

## Syllabus Structure

<b>B.B.A. Third Year (T.Y.)</b>						
Semester 5				Semester 6		
<b>Sr. No</b>	Paper Code	Paper	Credits	Paper Code	Paper	Credits
<b>1</b>	BBA3501	Supply chain logistic Management	3	BBA3601	Business Planning and project Management	3
<b>2</b>	BBA3502	Entrepreneurship Development	3	BBA3602	Management Control System	3
<b>3</b>	BBA3503	Business Law	3	BBA3603	E- Business	3
<b>4</b>	BBA3504	Research Methodology	3	BBA3604	Business Analytics	3
<b>5</b>	BBA3505	Specialization Paper 1	3	BBA3605	Specialization Paper 1	3
<b>6</b>	BBA3505	Specialization paper 2	3	BBA3605	Specialization paper 2	3
<b>7</b>		Project	4		Project	4
<b>8</b>		Certificate Course	2		Certificate Course	2

### Available Specializations:

- 1) Finance**
- 2) Marketing Management**
- 3) Human Resource Management**
- 4) Service Sector Management**

**Credit Structure :**

Sr. No.	Class	Semester	Code	Paper	Paper Title	Credit	Exam	Marks
1	FYBBA	I	BBA1101	Theory		3	I/ E	40 + 60
2	FYBBA	I	BBA1102	Theory		3	I/ E	40 + 60
3	FYBBA	I	BBA1103	Theory		3	I/ E	40 + 60
4	FYBBA	I	BBA1104	Theory		3	I/ E	40 + 60
5	FYBBA	I	BBA1105	Theory		3	I/ E	40 + 60
6	FYBBA	I	BBA1106	Theory		3	I/ E	40 + 60
7					Physical Education	2		
8	FYBBA	II	BBA1201	Theory		3	I/ E	40 + 60
9	FYBBA	II	BBA1202	Theory		3	I/ E	40 + 60
10	FYBBA	II	BBA1203	Theory		3	I/ E	40 + 60
11	FYBBA	II	BBA1204	Theory		3	I/ E	40 + 60
12	FYBBA	II	BBA1205	Theory		3	I/ E	40 + 60
13	FYBBA	II	BBA1206	Theory		3	I/ E	40 + 60
14					Certificate Course	2		
15	SYBBA	III	BBA2301	Theory		3	I/ E	40 + 60
16	SYBBA	III	BBA2302	Theory		3	I/ E	40 + 60
17	SYBBA	III	BBA2303	Theory		3	I/ E	40 + 60
18	SYBBA	III	BBA2304	Theory		3	I/ E	40 + 60
19	SYBBA	III	BBA2305	Theory		3	I/ E	40 + 60
20	SYBBA	III	BBA2306	Theory		3	I/ E	40 + 60
21					EVS	4		
22					Certificate Course	2		
23	SYBBA	IV	BBA2401	Theory		3	I/ E	40 + 60
24	SYBBA	IV	BBA2402	Theory		3	I/ E	40 + 60
25	SYBBA	IV	BBA2403	Theory		3	I/ E	40 + 60
26	SYBBA	IV	BBA2404	Theory		3	I/ E	40 + 60
27	SYBBA	IV	BBA2405	Theory		3	I/ E	40 + 60
28	SYBBA	IV	BBA2406	Theory		3	I/ E	40 + 60
29					Project	4		
30					Certificate Course	2		
31	TYBBA	V	BBA3501	Theory		3	I/ E	40 + 60
32	TYBBA	V	BBA3502	Theory		3	I/ E	40 + 60
33	TYBBA	V	BBA3503	Theory		3	I/ E	40 + 60
34	TYBBA	V	BBA3504	Theory		3	I/ E	40 + 60
35	TYBBA	V	BBA3505	Theory		3	I/ E	40 + 60
36	TYBBA	V	BBA3506	Theory		3	I/ E	40 + 60
37					Project			
38					Certificate Course	2		

39	TYBBA	VI	BBA3601	Theory		3	I/ E	40 + 60
40	TYBBA	VI	BBA3602	Theory		3	I/ E	40 + 60
41	TYBBA	VI	BBA3603	Theory		3	I/ E	40 + 60
42	TYBBA	VI	BBA3604	Theory		3	I/ E	40 + 60
43	TYBBA	VI	BBA3605	Theory		3	I/ E	40 + 60
44	TYBBA	VI	BBA3606	Theory		3	I/ E	40 + 60
45					Project	4		
46					Certificate Course	2		
					<b>Total Credit</b>	<b>136</b>		

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

### Academic Year 2020-2021

Class : T.Y.B.B.A. (Semester-V)

Paper Code: BBA3501

Paper : 1 Title of Paper: Supply chain logistics management

Credit : 3 No. of Lectures: 48

#### **A. Course Objectives:**

1. To introduce the fundamental concepts in Materials and Logistics Management.
2. To familiarize with the issues in core functions in materials and logistics management
3. To make the students aware about the various marketing channels of supply chain management.
4. To understand various types inventories & basics inventory models like EOQ Model, ABC Analysis
5. Introducing the students with the concept of current trend in supply chain management
6. To study the E-Business Practices

#### **B. Course Outcome:**

**CO1:** Students will demonstrate an understanding of the key challenges and issues in materials and logistics management.

**CO2:** Students will be able to identify and analyze various marketing channels.

**CO3:** Students will acquire knowledge about different types of inventories and demonstrate proficiency.

**CO4:** Students will stay updated on current trends in supply chain management.

**CO5:** Students will gain insights into e-business practices within the context of supply chain management.

**CO6:** Students will be able to critically analyze and adapt to the evolving landscape of supply chain management.

**CO7:** Evaluate the performance of inventory management systems using relevant key performance indicators

#### **Unit No. 1: Supply Chain Management**

- 1.1 Concept, objectives, significance
- 1.2 Process view of a supply chain-cycle and push pull view
- 1.3 Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling
- 1.4 Achieving tradeoffs between customer service and cost

**Total No. of Lectures- 10**

## **Unit No. 2: Physical distribution**

- 2.1 Definition, Importance, participants in physical distribution process.
- 2.2 Marketing Channels – Definition and Importance
- 2.3 Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels- Horizontal, Vertical, and Multi channel.
- 2.4 Functions of Marketing Channels
- 2.5 Channel Management – Channel Selection Process & criteria 2.6 Performance Appraisal of Channel Members - Channel Conflicts Techniques to resolve channel conflicts

**Total No. of Lectures- 10**

## **Unit No. 3: Procurement**

- 3.1 Supplier Management, Management Supplier Selection, Tendering, E-Tendering, Negotiation.
- 3.2 Warehouse and - Types of Warehousing, Warehouse Layout Docking and Marshalling, Warehouse Safety Management.

