



BHARATI VIDYAPEETH

(Deemed to be University), Pune

'A+' Accreditation (Third Cycle) by 'NAAC' in 2017

Category-I Deemed to be University Grade by UGC

'A' Grade University Status by MHRD Govt. of India

Ranked 76th by NIRF – 2022

FACULTY OF MANAGEMENT STUDIES

BACHLOR OF BUSINESS ADMINISTRATION DEGREE

(THREE YEARS) / (HONORS) (FOUR YEARS)

FRAMED AS PER NATIONAL EDUCATION POLICY (NEP 2020)

SYLLABUS

Applicable with effect from 2022-23

CONTENT

Sr.No.	Particulars	Page No.
I	BBA (Honors) Four Year Degree Program	3
II	Vision Statement	3
III	Mission	3
IV	Learning Outcome based Curriculum Framework (LOCF)	4
V	Qualification Descriptors	6
VI	Duration of Program, Credit Requirements and Options	6
VII	ACADEMIC BANK OF CREDITS (ABC)	7
VIII	Eligibility Requirements	7
IX	Grading System for Programmes under Faculty of Management Studies	8
X	Standard of Passing	9
XI	Award of Honors	10
XII	ATKT Rules	11
XIII	Specialization	12
XIV	Internships – I and II	12-15
XV	Course Structure	16-19
XVI	List of Electives	20-22
XVII	Question Paper Pattern for University Examinations	23
	Semester I Syllabus Contents	24-47

Bachelor of Business Administration (Honors) Four Years
Revised Course Structure (To be effective from 2022-2023)

I. BBA (Honors) Four Year Degree Program:

The Bachelor of Business Administration (Honors) Program is four year degree Program offered by Bharati Vidyapeeth (Deemed to be University), Pune and conducted at its Constituent Units in Pune, NewDelhi, Navi Mumbai, Karad, Kolhapur, Sangli, and Solapur. All the Constituent units have excellent faculty, Laboratories, Library, and other facilities to provide proper learning environment. The University is accredited by NAAC with an A⁺ grade. The Bachelor of Business Administration (BBA) total 160 credits is designed to provide a strong practical understanding of the principles, theories and tools necessary to succeed in businesses. The BBA Program focuses on imparting to Students/Learners the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavor. While designing the BBA Program, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA Program of course, the statements also embody the spirit of the vision of Hon'ble Dr. Patangraoji Kadam, Founder-Chancellor Bharati Vidyapeeth (Deemed to be University), Pune which is to usher in — “Social Transformation Through Dynamic Education”

II. Vision Statement

- To prepare the Students/Learners to cope with the rigor of Graduate Programs in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

III. Mission

- To impart sound conceptual knowledge and skills in the field of Business Management Studies that can be leveraged for enhancing career prospects and higher education in the said discipline

IV. Learning Outcome Based Curriculum Framework - Bachelor of Business Administration (Honors) Four Year Degree Program:

1. Program Educational Objectives (PEOs):

- i) To impart knowledge about management concepts, theories, models, key business terms etc.
- ii) To develop decision making capabilities of the students /learners
- iii) To impart knowledge of information technology
- iv) To enable the students in identifying the business problems and provide solutions to it.
- v) To encourage the students to opt for Entrepreneurship as a career option
- vi) To enable the students in collecting, organizing and analyzing the information related to business
- vii) To develop managerial insights through Indian Ethos and values
- viii) To sensitize the students about environmental issues and sustainable consumption

2. Program Outcomes (POs):

On the successful completion of this program the students will be able to

- i) Demonstrate an understanding of management concepts, theories, models and key business terms.
- ii) Communicate effectively with various stakeholders of business
- iii) Apply Information Technology applications for managing the business effectively
- iv) Provide optimum solutions to problems in the field of Business Management
- v) Make sound business decisions.
- vi) Identify entrepreneurial opportunities and leverage the knowledge in starting and managing a business enterprise.
- vii) Collaborate with others in the organizational context, manage resources and lead them in the pursuit of organizational goals
- viii) Investigate the multidimensional business problems using research based knowledge, methods and in turn make data driven decisions
- ix) Understand the contemporary issues and changes in the macro environment that may have an impact on the business
- x) Identify the need for and engage in lifelong learning in the field of business management
- xi) Develop effective and diverse teams
- xii) Create sustainable and ethical business policies

3. Graduate Attributes (GAs):

- i) Knowledge about Management concepts
- ii) Proficiency in business communication
- iii) Design and Development of Solutions
- iv) Managerial competence
- v) Entrepreneurship Orientation
- vi) Team Work
- vii) Sustainable and Ethical Aspects of Business

V. Qualification Descriptors

Upon successful completion of the four year UG course, the Students/Learners receive a B.B.A (Honors) degree are expected to branch out into different paths seeking spheres of knowledge and domains of professional work that they find fulfilling. They will be able to demonstrate knowledge of major management functions and the ability to provide an overview of scholarly debates relating to Business Management. It is expected that besides the skills specific to the discipline, these wider life skills of argumentation and communication, attitudes and temperaments, and general values inherent in a discipline that studies human beings in their social context, in all its complexity, ultimately enable learners to live rich, productive and meaningful lives.

A degree holder in of Bachelor of Business Administration (Honors) shall work in public and private sector organizations. The career option possible in the field of Business Administration is very high. The Students/Learners will be able to pursue higher education at the Master's Degree or any higher qualification in India or abroad. Not only this, but one will also be able to start his/her own business. The Bachelor of Business Administration (Honors) career option is very attractive and fast – paced. The job opportunities as a Bachelor of Business Administration (Honors) are increased due to the rapid growth of entrepreneurship skills. The Students/Learners will be able to apply in the following places Information Systems Manager, Production Manager, Finance Manager, Human Resource Manager, Business Administration Researcher, Management Accountant, Business Consultant, Marketing Manager, Research and Development Manager.

