

Syllabus Structure...

B.B.A.Second Year (S.Y.)		
1	Personality Development (BBA2301)	Production & Operations Management(BBA2401)
2	Business Ethics (BBA2302)	Industrial Relations & Labour laws(BBA2402)
3	Human Resource Management & Organisation Behaviors (BBA2303)	Business Taxation (BBA2403)
4	Management Accounting(BBA2304)	International Business(BBA2404)
5	Business Economic (Macro)(BBA2305)	Management Information System(BBA2405)
6	I.T.in Management (BBA2306)	Service Sector Management (BBA2406)
7	EVS	Project (Based on Industrial Visits.)
8	Certificate Course	Certificate Course

Credit Structure :

Sr.No.	Class	Semester	Code	Paper	Paper Title	Credit	Exam	Marks
1	FYBBA	I	BBA1101	Theory		3	I / E	40 + 60
2	FYBBA	I	BBA1102	Theory		3	I / E	40 + 60
3	FYBBA	I	BBA1103	Theory		3	I / E	40 + 60
4	FYBBA	I	BBA1104	Theory		3	I / E	40 + 60
5	FYBBA	I	BBA1105	Theory		3	I / E	40 + 60
6	FYBBA	I	BBA1106	Theory		3	I / E	40 + 60
7					Physical Education	2		
8	FYBBA	II	BBA1201	Theory		3	I / E	40 + 60
9	FYBBA	II	BBA1202	Theory		3	I / E	40 + 60
10	FYBBA	II	BBA1203	Theory		3	I / E	40 + 60
11	FYBBA	II	BBA1204	Theory		3	I / E	40 + 60
12	FYBBA	II	BBA1205	Theory		3	I / E	40 + 60
13	FYBBA	II	BBA1206	Theory		3	I / E	40 + 60
14					Certificate Course	2		
15	SYBBA	III	BBA2301	Theory		3	I / E	40 + 60
16	SYBBA	III	BBA2302	Theory		3	I / E	40 + 60
17	SYBBA	III	BBA2303	Theory		3	I / E	40 + 60
18	SYBBA	III	BBA2304	Theory		3	I / E	40 + 60
19	SYBBA	III	BBA2305	Theory		3	I / E	40 + 60
20	SYBBA	III	BBA2306	Theory		3	I / E	40 + 60
21					EVS	4		
22					Certificate Course	2		
23	SYBBA	IV	BBA2401	Theory		3	I / E	40 + 60
24	SYBBA	IV	BBA2402	Theory		3	I / E	40 + 60
25	SYBBA	IV	BBA2403	Theory		3	I / E	40 + 60

26	SYBBA	IV	BBA2404	Theory		3	I / E	40 + 60
27	SYBBA	IV	BBA2405	Theory		3	I / E	40 + 60
28	SYBBA	IV	BBA2406	Theory		3	I / E	40 + 60
29					Project	4		
30					Certificate Course	2		
31	TYBBA	V	BBA3501	Theory		3	I / E	40 + 60
32	TYBBA	V	BBA3502	Theory		3	I / E	40 + 60
33	TYBBA	V	BBA3503	Theory		3	I / E	40 + 60
34	TYBBA	V	BBA3504	Theory		3	I / E	40 + 60
35	TYBBA	V	BBA3505	Theory		3	I / E	40 + 60
36	TYBBA	V	BBA3506	Theory		3	I / E	40 + 60
37					Project	4		
38					Certificate Course	2		
39	TYBBA	VI	BBA3601	Theory		3	I / E	40 + 60
40	TYBBA	VI	BBA3602	Theory		3	I / E	40 + 60
41	TYBBA	VI	BBA3603	Theory		3	I / E	40 + 60
42	TYBBA	VI	BBA3604	Theory		3	I / E	40 + 60
43	TYBBA	VI	BBA3605	Theory		3	I / E	40 + 60
44	TYBBA	VI	BBA3606	Theory		3	I / E	40 + 60
45					Project	4		
46					Certificate Course	2		
					Total Credit	136		

SYLLABUS FOR S.Y.B.B.A. (w. e. from June, 2020)

Academic Year 2020-2021

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

Paper Code : BBA2301

Paper : I Title of Paper: Personality Development

Credit : 3 No. of Lectures: 48

A) Course Objectives:

1. To make the students aware about the dimensions and importance of effective personality.
2. To understand personality traits and formation and vital contribution in the world of business.
3. To make the students aware about the various dynamics of personality development.
4. To develop attitudes conducive for effective cultural communication
5. To attain personality development skills for improved placement opportunities and to work with a team spirit.

B) Course Outcome:

- CO1:** Understanding of the importance of interpersonal skills.
CO2: Ability to present oneself in effective manner on the basis of his strengths and weakness.
CO3: Developing effective Personality.
CO4: Understand Personal SWOT Analysis and STAR Analysis.
CO5: Communication with other members in team taking accountability
CO6: Improve Body Language and Etiquettes to be more presentable
CO7: To understand various factors that impact personality development of an individual.

Unit No. 1: Introduction

- 1.1 Meaning and Definition of Personality
- 1.2 Needs of Personality Development
- 1.3 Factors affecting Personality Development: Biological, Home environment and parents, School environment and Teachers, Peer Groups, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations
- 1.4 Case studies on Personality Development

Total No. of Lectures- 10

Unit No. 2: Personality Traits

- 2.1 Meaning and Definition: Personality Traits
- 2.2 Developing Positive personality traits: Attitude: Factors that determine attitude, Benefits of Positive Attitude and Consequences of Negative Attitude, Steps to build Positive Attitude
- 2.3 Personality Habits: Meaning and concept of Habits
- 2.4 Developing effective Habits: Behavior and Character

- Habit 1: Being Proactive: Creative and Innovative
- Habit 2: Beginning with the End in Mind
- Habit 3: Putting First things First with Determination, Discipline, Clarity and Concentration
- Habit 4: Thinking Big and Winning through: Action, Active, Facing Challenges, Striving for Success
- Habit 5: Seek First to Understand, then to be Understood: Apologizing, Appreciating, Accepting Feedback
- Habit 6: Synergy: Aiming High, Enthusiasm, Team Building, Setting Goals, Zeal and Passion Building
- Habit 7: Sharpen the Saw: Living with Conscious, Overcoming worries, Prayer and Relaxation