**Total No. of Lectures- 10**

## **Unit No. 4: Inventory**

- 4.1 Need and Types of Inventory
- 4.2 Costs associated with Inventory– Basic EOQ Model - EOQ with discounts; ABC Analysis - (Numerical expected on Basic EOQ, EOQ with discounts & ABC Analysis)
- 4.3 Stacking and Racking Systems. LIFO, FIFO
- 4.4 Inventory Information System.

**Total No. of Lectures- 10**

## **Unit No. 5: Current Trends in Supply Chain Management**

- 5.1 Green Supply Chain Management.
- 5.2 Role and Future of IT in the Supply Chain.
- 5.3 Customer Relationship Management.
- 5.4 Supplier Relationship Management.
- 5.5 E-Business and the Supply Chain; E-Business in Practice.

**Total No. of Lectures- 08**

**Reference Books:**

1. Supply Chain Management by Sunil Chopra, Peter Meindl & D.V. Kalra
2. Inventory Management by L.C. Jhamb
3. Principles and Practices of Costing by Sunita Pokharna, Success Publications, Pune
4. Sales and Distribution Management by Krishna K. Havaladar & Vasant M Cavale
5. Purchasing and Supply Management by Dobler and Burt
6. Supply Chain Management Best Practices by David Blanchard
7. Channel Management & Retail Management by Meenal Dhotre
8. The Supply Chain handbook by James A. Tompkins, Dale A. Harmelink

## Choice Based Credit System Syllabus (2019 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y. BBA (Semester-V)                      **Subject:** Supply chain logistics management

**Course:** Subject: Supply chain logistics management    **Course Code:** BBA3501

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

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

#### Justification for the mapping

**PO1. Application of knowledge: -**

**CO1:** Students will demonstrate an understanding of the key challenges and issues in materials and logistics management, applying theoretical knowledge to real-world scenarios.

**PO2. Understanding of Business Functions:-**

**CO2:** Students will identify and analyze various marketing channels within the supply chain, recognizing their roles and significance in overall supply chain management, demonstrating an understanding of business functions within the context of logistics.

**PO3. Use critical thinking and systematic research approach: -**

**CO4:** Students will stay updated on current trends in supply chain management, critically evaluating their impact, and proposing strategies for integrating emerging trends into real-world supply chain scenarios, showcasing critical thinking and research skills.

**CO7:** The course outcome involves evaluating inventory management systems, which necessitates critical thinking and a systematic research approach to analyze key performance indicators and make informed decisions.

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

**CO5:** Students will gain insights into e-business practices within the context of supply chain management, including e-procurement, e-logistics, and e-commerce, and be able to assess their implications on overall supply chain efficiency, considering ethical considerations in decision-making.

**PO5. Develop Critical attitude:**

**CO6:** Students will critically analyze and adapt to the evolving landscape of supply chain management, demonstrating an understanding of contemporary issues, technologies, and practices shaping the field, fostering a critical attitude towards industry changes.

**CO7:** The evaluation process requires a critical attitude to identify strengths, weaknesses, and areas for improvement in inventory management systems. Students develop a critical mindset through the analysis of key performance indicators.

**PO6. Leadership and Teamwork:**

**CO6:** Additionally, students will develop leadership and teamwork skills through collaborative projects and case studies, applying leadership principles and working effectively in team environments.

**PO7. Application of knowledge in various disciplines:-**

**CO3:** Students will acquire knowledge about different types of inventories and demonstrate proficiency in applying basic inventory models such as the Economic Order Quantity (EOQ) Model and ABC Analysis for effective inventory management, applying knowledge from different disciplines within the field.

**PO8. Professional development activities: -**

**CO2:** To support professional development, students will engage in activities related to identifying and analyzing marketing channels within the supply chain, enhancing their professional skills.

**PO9. Social Responsibility:**

**CO4:** Students will stay updated on current trends in supply chain management, evaluating their impact on social responsibility, and proposing strategies for responsible and sustainable supply chain practices.

**PO10. Entrepreneurial Mindset:**

**CO5:** Students will gain insights into e-business practices within the context of supply chain management, assessing their implications on overall supply chain efficiency and fostering an entrepreneurial mindset in adapting to changes and identifying opportunities.

**CO7:** Evaluate the performance of inventory management systems using relevant key performance indicators



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

### Academic Year 2020-2021

Class : T.Y.B.B.A. (Semester-V)

Paper Code: BBA3502

Paper : 2 Title of Paper: Entrepreneurship development.

Credit : 3 No. of Lectures: 48

#### **A. Course Objectives:**

1. To create entrepreneurial awareness among the students.
2. To help students to up bring out their own business plan.
3. To develop knowledge and understanding in creating and managing new venture.
4. To Introduce various qualities required.
5. To understand role of Entrepreneurship development Programs.

#### **B. Course Outcome:**

**CO1:** Identify qualities of entrepreneurs.

**CO2:** Students will able to write Business proposal.

**CO3:** Understand various schemes supporting entrepreneurship

**CO4:** Students will able to think creative and innovative.

**CO5:** For a given problem, Student will be able to develop business idea

**CO6:** Able to identify the barriers for woman entrepreneurs.

**CO7:** Understand role of Entrepreneur Development Programs.

#### **Unit No. 1: Entrepreneur and Entrepreneurship.**

##### 1.1 Concept of Entrepreneur, Manager, Intrapreneur

1. Definition, meaning and functions of an entrepreneur
2. Concept of Manager
3. Roles and Responsibilities of Manager
4. Concept of Intrapreneur

##### 1.2. Need and Importance of Entrepreneurship

##### 1.3. Enterprise v/s Entrepreneurship

- 1.4. Self-Employment v/s Entrepreneurship
- 1.5. Problem of Unemployment and Importance of wealth creation
- 1.6. Entrepreneurial career as an option

**Total No. of Lectures- 10**

**Unit No. 2: Entrepreneurship development:**

- 2.1 Entrepreneurial Competencies, Developing Competencies. Concept of
- 2.2 Entrepreneurship development, Entrepreneur Training and developing,  
Role of Entrepreneur Development Programs
- 2.3 EDP, Role of DIC, SISI, EDII, NIESBUD, NEDB, EDP - Objectives – contents –  
Methods - execution. Role of Mentors.
- 2.4 Innovation and Entrepreneurship, Design Thinking Process. Role of consultancy organizations in promoting
- 2.5 Entrepreneurs, Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource, Production; Research -
- 2.6 External problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility - factors in mobility.

