

Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Business Administration

(BBA)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2024-2025

Preamble:

In an era characterized by rapid technological advancements and dynamic business environments, the Bachelor of Business Administration (BBA) program at Savitribai Phule Pune University, Pune is designed to equip students with the foundational knowledge and practical skills necessary to excel in various business domains. This curriculum reflects the integration of core business principles with contemporary management practices, preparing students to meet the challenges and opportunities of the modern business world. The BBA program aims to provide a comprehensive education that combines theoretical knowledge with practical application. The curriculum covers essential areas such as management, finance, marketing, human resource management, agriculture business, and service management. This multidisciplinary approach ensures that students develop a broad understanding of business operations and strategic decision-making. A distinctive feature of this program is its emphasis on experiential learning. Students engage in hands-on projects, practical sessions, and internships that allow them to apply theoretical concepts in real-world business scenarios. This experiential learning approach not only enhances their practical skills but also prepares them for the demands of the business industry. The program also focuses on developing essential soft skills such as communication, teamwork, and leadership. Courses in business communication, soft skills development, and business ethics are designed to foster these abilities, ensuring that graduates can effectively navigate professional environments and lead diverse teams. Furthermore, the BBA program encourages students to adopt a holistic perspective on business issues. Courses on environmental awareness, democracy awareness, and gender sensitization promote a sense of social responsibility and ethical decision-making. This holistic approach ensures that graduates are not only proficient in business practices but also mindful of their impact on society and the environment. Through a blend of rigorous academics, practical experience, and skill development, the BBA program aims to create well-rounded professionals who are equipped to drive innovation and growth in their respective fields. Graduates of this program will be prepared to pursue successful careers in management, entrepreneurship, finance, marketing, and other business-related areas. In essence, the BBA program at [Institution Name] is committed to nurturing a new generation of business leaders who are adept at navigating the complexities of the global business landscape, driving sustainable growth, and promoting ethical business practices worldwide.

Following aspects highlight the importance of commercial education:

1. Academic Rigor and Excellence: Commercial education provides a rigorous academic curriculum that equips students with a comprehensive understanding of business theories, principles, and practices. Through innovative teaching methods and experiential learning opportunities students excel in dynamic

and competitive global business environments.

2. Ethical Leadership and Social Responsibility: Students are instilled the importance of ethical decision-making, integrity, and corporate social responsibility. Our program emphasizes the significance of ethical leadership and the impact of business practices on society and the environment.

3. Critical Thinking and Problem-Solving Skills: We foster the development of critical thinking, analytical reasoning, and problem-solving skills essential for effective decision-making in complex business situations. Students learn to evaluate information, analyze data, and formulate strategic solutions to real-world challenges.

4. Global Perspective and Cultural Awareness: Recognizing the interconnectedness of the global economy, we emphasize the development of a global mindset and cultural competence among the students. Our curriculum integrates international business concepts and opportunities for cross-cultural learning experiences.

5. Professional Development and Career Readiness: Through internships, professional development workshops, and networking opportunities, students are facilitated the acquisition of practical skills and industry-specific knowledge necessary for professional growth and advancement.

6. Innovation and Entrepreneurship: Encouraging creativity and innovation, we inspire entrepreneurial thinking and the ability to identify and seize opportunities in the marketplace. Our program supports aspiring entrepreneurs in developing business plans and launching ventures that contribute to economic growth and innovation.

7. Continuous Learning and Adaptation: Committed to continuous improvement and adaptation to meet the evolving demands of the business world. Our faculty engage in scholarly research and professional development to ensure that our curriculum remains relevant and responsive to industry trends and technological advancements.

8. Constant Learning: Commerce is a field that requires continuous learning and adaptation to stay competitive. Business education instills a mindset of lifelong learning, encouraging individuals to stay updated about industry trends, new technologies, and evolving business practices.

Objectives of the Programme:

1. To equip students with a comprehensive understanding of core business principles, including management, finance, marketing, human resource management, and operations.
2. To foster the ability to analyze business problems, develop strategic solutions, and make informed decisions using critical thinking and analytical skills.
3. To provide hands-on experience through practical sessions, projects, internships, and case studies to apply theoretical knowledge in real-world business scenarios.
4. To improve written and verbal communication skills essential for professional business environments, including report writing, presentations, and interpersonal communication.
5. To instill leadership qualities and teamwork skills, preparing students to lead and collaborate effectively in diverse business settings.
6. To incorporate modern technological tools and practices in business operations, including computer applications, IT for business, and AI/ML for business.
7. To promote ethical business practices, corporate social responsibility, and environmental awareness to ensure graduates act with integrity and social responsibility.
8. To offer a range of elective courses to provide a broad perspective on business issues, integrating knowledge from various disciplines like economics, law, and management.
9. To equip students with the skills and knowledge required for successful careers in management, entrepreneurship, finance, marketing, and other business-related areas.
10. To lay a strong foundation for those who wish to pursue higher studies in business and management.
11. To encourage a mindset of continuous learning and adaptability to stay current with business

trends, technological advancements, and evolving market conditions.

