long Term goal of Time Management</li><li>• Mid-range goal of Time Management</li><li>• Short Term goal of Time Management</li></ul>	05
3	<b>Scheduling of Plan</b>	<ul style="list-style-type: none"><li>• Introduction on plan scheduling, scheduling options (Long term, short term, medium term)</li><li>• Term schedule, weekly schedule, Daily prioritized work</li></ul>	10
4	<b>Managing Interruptions</b>	<ul style="list-style-type: none"><li>• Introduction on managing interruptions</li><li>• Take responsibility for interruptions you cause</li><li>• Tips for managing interruptions</li></ul>	05
Total Hrs.			30

**Examination or Evaluation pattern:**

**Exam Pattern: Theoretical Examination.**

**Marks : 50**

**25 Marks : Objectives questions.**

**25 Marks : Practical question.**

**B.B.A. THIRD YEAR (T.Y) 2022 Pattern (wef June 2024)**

Semester 5		Semester 6		
SR. No	Course Code	Paper	Course Code	Paper
1	UBBA351	Supply Chain Logistic Management	UBBA361	Business Planning & Project Management
2	UBBA352	Entrepreneurship Development	UBBA362	Management Control System
3	UBBA353	Business Law	UBBA363	E-Business
4	UBBA354	Research Methodology	UBBA364	Business Analytics
5	UBBA355 – A	Employee Relations & Labour Laws	UBBA365 – A	Global HRM
	UBBA356 – A	Recent Trends in HRM & HR Accounting	UBBA366 – A	Labour Welfare
6	UBBA355– B	Legal Aspects in Financial Management	UBBA365 – B	Indirect Tax
	UBBA356- B	Cost & Work Accounting	UBBA366 – B	E-Banking Services
7	UBBA355– C	Analysis of Marketing Strategies & Environment	UBBA365 – C	International Marketing Management
	UBBA356– C	Product & Product Branding	UBBA366 –C	Service Marketing
8	UBBA355– D	Marketing of Special Services in India	UBBA365– D	Quality Management in Services
	UBBA356– D	Service Operation Processes	UBBA366 – D	Service Innovation & Design
9	UBBA 357	Project	UBBA 367	Project

Dupal -

Shah

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

**B.B.A. THIRD YEAR (T.Y) 2022 Pattern (wef June 2024)**

<b>Semester5</b>			<b>Semester 6</b>	
<b>SR. No</b>	<b>Course Code</b>	<b>Paper</b>	<b>Course Code</b>	<b>Paper</b>
1	UBBA351	Supply Chain Logistic Management	UBBA361	Business Planning & Project Management
2	UBBA352	Entrepreneurship Development	UBBA362	Management Control System
3	UBBA353	Business Law	UBBA363	E-Business
4	UBBA354	Research Methodology	UBBA364	Business Analytics
5	UBBA355 – A	Employee Relations & Labour Laws	UBBA365 – A	Global HRM
	UBBA356 – A	Recent Trends in HRM & HR Accounting	UBBA366 – A	Labour Welfare
6	UBBA355– B	Legal Aspects in Financial Management	UBBA365 – B	Indirect Tax
	UBBA356- B	Cost & Work Accounting	UBBA366 – B	E-Banking Services
7	UBBA355– C	Analysis of Marketing Strategies & Environment	UBBA365 – C	International Marketing Management
	UBBA356– C	Product & Product Branding	UBBA366 –C	Service Marketing
8	UBBA355– D	Marketing of Special Services in India	UBBA365– D	Quality Management in Services
	UBBA356– D	Service Operation Processes	UBBA366 – D	Service Innovation & Design
9	UBBA 357	Project	UBBA 367	Project

**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA351**

**Paper: 1**

**Course Title: Supply Chain Logistic Management**

**Total No of Lectures: 48**

**Credit: 03**

**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 in to 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 Multichannel.
- 2.4 Functions of Marketing Channels
- 2.5 Channel Management –Channel Selection Process & criteria. 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**

## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test (20)	Fill in the blanks ,One Sentence Questions (12) Short Note question (12)
Mini project/Assignment/Presentation(20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

## Reference Books:

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

Choice Based Credit System Syllabus (2022Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class:** T. Y. BBA (Sem –V)

**Subject:** Product and Product Branding

**Course:** Supply Chain Logistic Management

**Course Code:** UBBA-351

**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	1				2		3	1	3	
CO3	3	3	3							
CO4	3	2			3	3		2	2	3
CO5	2								2	
CO6	3			3		2		2		
CO7	3	3	3		3					

**Justification for the mapping**

**PO1: Disciplinary Knowledge**

- CO1:** This aligns with knowledge in operations management and logistics, focusing on the challenges and issues related to managing materials, transportation, warehousing, and distribution networks.
- CO2:** involves knowledge of how different channels impact distribution, sales, and customer reach within the context of the supply chain.
- CO3:** Involves understanding various types of inventories (raw materials, work-in-progress, finished goods), inventory control techniques, and optimization strategies..
- CO4:** It involves knowledge of industry trends, technological advancements, regulatory changes, and emerging best practices across various supply chain functions.
- CO5:** It involves understanding how digital technologies, online platforms, and electronic transactions impact supply chain functions such as procurement, logistics, and customer relationship management.
- CO6:** It requires knowledge of supply chain dynamics, global trends, disruptive technologies, and the ability to assess and respond to changes in the business environment.
- CO7:** It involves understanding key performance indicators (KPIs) specific to inventory management, such as inventory turnover, stock out rates, and order fulfillment metrics, as well as broader performance metrics within the supply chain context..

**PO2: Critical Thinking and Problem Solving**

- CO1:** Critical thinking comes into play when students need to analyze the features of different product types and discern their unique characteristics. This involves comparing and contrasting various products to understand their distinctions.
- CO3:** Critical thinking is essential here as students must assess a variety of factors contributing to new product development, such as market demand, technological feasibility, and competitive landscape. They need to critically evaluate these factors to understand their implications and anticipate potential challenges

**CO4:** Critical thinking is integral to developing effective product strategies. Students need to analyze customer needs and preferences critically, as well as assess competitor offerings thoroughly. They must then synthesize this information to formulate strategies that differentiate their product and create value for customers.

**CO7:** Need to critically evaluate different branding approaches, considering factors like brand differentiation, target audience perception, and market positioning

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

**CO3:** Identifying the factors contributing to new product development and the challenges faced in the process involves critical thinking to assess and address the various obstacles and opportunities in product innovation.

**CO7:** Analyzing the various types of branding strategies and their impact on brand success in the market necessitates a systematic research approach to evaluate the effectiveness of different branding strategies and their outcomes.

**PO4: Ethical Decision-making ability**

**CO6:** Requires ethical decision-making to ensure that the brand's image and messaging align with ethical standards and values. Both of these outcomes involve making decisions that uphold ethical principles in the realm of product management and brand development.

**PO5: Critical Attitude for Lifelong learning.**

**CO2:** Encourages students to critically assess the significance of product management and its functions, fostering a mindset of continuous learning and improvement in this area.

**CO4:** Requires students to critically evaluate market dynamics, customer needs, and competitor strategies to develop effective product strategies. This process promotes a critical attitude towards learning and adapting strategies based on analysis and feedback.

**CO7:** Analyze the various types of branding strategies and their impact on brand success in the market. Understanding and analyzing branding strategies and their impact on brand success involves a critical evaluation of market trends, consumer behavior, and competitive landscape. This analysis fosters a critical attitude towards learning and adapting branding strategies for long-term success.

**PO6: Leadership and team work skills**

**CO4:** Focuses on developing and implementing effective product strategies, which requires leadership skills to guide a team towards achieving organizational goals

**CO6:** Involves creating brand positioning strategies and implementing brand building processes effectively, which also requires leadership to drive the team towards successful brand development and teamwork to execute these strategies collaboratively

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global**

**CO2:** Analyzing the importance and functions of product management in both consumer and industrial product industries involves considering various external factors, including political, cultural, and legal issues that can impact business operations on a global scale.

**PO8: Business Management Skills**

**CO2:** Focuses on analyzing the importance and functions of product management in both consumer and industrial product industries, which is essential for effective business management.

**CO4:** Involves developing and implementing effective product strategies, considering customer and competitor analysis, which is a key aspect of business management skills.

**CO6:** Relates to creating brand positioning strategies and implementing brand building processes effectively, which are crucial skills in managing a successful business and brand.

**PO9: Social Responsibility**

- CO2:** Focuses on analyzing the importance and functions of product management in both consumer and industrial product industries, aligns with social responsibility as it involves understanding how product management decisions can impact society and the environment.
- CO4:** Involves developing and implementing effective product strategies considering customer and competitor analysis, also relates to social responsibility as it includes considerations for ethical practices, sustainability, and meeting the needs of various stakeholders.
- CO5:** Covers the concepts of brand management, brand identity, and brand image in building successful brands, is connected to social responsibility as it involves creating brands that align with ethical values, sustainability practices, and social impact considerations.

**PO10: Entrepreneurial Mindset**

- CO4:** This focuses on developing and implementing effective product strategies considering customer and competitor analysis, aligns with an entrepreneurial mindset as it involves strategic thinking and innovation to create competitive advantages in the market



**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.SEM V**

**Course Code: UBBA-352**

**Paper: 2**

**Course Title: Entrepreneurship Development**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course Objectives**

1. To understand the concepts of Entrepreneur, Manager, and Intrapreneur and distinguish their roles in business environments and identify and categorize different types of Entrepreneurs, exploring their qualities and functions in business.
2. To evaluate the process of opportunity selection using convergent thinking, along with tools and techniques like market surveys as well as apply tools and techniques for environmental scanning to identify business opportunities.
3. To understand the meaning, objectives, and functions of MSMEs, along with the challenges they face and investigate various sources of financial assistance for small enterprises, including bank loans, angel funding, venture funding, and government schemes.
4. To identify and develop entrepreneurial competencies, recognizing the significance of competency development.
5. To explore the external problems affecting entrepreneurs and understand the factors influencing mobility and entrepreneurial change.
6. To Study and analyze case studies of women-founded start-ups in India and the biographies of prominent entrepreneurs like Upasana Taku, Anisha Singh, Sabina Chopra, Azim H. Premji, Ratan Tata, and Dr. Shiva Nadar.

**B) Course Outcomes**

**CO1:** Students will be able to differentiate between Entrepreneurs, Managers, and Intrapreneurs, understanding their distinct roles.

**CO2:** Students will comprehend the evolution and key concepts of Entrepreneurship, recognizing its significance in the business world.

**CO3:** Students will evaluate the impact of psychological, social, economic, and environmental factors on Entrepreneurship.

**CO4:** Students will comprehend the interrelationships between business, industry, and commerce in the contemporary business environment.

**CO5:** Students will understand the relationship between unemployment, wealth creation, and Entrepreneurship.

**CO6:** Students will analyze and propose solutions to common problems faced by entrepreneurs in marketing, finance, human resources, production, and research as well as students will explore external problems influencing entrepreneurs and understand factors contributing to mobility and entrepreneurial change.

**CO7:** Students will critically study and analyze case studies of women-founded start-ups and prominent entrepreneurs in India.

## **UNIT 1. Entrepreneurial Perspective**

1. Concept of Entrepreneur, Manager, Intrapreneur
2. Entrepreneur and Entrepreneurship
3. Meaning, Definition, Evolution.
4. Types of Entrepreneurs, Qualities and Functions of Entrepreneur.
5. Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental factors.
6. Role of Entrepreneur in growth and development of the small business.
7. Problem of Unemployment and Importance of wealth creation.

## **UNIT 2. Business Opportunity Identification**

1. Definition of business, industry & commerce and their interrelationship in today's environment.
2. Opportunity Search:
3. Divergent Thinking Mode: Meaning Objectives
4. Tools and Techniques: Environmental scanning for business opportunity Identification.
5. Opportunity Selection:
6. Convergent Thinking Mode: Meaning, Objectives
7. Tools And Techniques: Market Survey

## **UNIT 3. Management of MSMEs and Sick Enterprises**

1. Meaning, Objectives and Functions of MSMEs Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units.
  - Financial Assistance for Small
2. Enterprise: Institutional:
  - a) Bank Loan
  - b) Angel Funding c) Venture Funding
  - d) Self Employment Schemes of Government of Maharashtra.
  - e) Government Financial Institutions: Khadi and Village Industries Board (KVIB), Rajiv Gandhi Udyami Mitra Yojana (RUGMY)
  - f) Prime Minister Employment Generation Programme (PMEGP).

## **UNIT 4. Entrepreneurship development:**

1. Entrepreneurial Competencies, Developing Competencies.
2. Concept of Entrepreneurship development, Entrepreneur Training and developing, Role of Entrepreneur Development Programs EDP, Role of DIC, SISI, EDII, NIESBUD, NEDB, EDP - Objectives – contents –Methods - execution. Role of



Mentors.

3. Innovation and Entrepreneurship, Design Thinking Process. Role of consultancy organizations in promoting
4. Entrepreneurs, Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource, Production; Research -
5. External problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility -factors in mobility.
6. Study of Women-founded Start-ups in India and Entrepreneurs' biography
  - Upasana Taku, Anisha Singh, Sabina Chopra.
  - .Azim H. Premji, Ratan Tata, DR. Shiva Nadar.

**Suggested References:**

Sr. No	Title Of the Book	Author/s	Publication
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson, 2014.
2	Management of Small Scale Industries	Desai Vasant	Himalaya Publishing House
3	The Dynamics of Entrepreneurial Development and Management,	Desai Vasant	Himalaya Publishing House, 2015

**Evaluation:-**

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

Choice Based Credit System Syllabus (2022Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class: T.Y.BBA (Sem–V)**

**Subject: Entrepreneurship Development**

**Course: BBA**

**Course Code: UBBA-352**

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

**Justification for the mapping**

**PO1: Disciplinary Knowledge**

**CO1:** To differentiate between entrepreneurs, managers, and intrapreneurs, Students need to grasp the disciplinary knowledge encompassing these roles, including their responsibilities, skills, and approaches to business.

**CO2:** Disciplinary Knowledge focuses on providing students with a solid understanding of the foundational concepts, theories, and principles within a specific discipline. In the context of entrepreneurship, disciplinary knowledge entails grasping the fundamental concepts, historical evolution, and key theories relevant to entrepreneurship.

## **PO2: Critical Thinking and Problem Solving.**

**CO3:** Critical thinking skills enable students to analyze and evaluate the impact of psychological, social, economic, and environmental factors on entrepreneurship. They can critically assess how these factors influence entrepreneurial behavior, decision-making processes, and the overall success or failure of entrepreneurial ventures. Problem-solving skills allow students to identify potential challenges arising from these factors and develop effective strategies to address them. They can propose innovative solutions to mitigate the negative effects of psychological, social, economic, and environmental factors on entrepreneurship.

**CO4:** Critical thinking skills help students examine and understand the complex interrelationships between different aspects of business, industry, and commerce in the contemporary business environment. They can critically analyze how various economic, technological, and societal factors interact to shape the business landscape. Problem-solving skills enable students to identify opportunities for synergy and collaboration between different sectors and industries. They can propose strategic initiatives to leverage these interrelationships for mutual benefit and sustainable growth.

**CO6:** Critical thinking skills allow students to critically analyze common problems faced by entrepreneurs in marketing, finance, human resources, production, and research. They can identify underlying causes, evaluate potential solutions, and assess the feasibility and effectiveness of different approaches. Problem-solving skills enable students to propose practical and innovative solutions to address these challenges. They can develop strategic plans, implement organizational changes, and adapt business processes to enhance the competitiveness and resilience of entrepreneurial ventures.

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

**CO5:** Critical thinking skills enable students to critically analyze and evaluate the complex relationship between unemployment, wealth creation, and entrepreneurship. They can question assumptions, consider alternative perspectives, and identify potential causal relationships between these variables. Students can develop nuanced insights into how entrepreneurship influences employment generation, economic growth, income distribution, and social mobility. They can identify opportunities for policy interventions, entrepreneurial development programs, and institutional reforms to promote inclusive and sustainable economic development.

**CO7:** By critically studying and analyzing case studies of women-founded start-ups and prominent entrepreneurs in India, students can develop a deeper understanding of the socio-cultural, economic, and institutional factors shaping entrepreneurial opportunities and outcomes. They can identify barriers to entry, opportunities for innovation, and strategies for overcoming challenges, thereby contributing to the advancement of entrepreneurship research and practice.

#### **PO4: Ethical Decision-making ability.**

**CO1:** Ethical decision-making ability helps students understand the ethical responsibilities associated with each role. They learn to recognize and navigate ethical dilemmas that may arise in entrepreneurial, managerial, and entrepreneurial contexts. This understanding ensures that they can uphold ethical standards while fulfilling their distinct roles in organizations.

**CO2:** Ethical decision-making ability is essential for recognizing the ethical implications of various entrepreneurial concepts and practices. Students learn to evaluate the ethical dimensions of entrepreneurship, such as social responsibility, fair competition, and integrity in business dealings. This enables them to comprehend entrepreneurship not only from a strategic and economic perspective but also from an ethical standpoint.

**CO3:** Ethical decision-making ability enables students to assess the ethical implications of psychological, social, economic, and environmental factors on entrepreneurship. They learn to consider the ethical consequences of their decisions and actions in response to these factors, ensuring that ethical considerations are integrated into their analyses and evaluations.

**CO4:** Ethical decision-making ability helps students understand the ethical dimensions of interrelationships between businesses, industries, and commerce. They learn to navigate ethical challenges related to competition, collaboration, and regulatory compliance in interconnected business ecosystems. This ensures that they can comprehend the ethical complexities inherent in contemporary business environments.

**CO5:** Ethical decision-making ability enables students to recognize the ethical implications of entrepreneurship on employment, wealth creation, and societal well-being. They learn to evaluate the ethical dimensions of entrepreneurial activities in terms of their impact on stakeholders, including employees, customers, suppliers, and communities. This ensures that they can understand the ethical imperatives underlying the relationship between entrepreneurship and socio-economic development.

**CO6:** Ethical decision-making ability is essential for analyzing and proposing solutions to common entrepreneurial problems. Students learn to address ethical dilemmas in various functional areas of entrepreneurship, such as marketing, finance, human resources, production, and research. This ensures that their proposed solutions are ethically sound and aligned with ethical principles and values.

**CO7:** Ethical decision-making ability enables students to critically study and analyze case studies of women-founded start-ups and prominent entrepreneurs in India from an ethical perspective. They learn to assess the ethical implications of entrepreneurial practices and behaviors showcased in these case studies, ensuring that their analyses are grounded in ethical considerations.

### **PO5: Critical Attitude for Lifelong learning.**

**CO5:** Lifelong learning enhances students' ability to understand the relationship between unemployment, wealth creation, and Entrepreneurship by fostering continuous learning, open-mindedness, analytical skills, and the application of knowledge. Students with a critical attitude for lifelong learning are better equipped to navigate complex issues, engage in informed discourse, and contribute to the advancement of knowledge in their field.

### **PO6: Leadership and team work skills.**

**CO1:** Leadership skills are essential for entrepreneurs, managers, and intrapreneurs alike. Entrepreneurs need to possess strong leadership abilities to envision, initiate, and manage ventures effectively. Managers require leadership skills to coordinate and motivate teams, set strategic directions, and achieve organizational objectives. Intrapreneurs need leadership skills to champion innovative ideas, navigate organizational politics, and drive change within established firms. Therefore, as it emphasizes the importance of leadership skills across different roles in entrepreneurship and business.

**CO2:** Leadership and teamwork skills are crucial for analyzing and proposing solutions to common entrepreneurial problems. Students need leadership abilities to mobilize resources, inspire confidence, and coordinate efforts to address challenges in marketing, finance, human resources, production, and research. Effective teamwork skills are also essential for collaboration, communication, and conflict resolution among team members. Therefore, CO6 aligns with PO6 as it requires students to demonstrate leadership and teamwork skills to propose solutions to entrepreneurial problems effectively.

### **PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO4:** Political decisions, cultural norms, and legal frameworks shape the environment in which businesses operate. Cultural factors such as language barriers, consumer preferences, and social norms influence marketing strategies and product development. Legal issues such as trade regulations, intellectual property rights, and labor laws impact business operations, market entry strategies, and overall competitiveness.

**CO5:** Political and legal factors play a crucial role in determining the ease of doing business and fostering entrepreneurship. Favorable government policies can encourage entrepreneurship by providing incentives, reducing bureaucratic hurdles, and ensuring a level playing field.

### **PO8: Business Management Skills**

**CO6:** The business management skill related to entrepreneurship aligns by enabling students to analyze and propose solutions to common problems faced by entrepreneurs across marketing, finance, human resources, production, and research functions, as well as understand external factors influencing entrepreneurial endeavors and factors contributing to mobility and entrepreneurial change.

## **PO9: Social Responsibility**

**CO7:** Studying women-founded start-ups and prominent entrepreneurs in India provides a practical framework for understanding and applying principles of social responsibility in business. By critically analyzing case studies in this domain, students gain insights into promoting gender equality, fostering community development and empowerment, and upholding ethical business practices, thereby preparing them to be socially responsible entrepreneurs and leaders in the global business landscape.

## **PO10: Entrepreneurial Mindset**

**CO1:** Developing an entrepreneurial mindset involves understanding the distinct roles and responsibilities of entrepreneurs, managers, and intrapreneurs. Entrepreneurs are individuals who identify opportunities, take risks, and create new ventures, while managers focus on organizing resources, implementing plans, and achieving operational efficiency. Intrapreneurs, on the other hand, are employees within established organizations who demonstrate entrepreneurial behavior by innovating, taking initiative, and driving change from within.

**CO7:** The study and analysis of case studies of women-founded start-ups and prominent entrepreneurs in India provide valuable insights into the application of entrepreneurial mindset in real-world contexts. By critically examining these cases, students can identify entrepreneurial traits, strategies, and decision-making processes that contribute to success in diverse business environments. They can learn from the experiences of entrepreneurs who have demonstrated resilience, innovation, and adaptability in overcoming challenges and seizing opportunities.

**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA353**

**Paper: 3**

**Course Title: Business Law**

**Total No of Lectures: 48**

**Credit: 03**

**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, 2013**

- 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**

### Evaluation

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

### 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 (2022Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.BBA (Sem–V)

**Subject:** Business law

**Course:** BBA

**Course Code:** UBBA353

**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	2	3	3	3	-	-	-	3	3
CO4	3	3	2		-	-	-	-	1	3
CO5	3	-	3	2	-	-	-	-	-	2
CO6	3	2	3	2	-	-	-	-	-	-
CO7	3	-	-	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: Critical Thinking and Problem Solving**

**CO3:** Developing critical thinking through the use of law cases involves analyzing various legal situations, examining evidence, and drawing logical conclusions. This process helps students improve their problem-solving skills by understanding the complexities of different legal scenarios and being able to present coherent arguments.

**CO4:** Identifying fundamental legal principles behind contractual agreements requires students to critically analyze contract terms, laws, and obligations. By understanding these principles, students can navigate complex legal issues and solve problems that arise in contractual relationships. This process enhances critical thinking skills by requiring students to evaluate the implications of different

**CO6:** Acquiring problem-solving techniques and presenting coherent legal arguments go hand in hand with critical thinking. Students who can think critically about legal issues are better equipped to analyze problems and come up with effective solutions.

## **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, as 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.

#### **PO5: 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 (CBCS - Pattern 2021-22) FOR T. Y. B.B.A

(w. e. from June, 2024)

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA354**

**Paper: 4**

**Course Title: Research Methodology**

**Total No of Lectures: 48**

**Credit: 03**

### A) Course Objective

1. To introduce the basic concepts of research methodology to the student.
2. To gain knowledge about basic research process.
3. To analyse the various terminologies related to sampling process.
4. To make students aware about data collection tools and methods.
5. To make the students aware about research paper writing skills and framing research proposals.