VI. Duration of Program, Credit Requirements and Options:

The duration of BBA Three Year Degree Program having six semesters and BBA (Honors) Degree Program will be of four years spread across Eight Semesters with multiple entry and exit options.

a) Credit Requirements for Exit Options:

Exit Options	Minimum Credits Requirements	NSQF Level	Bridge Course Requirement For Exit
Certificate in Business Administration – After successful completion of first year	40	5	10 credits bridge course(s) lasting two months including at least 06 credits job specific internship that would help the learner to acquire job ready competencies to enter the workforce.
Diploma in Business Administration- After successful completion of second year	80	6	
Bachelor's Degree – After successful completion of Third year	120	7	
Bachelor's Degree with Honors – After successful completion of fourth year	160	8	

b) National Skills Qualifications Framework (NSQF) Levels:

Exit Option	NSQF Level	Professional Knowledge	Skill
At the end of first year	5	Knowledge of facts, principles, processes, concepts in a field of work or study	Desired mathematical skills, understanding of social, political environment, and some skill in collecting and organizing information, communication
At the end of Second year	6	Factual and theoretical knowledge in the broad context within a field of work or study	Reasonably good in mathematical calculations, understanding social and political environment, good skill in collecting and organizing information , logical communication
At the end of Third year	7	Wide ranging factual and theoretical knowledge in the broad context within a field of work or study	Good logical and mathematical skill, understanding social, political and natural environment, good in collecting and organizing information , communication and presentation skills
At the end of Fourth year	8	Comprehensive, cognitive theoretical knowledge and practical skills to develop creative solutions to abstract problem	Exercise management and supervision in the context of work /study in unpredictable changes, responsible for the development of self and others

VII. ACADEMIC BANK OF CREDITS (ABC):

As per the National Educational Policy (NEP) 2020, the Academic Bank of Credit offer the flexibility of curriculum framework and interdisciplinary /multidisciplinary academic mobility of students across Higher Educational Institutes (HEIs) with appropriate credit transfer mechanism. In furtherance to these guidelines the Faculty of Management Studies, Bharati Vidyapeeth (Deemed to be University) Pune has designed a four years undergraduate program offered at its constituent units.

As a pre-requisite a student's /learners should register themselves in the website of Academic Bank of Credit. The credits earned by the student /learner will be stored in it. A Student/Learner would be required to complete the course as per the ABC (Academic Bank Credit) policy of UGC. The validity of the credits earned for a course is seven years only.

VIII. Eligibility Requirements

- Students/Learners applying for BBA (Honors) Four year Program should have passed higher secondary or equivalent examination (10 + 2) of any recognized Board satisfying the following conditions:
- Every eligible Students/Learners have to pass a common All India Entrance test (BU-MAT) conducted by Bharati Vidyapeeth (Deemed to be University), Pune. The final admission is based solely on the merit at the BU-MAT test

IX. Grading System for Programs under Faculty of Management Studies:

- **Grade Points:** The Faculty of Management Studies, Bharati Vidyapeeth (Deemed to be University) has suggested the use of a 10-point grading system for all programs designed by the various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

Table I: The 10-point Grading System Adapted for Programs under FMS

Range of Percent Marks	[80, 100]	[70, 79]	[60, 69]	[55, 59]	[50, 54]	[40, 49]	[00, 39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	O	A+	A	B+	B	C	D

Formula to calculate GP is as under:

Set $x = \text{Max}/10$ where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate (M/x) +2
$4x \leq \text{Marks} \leq 5.5x$	Truncate (M/x) +1

- **Scheme of Examination:** For BBA Three Year / BBA (Honors), Courses having Internal Examinations (IA) and University Examinations (UE) shall be evaluated by the respective constituent units and the University at the term end for **40 (Forty)** and **60 (Sixty)** Marks respectively. The total marks of IE and UE shall be 100 Marks and it will be converted to grade points and grades. For Comprehensive Continuous Assessment (CCA) –

The subject teacher may use the following assessment tools:

a) *Class Tests*

b) *Presentations*

c) *Assignments*

d) *Case studies*

e) *Field Assignments and*

f) *Mini Projects*

g) **MOOCs** - The Bharati Vidyapeeth (Deemed to be University), Pune offering MOOCS (Massive Open Online Courses Subjects) so as to provide wide access to online learning. The student will complete MOOCS courses as a part of Continuous Evaluation System (CES)

Open Courses shall be evaluated for 100 marks only (Hundred marks only).

X. Standard of Passing:

For all courses, both IE and UE constitute separate Heads of Passing (HoP). In order to pass in such courses and to earn the assigned credits, the Students/Learners must obtain a minimum grade point of 5.0 (40% marks) at UE and also a minimum grade point of 5.0 (40% marks) at IE.

If Students/Learners fails in IE, the Students/Learners passes in the course provided, he/she obtains a minimum 25% marks in IE and GPA for the course is at least 6.0 (50% in aggregate). The GPA for a course will be calculated only if the Students/Learners pass at UE.

A Students/Learners who fails at UE in a course has to reappear only at UE as backlog Students/Learners and clear the Head of Passing. Similarly, a Students/Learners who fails in a course at IE he has to reappear only at IE as backlog Students/Learners and clear the Head of Passing. To secure the GPA required for passing.

The 10 point Grades and Grade Points according to the following table

Range of Marks (%)	Grade	Grade Point
$80 \leq \text{Marks} \leq 100$	O	10
$70 \leq \text{Marks} \leq 80$	A+	9
$60 \leq \text{Marks} \leq 70$	A	8
$55 \leq \text{Marks} \leq 60$	B+	7
$50 \leq \text{Marks} \leq 55$	B	6
$40 \leq \text{Marks} \leq 50$	C	5
Marks < 40	D	0

For Regular mode – The Students performance at IE and UE will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IE shall be 60% and 40% respectively. GPA is calculated by adding the UE marks out of 60 and IA marks out of 40. The total marks out of 100 are converted to grade point, which will be the GPA.

Formula to calculate Grade Points (GP)

Suppose that “Max” is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set $x = \text{Max}/10$ (since we have adopted 10 point system). Then GP is calculated by the following formulas

Range of Marks	Formula for the Grade Point
$8x \leq \text{Marks} \leq 10x$	10
$5.5x \leq \text{Marks} \leq 8x$	Truncate (M/x) +2
$4x \leq \text{Marks} \leq 5.5x$	Truncate (M/x) +1

Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term.

The SGPA measures the cumulative performance of a Student/Learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of Students/Learners when he /she completes the Program is the final result of the Students/Learners.

The SGPA is calculated by the formula

$$SGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

where, C_k is the Credit value assigned to a course and GP_k is the GPA obtained by the Students/Learners in the course. In the above, the sum is taken over all the courses that the Students/Learners has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent.

The SGPA shall be calculated up to two decimal place accuracy.

The CGPA is calculated by the following formula

$$CGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

where, C_k is the Credit value assigned to a course and GP_k is the GPA obtained by the Students/Learners in the course. In the above, the sum is taken over all the courses that the Students/Learners has under taken for the study from the time of his/her enrollment and also during the semester for which CGPA is calculated.

The CGPA shall be calculated up to two decimal place accuracy. The formula to compute equivalent percentage marks for specified CGPA= (Final CGPA-0.5)*10

XI. Award of Honors:

Students/Learners who have completed the minimum credits specified for the Program shall be declared to have passed in the program. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed.

The criteria for the award of honors are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} \leq 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} \leq 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} \leq 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} \leq 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} \leq 50$
CGPA below 5.0	F	Fail	Marks below 40

XII. ATKT Rules

- i) For admission to Semester V of BBA Third year, Students/Learners should pass all the courses under Sem I and II.
- ii) For admission to Semester VII of BBA Fourth year, Students/Learners should pass all the courses under Sem ,III and IV.