12. To nurture entrepreneurial thinking and skills, preparing students to identify opportunities, develop business plans, and launch and manage their own ventures.
13. To foster critical thinking skills to identify, analyze, and solve complex business problems innovatively and efficiently.

Program Outcomes:

1. Graduates will have a thorough understanding of fundamental business principles, including management, finance, marketing, and human resources.
2. Graduates will be able to analyze business problems, develop strategic plans, and make data-driven decisions to address complex business challenges.
3. Graduates will demonstrate the ability to apply theoretical knowledge to practical situations through hands-on projects, internships, and real-world case studies.
4. Graduates will possess strong written and verbal communication skills, essential for business reporting, presentations, and professional interactions.
5. Graduates will exhibit leadership qualities and the ability to work effectively in teams, contributing to collaborative efforts and leading projects.
6. Graduates will be adept at using modern business technologies and information systems, enhancing business operations and decision-making processes.
7. Graduates will understand and uphold ethical standards in business practices, demonstrating a commitment to corporate social responsibility and environmental sustainability.
8. Graduates will integrate knowledge from various disciplines, providing a holistic approach to solving business problems and making informed decisions.
9. Graduates will be well-prepared for professional careers in management, finance, marketing, entrepreneurship, and other business fields, equipped with the necessary skills and knowledge.
10. Graduates will have a commitment to continuous learning and professional development, staying current with industry trends, technological advancements, and evolving market conditions.
11. Graduates will demonstrate entrepreneurial skills, including the ability to identify opportunities, develop business plans, and manage new ventures.
12. Graduates will possess strong critical thinking abilities, enabling them to identify, analyze, and solve complex business problems with innovative and effective solutions.

Introduction

The BBA Degree Program (2024 Pattern) will be introduced in the following order:

| Sr. No. | BBA Degree Program | Academic Year |
|----------------|---------------------------|----------------------|
| A | First Year BBA | 2024-2025 |
| B | Second Year BBA | 2025-2026 |
| C | Third Year BBA | 2026-2027 |
| D | Fourth Year BBA | 2027-2028 |

The program will be offered in following Specializations :

1. Finance Management (FM)
2. Human Resource Management (HRM)
3. Marketing management (MM)
4. Agri Business Management (ABM)
5. Services Management (SM)

Eligibility

- a) No Candidates shall be admitted to the First Year of the BBA Degree Program (2024 Pattern) unless he / she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board or equivalent or University with English as a passing Course.
- b) No candidate shall be admitted to the Third Semester Examination of the Second Year unless he / she has cleared First Two Semesters satisfactorily for the course at the college affiliated to this University.
- c) No student shall be admitted to the Third Year BBA (Fifth Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of First and Second Semester Examination of FYBBA
- d) No candidate shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared first Two Semesters satisfactorily of Second Year for the Program at the college affiliated to this University.
- e) No candidate shall be admitted to the Fourth Year BBA (Seventh Semester) Degree Program (2024 pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of SYBBA

Teaching Methodology

The Teacher can use the following Methods as Teaching Methodology:

- Class Room Lectures
- Guest Lectures of Professionals, Industry Experts etc.
- Teaching with the help of ICT tools
- Visits to various Professionals Units, Companies and Business / Industry Units
- Group Discussion / Debates
- Assignments, Tutorials, Presentations, Role Play etc.
- YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.
- Analysis of Case Studies

Examination

- 1) A student cannot appear for Semester End Examination unless he / she has maintained at least 75% attendance during the teaching period of that course. If a student fails to maintain attendance up to 75%, at the time of filling of Examination Forms, an undertaking from the student should be taken stating that he / she will be allowed to appear for Examination subject to fulfillment of required attendance criteria during the remaining period of teaching of the course.
- 2) Each credit will be evaluated for 25 Marks.
- 3) Each course will have a distribution of 30:70 for CIE and SEE.
- 4) To pass a course, the student has to obtain at least 40% Percent marks in the CIE and SEE separately.
- 5) If a student misses CIE examination, he / she will have a Second Chance with the permission of the teacher concerned only. Such a Second Chance shall not be the right of the student; it will be the discretion of the teacher concerned only rather than the Head of the Department or Principal to give or not to give Second Chance to a student to appear for Internal Assessment.
- 6) A student cannot register for the Third, Fifth and Seventh Semester, if he / she fail to complete 50% credits of the total credits expected to be ordinarily completed within Two Semesters.
- 7) No student shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared First Two Semesters.

- 8) No student shall be admitted to the Fourth Year BBA (Seventh Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of S.Y. BBA and has satisfactorily kept terms for the Third Year (Fifth and Sixth Semester).
- 9) There shall be revaluation of the Answer Scripts of Semester-End Examination but not of Answer Scripts of Internal Assessment Papers as per Ordinance No. 134 A and B.

A.T.K.T. Rules

The present relevant ordinances issued by the SPPU pertaining to ATKT are applicable.

University Terms:

The dates for the commencement and conclusion of the First and the Second Terms shall be as determined by the University Authorities. Only duly admitted students can keep the terms. The present relevant ordinances pertaining to grant of terms will be applicable.

