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

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM -IV)**

**Course Code: UBBA241**

**Paper: 1**

**Course Title: Production and Operation Management**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course Objectives:**

1. To focus on basic terms related to production and operations management.
2. Analysing product design concepts, production layouts, plant locations.
3. To elaborate the concepts of production d. Planning, productivity, and ergonomics
4. To identify the concepts of quality management.
5. To learn several important contemporary topics relevant to business managers of all functional disciplines, including quality management, lean concepts, and sustainability.

**B) Course Outcome:**

**CO1:** The students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service-related decisions.

**CO2:** The student will be able to plan production schedules and plan resources (material and machine) required for production

**CO3:** The students can design maintenance schedules in manufacturing units, identify and propose material handling equipment's and implement industrial safety rules

**CO4:** The students will be able to apply the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions.

**CO5:** The students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.

**CO6:** Recognize the importance of six sigma quality and apply the basic analytical tools of six sigma quality.

**CO7:** To get acquainted with the product design and development process.

**Unit No 1 Introduction**

**No. of Lectures: 10**

1. Nature, Meaning, Scope of Production Management
2. Objectives and Functions of Production Management
3. Qualities, Responsibilities of Production Manager
4. Plant Location: Importance and Factors Responsible for Plant Location Decision
5. Classification of Production System

6. Plant Layout: Definition, Objectives, and Types; Factors Affecting Plant Layout
7. Challenges Before Production Management:
  - a. Impact of Globalization
  - b. Workforce Diversity
  - c. Business Process Outsourcing
  - d. Global Competition

**Unit No 2 .Product Design and Product Development**

**No. of Lectures: 8**

1. Definition of Product Design, Factors Affecting Product Design

Product Development:

A. Meaning of Product Design

Idea Generation,Idea Screening

Concept Development and Testing, Business Analysis, Product Development, Market Testing

Commercialization

Techniques or Tools of Product Development:

Quality Function Deployment (QFD),Design Thinking,Prototyping,Computer-Aided Design (CAD),

Simulation and Modelling

C. Factors Responsible for Product Development, Market Demand, Technological Capabilities

Competition,Cost Considerations,Regulatory Requirements

D. Business Process Reengineering:

Redesigning business processes to achieve dramatic improvements in critical aspects such as cost, quality, service, and speed.

E.Cycle Time Reduction:

Shortening the time it takes to complete a business process, often through the elimination of unnecessary steps and delays.

F.Use of Technology in Product Designing:

Computer-Aided Design (CAD)

Virtual Reality (VR) for Prototyping

3D Printing

Collaborative Software for Team Design

### **Unit No.3: Production Planning and Control**

**No Of Lecture 10**

A. Meaning, Nature, Objectives, Functions, Importance, and Problems of Production Planning and Control:

Ensuring efficient use of resources, meeting production targets, minimizing costs, and maintaining quality.

B .Production Procedure, Factors Determining Production Planning and Control:

Demand Forecasting, Capacity Planning,Material Requirement Planning (MRP),Master Production Scheduling (MPS)

C. Techniques and Tools of Production Planning and Control:

Gantt Charts

Critical Path Method (CPM)

Program Evaluation and Review Technique (PERT)

Just-In-Time (JIT) Manufacturing

D.New Concepts in Production Planning and Control:

i. Supply Chain Management

ii. Worker's Involvement

iii. Green Manufacturing

## **Unit No-4.Productivity and Ergonomics**

### a. Productivity:

- a. Concept and Definition
- b. Measurement Techniques
- c. Factors Affecting Productivity
- d. Techniques to Improve Productivity

### b. Ergonomics:

- a. Introduction and Definition
- b. Objectives of Ergonomics
- c. Components of Ergonomics

## **Unit No 5: Quality Management**

- a. Six Sigma: Introduction, Steps in Implementation
- b. Kaizen: Introduction , Principles, Procedure for Implementation ,Benefits
- c. Just-In-Time: Introduction, Objectives, Benefits, Methodology in Implementation
- d. Quality Circles: Introduction, Organization of Quality Circle, Reasons for Failure
- e. Total Quality Management (TQM): Introduction, Major Ingredients in TQM, Need and Importance  
TQM Models, Key Issues for Achieving TQM Objectives
- f. ISO 9000:Introduction,ISO Standards for Quality System,Factors for Selecting ISO Model  
Essential Steps in Implementation of ISO

## Evaluation-

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit Test –20Marks	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-60Marks

## Recommended books:

1. Plant Layout and Material Handling by James Apple & John Wiley Sons
2. Work Study by IZO Publication
3. Production & Operations Management by RS Goel
4. A Key to Production Management by Kalyani Publication, Ludhiana
5. Production & Operations Management by SN Chary, TMH Delhi
6. Modern Production and Operation Management by Elwood S. Buffa

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping Program Outcomes with Course Outcomes

**Class:** SYBBA(Sem–IV)      **Course Title :**Production and Operation Management

**Course:** Production and Operation Management      **Course Code:**UBBA241

**Weightage:** 1=weakorlowrelation,2=moderateorpartialrelation,3=strongordirectrelation

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

### Justification for the Mapping

#### PO1: Disciplinary Knowledge

**CO1:** This course outcome focuses on the practical application of operations management principles in both the manufacturing and service sectors. By gaining knowledge in this area, students will be better equipped to make effective decisions related to production and service processes in real-world business situation

**CO2:** This course outcome emphasizes the ability to effectively plan production schedules and allocate necessary resources for production. These skills are essential in business practices as they ensure the efficient utilization of resources, facilitating an optimal production process and meeting customer demands.

**CO5:** This course outcome highlights the importance of measuring performance in relation to productivity. Businesses need to evaluate and monitor their productivity levels to identify areas for improvement and optimize resource allocation. By conducting industrial engineering studies on men and machines, students can gain hands-on experience in analysing and improving productivity in a business setting.

**CO6:** Six Sigma is a widely recognized methodology for improving quality and efficiency in business processes. This course outcome emphasizes the importance of understanding and applying the basic analytical tools of Six Sigma in a business context. By doing so, students can contribute to improving overall quality and efficiency of business practices, leading to customer satisfaction and competitive advantage.

**CO7:** Product design and development involve various aspects of business, including marketing, management, and potentially economic and financial considerations.

#### PO3: Systematic Research Approach

**CO1:** In order to apply the concepts of operations management in the manufacturing and service sectors, students need to critically analyse and understand the specific needs and strategies of each sector and develop appropriate plans and decisions.

**CO2:** Planning production schedules and allocating resources requires critical thinking to assess the available resources, estimate demands, and make decisions that optimize efficiency and meet customer needs.

**CO5:** Measuring performance related to productivity and conducting industrial engineering studies require critical thinking to analyse data, identify areas for improvement, develop metrics, and make decisions that increase efficiency and effectiveness.

**CO6:** Understanding the importance of six sigma quality and applying basic analytical tools of six sigma quality involves critical thinking to identify and analyse process variations, collect and analyse data, identify root causes of problems, and make decisions that improve quality and reduce defects.

**PO4: Ethical Decision-making ability.**

**CO2:** Planning production schedules and allocating resources ethically involves considering factors such as fair distribution of workload, avoiding overworking employees, and minimizing waste and environmental impact.

**PO5: Critical Attitude for Lifelong learning.**

**CO1:** By applying the concept of operations management in both manufacturing and service sectors, students develop a critical attitude towards understanding and improving processes. They learn to analyse current operations and make informed decisions to optimize production and service-related activities.

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

**CO1:** By applying the concept of operations management in both manufacturing and service sectors, students develop a critical attitude towards understanding and improving processes. They learn to analyse current operations and make informed decisions to optimize production and service-related activities.

**PO8: Business Management Skills**

**CO1:** It helps students develop their skills in operations management, which is crucial for effectively managing and optimizing production processes in both manufacturing and service sectors.

**CO2:** The ability to plan production schedules and allocate resources effectively is crucial for managing costs, meeting customer demands, and maximizing efficiency. These skills directly impact the overall profitability and success of a business.

**PO9: Social Responsibility**

**CO3:** It is relevant as it emphasizes the importance of designing maintenance schedules, identifying and proposing material handling equipment, and implementing industrial safety rules. These actions promote the well-being and safety of employees and contribute to a responsible and ethical business environment.

**PO10: Entrepreneurial Mindset**

**CO1:** The course outcomes of being able to plan and implement production and service-related decisions, plan production schedules, and measure performance related to productivity are all directly related to an entrepreneurial mindset.

**CO2:** To plan production schedules and plan resources required for production is essential for entrepreneurs to ensure that they can meet customer demands and optimize their operations. By effectively managing their resources, entrepreneurs can maximize their production capacity and minimize waste.

**CO5:** Measuring performance related to productivity is also important for entrepreneurs as it allows them to track their progress and identify areas for improvement. By conducting basic industrial engineering studies, entrepreneurs can identify bottlenecks, inefficiencies, and areas for optimization in their operations.

**CO6:** The application of six sigma quality tools is crucial for entrepreneurs to ensure that they are delivering high-quality products or services. By implementing these tools, entrepreneurs can minimize defects, reduce variation, and improve overall customer satisfaction.



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

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM- IV)**

**Course Code: UBBA242**

**Paper :2**

**Course Title: Decision Making and Risk Management**

**Total No of Lectures:48**

**Credit: 03**

**A) Course Objectives**

1. To learn the key topics in decision making and risk management to enhance participants' ability to improve decision-making and reduce risk in their management activities and organizations.
2. To find the best alternative in a decision with multiple objectives and uncertainty.
3. To describe the process of making a decision

**B) Course Outcomes:**

**CO1:** Demonstrate knowledge of the risks faced in an organization.

**CO2:** Evaluate and document the efficacy of a risk management plan to inform future planning.

**CO3:** Understand the impact of risk on an organization.

**CO4:** Demonstrate deep knowledge of the process and different techniques of risk management

**CO5:** Demonstrate in-depth knowledge of the Enterprise Risk Management process and different types of risks in business.

