

Semester V

Programme:BBACBCS –RevisedSyllabusw.e.f.–2022-2023			
Semester	Course Code	Course Title	
V	501	StrategicManagement	
Type	Credits	Evaluation	Marks
DSC	3	IE:UE	40:60
CourseObjectives:			
• Tounderstandorganizationsandtheir environments. • To know, to assess and to apply knowledge of structures/frameworks in Functional domains of management. • To evaluate and to apply strategic possibilities, probabilities, assumptions, presumptions, possibilities and limitations of theories, tools, techniques, methods, and processes. • Tothinkstrategically,tounderstand,tocomprehend,toanalyse,toevaluateandtoapply the business acumen, devise strategies theoretically and practically after deliberations within the framework of existing theories, paradigms, techniques and tools, thereby critically correlating them; with a main focus on the context of Global space through cases, presentations, discussions. • ToassessData gatheredforeffectivedecisionmaking. • ToKnow,toUnderstand,toEvaluatetheAnalyticaltoolsofstrategic management			
CourseOutcomes:(CO)			

CO1: To Understand, assess and to apply presumptions, assumptions, probabilities, theories, tools, and techniques of strategy in Global context.

CO2: To evaluate strategic implications of organizations and their environments, and application of knowledge of structures/frameworks and to apply the same in Functional domains of management.

CO3: To understand the strategic requirements and correlation between business plans with strategic plans.

CO4: To understand and to evaluate different alternative strategies for effective decision making.

CO5: To demonstrate necessary skill set and to apply various Strategies at Corporate, Business, Functional and Operational levels.

Unit	Subunits	Sessions	CO No	Teaching Methodology	Cognition	Evaluation Tools
1	Introduction to Strategic Management: Concept, Nature, Importance of Strategic Management, Strategic Intent – vision, mission, objectives, and goals. Process of Strategic Management,	8	CO1	Classroom Lecture	Knowing, understanding, and evaluating	CES-1 Class Test
2	Environments Analysis-SWOT, Concept of PESTLE Analysis, Micro and Macro Analysis, Michele Porters- Five forces model.	8	CO2	Classroom Lecture	Understanding	

3	StrategyFormulation– Strategic Analysis and Choice in Business Strategic alternatives, Types of strategic alternatives: Growth, Stability,Retrenchment, Combination EvaluatingandchoosingB usinessstrategiesBCGma trix, GE 9 cell matrix	11	CO4	Classroom Lectureand Online test	Knowing, Assessing,and applying	CES-1 ClassTest
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4	Types of Strategies – Introduction to Corporate Strategies, Business Strategies, Functional Level Strategies	8	CO3	Classroom Lecture and Online test	Evaluating and applying	Presentation
5	Strategy Implementation and Evaluation- 7-S Framework, Concept of Strategic and operational control. Process of Strategic and operational control	10	CO5	Classroom Lecture	Understanding, Demonstrating, and applying	Presentation

Reference books:

Sr.No.	Name of the Author	Title of the Book	Year Edition	Publisher Company
1	Azhar Kazmi & Adela Kazmi	Strategic Management	2018 4 th Edition	Rediff Books
2	Frank T. Rotharmel	Strategic Management	3 rd	Tata McGraw Hill
3	Thomas L. Wheelen, J. David Hunger	Strategic Management and Business	2013 13 th	Pearson Education/Prentice Hall
Online Resources	Website address			
1	https://www.coursera.org/courses?query=strategic%20managementBestStrategicManagementCourses&Certifications[2023] CourseraOnlineLearning			
2	https://pll.harvard.edu/subject/strategic-management			
3	https://open.umn.edu/opentextbooks/textbooks/73			
4	https://onlinelibrary.wiley.com/journal/10970266			
5	https://www.investopedia.com/terms/s/strategic-management.asp			
MOOCS	Website address			

1	https://swayam.gov.in/
2	https://www.edx.org/learn/business-administration?hs_analytics_source=referrals&utm_source=mooc.org&utm_medium=referral&utm_campaign=mooc.org-topics
3	https://swayam.gov.in/nc_details/IIMB

Programmed:BBACBCS– Revised Syllabusw.e.f. – Year2022– 2023						
Semester	CourseCode	Course Title				
V	502	IntroductiontoOperations Research				
PreparedBy		Dr.VishalDeshmukh_YMIM				
Type	Credits	Evaluation	Marks			
DSC	3	IE:UE	40:60			
CourseObjectives:						
• Tounderstandthedifferentbasicconcepts/fundamentalsofOperationsResearch • TounderstandtheimportanceofOperationsResearchTools whichincludesLinear • ProgrammingProblems,AssignmentProblems,TransportationProblems,andtheir implication on Business performance • Tounderstandthetechniquesoffindingtheoptimumsolution.□Tounderstandthe Simulation Technique						
CourseOutcomes(CO)						
CO1:Todevelop the numerical abilityto find theOptimum Solution						
CO2:TohaveaclearunderstandingofvariousOperationsResearchtechniquesandtheir applications in Business.						
CO3: To analyze the importance of Operations Research Techniques in solving real-world problems.						
CO4:ToapplytheOperationsResearchModelsformaximizingprofitandminimizingthe costin the business.						
Unit	Subunits	Sessions	CO No	Teaching Methodology	Cognition	Evaluation Tools
1	Introduction to Operations Research: Introduction, Historical Background, Meaning,Significance,Scope and Limitations of O.R. ApplicationsofO.R.in BusinessandManagement.	5	CO1 CO2	Lecturewith PPT,White board	Understand	Quiz, Assignment Questions, Class Test
2	Linear Programming Problem (L.P.P.): Definition and Components of LPP, FormulationofLPP,Solution ofLPPbyGraphicalMethod, Examples of Formulation of LPP, Examples of maximization and minimization, Mixed constraints examples	11	CO1 CO2 CO3	Lecturewith PPT,White board	Understand Apply Analyze	Quiz, Assignment Questions, Class Test

3	Transportation problems (T.P.): Introduction and Formulation of TP, Initial Basic Feasible Solution (I.B.F.S.) by North West Corner Rule (NWCR), Least Cost Method (LCM), Vogel's Approximation Method (VAM), Checking Optimality by Modified Distribution Method (MODI Method), Degeneracy in TP, Special cases in TP: maximization, unbalanced TP, Working examples	12	CO1 CO2	Lecture with PPT, White board	Understand Apply	Quiz, Assignment Questions, Class Test
4	Assignment Problems (A.P.): Meaning, Definition of A.P., Hungarian Method of solving A.P., Assignment Problem for Maximization, minimization. Unbalanced A.P. Working examples	11	CO3 CO4	Lecture with PPT, White board	Analyze Analysis & Evaluation	Quiz, Assignment Questions, Class Test
5	Simulation: Introduction to simulation, Types of simulation, steps of simulation process, Monte Carlo technique, Simple Working examples. Network Analysis- Network Analysis: Rules of Network Construction, PERT, difference between PERT & CPM.	6	CO1 CO2 CO3 CO4	Lecture with PPT, White board	Understand Apply Analyze Evaluate	Quiz, Assignment Questions, Class Test

Reference Books:

Sr.No.	Nameofthe Author	TitleoftheBook	Yearof Edition	Publisher
01	SharmaJ.K.:	Operations Research – Theoryandapplications		MacmillanPublication
02	R.Panneerselvam	OperationsResearch		Prentice-HallofIndia Pvt. Ltd. NewDelhi

03	Hillierand Lieberman	Introduction to OperationsResearch		TataMcGraw HillPublishingCompany Ltd. NewDelhi
04	C.R. Kothari	Introduction to OperationsResearch		VikasPublishing House

Online Resources:

OnlineResourceNo.	Website address
1	www.springer.com
2	www.pearson..com
3	www.optimization-online.org

MOOCs:

Resource No.	Websiteaddress
1	https://www.mooc.org
2	www.coursera.org
3	www.udemy.com
4	www.syayam.gov.in

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2022–2023			
Semester	Course Code	Course Title	
V	503	ENVIRONMENTALSTUDIES	
PreparedBy		Ms. NiloferAmin	
TypeofCourse	Credits	Evaluation	Marks
VBC	4	IE:UE	40:60
CourseObjectives:			
- ToUnderstandthenature andfunctionofthenaturalenvironment - To cater students from diverse disciplinary backgrounds and to sensitize them aboutthecommitmentofournationtowardsachieving sustainable development goals and addressing global environmental challenges.			
CourseOutcomes(CO)			
Aftercompletingthecoursethestudentsshallbeableto CO1: Understand the importance of Environment in the life of living things. CO2:Applytheawarenessknowledgeintakingeco-friendlydecisionsinsociety. CO3: Judge what is right and wrong for the environment in day to daylife. CO4:Analyzetheimpactofdifferenthumanactivitiesonenvironmentandits effect. CO5:Understandtheneedandwayofsustainabledevelopmentandwillpassthe knowledge to the next generation.			

Unit	Contents	Sessions (Hrs.)	Cos Number	Teaching Methodology	Cognition Level	Evaluation Tools
Humans and the Environment	The man-environment interaction Environmental Ethics and emergence of environmentalism	4	CO1	Class Teaching	Understanding	Class Test
Natural Resources and Sustainable Development	Overview of natural resources, Biotic resources, Water resources, Soil and mineral resources, Energy resources	6	CO4, CO5	Class Teaching	Understanding	Class Test
Environmental Issues: Local, Regional and Global	Environmental issues and scales, Pollution, Land use and Land cover change, Global change	6	CO3	Class Teaching	Understanding	Class Test
Conservation of Biodiversity and Ecosystems	Biodiversity and its distribution, Ecosystems and ecosystem services, Threats to biodiversity and ecosystems, Major conservation policies	6	CO2	Class Teaching	Understanding	Class Test
Environmental Pollution and Health	Understanding pollution: Air pollution, Water pollution, Soil pollution and solid waste, Noise pollution, Thermal and Radioactive pollution	6	CO3, CO4	Class Teaching	Understanding	Class Test
Climate Change: Impacts, Adaptation and Mitigation	Understanding climate change, Impacts, vulnerability and adaptation to climate change, Mitigation of climate change	6	CO1, CO3, CO4	Class Teaching	Understanding	Class Test

Environmental Management	Introduction to environmental laws and regulation, Environmental management system Concept of Circular Economy, Life cycle analysis; Cost-benefit analysis, Environmental audit and impact assessment	6	CO2, CO5	Class Teaching	Analyse	Quiz and Case Study
Environmental Treaties and Legislation	An overview of instruments of international cooperation Major International Environmental Agreements Major Indian Environmental Legislations: Major International organisations and initiatives	6	CO1, CO3, CO5	Class Teaching	Analyse	Quiz and Case Study
Case Studies and Field Work	Discussion on one national and one international case study related to the environment and sustainable development. Field visits to identify local/regional environmental issue Participation in plantation drive and nature camps Documentation of campus biodiversity. Campus environmental management activities	30	CO3, CO4, CO5	Field Work and Project	Apply	Project

Assessment patterns as below (Total marks=100)

30IE-seminar/assignment/class test/project

10IE- Attendance

40UE-MCQ based university exam 20UE

- field work/Case studies

Reference Books:

Sr.No.	Name of the Author	Title of the Book	Publisher
1	Bharucha Erach	The Biodiversity of India	Mapin Publishing Pvt. Ltd.
2	Agrawal K.C	Environmental Biology	Nidhi Publishers Ltd (2001)
3	Jadhav Hand Bhosale V.M.	Environmental Protection and Laws	Himalaya Publishing House.
4	Miller T.G. Jr.	Environmental Science	Wadsworth Publishing Co.
5	Jackson, A.R., & Jackson, J. M. (2000).	Environmental Science: The Natural Environment and Human Impact.	Pearson Education
6	William P. Cunningham and Mary A	Cunningham Environmental Science: A global concern,	Mc-Graw Hill, USA

MOOCs:

Resource No.	Website Address
1	NPTEL
2	Swayam
3	edx.com
4	coursera.com

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023			
Semester	Course Code	Course Title	
V	506	INTERNSHIP-I	
PreparedBy		Dr.YashwantKumar_BVIMR&Dr.Pralhad Mudalkar_IMK	
Typeof Course	Credits	Evaluation	Marks
AEC	4	IA	100
CourseObjectives:			
- Assist the student's development of employer-valued skills such as teamwork, communications and attention to detail. - Expose the student to the environment and expectations of performance in private/public companies or government entities. - Enhance and/or expand the student's knowledge of a particular area(s). - Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviours expected in the intern's workplace.			
CourseOutcomes:			
CO1: Gain practical understanding of organizational dynamics, applying business concepts to real world scenarios, and effectively contributing to team projects. CO2: Develop professional skills in communication, time management, and teamwork through interactions with colleagues, supervisors, and clients during the internship. CO3: Acquire industry insights and trends, demonstrating critical thinking and problem-solving abilities in analysing business challenges and proposing strategic solutions within the context of the host organization.			
Details:			
At the end of Semester IV, all students shall be required to start with the Internship–I based on his First electives opted by the students. Prepare a project in any one of the functional areas of business i.e. Marketing Management Human Resource Management Financial Management. International Business Management Production and Operations Management			

Information technology Management

Agri-Business Management

Business Analytics Management

Event Management

Hospitality Management

Project Management

The Summer Internship should be conducted in an organization under the guidance of a faculty member. The duration will be for 60 days. The report is to be prepared and submitted to the institute during the semester V.

GUIDELINES FOR INTERNSHIP FILE

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal classroom situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (Internship File). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

General chapterization of the report shall be as under;

1) Introduction

2) Theoretical Background

3) Company Profile

4) Research Methodology (Objectives of the study, Scope and Limitations of the study, Sample

Design)

5) Data Analysis & Interpretation

6) Findings & Suggestions

7) Conclusion

References

Annexure

TECHNICAL DETAILS

1. The report shall be printed on A-4 size white bond paper.
2. 12pt. Times New Roman font shall be used with 1.5 line spacing for typing the report.
3. 1" margin shall be left from all the sides.
4. Considering the environmental issues, students are encouraged to print on both sides of the paper.
5. The report shall be hard bound as per the standard format of the cover page given by the Institute and shall be golden embossed.
6. The report should include a Certificate (on company's letterhead) from the company duly signed by the competent authority with the stamp.
7. The report shall be signed by the respective guide(s) & the Director of the Institute 10 (Ten) days before the viva-voce examinations.
8. Student should prepare two hard bound copies of the Summer Internship Project Report and submit one copy in the institute. The other copy of the report is to be kept by the student for their record and future references.
9. In addition to this, students should prepare two soft copies of their SIP reports & submit one each in

Training & Placement Department of the Institute &

Library. The Internship I shall be assessed out 100 Marks.

- The examiners' panel shall be decided as per the guidelines received from the University.

- The viva-voce shall evaluate the project based on

1. Actual work done by the student in the organization
- ii. Student's knowledge about the company & Business Environment
- iii. Learning outcomes for the student
- iv. Utility of the study to the organization

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2022–2023			
Semester	Course Code	Course Title	
V	507	MediaLiteracy	
TypeofCourse	Credits	Evaluation	Marks
AEC	1	IA	100
CourseObjectives:			
- Engageincritical thinkingregardingthemedias'rolein promotinghumanrights. - Recognizeethicalchallengesencounteredbyjournalists,filmmakers,andothermedia professionals. - Comprehendthehistorical andcontemporaryaspects ofhuman rights. - Utilizeanalytical toolstoscrutinizerelevantcasestudiesandglobaltrends. - Evaluatetherelationship betweenhumanrightsand mediaproduction.			
CourseOutcomes:(CO)			
Aftercompletingthe coursethestudents shallbeableto CO1:Evaluateandcriticallyassessvariousmediaproductstailoredforspecificaudiences. CO2: Cultivate critical media literacy and skills for analyzing media content. CO3:Criticallyevaluateand enhancetheirownwritten works. CO4:Acquirean understandingofideologywithinthe context of our media system. CO5:Developresponsibleonlinebehaviorand skillsinnavigatingthedigital environment.			