**Total No. of Lectures- 12**

**Unit No. 3: Business Plan:**

- 3.1 Meaning and, Objectives of Business Plan
- 3.2 Elements of Business Plan
- 3.3 Business Planning Process - Self Audit, Evaluation of Business Environment, Setting Objectives, Forecasting Market Conditions, Stating actions and resources required, Evaluating Proposed plan, Assessing Alternative strategic plans, controlling the plan through Annual Budget

**Total No. of Lectures- 08**

**Unit No. 4: Role of Central Government and State Government in promoting Entrepreneurship:**

- 1 Introduction to various incentives, subsidies and grants, Export Oriented Units,  
Fiscal and Tax concessions available, Women Entrepreneurs - Role, Problems and Prospects,  
Reasons for low women Entrepreneurs, Assistance Programme for Small Scale  
Units – Institutional Framework – Role of SSI Sector in the Economy – SSI Units – Failure,

Causes and Preventive Measures – Turnaround Strategies. Future of Entrepreneurship Development and Government, Start Up India, Make in India. –

**Total No. of Lectures- 12**

**Unit No. 5: Practical Approach to Entrepreneurship development**

1. Assignment submission for Business Proposal.
2. Assignment submission for Loan proposal.
3. Assignment submissions for Project life cycle.
4. Assignment on Success stories of any two entrepreneurs.

**Total No. of Lectures- 06**

**Reference Books:**

1. Desai Vasant: “Management of Small Scale Industries” - Himalaya Publishing House
2. Taneja Satish and Gupta: “Entrepreneurship Development-New Venture Creation” - Galgotia Publishing Company, New Delhi
3. Jain P.C: Handbook For New Entrepreneurs Entrepreneurship Development Institute of India
4. Sangle B. R. : Business Environment & Entrepreneurship, Success Publications, Pune
5. Gupta C.B. & Srinivas: “Entrepreneurial Development”- Sultan D, Chand & Sons, New Delhi
6. Prof Rajeev Roy: “Entrepreneurship” - Oxford University Press
7. Edward D. Bono: “Opportunities”

## Choice Based Credit System Syllabus (2019Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.B.B.A. (Semester-V)

**Subject:** Entrepreneurship development.

**Course:** Entrepreneurship development.

**Course Code:** BBA3502

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

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

#### Justification for the mapping

#### **PO1: Application of Knowledge**

**CO2:** Effective communication is a crucial skill in the business world, and being able to communicate with other team members while taking accountability ties directly to collaborative work environments found in many business settings.

**CO5:** Developing business idea students will apply knowledge and principles to business practices in the areas of accounting, finance, marketing, management, economic and human resource management.

#### **PO2: Understanding of Business Functions**

**CO3:** Understanding various schemes supporting entrepreneurship implies knowledge of the broader business environment, including policies, support systems, and initiatives that influence and facilitate entrepreneurial activities.

#### **PO3: Critical thinking and systematic research approach**

**CO5:** Developing a business idea in response to a given problem requires critical thinking skills. It involves identifying and understanding the issues, collecting relevant information, evaluating evidence, and drawing conclusions to formulate a viable solution.

**PO4: Ethical Decision making ability.**

**CO3:** Understanding various schemes supporting entrepreneurship could involve awareness of ethical aspects, such as fairness, inclusivity, and social responsibility.

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

**CO4:** Thinking creatively and innovatively involves approaching problems with an open mind, questioning assumptions, and seeking new and original solutions. This process aligns with the development of a critical attitude that is essential for lifelong learning.

**PO6: Leadership and team work skills**

**CO5:** Developing a business idea often involves collaboration, communication, and the ability to work with others to achieve a common goal. Leadership and teamwork skills are essential in the process of brainstorming, problem-solving, and bringing a business idea to fruition.

**PO8: Professional development activities**

**CO3:** Understanding various schemes supporting entrepreneurship implies an awareness of the business environment, which includes networking with industry professionals and engaging in activities related to professional development.

**PO10: Entrepreneurial Mindset**

**CO4:** An entrepreneurial mindset often involves thinking creatively to identify opportunities and innovatively pursuing business ideas, focuses on students' ability to think creatively and innovatively, aligns well with the goal of developing an entrepreneurial mindset.

**CO7:** Entrepreneurial Development Programs are designed to support and enhance the skills and capabilities of individuals interested in entrepreneurship

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

### Academic Year 2020 -2021

Class : T.Y.B.B.A. (Semester-V)

Paper Code: BBA3503

Paper : 3

Title of Paper: Business Law

Credit : 3

No. of Lectures: 48

#### A. Course Objectives:

1. To understand basic legal terms & concepts used in law pertaining to business.
2. To comprehend applicability of legal principles to situations in business world by Referring to few decided leading cases.
3. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.
4. To understand the applications of these laws to practical commercial situations.
5. Understand the elements of a valid contract and the consequences of contract breaches.
6. Understand property rights and interests, including real property and personal property.

#### B. Course Outcome:

**CO1:** Know rights and duties under various legal Acts.

**CO2:** Understand consequences of applicability of various laws on business situations.

**CO3:** Develop critical thinking through the use of law cases.

**CO4:** Identify the fundamental legal principles behind contractual agreements.

**CO5:** Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

**CO6:** Acquire problem solving techniques and to be able to present coherent, concise legal argument.

**CO7:** Communicate effectively and professionally on legal matters in a business setting.

### UNIT-1 INDIAN CONTRACT ACT, 1872.

- 1.1 Definition, Kinds & Concept of Contracts. Essentials of Contract U/S 10.
- 1.2 Offer & Acceptance.
- 1.3 Consideration.
- 1.4 Legality & Objects of Consideration.
- 1.5 Capacity of Parties.
- 1.6 Free Consent.
- 1.7 Void Agreements & Agreements opposed to Public Policy.
- 1.8 Performance of Contract.
- 1.9 Discharge of Contract & Remedies.