Total No. of Lectures- 10

Unit No. 3: Pillars of Personality Development

- 3.1 Introspection: Meaning and Importance, Self Introspection Skills
- 3.2 Self Assessment : Meaning and Importance, Self Assessment for Students
- 3.3 Self Appraisal: Meaning, Importance, Tips for Self Appraisal
- 3.4 Self Development: Meaning, Process, Techniques, Use of Self Development, Individual Development Plan
- 3.5 Self Introduction: Meaning, Tips for Effective Self Introduction, Self Acceptance, Awareness, Self Knowledge, Belief, Confidence, Criticism and Self Examination
- 3.6 Defining Success: Real or Imaginative, Obstacles to Success, Factors and Qualities that make Person Successful
- 3.7 Concept of Failure: Reasons of Failure
- 3.8 Personal SWOT Analysis and STAR Analysis
- 3.9 Case studies on Self Development and Case studies on Self Appraisal

Total No. of Lectures- 10

Unit No. 4: Self Esteem

- 1.1 Self Concept- Meaning, Components of Self Concept
- 1.2 Self Esteem: Concept, Significance of Self esteem , Types, Steps for enhancing positive Self esteem
- 1.3 Sigmund Freud ID, EGO, SUPER EGO Concepts
- 1.4 Ego Management, Consequences of ego mismanagement
- 1.5 Managing Egoistic insults
- 1.6 Case studies on Self Esteem and Case studies on Ego state

Total No. of Lectures- 08

Unit No. 5: Personality Formation Structure

- 5.1 Mind Mapping
- 5.2 Competency Mapping
- 5.3 Developing Interpersonal and Group skills
- 5.4 Building Positive Relationships
- 5.5 Strategies of Gaining Power and Influence
- 5.6 Enhancing Personality through Effective communication and Intentional Listening

- 5.7 Effective speech: Writing and Delivering and Successful Negotiation
- 5.8 Manners and Etiquettes
- 5.9 Proper dressing for varied occasions
- 5.10 Case studies on Competency Mapping and Case studies on Communication

Total No. of Lectures- 10

Reference Books:

1. Barun K Mitra, Personality Development and Soft Skills, Oxford University Press
2. John Aurther, Personality Development, Lotus Press
3. Stephen Covey, Seven Habits of Highly Effective People, Pocket Books
4. Valerie Simanowitz, Personality Development, Open University Press
5. Jerry M Burger, Personality, Cengage Learning
6. Elizabeth B. Hurlock, Personality Development, Tata McGraw Hill
7. Murphy and Hildebrandt, Effective Business Communication, TMH
8. Friedman, Personality: Classic Theories and Modern Research, 3/E, Pearson

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

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

Subject: Personality Development

Course: Personality Development

Course Code: BBA2301

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

Course Outcomes	Programme Outcomes (POs)									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10
CO 1							3	2		
CO 2						2				
CO 3						2				
CO 4		2	1		3					3
CO 5	3			3		3		3	3	
CO 6										
CO7	2					3				

Justification for the mapping

PO1: Application of Knowledge

CO5: Effective communication is a crucial skill in the business world, and being able to communicate with other team members while taking accountability ties directly to collaborative work environments found in many business settings.

CO7: Understanding factors that impact personality development can be relevant to various aspects of business practices, particularly in human resource management and leadership

PO2: Understanding the Business Functions

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

PO3: Critical thinking and systematic research approach

CO4: SWOT analysis and STAR analysis both involve a systematic and analytical approach to assessing situations, identifying strengths and weaknesses, and developing strategies or solutions.

PO4: Ethical Decision-making ability.

CO5: Ethical decision-making involves considering the impact of decisions on various stakeholders and taking responsibility for one's actions. Communication with other team members while taking accountability implies that individuals are not only interacting effectively with their team but are also being accountable for their contributions.

PO5: Critical Attitude for Lifelong learning.

CO4: The ability to conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and STAR (Situation, Task, Action, and Result) analysis involves critical thinking skills.

PO6: Leadership and team work

CO2: Ability to present oneself in effective manner on the basis of his strengths and weakness contribute to personal development and effective collaboration, which helps in Leadership and Teamwork.

CO3: Developing effective Personality helps in good leadership and teamwork

CO5: Emphasizes communication within a team and the importance of accountability, which are crucial components of successful leadership and teamwork.

CO7: Personality development is closely tied to leadership and teamwork. Leaders need to understand individual personalities to effectively lead, and teamwork is influenced by the mix of personalities within a group.

PO7: Application of Management in various Disciplines.

CO1: Effective communication and interpersonal skills are essential when navigating cultural differences, negotiating in diverse environments, and building relationships with stakeholders from various backgrounds.

PO8: Professional development Activities

CO1: Interpersonal skills help students to network with industry professionals and engage in professional development activities. Graduates will have honed their networking skills, built a professional network, and developed an understanding of the business environment.

CO5: Emphasizes communication with other team members, which includes networking and engaging with industry professionals.

PO9: Social Responsibility

CO5: Emphasizes communication with other team members while taking accountability, which aligns with the principles of corporate social responsibility. Effective communication within a team can contribute to building a culture of responsibility and awareness of the broader societal impact of business decisions.

PO10 Entrepreneurial Mindset

CO4: An entrepreneurial mindset involves recognizing and capitalizing on opportunities, which focuses on Personal SWOT Analysis and STAR Analysis, aligns well with this objective. Understanding one's strengths, weaknesses, opportunities, and threats (SWOT) is crucial for identifying personal potential and areas for improvement, which is foundational for entrepreneurship

SYLLABUS FOR S.Y.B.B.A. (w. e. from June, 2020)

Academic Year 2020-2021

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

Paper Code : BBA2302

Paper : II

Title of Paper : Business Ethics

Credit : 3

No. of Lectures: 48

A) Course Objectives:

1. To impart knowledge of Business ethics to the students.
2. To promote Ethical Practices in the business.
3. To develop Ethical and Value Based thought process among the future manager's entrepreneur.

B) Course Outcome:

CO1:Develop an understanding of ethical principles and their application in business decision-making processes.

CO2:Analyze the ethical dimensions of business practices and assess their impact on various stakeholders.

CO3:Demonstrate the ability to identify and manage ethical dilemmas in the business context.

CO4: Evaluate the role of corporate social responsibility in business operations and decision-making.

CO5: Apply ethical frameworks and theories to analyze and resolve ethical issues in business situations.

CO6: Enhance ethical leadership skills and contribute to the development of an ethical organizational culture.

