

Anekant Education Society's

Tuljaram Chaturchand College of Arts Science and Commerce, Baramati

(Autonomous)

Department of Business Administration

Course Structure for F.Y.B.B.A (2023 Pattern)

Semester	Course Type	Course Code	Course Name	Theory/Practical	Credits
1	Major Mandatory	BBA-101-MJM	Business Demography and Business Environmental Studies.	Theory	2
	Major Mandatory	BBA -102- MJM	Financial Accounting	Theory	2
	Major Mandatory	BBA -103- MJM	Micro Economics	Theory	2
	Open Elective	BBA -116- OE	Business Organization and Corporate Environment	Theory	2
	Open Elective	BBA-117-OE	Business Etiquettes	Theory	2
	Vocational Skill Course(VSC)	BBA-121-VCE	Professional Communication Skill.	Theory	2
	Skill Enhancement Course(SEC)	BBA-126-SEC	Community Work [Survey and Analysis]	Theory	2
	Ability Enhancement Course(AFC)	ENG-131-AEC	Functional English 1	Theory	2
	Value Education Course(VEC)	BBA-135-VEC	Environmental Science I	Theory	2
	Indian Knowledge System (IKS)	BBA-137-IKS	Indian Leaders and Leadership Practices	Theory	2
	Co – Curricular Courses (CC)		To be selected from the Basket	Theory	2
	Total Credits for Semester 1				22
II	Major Mandatory	BBA-151-MJM	Principles of Management	Theory	2
	Major Mandatory	BBA-152-MJM	Principles of Finance	Theory	2

	Major Mandatory	BBA-153-MJM	Principles of Marketing	Theory	2
	Minor	BBA-161-MN	Principles of Human Resource Management	Theory	2
	Open Elective	BBA-166-OE	Emotional Intelligence	Theory	2
	Open Elective	BBA-167-OE	Risk Management	Theory	2
	Vocational Skill Course(VSC)	BBA-171-VSC	Statistics for Business Applications	Theory	2
	Skill Enhancement Course(SEC)	BBA-176-SEC	Industry Analysis And desk research.	Practical	2
	Ability Enhancement Course(AFC)	BBA-181-AEC	Functional English II	Theory	2
	Value Education Course(VEC)	BBA-185-VEC	Digital and Technological Solutions	Theory	2
	Co – Curricular Courses (CC)	--	To be selected from the Basket	Theory	2
Credits for Semester 2					Total
					22
Credits Sem1+sem2					Cumulative
					44

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A
(w. e. from June, 2023)**

Name of the Programme: B.B.A.

Program Code: UBBA

Class: F.Y.B.B.A

Semester: II

Course Type: Major Mandatory

Course Name: Principles of Management

Course Code: BBA-151-MJM

No. of Lectures: 30

No. of Credits: 2

A) Course Objectives:

1. To understand basic management functions.
2. The ability to explain the process of planning and decision making
3. To understand role of Manager in Business Organization.
4. To give historical perspective of Management.
5. Students will also gain some basic knowledge of recent trends and international aspects of management.
6. The ability to explain Modern Management Changes and Crisis.

B) Course Outcome:

CO1: Identify and apply appropriate management techniques for managing business.

CO2: Have a conceptual knowledge about the planning and decision making.

CO3: Integrate management principles into management practice

CO4: Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.

CO5: The ability to understand the requirement of good control system and control techniques.

CO6: Demonstrate the techniques for controlling and coordination

Unit No. 1 Nature of Management

- 1.1 Meaning, Definition, Nature, Importance & Functions of Management
- 1.2 Management an Art, Science & Profession
- 1.4 Role of Manager in Business Organization.
- 1.5 Management and Administration
- 1.6 Principles of Management.

No. of Lectures 6

Unit No. 2 Evolution of Management Thoughts

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

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

2.3 Holistic Approach

No. of Lectures 6

Unit No. 3 Functions of Management

3.1 **Planning**- Meaning, Definition and Importance.

3.2 **Organizing**- Meaning, Definition and Importance.

3.3 **Staffing**- Meaning, Definition and Importance.

3.4 **Direction**- Meaning, Definition and Importance.

3.5 **Controlling**- Meaning, Definition and Importance.

No. of Lectures 10

Unit No. 4 Recent Trends in Management

4.1 Management of change, crisis.

4.2 TQM, stress, International Management.

4.3 Modern Management Behavior in Decision Making.

No. of Lectures 8

Evaluation

Internal Evaluation	External Evaluation
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12)
Mini project /Assignment/Presentation (10)	Long answer questions (8)
20	30

Recommended Books:

1. Management Theory & Practice – J.N. Chandan
2. Essential of Business Administration – K. Aswath apa, Himalaya Publishing House
3. . Principles & Practice of management – Dr. L.M. P rasad, Sultan Chand & Sons – New Delhi
4. Business Organization & management – Dr. Y.K. Bhushan.
5. Principles of Management, By Tripathi, Reddy Tata McGraw Hill
6. Business organization and management by Talloo by Tata Mc Graw Hill
7. Business Organization & Management – C.B. Gupta

Choice Based Credit System Syllabus (2023Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)

Subject: Principles of Management

Course: Principles of Management

Course Code: BBA-151-MJM

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

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

Justification for the mapping

PO1: Disciplinary Knowledge

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

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

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

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

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

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

PO2: Critical Thinking and Problem Solving

CO1: This knowledge helps students to analyze different situations in a business context and determine the most suitable management techniques to achieve desired outcomes.