**CO6:** Study different models in Risk Management.

**CO7:** Understand steps in decision making process.

**Unit No. 1: Conceptual Background of Decision Making and Risk Management**

1.1 Decision Making and Risk Management

1.2 Introduction, Concept, Problem Definition, and Framing

1.3 Rational Models of Decision Making, Other Models - Myers-Briggs,

1.4 Bounded Rationality Model, Retrospective Decision Model, OODA Loop

1.5 Model, Ladder of Inference, etc.

1.6 Types of Decisions, Steps in Decision-Making Process, Creative Decision-Making Process

## **Unit No. 2: Decision Making Tools and Models, Decision-Making Traps**

2.1 Intuition: Pros and Cons, Decision Making for Corporate Management, Execution, and Operation of Projects, Role of Technology in Decision Making and Data Analysis

2.2 EQ (Emotional Intelligence) versus IQ as Essential Decision-Making Traits to Manage Risks

2.3 Dealing with Conflict and Risk-Resistance to Change, Key Elements of EQ: Personal and Social Competencies, Dissonant Decision-Making Leadership and Brain Chemistry

2.4 Qualitative and Quantitative Risk Analysis Tools/Methods – Introduction, Concept

2.5 Decision Models in Strategic Management, Decision-Making Systems.

### **Unit No. 3: Role of Decision Making and Leadership**

3.1 Definitions of Leadership and Followership, Motivational Theory; Common Motives of Leaders and Followers

3.2 Identifying Resources that Affect Your Power and Influence; Use and Misuse of Power, Role of Competition and Conflict in Leadership Roles

3.3 Charisma, Heroes, Bullies, and Jerks – Aspects to Be Considered in Decision Making and Leadership 3.4 Decision Making and Leadership - Values as Underpinnings of Leadership

#### **Suggested References:**

1. Decision and Risk Analysis for Construction Management by Melvin W. Lifson, Edward F. Shaifer, John Wiley & Sons, 1st U.S.
2. Credit Appraisal, Risk Analysis, and Decision Making by D.D. Mukherjee, Snowwhite Publications, 9th Edition, India
3. Managing Project Risk and Uncertainty by Chris Chapman and Stephen Ward, Wiley Publications, New York
4. Process Systems Risk Management by Ian Cameron, Raghu Raman, Elsevier Academics Press
5. Fundamentals of Risk Measurements by Chris Marrison, Tata McGraw-Hill, New Delhi
6. Handbook of Environmental Risk Assessment and Management by Calow P, Blackwell Science Ltd, Oxford, UK

#### **Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
UnitTest(20)	Fill in the blanks, One Sentence Answer (12)
Mini Project/Assignment/Presentation (20)	ShortNotes(12) Short Answer Que(24) LongAnswerQue(12)
40	60

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV) **Course Title:** Decision Making and Risk Management

**Course:** Decision Making and Risk Management **Course Code:** UBBA242

**Weightage:** 1=weakorlowrelation,2=moderateorpartialrelation,3=strongordirectrelation

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

### Justification for the Mapping

#### PO1: Disciplinary Knowledge

**CO1:** Students will demonstrate knowledge of risks faced in business.

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

**CO5:** Students will use in-depth knowledge of different risks in business.

#### PO2: Critical Thinking and Problem Solving

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

### **PO3: Systematic Research Approach**

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

**CO6:** Studying different models in risk management involves critical thinking and a systematic research approach to understand and evaluate various approaches to managing risks in business.

**CO7:** Understanding the steps in the decision-making process involves critical thinking and a systematic approach to analysing information and drawing conclusions

#### **PO 4: Ethical Decision-Making Ability**

**CO 3:** Students will understand the impact of risks on an organization, requiring critical thinking skills to assess various factors such as financial implications, operational disruptions, reputational damage, and legal consequences.

**CO7:** The decision-making process often involves ethical considerations, emphasizing understanding the ethical implications of decisions.

#### **PO5: Critical Attitude for Lifelong Learning**

**CO1:** Students will cultivate a critical attitude for lifelong learning, actively seeking and acquiring knowledge about various organizational risks.

**CO2:** With the help of course content, students will develop a critical attitude for lifelong learning by analyzing and assessing the effectiveness of risk management plans.

**CO3:** Students will understand the impact of risks on an organization from a critical perspective, essential for lifelong learning.

#### **PO 6: Leadership and Teamwork**

**CO7:** Decision-making is a key aspect of leadership, and understanding the steps in the decision-making process contributes to effective leadership and collaboration within a team.

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

**CO1:** Students will understand the risks faced by an organization, including political, cultural, and legal risks, crucial for evaluating their impact on business organizations operating globally.

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

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

#### **PO8: Business Management Skills**

**CO6:** Understanding and studying risk management models can contribute to the application of business management skills in addressing and mitigating organizational risks.

#### **PO10: Entrepreneurial Mindset**

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

**SYLLABUS FOR S.Y.B.B.A.(w.e.from June 2023)**  
**Academic Year 2023-2024**

**Class: S.Y.B.B.A.( SEM –IV)**

**Course Code: UBBA243**

**Paper :3**

**Course Title:International Business**

**Total No of Lectures:48**

**Credit: 03**

**A) Course objectives:**

1. To acquaint the students with emerging issues in international business.
2. To study the impact of international business environment on foreign market operations of a firm.
3. To understand the importance of foreign trade for Indian economy

**B) Course Outcomes:**

**CO1:** To acquaint the students with emerging issues in international business.

**CO2:** To study the impact of international business environment on foreign market operations of a firm.

**CO3:** To understand the importance of foreign trade for Indian economy

**CO4:** To study of regional economic grouping

**CO5:** To operate the case studies of international business

**CO6:** To understand the determination of various types of exchange rates

**CO7:** To understand the composition of Indian foreign trade

**Unit No. 1: Introduction**

1. Nature
2. Theories of International Trade
3. Ricardo's Theory
4. Heckser-Ohlin Theory

**Total No. of Lectures- 10**

**Unit No. 2: Multinational Enterprises**

1. Meaning of International Corporations
2. Features of Multinational Corporations (MNCs)
3. Role and Importance of Multi-national corporations in international business
4. Reasons for the Growth of MNCs

**Total No. of Lectures- 06**

**Unit No. 3: International Finance**

1. Meaning of Exchange Rate
2. Determination of Exchange Rate- Fixed, Flexible and Managed
3. Concept of Spot Rate, Forward Rate and Futures
4. Balance of Trade and Balance of Payments
5. International Monetary Fund (IMF)- Objectives and Functions
6. World Bank- Objectives and Functions
7. General Agreement on Tariffs and Trade(GATT)
8. Foreign Direct Investment

**Total No. of Lectures- 14**

**Unit No. 4: Regional Economic Grouping**

1. WTO- Structure and Functions
2. European Union (EU)
3. North American Free Trade Agreement (NAFTA)
4. Association of South East Asian Nations (ASEAN)
5. South Asian Association for Regional Cooperation (SAARC)

**Total No. of Lectures- 08**

**Unit No. 5: India's Foreign Trade**

1. Composition and Direction of India's Foreign Trade since 2000
2. Case studies in International Business with Reference to Indian Economy on-
3. International Marketing
4. International Finance
5. International Human Resource Management

**Total No. of Lectures- 10**

**Reference Books:**

1. International Business- P. Subbarao, Himalayaa Publishing
2. International Business- VyuptakeshSharan, Pearson
3. International Business- Francis, PHI Publication
4. International Business- Daniels, Radebaugh, Pearson Education
5. Charles Hill and Arun Jain, International Business
6. International Business- Roger Bennett, Pearson Education

**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 Syllabus (2022Pattern)

**Mapping of program outcome with course outcome.**

**Class :** SYBBA (Sem IV)

**Course Title :** International Business

**Course :**International Business

**Course Code :** UBBA243

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

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

**Justification for the mapping**

**PO1: Disciplinary knowledge.**

**CO2:** Apply system design principles to real-world scenarios.

**PO3. Systematic research approach**

**CO2:** Apply system design principles to real-world scenarios.

**PO4. Ethical Decision-Making Ability**

**CO4:** Define decision support systems (DSS) and their components.

**PO5. Critical attitude for lifelong learning**

**CO6:** Critically evaluate and compare different approaches to solving information system-related problems through case studies.

**PO6. Leadership and Teamwork skills**

**CO6:** Present and communicate findings from case studies effectively.

**PO9. Social Responsibility**

**CO3:** Propose strategies for addressing and mitigating MIS-related problem

**PO10. Entrepreneurial Mindset**

**CO2:** Develop solutions to business problems through effective system analysis and design.

**CO5:** Propose strategies for effective management of MIS resources and processes.

**SYLLABUS FOR S.Y.B.B.A. (w. e. from June, 2020)**  
**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM –IV)**

**Course Code: UBBA244**

**Paper :4**

**Course Title: Management Information System**

**Total No of Lectures:48**

**Credit: 03**

**A ) Course objectives**

1. To understand the concepts of information system.
2. To study the concepts of system analysis and design.
3. To understand the issues in MIS.

**B) Course Outcomes:**

**CO1:** Define key terms and concepts related to information systems.

**CO2:** Demonstrate proficiency in system analysis techniques. Apply system design principles to real-world scenarios.

**CO3:** Identify and analyze common challenges and issues in the implementation and maintenance of MIS.

**CO4:** Define decision support systems (DSS) and their components; analyze the role of DSS in organizational decision-making.

**CO5:** Analyze the role of management in the successful implementation of MIS.

**CO6:** Apply case study methodologies to analyze real-world information system scenarios.

**CO7:** Identify potential security threats and vulnerabilities in information systems. Implement basic cyber security measures to protect organizational data and information.

**Unit No. 1: Management Information System**

1. Need and Objectives of MIS
2. Contemporary approaches to Management Information System (MIS)
3. Use of information for competitive advantage
4. Challenges in the development of MIS
5. Management information systems as an instrument for the organizational change

**Unit No. 2: Information, Management and Decision making**

1. Models of Decision making- Classical, Administrative and Herbert Simon's Models
2. Attributes of information and its relevance to decision making
3. Types of Information.

**Total No. of Lectures- 09**

**Unit No. 3: Systems Analysis and Design**

1. System- Meaning, Types of System
2. Systems Development Life Cycle
3. Alternative System building approaches- Prototyping model, Spiral Model, Rapid Development Tools, CASE Tools
4. Case studies on Alternative approaches to build Systems

**Total No. of Lectures- 10**

**Unit No. 4: Decision Support Systems**

1. Group Decision Support Systems
2. Executive Information Systems
3. Expert systems and Knowledge Based Expert Systems
4. Artificial Intelligence
5. Case studies on Information systems
6. Case studies on Decision Support System

**Total No. of Lectures- 10**

**Unit No. 5: Management issues in MIS**

1. Information Security and Control
2. Quality Assurance
3. Intellectual Property Rights as related to IT Services/ Product
4. Managing Global Information Systems.