CO7: Understanding the impact of ethics on stakeholders

Unit No. 1: Introduction to Ethics

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

Total No. of Lectures- 08

Unit No. 2: Area of Business Ethics

- Meaning, Nature and importance of Business Ethics.
- Types of Business Ethics.
- Factors influencing Business Ethics.
- Types of Ethics according to functions of Business, (Marketing, HRM, Purchase, Selling & Distribution)
- Corporate Ethics- ethical behavior and audit of ethical behavior
- Individual ethics, Professional ethics.

- Gandhian Philosophy of ethical behavior.
- Social Audit.

Total No. of Lectures- 10

Unit No. 3: Business Ethics in Global Economy

- Concept of Globalization.
- Global Business Network.
- Relationship among Business, Business Ethics and Business Development.
- Developing Business Ethics in Global Economy.
- Marketing ethics in foreign trade.
- Role of Business Ethics in a developing civilized society.

Total No. of Lectures- 13

Unit No. 4: Moral issues in Business

- Concept of Corporate Social Responsibility.
- Relationship between C.S.R. and Business Ethics.
- Justice and Economic system ethics relating to environment protection.
- Business Ethics and environment protection.
- Business Ethics and Consumer protection.
- Business Ethics and Social justice.
- Arguments for and against Corporate Social Responsibility.
- Ethical challenges for managers in the 21st Century.

Total No. of Lectures- 10

Unit No. 5: Case Study

- Case studies on Individual Ethics.
- Case studies on Professional Ethics.
- Case studies on Corporate Social Responsibility.

Total No. of Lectures- 07

Reference Books:

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

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

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

Subject: Business Ethics

Course: Business Ethics

Course Code: BBA2302

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

Course Outcomes	Programme Outcomes (POs)									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10
CO 1	3	2	2	3	2		2	1		3
CO 2	2		2	2						2
CO 3	3					2	2			2
CO 4	2			3					3	
CO 5	3		2	2		2	2	2		
CO 6				2		3				2
CO7	3			3					3	2

Justification for the mapping

PO1: Application of Knowledge

CO1: By developing an understanding of ethical principles, individuals are able to apply these principles in their decision-making processes, ensuring that their actions align with ethical standards.

CO2: Analysing the ethical dimensions of business practices allows individuals to assess the impact of these practices on various stakeholders such as employees, customers, and the wider community. This knowledge can then be applied to make informed decisions that consider the well-being and interests of all stakeholders involved.

CO3: Identifying and managing ethical dilemmas in the business context involves applying the knowledge gained to recognize when ethical issues arise and finding appropriate solutions. This requires applying ethical principles and frameworks to guide decision-making processes.

CO4: Understanding the role of corporate social responsibility (CSR) in business operations and decision-making allows individuals to actively consider the ethical implications of their actions and the impact they have on society and the environment.

CO5: Applying ethical frameworks and theories involves using knowledge gained in the course to analyze and resolve ethical issues that may arise in business situations.

CO7: The course outcome related to the application of knowledge in understanding the impact of ethics on stakeholders helps students apply the knowledge they have gained about ethics to real-world situations involving stakeholders.

PO2: Understanding the Business Function

CO1: This outcome highlights the importance of ethical principles in making business decisions. Understanding the business function requires an understanding of how ethical principles should guide decision-making processes, ensuring that the decisions align with ethical standards and values.

PO3: Critical thinking and systematic approach

CO1: developing an understanding of ethical principles and their application in business decision-making processes requires critical thinking to analyze different ethical principles and determine their relevance and applicability in various business scenarios.

CO2: involves analyzing the ethical dimensions of business practices and assessing their impact on various stakeholders. This requires critical thinking to evaluate the ethical implications of different business practices and their consequences for different stakeholders.

CO5: requires applying ethical frameworks and theories to analyze and resolve ethical issues in business situations. This requires critical thinking to understand and apply different ethical frameworks and theories to analyze and evaluate ethical issues.

PO4: Ethical Decision Making

CO1: focuses on developing an understanding of ethical principles and how they apply to decision-making processes. This outcome highlights the importance of having a solid foundation in ethical principles in order to make informed and ethical decisions in a business setting.

CO2: This outcome encourages students to critically evaluate the consequences of different business practices on different groups of people and consider their ethical implications.

CO4: emphasizes the role of corporate social responsibility in business operations and decision-making. This outcome highlights the importance of considering the broader societal impact of business decisions and integrating social and environmental concerns into business practices.

CO5: This outcome encourages students to apply different ethical frameworks and theories to systematically analyze and resolve complex ethical problems in a business context.

CO6: This outcome emphasizes the role of leaders in setting a positive ethical example and creating an environment where ethical behaviour is valued and encouraged

CO7: This course outcome emphasizes the importance of considering the ethical implications of decisions and actions and recognizing the potential impact on stakeholders

PO5: Critical attitude for lifelong learning

CO1: Students will need to critically analyze different ethical principles and their relevance to various business situations. This will help them develop a critical attitude towards evaluating and applying ethical principles in the future decision-making processes.

PO6: Leadership and Teamwork

CO3: involves the ability to identify and manage ethical dilemmas in the business context. Leaders often encounter ethical dilemmas in their decision-making processes and need to be able to navigate and address these dilemmas effectively. This requires strong leadership skills and the ability to work collaboratively with a team to find ethical solutions.

CO5: This requires leaders to have a strong understanding of ethical principles and be able to apply them in decision-making processes. It also requires working with a team to analyze and evaluate different ethical perspectives and come up with the most ethical course of action.

CO6: involves enhancing ethical leadership skills and contributing to the development of an ethical organizational culture. Leaders play a crucial role in shaping the ethical culture of an organization and setting a positive example for their team members

PO7: Application of management in various disciplines

CO1: Developing an understanding of ethical principles and their application in business decision-making processes can help managers make more informed and ethical decisions across all disciplines.

CO3: Identifying and managing ethical dilemmas in the business context is relevant in all disciplines, as managers often face difficult decisions with conflicting values. This outcome helps managers develop the skills to navigate these dilemmas while upholding ethical standards.

CO5: Applying ethical frameworks and theories to analyze and resolve ethical issues in business situations is applicable in all disciplines. This outcome equips managers with the tools to assess ethical issues and make informed decisions that align with ethical principles.

PO8: Professional development activities

CO1: Professional development activities can help individuals develop an understanding of ethical principles and their application in business decision-making processes.

CO5: Applying ethical frameworks and theories to analyze and resolve ethical issues in business situations can be enhanced through professional development activities that provide opportunities for practicing ethical decision-making.

PO9: Social Responsibility

CO4: it focuses on evaluating the role that corporate social responsibility plays in business operations and decision-making. Corporate social responsibility refers to a company's commitment to acting ethically and contributing to sustainable development by considering the impacts of its activities on society and the environment.