Verification and Revaluation

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

Restructuring of Courses

This revised course structure shall be made applicable to the colleges implementing 'Restructured Programme' at the Undergraduate Level from June, 2024. The Colleges under the Restructured Programme which has revised their structure in the light of the "2024 Pattern" shall be introduced with effect from Academic Year 2024-25.

Standard of Passing

- A candidate is required to obtain 40% Marks in Internal Assessment, Practical Examination and Semester End University Examination.
- It means that passing separately at Internal Assessment, Practical Examination and Semester End University Examination is compulsory.

Methods of Evaluation, Passing, and Evaluation Criteria

The evaluation of students will be done on Three Times during each Semester:

- Internal Assessment (Internal)
- Practical Examination (If applicable)
- Semester End University Examination (External)

For Semester End University Examination, question papers will be set for Seventy Percent of the Total Marks allotted for the course.

Evaluation will be done on a continuous basis Three Times during each Semester. Internal Assessment will be of Thirty Percent of the Total Marks allotted for the subject. The colleges need to adopt any Two

- Offline Written Examination
- Power Point Presentations
- Assignments / Tutorials
- Oral Examination
- Open Book Test
- Offline MCQ Test
- Group Discussion
- Analysis of Case Studies

Credit Structure for FYBBBA

| FYBBA Semester I | | | | | | | |
|---|--|--|--------------|---------|----------|----------|-------|
| Course Type | Course | Paper Title | Hours / Week | Credits | Internal | External | Total |
| Major Mandatory (12) | Major Mandatory 1 (Compulsory) | Principles of Management | 3 | 2 | 15 | 35 | 50 |
| | Major Mandatory 2 (Select Any one Specialization) | Finance: Principles of Finance | 3 | 2 | 15 | 35 | 50 |
| | | Marketing: Principles of Marketing | | | | | |
| | | HRM: Principles of Human Resource Management | | | | | |
| | | Agri. Bussi.: Agriculture and Indian Economy | | | | | |
| | | Service Mgmt.: Essentials of Services Management | | | | | |
| | Major Mandatory 3 (Select Any one Specialization other than selected in Major Mandatory 2) | Finance: Principles of Finance | 3 | 2 | 15 | 35 | 50 |
| | | Marketing: Principles of Marketing | | | | | |
| | | HRM: Principles of Human Resource Management | | | | | |
| | | Agri. Bussi.: Agriculture and Indian Economy | | | | | |
| | | Service Mgmt.: Essentials of Services Management | | | | | |
| Open Elective (OE) | Open Elective 1 | Business Mathematics -I | 3 | 2 | 15 | 35 | 50 |
| | Open Elective 2 | Business Statistics - I | 3 | 2 | 15 | 35 | 50 |
| Vocational Skill Development Course (VSC) | Vocational Skill Development Course | Fundamentals of Computer/ IT for Business | 3 | 2 | 15 | 35 | 50 |
| Skill Enhancement Course (SEC) | Skill Enhancement Course (SEC) | Soft Skills Development | 3 | 2 | 50 | 0 | 50 |
| Ability Enhancement Course (AEC) | Ability Enhancement Course (AEC) | Business Communication skills - I | 3 | 2 | 15 | 35 | 50 |

| | | | | | | | |
|-------------------------------|-------------------------------|-------------------------|--------------|----|-----|-----|-----|
| Value Education Course (VEC) | Value Education Course (VEC) | Environmental Awareness | 3 | 2 | 15 | 35 | 50 |
| Indian Knowledge System (IKS) | Indian Knowledge System (IKS) | Generic IKS | 3 | 2 | 50 | 0 | 50 |
| Co-Curricular Courses (CC) | Co-Curricular Courses (CC) | Physical Education - I | @ Department | 2 | 50 | 0 | 50 |
| | | Total | - | 22 | 270 | 280 | 550 |
| | | | | | | | |

FYBBA Semester II

| Course Type | Course | Paper Title | Hours / Week | Credits | Internal | External | Total |
|---|--|--|--------------|---------|----------|----------|-------|
| Major Mandatory (06) | Major Mandatory 4 (Compulsory) | Business Cost Accounting | 3 | 2 | 15 | 35 | 50 |
| | Major Mandatory 5 (As per the specialization selected in Semester I) | Finance: Business Accounting | 3 | 2 | 15 | 35 | 50 |
| | | Marketing: Consumer Behavior and Sales Management | | | | | |
| | | HRM: Organizational Behavior | | | | | |
| | | Agri. Bussi.: Essentials of Rural Development | | | | | |
| | | Service Mgmt.: Essentials of Services Management | | | | | |
| | Major Mandatory 6 (As per the specialization selected in Semester I) | Finance: Business Accounting | 3 | 2 | 15 | 35 | 50 |
| | | Marketing: Consumer Behavior and Sales Management | | | | | |
| | | HRM: Organizational Behavior | | | | | |
| | | Agri. Bussi.: Essentials of Rural Development | | | | | |
| | | Service Mgmt.: Essentials of Services Management | | | | | |
| Minor | Minor 1 | Business Economics - I | 3 | 2 | 15 | 35 | 50 |
| Open Elective (OE) | Open Elective 3 | Business Mathematics - II | 3 | 2 | 15 | 35 | 50 |
| | Open Elective 4 | Business Statistics - II | 3 | 2 | 15 | 35 | 50 |
| Vocational Skill Development Course (VSC) | Vocational Skill Development Course (VSC) (Practical) | Computerized Accounting (Tally)/ Advanced Excel/ ERP/ GST | 5 | 2 | 15 | 35 | 50 |
| Skill Enhancement Course (SEC) | Skill Enhancement Course (SEC) | Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business | 3 | 2 | 50 | 0 | 50 |
| Ability Enhancement Course (AEC) | Ability Enhancement Course (AEC) | Business Communication skills - II | 3 | 2 | 15 | 35 | 50 |
| Value Education Course (VEC) | Value Education Course (VEC) | Democracy Awareness & Gender Sensitization | 3 | 2 | 50 | 0 | 50 |