No. of Lectures 10

## **UNIT -2 THE SALE OF GOODS ACT, 1930.**

- 2.1 Contract of Sales of Goods-Essentials.
- 2.2 Distinction between Sale & Agreement to Sale.
- 2.3 Subject matter of Contract of Sale-Classification of Goods & Concept of Price.
- 2.4 Conditions & warranties-Types & Distinction.
- 2.5 Transfer of Property-Possession & Risk, Passing of Property, Goods sent on approval or “On sale or return” basis, Sale by Non-Owner.
- 2.6 Performance of Contract of sale –Delivery of Goods, Rights & Duties of the Buyer, Buyers liability for rejecting or refusing delivery.
- 2.7 Rights of Unpaid Seller.
- 2.8 Remedies for Breach of Contract of Sale.

**No. of Lectures 10**

## **UNIT -3 THE COMPANIES ACT, 1956.**

- 3.1 Definition, Meaning, Features & Types of Company.
- 3.2 Incorporation of a Company-Mode of Forming, Documents to be filed with the Registrar, Certificate of Incorporation, Effects of Registration, Promoter & this position.
- 3.3 Memorandum of Association-Its contents & Alteration, Doctrine of Ultra Vires.
- 3.4 Articles of Association- Its contents & Alteration- Comparison between Articles & Memorandum, Doctrine of Indoor Management.
- 3.5 Prospectus-Registration & Contents.
- 3.6 Statement in Lieu of Prospectus.

**No. of Lectures 8**

## **UNIT -4**

### **CONSUMER PROTECTION ACT 1986 & INFORMATION TECHNOLOGY ACT 2000.**

- 4.1 The Consumer Protection Act 1986, Dispute Redressal Commissions – District, State & National Commissions, Composition, Jurisdiction, Powers, Appellate Authority.
- 4.2 Information Technology Act, 2000- Digital Signature, Electronic Records  
Electronic Governance-Advantages & Disadvantages.

**No. of Lectures 12**

## **UNIT-5 RIGHT TO INFORMATION ACT, 2005.**

- 5.1 Preliminary & Definitions.
- 5.2 Right to Information & Obligations to Public Authority.
- 5.3 Designation of Public Information Officers.
- 5.4 Request for Obtaining Information, Disposal of request and Exemption from Disclosure of Information.
- 5.5 State Information Commission & Central Information Commission-Constitution, Tenure, Conditions of Service, Powers & Functions.

**No. of Lectures 8**

## **Reference Books:**

- (1) Business & Commercial Laws-Sen & Mitra.
- (2) Business Law-N M Wechlekar.
- (3) Company Law-Avatar Singh.
- (4) Business Laws-Kuchhal M C.
- (5) Business Law for Management-Bulchandani K R
- (6) Consumer Protection Act in India-V K Agrtawal.
- (7) Information Technology Act 2000.
- (8) Right to Information Act 2005
- (9) Law of Contract- Avatar Singh.
- (10) Consumer Protection Act in India-Niraj Kumar.
- (11) Business Legislations for Management, M.C. Kuchhal
- (12) Elements of Mercantile Law, N.D.Kapoor
- (13) Business and Corporate Laws, Dr. P.C. Tulsian.
- (14) Legal Aspects of Business, Ravinder Kumar
- (15) Business Laws, S. D. Geet
- (16) Business Laws, S.S. Gulshan
- (17) Legal Aspects of Business, Akhileshwar Pathak



## Choice Based Credit System Syllabus (2019Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.BBA (Sem–III)

**Subject:** Business law

**Course:** Business law

**Course Code:** BBA3503

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

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

#### Justification for the mapping

#### PO1: Disciplinary Knowledge

**CO1:** This outcome is fundamental to disciplinary knowledge, as it involves understanding the specific legal provisions, rights, and duties outlined in various legal Acts relevant to business operations.

**CO2:** This outcome requires applying disciplinary knowledge to analyze and understand the consequences of legal provisions in real-world business situations, demonstrating a practical understanding of how laws operate.

**CO3:** This outcome involves analyzing and evaluating legal cases to understand legal principles, precedents, and nuances, contributing to a deeper understanding of the field.

**CO4:** Understanding the fundamental legal principles governing contractual agreements is a core aspect of disciplinary knowledge in contract law.

**CO5:** This outcome is closely tied to corporate law, tax law, and employment law, providing knowledge of the legal and fiscal structures of various business entities.

**CO6:** This outcome requires applying disciplinary knowledge to solve legal problems and present coherent arguments.

**CO7:** By having knowledge about legal concepts, regulations, and procedures, individuals can apply this knowledge in their communication to ensure that they provide accurate and appropriate information.

## **PO2: Understanding of Business function**

**CO5:** It directly links legal knowledge to the functioning and structure of businesses, providing insights into how legal considerations shape organizational decisions, compliance, and responsibilities, especially in the context of employment.

**CO7:** It allows individuals to align their communication with the business's goals, translate legal concepts into understandable language, and identify legal risks and opportunities within the business context.

## **PO3: Critical thinking and systematic research approach**

**CO1:** While understanding legal rights and duties involves some critical thinking, it may not necessarily require an extensive research approach.

**CO2:** Analyzing consequences involves critical thinking, and understanding the applicability of laws may require systematic research to assess their impact on business situations.

**CO3:** This outcome explicitly focuses on developing critical thinking skills through the analysis of law cases, which inherently involves a systematic research approach.

**CO4:** While understanding legal principles involves critical thinking, it may not necessarily require an extensive systematic research approach.

**CO5:** This outcome involves understanding complex legal and fiscal structures, requiring critical thinking, and systematic research to comprehend the intricate details of different business forms and employer responsibilities.

**CO6:** Problem-solving techniques involve critical thinking, and the ability to present a coherent legal argument may require systematic research to gather relevant information and legal precedents.

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

**CO2:** Understanding legal consequences often involves ethical considerations, and ethical decision-making is crucial when assessing the impact of laws on business situations.

**CO3:** Critical thinking is essential for ethical decision-making, and analyzing law cases often involves evaluating ethical implications.

**CO5:** Understanding legal and fiscal structures includes ethical considerations, especially when it comes to the responsibilities of businesses as employers.

**CO6:** Problem-solving and presenting coherent legal arguments often involve ethical considerations, as ethical decision-making is integral to legal practice

**CO7:** The ability to communicate effectively and professionally on legal matters in a business setting is crucial for critical decision making as it ensures that decisions are well-informed, legally compliant, and have the best interests of the organization in mind.

### **PO3: Critical Attitude for Lifelong learning**

**CO1:** Acquiring knowledge of rights and duties is part of learning, but it may not directly address the broader concept of a critical attitude for lifelong learning.

**CO3:** Developing critical thinking is essential for lifelong learning, and engaging with law cases provides an opportunity for continuous learning and improvement of analytical skills.