CO7: This course outcome is closely related to social responsibility as it focuses on understanding the impact of ethics on stakeholders. Social responsibility refers to the duty of individuals and organizations to act in a way that benefits society as a whole.

P10: Entrepreneurial Mindset

CO1: By developing an understanding of ethical principles and their application in business decision-making processes, individuals can ensure that their entrepreneurial ventures are conducted in an ethical manner.

CO2: Understanding the potential consequences and implications of their actions will help them make more informed decisions and align their ventures with ethical standards.

CO3: Identifying and managing ethical dilemmas in the business context is an essential skill for entrepreneurs. They often face complex situations where competing values and conflicting interests may arise

CO6: Enhancing ethical leadership skills and contributing to the development of an ethical organizational culture is vital for entrepreneurs.

CO7: Understanding the impact of ethics on stakeholders is crucial for entrepreneurs as they navigate their business and make decisions that can have a profound impact on their stakeholders, including employees, customers, suppliers, and communities.

SYLLABUS FOR S.Y.B.B.A. (w. e. from June, 2020)

Academic Year 2020-2021

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

Paper Code: BBA2303

Paper : III Title of Paper : Human Resource Management and
Organizational Behavior

Credit : 3 No. of Lectures: 48

A) 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. To appreciate the theories and models of organizations in the workplace.
5. To creatively and innovatively engage in solving organizational challenges.
6. To learn and appreciate different cultures and diversity in the workplace.

B) 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:** To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
- CO5:** To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.
- CO6:** To develop creative and innovative ideas that could positively shape the organizations.
- CO7:** understand and effectively manage the employment relationship within an organization

Unit No 1. Introduction to Human Resource Management.

- a) Definition and concept of human resource management and personnel management.
- b) Importance of human resource management.
- c) Functions of human resource management.
- d) Organization of HRM in
 - a. Line organization.
 - b. Line and staff organization.
 - c. Functional organization.
- e) Role of personnel manager
 - a. Administrative role.
 - b. Operational role.
 - c. Strategic role.
- f) Challenges before Human resource management.

No of Lectures: 10

Unit No 2. Human Resource planning recruitment and selection process.

- a) Definition and objectives of Human Resource planning.
- b) Human Resource planning process.
- c) Factors affecting estimation of Human resource.
- d) Concepts of Recruitment :
 - a. Recruitment policy.
 - b. Sources of Recruitment.
 - c. Traditional and modern methods of recruitment.
- e) Concepts of Selection :
 - a. Importance of selection.
 - b. Process of selection.
- f) Differentiate between Recruitment and Selection.
- g) Case study on HR Planning and selection.

No of Lectures: 10

Unit No 3 : Training development.

- a) Concepts of Training:
 - a. Need and objectives of training.
 - b. Importance of Training program.
 - c. Training methods.
 - d. Concept and methods of training program evaluation.
- b) Concept of Management Development.
 - a. Management development process and methods.
 - b. Evaluation of management development program.
- c) Case study of training and development

No of Lectures: 8

Unit No 4 : Performance Appraisal and Wage and salary Administration

- a) Performance Appraisal
 - a. Concept and objectives of performance appraisal.
 - b. Process of performance appraisal.
 - c. Different methods of performance appraisal.
 - d. Factors affecting sound performance appraisal policy.
 - e. Case study on performance appraisal.
- b) Wage and salary administration.
 - a. Introduction to salary and wage administration.
 - b. Methods of wage payments.
 - c. Employee remuneration factors and determination of remuneration levels.
 - d. Case study on wage and salary administration.

No of Lectures: 10

Unit No 5. A] Emerging trends in Human resource Management.

- a. Digitized rewards and recognition.
- b. Online skill assessments.
- c. Enhanced employee engagement.
- d. Changing skill requirements.
- e. Corporate downsizing.
- f. Continuous improvement program.
- g. Employee involvement.
- h. Family work life balance.
- i. Health and technology.

B] Introduction to Organizational Behavior.

- a. Meaning, Definition and scope of organizational behavior.
- b. Models and approaches of Organizational behavior.
- c. Emerging aspects of organizational behavior.
- d. Organizational change management.

No of Lectures: 10

Recommended Books :

- 1) A. M. Sharma - Personnel and Human Resource Management.
- 2) S. K. Bhatia and Nirmal Sing - Personnel Management and Human Resource Management.
- 3) V. P. Michael - Human Resource Management & Human Relations
- 4) P. C. Pardeshi - Human Resource Management.
- 5) C. B. Mamoria - Personnel Management
- 6) S. R. Nair - Organisational Behaviour
- 7) K. Ashwathappa - Organisational Behaviour
- 8) Anjali Ghanekar - Organisational Behaviour

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –III)

Subject: Human Resource Management and Organizational Behavior

Course: Human Resource Management and Organizational Behavior

Course Code: BBA2303

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

Course Outcomes	Programme Outcomes (POs)									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10
CO 1	3			3		3	3			
CO 2	2	3		3		2			3	3
CO 3				3						2
CO 4	3			3			2		3	3
CO 5			3		3					2
CO 6	2		3			3	2			
CO7	3	3		2						2

Justification for the mapping

PO1: Application of 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: focuses on understanding the conceptual framework of OB and its practical applications in the organizational setup. This outcome is directly related to disciplinary knowledge as it involves acquiring knowledge about the core concepts and theories in OB, such as individual behavior, group dynamics, leadership, organizational culture, and change management.

CO6: focuses on developing creative and innovative ideas that could positively shape organizations. This outcome is related to disciplinary knowledge as it requires students to apply their knowledge and understanding of OB concepts, theories, and models to generate new ideas and solutions for organizational challenges.

CO7: The outcome also focuses on the effective management of the employment relationship. Students will learn about strategies and techniques for fostering positive employee relations, motivating employees, resolving conflicts, and promoting employee engagement and satisfaction.

PO2: Understanding the Business function

CO2: emphasizes developing an integrated perspective on the role of HRM in modern business. This perspective allows students to understand how HRM aligns with other business functions and contributes to organizational success.

CO7: understanding and effectively managing the employment relationship within an organization is essential for ensuring the smooth functioning and success of the business. It enables HR professionals to align talent acquisition and retention, engage and motivate employees, resolve conflicts, manage performance, and ensure compliance with employment laws and regulations—all of which directly impact the overall business function.