Unit	SubUnit	Sessio ns	CO Numb er	Teaching Methodology	Cognition Level	Evaluation Tools
1	IntroductiontoMedia Literacy: Understanding Media Literacy Exploring the concept of media literacy Identifyingkeysillsand concepts related to media literacy MediaLiteracySkillsand Key Concepts: Developingessential skills formedialiteracy	6	CO1, CO2, CO4	As per the Discretionof the Subject teacher	Understand	Asperthe Discretion of the Subject teacher

	Grasping key concepts integral to media literacy Conditions for Media Learning: Analysing the factors conducive to effective media learning, creating an environment that fosters media literacy Deconstructing Media and Literacy Expectations: Breaking down media content to understand its components Exploring expectations related to literacy in the context of media					
2	Unit 2-Media and the Social World The Media Triangle: Understanding the interconnected relationships among media, audience, and content, Analyzing the dynamics of the media triangle Media Logs and Historical Perspectives: Utilizing media logs to document and understand media consumption, Exploring historical perspectives to comprehend media evolution Understand, Analyze, and Evaluate: Finding Hidden Messages, Developing skills to uncover hidden messages in media content, Critically evaluating media messages for deeper meanings Fake News, Deep Fakes: Identifying and discerning fake news and deep fakes, Understanding the impact of misinformation in the media landscape	6	CO2, CO4	As per the Discretion of the Subject teacher	Apply	As per the Discretion of the Subject teacher

3	Unit-3: Uses and Abuses of Digital Media Understanding Web 2.0: Digital Information Literacy, Exploring the characteristics of Web 2.0 and its impact on information literacy, Developing skills to navigate and critically assess digital information. Digital Storytelling: Analyzing the art and impact of digital storytelling, Creating and evaluating digital narratives Online Learning Communities & Connectivism: Understanding the role of online learning communities in digital media Exploring the concept of connectivism in the digital age	6	CO3, CO5	As per the Discretion of the Subject teacher	Analyse	As per the Discretion of the Subject teacher
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Reference Books:

Sr.No.	Name of the Author	Title of the Book	Year Edition	Publisher Company
1	Potter	Media Literacy	2013	Sage
2	McLuhan	Understanding Media: The Extensions of Man	1998	MIT Press
3	Alexander, A. & Hans on J	Taking Sides: Clashing Views in Media and Society	2007	McGraw-Hill

Online Resources:

Online Resources No.	Website address
1	https://www.futurelearn.com/info/blog/what-is-media-literacy
2	https://www.verywellmind.com/what-is-media-literacy-5214468

MOOCs:

sources.	Websiteaddress
1	SWAYAM
2	COURSERA
3	Alison

Programme:BBACBCS –RevisedSyllabusw.e.f. -Year2022– 2023					
Semester		Course Code	Course Title		
V		507	EnhancingPersonalandProfessional Skill		
PreparedBy		Dr.Hema Mirji_IMED			
Type	Credits	Evaluation	Marks		
AEC	1	IA	100		
CourseObjectives:					
• Developanunderstandingofsoftskills,socialandthinkingskills,self-discoverytools, etiquettes, and the importance of stress and time management through practical examples and application in order to improve personal and professional growth • Cultivateskills foreffectivecollaboration andteamworkindiversework environments.					
CourseOutcomes:					
CO1:Demonstrateimprovedsoftskills,self-awareness, andtimemanagementforpersonal and professional development.					
CO2:Acquiretheabilitytocollaborateeffectivelyindiverseworksettings,fostering teamwork and enhancing productivity.					
Unit	Topics	Sessions	CO	Teaching Methodology	Evaluation Tools
1	Unit1:IntroductiontoSoft Skills Skills to Master: Meaning and importance ofsoft skills, Types of soft skills, Socialskills, thinking skills, exhibiting and identifying soft skills, improvingsoft skills. Self Discovery: SWOT Analysis, JOHARI WINDOW, Developing positive attitude, Examples of positiveattitudes, positiveattitude and its results, Examples of negative attitudes, Negative attitudeand itsresults.	6	CO1	PPT	Top60soft skills, Measure your soft skills

2	Unit2:ArtofSpeaking(The Voice) : Importanceofvoiceclarity,Artof public speaking, Modulation, Intonation, Inflection, How to Overcome stage fear. Importance and benefits of public speaking. telephone speaking skills.	6	CO1 , CO2	PPT	Extensive exercise to be performed in class room speaking with necessary inputs on grooming, voice modulation eye contact and consistency
3	Unit 3: Etiquette and Mannerism: Introduction: Manners and etiquette, practicing good manners, Professional manners: Social skills, interacting with people. Politeness and amicability, sportiveness, valuing time, respectfulness, Mobile manners, Table etiquettes. Professional etiquettes: Etiquettes at meeting, dining. Technology Etiquettes: Phone, Email, Social media, Video conferencing, Web interviews.	6	CO1 , CO2	PPT, Discussion	Analytical questions on etiquettes.
4	Unit4:StressandTime Management: StressManagement:Identifythe stress source, signs of stress, behavior identified Time Management: The 80:20 rule. Take a good look at the people around you. Sense of time management, Three secrets of time management, Effective scheduling : Grouping of activities, Five steps to successful time management. Overcoming procrastination and time management tips for students.	6	CO2	PPT, Discussion	Test your time management skills.

5	Unit 5 : Team Building and Teamwork:Introduction:Aspectsof team building-skillsneededforteamwork – A model of team building. Team Vs. Group. Characteristics of effective team. Role of team leader, Inter group collaboration, factors shaping inter-group collaboration.	6	CO1 , CO2	PPT, Discussion n	Test your teamworkskills.
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ReferenceBooks:

Sr. No.	Name of the Author	Titleofthe Book	Year Edition	Publisher Company					
1	Dr.K. Alex	Speaking and Writingin English	2017	The Readers Paradise					
2	Ellen Kaye	Maximize Your Presentation Skills:Howto Speak, Look, and ActonYour Way to the Top	2002	Currency					
3	Thomson and Martinet	<i>Apractical English Grammar</i>	1970	The English Language Book Society and Oxford University Press					
4	Wrenand Martin,	<i>English Grammarand Composition</i>	latest edition	S.Chand, Delhi					
5	Mike Gould	<i>Cambridge Grammarand Writing</i>	2019	Cambridge University Press					

		<i>Skills Learner's Book 8</i>							
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Online Resources

Online Resources No.	Websiteaddress
1	https://www.bvrit.ac.in/Freshman_Lab_Manuals/Professional%20Skills%20&%20Personality%20Development%20Lab/Professional%20Skills%20and%20Personality%20Development(PSPD).pdf
2	https://www.learningtree.com/courses/297/personal-skillstraining-for-professional-excellence/

MOOCs:

ResourcesNo.	Websiteaddress
1	Alisons
2	Swayam

Specialization/Electives

ELECTIVE:MarketingManagement

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	CourseCode	Course Title				
V	MK01	Elective-I(ConsumerBehaviour)				
Preparedby:		Dr.KirtiR. Kadam_IMK				
Type	Credits	Evaluation	Marks			
DSE	3	IE :UE	40:60			
CourseObjectives:						
• TounderstandtheimportanceofConsumerBehaviourinthefieldofMarketing • Tostudytheenvironmentalinfluences on the ConsumerBehaviour • Toknowtheconsumerandorganizationalbuyingdecisionmakingprocess • Tostudyconsumer research and its utilityin MarketingDecisionMaking						
CourseOutcomes:						
CO1:Understandtheconsumer’sattitudetowardsaparticularproduct/serviceinabetter manner. CO2:Usethefactorsthatinfluencetheconsumer’sbuyingbehaviourindeterminingthe marketing mix strategies. CO3:Identifynewmarketsegmentstocatertotheirneeds. CO4: Design effective marketing strategies						
Unit	Contents	Session s(Hrs.)	COs Numbe r	Teachin g Method ology	Cognitio n Level	Evaluatio n Tools
1	INTRODUCTION Meaning and definition of consumerbehaviour. Meaningofcustomer, buying role in consumerbehaviour-initiator,influencer, decider,buyer and user, B2B vs B2C Behavioural Comparison,Real-lifeexamples of buying roles	05	CO1	Commu nicative language teaching,	Remembe r	ClassTest, Quiz, Observatio n

2	Individual Determinants of Consumer Behaviour- Decisions Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement Personality & Self Concept: Meaning of Personality, Influence on Purchase Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes Consumer Attitude- meaning of attitude, characteristics of attitude.	15	CO3	Student-Focused Teaching	Understanding	Presentation, Formative Test
3	External determinants of consumer behaviour: Culture influence, subculture influence, personal influence, social class & reference group influence,	09	CO1	Active Learning	Applying	Research paper; Practicum or field work; Portfolio

4	Consumers' Buying Decision Making Process: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behaviour and Post-Purchase Dissonance. Types of Buying Behaviour: Complex, Extensive, Dissonance Consumer buying Vs. Organizational buying. Consumer Behaviour Models Howard Sheth Model, Nicosia Model, Engel-Kollat-Blackwell Model,	11	CO4	Project-Based Learning	Analysing & evaluating	Case Study, Test, Rating Scale,
5	Diffusion of innovation: meaning and definition, diffusion process. The adoption process.	04	CO2	Active Learning	Controlling	Comprehensive questions, Oral responses. Test, Quiz, Presentation

Reference Books:

Sr.No	me of the Author	Title of the Book	Year Addition	Publisher Company
1	David L. Loudon & Albert J. Della Bitta	Consumer Behaviour	4th Edition	Tata McGraw Hill
2	Leon Schiffman, Leslie Kanuk, Ramesh Kumar,	Consumer Behaviour	10th Edition	Pearson
3	Henry Assae	Consumer Behaviour & Marketing Action		Thompson Learning

OnlineResources:

Online Resources	Websiteaddress
1	https://onlinelibrary.wiley.com/journal/14791838
2	https://www.westburn-publishers.com/journals/customer-b
3	www.mheducation.com/hoghered/category.10366

MOOCs:

MOOCS	Websiteaddress
1	https://swayam.gov.in/course/3578-consumer-behaviour
2	https://alison.com/courses/applied-psychology-understanding-models-ofconsumerbehavior/content

ELECTIVE:FinancialManagement

Programme:BBASEMVCBCS–RevisedSyllabusw.e.f.- Year2022–2023			
Semester	CourseCode	Course Title	
V	FM01	InvestmentAnalysisandPortfolio Management	
Preparedby		ManjushriKadam_IMK	
TypeofCourse	Credits	Evaluation	Marks
DSE	3	IE:UE	40:60
CourseObjectives:			
• ComprehensiveUnderstandingofCapital Markets • AnalyticalSkillsforInvestmentDecision-Making • RiskandReturn Evaluation • PortfolioManagement Fundamentals • TheoreticalandPracticalAspectsofPortfolio Management			
CourseOutcomes:			
CO1:ThestudentwillunderstandthecapitalmarketandvariousInstrumentsfor Investment. CO2:ThestudentwillbeabletoanalysetheEconomy, IndustryandCompanyframework for Investment Management. CO3:Thestudentwillbeabletomeasuretheriskandreturnofstockorportfolioposition. CO4: The student will understand Portfolio management framework CO5:ThestudentwilllearnthetheoriesofPortfoliomanagementandalsothetoolsand techniquesforefficient portfoliomanagement			

Unit	Subunits	Session (hrs.)	CO Number	Teaching Methodology	Cognition	Evaluation Tools
1 Securities Market: Primary and Secondary Market	SecuritiesMarket-Meaning, CapitalMarket-Primary Market & Secondary Market,Itsfunctionand operations ,Stock Exchange-BSE and NSE,Indices,SEBI-: Objective ,Powers and Functions Concepts of Investment,Objectives of Investment, Various Alternatives of Investments,Investment Process, Financial Investments vs. Real Investments, Differentiate Investment,Speculation and Gambling.	8	CO1	Lecture ,Presentations	Remember	Test/Quiz,
2 Security Analysis:	FundamentalAnalysis: Economic Analysis, Industry Analysis,Company Analysis TechnicalAnalysis : Basic Principles of TechnicalAnalysis,Use of Charts :LineChart,BarChart ,CandlestickChart ,MovingAverage Fundamental V/s Technical	7	CO2	Lecture, Presentations	Analyze& Application	ClassTest

	Analysis					
3 Risk-Return Relationship :	Meaning, Types of Risk – Systematic and Unsystematic Risk, Measurement of Beta, Standard Deviation, Variance. Practical Problems on Calculation of Standard Deviation, Variance and Beta.	15	CO3	Problems and Numericals	Apply	Case Studies
4 Portfolio Management	Meaning and Concept Process of Portfolio Management, Objectives Factors affecting Investment Decision in Portfolio Management	8	CO4	Lecture , Presentations	Understand	Assignment
5 Portfolio Theories & Models	CAPM – Fundamental Notions of Portfolio Theory, Assumption of CAPM, Efficient Frontier with Riskless Lending and Borrowing, Capital Market Line, Security Market Line and Pricing of Securities with CAPM. B) Arbitrage Pricing Theory (APT) – The Return Generating Model, Factors Affecting Stock Return, Expected Return on Stock, APT V/s CAPM.	7	CO5	Lecture , Presentations	Analyze	Class Test

ReferenceBooks:

Sr.No.	Nameof theAuthor	TitleoftheBook	Year Edition	Publisher Company
1	E.Fischer Donald,J. Jordan Ronald ,K.Pradhan Ashwini	SecurityAnalysis Portfolio	Pearson 2018, Education 7 th edition	PearsonEducation
2	PrasannaChandra	InvestmentAnalysisand Portfolio Management	2012, 4th Edition	TataMcGrawHill, New Delhi
3	Bhalla, V.K.	Investment Management:Security Analysisand Portfolio Management	2010,17th Edition	S.Chand&Sons,
4	AvadhaniVA	InvestmentAnalysisand Portfolio Management	2016,10th Edition	Himalaya PublishingHouse
5	Sharpe, W.F., Alexander, G.J. &Bailey, J	InvestmentAnalysis	2017,(6th edition),	PrenticeHallof India.

Online Resources:

Online ResourcesNo.	Websiteaddress
1	https://www.nseindia.com
2	https://www.moneycontrol.com
3	https://www.rbi.org.in
4	https://www.investopedia.com
5	https://www.nseindia.com

MOOCs:

Sources	Websiteaddress
1	https://swayam.gov.in
2	https://www.edx.org
3	https://alison.com/certificate-courses

ELECTIVE:HumanResourceManagement

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	CourseCode	Course Title				
V	HRE (01)	TrainingandDevelopment				
PreparedBy		Dr.Pravin Mane_IMED				
Type	Credits	Evaluation	Marks			
DSE	3	IE:UE	40:60			
CourseObjectives:						
Objectivesofthecourse: 1. To familiarizethestudentswiththeconceptandpracticeofTrainingand Development and its role in modern management. 2. TounderstandthevariousmethodsandapplicationsofTrainingand Development						
CourseOutcomes:						
Studentswillbeabletodesign,implement,andevaluatetrainingprogramseffectivelyto enhance organizational performance and employee development.						
Unit	SubUnit	Session s (Hrs.)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
1	Concept of training,terms-education Knowledge, Skills, attitudes, needoftraining, importance, objectives of training, ADDIE model,Principles of training, concept of executive development: Objectives, importance, process of	12	CO1	Lectures, Discussions	Und erstan d Describe	Quiz Objective basedclass test

	executive development					
2	Training needs analysis (TNA): Meaning and purpose of TNA, TNA at different levels, Process of TNA, output of TNA, setting training objectives, Learning theories— Reinforcement, Social learning, expectancy theory, goal theory	12	CO1	Lectures, Discussions Case Study	Understand Describe	Quiz, Case study
3	Training and Development methods : On-the-Job & Off-the-job, job instructions training, apprenticeship, internship, demonstrations, self-directed learning, coaching, job rotation, project assignment, simulation methods, lectures, case studies, group discussion, conferences, role playing, management games, in basket exercise, sensitivity training, vestibule training, e-training.	12	CO1	Lectures, Discussions	Understand Describe	Quiz, Case study, Assignment

4	Designing training programme – considerations in designing effective training programs selection of trainers, criteria of selection of methods, selecting and preparing the training site, training material & aids, use of technology in training	12	CO1	Lectures, Discussions	Apply Analyse	Casestudy Project
5	Evaluation of training – Need for evaluating training, Kirkpatrick evaluation criteria – reactions, learning, behavior, results, ROI, Cost-benefits analysis	12	CO1	Lectures, Discussions	Apply Analyse	Casestudy

Sr. No.	Name of the Author	Title of the Book	Publisher Company
1	Noe, Raymond A., and Amitabh Deo Kodwani	Employee Training and Development	Tata McGraw Hill.
2	Blanchard, P. Nick, James W. Thacker, and V. Anand Ram, Prior, John, Handbook of,	Effective Training: Systems, Strategies, and Practices,	Dorling Kindersley (India) Pvt. Ltd.
3	Prior, John,	Handbook of Training and Development	Jaico Publishing House, Bombay

Online Resources	
ResourcesNo.	Websiteaddress
1	https://www.researchgate.net/profile/J_Ford/publication/209409925_Transfer_of_Training_A_Review_and_Directions_for_Future_Research/links/565da94908aefe619b266a51.pdf

MOOCS	
No.	Websiteaddress
1	Diplomain WorkplaceSafety&Health (AdvanceLearning).
2	HumanResources(Open2Study).
3	PreparingtoManageHumanResources(Coursera)

ELECTIVE:InternationalBusinessManagement

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2022–2023						
Semester		CourseCode		Course Title		
V		IB01		RegulatoryAspectsof International Business		
TypeofCourse		Credits		Evaluation		Marks
DSE		3		IE:UE		40:60
CourseObjectives:						
• Toequipstudentswithathoroughunderstandingofthelegal,regulatory,and monetary aspects of international business transactions. • Todevelopanalyticalskillsinapplyinglegalframeworkstocross-bordertrade scenarios. • Toenhancestudents'awarenessoftheIndianregulatorylandscapeinthecontext of international business.						
CourseOutcomes:						
Aftercompletingthecoursethestudents shallbeableto CO1:AnalyzingandNavigatingLegalandRegulatoryChallenges CO2:ComprehensiveUnderstandingofMonetarySystemsandAgreements CO3: Application of Knowledge to Real-World Scenarios.						
Unit	SubUnit	Sessions	CO Number	Teaching Methodology	Cognition Level	Evaluation Tools
1 Intro ductio n	International Business Transactions – International Law – Nature, its Importance,Types of InternationalLaw, Choice of Law,Conflict of Laws	10	CO1	As per the discretionofthe teacher	Understand	Asperthe discretion of the teacher

