

B.B.A. SECOND YEAR (S.Y)

Semester3			Semester4	
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SR. No	Course Code	Paper	Course Code	Paper
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1	UBBA231	Global Competencies & Personality Development	UBBA241	Production & operations
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2	UBBA232	Business Ethics	UBBA242	Decision Making & Risk management
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3	UBBA233	Principles of Human Resource Management	UBBA243	International Business
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4	UBBA234	Macro Economics & Fundamentals of Rural Development	UBBA244	Management Information System
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5	UBBA235 – A	1.Legal Aspect in HRM	UBBA245 – A	1. HRM Functions & Practices
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5	UBBA236 – A	2.Organisational Behaviour + Dissertation	UBBA246 – A	2. Employee Recruitment &HR record management System + Dissertation
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6	UBBA235– B	1.Management Accounting	UBBA235– B	Business Taxation
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6			UBBA236- B	Financial Services + Dissertation
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6	UBBA236- B	2.Banking & Finance + Dissertation	UBBA235– C	Advertising & Sales Promotion
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7	UBBA235– C	1. Retail Management	UBBA236- C	Digital Marketing + Dissertation
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	UBBA236- C	2. Sales and distribution mgmt. Management+ Dissertation		
8.	UBBA235 - D	1.Fundamentals of Service Management	UBBA235- D	Banking & Insurance Service Management
	UBBA236- D	2.Principles & Functions of Service management + Dissertation	UBBA236- D	Social Service & NGO Management + Dissertation

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: S.Y.B.B.A.(SEM III)

Course Title: Global Competencies & Personality Development

Paper:1

Course Code: UBBA231

Total No of Lectures: 48

Credit: 3

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.

B) Course Outcomes:

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: Students will understand importance of self assessment and self appraisal

Unit No. 1: Introduction to Personality & Its Development

1.1 Meaning and Definition of Personality

1.2 Needs of Personality Development

1.3 Factors Affecting Personality Development:

Biological Factors

Home Environment and Parents

School Environment and Teachers

Peer Groups

Sibling Relationships and Mass Media

Cultural Factors

Spiritual Factors

Public Relations

Total Number 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

2.5 Habit of Highly Effective People

Total Number of Lectures: 12

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 Self-Concept: Meaning, Components of Self-Concept

3.7 Self-Esteem: Concept, Significance of Self-esteem, Types, Steps for Enhancing Positive Self-esteem, Ego Management

3.8 Defining Success: Real or Imaginative, Obstacles to Success, Factors and Qualities that Make a Person Successful

3.9 Concept of Failure: Reasons for Failure

3.10 Personal SWOT Analysis and STAR Analysis

Total Number of Lectures: 14

Unit No. 4: Personality Formation Structure

4.1 Mind Mapping

4.2 Competency Mapping

4.3 Developing Interpersonal and Group Skills

4.4 Building Positive Relationships

4.5 Strategies of Gaining Power and Influence

4.6 Enhancing Personality through Effective Communication and Intentional Listening

4.7 Effective Speech: Writing and Delivering and Successful Negotiation

4.8 Manners and Etiquettes

4.9 Proper Dressing for Varied Occasions

Total Number of Lectures: 12

Reference Books:

1. Barun K Mitra, Personality Development and Soft Skills, Oxford University Press
2. John Arthur, 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

Evaluation

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, True and False (12)
Mini project/Assignment/Presentation (20)	short notes (12)
	Short answer question (24)
	Long answer questions (12)

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

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

Subject: Global Competencies & Personality Development

Course Title: Global Competencies & Personality Development

Course Code: UBBA231

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		
CO2						2				
CO3						2				
CO4		2	1		3					3
CO5	3			3		3		3	3	
CO6										
CO7					3			2		3

Justification for Mapping

PO1: Disciplinary 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.

PO2: Critical Thinking and Problem Solving

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

PO3: 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.

CO7: Continuous self-assessment is an essential component of a critical attitude necessary for lifelong learning. Recognizing personal development areas supports ongoing learning.

PO6: Leadership and team work skills

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.

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

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: Business management skills

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.

CO7: Self-appraisal is a fundamental part of understanding one's management skills and determining how those skills can be applied to solve organizational issues.

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

CO7: Self-assessment is integral to developing an entrepreneurial mindset. Entrepreneurs need to assess their own skills and identify areas for improvement to seize business opportunities.

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: S.Y.B.B.A. (SEM III)

Course Title: Business Ethics

Paper:2

Course Code: UBBA232

Total No of Lectures: 48

Credit: 3

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 Outcomes:

CO1: To elaborate the core concepts of ethics.

CO2: To make the students aware of different business ethics concepts.

CO3: To study the different types of Individual and professional ethics.

CO4: To study the role of ethics in global society.

CO5: To study the role of business ethics in developing a civilized society.

CO6: To elaborate moral issues in Business organizations.

CO7: To identify importance of ethical behaviour in social and organizational terms

Unit No. 1: Introduction to Ethics

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

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- 12

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- 15

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- 13

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

Evaluation

Internal Evaluation	External Evaluation
Unit Test (20)	Fill in the blanks , One Sentence Answer (12)
Mini Project / Assignment / Presentation (20)	Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (SEM III)

Subject: Business Ethics

Course Title: Business Ethics

Course Code: UBBA232

Weightage: 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						
CO2	1	2								
CO3	2								2	
CO4	2			2					1	
CO5	1								1	
CO6	2									
CO7		2		1						

Justification for Mapping:

PO1: Disciplinary knowledge.

CO1: Understanding the core concepts of ethics contributes to disciplinary knowledge

CO2: Awareness of different business ethics concepts contributes to disciplinary knowledge

CO3: Studying individual and professional ethics contributes to disciplinary knowledge

CO4: Understanding the role of ethics in global society contributes to disciplinary knowledge

CO5: Studying the role of business ethics in developing a civilized society contributes to disciplinary knowledge

CO6: Elaborating on moral issues in business organizations contributes to disciplinary knowledge

PO2: Critical Thinking and Problem Solving.

CO2: Elaborating on moral issues in business organizations requires critical thinking and problem-solving skills

CO7: Awareness of different business ethics concepts contributes to understanding the global context and how political, cultural, and legal factors impact business organizations.

PO4: Ethical decision-making ability.

CO1: lays the foundation for ethical decision-making

CO4: Elaborating on moral issues in business organizations contributes to disciplinary knowledge

CO7: Identifying the importance of ethical behavior contributes to developing ethical decision-making ability

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

CO2: Helps students understand the global context and legal issues

CO4: Awareness of global issues

CO7: Recognizing the importance of ethical behavior involves developing a critical attitude towards learning and adapting ethical principles throughout one's career.

PO9: Social Responsibility

CO3: Understanding individual and professional ethics contributes to the broader concept of social responsibility.

CO4: The study of the role of ethics in global society directly aligns with the concept of social responsibility on a global scale.

CO5: The role of business ethics in developing a civilized society is closely linked to social responsibility.

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: S.Y.B.B.A. (SEM III)

Course Title: Principles of Human Resource Management

Paper:3

Course Code: UBBA233

Total No of Lecture:48

Credit: 3

A) Course Objectives:

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate the 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.

B) Course Outcomes:

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

CO2 - Integrated perspective on the 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.

CO7 - Develop effective strategies for employee engagement, motivation, and retention.

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.