XIII. Specialization:

BBA Three Year Degree Program / BBA (Hons.) Four Year Degree Program program 2022 offers Specialization to the students in the third year of both the programs. The students are required to select any **One Specialization** from the list provided on the next page;

Prerequisite for offering a Specialization

- There must be minimum **10 (Ten) students** for a particular specialization

List of Specializations:

Specialization may be chosen from the following list;

List of Specialization
Marketing Management
Financial Management
Human Resource Management
Information Technology Management
International Business Management
Production & Operations Management
Agribusiness Management
Retail Management
Project Management
Business Analytics
Event Management
Hospitality Management
Sports Management

XIV. INTERNSHIPS:

1. Internship I

At the end of Semester IV, each student shall undertake Internship I in an Industry for 50 (**Fifty Days**). It is mandatory for the students to seek written approval from the Faculty Guide about the Topic & the Organisation before commencing the Internship. During the Internship students are expected to take necessary guidance from the faculty guide allotted by the Institute. To do it effectively they should be in touch with their guide through e-mail or telecon. Internship Project should be a research based project.

The *learning outcomes and the utility to the organization* must be highlighted in Internship Project Report.

General chaptalization of the report shall be as under;

- 1) Introduction
- 2) Theoretical background
- 3) Review of Literature: - This chapter will give a reader the background of problem area, specific problem & how you come across it?
- 4) Company profile: -
- 5) Objectives of the study:-
- 6) Scope and Limitations of the study
- 7) Data collection: -
- 8) Data analysis & interpretation: -
- 9) Findings & observations: -
- 10) Suggestions:-

References:

Annexure: -

TECHNICAL DETAILS:

1. The report shall be printed on A-4 size white bond paper.
2. 12 pt. 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 letter head) 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 breakup of these marks is as under;

Viva- voce examination = **60** (Sixty) Marks

Internship Report = + **40** (Forty) Marks

100 (Hundred) Marks

- The examiners' panel shall be decided as per the guidelines received from the University.
- The viva –voce shall evaluate the project based on
 - i. 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

2. Internship II

At the end of Semester V, the students are required to undertake Internship II of 21days in an organization. The Evaluation of the same will be done in Semester VI. The outline of the work to be carried out during this internship is as follows:

- 1) Students are expected to do a project work in an organization wherein they are doing Internship II.
- 2) The students should identify specific problems faced by the organization in a functional area in which the assignment is given. **e.g.**
 - a) Sales - sales targets are not achieved for a particular product or service in a given period of time.
 - b) Finance – mobilization & allocation of financial resources.
 - c) HR – Increase in employee turnover ratio.
- 3) In this study students should focus on
 - Identifying the reasons / factors responsible for the problems faced by the organization
 - Collection of data(Primary & Secondary) related to reasons /factors responsible for these problems
 - Data Analysis tools & interpretation
 - Findings & observations.
 - Suggestions (based on findings & observations) for improving the functioning of the organization.

The **Internship II** shall be assessed out 100 Marks. The breakup of these marks is as under;

Viva- voce examination = 50 (Sixty) Marks

Internship Report = + 50 (Forty) Marks

100 (Hundred) Marks

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

XV. BBA (Honors) PROGRAM STRUCTURE w.e.f. 2022-23

Semester -I

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
101	Principles of Management	DSC	IE&UE	3	40	60	100
102	Language-I	AEC	IE&UE	3	40	60	100
103	Micro Economics	DSC	IE&UE	3	40	60	100
104	Business Accounting.	DSC	IE&UE	3	40	60	100
105	Foundations of Mathematics	DSC	IE&UE	3	40	60	100
106	Fundamental of Information Technology	DSC	IA	3	100		100
107	Community Work-I/ Technology for Societal wellbeing /Role of NGO in Rural Development	VBC	IA	1	100	-	100
108	Indian Ethos for Leadership Excellence	VBC	IA	1	100	-	100
	Total No. of Credits			20	500	300	800

Semester –II

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
201	Business Environment	DSC	IE&UE	3	40	60	100
202	Business Communication	AEC	IE&UE	3	40	60	100
203	Macro Economics	DSC	IE&UE	3	40	60	100
204	Cost Accounting	DSC	IE&UE	3	40	60	100
205	Business Statistics	DSC	IE&UE	3	40	60	100
206	Business Ethics	DSC	IA	3	100		100
207	Universal Human Value	VBC	IA	1	100	-	100
208	Data Analysis Tools for Business /Accounting Software/Content Writing	SEC	IA	1	100	-	100
	Total No. of Credits			20	500	300	800

Semester –III

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
301	Marketing Management	DSC	IE&UE	3	40	60	100
302	Organizational Behavior	DSC	IE&UE	3	40	60	100
303	Production and Inventory Management	DSC	IE&UE	3	40	60	100
304	Corporate Law	DSC	IE&UE	3	40	60	100
305	Language-II Marathi /Hindi /Sanskrit / Kannada	AEC	IE&UE	2	40	60	100
306	Goods and Service tax Compliances / Advance Data Analysis Tools / Financial Modeling	SEC	IA	2	100		100
307	Constitution of India and Human Rights	VBC	IA	2	100	-	100
308	Physical Education and Yoga	VBC	IA	2	100	-	100
	Total No. of Credits			20	500	300	800

Semester –IV

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
401	International Business	DSC	IE&UE	3	40	60	100
402	Design Thinking and Innovation Management	DSC	IE&UE	3	40	60	100
403	Research Methodology	DSC	IE&UE	3	40	60	100
404	Human Resource Management	DSC	IE&UE	3	40	60	100
405	Six Sigma	DSC	IE&UE	2	40	60	100
406	Data Science/ Technical Analysis for investment in Stock Market/ Digital Marketing	AEC	IA	2	100	-	100
407	Cyber Security	SEC	IA	2	100	-	100
408	Psychology and Life skills	SEC	IA	2	100	-	100
	Total No. of Credits			20	500	300	800

Semester - V

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
501	Strategic Management	DSC	IE&UE	3	40	60	100
502	Operations Management	DSC	IE&UE	3	40	60	100
503	Environmental Studies and Sustainable Development	DSC	IE&UE	3	40	60	100
504	Elective-I	DSE	IE&UE	3	40	60	100
505	Elective-II	DSE	IE&UE	3	40	60	100
506	Internship I	AEC	IA	2	100		100
507	Media Literacy/ Enhancing Personal and Professional Skills	AEC	IA	2	100	-	100
508	Safety Culture	VBC	IA	1	100	-	100
	Total No. of Credits			20	500	300	800