### B) Course Outcome

**CO1:** After Completion of the course students will be able to understand and comprehend the basics in research methodology and applying them in research/ project work. □

**CO2 :** This course will help the students to identify an appropriate research design.

**CO3 :** □After completion of the course students will be able to apply the concept for research project.

**CO4:** The course will also enable them to collect the data, edit it properly and analyse it accordingly.

**CO5:** The Students will develop skills in qualitative and quantitative data analysis and presentation. □

**CO6:** Students will be able to demonstrate the ability to choose methods appropriate to research objectives.

**CO7 :** Students will be able prepare research project reports or proposal after completion of the course.

### Unit 1: Introduction to Research

- 1.1 Introduction to Research
- 1.2 Objectives of Research,
- 1.3 Types of Research,
- 1.4 Significance of Research,
- 1.5 Research Process,
- 1.6 Criteria of Good Research,
- 1.7 Challenges before Researchers in India.

**No.of lectures 8**

### Unit 2: Research Design and Research Sampling

- 2.1 Meaning & concept of Research Design,
- 2.2 Need for Research Design,
- 2.3 Features of a Good Design,
- 2.4 Types of Research Design
- 2.5 Framing of objectives
- 2.6. Framing of Hypotheses
- 2.7 Concept of Research Sampling, 2.6 Pilot surveys – key concept
- 2.6 Steps in Sampling Design

- 2.7 Types of Sampling,
- 2.8 Determination of Sampling Size

No.of lectures 10

### **Unit No 3: Methods of Data Collection and Processing and Analysis of Data**

- 3.1 Collection of Primary Data
- 3.2 Meaning and definition of Primary Data,
- 3.3 Advantages and Limitations of Primary Data,
- 3.4 Methods of Collecting Primary Data:
  - 3.4.1 Observation Method,
  - 3.4.2 Interview Method,
  - 3.4.3 Questionnaire Method,
  - 3.4.4 Scheduling/ Schedule
  - 3.4.5 Other Methods
- 3.5 Collection of Secondary Data
  - 3.5.1 Meaning and definition of Secondary Data,
  - 3.5.2 Advantages and Limitations of Secondary Data,
  - 3.5.3 Sources of collecting Secondary Data
- 3.6 Data Processing –
  - 3.6.1 Editing,
  - 3.6.2 Codification,
  - 3.6.3 Classification,
  - 3.6.4 Tabulation,
  - 3.6.5 Scaling & Measurement
- 3.7 Data Analysis
  - 3.7.1 Meaning of Data Analysis,
  - 3.7.2 Need of Data Analysis,
  - 3.7.3 Methods of Data Analysis

### **Unit 4: Interpretation and Report Writing**

- 4.1 Interpretation
  - 4.1.1 Meaning of Interpretation,
  - 4.1.2 Need of Interpretation,
  - 4.1.3 Techniques of Interpretation,
  - 4.1.4 Precaution in Interpretation
- 4.2 Report Writing –
  - 4.2.1 Significance of Report Writing,
  - 4.2.2 Steps in Writing Report,
  - 4.2.3 The layout of the Research Report
- 4.3 Research Paper Writing–
  - 4.3.1 Meaning of Research Paper,
  - 4.3.2 Structure of Research paper,
  - 4.3.3 Referencing Styles
  - 4.3.4 Ethics in Report Writing and Research Paper Writing

## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

### Reference Books:

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 (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA355-A**

**Paper: 5**

**Course Title: Employee Relation & Labour Law**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course Objectives:**

1. To provide a comprehensive understanding of employee relations management, industrial relations, and the significance of maintaining harmonious workplace relationships.
2. To equip students with the knowledge of tools and approaches for effective employee relations management and the trends in industrial relations in India.
3. To analyze the factors influencing industrial relations and the impact of globalization on the Indian economy.
4. To explore the concept of collective bargaining, grievance handling, and employee participation and empowerment in the context of industrial relations.
5. To understand the key industrial legislations and workplace regulations governing labor laws and statutory compliance in India.
6. To assess the link between industrial relations and economic growth at both the organizational and national levels.
7. To enhance students' skills in interpreting and applying labor laws for ensuring legal compliance and fostering healthy employer-employee relationships.

**B) Course Outcome**

CO1. Students will be able to demonstrate a sound understanding of the principles and importance of employee relations management and industrial relations.

CO2. Students will acquire practical knowledge of using employee relations management tools effectively in real-world scenarios.

CO3. Students will be able to analyze and evaluate the current trends and issues in industrial relations in India.

CO4. Students will develop the skills to engage in collective bargaining processes, handle grievances, and promote employee participation and empowerment.

CO5. Students will gain a comprehensive understanding of key industrial legislations, workplace regulations, and statutory compliance requirements.

CO6. Students will be able to assess the impact of industrial relations on economic growth and organizational performance.

CO7. Students will be equipped with the necessary competencies to ensure compliance with labor

laws,  
promote a positive work environment, and resolve workplace disputes effectively.

## **UNIT-1 Employee Relations Management (ERM) & Industrial Relation**

- 1.1 Introduction and Importance of Employee Relations
- 1.2 Employee Relations Management Tools
- 1.3 Approaches to Understand IR, the Trends of Industrial Relations in India
- 1.4 Factors Leading the Present State of Industrial Relations
- 1.5 Impact of Globalization on the Liberalized Economy Emerging Challenges of IR in India
- 1.6 Linking Industrial Relations with Economic Growth of a Country

**No. of Lectures 08**

## **UNIT -2 Collective Bargaining, Grievance Handling in IR & Employee Participation and Empowerment**

### **2.1 Collective Bargaining**

- 2.1.1 Significance, Types & Procedure of Collective Bargaining Discipline
- 2.1.2 The Industrial Employment (Standing Orders) Act 1961
  - Misconduct, Disciplinary Action, Types of Punishments, Code of Discipline, Domestic Enquiry

### **2.2 Grievance Handling in IR**

2.2.1 Grievance Settlement Procedure, Industrial Disputes, Preventive & Settlement Machinery in India.

### **2.3 Employee Participation and Empowerment**

- 2.3.1 Objectives, Employee Participation
- 2.3.2 Advantages of Employee Participation
- 2.3.3 Employee Participation in India
- 2.3.4 Methods of Participation
- 2.3.5 Employee Empowerment

**No. of Lectures 10**

## **UNIT -3 Industrial Legislation and Workplace Regulations**

- 3.1 The Factories Act, 1948 & The Factories (Amendment) Bill, 2016 The Shop &

Establishment Act 1948,

3.2 The Payment of Wages Act, 1936 and Amendment in 2020,

3.3 The Industrial Disputes Act, 1947

**No. of Lectures 14**

#### **UNIT -4 Essential Labor Laws and Statutory Compliance**

4.1 The Payment of Minimum Wages Act 1948,

4.2 The ESI Act, 1948 and Latest Amendments,

4.3 Employee's Provident Fund & Miscellaneous Provisions Act, 1952.

4.4 The Payment of Bonus Act, 1965 and Amendments

**No. of Lectures 16**

#### **Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

#### **Reference Books:**

1. "Employee Relations Management" by David Farnham
2. "Industrial Relations in India: Shaping the Future" by Dipak Mazumdar and Sandip Sarkar
3. "Collective Bargaining in India: A Perspective" by B.D. Agrawal
4. "Grievance Handling in Industries" by R.P. Srivastava
5. "Employee Participation and Empowerment" by S.K. Bhatia
6. "The Factories Act, 1948: Along with State Amendments" by Taxmann Publications
7. "Labour and Industrial Laws" by P.L. Malik
8. "Labour Law Reforms in India: All You Need to Know" by LexisNexis

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.BBA (Sem–V)

**Subject:** Employee Relation & Labour Law

**Course:** BBA

**Course Code:** UBBA355-A

**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	1	2	3	-	-	2
CO2	2	3	3	1	3	2	1	-	-	1
CO3	3	2	2	-	2	-	-	-	-	2
CO4	-	2	-	3	-	2	-	1	-	-
CO5	-	1	-	-	-	-	3	-	-	1
CO6	-	3	3	-	-	-	-	-	-	1
CO7	-	2	1	2	-	2	3	-	-	1

#### *Justification for the mapping*

#### **PO1: Disciplinary Knowledge**

**CO1:** The students will develop a sound understanding of employee relations management and industrial relations, which are vital principles in the field.

**CO2:** It is connected as students will acquire practical knowledge on using employee relations management tools effectively in real-world scenarios, allowing them to apply their understanding in practical situations.

**CO3:** It is linked as students will analyze and evaluate current trends and issues in industrial relations in India, enhancing their understanding of the complexities of the field.

#### **PO2: Critical Thinking and Problem Solving**

**CO2:** Critical thinking and problem-solving skills are essential in effectively using employee relations management tools in real-world scenarios. Students must be able to analyze situations, identify issues, and come up with solutions to effectively manage employee relations.

**CO3:** Critical thinking allows students to analyze and evaluate current trends and issues in industrial relations in India. By critically assessing these trends and issues, students can develop a better understanding of the challenges and opportunities in the field.

**CO4:** Critical thinking skills are crucial in engaging in collective bargaining processes, handling grievances, and promoting employee participation and empowerment. Students need to be able to think critically about the interests and needs of different stakeholders in order to negotiate effectively and resolve conflicts.

**CO6:** Critical thinking plays a key role in assessing the impact of industrial relations on economic growth and

organizational performance. Students must be able to critically evaluate the relationship between industrial relations practices and their impact on overall business success.

**CO7:** Critical thinking allows students to effectively analyze labor laws, promote a positive work environment, and resolve workplace disputes. By critically evaluating different perspectives and options, students can make informed decisions that promote compliance with labor laws and a positive work culture.

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

**CO2:** Practical Knowledge and Tools: Critical thinking skills can help students apply the knowledge gained from their research to real-world scenarios. By systematically researching effective tools and techniques in employee relations management, students can acquire practical knowledge and skills that can be applied in various workplace settings.

**CO3:** Analyzing Current Trends and Issues: By utilizing a systematic research approach, students can analyze and evaluate the current trends and issues in industrial relations in India. Critical thinking skills can help them critically assess the information gathered and draw informed conclusions about the current state of industrial relations in the country.

**CO6:** Assessing Impact on Economic Growth and Performance: By applying critical thinking skills, students can assess the impact of industrial relations on economic growth and organizational performance. Through systematic research, they can gather data, analyze trends, and draw connections between industrial relations practices and overall business outcomes.

**CO7:** Promoting Positive Work Environment and Resolving Disputes: Critical thinking skills can help students develop the necessary competencies to ensure compliance with labor laws, promote a positive work environment, and resolve workplace disputes effectively.

### **PO4: Ethical Decision-making ability.**

**CO1:** understanding the importance of employee relations management involves treating employees fairly, respecting their rights, and promoting a positive work environment. Ethical decision-making skills are essential in ensuring that employees are treated ethically and with respect.

**CO2:** using employee relations management tools effectively in real-world scenarios requires making decisions that are fair and ethical. Ethical decision-making ensures that employees are treated in a just and respectful manner, leading to better employee relations outcomes.

**CO4:** engaging in collective bargaining processes, handling grievances, and promoting employee participation and empowerment all require ethical decision-making. Ethical decision-making ensures that the interests of all parties involved are considered and that fair and just outcomes are achieved.

**CO7:** ensuring compliance with labor laws, promoting a positive work environment, and resolving workplace disputes effectively all require ethical decision-making skills. Ethical decision-making helps to uphold the rights and dignity of all employees and maintain a fair and just workplace environment.



## **PO5: Critical Attitude for Lifelong learning**

**CO1:** The critical attitude for lifelong learning enables students to understand the principles and importance of employee relations management and industrial relations in a broader context. By approaching these subjects with a critical mindset, students can analyze different perspectives and theories, leading to a deeper understanding of the concepts.

**CO2:** A critical attitude encourages students to question and evaluate the effectiveness of employee relations management tools in real-world scenarios. By continuously seeking to improve their knowledge and skills, students can better apply these tools in practice and adapt to different workplace situations.

**CO3:** Students with a critical attitude are able to analyze and evaluate current trends and issues in industrial relations in India from a well-informed and open-minded perspective. This approach allows them to consider multiple viewpoints and sources of information when forming their opinions and recommendations.

## **PO6: Leadership & Team work Skill**

**CO1:** Students who have strong leadership and teamwork skills are better equipped to manage employee relations effectively, as they are able to communicate efficiently, resolve conflicts, and build positive relationships with their team members.

**CO2:** Leadership and teamwork skills are essential in using employee relations management tools effectively in real-world scenarios. Students who possess these skills can effectively collaborate with their team members to implement these tools and strategies.

**CO4:** Leadership skills are crucial in engaging in collective bargaining processes, handling grievances, and promoting employee participation and empowerment. Students with strong leadership abilities can effectively lead discussions, negotiate, and foster a positive and inclusive work environment.

**CO7:** Leadership and teamwork skills are vital in ensuring compliance with labor laws, promoting a positive work environment, and resolving workplace disputes effectively. Students with these skills can lead by example, facilitate communication, and mediate conflicts to create a harmonious work environment.

## **PO7: Political, Cultural & legal Issues impact on business organization in global context.**

**CO1:** Understanding the principles and importance of employee relations management and industrial relations is vital for businesses to navigate political, cultural, and legal issues that may arise in different countries.

**CO2:** Acquiring practical knowledge of using employee relations management tools effectively in real-world scenarios is crucial for businesses to address and adapt to the diverse political, cultural, and legal landscapes they operate in.

**CO5:** Gaining a comprehensive understanding of key industrial legislations, workplace regulations, and statutory compliance requirements is essential for businesses to ensure they are meeting legal and cultural expectations in different countries.

**CO7:** Equipping students with competencies to ensure compliance with labor laws, promote a positive work environment, and resolve workplace disputes effectively is crucial for businesses to maintain a harmonious and productive workplace in the face of diverse political, cultural, and legal challenges.

## **PO8: Business Management Skill**

**CO4:** This CO is related to Business Management Skill as it involves developing skills to engage in collective bargaining processes, handle grievances, and promote employee participation and empowerment. These skills are essential for business managers to effectively manage employee relations and ensure a positive work environment..

## **PO10: Entrepreneurial Mindset**

**CO1:** The principles and importance of employee relations management and industrial relations are crucial aspects of developing an entrepreneurial mindset. Understanding how to effectively manage relationships with employees and navigate industrial relations can help entrepreneurs create a positive work environment, foster collaboration, and promote employee engagement.

**CO2:** Acquiring practical knowledge of using employee relations management tools effectively in real-world scenarios is essential for entrepreneurs. Being able to implement strategies and tools to effectively manage employee relations can improve communication, resolve conflicts, and enhance teamwork within a startup or small business.

**CO3:** Analyzing and evaluating current trends and issues in industrial relations in India can provide entrepreneurs with valuable insights into the business landscape. Understanding the labor market, regulatory environment, and cultural factors impacting industrial relations can help entrepreneurs make informed decisions and adapt their strategies accordingly.

**CO5:** Gaining a comprehensive understanding of key industrial legislations, workplace regulations, and statutory compliance requirements is important for entrepreneurs to ensure they are operating within the legal framework. Compliance with labor laws and regulations is essential for maintaining a positive reputation, avoiding legal issues, and building a sustainable business.

**CO6:** Assessing the impact of industrial relations on economic growth and organizational performance can help entrepreneurs make strategic decisions to drive business success. Understanding how industrial relations influence productivity, employee satisfaction, and overall performance can guide entrepreneurs in optimizing their operations and maximizing their potential for growth.

**CO7:** Equipping students with the necessary competencies to ensure compliance with labor laws, promote a positive work environment, and resolve workplace disputes effectively is essential for entrepreneurs. By developing skills in conflict resolution, employee engagement, and compliance management, entrepreneurs can create a supportive and thriving work culture that fosters productivity and innovation.

**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA356-A**

**Paper: 6**

**Course Title: Recent Trends in HRM & HR Accounting**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course Objectives:**

1. Define and explain the concept of employee engagement and its importance in organizational settings.
2. Identify and analyze the factors influencing employee engagement in the workplace.
3. Develop strategies to enhance employee engagement and promote a positive work environment.
4. Understand the role of company values in fostering employee loyalty and organizational culture.
5. Analyze the challenges in engaging employees and develop solutions to overcome them.
6. Explain the components of Human Resource Information System and its significance in managing human resources effectively.
7. Understand the concept of Human Resource Accounting and Human Resource Audit and their relevance in assessing and managing human capital within organizations.

**B) Course Outcome**

- CO1.** Understand the importance of employee engagement and its impact on organizational success.
- CO2.** Analyze the factors influencing employee engagement and develop strategies to enhance it.
- CO3.** Evaluate the role of company values in building employee loyalty.
- CO4.** Identify and address challenges in engaging employees effectively.
- CO5.** Understand the significance of Human Resource Information System (HRIS) in managing human resources.
- CO6.** Identify the components of HRIS and its advantages and limitations.
- CO7.** Understand the concept of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making.

## **UNIT-1 Employee Engagement**

- 1.1 Meaning and Definition of Employee Engagement,
- 1.2 Factors Influencing Employee Engagement,
- 1.3 Strategies for Enhancing Employee Engagement,
- 1.4 Company Values and Building Employee Loyalty,
- 1.5 Challenges in Engaging Employees,
- 1.6 Employee Engagement and Company Branding Strategies

**No. of Lectures 16**

## **UNIT -2 Human Resource Information System and Personnel Research**

- 2.1 Human Resource Information System
- 2.2 Meaning and Definition of Human Resource Information System,
- 2.3 Components of Human Resource Information System,
- 2.4 Advantages and Limitations of Human Resource Information System,
- 2.5 Process of Designing of Human Resource Information System
- 2.6 Personnel Research
- 2.7 Meaning and Definition of Personnel Research,
- 2.8 Approaches to Personnel Research,
- 2.9 Process of Personnel Research

**No. of Lectures 16**

## **UNIT -3 Human Resource Accounting and Human Resource Audit**

- 3.1 Human Resource Accounting
- 3.2 Meaning and Definition of HR Accounting,
- 3.3 Need and Objectives of HR Accounting,
- 3.4 Advantages and Limitations of HR Accounting,
- 3.5 Human Resource Valuation: Monetary and Non-Monetary Methods of Human Resource Valuation
- 3.6 Human Resource Audit

3.7 Meaning, Definition and Objectives of Human Resource Audit,

3.8 Areas and Levels of Human Resource Audit

**No. of Lectures 16**

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

**Reference Books:**

1. "Employee Engagement: A Roadmap for Creating Profits, Optimizing Performance, and Increasing Loyalty" by Brad Federman
2. "Employee Engagement 2.0: How to Motivate Your Team for High Performance" by Kevin Kruse
3. "The Employee Experience: How to Attract Talent, Retain Top Performers, and Drive Results" by Tracy Maylett and Matthew Wride
4. "The Ultimate Guide to Employee Engagement: Understand, Create, and Maintain a Thriving Culture" by Kellie Christensen
5. "HRIS Basics: An Introduction to Human Resource Information Systems" by Dawn Buzynski
6. "Personnel and Human Resource Management" by K. Aswathappa.
7. "Human Resource Accounting and Auditing" by P. Subba Rao.
8. "Human Resource Management: Theory and Practice" by John Bratton and Jeffrey Gold

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.BBA (Sem–V)

**Subject:** Recent Trends in HRM & HR Accounting

**Course:** BBA

**Course Code:** UBBA356-A

**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	1	-	2	1	-	-	-	-	2
CO2	2	2	-	2	2	-	-	2	-	-
CO3	-	-	-	3	-	2	-	2	-	2
CO4	-	3	3	-	-	-	-	-	-	3
CO5	-	-	-	-	-	-	-	-	-	-
CO6	2	-	-	-	-	-	-	-	-	-
CO7	1	2	2	-	1	-	-	2	-	2

#### *Justification for the mapping*

##### **PO1: Disciplinary Knowledge**

**CO1:** It contributes to understanding the concepts and theories behind employee engagement, and how it can significantly impact the success of an organization. By having a solid foundation of disciplinary knowledge in this area, one can effectively assess and implement strategies to enhance employee engagement within an organization.

**CO2:** it requires disciplinary knowledge to analyze and understand the various factors that influence employee engagement. By having a strong understanding of disciplinary knowledge in this area, individuals can develop effective strategies to enhance employee engagement within their organization.

**CO6:** It is essential in identifying the components, advantages, and limitations of HRIS. By having a thorough understanding of disciplinary knowledge in this area, individuals can effectively utilize HRIS to optimize their human resource management processes.

**CO7:** It helps in understanding the concepts of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making. By having a strong foundation in disciplinary knowledge in this area, individuals can make informed decisions based on the insights provided by Human Resource Accounting and Audit processes.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** In order to effectively engage employees, critical thinking skills are needed to analyze the current level of engagement, identify areas for improvement, and develop strategies to enhance engagement.

**CO2:** Employees may be affected by various factors such as leadership style, work environment, and communication. Critical thinking is needed to evaluate these factors and develop effective strategies to improve employee engagement.

**CO4:** Identifying and addressing challenges in engaging employees effectively involves critical thinking and problem-solving skills. It requires the ability to critically analyze the root causes of disengagement and develop solutions to overcome these challenges.

**CO5:** it requires critical thinking skills to analyze the data generated by HRIS and make informed decisions based on that information.

**CO7:** Understanding Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making involves critical thinking. Critical thinking skills are needed to analyze the financial and performance data provided by HR accounting and audits and make strategic decisions based on that information.

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

**CO4:** Identifying and addressing challenges in engaging employees effectively involves critical thinking to recognize obstacles to engagement and develop solutions to overcome them. A systematic research approach can be used to gather feedback from employees, identify areas for improvement, and evaluate the effectiveness of interventions.

**CO7:** Understanding the concept of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making requires critical thinking to assess the value of these methods in evaluating HR performance and making strategic decisions. A systematic research approach can be used to collect HR data, analyze it effectively, and generate insights for organizational planning and improvement.

## **PO4: Ethical Decision-Making Ability**

**CO1:** Understand the importance of employee engagement and its impact on organizational success

- The ethical decision-making ability can be related to this CO as ethical practices and behaviors towards employees can significantly impact their engagement levels. Making ethical decisions in terms of employee treatment, recognition, and communication can positively influence employee engagement and ultimately contribute to organizational success.

**CO2:** Analyze the factors influencing employee engagement and develop strategies to enhance it

- Ethical decision-making plays a crucial role in analyzing the factors influencing employee engagement. When leaders make ethical decisions that prioritize employee well-being, trust, and respect, they can develop effective strategies to enhance employee engagement ethically.

**CO3:** Evaluate the role of company values in building employee loyalty

- The ethical decision-making ability relates to this CO as it involves making decisions based on company values that prioritize employee satisfaction and loyalty. Ethical decisions that align with the company's values can help build stronger employee loyalty and commitment to the organization.

## **PO5: Critical Attitude for Lifelong learning**

**CO1:** Understanding the importance of employee engagement and its impact on organizational success requires a critical attitude for lifelong learning. By continually seeking to understand the factors that contribute to employee engagement and how it can positively affect the success of the organization, individuals can adapt and evolve their strategies to promote employee engagement effectively.

**CO2:** Analyzing the factors influencing employee engagement and developing strategies to enhance it also aligns with a critical attitude for lifelong learning. This involves a continuous process of evaluating, learning, and adapting to new information and insights to improve employee engagement within the organization.

**CO7:** Understanding the concept of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making requires a critical attitude towards evaluating the effectiveness of these practices. By critically examining the outcomes and implications of HR accounting and audits, individuals can make informed decisions that positively impact organizational goals and objectives.

## **PO6: Leadership & Team work Skill**

**CO3:** Evaluating the role of company values in building employee loyalty is also related to leadership and teamwork skills. Strong leaders are able to communicate and embody the values of the organization, inspiring loyalty and commitment among employees. By fostering a culture of teamwork and collaboration based on shared values, leaders can build strong relationships with employees and create a sense of loyalty to the organization.

## **PO8: Business Management Skills**

**CO2:** Analyzing the factors influencing employee engagement is a key skill in Business Management as it allows for the development of strategies to enhance engagement levels. By understanding what motivates employees and what barriers exist to engagement, managers can create effective strategies to improve engagement and ultimately drive organizational success.