### **PO9: Social Responsibility**

**CO1:** Understanding rights and duties can contribute to social responsibility, but this outcome focuses more on legal compliance than a broader sense of social responsibility.

**CO2:** Focusing on legal compliance and proficiency, this can indirectly contribute to social responsibility.

**CO3:** Related to social responsibility as it involves the development of critical thinking skills that can contribute to ethical decision-making.

**CO4:** It is more centered on legal principles within contractual agreements.

### **PO10: Entrepreneurial Mindset**

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

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

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

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

## **SYLLABUS FOR T. Y. B. B. A. (w. e. from June, 2021)**

### **Academic Year 2020-2021**

Class : T.Y. B. B. A. (Semester- V)  
Paper Code : BBA3504  
Paper : 4 Title of Paper: Research Methodology.  
Credit : 3 No. of lectures: 48

#### **A. Course Objectives:**

1. To introduce the students to basic research concepts.
2. To discuss research process in detail.
3. To elaborate the different types of research.
4. To analyze different hypothesis testing techniques used in research.

#### **B. Course Outcome:**

- CO1:** After Completion of course student will understand the basic frame work of research process.  
**CO2:** Course will help to develop understanding of basic research process and design.  
**CO3:** Students will understand basic types of data used for research.  
**CO4:** Students will get detailed knowledge of data collection technique for research.  
**CO5:** Students will be able to identify sampling process, types of sampling after completion of course.  
**CO6:** Course will help the students to study concepts related to hypothesis and errors in testing of hypothesis.  
**CO7:** After completion of course students will understand the concept of data analysis and research report writing.

#### **Unit No. 1 Introduction to Research.**

- 1.1 Research: Definition, Meaning, Characteristics & Importance of Research.
- 1.2 Basic Research Process in detail steps.
- 1.3 Types of research.
- 1.4 Research Design – Meaning, Characteristics of a good research design
- 1.5 Sampling Design – Definition and Characteristics of a sample, Sampling Process. Types of Samplings methods

**No of Lectures 12**

#### **Unit No. 2 Data collection Techniques:**

- 2.1 Primary Data: Concept and Definitions
- 2.2 Techniques to collect primary data.
  - 2.2.1 Survey Method: Types of surveys.
  - 2.2.2. Questionnaire Method: Types of questions, Essentials of good questionnaire.
  - 2.2.3 Interview Method: Types of Interviews

- 2.2.4 Experimentation & Observation Methods: Types of observations
- 2.2.5 Focus Group Methods like Panel groups & Group Discussions
- 2.3 Secondary Data: Concept and Definition
- 2.4 Techniques to collect secondary data
- 2.5 Evaluating Quality of Data
- 2.6 Advantages and Disadvantages of Secondary Data

**No of Lectures 12**

**Unit No. 3 Data Processing & Analysis**

- 4.1 Data Processing – Editing, Codification, Classification, Tabulation, Scaling & Measurement
- 4.2 Data Analysis – Methods of analyzing data.
- 4.3 Recent techniques used for data analysis.
- 4.4 Hypothesis - Concept and Types of Errors
- 4.5 Hypothesis Testing – Chi Square Test, Z-test & t-test

**No of Lectures 12**

**Unit No. 4 - Writing Skills for Research:**

- 4.1 Project Report Writing – Selecting and defining topic, Writing Chapters, Subject Matter, Style and Structure
- 4.2 Research Paper Writing – Structure of research paper, referencing styles

**No. of Lectures- 12**

**References:**

1. Kothari. C.R. *Research Methodology–Methods and Techniques* (New Age: New Delhi).
2. Sangale B. R. *Research Methodology – (Success Publications, Pune)*
3. Donald. R. Cooper and Pamela S. Schindler, *Business Research Methods* ( Irwin McGraw-Hill Publications, New Delhi).
4. Naresh K. Malhotra, *Basic Marketing Research 4/E* (Pearson Education Publications).
5. S. N. Murthy and U. Bhojanna, *Business Research Methods.* ( Excel Books, New Delhi).

## Choice Based Credit System Syllabus (2019 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** TYBBA (Sem V)

**Subject:** Research Methodology

**Course:** Research Methodology

**Course Code:** BBA3504

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

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

#### Justification for Mapping

#### PO1: Application of Knowledge

**CO1:** Students will be able to understand basic research frame work after completion of this course. Frame work can be applied in any function of organization.

**CO3:** Types of data that can be used for analysis of research problem will be understood by students.

**CO4:** Various data collection techniques can be identified by students for various functions in organization.

**CO5:** Sampling techniques will help students to select the required set from where data can be collected for organizational functions and problems.

#### PO2: Understanding the basic Business functions.

**CO3:** Students will be able to analyse the different types of data that can be used in decision making or problem-solving approaches.

**CO4:** After completion of this course students will be able to identified data collection techniques to perform various research functions.

**PO3: Critical Thinking and Systematic research approach**

**CO1:** After completion of this course student will be able to identify frame work of research.

**CO2:** With the help of this course students will be able develop understanding of basic research process and types of research design.

**CO3:** Students will be able to identify types of data that can be used in various decisions.

**CO4:** After completion of this course students will be able to identify various standard data collection techniques.

**CO5:** Course will help to understand various sampling terminologies to students.

**CO6:** Course will help the student to understand hypothesis types, its testing methodology and possible errors in testing.

**CO7:** Students will acquire the knowledge of data analysis concepts and report writing process.

**PO4: Ethical Decision making.**

**CO1:** Students will be able to understand basic research frame work after completion of this course. Frame work can be applied in any function of organization.

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

**CO1:** Students will be able to understand basic research frame work after completion of this course. Frame work can be applied in any function of organization.

**PO7: Application of Management in Various disciplines.**

**CO1:** Students will able to understand basic research framework which can be applied in management disciplines.

**PO10: Entrepreneurial mindset**

**CO1:** Students will be able to understand basic research frame work after completion of this course. Frame work can be applied in any function of organization.

**CO2:** With the help of this course students will be able develop understanding of basic research process and types of research design. This can be applied for new project development process.

**CO7:** Students will acquire the knowledge of data analysis concepts and report writing process which ultimately helps the students to prepare business reports.