Semester –VI

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
601	Project Management	DSC	IE&UE	3	40	60	100
602	Entrepreneurship Development & Startup Management	DSC	IE&UE	3	40	60	100
603	Artificial Intelligence for Managers	DSC	IE&UE	3	40	60	100
604	Elective-III	DSE	IE&UE	3	40	60	100
605	Elective-IV	DSE	IE&UE	3	40	60	100
606	Chanakya Neeti	VBC	IA	2	100		100
607	Internship II	AEC	IA	2	100	-	100
608	Hindustani Classical Music /Indian Dance/ Hindustani Classical Instrumental	VBC	IA	1	100	-	100
	Total No. of Credits			20	500	300	800

Semester -VII

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
701	Project Assessment and Business Plan	DSC	IE&UE	3	40	60	100
702	Mergers & Acquisition	DSC	IE&UE	3	40	60	100
703	Marketing Research	DSC	IE&UE	3	40	60	100
704	Intellectual Property Rights (IPR)	DEC	IA	4	100	-	100
705	Research writing & Publication-I	DSC	IA	2	100	-	100
706	Negotiation	AEC	IA	2	100	-	100
Total No. of Credits				20	420	180	600

Semester –VIII

Course Code	Name of the Courses	Type of Course	Format	Credits	IE	UE	Total Marks
801	Global Leadership and Culture	DSC	IE&UE	3	40	60	100
802	Software and Tools for Research	DSC	IE&UE	3	40	60	100
803	Research Writing and Publication -II	DSC	IA	4	100		100
804	Income Tax Act Compliances	SEC	IA	2	100	-	100
805	Dissertation	DSC	IA	8	100	-	100
Total No. of Credits				20	380	120	500

Types of Courses:

- DSC- Discipline Specific Core
- AEC- Ability enhancement course
- DSE- Discipline Specific Elective
- SEC- Skill Enhancement course
- SEC - Skill Enhancement Courses
- VBC- Value Based Courses

XVI. LIST OF ELECTIVES

Elective: Marketing Management

Sem V	
Code.	Name of the Course
MK01	Consumer Behaviour
MK02	Services Marketing
Sem VI	
MK03	Sales & Distribution Management & B2B
MK04	Integrated Marketing Communication

Elective: Financial Management

Sem V	
Code.	Name of the Course
FM01	Investment Analysis & Portfolio Management
FM02	Management of Financial Services
Sem VI	
FM03	Corporate Finance
FM04	International Financial Management

Elective: Human Resource Management

Sem V	
Code.	Name of the Course
HR(E) 01	Employee Relations and Labor welfare
HR(E) 02	HRD Instruments
Sem VI	
HR(E) 03	Negotiations and Counseling
HR(E) 04	HR Audit

Elective: International Business Management

Sem V	
Code.	Name of the Course
IB01	Regulatory Aspects of International Business
IB02	Export Import Policies, Procedures and Documentation
Sem VI	
IB03	International Marketing
IB04	Global Business Strategies

Elective: Production and Operations Management

Sem V	
Code.	Name of the Course
PM01	Quality Management
PM02	Business Process re-engineering
Sem VI	
PM03	Logistics & Supply Chain Management
PM04	World Class Manufacturing Practices

Elective: Information Technology Management

Sem V	
Code.	Name of the Course
IT01	System Analysis & Design
IT02	Information System Security & Audit
Sem VI	
IT03	RDBMS with Oracle
IT04	Enterprise Business Applications

Elective: Agribusiness Management

Sem V	
Code.	Name of the Course
AM01	Rural Marketing
AM02	Supply Chain Management in Agribusiness
Sem VI	
AM03	Use of Information Technology in Agribusiness Management
AM04	Cooperatives Management

Elective: Retail Management

Sem V	
Code.	Name of the Course
R01	Introduction to Retailing
R02	Retail Management & Franchising
Sem VI	
R03	Merchandising, Display & Advertising
R04	Supply Chain Management in Retailing

Elective: Project Management

Sem V	
Code.	Name of the Course
PR01	Project Risk Management
PR 02	Software Project Management Tools
Sem VI	
PR 03	Managing Large Projects
PR 04	Social Cost and Benefit Analysis of Project

Elective: Business Analytics Management

Sem V	
Code.	Name of the Course
BA 01	Business Analytics for Managers
BA 02	Multivariate Statistics
Sem VI	
BA 03	Data Warehousing and Data Mining
BA 04	Applied Analytics

Elective: Event Management

Sem III	
Code.	Name of the Course
EM 01	Event Marketing
EM 02	Event Risk Management
Sem IV	
EM 03	Customer Relationship in Event Management
EM 04	Human Resource in Event Management

Elective: Hospitality Management

Sem V	
Code.	Name of the Course
HM 01	Food Service Operation
HM 02	Tour Operations Management
Sem VI	
HM 03	Hospitality Marketing Management
4M 04	Accommodation Operations Management

Elective: Sports Management

Sem V	
Code.	Name of the Course
SM 01	Sports Marketing
SM 02	Basics of Sports Medicine & Nutrition
Sem VI	
SM 03	Sports Sponsorships
SM 04	Managing Sports Organization

XVII. Question Paper Pattern for University Examinations

The pattern of question paper for the courses having University Examinations will be as follows:

- | | | |
|--|----------------------------|--------------------------|
| | Title of the Course | |
| Day: | | Total Marks: 100* |
| Date: | | Time: 03 Hours |
| Instructions: | | |
| a. Attempt any FOUR questions from Section I and any TWO questions from SECTION II. | | |
| b. All questions carry EQUAL marks. | | |
| c. Answers to both the Sections should be written in the SAME answer book | | |

	SECTION – I	60 Marks
<i>It should contain 06 questions covering the syllabus & should test the conceptual knowledge of the Students/Learners.</i>		
Question		Marks
Q.1	(15 marks)
Q.2		(15 marks)
Q.3		(15 marks)
Q.4		(15 marks)
Q.5.		(15 marks)
Q6	Write Short Notes on ANY THREE	(15 marks)
	SECTION – II	40 Marks
<i>It should contain 03 questions covering the entire syllabus & should be based on application of the Concepts</i>		
Q.6.		(20 marks)
Q.7.		(20 marks)
Q.8		(20 marks)

***Note: 100 marks will be converted in to 60 as per BVDU, Pune Examination Section scaling down method**

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2022 –2023

Semester	Course Code	Course Title	
I	101	Principles of Management	
Type of Course	Credits	Evaluation	Marks
DSC	03	UE (60) + IE (40)	100

Course Objectives:

- To understand basic concepts of management.
- To study ethical principles and standards.
- To understand the application of management principles
- To impart knowledge about assessment of available choices related to ethical principles and standards

Course Outcomes:

At the successful completion of the course the learner will be able to

- Integrate management principles into management practices.
- Assess managerial practices and choices relative to ethical principles and standards.
- Develop plans, implement, and control the deviations.
- Decide the most effective plan of actions to deal with specific situation