Total No. of Lectures- 12

Unit No 2: 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

2.3 Process, Factors Influencing the Estimation of Human Resource in the organization.

2.4 Advantages & Limitations/Barriers of HRP.

2.5 Case lets on Job Analysis & Human Resource Planning

Total No. of Lectures- 14

Unit No 3: Career Planning and Employee Job Satisfaction

3.1 Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages of Employee Morale and Job Satisfaction

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 Disadvantages of Job Satisfaction [12 Hrs]

Total No. of Lectures- 12

Unit 4: Changing Environment & Trends in HRM

4.1 Concept of E-Human Resource Management

4.2 Human Resource Information System (HRIS)

4.3 HRM in Virtual Organizations

4.4 Concepts of Work from Home and Outsourcing

4.5 Changing Role of HRM

Total No. of Lectures- 10

Suggested References:

1. Human Resource Management, L.M. Prasad, Sultan Chand & Company Ltd., New Delhi
2. Human Resource Management, K. Ashwathappa, Tata McGraw Hill, New Delhi
3. Personnel Management, C.B. Matoria, Himalaya Publishing House, Mumbai
4. Personnel & Human Resource Management, A.M. Sharma, Himalaya Publishing House, Mumbai
5. Human Resource Management, S.S. Khanka, Sultan Chand & Company Ltd., New Delhi
- 6.

Evaluation Pattern

Internal Evaluation	External Evaluation
Unit Test(20)	Fill in the blanks, One Sentence Answer (12)
Mini Project/Assignment/Presentation(20)	Short Notes(12) Short Answer Que (24)Long Answer Que(12)
40	60

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III)

Subject: Principles of Human Resource Management

Course Title: Principles of Human Resource Management **Course Code:** UBBA233

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

Justification for the Mapping

PO1: Disciplinary Knowledge

CO1: The outcome focuses on the foundational understanding of HRM, 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, essential for business practices.

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

CO7: It requires the implementation of theories, concepts, and best practices related to human resource management.

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: Systematic Research Approach

CO4: Directly focuses on the application of critical thinking and a 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, including ethical considerations in decision-making. Understanding HR's roles.

CO7: This course outcome is essential for organizations to make ethical decisions regarding employee engagement, motivation, and retention. 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 Teamwork 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

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: S.Y.B.B.A.(SEM –III)

Course Title: Macro Economics & Rural Development

Paper:4

Course Code: UBBA 234

Total No of Lectures:48

Credit: 3

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 a macroeconomic variables.
3. To apply economic reasoning to problems of business and public policy.
4. To understand the development issues related to rural society.
5. To find the employment opportunities for rural youth
6. To study about rural development planning and information technology.

B) Course Outcomes:

CO1: Students will demonstrate a profound understanding of the overall functioning of the economy, encompassing key macroeconomic indicators and their interdependencies.

CO2: Participants will develop a robust analytical framework, enabling them to discern and interpret the intricate inter-linkages among critical macroeconomic variables such as GDP, inflation, unemployment, and interest rates.

CO3: Students will acquire the ability to apply economic reasoning to address real-world challenges in both business and public policy, demonstrating their capacity to formulate practical and effective solutions.

CO4: Participants will gain comprehensive knowledge about the unique challenges and issues pertaining to rural society, including economic disparities, agricultural practices, and social aspects affecting rural development.

CO5: Students will be equipped with the skills to identify and assess potential employment opportunities for rural youth, considering the specific socio-economic factors influencing rural employment.

CO6: Participants will develop a strong foundation in rural development planning, including the ability to design and implement effective strategies for addressing the socio-economic needs of rural communities.

CO7: Students will understand the role and significance of information technology in rural development, gaining the skills to leverage technological tools and solutions to enhance the effectiveness of rural development initiatives.

Unit 1: Introduction-Macro Economics

- 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.
- 4.5 Monetary Policy, Fiscal Policy.
- 4.6 Introduction of WTO, GATT.

No. of Lectures 10

Unit 5: Rural Development planning & Information Technology

- 5.1 Concept of Rural Development - Meaning, Scope, and Importance of Rural Development, Approaches of Rural Development, Needs of Rural Development.
- 5.2 Rural Development Planning – District Rural Development Agency (DRDA) - Organization Structure, Functions of DRDA.
- 5.3 Rural Development and Internet, Information & Communication Technology (ICT) for Rural Development.
- 5.4 IT-Enabled Services for an E-village.

Evaluation

Internal Evaluation	External Evaluation	
Unit Test – 20 Marks	Fill in the blanks-	12 Marks
	Short Notes	12 Marks
	Short Question Answer	24 Marks
	Long Question Answer	12 Marks
Power Point Presentation / Assignment / Mini Project/ 20 Marks		
Total – 40 Marks	Total-60 Marks	

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) Jhingam 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-2006
- 9) Fundamentals of Rural Development -Mary Tahir & Tahir Hussain- I.K International Publishing House

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III)

Subject: Macro Economics & Rural Development

Course Title: Macro Economics & Rural Development

Course Code: UBBA234

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	2				2					
CO2	2	2	2		2					
CO3		2	2	2	2		2	2		
CO4	2	2		2	2		2		1	
CO5									2	1
CO6		2	2	2	2	2				1
CO7										

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: To study the behavior of working of the economy as a whole

CO2: To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables

CO4: To understand the development issues related to rural society **CO6:** To study rural development planning and information technology

PO2: Critical Thinking and Problem Solving

CO2: To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables

CO3: To apply economic reasoning to problems of business and public policy

CO4: To understand the development issues related to rural society

CO6: To study rural development planning and information technology

PO3: Systematic Research Approach

CO2: To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables

CO3: To apply economic reasoning to problems of business and public policy

CO6: To study rural development planning and information technology

PO4: Ethical Decision-Making Ability

CO3: To apply economic reasoning to problems of business and public policy

CO4: To understand the development issues related to rural society

CO6: To study rural development planning and information technology

PO5: Critical Attitude for Lifelong Learning

CO1: To study the behavior of working of the economy as a whole

CO2: To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables

CO3: To apply economic reasoning to problems of business and public policy

CO4: To understand the development issues related to rural society

CO6: To study rural development planning and information technology

PO6: Leadership and Teamwork Skills

CO6: To study rural development planning and information technology

PO7: Political, Cultural, and Legal Issues Impact on Business Organizations in a Global Context

CO3: To apply economic reasoning to problems of business and public policy

CO4: To understand the development issues related to rural society

PO8: Business Management Skills

CO3: To apply economic reasoning to problems of business and public policy

PO9: Social Responsibility

CO4: To understand the development issues related to rural society

CO5: To find the employment opportunities for rural youth

PO10: Entrepreneurial Mindset (PO10)

CO5: To find the employment opportunities for rural youth

CO6: To study rural development planning and information technology

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

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

Course Title: Legal Aspects in Human Resources

Paper:5

Course Code: UBBA235A

Total No of Lectures:48

Credit: 3

A) Course Objectives:

1. To study and explain rights of employees at the workplace.
2. To understand the applications of different legal aspects in HR.
3. Provide an understanding of the laws and regulations that govern the field of HR.
4. To promote a deeper understanding.

B) Course Outcome:

- CO1:** Outcome of this course is that student should be able to remember the key concept in legal aspect in HR.
- CO2:** To enable students to have understanding of legal provisions relating to vulnerable groups of workers and laws related to wages, environment protection and social security.
- CO3:** Understand historical aspects of labour movement in India.
- CO4:** Impart knowledge and understanding of Labour Market, Wages, Employment and unemployment of labour.
- CO5:** Develop understanding of Legislations relating to working conditions and social security.
- CO6:** Understand Social and Industrial aspects of psychology of work.
- CO7:** To develop an understanding of policies, strategies, and practices aimed at enhancing the well-being and rights of workers in the workplace.

UnitNo.1.Introduction

1. Employer, Employee, Rights of an Employee at Workplace.
2. HR Policy - Meaning and its Importance.
3. Legal Issues Related to HR in the Organization -

Number of Lectures: 08

Unit No. 2: Wage & Salary Administration and the Workmen's Compensation Act, 1923

1. Wage & Salary Administration

Meaning & Definition of Wage & Salary: Wage and salary refer to the compensation paid to employees for their work. Wage typically applies to hourly or daily rates, while salary is a fixed, regular payment.