CO2: Course contents helps to develop a conceptual knowledge about planning and decision making involves learning and understanding different management concepts, theories, and models related to these areas.

CO3: Students will acquire knowledge about management concepts; theories, models, and key business terms, individuals can effectively apply these principles in real-world business scenarios, aligning their actions with established management practices.

CO4: Students will analyze different situations and applying their knowledge, they can determine the most appropriate methods for planning, organizing, and controlling within various contexts.

CO5: This course knowledge enables individuals to comprehend the importance of implementing an effective control system and applying appropriate control techniques to monitor and regulate business operations.

CO6: Students will demonstrate techniques for controlling and coordination relies on understanding and applying management concepts, theories, models, and key business terms.

PO3: Critical thinking and systematic research approach

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

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

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

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

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

PO4: Ethical Decision making ability.

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

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

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

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

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

PO5: Critical Attitude for Lifelong learning.

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

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

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

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

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

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

PO6: Leadership and team work skills

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

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

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

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

CO6: Controlling and coordination are crucial leadership skills

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

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

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

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

PO8: Business Management Skills

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

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

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

PO9: Social Responsibility

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

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

PO10 Entrepreneurial Mindset

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

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

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

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.As

(w. e. from June, 2023)

Name of the Program me: B.B.A.

Subject: Principles of Finance

Program: UBBA

Class: F.Y.B.B.A

Semester: II

Course Type: Major mandatory

Course Name: Principle of Finance

Course Code: BBA-152-MJM

No. of Lectures: 30

No. of Credits: 2

A] Course Objectives:

1. To provide understanding of nature, importance, structure of finance related areas.
2. To impart knowledge regarding sources of finance for a business.
3. To understand role and importance in business Ability to understand implication of finance on business
4. To understand role and need of source of finance How different determinants of size and type of business Sources of business finance
5. To learn about imp features and their applications considering their requirements in business
6. To Understand how basic financial structure is designed To know what are the Constituents a financially sound business units
7. Analytical ability to understand implications of various constituents of capital units
8. To understand new and emerging trends in business finance Ability to understand about current issues related with new trends in business finance

B] Course Outcome:

CO1: The outcome of this course is to make student capable to use knowledge of the sources of finance & optimal capital structure in business.

CO2: To develop Competence to apply various concepts in finance for decision making

CO3: To develop rational understanding regarding role and utility of different sources of finance

CO4: To understand importance of rational and sound financial structure To understand role of capital as a determinant business success

CO5: To have right understanding how modern business is changing and what are the new trends in business finance

CO6: To know what are the constituents financially sound business units

CO7: Ability to understand about current issues related with new trends in business finance

CO8: Understand the role and importance of finance in business

CO9: Understand the emerging trend in business finance

UnitNo.1 Introduction

1. Finance- Definition- Nature and scope of finance function, Financial Management –Meaning, Approaches:-Traditional, Modern
1. Role of finance manager.

No. of Lectures8

UnitNo.2 Sources of Finance

1. External:-Shares, Debentures, Public Deposits, Borrowing from banks:-meaning, types, advantages and limitations of these sources.
2. Internal:-Reserves and surplus, Bonus shares, Retained earnings, Dividend policy; Meaning, advantages and limitations of these sources.

No. of Lectures12

Unit No.3 Capital Structure

1. Meaning- criteria for determining capital structure ,Factors affecting capital structure
2. Capitalization:-Meaning Over capitalization and Under Capitalization-meaning, causes, consequences, Remedies

No. of Lectures 6

Unit No.4 Capital Budgeting

Various capital budgeting techniques- Traditional and Discounting

Unit No.4 Recent Trends and Cases in business finance

1. Fin tech, Investment Banking, Neo Banks, discuss current Finance cases in class meaning and nature of Venture Capital, Leasing, Microfinance Mutual Fund

No. of Lectures 4

Evaluation

Internal Evaluation	External Evaluation
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12)
Mini project /Assignment/Presentation (10)	Long answer questions (8)
20	30

BOOKS RECOMMENDED

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

Choice Based Credit System Syllabus (2023Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)

Subject: Principles of Finance

Course: Principles of Finance

Course Code: BBA-152-MJM

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

		Programme Outcomes(POs)								
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	3									
CO2			3	3						
CO3		3			3					3
CO4	3	2						3		3
CO5						1			2	
CO6										3
CO7								3	2	3
CO8								3		
CO9									2	3

Justification for the mapping

PO1: Application of Knowledge for business practices

CO1: The outcome of this course is to make student capable to use knowledge of the sources of finance & optimal capital structure in business.