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
I Management & Evolution of Management thought	The Definition of Management : Its nature and purpose Managerial functions at different organizational levels, Managing Science or art, the functions of Managers Evolution of Management thought – Management thought in antiquity, Fredrick Taylor and Scientific Mgt., Sources of Taylor and their contribution, Contribution of Fayol, the emergence of Human Relations school.	Demonstrate competence in fundamentals of Management functions	Understand and apply Management Functions	12

Unit No.	Sub unit	Competencies	Competency indicators	Sessions
II Planning	The nature of planning – Types of plan, purpose or mission, objectives – a hierarchy of objectives, key Result Areas the process of setting objectives. The nature and purpose of strategies and policies. Steps in planning – Being aware of opportunities, developing premises, Decision making – Decision Making Process, Types	Demonstrate Proficiency in Planning Process and Development of Strategies	Understand and apply Planning Process and Decision making Process	12
III Organizing	Formal and informal organization, Process of Organizing, Organization structure – Formal Vs Informal Organisation, Authority - delegation of functional authority, the nature of decentralization, the determinants of decentralization, difference between delegation and decentralization, advantages of delegation.	Capability in applying organizing activity.	Understand and apply process of delegation of authority	12
IV Leading	Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, and different styles of leadership.	Competence in applying different leadership approaches.	Understand the various approaches and styles of Leadership.	12
V Controlling	The basic control process - feed forward control and feedback control, requirements for effective controls – tailoring controls to individual managers and plan, ensuring flexibility of controls, fitting the control system to the organization culture, control techniques - the Budget, traditional non – budgetary control devices.	Develop ability in using various controlling techniques.	Preparation for applying controlling techniques.	12

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
01	Heinz Weihrich & Harold Koontz	Principles and Practice of Management		McGraw-Hill
02	Prasad L.M,	Principals & Practices of Management		Sultan Chand & Sons.
03	Stephen P Robbins, David A Decanzo	Fundamentals of Management,		Pearson Education
04	Kaul, Vijay Kumar	Principles and Practices of Management		Vikas Publishing House

Online Resources:

Online Resource No.	Website address
1	www.managementstudyguide.com

MOOCs:

Resource No.	Website address
	https://www.mooc.org

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2022 –2023

Semester	Course Code	Course Title	
I	102	Language – I	
Type of Course	Credits	Evaluation	Marks
DSC	03	UE (60) + IE (40)	100

Course Objectives:

- To enable the learners in actively participating in the discussions and debates
- To encourage the learners for giving impromptu speeches and prepared presentations
- To enable the learners to read, comprehend and summarize the articles
- To impart knowledge on the writing formats, writing skills and preparing power-point presentations

Course Outcomes:

At the successful completion of the course the learner will be able to

- Participate actively in discussions and debates
- Understand and read English better
- Write accurately and speak fluently.
- Give presentations.

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1 Grammar and Translation	<ul style="list-style-type: none">• Construction of sentences with there is, there are, it is etc.• Usage of articles, tenses and prepositions etc.• Translation of sentences, & passages from mother tongue to English• General errors in Sentence Constructions• Synonyms, Antonymous, use of appropriate words• Idioms & Phrases	Formation of English sentences with use correct of English Grammar	Understand and apply grammar, Translating sentences, use of idioms and phrases	13

Unit	Sub Unit	Competency	Competency Indicators	Sessions
2 Reading, Listening, and Comprehension skills	<ul style="list-style-type: none"> • Reading short passages aloud and discussion • Listening of conversations and answering questions • Comprehension of Short Passages • Comprehensions of texts, judgments and other passages of more general nature 	Fluent reading and comprehension of English passages	Pronouncing words, understanding of texts and answering questions thereon	12
3 Speaking skills	<ul style="list-style-type: none"> • Introducing oneself • Conversations between two student on a given topic/role play • Impromptu speech on a given topics • Debates and Logical reasoning 	Use of English in self-introduction, debates, logical reasoning and impromptu speech	Introducing oneself, participation in debates, logical reasoning and impromptu speech	12
4 Writing skills	<ul style="list-style-type: none"> • Writing correctly (Grammar, Punctuation) • Paragraph Writing • Letters – Structure & Layout (Business & Official letters) • Essay writing • Resume writing 	English writing	Paragraph, essay, letter, resume writing	12
5 Presentation Techniques	<ul style="list-style-type: none"> • Preparing PowerPoint presentations • Preparing for class-room presentations 	Giving English presentations	Making PowerPoint presentations, Giving presentation to class	11

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year of Edition	Publisher
1	B.M. Sheridan	Speaking and Writing in English	2017	The Readers Paradise
2	Ellen Kaye	Maximize Your Presentation Skills: How to Speak, Look, and Act on Your Way to the Top	2002	Currency
3	Thomson and Martinet	A practical English Grammar	1970	The English Language Book Society and Oxford University Press
4	Wren and Martin,	English Grammar and Composition	latest edition	S. Chand, Delhi
5	Mike Gould	Cambridge Grammar and Writing Skills Learner's Book 8	2019	Cambridge University Press

Online Resources:

Online Resources No.	Website address
1	https://www.passporttoenglish.com
2	https://www.youtube.com/user/EnglishLessons4U
3	http://www.5minuteenglish.com/grammar.htm
4	https://learnenglish.britishcouncil.org/skills/writing/a1-writing
5	https://www.skillsyouneed.com/presentation-skills.html

MOOCs:

Resources No.	Website address
1	https://www.my-mooc.com/en/mooc/english-grammar-style-uqx-write101x-3/
2	https://www.my-mooc.com/en/mooc/business-english-making-presentations/
3	https://www.my-mooc.com/en/mooc/english-for-effective-business-speaking/
4	https://www.my-mooc.com/en/mooc/english-for-business-and-entrepreneurship/
5	https://www.my-mooc.com/en/mooc/english-doing-business-asia-writing-hkustx-eba102x-1/

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2022 –2023

Semester	Course Code	Course Title	
I	103	Managerial Economics	
Type of Course	Credits	Evaluation	Marks
DSC	03	UE (60) + IE (40)	100

Course Objectives:

- To impart knowledge of basic microeconomic concepts.
- To understand the importance of economic analysis in the formulation of business policies
- To instill the economic reasoning for finding solutions to business problems

Course Outcomes:

At the successful completion of the course the learner will be able to

- Understand basic microeconomic concepts.
- Apply economic analysis in the formulation of business policies
- Use economic reasoning for finding optimum solutions to identified business problems