2 Framework of Statutes Governing Cross - Border Trade	Framework of Statutes that govern cross border trade, Statutes framed by country of origin of transaction & International Guidelines	10	CO2	As per the discretion of the teacher	Remember	As per the discretion of the teacher
3 International Banking	Regulation of International Banking, High Financial gearing, BCCI International affair, Bank for International Settlement	10	CO2	As per the discretion of the teacher	Analyse	As per the discretion of the teacher
4 Monetary System Regulations	Regulation of Monetary System, Period between wars, Bretton Woods, Euro, Smithsonian Agreement, Regulatory Arbitrage, Currency Board	10	CO3	As per the discretion of the teacher	Evaluate	As per the discretion of the teacher
5 Indian Scenario: Regulation and Deregulation	Indian Scenario – Process of Regulation & Deregulation, Exchange Control Manual, An Introduction to FEMA, FEMA Role & Rules, UCPDC – ICC	10	CO3	As per the discretion of the teacher	Apply	As per the discretion of the teacher

Publication	Publication, URC – ICC Publication Important Clauses & Interpretation, Framework of Statutes that govern cross border trade, Statutes framed by country of origin of transaction & International Guidelines					
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Reference Books:

Sr.No.	me of the Author	Title of the Book	Year Edition	Publisher Company
1	John Braithwaite	Global Business Regulations	2000	Cambridge University Press
2	Wolters Kluwer	Legal & Ethical Aspects of International	2014	Wolters Kluwer Law & Business
3	Eric L. Richards	Regulatory requirements under FEMA 1999 Vol II FEDAI Publication	2008	FEDAI Publications, Govt. of India

Online Resources:

Online Resources No.	Website address
1	http://www.ipindia.nic.in/
2	https://udyamregistration.gov.in/docs/nic_2008_17apr09.pdf
3	https://dgft.gov.in/CP/
4	https://www.trademap.org/
5	https://www.google.co.in/books/edition/International Banking Legal Regulatory_A/IhYsJqiKj8EC?hl=en&gbpv=1&dq=regulatory%2Baspects%2Bof%2Binternational%2B%2Bbusiness%2Bbooks%2Bindian%2Bauthor&printsec=frontcover

MOOCs:

sources.	Websiteaddress
1	https://www.edx.org/learn/international-trade
2	http://www.openlearning.com/courses/GFML3073/

Elective: Production and Operations Management

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	Course Code	Course Title				
V	PM01	Quality Management				
PreparedBy		Dr.Gandhali Kharge_IMED				
Type	Credits	Evaluation	Marks			
DSE	3	IE:UE	40:60			
CourseObjectives:						
• Tounderstandbasicconcepts ofQualityManagement. • TorecognizeandrelatecustomersatisfactionwithQualityparametersofproductand services. • ToanalysevariousQualityTools andTechniquesforchoosingappropriatetool. • Todesignstrategyforcustomersatisfaction through TotalQualityManagement. • Toevaluatesuitable qualitystandardsystemanddesignimplementationstrategy.						
CourseOutcomes:(CO)						
Throughlearningthis coursestudents willbe able CO1:Tounderstandbasicconceptofqualitymanagementandknowtheimportanceofit. CO2: To examine the impact of quality parameters on customer satisfaction. CO3:Tounderstandthevarioustoolsandtechniquesofuseofthoseinindustry. CO4: To design the quality management strategy. CO5:Tounderstandthecriteriaforvariousnationalandinternationalqualityawardsand certifications. Further students can evaluate suitable standards of quality for industry.						
Unit	Contents	Session s(Hrs.)	COs Numb e r	Teaching Methodology	Cognition Level	Evaluati onTools
1 Introducti on to Quality Managem e nt:	BasicConcepts: Definition of Quality, Dimensions of Quality,Quality Objectives, Evolution of Quality Management, QualityControl Vs Quality Assurance,	8	CO1	Lecture, Group Discussion	Rememberi ng	Internal Exam, Assignm e nts, Class Tests, Case Studies, Class

	Cost of Quality and Cost of Poor Quality					Participation, etc.
2 Customer focused Quality:	Importance of Customer Satisfaction, Customer driven Quality Cycle, ACSI Model, Kano's Model, SERVQUAL Model	8	CO2	Lecture, Case-Study	Understanding,	
3 Total Quality Management Tools:	Juran's Trilogy, PDCA Cycle, 5S, Quality Function Deployment (QFD), Poka-Yoke, KAIZEN	9	CO3	Lecture, Examples of successful implementation of TQM (Videos, articles, etc.)	Applying	
4 Six Sigma:	Features of Six Sigma, Goals of Six Sigma, DMAIC, Six Sigma Implementation	9	CO4	Lecture, Case Study	Analysing	
5 Quality Awards and Quality Standards	Quality Awards: Categories and Criteria for- Juran Award, Malcolm Baldrige Award, Deming Prize, Rajiv	11	CO5	Lecture, Activity (Design a strategy to get award or certification for a particular product or service)	Evaluating, Creating	

	Gandhi National Quality Award Quality Standards: ISO9001:2015, ISO 14000, TS16949					
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ReferenceBooks:

Sr.No.	Nameof the Author	Titleofthe Book	Year Edition	PublisherCompany
1	P. N. Mukherjee	TotalQuality Management	2006	PHILearningPvt.Ltd.
2	Gopalkrishnan N.	Simplified Six Sigma: Methodology, Tools and Implementation	2012	PHILearningPvt.Ltd.
3	N.Logothesis	Managing for TotalQuality		PrenticeHall;InternationalEd Edition
Online Resources	Websiteaddress			
1	https://isoupdate.com/standards/iso-ts-16949/			
2	https://www.iso.org			
3	https://www.6sigma.us/six-sigma.php			
MOOC S	Websiteaddress			
1	www.swayam.gov			
2	www.udemy.com			
3	www.coursera.com			

ELECTIVE:InformationTechnologyManagement

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023			
Semester	CourseCode	Course Title	
V	IT 01	SystemAnalysis &Design	
PreparedBy		Dr.ShabnamMahat_AKIMS	
Type	Credits	Evaluation	Marks
DSE	3	IE:UE	40:60
CourseObjectives:			
- Theobjectiveofthiscourseistoprovideadequateunderstandingofsystemsconcept, systemanalysis,andsystemsdesign,whichwould helptheminhavingefficientand workableinformation systemformanagement. - Toprovideanunderstandingoftheroleofsystemanalysis anddesignwithin various systemsdevelopmentstages. - Tounderstandtheactivitiesofthemanagement and systemsanalyst,andinthe overall developmentof system. - Todevelopanunderstandingofhowtomigrateolddatawithinnewlydeveloped system with the help of various techniques. - Workingina groupwhich carried outasystemdevelopmentprojects.			
CourseOutcomes: (CO)			
Upon completion of this course, the students will be able to CO1:Understandaninformationsystemandthesystemdevelopmentlifecycle. CO2: To convert system requirements into technical specification. CO3:Todevelopcreativeapproachesthatmightbetakentosystems design.			

Unit	Contents	Sessions (Hrs.)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
1	System Concepts: Introduction, Characteristics of System, Elements of System, Types of System: Physical and Abstract System, Open and Closed Systems, Man-made Systems; etc. Information systems: TPS, OAS, MIS, DSS, ESS; System Analyst: Role and need of system analyst, System Analyst as an agent of change. Role of Software development firms SAP, ORACLE, BAAN, PEOPLESOFT, MICROSOFT and GOOGLE in providing ERP and Business Intelligent Software/System	8	CO1	Lecture with Ppts & Quiz	Understand	Quiz End Term Internals: Short Answers

2	System Development Life Cycle Introduction to SDLC, Various phases: analysis, design, development, testing, implementation, maintenance; System documentation: Types of documentation and their importance. SDLC models: Waterfall Model, RAD Model, Spiral Model, Agile Model, Prototype Model, Bigbang model	10	CO 1, CO3	Lecture with practical questions based on Cases Study	Analysis, Evaluate, Create	Group Activity to prepare SDLC for any organization , End Term: Short case and situation based questions / Applied Questions
3	System Planning and Feasibility Study: Initial Investigations, Identification of user needs, Project Identification and Selection; Need of Information Gathering, Determination of requirements, Information gathering tools: interviews, group communication,	10	CO2, CO3	Lecture with practical questions based on Cases Study	Understand , Analysis,	Group Activity to prepare the SDP&F report, End Term: Short case and situation based questions / Applied Questions

	questionnaires, presentations and site visits. Feasibility Study: Importance of Feasibility Study, Analysis Various Consideration while conducting Feasibility Study Steps of Conducting Feasibility Study, Types of feasibility study,					
4	Cost-Benefit Analysis: Tools and Techniques. Prepare System Development Planning and Feasibility report for any organisation. Tools for System Analysis: Data Flow Diagram (DFD), Logical and Physical DFDs, Developing DFD; System Flowcharts and Structured charts, Structured English, Decision trees and Decision tables	10	CO2, CO3	Lecture with practical questions based on Cases Study	Analysis, Evaluate, Create	Group Activity to prepare the DFD for any organization, End Term: Short case and situation based questions / Applied Questions

5	System Design: Module specifications, Module Coupling and cohesion, Top-down and bottom-up design; Logical and Physical design, Structured design. Input design: Input data, Input media and devices; Output design: Form Design: Classification of forms, Requirements of Form design.	7	CO2, CO3	Lecture with practical questions based on Cases Study	Analysis, Evaluate, Create	Group Activity to prepare IP/OP design for any organization, End Term: Short case and situation based questions / Applied Questions
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Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1	Avison, D. and Fitzgerald, G.	Information systems development: methodologies, techniques and tools		McGraw-Hill
2	Elias M Awad	System Analysis and Design	Second Edition	Elisa M. Award
3	Silver and Silver	System Analysis and Design,		Addison Wesley
4	Harry J. Hawryszkiewicz	Introduction to System Analysis and Design	2000, 5th edition	Pearson Education Australia
5	Shelly Thomas J. Cashman , Harry J. Rosenblatt	Systems Analysis and Design,	2003, Fifth Edition	Course Technology

Online Resources	Websiteaddress
1	https://www.auhd.edu.ye/upfiles/elibrary/Azal2020-01-22-12-35-12-90529.pdf
2	https://bdebooks.com/books/system-analysis-and-design-6672-by-bteb-books/
3	https://www.academia.edu/35406925/System_Analysis_And_Design_pdf
4	http://projanco.com/Library/Systems%20Analysis%20and%20Design-An%20ObjectOriented%20Approach%20with%20UML-2015.pdf
MOOCS	Websiteaddress
1	https://swayam.gov.in/
2	https://www.coursera.org/

ELECTIVE:AgribusinessManagement

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	CourseCode	Course Title				
V	AM01	Rural Marketing				
Preparedby		Dr.SanjayManocha_BVIMR				
Type	Credits	Evaluation	Marks			
DSE	3	IE:UE	40:60			
CourseObjectives:						
• Createasolidfoundationofknowledgeforruralmarketing fundamentals. • Criticallyappraisetheexistingliteraturerelatedtotheruralmarketingenvironment,both nationally and globally. • Developanincreasedawarenessforruralmarketinginpromotingproducts. • Developtheabilityforunderstandingandappreciatingtheinnovationsbeingmade for rural markets. • Developaproduct'sruralmarketingcampaign.						
CourseOutcomes:(CO)						
CO1:TounderstandRuralMarket &rural customer. CO2:Abletounderstand thefundamentals ofruralmarketing. CO3: To understand the marketing mix in promoting products in rural markets. CO4;Tounderstandthetechnologicaladvancementsbeingmade forruralmarkets CO5:Learntoapplyknowledgedevelopingmarketingcampaignforpromotingproductsin rural markets						
Unit	Contents	Sessio ns (Hrs.)	COs Numbe r	Teaching Methodol ogy	Cognition Level	Evaluation Tools
1	Rural Consumer, Characteristics of Rural Consumers, Rural Consumer Behaviour, Factors Affecting Rural Consumer Behaviour, Rural Market Profile: Segmenting the Rural Market, Targeting and Positioning.	8	CO1	PPT and discussion	Understand	CES (Class test or assignment or End term internal)

2	Indian rural market definition,nature,size,and scope, Significance of Rural Marketing -- Factors contributing to Growth of rural markets --- Components and classification of Rural markets, Rural demand, purchasing attributes,Rural marketing environment and Problems in rural marketing.	9	CO2	PPT and discussion	Understand	CES (Quiz or test or Flip class)
3	Marketing Mix in Rural Markets: Product, its significance, Concept and Product Mix Decisions, Pricing Strategy: Objectives, Policies and Strategies, Promotion: Advertising, Sales Promotions Communication in Rural marketing, language and Culture Distribution Strategies, Channels of Distribution, Role of Co-operative, Government, Financial Institutions, Public Sector Undertakings, Regulated Markets and Public Distribution Systems. Success stories of Agri entrepreneurs like Pramod Gautam, Sachin Kale, Harish Dhandev, Vishwanath Bobade, Rajiv Bittu etc.	12	CO3	PPT & Case studies	Analyse	End term internal
4	Innovation in Rural Markets: Its Importance and Initiatives, The intervention of IT in Rural Markets: Importance, Recent	6	CO4	PPT, & Think Pair-Share (TPS)	Evaluate	End term internal

	Innovation in marketing and distribution in Rural India (Research writings)					
5	Communication Challenges in Rural Areas Creating an effective profile of the target audience, deciding on communication goals, preparing the message, picking the channels to use for communication, and choosing the mix of promotions, Developing marketing materials for rural audiences mass media, alternative media, individualised media, rural media, media innovation, and the impact of consumer behaviour on communication methods.	8	CO5	PPT & Think Pair-Share (TPS)	Create	CES (Flip class or End term internal)

Reference books

S.no	Name of the Author	Title of the Book	Year Addition	Publisher Company
1	R.V.Badi, N.V.Badi	Rural Marketing	2017	Himalaya publishing house
2	Balram Dogra, Karminder Ghuman	Rural Marketing: Concepts and Practices	2010	Tata McGraw Hill Education Pvt Limited
3	C. S.G. Krishnamacharyulu	Rural Marketing: Text And Cases 2nd Edition	2010	Pearson Education India
4	S.L.Gupta	Rural Marketing: Text And Cases	2004	Wisdom Publications
5	T P Gopalaswamy	Rural Marketing- Environment,	2009	Vikas Publishing House

		Problemsand Strategies,3/e		
6	DebarunChakrabaorty , Soumya Kanti Dhara , AdrinilSantra	Rural Marketing in India:TextsandCases	2021	AtlanticPublishers
7	R. V. Rajan	Don'tFlirtwithRural Marketing	2013	Productivityand Quality PublishingPrivateLtd
Online Resources		Websiteaddress		
1	https://hbr.org/2016/12/how-unilever-reaches-rural-consumers-in-emerging-markets			
2	https://www.researchgate.net/publication/361901564 Rural Marketing Problems Strategies			
3	https://www.tutorialspoint.com/rural_marketing/rural_marketing_in_indian_economy.htm#:~:text=Rural%20marketing%20determines%20the%20carrier,from%20rural%20to%20urban%20areas.			
4	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3138396			
5	https://www.researchpublish.com/upload/book/Era%20of%20Indian%20Rural%20Market-6880.pdf			
MO O CS	Websiteaddress			
1	https://www.udemy.com/course/rural-marketing-promote-advertise-and-distribute/			
2	https://www.edx.org/learn/environmental-science/world-bank-group-e-learning-on-digitalagriculture			
3	https://www.edx.org/learn/social-science/delft-university-of-technology-ruralizationcreating-opportunities-for-new-generations-in-rural-areas			
4	https://www.mooc-list.com/course/ruralization-creating-new-opportunities-rural-areas-edx			
5	https://www.futurelearn.com/courses/social-innovation-in-rural-areas			

ELECTIVE:RetailManagement

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	Course Code	Course Title				
V	RO1	Introductionto Retailing				
PreparedBy		DrEvelinaBrajesh Sahay				
Type	Credits	Evaluation		Marks		
DSC	3	IE:UE		40:60		
CourseObjectives:						
• Toprovideacomprehensiveunderstandingoftheretailindustry,includingits significance in the global economy, evolution, and various components. • Tofamiliarizestudentswiththefundamentalsofretailmanagement,including merchandising and marketing. • Toexplorecontemporaryissuesandtrendsinretailing,suchase-commerce, sustainability, and ethical considerations • Topreparestudentsforvariouscareerprofilesinthetailsectorandunderstandthe requisite skills for each role.						
CourseOutcomes:						
CO1:GainconceptualUnderstandingofRetailingandits keyfunctions. CO2:Explainthesignificanceofretailingintheglobaleconomyandapplythefundamental principles of retail management, merchandising, and marketing. CO3: Apply contemporary retail practices and strategies to real-world scenarios, demonstratinganunderstandingofissueslikesustainability,Omnichannelretailing,and technology trends. CO4:Analysetheimpactofevolvingtrendsinthetail industry,evaluatingtheireffects on consumerbehaviour,supplychainmanagement, andtheoverallsuccess of retail businesses.						
Unit	SubUnit	Sessio n s (Hrs.)	COs Numb e r	Teaching Methodolo g y	Cogniti o n Level	Evaluation Tools
1 Introd uction to Retaili n g &Reta il Enviro n ment	DefinitionandScope of Retailing,Historical Evolution of Retailing,Evolution of Indian Retail, Organized vs. UnorganizedRetail, Structureof Organized	7	CO1& CO2	Lectures, CaseStudy and Historical Analysisof the Retail Sector	Remem bering /Underst anding	Internal Assessment/ University Exam