Objectives of Wage & Salary Administration: The primary goals include fair compensation, attracting and retaining talent, motivating employees, and aligning pay with organizational objectives.

Wage Differentials: Differences in wages based on factors like skill, experience, and responsibilities.

Factors affecting Wage & Salary Levels: Various elements influence pay levels, such as market conditions, job complexity, employee performance, and internal equity.

2. The Workmen's Compensation Act, 1923

Introduction: The Act addresses compensation for work-related injuries or death.

Main Features of the Act: Key aspects include coverage, compensation calculation, and employer liability.

Definitions: Clarifications of terms used in the Act.

Provisions under the Act: Detailed provisions outlining the compensation process and conditions.

Number of Lectures: 14

Unit No. 3: The Payment of Gratuity Act, 1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act 2013

1. The Payment of Gratuity Act, 1972

Introduction: Overview of the Act and its purpose.

Scope and Application: Areas covered and the applicability of the Act.

Definitions and Provisions: Explanation of key terms and provisions under the Act.

2. Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act 2013

Introduction: Background and significance of the Act.

Main Features of the Act: Key components and principles.

Provisions: Detailed provisions for preventing and addressing workplace harassment.

Vishaka Guidelines: Reference to the guidelines for preventing sexual harassment at the workplace.

Number of Lectures: 14

Unit No. 4: Trade Unions Act 1926 & Business Exposure in HR

1. Trade Unions Act 1926

Definition, Authorities & All Provisions: Overview of the Act, the entities involved, and detailed provisions.

2. Business Exposure in HR

Industrial Visit Report on Current HR Practices: A practical exploration of contemporary HR practices through an industrial visit.

Number of Lectures: 12

Suggested Textbooks:

1. Labour & Industrial Laws - S.N. Mishra, Central Law Publication, Allahabad.
Industrial and Labour Laws - S.P. Jain, Simmi Agarwal, Dhanpat Rai & Co. (P) LTD., New Delhi.
2. Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act 2013 - Professional Book Publishers, Delhi.
3. Labour and Industrial Laws - H.L. Kumar, Universal Publication, Delhi.
4. Labour and Industrial Laws - P.K. Padhi, PHI Learning Private Ltd., Delhi.

Evaluation

Internal Evaluation	External Evaluation
UnitTest-20Marks	Fill in Blanks, One Sentence Questions (12)
MiniProject,Assignment,Presentation-20Marks	Short Notes(12) Short Answer Question(24) Long Answer Question(12)
Total-40 Marks	60Marks

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III)

Subject: Legal Aspect in HRM

Course Title: Legal Aspect in HRM

Course Code: UBBA235 A

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				1	3		3		3	
CO2					3				2	
CO3					3				2	
CO4					3				2	
CO5				2	3				3	
CO6					3		2		3	
CO7	3			2						

Justification for the mapping

PO1: Disciplinary Knowledge

CO7: the application of knowledge related to policies, strategies, and practices aimed at enhancing the well-being and rights of workers is crucial for creating a positive work

PO4: Ethical Decision-making ability.

CO1: The course not directly related to ethical decision-making ability, they can indirectly support and enhance students' abilities to make ethical decisions in HR by providing them with the necessary knowledge, understanding, and awareness of legal and social aspects.

CO5: It provides the necessary knowledge and awareness to make decisions that align with legal standards, promote employee well-being, and prevent practices that could be considered unethical or exploitative.

CO7: Understanding policies, strategies, and practices that enhance the well-being and rights of workers is crucial for ethical decision making as it provides a foundation for assessing and determining the most morally sound courses of action in the workplace.

PO5: Critical Attitude for Lifelong learning.

CO1: Students can develop a critical perspective on how these concepts are applied in real-world situations and can continually seek to update their knowledge in response to changing legal frameworks.

CO2: Understanding the legal provisions relating to vulnerable groups of workers and laws related to wages, environment protection, and social security can enable students to critically evaluate the effectiveness and fairness of these provisions and advocate for improvements when necessary.

CO3: By understanding the historical aspects of the labor movement in India, students can develop a critical awareness of the struggles and achievements of workers in the past, which can inspire them to critically examine and challenge current labor issues.

CO4: Developing knowledge and understanding of labor market, wages, employment, and unemployment of labor can empower students to critically assess the impact of these factors on individuals, organizations, and society, and to make informed decisions and contribute to improvements in these areas.

CO5: Understanding legislations relating to working conditions and social security can enable students to critically analyze the adequacy and effectiveness of these legislations and advocate for necessary changes to ensure the well-being and rights of workers.

CO6: Understanding the social and industrial aspects of psychology of work can develop students' critical thinking skills by allowing them to assess the psychological and social factors that influence work dynamics and interactions, and to critically reflect on their own attitudes and behaviors in the workplace.

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

CO1: Understanding of legislations relating to working conditions, social security, vulnerable groups of workers, wages, and environment protection is crucial for businesses operating in a global context. Compliance with these legislations is necessary to avoid legal and reputational risks.

CO6: Gaining practical understanding about the functioning of various labor institutions, such as labor courts, tribunals, and welfare boards, equips students with the knowledge and skills necessary to navigate and engage with such institutions.

PO9: Social Responsibility:

CO1: A strong knowledge and understanding of legal aspects in HR, laws related to vulnerable groups of workers, wages, environment protection, social security, labor movement in India, labor market, working conditions, and psychology of work can contribute to the overall social responsibility of an organization.

CO2: Organizations can ensure the fair treatment and protection of vulnerable groups of workers. This promotes social responsibility by ensuring equal opportunities and preventing discrimination in the workplace.

CO3: Understanding the historical aspects of labor movement in India can enable students to recognize the struggles and achievements of workers' rights movements in the past. This knowledge can inspire individuals to advocate for better working conditions and fair labor practices in their own organizations, promoting social responsibility.

CO4: Knowledge of labor market dynamics, wages, employment, and unemployment allows organizations to make informed decisions regarding fair wage policies, stable employment, and reducing unemployment rates. This contributes to social responsibility by providing economic security to employees and positively impacting the local community.

CO5: Legislation relating to working conditions and social security ensures that organizations comply with regulations and guidelines set by the government to protect employees' well-being. This includes providing safe working conditions, fair work hours, and social security benefits. By adhering to these legislations, organizations demonstrate social responsibility towards their employees.

CO6: Understanding the social and industrial aspects of psychology of work (CO6) can contribute to creating a positive work environment that promotes employee well-being, engagement, and job satisfaction. This enhances social responsibility by prioritizing the mental and emotional health of employees.

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: S.Y.B.B.A (SEM III)

Course Title: Organisational Behaviour (OB) +Dissertation

Paper:6

Course Code: UBBA236 A

Total No of Lectures:48

Credit: 3

A) Course Objectives:

1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
2. To explain determinants of Organisational Behaviour at individual, group, and organisational levels.
3. To provide knowledge about approaches to align individual, group, and managerial behaviour in order to achieve Organisational goals.
4. To understand, explain, predict, and influence behaviour to improve performance.
5. To analyze and compare different models used to explain individual behaviour related to motivation and rewards.

B) Course Outcome:

CO1: The outcome of this course is that students should be able to remember the key concepts in Organisational Behaviour

CO2: Student should be able to understand Individual and Cultural Differences and Diversity in Organizations. At the end of Course student should able to examine.

CO3: Understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.

CO4: Deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.

CO5: Evaluate and analyze various theories and models that contribute in the overall understanding of the discipline.

CO6: Develop creative and innovative ideas that could positively shape the organizations.

CO7: Understand the concept of Conflict and Conflict Management in Organisation.