**Total No. of Lectures- 09**

**Reference Books:**

1. Management Information System: Jawadekar W.S, Tata McGraw Hill
2. Management Information System: James A O'Brien, Tata McGraw Hill
3. Management Information System: Davis Olson, Mac Graw Hill
4. Management Information System: GordenDevis, Margareth H. Oison
5. Decision Support and Expert Systems- Efraim Turban
6. Information Systems for Modern Management- Robert Murdick, Joel E. Ross

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
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 –IV)

Course Title: Management Information System

Course: Management Information System

Course Code: UBBA244

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

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

Justification for the mapping

**PO1. Disciplinary knowledge**

CO2: Apply system design principles to real-world scenarios.

**PO3. Systematic research approach**

CO2: Apply system design principles to real-world scenarios.

**PO4. Ethical Decision-Making**

CO4: Define decision support systems (DSS) and their components.

**PO5. Critical attitude for lifelong learning**

CO6: Critically evaluate and compare different approaches to solving information system-related problems through case studies.

**PO6. Leadership and Teamwork**

CO6: Present and communicate findings from case studies effectively.

**PO9. Social Responsibility**

CO3: Propose strategies for addressing and mitigating MIS-related problems.

**PO10. Entrepreneurial Mindset**

CO2: Develop solutions to business problems through effective system analysis and design.

CO5: Propose strategies for effective management of MIS resources and processes.

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

**Academic Year 2023-2024**

**Human Resource Management Specialization Paper 1**

**Class: S.Y.B.B.A. (SEM- IV)**

**Course Code: UBBA245- A**

**Paper: 5**

**Course Title: HRM Functions and Practices**

**Total No of Lectures: 48**

**Credit: 03**

**A) Course objectives:**

1. To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization.
4. The functions, systems, policies and applications of Human Resource Management in organizations.
5. HR skills and their ability to assess the constraints and opportunities associated with managing employees in different socio-economic and political context.
6. An overview of theoretical foundations of key areas associated with HR development in the
7. Organizations

**B) Course Outcome:**

**CO1:** Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design

**CO2:** Competency to recruit, train, and appraise the performance of employees.

**CO3:** Rational design of compensation and salary administration

**CO4:** Ability to handle employee issues and evaluate the new trends in HRM

**CO5:** Provide innovative solutions to problems in the fields of HR

**CO6:** Be able to identify and appreciate the significance of the ethical issues in HR

**CO7:** Develop effective strategies for employee engagement, motivation, and retention



## **Unit No.1.Introduction to HRM Functions, Performance Appraisal, Training and Executive Development**

### **Unit 1 : Introduction to HRM Functions,**

1.Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods-Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal.

2. Promotion, Demotion, Transfer and Separation.

3.Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E- Training

4. Executive Development - Meaning, Definition, Objectives, Process and methods, E- Development, Difference between Training and Executive Development.

**No.of. Lecture 10**

**Unit No.2 Employee Compensation and Other Functions of HRM**

1. Employee Compensation: Meaning, Definition, Objectives, Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits.
2. Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management

**No. of. Lecture 14**

**Unit No.3 Introduction to HRM Practices, Workers Participation in Management**

1. Introduction to HRM Practices,
2. Workers Participation in Management: Definitions, objectives, Importance,
3. Forms,
4. Worker's participation in Management practices in India.

**No .of. Lecture 14**

**Unit No.4 Organisational Development**

1. Organisational Development: Concept and objectives of OD - Organisational development programme, organizational Development process power politics and ethics in OD –
2. Organizational learning organizational Development Interventions.

**No. of. Lecture 10**

**Suggested Text Books**

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. Mamoria 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

## Evaluation

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit Test-20 Marks	Fill in Blanks, One Sentence Questions (12)
Mini Project, Assignment, Presentation -20 Marks	Short Notes (12) Short Answer Question (24) Long Answer Question (12)
Total -40 Marks	60 Marks

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (SEM –IV)

**Course Title:**HRM Functions and Practices

**Course:** HRM Functions and Practices

**Course Code:** UBBA245-A

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

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

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO1:** An integrated perspective on the role of HRM in modern business includes understanding the strategic importance of HRM in achieving organizational goals and aligning HR practices with overall business strategies. This involves the ability to effectively plan human resources based on organizational needs, market trends, and future projections.

**CO2:** The competency to recruit, train, and appraise the performance of employees is crucial for HR professionals. This involves developing effective recruitment strategies, conducting thorough selection processes, and on boarding new employees.

**CO4:** HR professionals should possess the ability to handle employee issues effectively. This includes handling employee grievances, conflicts, and concerns in a fair and timely manner.

**CO5:** Providing innovative solutions to problems in the field of HR requires HR professionals to think creatively and critically. They should be able to analyse challenges and develop innovative strategies and approaches to overcome them.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** Involves the integration of various perspectives on the role of HRM in modern business. This requires critical thinking skills to understand the implications and potential impacts of different HRM strategies on the overall functioning of the business.

**CO2:** Requires the competency to recruit, train, and appraise the performance of employees. Critical thinking is needed to assess the needs of the organization and the skills and attributes required for specific positions. Problem-solving skills come into play when identifying and implementing effective training programs and evaluating employee performance.

**CO5:** Requires the ability to provide innovative solutions to problems in the field of HR. This demands critical thinking skills to identify and evaluate potential solutions, and problem-solving skills to implement and evaluate the effectiveness of these innovative approaches.

**CO6:** Emphasizes the identification and appreciation of the significance of ethical issues in HRM and the application of ethical principles in business practices. Critical thinking is required to analyze and evaluate ethical dilemmas in HRM. Problem-solving skills are needed to find ethical solutions and implement ethical practices in the organization.

## **PO3: Systematics Research Approach.**

**CO3:** The rational design of compensation and salary administration incorporates concepts such as pay structures, equity theory, and market competitiveness. Understanding these concepts and key business terms is crucial for HR professionals to develop fair and competitive compensation plans.

**CO4:** The ability to handle employee issues and evaluate new trends in HRM requires a deep understanding of management concepts such as employee relations, organizational behavior, and change management. Familiarity with key business terms in these areas enables HR professionals to address employee concerns, adapt to changing dynamics, and implement best practices.

## **PO4: Ethical Decision-making ability.**

**CO6:** This course outcome focuses on understanding the ethical issues that may arise in human resource management and being able to appreciate their significance. By understanding these ethical issues, individuals are better equipped to make ethical decisions when faced with dilemmas or difficult situations in the workplace.

## **PO5: Critical Attitude for Lifelong learning.**

**CO1:** Students are encouraged to critically analyse the various functions and responsibilities of HRM in relation to the overall organizational goals. This helps them develop a holistic understanding of HRM and its significance in business operations.

**CO2:** The competency to recruit, train, and appraise the performance of employees (CO2) requires students to constantly learn and adapt to new techniques and strategies in these areas. They need to critically assess the effectiveness of different recruitment, training, and appraisal methods and continually update their knowledge and skills to stay current with the evolving trends in HRM.

**CO3:** Understanding the principles of fair and equitable compensation practices. This requires students to critically evaluate the existing compensation models and benchmarks and stay updated with the latest industry standards. They need to develop a critical mindset to make informed decisions regarding salary administration.

**CO4:** the ability to handle employee issues and evaluate new trends in HRM (CO4) necessitates a critical approach towards understanding and resolving workplace conflicts, employee grievances, and emerging HRM trends. Students need to be open-minded and receptive to different viewpoints and adapt their knowledge and skills to address the ever-changing dynamics of the workplace.

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

**CO5:** Focuses on providing innovative solutions to problems in the field of HR. This outcome highlights the need for HR professionals to think creatively and propose innovative approaches to address complex HR challenges and improve organizational performance.

**CO6:** Emphasizes the importance of recognizing and appreciating the ethical issues in HRM. This outcome highlights the significance of ethical decision-making and behavior in HRM practices. It emphasizes the need for HR professionals to ensure fairness, integrity, and respect for employee rights and to consider the broader impact of HR decisions on stakeholders.

**PO9: Social Responsibility**

**CO3:** Rational design of compensation and salary administration is crucial for promoting social responsibility. HR professionals should ensure that employees are paid fairly, providing equitable compensation for their work. This includes considering factors such as pay equity, living wages, and benefits that promote employee well-being.

**CO5:** Providing innovative solutions to problems in the field of HR is essential for promoting social responsibility. HR professionals should continuously seek creative ways to address challenges and improve HR practices for the benefit of employees, the organization, and society as a whole. This includes finding solutions that promote diversity, inclusion, sustainability, and ethical behavior.

**PO10: Entrepreneurial Mindset**

**CO1:** The integrated perspective on the role of HRM in modern business is essential for developing an entrepreneurial mindset because it helps entrepreneurs understand how human resources can contribute to the success and growth of their ventures. By learning how to plan human resources effectively, entrepreneurs can ensure that they have the right people in the right positions to achieve their business goals

**CO3:** The rational design of compensation and salary administration is directly related to an entrepreneurial mindset as it involves understanding how to reward and motivate employees in a way that aligns with the goals of the business.

**CO5:** Providing innovative solutions to problems in the field of HR is vital for entrepreneurs who want to differentiate themselves from their competitors. By developing creative and forward-thinking HR strategies, entrepreneurs can attract and retain top talent and create a workplace culture that encourages innovation and entrepreneurship.

**CO6:** Identifying and appreciating the significance of ethical issues in HR is essential for entrepreneurs who want to build a sustainable and socially responsible business. By understanding the ethical implications of HR practices, entrepreneurs can ensure that they treat their employees fairly and ethically, which in turn leads to higher employee satisfaction and loyalty.

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

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM –IV)**

**Course Code: UBBA246- A**

**Paper:6**

**Course Title: Employee Recruitment and HR Record Management (System +Desertation)**

**Total No of Lectures:48**

**Credit: 03**

### **B) Course objectives:**

1. To study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management.
3. To understand the principles and best practices of employee recruitment
4. To develop the skills to effectively manage employee records
5. To enhance communication and interpersonal skills
6. To improve organizational efficiency and effectiveness

### **B) Course Outcome**

**CO1:** Able to effectively use various recruitment tools and techniques to attract and select qualified candidates for job openings.

**CO2:** Develop the skills necessary to conduct interviews and assessments to evaluate potential employees' skills, qualifications, and fit with an organization.

**CO3:** Understand the legal and ethical considerations in employee recruitment, including guidelines for conducting pre-employment background checks and drug testing.