Unit	Sub Unit	Competency	Competency Indicators	Sessions
I Introduction to Micro Economics	Business economics –meaning nature and scope; Micro and macro; Basic economic problems; Market forces in solving problems; Circular flow of income and expenditure; Tools for analysis (Functional relationships, Schedules, Graphs, Equations)	Demonstrate competence in fundamentals of Business Economics	Understand and apply Tools for analysis	12
II Demand Analysis and Utility Concept	Concept of demand ; Law of demand; Factors affecting demand; Exceptions to law of demand; Market demand ;Changes in demand ;Elasticity of demand (Price ,Income ,Cross) , Concept of Utility, Cardinal & Ordinal Utility, Law Of Diminishing Marginal Utility	Demonstrate Proficiency in Various concepts related to Demand.	Understand and apply Law of Demand and Law of Diminishing Marginal Utility	12

Unit	Sub Unit	Competency	Competency Indicators	Sessions
III Supply and Cost & Revenue concepts	Concept of supply, Factors affecting supply, Law of supply, Exceptions of law of supply. Types of cost, Fixed and variable, Accounting and economic, Total cost, marginal cost, average cost, implicit & explicit cost, real and money cost, Short run and long run, Average revenue, total and marginal revenue. Opportunity cost, Money cost, Law of returns to scale, Economies and diseconomies of scale, Law of Variable proportions	Capability in analyzing and applying concept of Supply.	Understand and apply Law of supply and Law of Variable proportions	11
IV Market Analysis	Features of markets, Pure, Perfect, Monopoly, Duopoly, Oligopoly, Monopolistic competition Equilibrium of firm and industry under perfect competition, Price determination under monopoly, Price and output determination under monopolistic competition	Developing Understanding about the Markets and Price Determination	Competence in analyzing various Markets and Price determination process.	12
V Theories of Distribution	Marginal productivity theory of distribution, Rent-modern theory of rent, Role of trade union and collective bargaining in wage determination, Interest-liquidity theory of interest Profits-Dynamic, Innovation, Risk and uncertainty bearing theories of profits	Develop ability in using theory of Distribution, Liquidity theory of interest.	Preparation for applying various theories of Distribution.	13

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher Company
1 National	DN Dwivedi	Managerial Economics	2015	Vikas Publishing
2 National	G.S Gupta	Managerial Economics: Micro Economic	2004	McGraw Hill
3 National	H.L.Ahuja	Managerial Economics	2017	S. Chand
4 International	D. Salvatore	Managerial Economics	2015	Oxford
5 International	A.Koutsoyiannis	Micro Economics	1979	Mac Millan

Online Resources:

Online Resources No.	Web site address
1	www.rbi.org.in
2	www.economicshelp.org
3	www.federalreserve.gov
4	www.economist.com
5	www.bbc.com
6	International Journal of Economic policy in Emerging Economies https://www.inderscience.com/jhome.php?jcode=ijepee

MOOCs:

Resources No.	Web site address
1	Swayam –IIT https://swayam.gov.in/nd1_noc20_mg20/preview
2	Swayam –IIM https://swayam.gov.in/nd2_imb19_mg16/preview
3	EDX –IIM https://www.edx.org/course/introduction-to-managerial-economics-2
4	Coursera https://www.coursera.org/specializations/managerial-economics-business-analysis

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2022 –2023

Semester	Course Code	Course Title	
I	104	Business Accounting	
Type of Course	Credits	Evaluation	Marks
DSC	03	UE (60) + IE (40)	100

Course Objectives:

- To impart knowledge about fundamentals of Financial Accounting.
- To orient to the Accounting mechanics involved in preparation of Books of Accounts and Financial Statements of a sole proprietor
- To make the students familiar with International Accounting Standards and International Financial Reporting Standards (IFRS)
- To understand and apply methods and accounting of Depreciation
- To encourage the students to opt for Entrepreneurship as a career option in Accounting

Course Outcomes:

After successful completion of the course the learner will be able to

- Learners will be able to demonstrate an understanding of the fundamentals of Financial Accounting and Accounting Principles
- Demonstrate the ability to prepare Financial Statements of a sole proprietor
- Understand the utility and importance of International Accounting Standards and International Financial Reporting Standards (IFRS)
- Identify entrepreneurial opportunities and leverage the knowledge of Business Accounting in starting and managing a business enterprise

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1 Introduction to Financial Accounting	<ul style="list-style-type: none"> • Definition and Scope of Financial Accounting • Objectives of Financial Accounting • Users of Financial Statements, • Limitations of Financial Accounting • Generally Accepted Accounting Principles (GAAP): Accounting Concepts, Accounting Conventions • Accounting Standards - Meaning – objectives – Indian Accounting Standards – List of Indian Accounting Standards(List only) IFRS (Meaning only) 	Demonstrate competence in fundamentals of Financial Accounting	Understand and apply accounting principles Understand Accounting Standards and IFRS	12

Unit	Sub Unit	Competency	Competency Indicators	Sessions
2 Journal & Subsidiary Books	<ul style="list-style-type: none"> • Double Entry Book keeping system, Types of Accounts, Rules of Accounts • Preparation of Journal, Simple and Combined Journals entries. • Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book 	Demonstrate Proficiency in applying Rules of Accounting in recording business transactions in Journal and Subsidiary books	Apply Double Entry Book Keeping System and preparation of Journal and Subsidiary Books	12
3 Ledger Posting and Trial Balance	<ul style="list-style-type: none"> • Meaning and Utility of Ledger, Format of Ledger Account, • Procedure of posting Journal entries to Ledger Accounts, • Balancing of Ledger Account, Preparation of Trial Balance 	Capability in posting journal entries to ledger and preparation of Trail Balance	Understand and apply procedure of preparation of Ledger and Trial Balance	12
4 Depreciation	<ul style="list-style-type: none"> • Meaning of Depreciation • Causes of Depreciation • Methods of charging depreciation: Written Down Value & Straight Line Method, • Accounting treatment of Depreciation 	Competence in applying methods of charging depreciation	Understand the need of charging depreciation and Apply methods and accounting treatment of depreciation	13
5 Preparation of Final Accounts	<ul style="list-style-type: none"> • Meaning and Users of Final Accounts • Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietor 	Develop ability in preparation of Final Accounts of a Sole Proprietor	Preparation of Final Accounts of a Sole Proprietor	11

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher
1	Arulanandam M.A. and Raman K.S,	Advanced Accountancy		Himalaya Publishing House
2	Dr. P.C. Tulsian	Financial Accounting		S Chand & Co
3	Reddy, A	Fundamentals of Accounting.	2014	Himalaya Publishing House
4	Porter, G.A., & Norton, C.L.	Financial Accounting (IFRS update)	2013	Cengage Learning
5	Jawahar Lal & Seema Srivastava	Financial Accounting	2013	Himalaya Publishing House

Online Resources:

Online Resources No.	Website address
1	http://www.moneycontrol.com/
2	http://www.rbi.org.in/
3	http://www.icai.org/
4	https://www.ifrs.org/
5	https://www.nseindia.com/

MOOCs:

Resources No.	Website address
1	https://www.coursera.org/learn/wharton-accounting
2	https://www.classcentral.com/course/whartonaccounting-769
3	https://swayam.gov.in/nd2_ cec19_cm04/preview
4	https://swayam.gov.in/nd1_noc19_mg36/preview
5	https://www.coursera.org/learn/accounting-for-managers

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2022 –2023

Semester	Course Code	Course Title	
I	105	Foundation of Business Mathematics	
Type of Course	Credits	Evaluation	Marks
Discipline Specific Core	03	UE (60) + IE (40)	100
Course Objectives:			
<ul style="list-style-type: none"> • To develop knowledge of key theories, concepts in Mathematics. • To enhance ability to problem solving • To build ability to apply mathematical concept for business applications. 			
Course Outcomes:			
<p>After successful completion of the course the learner will be able to</p> <ul style="list-style-type: none"> • The applications of commercial arithmetic in business. • The applications of profit, loss, discount, commission, brokerage to solve business problems. • The calculations of simple interest, compound interest. • The applications of matrices and determinants in business. 			

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1 Commercial Arithmetic	Ratio: Definition, meaning. Working examples Proportion: Definition, Types of proportion, Working examples Percentage: Meaning, Working examples Partnership: Meaning, Working examples	Problem Solving	<ul style="list-style-type: none"> • Understands the mathematical concepts • Performs basic arithmetic and uses Basic business Mathematics concepts to complete job tasks. • Makes reasonable estimates of arithmetic results without a calculator. 	12hrs.

Unit	Sub Unit	Competency	Competency Indicators	Sessions
2 Business Mathematics	Profit: Meaning, Working examples Loss: Meaning, Working examples Discount: Meaning, Types of Discount, Working examples Commission: Meaning, Types of Commission agents, Working examples Brokerage: Meaning, Working examples Payroll: Meaning, Working examples	Reasoning and Problem Solving	<ul style="list-style-type: none"> • Calculates the Profit and loss, using mathematical formulas • Calculates the discounts and commissions, using mathematical formulas • Calculates the brokerages using mathematical formulas 	12hrs.
3 Financial Mathematics	Simple Interest: Meaning, Working examples Compound Interest: Meaning, Working examples on Interest Compounded Continuously, Compound Amount at changing rate	Reasoning and Problem Solving	Calculates the simple and compound interest using mathematical formulas	12hrs.
4 Matrices and Determinants & Simultaneous Linear equations	Matrix: Definition of a Matrix, Matrix operations, Working examples Determinants: : Definition, Properties of determinants. Applications in Business Problem, Solution of Simultaneous equations, Working examples	Reasoning and Problem Solving	<ul style="list-style-type: none"> • Understands the mathematical concepts • Organizes or relates the relevant information • Presents a Problem in the Mathematical form. • Choses the right strategy to solve the problem • Interpret the results of answers to solve the problems 	12hrs.
5 Time Value of Money and Simple Annuity	Introduction of Annuity, Types of Annuity, Amount and Present Value of Immediate (NPV), Annuity, Annuity Due,	Reasoning and Problem Solving	<ul style="list-style-type: none"> • Calculates the annuity, annuity due using mathematical formulas • Makes reasonable estimates of annuity 	12hrs.

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher
1	Dr. Amarnath Dikshit & Dr. Jitendra kumar Jain	Business Mathematics		Himalaya Publishing House
2	Nirmala M, Gurunath Rao Vaidya and Nirmala Joseph (2021);	Business Mathematics		Jayvee International Publications, Bangalore.
3	Dr. Sancheti & Kapoor	Business Mathematics and Statistics,		Sultan Chand
4	Agrawal	Business Mathematics		Himalaya Publishing House
5	Azharuddin	Business Mathematics		Vikas Publishers

Online Resources:

Online Resources No.	Website address
1	https://en.wikipedia.org/wiki/Business_mathematics
2	https://www.universiteitleiden.nl/.../mathematics/mathematics-and-science-based-business
3	https://www.tru.ca/distance/courses/math1091.html

MOOCs:

Resources No.	Website address
1	www:/Alison
2	www/SWAYAM
3	www/NPTEL

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2022 –2023

Semester	Course Code	Course Title	
I	106	Fundamentals of Information Technology	
Type of Course	Credits	Evaluation	Marks
Skill Enhancement Course	03	IA	100

Course Objectives:

- To impart the IT skills and Knowledge required for managers.
- To help the students develop the use of Tools like Microsoft Word, Microsoft Excel and Power point
- To orient the students about the E-Commerce technology and its applications in Business world.
- To help the students understand various Information Systems implemented in organizations
- To acquaint the students with various current trends and concepts of computer Technology.
- To recognize and describes functions of basic computer hardware components.
- To explain the role of technology in today's business environment
- To familiarize the emerging trends in computer field

Course Outcomes:

After successful completion of the course the learner will be able to

- Gain the basic knowledge of Computer Technology
- Know the basics of computer technology and Networking
- Practically use the tools like Microsoft Word, Microsoft Excel and Power point
- Understand the E-commerce technology and its applications
- Understand the implementation of Information Systems in organizations
- Get familiarity with new terms and trends of computer technology

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1 Introduction to Computers	Introduction, Definition, Evolution and generation of computers, characteristics, Generations of computers, classification of computers, applications of computers, Advantages of computers. Block diagram of computer.	Disciplinary knowledge & digital Literacy	Understands the concept of computers.	12

Unit	Sub Unit	Competency	Competency Indicators	Sessions
2 Hardware and software (computer Organization)	Hardware: Primary Vs Secondary Storage, Data storage & retrieval methods. Primary Storage: RAM ROM, PROM, EPROM, EEPROM. Secondary Storage: Magnetic Tapes, Magnetic Disks. Cartridge tape, hard disks, Floppy disks Optical Disks, Compact Disks, Zip Drive, Flash Drives. Software and its needs , Types of S/W. System Software : Operating System, Utility Programs Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages. Operating System : Functions, Measuring System Performance, Assemblers, Compilers and Interpreters. Batch Processing, Multiprogramming, Multi-Tasking, Multiprocessing, Time Sharing, DOS, Windows, Unix/Linux.	Disciplinary knowledge & digital Literacy	Understands the significance of hardware & software. Understands the use of various hardware devices in real time.	12
3 Data communication	Communication Process, Data Transmission speed, Communication Types (modes), Data Transmission Medias, Modem and its working, characteristics, Types of Networks, LAN Topologies, Computer Network Protocols, Concepts relating to networking.	Disciplinary knowledge & digital Literacy	Understands the Networking & communication concepts	12
4 Introduction to E-commerce	Brief history of e-commerce, definitions of e-commerce, technical components and their functions, e-commerce versus traditional business, requirements of e-commerce. Advantages and disadvantages of e-commerce, Value chain in e-commerce, current status of e-commerce in India. Types of business models (B2B, B2C, C2B,C2C) with examples	Disciplinary knowledge & digital Literacy, Fostering Innovation and Entrepreneurship Development	Understands the concept of E-commerce and how to apply the e-commerce concepts in real time.	12