Unit No. 1: Introduction to Organizational Behavior (OB)

1. Meaning, Definition, Nature, Scope, Importance, Key Elements of OB, Disciplines that Contribute to the OB field,
2. Models of OB, Challenges for OB

No. of Lectures 10

Unit No. 2: Individual Determinants of Organizational Behaviour

1. Individual Behavior- Influencing factors- Personal, Psychological, Organizational System & Resources & Environmental Factors.
2. Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality Theories of Personality Value & Attitude- Meaning, Definition and Types.
3. Motivation-Meaning, Definition, Importance, Types, Theories Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory
4. Caselets on Personality, Motivation, Value & Attitude

No. of Lectures: 14

Unit No. 3: Group Interaction & Organisational Behaviour

1. **Group Dynamics** - Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness
2. **Conflict** - Meaning, Definition, Traditional & Modern Views of Conflict, Organizational Performance & Conflict, Frustration Model
3. **Conflict Management**- Competing, Collaborating, Compromising, Avoiding, Accommodating.
4. **Leadership**- Meaning, Definition, Leader V/S Manager, Styles of Leadership
5. Caselets on Group Dynamics, Conflict Management & Leadership

No. of Lectures 14

Unit No. 4: Dynamics of Organisation''

1. **Organisational Culture** - Meaning, Definition, Levels, Formation & Sustaining Organisational Culture
2. **Organisational Change** - Meaning, Definition, Types, Forces for Change in Organisation Resistance to Change, Management of Change
3. Caselets on Organisational Culture & Change Management

No. of Lectures 10

Unit No.5. Project/ Tutorial

Students can prepare a project on any topic they have learned under this subject.

Suggested Text Books

1. Organizational Behavior: Text, Cases, Games K. Aswathappa Himalaya Publishing House Mumbai
2. "Organizational Behavior, Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Pearson Education, Inc., New Delhi"
3. "Organizational Behavior, S.S. Khanna, S. Chand & Company Ltd., New Delhi"
4. "Organisational Behavior: Text & Cases, Suja R. Nair, Himalaya Publishing House Mumbai"
5. Organisational Behavior, Jit S. Chandan, Vikas Publishing House Pvt. Ltd., New Delhi

Evaluation

Internal Evaluation	External Evaluation
Dissertation-	Fill in Blanks, One Sentence Questions(12)
Project-20Marks Viva-20 Marks	Short Notes (12)
	Short Answer Question(24)
	Long Answer Question(12)
Total-40Marks	60 Marks

Dissertation Guide Lines-

Student Should Collect the Primary Data for Dissertation relevant to their topic.

Minimum30 Sample size is required

Minimum10 Questions Questionnaires Required

Student Should Prepared Spiral Binding Project Report

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III)

Subject: Organisational Behaviour (OB) + Dissertation

Course Title: Organisational Behaviour (OB) + Dissertation

Course Code: UBBA236 A

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO4: Apply knowledge and principles to business practices in the areas of accounting, finance, marketing, management, economic and human resource management.

PO2: Critical thinking and systematic research approach

CO3: Understand the theoretical framework of Organisational Behaviour but also be able to apply these concepts practically in organizational settings.

PO3: Systematic research approach

CO5: Implies that students should engage in critical thinking and analysis by evaluating and analyzing various theories and models within the discipline of Organisational Behaviour.

PO4: Ethical Decision-Making

CO3: Implies a broader understanding of the discipline of Organisational Behaviour, which includes ethical considerations in organizational settings.

PO5: Critical Attitude for Lifelong learning.

CO5: Evaluating and analyzing various theories and models requires a critical attitude.

PO6: Leadership and team work skills

CO4: Leadership and teamwork are often integral components of this understanding, as effective leadership and collaboration within groups are essential for organizational success.

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

CO2: Implies a focus on understanding cultural differences and diversity in organizations, which includes considerations of political, cultural, and legal issues in a global context.

PO8: Business Management Skill

CO6: Implies that students will not only understand key concepts but will also be able to apply their knowledge by developing creative and innovative ideas to positively impact organizations

PO10: Entrepreneurial Mindset

CO6: Students are encouraged to cultivate a creative and innovative mindset, which is often associated with entrepreneurial thinking.

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: S.Y.B.B.A (SEM III)

Course Title: Management Accounting

Paper:5

Course Code: UBBA235 B

Total No of Lectures:48

Credit: 3

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 understand the concept of contribution and breakeven point in business and its application while estimating profitability level. Decision making skill will be developed.
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: To understand Analysis and Interpretation of financial statement.

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.

Unit 2: Analysis and Interpretation of Financial Statement

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

[Practical Problems]

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: Marginal Costing

3.1 Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages and limitations of marginal costing,

3.2 Contribution, Profit volume ratio (P/V Ratio), Breakeven Point(BEP), Margin of Safety problems on contribution, P/Ratio, BEP and MOS

3.3 Practical Problems.

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 Budget and budgetary Control-Meaning, Definition, Nature of budget and budgetary control,

5.2 Types of budget- as per time, functions and variability, Objectives of budget and budgetary control,

5.3 Steps in budgetary control, advantages and disadvantages of budgetary control,

5.4 Problems on Cash Budget.

No. of Lectures 10

[Problem Area: Methods of analysis Ratio Analysis, Marginal costing, Working Capital and Cash Budget.]

Evaluation -

Internal Evaluation	External Evaluation
Unit Test – 20 Marks	Fill in the blanks- 12 Marks Short Notes 12 Marks Short Question Answer 24 Marks Long Question Answer 12 Marks
Power point presentation / Mini Project/ Assignment 20 Marks	
Total – 40 Marks	Total-60 Marks

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 (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III)

Subject: Management Accounting

Course Title: Management Accounting

Course Code: UBBA235 B

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		1	1					2		
CO2	3		3							2
CO3	1	2	2			2				
CO4	2	3		2						
CO5		2			1				1	
CO6	2	1	2							
CO7	1	2	1				2			

Justification for the mapping

PO1: Disciplinary Knowledge

CO2: Understanding disciplinary knowledge is essential for grasping the concept of management accounting. By delving into the core principles, students can appreciate the significance of management accounting in aiding businesses to make informed decisions.

CO3: Disciplinary knowledge is a prerequisite for effective financial statement analysis. Learners need a solid understanding of accounting principles and practices to dissect financial statements accurately.

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

Disciplinary knowledge serves as the foundation upon which the application of management accounting techniques is built. Students must understand the core concepts before they can develop and apply techniques in real-world financial decision-making scenarios.

CO6: Proficiency in disciplinary knowledge is indispensable for effectively analyzing financial statement ratios and understanding the intricacies of cash flow from various activities.

CO7: The ability to analyze and interpret financial statements is a direct reflection of disciplinary knowledge. CO7 underscores the importance of this knowledge in extracting meaningful insights from financial statements.

PO2: Critical Thinking and Problem Solving

CO1: Critical thinking is essential for comprehending the implications of financial ratios, working capital requirements, and budgetary control. Students must evaluate and synthesize information to make informed decisions.

CO3: Critical thinking is a crucial component of financial statement analysis. This process involves problem-solving skills to identify issues and make informed decisions based on the analysis.

CO4: Critical thinking is fundamental in understanding, developing, and applying management accounting techniques. Emphasizing the need for students to critically assess situations, identify problems, and apply appropriate techniques in financial decision-making scenarios.

CO5: Competence in managerial decision-making requires critical thinking skills. It directly supports the development of critical thinking and problem-solving abilities as students learn to apply their knowledge in real-world managerial situations, linking back to the overarching.

CO6: Critical thinking is essential in analyzing financial statement ratios and activities. Students to critically assess financial information, identify patterns, and draw conclusions about the financial health of a business.