# **SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)**

**Academic Year 2021-2022**

## **Finance Specialization paper 1**

Class : T.Y.B.B.A. (Semester-V)

Paper Code: BBA3505 A

Paper : 5 Title of Paper: Analysis of Financial Statements

Credit : 3 No. of Lectures: 48

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

1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.
2. To make the student well acquainted with current financial practices
3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.
4. To understand recent trend in accounting & finance.
5. To provide an understanding of the key elements of financial statements, importance, and types of analysis of financial statements
6. To provide different Tools and Techniques used for analysis and evaluation of financial statements of listed Companies, predict corporate bankruptcy and prepare reports for decision making.
7. To familiarize students with various models for assessing credit risk, cash flow statements, off-balance sheet analysis and reporting for business decisions.

### **B) Course Outcome:**

- CO1:** The outcome of this course is to aware students about the financial system and financial services and also makes them aware about the financial market or recent trend in accounting & finance.
- CO2:** Demonstrate their understanding on various items of financial statements, their importance and types of analysis used in evaluating financial performance of a company.
- CO3:** Apply, interpret, and analyze the published financial statements, in various decision- making contexts using common size statement analysis, trend analysis, and ratio analysis and be able to communicate the results to appropriate authorities.
- CO4:** Prepare and interpret segmental analysis and inter-firm comparisons through application of appropriate ratios and clearly interpret the Result.
- CO5:** Interpret annual reports and accompany notes in addition to management discussion and analysis to assess the financial performance and efficiency of operations of a company.
- CO6:** Preparation of Financial Statements as per schedule VI of the Amended Companies Act 2013
- CO7:** Learn to identify and assess financial risks based on the analysis of financial statements. Understand how to evaluate a company's ability to meet its short-term and long-term obligations.

### **Unit No. 01 Financial Statements of Corporate Organizations**

- 1.1 Meaning of Financial statements
- 1.2 Need of Financial statements
- 1.3 Importance of Financial statements.
- 1.4 Preparation of Financial Statements as per schedule VI of the Amended Companies Act 2013
- 1.5 Revised Schedules
- 1.6 How to read company's Balance Sheet

**Total No. of Lectures- 08**

### **Unit No. 02 Introduction to analysis and Interpretation of financial statements**

- 2.1 Analysis and Interpretation of financial statements – Meaning/ introduction
- 2.2 Types of financial analysis
- 2.3 Advantages of financial analysis
- 2.4 Limitations of financial analysis
- 2.5 Techniques of financial analysis
  - i. Comparative financial statements
  - ii. Trend Analysis
  - iii. Common Size Financial Statements
  - iv. Funds Flow Analysis
  - v. Cash Flow Analysis
  - vi. Ratio Analysis

**Total No. of Lectures- 08**

### **Unit No. 3: Ratio Analysis**

- 3.1 Concept of Ratio
- 3.2 Meaning of Ratio Analysis
- 3.3 Interpretation of Ratios
- 3.4 Classification of Ratios
  - i. Liquidity Ratios
  - ii. Turnover Ratios
  - iii. Solvency Ratios
  - iv. Profitability Ratios
  - v. Miscellaneous Group
- 3.5 Role of Ratio
- 3.6 Advantages of Ratio Analysis
- 3.7 Limitations of Ratio Analysis
- 3.8 Practical Problem

**Total No. of Lectures- 10**

### **Unit No. 04 Cash Flow Analysis**

- 4.1 Meaning of Cash Flow Statement
- 4.2 Objectives of Cash Flow Statement
- 4.3 Uses of Cash Flow Statement
- 4.4 Limitations of Cash Flow Statement
- 4.5 Preparation of Cash Flow Statement
- 4.6 Methods of Cash Flow Statement a) Direct Method – b) Indirect Method
- 4.7 Cash Flow Activities – Operating, Investing, Financing

4.8 Practical Problems on Indirect Method

**Total No. of Lectures-11**

**Unit No.05 Funds Flow Analysis**

- 5.1 Concept of Fund
- 5.2 Meaning of Fund Flow Statement
- 5.3 Uses of Fund Flow Statement
- 5.4 Limitations of Fund Flow Statement
- 5.5 Preparation of Fund Flow Statement
  - i. Funds from Operations
  - ii. Statement of Changes in Working Capital
  - iii. Funds Flow Statement.
- 5.6 Practical Problems

**Total No. of Lectures- 11**

**Reference Books:**

1. N.M. Vechlekar Financial Management
2. G. M. Dumbre Advanced Management Accounting, Success Publications, Pune 3. I.M Pandey Financial Management
4. Ravi. M. Kishore Financial Management
5. P.C Pardeshi Business Finance
- . 6. Khan and Jain Financial Management
7. N.D.Kapoor Financial Management
8. Prasanna Chandra Financial Management
9. Prof.Satish Inamdar Financial Statement and Analy

## Choice Based Credit System Syllabus (2019 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y. BBA (Sem –V)    **Subject:** Analysis of Financial Statements

**Course:** Analysis of Financial Statement    **Course Code:** BBA-3505-A

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

	Programme Outcomes (POs)									
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	2			2	2	3
CO2		3		1		2			1	
CO3	3	1			2		3	2		
CO4			3	2		3				
CO5			1		1		2		2	5
CO6			1	2		1				
CO7	1				1		1	2		

#### Justification for the mapping

#### PO1: Application of Knowledge

**CO1:** Understanding accounting principles is crucial for maintaining accurate financial records, preparing financial statements, and ensuring compliance with financial regulations. Implementing effective accounting systems helps businesses track their financial transactions, manage budgets, and make informed decisions based on financial data

**CO3:** Common Size Statement Analysis: This involves expressing each line item as a percentage of the total, providing a comparative view. This is crucial in accounting to assess the relative proportions of different elements in financial statements.

**Trend Analysis:** Examining financial statements over time helps identify patterns, irregularities, and potential areas of concern or improvement. This is directly applicable in accounting for understanding financial performance trends.

**Ratio Analysis:** Ratios such as liquidity, profitability, and leverage ratios are fundamental in accounting. They provide insights into a company's financial health, efficiency, and overall performance.

**CO7:** The knowledge of identifying and assessing financial risks through the analysis of financial statements is highly applicable in various professional roles, contributing to informed decision-making, risk management, and strategic planning within organizations.

## **PO2: Understanding of Business Function**

**CO1:** Program Outcome as it demonstrates the application of knowledge and principles in the areas of accounting and finance. Understanding the financial system and services is crucial for making informed business decisions.

**CO2:** Understanding the various business functions is crucial for evaluating financial performance, as different departments contribute to the overall financial health of a company. Let's break down how knowledge of business functions can be matched with a demonstration of understanding various items on financial statements and the types of analysis used in evaluating financial performance:

**CO3:** This directly corresponds to applying knowledge to business practices in accounting and finance. The ability to analyze financial statements is a practical skill that is valuable in real-world business scenarios.