**CO3:** Evaluating the role of company values in building employee loyalty is important in Business Management as it directly impacts the retention and satisfaction of employees. Employees who align with the company's values are more likely to be loyal and committed to the organization, leading to increased productivity and overall success.

**CO7:** Understanding the concept of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making is important in Business Management as it allows for a deeper understanding of the value of human capital. By quantifying the value of human resources and conducting audits to assess HR practices, managers can make more informed decisions about resource allocation, staffing levels, and other HR-related issues that impact organizational performance.

## **PO10: Entrepreneurial Mindset**

**CO1:** Understanding the importance of employee engagement is essential for entrepreneurs with an entrepreneurial mindset, as engaged employees are more likely to contribute to the success of the organization. By prioritizing employee engagement, entrepreneurs can create a positive work environment that fosters productivity and innovation.

**CO3:** Recognizing the role of company values in building employee loyalty is important for entrepreneurs with an entrepreneurial mindset. By aligning company values with employee values, entrepreneurs can cultivate a sense of loyalty and commitment among their employees, leading to a more engaged and motivated workforce.

**CO4:** Identifying and addressing challenges in engaging employees effectively is a key aspect of entrepreneurship.



Entrepreneurs with an entrepreneurial mindset must be proactive in addressing any barriers to employee engagement to ensure the success of their organization.

**CO7:** Understanding the concepts of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making is important for entrepreneurs who want to make informed HR-related decisions that contribute to the overall success of their organization.

**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.SEM V**

**Course Code: UBBA355-B**

**Paper: 3**

**Course Title: Legal Aspects in Financial Management**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course Objectives:**

1. To provide an overview of the Indian financial system, including its structure, components, and regulatory bodies.
2. To introduce the legal framework governing finance and the securities market, highlighting key regulations and authorities.
3. To familiarize students with the basics of insurance, derivatives, commercial banking, capital markets, money markets, and pension funds, emphasizing their legal aspects.
4. To introduce regulatory bodies such as the Forward Market Commission of India (FMC) and the Pension Fund Regulatory and Development Authority (PFRDA), explaining their roles in financial governance.
5. To understand the legal procedures for listing securities and issuing capital, including disclosure requirements and the role of regulatory authorities like SEBI.
6. To understand the role and functioning of the Investor Education and Protection Fund under SEBI regulations and the Companies Act 2013.
7. To understand the different types of GST (CGST, SGST, IGST, UTGST) and the legislative framework under the GST Act 2017.

**B) Course Outcomes:-**

**CO1:** Student will able to develop a comprehensive understanding of the legal aspects governing financial systems, securities markets, and regulatory authorities.

**CO2:** Student will able to understand legal frameworks to financial instruments such as insurance, derivatives, and banking, ensuring compliance with regulations.

**CO3:** Student will able to understand and implement legal procedures for issuing capital and listing securities, contributing to effective capital management.

**CO4:** Student will able to grasp the significance of the Companies Act 2013, legal

documents, and investor protection mechanisms for promoting good corporate governance.

**CO5:** Acquire the knowledge and skills required for GST compliance, including registration, understanding types of GST, and navigating the GST Network.

**CO6:** Understand and contribute to investor protection through knowledge of legal mechanisms such as the Investor Education and Protection Fund.

**CO7:** Demonstrate proficiency in legal procedures and regulations involved in the delisting of securities, ensuring adherence to compliance standards.

### **UNIT 1. Introduction to legal aspects in finance**

1. Overview of Indian Financial System,
2. Introduction to Legal aspect: - Finance, Securities market.
3. Basics of insurance, Derivatives, Commercial Banking, Capital Markets, Money Market, Forward Market Commission of India (FMC), Pension Fund
4. Regulatory and Development Authority (PFRDA).

### **UNIT 2. The Issue, Listing of Securities & Investor Protection**

1. Listing of Securities
2. Issue of Capital and Disclosure Requirements (ICDR)
3. Procedure for Issue of Various Types of Shares and Debentures
4. Employee Stock Option Scheme and Employee
5. Stock Purchase Scheme
6. Delisting of Securities.

### **UNIT 3. Companies Act 2013 & Investor Protection**

1. Introduction to the Companies Act 2013
2. Overviews of Companies Act 2013
3. Legal Documents- Memorandum of Associations (MOA), Articles of Associations (AOA). Importance of Preparation of Financial Statements & its disclosure.
4. Investor Education and Protection Fund (IEPF) under SEBI Regulations and Companies Act, 2013.

### **UNIT 4 . Goods & Service Act 2017**

1. Introduction to GST
2. Types of GST, Overview of CGST, SGST, IGST & UTGST Act 2017
3. Eligibility to register under GST, Benefits of GST Registration.
4. Procedure of GST Registration
5. Introduction to GST Network, Functions of GSTN.

**Suggested References:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House
3	The Indian Financial System	Vasant Desai	Himalaya
4	Financial Services and Markets	Dr. S.Gurusamy	Thomas
5	SEBI Practice Manual; 59/32, NewRohtak Road, New Delhi-110005.	V.L. Iyer	Taxman Allied Service (P) Ltd.
6	Indian Financial Systems	M.Y. Khan	Tata McGraw Hill.
7	SEBI – Law, Practice & Procedure	S. Suryanarayanan	Commercial Law Publishers (India) V. Varadarajan Pvt. Ltd.
8	Compliances and Procedures under SEBI Law	Mamta Bhargava	Taxmann: SEBI Manual

**Evaluation:-**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

Choice Based Credit System Syllabus (2022Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class: T.Y.BBA (Sem–V)**

**Subject: Legal Aspects in Financial Management**

**Course: BBA**

**Course Code: UBBA-352**

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

**PO1: Disciplinary Knowledge**

**CO1:** It requires students to develop a deep understanding of the legal aspects governing financial systems, securities markets, and regulatory authorities. Disciplinary knowledge forms the basis for comprehensively understanding the intricate legal frameworks and regulations that govern these domains.

**CO2:** It necessitates students to understand legal frameworks related to various financial instruments such as insurance, derivatives, and banking. Disciplinary knowledge provides the foundation for understanding the legal intricacies and ensuring compliance with regulations in the context of different financial instruments.

**CO4:** It requires students to grasp the significance of legal documents such as the Companies Act 2013 and investor protection mechanisms for promoting good corporate governance. Disciplinary knowledge enables students to understand the legal frameworks and mechanisms essential for effective corporate governance.

**CO5:** It indirectly supports this by providing students with a broader understanding of legal frameworks and regulations. This understanding lays the groundwork for acquiring knowledge and skills specific to GST compliance.

**CO6:** It requires students to understand legal mechanisms such as the Investor Education and Protection Fund for investor protection. Disciplinary knowledge equips students with an understanding of legal frameworks and mechanisms necessary to contribute effectively to investor protection.

**CO7:** To demonstrate proficiency in legal procedures and regulations involved in the delisting of securities. Disciplinary knowledge provides students with the foundational understanding of legal frameworks and procedures essential for ensuring compliance standards in securities delisting processes.

**PO4: Ethical Decision-making ability.**

**CO4:** Ethical Decision-making ability underpins students' capacity to assess and navigate the legal and ethical dimensions of corporate governance, ensuring that corporate practices promote integrity, transparency, and accountability in alignment with legal requirements and ethical principles outlined in the Companies Act 2013 and other relevant legal documents.

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO1:** The importance of considering political, cultural, and legal factors in global business operations. This understanding is essential for students to demonstrate proficiency in legal procedures and regulations involved in the delisting of securities, ensuring compliance with applicable standards across different jurisdictions.

**PO8: Business Management Skills.**

**CO3:** Business management skills are essential for understanding the financial implications of issuing capital and listing securities. Managers need to assess the financial needs of the company, evaluate capital-raising options, and implement legal procedures effectively to ensure compliance and optimize capital management strategies. Proficiency in business management skills enables students to contribute to effective capital management by understanding and implementing legal procedures related to capital issuance and securities listing.

**CO4:** Business management skills are crucial for promoting good corporate governance as outlined in the Companies Act 2013 and other legal documents. Effective corporate governance requires strong leadership, strategic decision-making, and adherence to legal and ethical standards. Students with business management skills can grasp the significance of legal mechanisms for corporate governance and implement practices that promote transparency, accountability, and ethical behavior within organizations.

**CO5:** Business management skills include the ability to navigate regulatory requirements and ensure compliance with applicable laws and regulations. Acquiring knowledge and skills for GST compliance requires understanding the legal framework of GST, registration procedures, different types of GST, and navigating the GST Network. Proficiency in business management skills enables students to effectively manage the financial aspects of GST compliance within organizations, ensuring adherence to regulatory standards and minimizing risks of non-compliance.

**CO7:** Business management skills are essential for navigating legal procedures and regulations involved in the delisting of securities. Effective management of securities delisting requires strategic decision-making, risk assessment, and compliance with legal requirements. Students with business management skills can demonstrate proficiency in legal procedures for delisting securities by understanding regulatory frameworks, assessing the implications for the organization, and ensuring adherence to compliance standards throughout the delisting process.

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**Department of Business Administration.**  
**CBCS-Pattern 2021-22**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA356-B**

**Paper: 3**

**Course Title: Cost & Work Accounting**

**Total No of Lectures: 48**

**Credit: 03**

**Course Objectives:**

1. To develop a clear understanding of the concept of cost, costing, cost accounting, and cost accountancy.
2. To identify the objectives and features of cost accounting and analyze its advantages and limitations.
3. To differentiate between financial accounting and cost accounting and understand their respective roles.
4. To comprehend the elements of cost such as material, labor, and other expenses, and classify different types of costs.
5. To analyze cost units and cost centers to effectively allocate costs in a business
6. To learn how to prepare a cost sheet that outlines the various costs incurred in a business operation.
7. To understand the classification of overheads, the methods of collecting, allocating, apportioning, and reapportioning overheads in a business setting.

**Course Outcome**

**CO1:** Students will be able to define and distinguish between various concepts related to cost accounting and cost management.

**CO2:** Students will be able to analyze and interpret cost units and cost centers for effective cost allocation in a business.

**CO3:** Students will be able to classify different types of costs and understand their impact on the overall cost



structure of a business.

**CO4:** Students will be able to prepare a comprehensive cost sheet that outlines all the costs incurred in a business operation.

**CO5:** Students will be able to identify and classify overheads, and apply various methods for their collection and allocation.

**CO6:** Students will be able to analyze and apply different methods of costing such as contract costing, service costing, and marginal costing in a business scenario.

**CO7:** Students will be able to understand the objectives and scope of cost audit, differentiate between financial and cost audit, and appreciate the importance of cost audit in ensuring cost efficiency and control in a business.

#### **UNIT-1 Introduction on components of cost**

- 1.1 Concept of Cost, Costing, Cost Accounting & Cost Accountancy Limitations of financial Accounting Origin,
- 1.2 Objectives and Features of Cost Accounting
- 1.3 Advantages and Limitations Of Cost Accounting
- 1.4 Difference between financial and cost Accounting
- 1.5 Analysis of cost unit & cost Centre

**No. of Lectures 8**

## **UNIT -2 Elements of Cost and Cost Sheet**

- 2.1 Material ,Labour and other Expenses
- 2.2 Classification of Cost & Types Costs
- 2.3 Preparation of Cost Sheet

**No. of Lectures 10**

## **UNIT -3 Classification of Overheads**

- 3.1 Meaning and Definitions.
- 3.2 Classification of Overheads.
- 3.3 Collection, Allocation, Apportionment and Reapportionment of overheads.
- 3.4 Examples on Allocation , Apportionment and Reapportionment.

**No. of Lectures 8**

## **UNIT -4 Methods of costing and Introduction on Cost Audit.**

- 4.1 Contract Costing –Meaning and features of contract costing , works certified and uncertified, Cost plus contract , work –in-progress, profit on incomplete .
- 4.2 Service Costing – Meaning , features and application , cost unit- simple and composite , preparation of cost sheet for transport
- 4.3 Marginal Costing – Meaning and Definition, features ,advantages, limitations
- 4.4 Meaning , Definition, Objective and Scope of cost Audit  
Advantages of Cost Audit
- 4.5 Difference between financial and cost audit types of cost audit

**No. of Lectures 12**

### Evaluation:-

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation(20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

### Reference Books :-

1. Advanced cost Accounting by S.P . Jain and Narong
2. Cost Accounting by S.N Maheshawari
3. Cost Accounting by Ratnam.
4. Cost Accounting –Bhatta HSM ,Himalaya Publication
5. Cost Accounting – Prabhu Dev , Himalaya publication
6. Advanced cost accounting -made

Choice Based Credit System Syllabus (2022Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class: T.Y.BBA (Sem–V) Subject: Cost & Work Accounting Course:**

**Course: BBA**

**Course Code: UBBA356-B**

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

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

*Justification for the mapping*

**PO1: Disciplinary Knowledge**

**CO1:** This course objective aligns with the disciplinary knowledge of cost accounting and cost management as students will be able to define and distinguish between various concepts related to these topics.

**CO2:** This objective relates to the disciplinary knowledge as students will learn to analyze and interpret cost units and cost centers for effective cost allocation in a business. This requires a solid understanding of cost accounting principles.

- CO3:** This course objective is directly related to disciplinary knowledge as it involves classifying different types of costs and understanding their impact on the overall cost structure of a business, which are key concepts in cost accounting.
- CO4:** This objective is closely tied to disciplinary knowledge as students will be able to prepare a comprehensive cost sheet outlining all costs incurred in a business operation. This requires an in-depth understanding of cost accounting principles.
- CO5:** This objective is linked to disciplinary knowledge as students will be able to identify and classify overheads, and apply various methods for their collection and allocation. This involves understanding different types of costs and how they are allocated in a business.
- CO6:** This objective is directly related to disciplinary knowledge as students will analyze and apply different methods of costing such as contract costing, service costing, and marginal costing in a business scenario. This requires a strong understanding of cost accounting methods.
- CO7:** This objective is related to disciplinary knowledge as students will understand the objectives and scope of cost audit, differentiate between financial and cost audit, and appreciate the importance of cost audit in ensuring cost efficiency and control in a business. This knowledge is essential for effectively managing costs in a business.

## **PO2: Critical Thinking and Problem Solving**

- CO1:** Critical thinking is essential in defining and distinguishing between various concepts related to cost accounting and cost management. Students need to critically analyze and evaluate different concepts in order to understand the nuances of cost accounting and cost management.
- CO2:** Critical thinking is also needed to analyze and interpret cost units and cost centers for effective cost allocation in a business. Students must be able to evaluate different methods of cost allocation and choose the most suitable one for a given situation.

**CO3:** Critical thinking plays a key role in classifying different types of costs and understanding their impact on the overall cost structure of a business. Students need to critically analyze how different costs affect the overall profitability and sustainability of a business.

**CO4:** Critical thinking is necessary in preparing a comprehensive cost sheet that outlines all the costs incurred in a business operation. Students must critically evaluate and organize various cost components in order to create an accurate and informative cost sheet.

**CO5:** Critical thinking is essential in identifying and classifying overheads, as well as applying various methods for their collection and allocation. Students need to critically assess the different overhead expenses and determine the most effective way to allocate them in order to optimize cost efficiency.

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

**CO6:** The students would need to apply critical thinking and systematic research to analyze and apply different methods of costing in a business scenario. This would involve students critically evaluating and researching different methods of costing such as contract costing, service costing, and marginal costing to determine the most appropriate approach in a given scenario.

**PO4: Ethical Decision-making ability**

**CO7:** Understanding the objectives and scope of cost audit requires ethical decision-making to differentiate between financial and cost audit and ensure cost efficiency and control in a business ethically.

**PO5: Critical Attitude for Lifelong learning**

**CO1:** Students will be able to define and distinguish between various concepts related

**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA355-C**

**Paper: 5**

**Course Title: Analysis of Marketing Strategies and Environment**

**Total No of Lectures: 48**

**Credit: 03**

**Course Objectives:**

1. To understand the various factors constituting the marketing environment and their impact on marketing decisions.
2. To explore the concept of business analysis, its significance, and the responsibilities of a business analyst.
3. To analyze the parameters and processes involved in business analysis, including critical success factors and key performance indicators.
4. To examine the role of data analytics in business analysis and its importance in decision-making.
5. To understand the concept and process of marketing research, including consumer buying behavior and the use of big data analytics.
6. To analyze different marketing strategies such as product, pricing, market segmentation, targeting, distribution, and communication strategies.
7. To explore the importance and challenges of digital marketing strategies in the current business environment.

**Course Outcomes:**

**CO1:** Analyse and evaluate the various factors in the marketing environment and make informed marketing decisions.

**CO2:** Students will be able to understand and apply the concepts of business analysis in organizational settings.

**CO3:** Identify and analyze critical success factors and key performance indicators in business analysis.

**CO4:** Students will be able to utilize data analytics to make informed business decisions.

**CO5:** Able to conduct marketing research, analyze consumer buying behavior, and use big data analytics to understand consumer psychologies.

**CO6:**Develop and implement various marketing strategies, including product, pricing, market segmentation, targeting, distribution, and communication strategies.

**CO7:** Importance and challenges of digital marketing strategies and apply them effectively in a business context.

### **Unit No-1: Marketing Environment**

- 1.1 Introduction – Marketing Environment
- 1.2 Factors Constituting the Marketing Environment
- 1.3 Impact of Marketing Environment on Marketing Decisions

**No. of Lectures – 10**

### **Unit No-2: Business Analysis**

- 2.1 Meaning, Definition of Business Analysis, Need for Business Analysis in an Organisation, Types of Business Analysis, Responsibilities of a Business Analyst
- 2.2 Analysis Parameters
- 2.3 Business Analysis Process
- 2.4 Critical Success Factor (CSF) in Business Analysis,
- 2.5 Key Performance Indicators (KPI) in Business Analysis
- 2.6 Boston Consulting Group's Matrik (BCG Matrik)
- 2.7 Porter's Five Forces Analysis Model
- 2.8 Data Analytics in Business- Role of Data Analytics

**No. of Lectures – 14**

### **Unit No- 3: Marketing Research**

- 3.1 Meaning, Definition of Marketing Research, Need of Marketing Research
- 3.2 Marketing Research Process
- 3.3 Consumer Buying Behaviour, Marketing environment affecting consumer-buying behaviour
- 3.4 Big Data Analytics- Concerning Consumer Psychologies

**No. of Lectures – 12**



## Unit No- 4: Marketing Strategies

- 4.1 Introduction to Marketing Strategies
- 4.2 Product and Pricing Strategies
- 4.3 Market Segmentation and Targeting Strategies
- 4.4 Distribution Strategies, Communication Strategies
- 4.5 Digital Marketing Strategies – Importance and Challenges

**No. of Lectures – 12**

### Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project/Assignment/Presentation(20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

### Reference Books:

1. Marketing Strategy - Boyd Walker, Mullins Larrech, TMGH
2. Strategic Marketing Management - David Aaker
3. Marketing Environment Analysis and Strategies - Dr. Makarand Wazal, Dr. Sagar OnkarraoManjare
4. Marketing Environment Analysis and Strategies – Dr. Shaila Bootwala, Dr. Zakira Shaikh
5. Marketing environment analysis –grafiati

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T. Y. BBA (Sem –V)

**Subject:** Analysis of Marketing Strategies and Environment

**Course:** BBA

**Course Code:** UBBA 355-C

**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
<b>CO1</b>				3			3		3	
<b>CO2</b>	3	3		2	3	3	2	3		
<b>CO3</b>	3		3			3		3		3
<b>CO4</b>	2	3	3	2	3					
<b>CO5</b>		2	2		2					
<b>CO6</b>		3				3		3		3
<b>CO7</b>		2					3		2	

### Justification for the mapping

#### **PO1: Disciplinary Knowledge**

- CO2:** Understanding and applying the concepts of business analysis in organizational settings, which is essential knowledge for business professionals.
- CO3:** Identifying and analyzing critical success factors and key performance indicators in business analysis, demonstrating a deep understanding of the discipline.
- CO4:** Relates to utilizing data analytics to make informed business decisions, showcasing proficiency in applying data-driven insights to business operations.

#### **PO2: Critical Thinking and Problem Solving**

- CO2:** Understanding and applying business analysis concepts in organizational settings require problem-solving skills. Students need to identify issues, gather relevant data, analyze the situation, and propose effective solutions to improve organizational performance.
- CO4:** Utilizing data analytics to make informed business decisions involves problem-solving skills to interpret data, identify patterns, and draw meaningful insights to support decision-making processes.
- CO5:** Conducting marketing research, analyzing consumer behavior, and using big data analytics require critical thinking skills to interpret data, draw conclusions, and make strategic decisions based on consumer insights.
- CO6:** Developing and implementing marketing strategies involve problem-solving skills to address challenges, optimize resources, and achieve marketing objectives effectively.

**CO7:** Understanding the importance and challenges of digital marketing strategies and applying them effectively in a business context require critical thinking skills to assess the impact of digital strategies, anticipate challenges, and adapt strategies accordingly.

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

**CO3:** Identifying and analyzing critical success factors and key performance indicators in business analysis requires critical thinking skills to assess and prioritize factors that contribute to business success.

**CO4:** Utilizing data analytics to make informed business decisions involves a systematic research approach to gather, analyze, and interpret data effectively.

**CO5:** Conducting marketing research, analyzing consumer buying behavior, and using big data analytics to understand consumer psychologies all require critical thinking to interpret data and draw meaningful insights.

**PO4: Ethical Decision-making ability**

**CO1:** Involves analyzing and evaluating various factors in the marketing environment to make informed marketing decisions. Ethical decision-making is crucial in this process to ensure that marketing strategies and decisions align with ethical standards and practices.

**CO2:** Focuses on understanding and applying the concepts of business analysis in organizational settings. Ethical decision-making is essential in business analysis to ensure that decisions made are ethical and align with the values of the organization.

**CO4:** Emphasizes utilizing data analytics to make informed business decisions. Ethical decision-making is necessary when using data analytics to ensure that data is collected, analyzed, and used ethically and responsibly.

**PO5: Critical Attitude for Lifelong learning.**

**CO2:** Students will continuously learn and apply new concepts in business analysis to adapt to changing organizational settings

**CO4:** Emphasizes the importance of continuously learning and utilizing data analytics to make informed decisions in a dynamic business environment.

**CO5:** Involves continuous learning and adaptation to understand consumer behavior through marketing research and data analytics.

**PO6: Leadership and team work skills**

**CO2:** Requires students to work collaboratively in organizational settings, demonstrating leadership qualities and effective teamwork.

**CO3:** Involves working with a team to identify critical success factors and key performance indicators, requiring effective communication and collaboration.

**CO6:** Involves leading a team to develop and implement marketing strategies, requiring strong leadership and teamwork skills.

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global**

**CO1:** Understanding these factors is crucial in assessing the overall marketing environment and making informed decisions that align with political, cultural, and legal considerations.

**CO2:** Requires students to understand how these factors impact organizational settings and how to analyze them effectively in a global context.

**CO7:** Political, Cultural, and Legal issues as digital marketing strategies need to consider and adapt to the political, cultural, and legal landscape of different global markets.

**PO8: Business Management Skills**

**CO2:** Involves understanding and applying business analysis concepts to effectively manage organizational settings.

**CO3:** Requires students to identify and analyze critical success factors and key performance indicators to effectively manage business operations.

**CO6:** It involves developing and implementing marketing strategies to effectively manage marketing activities within an organization.

**PO9: Social Responsibility**

**CO1:** Aligns with Social Responsibility as it involves considering the impact of marketing decisions on society, the environment, and stakeholders. By analyzing factors in the marketing environment, students can make decisions that are socially responsible.

**CO7:** Relates to Social Responsibility as it emphasizes the importance of understanding the impact of digital marketing strategies on society and how to apply them ethically and responsibly in a business context.

**PO10: Entrepreneurial Mindset**

**CO3:** Entrepreneurial Mindset as it involves identifying key factors for success and analyzing performance indicators, which are crucial for entrepreneurs to assess and improve their business strategies.