Unit	Sub Unit	Competency	Competency Indicators	Sessions
Unit 5: MS- (Microsoft) Office	MS-Word, MS-Excel, MS-PowerPoint	Disciplinary knowledge & digital Literacy, Life Long Learning, Communication skills, Problem solving using MS-Excel.	Makes use of this application in day to day functions of creating documents, application in calculations and graphical presentation of data, MS PowerPoint can be used in presentations of various topics in various organizations.	12

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher
1	Ramesh Bahel	Information Technology for Managers		Tata Macgraw Hill
2	Pradeep K. Sinha	Computer Fundamentals		BPB Publications
3	A. K. Saini, Pradeep Kumar	Computer Application in Management		Anmol Publications
4	Henry C. Lucas	Information Technology for Management		McGraw-Hill/Irwin , 2009
5	David T. Bourgeois	Information Systems for Business and Beyond		Saylor Foundation , 2014
6	C.S.V. Murthy	E-Commerce		Himalaya Publishing House

Online Resources:

Online Resources No.	Website address
1	https://www.webopedia.com/
2	http://intronetworks.cs.luc.edu/current/ComputerNetworks.pdf

MOOCs:

Resources No.	Website address
1	https://www.coursera.org/browse/information-technology
2	https://www.udemy.com
3	https://alison.com

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2022 –2023

Semester	Course Code	Course Title	
I	107	Community Work – I (CWTED-I)	
Type of Course	Credits	Evaluation	Marks
Holistic and Multidisciplinary Course	01	IA	100

Course Objectives:

- To understand the role of Government in Education, Slums, Environmental awareness, etc.
- To make students aware about various NGOs working towards Education, Slums, Environmental awareness, etc.
- To create a sense of empathy, sensitivity towards unprivileged elements of the society.
- To create an urge in the students in contributing towards community development.
- To encourage students to adopt practices contributing to less carbon footprints.
- To have holistic development of students through societal inclusion feeling
- To create a responsible citizen who thinks of societal development along with their own development and betterment.

Course Outcomes:

After successful completion of the course the learner will be able to

- Understand the role of Government in Education, Slums, Environmental awareness, etc.
- Increase awareness about various NGOs working towards Education, Slums, Environmental awareness, etc.
- Create a sense of empathy, sensitivity towards unprivileged elements of the society.
- Contribute meaningfully towards community development
- Adopt practices that are contributing to less carbon footprints.
- Develop holistically and become a responsible citizen of the country.

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1 Community work through Education	Teaching at Schools, Teaching at Orphanages, Teaching to poor children ,study the role of government in the education sector ,study the NGOs particularly working in education sector	Empathy towards deprived societal elements Responsible Citizen	Empathy towards unprivileged children. Understanding about Government’s role in education sector	5

Unit	Sub Unit	Competency	Competency Indicators	Sessions
2 Community Work for Slums	Learn the government facilities ,NGOs which are working for the slums and try to connect any NGO	Urge towards contributing for the development of slums Urge for societal inclusion of all in the society	Awareness about NGOs working in slums Understanding about various government facilities designed for slum development. Developing connect and volunteering in work with NGOs working for slums	5
3 Community Work for Environment	Role of Govt. and NGOs which are working to save the environment, Initiatives like Clean your city drive, Cycle day, Awareness of Dry and wet waste classification, Tree Plantation Drive, Environment awareness activities etc.	Cautious Environmental Awareness Adoption of environmental friendly practices Less contribution towards carbon footprints	Participation in Tree Plantation Adoption of Clean City Activities Adoption of classification of waste into Dry and Wet Waste on regular basis.	5
4 COMMUNITY HOURS	Participate in community service trips/events organized at institute, state level etc , Volunteer at events like fundraising activities, fairs, festivals, slums, non-profit organization etc , Submit a report on a particular type of Community Work Through Entrepreneurship Development (CWTED) activity.	Urge to help in various activities like fundraising, volunteering for various societal betterment activities. Creative thinking for societal betterment Responsible Citizen	Participation in various societal betterment activities Help to various NGOs, Groups in Fund raising for community development Contribution to societal betterment through various innovative and creative ways, may be monetary or non-monetary.	5

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher
1	Rhonda Phillips, Rtrebo nioo tiP	An Introduction to Community Development	2014	
2	Manohar S. Pawar	Community Development in Asia and The Pacific	200	

Online Resources:

Online Resources No.	Website address
1	https://community-wealth.org/sites/clone.community-wealth.org/files/downloads/tool-enterprise-directory.pdf
2	https://www.ahaprocess.com/solutions/community/events-resources/free-resources/

Programme: BBA CBCS– Revised Syllabus w.e.f.-Year2022 –2023

Semester	Course Code	Course Title	
I	108	Indian Ethos for Leadership Excellence	
Type of Course	Credits	Evaluation	Marks
Holistic and Multidisciplinary Course	01	IA	100

Course Objectives:

- To impart knowledge on the ethical values that helps in creating excellent business leaders.
- To study the ethical ways of managing the business through the learnings from Bhagwat Geeta and great ruler like Shri Chhatrapati Shivaji Maharaj
- To study resource management techniques

Course Outcomes:

After successful completion of the course the learner will be able to

- Provide ethical and excellent leadership to an organization
- Manage the business activities by following the ethical ways of doing business.
- Manage and allocate resources in an optimum manner

Unit	Sub Unit	Competency	Competency Indicators	Sessions
1 Bhagwad Gita	Values & ethics – Lessons from Bhagwad Gita (Chapter 16)	Values, Role, Role Conflict,	Decision Making ability	5
2. Tata Group – A case study	Tata Group Harvard Case Solution & Analysis	Ethical values	Trust & credibility	5
3 Shri Chatrapati Shivaji Maharaj- The Legend	Reflections from the life of Chatrapati Shivaji Maharaj	Leadership strategies	Problem solving skills	5
4. Mahatma Gandhi	Book- My experiment with truth	Essence of leadership	Ability to set an example	5

Reference Books:

Sr. No.	Name of the Author	Title of the Book	Year Edition	Publisher
1	Gita Press	Srimad Bhagwad Gita	1 January 2015	Geeta Press Gorakhpur
2	HBR	Tata Group Harvard Case Solution & Analysis		HBR

Online Resources:

Online Resources No.	Website address
1	https://totallyhistory.com/world-history/

MOOCs:

Resources No.	Website address
1	Ethical Leadership In A Changing World https://www.my-mooc.com/en/mooc/ethical-leadership-in-a-changing-world/