CO7: Critical thinking is at the core of financial statement analysis and interpretation. Emphasizes the importance of critically evaluating financial statements to extract meaningful insights, contributing to the overarching

PO3: Systematic Research Approach

CO1: Critical thinking and a systematic research approach are crucial for understanding the implications of financial ratios, working capital requirements, and budgetary control. Students must critically analyze these concepts and apply a systematic research approach to make informed decisions in business settings.

CO2: It is essential for developing a deep conceptual understanding of management accounting. A systematic research approach ensures that students explore the significance of management accounting in a structured manner, considering various perspectives and applications.

CO3: A fundamental skill in financial statement analysis. A systematic research approach ensures that students follow a structured process in their analysis.

CO6: Central to analyzing financial statement ratios and activities. A systematic research approach ensures that students approach the analysis methodically, considering various aspects in a structured manner.

CO7: The core of financial statement analysis and interpretation. A systematic research approach ensures that students approach the interpretation in a methodical and thorough manner.

PO4: Ethical Decision-making ability

CO4: Develop ethical decision-making skills to assess and address the moral implications of financial decisions in business corporate. To enable learners to understand, develop, and apply the techniques of management accounting in financial decision-making, integrating ethical considerations for responsible and sustainable business practices.

PO5: Critical Attitude for Lifelong learning.

CO5: The critical attitude fostered by lifelong learning complements the competence needed for managerial decision making and control, creating a well-rounded and adaptable professional.

PO6: Leadership and team work skills

CO3: Integrating leadership and teamwork skills into the process of analyzing financial statements, learners can benefit from a more holistic and effective learning experience.

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

CO7: The dynamic nature of the global business environment, shaped by political, cultural, and legal factors, introduces complexities that financial analysts must consider when interpreting financial statements. Adapting financial analysis to account for these external factors is crucial for making informed business decisions in an international context.

PO8: Business Management Skills

CO1: Emphasizes the understanding of various financial ratios, working capital requirements, and budgetary control. These concepts are integral to effective business management. By acquiring knowledge in these areas, students are equipped with essential skills for analyzing and managing financial aspects of a business.

PO9: Social Responsibility

CO5: Focuses on developing competence in managerial decision-making and control. In the modern business landscape, social responsibility is a critical aspect of managerial decision-making. Companies need to consider the social impact of their decisions, and an understanding of financial aspects helps in making responsible and sustainable choices.

PO10: Entrepreneurial Mindset

CO2: To enhance learners' abilities in the development of the concept of management accounting and its significance in business. Entrepreneurial mindset involves innovative thinking and strategic planning, which are closely related to management accounting concepts. Understanding the financial implications of business decisions is crucial for individuals with an entrepreneurial mindset.

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: S.Y.B.B.A (SEM III)

Course Title: Banking and Finance + Dissertation

Paper: 6

Course Code: UBBA236 B

Total No of Lectures: 48

Credit: 3

A) Course Objectives:

1. Study of Banking Function and its Operations."
2. "To Study the Functioning of Regulatory Authorities in India."
3. "To Study Recent Technology in the Banking Industry.
4. To study the functions of RBI.
5. To study the progress of nationalized bank
6. To prepare the dissertation project.

B) Course Outcomes:

CO1: Identify and analyze key banking functions and operations. Apply theoretical knowledge to practical scenarios in the banking industry.

CO2: Demonstrate an understanding of the roles and responsibilities of regulatory authorities in the Indian banking sector.

CO3: Stay updated on recent technological advancements in the banking industry.

Evaluate the implications of technology on banking processes and services.

CO4: Analyze the functions of the Reserve Bank of India (RBI) and its role in the Indian economy.

CO5: Evaluate the impact of RBI policies on commercial banks and the financial system.

CO6: Evaluate the progress and performance of nationalized banks in India. Analyze the role of nationalized banks in the economic development of the country.

CO7: Demonstrate the ability to conduct independent research. Effectively communicate research findings through a well-structured dissertation project.

Unit 1: Indian Banking System

1.1 Structure of Indian banking system in India

[Central bank- Commercial banks-cooperative banks-development banks-Regional Rural banks-Local Ares banks]

1.2 Private Sector Banks- Their progress and performance after banking sector reforms

1.3 Foreign Bank in India- Their problems and prospects of foreign banks, Regulation of foreign banks in India

1.4 Difference between scheduled and non-scheduled banks, Role of banking system in the economic growth and development

No. of Lectures 12

Unit 2: Nationalized Banks.

2.1 Nationalization of bank-Objective of Nationalization, Arguments for and against Nationalization, Impact of Nationalization-Positive & Negative

2.2 Progress of nationalization banks pertaining to branch expansion, Deposit mobilization, credit development and priority sector lending-Lead bank scheme.

2.3 State Bank of India-evolution of SBI, Organization and management of SBI, Subsidiary bank to

2.4 SBI, Role of state bank of India : as and agent of RBI, as a commercial bank , its role in industrial finance in foreign exchange business, agricultural finance and rural development and society.

No. of Lectures 12

Unit 3: Reserve Bank of India [RBI]

3.1 Evolution of the Reserve Bank of India

3.2 Organization and Management of the RBI

3.3 Function of RBI

3.4 Changing Role of RBI – Promotional role, development role , & super regulation work.

No. of Lectures 12

Unit 4: Technology of Banking

4.1 Need and Importance Of Technology In Banking.

4.2 ATM,

4.3 Debit card,

4.4 Credit card,

4.5 Tele banking,

4.6 Net banking,

4.7 Mobile banking,

4.8 RTGS, NEFT,

No. of Lectures 12

Evaluation -

Internal Evaluation	External Evaluation
Guidelines Regarding Exposure Project Students need to prepare an Exposure Project on the following topics - (20 Marks) Visit to any bank and observe banking functions and operations. (Individual project) Conducting survey/project based on the following themes: Study of different types of banks & their performance Comparative study of the performance of nationalized banks, co-operative banks, & foreign banks. Conducting customer survey of banks' customers of any specific bank. Awareness & conducting financial literacy among different stakeholders of the society (e.g., students, housewives, rural area, etc.) - Students can conduct a survey by framing a small questionnaire Project Viva (20 Marks)	Fill in the blanks- 12 Marks Short Notes 12 Marks Short Question Answer 24 Marks Long Question Answer 12Marks
Total – 40 Marks	Total-60 Marks

Recommended Books:

1. Principles and Practices of Banking -Srinivasan Macmillan India Pvt Ltd
2. Banking and Insurance -O.P.Agarwal- Himalaya
3. The Indian Financial System-Vasant Desai- Himalaya Publication
- 4 .Financial services and Markets--Dr. Guruswamy Thomas
5. Banking Law and Practice in

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III) **Subject:** Banking and Finance

Course Title: Banking and Finance **Course Code:** UBBA236 B

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	PO10	
CO1	2										
CO2		2									
CO3											
CO4	3			2							
CO5		3			2		3	2			
CO6									2	2	
CO7			2			2				2	

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: This CO focuses on imparting discipline-specific knowledge in banking functions and operations, aligning with the broader objective of PO1.

CO4: Understanding the functions of RBI contributes to disciplinary knowledge in the field of banking and finance.

PO2: Critical Thinking and Problem Solving

CO2: Analyzing regulatory roles requires critical thinking skills, contributing to the development of problem-solving abilities.

CO5: Analyzing the impact of RBI policies requires critical thinking and problem-solving skills to assess their implications on financial institutions.

PO3: Systematic Research Approach

CO7: The ability to conduct independent research and communicate findings demonstrates critical thinking and a systematic research approach.

PO4: Ethical Decision-Making Ability

CO4: Analyzing the functions of RBI and evaluating policies requires ethical considerations in decision-making, ensuring responsible and ethical practices in the financial sector.