| | | | | | | | |
|----------------------------|----------------------------|-------------------------|--------------|----|-----|-----|-----|
| Co-Curricular Courses (CC) | Co-Curricular Courses (CC) | Physical Education - II | @ Department | 2 | 50 | 0 | 50 |
| | | Total | - | 22 | 270 | 280 | 550 |

Please note Credit Structure for SYBBA and TYBBA for all specialization will be shared separately

Detail Syllabus

| Semester I | | | | | |
|--------------|-------------|-----------------|--------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title | Credits | Lecture Hours/Week |
| I | | Major Mandatory | Principles of Management | 02 | 3 |

| Course Objectives | |
|-------------------|--|
| 1. | To understand basic concept regarding organisation Business Administration |
| 2. | To examining application of various management principles |
| 3. | To develop managerial skills among the students |
| 4. | To develop managerial thinking and cultivate business acumen. |
| 5. | To identify new systems and trends in modern management. |

| Course Outcome | | Blooms Taxonomy |
|----------------|---|-----------------|
| C01 | Express themselves effectively in routine and special real business interactions and principles of management | Remembering |
| C02 | Demonstrate appropriate use of administration, management. | Applying |
| C03 | Ability to organize various programs, meetings and events | Evaluating |
| C04 | Apprise the pros and cons of major managerial functions | Understanding |
| C05 | Create and deliver effectiveness of quality management | Creating |

| Unit | Title and Contents | No. of Lecture Hours |
|------|--|----------------------|
| 1 | Nature of Management: 1.1 Meaning & Importance, Functions 1.2 Role of Managers | 07 |

| | | |
|---|--|----|
| | Social System 1.4 Concept of Management, Administration, Organization & Universality of Management | |
| 2 | Evolution of management thoughts: 2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker 2.3 Indian Management ethos (Indian) and different Styles for example (J.R.D Tata, Dhirubhai Ambani, N. R. Narayana Murthy, Verghese Kurien) | 10 |
| 3 | Major managerial Functions: 3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits, Disadvantages 3.2 Planning: Meaning, Need Types, methods, Advantages, merits, Disadvantages 3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance 3.4 Decision Making: Types, Process, and Techniques Directions nature and principles and 3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories 3.6 Controlling: Meaning, Needs, Process, Techniques | 08 |
| 4 | Recent trends in Management: 4.1 Management of change, management of crises, v Total Quality Management (TQM): Meaning, Merits, Demerits, stress management. (Principles, concepts merits) 4.2 Knowledge Management: Meaning, Merits, Demerits 4.3 Outsourcing: Meaning, Merits, Demerits | 05 |

Reference Material

Text Books

1. Taxmann's Principles of Management Text and Cases, Neeru Vasishth, Vibhuti Vasishth

Reference Books

| Sr. No. | Title of the Book | Author/s | Publication | Place |
|---------|------------------------------------|--|----------------------------|-----------|
| 1 | Principles of Management | M.P. Waghmare | Nirali Publication | Mumbai |
| 2 | Management Concepts and Strategies | J.S. Chandan Vikas | Publishing House Pvt. Ltd. | New Delhi |
| 3 | Principles of Management | Harold Koontz, Heinz Weihrich, A. Ramachandra Arysri | McGraw hill companies | New Delhi |

| | | | | |
|---|---|--|---------------------------------------|-----------------------|
| 4 | Management A Global and Entrepreneurial Perspective | Heinz Weihrich, Mark V. Cannice, Harold Koontz | McGraw hill companies | McGraw hill companies |
| 5 | Management - 2008 Edition | Robert Kreitner, Mamata Mohapatra | Biztantra - Management For Flat World | New Delhi |
| 6 | Introduction to Management | John R. Schermerhorn | Wiley India Pvt. Ltd. | New Delhi |
| 7 | Principles of Management | P.C. Tripathi, P.N. reddy | McGraw hill companies | New Delhi |
| 8 | Management Text and Cases | R. Satya Raju, A. Parthasarthy | PHI learning Pvt. Ltd | New Delhi |
| 9 | Management (Multi-Dimensional Approach) | H. R. Appannaiah, G. Dinakar, H.A. Bhaskara | Himalaya Publishing House | Mumbai |