## **PO3: Use Critical Thinking and Systematic Approach**

**CO1:** This outcome aligns with the broader objective of promoting critical thinking by exposing students to the complexities of the financial system and trends in accounting and finance. It requires students to stay informed about recent developments and analyze their implications.

**CO4:** This outcome directly involves the application of a systematic research approach to prepare and interpret segmental analysis and inter-firm comparisons through appropriate ratios. Students need to critically analyze financial data and draw meaningful conclusions.

**CO5:** Interpreting annual reports, notes, and MD&A involves a systematic approach to extract relevant information. This aligns with the PO as students need to collect, examine, and evaluate information to assess the financial performance and efficiency of operations.

**CO6:** The preparation of financial statements requires a systematic understanding of accounting standards and regulations, demonstrating a systematic research approach. Students need to critically apply their knowledge to ensure compliance with the specified legal framework

## **PO4: Ethical Decision Making**

**CO1 -** This outcome may indirectly contribute to ethical decision-making by providing students with a foundational understanding of the financial system. Knowledge about financial markets and recent trends can help students make informed and ethical financial decisions.

**CO2** - Analyzing financial statements requires a comprehensive understanding of accounting principles. Ethical decision-making can be supported through accurate and transparent financial reporting, which is essential for stakeholders to make informed decisions.

**CO4** - Ethical decision-making often involves comparing and evaluating different entities. Segmental analysis and inter-firm comparisons, when conducted ethically, can provide insights into fair business practices and ethical behavior within the industry.

**CO6** - Compliance with the schedule VI of the Companies Act indicates adherence to legal and regulatory standards. Following ethical accounting practices in the preparation of financial statements is crucial for transparency and integrity, supporting ethical decision-making.

#### **PO5: Critical attitude for Life –long Learning**

**CO1:** A critical attitude fosters continuous curiosity and questioning, helping students stay updated on the dynamic financial system and services. Lifelong learning encourages them to explore recent trends, advancements, and changes in accounting and finance, ensuring they stay informed throughout their careers.

**CO3:** A critical attitude enhances the ability to apply, interpret, and analyze published financial statements. Lifelong learners critically examine common size statements, trend analysis, and ratio analysis, allowing them to make informed decisions in different contexts and effectively communicate results to relevant authorities.

**CO5:** Lifelong learners with a critical attitude will go beyond surface-level interpretations of annual reports. They will delve into the accompanying notes, management discussion, and analysis, critically assessing the financial performance and operational efficiency of a company for a more holistic understanding.

**CO7:** Critical thinking is essential for identifying and assessing financial risks based on the analysis of financial statements. Lifelong learners can critically evaluate a company's ability to meet its short-term and long-term obligations, ensuring a more robust risk assessment process.

#### **PO6: Leadership and Teamwork:**

**CO2:** Leadership skills may come into play when students need to collaborate on understanding and analyzing financial statements. Effective teamwork could lead to a more comprehensive understanding of various items in financial statements.

**CO4:** Leadership and teamwork skills can be valuable in the preparation and interpretation of segmental analysis and inter-firm comparisons. Leading a team in this process ensures a thorough and collaborative approach.

**CO6:** Leadership skills may play a role in organizing and leading a team through the process of preparing financial statements in accordance with Schedule VI.

## **PO7: Application of Management in various disciplines**

**CO3:** Emphasizing the need for students to analyze financial statements in different decision-making contexts, considering global political, cultural, and legal factors.

**CO5:** The global context in which students should interpret annual reports, considering political, cultural, and legal influences.

**CO7:** Emphasizing the need for students to evaluate risks in a global context, considering political, cultural, and legal factors that may affect financial performance.

## **PO8: Professional Development Activities**

**CO1:** Focuses on making students aware of the financial system, services, and market trends, networking with industry professionals allow students to gain practical insights into these areas. Professionals can share their experiences, discuss current trends, and provide context to theoretical knowledge.

**CO3:** The ability to communicate effectively with industry professionals is enhanced by a deep understanding of financial statements. Networking can lead to discussions about the interpretation and analysis of financial statements.

**CO7:** The networking opportunities and exposure to real-world scenarios can contribute significantly to understanding financial risks and evaluating a company's ability to meet short-term and long-term obligations.

## **PO9: Professional Development Activities**

**CO1:** The understanding of corporate social responsibility and sustainability contributes to a broader awareness of the financial system. Graduates who are socially responsible can make informed decisions that consider the financial implications on society.

**CO2:** Social responsibility involves considering the impact of financial decisions on various stakeholders. Graduates with a sense of social responsibility are likely to consider the ethical and social implications when interpreting and analyzing financial statements.

**CO5:** Understanding the social and environmental disclosures in annual reports is crucial for graduates who are socially responsible. They can assess a company's commitment to sustainability and ethical practices beyond just financial metrics

## **PO10: Entrepreneurial Mindset**

**CO1:** Successful entrepreneurs understand the importance of financial literacy. They are familiar with financial statements, budgeting, and financial planning.

An entrepreneurial mindset can enhance the value of a course focused on the financial system and services by encouraging students to approach the subject with creativity, risk-taking abilities, and a keen eye for opportunities. The practical knowledge gained from the course can be directly applied to entrepreneurial endeavors in the financial sector.

**CO5:** Entrepreneurial individuals often need to identify opportunities in the market, and being aware of financial trends is crucial in making informed decisions about potential business ventures.



**SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)**

**Academic Year 2021-2022**

**Finance Specialization paper 2**

Class : T.Y.B.B.A. (Semester-V)

Paper Code: BBA3506 A

Paper : 6

Title of Paper: Long Term Finance

Credit : 3

No. of Lectures: 48

**A. Course Objectives:**

1. To make the study of long-term financing
2. To make the student well-acquainted regarding current financial structure
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

**B. Course Outcomes:**

- CO1:** The outcome of this course is to aware students about the source of finance & capital structure and also makes them aware about the capital budgeting & private financial institute.
- CO2:** Complete knowledge of Financial System of India.
- CO3:** Clarity about the basic concepts of money, money supply and money creation.
- CO4:** Understanding of technical terms relating to Financial System like Derivatives, Stock etc.
- CO5:** Development of basic understanding relating to Life Insurance and General Insurance.
- CO6:** Understanding the information and Practical use of specialized Private Financial Institutions
- CO7:** Understanding the information about the dividend Decisions.