**CO4:** Able to develop and implement strategies for employee retention, including onboarding and orientation programs.

**CO5:** Understand the importance of maintaining accurate and up-to-date employee records, and will learn how to effectively manage employee records in compliance with relevant laws and regulations.

**CO6:** Able to analyse employee data and use it to make informed decisions regarding employee performance, training needs, and organizational development.

**CO7:** Understanding the importance of effective recruitment and selection strategies, developing skills to attract and retain top talent, and mastering record management techniques to ensure compliance and accuracy in HR documentation.

### **Unit No.1. Manpower Planning and Forecasting**

1. Manpower planning, Meaning, Definition, Need, Objectives, Levels, Importance,
2. Process, Techniques of Manpower Forecasting,
3. Factors influencing estimation of Manpower,
4. Barriers to Manpower Planning

**No. of Lectures 10**

### **Unit No.2 Recruitment and Selection**

1. Recruitment: Meaning, Definition, Need,
2. Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages,
3. Traditional and New Methods of Recruitment- E-Recruitment, Talent Acquisition,
4. Difference between Recruitment and Talent Acquisition.
5. Selection: Meaning, Definition, Process, Difference between Recruitment and Selection,

**No.of Lectures 14**

### **Unit No.3 Employee Record Management**

1. Meaning, Definition
2. Essentials of a Good Record Principles of Record Keeping,
3. Precautions in Maintaining Records,
4. Importance of Employee records,
5. Types of Employee records.

**No.of Lectures 14**

### **Unit No.4**

Practical - Course Contents (students can perform the project in the group or individual and can opt five topics from the list.

**No. of Lectures 10**



### **Suggested Text Books**

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. Mamoria 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

### **Evaluation**

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

### **Dissertation Guide Lines-**

1. Student Should Collect the Primary Data for Dissertation relevant to their topic.
2. Minimum 30 Sample size is Required
3. Minimum 10 Questions Questionnaire is Required
4. Student Should Prepared Spiral Binding Project Report

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (SEM –IV) **Course Title:** Employee Recruitment and HR Management

**Course:** Employee Recruitment and HR Management **Course Code:** UBBA246-A

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

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

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO1:** This course outcome is related to disciplinary knowledge as it requires knowledge of various recruitment tools and techniques that are specific to the field of human resources. Students will need to understand which tools and techniques are most effective for attracting and selecting qualified candidates in their specific industry.

**CO2:** This course outcome is related to disciplinary knowledge as it requires knowledge of the skills and qualifications that are necessary for different job positions within a specific industry. Students will need to develop the ability to assess and evaluate potential employees' skills and qualifications based on the specific requirements of their industry.

**CO3:** This course outcome is related to disciplinary knowledge as it requires knowledge of the legal and ethical considerations in employee recruitment. Students will need to understand the legal guidelines for conducting pre-employment background checks and drug testing in their specific industry.

**CO4:** This course outcome is related to disciplinary knowledge as it requires knowledge of effective strategies for employee retention. Students will need to understand the specific factors that contribute to employee turnover in their industry and be able to develop and implement strategies to improve employee retention.

**CO5:** This course outcome is related to disciplinary knowledge as it requires knowledge of the laws and regulations around employee recordkeeping. Students will need to understand the specific requirements for managing employee records in their industry to ensure compliance with relevant laws and regulations.

**CO6:** This course outcome is related to disciplinary knowledge as it requires knowledge of employee data analysis and its application to decision-making. Students will need to understand how to analyze employee

performance data, identify training needs, and use this information to make informed decisions for organizational development in their specific industry.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** The ability to effectively use various recruitment tools and techniques requires critical thinking to analyze and determine which methods will attract the most qualified candidates for job openings. Problem-solving skills are needed to identify potential challenges in the recruitment process and develop strategies to overcome them.

**CO2:** Developing the skills necessary to conduct interviews and assessments involves critical thinking to evaluate potential employees' skills, qualifications, and fit with an organization. Problem-solving skills are needed to address any issues or challenges that may arise during the interview and assessment process.

**CO5:** Understanding the importance of maintaining accurate and up-to-date employee records requires critical thinking to understand the implications and potential consequences of inaccurate or outdated records. Problem-solving skills are needed to identify and implement processes or systems that ensure compliance with relevant laws and regulations.

**CO6:** The ability to analyse employee data and use it to make informed decisions regarding employee performance, training needs, and organizational development requires critical thinking to interpret and evaluate the data. Problem-solving skills are needed to identify areas for improvement, determine appropriate actions, and monitor the impact of those actions.

## **PO3: Systematic Research Approach**

**CO2:** Understanding how to evaluate potential employees' skills, qualifications, and fit with an organization is essential for making informed decisions in the hiring process, which is a key aspect of management.

**CO4:** Understanding how to create on boarding and orientation programs aligns with the management concept of creating a positive organizational culture and fostering employee engagement.

## **PO4: Ethical Decision-making ability.**

**CO2:** Ethical decision-making in this context involves following established interview protocols, avoiding biased questioning or evaluations, and respecting candidates' privacy and confidentiality.

**CO3:** Ethical decision-making in this area involves ensuring that these checks are conducted in a fair, non-discriminatory manner and only when necessary for the job role. It also involves maintaining confidentiality and privacy rights of candidates during these processes.

**CO6:** Analysing employee data to make informed decisions regarding performance, training needs, and organizational development requires ethical decision-making.

## **PO5: Critical Attitude for Lifelong learning.**

**CO1:** The ability to effectively use various recruitment tools and techniques requires a critical attitude for lifelong learning because it involves staying updated on current trends and technologies in the field of recruitment.

**CO4:** The ability to effectively use various recruitment tools and techniques requires a critical attitude for lifelong learning because it involves staying updated on current trends and technologies in the field of recruitment

**CO6:** Analyzing employee data and using it to make informed decisions regarding employee performance, training needs, and organizational development requires a critical attitude for lifelong learning because it involves continuously seeking and analyzing relevant data, identifying trends and patterns, and applying them to improve employee performance and organizational effectiveness.

## **PO6: Leadership and Teamwork**

**CO1:** Leadership and teamwork are important in the recruitment process as leaders need to effectively use recruitment tools and techniques to attract and select qualified candidates.

**CO3:** Leadership and teamwork are critical in considering the legal and ethical considerations in employee recruitment. Leaders must ensure their team is aware of and follows guidelines for conducting pre-employment background checks and drug testing.

**CO4:** Leadership and teamwork are vital in developing and implementing strategies for employee retention, including onboarding and orientation programs. Leaders must lead their team in ensuring new employees feel welcomed and supported.

**CO6:** Leadership and teamwork are important when analysing employee data and making informed decisions regarding employee performance, training needs, and organizational development. Leaders must work with a team to analyse the data and collaborate on making decisions and implementing changes.

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

**CO4:** Developing and implementing strategies for employee retention, including onboarding and orientation programs, must take into account the cultural and political factors present in different countries. Different cultures may have different expectations and preferences when it comes to onboarding and orientation, and organizations must be sensitive to these differences in order to effectively retain employees in a global context.

**CO5:** Maintaining accurate and up-to-date employee records in compliance with relevant laws and regulations is crucial in a global context. Different countries have different data protection laws and regulations, and organizations operating globally must ensure that they are compliant with the laws in each country in which they operate. Failure to comply with these laws can lead to legal issues and reputational damage.

## **PO9: Social Responsibility**

**CO3:** Understanding the legal and ethical considerations in employee recruitment, including guidelines for conducting pre-employment background checks and drug testing, relates to social responsibility by ensuring that organizations are treating all candidates fairly and not discriminating against certain individuals. This helps to promote equality and fairness in the hiring process, which is a socially responsible practice.

**CO4:** The ability to develop and implement strategies for employee retention, including onboarding and orientation programs, relates to social responsibility by creating a positive work environment and culture where employees feel valued and supported. This helps to promote employee well-being and job satisfaction, which is a socially responsible practice.

**CO6:** The ability to analyze employee data and use it to make informed decisions regarding employee performance, training needs, and organizational development relates to social responsibility by promoting continuous improvement and development within the organization.

## **PO10: Entrepreneurial Mindset**

**CO2:** Developing the skills necessary to conduct interviews and assessments aligns with an entrepreneurial mindset as entrepreneurs need to continuously evaluate the skills and qualifications of potential employees to ensure they have the right talent to drive their business forward.

**CO3:** Understanding the legal and ethical considerations in employee recruitment, including conducting pre-employment background checks and drug testing, is crucial for entrepreneurs. They need to be aware of and comply with relevant laws and regulations to protect their business and maintain a reputation of fairness and ethical behaviour.

**CO4:** Developing and implementing strategies for employee retention, including onboarding and orientation programs, is vital for entrepreneurs as they invest time and resources into training and integrating employees into

their organizations. Retaining skilled and motivated employees is essential for the long-term success and growth of their ventures.

**CO5:** Maintaining accurate and up-to-date employee records is crucial for entrepreneurs who need to have access to timely and accurate information to make informed decisions. An entrepreneurial mindset involves being proactive and organized in managing employee records, ensuring compliance with laws and regulations, and using this data effectively to drive performance and growth.

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

**Academic Year 2023-2024**

**Class: S.Y.B.B.A.( SEM –IV)**

**Course Code: UBBA245-B**

**Paper :5**

**Course Title: Business Taxation**

**Total No of Lectures:48**

**Credit: 03**

### **A)Course Objectives:**

1. To understand the basic concepts and definitions under the Income Tax Act, 1961.
2. To update the students with latest development in the subject of taxation.
3. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.
4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
5. To prepare students Competent enough to take up to employment in Tax planner.
6. To develop ability to calculate taxable income of firms, co-operative societies and charitable trust.

### **B) Course Outcomes**

**CO1:** The outcome of this course is to enable the students to acquire sound knowledge of calculation of Direct and Indirect Tax.

**CO2:** Acquire the complete knowledge of basic concepts of income tax

**CO3:** Understand the concept of exempted incomes.

**CO4:** Understand the provisions of agricultural income

**CO5:** Calculate Residential status of a person.

**CO6:** Identify and comply with the relevant provisions of the Income Tax Act as it relates to the income tax of individuals

**CO7:** Compute the income under the head "Income from Salary"

**CO8:** Compute income under the head "Income from House Property"

**CO9:** Compute income under the head "Income from Business or Profession"

## **Unit No 1:Income Tax Act -1961**

1.1 Income Tax Act -1961 (Meaning, Concepts and Definitions)

1.2History of Income Tax in India, Fundamental concepts and definitions under Income Tax Act 1961,

1.3 Canons of Taxation,

1.4 Objectives of Income Tax,

1.5 Taxation structure in India

1.6 Concept and definitions- Income, Person, Assesse, Assessment year, Previous year, Residential Status of an Assessed. Permanent Account Number (PAN)-Uses & Benefits.