PO5: Critical Attitude for Lifelong Learning

CO5: The study of RBI and nationalized banks encourages a critical attitude towards learning, as it involves staying updated with evolving financial systems.

PO6: Leadership and Teamwork Skills

CO7: Understanding the role of nationalized banks in economic development may require collaborative efforts, fostering teamwork and leadership skills.

PO7: Political, Cultural, and Legal Issues Impact on Business Organizations in a Global Context

CO5: Understanding the role of nationalized banks in economic development may require collaborative efforts, fostering teamwork and leadership skills. Analyzing the role of RBI and nationalized banks involves considering political, cultural, and legal factors that impact business organizations on a global scale.

PO8: Business Management Skills

CO5: The study of RBI and nationalized banks contributes to business management skills by providing insights into the management of financial institutions.

PO9: Social Responsibility

CO6: Understanding the role of nationalized banks in economic development includes considering their social responsibility and impact on society.

PO10: Entrepreneurial Mindset

CO6: Analyzing the economic aspects of RBI and nationalized banks encourages an entrepreneurial mindset by understanding economic opportunities and challenges.

CO7: Demonstrate the ability to conduct independent research. Effectively communicate research findings through a well-structured dissertation project.

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: SYBBA (Semester III)

Course Title: Retail Management

Paper:5C

Course Code: UBBA235 C

Total No of Lectures:48

Credit: 3

A)Course Objectives:

1. To provide insights into all functional areas of retailing e-business.
2. To understand Future of Retailing.
3. To apply Retailing Strategy for business.

B) Course Outcomes:

CO1: Clarify the concept and related terms in retailing.

CO2: Understand various formats of retail in the industry.

CO3: Understands role and functions of Retailing.

CO4: Understand the impact of retailing on the economy.

CO5: Identify opportunities and challenges in rural retail marketing

CO6: To understand Retail Merchandising, Merchandise Planning and Category Management

CO7: Students will learn different retail strategies through this course

Unit 1: Introduction to Retailing

1.1 Structure of Retail Industry

1.2 Types of Retailers

1.3 Market Segments and Channels

1.4 Market Trends

1.5 Retail Lifecycle

Number of Lectures: 10

Unit 2: Retailing Strategy

2.1 Identifying and Understanding Customers

2.2 Customer Segmentation

2.3 Selecting Target Market

2.4 Identifying Market Segments

2.5 Selecting Site Locations

2.6 Strategic Positioning and Execution

2.7 Establishing and Maintaining Retail Image, Creating In-store Dynamics (Layouts & Plans)

Number of Lectures: 15

Unit 3: Managing the Retail Business

3.1 Implementing Retail Marketing Plan

3.2 Brief Human Resource Requirements

3.3 Developing Product and Branding Strategies

3.4 Developing Merchandise Plans

3.5 Merchandising Strategy

Number of Lectures: 10

Unit 4: Future of Retailing

4.1 Introduction to Recent Trends and Technological Advancements in Retailing

4.2 Omni Channel Retailing

4.3 Shopping with AR (Augmented Reality)

4.4 Popup Shops, Social Shopping, Private Label Brands

Number of Lectures: 13

Reference Books:

1. Retailing Management: Michael Levy and Barton Weitz, TMGH, 5th Edition
2. Retail Management: Swapna Pradhan, TTMGH
3. Retail Management: Gibson Vedamani, Jaico Books
4. Fundamentals of Retailing: KVS Madaan, McGrawHill
5. Retail Marketing Management: David Gilbert, Pearson Publication
6. Retail Management: Arif Sheikh, Himalaya Publishing
7. Supplementary Reading Material:

8. It Happened in India by Kishor Biyani, Rupa and Company
9. Business Today, November 1999, Mall Management, Websites

www.indiaretailing.com

www.imageretail.com

InternalEvaluation	ExternalEvaluation
UnitTest (20)	Fillintheblanks,OneSentenceAnswer (12)
MiniProject/Assignment/Presentation (20)	ShortNotes(12) ShortAnswerQue(24) LongAnswerQue(12)
40	60

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III)

Subject: Retail Management

Course Title: Retail Management

Course Code: UBBA235 C

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					
CO2		3								
CO3										
CO4	3									
CO5			2							
CO6										3
CO7	2									

Justification for the mapping

PO1: Disciplinary Knowledge

CO4: Understanding the impact of retailing on the economy requires a comprehensive view that integrates knowledge from different business disciplines. It implies an awareness of economic implications, financial aspects, marketing strategies, and management principles in the context of retail operations.

CO7: Retail strategies are a key component of business operations, and gaining knowledge in this area contributes to a comprehensive understanding of how businesses function.

PO2: Critical thinking and systematic research approach

CO3: Understanding the role and functions of retailing implies a broader awareness of how retailing fits into the overall business landscape.

PO3: Systematic research approach

CO5: Identifying opportunities and challenges in rural retail marketing involves a critical analysis of the market, understanding the unique factors influencing rural areas, and systematically researching potential issues and solutions.

PO5: Critical Attitude for Lifelong learning.

CO1: Emphasizes clarifying concepts and related terms in retailing, suggests a focus on understanding and critical thinking.

PO10: Entrepreneurial Mindset

CO6: Understanding retail merchandising involves not only comprehending the principles of presenting products but also recognizing opportunities for effective product placement and sales strategies.

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: SYBBA (Semester III)

Course Title: Sales and Distribution Management

Paper: 6C

Course Code: UBBA 236 C

Total No of Lectures: 48

Credit: 3

A. Course Objectives:

1. To provide the students with basic understanding of the processes and skills necessary
2. To be successful in personal selling and insights about recent trends in sales management.
3. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.
4. To provide students with advanced skills in the areas of interpersonal communications,
5. Motivational techniques and value added selling.

B. Course Outcomes:

CO1: Students will demonstrate a foundational knowledge of personal selling processes, including prospecting, presentation techniques, and closing strategies.

CO2: Students will be able to identify and analyse recent trends in sales management, incorporating technological advancements and changing consumer behaviours into their understanding.

CO3: Students will gain competence in utilizing tools and techniques for managing the sales function within an organization.

CO4: Students will develop advanced interpersonal communication skills crucial for successful personal selling, including active listening, empathy, and effective questioning techniques.

CO5: Students will demonstrate an understanding of motivational theories and techniques applicable to the sales context.

CO6: Students will acquire advanced skills in value-added selling, focusing on understanding customer needs, creating value propositions, and differentiating products or services in the market.

CO7: Students will integrate the acquired knowledge and skills to develop comprehensive and effective personal selling strategies.

Unit No 1 Introduction to Sales Management

- 1.1 Introduction and Definition
- 1.2 Meaning
- 1.3 Objectives
- 1.4 Role of sales management in marketing
- 1.5 Recent trends in sales management
- 1.6. Ethical and legal issues involved in sales management

Total No. of Lectures- 10

Unit No 2 Sales Organization

- 2.1 Need for sales organization
- 2.2 Types and structures of sales organization
- 2.3 Principles for building successful sales organization
- 2.4 Functions and responsibilities of sales manager

Total No. of Lectures- 10

Unit No 3 Managing the Sales Force

- 3.1 Recruitment and Selection: Sales personnel selection process, criteria used for selection of sales personnel
- 3.2 Training: Importance, Areas of sales training- Company specific knowledge, product knowledge, Industry and market trend knowledge, Customers and technology, Relationship Selling Customer education, Value added Selling.
- 3.3 Motivation: Motivation and productivity of sales force, Types of compensation plans, sales meetings, sales contests, fine tuning of compensation plan
- 3.4 Sales Reporting: Sales records, Sales reports, Sample of Sales Report Format, Key Performance Indicators of sales.