	Retail,Importanceof Retail to the Economy,					
	Challenges Facedin Organized Retail, Growth prospects in Organized Retail, Understanding Retail Terminology, Major RetailPlayersinIndia &abroad.					
2 Forma t s& Segmen ts	Formats&Segments RetailFormats (Hypermarkets, Supermarkets, Discount Stores,Convenience Stores,Department StoresSpecialty Stores, E-Tailing,Mallsetc.); ProductRetail Segments (ConsumerDurables, Home Appliances/equipment 's ,ProfessionalCare Services, Pharmaceuticals,Food &Grocery,Books, Music&Gifts, Entertainment, Footwearetc.);Core Processes (StoreOperations, Merchandising, Logistics,Marketing, Purchase,Corporate services&Others.	8	CO1	Lecturewith Interactive discussion, Group- activities/Ro lePlay	Understa nd and apply	Internal Assessment/ University Exam

3 Understanding the Demand Drivers & Success Factors	Demand Drivers (Demographics, Increasing Purchasing Power, Increasing Participation of Women in the workforce, Penetration of Credit Tools (Debit / Credit Card) , Urbanization etc.); Success Factors (Efficient Supply Chains, Ability to penetrate rural market, Leveraging Technology, Customized solutions, Investing in retail brand (store brand), Customer Relationship Management etc.	6	CO2	Classroom Lectures with Case studies and real-life examples	Analyse/ Evaluate	Internal Assessment /University Exam
4 Contemporary Practices in Retail	Omnichannel Retailing, Sustainable Retailing, Technology Trends in Retail etc.	5	CO4	Classroom Lectures / Presentation (Research Assignment for contemporary practices)	Analyse and Evaluate	Internal Assessment/ University Exam
5 Career Profiles	Organization Structure; Skills needed for various retail work profiles. (Sales Associates, Customer Service Representative, Store Manager, Department Manager, Category Manager, Retail Manager, Brand Manager,	4	CO3	Classroom Lectures / Presentation / Retail Visit	Apply	Internal Assessment/ University Exam

	Merchandisers,Store Manager etc.)					
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ReferenceBooks

Sr. No.	Nameofthe Author	Titleofthe Book	Year Addition	PublisherCompany
1	ChetanBajaj, Rajnish Tuli and Nidhi VarmaSrivastava	Retail Management,	2016	OxfordUniversityPress ISBN-100199467447 ISBN-13978-0199467440
2	SwapnaPradhan	Retailing Management -TextAnd Cases	2012	Mcgraw-HillEducation SBN-101259004910 ISBN-13978-1259004919
3	PiyushKumar SinhaandDwarika Prasad Uniyal	Managing Retailing	2018	OxfordUniversity press, ISBN: 9780199488827

Online Resources	Websiteaddress
1	https://www.retaildogma.com/learn/
2	https://www.tutorialspoint.com/retail_management/retail_management_useful_resources.htm
3	https://www.smartsheet.com/retail-management-101
MOOCS	Websiteaddress
1	https://www.classcentral.com/course/wharton-retail-marketing-strategy-48077
2	https://www.coursera.org/courses?query=retail
3	https://www.open.edu/openlearn/free-courses/full-catalogue

ELECTIVE:ProjectManagement

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2022–2023						
Semester	CourseCode	Course Title				
V	PR01	ProjectRisk Management				
PreparedBy		Dr.Rajita Dixit_CDOE				
Type	Credits	Evaluation	Marks			
DSE	3	IE:UE	40:60			
CourseObjectives:						
- To understand how to apply customizable, industry-robust Template to create a Risk Management Plan and Risk Register. - To understand how to Use Qualitative Risk analysis process to Identify Risk Exposure. - To understand how to Translate Risk into actual Time and Cost impact using proven Quantitative Risk Analysis Tools. - To understand how to Utilize Technique to Design your Risk Response Strategies						
CourseOutcomes:						
CO1:Understand the concepts and key terms related to Project Risk Management CO2:Identify and measure risks in Project development that could impact the Project. CO3:Conduct qualitative and quantitative risk analysis and create response strategies to manage and mitigate project risks effectively. CO4:Create Risk Management Plan.						
Unit	Subunits	Sessions (Hrs)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
1 Introduction to Project Risk Management	Background to Risk Management, Definitions of Risk and key terms, Risk as threat and opportunity, Risk management policy and processes. Risk management responsibilities	9	CO1	Lecture with Ppts Quiz	Understand	Quiz End Term Internals: Short Answers
2 Risk Management Planning	Risk Management Planning Process, Inputs to Risk Planning, Techniques for Risk Planning, Tailoring the Risk Register, Define	9	CO1& CO4	Lecture with Ppts Case Study	Apply (Analyse) Create	Case Study , End Term: Applied Questions

	Roles and Responsibilities, Develop Project Risk Management Plan					
3 Identify Risks	Risk identification process, Techniques in risk identification: Assumption Analysis, Constraint Analysis, checklists, brainstorming, interviews, SWOT analysis, Delphi techniques, use of historical data	9	CO2	Lecture with PPTs Case Study	Analyze	Case Study with Presentations End Term Exams: Case based Questions/Applied Questions
4 Risk Analysis	Risk Analysis Process, Define Quantitative Risk Analysis: Probability distribution function, Monte Carlo analysis, correlation, decision tree, Qualitative risk analysis: , Creating a risk breakdown structure for risk categorization , analyzing projects risks for probability and impact, creating probability and impact matrix, prioritize risks, define risk register and updating risk register	9	CO3	Lectures with PPTs Cases	Analyze	End Term Exam: Short case and situation based questions

5 Planning Risk Response s	Strategies for responding to threats, Strategies for responding to opportunities, Creating risk response for every project risk, identifying financial resources to support planned risks, documenting risk responses and updating the risk register.	9	CO3	Lecture Case Activity	Create	Case Presentati on Activity End Term: Theory Applied
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Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1	Tom Kendrik	Identifying and Managing Project Risk	3rd edition (16 April 2015)	AMACOM, United Kingdom
2	Michel Crouhy	The Essentials of Risk Management	2nd Edition 2015	McGraw-Hill Education; 2nd edition, USA
3	Yadav Manoj	101 Secrets of Project Risk Management	1st Edition 2016	Vitasta Publishing Pvt. Ltd
MOOC S	Website address			
1	https://www.pmi.org/-/media/pmi/documents/public/pdf/certifications/practice-standard-project-risk-management.pdf?v=1e0b5985-74af-4c57-963c-b91a9af6fecb			
2	https://www.edureka.co/blog/project-risk-management/			
3	https://www.oreilly.com/library/view/pmp-project-management/9780470479582/9780470479582_monitor_and_control_risks.htm l			

ELECTIVE:BusinessAnalyticsManagement

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	CourseCode	Course Title				
V	BA 01	Business AnalyticsforManagers				
PreparedBy		Dr.Dhanashri Sahastrabudhe_IMRDA				
Type	Credits	Evaluation		Marks		
DSE	3	IE:UE		40:60		
CourseObjectives:						
- Understand the role of Business Analytics in various business management concepts, businessactivitiesandtheories,aswellasprocessofdecisionmakingintheseactivities. - Understanddifferent Information TechnologyOperationsinvolvedinAnalytics Process. - DesignaBusinessAnalyticsmodeltobeappliedtoagivenbusinessscenario. - Understandingvariousourcesofinformation,itsqualityandroleindecisionmakingin a business. - IntegratingBusinessAnalytics ModelandStrategieswithvariousscenarios inbusiness. - Understandingroleofbusiness analyst in business. - UnderstandingconceptofData Warehouse.						
CourseOutcomes:(CO)						
Thestudent willbe ableto understand – CO1: Role of data / information in business decision making. CO2:Roleandprocessofanalyticsinbusinessdecisionmaking. CO3: Usage of Information Technology in business.						
Unit	Contents	Sessio ns (Hrs.)	COs Numbe r	Teaching Methodolog y	Cogniti onLevel	Evaluati onTools
1	BusinessAnalyticsModel- Overview of the Business Analytics Model - Strategy Creation,BusinessProcesses and Information Use, Types of Reporting and Analytical Processes,DataWarehouse, DataSources:ITOperations and Development Deployment of the Business AnalyticsModel,CaseStudy:	8	CO1, CO2	Lecture, Casestudy,	Understa nd	Short Answers, quiz

	How to Make an Information Strategy for a Radio Station					
2	Business Analytics at the Strategic Level- Link between Strategy and the Deployment of Business Analytics, Four Scenarios for Strategy and Business Analytics, Information to be Prioritized, The Product and Innovation Perspective, Customer Relations Perspective, The Operational Excellence Perspective	8	CO1, CO2	Lecture, Case study	Understand	Short Answers, quiz

3	Development and Deployment of Information at the Functional Level- Case Study: A Trip to the Summerhouse-Specification of Requirements, Technical Support, Lead and Lag Information, Rockart Model, Example: Establishing New Business Processes with the Rockart Model with different levels, Optimizing Existing Business Processes with example, Concept of Performance Management, Customer Relationship Management Activities, Campaign Management, Product Development, Web Log Analyses, Pricing, Human Resource Development, Corporate Performance Management, Finance, Inventory Management, Supply Chain Management, Lean, A Catalogue of Ideas with Key Performance Indicators for the Company's Different Functions. Sources of Data- What Are Source Systems, and Uses of Data, Selecting proper information for task, Failure in	9	CO3	Lecture, problem solution, Case Study	Understand, Apply, Analyse, Create	Short Answers, Quiz

	Quality of data collected from different Sources of Data					
4	Business Analytics at the Analytical Level –Difference between Data, Information, and Knowledge, Analyst’s Role in the Business Analytics Model, Three Requirements the Analyst Must Meet-Business Competencies, Tool Kit Must Be in Order (Method competencies), Technical Understanding (Data Competencies), Required Competencies for the Analyst, Analytical Methods (Information Domains), Different Analytical Method and its Selection	10	CO2	Lecture, Case Study	Understand, Apply	Short Answers, quiz
5	Business Analytics at the Data Warehouse Level –Concept of Data Warehouse, Architecture and Processes in a Data Warehouse, Selection of Certain Columns To Be Loaded, Staging Area and Operational Data Stores, Causes and Effects of Poor Data Quality. The Data Warehouse: Functions, Components, and Examples Alternative Ways of Storing Data, Tips and Techniques in Data	10	CO1, CO2	Lecture, Case Study	Understand, Apply	Short Answers, quiz

	Warehousing, Business Analytics in the Future, Data Structure and Data Views, Use of excel functions, Data Visualization					
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Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1	Gert H.N. Laursen, Jesper Thorlund	Business Analytics for Managers, Taking Business Intelligence beyond Reporting	2 nd Edition, 2017	Wiley
MOOCS	Website address			
1	https://nptel.ac.in/courses/110105089			
2	https://www.udemy.com/course/business-analytics-complete-course-w			
3	https://www.mooc-list.com/tags/business-analytics			
4	https://www.coursera.org/specializations/business-analytics			

ELECTIVE:EventManagement

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	Course Code	Course Title				
V	EM01	EventMarketing				
PreparedBy		AkhileshJadhav_IMRDA				
Type	Credits	Evaluation			Marks	
DSE	3	IE:UE			40:60	
CourseObjectives:						
- Understandingtheprinciples andconcepts ofeventmarketing - Developingeventmarketingstrategies - Implementingeventmarketingtactics - Enhancingcommunicationandinterpersonal skills - Developingcriticalthinkingandproblem-solvingskills						
CourseOutcomes:(CO)						
CO1: Demonstrate a comprehensive understanding of the fundamental principles and concepts that govern event marketing, including target audience analysis, market research, and the strategic role of events in marketing.						
CO2:Formulateeffective eventmarketingstrategiesbyidentifyingobjectives,selectingtarget markets, and integrating event plans into broader marketing strategies.						
CO3: Analyze and evaluate different event marketing strategies, considering factors such as budget constraints, market trends, and organizational goals.						
CO4: Demonstrate proficiency in implementing various event marketing tactics, including event planning, promotion, logistics, and coordination.						
CO5:Applypracticalknowledgeofeventmarketingtoolsandchannelstoexecutesuccessful promotionalcampaigns.						
Unit	Contents	Sessions (Hrs.)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
1	Introduction to Event Marketing: Definition and scope of event marketing,Importance and benefits of event marketing, Trends and challengesinevent marketing	5	CO1	Learning with PPT	Understand	Short Answers

2	Planning and Strategy: Setting objectives and goals for events, Target audience identification and segmentation, Creating event brand and positioning, Developing event concept and theme	8	CO2, CO5	Learning with PPT	Understand	Short Answers
3	Event Promotion and Communication: Determining event marketing channels, Creating promotional materials and content, Utilizing social media marketing for events, Implementing public relations and media relations strategies, Measuring event marketing success	8	CO4	Learning with PPT, Case Study	Apply	Case Study
4	Event Planning, Event Execution and Evaluation: Venue selection and negotiation, Budgeting and financial management for events, On-site management and organization, Event staff training and supervision, Monitoring and evaluating event success, Post-event analysis and feedback collection.	8	CO3, CO5	Learning with PPT, Case Study	Apply	Case Study

5	Event Sponsorship and Partnerships: Identifying potential sponsors and partners, Developing sponsorship packages and proposals, Negotiating and managing sponsorships	5	CO3, CO5	Learning with PPT	Understand and Apply	Short Answer and Case Study
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Reference Book:

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1	Anukrati Sharma and Dr. Shruti Arora	Management and Marketing: Theory, Practical Approaches and Planning	2018	Bharti Publication, New Delhi
2	Kaushalendra Saran Singh	Event Management Principles and Methods	2013	Kaniska Publication
3	Dr. Hoshi Bhiwandiwalla and Bhavana Chaudhari	Management	2017	Nirali Prakashan, Educational Publishers

Online Resources:

Online Resources	Website address
1	https://en.wikipedia.org/wiki/Event_marketing
2	https://www.marketing91.com/event-marketing/
3	https://www.invitereferrals.com/blog/event-marketing/

MOOCs:

MOOCs	Website address
1	Alison
2	Swayam
3	UpGrade

ELECTIVE:HospitalityManagement

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2022–2023						
Semester		CourseCode	Course Title			
V		HM-01	FoodServiceoperation			
PreparedBy			DrAjay Bhulke			
Type	Credits	Evaluation			Marks	
DSE	3	IE :UE			40:60	
CourseObjectives:						
• TounderstandFoodserviceoperation. • Tounderstand theroleandresponsibilityof Food servicemanagement. • Tounderstandandmanagemealexperience. • Toexposetheconceptof eatingout. • To studymethods of purchasingfood.						
CourseOutcomes:						
CO1:UnderstandFoodserviceoperation CO2:FocusroleandresponsibilityofFoodservicemanagement CO3:Learn to manage meal experience CO4:Familiarize with concept of eating out CO5:Recognizethemethodsofpurchasingfood						
Unit	Subunit	Sessions (Hrs)	COs Number	Teaching Methodology	Cognition Level	
1	Introduction to food service operation Origin of food service industry Commercial and non commercialFoodservice operation Subsidizedand welfare catering establishments	5	CO1	Lecture with Ppts Quiz	Understand	Quiz End Term Internals:ShortAnswers
2	Food and Beverage management, Responsibilitiesoffood and Beverage management, Job description of food and Beverage manager, Constraintsonfoodand beveragemanagement –	5	CO2, CO5	Lecture with Ppts Case Study Psychometric Tools	Understand	CaseStudy, Newspaper Article EndTerm: Applied Questions

	External-Government/ political, economic, social, technical and Internal – food and beverage,staff,control					
3	Managing meal ExperienceFactors/ Reasons	5	CO3	Lecture withPPTs	Analyse	CaseStudy with
	forusingfoodservices- suchasSocial,business, convenience and time. Atmosphere of food serviceestablishment, price and Menu.			CaseStudy		Presentation s End Term Exams: Case based Questions/A ppplied Questions
4	Understanding eating out–Introduction,food and drink , variety in menu choice, level of service, price and value for menu , interior design,Atmosphereand mood , location and accessibility , food serviceemployees.	5	CO4	Lectures withPPTs Group Activity Video Cases	Evaluate	Group Activity EndTerm Exam: Shortcase and situation based questions
5	Food service establishments-Fine dining, Bars, night clubs and pubs, Fastfoodeestablishments – Financial policy, Marketing policy, product and service style, staffing and technology	5	CO5	Lecture Case Activity	Analyze	Case Presentation Activity End Term: Theory Applied
6	Food Menu- Introduction, type of menu,Tabled'hote,A la carte, Banqueting menu,cyclicmenu.	5	CO3	Lectures withPPTs Flip Classroom	Apply	Activity EndTerm: Theory Applied