Other Learning Material

E- Resource

1. <https://ndl.iitkgp.ac.in>
2. <https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf>
3. https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un

| Semester I | | | | | |
|--------------|-------------|-----------------|-----------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title | Credits | Lecture Hours/Week |
| I | | Major Mandatory | Principles of Finance | 2 | 3 |

Course Objectives

| | |
|----|---|
| 1. | To cultivate right approach towards money, finance, and their role in business |
| 2. | To develop right understanding regarding various sources of finance and their role and utility in business. |
| 3. | To develop basic skills as to concept of capital structure and concept of capital structure |
| 4. | To understand basics of recent concepts in finance |
| 5. | To basic business operations in finance department |

| Course Outcome | | Blooms Taxonomy |
|----------------|---|-----------------|
| CO1 | Remembering traditional, modern, role of finance manager | Remembering |
| CO2 | Understand the sources of Finance, recent trends in business finance | Understanding |
| CO3 | Identify the capital structure and factors affecting capital structure | Applying |
| CO4 | Analyzing the difference between shares, debentures | Analyzing |
| CO5 | Evaluate consequences of over- capitalization and Under Capitalization. | Evaluating |

| Unit | Title and Contents | No. of Lecture Hours |
|------|---|----------------------|
| 1 | 1.Introduction to finance : 1.1Definition - Nature and scope of finance function, 1.2 Financial Management - Meaning - Approaches: - Traditional, Modern, Role of finance manager. 1.3 External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources, 1.4 Internal: - Reserves and surplus, Bonus shares Retained earnings | 15 |
| 2 | 2.Recent Trends in business finance : 2.1Venture Capital - Meaning, Objectives, Merits and Demerits, Uses Leasing - 2.2 Meaning, Objectives, Merits and Demerits, Uses 2.3 Microfinance - Meaning, Objectives, Merits and Demerits, Uses 2.4 Mutual Funds- Meaning, Objectives, Merits and Demerits, Uses | 15 |

Reference Books

| Sr. No. | Title of the Book | Author/s | Publication | Place |
|---------|--|----------------------------------|----------------------------------|-----------|
| 1 | Financial management - Theory and Practice | Prasanna Chandra | McGraw Hill Education | New Delhi |
| 2 | Financial Management | I.M. Pandey | Vikas Publishing House Pvt. Ltd. | New Delhi |
| 3 | Financial Management | Rajiv Srivastava , Anil Misra | Oxford - University Press | New Delhi |
| 4 | Financial Management | P.V. Kulkarni , B.G. Satyaprasad | Himalaya Publishing House | Mumbai |

Other Learning Material

E-Resource <https://www.pdfdrive.com/principles-of-finance-d16726868.html>

| Semester I | | | | | |
|--------------|-------------|-----------------|-------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title | Credits | Lecture Hours/Week |
| I | | Major Mandatory | Principles of Marketing | 2 | 3 |

| Course Objectives | |
|-------------------|--|
| 1. | To develop understanding regarding marketing environment in the country. |
| 2. | To develop appropriate conceptual background. |
| 3. | To help understand recent trends in marketing. |
| 4. | To understand basic business operations in marketing department |

| Course Outcome | | Blooms Taxonomy |
|----------------|--|-----------------|
| CO1 | Remembering traditional, modern, role of marketing manager | Remembering |
| CO2 | Understand the recent trends in business marketing | Understanding |
| CO3 | Identify the various marketing strategies | Applying |
| CO4 | Analyzing the P's of marketing | Analyzing |
| CO5 | Evaluate marketing segmentation | Evaluating |

| Unit | Title and Contents | No. of Lecture Hours |
|------|---|----------------------|
| 1 | 1. Concepts and functions of marketing 1.1 Marketing concepts, its objectives, importance and functions of marketing. 1.2 Core Concepts of Marketing- Need, want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer Loyalties. 1.3 Concept of Marketers and Prospects, Key Customer Markets, Marketplaces, Market spaces, Meta Markets. 1.4 Linkage of Marketing functions with all functions in the organization. Company orientation towards market place- Production, Product, Marketing, Selling, Holistic Marketing Orientation 1.5 Various Approaches of marketing 1.6 Challenges and opportunity of marketing manager in international market | 15 |
| 2 | 2. Marketing Environment 2.1 Concept of Environment -Macro and Micro environment - Components and Characteristics, Needs. 2.1 Trends and Major Forces Impacting on Micro and Macro Environment 2.3 Need for analyzing Marketing Environment 2.4 Analyzing the Demographic, Economic, Socio-cultural, Natural, Technological and Political Environment | 15 |

Reference Books

| Sr. No. | Title of the Book | Author/s | Publication | Place |
|---------|-----------------------------------|-----------------------------------|----------------------|------------|
| 1 | Marketing and Salesmanship | Dr. M. P. Waghmare | Prashant Publication | Mumbai |
| 2 | Marketing Management | Philip Kotler & Kevin Lane Keller | Pearson India | South Asia |
| 3 | Marketing Management | V.S. Ramaswamy, S. Namakumari | Macmillan | New Delhi |
| 4 | Marketing In India Text and cases | S. Neelamrgham | Vikas Publication | New Delhi |
| 5 | Textbook of Marketing | Keith Blois | Oxford | New Delhi |

| Semester I | | | | | |
|--------------|-------------|-----------------|---|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title | Credits | Lecture Hours/Week |
| I | | Major Mandatory | Principles of Human Resource Management | 2 | 3 |