**.No. of Lectures 10**

## **Unit No2: Computation of Taxable Income under the different heads of Income**

2.1 Income From Salary: Definition and meaning of salary, Allowances- fully exempt, fully taxable, partially taxable, Perquisites - meaning, valuation and taxability, Concept and taxability of Gratuity, Provident Fund, Calculation of income from salary (Theory and Problems)

2.2 Income from House Property: Basis of Chargeability-Annual Value- Self occupied and let out property- Deductions allowed. (Theory and Problems).

2.3 Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed (Theory and Problems). Chargeability- Meaning and concept of Short term and long-term capital gains- permissible deductions (Theory and problems).

2.4 Capital Gains: Chargeability- Meaning and concept of Short term and long- term capital gains-permissible deductions (Only Theory).

2.5 Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction, Bond Washing Transactions and Dividend Stripping (Sec.94). (Theory only).

**No. of Lectures 14**

**Unit No3: Computation of Total Taxable Income & Filing of Online ITR.**

3.1 Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year.

Form 26 AS- Uses

3.2 Various types of ITR,

3.3 Procedure to file various online ITRs.

3.4 Refund of Tax.

**No.of Lectures 12**

**Unit No 4: Introduction of GST**

4.1 An Overview of Indirect Tax before GST

4.2 Concept of Goods and Service Tax ,Applicability of GST

4.3 Registration of GST

4.4 Concepts of SGST, UTGST, CGST &IGST

4.5 GST Rate Structure

4.6 Point of Taxation, Value of Supply

4.7 Input Credit Mechanism in GST

4.8 Calculation of SGST, UTGST, CGST &IGST.

4.9 Payment of Goods and Service Tax.

**No. of Lectures 12**

**Notes:**

1. Amendments made prior to commencement of Academic Year in the above act should be considered.
2. Theory questions will carry 50% marks.
3. Problems will carry 50 % marks.

**Evaluation -**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
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	
<b>Total – 40 Marks</b>	<b>Total-60 Marks</b>



**Recommended books:**

1. Indian Income Tax Act--H.C.Malhotra
2. Practical Approach to Income Tax-- Dr.Girish Ahuja and Dr. Ravi Gupta.
3. Income Tax Act –R. N. Lakhotia
4. Students guide to Income Tax.--Dr.Vinod Singhnia./ Dr. Monica Singhnia.
  
5. Income Tax.--Dr.GirishAhuja and Dr.RaviGupta , -Bharat Prakashan.
6. Indian Income Tax Act.--Dr.Vinod Singhnia.

## Choice Based Credit System Syllabus (2022Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV)    **Course Title:** Business Taxation

**Course:** Business Taxation

**Course Code:**UBBA-245[B]

**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	1	1							
CO2	2	1	1							
CO3	1									
CO4	1									
CO5	1									
CO6	1			1	1					3
CO7						3				
CO8						3				
CO9						3				

### Justification for Mapping

#### PO1: Disciplinary Knowledge

**CO1:** Understanding tax calculations is crucial for accurate financial reporting. The ability to calculate direct and indirect taxes ensures that financial statements are prepared in compliance with relevant regulations, providing stakeholders with accurate and reliable information.

**CO2:** Tax considerations are integral to financial decision-making. Knowledge of direct and indirect taxes allows individuals to assess the financial implications of different business strategies, investments, and financing options, enabling sound financial management.

**CO3:** Taxation can have an impact on pricing strategies and product positioning. Understanding tax implications helps in making informed marketing decisions, considering the overall cost structure and pricing competitiveness in the market.

**CO4:** Managers need to make decisions that consider the financial implications, including taxes. Knowledge of direct and indirect taxes empowers managers to make strategic decisions that align with the organization's financial goals and comply with legal requirements.

**CO5:** Taxation is a significant aspect of economic policies and planning. Understanding how taxes are calculated and their impact on businesses contributes to a broader understanding of economic dynamics and policies.

**CO6:** Compensation and benefits are subject to taxation. Human resource professionals need to be aware of the tax implications of various compensation structures and benefits packages to ensure compliance with tax laws and regulations.

## **PO2: Critical Thinking and Problem Solving**

**CO1:** Ethical decision-making in taxation is not only about adhering to the letter of the law but also about upholding the spirit of fairness, transparency, and social responsibility. Consulting with a tax professional and staying informed about changes in tax laws are crucial steps in making ethical decisions related to income tax.

**CO2:** A solid understanding of basic income tax concepts is integral to the effective functioning of businesses. It enables informed decision-making, accurate financial reporting, and compliance with tax regulations, contributing to the overall financial health and sustainability of the business.

## **PO3: Systematic research approach**

**CO1:** Critical thinking and problem-solving skills enhance the overall learning experience in a tax course by enabling students to analyse, interpret, and apply tax concepts effectively in real-world scenarios. These skills are essential for developing a comprehensive understanding of direct and indirect tax and mastering the calculation of income tax.

**CO2:** Critical thinking involves the ability to analyse information and evaluate its relevance. In the context of tax courses, students need to critically examine tax regulations, amendments, and related legal documents to understand the intricacies of both direct and indirect taxes.

## **PO4: Ethical Decision Making**

**CO6:** Ethical decision-making in taxation is not only about adhering to the letter of the law but also about upholding the spirit of fairness, transparency, and social responsibility. Consulting with a tax professional and staying informed about changes in tax laws are crucial steps in making ethical decisions related to income tax.

## **PO5: Critical Attitude for Life Long Learning**

**CO6:** life-long learning plays a crucial role in navigating the complex landscape of income tax regulations. It enables individuals to stay informed, adapt to changes, enhance their understanding, mitigate risks, and uphold ethical standards, all of which are essential elements in identifying and complying with the relevant provisions of the Income Tax Act.

## **PO6: Leadership and Teamwork**

**CO7: Income from Salary:** To compute income from salary, you need to consider your basic salary, allowances, perquisites, and any other benefits. Subtract any deductions allowed under the Income Tax Act, such as standard deduction and professional tax.

**CO8: Income from House Property:** To compute income from house property, you need to determine the annual value of the property. Deduct municipal taxes paid and 30% of the annual value. Additionally, deduct any interest paid on loans taken for the property.

**CO9:** As for the third part of your question about leadership and teamwork, it appears unrelated to income computation. Leadership and teamwork are typically qualities or skills associated with individuals in a professional or personal context, and they don't directly impact the computation of income for tax purposes.

Income from business and profession can vary significantly from one jurisdiction to another. Therefore, individuals and entities should seek advice from tax professionals or financial advisors to ensure compliance with the relevant laws and regulations in their specific location.

## **PO10: Entrepreneurial Mindset**

**CO6:** Identifying and complying with income tax provisions require a proactive approach. Entrepreneurs need to stay informed about changes in tax laws and regulations to ensure compliance.

Tax laws can change, and entrepreneurs must adapt to these changes. Staying informed about updates to the Income Tax Act is essential for maintaining compliance.

The entrepreneurial mindset and the responsibility to identify and comply with the Income Tax Act are closely aligned. Both involve proactive decision-making, risk management, financial understanding, ethical conduct, adaptability, and a long-term perspective. Entrepreneurs who integrate these aspects into their business practices are better positioned for sustainable success.

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

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM –IV)**

**Course Code: UBBA246-B**

**Paper:6**

**Course Title:Financial Services and Dissertation**

**Total No of Lectures:48**

**Credit: 03**

### **A) Course objectives:**

1. To study in detail various financial services in India
2. To make the students well acquainted regarding financial markets
3. To make the student well-acquainted regarding capital budgeting techniques
4. To give a perspective of the Indian banking & insurance system
5. To understand recent trend in accounting & finance
6. To study the role of RBI and IRDA as regulatory authority.

### **B) Course Outcomes:**

**CO1:** Understand the different types of financial services available in India.

**CO2:** Demonstrate a comprehensive understanding of financial markets in India.

**CO3:** Apply various capital budgeting techniques to analyze investment opportunities.

**CO4:** Analyze the role of insurance in risk management and financial planning.

**CO5:** Analyze the impact of emerging technologies on accounting and financial practices

**CO6:** Understand the regulatory functions of the Reserve Bank of India (RBI) and the Insurance Regulatory and Development Authority (IRDA).

**CO7:** They will be proficient in analysing financial statements, assessing risk, and making informed investment decisions.

### **Unit No. 1 Indian Financial System: An Overview**

- 1.1 Introduction to Financial System
- 1.2 Structure of Financial System - Financial Institutions, Financial Markets, Financial Instruments and Financial Services
- 1.3 Overview of Indian Financial System since 1991
- 1.4 Financial Intermediaries in Financial System: - Merchant Bankers, Underwriters, Depositories, Brokers, Sub brokers, Bankers etc

**Total No. of Lectures- 12**

## **Unit No. 2 Introduction to Financial Markets**

- 2.1 Capital Market- Primary Market, Secondary Market  
Stock Exchanges in India – Introduction,  
NSE, BSE, OTCEI
- 2.2 Role of SEBI as a regulatory authority
- 2.3 Introduction to Derivatives, Futures and Options
- 2.4 Money Market – Introduction, Money Market instruments –  
Call and Notice money market, Treasury Bill, Commercial  
Papers, Certificate of Deposits, Money Market Mutual Fund,
- 2.5 Difference between Money Market and Capital Market

## **Unit No. 3: Financial Services in India**

- 3.1 Mutual Fund
- 3.2 Factoring & Forfeiting
- 3.3 Credit rating, Venture Capital

**Total No. of Lectures-08**

## **Unit No. 4 Insurance Sector in India: -**

- 4.1 Introduction Insurance Sector in India
- 4.2 Structure of Insurance Sector in India.