CO4: To understand importance of rational and sound financial structure To understand role of capital as a determinant business success

CO8: Understand the role and importance of finance in business Apply knowledge and principles to business practices in the areas of accounting, finance, marketing, management, economic and human resource management.

PO2: Understanding of Management Concepts, Theories, Models and Key Business terms

CO3: To develop rational understanding regarding role and utility of different sources of finance

CO4: To understand importance of rational and sound financial structure to understand role of capital as a determinant business success of finance or forms of business organization.

PO3: Use critical thinking and systematic research approach

CO2- To develop Competence to apply various concepts in finance for decision making Use critical thinking and systematic research approach to identify issues, collect and Examine information, evaluate evidence, and draw conclusions and find the solutions to business problems.

PO4: Ethical Decision making ability.

CO2-To develop Competence to apply various concepts in finance for decision making Students should understand the ethical implications of business decisions and be able to analyze and address ethical dilemmas.

PO5: Critical Attitude for Lifelong learning.

CO3-To develop rational understanding regarding role and utility of different sources of finance Develop Critical attitude necessary for “life-long learning” through this course. To understand the source of finance internal external sources

PO6: Leadership and team work skills

CO5-To have right understanding how modern business is changing and what are the new trends in business finance Students should have the ability to lead and collaborate with others to achieve common goals.

PO7: Students will evaluate different political, cultural, and legal issues between management, economics, and marketing and its impact on business organizations in a global context.

PO8: Business Management Skills

CO4-To understand importance of rational and sound financial structure to understand role of capital as a determinant business success.

CO7-Ability to understand about current issues related with new trends in business finance.

CO8-Understand the role and importance of finance in business Students will apply business management skills to solve organizational issues.

PO9: Social Responsibility

CO5-To have right understanding how modern business is changing and what are the new trends in business finance.

CO7-Ability to understand about current issues related with new trends in business finance.

CO9-Understand the emerging trend in business finance Social Responsibility: Graduates should understand the importance of corporate social Responsibility and sustainability, and possess the knowledge and skills to contribute to the betterment of society.

PO10: Entrepreneurial Mindset:

CO3-To develop rational understanding regarding role and utility of different sources of finance

CO4-To understand importance of rational and sound financial structure to understand role of capital as a determinant business success

CO6-To know what are the constituents financially sound business units

CO7-Ability to understand about current issues related with new trends in business finance

CO9-Understand the emerging trend in business finance like-venture capital, leasing, mutual fund.to understand the source of finance internal external sources

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Program me: B.B.A.

Subject: Principles of Marketing

Program: UBBA.

Class: F.Y.B.B.A

Semester: II

Course Type: Major mandatory

Course Name: Principles of Marketing

Course Code: BBA-153-MJM

No. of Lectures: 30

No. of Credits: 2

A) Course Objectives:

1. This course provides students with an overview of the marketing function.
2. The course will focus on creating value through marketing, market research, consumer behavior, pricing strategies, marketing channels.
3. The course will help the students to identify the all essentials of marketing principles.
4. The course will help the students to identify different market conditions and market structure,
5. Students will get information of identifying target market and market segmentation process.
6. The course will enhance students knowledge about marketing theories, principles, strategies and concepts and how they can be applied
7. With the help of course students are able to analyze marketing activities within the firm.

B) Course Outcomes:

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

CO2: To learn key marketing principles and terminology

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

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

CO5: Students will be able to establish suitable promotional mix for the products.

CO6: Course will help to recognize the importance of marketing in an organization, how marketing relates to other business functions, and the role of marketing in society at large.

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

CO8: Course will help to identify new trends in marketing management and role of information technology in marketing functions.

Unit No.1: Introduction to Marketing.

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

No. of Lectures 4

UnitNo.2: Classification and Types of Marketing

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

- 2.5 Green Marketing.

No. of Lectures 4

Unit No.3: Marketing Environment and Market Segmentation

- 3.1 Marketing Environment : Meaning, Internal and External
- 3.2 Factors, Political, Social, Economical, International, Technological, Multi – Cultural Environment.
- 3.3 Market Segmentation: Meaning, Definition, Essentials of Effective Marketing Segmentation.
- Types of segmentation.

No. of Lectures10

UnitNo.4: Marketing Mix

- 4.1 Product Mix: Product concept, Product Characteristics, Product life Cycle Product Simplifications, elimination, diversification, New Product Development process.
- 4.2 Price Mix: Importance of price mix, factors affecting price, Methods of pricing.
- 4.3 Place Mix: Concept of Channel of distribution, Types of distribution channel, Types of distribution strategies.
- 4.4 Promotion Mix: Elements of promotion mix-Advertising, Types of media with merits And demerits, Concept of media mix, recent trends in promotion.

- 4. 5 4 C's Of Marketing Mix.

- Customer
- Cost
- Communication
- Convenience.