**CO6:** Involves the creativity, innovation, and strategic thinking required for entrepreneurs to develop and implement effective marketing strategies to drive business growth.

**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA356-C**

**Paper: 1**

**Course Title: Product and Product Branding**

**Total No of Lectures: 48**

**Credit: 03**

**Course Objectives:**

1. To understand the concepts of product management, development, and design.
2. To explore the importance of project management in the consumer product industry vs. the industrial product industry.
3. To analyze the factors contributing to new product development and the challenges faced in the process.
4. To understand the elements of product strategies and their selection.
5. To comprehend the concepts of brand management, brand identity, and brand image.
6. To explore the process of brand management and the classifications of brands.
7. To understand brand positioning, brand building, and the various branding strategies.

**Course Outcome**

**CO1:** Able to define and differentiate between various types of products and understand their features

**CO2:** Analyze the importance and functions of product management in both consumer and industrial product industries.

**CO3:** Students will be able to identify the factors contributing to new product development and the challenges faced in the process.

**CO4:** Develop and implement effective product strategies, considering customer and competitor analysis.

**CO5:** Understand the concepts of brand management, brand identity, and brand image in building successful brands.

**CO6:** Students will be able to create brand positioning strategies and implement brand building processes effectively.

**CO7:** Analyze the various types of branding strategies and their impact on brand success in the market.

## **Unit No-1: Product Management**

- 1.1 **Product** Meaning, Definition, Features, Types of Product.
- 1.2 **Product Management** Meaning, Definition, Importance, Functions of Product Management, and Product Management in consumer product industry vs. industrial product industry
- 1.3 **Product Development** Meaning, Definition, Factors Contributing to New Product Development, New Product Development Process, Challenges of New Product Development, Causes of Failures of New Product
- 1.5 **Product Design** Meaning, Definition, Elements of Product Design, Product Design Process, Factors Influencing Product Design

**No. of Lectures14**

## **Unit No-2: Developing Product Strategies**

- 2.1 **Product Strategies** Introduction, Elements of a product strategy, Selection of Strategic Alternative
- 2.2 **Customer Analysis** Concept, Systematic Analysis of Customers
- 2.3 **Competitors Analysis** Concept, Steps in Analyzing Competitors

**No. of Lectures12**

## **Unit No- 3: Brand Management**

- 3.1 **Brand** Meaning, Definition, Characteristics of Successful Brands, Role of Brand, Classifications of Brands
- 3.2 **Brand Management** Meaning, Definition, Brand Management Process,
- 3.3 Brand Identity, Brand Image, Brand Knowledge, Brand Awareness, Brand Loyalty

**No. of Lectures12**

## **Unit No-4: Brand Positioning and Brand Building**

- 4.1 **Brand Positioning** Meaning, Definition, Advantages
- 4.2 **Brand Building** Meaning, Importance, Steps in Brand Building, Types of Branding Strategies

**No. of Lectures10**

## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project/Assignment/Presentation(20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

## Reference Books:

1. Product Management, Lehmann & Winer, TMGH
2. Product Management, S. A. Chunawalla, Himalaya Publishing House
3. Brand Management, Dr. S.L.Gupta Himalaya Publishing House
4. Strategic Brand Management, J N Kapferer, Kogan Page
5. Product & Brand Management, U.C. Mathur, Excel books
6. Brand Positioning Strategies for Competitive Advantage, Subrato Sen Gupta
7. Strategic Brand Management, Kevin Lane Keller, Pearson

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T. Y. BBA (Sem –V)

**Subject:** Product and Product Branding

**Course:** Product and Product Branding

**Course Code**UBBA356-C

**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
<b>CO1</b>	2	2								
<b>CO2</b>	3				2		3	1	3	
<b>CO3</b>	3	3	3							
<b>CO4</b>	2	2			3	3		2	2	3
<b>CO5</b>	2								2	
<b>CO6</b>	1			3		2		2		
<b>CO7</b>	2	3	3		3					

#### Justification for the mapping

##### **PO1: Disciplinary Knowledge**

**CO1:** This aligns with foundational knowledge of different product types and their characteristics. It involves understanding distinctions between consumer products, industrial products, services, digital products, etc.

**CO2:** Understanding the significance of product management in both consumer and industrial contexts, including functions like product planning, development, pricing, promotion, and distribution.

**CO3:** Understanding the factors influencing new product development and recognizing the challenges associated with it, such as market demand, technological advancements, competition, financial constraints, etc.

**CO4:** Ability to create and execute product strategies based on thorough analysis of customer needs, market trends, and competitor offerings. It involves formulating strategies that differentiate the product and create value for customers.

**CO5:** Involves comprehending brand management principles including the creation and maintenance of brand identity and image, as well as understanding how brands are perceived by consumers.

**CO6:** Relates to developing brand positioning strategies that differentiate the brand and resonate with target customers. It also involves implementing brand-building processes like advertising, marketing campaigns, and customer engagement initiatives.

**CO7:** The ability to evaluate different branding strategies such as individual branding, family branding, co-branding, and private labeling, and understanding how these strategies influence brand success in the market.

##### **PO2: Critical Thinking and Problem Solving**

**CO1:** Critical thinking comes into play when students need to analyze the features of different product types and discern their unique characteristics. This involves comparing and contrasting various products to understand their distinctions.



- CO3:** Critical thinking is essential here as students must assess a variety of factors contributing to new product development, such as market demand, technological feasibility, and competitive landscape. They need to critically evaluate these factors to understand their implications and anticipate potential challenges
- CO4:** Critical thinking is integral to developing effective product strategies. Students need to analyze customer needs and preferences critically, as well as assess competitor offerings thoroughly. They must then synthesize this information to formulate strategies that differentiate their product and create value for customers.
- CO7:** Need to critically evaluate different branding approaches, considering factors like brand differentiation, target audience perception, and market positioning

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

- CO3:** Identifying the factors contributing to new product development and the challenges faced in the process involves critical thinking to assess and address the various obstacles and opportunities in product innovation.
- CO7:** Analyzing the various types of branding strategies and their impact on brand success in the market necessitates a systematic research approach to evaluate the effectiveness of different branding strategies and their outcomes.

**PO4: Ethical Decision-making ability**

- CO6:** Requires ethical decision-making to ensure that the brand's image and messaging align with ethical standards and values. Both of these outcomes involve making decisions that uphold ethical principles in the realm of product management and brand development.

**PO5: Critical Attitude for Lifelong learning.**

- CO2:** Encourages students to critically assess the significance of product management and its functions, fostering a mindset of continuous learning and improvement in this area.
- CO4:** Requires students to critically evaluate market dynamics, customer needs, and competitor strategies to develop effective product strategies. This process promotes a critical attitude towards learning and adapting strategies based on analysis and feedback.
- CO7:** Analyze the various types of branding strategies and their impact on brand success in the market. Understanding and analyzing branding strategies and their impact on brand success involves a critical evaluation of market trends, consumer behavior, and competitive landscape. This analysis fosters a critical attitude towards learning and adapting branding strategies for long-term success.

**PO6: Leadership and team work skills**

- CO4:** Focuses on developing and implementing effective product strategies, which requires leadership skills to guide a team towards achieving organizational goals
- CO6:** Involves creating brand positioning strategies and implementing brand building processes effectively, which also requires leadership to drive the team towards successful brand development and teamwork to execute these strategies collaboratively

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global**

- CO2:** Analyzing the importance and functions of product management in both consumer and industrial product industries involves considering various external factors, including political, cultural, and legal issues that can impact business operations on a global scale.

**PO8: Business Management Skills**

- CO2:** Focuses on analyzing the importance and functions of product management in both consumer and industrial product industries, which is essential for effective business management.
- CO4:** Involves developing and implementing effective product strategies, considering customer and competitor analysis, which is a key aspect of business management skills.

**CO6:** Relates to creating brand positioning strategies and implementing brand building processes effectively, which are crucial skills in managing a successful business and brand.

**PO9: Social Responsibility**

**CO2:** Focuses on analyzing the importance and functions of product management in both consumer and industrial product industries, aligns with social responsibility as it involves understanding how product management decisions can impact society and the environment.

**CO4:** Involves developing and implementing effective product strategies considering customer and competitor analysis, also relates to social responsibility as it includes considerations for ethical practices, sustainability, and meeting the needs of various stakeholders.

**CO5:** Covers the concepts of brand management, brand identity, and brand image in building successful brands, is connected to social responsibility as it involves creating brands that align with ethical values, sustainability practices, and social impact considerations.

**PO10: Entrepreneurial Mindset**

**CO4:** This focuses on developing and implementing effective product strategies considering customer and competitor analysis, aligns with an entrepreneurial mindset as it involves strategic thinking and innovation to create competitive advantages in the market

**Anekant Education Society's**  
**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.**  
**[Autonomous]**  
**Department of Business Administration.**  
**CBCS-Pattern 2021-22**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA355-D**

**Paper: 3**

**Course Title: Marketing of Special Services in India**

**Total No of Lectures: 48**

**Credit: 03**

**Course Objectives:**

1. To understand the concept and objectives of services marketing.
2. To explore the reasons for the growth of the service sector and its role in the Indian economy.
3. To study the meaning, scope, nature, and characteristics of services marketing.
4. To analyze the challenges of service marketing.
5. To classify different types of services and understand their importance in the market
6. To examine the marketing strategies for banking and insurance services.
7. To explore the impact of technology on services marketing and understand emerging trends in the industry.

**Course Outcome**

- CO1:** Students will be able to explain the concept and objectives of services marketing.
- CO2:** Students will be able to analyze the reasons for the growth of the service sector and its role in the Indian economy.
- CO3:** Students will be able to identify and address challenges faced in service marketing.
- CO4:** Students will be able to classify different types of services and understand their importance in the market.

- CO5:** Students will be able to develop marketing strategies for banking and insurance services.
- CO6:** Students will be able to evaluate the impact of technology on services marketing.
- CO7:** Students will be able to recognize emerging trends in the industry and apply them to real-life scenarios.

#### **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 10*

#### **UNIT -2 Introduction to service marketing.**

- 2.1 Meaning & Scope of Services Marketing,
- 2.2 Nature and characteristics of services.
- 2.3 Classification of services.
- 2.4 Importance of services marketing.

**No. of Lectures 10**

#### **UNIT -3 Marketing of Bank Services and Insurance Services:-**

- 3.1 Introduction to banking services, Concepts and objectives,
- 3.2 Introduction to Life insurance services, Concepts and objectives,
- 3.3 Marketing of Life Insurance in India, Marketing approach of Life Insurance
- 3.4 (Study of 4P's of Marketing Mix)

**No. of Lectures 8**

#### **UNIT -4 Marketing & Technology in Services:-**

- 4.1 Emerging trends and its features
- 4.2 Marketing of Higher Education, Political Marketing, Airline Marketing, Cellular and
- 4.3 Technology in services
- 4.4 The emergence of self service
- 4.5 Automation in services
- 4.6 The emergence of self service
- 4.7 Managing the new technology adoption process

**No. of Lectures 12**

#### **Evaluation:-**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation(20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

#### **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. Mullah, 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. Rattan, Wisdom Publications, Delhi.

Choice Based Credit System Syllabus (2022Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class: T.Y.BBA (Sem–V)**

**Subject: Marketing of Special Services in India**

**Course: BBA**

**Course Code UBBA355-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	3	-	-	-	-	-	-	3	-	-
CO2	3	-	-	-	-	-	3	-	-	-
CO3	-	3	-	-	-	-	-	3	2	-
CO4	3	-	-	3	-	-	-	-	-	3
CO5	-	3	-	-	-	3	-	-	-	-
CO6	-	3	-	-	-	-	-	-	-	-
CO7	-	-	3	-	-	-	-	-	-	-

*Justification for the mapping*

**PO1: Disciplinary Knowledge:-**

**CO1:** Students will be able to explain the concept and objectives of services marketing. This Course Outcome aligns with the Program Outcome as it requires students to have a strong understanding of the concepts and objectives of services marketing in order to explain them effectively.

**CO2:** Students will be able to analyze the reasons for the growth of the service sector and its role in the

Indian economy. This Course Outcome relates to the Program Outcome as it requires students to understand the reasons for the growth of the service sector and how it impacts the economy, demonstrating their disciplinary knowledge in this area.

**CO4:** Students will be able to classify different types of services and understand their importance in the market. This Course Outcome aligns with the Program Outcome as it requires students to have a strong understanding of the different types of services and their significance in the market, demonstrating their disciplinary knowledge in this area.

### **PO2: Critical Thinking and Problem Solving**

**CO2:** Critical thinking and problem solving skills are necessary for students to analyze the reasons for the growth of the service sector and its role in the Indian economy. They need to critically examine the factors contributing to the growth of the service sector and come up with solutions to address any challenges faced in this sector.

**CO3:** Critical thinking and problem solving skills are important for students to identify and address challenges faced in service marketing. They need to critically analyze the challenges faced in service marketing and come up with innovative solutions to overcome these challenges.

**CO5:** Critical thinking and problem solving skills are essential for students to develop marketing strategies for banking and insurance services. They need to critically analyze the market trends and customer needs in the banking and insurance sector to develop effective marketing strategies.

**CO6:** Critical thinking and problem solving skills are necessary for students to evaluate the impact of technology on services marketing. They need to critically analyze how technology is changing the landscape of services marketing and come up with innovative solutions to leverage technology effectively in this sector.

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

**CO7:** Students will be able to recognize emerging trends in the industry and apply them to real-life scenarios.

- Critical thinking skills will be important in identifying and understanding emerging trends in the services marketing industry.
- Systematic research approach will help students in gathering information and data to apply these emerging trends to real-life scenarios.

**PO4: Ethical Decision-making ability**

**CO5:** Developing marketing strategies for banking and insurance services requires ethical considerations such as transparency, honesty, and fairness in client interactions.

**PO5: Critical Attitude for Lifelong learning**

**CO7:** Recognizing emerging trends in the industry and applying them to real-life scenarios necessitates a critical attitude to stay ahead of the curve. Students need to critically analyze market trends, consumer preferences, and industry developments to adapt their marketing strategies accordingly

**PO6: Leadership and team work skills**

**CO5:** Developing marketing strategies for banking and insurance services demands a critical attitude to assess market trends, consumer behavior, and competitive landscape. Students need to think critically about the best approaches to promote banking and insurance services effectively.

**PO7: political, cultural ,and legal issues impact on business organizations in a global context**

**CO2:** The growth of the service sector and its role in the Indian economy can be influenced by political, cultural, and legal issues. Government policies and regulations can impact the growth of the service sector in India. Cultural differences among the diverse population in India can affect consumer preferences for different types of services. Legal issues such as tax laws and labor regulations can also impact the operations of service businesses in the country.

**PO8 : Business Management Skills**



**CO1:** This CO focuses on understanding the concept and objectives of services marketing. Business management skills related to this CO would include the ability to effectively communicate and explain these concepts to others, as well as the ability to analyze and evaluate different marketing strategies in the service industry.

**CO3:** This CO addresses challenges faced in service marketing. Business management skills related to this CO would include problem-solving skills to identify and address these challenges, as well as the ability to think critically and creatively to develop innovative solutions.

**PO9: Social Responsibility**

**CO3:** Addressing challenges in service marketing requires companies to consider the impact of their actions on society as a whole. This includes ensuring fair treatment of customers, employees, and the community in general.

**PO10: Entrepreneurial Mindset**

**CO4:** Understanding different types of services and their importance in the market is essential for students with an entrepreneurial mindset, as they can identify opportunities for innovation and growth within specific service categories.

**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA356-D**

**Paper: 6**

**Course Title: Service Operation Processes**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course Objectives**

1. To analyse the service operation process.
2. To study the components involved in successful service operations.
3. To study the different concepts of problem management for service operations.
4. To indentify process of different service operations.
5. To identify concept of service improvement.

**B ) Course Outcome :**

**CO1:** Students will be able to identify details of even management services.

**CO2:** Students will be able to analyse the different reasons behind distrupction of services.

**CO3:** Students will be able to identify the concept of problem management and request Fulfillment.

**CO4:** Students will be able to identify the process of continuous improving quality of services.

**CO5:** Concept of Assess management will understand by students after completing the course.

**Unit 1. Event Management Services**

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

**No of Lectures 10**

**Unit 2: Incident Management**

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

**No of lectures 10**

**Unit 3: Problem Management and Request fulfillment**

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

**No of Lectures 10.**

**Unit 4 Assess Management**

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

**No of lectures. 8**

**Unit 5 Continual Service Improvement**

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

**No of lectures 10**

**Evaluation:-**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation(20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

**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 (2019Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y. BBA (Sem–VI)  
**Course:**BBA

**Subject:** Service Operation Processes  
**Course Code:** UBBA356D

**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 prospect

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: -    Internship30 Marks:**

**- Project Report 20 Marks: - Viva**

## Choice Based Credit System Syllabus (2022Pattern)

### *Mapping of Program Outcomes with Course Outcomes*

**Class:** T.Y.BBA (Sem–V)

**Subject:** Project

**Course:** BBA

**Course Code:** UBBA357

**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	1	1	1	2	-	-	-	1	-	1
CO2	2	3	-	2	2	3	-	2	-	3
CO3	-	2	2	2	-	-	3	2	2	2
CO4	-	-	-	-	-	1	-	2	-	2
CO5	-	-	-	2	3	2	-	2	-	2
CO6	2	2	2	3	2	-	-	3	1	2
CO7	2	2	2	-	-	2	-	3	-	2

Justification for the mapping

#### **PO1: Disciplinary Knowledge**

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations - This Competency Outcome focuses on the acquisition of in-depth knowledge and understanding of the specific industry in which the individual is working.

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork - This Competency Outcome emphasizes the importance of developing essential professional skills that are highly valued in the workplace.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects - This Competency Outcome focuses on gaining practical experience and evidence of work achievements that can enhance future career prospects.

**CO7:** Develop a range of skills and competencies that make them more attractive to potential employers upon graduation - This Competency Outcome highlights the importance of developing a diverse range of skills and competencies that make individuals more attractive to potential employers upon graduation. Individuals with this competency have a well-rounded skill set that aligns with the needs and expectations of employers in the industry.

#### **PO2: Critical Thinking and Problem Solving**

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations: This outcome is related to PO2 as critical thinking and problem-solving skills are essential for gaining a deeper understanding of the industry and effectively navigating its operations.

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork, which are crucial for developing valuable professional skills such as communication, problem-solving, and teamwork.

**CO3:** It help students apply theoretical concepts to real-world scenarios in the industry, enhancing their ability to solve complex problems effectively.

**CO6:** It can help students acquire practical experience and evidence of work achievements, enhancing their future career prospects and making them more competitive in the job market.

**CO7:** It focuses on developing critical thinking and problem-solving skills, which are highly valued by employers and can make students more attractive candidates for job opportunities upon graduation.

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

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations

- Critical thinking and systematic research approach help students to gain a deep understanding of the industry they are studying, allowing them to make informed decisions and contributions.

**CO3:** Improved ability to apply theoretical concepts to real-world scenarios

Employing a critical thinking and systematic research approach enables students to connect theoretical concepts to practical, real-world situations within the industry.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects Critical thinking and systematic research approach can provide students with practical experience and evidence of successful work achievements that can enhance their future career prospects.

**CO7:** Develop a range of skills and competencies that make them more attractive to potential employers upon graduation by honing their critical thinking, analytical, and research skills, students become more attractive candidates in the job market, positioning them for success in their future careers.

### **PO4: Ethical Decision-Making Ability**

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations refers to gaining a deep understanding of the industry in which the company operates, including market trends, competitors, and regulatory requirements.

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork focuses on honing essential skills that are vital for success in any professional setting, including the ability to effectively communicate, solve problems, and collaborate with others.

**CO3:** Improved ability to apply theoretical concepts to real-world scenarios involves taking theoretical knowledge gained in academic settings and applying it to practical, real-world situations within the industry, ensuring that learning is both meaningful and applicable.

**CO4:** Expanded networking opportunities and connections within the industry highlights the importance of building a strong network of contacts within the industry, which can lead to new opportunities, collaborations, and insights that can benefit both the individual and the company.

**CO5:** Increased confidence and self-assurance in professional abilities emphasizes the importance of building self-confidence in one's professional abilities, which can lead to greater success and job

satisfaction in the long run.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects focuses on gaining real-world experience and tangible evidence of achievements within the industry, which can help to enhance future career prospects and opportunities.

### **PO5: Critical Attitude for Lifelong learning**

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork, is essential for critical attitude for lifelong learning as it helps individuals adapt to new challenges and opportunities throughout their professional careers.

**CO5:** Increased confidence and self-assurance in professional abilities support critical attitude for lifelong learning as it enables individuals to take risks, try new things, and continue to learn and grow in their careers.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects is important for critical attitude for lifelong learning as it demonstrates to potential employers a commitment to ongoing growth and development in one's field

### **PO6: Leadership & Team work Skill**

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork

This competency involves enhancing essential skills required in the professional world, including effective communication, problem-solving abilities, and collaborative teamwork. These skills are crucial for achieving success in a professional setting.

**CO4:** Expanded networking opportunities and connections within the industry

This competency involves building and leveraging relationships with industry professionals to create networking opportunities. It provides access to valuable connections, resources, and potential collaborations within the industry.

**CO5:** Increased confidence and self-assurance in professional abilities

This competency focuses on boosting self-confidence and belief in one's professional abilities. It involves gaining a sense of self-assurance in one's skills, knowledge, and capabilities to succeed in the industry.

**CO7:** Develop a range of skills and competencies that make them more attractive to potential employers upon graduation.

### **PO7: Political, Cultural, and legal issues impact on business organisation in global context**

**CO3:** Improved ability to apply theoretical concepts to real-world scenarios. Understanding how political, cultural, and legal factors influence business operations allows individuals to apply theoretical concepts to real-world situations, making informed decisions and strategies that account for global complexities.

## **PO8: Business Management Skills**

### **CO1: Enhanced knowledge and understanding of the specific industry and its operations**

This outcome is related to the PO8 as business management skills provide students with a deep understanding of how businesses operate within a specific industry, allowing them to make more informed decisions and effectively lead teams.

### **CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork**

This outcome is linked to the PO8 as business management skills require individuals to effectively communicate, solve problems, and work collaboratively within a team setting in order to successfully manage and grow a business.

### **CO3: Improved ability to apply theoretical concepts to real-world scenarios**

This outcome is correlated to the PO8 as business management skills involve applying theoretical concepts such as financial analysis, marketing strategies, and organizational behavior to real-world business scenarios in order to make informed decisions and drive business success.

### **CO4: Expanded networking opportunities and connections within the industry**

This outcome is connected to the PO8 as business management skills often involve networking and building relationships with industry professionals, which can lead to new opportunities, partnerships, and insights that can benefit the growth and success of a business.

### **CO5: Increased confidence and self-assurance in professional abilities**

This outcome is related to the PO8 as gaining business management skills can boost students' confidence in their abilities to effectively lead and manage teams, make informed decisions, and drive business success, ultimately leading to enhanced professional growth and development.

### **CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects**

This outcome is correlated to the PO8 as business management skills provide students with practical experience and evidence of their work achievements, which can enhance their future career prospects by demonstrating their capabilities in managing and growing a business.

### **CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation**

This outcome is linked to the PO8 as business management skills help students develop a wide range of skills and competencies that are highly sought after by employers, making them more attractive candidates for job opportunities in the industry upon graduation.

## **PO9: Social Responsibility**

**CO3: Improved ability to apply theoretical concepts to real-world scenarios** - By participating in Social Responsibility initiatives, students can gain practical experience applying theoretical concepts to real-world issues, enhancing their ability to think critically and creatively in solving problems.

**CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects** - Involvement in Social Responsibility initiatives can provide students with hands-on experience and tangible evidence of their work achievements, which can be valuable assets when seeking future employment opportunities.

## **PO10: Entrepreneurial Mindset**

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations: Developing an entrepreneurial mindset involves gaining a deep understanding of the industry in which one operates, as well as the various processes and operations that drive success within that industry.