**Total No. of Lectures- 12**

#### 4.3 Role of IRDA as a Regulatory Authority

**Total No of Lectures- 06**

#### **Unit No. 5 Recent Trends in Accounting and Finance**

- 5.1 Zero Base Budgeting
- 5.2 Inflation Accounting
- 5.3 Human Resource Accounting
- 5.4 Activity Based Costing
- 5.5 Mergers and Acquisition

**Total No. of Lectures- 10**

#### **Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>								
<p><b>Project</b> <b>20 Marks</b> Computers in Banking and Financial Institutes Concept of Core Banking Details , standalone system and new integrated system</p> <ul style="list-style-type: none"><li>• Basics of Banking Software , Web server technology , Standards for Core Banking Software</li><li>• General Guidelines for using software, Cloud Security</li><li>• Online banking , internet banking UPI payments and Payment gateways , Security aspects for the same.</li><li>• Demo on free online banking software by using Projects</li></ul> <p>For Example - Collect information <b>There are three core banking software/systems used by different banks in India.</b></p> <p><b>Project Viva</b> <b>20 Marks</b></p>	<table><tr><td>Fill in the blanks-</td><td>12 Marks</td></tr><tr><td>Short Notes</td><td>12 Marks</td></tr><tr><td>Short Question Answer</td><td>24 Marks</td></tr><tr><td>Long Question Answer</td><td>12 Marks</td></tr></table>	Fill in the blanks-	12 Marks	Short Notes	12 Marks	Short Question Answer	24 Marks	Long Question Answer	12 Marks
Fill in the blanks-	12 Marks								
Short Notes	12 Marks								
Short Question Answer	24 Marks								
Long Question Answer	12 Marks								
<b>Total – 40 Marks</b>	<b>Total-60 Marks</b>								

#### **Reference Books:**

1. KohakMA :- *Financial Services*
2. L M Bhole and Jitendra Mahakut – *Financial Institutions and Markets*
3. G. M. Dumbre – *Modern Banking, Success Publications, Pune.*
4. S. S. Shete – *Financial Marketing and Institutions in India, Success Publications, Pune.*
5. Dr. S Gurusamy :- *Essentials of Financial Services*
6. M Y Khan:- *Indian Financial System*
7. Rajesh Kothari:- *Financial Services in India , Concept and Application*

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV)

**Course Title:** Financial Services

**Course:** Financial Services

**Course Code:** UBBA246- 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	PO 10
CO1	2									
CO2						2				2
CO3			2							
CO4		3							1	
CO5					2			1		
CO6							2			
CO7	2									

### Justification for the mapping

#### PO1:Disciplinary Knowledge

**CO1:** Students will apply their knowledge of financial services by analysing the functions and roles of financial services in the Indian economy.

**CO7:** This directly aligns with the ability to apply financial knowledge to analyse statements and make investment decisions, demonstrating practical application.

#### PO2:Critical Thinking and Systematics Approach

**CO4:** Students will gain an understanding of business functions by analysing the structure and functioning of the Indian banking system and the role of insurance in risk management.

#### PO3:Systematic Research Approach

**CO3:** Students will use critical thinking by critically evaluating and comparing different capital budgeting methods and applying various capital budgeting techniques to analyse investment opportunities.

#### PO5:Critical attitude for Life Long Learning

**CO5:** Students will develop a critical attitude by analysing the impact of emerging technologies on accounting and financial practices and staying updated on recent developments and trends in accounting and finance.

#### PO6: Leadership and Teamwork

**CO2:** Students will develop leadership and teamwork skills by demonstrating a comprehensive understanding of financial markets in India and analysing the functioning of different financial instruments within the markets.



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

**CO6:** Students will apply their knowledge in various disciplines by understanding the regulatory functions of the Reserve Bank of India (RBI) and the Insurance Regulatory and Development Authority (IRDA) and evaluating the impact of regulatory policies on the financial sector.

**PO8: Business Management Skill**

**CO5:** Students will engage in professional development activities by applying knowledge of recent trends in real-world financial scenarios.

**PO9. Social Responsibility**

**CO4:** Students will understand social responsibility by evaluating the role of insurance in risk management and financial planning.

**PO10. Entrepreneurial Mindset**

**CO2:** Students will develop an entrepreneurial mindset by evaluating the role of financial markets in the overall economic development.

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

**Academic Year 2023-2024**

**Class: S.Y.B.B.A.( SEM –IV)**

**Course Code: UBBA245-C**

**Paper:5**

**Course Title: Advertising and Sales Promotions**

**Total No of Lectures:48**

**Credit: 03**

## **A) Course objectives:**

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

## **B) Course Outcomes:**

**CO1:** Demonstrate a basic understanding for personal sale

**CO2:** Analyse Recent Trends in Advertisement Management

**CO3:** Apply Tools and techniques for effective Sales Management

**CO4:** Evaluate Sales Performance at the Organisational and Individual Levels

**CO5:**Demonstrate Advanced Interpersonal Communication Skills.

**CO6:** Apply Motivational Techniques in Sales Contexts:

**CO7:**Synthesize Interpersonal and Motivational Skills for Sales Success

## **Unit No 1. Integrated Marketing Communication:**

- 1.1 Integrated Marketing Communication, Evolution of Integrated Marketing Communication,
- 1.2 Role of IMC in creating brand identity, brand equity, and customer franchise,
- 1.3 Communication Process, Promotional Mix: Tools for IMC, The IMC Planning Process, Global IMC.
- 1.4 The Value of IMC plans – information technology, changes in channel power,
- 1.5 Increase in competition, brand parity, integration of information, decline in the effectiveness of mass-media advertising.

**Total No. of Lectures- 10**

## **Unit No 2. Advertising- Part 1:**

- 2.1 Definition, History, Roles and Functions of Advertising, Types of Advertising,

Steps in Development of Advertisement.

- 2.2 Advertising Design: Appeals, Message Strategies & Execution Framework:  
Advertising Design, Advertising Theory, Types of Advertising Appeals,  
Structure of an Advertisement, Message Strategies, Cognitive strategies,  
Execution Strategies, Creating an Advertising, Advertising Effectiveness.
- 2.3 Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print,  
Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web,  
Tips for writing good web content.

**Total No. of Lectures- 10**

### **Unit No 3. Advertising- II:**

- 3.1 Media Planning and Strategies: Growth and Importance of Media,  
Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives,  
Developing and Implementing Media Strategies, Evaluating the effectiveness.
- 3.2 Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers,  
Magazines, Factors to consider for magazine advertising, Packaging,  
Out-of-home Advertising, Directory Advertising.
- 3.3 Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium,  
Television as Medium, Internet Advertising, Email Advertising.

**Total No. of Lectures- 10**

### **Unit No 4. Sales Promotion:**

- 4.1 Scope and Role of Sales Promotion, Growth of Sales Promotion,
- 4.2 Consumer Oriented Sales Promotion, Techniques in Sales Promotion,
- 4.3 Trade Oriented Sales Promotion, Coordinating sales promotion and advertising;
- 4.4 Sales promotion abuse; Personal selling.

**Total No. of Lectures- 8**

### **Unit No 5. Public Relations, Publicity and Corporate Advertising:**

- 5.1 Definition of Public Relations, Publicity and Corporate Advertising;
- 5.2 Difference between public relations and advertising, Functions of Public Relations.
- 5.3 Creating positive image building activities; Preventing or reducing image damage.
- 5.4 Sponsorship and Event marketing; Role of internet in Public Relations, Publicity,
- 5.5 Advantages and Disadvantages of Publicity.

**Total No. of Lectures- 10**

**Suggested Text Books**

1. Advertising and Promotion, Belch, George and Belch, Michael, Tata McGraw Hill, New Delhi.
2. Integrated Advertising, Promotion and Marketing Communication, Clow, Kenneth & Black, Donald, Pearson Education, New Delhi.
3. Advertising Management, Jethwaney, Jaishree and Jain, Shruti, Oxford University Press, New Delhi.
4. Advertising and Promotions, Semenik Allen, Cengage Learning
5. Advertising and Promotion, SHH Kazmi, SatishBatra, Excel Books
6. Advertising and Promotions, Shah, D'Souza, Tata McGraw Hill

**Suggested Reference Books:**

1. Integrated Marketing Communication, Tom Duncan, McGraw-Hill
  2. Integrated Marketing Communication: Trends and Innovations, Shridha Jain, Global India Publications
  3. IMC, The Next Generation, Don
- .

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of program outcome with course outcome.

**Class:** SYBBA (Sem -IV) **Course Title:** Advertising and sales promotion

**Course:** Advertising and sales promotion **Course Code:** UBBA245 C

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

### Justification for Mapping

#### **PO1: Disciplinary knowledge.**

**CO1:** Understanding personal sales is crucial for business professionals. It aligns with the disciplinary knowledge required for effective business operations, making it a foundational element.

#### **PO2: Critical Thinking and Problem Solving.**

**CO2:** Analysing recent trends in advertisement management requires critical thinking and problem-solving skills to adapt to dynamic market changes and devise effective strategies.

**CO3:** The application of tools and techniques in sales management involves critical thinking to choose the right methods and solve complex challenges in the sales domain.

**CO4:** Evaluation demands critical thinking to assess the effectiveness of sales strategies and identify areas for improvement at both organizational and individual levels.

#### **PO3: Systematic Research Approach.**

**CO2:** Analysing trends requires a systematic research approach to gather, analyze, and interpret data effectively, contributing to the development of critical thinking and research skills.

#### **PO4: Ethical decision-making ability.**

**CO3:** Ethical decision-making is essential in sales management, as professionals need to make choices aligned with ethical standards when applying tools and techniques in the sales context.

#### **PO5: Critical Attitude for lifelong learning.**

**CO5:** Developing advanced interpersonal communication skills encourages a critical attitude towards lifelong learning, as effective communication is a skill that can continuously be refined and improved.

**PO6: Leadership and team work skills**

**CO6:** Applying motivational techniques in sales requires leadership and teamwork skills to inspire and collaborate with the sales team, aligning with the development of leadership and teamwork skills.

**CO7:** Synthesizing interpersonal and motivational skills enhances leadership and teamwork abilities, contributing to the overall development of leadership and teamwork skills.

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

**CO2:** Analysing recent trends in advertisement management involves considering political, cultural, and legal issues, helping students understand their impact on business organizations globally.

**PO8: Professional network and developed an understanding of Business environment.**

**CO3:** The application of tools and techniques in sales management aligns with business management skills, as it involves managing sales processes and strategies within an organizational context.

**PO9: Social Responsibility**

**CO4:** Evaluating sales performance includes considering social responsibility, as businesses need to assess their impact on society and make responsible decisions at both organizational and individual levels.

**PO10: Entrepreneurial mind set**

**CO6:** Applying motivational techniques in a sales context encourages an entrepreneurial mindset, as it involves fostering creativity, innovation, and a proactive approach towards achieving sales success.