No. of Lectures 12

Evaluation

Internal Evaluation	External Evaluation
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12) Long answer questions (8)
Mini project /Assignment/Presentation (10)	
20	30

Reference Books:

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

Choice Based Credit System Syllabus (2023Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)

Subject: Principles of Marketing

Course: Principles of Marketing

Course Code: BBA-153-MJM

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

	Programme Outcomes(POs)									
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	3	2				2		1		2
CO2	3	2								
CO3				3	3					
CO4				3	3					
CO5										
CO6										
CO7	3				3					
CO 8		3			2					

Justification for the mapping

PO1: Application of Knowledge for business practices

CO1: Course will help the students to understand the role of marketing activities in economic system.

CO2: With the help of course content students will be able to learn key marketing principles.

CO7: Course will help the students to identify new product development process along with product life cycle.

PO2: Understanding of Management Concepts, Theories, Models and Key Business terms

CO1: Course will help the students to understand the role of marketing activities in economic system.

CO2: With the help of course content students will be able to learn key marketing principles.

CO8: Course will help to identify new trends in marketing management and role of information technology in management.

PO4: Ethical Decision making ability.

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

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

PO5: Critical Attitude for Lifelong learning.

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

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

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

CO8: information technology which is going to be integral part of every one's life, students will help to identify its role in different functions of information technology and

PO6: Leadership and team work skills

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

PO8: Business Management Skills

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

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A
(w. e. from June, 2023)**

Name of the Programme: B.B.A.

Program Code: UBBA

Class: F.Y.B.B.A

Semester: II

Course Type: Minor

Course Name: Principles of Human Resource Management

Course Code: BBA-161-MN

No. of Lectures: 30

No. of Credits: 2

Course Objectives:

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

Course Outcome:

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

CO2- Integrated perspective on role of HRM in modern business.

CO3- Ability to plan human resources and implement techniques of job design.

CO4- Students will be able to apply various human resource management techniques to address real world organizational challenges.

CO5- Ability to be able to define, identify, and/or apply the principles of HR's Roles in Organizations.

CO6- Students will develop an understanding of how human resource management aligns with and contributes to an organization's strategic objectives and overall success.

Unit No 1: Introduction to HRM

- 1.1 Introduction to HRM-Meaning, Definition, Features, Scope, Objectives.
- 1.2 Importance, Principles of HRM, Evolution of HRM.
- 1.3 Functions of HRM.
- 1.4 Challenges of HRM, Role of HR Manager,
- 1.5 Difference between HRM & Personnel Management.

No. of Lectures 10

Unit No2: Job Analysis & Human Resources Planning

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

2.2 Human Resource Planning (HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organisation.

2.3 Advantages & Limitations/Barriers of HRP.

No. of Lectures 10

Unit No 3: Career Planning and Employee Job Satisfaction

3.1 Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages of career planning.

3.2 Employee Morale Introduction and causes of low Morale.

3.3 Job Satisfaction-Meaning, Definition.

3.4 Factors contributing to Job Satisfaction,

3.5 Measures to increase Job Satisfaction.

3.6 Advantages of Job Satisfaction and disadvantage of job satisfaction.

No. of Lectures 10

Evaluation

Internal Evaluation	External Evaluation
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12) Long answer questions (8)
Mini project /Assignment/Presentation (10)	
20	30

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)

Subject: Principles of HR Management

Course: Principles of HR Management

Course Code: BBA-161-MN

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

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

Justification for the mapping

PO1: Disciplinary Knowledge

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

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

CO4: Directly relates to applying knowledge and techniques within the context of real-world organizational challenges, which is essential for business practices.

CO6: This outcome highlights the strategic alignment of HRM with overall business objectives, emphasizing its practical application in business practices.

PO2: Critical Thinking and Problem Solving

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

PO3: Critical thinking and systematic research approach

CO4: Directly focuses on the application of critical thinking and systematic research approach to identify issues, collect information, evaluate evidence, and draw conclusions for addressing real-world organizational challenges within the human resource management context.

PO4: Ethical Decision making ability.

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

involves recognizing the ethical implications of HR practices, such as recruitment, selection, training, and performance management, and being able to address ethical dilemmas that may arise in these areas.

PO5: Critical Attitude for Lifelong learning.

CO5: Understanding the principles of HR's roles in organizations, students will be equipped with the knowledge and skills to critically analyze and evaluate HR practices, which is essential for continuous learning and growth in the field of human resource management.

PO6: Leadership and team work skills

CO1: Effective Human Resource Management involves leading and collaborating with others to achieve common goals through effective teamwork and leadership.

CO2: The role of HRM in modern business involves fostering leadership skills and promoting effective teamwork to achieve shared objectives.

CO6: Emphasizes the ability to lead and collaborate with others to achieve common goals, which is an essential skill for effective human resource management.

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

CO1: Understanding the objectives and importance of HRM provides insight into the broader organizational context, including cultural and legal aspects on a global scale.

CO4: Applying HRM techniques to address challenges involves understanding and navigating global issues, aligning with the evaluation in PO7.

CO6: Recognizing the alignment of HRM with strategic objectives involves considering global factors and their impact on organizational success, aligning with the evaluation in PO7.