ReferenceBooks

Sr.No.	Nameof the Author	Title oftheBook	Year Edition	Publisher Company
1	Bernard Davis, Andrew Lockwood, Ioannis Pantelieds , Peter Alcot	FoodandBeverage Management	Fourthedition	Butterworth Heinemann
2	JohnCousins,Dennis Lillicrap, Suzanne Weekes	Foodandbeverage Service	NinthEdition	HodderEducation

OnlineResources

OnlineResourcesNo.	Websiteaddress
1	1 https://www.greatsampleresume.com/job-responsibilities/foodservice/food-and-beveragemanager2 2 https://study.com/academy/lesson/food-service-industry-definitionhistory.html
2	1 https://www.greatsampleresume.com/job-responsibilities/foodservice/food-and-beveragemanager2 2 https://study.com/academy/lesson/food-service-industry-definitionhistory.html
MOOCS	Websiteaddress
1	https://swayam.gov.in/

Semester VI

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	Course Code	Course Title				
VI	601	ProjectManagement				
PreparedBy		Dr.PawanKaul_BVIMR				
Typeof Course	Credits	Evaluation	Marks			
DSC	03	IE:UE	40:60			
CourseObjectives:						
• Tounderstandtheimportanceofproject managementintoday’sworld. • Toidentifythe keycharacteristics ofahigh-performanceprojectteam. • Tounderstandthe financialrisksin projects. • Tolearnabout conceptofCPM/PERT inprojectplanning. • Tounderstandtheprojectmonitoringandcloseoutprocess inproject						
CourseOutcomes:						
Aftercompletingthecoursethestudents shall beableto CO1:Developtheunderstandingofaproject organization and itsscopeand priorities. CO2:Understandingandimplementingtheroleofprojectmanagerinaproject organization. CO3:Identify,analyse,andrefineprojectcoststoproduceabudgetandcontrolproject costs CO4:Planandmanagethescope,cost,timing, andqualityoftheproject,atalltimes focusing on project success as defined by the project stakeholders CO5:Monitoraproject’sprogress,identifyvariancesandtaketimelyactiontodealwith problems and opportunities						
Unit	Contents	Sessi ons (Hrs.)	COs Num ber	Teaching Methodology	Cognition Level	Evaluation Tools
1 Overview ofProject Management	Concepts and attributesof Project, Project lifecycle and stake holders, Project Organizatio n, WBS, Scopeand priorities, Project Identificatio	7	CO1	Classroom Lectures / Presentation	Remember ing /Understan ding	Internal Assessment/ UniversityExam

	n and Market feasibility					
2Project Organization	Role and responsibilities of Project Manager, Team development model, sources of conflicts, conflict resolution	7	CO2	Classroom Lectures / Presentation	Analyse/ Evaluate	Internal Assessment/ University Exam
3 Financial analysis	Profitability analysis, Using NPV, IRR, Payback and discounted Payback period, Multi weighted scoring models	7	CO3	Classroom Lectures / Presentation	Analyse/ Evaluate	Internal Assessment/ University Exam
4Project Planning	Time and cost estimates with AON and AOA conventions , Network analysis, Float analysis, Ganttchart and PERT Analysis	12	CO4	Classroom Lectures / Presentation	Analyse/ Evaluate	Internal Assessment/ Observation/ University Exam
5Project Analysis and Audit	Project Monitoring, EVA analysis, PMIS, Project Termination and Audit,	7	CO5	Classroom Lectures / Presentation/ Case Study- LAB	Analyse/ Evaluate /Create	Internal Assessment/ University Exam

	Reasons for failure					
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Reference Books

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1	Erik Larson and Clifford Gray	“Project Management: The Managerial Process”, 8th edition,	2020	McGraw Hill
2	Pradeep Pai	Project Management	2019	Pearson India Education services Pvt Limited
3	Nicholas & Steyn	Project Management for Business, Engineering & Technology	2012	Elsevier

Online Resources:

Online Resources	Website address
1	https://en.wikipedia.org/wiki/Project_management
2	https://www.pmi.org/about/learn-about-pmi/what-is-project-management
3	https://www.simplilearn.com/tutorials/project-management-tutorial/project-planning

MOOCs:

Resource No.	Website address
1	https://www.mooc-list.com/tags/project-management
2	https://www.coursera.org/courses?query=project%20management

Programme:BBACBCS–RevisedSyllabusw.e.f –2022-2023						
Semester	Course Code	Course Title				
VI	602	EntrepreneurshipDevelopment&Startup Management				
PreparedBy		Dr.Rushikesh Bhagat_IMED				
Type	Credits	Evaluation	Marks			
DSC	03	IE:UE	40:60			
CourseObjectives:						
• Tounderstandtheconceptofentrepreneur&entrepreneurshipforcreating entrepreneurial mind set amongst youth. • TocreatawarenessofentrepreneurshipdevelopmentthroughEDP&government schemes. • Toencouragestudentsto setup theirownstartup. • Toawarepracticallyaboutbusiness plan preparation. • Todevelop senseof social responsibilityin buddingsuccessfulentrepreneurs.						
CourseOutcome:(CO)						
CO1:Students wouldbeableto understandtheconceptof Entrepreneurshipanddevelop Entrepreneurialmind-set.						
CO2:Studentswillclassifyabout preparationofbusiness plan.						
CO3:StudentswillinterpretEDPinsystematicwayinthejourneyofsuccessful entrepreneur.						
CO4:Studentswilldistinguishbetweenvariousfinancialschemesandselectthebestof them.						
CO5:Studentsshouldjudgevariousformsofownership&StartupManagement.						
Unit	Subunits	Sessio ns (Hrs.)	COs Numb er	Teaching Methodolo gy	Cognitio n Level	Evaluatio n Tools
I Introduction to Entrepreneurship	Entrepreneur – Meaning, Definition, Types, Qualities, Classification s, Problems, Ethical &Social Responsibiliti es. Rural Entrepreneurs . Entrepreneurship –	10	CO1	Lecture withPPT/ Quiz	Rememb er	Quiz, Mid/End Term Examinati on, Assignme nt.

	Meaning, Definition, Role of Entrepreneurship in Economic Development, Difference between Entrepreneur & Manager, Global and Indian perspectives Environmental Factors Affecting Entrepreneurial Growth					
II Business Idea & Business Plan	Business Idea - Search for Business Idea, Identifying Business Opportunities & Evaluation. Business Plan— Meaning & Importance, Preparation of Business Plan, Recognizing and identifying Opportunities— NEW PRODUCT DEVELOPMENT PROCESS	8	CO4	Lecture with PPT, Case Study	Understand	Business Plan Presentation & Submission, Mid/End Term Examination.
III Entrepreneurship Development Program (EDP)	EDP- Concept & Significance, Problems of EDP, Role of Government in organizing EDPs, Role of Incubators & Accelerators, Startup Ecosystems, and Case	8	CO2	Lecture with PPT, Group Presentation	Apply	Group Presentation, Mid/End Term Examination, Assignment.

	Studies of Successful EDPs.					
IV Financial Support	Role and Importance of MSME. Financial Support – Sources of Finance, All India Financial Institutions (IDBI, IFCI, ICICI, IRDBI), National Small Industries Corporation, Small Industries Development Organization,	10	CO3	Lecture with PPT, Group Presentation	Analyse	Group Presentation, Mid/End Term Examination, Assignment.

	Commercial Banks, Agencies, District Industries Centre, MUDRA, Angel Investors, Venture Capital, Crowdfunding, Start-up Seed Funds, SBI Start-up Banking, Legal Aspects					
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	of Start-ups, Pitching & Fundraising Skills, Intellectual Property Rights.					
V Emerging Forms & Startup Management	Forms of Ownership – Sole Proprietorship, Partnership, Company, Co-operative, Franchising. Family Business – Concept, Structure, Types. Women Entrepreneurship – Role Models, Problems. Start-up Management	9	CO5	Lecture with PPT, Case Study	Evaluate	Mid/End Term Examination, Assignment.

Reference Books

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1	Vasant H Desai	Dynamic of Entrepreneurial Development and Management	2022	Himalaya Publishing House
2	Khanka S.S.	Entrepreneurship Development	2022	Sultan Chand & Sons
3	Robert D. Hisrich, Michael P. Peters	Entrepreneurship Development	2022	Tata McGraw Hill edition
4	Holt, David H	Entrepreneurship: New Venture Creation	2023	Prentice Hall of India
5	N.P. Srinivasan & G.P. Gupta	Entrepreneurial Development	2021	Sultan Chand & Sons

Online Resources

Online Resources	Websiteaddress
1	https://www.entrepreneur.com/
2	https://www.toppr.com/guides/business-studies/entrepreneurship-development/
3	https://www.shopkeep.com/blog/the-7-best-free-resources-for-planning-your-new-business
4	http://dst.gov.in/scientific-programme/t-d-tdb.htm

MOOCs

MOOCS	Websiteaddress
1	https://startupindia.upgrad.com/
2	https://www.coursera.org/
3	https://nptel.ac.in/
4	https://swayam.gov.in/explorer

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	Course Code	Course Title				
VI	603	ArtificialIntelligenceforManagers				
Preparedby		Dr.MukundKulkarni_IMK				
Typeof Course	Credits	Evaluation	Marks			
DSC	3	IE:UE	40:60			
CourseObjectives:(CO)						
- UnderstandthefoundationalconceptsandhistoricaldevelopmentofArtificial Intelligence. - EvaluatedifferentAItechnologiesandtheirapplications in businessandmanagement. - AnalysethestrategicintegrationofAIinbusinessmodelsanddecision-making processes. - Examinetheethical,legal,andregulatoryconsiderationsassociatedwithAI implementation. - ApplyAItoolsandtechniquesinmarketing,customerrelations,operations,andsupply chain management. - DevelopchangemanagementstrategiesandskillsforsuccessfulAIadoptionin organizations.						
LearningOutcomes:						
Aftercompletingthecoursethestudents shall beableto CO1:Students will understandfundamentalconcepts of AI. CO2:Studentswillbeabletoevaluatedifferenttechnologiesandtheirapplicationsin business. CO3:StudentswillbeabletoanalysethestrategicintegrationofAIinbusinessmodels. CO4: Students can examine ethical, legal and regulatory considerations with AI implementation. CO5:Students will beable toapplyAItools indifferent businessoperations.						
Unit	Contents	Sessio ns (Hrs.)	COs Number	Teaching Methodol ogy	Cognition Level	Evaluati onTools
1 Introduction to Artificial Intelligence	Overviewof Artificial Intelligence, Historical Development and Milestones, Types of Artificial Intelligence: Narrow vs General AI,	6	CO1& CO2	PPTs, Quiz	Understand	As per discretion of the teacher

	Applications of AI in Business and Management					
2 Foundations of AI Technologies	Machine Learning: Concepts and Algorithms, Natural Language Processing (NLP), Computer Vision, Robotics and Automation, Deep Learning: Basics and Applications	6	CO2, CO3 & CO4	PPTs, Quiz	Remembering	As per discretion of the teacher
3 AI in Business Strategy	Strategic Integration of AI in Business, Impact on Business Models, AI for Decision Making, Ethical Considerations in AI, Regulatory and Legal Aspects of AI	6	CO5 & CO6	PPTs, Quiz, Case Study	Understand & Recognise	As per discretion of the teacher
4 AI in Marketing and Customer Relations	Personalization and Targeted Marketing, AI in Customer Relationship Management (CRM), Chatbots and Virtual Assistants, Predictive Analytics for Marketing	6	CO1, CO2	PPTs, Quiz, Demo	Applying	As per discretion of the teacher

5 AI in Operations and Supply Chain Management	AI in Operations Optimization, Predictive Maintenance and Quality Control, AI in Inventory Management, Supply Chain Optimization using AI	6	CO4	PPTs, Quiz,	Evaluate	As per discretion of the teacher
6 AI Adoption and Management	Change Management in AI Adoption, Skill Development for AI Implementation, Case Studies of Successful AI Implementation, Future Trends and Innovations in AI, Project Work and Practical Applications	8	CO5 & CO6	PPTs, Quiz, Case Studies	Understand. Recognize	As per discretion of the teacher

ReferenceBooks

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1.	Stuart Russell and Peter Norvig	Artificial Intelligence: A Modern Approach	-	Pearson
2.	David L. Poole and Alan K. Mackworth	Artificial Intelligence: Foundations of Computational Agents	-	Cambridge University Press
3.	Kai-Fu Lee	AI Superpowers: China, Silicon Valley, and the New World Order	-	Houghton Mifflin Harcourt
4.	Melanie Mitchell	Artificial Intelligence: A Guide for Thinking Humans	-	Farrar, Straus and Giroux
5.	Nils J. Nilsson	Artificial Intelligence: A New Synthesis	-	Morgan Kaufmann Publishers
Online Resources	Website address			
1	https://towardsdatascience.com/			
2	https://www.aiinbusiness.com/			
MOOCS	Website address			
1	Swayam/NPTEL			
2	Coursera			

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2022–2023						
Semester	Course Code	CourseTitle				
VI	606	ChanakyaNeeti				
TypeofCourse	Credits	Evaluation			Marks	
VBC	2	IA			100	
CourseObjectives:						
• Tointroduceparticipantstotheethicalandvalue-basedprinciplesoutlinedby Chanakya, with a focus on their relevance in contemporary management. • ToexploretheinsightsprovidedbyChanakyaoneducationandfamily management and apply them to personal and organizational contexts. • ToanalyzeChanakya'sperspectivesonaccounting,financialmanagement, marketing, production and operation management, and human resource management,andintegratetheseprinciplesintomodernbusinesspractices. • ToidentifyandcultivatethequalitiesofaleaderasperChanakya,understand the functions and roles of a leader, and applymotivation and communication strategies inspired by Chanakya in leadership roles.						
CourseOutcomes:						
Aftercompletingthe coursethestudents shallbeableto CO1:UnderstandtheethicalprinciplesandvaluesemphasizedbyChanakya. CO2: ApplyChanakyan ethics to decision-makingprocesses in personal and professional life. CO3:SummarizekeyprinciplesandinsightsprovidedbyChanakyaineachbusiness domain. CO4:Evaluatetheimpact ofethicalleadershiponorganizational culture.						
Unit	SubUnit	Session s	CO Numbe r	Teaching Methodolo gy	Cognition Level	Evaluatio n Tools
1Ethicsand values laid down by Chanakya	Understandthe ethical principles and values emphasizedby Chanakya, Apply Chanakyan ethics to decision-making processes in personal and professional life,Evaluate	7	CO1	Asperthe Discretion of the subject teacher	Understan d	As per the Discretio n of the teacher

	the impact of ethical leadership on organizational culture.					
2 Education management and family management as per Chanakya	Analyze Chanakya's views on education and family management, Apply Chanakyan principles to enhance educational and familial dynamics, Develop strategies for incorporating educational principles in organizational training and development.	7	CO2	As per the Discretion of the subject teacher	Analyse	As per the Discretion of the subject teacher
3 Evaluate Chanakya's insights into accounting, financial management, marketing, production, operation, and human resource management	Critically analyze and summarize Chanakya's perspectives on various aspects of business management, Relate Chanakyan principles to modern business practices.	8	CO3	As per the Discretion of the subject teacher	Evaluate	As per the Discretion of the subject teacher

4 Qualities of a Leader, Functions and Role of a Leader, Motivation and Communication	Identify key leadership qualities outlined by Chanakya, Enumerate and describe the essential qualities of a leader according to Chanakya, Understand the functions and roles of a leader according to Chanakya, Apply these functions to real-world leadership scenarios, Apply motivation and communication techniques inspired by Chanakya to enhance leadership skills, Evaluate the effectiveness of these strategies in motivating and leading teams.	8	CO4	As per the Discretion of the subject teacher	Apply	As per the Discretion of the subject teacher
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ReferenceBooks:

Sr.No.	Nameofthe Author	TitleoftheBook	Year Edition	Publisher Company
1	AshokR.Gadre	ChanakyaonManagement		JaicoPublication, Ahmedabad
2	N.M.Khandelwal	Managerial anasysis of ChanakyasutrasandChanakya Niti		
3	N.M.Khandelwal	Indian Ethos and Values (Chanakya)forManagers		PragatiPrakashan

OnlineResources:

Online ResourcesNo.	Websiteaddress
1	https://newhorizoncollege.co.in/chanakya-neeti-for-new-age-entrepreneurs/
2	https://www.youtube.com/watch?v=eXuOr30Up_s

MOOCs:

Resources.	Websiteaddress
1	SWAYAM

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	CourseCode	Course Title				
VI	607	IncomeTaxActCompliances				
PreparedBy		AkashYadav_CDOE				
Type	Credits	Evaluation	Marks			
SEC	2	IA	100			
CourseObjectives:(CO)						
1ToImpartknowledgeofconceptof IncomeTaxAct1961 2To providekeyprovisionsmadein theIncomeTaxAct 1961. 3ToFacilitateincometaxplanning 4To Impartknowledgeontheoldandnewtaxregime. 5ToEnablethelearnersincomputingtheGrossIncome,NetIncome,andtotaltaxliability of an individual.						
LearningOutcomes:						
Aftersuccessfulcompletionofthecoursethelearnerwillbeableto CO1:Definevariousconcepts underIncomeTax Act1961. CO2:Classifyvariousheadsof Incomeand discuss theprocessofcalculatingIncomeTax. CO3:UseIncometaxrules toComputeIncome fromsalary CO4:Toorganizevarious informationforcomputingTaxontotalIncome. CO5:ToEvaluatevariousprovisionsofIncomeTaxAct1961.						
Unit	Contents	Ses sio ns (Hr s.)	COs Numb er	Teachin g Method ology	Cognition Level	Evaluation Tools
1 IncomeTax ACT,1961– An Introduction	- History of Income Tax in India - Introduction & Features - Fundamenta l Concepts & Definitions under Income Tax Act,1961 - Income ExemptfromTax	8	CO1	Lecture withPpts	Remember	Quiz End Term Internals: Short Answers