PO3: Critical thinking and systematic research approach

CO5: which focuses on critically evaluating and analyzing various theories and models in the field of Human Resource Management, directly relates to critical thinking and systematic research approach.

CO6: which aims to develop creative and innovative ideas, also requires critical thinking and a systematic research approach. In order to come up with innovative ideas, students need to critically analyze existing practices and theories, and conduct research to identify gaps and opportunities for improvement.

PO4: Ethical Decision-making

CO1: Understand the objectives, scope and importance of Human Resource Management. Having a thorough understanding of the objectives, scope, and importance of HRM allows individuals to recognize and appreciate the ethical dimensions and implications of their decisions.

CO2: Integrated perspective on role of HRM in modern business. Understanding the integrated perspective of HRM in modern business involves recognizing the ethical responsibilities and challenges faced by HR professionals.

CO3: Ability to plan human resources and implement techniques of job design. The ability to plan human resources and implement job design techniques requires considering ethical principles such as fairness, equity, and respect for individuals' well-being.

CO4: To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up. Understanding the conceptual framework of OB allows individuals to recognize the ethical considerations involved in managing people and organizations.

CO7: By understanding the employment relationship, individuals can navigate complex workplace dynamics and make decisions that uphold ethical standards. This includes understanding and abiding by laws and regulations related to hiring, firing, and employee treatment, as well as cultivating a culture of respect, inclusivity, and fairness.

PO5: Critical Attitude for Lifelong learning.

CO5: Critically evaluating and analyzing various theories and models that contribute to the overall understanding of the discipline of HRM and OB requires a critical attitude

to question assumptions, identify strengths and weaknesses, and synthesize different perspectives.

PO6: Leadership and team work

CO1: Understand the objectives, scope, and importance of Human Resource Management: Leadership and teamwork skills are essential for effectively managing human resources. Leaders need to understand the objectives of HRM and be able to create a cohesive team that can work together towards achieving these objectives.

CO2: Integrated perspective on the role of HRM in modern business: Leadership involves having a holistic understanding of the organization and its various functions, including HRM. Leaders need to understand how HRM plays a crucial role in the success of the business and be able to integrate HRM strategies into their overall leadership approach.

CO6: Develop creative and innovative ideas that could positively shape organizations: Effective leadership involves fostering a culture of creativity and innovation within the organization.

PO7: Application of management in various Disciplines

CO1: Understanding the objectives, scope, and importance of Human Resource Management involves recognizing the influence of political, cultural, and legal factors on HRM practices in multinational corporations.

CO4: Understanding the conceptual framework of organizational behavior (OB) and its practical applications in the organizational setup involves recognizing the impact of political, cultural, and legal factors on employee behavior and attitudes. Political systems, cultural values, and legal frameworks shape employees' expectations, motivation, and behavior in organizations.

CO6: Developing creative and innovative ideas that can positively shape organizations requires considering the political, cultural, and legal implications of these ideas.

PO9: Social Responsibility:

CO3: Planning human resources and implementing techniques of job design with a focus on social responsibility can help organizations create jobs that are meaningful, fulfilling, and contribute positively to society.

CO4: Understanding the conceptual framework of organizational behavior and its practical applications can help organizations create a culture of ethical behavior and social responsibility. By promoting values such as integrity, fairness, and accountability, organizations can contribute to a more responsible and sustainable society.

PO10: Entrepreneurial Mindset:

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

CO3: The ability to plan human resources and implement techniques of job design helps entrepreneurs in structuring their organizations and allocating resources in a way that maximizes productivity and efficiency.

CO4: Understanding the conceptual framework of organizational behavior (OB) and its practical applications can help entrepreneurs in creating a positive and supportive work environment, which is essential for the success of their ventures.

CO5: Critically evaluating and analyzing various theories and models in the field of HRM and OB enables entrepreneurs to make informed decisions and adapt their strategies based on the latest research and trends.

CO7: By applying their understanding of the employment relationship, entrepreneurs can enhance their chances of success and achieve sustainable growth for their organizations.

SYLLABUS FOR S. Y. B. B. A. (w. e. from June, 2020)

Academic Year 2020-2021

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

Paper Code: BBA2304

Paper : IV

Credit: 3

Title of Paper : Management Accounting

No. of lectures: 48

A) Course Objectives:

1. To impart basic knowledge of Management Accounting.
2. To know the implications of various financial ratios in decision making.
3. To study the significance of working capital in business.
4. To understand the concept of budgetary control and its application in business.
5. To develop the calculating ability of various techniques of management accounting.

B) Course Outcome:

CO1: The main outcome of this course is to elaborate students about implication of various financial ratios, working capital requirement and budgetary control and its application in business decision making.

CO2: To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.

CO3: To enhance the abilities of learners to analyze the financial statements.

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

CO5: To make the students develop competence with their usage in managerial decision making and control.

CO6: Analyze the financial statement ratio, cash from operation, financing and investing Activities.

CO7: Familiarization with the recent trends in Auditing.

Unit 1: Introduction to Management Accounting

1.1 Definition, Objectives, Scope, Functions, Advantages, Limitations, Distinction between Financial Accounting and Management Accounting, Distinction between Cost Accounting and Management Accounting

1.2 Strategic Management Accounting.

1.3 Role of management accounting in the global business environment.

No. of Lectures 10

Unit 2: Analysis and Interpretation of Financial Statement

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

2.2 Ratio Analysis- Meaning, Process, Advantages, Interpretation of Ratio Analysis.

2.3 Types of Ratio- Liquidity, Leverage, Activity, Profitability.

[Problems on following ratios only- Gross Profit, Net Profit, Operating Expenses, Current Ratio, Quick Ratio, Stock Turnover Ratio, Debtors Turnover Ratio, Debt Equity Ratio, Return on Investment Ratio, Interest Coverage Ratio.]

No. of Lectures 12

Unit 3: Fund Flow Statement and Cash Flow Statement

3.1 Meaning, Proforma of Sources and Application of Funds, Proforma of Adjusted Profit and Loss Account, Proforma of Cash Flow Statement.

No. of Lectures 08

Unit 4: Working Capital

4.1 Meaning, Objective and Importance, Factors determining requirement of Working Capital, Sources of Working Capital, Problems on computation of Working Capital

4.2 Operating cycle, Types of working capital

No. of Lectures 10

Unit 5: Budget and Budgetary Control

5.1 Meaning, Definition, Nature of Budget and Budgetary Control, Advantages & Disadvantages of Budget.

5.2 Types of Budgets, Objectives, Limitations, Steps in Budgetary Control.

No. of Lectures 8

[Problem Area: Ratio Analysis, Working Capital and Cash Budget.]