PO8: Business Management Skills

CO3: involves solving organizational issues, and effective planning of human resources and job design techniques are essential aspects of addressing such issues.

CO5: Understanding and applying the principles of HR's roles in organizations is a fundamental aspect of business management, aligning with the skills required in PO8.

CO6: Emphasizes the application of business management skills to solve organizational issues. Understanding how HRM aligns with strategic objectives is crucial for addressing issues and contributing to overall success.

PO9: Social Responsibility:

CO2: An integrated perspective on HRM includes considering its impact on society. Students can learn how HRM practices can contribute to societal well-being and align with corporate social responsibility.

CO4: By addressing real-world challenges through HRM techniques, students can contribute to societal well-being by promoting ethical and responsible organizational practices.

PO10: Entrepreneurial Mindset:

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

CO3: Job design techniques should be seen as tools for optimizing performance and fostering innovation.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Programme: B.B.A.

Program Code: UBBA

Class: F.Y.B.B.A.

Semester: II

Course Type: Open Elective

Course Name: Emotional Intelligence.

Course Code: BBA-166-OE

No. of Lecture: 30

No. of Credit: 2

A. Course Objectives:

1. To understand the concept of emotional Intelligence.
2. To study the usefulness of emotional Intelligence concept in self growth.
3. To identify the effective of emotional Intelligence in building healthy relationships.
4. To study the different measures of emotional Intelligence.
5. To study models and components of emotional Intelligence.

B. Course Outcomes:

CO1: Course will help the students to identify Self-Awareness, Self-Management along with Social Awareness & Relationship Management.

CO2: Course will help to discover personal competence and techniques of building emotional intelligence.

CO3: Course will help to recognize different domains of emotional inelegance.

CO4: Students will be able to identify how to employ emotions for better decision making.

CO5: With the help of concept of emotional Inelegance students will be capable of using energy and enthusiasm to motivate others.

CO6: Course will help to develop positive attitude in the students to build healthy relationship.

Unit No.1: Fundamentals of Emotional Intelligence.

- 1.1 Nature and Significance of emotional Intelligence.
- 1.2 Models of emotional intelligence: Ability, Trait and Mixed
- 1.3 Building blocks of emotional intelligence: self-awareness, self-management.
- 1.4 Social awareness, and relationship management

No. of Lectures 08**Unit No 2: Personal and social Competence****A. Personal Competence.**

- 2.1 Self Awareness: Observing and recognizing one's own feeling Knowing one's strengths and weakness.
- 2.2 Self Management: Managing emotions, anxiety, fear, and anger.

B. Social Competence (3 Weeks)

- 2.3 Social Awareness: Others' Perspectives, Empathy and Compassion
- 2.4 Relationship Management: Effective communication, Collaboration, Teamwork and Conflict management

No. of Lectures 12**UnitNo.3 Emotional Intelligence: Measurement and Development**

- 3.1 Measures of emotional intelligence.
- 3.2 Strategies to develop and enhance emotional intelligence

No. of Lectures 10**Evaluation**

Internal Evaluation	External Evaluation
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12)
Mini project /Assignment/Presentation (10)	Long answer questions (8)
20	30

Recommended Books:

- 1. Daniel Goleman (1996) Emotional Intelligence.
- 2. Why it can matter more than IQ. Bantam Doubleday Dell Publishing Group.
- 3. Daniel Goleman (2000) Working with Emotional Intelligence. Bantam Doubleday Dell Punishing Group.
- 4. Liz Wilson, Stephen Neale & Lisa Spencer-Arnell (2012). Emotional Intelligence Coaching. Kogan Page India Private Limited.
- Gupta S.K. (1980), *Guidance and Counselling in Indian Education*, New Delhi: NCERT

Choice Based Credit System Syllabus (2023Pattern)
(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)

Subject: Emotional Intelligence

Course: Emotional Intelligence

Course Code: BBA-166-OE

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

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: With the help of course students will be able to create context of the topic for identifying working pattern in the organization.

PO4: Ethical Decision making ability

CO4: Students after completing the course will be able to analyze ethical norms for social and professional behaviour which are mandatory for ethical decision making in the organization

PO5: Critical Attitude for Lifelong learning.

CO1: By identifying self awareness and prerequisites for self management students can identify the standard method of behaviour in personal as well as social life.

CO2: After completing the course students will be able to identify personal competence and can decide techniques for building emotional intelligence.

PO6: Leadership and team work skills

CO5: emotional Intelligence will help to identify how energy can be utilized for motivating other co workers for better management of organizational functions.

PO8: Business Management Skills

CO5: Emotional Intelligence will help to identify how energy can be utilized for motivating other co workers for better management of organizational functions.

PO9: Social Responsibility

CO2: After completing the course students will be able to identify personal competence and can decide techniques for building emotional inelegance which will help to identify pattern of behaviour for society.

CO4: Students after completing the course will be able to analyze ethical norms for social and professional behaviour which are mandatory for ethical decision making in the organization.

**SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.As
(w. e. from June, 2023)**

Name of the Programme: B.B.A.

Program Code: UBBA

Class: F.Y.B.B.A

Semester: II

Course Type: Open Elective

Course Name: Risk Management

Course Code: BBA-167-OE

No. of Lectures: 30

No. of Credits: 2

A) Learning Objectives:

1. To understand risk and risk management.
2. To explain the impact of risk on organization
3. The ability to explain process of Risk Management
4. To understand tool and techniques of Risk Management
5. The ability to understand the Risk in Business
6. To understand the process of Risk Management

B) Learning Outcome:

CO1: Demonstrate knowledge of the risk faced in Organization.

CO2: Evaluated and document efficacy of risk management plan to inform future planning

CO3: Impact of risk on organization.

CO4: Demonstrate deep Knowledge of Process & different techniques of Risk Management

CO5: Demonstrate in depth knowledge of Enterprise Risk Management Process and
different types of risk in business.

Unit No.1 Introduction to Risk Management

- 1.1 Concept, Definition of Risk
- 1.2 Types of Risk, Impact of Risk on Organization
- 1.3 Concept of Risk Management, Definition of Risk Management
- 1.4 Importance of Risk Management

No. of Lectures 10

Unit No.2 Process and Techniques of Risk Management

- 2.1 Process of Risk Management
- 2.2 Tools for Risk Management
- 2.3 Techniques for Risk Management
- 2.4 Alternative Risk management approaches

No. of Lectures 10

Unit No.3 Enterprise Risk Management

- 3.1 Meaning, Definition of Enterprise Risk Management
- 3.2 Enterprise Risk Management Process
- 3.3 Types of Risk in Business

No. of Lectures 10

Evaluation

Internal Evaluation	External Evaluation
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12)
Mini project /Assignment/Presentation (10)	Long answer questions (8)
20	30

Reference Books

1. Bickel, R.D., & Lake, P.F. (1999). The rights and responsibilities of the modern university: Who assumes the risks of college life? Durham, NC: Carolina Academic Press.
2. Miller, E. T., & Sorochty, W. R. (2015). Risk Management in Student Affairs: Foundations for Safety and Success. San Francisco, CA: Jossey-Bass.

3. Fundamentals of Risk Management Understanding, Evaluating and Implementing Effective Risk Management, Kogan Page Publishers
4. Risk: A Very Short Introduction, Baruch Fischhoff, John Kadvany, John David Kadvany OUP Oxford

Choice Based Credit System Syllabus(2023Pattern)
(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem –II)

Subject: Risk Management

Course: Risk Management

Course Code BBA-167-OE

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

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: Students will demonstrate knowledge of risk faced in business.

CO4: Students will develop deep know of process and different techniques used for managing risk in various fields of business i.e. Human Resource, Marketing, Financial risk.

CO5: Students will use in depth knowledge of different risk in business.

PO2: Critical Thinking and Problem Solving

CO4: Students will explore the management concepts and theories enable to gain a comprehensive understanding of the process and various techniques of risk management.

PO3: Critical thinking and systematic research approach

CO3: Students will Evaluate the effectiveness of a risk management plan requires critical thinking skills to analyze its strengths and weaknesses. A systematic research approach involves collecting and analyzing data about the outcomes and results of the implemented plan.

PO4: Ethical Decision making ability.

CO3: Students will understand the impact of risks on an organization requires critical thinking skills to assess various factors such as financial implications, operational disruptions, reputational damage, and legal consequences

PO5: Critical Attitude for Lifelong learning.

CO1: Student will cultivate a critical attitude for lifelong learning involves actively seeking and acquiring knowledge about various organizational risks. By continuously staying informed and updated on the different risks that an organization may face, individuals can adapt and learn how to handle future challenges effectively.

CO2: with the help of course content student will develop their A critical attitude for lifelong learning involves analyzing and assessing the effectiveness of risk management plans. By critically evaluating and documenting the performance of these plans, individuals can identify areas for improvement and garner insights to enhance future planning and risk management strategies.

CO3: Student will understand the impact of risks on an organization from a critical perspective is essential for lifelong learning. By critically analyzing the consequences of different risks on various aspects of the organization, individuals can develop a deeper understanding of the complexities involved and continually adapt their decision-making processes based on new insights.

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

CO1: Student will Understand the risks faced by an organization, including political, cultural, and legal risks, is crucial for evaluating their impact on business organizations operating in a global context

CO2: Student will evaluate the efficacy of a risk management plan involves considering various factors, including the political, cultural, and legal issues that may affect its implementation and effectiveness.

CO5: Student will understand different types of risks, such as political instability or cultural misunderstandings, provides individuals with a comprehensive view of the challenges that organizations face when operating globally.

PO10 Entrepreneurial Mindset

CO5: Student will understand the ERM process and different types of risks in business provides individuals with a comprehensive perspective on organizational vulnerabilities and opportunities. This knowledge enables individuals to take calculated risks, seize opportunities, and navigate uncertainties with confidence.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.As

(w. e. from June, 2023)

Name of the Programme: B.B.A.