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

**Academic Year 2023-2024**

**Class: S.Y.B.B.A. (SEM- IV)**

**Course Code: UBBA246-C**

**Paper :6**

**Course Title: Digital Marketing and Dissertation**

**Total No of Lectures:48**

**Credit: 03**

**A) Course Objectives:**

1. To Provide Insights into All Functional Digital Marketing:
2. To Give a Perspective of the Indian Digital Scenario:
3. To Identify the Paradigm Shifts in Digital Business with the Increasing Scope of Technology in e-business.
- 4.To understand traffic and leads to website.
5. To study Facebook marketing fundamentals.

**B) Course Outcomes:**

**CO1:** Understand the concept of digital marketing and its real-world iterations.

**CO2:** Understand how to create and run digital media-based campaigns.

**CO3:** Identify and utilise various tools such as social media

**CO4:** Identify effectiveness of Email Marketing and various Email software and tools used in Digital Marketing.

**CO5:** Understanding of Google Ad words

**CO6:** Helps in increase in businesses with the help Digital Marketing platform.

**CO7:** In-depth knowledge of creating website and auditing website.

**Unit No. 1: Introduction to Digital Marketing**

1.1 Concept and Meaning of Digital Marketing, Digital Marketing Process

1.2 Meaning of Visibility, Increasing Visibility, Types of Visibility, and Examples of Visibility

1.3 Concept of Engagement, Visitor Engagement, its Importance, and Examples of Engagement. Bringing Targeted Traffic

1.4 Inbound and Outbound Marketing

1.5 Converting Traffic into Leads, Types of Conversion

1.6 Understanding the Conversion Process, Tools of Digital Marketing

**Total Number of Lectures: 12**

## Unit No 2. Digital Marketing Planning and Structure

2.1 Inbound vs. Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.

2.2 WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One-Page Website, Strategic Design of Home Page, Strategic Design of Products & Services Page, Strategic Design of Pricing Page, Portfolio, Gallery, and Contact Us Page, Call to Action (Real Engagement Happens), Designing Other Pages, SEO Overview, Google Analytics Tracking Code, Website Auditing, Designing WordPress Website.

**Total No.of Lectures-`12**

## Unit No. 3: Social Media Marketing

1.1 Introduction of Social Media Marketing, Procedure, and Fundamentals 1.2 Facebook Marketing 1.3 Google AdWords 1.4 YouTube Marketing 1.5 Email Marketing 1.6 Content Writing

**Total No.ofLectures-12**

## Unit No. 4: Computer Laboratory Work

4.1 Creating Search Engine Campaign Ads and Creating Display Campaign 4.2 Optimizing Display Campaign 4.3 Creating Facebook Advertising Campaign and other social media campaign Create Remarketing Campaign 4.4 PR, Digital Marketing, Event Management, Advertising 4.5 Packaging, Product Design, Trade Shows, Sponsorship, etc. Users Interfere and Users Experience Use of Marketing Communication tools effectively 4.6 Prepare the MARCOM strategy

**Total No. ofLectures-12**

## Reference books:

Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising" by Cory Rabazinsky.

"Email Persuasion: Captivate and Engage Your Audience, Build Authority, and Generate More Sales With Email Marketing" by Ian Brodie.

"Social Media Marketing All-In-One for Dummies" by Jan Zimmerman

Debora

## Evaluation

Internal Evaluation	External Evaluation
Dissertation Project(20) Viva(20)	Fillintheblanks, TrueandFalse(12) short notes(12) Short answer question(24) Longanswer questions(12)
40	60

**Instruction for Dissertation project:-**



Dissertation project must be on Primary Data

MinimumSampleSizeRequiredforthisDissertationprojectis30

Questioner is required for this Dissertation project

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** FYBBA (Sem –IV)

**Subject:** Digital Marketing+ Dissertation Studie

**Course:** Digital Marketing+ Dissertation

**Course Code:** UBBA246-C

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

### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO6:** It implies an understanding of how digital marketing strategies can be implemented to increase businesses, which encompasses various aspects of business operations and management.

#### PO2: Critical Thinking and Problem Solving

**CO1:** Understanding the concept of digital marketing requires a grasp of how digital strategies integrate with and impact various business functions. It involves recognizing the role of digital marketing within the broader business context, which aligns with the goal of understanding business functions.

**CO7:** Creating a website and auditing a website involve aspects related to business functions, especially in the context of marketing and potentially human resource management

#### PO3: Systematic Research Approach

**CO2:** Involve a level of critical thinking, analysis, and understanding of the digital marketing landscape. Students need to navigate through concepts, real-world applications, and campaign creation, which often requires systematic research and decision-making processes.

**PO5: Critical Attitude for Lifelong learning.**

**CO1:** Understanding the concept of digital marketing and learning how to create and run digital media-based campaigns involve ongoing learning and adaptability.

**CO2:** Developing a critical attitude for life-long learning is crucial in a rapidly evolving field like digital marketing, where staying current with industry trends and tools is essential for success.

**PO8: Business management skills**

**CO6:** Focuses on the business impact of digital marketing, it indirectly implies a connection to professional development and networking within the business environment.

**PO10: Entrepreneurial Mindset**

**CO6:** Implies that students are equipped with the skills to leverage digital marketing platforms for business growth, which aligns with the entrepreneurial mindset of identifying and pursuing opportunities.

## **SYLLABUS FOR S.Y.B.B.A (w.e. From June 2023)**

**Academic Year 2023-2024**

### **Service Sector Management Specialization Paper 1**

**Class: S.Y.B.B.A (SEM- IV)**

**Course Code: UBBA245 D**

**Paper :5**

**Course Title: Banking and Insurance Management**

**Total No of Lectures:48**

**Credit: 3**

**No. of Lectures: 48**

#### **A)Course objectives:**

1. To create the awareness among the students of Indian banking and insurance services offered.
2. To enables students to understand the various services& other developments in the Indian banking and Insurance service sector.
3. To provide students insight into Functions & Role of modern services offered to cater the current needs.
4. To enable students to understand the various digital platforms offered by Banking and Insurance sector to cater the emerging trends.

#### **A)Course Outcomes:**

**CO1:** Students will demonstrate a comprehensive understanding of the various banking and insurance services offered in India, including their features, functions, and significance in the financial landscape.

**CO2:** Students will stay abreast of the latest developments in the Indian banking and insurance sectors, gaining insight into regulatory changes, technological advancements, and other factors shaping the industry.

**CO3:** Upon completion of the course, students will be able to analyze and explain the functions and roles of modern banking and insurance services, with a focus on meeting the evolving needs of customers in the contemporary financial environment.

**CO4:** Students will acquire a deep understanding of the various digital platforms employed by the banking and insurance sectors. They will be able to evaluate the role of digital technology in enhancing customer experience and streamlining financial processes.

**CO5:** Graduates of the course will develop strong analytical skills to assess and adapt to emerging trends in the banking and insurance industry, recognizing the implications of technological advancements, changing consumer behaviors, and global economic shifts.

**CO6:** Students will be proficient in communicating complex concepts related to Indian banking and insurance services, enabling them to convey industry insights effectively to diverse audiences, including peers, professionals, and the general public.

**CO7:**By the end of the course, students will be able to apply their knowledge of banking and insurance services to practical scenarios, demonstrating problem-solving skills and an ability to make informed decisions in real-world situations.

### **Unit No.1. Customer Relationship Management in Banking and Insurance Sector**

1. Customer Relationship Management in Indian Banking and Insurance sector- Introduction, objectives, Process, importance.
2. Customer service in banks; Emerging trends, Role of Marketing officer, Branch to door servicing, Bank marketing to urban – rural areas.
3. Customer Relationship Management through Call Centre's in Banking sector, E- CRM in Banking and Insurance sector, Relationship marketing for creating value in business & market.
4. Ombudsman Scheme – Scope, types of complaints, mechanism of redressal, major provisions for Banking and Insurance policies.

**No. of Lectures 10**

### **Unit No.2 Retail Banking Services**

1. Retail Banking- Introduction, Scope in India, Trends in retailing - New products like Insurance-online / Phone Banking, Call Centres, Property services, Investment advisory, Cross selling opportunities. Top ups Loans.
2. E banking – Electronic payment system, Types, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, SMS banking.
3. Opening of Demat accounts, Role of Merchant Bankers, Wealth Management, Portfolio Management services.

**No. of Lectures 14**

### **Unit No.3 Universal Banking Services**

1. Universal Banking Services - Concept, Services to Government, Payment & Settlement, Merchant Banking, Mutual Fund, Depository Services, NRI Remittance.
2. Mobile Banking, App based Banking, point of transaction (POS) Terminal, Unified Payment Services (UPI), kiosks, ATM's, Digital Signature, M – Wallets, Credit and Debit cards, Aadhar linking.
3. Online opening of bank accounts – savings & current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector

**No. of Lectures 14**

### **Unit No.4 Insurance Services and Types**

1. Introduction, emerging trends, Need and Importance, Purpose.
2. Types – Health, Motor, Travel, Home against loan Insurance, Electronic appliances, Cell phone Insurance, Pandemic Insurance, Cancer Insurance, Contract works Insurance, Education Insurance, Unit based plans, Micro wealth plans.

3. Pension and Group Schemes, Online KYC, Online policy buying and renewal, Mobile Insurance services, App based services, Collateral Insurance services, Modern payment mechanism services, online claims.

**No.of Lectures 10**

**Suggested Text Books**

1. Retail Banking. Indian Institute of Banking and Finance, Macmillan India Ltd (2010/Latest).
2. Commercial Bank Management Kanhaiya Singh and Vinay Dutta. McGraw Hill
3. Bank management and financial services. Rose, Peter, and Sylvia Hudgins the McGraw
4. Bank management: text and cases Hempel, George H., Donald G. Simonson, and Alan B. Coleman, Taxmann Publication. 5
5. E-Banking in India: Challenges and Opportunities RimpiJatana, R. K. Uppal.
6. Frontiers of E-Commerce Ravi Kalakota, Andrew B. Whinston Pearson Education
7. E-CRM – Concepts and Cases Madhavi Garikaparthi, The ICFAI University Press.

**Evaluation**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
Unit Test-20 Marks	Fill in Blanks, One Sentence Questions (12)
Mini Project, Assignment, Presentation -20 Marks	Short Notes (12) Short Answer Question (24) Long Answer Question (12)
Total -40 Marks	60 Marks

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV)      **Course Title :** Banking and Insurance Management

**Course:** Banking and Insurance Management      **Course Code:** UBBA245 D

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

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

### Justification for the mapping

#### PO1. Disciplinary Knowledge:

**CO1:** Banking and insurance services' features, functions, and significance fall under disciplinary knowledge, and CO1 specifically focuses on acquiring a comprehensive understanding of these services.