Course Objectives

| | |
|----|---|
| 1. | To cultivate right approach towards human resource, and their role in business |
| 2. | To develop right understanding regarding various sources of acquiring human resources and their role and utility in business. |
| 3. | To develop basic skills of human resource management |
| 4. | To understand basics of recent concepts in HRM |
| 5. | To basic business operations in HRM department |

| Course Outcome | | Blooms Taxonomy |
|----------------|---|-----------------|
| CO1 | Remembering traditional, modern, role of HR manager | Remembering |
| CO2 | Understand the sources of acquiring human resources | Understanding |
| CO3 | Identify the skills of HR Manager | Applying |
| CO4 | Analyzing the difference between Personnel and HRM | Analyzing |
| CO5 | Evaluate career planning process | Evaluating |

| Unit | Title and Contents | No. of Lecture Hours |
|------|--|----------------------|
| 1 | Introduction to HRM 1.1 Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance, 1.2 Principles of HRM, Evolution of HRM, Functions of HRM, 1.3 Challenges of HRM, Role of HR Manager, Difference between HRM & Personnel Management. | 15 |
| 2 | Job Analysis- 2.1 Meaning, Definition, Objectives, Benefits, Methods, 2.2 Job Analysis Components- Job Description, Job Specification, Job Evaluation 2.3 Human Resource Planning(HRP)- Meaning, Definition, Objectives, Process, 2.4 Factors Influencing the Estimation of Human Resource in Organization, Advantages & Limitations/Barriers of HRP. Caselets on Job Analysis & Human Resource Planning | 15 |

Reference Books

| Sr. No. | Title of the Book | Author/s | Publication | Place |
|---------|-------------------|----------|-------------|-------|
| | | | | |

| | | | | |
|----------|---|--------------------|----------------------------------|-----------|
| 1 | Human Resource and Organisational Behaviour | Dr. M. P. Waghmare | Thakur Publication | Pune |
| 2 | Human Resource Management | L. M. Prasad | Sultan Chand & Company Ltd. | New Delhi |
| 3 | Human Resource Management | K. Ashwathappa | Tata McGraw Hill | New Delhi |
| 4 | Personnel Management | C. B. Mamoria | Himalaya Publishing House Mumbai | Mumbai |
| 5 | Personnel & Human Resource Management | A. M. Sharma | Himalaya Publishing House Mumbai | Mumbai |

| Semester I | | | | | |
|--------------|-------------|-----------------|--------------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title | Credits | Lecture Hours/Week |
| I | | Major Mandatory | Agriculture and Indian Economy | 2 | 3 |

| Course Objectives | |
|-------------------|--|
| 1. | To understand importance of agriculture in Indian economy. |
| 2. | To impart knowledge in the field of agriculture marketing. |
| 3. | To understand various problems and prospects Indian agriculture. |

| Course Outcome | | Blooms Taxonomy |
|----------------|--|-----------------|
| CO1 | Remembering traditional, modern, role of Agri-business manager | Remembering |
| CO2 | Understand the recent trends in Agri-Business | Understanding |
| CO3 | Identify the Agri-Business Market | Applying |
| CO4 | Analyzing the difference Indian and International agricultural Practices | Analyzing |
| CO5 | Evaluate Problems and Prospects of Indian Agriculture. | Evaluating |

| Unit | Title and Contents | No. of Lecture Hours |
|------|---|----------------------|
| 1 | Agriculture and economic Development 1.1 Importance and role of Agriculture in Indian economy 1.2 Green revolution 1.3 Interdependence between agriculture and industry. 1.4 Trends in agriculture production and productivity. 1.5 Co-Operative credit system; NANBARD 1.6 Role of commercial bank, Self-Help Group- meaning and Impact 1.7 Agriculture Finance 1.8 Agricultural credit: Challenges, Opportunities, Strategies. | 15 |
| 2 | Agricultural Growth in India 2.1 Agricultural Market, Marketing policy 2.2 Regulated market, Marketing channels 2.3 Behavior of agricultural prices 2.4 Objectives of agricultural price policy. 2.5 Recent trends in agricultural growth in India. 2.6 Inter-regional variations in growth of output and productivity 2.7 Cropping Pattern shifts 2.8 Problems and prospects of Indian agriculture. 2.9 International trade in agricultural commodities. | 15 |