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork: An entrepreneurial mindset fosters the development of essential professional skills such as effective communication, problem-solving abilities, and the ability to work collaboratively in teams to drive innovation and success.

**CO3:** Improved ability to apply theoretical concepts to real-world scenarios: An entrepreneurial mindset enables individuals to apply theoretical concepts learned in the classroom to real-world situations, allowing for practical problem-solving and the ability to innovate and drive business growth.

**CO4:** Expanded networking opportunities and connections within the industry: Embracing an entrepreneurial mindset often leads to increased networking opportunities, as individuals actively seek out connections within their industry to foster collaboration, partnerships, and opportunities for growth.

**CO5:** Increased confidence and self-assurance in professional abilities: By developing an entrepreneurial mindset, individuals gain confidence in their abilities to innovate, problem-solve, and drive success within their industry, leading to increased self-assurance in their professional capabilities.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects: Embracing an entrepreneurial mindset often involves gaining practical experience and achieving tangible successes within one's industry, providing individuals with evidence of their abilities and accomplishments to enhance their future career prospects.

**CO7:** Develop a range of skills and competencies that make them more attractive to potential employers upon graduation: Individuals with an entrepreneurial mindset develop a wide range of skills and competencies that are highly valued by employers, making them more attractive candidates for potential job opportunities upon graduation.



**Anekant Education Society's**

**Tuljaram Chaturchand College of Arts,  
Science and Commerce, Baramati  
(Autonomous)**

**BACHLOR OF BUSINESS ADMINISTRATION  
DEGREE**

**TY BBA- SEM -VI**

**SYLLABUS**

**Applicable with effect from 2024-25**

Anekant Education Society,s

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

(Autonomous)

**BBA THIRD YEAR (T.Y.) 2022 PATTERN (w e f June 2024)**

**Semester -6**

Sr.No.	Paper	Course Code	Theory/Practical	Credit Structure
1	UBBA 361	Business Planning & Project Management	Theory	03
2	UBBA 362	Management Control System	Theory	03
3	UBBA 363	E- Business	Theory	03
4	UBBA 364	Business Analytics	Theory	03
5	UBBA 365 A	Global HRM	Theory	03
6	UBBA 366 A	Labour Welfare	Theory	03
7	UBBA 365 B	Indirect Tax	Practical	03
8	UBBA 366 B	E- Banking Services	Practical	03
9	UBBA 365 C	International Marketing Management	Theory	03
10	UBBA 366 C	Service Marketing	Theory	03
11	UBBA 367	Project	Practical	03

*Dupal*





# **SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A**

(w. e. from June 2024)

**Class: T.Y.B.B.A.**

**SEM -VI**

**Course Code: UBBA361**

**Paper: 1**

**Course Title: Business Planning & Project Management**

**Total No of Lectures: 48**

**Credit: 03**

## **A) Course Objectives:**

1. To understand the concept and importance of planning and forecasting in business decision-making.
2. To analyse the planning process and its components, including the advantages and limitations of planning.
3. To develop an understanding of forecasting techniques and methods, including the importance and limitations of forecasting.
4. To comprehend the concept and importance of project management, including the need for project management, project selection, and project portfolio management.
5. To understand the role of the project manager, including project chartering, partnering, and conflict resolution.
6. To learn network techniques, including PERT and CPM, and apply them to project management.
7. To evaluate projects using various techniques, including project audits and termination process

## **B) Course Outcome:**

1. **CO1:** Apply planning and forecasting principles to identify and achieve organizational goals.
2. **CO2:** Define a project, identify its need, and apply project management principles to select and manage projects.
3. **CO3:** Develop effective project coordination and budgeting strategies to ensure successful project delivery.
4. **CO4:** Analyse and apply network techniques, including PERT and CPM, to manage project schedules and resources.
5. **CO5:** Evaluate project performance and make data-driven decisions to improve project outcomes.
6. **CO6:** Develop essential skills for project management, including negotiation, partnering, and conflict resolution.
7. **CO7:** Assess project success and determine whether to continue or terminate a project based on evaluation criteria.

## **Unit 1: Planning and Forecasting**

### **Introduction to Planning:**

- 1.1 Introduction, Meaning, Definition, Characteristic, objective, nature of Planning
- 1.2 Advantages and limitations of planning
- 1.3 Steps in planning process
- 1.4 Methods of planning
- 1.5 Essentials of a good planning
- 1.6 Obstacles in planning, Planning Premises and Classification of Planning Premises

### **Introduction to Forecasting:**

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

**No. of  
Lectures 10**

## **Unit 2 Introduction to Project Management**

- 2.1 Definition of a “Project”
- 2.2 Need of project Management, The project Lifecycle.
- 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
- 3.2 Partnering
- 3.3 Chartering
- 3.4 Conflict
- 3.5 The project life cycle
- 3.6 Estimating Project Budgets
- 3.7 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 Critical Path Method- Crashing a Project,
- 4.3 The Resource Allocation Problem
- 4.4 Resource Loading, Resource Leveling
- 4.5 Constrained Resource Allocation
- 4.6 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
- 5.3 Construction and Use of the Audit Report
- 5.4 The Project Audit Life Cycle
- 5.5 Some essentials of an Audit/Evolution
- 5.6 Project Termination, when to Terminate a Project
- 5.7 The Termination Process.

**No of Lectures 10**

### EVALUATION: -

<b>Internal Evaluation</b>	<b>External Evaluation</b>
<b>Unit Test (20)</b>	<b>Fill in the blanks, One Sentence Answer (12)</b>
<b>Mini Project / Assignment / Presentation (20)</b>	<b>Short Notes (12)</b>
	<b>Short Answer Que (24)</b>
	<b>Long Answer Que (12)</b>
<b>40</b>	<b>60</b>

### Reference Books: -

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

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** TYBBA (SEM –VI)

**Subject:** Business Planning & Project Management

**Management**

**Course:** Subject: Business Planning & Project Management

**Course Code:** UBBA361

**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	1	2	3	1	1	-	1	2	-	3
CO2	3	3	2	1	2	3	2	3	3	2
CO3	3	2	2	1	3	3	2	-	2	1
CO4	3	3	3	-	2	2	2	-	2	1
CO5	3	3	3	2	2	2	1	-	3	3
CO6	2	-	2	3	3	3	1	-	2	-
CO7	3	-	2	2	3	1	3	-	3	-

#### Justification for the mapping

#### **PO1: Disciplinary Knowledge**

**CO1:** While planning and forecasting principles are essential for project management, they are not directly related to disciplinary knowledge.

**CO2:** management principles are a fundamental aspect of disciplinary knowledge, and understanding how to define and manage projects is crucial for effective project delivery.

**CO3:** Project coordination and budgeting are essential skills for project managers, and understanding how to develop effective strategies for these areas is a critical part of disciplinary knowledge.

**CO4:** Network analysis techniques, such as PERT and CPM, are a key component of disciplinary knowledge in project management. Understanding how to apply these techniques is critical for effective project scheduling and resource allocation.

**CO5:** Evaluating project performance and making data-driven decisions is a critical aspect of disciplinary knowledge in project management. It requires an understanding of how to collect and analyze data, as well as how to use that data to inform decision-making. |

**CO6:** Developing essential skills for project management, such as negotiation, partnering, and conflict resolution, is a critical aspect of disciplinary knowledge. These skills are necessary for effective project delivery and require a deep understanding of the organizational context and stakeholder needs.

**CO7:** Assessing project success and determining whether to continue or terminate a project based on evaluation criteria is a critical aspect of disciplinary knowledge in project management. It requires an understanding of how to evaluate project outcomes, identify areas for improvement, and make informed decisions about project continuation or termination.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** Critical thinking is required to identify and achieve organizational goals, but the focus is on planning and forecasting principles rather than problem-solving.

**CO1:** Critical thinking is required to define a project, identify its need, and select and manage projects effectively. This requires analyzing complex information and making informed decisions.

**CO1:** Critical thinking is required to develop effective project coordination and budgeting strategies, but the focus is on practical application rather than complex problem-solving.

**CO1:** Critical thinking is required to analyze complex project schedules and resources, and apply network techniques effectively. This requires problem-solving skills to overcome obstacles.

**CO1:** It is required to evaluate project performance, analyze data, and make informed decisions to improve project outcomes. This requires strong problem-solving skills.

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

**CO1:** Critical thinking and systematic research approach involve applying planning and forecasting principles to identify and achieve organizational goals. This is a strong match, as critical thinking is essential for sound planning and forecasting.

**CO2:** While critical thinking and systematic research approach are relevant to defining a project's need, they are not directly responsible for applying project management principles. This is a moderate match, as critical thinking can inform project management decisions.

**CO3:** Critical thinking and systematic research approach can inform effective project coordination and budgeting strategies, but do not directly develop them. This is a moderate match, as critical thinking can help identify potential issues or opportunities.

**CO4:** Critical thinking and systematic research approach are essential for analyzing and applying network techniques to manage project schedules and resources. This is a strong match, as critical thinking helps to identify the most effective approaches.

**CO5:** Critical thinking and systematic research approach are necessary for evaluating project performance and making data-driven decisions. This is a strong match, as critical thinking helps to identify the most relevant data and make informed decisions.

**CO6:** Critical thinking and systematic research approach can inform the development of essential skills for project management, such as negotiation and partnering. This is a moderate match, as critical thinking can help identify potential issues or opportunities.

**CO7:** Critical thinking and systematic research approach are necessary for assessing project success and determining whether to continue or terminate a project. This is a moderate match, as critical thinking helps to identify the most relevant evaluation criteria.

#### **PO4: Ethical Decision-making ability.**

**CO1:** Apply planning and forecasting principles to identify and achieve organizational goals. This is because effective planning and forecasting require considering ethical implications of decisions.

**CO2:** Define a project, identify its need, and apply project management principles to select and manage projects. This is because project definition and selection do not directly involve ethical decision-making.

**CO3:** Develop effective project coordination and budgeting strategies to ensure successful project delivery. This is because project coordination and budgeting do not necessarily involve ethical decision-making.

**CO5:** Evaluate project performance and make data-driven decisions to improve project outcomes. This is because evaluating project performance requires considering the ethical implications of decisions.

**CO6:** Develop essential skills for project management, including negotiation, partnering, and conflict resolution. This is because effective negotiation, partnering, and conflict resolution require ethical decision-making.

**CO7:** Assess project success and determine whether to continue or terminate a project based on evaluation criteria. This is because assessing project success requires considering the ethical implications of decisions.

#### **PO5: Critical Attitude for Lifelong learning.**

**CO2:** Define a project and apply project management principles, as it involves being open to new approaches and considering alternative solutions. This requires a critical attitude to evaluate options and choose the best approach.

**CO3:** Develop effective project coordination and budgeting strategies, as it involves applying established procedures and techniques. While critical thinking is involved, it is not as prominent as in

**CO4:** Analyze and apply network techniques, as it involves evaluating the effectiveness of different methods and considering alternative approaches. This requires a critical attitude to analyze data and make informed decisions.

**CO5:** Evaluate project performance and make data-driven decisions, as it involves questioning assumptions, seeking feedback, and being open to new ideas. This requires a critical attitude to analyze data and make informed decisions.

**CO6:** Develop essential skills for project management, as it involves developing skills such as

negotiation, partnering, and conflict resolution. This requires a critical attitude to analyze situations and adapt approaches.

**CO7:** Assess project success and determine whether to continue or terminate a project, as it involves evaluating the effectiveness of a project and making decisions based on that evaluation. This requires a critical attitude to analyze data and make informed decisions.

### **PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO1:** Planning and forecasting are influenced by political and cultural factors, but legal factors are more related to compliance rather than goal setting.

**CO2:** Project definition and need identification are influenced by political and cultural factors, while legal factors may impact project selection.

**CO3:** Stakeholder management is influenced by political and cultural factors, while legal factors impact budgeting and resource allocation.

**CO4:** Resource allocation is influenced by political and cultural factors, while legal factors impact scheduling.

**CO5:** Stakeholder expectations are influenced by political and cultural factors, while legal factors impact evaluation criteria.

**CO6:** Negotiation and partnering are influenced by political and cultural factors, while conflict resolution is impacted by legal factors.

**CO7:** Stakeholder expectations are influenced by political and cultural factors, while legal factors impact termination criteria.

### **PO8: Business Management Skills**

**CO1:** It uses planning and forecasting tools but may not have a robust forecasting system in place.

**CO2:** It has a well-established forecasting system and regularly reviews and updates its plans to achieve its goals.

### **PO9: Social Responsibility:**

**CO2:** Effective project management ensures efficient allocation of resources and prioritizes projects that align with social responsibility goals.

**CO3:** Budgeting ensures efficient allocation of resources, prioritizes spending on social responsibility initiatives.

**CO4:** Resource management ensures effective allocation of resources, tracks progress towards achieving social responsibility goals.

**CO5:** Performance monitoring tracks progress towards achieving social responsibility goals, makes data-driven decisions to improve outcomes.

**CO6:** Stakeholder engagement ensures effective communication and collaboration with stakeholders, including community organizations and NGOs.

**CO7:** Evaluation criteria ensures that projects align with company's social responsibility goals and objectives, makes data-driven decisions to continue or terminate projects.

### **PO10: Entrepreneurial Mindset**

**CO1:** Apply planning and forecasting principles to identify and achieve organizational goals is strongly aligned with an entrepreneurial mindset as it enables entrepreneurs to set goals and develop strategies to achieve them.

**CO2:** Define a project, identify its need, and apply project management principles to select and manage projects is moderately aligned with an entrepreneurial mindset as it involves taking calculated risks.

**CO3:** Develop effective project coordination and budgeting strategies to ensure successful project delivery is weakly aligned with an entrepreneurial mindset as it prioritizes coordination over innovation.

**CO4:** Analyze and apply network techniques, including PERT and CPM, to manage project schedules and resources is weakly aligned with an entrepreneurial mindset as it prioritizes complexity over simplicity.

**CO5:** Evaluate project performance and make data-driven decisions to improve project outcomes is strongly aligned with an entrepreneurial mindset as it enables entrepreneurs to make informed decisions.







## **SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A**

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

**Class: T.Y.B.B.A.**

**SEM -VI**

**Course Code: UBBA362**

**Paper: 2**

**Course Title: Management Control System**

**Total No of Lectures: 48**

**Credit: 03**

### **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**

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

**No. of Lectures 10**

## **Unit 5 Implementing MCS for small & medium size companies**

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

**No. of Lectures 10**

## EVALUATION: -

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

## 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 (2022 Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class:** TYBBA (Sem –VI)    **Subject:** Management Control System

**Course:** Management Control System        **Course Code:** UBBA-362

**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 (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM -VI**

**Course Code: UBBA363**

**Paper: 3**

**Course Title: E-Business**

**Total No of Lectures: 48**

**Credit: 03**

**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

**1.11. E-Commerce Business Models**

1.11.1 Major Business to Consumer (B2C) Business Model Portal, E-tailor

1.11.2 Major Business to Business (B2B) Business Model

1.11.3 E Distributor, E-Procurement, Exchanges

1.11.4 Business models in Emerging E-Commerce Areas - C2C, P2P, and B2G.

**Total No. of Lectures- 11**

## Unit No. 2 E-Money

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

**Total No. of Lectures- 10**

## Unit No. 3: E-Marketing

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

**Total No. of Lectures- 11**

## Unit No. 4: Consumer Oriented-Marketing strategies

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

**Total No. of Lectures- 08**

## Unit No. 5: Cyber Jurisprudence

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

**Total No. of Lectures- 08**

## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

**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 Fulfilment, 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 (2022Pattern)

### 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	-	2	-	-	-	-	-	-	3	-
CO5	-	-	-	-	2	-	2	2	-	-
CO6	-	-	-	-	-	2	-	-	-	-
CO7	-	-	-	-	-	2	-	-	-	-

#### Justification for the mapping

#### **PO1. Disciplinary knowledge: -**

**CO1:** - Electronic commerce is a fundamental concept in the field of e-commerce. Understanding this concept is essential to grasp the foundation of conducting business transactions online.

#### **PO2. Critical Thinking and Problem Solving**

**CO3:** Critical thinking plays a key role in evaluating and selecting internet marketing strategies that align with business objectives and target audiences. By critically analyzing different approaches, individuals can determine the most effective strategies for achieving marketing goals.

**CO4:** Evaluating various methods of electronic money transfer involves critical analysis of their features, advantages, and potential risks. Critical thinking is necessary to assess the suitability of different payment methods based on factors such as security, convenience, and cost-effectiveness.

#### **PO3. 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 Ability:-**

**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: Political, Cultural, and Legal issues impact on business organizations in a global context**

**CO2:** Cyber laws are influenced by political decisions and cultural perspectives on data privacy, cybersecurity, and online transactions. Understanding the legal frameworks at a global level is essential for businesses to navigate the complex landscape of cyber laws.

**CO3:** Cultural differences and legal restrictions can impact the effectiveness of internet marketing strategies in different regions. Adapting marketing tactics to align with cultural norms and legal requirements is crucial for successful global marketing campaigns.

**CO5:** Political factors such as government surveillance laws and cultural attitudes towards cybersecurity can influence the prevalence of cyber threats. Understanding these influences is key to developing effective strategies to mitigate cyber risks globally.

## **PO8: Business Management Skills**

**CO5:** Identifying cyber threats and vulnerabilities is critical for business managers to proactively protect their organizations from security breaches, safeguard sensitive data, and maintain business continuity.

## **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 (CBCS - Pattern 2022) FOR T. Y. B.B.A**

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

**Class: T.Y.B.B.A.**

**SEM -VI**

**Course Code: UBBA364**

**Course Title: Business Analytics**

**Total No of Lectures: 48**

**Credit: 03**

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

1. To Understand the key concepts of industry 4.0.
2. To study the value addition of business analytic in the operations function.
3. To Analyzing the Industrial Internet of things (IoT) and the role of Big Data Analytics.
4. To evaluating the revolution of industries form 1.0 to 4.0.
5. To study the issues pertaining to the adoption of technologies that will shape industry

### **A) Course Outcome:**

**CO1:** Students will be able to learn the concept of Big Data and related organizational changes.

**CO2:** Students will be able to learn the basic terminologies like IOT, ML, Autonomous robots etc.

**CO3:** With the help of this course students study the concept of Machine learning.

**CO5:** Students can learn the new techniques like lean production, Additive manufacturing with the help of this course.

**CO5:** Various applications of AI can be analyzed with the help of this course.

**CO6:** Students will be able to understand product development life cycle concept in new manufacturing process.

**CO7:** Students will be able to identify changing structure of manufacturing industries with the help of this course.

### **Unit 1: Data Science for Modern Manufacturing**

- 1.1 Business Analytics and Big Data Driving Organizational Change,
- 1.2 Industry 4.0, Industrial Internet, (Industrial) Internet of Things - A Platform Built for Manufacturing.
- 1.3 Big Data and Analytics – Hardware, Platforms. Technology & Global Trends,
- 1.4 The data-driven manufacturer, Issues and Challenges Data Science for Modern Manufacturing.

1.5 Blending analytic skills and domain expertise, Rethinking business processes.

1.6 Factoring in change management, Security, Data Integration.

**Total No. of Lectures- 12**

**Unit 2: Machine Learning**

2.1 Basics of Machine Learning, Natural-Language Processing,

2.2 Autonomous Robots, Augmented Reality and Simulation,

2.3 Additive Manufacturing.

**Total No. of Lectures- 12**

**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. Lectures- 12**

**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- 12**

**EVALUATION: -**

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks, One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

**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
5. Finance to Manufacturing to Healthcare (FT Press Analytics) by Matthew J. Drake

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course

**Outcomes Class:** T.Y.BBA (Sem VI)

**Subject:** Business Analytics

**Course:** Business Analytics

**Course Code:** UBBA364

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

	Program Outcomes									
Course 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.**

**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.

**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 analyzed 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 application.

**SYLLABUS (CBCS- Pattern 2021-22)FOR T.Y.B.B.A**  
**(w.e.fromJune,2024)**

**Class: T.Y. B.B.A.**

**SEM -VI**

**Course Code: UBBA365-A**

**Paper: 3**

**Course Title: Global Human Resource Management**

**Total No of Lectures: 48**

**Credit:03**

**A)Course Objectives :**

1. To Understand Global HRM Concepts:
2. To assess global HR Technology:
3. To study the difference between national and global Hr practices.
4. To study the global hr functions.
5. To study the challenges in global hr management.

**B)Course Outcomes:**

**CO1 :** At the end of the course students will be able to conceptualize the global hr concepts.

**CO2 :** Students will be able to analyse global Hr strategies.

**CO3 :** Student will be able to study global recruitment functions.

**CO4 :** Students will be able to study training and development activities in gloobalhr management.

**CO5 :** Students will be able to analyse various challenges for Global HR activities.

**CO 6 :** Students will be able to study the role of HR manager in global HRM.

**CO7 :** At the end of the course students will be able to analyse Ethics-Related Challenges for the

HR Function of the Multinational Enterprise



**Unit 1: Introduction to Global HRM :**

- 1.1 Meaning and Definition of Global HRM,
- 1.2 Features of Global HRM,
- 1.3 Objectives of Global HRM,
- 1.4 Development of Global HRM,
- 1.5 Significance of Global HRM in International Business
- 1.6 Categorization of Countries and Employees in the Concept of Global HRM
- 1.7 Difference between Global HRM and Domestic HRM

**Total No. of Lectures- 12**

**Unit 2 :Global HR Functions-I:**

- 2.1 Global Staffing,
- 2.2 The Role of Expatriates and Non-Expatriates,
- 2.3 Staffing Policy Approaches in International HRM
- 2.4 Recruiting staff for Global Assignment
- 2.5 Global Labour Market
- 2.6 Global Recruitment Function; Head-Hunters, Cross-National Advertising, E-Recruitment;
- 2.7 Selecting staff for Global Assignment
- 2.8 Criteria and Techniques,

**Total No. of Lectures- 12**

**Unit 3 :Global HR Functions-II:**

- 3.1 Meaning Definition,

- 3.2 Objectives,
- 3.3 Importance,
- 3.4 The role of Expatriate Training,
- 3.5 Key Components of Effective Pte-Departure Training,
- 3.6 Developing Staff Through International Assignments,
- 3.7 Barriers in Global Training & Development
- 3.8 Global Compensation Meaning & Definition, Objectives,
- 3.9 Key Components of Global Compensation Program,
- 3.10 Approaches to Global Compensation
- 3.11 Barriers in Global Compensation

**Total No. of Lectures- 12**

**Unit 4 :Global HRM Trends and Future Challenges:**

- 4.1 Strategic HRM in Multinational Enterprises,
- 4.2 Ethics-Related Challenges for the HR Function of the Multinational Enterprise
- 4.3 Challenges in an Uncertain World: Safety, Security etc.
- 4.4 The Evolving Role of the HRM Function in MNCs
- 4.5 Role of Technology in Global HRM
- 4.6 Knowledge Management and Global HRM

**Total No. of Lectures- 12**

EVALUATION: -

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12)
	Short Answer Que (24)
	Long Answer Que (12)
40	60

**References :**

1. "Globalizing Human Resource Management" By Paul Iles, Peter J. Dowling, and E. Kelly
2. International Human Resource Management: A Multinational Company Perspective" by ennis Briscoe, Randall Schuler, and Ibraiz Tarique
3. Global Human Resource Management: Theory and Practice by Peter J. Dowling and Marion Festing

Choice Based Credit System Syllabus (2022 Pattern)

**Mapping of Program Outcomes with Course Outcomes**

**Class:** TYBBA (Sem –VI)    **Subject:** Management Control System

**Course:** Management Control System      **Course Code:** UBBA-362

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

## **Justification for the mapping**

### **PO1: Disciplinary Knowledge**

**CO1:** A Fundamental Knowledge and Coherent Understanding. This CO directly supports foundational knowledge and understanding of global HR concepts, which is essential for any HR professional. Understanding HR concepts will enhance students' ability to communicate them effectively, though it's not the primary focus. Conceptualizing HR concepts is essential for procedural knowledge, but application skills will come from practice and experience.