Recommended Books:

1. R. N. Anthony, G. A. Walsh: Management Accounting
2. M. Y. Khan, K. P. Jain: Management Accounting I. M. Pandey::Management Accounting Vikas)
3. J. Betty: Management Accounting
4. Sr. K. Paul: Management Accounting
5. Dr. Jawaharlal:: Management Accounting
6. Man Mohan Goyal: Management Accounting
7. S. N. Maheshwari:: Principles of Management Accounting
8. R. K. Sharma and Shashi K. Gupta: Management Accounting
9. Richard M. Lynch and Robert Williamson: Accounting for Management Planning and Control
10. Horngren: Introduction to Management Accounting (Pearson)

Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –III) **Subject:** Management Accounting

Course: Management Accounting **Course Code:** BBA-2304

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

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

Justification for the mapping

PO1: Application of Knowledge

CO1: Applying this knowledge involves using financial ratios to assess the financial health of a business. For example, analyzing liquidity ratios can help in making decisions about short-term financial stability, while profitability ratios can guide decisions related to overall financial performance.

CO2: Applying this knowledge involves managing working capital effectively. Businesses need to ensure they have sufficient working capital to cover day-to-day operations. Applying principles related to working capital can help in optimizing inventory levels, managing receivables, and ensuring liquidity.

CO3: Applying budgetary control principles involves creating, monitoring, and adjusting budgets to achieve financial goals. This is crucial for making informed business decisions, as it helps in aligning actual performance with planned expectations. It enables businesses to identify variances and take corrective actions when necessary.

CO4: The ultimate aim is to equip students with the ability to use the knowledge gained from the course in real-world scenarios. This includes making strategic decisions based on financial analysis, determining investment priorities, and ensuring the financial stability and growth of the business.

CO5: The development of competence in managerial decision-making and control involves not only acquiring theoretical knowledge but also applying that knowledge in practical, real-world situations. The ability to effectively apply knowledge is crucial for students to become successful and capable managers in their future careers.

CO6: The application of knowledge involves a comprehensive understanding of financial ratios and cash flows, which are essential for making informed decisions, managing risks, and planning for the future. It enables stakeholders to gain insights into a company's financial performance and position, contributing to effective financial management and strategic decision-making.

PO2: Understanding of Business Functions

CO1: a solid understanding of management accounting enhances learners' abilities to comprehend and contribute to various business functions. It provides a financial lens through which they can analyze, plan, and make informed decisions in the broader context of organizational management.

CO2: The course outcomes you've mentioned directly enhance the understanding of business functions. Finance is a critical aspect of any business, and proficiency in financial analysis and decision-making is valuable for professionals across different departments. A comprehensive understanding of financial ratios, working capital, and budgetary control empowers individuals to contribute effectively to the overall success of the organization.

PO3: Critical thinking and systematic research approach

CO1: Critical thinking and a systematic research approach are essential when applying financial ratios, working capital concepts, and budgetary control to real business scenarios. Students need to critically assess the relevance of these tools in different business contexts and systematically apply them to make informed decisions.

CO2: A systematic research approach involves a methodical investigation and analysis of concepts. When introducing the concept of management accounting, students can benefit from a systematic approach to understand its various components, methodologies, and how it differs from other forms of accounting.

PO4: Ethical Decision Making

CO1: Management accounting involves providing information to aid internal decision-making. Ethical considerations in management accounting could include ensuring accurate reporting, avoiding conflicts of interest, and maintaining confidentiality.

CO2: Throughout the course, ethical decision-making should be emphasized as a critical aspect of business management. This could involve discussions on integrity, transparency, and accountability in financial reporting and decision-making processes.

CO6: Analyzing financial statements involves assessing a company's financial position and performance. Ethical issues may arise in how financial statements are prepared and presented. Transparency, honesty, and accuracy are essential for ethical financial reporting.

PO5: Life long Learning

CO3: Understanding financial statements involves interpreting income statements, balance sheets, and cash flow statements. Lifelong learners can continuously develop their analytical skills by staying updated on accounting principles, financial reporting standards, and industry-specific metrics.

CO6: Analyzing financial ratios helps learners gain insights into a company's liquidity, profitability, and solvency. Lifelong learning encourages individuals to continually refine their analytical skills, adapting to changes in accounting standards and financial reporting practices.

PO6: Leadership and Teamwork

CO2: An understanding of management accounting aligns with leadership and teamwork by providing essential financial insights that inform decision-making, strategic planning, resource allocation, performance evaluation, communication, and financial literacy at both the leadership and team levels. This alignment contributes to the overall success and effectiveness of an organization.

CO6: The connection between financial metrics and leadership/teamwork lies in the ability of leadership to make strategic decisions and guide the organization, while effective teamwork ensures the successful execution of those strategies.

PO7: Evaluate different political, cultural, and legal issues between management

CO4: The successful application of management accounting techniques in financial decision-making requires a comprehensive understanding of political, cultural, and legal contexts

PO8: Applications of Management in various Discipline

CO1: Understanding financial ratios is crucial in assessing a company's financial health. It provides insights into liquidity, profitability, and overall performance. In the field of finance and accounting, these ratios are vital tools for analysis and decision-making.

CO4: Management accounting techniques provide managers with tools to make informed decisions. This is applicable across various disciplines, as decision-making is a core aspect of leadership and management.

PO9: Social Responsibility:

CO6: Financial Statement Ratios: Liquidity Ratios (e.g., Current Ratio, Quick Ratio): These ratios measure a company's ability to meet short-term obligations. From a social responsibility perspective, having sufficient liquidity may indicate a company's capacity to respond to unexpected social or environmental challenges without compromising its financial stability.

PO10: Entrepreneurial Mindset

CO1: Entrepreneurs often deal with uncertainty and risk. Understanding financial ratios helps in assessing the financial health of a business and identifying potential risks. By analyzing liquidity, solvency, and profitability ratios, entrepreneurs can make informed decisions to manage and mitigate financial risks.

CO7: An entrepreneurial mindset in the context of auditing involves being adaptable, innovative, client-focused, risk-aware, and committed to continuous learning. These qualities can empower auditors to navigate the complexities of the modern business environment and deliver value beyond traditional audit service.