Reference Books

| Sr. No. | Title of the Book | Author/s | Publication | Place |
|---------|--|------------------------|---------------------------|-----------|
| 1 | Fundamentals of Rural Development | Dr. M. P. Waghmare | Thakur Publication | Pune |
| 1 | Agricultural Economics | Bilgrami S.A. | Himalaya Publishing House | Delhi |
| 2 | Indian Economy | Dhingra I.C. | Sultan Chand | Delhi |
| 3 | Indian Agricultural Development since Independence | Dantwala M.L. et.al | Oxford & IBH | New Delhi |
| 4 | Trade Liberalization and Indian Agriculture | Gulati A. and t. Kelly | Oxford University Press | New Delhi |

| Semester I | | | | | |
|--------------|-------------|-----------------|-----------------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title | Credits | Lecture Hours/Week |
| I | | Major Mandatory | Essentials of Services Management | 2 | 3 |

| Course Objectives | |
|-------------------|---|
| 1. | To recognize and understand various service-based industries. |
| 2. | To understand the importance of ITES in service sector. |
| 3. | To enhance knowledge of global trends in outsourcing. |
| 4. | To understand factors crucial to service delivery & recovery. |
| 5. | To basic business operations in Service Industry. |

| Course Outcome | | Blooms Taxonomy |
|----------------|--|-----------------|
| CO1 | Remembering traditional, modern approaches of service industries | Remembering |
| CO2 | Understand the Service sectors | Understanding |
| CO3 | Recognize Delivery and recovery systems | Applying |
| CO4 | Analyzing the operations in service industries | Analyzing |
| CO5 | Evaluate needs and wants of service management | Evaluating |

| Unit | Title and Contents | No. of Lecture Hours |
|------|--|----------------------|
| 1 | Foundation of Services Marketing 1.1 Introduction - The services concept Nature of Services, Importance of Services Marketing 1.2 Distinctive Characteristics of Services - Customer Participation-Perishability, Intangibility, Heterogeneity, Non-transferrable Ownership. 1.3 Classification of Services, Core Vs. Supplementary Services, B2B and B2C services. 1.4 The Product-Service Systems, Service Management Elements. 1.5 Services Marketing Triangle, External versus Internal Orientation of Service Strategy, Positioning the Service Offering, Important Vs. Determinant attributes. 1.6 Positioning and Brand Creation, Positioning Maps, Designing and Managing Service as a Process. | 15 |
| 2 | Delivering Quality Services and Value Process 2.1 Service based components of quality, perceived quality, Implementing TQM in service sector & its effect. 2.2 Service performance failure - concept of service failure & recovery, customer response to service failure & recovery, service recovery following customer complaints, solving problems & preventing recurrence. Creating service value and defining its benefits. 2.3 Service Value Chain: Introduction, significance. 2.4 Case studies related to service value chain in Banking & | 15 |

| | | |
|--|--|--|
| | Insurance, Hospital & Health Care, Travel & Tourism, Hotel & Catering. | |
|--|--|--|

Reference Books

| Sr. No. | Title of the Book | Author/s | Publication | Place |
|---------|--|--------------------|--------------------------------------|----------|
| 1 | Competitive Advantage | Porter, Michael E. | The Free Press | New York |
| 2 | Service Marketing and Management | Dr. B. Balaji | S. Chand & Co. | Delhi |
| 3 | Service Sector Management: An Indian Perspective | C. Bhattacharjee | Google Book library Online source | |

| Semester I | | | | | |
|--------------|-------------|----------------|--------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title | Credits | Lecture Hours/Week |
| I | | Open Elective | Business Mathematics - I | 2 | 3 |

Course Objectives

| | |
|----|--|
| 1. | To provide solid Mathematical Foundation for B.B.A. Students in Business and Finance. |
| 2. | To develop appropriate understanding as how to use mathematic like computation interest, profit etc. |
| 3. | To enhance problem - solving Skills and ability for Academic and Professional Success. |
| 4. | To cultivate right understanding regaining numerical aptitude |
| 5. | To develop logical approach towards analytical approach data |

| Course Outcome | | Blooms Taxonomy |
|----------------|--|-----------------|
| CO1 | Understand to apply the concept of interest and methods of calculation of interest | Understand |
| CO2 | Apply the Mathematical competence for various interest related transactions and other activities | Apply |
| CO3 | Analyze the problem - solving Skills and ability | Analyze |
| CO4 | Evaluate the simple and compound interest for various financial instruments | Evaluate |
| CO5 | Create their own models related to Finance and can solve them. | Create |

| Unit | Title and Contents | No. of Lecture Hours |
|------|---|----------------------|
| 1 | Numerical Methods for Business Managers <ul style="list-style-type: none"> ▫ Commission ,brokerage and premium , ▫ Banking and taxation and Calendar , ▫ Simple and compound interest | 15 |
| 2 | Numerical Methods for Business Managers <ul style="list-style-type: none"> ▫ Profit and loss ▫ Percentages , ▫ Ratio and proportion , ▫ Averages | 15 |