2 Income from Salary & House Property	• Chargeability - Allowances & Perquisites • Deductions from Salary. • House Property - Gross Annual Value • Self-occupied and Let out Property • Permissible deductions.	11	CO2	Lecture with Ppts Case Study	Understand and Apply	Case Study, Newspaper Article End Term: Applied Questions
3 Income from Business or Profession	• Meaning of Business Income • Methods of Accounting • Deductions Computations of Taxable Income from Business & Profession	8	CO3	Lecture with Ppts Case Study	Analyse	End Term Exams: Case based Questions/Applied Questions
4 Income from Capital gains and Other Sources	• Meaning, types of Capital Asset. • Long term and Short-Term Capital gain • Exemptions • Income from Other sources	10	CO3	Lecture with Ppts Case Study	Evaluate	End Term Exam: Short case and situation-based questions
5 Computation of Total Income & Tax Liability of Individual	• Computation of Total Taxable Income of an Individual • Process of filling ITR	8	CO4 & CO5	Case Study Video Cases	Evaluate	Case based Questions/Applied Questions

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1	Dr. Vinod K Singhania & Dr. Monica Singhania	Students Guide to Income Tax including GST	2023	Taxman Publications [P] Ltd
2	Dr. Vinod K Singhania & Dr. Monica Singhania	Students Guide to Income Tax including GST – Problems & Solutions	2023	Taxman Publications [P] Ltd
3	Practical Approach to Income Tax	Dr. Girish Ahuja & Dr. Ravi Gupta	2023	Commercial Law Publishers [India] Pvt. Ltd
Online Resources	Website address			
1	www.icai.org			
2	www.icsi.edu			
3	https://incometaxindia.gov.in/			
MOOCS	Website address			
1	https://onlinecourses.swayam2.ac.in/			
2	https://www.edx.org/			
3	https://cleartax.in/			

Reference Books:

Reference Books (Publisher)	Name of the Author	Title of the Book	Year Edition	Publisher Company
1–National	Dr. V.K. Singhaniya	Corporate Tax planning and Business Tax Procedures	2023	Taxman Publications New Delhi.
2–National	Ahuja Girish, Gupta Ravi,	Simplified Approach to Corporate Tax planning and Management	2023	Bharat Law House Pvt. Ltd. New Delhi.

3–National	NitinVashisht and B.B. Lal	DirectTaxes:IncomeTax ,andTaxplanning‘,	2023	Pearson Education
4 International	AlexEasson	Tax Incentives for ForeignDirectInvestment	2023	(Kluwer Law Internation).
5–National	Dr. Vinod K Singhania &Dr.Monica Singhania	Students Guide to Income Tax including GST – Problems & Solutions	2023	Taxman Publications [P] Ltd
6–National	Dr. Girish Ahuja&Dr. Ravi Gupta	Practical Approach to Income Tax	2023	Commercial LawPublishers[India] Pvt. Ltd

OnlineResources:

Online ResourcesNo	Websiteaddress
1	https://www.investopedia.com/terms/c/corporatetax.asp
2	https://cleartax.in/s/corporate-tax
3	https://incometaxindia.gov.in/

MOOCs:

ResourcesNo	Websiteaddress
1	https://cleartax.in/
2	www.classcentral.com
3	https://onlinecourses.swayam2.ac.in/
4	www.edx.org

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2022– 2023			
Semester	Course Code	Course Title	
VI	608	Hindustani Classical Music, Instrumental and Dance	
Type of Course	Credits	Evaluation	Marks
VBC	1	IA	100
Course Objectives:			
- To introduce students to the rich cultural heritage of Hindustani classical music, Indian dance, and Hindustani classical instrumental music. - To provide students with a basic understanding of the principles, concepts, and techniques of Hindustani classical music, Indian dance, and Hindustani classical instrumental music. - To familiarize students with the prominent styles, gharanas, and maestros of Hindustani classical music, Indian dance, and Hindustani classical instrumental music. - To develop an appreciation for the aesthetic nuances, emotional depth, and spiritual essence embedded in Hindustani classical music, Indian dance, and Hindustani classical instrumental music. - To cultivate skills in critical listening, analysis, and interpretation of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.			
Course Outcomes:			
After completing the course, the student shall be able to CO1: To introduce students to the rich cultural heritage of Hindustani classical music, Indian dance, and Hindustani classical instrumental music. CO2: To provide students with a basic understanding of the principles, concepts, and techniques of Hindustani classical music, Indian dance, and Hindustani classical instrumental music. CO3: To familiarize students with the prominent styles, gharanas, and maestros of Hindustani classical music, Indian dance, and Hindustani classical instrumental music. CO4: To develop an appreciation for the aesthetic nuances, emotional depth, and spiritual essence embedded in Hindustani classical music, Indian dance, and Hindustani classical instrumental music. CO5: To cultivate skills in critical listening, analysis, and interpretation of Hindustani classical music, Indian dance, and Hindustani classical instrumental music.			

Unit	Sub Unit	Sessions	CO Number	Teaching Methodology	Cognition Level	Evaluation Tools
1 Introduction to Hindustani Classical Music	Historical overview of Hindustani classical music Elements of Hindustani classical music: Raga, Tala, Swara	3	CO1	As per the Discretion of the Subject Teacher	Remember	As per the Discretion of the Subject Teacher

	Major ragas and their characteristics Overview of vocal and instrumental traditions Notation system: Sargam and Tabla Bols					
2: Principles of Indian Dance	• Evolution of Indian dance forms: Bharatanatyam, Kathak, Odissi, Manipuri, etc. • Elements of Indian classical dance: Nritya, Nritya, Natya • Mudras (hand gestures) and Abhinaya (expression) • Fundamentals of rhythm and footwork • Famous dance compositions and choreographers	3	CO2	As per the Discretion of the Subject Teacher	Understand	As per the Discretion of the Subject Teacher
3 Hindustani Classical Instrumental Music	• Overview of Hindustani classical instruments: Sitar, Sarod, Flute, Tabla, etc. • Techniques and repertoire of selected instruments • Role of improvisation in instrumental music • Notable instrumentalists and their contributions • Comparative study of vocal and instrumental styles	3	CO3	As per the Discretion of the Subject Teacher	Evaluate	As per the Discretion of the Subject Teacher
4 Gharanas and Maestros	• Significance of Gharanas (schools) in Hindustani classical music • Overview of major Gharanas and their distinctive features • Contributions of legendary musicians: Ustad Allauddin Khan, Pandit Ravi	3	CO4	As per the Discretion of the Subject Teacher	Apply	As per the Discretion of the Subject Teacher

	Shankar, Ustad Bismillah Khan, etc. • Listening sessions and analysis of performances by maestros					
5 Cultural Context and Appreciation	• Socio-cultural influences on Hindustani classical music and dance • Spiritual dimensions and philosophical underpinnings • Impact of technology and globalization on traditional art forms • Role of patronage and preservation efforts • Appreciation and critique of contemporary interpretations	3	CO5	As per the Discretion of the Subject Teacher	Understand	As per the Discretion of the Subject Teacher

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher Company
1	Namita Devidayal	"The Music Room"		
2	Leela Venkataraman	"Indian Classical Dance: The Renaissance and Beyond" by		
4	Joep Bor	"The Raga Guide: A Survey of 74 Hindustani Ragas"		
5	The Sitar	Manfred Junius		

Online Resources:

Online Resources No.	Website address
1	Online resources: Sangeet Natak Akademi, SPICMACAY, Khan Academy of Music and Arts

MOOCs:

Resources	Website address
1	SWAYAM

Specialization/Electives

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Sem	Course Code	CourseTitle				
VI	MK02	SERVICES MARKETING				
PreparedBy		Dr.YogeshGurav_IMED				
Type	Credits	Evaluation	Marks			
DSE	03	IE:UE	40:60			
CourseObjectives:(CO)						
- Toimpartknowledgeonthedifferencebetweenegoodsandservices,its characteristics, the growth of services sector in India - Toprovideinsightson theconceptrelatedtoServices Marketing - Toenablethelearnersinunderstandingthebusinessenvironmentanditsinfluence on the business - Tofacilitateunderstandingofmanagingdemand,supplyandcapacityinservice firms - Todevelopin-depthunderstandingofidentifyingreasonsforthegapsinservice quality						
CourseOutcomes:						
Aftersuccessfulcompletionofthecourse,thelearnerwillbeableto CO1: Understand the difference between goods and services, its characteristics, the phenomenal growth of services sector in India and the factors responsible for thesame CO2.DemonstratesoundunderstandingoftheconceptrelatedServicesMarketingand apply it in business situations CO3:Analysethebusinessenvironmentanditsimpactonthebusiness CO4: Manage demand, supply and the capacity in a service firm CO5:Applystrategiesforbridgingthegapsinservicequalityanddeliverqualityservices to the customers						
Unit	Contents	Session s (Hrs.)	COs Numb er	Teaching Methodolo gy	Cognition Level	Evaluation Tools
1	Introduction: Meaning of the term ‘service’, Difference between goods and services, characteristics of services / four I’s of services: its implications, growth	07	CO1	Lecture, illustration with real life situations	Remembering Understanding	Question andAnswer session, Internal assessment, University examinatio ns

	of servicesector in India and thefactors responsiblefor it.					
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2	Services Marketing: 7 Ps, Product: levels of service product, service blueprint, its components – customeractions, onstage contact employeeactions, backstagecontact employeeactions, support processes and physical evidences,stages of new service product development Price: Pricing objectives, pricingstrategies usedbyservice firms,	21	CO2	Lecture, case study, illustration with contempora ryexamples	Understanding Applying	Continuous evaluation, internal examinatio ns, University Examinatio ns
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	Place: Channels of distribution used by service firms, distribution strategies Promotion: objectives of service promotion, services marketing triangle, key planning considerations in service promotions, tools used for the promotion of services People: Role of service personnel/employees in a service business, managing people for having service advantage- hiring					
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	right people, enable your people, enable and energise your people Process: Service as a process – flow of activities, number of steps and level of customers' involvement Physical evidence: the concept, elements of physical evidence					
3	Service marketing environment: External/Macro Environment: factors, Internal/Micro Environment: factors	06	CO3	Lecture, case study	Analysing	Continuous evaluation, internal examinations, University Examinations

4	Managing demand, supply and capacity in services: Understanding capacity constraints and	06	CO4	Lecture, illustration with real life examples	Analysing Evaluating	Continuous evaluation, internal examinations, University Examinations
5	Service quality: meaning, determinants/ quality dimensions of service quality, GAPs Model – reasons for the gaps in service quality, strategies for bridging such gaps, SERVQUAL - an overview	05	CO5	Lecture, case study	Applying Creating	Continuous evaluation, internal examinations, University Examinations

ReferenceBooks:

Sr. No.	Nameof the Author	Titleofthe Book	Year of Publication	Publisher Company
1	JochenWirtz,Christopher Lovelock	Services Marketing	2021	WorldScientific Publishing Company
2	ValarieA. Zeithaml ,MaryJo. Bitner,DwayneD.Gremler, Ajay Pandit	Services Marketing	2018	McGrawHill
3	JochenWirtz,Christopher Lovelock,JayantaChaterjee	Services Marketing	2017	Pearson Education

Online Resources	Websiteaddress
1	https://onlinelibrary.wiley.com/journal/14791838
2	https://www.tandfonline.com/doi/ful
3	www.mheducation.com/hoghered/category.10366
MOOCS	Websiteaddress
1	https://onlinecourses.swayam2.ac.in/imb19_mg20/preview
2	https://onlinecourses.nptel.ac.in/noc20_mg14/preview

Elective:Financial Management

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	CourseCode	Course Title				
VI	FM02	ManagementofFinancialServices				
PreparedBy		Dr.RanpreetKaur_BVIMR				
Type	Credits	Evaluation	Marks			
DSE	03	IE:UE	40:60			
CourseObjectives:						
- Toacquaint thestudentsaboutFinancialSystemanditsstructure - Toorientaboutvariousfinancialservices available. - Toexplain theconcept,types andevaluationofMutualFund schemes. - Todescribethe conceptand majorplayersofcreditrating. - TobriefthestudentsaboutconceptsrelatedtoVentureCapital Financing.						
CourseOutcomes: (CO)						
CO1:UnderstandtheroleandComponentsofIndianFinancialSystem.						
CO2:UnderstandandapplytheknowledgeofImportantFinancialServicesforemployment prospects.						
CO3:Demonstrateanawarenessofthecurrentmutualfundschemesanditsevaluation. CO4: Understanding and analysing credit rating importance.						
CO5:Evaluateandcreateprospectsforbusiness fundingthroughventurecapitalfinancing.						
Unit	Contents	Sessions (Hrs.)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
1	IndianFinancialSystem Concept , structure and importance of Indian Financial System, Financial System and Economicdevelopment, ConceptandImportance of FinancialServices	08	CO1	Lecturewith Ppts, Quiz, Newspaper Article	Knowledge and Understand	Midterm exam,end termexam and CES

2	Types of Financial services: Fund Based and Fee based Leasing and Hire Purchase finance. Factoring and forfeiting. Bills Discounting. Concept and Importance of Insurance, Types of Insurance Merchant Banking, Underwriting Investment Banking	13	CO2	Lecture with PPTs Case Study, Flip Classroom, Newspaper Article	Understand and Apply	Midterm exam, end term exam and CES
3	Mutual Funds Concept and objectives of Mutual Funds, Concept of NAV Types of Mutual Fund Schemes Parameters for evaluation of Mutual funds Schemes Current Scenario of Mutual Fund in India	08	CO3	Lecture with PPTs Case Study Flip Classroom, Newspaper Article	Understand, Apply and Evaluate	Midterm exam, end term exam and CES
4	Credit Rating Meaning and Importance of Credit Rating. Functions of Credit Rating agencies Factors affecting credit rating Major players of Credit Rating in India (CRISIL, ICRA, CARE)	08	CO4	Lecture with PPTs Flip Classroom Case Study, Newspaper Article	Understand and Apply	Midterm exam, end term exam and CES
5	Venture Capital Financing Meaning and features of Venture Capital. Stages of Venture financing, Factors affecting Venture Capital financing. Importance of venture Capital Financing	08	CO5	Lecture with PPTs Flip Classroom Case Study, Newspaper Article	Understand, Apply and create	Midterm exam, end term exam and CES

	Recent Cases and examples					
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Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1 –National	E-Gordon, K Natarajan	Financial Markets and Services	Revised 6 th Edition 2010	Himalaya Publishing House
2 –National	M.Y.Khan	Financial Services,	2010	Tata McGraw Hill
3 –National	G.S.Batra	Financial Service New Innovation	2015	ND publication

Online Resources:

Online Resources	Website address
1	https://www.moneycontrol.com
2	https://www.sebi.gov.in
3	https://www.investopedia.com

MOOCs:

MOOCs	Website address
1	https://swayam.gov.in
2	https://www.edx.org
3	https://alison.com/certificate-courses

Elective: Human Resource Management

Programme: BBACBCS–Revised Syllabus w.e.f–2022-2023			
Semester	Course Code	Course Title	
VI	HR(E)02	Performance & Compensation Management	
Prepared By		Dr. Pravin Mane_IMED	
Type	Credits	Evaluation	Marks
DSE	3	IE:UE	40:60
Course Objectives			
- To understand the various dimensions of Compensation Management. - To familiarize with the role of various bodies involved in Compensation Management.			
Course Outcomes:			
After completing the course, the students shall be able to CO1: Students will be able to apply the concepts of performance appraisal and compensation management practically.			