SYLLABUS FOR S. Y. B. B. A. (w. e. from June, 2020)

Academic Year 2020-2021

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

Paper Code: BBA2305

Paper : V

Title of Paper : Business Economics [Macro]

Credit: 3

No. of lectures: 48

A) Course Objectives:

1. To study the behavior of working of the economy as a whole.
2. To develop an analytical framework to understand the inter-linkages among the crucial Macro-economic variables.
3. To apply economic reasoning to problems of business and public policy.
4. To Measure the approaches of National Income.
5. To study the various functions related to theories of Income and employment
6. To summarize the budget and understand the macroeconomic policies.

B) Course Outcome:

CO1: Identify and comprehend the various components and sectors of an economy.

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables.

CO3: Apply economic reasoning to analyze and propose solutions for real-world business challenges.

CO4: Demonstrate the ability to measure and calculate national income using different approaches.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. and the general public.

CO7: To Ability to apply macroeconomic models to analyze and interpret economic phenomena at the national level.

Unit 1: Introduction

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

No. of Lectures 06

Unit 2: National Income Accounting

- 2.1 National Income Aggregates (GDP, GNP etc. at market price and factor cost).
- 2.2 Approaches to measuring national income, Circular Flow of Income.
- 2.3 Nominal and real measures of national income.

No. of Lectures 08

Unit 3: Theory of Income and Employment

- 3.1 Say's Law of Markets.
- 3.2 Consumption Function.
- 3.3 Saving Function.
- 3.4 Investment Function.
- 3.5 Aggregate Expenditure Function.

- 3.6 Keynes' Theory of Income and Employment.
- 3.7 Concept of underemployment equilibrium.

No. of Lectures 12

Unit 4 : Business Cycle, Inflation and Deflation

- 4.1 Nature and characteristics of Business Cycle.
- 4.2 Phases of Business Cycle.
- 4.3 Inflation – Meaning, Trends, Types, Causes and control.
- 4.4 Concept of Deflation.

No. of

Lectures 11

Unit 5 : Macro Economic Policies

- 5.1 Creation of Credit
- 5.2 Monetary Policy, Fiscal Policy.
- 5.3 Introduction of WTO, GATT.
- 5.4 Understanding of Summarized budget for the current financial year is required (knowledge of detailed budget provisions not required).

No. of Lectures 11

Recommended Books:

- 1) Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, New York. 1978
- 2) Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi. 2006
- 3) Gupta S.B. – Monetary Economics, S. Chand & Co. Ltd. New Delhi. 2002
- 4) Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5 th Ed.
- 5) Jhingan M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
- 6) William Branson – Macro Economics: Theory and Policy. 1988 2nd Edn.
- 7) J. Harvey and H. Johnson – Introduction to Macro Economics
- 8) D. N. Dwivedi – Macro Economics – Tata McGraw Hill, New Delhi-2

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –III)

Subject: Business Economics [Macro]

Course: Business Economics [Macro]

Course Code BBA2305

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

Justification for the mapping

PO1. Application of knowledge

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

PO2. Understanding the Business Functions

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables. Apply various economic models to analyze the relationships and dynamics between key economic indicators.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. Analyze the implications of macroeconomic policies on various economic agents, including businesses and the general public.

PO3. Use critical thinking and systematic research approach

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO4: Demonstrate the ability to measure and calculate national income using different approaches. Understand the significance of national income as an indicator of economic performance.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

CO7: Analyzing and interpreting economic phenomena at the national level involves critical thinking and a systematic research approach. Students need to critically evaluate data, models, and economic trends to draw meaningful conclusions.

PO4. Ethical Decision-Making

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables. Apply various economic models to analyze the relationships and dynamics between key economic indicators.

CO4: Demonstrate the ability to measure and calculate national income using different approaches. Understand the significance of national income as an indicator of economic performance.

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. Analyze the implications of macroeconomic policies on various economic agents, including businesses and the general public.

PO5. Develop Critical attitude

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables. Apply various economic models to analyze the relationships and dynamics between key economic indicators.

CO3: Apply economic reasoning to analyze and propose solutions for real-world business challenges. Evaluate and provide economic insights into public policy issues.

PO6. Leadership and Teamwork

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO3: Apply economic reasoning to analyze and propose solutions for real-world business challenges. Evaluate and provide economic insights into public policy issues.

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. Analyze the implications of macroeconomic policies on various economic agents, including businesses and the general public.

PO7. Application of knowledge in various disciplines

CO4: Demonstrate the ability to measure and calculate national income using different approaches. Understand the significance of national income as an indicator of economic performance.

PO8. Professional development activities

CO1: Identify and comprehend the various components and sectors of an economy. Analyze the overall behavior of the economy and its functioning as a whole.

CO4: Demonstrate the ability to measure and calculate national income using different approaches. Understand the significance of national income as an indicator of economic performance.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies.

PO9. Social Responsibility

CO2: Develop a comprehensive analytical framework to assess and comprehend inter-linkages among macroeconomic variables. Apply various economic models to analyze the relationships and dynamics between key economic indicators.

CO5: Explain and apply various economic theories related to income and employment. Evaluate the impact of different economic policies

PO10. Entrepreneurial Mindset

CO3: Apply economic reasoning to analyze and propose solutions for real-world business challenges. Evaluate and provide economic insights into public policy issues.

CO6: Summarize and interpret government budgets in the context of macroeconomic policies. Analyze the implications of macroeconomic policies on various economic agents, including businesses and the general public.

SYLLABUS FOR S.Y.B.B.A. (w. e. from June, 2020)

Academic Year 2020-2021

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

Paper Code :BBA2306

Paper : VI

Title of Paper : Information Technology in Management.

Credit : 3

No. of Lectures: 48

A) Course Objectives:

1. To impart the knowledge of Information technology and its use in management.
2. To introduce the concepts of digital firm.
3. To explain basics related to information technology.
4. To Identifying business value of information.
5. To study the different concepts of network topologies and its implementation in Business organization

B) Course Outcome:

CO1 : Students can identify use of technology in managerial decision making .

CO2: Students can get information about how information technology can be applied in supply chain management, Remorse planning etc.

CO3 : Students will be able to acquire conceptual knowledge of MIS application

CO4 : Students will get information about IT infrastructure for business organization.

CO5: Students will get the knowledge of various information system for organizations.

CO6 : Understanding of Business Value of information.

CO7: Students will be able to learn how change management is applied in the organization.

Unit No 1: Information Technology Infrastructure

- a) Computer System and types of computer system.
- b) Computer hardware and information technology infrastructure.
- c) Types of software.
- d) Managing hardware and software assets

No of Lectures: 10

Unit No 2: Managing Data Resources

- a) Organizing Data in Traditional File Environment.
- b) Database Approach to data management.
- c) Creating database environment.
- d) Database Trends.