Program Code: UBBA

Class: F.Y.B.B.A

Semester: II

Course Type: Vocational Skill Course (VSC)

Course Name: Statistics for Business Applications

Course Code: BBA-171-VSC

No. of Lectures: 30

No. of Credits: 2

A) Course Objectives

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

B) Course Outcome

CO1: Summarize data sets using Descriptive statistics·

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

CO3: Geometrically Interpret Correlation and Regression

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

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

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

Unit No.1: Population & Sample and Diagrammatic Presentation

1.1 Definition and Scope of statistics

1.2 Concept of population and sample with illustration

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

1.4 Data Condensation and graphical Methods: Raw data, Attributes and variables, classification, Frequency distribution, Cumulative Frequency Distributions (Examples)

No. of Lectures 08

Unit No.2: Measures of Central Tendency, Correlation & Regression

2.1 Criteria for good measures of central tendency

2.1.1 Arithmetic mean, Median and Mode for grouped and regrouped data, combined mean.

2.2 Concept of correlation, positive & negative correlation Scatter Diagram.

2.3 Meaning of Regression, Two regression equations

No. of Lectures 08

Unit No.3: Time Series

3.1 Definitions and Utility of Time Series Analysis

3.1.1 Components of Time Series: Secular Trend, Seasonal Variation, and Cyclic Variation, Irregular or Erratic Variations.

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

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

No. of Lectures-14

Reference Books:

1. S.C.Gupta–Fundamentals of Statistics –Sultanchand & Sons, Delhi.
2. D.N.Elhance– Fundamentals of Statistics –KitabMahal, Allahabad.
3. Business Statistics by N.D.Vohra–TataMcGrawHill
4. Fundamentals of Mathematical Statistics by V.K. Kapoor -Sultan Chand & Sons, Delhi

Evaluation

Internal Evaluation	External Evaluation
Unit test(10)	Fill in the blanks, True and False (10) Short answer question (12) Long answer questions (8)
Mini project /Assignment/Presentation (10)	
20	30

Choice Based Credit System Syllabus(2023Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem II)

Subject: Statistics for Business Applications

Course: Business Statistics

Course Code: BBA-171-VSC

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

	Programme Outcomes(POs)									
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10
CO1	3		2					2		
CO2	3		3					2		
CO3										
CO4	3									
CO5	3									
CO6	3		3							1

Justification for the mapping

PO1: Application of Knowledge for business practices

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

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

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

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

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

PO3 : critical thinking and systematic research approach

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

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

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

PO8: Business Management Skills

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

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

PO10 Entrepreneurial Mindset

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

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Programme: B.B.A.

Program: UBBA

Class: F.Y.B.B.A

Semester: II

Course Type: Skill Enhancement Course (SEC)

Course Name: Industry Analysis and Desk Research.

Course Code: BBA-176-SEC

No. of Lectures: 30

No. of Credits: 2

A) Course Objectives

1. To study Meaning & Definition of Industry
2. To Study Identify and Differentiate the Industry Life Cycle
3. To determine the opportunities and threats that exists for industry within a competitive environment.
4. To appreciate how the various forces operating in a industry create or limit the chances for survival.
5. To determine the strengths and weaknesses of a firm and to determine the core competence that can be built on to establish a competitive advantage.
6. To develop a business plan that will align the capabilities of the firm the requirements of the competitive environment

B) Course outcomes

CO1: To help the students understand the dynamics of a specific industry.

CO2: To acquaint students with various issues particular to an industry.

CO3: To provide a cross-functional perspective of the functioning of a business enterprise and Industry

CO4: To students will understand concepts, procedures of Industry Analysis

CO5: To students use personal strategies to think, organize, learn about the Industry Analysis

Unit No.1: Introduction to Industry

1. Meaning & Definition of Industry
2. Characteristics of Industry - Industry
3. Industry Life Cycle – Start-up Stage, Growth Expansion Stage, Maturity & Stabilization

Stage, Declining Stage

No of Lectures 10

Unit No.2: Introduction to Industry Analysis

1. Meaning & Definition of Industry Analysis
2. Industry Analysis Factors
3. Types of Analysis – SWOT analysis, PEST Analysis & Porter’s Five Forces Model

No of Lectures 12

UnitNo.3 Industry Analysis Report

Preparation of Analysis Report on the basis of Industry Visit to any one product industry and one service Industry

No of Lectures 8

Evaluation

External Evaluation
Dissertation project report of Industry Visit. 1. Production Industry and Service Industry Report : 25 Marks Viva : 25 Marks
50 Marks

References:-

Books-

1. “Industry Organization” by Jean Tirole.
2. “Competitive Strategy” by Michael Porter.