Unit	Sub Unit	Sessions (Hrs.)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
1.	Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement	12	CO1	Lectures, Discussions	Understand Describe	Quiz Objective based class test

2	Process of performance appraisal, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counseling, use of technology and e-PMS, Ethical perspectives in performance appraisal.	12	CO1	Lectures, Discussions	Understand Describe	Quiz, Case study
3	Compensation– Definition, Classification and Types. Components of remuneration- basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation,	12	CO	Lectures, Discussions	Understand Describe	Quiz, Case study, Assignment

	Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation					
4	Performance Based Pay Systems, Incentives - incentive plans, developing effective incentive plans. Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs – Compensation Management in Multi-National organisations.	12	CO1	Lectures, Discussions	Apply Analyse	Quiz, Case study Mock test
5	Reward systems, Perceptions of Pay Fairness – the legal environment, Legal Constraints on Pay Systems. Employee Benefits.- retirement benefits, perquisites, non-monetary benefits.	12	CO1	Lectures, Discussions	Apply Analyse	Quiz, Case study

Reference Books

Sr. No.	Name of the Author	Title of the Book	Publisher Company
1	Dewakar Goel,	Performance Appraisal & Compensation Management	PHI Learning, New Delhi.
2	Richard I. Henderson	Compensation Management in A Knowledge Based World	Prentice Hall India, New Delhi.
3	Richard Thrope & Gill Homen	Strategic Reward Systems,	Prentice Hall India, New Delhi.
4	Michael Armstrong & Helen Murlis	Hand Book of Reward Management	Crust Publishing House

Online Resources

Resources No.	Website address
1	https://www.ideals.illinois.edu/bitstream/handle/2142/29159/onmeasurementofb1135venk.pdf?sequence=

MOOCS

No.	Website address
1	Modern Human Resource Management (Alison).
2	Principles of Human Resources Management (Swayam).
3	Managing employee compensation (Coursera)

Elective: International Business Management

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2022–2023						
Semester	Course Code	Course Title				
VI	IB02	ExportImportPolicies,Procedures and Documentation				
TypeofCourse	Credits	Evaluation	Marks			
DSE	3	IE:UE	40:60			
CourseObjectives:						
• TounderstandthebasicsofExportandImport. • Tounderstandgovernment policiesandplansforcarryingout international trade. • To learn theprocedureforimport. • To learn theprocedureforexport. • Toknowtheimportant and exportdocumentation formalitiesinIndia.						
CourseOutcomes:(CO)						
CO1:GainacomprehensiveunderstandingofthefundamentalconceptsandbasicsofExport and Import.						
CO2:Exploreandcomprehendgovernmentpoliciesandstrategicplansthatgovernand facilitate international trade activities.						
CO3:Acquireknowledgeandskillsin theproceduresinvolvedinimportinggoods,including documentation, regulations, and compliance.						
CO4:Developathoroughunderstandingofthestep-by-stepproceduresandrequirementsfor exporting goods, encompassing documentation, logistics, and regulatory aspects.						
CO 5 :Familiarize yourself with the intricacies of import and export documentation formalitiesspecifictotheIndiancontext,includinglegalrequirements,paperwork,and compliance measures.						
Unit	Subunits	Sessions	COs Number	Teaching Methodology	Cognition level	Evaluation Tools
1	Introduction: Meaning and Importance of InternationalTrade. Definition of Export and Import, Benefitsof Exports andImports.	8	CO1	Lecture with PPT’s+Quiz	Understand	EndTerm: Long Questions

2	Regulations for Export and Import: Obtaining an I.E.C. Number Foreign Trade (Development and Regulation) Act. Foreign Exchange Management Act (FEMA). DGFT Exchange Control Manual, Current Foreign Trade Policy of India	10	CO2	Lecture with PPT's+Quiz	Apply (Analyse)	End Term: Applied Questions, Long Questions
3	Import Procedure: Various steps taken at different stages, viz. Registration Stage, Pre-import stage and other stages.	10	CO3	Lecture with PPT's+Case Study	Apply	End Term: Applied Questions, Long Questions
4	Export Procedure: Various steps taken at different stages, viz. Registration Stage, Pre-shipment stage, Shipment Stage and Post Shipment Stage.	10	CO4	Lecture with PPT's+Case Study	Apply	End Term: Applied Questions, Long Questions

5	International Trade Documents: Aligned Documentation System (ADS) Proforma Invoice Commercial Invoice Packing List Shipping Bill Certificate of Origin Consular Invoice Certificate of Origin vs. Consular Invoice Commercial Invoice vs. Consular Invoice Mate's Receipt Bill of Lading Mate's Receipt vs. Bill of Lading Guaranteed Remittance (GR) Form Bill of Exchange Airway Bill Import Documents	10	CO5	Lecture with PPT's + Format of every document	Understand and Apply	End Term Internals: Short Answers, Quiz
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S.No.	Name of the Author	Title of the Book	Year Edition	Publisher Company
1	M.I. Mahajan	A Guide on Export Policy, Procedure & Documentation	13 th Edition	Snow White Publications Pvt. Ltd., -
2	C Rama Gopal	Export Import Procedures Documentation and Logistics	2 nd Edition	New Age International Publisher's, New Delhi
3	Aseem Kumar	Export and Import Management		- Excel Book, New Delhi

Online Resources:

Online ResourcesNo.	Websiteaddress
1	HandbookonForeign TradePolicyand GuidetoExport&Import -
2	ExchangeControlManual –RBIPublications -
3	ForeignTradePolicy(Latest) -

MOOCs:

ources.	Websiteaddress
1	https://swayam.gov.in
2	https://alison.com
3	www.coursera.org

Elective: Production Management

Programme: BBACBCS–Revised Syllabus w.e.f.-Year 2022–2023			
Semester	Course Code	Course Title	
VI	PM02	Business Process Re-engineering	
Prepared By		Sanjay Jadhav_IMK	
Type of Course	Credits	Evaluation	Marks
DSE	3	IE & UE	40:60
Course Objectives:			
• Understand and Analyze Business Challenges • Master BPR Methodology • Implement Reengineering Strategies • Navigate Organizational Transformation • Integrate BPR with ERP Systems and Benchmarking			
Course Outcomes:			
After completing the course the student shall be able to CO1: Strategic Thinking and Adaptability CO2: Practical Application of BPR Methodology CO3: Effective Reengineering Implementation CO4: Analytical and Decision-Making Skills CO5: Integration of BPR with ERP Systems and Benchmarking Expertise			

Unit	SubUnit	Sessi ons	CO Num ber	Teaching Methodology	Cognition Level	Evaluation Tools
1 Introduction to Business Process Reengineeri ng:	Definition and concept of BusinessProcess Reengineering Historical background and evolutionofBPR Objectives and benefits of BPRRoleof BPR in organizational transformation Phases of theBPR process Tools and techniquesusedin BPR Challengesand risks in BPR implementation Successfactorsin BPR projects	10	CO1	Lectures	Understand	Asperthe discretion of the subject teacher
2 Analysing Current business Processes	Techniques for processmapping Importance of process documentation Identifying bottlenecks and inefficiencies Data collection and analysis in BPR Techniques for	10	CO2	Lectures , Casestudies, Group projects	Analyse	Asperthe discretion of the subject teacher

	process mapping Importance of process documentation Identifying bottlenecks and inefficiencies Data collection and analysis in BPR					
3 Redesigning Business processes	Principles of process redesign Innovation and creativity in process redesign Reducing complexity and increasing efficiency Case studies of successful process redesign Principles of process redesign Innovation and creativity in process redesign Reducing complexity and increasing efficiency Case studies of successful process redesign	8	CO3	Lectures , Interactive Workshops	Apply	As per the discretion of the subject teacher

4 Analytical and decision making skills	Foundations of Analytical Thinking, Decision-Making Frameworks, Tools for Business Analysis, Critical Thinking and Problem Solving, Risk Assessment in Decision-Making, Behavioral Aspects of Decision-Making, Measuring Decision Effectiveness, Case Studies and Practical Applications	10	CO4	Lectures, Field Visits	Understand	As per the discretion of the subject teacher
5 Integration of BPR with ERP systems and benchmarking expertise	Fundamentals of BPR and ERP, ERP Systems in BPR Implementation, Analytical Tools and Techniques for Integration, Benchmarking Expertise for BPR and ERP, Strategic Alignment of BPR, ERP, and Organizational Goals, Advanced Topics in BPR and ERP Integration	10	CO5	Lectures, Case studies	Remember	As per the discretion of the subject teacher

ReferenceBooks:

Sr.No.	Nameof the Author	Title oftheBook	Year Edition	Publisher Company
1	Alexis Leon	ERPdemystified	2007	TataMcGrawHill
2	JaganNathan Vaman	ERP in Practice	2008	TataMcGraw-Hill
3	MichaelHammer &JamesChampy	Reengineering theCorporation: a Manifestofor Business Revolution		
4	R.Radhakrishnan and S.Balasubramanian	Business Process Reengineering:TextandCases		

Online Resources:

Online ResourcesNo.	Websiteaddress
1	https://www.coursera.org/courses?query=business%20process
2	https://alison.com/course/the-business-process-re-engineering-bpr-guide

MOOCs:

Sources.	Websiteaddress
1	Swayam

Elective: Information Technology Management

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2022–2023						
Semester	Course Code	Course Title				
VI	IT02	InformationSystemSecurity&Audit				
PreparedBy		Dr.PramodPawar_IMED				
Typeof Course	Credits	Evaluation		Marks		
DSE	3	IE :UE		40:60		
CourseObjectives:						
• Tostudybasicconcepts of Information System • Tolearn&understandtheThreats in InformationSystemSecurity. • TomanagesecuritytreatsintheOrganization fortheir Information System. • TogetacquaintedwiththePhysicalSecurity,NetworkSecurityand BiometricSecurity. • Toawarethevarious InformationSystemAudits.						
CourseOutcomes:						
Aftercompletingthe coursethestudents shallbeableto CO1:DistinguishdifferenttypesofInformationSystemwithdifferent approaches. CO2:FindingthreatsandappliesthedifferenttoolsandtechniquesintheirOrganizational Information System. CO3:ApplyPrivacyFundamentals,businesspractices'indifferentInformationSystem Services. CO4:RecognizeanddescribeInformationsecuritybestpractices. CO5:ToanalyzeSecuritymodels,frameworksandstandardsintheirOrganizational Information System.						
Unit	SubUnit	Sessions	CO Number	Teaching Methodology	Cognition Level	Evaluation Tools
1	Globalinformation systems and their evolution,basicsof information systems,roleofthe Internet and the World Wide Web. Understanding about the threats to information systems security, Building blocks of Info security, How Organizations managesecurityof	8	CO1	Lectureand discussions	understand	Assignment Test

	their information systems					
2	Information Security Management in Organizations	10	CO2	Lecture and discussions	Apply	Case Study
	Information Security					
	Management (ISM),					
	Security Policy,					
	Standards, Guidelines & Procedures ISMS.					
	The 3 pillars CIA of					
	Information Security					
	Information Classification.					
	Risk Analysis & Management, Security considerations for the mobile work force. Cryptographic techniques and					
	Encryption,					
	Intrusion Detection					
	Systems and Firewalls, security					
	of virtual private networks					
3	Security models and frameworks :	6	CO3	Case study and practical	Analyse	Presentations

	A structure and framework of compressive security policy, policy infrastructure, policy design life cycle and design processes, PDCA model. introduction to the ISO 27001, SSE-CMM (systems security engineering - capability maturity model), COBIT					
	(Control Objectives for Information and related technologies) and SAS 70 (statement on auditing standards)					
4	Information security best practices : Privacy Fundamentals, business practices' impact on data privacy, technological impact on data privacy, privacy issues in web services and applications based on web services. Staffing, audits, disaster recovery planning and business continuity planning and asset Management.	8	CO4	Lecture and practical	Analyse	Assignment

	Ethical issues and intellectual property concerns for information security professionals-copy					
	right, data protection etc. matters					
5	Auditing for Security	8	CO5	Case study	Evaluate	Project
	Security Audits what are they? Need for Security audits in organizations					
	Auditors					
	responsibility in Security audits Types of Audits & approaches to Audits. Technology based Audits – vulnerability scanning and penetration testing. Resistance to Audits. Key success factors for Security Audits					

Reference Books:

Sr.No.	me of the Author	Title of the Book	Year Edition	Publisher Company
1	HAROLD F. TIPTON	Information security Management Handbook-5th Edition	2003	AUERBACH Publications
2	Alfred Basta, Wolf Halton	Computer security	2008	Thomson
3	L Padmavathi	Electronic Signature law	2023	Asia Law House

4	AnkitFadia	NetworkSecurity	2016	LaxmiPublication Pvt ltd
5	Michael Cross, NorrisJohnson	SecurityPlusstudyguide	2002	Syngress
6	RonWeber, PearsonPub	Informationsystemscontroland Audit	2007	PearsonEducation India Publication
7	NinaGodbole	Information Systems Security: SecurityManagement,Metrics, FrameworksAndBestPractices (With Cd)	2009	WileyIndia
8	Charles CressonWood	InformationSecuritypolicies made easy version 10	2005	InformationShield
9	ThomasPettier.	Informationsecuritypolicies, proceduresand standards	2001	

Online Resources:

Online ResourcesNo.	Websiteaddress
1	https://core.ac.uk/download/pdf/6673169.pdf
2	https://www.tutorialspoint.com/system_analysis_and_design/system_analysis_and_design_security_audit.htm
3	https://www.isaca.org/resources/isaca-journal/issues/2016/volume5/information-systems-security-audit-an-ontological-framework
4	https://en.wikipedia.org/wiki/Information_security_audit
5	https://www2.deloitte.com/me/en/pages/technology/solutions/it_audit_and_informationsystemsecuritydeloittemontenegrotechnologyservicesolutions.html

MOOCs:

Sources	Websiteaddress
1	mooc.org
2	www.Coursera.org
3	www.Udemy.com
4	Swayam.gov.in

Elective: Agri-Business Management

Programme: BBACBCS–Revised Syllabus w.e.f.-Year 2022–2023			
Semester	Course Code	Course Title	
VI	AM02	Supply Chain Management in Agribusiness	
Prepared By		Dr. Aparna Marwa_BVIMR	
Type	Credits	Evaluation	Marks
DSE	3	IE:UE	40:60
Course Objectives:			
- To familiarize the student about agribusiness management which enables him/her to set commercial agribusiness of big farms - To develop a framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain. - To develop an understanding of basic concepts and role of Logistics and supply chain management in business. - To understand how supply chain drivers play an important role in redefining value chain excellence of Firms. - To develop analytical and critical understanding & skills for planning, designing and operations of supply chain. - To understand, appraise and integrate various supply chain strategies.			
Course Outcomes (CO)			
On the completion of the Course, the students will be able to: CO1: Understand the fundamental elements and functions of supply chain, role of drivers and demand forecasting. CO2: To apply various techniques of inventory management and their practical situations. CO 3: Analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain. CO4: How various warehousing management system and transportation can be practiced in various industries? CO5: How logistics and supply chain strategies can create value generation and utilize IT Applications. CO6: How supply chain performance can be measured using various models?			

Unit	Contents	Sessions (Hrs)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
1	Unit I: Supply Chain Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM.	6	CO1 CO2 & CO3	Lecture with PPT	Understand	Internal Examination
2	Unit II: Demand Management in Supply Chain Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management.	6	CO3	Lecture with PPT, and case study	Understand, Remember and Apply	& End Term Examination
3	Unit III: Procurement Management in Agri. Supply chain Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory	10	CO4	Lecture with PPT & Case Study	Understand	Internal Examination

4	Unit IV : Logistics & Transportation Management Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology.	10	CO4 & CO5	Lecture with PPT and Research Paper	Understand and Analyze	& End Term Examination
5	Unit V : Concept of Information Technology Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management-Benchmarking: introduction, concept and forms of Benchmarking.	10	CO5 & CO6	Lecture with PPT and Research Paper	Understand and Analyze	Internal Examination & End Term Examination

ReferenceBooks:

Sr.No.	Name of the Author	Title of the Book	Year Edition	Publisher Company
1 –National	Altekar RV.	Supply Chain Management: Concepts and Cases	2009	Prentice Hall of India.
2–National	Van Weele AJ. 2000.	Purchasing and Supply Chain Management Analysis, Planning and Practice	2013	Vikas Publ. House
3–International	Monczka R, Trent R & Handfield R.	Purchasing and Supply Chain Management	2002	Thomson Asia.