No of Lectures: 10

Unit No 3 : Networking

- a) Definition, basic concepts and elements of communication system.
- b) Data Transmission media. Topologies, LAN, MAN, WAN, Internet.
- c) Current trends in IT in Management.

- d) Use of social network in Business.
- e) Use of ICT Enabled application in business.
- f) Case study on understanding the requirement of IT in Business Management.

No of Lectures: 12

Unit No 4 : Internet and new Information Technology Infrastructure.

- a) The IT infrastructure for digital firm.
- b) Enterprise Management System.
- c) Benefits of the ERP
- d) Management Information System.
- e) Structure of MIS.
- f) Role of MIS.
- g) Knowledge Management System
- h) Knowledge Management Architecture
- i) Tools of Knowledge Management system.
- j) Transaction Processing System
- k) Structure of TPS.
- l) Role and Functions of TPS.

No of Lectures: 10

Unit No 5: Understanding the business values of System and managing Changes

- a) Understanding business value of information system.
- b) The Importance of Change Management in Information System success and Failure.
- c) Managing Implementation.

No of Lectures: 8

Recommended Books :

Managing Information System – W.S. Jawadekar

Managing Information System – Kenneth C. Laudon & Jane P. Laudon

Information Technology – Williams / Tata McGraw Hills

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem –III)

Subject: Information Technology in Management

Course: Information Technology in Management **Course Code** BBA2306

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

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

Justification for Mapping :

PO1: Application of Knowledge

CO1: Students will get knowledge about how Technology resources can be applied for decision making in organizational function.

CO2: Use of technology in various sectors like supply chain management, Inventory management and resource planning can be identified by students.

CO3: Conceptual knowledge of MIS can be acquired by students.

CO5: knowledge of information system and its type can be acquired by students.

CO6: Business Value of information can be identified by students.

CO7: Concept and importance of change management can be identified by students.

PO2 : Understanding the basic Business functions.

CO1:Information technology and its use for business Functions can be identified by students.

CO2: Use of technology for various business function can be studied by students.

CO3:Detailed functioning of MIS can be acquired by students.

CO4: IT infrastructure of the firm and its uses for organizational functions can be studied by students.

CO5:Knowledge of different information technologies will be acquired by students

CO7 : Concepts , Functions and process of Change management will be identified by students.

PO3 : Critical Thinking and Systematic research approach

CO1: students will be able to identify Use of information technology and its various resources in decision making

CO5: Knowledge of various information system can be critically analyzed by information system.

CO6: Business value of information, Its importance and need in business function and accordingly how it can be collect, store and used will be analyzed by students.

PO5 : Critical Attitude for Life Long learning

CO6 : Students will be able to identify how information for important function must be stored and retrieved by organizations.

PO6 : Leadership and team work

CO2: Students will get knowledge of various applications of technology in performing group activities.

CO7: Concept of change management and how it can be systematically implemented in organization can be identified by students.

PO7 : Application of Management in Various disciplines.

CO1 : Students will apply the knowledge of how technology can be used for various decision making

CO2: Students will be able to identify use of technology in different departmental activities.

CO5: Students will be able to acquire the knowledge different types of information systems.

CO6: Business value of information and its use in organizational functions will be studied by students

PO8: Professional development activities.

CO1: Use of information technology for completing tasks professionally

CO2: Students will be able to use IT for routine activities.

CO4: Students will get idea about IT infrastructure and its use for professional development of students.

CO7: How change management can be applied for successful implementation of technology will be identified by students

PO9: Social responsibility

CO2: Students will get idea about using IT for completing the task with professional and social responsibilities

PO10: Entrepreneurial mindset

CO4: Students will get idea about how next generation firms will have IT infrastructure for better functioning of organization

Anekant Education Society's

Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati

Department of Business Administration [BBA]

Name of Course: Import Export Management.

Course Duration: **8 Weeks**

Credits: **2 .**

Fees: **500 Rs.**

Eligibility: Any undergraduate student.

A] Course Objectives:

1. To provide students with a clear understanding of the concept of Export and Import.
2. To enable the students to have a clear understanding of framework of Export-Import Trade.
3. Understand the principles and regulations of international trade.
4. Gain knowledge of various import and export procedures and documentation.
5. Develop skills to effectively negotiate and manage contracts with international suppliers and buyers.
6. Analyze global market trends and identify potential import and export opportunities.

B] course Outcome:

CO1:Students will gain an understanding of the various laws, regulations, and documentation required for international trade.

CO2: Students will learn about the global market and how to identify potential buyers and sellers.

CO3:Students will develop skills in negotiating and managing contracts for international trade.

CO4:Students will learn about the different methods of transportation used in import and export logistics.

CO5:Students will gain knowledge of risk management techniques and strategies for minimizing potential losses in international trade.

CO6:Students will learn about the role of customs and border protection agencies in import and export processes.

CO7: Students will learn about the various trade barriers and regulations that can affect import and export activities.

Content/ Syllabus of Course:

Sr. No.	Unit Name	Topic	Hrs. Allotted
1.	Introduction	Foreign Trade- Meaning, Definition, Benefits Export- Meaning, Benefits of Export and importance of Export for India Import- Meaning, Importance of Imports, Benefits of Imports with special reference to India	06
2.	Export Import Documentation	Preliminaries for Exports and Imports Exports Documentation: Aligned documentation system- Commercial Invoice- Shipping Bill- Certificate of Origin- Consular Invoice- Mate's Receipt- Bill of Lading- GR form- ISO 9000- Procedure for Obtaining ISO 9000- BIS 14000 Certification- Types of Marine Insurance Policies Import Documents- Transport Documents- Bill to Entry- Certificate of Inspection- Certificate of Measurements- Freight Declaration	08
3.	Export Import Procedure	Introduction Procedure for Export Trade Procedure for Import Trade	06
4.	Export Import Policy of India	Export Import Policy of India- Meaning, General objectives, Implication of Export Import Policy 1997-2000, Export Import Policy 2002-2007, and New Export Import Policy 2015-2020	06
5.	International Regulatory and Trading Environment	Meaning of Regulatory Environment WTO- Structures, Powers, Functions GATT(General Agreement on Tariff and Trade) UNCTAD Trade strategies, European Union(EU), SAARC, SAPTA	06
Total Hrs.			32

Examination or Evaluation Pattern:

Exam Pattern: Theoretical Examination.

Marks: 50

25 Marks: Objective question

25 Marks: Practical question