Total No. of Lectures- 10

Unit No 4 Sales planning and control

- 4.1 Sales planning: Sales forecasting – concept and methods qualitative and quantitative methods.
- 4.2. Market and Sales potential- concept and methods

- 4.3 Sales quotas- concept, purpose and types
- 4.4 Sales control: process of sales control- Goal setting,
- 4.5 Performance Measurement, diagnosis and corrective actions

Total No. of Lectures- 10

Unit No 5: Distribution Management System

- 5.1 Introduction of Distribution Management
- 5.2 Nature & Scope of Distribution Management
- 5.3 Types of Distribution Channel
- 5.4 Types of Distribution Strategies
- 5.5 Advantages and Disadvantages of Distribution Management

Total No. of Lectures- 08

Reference Books:

1. Sales and Distribution Management by Havaldar&Cavale, TMGH
2. Sales Management by Still, Cundiff&Govani, Pearson Education
3. Sales and Distribution Management, SL Gupta, Excel books
4. Marketing Management, B. R. Sangale, Success Publications, Pune
5. Retailing Management by Michael Levy & Barton Weitz, TMGH, 5thEdition
6. Building a Winning Sales Team – Gini Graham & Scott
7. Sales Management Handbook – Forsyth Ptrick
8. Professional Sales Management – Anderson, Hair and Bush
9. Sales Management - Richard R Still Edward W. Cundiff
10. International Marketing – Robert Reed
11. Strategies for selling-Gerald A. Michaelson

Evaluation

Internal Evaluation	External Evaluation
Mini Project (20) Viva (20)	Fill in the blanks , One Sentence Answer (12) Short Notes (12) Short Answer Que (24) Long Answer Que (12)
40	60

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III)

Subject: Sales and Distribution Management

Course Title: Sales and Distribution Management **Course Code:** UBBA236 C

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

Justification for Mapping

PO1: Disciplinary knowledge.

CO1: This course outcome focuses on providing students with foundational knowledge of personal selling processes, ensuring they develop a strong disciplinary knowledge in the field of sales.

PO2: Critical Thinking and Problem Solving.

CO7: Integrating knowledge and skills for sales success requires critical thinking to adapt to various sales scenarios. Students need problem-solving skills to address challenges in the dynamic field of personal selling.

PO3: Systematic research approach.

CO2: To be aware of recent trends, students need to critically analyze information and apply a systematic research approach. This aligns with the program outcome for critical thinking and research skills.

PO4: Ethical decision-making ability.

CO6: Value-added selling emphasizes understanding customer needs and creating value propositions, requiring ethical decision-making to ensure honesty and integrity in sales practices.

PO5: Critical Attitude for lifelong learning.

CO2: Lifelong learning involves staying updated with current trends. This course outcome encourages students to stay informed about recent trends in sales management, fostering a critical attitude for continuous learning.

PO6: Leadership and team work skills

CO5: Motivational techniques are crucial for effective leadership. This course outcome aligns with the program goal of developing leadership skills by teaching students how to motivate and lead sales teams.

PO8: Business Management Skill

CO3: Managing the sales function within an organization is directly aligned with developing business management skills. This course outcome contributes to the overall development of business management skills.

PO10: Entrepreneurial mind set

CO4: An entrepreneurial mindset involves effective communication and adaptation to diverse situations. Developing advanced interpersonal communication skills is crucial for cultivating an entrepreneurial mindset in the sales profession.

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: S.Y.B.B.A (SEM III)

Course Title: Fundamentals of service management

Paper: 5D

Course Code: UBBA235 D

Total No of Lectures: 48

Credit: 3

A) Course Objectives:

1. To introduce services as a Business Function.
2. To develop practical insights in enhancing business processes of Service sector.
3. To give the students an exposure to a systematic service framework.
4. To enhance service leadership skills.
5. To study the research in service industry
6. To understand the service environment

B) Course outcomes:

CO1: Students will be able to articulate the role of services as a distinct business function, identifying key characteristics, challenges, and opportunities within the service sector.

CO2: Students will develop the ability to analyze and enhance business processes within the service industry, integrating theoretical knowledge with practical applications to improve overall efficiency and effectiveness.

CO3: Students will be able to design and implement a structured service framework, demonstrating a systematic approach to delivering and managing services across various industries.

CO4: Graduates will acquire advanced leadership skills specific to the service sector, including the ability to lead diverse service teams, navigate customer-centric challenges, and drive innovation in service delivery.

CO5: Students will develop research skills to analyze and synthesize existing literature and studies in the service industry, enabling them to make informed decisions and contribute to the advancement of service-related knowledge.

CO6: Graduates will gain a deep understanding of the service environment, including factors influencing customer expectations, market trends, and regulatory considerations, enabling them to adapt and thrive in dynamic service landscapes.

CO7: Students will be able to apply their knowledge and skills to develop innovative and effective solutions to real-world challenges within the service sector, demonstrating practical problem-solving abilities in diverse service-oriented contexts.

Unit No 1: Understanding Various Aspects of Services

1.1 Introduction to services: Concept, Scope, Classification & characteristic of services,

1.2 Service as key differentiator for manufacturing industries.

1.3 Functions of Service Management, Changing dynamics & challenges of service sector.

1.4 Growth in service sector: Importance, Growth & Development of service sector in India.

Total No. of Lectures- 08

Unit No 2: Service Mix Elements-Introduction

2.1 Product: - The service products, Service Product Life-Cycle and its Strategies.

2.2 Place: -Managing Distribution Channels in Service Industry, Factors affecting choice of channel, Strategies for distribution.

2.3 Promotion: - Objectives, Selection Criteria, Developing the promotion mix, Sales promotion tools.

2.4 Physical Evidence: - Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy.

Total No. of Lectures- 08

Unit no 3: Service Environment

3.1 Micro & Macro Service Environment: PESTEL Analysis of

3.2 Service Sector, Six Market Model.

3.3 Market Analysis and Segmentation Planning process, Rethinking the customer function, Focusing and poisoning target consumers.

3.4 Service Design: - Introduction, Building a service blueprint and its benefits.

Total No. of Lectures- 08

Unit No 4: Research in Service Industry

4.1 Environmental changes and its effect on service industries.

- 4.2 Impact of globalization on service Sector: An Overview
- 4.3 New Economic policy & its impact on service sector.
- 4.4 Preparation of small report based on service market analysis.

Total No. of Lectures- 08

Suggested References: -

1. Service Marketing Operations & Management Vinnie J. Juhari, Kirti Dutta
Oxford University Press Delhi
2. Service Marketing Management: An Indian
Perspective Dr. B. Balaji S. Chand & Co. Delhi
3. Service Management: Strategy & Leadership in Service business Richard Norman
Wiley & Sons, Ltd New York
4. Service Management: The New Paradigm in Retailing Jay Kandmpully Springer New York

Evaluation

Internal Evaluation	External Evaluation
Dissertation -	Fill in Blanks, One Sentence Questions (12)
Project- 20 Marks	Short Notes (12)
Viva-20 Marks	Short Answer Question (24)
	Long Answer Question (12)
Total -40 Marks	Arks

Dissertation Guide Lines-

Student Should Collect the Primary Data for Dissertation relevant to their topic.

Minimum 30 Sample size is Required

Minimum 10 Questions Questionnaire is Required

Student Should Prepared Spiral Binding Project Report

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III)

Subject: Fundamentals of service management

Course Title: Fundamentals of service management

Course Code: UBBA245 D

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

Justification for the mapping

PO1: Application of knowledge: -

CO1: Understanding the role of services in business is foundational to disciplinary knowledge in the service sector.

PO2: Critical Thinking and Problem Solving

CO2: Applying critical thinking to improve efficiency and effectiveness aligns with problem-solving skills in the service sector.

PO3: Systematic research approach

CO5: Research skills contribute to critical thinking and a systematic approach to understanding and advancing service-related knowledge.