#### PO2: Critical Thinking and Problem Solving

**CO5:** Critical thinking and problem-solving skills are essential for analyzing and adapting to emerging trends in the banking and insurance industry, making CO5 a suitable match.

#### PO3: Systematic Research Approach: -

**CO3:** Systematic research approach aligns with CO3, where students are expected to analyze and explain the functions and roles of modern banking and insurance services in the contemporary financial environment.

**PO4. Ethical Decision-Making:-**

**CO7:** Ethical decision-making is crucial in real-world situations. CO7 involves applying knowledge to practical scenarios, where ethical decision-making ability is necessary for making informed decisions.

**PO5. Develop Critical Attitude**

**CO2:** A critical attitude for lifelong learning is reflected in staying updated with the latest developments, making CO2 an appropriate match.

**PO6. Leadership and Teamwork**

**CO7:** Involves making informed decisions and problem-solving, where leadership and teamwork skills come into play.

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

**CO7:** Political, cultural, and legal issues impacting business organizations in a global context are considered when applying knowledge to practical scenarios, making CO7 an appropriate match.

**PO8: Business Management Skills**

**CO7:** Business management skills are applied when making informed decisions in practical scenarios, aligning with the expectations of CO7.

**PO9: Social Responsibility**

**CO7:** Social responsibility is considered when applying knowledge to practical scenarios, as reflected in CO7.

**PO10: Entrepreneurial Mindset**

**CO5:** An entrepreneurial mindset involves recognizing and adapting to emerging trends.



## **SYLLABUS FOR S.Y.B.B.A (w.e. From June 2023)**

**Academic Year 2023-2024**

**Class: S.Y.B.B.A (SEM- IV)**

**Course Code: UBBA246 D**

**Paper:6**

**Course Title: Social Services and NGO Management +Dissertation**

**Total No of Lectures:48**

**Credit: 3**

**No. of Lectures: 48**

### **A) Course Objectives:**

1. The course is designed for the students, workers of social sectors and others who wish to develop orientation towards NGOs and their functioning. At the same time, the course is also beneficial for those who wish to attain skills and orientation in Social Work profession.
2. Understand the role and challenges of NGOs in the development concerns of the community
3. Exposure to the success stories of NGO and other organization - International / National / Regional level.

### **B) Course Outcomes:**

**CO1:** Students will be able to articulate the primary functions of NGOs in the context of community development, including their roles in addressing social issues and promoting positive change.

**CO2:** Learners will develop the ability to identify and critically assess the challenges that NGOs encounter in their operations, such as funding issues, bureaucratic hurdles, and socio-political constraints.

**CO3:** Participants will gain practical skills in applying theoretical concepts learned in the course to address real-world challenges within the field of Social Work, fostering a holistic understanding of the profession.

**CO4:** Students will be exposed to and analyze success stories of NGOs and other organizations at the International, National, and Regional levels, developing an appreciation for effective strategies in community development.

**CO5:** Participants will acquire practical skills in designing, planning, and implementing projects aimed at addressing social issues, with a focus on creating tangible positive impacts within communities.

**CO6:** Learners will explore and critically assess ethical considerations inherent in NGO activities, including issues related to cultural sensitivity, community engagement, and the responsible use of resources.

**CO7:** Students will develop effective communication and advocacy skills necessary for promoting social change, including the ability to articulate the needs of communities, mobilize support, and engage with stakeholders at various levels.

### **Unit No 1 : Introduction to Professional Social Work**

1. Social Work: Definition, objectives, and functions – Historical development of social work in India, Social work education in India.
2. Contexts of social work practice – Social service, social welfare, social reform, social policy, social security, Social justice and Social development.
3. Social Work as a Profession – Qualities of EQ and Ethics in social services, Philosophy, values, principles and code of ethics of professional social work –
4. Knowledge and Skills base of social work – Tenets of the social work profession. Registration Process for entering in the social work field. **Total No Of Lectures 14**

### **Unit No 2 : Social Casework as a method of Social Work**

1. Concept & Definition – Historical development of Social Casework – Distinctions between needs and wants,
2. Social Individual and Group Work – Objectives, Concept, Historical development of Group Work, Values and Skills, Principles and Purpose.
3. Tools and Techniques - listening, observation, Interview , home visits, collateral contacts, emotional support, advocacy, role
4. playing, confrontation.
5. CSR Management – Purpose, Need and Role of Industry.
6. Fieldwork – Nature and objectives – Importance of field work supervision Professional Associations of social work
7. Methods of community organization – Awareness creation, Planning and Organizing, Education, Networking, Society Participation, Leadership
8. Community organization with vulnerable communities – Migrants, Refugees,

**No of Lectures 12**

### **Unit No 3 : Development and Importance of NGOS and Fundraising and Grant Proposals - Institutional Readiness**

1. Concept of Volunteerism, Charity, Welfare and Development, Historical perspective of Volunteerism in India
2. NGOs: An Introduction and Trends in NGOs in the past 10-40 years, NGO Success stories in India and foreign countries.
3. Concepts and Functions of NGOs, Challenges in NGO Management, Purpose of Social Welfare Boards, Philanthropy- Concept, Role in NGO and Social Mindset.

4. National Policy- 2003 related to NGOs, Legal Aspects of NGOs, Trust Management – Concept, Purpose, legal aspects, Difference between Trusts and NGO.
5. Importance and Scope of Communication Skills, Interpersonal and Group Communication Defining appropriate marketing tools, Developing a coherent fundraising strategy
6. .Grant Proposals - Identification of budget lines and donor expectations, Structure of grant proposals
7. Elaboration of a grant proposal, with good examples and exercises
8. NGOs, coordinating agencies, Funding Agencies and Schemes, International Organizations, National and Regional organizations.
9. Schemes for NGOs under various ministries of Government of India

**Total No Of Lectures 14**

**Unit No 4 : Case Studies**

**Total No Of Lectures 14**

<b>Internal Evaluation</b>	<b>External Evaluation</b>
DissertationProject (20) Viva (20)	Fill in the blanks, True and False (12) short notes (12) Short answer question (24) Long answer questions (12)
40	60

**Instruction for Dissertationproject:-**

1. Dissertation project must be on Primary Data
2. Minimum Sample Size Required for this Dissertation project is 30
3. Questioner is required for this Dissertation project

## Choice Based Credit System Syllabus (2022 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** SYBBA (Sem –IV)

**Subject:** Social Service and NGO Management

**Course:** Social Service and NGO Management

**Course Code:** UBBA246 D

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

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

### Justification for the mapping

#### PO1. Disciplinary Knowledge

**CO3:** The course aims to develop disciplinary knowledge in social work and applies theoretical concepts to address real-world challenges.

#### PO2: Critical Thinking and Problem Solving

**CO2:** This outcome involves critical thinking to identify and assess challenges faced by NGOs, promoting problem-solving skills.

#### PO3: Systematic Research Approach

**CO4:** The course involves critical thinking and systematic research through the analysis of success stories and strategies in community development.

#### PO4. Ethical Decision-making

**CO6:** Ethical considerations are explicitly addressed in the course, developing ethical decision-making abilities.

**PO5: Critical Attitude for Life Long Learning**

**CO1:** The course fosters a critical attitude for lifelong learning by articulating the primary functions of NGOs and their roles in addressing social issues.

**PO6. Leadership and Teamwork**

**CO5:** The course involves practical skills development, including leadership and teamwork skills in project planning and implementation.

**PO9: Social Responsibility**

**CO2:** The course indirectly addresses social responsibility through the examination of challenges faced by NGOs in their operations.

**PO10: Entrepreneurial Mindset**

**CO4:** The course indirectly addresses an entrepreneurial mindset by analyzing successful strategies in community development.

Anekant Education Society's

**Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati**

**Department of Business Administration [BBA]**

**Name of Course: Skill Development using Time Management.**

**Course Duration: 8 Weeks**

**Credits: 2 .**

**Fees: 500 Rs.**

**Eligibility: Any undergraduate student.**

**About Course:**

This course will teach you how Time Management is more important in today's world. The successful time management will help you to become more effective in completing the tasks that you have complete so that there is more time available for you to spend on the things that are important to you. Time management also helps you have a greater sense of control over your life- both at work and at home. Then when something arises that you were not prepared for, you're more likely to be able to deal with it productively rather than getting stopped by it.

**Objectives of the course:**

1. To know the basic knowledge of Time Management
2. To understand acquired practical time management skills for scheduling, planning and prioritising work.
3. To understand the Long term, short term and mid-range goals of time management.
4. To learn the time analysis of each activity and manage the Interruptions.

**Course Outcome:**

**CO1:** Improved ability to prioritize tasks and manage time effectively.

**CO2:** Increased productivity and efficiency in completing tasks.

**CO3 :**Enhanced ability to meet deadlines and achieve goals.

**CO4:**Development of effective strategies for planning and coordinating activities.

**CO5:** Improved ability to handle stress and work under pressure.

**CO6:** Increased self-discipline and organization skills.

**Content / Syllabus of Course:**

<b><u>Sr. No</u></b>	<b><u>Unit Name</u></b>	<b><u>Topic</u></b>	<b><u>Hrs. Alloted</u></b>
1	<b>Introduction on Time Management and Time Analysis</b>	<ul style="list-style-type: none"><li>• Importance of Time Management, Time Analysis, Brief Exercise</li><li>• How is your time management : Self test, Daily Activity Log</li><li>• Analyze time spend in an average week on sleep, meals, chores, exercise, transportation, work, family responsibilities, classes &amp; studying</li></ul>	10
2	<b>Time Management Goals</b>	<ul style="list-style-type: none"><li>• Long Term goal of Time Management</li><li>• Mid-range goal of Time Management</li><li>• Short Term goal of Time Management</li></ul>	05
3	<b>Scheduling of Plan</b>	<ul style="list-style-type: none"><li>• Introduction on plan scheduling, scheduling options (Long term, short term, medium term)</li><li>• Term schedule, weekly schedule, Daily prioritized work</li></ul>	10
4	<b>Managing Interruptions</b>	<ul style="list-style-type: none"><li>• Introduction on managing interruptions</li><li>• Take responsibility for interruptions you cause</li><li>• Tips for managing interruptions</li></ul>	05
Total Hrs.			30

**Examination or Evaluation pattern:**

**Exam Pattern: Theoretical Examination.**

**Marks : 50**

**25 Marks : Objectives questions.**

**25 Marks : Practical question.**