**CO2:** Critical Thinking and Problem-Solving Skills. Analysis of HR strategies requires strong critical thinking and problem-solving capabilities. Analytical Reasoning Skills. High level of analytical reasoning is necessary to evaluate and assess HR strategies effectively. Analyzing HR strategies can inspire innovative approaches in HR practices, contributing to employability.

**CO3:** Fundamental Knowledge and Coherent Understanding , Understanding recruitment functions is a core area of HR knowledge. Procedural Knowledge for Skill Enhancement Recruitment processes involve procedural knowledge that is crucial for skill enhancement in HR practices.

**CO4:** A Fundamental Knowledge and Coherent Understanding This CO directly relates to fundamental HR knowledge, particularly in training and development. Procedural Knowledge for Skill Enhancement. Knowledge of training procedures will enhance skills necessary for HR management roles. Ethical and Social Responsibility Training and development principles often involve ethical considerations, especially in diverse global contexts.

**CO5:** Students will be able to analyse various challenges for global HR activities. Critical Thinking and Problem-Solving Skills .Strongly requires critical thinking and problem-solving to address and analyze challenges effectively. Analytical Reasoning Skills High analytical skills are necessary to interpret challenges faced in global HR activities.

**CO6 :** Students will be able to study the role of HR manager in global HRM. Multidisciplinary Competence Understanding the role of HR managers requires knowledge from various disciplines, making it strongly relevant. A Fundamental Knowledge and Coherent Understanding Integral to grasping the core responsibilities of an HR manager.

**CO7:** to analyse Ethics-Related Challenges for the HR Function of the Multinational Enterprise. Ethical and Social Responsibility Directly aligned as it focuses on ethics in HR within multinational contexts. Critical Thinking and Problem-Solving Skills Requires analysis and critical reasoning to understand and address ethical challenges.

### **PO2:Critical Thinking and Problem Solving.**

**CO1:** Conceptualizing global HR concepts. Strongly contributes to foundational knowledge about global HR.Moderate procedural knowledge as it includes understanding concepts.

Somewhat aids critical thinking by analyzing concepts. Involves multidisciplinary competence, relying on various HR principles.

**CO2:** Analyzing global HR strategies. Strong prerequisite understanding of HR principles. Involves procedural knowledge via the analysis of strategies. Strongly aligned with critical thinking as students evaluate strategies. Involves analytical reasoning to assess effectiveness and applicability.

**CO3:** global recruitment functions. Contributes to understanding specific HR functions. Involves strong procedural knowledge for recruitment processes. Requires moderate analytical reasoning for effective recruitment.

**CO4:** training and development activities. Contributes to knowledge but is lower as it is more practical. Strongly enhances procedural knowledge in training techniques.

**CO5:** Analyzing various challenges for global HR activities. Strongly linked to critical thinking as students must resolve challenges. Requires robust analytical reasoning to identify and evaluate challenges.

**CO6:** role of HR manager in global HRM. Moderate understanding of functional procedural knowledge. Although it requires analysis, it does not deeply engage analytical reasoning.

**CO7:** Analyzing ethics-related challenges for global HR. Strongly correlated with ethical and social responsibility. Strongly involves critical thinking to navigate ethical dilemmas.

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

**CO1 :** Conceptualizing global HR concepts requires some critical thinking to understand and apply various theories, but it may not involve deep problem-solving.

**CO2:** Analyzing HR strategies involves critical evaluation and problem-solving to assess effectiveness and adapt strategies to different contexts.

**CO3:** While studying recruitment functions requires some critical analysis, it is more about understanding processes rather than intensive problem-solving.

**CO4: Studying** training and development activities involves analysis but is often more about comprehension than direct problem-solving.

**CO5:** This involves identifying, evaluating, and proposing solutions to challenges, which strongly engages critical thinking and problem-solving skills.

**CO6:** Understanding the role of an HR manager requires critical thinking but is less focused on problem-solving compared to analyzing strategies or challenges.

**CO7:** This requires a deep analysis of ethical dilemmas, which engages both critical thinking and problem-solving skills to discern the best course of action in complex situations.

**PO4: Ethical Decision making ability.**

**CO1:** Effective communication is essential to understand and articulate global HR concepts, but the primary focus is on conceptual understanding rather than on communication.

**CO2:** Analyzing strategies requires strong communication skills for articulating findings and insights clearly.

**CO3:** Recruitment heavily relies on communication skills to attract, evaluate, and communicate effectively with potential candidates.

**CO4:** Training and development require adept communication to facilitate learning and ensure effective knowledge transfer among diverse teams.

**CO5:** Analyzing challenges requires good communication, but the emphasis is primarily on analytical skills.

**CO6:** role of an HR manager is inherently communicative as it involves interacting with diverse stakeholders and facilitating effective communication within organizations.

**CO7:** Analyzing ethical challenges requires clear communication of complex issues and diverse perspectives, making strong communication skills imperative.

**PO5: Critical Attitude for Life long learning.**

**CO1:** While conceptualizing global HR concepts requires some analytical reasoning, it primarily focuses on understanding and defining concepts rather than deeply analyzing them.

**CO2:** This outcome directly requires analytical skills as it involves evaluating and interpreting data regarding HR strategies, making it essential for developing strong analytical reasoning capabilities.

**CO3:** Analyzing recruitment functions involves some analytical reasoning, though it is more focused on understanding processes rather than engaging deeply in critical analysis.

**CO4:** Understanding training and development functions involves some analytical reasoning skills, but primarily focuses on identifying and describing processes rather than deeper analysis.

**CO5:** This CO requires a significant level of analytical reasoning as students need to critically assess various challenges, evaluate their impacts, and derive potential solutions.

**CO6:** Studying the role of HR managers requires some analytical skills but is mostly about understanding responsibilities and functions rather than engaging in extensive analysis.

**CO7:** students will be able to analyse Ethics-Related Challenges for the HR Function of the Multinational Enterprise. Analyzing ethical challenges requires a high level of analytical reasoning as it involves evaluating complex scenarios, weighing different ethical considerations, and making informed decisions based on analysis.

#### **PO6:Leadership and teamwork skills**

**CO1:** Understanding global HR concepts lays a foundational knowledge that fosters innovative thinking but may not directly develop entrepreneurial skills.

**CO2:** Analyzing strategies develops critical thinking and problem-solving skills, essential for both employability and innovation in business environments.

**CO3:** Studying recruitment functions allows students to understand hiring practices and improves employability but has a lower direct impact on innovation.

**CO4:** Training and development are key to workforce innovation and enhance employability by equipping students with essential skills for job performance.

**CO5:** Analyzing challenges encourages innovative solutions and critical thinking, which are crucial for employability in diverse workplaces.

**CO6:** Understanding the role of HR managers provides employability skills; however, it may not heavily focus on innovation or entrepreneurial aspects.

**CO7:** Ethical analysis fosters critical thinking and innovative problem-solving, essential for employability and making responsible entrepreneurial decisions.

#### **PO7:Political, Cultural ,and Legal issues impact on business organizations sina global context.**

**CO1:** This CO directly supports as it requires a multidisciplinary understanding of HR concepts, integrating knowledge from various fields.

**CO2:** Analyzing HR strategies necessitates a strong grasp of multiple disciplines, such as economics, management, and psychology.

**CO3:** Understanding recruitment functions involves knowledge of sociology, cultural studies, and HR management, which is moderately multidisciplinary.

**CO4:** This CO requires knowledge from educational psychology and HR practices, showing moderate alignment with multidisciplinary competency.

**CO5:** Analyzing challenges in global HR involves a strong integration of various disciplines, including law, culture, and organizational behavior.

**CO6:** Understanding the role of HR managers requires cross-functional knowledge but is slightly less demanding than strategic analysis functions.

**CO7:** Examining ethical challenges requires a robust multidisciplinary approach, incorporating philosophy, law, and social responsibility.

### **PO8:Business Management Skills**

**CO1:** Understanding global HR concepts provides a foundational knowledge, but it does not directly address community engagement or an ethical social responsibility aspect.

**CO2:** Analyzing global HR strategies can lead to insights on how businesses can engage with communities and incorporate values in their operations, thus directly relating to community initiatives.

**CO3:** Studying global recruitment functions can highlight recruitment strategies that address community needs, but do not intrinsically focus on value inculcation.

**CO4:** Training and development activities can embody community engagement by promoting skills and values that benefit both the organization and the community.

**CO5:** While analyzing challenges, students may consider community impacts, but it is not a primary focus of this learning outcome.

**CO6:** The role of HR manager often involves community engagement initiatives and the ethical obligations of the organization to the community.

**CO7:** students will be able to analyze ethics-related challenges for the HR function of the multinational enterprise. The analysis of ethics-related challenges directly ties into how organizations manage their impact on communities and uphold values.

### **PO9:Social Responsibility:**

**CO1:** Conceptualizing global HR concepts requires integrating traditional HR knowledge with modern practices, emphasizing the evolution of HR management.

**CO2:** Analyzing strategies involves understanding historical approaches to HR and adapting them to present-day global contexts, thus bridging traditional knowledge with modern applications.

**CO3:** While recruitment may involve traditional approaches, modern applications such as technology use and diversity are pivotal, but slightly less direct in linking with traditional knowledge.



**CO4:** Understanding training and development can incorporate traditional pedagogical methods but also leans heavily on modern techniques and theories in HRD.

**CO5:** Analyzing challenges in global HR requires a deep understanding of both traditional and contemporary practices, highlighting the application of past knowledge to solve current issues.

**CO6:** While studying the HR manager's role requires knowledge of traditional HR duties, modern roles add layers that may not directly tie back to traditional knowledge.

**CO7:** Ethics in HR is deeply rooted in traditional knowledge, and analyzing these challenges involves applying these foundations to current circumstances in multinational contexts.

**PO10: Entrepreneurial Mindset:**

**CO1:** Understanding global HR concepts is foundational, but it's more theoretical and does not directly relate to the design and development of systems.

**CO2:** Analyzing global HR strategies involves critical thinking and the application of knowledge, which is essential for designing and developing systems that implement these strategies effectively.

**CO3:** Knowledge of global recruitment functions is important but still primarily informative; application to systems design is limited without implementing those functions into a systematic approach.

**CO4:** Training and development systems are integral to HRM systems, and understanding these activities directly relates to designing effective HR systems.

**CO5:** Analyzing challenges requires a systematic approach to problem-solving, which directly relates to designing systems that can address these challenges in global HR contexts.

**CO6:** While understanding the role of HR managers is important, it doesn't directly contribute to the design or development of HR systems itself.

**CO7:** Analyzing ethics-related challenges is critical in designing ethical HR systems, ensuring that policies and procedures align with ethical standards in a global context.

**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A  
(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM V**

**Course Code: UBBA366-A**

**Paper: 3**

**Course Title: Labour Welfare**

**Total No of Lectures: 48**

**Credit: 03**

**A) 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.

**B) 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:**

- 1.1. Origin and evolution of Labour Welfare.
- 1.2. Objectives of Labour Welfare
- 1.3. Need and importance of Labour Welfare.
- 1.4. Classification of Labour Welfare.
  - 1.4.1. 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.

**No of Lectures 12**

**Unit 2: Labour Legislations in India**

2.1. Statutory Welfare Amenities – as per Factories Act, 1948, Plantation Act, 1951, Motor Act 1952, Motor Transport Act.

2.2. 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

**No of Lectures 10**

**Unit 3: Agencies of Labour welfare**

- 3.1. Agencies of Labour welfare in India (Central Govt State Govt., Employers & Trade- Unions),
- 3.2 Labour Welfare Officer: Role, Qualifications, Functions, Duties, Labour Administration in India

**No of Lectures 10**

**Unit 4: Industrial Hygiene & Occupational Health**

- 4.1. Working condition and benefits, Working conditions in the factory- safety and accident prevention, Health and hygiene,
- 4.2. Canteen organization and management, Organization of credit and consumer co-operative societies-recreational and educational activities-workers education in India,
- 4.3 Functions of Labour welfare officers India.

**No of Lectures 10**

**Unit 5: Problems of Indian labour**

- 5.1. Problems of Women Labour, Problems of Unorganized labour, Problems of Workers education .

**No of Lectures 6**

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
<b>40</b>	<b>60</b>

**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 (2022 pattern)

### Mapping of program outcomes with course outcomes

**Class:** TYBBA(Sem–VI)

**Subject:** Labour Welfare

**Course:** BBA

**Course Code:** UBBA366-A

**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 (CBCS - Pattern 2021-22) FOR T. Y. B.B.A**  
**(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM -VI**

**Course Code: UBBA 365-B**

**Paper: 6**

**Course Title: Indirect Tax**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course Objectives:**

1. To understand the structure and evolution of indirect taxes in India, leading to the introduction of GST.
2. To Study the key concepts, phases, and governance of GST, including the GST Council's role.
3. To identify various types of taxes and cess under GST and their application.
4. To demonstrate knowledge of GST registration requirements for different types of taxpayers.
5. To analyze supply under GST and calculate the value of supply for tax purposes.
6. To apply Input Tax Credit (ITC) rules, including utilization and reversal processes.
7. To understand customs duties and indirect taxation on specific commodities at central and state levels.

**A) Course Outcomes:**

**CO1:** Understand the structure and evolution of indirect taxes in India, leading to GST implementation. Students will learn about the indirect tax system, including its transformation to the Goods and Services Tax (GST).

**CO2:** Explain the key concepts, phases, and governance of GST, including the GST Council's role. Learners will gain insight into the foundational concepts of GST and the governance structure provided by the GST Council.

**CO3:** Identify and classify the types of taxes and cess under GST and their applications. Students will be able to differentiate between CGST, SGST, IGST, and cess, understanding their applicability on different goods and services.

**CO4:** Demonstrate knowledge of the registration process and requirements for various types of GST taxpayers. Learners will understand the registration thresholds, requirements, and rules for Regular, Composition, Casual, and Non-Resident taxpayers.

**CO5:** Analyze the concept of supply under GST and compute tax based on the valuation of supply. Students will evaluate the place of supply, import/export scenarios, and perform calculations to determine tax liabilities based on supply valuation.

**CO6:** Apply the rules of Input Tax Credit (ITC), including utilization, negative list, and reversal mechanisms. Learners will gain practical knowledge of how ITC works, including its limitations, reversals, and how it is utilized within the GST framework.

**CO7:** Understand customs duties and indirect taxation on specific commodities levied by the Central or State Government. Students will learn key terms related to customs law, types of customs duties, and how indirect taxes apply to specific goods under both Central and State governance.

## **UNIT TEST 1: INTRODUCTION, OVERVIEW AND EVOLUTION OF GST**

1.1 Indirect tax structure in India

1.2 Introduction to Goods and Service Tax (GST) - Key Concepts

1.3 Phases of GST, GST Council

1.4 Taxes under GST, Cess

**No. of lectures 10**

## **UNIT TEST 2: REGISTRATION UNDER GST**

2.1 Threshold for Registration

2.2 Regular Tax Payer

2.3 Composition Tax Payer

2.4 Casual Taxable Person

2.5 Non-Resident Taxable Person

2.6 Unique Identification Number

2.7 Registration Number Format

**No. of lectures 10**

### **UNIT TEST 3: SUPPLY UNDER GST AND VALUATION OF SUPPLY**

3.1 Supply

3.2 Place of Supply, Interstate Supply, Export of Service, Export of Goods, Import of Service, Import of Goods

3.3 Valuation of Supply (Numerical on valuation and calculation of tax) **No. of lectures 10**

### **UNIT TEST 4: INPUT TAX CREDIT UNDER GST & RETURNS**

4.1 Input tax credit process

4.2 Negative List for Input tax credit

4.3 Input Tax Credit Utilization and Input Tax Credit Reversal

4.4 Types of GST returns and their due dates, late filing, late fee and interest **No. of lectures 10**

### **UNIT TEST 5: CUSTOM DUTY AND INDIRECT TAXATION**

5.1 Definitions of certain terms relating to the custom act, custom tariff act, Levy and types of custom duties

5.2 Indirect taxation applicable to few commodities levied by either Central or State Government.

**No. of lectures 8**

### **EVALUATION: -**

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60



## **REFERENCES: -**

### **(I) Text Books**

1. Systematic Approach to Indirect Tax- Kumar, Sanjeev.
2. Text Book of Indirect Tax – Sinha P.K.
3. Dr. Vinod Singhania, Taxman Publication, New Delhi.
4. Girish Ahuja & Ravi Gupta, Bharat Law House, New Delhi.

### **(II) Reference Books Indirect Taxes:**

1. V. S. Datey – Taxman Publication.
2. M Vat Subramanian Snow White Publication.
3. Systematic Approach to Taxation – Dr. Girish Ahuja & Dr. Ravi Gupta.

### **(III) WEBSITES**

- Website of Excise Department, Website of Sales Tax Department.

Choice Based Credit System Syllabus (2022 Pattern)  
**Mapping of Program Outcomes with Course Outcomes**

**Class:** TYBBA (Sem –VI)

**Subject:** Indirect Tax

**Course:** Indirect Tax

**Course Code:** UBBA-365 B

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

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

### Justification for Mapping

#### **PO1: Disciplinary Knowledge**

**CO1:** By exploring the structure and evolution of indirect taxes leading to GST implementation, students will develop a comprehensive understanding of how tax systems have transformed in India, enhancing their analytical skills regarding economic policies and tax regulations.

**CO2:** The exploration of key concepts, phases, and governance under GST, particularly the role of the GST Council, equips students with critical insights into the framework and operational dynamics of GST, thereby strengthening their governance-related knowledge in taxation.

**CO3:** Identifying and classifying various taxes and cess under GST allows students to effectively differentiate between CGST, SGST, IGST, and cess. This knowledge is crucial for understanding the nuanced applications of indirect taxes, fostering their ability to engage with tax-related challenges.

**CO4:** By demonstrating knowledge of the registration process and requirements for different types of GST taxpayers, learners acquire practical insights into compliance and regulatory mechanisms. This knowledge is vital for ensuring adherence to tax laws in real-world scenarios.

**CO5:** Analyzing the concept of supply under GST and computing tax liabilities based on supply valuation develops students' quantitative skills and enhances their ability to assess tax obligations accurately, which is essential for future roles in finance and accounting.

**CO6:** Understanding and applying the rules of Input Tax Credit (ITC) fosters practical knowledge of tax efficiency strategies. This knowledge empowers students to navigate the complexities of tax credits effectively, promoting better financial decision-making.

**CO7:** Learning about customs duties and indirect taxation on specific commodities cultivates a well-rounded understanding of how various tax structures operate at different government levels. This knowledge prepares students for roles that require insights into both domestic and international tax frameworks.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** By understanding the structure and evolution of indirect taxes leading to GST, students will critically analyze historical tax frameworks and their implications, enhancing their problem-solving abilities in assessing tax policy changes.

**CO2:** Explaining the key concepts and governance of GST, including the role of the GST Council, equips learners with analytical skills to evaluate governance structures and their effectiveness in tax administration, fostering informed decision-making.

**CO5:** Applying the rules of Input Tax Credit (ITC) fosters practical problem-solving skills, as students learn to navigate the complexities of tax credit utilization and its implications for business operations.

**CO7:** Understanding customs duties and indirect taxation on specific commodities prepares students to critically assess the impact of taxation on international trade and domestic markets, equipping them to address issues related to compliance and regulation.

## **PO3: Critical Thinking and Systematic Research Approach**

**CO1:** By understanding the structure and evolution of indirect taxes in India, students will develop critical thinking skills to evaluate historical tax reforms and their implications, fostering a systematic approach to researching tax policy evolution.

**CO2:** Explaining key concepts and governance of GST, including the role of the GST Council, enhances learners' ability to critically assess the effectiveness of governance structures, promoting a thorough research methodology to evaluate policy impacts.

**CO3:** Identifying and classifying various types of taxes and cess under GST allows students to engage in systematic research to differentiate between tax categories and their applications, enhancing their analytical capabilities.

**CO4:** Demonstrating knowledge of the registration process for different types of GST taxpayers enables students to critically analyze compliance requirements and apply systematic research methods to explore regulations and best practices.

**CO5:** Analyzing the concept of supply under GST and computing tax based on supply valuation sharpens students' critical thinking abilities, encouraging them to conduct systematic research on the valuation processes and their implications for tax liabilities.

**CO6:** Applying the rules of Input Tax Credit (ITC) allows learners to critically evaluate the mechanics of tax credits, promoting a research-oriented approach to understanding the implications of ITC in various business scenarios.

**CO7:** Understanding customs duties and indirect taxation on specific commodities equips students with critical analytical skills to assess the impact of customs law, fostering a systematic research approach to explore the complexities of indirect taxation at both Central and State levels.

#### **PO4: Ethical Decision-Making Ability**

**CO3:** Identifying and classifying the various types of taxes and cess under GST encourages students to engage in ethical reasoning when applying tax classifications, ensuring that they uphold fairness and justice in tax compliance.

**CO6:** Applying the rules of Input Tax Credit (ITC) requires students to evaluate the ethical use of tax credits, promoting accountability and the responsible management of resources within the GST framework.

#### **PO5: Critical Attitude for Lifelong Learning**

**CO1:** Understanding the structure and evolution of indirect taxes in India instills in students a curiosity about tax systems, encouraging them to stay informed about ongoing reforms and developments in GST, thereby promoting a mindset of lifelong learning.

**CO2:** By explaining key concepts and governance of GST, including the role of the GST Council, learners are motivated to engage with current tax governance issues, nurturing an attitude of critical inquiry and encouraging continuous education in tax policy.

**CO3:** Identifying and classifying different types of taxes and cess under GST cultivates analytical skills that students can apply throughout their careers, fostering an ongoing commitment to learning about new tax regulations and their applications.

**CO4:** Demonstrating knowledge of the registration process for GST taxpayers encourages learners to seek further understanding of compliance requirements, promoting self-directed learning and a proactive approach to professional development.

**CO6:** Applying the rules of Input Tax Credit (ITC) inspires students to critically evaluate their learning processes and stay updated on tax credit regulations, fostering an appreciation for ongoing education and adaptability in their professional practices.

#### **PO6: Leadership and Teamwork Skills**

**CO7:** Understanding customs duties and indirect taxation on specific commodities promotes teamwork by encouraging students to collaboratively research and present on different types of customs duties, enhancing their ability to lead group projects and engage in collective analysis of regulatory implications.

#### **PO10: Entrepreneurial Mindset**

**CO1:** Understanding the structure and evolution of indirect taxes in India, including GST implementation, equips students with knowledge of the regulatory environment, encouraging them to identify opportunities for entrepreneurial ventures that leverage tax efficiencies and navigate the changing tax landscape.

**CO2:** Explaining the key concepts, phases, and governance of GST, including the GST Council's role, inspires students to think critically about the implications of GST on business operations, fostering an entrepreneurial mindset as they explore innovative strategies for compliance and business growth.

**CO3:** Identifying and classifying the types of taxes and cess under GST allows students to develop a keen understanding of the cost structures associated with different goods and services, promoting entrepreneurial thinking by encouraging them to identify niche markets and optimize pricing strategies.

**CO4:** Demonstrating knowledge of the registration process and requirements for various types of GST taxpayers helps students understand the foundational steps required to establish a business, fostering an entrepreneurial mindset by preparing them to navigate regulatory hurdles when launching their ventures.

**CO5:** Analyzing the concept of supply under GST and computing tax based on valuation promotes critical thinking and problem-solving skills, encouraging students to explore innovative solutions for tax planning and optimizing supply chains in their future entrepreneurial endeavors.

**CO6:** Applying the rules of Input Tax Credit (ITC) equips learners with practical knowledge that can be used to minimize costs in their business operations, promoting an entrepreneurial approach to financial management and resource optimization.

**CO7:** Understanding customs duties and indirect taxation on specific commodities enables students to identify import/export opportunities, fostering entrepreneurial thinking by encouraging them to explore new markets and consider the tax implications of their business strategies.

**SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A**  
**(w. e. from June, 2024)**

**Class: T.Y.B.B.A.**

**SEM -VI**

**Course Code: UBBA366-B**

**Paper: 3**

**Course Title: E-BANKING SERVICES**

**Total No of Lectures: 48**

**Credit: 03**

**A) COURSE OBJECTIVES: -**

1. To introduce the fundamentals of Customer Relationship Management (CRM) in the banking and insurance sectors.
2. To explore the role and significance of customer service in modern banking and insurance.
3. To understand CRM through call centers, E-CRM, and relationship marketing in banks.
4. To study the Ombudsman Scheme and its importance in grievance redressal.
5. To analyze retail banking services and emerging trends in online and phone banking.
6. To explore universal banking services and their technological advancements.
7. To provide insights into various types of insurance services and digital tools for customer service.

**A) COURSE OUTCOMES: -**

- CO1:** Understand CRM processes and its importance in Indian banking and insurance.
- CO2:** Gain knowledge of customer service roles and emerging trends in banks.
- CO3:** Analyze the impact of E-CRM and call centers on customer relationships.
- CO4:** Comprehend the workings of the Ombudsman Scheme for redressal in banking and insurance.
- CO5:** Evaluate retail banking services, cross-selling opportunities, and new products.
- CO6:** Understand universal banking services and the application of technology in banking.
- CO7:** Recognize the need for different types of insurance and utilize online and app-based insurance services.

## **UNIT 1: CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING AND INSURANCE SECTOR**

1.1. Customer Relationship Management in Indian Banking and Insurance sector- Introduction, objectives, Process, importance.

1.2. Customer service in banks; Emerging trends, Role of Marketing officer, Branch to door servicing, Bank marketing to urban – rural areas.

1.3. Customer Relationship Management through Call Centres in Banking sector, E- CRM in Banking and Insurance sector, Relationship marketing for creating value in business & market.

1.4. Ombudsman Scheme – Scope, types of complaints, mechanism of redressal, major provisions for Banking and Insurance policies

## **UNIT 2: RETAIL BANKING SERVICES**

2.1. Retail Banking- Introduction, Scope in India, Trends in retailing - New products like Insurance-online / Phone Banking, Call Centres, Property services, Investment advisory, Cross selling opportunities. Top ups Loans.

2.2. E banking – Electronic payment system, Types, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, SMS banking.

2.3. Opening of Demat accounts, Role of Merchant Bankers, Wealth Management, Portfolio Management services.

## **UNIT 3: UNIVERSAL BANKING SERVICES**

3.1. Universal Banking Services - Concept, Services to Government, Payment & Settlement, Merchant Banking, Mutual Fund, Depository Services, NRI Remittance.

3.2. Mobile Banking, App based Banking, Point of transaction (POS) Terminal, Unified Payment Services (UPI), kiosks, ATM's, Digital Signature, M – Wallets, Credit and Debit cards, Aadhar linking.

3.3. Online opening of bank accounts – savings & current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector

## UNIT 4: INSURANCE SERVICES AND TYPES

4.1. Introduction, emerging trends, Need and Importance, Purpose.

4.2. Types – Health, Motor, Travel, Home against loan Insurance, Electronic appliances, Cell phone Insurance, Pandemic Insurance, Cancer Insurance, Contract works Insurance, Education Insurance, Unit based plans, Micro wealth plans.

4.3 Pension and Group Schemes, Online KYC, Online policy buying and renewal, Mobile Insurance services, App based services, Collateral Insurance services, Modern payment mechanism services, online claims.

### EVALUATION: -

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks, One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

### REFERENCE BOOKS: -

1. Retail Banking. Indian Institute of Banking and Finance, Macmillan India Ltd (2010/Latest)
2. Commercial Bank Management Kanhaiya Singh and Vinay Dutta. McGraw Hill
3. Bank management and financial services. Rose, Peter, and Sylvia Hudgins The McGraw–Hill,
4. Bank management: text and cases Hempel, George H., Donald G. Simonson, and Alan B. Coleman, Taxmann Publication.
5. E-Banking in India: Challenges and Opportunities- RimpiJatana, R. K. Uppal .
6. Frontiers of E-Commerce Ravi Kalakota, Andrew B. Whinston Pearson Education
7. E-CRM – Concepts and Cases MadhaviGarikaparathi, The ICFAI University Press.



Choice Based Credit System Syllabus (2022 Pattern)  
**Mapping of Program Outcomes with Course Outcomes**

**Class:** TYBBA (Sem –VI)

**Subject:** E-Banking Services

**Course:** E-Banking Services

**Course Code:** UBBA-366 B

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

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

### Justification for Mapping

#### PO1: Disciplinary Knowledge

**CO1:** Understanding CRM processes and its importance in Indian banking and insurance provides students with foundational knowledge about customer relationship management. This knowledge is essential for comprehending how effective CRM strategies enhance customer satisfaction and loyalty in these sectors.

**CO2:** Gaining knowledge of customer service roles and emerging trends in banks equips students with an understanding of current industry practices. This insight helps them stay informed about the evolving landscape of customer service and prepares them for roles that demand adaptability in banking and insurance.

**CO3:** Analyzing the impact of E-CRM and call centers on customer relationships allows students to explore how technology reshapes customer interactions. This critical understanding of E-CRM systems is vital for effectively managing customer relationships in a digital-first environment.

**CO4:** Comprehending the workings of the Ombudsman Scheme for redressal in banking and insurance enhances students' awareness of regulatory frameworks. This knowledge is crucial for understanding how consumer rights are protected and the mechanisms available for resolving disputes.

**CO5:** Evaluating retail banking services, cross-selling opportunities, and new products helps students develop a nuanced understanding of product offerings and market dynamics. This evaluation fosters their ability to identify opportunities for business growth and customer engagement in retail banking.

**CO6:** Understanding universal banking services and the application of technology in banking broadens students' knowledge base regarding the integration of various banking services. This understanding is essential for recognizing how technology enhances operational efficiency and service delivery.

**CO7:** Recognizing the need for different types of insurance and utilizing online and app-based insurance services equips students with essential knowledge in the insurance domain. This knowledge prepares them to advise customers effectively and navigate the growing trend of digital insurance services.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** Understanding CRM processes and their importance in Indian banking and insurance encourages students to critically evaluate how these processes impact customer satisfaction and business performance. This analytical perspective enables them to identify areas for improvement within CRM strategies.

**CO2:** Gaining knowledge of customer service roles and emerging trends in banks promotes critical thinking by requiring students to assess the effectiveness of various service roles. This knowledge helps them identify best practices and anticipate future trends in customer service.

**CO5:** Evaluating retail banking services, cross-selling opportunities, and new products requires students to apply critical thinking to assess the market and consumer needs. This evaluation fosters their ability to devise innovative strategies for enhancing customer service and driving sales.

## **PO3: Critical Thinking and Systematic Research Approach**

**CO1:** Understanding CRM processes and their importance in Indian banking and insurance fosters a systematic research approach as students analyze various CRM models and their effectiveness. This critical evaluation allows them to draw informed conclusions about best practices in customer relationship management.

**CO2:** Gaining knowledge of customer service roles and emerging trends in banks encourages students to engage in critical thinking by evaluating the effectiveness of different service roles. They can systematically research the latest trends and innovations, leading to a deeper understanding of how these changes impact customer satisfaction.

**CO3:** Analyzing the impact of E-CRM and call centers on customer relationships requires students to critically assess data and case studies. This analysis promotes a systematic research approach, where they gather evidence, evaluate findings, and make informed recommendations for improving customer interactions.

**CO4:** Comprehending the workings of the Ombudsman Scheme for redressal in banking and insurance helps students critically evaluate the effectiveness of this consumer protection mechanism. This understanding encourages them to conduct systematic research on its processes and outcomes, identifying areas for improvement.

**CO6:** Understanding universal banking services and the application of technology in banking encourages students to investigate how technological advancements can improve service delivery. They learn to approach research systematically, evaluating both qualitative and quantitative data to inform their analyses.

**CO7:** Recognizing the need for different types of insurance and utilizing online and app-based insurance services encourages students to critically evaluate the effectiveness and accessibility of these services. This evaluation fosters a systematic research approach, as they investigate consumer behavior and preferences in the digital insurance landscape.

#### **PO4: Ethical Decision-Making Ability**

**CO3:** Identifying and classifying the types of taxes and cess under GST allows students to critically assess the ethical implications of tax categorization. This knowledge helps them understand the potential burden on different sectors and the importance of equitable tax practices that minimize unfair impacts.

**CO4:** Demonstrating knowledge of the registration process and requirements for various types of GST taxpayers emphasizes the ethical obligation to comply with tax regulations. Students learn to appreciate the significance of ethical behavior in ensuring fair competition and upholding the integrity of the tax system.

**CO5:** Analyzing the concept of supply under GST and computing tax based on the valuation of supply encourages students to make ethical decisions in tax reporting. They learn to identify the importance of honesty and accuracy in tax calculations, which are crucial for maintaining public trust in the taxation system.

**CO6:** Applying the rules of Input Tax Credit (ITC), including utilization and reversal mechanisms, enhances students' understanding of ethical practices in financial management. They learn to recognize the importance of ethical conduct in utilizing tax credits responsibly to prevent fraud and abuse of the system.

#### **PO5: Critical Attitude for Lifelong Learning**

**CO2:** Explaining the key concepts, phases, and governance of GST, including the GST Council's role, promotes curiosity about governance and policy-making. Students are encouraged to engage with ongoing discussions and developments in tax governance, fostering a critical attitude towards evolving taxation systems.

**CO3:** Identifying and classifying the types of taxes and cess under GST develops analytical skills that are essential for lifelong learning. Students learn to appreciate the complexity of tax structures and the need for continuous education to stay updated on tax regulations and their applications.

**CO4:** Demonstrating knowledge of the registration process and requirements for various types of GST taxpayers fosters a proactive learning attitude. Understanding these requirements motivates students to seek additional resources and training to ensure compliance and make informed decisions.

**CO5:** Analyzing the concept of supply under GST and computing tax based on the valuation of supply encourages students to approach problems critically and seek innovative solutions. This analytical mindset is crucial for adapting to changing tax laws and practices in their future careers.

**CO6:** Applying the rules of Input Tax Credit (ITC), including utilization and reversal mechanisms, reinforces the need for ongoing education in tax compliance. Students learn the significance of keeping up with regulatory changes, which fosters a commitment to continual professional development.

**CO7:** Understanding customs duties and indirect taxation on specific commodities encourages students to engage with broader economic and legal contexts. This knowledge helps them recognize the importance of lifelong learning in navigating complex issues related to customs law and taxation.

#### **PO6: Leadership and Teamwork Skills**

**CO1:** Understanding CRM processes and their importance in Indian banking and insurance cultivates teamwork skills, as students learn to collaborate in managing customer relationships. Effective CRM requires cross-functional collaboration, allowing students to appreciate the value of diverse roles in achieving common goals.

**CO7:** Recognizing the need for different types of insurance and utilizing online and app-based insurance services fosters collaboration and leadership in adapting to digital platforms. Students learn to lead initiatives

that promote customer awareness and utilization of technology, emphasizing the role of teamwork in achieving business objectives.

### **PO10: Entrepreneurial Mindset**

**CO1:** Understanding CRM processes and their importance in Indian banking and insurance encourages students to think innovatively about customer relationship management. By recognizing the value of personalized customer service, students develop an entrepreneurial approach to improving customer retention and satisfaction.

**CO2:** Gaining knowledge of customer service roles and emerging trends in banks promotes an entrepreneurial mindset by encouraging students to explore new business opportunities in customer service innovations. Staying ahead of trends fosters the ability to anticipate market changes and capitalize on them.

**CO3:** Analyzing the impact of E-CRM and call centers on customer relationships enhances students' ability to identify new technologies and tools that improve customer service. This encourages creative thinking and innovation in designing solutions that leverage E-CRM for competitive advantage.

**CO4:** Comprehending the workings of the Ombudsman Scheme for redressal in banking and insurance helps students develop problem-solving skills, essential for entrepreneurship. Understanding regulatory frameworks and customer redressal encourages proactive thinking in developing customer-centric solutions.

**CO5:** Evaluating retail banking services, cross-selling opportunities, and new products enhances students' entrepreneurial ability by identifying opportunities for new products and services. This fosters a mindset of growth, innovation, and adaptability in offering tailored solutions to customers.

**CO6:** Understanding universal banking services and the application of technology in banking nurtures an entrepreneurial mindset by promoting the exploration of technological advancements. Students are encouraged to think creatively about integrating technology to create more efficient and innovative banking solutions.

**CO7:** Recognizing the need for different types of insurance and utilizing online and app-based insurance services encourages entrepreneurial thinking by exploring new ways to deliver insurance products through digital platforms. This fosters innovation in product delivery and the identification of niche markets in the insurance sector.

# SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A

(w. e. from June 2024)

**Class: T.Y.B.B.A.**

**SEM -VI**

Course Code: UBBA365-C

Paper:5

**Course Title: International Marketing Management**

**Total No of Lectures: 48**

Credit: 03

## **A) Course Objectives:**

1. To understand the concepts and principles of international marketing, including its opportunities.
2. To analyse the differences between international marketing and domestic marketing and identify the key factors influencing international marketing decisions.
3. To develop an understanding of various international market entry modes and distribution strategies, and their implications on marketing strategy.
4. To design an international product policy that considers product adaptation, standardization, and positioning.
5. To evaluate the role of pricing in international marketing, including environmental influences, transfer pricing, and global pricing policy alternatives.
6. To plan an effective international promotional strategy, including advertising, selecting an advertising agency, and other promotional tools.
7. To develop a comprehensive international marketing plan that integrates all the above elements and evaluate its effectiveness in achieving organizational objectives.

## **B) Course Outcome:**

**CO1:** Analyse the opportunities and challenges in international marketing and identify the key factors influencing international marketing decisions.

**CO2:** Compare and contrast international marketing with domestic marketing and understand the principles of international marketing.

**CO3:** Evaluate the different international market entry and distribution strategies and select the most appropriate mode for a given situation.

**CO4:** Develop an international product policy, including product adaptation, standardization, and positioning, and analyse its implications on marketing strategy.

**CO5:** Design an international pricing strategy, considering environmental influences, transfer pricing, and global pricing policy alternatives.

**CO6: Plan** an international promotional strategy, including advertising, selecting an advertising agency, and other promotional tools.

**CO7:** Develop a comprehensive international marketing plan, incorporating the above elements, and evaluate its effectiveness in achieving organizational objectives.

## **1. Introduction to International Marketing**

1.1 Opportunities and challenges in International Marketing,

1.2 International Marketing vs. Domestic Marketing,

1.3 Principles of International Marketing,

1.4 MNCs and TNCs.

**Total No. of Lectures- 12**

## **2. International Market Entry and distribution strategy**

2.1 International market selection process

2.2 Foreign manufacturing strategies with and without Direct Investment

2.3 International Entry Modes and Market Entry Strategies of Indian firms

2.4 International distribution strategy

2.5 Factors influencing the Channel decision.

2.6 Channel Selection decision.

**Total No. of Lectures- 12**

## **3. International Product Policy and Planning**

3.1 Need for product planning, Product adaptation

3.2 Product Standardization, International product positioning

3.3 Product life cycle in International Marketing, Product, and culture

3.4 Branding in International Market, International Branding Strategy

3.5 International Packaging

3.6 International marketing Planning and control

**Total No. of Lectures- 12**

#### 4. International Pricing and Promotion decisions

4.1 Environmental influences on Pricing Decisions, Grey Market goods

4.2 Transfer pricing, Global Pricing - Policy Alternatives

4.3 International promotional decisions Global

4.4 Advertising selecting an advertising agency.

**Total No. of Lectures- 12**

#### **EVALUATION: -**

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12)
	Short Answer Que (24)
	Long Answer Que (12)
40	60

#### **REFERANCE BOOKS: -**

Sr. No.	Title of the Book	Author/s	Publication
1	International Marketing	Michael R. Czinkota & Ilkka A. Ronkainen	Cengage Learning
2	International Marketing Management	Varshney	Sultan Chand & Sons
3	International Marketing	Rakesh Mohan Joshi	Oxford University Press
4	International Marketing (Including Export Management)	Francis Cherunilam	Himalaya Publishing House
5	Global Marketing Strategy	Douglas & Craig	McGraw-Hill Education; International Ed edition
6	International Marketing (Text and Cases)	Francis Cherunilam	Himalaya Publishing House

**Mapping of Program Outcomes with Course Outcomes**

**Class:** TYBBA (SEM –VI)

**Subject:** International Marketing Management

**Course:** Subject: International Marketing Management

**Course Code:** BBA365-C

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

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

Justification for the mapping

**PO1: Disciplinary Knowledge**

**CO1:** Analyse opportunities and challenges in international marketing requires an understanding of marketing theory and global economy. A weak understanding of these concepts would result in a limited ability to analyse opportunities and challenges.

**CO2:** Compare and contrast international marketing with domestic marketing requires an understanding of international marketing principles and comparative marketing analysis. A strong understanding of these concepts would result in a thorough comparison of the two.

**CO3:** Evaluate different international market entry and distribution strategies requires an understanding of international marketing strategy and market entry and distribution strategies. A moderate understanding of these concepts would result in a decent evaluation of the strategies.

**CO4:** Develop an international product policy requires an understanding of international product policy, product adaptation, and standardization. A strong understanding of these concepts would result in a well-developed product policy.

**CO5:** Design an international pricing strategy requires an understanding of international pricing strategy, transfer pricing, and global pricing policy alternatives. A strong understanding of these concepts would result in a well-designed pricing strategy.

**CO6:** Plan an international promotional strategy requires an understanding of international promotional strategy, advertising, and promotional tools selection. A moderate understanding of these concepts would result in a decent promotional strategy.



**CO7:** Develop a comprehensive international marketing plan requires an understanding of all the above elements. A strong understanding of these concepts would result in a comprehensive international marketing plan.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** Requires critical thinking to analyse opportunities and challenges, identify key factors, and make informed decisions.

**CO2:** Requires critical thinking to compare different marketing approaches but may involve more straightforward analysis.

**CO3:** Involves complex problem-solving to evaluate multiple strategies and plan based on analysis.

**CO4:** Requires critical thinking to develop a product policy, consider multiple options, and analyse implications on marketing strategy.

**CO5:** Involves complex problem-solving to design a pricing strategy that considers various environmental factors and alternatives.

**CO6:** Requires critical thinking to plan a promotional strategy but may involve more straightforward analysis of promotional tools.

**CO7:** Requires critical thinking to develop a comprehensive marketing plan, integrate multiple elements, and evaluate its effectiveness in achieving organizational objectives.

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

**CO1:** While critical thinking is required to analyse the opportunities and challenges, it is a requirement as it involves identifying key factors influencing international marketing decisions, which can be done through systematic research.

**CO2:** Critical thinking is required to compare international marketing with domestic marketing, but it is a moderate requirement as it involves understanding principles of international marketing, which can be done through systematic research.

**CO3:** It evaluates different strategies and select the most appropriate one, as it involves analysing complex data and making informed decisions.

**CO4:** It is required to develop an international product policy, as it involves analysing data and making informed decisions about product adaptation, standardization, and positioning.

**CO5:** Critical thinking is required to design an international pricing strategy, as it involves analysing data and making informed decisions about environmental influences, transfer pricing, and global pricing policy alternatives.

**CO6:** Critical thinking is required to plan an international promotional strategy, as it involves analysing data and making informed decisions about advertising, selecting an advertising agency, and other promotional tools.

**CO7:** Critical thinking is required to develop a comprehensive plan, as it involves evaluating the effectiveness of the plan in achieving organizational objectives.

#### **PO4: Ethical Decision-making ability.**

**CO2:** This competency focuses on comparing and contrasting marketing approaches but does not explicitly involve ethical decision-making.

**CO3:** While this competency requires evaluating different strategies, it may involve some consideration of ethical implications, such as assessing the potential impact on local communities or the environment.

**CO4:** This competency requires developing a product policy, which may involve considering ethical factors such as ensuring product safety and quality.

**CO5:** This competency explicitly involves considering environmental influences, which can be a key ethical consideration in international marketing. It also requires considering transfer pricing and global pricing policy alternatives, which can have ethical implications.

**CO6:** This competency focuses on planning a promotional strategy but does not explicitly involve ethical decision-making.

**CO7:** This competency requires developing a comprehensive plan, which may involve integrating ethical considerations from other competencies. However, it does not provide explicit guidance on ethical decision-making.

#### **PO5: Critical Attitude for Lifelong learning.**

**CO1:** This objective requires students to develop a critical thinking skill to analyse opportunities and challenges, which is a key aspect of However, it may not require students to constantly question and challenge existing knowledge, as it is more focused on analysis.

**CO2:** This objective requires students to think critically and challenge existing knowledge by comparing international and domestic marketing. This type of analysis requires students to question assumptions and consider alternative perspectives.

**CO3:** Evaluate different strategies, which is a key aspect of Students must be able to question assumptions, consider alternative perspectives, and continuously evaluate the effectiveness of different strategies.

**CO4:** Skill to design an international product policy, but it may not require students to constantly question and challenge existing knowledge.

**CO5:** This objective requires students to think critically and design a pricing strategy, but it may not require students to constantly question and challenge existing knowledge.

**CO6:** Plan a promotional strategy, but it may not require students to constantly question and challenge existing knowledge.

#### **PO6: Leadership and team work skills**

**CO1:** The leader should have moderate leadership skills to guide the team in analysing the opportunities and challenges in international marketing.

**CO2:** The leader should have moderate leadership skills to facilitate the team's comparison of international marketing with domestic marketing.

**CO3:** The leader should have weak leadership skills in this area as it requires technical expertise and less teamwork.

**CO4:** The leader should have moderate leadership skills to guide the team in developing an international product policy.

**CO5:** The leader should have moderate leadership skills to facilitate the team's design of an international pricing strategy.

**CO6:** The leader should have strong leadership skills to lead the team in planning an international promotional strategy.

**CO7:** The leader should have strong leadership skills to lead the team in developing a comprehensive international marketing plan.

**PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO1:** Company A has a strong understanding of the opportunities and challenges in international marketing, having expanded its operations globally. Company B has a moderate understanding, having a presence in a few countries. Company C has limited international operations and lacks expertise in this area.

**CO2:** Companies A and B have a strong understanding of the differences between international and domestic marketing, having successfully executed international marketing strategies. Company C has a moderate understanding, having some experience with international marketing.

**CO3:** Companies A and B have a strong understanding of international market entry and distribution strategies, having successfully entered new markets. Company C has limited experience with international market entry and distribution strategies.

**CO4:** Companies A and B have a strong understanding of international product policies, having successfully adapted products for global markets. Company C has a moderate understanding, having limited experience with product adaptation.

**CO5:** Companies A and B have a strong understanding of international pricing strategies, having successfully implemented pricing policies in different markets. Company C has limited experience with international pricing strategies.

**CO6:** Companies A and B have a moderate understanding of international promotional strategies, having some experience with advertising and promotional campaigns in different markets. Company C has limited experience with international promotional strategies.

**CO7:** Companies A and B have a strong understanding of comprehensive international marketing plans, having successfully executed multi-channel marketing campaigns. Company C has a moderate understanding, having some experience with planning and executing marketing campaigns.

**PO8: Business Management Skills**

**CO2:** It requires understanding the fundamental principles of international marketing, which is a critical aspect of business management skills.

**CO3:** Evaluating various strategies, which is a critical skill in business management, but may not be directly related to international marketing.

**CO4:** Developing a comprehensive product policy, which is a critical aspect of international marketing and business management.

**CO5:** Designing a pricing strategy, which is a critical aspect of international marketing, but may not be directly related to general business management skills.

**CO6:** Planning a comprehensive promotional strategy, which is a critical aspect of international marketing and business management.

**CO7:** It is developing a comprehensive plan that incorporates all aspects of international marketing, which is a critical aspect of business management skills.