PO4: Ethical Decision-Making

CO4: Ethical decision-making is crucial in leadership, especially in navigating customer-centric challenges in the service sector.

PO5: Develop Critical attitude:

CO6: Developing a critical attitude for lifelong learning is inherent in understanding and adapting to dynamic service landscapes.

PO6: Leadership and Teamwork

CO4: Leadership skills in leading diverse service teams are directly aligned with the program's leadership and teamwork skills outcome.

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

CO6: Understanding political, cultural, and legal issues is crucial in adapting to and thriving in global service environments.

PO8: Business Management Skills

CO3: Business management skills are applied in designing and implementing structured service frameworks for efficient service delivery.

PO9: Social Responsibility

CO7: Social responsibility is demonstrated through the application of knowledge and skills to solve real-world challenges in the service sector.

PO10: Entrepreneurial Mindset

CO7: An entrepreneurial mindset is reflected in the ability to develop innovative solutions in diverse service-oriented contexts.

SYLLABUS FOR S.Y.B.B.A. (w.e.from June 2023)

Academic Year 2023-2024

Class: S.Y.B.B.A (SEM III)

Course Title: Principles & Functions of Services Management

Paper: 6D

Course Code: UBBA236 D

Total No of Lectures: 48

Credit: 3

A) Course Objectives:

1. To recognize & understand different types of service-based organizations.
2. To understand the importance of ITES in service sector.
3. To enhance knowledge of global trends in outsourcing.
4. To understand factors crucial to service delivery & recovery.
5. To study about quality of services and value process of services

B) Course Outcomes:

CO1: Students will be able to recognize and categorize various types of service-based organizations, distinguishing between different sectors and industries.

CO2: Students will gain an understanding of the pivotal role of Information Technology Enabled Services (ITES) in the service sector, demonstrating awareness of its impact on organizational efficiency and customer satisfaction.

CO3: Participants will be able to analyze and discuss current global trends in outsourcing, recognizing key factors influencing the outsourcing landscape and its implications for service-based industries.

CO4: Students will develop the ability to identify and evaluate critical factors that contribute to effective service delivery and recovery, considering aspects such as customer satisfaction, problem resolution, and continuous improvement.

CO5: Participants will be capable of assessing and measuring the quality of services, understanding the various dimensions of service quality and applying relevant frameworks to evaluate and enhance service performance.

CO6: Students will explore and comprehend the value processes involved in service delivery, examining how organizations create, deliver, and capture value in the context of service-based industries.

CO7: Through case studies and practical exercises, students will be able to apply their knowledge of service-based organizations, ITES, global outsourcing trends, service delivery factors, quality assessment, and value processes to real-world scenarios, demonstrating the ability to translate theoretical concepts into practical solutions.

Unit No: Understanding Consumer/Customer Behaviour for services

1.1 Customer expectation for services.

1.2 Strategies for managing customer expectation.

1.3 4C's of customer service mix-Creating the right service philosophy: -

1.4 Customer service pre & post transaction elements.

1.5 Meeting the service challenges.

1.6 -Fundamentals of Customer satisfaction:

-Factors influencing customer satisfaction,

Understanding the customer services,

Customer Loyalty and delight.

1.7 Managing demand & supply of services: -

Managing demand, Patterns &

Determinants of demand,

Strategies of managing demand,

Waiting line strategies.

Total No of Lectures 14

Unit No 2:ITES Introduction

2.1 Concept of Outsourcing: -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage –

2.2 Significance of ITES. Outsourcing, types & stages of outsourcing, global trends in Outsourcing & role of India in outsourcing.

2.3 Concepts of - KPO/ BPO: Introduction, significance, third party service providers, future of KPO/BPO.

Total No of Lectures 12

Unit No 3: Quality of Services and Value Process of services

3.1 -Service based components of quality, perceived quality, Implementing TQM in service sector & its effect.

3.2 Service performance failure – concept of service failure & recovery, customer response to service

3.3 Failure& recovery, service recovery following customer complaints, solving problems & preventing recurrence. Creating service value and defining its benefits.

3.4 - Service Value Chain: Introduction, significance.

3.5 -Case studies

Total No of Lectures 12

Unit No 4 Business Exposure in services

4.1 Types of major service industries.

4.2 Visit of report of Ant one Service Industry Visit.

Total No of Lectures 10

Suggested References: -

1. Service Marketing and Management Dr. B. Balaji S. Chand & Co. Delhi
2. Service Sector Management: An Indian Perspective C.Bhattacharjee Google Book library Online source
3. Service Marketing Hellen W.Macmilan India Ltd. New Delhi

Evaluation

Internal Evaluation	External Evaluation
Dissertation -	Fill in Blanks, One Sentence Questions (12)
Project- 20 Marks	Short Notes (12)
Viva-20 Marks	Short Answer Question (24)
	Long Answer Question (12)
Total -40 Marks	60 Marks

Dissertation Guide Lines-

Student Should Collect the Primary Data for Dissertation relevant to their topic.

Minimum 30 Sample size is required

Minimum 10 Questions Questionnaire is required

Student Should Prepared Spiral Binding Project Report

Choice Based Credit System (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: SYBBA (Sem III)

Subject: Principles and Functions of service management

Course Title: Principles and Functions of service management **Course Code:** UBBA236 D

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

Justification for the mapping

PO1. Application of knowledge

CO1: This mapping is justified as recognizing and categorizing service-based organizations requires disciplinary knowledge in the field of business and management.

PO2: Critical Thinking and Problem Solving

CO4: Critical thinking is essential in identifying and evaluating critical factors for effective service delivery and recovery, as it involves analyzing complex situations and making informed decisions.

PO3. Use critical thinking and systematic research approach

CO3: Analyzing and discussing global outsourcing trends necessitates a critical thinking and systematic research approach to understand the factors influencing the outsourcing landscape.

PO4. Ethical Decision-Making

CO7: Ethical decision-making is crucial when applying knowledge to real-world scenarios, ensuring that theoretical concepts are translated ethically and responsibly.

PO5. Develop Critical attitude

CO7: The critical attitude for lifelong learning is reflected in the ability to apply theoretical concepts to real-world scenarios, fostering continuous learning and adaptability.

PO6. Leadership and Teamwork

CO7: Leadership and teamwork skills are essential when applying knowledge to real-world scenarios, especially in collaborative problem-solving situations.

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

CO3: Understanding political, cultural, and legal issues in a global context is integral to analyzing and discussing global outsourcing trends.

PO8: Business Management Skills

CO2: Business management skills are applied in understanding the role of ITES and its impact on organizational efficiency and customer satisfaction.

PO9: Social Responsibility

CO5: Social responsibility is considered when assessing and measuring the quality of services, as organizations need to meet ethical standards and fulfill societal expectations.

PO10: Entrepreneurial Mindset

CO6: An entrepreneurial mindset is involved in exploring and comprehending the value processes in service delivery, considering how organizations create, deliver, and capture value.

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.

Content/ Syllabus of Course:

No.	Unit Name	Topic	Hrs. Allotted
1.	roduction	oreign Trade- Meaning, Definition, Benefits port- Meaning, Benefits of Export and importance of Export for India port- Meaning, Importance of Imports, Benefits of Imports with special reference to India	06
2.	port Import Documentation	eliminaries for Exports and Imports ports 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 port Documents- Transport Documents- Bill to Entry- Certificate of Inspection- Certificate of Measurements- Freight Declaration	08
3.	port Import Procedure	roduction cedure for Export Trade cedure for Import Trade	06
4.	port Import Policy of India	port 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.	ernational Regulatory and Trading Environment	eaning of Regulatory Environment IO- Structures, Powers, Functions ATT(General Agreement on Tariff and Trade) NCTAD ade 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