Online Resources:

Online Resources No	Website address
1	https://www.routledge.com/Agribusiness-Supply-Chain-Management/Chandrasekaran-Raghuram/p/book/9781466516748
2	www.wto.org
3	www.trademap.org
4	https://www.europeanproceedings.com/article/10.15405/epsbs.2021.12.04.22
5	www.dgft.gov.in
6	https://www.infosys.com/industries/agriculture/industry-offerings/agriculture-digital-supply-chain.html
7	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10000696/

MOOCs:

Resources No	Subject	Website address
1	Supply Chain of Agriculture	https://www.coursera.org/learn/supply-chain-of-agriculture
2	Doane X: Sustainable Agri-food Supply Chain Management	https://www.edx.org/learn/sustainability/doane-university-sustainable-agri-food-supply-chain-management
3	Agri Supply Chain Management	https://courseware.cutm.ac.in/courses/agri-supply-chain-management/

5	International Financial Environment	https://nptel.ac.in/courses/110105031/
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Programme: BBACBCS–Revised Syllabus w.e.f–2022-2023

Sem	Course Code	Course Title	
VI	R02	RETAIL MANAGEMENT AND FRANCHISING	
Prepared By		Dr. Yogesh Gurav_IMED	
Type	Credits	Evaluation	Marks
DSE	03	IE:UE	40:60
Course Objectives: (CO)			
1. To impart knowledge on retail management concepts, retail formats, retail scenario in domestic and international markets			
2. To provide insight on the demand drivers in retail sector			
3. To enable the learners in understanding the issues related to customer experience management in retail sector			
4. To facilitate timely decisions related to sales and inventory management			
5. To encourage the learners to consider entrepreneurship as a career option			
Course Outcomes:			
After successful completion of the course, the learner will be able to			
CO1: Understand the retail management concepts, retail formats used in India and the retail scenario in domestic and international markets			
CO2: Demonstrate sound understanding of demand drivers in retail sector			
CO3: Analyse the issues related to Customer Experience Management in retail sector			
CO4: Evaluate the demand and supply in a retail business and take timely decisions related to Sales and Inventory Management			

CO5: Create a retail business enterprise

Unit	Contents	Sessions (Hrs.)	COs No.	Teaching Methodology	Cognition Level	Evaluation Tools
1	Introduction to Retailing: Evolution of Indian Retail, Organized vs. Unorganized Retail, Global and Indian Retail Scenario, Major Retail Players in	10	CO1	Lecture, illustration with real life situations	- Remembering - Understanding	Question and Answer session, Internal assessment, University examinations
2	Demand Drivers in Retail Sector: demographic dividend, rise in purchasing power, increasing	07	CO2	Lecture, case study, illustration with contemporary examples	- Understanding - Applying	Continuous evaluation, internal examinations, University Examinations

3	Introduction to customer Experience Management in Retail: • Importance of timely response system • Practice of easy return policies in retail • Multi-channel support system for effective communication with the target market and quick resolution of customers' queries/issues. Ensuring Genuine Customer Support	10	CO3	Lecture, case study	• Analysing	Continuous evaluation, internal examinations, University Examinations
4	Sales and Inventory Management Systems in Retail: Its key features – Automation, integration of sales and inventory management efforts, easy availability of	10	CO4	Lecture, illustration with real life examples	• Evaluating	Continuous evaluation, internal examinations, University Examinations
5	Introduction to franchising: advantages and disadvantages to franchisee and franchisor, types of franchisees, Franchise Disclosure Document (FDD) - meaning, its importance and the contents therein. Domestic and international franchising scenario	08	CO5	Lecture, case study	• Applying • Creating	Continuous evaluation, internal examinations, University Examinations

Sr. No.	Name of the Author	Title of the Book	Year of Publication	Publisher Company
1	Swapna Pradhan	Retailing Management – Text and Cases - 06 th Edition	2020	McGraw Hill
2	Michael Levy, Barton Weitz, Dhruv Grewal	Retail Management – Indian Edition	2021	McGraw Hill
3	Manish Sidhpuria	Retail Franchising	2009	McGraw Hill

Online Resources	Website address
1	https://www.vectorconsulting.in/research-publications/consumer-industry-insights/leveraging-franchisees-for-profitable-growth-in-retail/
2	https://courses.lumenlearning.com/clinton-marketing/chapter/reading-types-of-retailers/
3	https://www.primaseller.com/knowledge-base/retail-store-management/
MOOCS	Website address
1	https://www.shortcoursesportal.com/disciplines/244/retail-management.html
2	https://onlinecourses.swayam2.ac.in/cec19_mg40/preview

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023			
Semester	Course Code	Course Title	
VI	PR02	SoftwareProjectManagementTools	
Preparedby		Dr.Rupali Taru_FMS Mumbai	
Type	Credits	Evaluation	Marks
DSC	3	IE:UE	40:60
CourseObjectives:			
1. To understand the Introduction of Software Project Management (SPM) & Stakeholders Involvement. 2. To learn the Project Execution, Estimation and process to assure the quality of SPM. 3. To understand the Project Risk Management & need of Change management 4. To learn about concept of Leadership & Ethics in Projects and Technology Framework. 5. To learn concept of SPMT and evaluate the various Project Management Software Tools			
LearningOutcomes:			
CO1: Develop the analytical view to select the required software project Management tool for business. CO2: Develop pricing, estimating, and cost control strategies and other quantitative tools. CO3: Demonstrate techniques for identifying, mitigating, and managing risk in SPM CO4: Analyse information in order to formulate effective solutions CO5: Demonstrate the different Software Project Management Tools for managing quality in projects.			

Unit	SubUnit	Session s(Hrs.)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
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1 Introduction to software project Management:	Define Project. Define project Management. Define project Management software tools, Software project versus other types of projects, Understand the problems and concerns of software project manager, the role of management, Need of Planning, monitoring and control, identify the stake holders of a project and their objectives.	5	CO1	Classroom Lectures / Presentation	Remembering / Understanding	Internal Assessment / University Exam

2 Project Execution, Estimation and Quality Assurance:	Project management software tools, Developing the project schedule, Developing the project budget, Pricing and Estimating, Cost Control, Finalizing the project schedule and budget. Quality Management, Monitoring and controlling the project. The project communications plan. Project metrics. Reporting performance and progress. Information distribution.	5	CO2	Classroom Lectures / Presentation	Analyse/ Evaluate	Internal Assessment/ University Exam
3 Project Risk Management & Change management:	Risk management planning. Common sources of risk on information technology projects. Risk identification. Qualitative risk analysis. Quantitative risk analysis. Risk response planning. Risk monitoring and control. Using software to assist in project risk management. The change management plan.	10	CO3	Classroom Lectures / Presentation	Analyse/ Evaluate	Internal Assessment/ University Exam

	Dealing with resistance and conflict, Outsourcing					
4 Leadership & Ethics in Projects:	Project leadership: Ethics in projects Multicultural project, Project	5	CO4	Classroom Lectures / Presentation	Understanding/ Analyse/	Internal Assessment/ Observati
	implementation. Administrative closure. Project evaluation. Information distribution, Technology Framework in a context of s/w projects.					on/ University Exam

5 Project Management Software Tools:	Basics, features and Framework of Project Management Software Tools, Define the scope of software project management, PMST's with special reference to Microsoft Project (Self-study MindGenius, ClickUp, Avaza, monday.com)	5	CO5	Classroom Lectures / Presentation/ Case Study LAB	Analyse/ Evaluate / Create	Internal Assessment/ LAB/ University Exam
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Reference Books

Sr. No.	Name of the Author	Title of the Book	Year Addition	Publisher Company
1	Bob Hughes, Mike Cotterell and Rajib Mall.	Software Project Management,	2011	Tata McGraw Hill, 5E, Second Reprint, ISBN-13: 978-0-07-107274-8; ISBN-10: 0-07-107274-8.
2	Walker Royce Foreword by Barry Boehm	Software Project Management, A Unified Framework	-	Addison-Wesley Pearson Education, ISBN 0-201-30958-0

Online Resources	Website address
1	https://www.sciencedirect.com/science/article/pii/S1877050923004842
2	https://en.wikipedia.org/wiki/Project_management_software

3	https://thedigitalprojectmanager.com/tools/best-project-management-software/
4	https://www.journals.elsevier.com/international-journal-of-projectmanagement/most-cited-articles
MOOCS	Websiteaddress
1	https://www.mooc-list.com/tags/project-management
2	https://www.coursera.org/specializations/project-management-tools-approachesskills
3	https://www.my-mooc.com/en/mooc/project-management-techniques-idbx-idb6-1x-0/

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023			
Semester	CourseCode	Course Title	
VI	BA02	MultivariateStatistics	
PreparedBy		SohamMohite_CDOE	
Type	Credits	Evaluation	Marks
DSE	3	IE:UE	40:60
CourseObjectives:			
- To develop students' ability to apply multivariate statistics to solve real-world problems. - To introduce students to the basic concepts and techniques of multivariate statistics. - To provide students with the skills necessary to use statistical software to analyse multivariate data. - To develop students' critical thinking skills when evaluating multivariate statistical results. - To introduce students to emerging trends and applications of multivariate statistics.			
CourseOutcomes:(CO)			
CO1: Students will be able to apply descriptive multivariate statistics to summarize and visualize multivariate data. CO2: Students will be able to define multivariate statistics and explain its importance. CO3: Students will be able to build and evaluate multivariate regression models. CO4: Students will be able to conduct multivariate analysis of variance (MANOVA). CO5: Students will be able to classify and cluster multivariate data.			

Unit	Contents	Sessions(Hrs.)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
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1	Unit 1: Introduction to Multivariate Statistics: What is multivariate statistics? Why is multivariate statistics important?, Types of multivariate data, Applications of multivariate statistics	7(1hr each)	CO1, CO2	Lectures, discussions, and realworld examples	Remember, Understand, Apply	Quiz, Problem solving, Assignment, Class Test, Midterm exam and Term End exam
2	Unit 2: Descriptive Multivariate Statistics: Central tendency and dispersion measures for multivariate data, Data visualization for multivariate data, Principal component analysis, Factor analysis	9(1hr each)	CO1, CO2, CO3	Lectures, discussions, and realworld examples using statistical softwares like R	Remembering, Understanding, Applying and Analysing	Quiz, Problem solving, Assignment, Class Test, Mid term exam and Term End exam

3	Unit 3: Multivariate Regression Analysis: Simple and multiple regression analysis, Model building and selection, Model evaluation and interpretation, Logistic regression	10(1hr each)	CO1, CO2, CO3	Lectures, discussions, and realworld examples using statistical softwares like R	Remember Understand, Apply, Synthesize, Analyze, Evaluate	Quiz, Problem solving, Assignment, Class Test, Mid term exam and Term End exam
4	Unit 4: Multivariate Analysis of Variance (MANOVA): One-way MANOVA, Two-way and higher order MANOVA, Repeated-measures MANOVA	10(1hr each)	CO1, CO2, CO4	Lectures, discussions, and realworld examples using statistical softwares like R	Remember Understand, Apply, Synthesize, Analyze, Evaluate	Quiz, Problem solving, Assignment, Class Test, Mid term exam and Term End exam
5	Unit 5: Multivariate Classification and Clustering: Discriminant analysis, Cluster analysis	9(1hr each)	CO1, CO2, CO5	Lectures, discussions, and realworld examples using statistical softwares like R	Remember Understand, Apply, Synthesize, Analyze, Evaluate	Quiz, Problem solving, Assignment, Class Test, Mid term exam and Term End exam

ReferenceBooks:

Sr.No.	Nameof the Author	Title oftheBook	Year Addition	Publisher Company
1	Richard A. Johnson andDeanW.Wichern	Applied Multivariate StatisticalAnalysis	1 January, 2012	Prentice Hall India LearningPrivate Limited
2	Barbara G. TabachnickandLinda S. Fidell	UsingMultivariate Statistics by Barbara	10 April 2020.	Pearson Education.
3	T.W. Anderson	AnIntroductionto Multivariate StatisticalAnalysis	1 January, 2009	Wiley India PrivateLimited

Online Resources:

OnlineResourcesNo.	Websiteaddress
1	https://www.youtube.com/channel/UCtYLUtgS3k1Fg4y5tAhLbw
2	https://stats.oarc.ucla.edu/
3	https://docs.tibco.com/data-science/textbook

MOOCs:

ResourcesNo.	Websiteaddress
1	Alisons
2	Swayam

Programme:BBACBCS–RevisedSyllabusw.e.f–2022-2023						
Semester	Course Code	Course Title				
SemVI	EM02	EventRiskManagement				
NameofFaculty		Dr.JagadishPatil_IMRDA				
Type	Credits	Evaluation	Marks			
DSE	3	IE:UE	40:60			
CourseObjectives:(CO)						
• Describefundamentalconcepts, natureandprinciplesofEventRiskManagement • IdentificationandMeasurementofVariousTypes ofEventRisks • DevelopStrategiesformanagementofEventRisks • UnderstandEventRisk Insuranceand Audit						
LearningOutcomes:						
Thestudent willbe ableto understand – CO1:Fundamentalknowledgeofevent risk management. CO2:Exposuretotheconcepts,theoriesandpracticesinthe fieldofEventRisk Management. CO3:Helpstodevelopstrategicdecisionsformanagementofevent risk.						
Unit	Contents	Sessions (Hrs.)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
1	Introduction to Event Risk Management – Meaning,definitions, nature and scope of Event Risk Management, Need and Importance of Event Risk management. Managerialrolesand skills required for Event Risk Management. Categories of Event Risk : Opportunity Risk, Risk of uncertainty, Risk of Hazards,Operational Risk, Risk of Injury, Risk of Reputation, Risks ofFinancial	12	CO1, CO2,	Lecture, Casestudy,	Understand	Short Answers, quiz

	Loss,RiskofLosing Facilities, Risk of Imprisonment					
2	Event Risk Assessment- Identificationand	12	CO2, CO3,	Lecture, Casestudy	Understan d	Short Answers, quiz
	measurementof					
	differenttypesof					
	eventRisks, Event					
	andProduction					
	Equipment,Crowd					
	Management,					
	ChildrenAttending					
	orParticipating					
	management,					
	TransportandTraffic					
	Management,Staff					
	andVolunteer					
	Safety,Medical					
	Assistance					
	Requirements and					
	management,Risk					
	Insurance:Public					
	LiabilityInsurance,					
	Professional					
	IndemnityInsurance,					
	PlayersInsurance,					
	Directorsand					
	OfficersLiability					
	Insurance,Event					
	Insurance,Indemnity					
	,Guaranteeand					
	Warrantee					
3	Methods of IdentifyingRisks- Questionnaire,	11	CO1, CO2, CO3	Lecture, problem solution,	Understan d, Apply, Analyze,	Short Answers, Quiz
	Organization Records,			CaseStudy		
	Flowcharting, Professional					
	Expertise,On-site					
	InvestigationsRisk					
	Analysisand					
	Prioritizing:					
	DocumentingRisk,					

	TheRiskTreatment Schedule					
4	RiskManagement– EventCrisis Management,Types ofCrisis:Natural Crisis, Technological Crisis, Crisisof Malevolence,Crises ofOrganizational Misdeeds ConductinganEvent Risk Audit: Fundamentalofevent Risk Audit, Scope of EventRisk Audit, ConductofEvent Risk Audit		CO1, CO2, CO3	Lecture, CaseStudy	Understan d, Apply, create	Short Answers, quiz

Sr. No.	Name of theAuthor	Titleofthe Book	YearAddition	PublisherCompany
1	PeterE Tarlow	Event Risk Management and Safety	2002	Wiley
2	Dr.Vineet Gera	ArtofEvent Management	2017, 2 nd Edition	
3	AnnieStep hen,Mr. Hariharan	Event Management		HimalayaPublishing House
MOOCS	Websiteaddress			
1	https://www.coursera.org/learn/events-management			
2	https://www.udemy.com/topic/event-planning/			
3	https://aaftonline.com/diploma-in-event-management			
4	https://www.shiksha.com/online-courses/event-management-courses-certification-training-st593-tg353			

Programme:BBACBCS–RevisedSyllabusw.e.f.-Year2023–2024						
Semester		CourseCode		Course Title		
VI		HM02		TourOperationsManagement		
		PreparedBy		Sailesh G_BVHMCT		
TypeofCourse		Credits		Evaluation		Marks
DSE		03		IE:UE		40:60
CourseObjectives:						
• TounderstandbasicTourOperationManagement. • Tostudyvariousareassuchasthebasicsoftourism,tourismdestination,entirebasics of tourism, geography, • To have understanding of Basic tourism marketing, communication and other areas undertourism.□Toimpartknowledgeaboutvariousoperationalaspectsofhandling tourism operation						
CourseOutcomes:						
CO1: At the successful completion of the course the learner will be able to CO2:Abletounderstandbasicevolutionanddevelopmentoftourismindustry. CO3:Assessmanagerialpracticesrequiredforhandlingtourismservicesandoperations. CO4: To develop skills to handle travel agency, tour operators and its functions. CO5:Abletoexplainbasictourismpolicyandplanningandtounderstandimpactson tourism						
Unit	SubUnit	Sessions (Hrs)	COs Number	Teaching Methodology	Cognition Level	Evaluation Tools
1	IntroductiontoTourism Industry:Understanding Tourism, Historical Evolution and Development , Tourism System, Constituents of Tourism Industry and Tourism Organizations,Tourism Regulations, Biodiversity, Seasonality and Destinations, MapsandChartWork ,CulturalHeritage-Living CultureandPerforming Arts, UseofHistory	15	CO1	Lecturewith PPTs, Videos Group Activity	Understand	Quiz, News Paper Article with Presentation, Activity Assignments End Term Internals: Applied Question

2	Basics Tourism Service and Operations with Marketing and Communication: Tourism Services and Operation- Modes of Transport, Tourist Accommodation, Informal Services in Tourism, Subsidiary Services, Travel Agency, Tour Operations, Guides and Escorts, Tourism Marketing, Role of Media, Communication Skills	15	CO2, CO3	Lecture with PPTs, Videos Group Activity Case Study	Understand Apply (Analyse)	Quiz, News Paper Article with Presentation, Activity Assignments End Term Internals: Applied Question
3	Tour Operation Planning , Policy and its impact: Tourism Planning and Policy - Infrastructural Development, Local Bodies, Officials and Tourism, Development, Dependency and Manila Declaration Economic Impact, Social, Environmental and Political Impacts, Threats and Obstacles to Tourism	15	CO4, CO5	Lecture with PPTs, Videos Group Activity Case Study	Understand	Quiz, News Paper Article with Presentation, Activity Assignments End Term Internals: Applied Question

Appendix:**Reference Books:**

Sr.No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Sunetra Roday, Archana Biwal and Vandana Joshi	Tourism Operations and Management	25 th March 1990	Oxford Press
02	Sampad Kumar Swain	Tourism Principles and Practices	24 th November 2011	Oxford Press
03	Akhil Bali	Tourism and Travel Management		Notion Press
04	Arvind Kumar	Travel Agency Management & Operations	29 th August 2019	Walnut Publications
05	Saryu Doshi	Aspects of the Performing Arts of India	1993	Marg Publications

Online Resources:

Online Resource No.	Website address
1	https://onlinecourses.swayam.2.ac.in

MOOCs:

Resource No.	Website address
1	https://www.my-mooc.com