### **PO9: Social Responsibility**

**CO1:** Social responsibility in international marketing involves considering the ethical and moral implications of marketing decisions on society, culture, and the environment. Analysing opportunities and challenges in international marketing helps to identify the key factors influencing these decisions, which is essential for making responsible and sustainable marketing choices.

**CO2:** Social responsibility in international marketing requires understanding the cultural, social, and environmental differences between countries and how these differences impact marketing decisions. By comparing international marketing with domestic marketing, students can gain a deeper appreciation for the complexities of international marketing and the importance of social responsibility in these contexts.

**CO4:** By developing an international product policy that considers cultural, social, and environmental factors, students can create products that are more responsible and sustainable.

**CO6:** Social responsibility in international marketing involves considering the ethical implications of promotional strategies on society and culture. By planning an international promotional strategy that considers cultural, social, and environmental differences, students can create campaigns that are more responsible and effective.

### **PO10: Entrepreneurial Mindset**

**CO1:** This outcome aligns with the entrepreneurial mindset as it requires students to think critically about the opportunities and challenges in international marketing and make informed decisions that are influenced by various factors.

**CO2:** This outcome develops an entrepreneurial mindset by requiring students to think critically about the differences between domestic and international marketing and apply the principles of international marketing to real-world scenarios.

**CO3:** This outcome demonstrates an entrepreneurial mindset by requiring students to think critically about different market entry and distribution strategies and make informed decisions about which approach to take in a given situation.

**CO4:** This outcome requires students to think creatively about product development and positioning in different markets, demonstrating an innovative mindset.

**CO5:** Requires students to think creatively about pricing strategies in different markets, considering environmental influences and transfer pricing considerations.

**CO6:** Students to think creatively about promotional strategies in different markets, including advertising agencies and other promotional tools.

**CO7:** Think strategically about international marketing plans, incorporating elements such as product policy, pricing strategy, promotional strategy, and market entry strategy.

# **SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A**

(w. e. from June 2024)

**Class: T.Y.B.B.A.**

**SEM -VI**

Course Code: UBBA366-C

Paper:6

**Course Title: Service Marketing**

**Total No of Lectures: 48**

Credit: 03

## **A) Course Objectives:**

1. To Understand the concept and definition of services and their characteristics.
2. To Analyze the global and Indian scenario in the services sector, including its importance, structure, categories, and growth prospects.
3. To Understand the concept of services marketing mix and its elements, including value addition to service products and new services.
4. To Apply the 7 Ps (Product, Price, Place, People, Process, Physical Evidence, and Promotion) of services marketing mix to real-world scenarios.
5. To Identify the factors affecting the development of service marketing and its importance in the services sector.
6. To Develop critical thinking and problem-solving skills to address challenges in services marketing.
7. To Understand the significance of service marketing in the context of the services sector and its impact on business and society.

## **B) Course Outcome:**

**CO1:** Students will be able to define and explain the concept and characteristics of services.

**CO2:** Students will be able to analyse the global and Indian scenario in the services sector and identify its importance, structure, categories, and growth prospects.

**CO3:** Students will be able to understand the concept of services marketing mix and its elements, including value addition to service products and new services.

**CO4:** Students will be able to apply the 7 Ps (Product, Price, Place, People, Process, Physical Evidence, and Promotion) of services marketing mix to real-world scenarios.

**CO5:** Students will be able to identify the factors affecting the development of service marketing and its importance in the services sector.

**CO6:** Students will be able to develop critical thinking and problem-solving skills to address challenges in services marketing.

**CO7:** Students will be able to understand the significance of service marketing in the context of the services sector and its impact on business and society.

## **1. Introduction to Services**

- 1.1 Meaning and Definition of Services
- 1.2 Nature of Services
- 1.3 Characteristics of Services
- 1.4 Inconsistency, Intangibility, Inseparability
- 1.5 Classification of Services
- 1.6 Consumer Versus Industrial Services

**No. of Lectures- 10**

## **2. Global & Indian Scenario in Services Sector**

- 2.1 Services Marketing
- 2.2 Need for Marketing of Services Marketing
- 2.3 Factor Affecting Development of Service Marketing
- 2.4 Importance of Service Marketing
- 2.5 Service Sector
- 2.6 Importance of Service Sector
- 2.7 Structure of Service Sector
- 2.8 Categories of Service Sector
- 2.9 Reasons for Growth of the Service Sector
- 2.10 Limitation of Growth of the Service Sector
- 2.11 Global Scenario in Service Sector Services in India

**No. of Lectures- 12**

## **3. Services Marketing Mix**

- 3.1 Services Marketing Mix
- 3.2 Meaning and Definition
- 3.3 Elements of Marketing Mix
- 3.4 Value Addition to Service Product
- 3.5 New Services
- 3.6 Types of New Services

**No. of Lectures- 12**

## **4 Introduction to 7 Ps of Services Marketing Mix**

- 4.1 Product /Service Product
- 4.2 Level of Service Product
- 4.3 Service Product Mix
- 4.4 Planning Service Product
- 4.5 Pricing – Meaning and Definition
- 4.6 Pricing Objective

- 4.7 Factors Involved in Pricing Service Product
- 4.8 People- Meaning and Definition
- 4.9 Importance and Role of People in Service Marketing
- 4.10 Categories of Service personnel
- 4.11 Place - Meaning and Definition
- 4.12 Process
- 4.13 Types of Service Process
- 4.14 Characteristics of Service Process
- 4.15 Promotion - Meaning and Definition
- 4.16 Promotion- Objective, Need
- 4.17 Physical Evidence - Meaning and Definition
- 4.18 Nature, Elements and types of Service Marketing
- 4.19 Importance / Significance of Service Marketing

**No. of Lectures- 14**

**EVALUATION: -**

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks, One Sentence Answer (12) Short Notes (12) Short Answer Que (24) Long Answer Que (12)
Mini Project / Assignment / Presentation (20)	
40	
	60

**REFERENCE BOOKS: -**

1. "Services Marketing: An Introduction" by Christopher Lovelock and Jochen Wirtz
2. "Services Marketing: A Global Perspective" by Michael J. Baker and John S. Davis
3. "Service Marketing: The 7Ps of Services Marketing Mix" by Philip Kotler and Gary Armstrong
4. Permission Marketing: Turning Strangers into Friends and Friends into Customers
5. Services Marketing – Saroj Kumar



## Choice Based Credit System Syllabus (2019Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** TYBBA (SEM –VI)

**Subject:** Service Marketing

**Course:** Subject: Service Marketing

**Course Code:** BBA366-C

**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	1	2	1	2	1	1	-	-	1
CO2	3	2	3	1	2	-	2	2	-	2
CO3	2	3	2	1	2	2	2	1	-	1
CO4	2	3	-	1	2	-	3	1	2	2
CO5	2	3	2	1	2	3	1	2	-	1
CO6	1	3	2	1	2	3	1	2	2	2
CO7	2	2	1	1	2	1	2	2	1	1

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO1:** While understanding the concept of services is important, it does not require entrepreneurial thinking.

**CO2:** Analysing the global and Indian scenario in the services sector requires students to think critically about the opportunities and challenges in the sector.

**CO3:** Understanding the services marketing mix and its elements requires some creative thinking, but it is not a highly innovative task.

**CO4:** Applying the services marketing mix to real-world scenarios requires some creativity, but it is a relatively straightforward task.

**CO5:** Identifying factors affecting service marketing and its importance in the services sector requires some critical thinking, but it is not a highly innovative task.

**CO6:** Developing critical thinking and problem-solving skills to address challenges in services marketing requires some creative thinking, but it is not a highly innovative task.

**CO7:** Understanding the significance of service marketing in the context of the services sector is important, but it does not require entrepreneurial thinking.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** It requires basic knowledge of services, which does not necessitate critical thinking or problem-solving skills.

**CO2:** Requires some critical thinking to analyse the global and Indian scenario in the services sector, but the problem-solving aspect is limited.

**CO3:** Critical thinking to analyse value addition to service products and new services.

**CO4:** Strong critical thinking and problem-solving skills to apply the 7 Ps of services marketing mix to real-world scenarios.

**CO5:** Critical thinking to identify factors affecting the development of service marketing, but the problem-solving aspect is limited.

**CO6:** It requires strong critical thinking and problem-solving skills to address challenges in services marketing.

**CO7:** It requires some critical thinking to understand the significance of service marketing in the context of the services sector, but the problem-solving aspect is limited.

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

**CO1:** while students are required to apply their knowledge, it is more of a recall-based activity rather than critical thinking.

**CO2:** Analyse complex data and evaluate different scenarios, demonstrating strong critical thinking skills.

**CO3:** To apply their knowledge and think critically about the marketing mix, but it is not as complex or challenging as some of the other CO's.

**CO5:** Required to analyse complex data and evaluate the significance of service marketing, demonstrating strong critical thinking skills.

**CO6:** Students are required to develop critical thinking and problem-solving skills to address challenges in services marketing, demonstrating strong critical thinking skills.

**CO7:** Students are required to think critically about the broader implications of service marketing, demonstrating strong critical thinking skills.

## **PO4: Ethical Decision-making ability.**

**CO1:** As it does not require students to make ethical decisions about services..

**CO2:** It does not require students to analyze the global and Indian scenario in the services sector with an ethical lens.

**CO3:** It does not require students to understand the concept of services marketing mix with an ethical perspective.

**CO4:** The students are expected to apply the 7 Ps of services marketing mix to real-world scenarios, which may require some consideration of ethical issues.

**CO5:** The students are expected to identify the factors affecting the development of service marketing, which may involve consideration of ethical issues.

**CO6:** Students are expected to develop critical thinking and problem-solving skills to address challenges in services marketing, which may involve consideration of ethical issues.

**CO7:** The requires students to understand the significance of service marketing in the context of the services sector and its impact on business and society, which inherently involves consideration of ethical issues.

#### **PO5: Critical Attitude for Lifelong learning**

**CO1:** Defining and explaining the concept of services is a basic understanding that does not require critical thinking or analysis.

**CO2:** Analysing the global and Indian scenario in the services sector requires some critical thinking, but it is still a relatively straightforward analysis.

**CO3:** Understanding the concept of services marketing mix and its elements requires some critical thinking, but it is still a relatively straightforward understanding.

**CO4:** Applying the 7 Ps of services marketing mix to real-world scenarios requires critical thinking and analysis to identify the most effective strategies for a given situation.

**CO5:** Identifying the factors affecting the development of service marketing and its importance in the services sector requires critical thinking and analysis to understand the complex interactions between these factors.

**CO6:** Developing critical thinking and problem-solving skills to address challenges in services marketing requires students to analyse complex scenarios and develop creative solutions.

**CO7:** Understanding the significance of service marketing in the context of the services sector and its impact on business and society requires some critical thinking, but it is still a relatively straightforward analysis.

#### **PO6: Leadership and teamwork skills**

**CO1:** individual effort, as they involve research and analysis, which are typically done by individuals.

**CO3:** The require some level of teamwork, as students need to discuss and analyse the elements of services marketing mix, but do not necessarily require leadership skills.

**CO5:** critical thinking and problem-solving skills, which are developed through teamwork and leadership. Students need to collaborate and negotiate with each other to identify the factors affecting service marketing development.

**CO6:** strong leadership and teamwork skills, as students need to work together to develop solutions to challenges in services marketing.

**CO7:** An individual task that does not require leadership or teamwork skills.

## **PO7: Political, Cultural, and Legal issues impact on business organizations in a global context.**

**CO1:** This outcome requires students to understand the concept of services, which is influenced by political, cultural, and legal factors. The concept of services may vary across countries due to differences in cultural norms and regulatory frameworks.

**CO2:** This outcome requires students to analyze the services sector in a global context, considering the impact of political, cultural, and legal factors on its growth prospects. For example, the Indian services sector is influenced by government policies and regulations.

**CO3:** This outcome requires students to understand the concept of services marketing mix, which is influenced by political, cultural, and legal factors.

**CO4:** This outcome requires students to apply the services marketing mix framework to real-world scenarios, considering political, cultural, and legal factors.

**CO5:** This outcome requires students to identify the factors affecting service marketing development, including political, cultural, and legal factors.

**CO6:** This outcome requires students to develop critical thinking skills to address challenges in services marketing, including those related to political, cultural, and legal factors.

**CO7:** This outcome requires students to understand the significance of service marketing in the context of the services sector, including its impact on business and society.

## **PO8: Business Management Skills**

**CO2:** Analysing the global and Indian scenario in the services sector can help develop entrepreneurial mindset by understanding the opportunities and challenges.

**CO3:** Understanding the services marketing mix and its elements can help develop entrepreneurial mindset by understanding the importance of value addition and new services.

**CO4:** Applying the 7 Ps of services marketing mix to real-world scenarios can help develop entrepreneurial mindset by thinking creatively.

**CO5:** Identifying factors affecting service marketing development can help develop entrepreneurial mindset by understanding the importance of service marketing.

**CO6:** Developing critical thinking and problem-solving skills to address challenges in services marketing can help develop entrepreneurial mindset by thinking critically.

**CO7:** Understanding the significance of service marketing in the context of the services sector and its impact on business and society can help develop entrepreneurial mindset by understanding the importance of service marketing.

## **PO9: Social Responsibility**

**CO4:** Apply the 7 Ps of services marketing mix to real-world scenarios. This outcome has a moderate connection to social responsibility, as it requires students to apply marketing strategies that may have social implications.

**CO6:** Develop critical thinking and problem-solving skills to address challenges in services marketing. This outcome has a moderate connection to social responsibility, as it requires students to develop skills to address challenges that may have social implications.

**CO7:** This outcome has a strong connection to social responsibility, as it requires students to understand the impact of service marketing on society and businesses.

#### **PO10: Entrepreneurial Mindset**

**CO1:** This outcome does not directly relate to entrepreneurial mindset, as it focuses on understanding the concept of services rather than developing innovative or entrepreneurial thinking.

**CO2:** Students will be able to analyse the global and Indian scenario in the services sector and identify its importance, structure, categories, and growth prospects. This outcome requires students to analyze the services sector, which can help develop critical thinking and problem-solving skills. However, it does not specifically focus on entrepreneurial mindset.

**CO3:** Students will be able to understand the concept of services marketing mix and its elements, including value addition to service products and new services. This outcome focuses on understanding the services marketing mix, which is important for effective marketing, but does not directly develop entrepreneurial mindset.

**CO4:** Students will be able to apply the 7 Ps (Product, Price, Place, People, Process, Physical Evidence, and Promotion) of services marketing mix to real-world scenarios. This outcome requires students to apply theoretical concepts to real-world scenarios, which can help develop problem-solving skills and some entrepreneurial thinking.

**CO5:** Students will be able to identify the factors affecting the development of service marketing and its importance in the services sector. This outcome focuses on understanding the factors affecting service marketing, which is important for effective marketing, but does not directly develop entrepreneurial mindset.

**CO6:** Students will be able to develop critical thinking and problem-solving skills to address challenges in services marketing. This outcome requires students to develop critical thinking and problem-solving skills, which are important for entrepreneurial mindset.

**CO7:** Students will be able to understand the significance of service marketing in the context of the services sector and its impact on business and society. This outcome focuses on understanding the significance of service marketing, which is important for effective marketing, but does not directly develop entrepreneurial mindset.

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 prospect

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**



## Choice Based Credit System Syllabus (2022Pattern)

### *Mapping of Program Outcomes with Course Outcomes*

**Class:** T.Y.BBA (Sem–V)

**Subject:** Project

**Course:** BBA

**Course Code:** UBBA357

**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	1	1	1	2	-	-	-	1	-	1
CO2	2	3	-	2	2	3	-	2	-	3
CO3	-	2	2	2	-	-	3	2	2	2
CO4	-	-	-	-	-	1	-	2	-	2
CO5	-	-	-	2	3	2	-	2	-	2
CO6	2	2	2	3	2	-	-	3	1	2
CO7	2	2	2	-	-	2	-	3	-	2

#### Justification for the mapping

#### **PO1: Disciplinary Knowledge**

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations - This Competency Outcome focuses on the acquisition of in-depth knowledge and understanding of the specific industry in which the individual is working.

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork - This Competency Outcome emphasizes the importance of developing essential professional skills that are highly valued in the workplace.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects - This Competency Outcome focuses on gaining practical experience and evidence of work achievements that can enhance future career prospects.

**CO7:** Develop a range of skills and competencies that make them more attractive to potential employers upon graduation - This Competency Outcome highlights the importance of developing a diverse range of skills and competencies that make individuals more attractive to potential employers upon graduation. Individuals with this competency have a well-rounded skill set that aligns with the needs and expectations of employers in the industry.

#### **PO2: Critical Thinking and Problem Solving**

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations: This outcome is related to PO2 as critical thinking and problem-solving skills are essential for gaining a deeper understanding of the industry and effectively navigating its operations.

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork, which are crucial for developing valuable professional skills such as communication, problem-solving, and teamwork.

**CO3:** It help students apply theoretical concepts to real-world scenarios in the industry, enhancing their ability to solve complex problems effectively.

**CO6:** It can help students acquire practical experience and evidence of work achievements, enhancing their future career prospects and making them more competitive in the job market.

**CO7:** It focuses on developing critical thinking and problem-solving skills, which are highly valued by employers and can make students more attractive candidates for job opportunities upon graduation.

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

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations

- Critical thinking and systematic research approach help students to gain a deep understanding of the industry they are studying, allowing them to make informed decisions and contributions.

**CO3:** Improved ability to apply theoretical concepts to real-world scenarios

Employing a critical thinking and systematic research approach enables students to connect theoretical concepts to practical, real-world situations within the industry.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects Critical thinking and systematic research approach can provide students with practical experience and evidence of successful work achievements that can enhance their future career prospects.

**CO7:** Develop a range of skills and competencies that make them more attractive to potential employers upon graduation by honing their critical thinking, analytical, and research skills, students become more attractive candidates in the job market, positioning them for success in their future careers.

### **PO4: Ethical Decision-Making Ability**

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations refers to gaining a deep understanding of the industry in which the company operates, including market trends, competitors, and regulatory requirements.

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork focuses on honing essential skills that are vital for success in any professional setting, including the ability to effectively communicate, solve problems, and collaborate with others.

**CO3:** Improved ability to apply theoretical concepts to real-world scenarios involves taking theoretical knowledge gained in academic settings and applying it to practical, real-world situations within the industry, ensuring that learning is both meaningful and applicable.

**CO4:** Expanded networking opportunities and connections within the industry highlights the importance of building a strong network of contacts within the industry, which can lead to new opportunities, collaborations, and insights that can benefit both the individual and the company.

**CO5:** Increased confidence and self-assurance in professional abilities emphasizes the importance of building self-confidence in one's professional abilities, which can lead to greater success and job satisfaction in the long run.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects focuses on gaining real-world experience and tangible evidence of achievements within the industry, which can help to enhance future career prospects and opportunities.

### **PO5: Critical Attitude for Lifelong learning**

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork, is essential for critical attitude for lifelong learning as it helps individuals adapt to new challenges and opportunities throughout their professional careers.

**CO5:** Increased confidence and self-assurance in professional abilities support critical attitude for lifelong learning as it enables individuals to take risks, try new things, and continue to learn and grow in their careers.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects is important for critical attitude for lifelong learning as it demonstrates to potential employers a commitment to ongoing growth and development in one's field

### **PO6: Leadership & Team work Skill**

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork

This competency involves enhancing essential skills required in the professional world, including effective communication, problem-solving abilities, and collaborative teamwork. These skills are crucial for achieving success in a professional setting.

**CO4:** Expanded networking opportunities and connections within the industry

This competency involves building and leveraging relationships with industry professionals to create networking opportunities. It provides access to valuable connections, resources, and potential collaborations within the industry.

**CO5:** Increased confidence and self-assurance in professional abilities

This competency focuses on boosting self-confidence and belief in one's professional abilities. It involves gaining a sense of self-assurance in one's skills, knowledge, and capabilities to succeed in the industry.

**CO7:** Develop a range of skills and competencies that make them more attractive to potential employers upon graduation.

### **PO7: Political, Cultural, and legal issues impact on business organisation in global context**

**CO3:** Improved ability to apply theoretical concepts to real-world scenarios. Understanding how political, cultural, and legal factors influence business operations allows individuals to apply theoretical concepts to real-world situations, making informed decisions and strategies that account for global complexities.

## **PO8: Business Management Skills**

### **CO1:** Enhanced knowledge and understanding of the specific industry and its operations

This outcome is related to the PO8 as business management skills provide students with a deep understanding of how businesses operate within a specific industry, allowing them to make more informed decisions and effectively lead teams.

### **CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork

This outcome is linked to the PO8 as business management skills require individuals to effectively communicate, solve problems, and work collaboratively within a team setting in order to successfully manage and grow a business.

### **CO3:** Improved ability to apply theoretical concepts to real-world scenarios

This outcome is correlated to the PO8 as business management skills involve applying theoretical concepts such as financial analysis, marketing strategies, and organizational behavior to real-world business scenarios in order to make informed decisions and drive business success.

### **CO4:** Expanded networking opportunities and connections within the industry

This outcome is connected to the PO8 as business management skills often involve networking and building relationships with industry professionals, which can lead to new opportunities, partnerships, and insights that can benefit the growth and success of a business.

### **CO5:** Increased confidence and self-assurance in professional abilities

This outcome is related to the PO8 as gaining business management skills can boost students' confidence in their abilities to effectively lead and manage teams, make informed decisions, and drive business success, ultimately leading to enhanced professional growth and development.

### **CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects

This outcome is correlated to the PO8 as business management skills provide students with practical experience and evidence of their work achievements, which can enhance their future career prospects by demonstrating their capabilities in managing and growing a business.

### **CO7:** Develop a range of skills and competencies that make them more attractive to potential employers upon graduation

This outcome is linked to the PO8 as business management skills help students develop a wide range of skills and competencies that are highly sought after by employers, making them more attractive candidates for job opportunities in the industry upon graduation.

## **PO9: Social Responsibility**

**CO3:** Improved ability to apply theoretical concepts to real-world scenarios - By participating in Social Responsibility initiatives, students can gain practical experience applying theoretical concepts to real-world issues, enhancing their ability to think critically and creatively in solving problems.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects - Involvement in Social Responsibility initiatives can provide students with hands-on experience and tangible evidence of their work achievements, which can be valuable assets when seeking future employment opportunities.

## **PO10: Entrepreneurial Mindset**

**CO1:** Enhanced knowledge and understanding of the specific industry and its operations: Developing an entrepreneurial mindset involves gaining a deep understanding of the industry in which one operates, as well as the various processes and operations that drive success within that industry.

**CO2:** Development of valuable professional skills, such as communication, problem-solving, and teamwork: An entrepreneurial mindset fosters the development of essential professional skills such as effective communication, problem-solving abilities, and the ability to work collaboratively in teams to drive innovation and success.

**CO3:** Improved ability to apply theoretical concepts to real-world scenarios: An entrepreneurial mindset enables individuals to apply theoretical concepts learned in the classroom to real-world situations, allowing for practical problem-solving and the ability to innovate and drive business growth.

**CO4:** Expanded networking opportunities and connections within the industry: Embracing an entrepreneurial mindset often leads to increased networking opportunities, as individuals actively seek out connections within their industry to foster collaboration, partnerships, and opportunities for growth.

**CO5:** Increased confidence and self-assurance in professional abilities: By developing an entrepreneurial mindset, individuals gain confidence in their abilities to innovate, problem-solve, and drive success within their industry, leading to increased self-assurance in their professional capabilities.

**CO6:** Acquisition of practical experience and evidence of work achievements to enhance future career prospects: Embracing an entrepreneurial mindset often involves gaining practical experience and achieving tangible successes within one's industry, providing individuals with evidence of their abilities and accomplishments to enhance their future career prospects.

**CO7:** Develop a range of skills and competencies that make them more attractive to potential employers upon graduation: Individuals with an entrepreneurial mindset develop a wide range of skills and competencies that are highly valued by employers, making them more attractive candidates for potential job opportunities upon graduation.