References

| Sr.No. | Title | Author | Publisher | Place |
|--------|---|--|------------------------------------|--------|
| 1 | Business Mathematics and Statistics - I | Dr. M. P. Waghmare | Thakur Publication | Pune |
| 2 | Arithmetic for business students | Harvey,J.H. | Cassell. | London |
| 3 | Business Mathematics | Dr.Amarnath Dikshit & Dr. Jinendra Kumar Jain. | | |
| 4 | Business Mathematics | Padmalochan Hazarika | Sultan chand sons. | Delhi |
| 5 | Business Mathematics | Bari | New Literature publishing company. | Mumbai |

| Semester I | | | | | |
|--------------|-------------|----------------|-------------------------|---------|--------------------|
| Semester No. | Course Code | Type of Course | Course Title | Credits | Lecture Hours/Week |
| I | | Open Elective | Business Statistics - I | 2 | 3 |

| Course Objectives | |
|-------------------|--|
| 1. | To understand role and importance of statistics in various business situations |
| 2. | To develop skills related with basic statistical technique |
| 3. | To learn some elementary statistical methods for data collection, presentation and analysis of data. |
| 4. | To develop right understanding regarding data interpretation |
| 5. | To familiarise the students with applications of Statistics in Business and Management |

| Course Outcome | | Blooms Taxonomy |
|----------------|---|-----------------|
| CO1 | understand basic concepts in statistics | Understand |
| CO2 | collect, present, analyse and interpret the data and graphs | Analyze |
| CO3 | deal data in business problems | Apply |
| CO4 | evaluate feasibility business problems using statistical techniques | Evaluate |
| CO5 | prepare business report using various statistical techniques | Create |

| Unit | Title and Contents | No. of Lecture Hours |
|------|---|----------------------|
| 1 | <p>Frequency Distribution</p> <p>1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.</p> <p>1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.</p> <p>1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution.</p> <p>1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram</p> | 15 |
| 2 | <p>Measure of Central Tendency</p> <p>2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode, Numerical Problem.</p> <p>2.3 Determination of Mode and Median graphically.</p> <p>2.4 Empirical relation between mean, median and mode.</p> <p>2.5. Combined Mean</p> | 15 |

| Sr. No | Title of the Book | Author/s | Publication | Place |
|--------|--|----------------------|---------------------------|-----------|
| 1. | Business Mathematics and Statistics -I | Dr. M. P. Waghmare | Thakur Publication | Pune |
| 2. | Business Statistics | Girish Phatak | Tech - Max | Pune |
| 3. | Statistics for Business | Dr. S. K. Khandelwal | International Book House | New Delhi |
| 4. | Fundamentals of Business Statistics | J.K. Sharma | Pearson | New Delhi |
| 5. | Business Statistics | G.C. Beri | The McGraw-Hill companies | New Delhi |

| Semester No. | Programme Name | Subject Code | Type of Course | Course Title | Credits | Lectures per week |
|--------------|----------------|--------------|----------------------------------|---------------------------------|---------|-------------------|
| I | BBA | | Ability Enhancement Course (AEC) | Business Communication Skills-I | 02 | 03 |

Course Objectives:

1. To understand what the Need and Significance of communication in personal and business world is
2. To understand system of communication and their utility

Course Outcome:

| | |
|-------|--|
| C.O.1 | To understand the concept, process, and importance of communication |
| C.O.2 | To apply gain knowledge of media of communication in businesses |
| C.O.3 | To develop skills of effective communication - both written and oral |

| Unit | Title and Contents | No. of Lectures |
|------|---|-----------------|
| 1 | Introduction 1.1 Meaning, Definition of Communication 1.2 Need for effective communication 1.3 Process of Communication 1.3 C's of effective communication, 1.4 Types of Communication- 1.4.1 Verbal communication- Formal and Grapevine, 1.4.2 Nonverbal communication: -Gestures, Postures, Facial Expression, Eye Contacts, Body Language (Kinesics), Silence, Tips for Improving Non-Verbal Communication 1.5 Barriers to communication 1.6 over coming barriers to communication 1.7 Listening Skills- Types of Listeners, Tips to be good listener. 1.8 Different Media of Communication- E-mails, social media, Fax communication, Video Conferencing, Blogs | 15 |
| 2 | Writing Skills 2.1 Written Communication-Merits and Merits 2.2. Report Writing- Meaning Definition of Report Importance of good report, Qualities of a good report, Tips for writing good report 2.3 Notice - Meaning, Format 2.4 Memo-Meaning, Tips to Memo writing 2.5 Agenda- Meaning 2.6 Minutes- Concept | 15 |

References

1. Business Communication, R.K. Madhukar, Vikas Publishing House
2. Business Communication, Homai Pradhan, N.S. Pradhan, Himalaya Publishing House
3. Business Communication, K.K. Sinha, Taxman Publications

| Semester No. | Programme Name | Subject Code | Type of Course | Course Title | Credits | Lectures per week |
|--------------|----------------|--------------|------------------------------|-------------------------|---------|-------------------|
| I | BBA | | Value Education Course (VEC) | Environmental Awareness | 02 | 03 |

Course Objectives:

- 1) To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
- 2) To develop conscious towards a cleaner and better managed environment

Course Outcome:

| | |
|-------|--|
| C.O.1 | To understand Environmental pollution. |
| C.O.2 | To apply and promote green practices at home and at work |

| Unit | Title and Contents | No. of Lectures |
|------|---|-----------------|
| 1 | Introduction - Environmental studies Definition, scope importance and need for public awareness. (Multidisciplinary nature of environmental studies) 2 Environmental Pollution - Definition, Causes, effects on human, water, soil, air (Mother Earth) Air pollution, Water pollution, Soil pollution Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards | 15 |
| 2 | Various Government initiatives for conservation of Environment. Controlling measures), Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides. | 15 |