E-content –

1. slideshare- ppts share by Shaikh M.I.
2. Industrial Analysis – Five Forces Model

E-Book –

1. Industry Analysis, by Doin Alken

Websites:-

1. <http://library.uniteddiversity.coop/>

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FYBBA (Sem II)

Subject: Industry Analysis & Desk Research

Course: Industry Analysis & Desk Research

Course Code: BBA-176-SEC

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

	Programme Outcomes (POs)									
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1		3								
CO 2	2									
CO 3							2	2		
CO 4	2	3								
CO 5			3	2				2		2
CO 6										

Justification for the mapping

PO1: Disciplinary Knowledge

CO2: Students acquaint students with various issues particular to an industry. Apply Knowledge and Principles to business practices with the help of the various types of Analysis.

CO4: Students will understand concepts, procedures of Industry Analysis. Students also aware about the current trends in marketing with respect to analyzed data

PO2: Understanding Concepts

CO1: To help the students understand the dynamics of a specific industry. A specific company model is targeted with applying the various models.

CO4: Students will understand concepts, procedures of Industry Analysis.

PO3: Critical thinking and systematic research approach

CO5: Students will use personal strategies to think, organize, learn about the Industry Analysis. Students collect all the information for a desk research and think about how to solve the problem.

PO4: Ethical Decision Making

CO5: Students will use personal strategies to think, organize, learn about the Industry Analysis. Students are able to make business decisions and analyze and resolve ethical dilemmas while preparing desk research.

PO7: Evaluation

CO3: Students will provide a cross-functional perspective of the functioning of a business enterprise and Industry. Students will evaluate various management, economics and marketing legal issues in desk research.

PO8: Business Management Skill

CO3: Students will provide a cross-functional perspective of the functioning of a business enterprise and Industry

CO5: Students will use personal strategies to think, organize, learn about the Industry Analysis and their Business Management skills.

PO10: Entrepreneurial Mindset

CO5: Students will use personal strategies to think, organize, learn about the Industry Analysis. And possess an innovative and entrepreneurial mindset.

SYLLABUS (CBCS as per NEP 2020) FOR F. Y. B.B.A

(w. e. from June, 2023)

Name of the Programme: B.B.A.

Program Code	: UBBA
Class	: FYBBA
Semester	: II
Course Type	: Value Education Course (VEC) (TH)
Course Name	: Digital and Technological Solutions
Course Code	: BBA-185-VEC
No. of Lectures	: 30
No. of Credits	: 02

Course Objectives:

- To gain. /familiarity with digital paradigms
- To sensitize about role & significance of digital technology.
- To provide know how of communications & networks
- To bring awareness about the e-governance and Digital India initiatives
- To provide a flavour of emerging technologies - Cloud, Big Data, AI 3D printing

Course Outcome:

CO1. Knowledge about digital paradigm.

CO2. Realisation of importance of digital technology, digital financial tools, e-commerce.

CO3. Know-how of communication and networks.

CO4. Familiarity with the e-governance and Digital India initiatives

CO5. An understanding of use & applications of digital technology.

CO6. Basic knowledge of all machine learning and big data.

CO7. Knowledge about social networking.

Units	Course Contents	No. of Lectures
	Introduction & Evolution of Digital Systems: Role & Significance of Digital Technology. Information &	8

Unit - I	Communication Technology & Tools. Computer System & it's working, Software and its types. Operating Systems: Types and Functions. Problem Solving: Algorithms and Flowcharts. Communication Systems: Principles, Model & Transmission Media.	
Unit - II	Computer Networks & internet: Concepts & Applicators, WWW, Web Browsers, Search Engines, Messaging, Email, Social Networking. Computer Based information System: Significance & Types. E-commerce & Digital Marketing: Basic Concepts, Benefits & Challenges.	7
Unit –III	Digital India & e-Governance: initiatives, infrastructure, Services and Empowerment. Digital Financial Tools: Unified Payment interface, Aadhar Enabled Payment System, USSD, Credit/Debit Cards, e-Wallet's internet Banking, NEFT/RTGS and IMPS, Online Bill Payments and pos.	8
Unit- IV	Cyber Security: Threats, Significance, Challenges, Precautions, Safety Measures, & Tools Emerging Technologies & their applications: Overview of Cloud Computing, Big Data, internet of Things, Virtual Reality, Blockchain, Robotics, Artificial intelligence, 3-D Printing. Future of Digital Technologies.	7

REFERENCE BOOKS:

1. Fundamentals of Computers by E Balagurusamy- Tata Mc GrawHill
2. Data Communications and Networking by Behrouz A. Forouzan - McGraw Hill
3. "Cloud Computing- Principals and Paradigms" by Buva, Broberg, and Gosciniski- Wiley
4. "E commerce" by Laudon.
5. "Artificial Intelligence- A Modern Approach by Russel and Norving" - Pearson Education.
6. "Internet of Things" by Samuel Greengard - MIT press
7. "Introduction to Computers by Peter Norton" - Tata McGraw Hill
8. "E-Commerce Concepts, Models, Strategies"- C.S.V. Murthy
9. "Basics of Artificial Intelligence and Machine Learning" by Dheeraj Mehrotra - Notion press.
10. "Big Data for dummies" by Hurwith, Nugent, Halper, Kaufman, Wiley & Sons - Wile