**Unit No. 1 Sources of Finance**

- 1.1 Owned and Borrowed funds
- 1.2 Equity Shares, Preference Shares
- 1.3 Debentures, Term Loan, Lease Financing, Hire Purchasing

**Total No. of Lectures- 10**

## **Unit No. 2 Capital Structure**

- 2.1 Meaning, factors affecting Capital Structure
- 2.2 Internal factors, External factors and General factors
- 2.3 Cost of Capital, Trading on Equity, Capital Gearing and Leverages

**Total No. of Lectures- 14**

## **Unit No. 3: Capital Budgeting:**

- 3.1 Meaning
- 3.2 Techniques of Capital Budgeting
- 3.3 Mutually Exclusive Proposals

**Total No. of Lectures- 08**

## **Unit No. 4 Specialized Private Financial Institutions**

- Objectives and Functions Of
- 4.1 IFCI
- 4.2 IDBI
- 4.3 ICICI
- 4.4 SFCs
- 4.5 UTI

**Total No. of Lectures- 10**

## **Unit No. 5 Dividend Decisions**

- 5.1 Dividend policy, determinants of dividend policy
- 5.2 Types of dividend policy
- 5.3 Forms of dividend

**Total No. of Lectures- 06**

## **Reference Books:**

1. I.M.Pandey – Financial Management – Vikas Publishing House
2. Ravi M.Kishore – Financial Management
3. G. M. Dumbre – Modern Banking, Success Publications, Pune.
4. P.C.Pardeshi – Business Finance
5. Khan and Jain – Financial Management – Tata McGraw Hill
6. Prasanna Chandra – Financial Management – Tata McGraw hill
7. Appannaiah, Reddy, Satyaprakash – Financial Management – Himalaya Publishing Pvt. Ltd
8. Satish Inamdar – Financial Statement and Analysis

## Choice Based Credit System Syllabus (2019 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.BBA (Sem –V)

**Subject:** Long Term Finance

**Course:** Long Term Finance

**Course Code:** BBA-3506-A

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

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

#### Justification for the mapping

##### PO1: Application of knowledge

**CO1:** The statement mentions applying knowledge to business practices in the areas of accounting and finance. This aligns with CO1, which focuses on making students aware of the source of finance, capital structure, capital budgeting, and private financial institutes.

**CO3:** The statement does not explicitly mention basic concepts of money, money supply, and money creation. However, the reference to accounting and finance may encompass some understanding of these concepts.

**CO4:** The statement doesn't explicitly mention technical terms like derivatives and stocks, but the reference to applying knowledge in finance might involve an understanding of such terms.

**CO6:** The statement aligns with CO6, as it mentions understanding the information and practical use of specialized private financial institutions.

##### PO2: Understanding of Business Function

**CO1:** This aligns with the broader goal of providing students with foundational knowledge about where businesses get their funding, how they structure their capital, and the decision-making

processes involved in capital budgeting. Private financial institutions are likely included to give students exposure to external sources of finance.

**CO3:** This outcome focuses on fundamental concepts related to monetary economics. Students are expected to understand the role of money, how money is created, and its impact on the broader economy.

**CO4:** This outcome emphasizes the importance of understanding technical terms commonly used in the financial sector. This knowledge is crucial for effective communication and decision-making within the financial industry.

**CO6:** This outcome suggests that students should not only be aware of private financial institutions but also understand how to use the information in practical scenarios. This practical application could involve financial analysis, investment decisions, or strategic planning.

### **PO3: Use Critical Thinking and Systematic Approach**

**CO1:** The critical thinking and research approach mentioned can be applied to understand and analyze various sources of finance, capital structure decisions, capital budgeting processes, and the operations of private financial institutions. It involves evaluating evidence and drawing conclusions regarding financial decision-making.

**CO2:** The critical thinking and systematic research approach are essential for gaining a comprehensive understanding of the financial system of India. Students would need to identify issues, collect relevant information, and evaluate evidence to develop complete knowledge in this area.

**CO3:** Critical thinking is crucial for achieving clarity on basic concepts related to money, money supply, and money creation. Systematic research can help in collecting and examining information to draw accurate conclusions about these fundamental financial concepts.

**CO4:** The mentioned approach is well-suited for understanding technical terms such as derivatives and stocks. Critical thinking is needed to grasp the nuances of these terms, and systematic research can aid in collecting relevant information.

**CO5:** The critical thinking and systematic research approach is applicable to develop a basic understanding of life insurance and general insurance. Issues related to insurance can be identified, information can be collected and examined, and conclusions can be drawn for problem-solving.

**CO6:** The emphasis on practical use aligns with the critical thinking and research approach. Students can apply these skills to understand the operations and significance of specialized private financial institutions.

**CO7:** Critical thinking is essential for evaluating information related to dividend decisions. Systematic research can be employed to collect relevant data, examine factors affecting dividend decisions, and draw conclusions for solving problems in this area.

#### **PO4: Ethical Decision Making**

**CO1:** Ethical decision-making is crucial in determining the source of finance and capital structure. Students need to consider ethical implications when choosing how to fund a business and structure its capital.

**CO2:** Ethical decision-making plays a role in understanding and navigating the financial system. Students must be aware of ethical considerations within the financial system of India.

**CO3:** Ethical considerations may arise in the creation and supply of money. Understanding the ethical implications of these processes is essential for responsible financial management.

**CO4:** Ethical decision-making is crucial when dealing with financial instruments like derivatives and stocks. Students must comprehend the ethical aspects of trading and investment.

**CO6:** Understanding the ethical dimensions of transactions and relationships with private financial institutions is vital for responsible financial management.

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

**CO1:** The development of a critical attitude for life-long learning aligns well with CO1. A critical attitude involves questioning and seeking a deep understanding, which is essential for comprehending concepts related to finance, capital structure, and capital budgeting.

**CO2:** Developing a critical attitude towards learning is beneficial for gaining a comprehensive understanding of the financial system of India. It encourages students to delve deeply into the subject matter and stay updated on changes in the financial landscape.

**CO3:** Fostering a mindset that seeks clarity and deep understanding of fundamental concepts, such as money, money supply, and money creation.

**CO4:** A critical attitude aids in understanding technical terms by promoting an inquisitive approach. It encourages students to explore the meaning and implications of technical terms, facilitating a deeper understanding of concepts like derivatives and stocks.

**CO6:** It promotes active engagement with information and encourages students to critically evaluate the practical applications of specialized private financial institutions.

## **PO6: Leadership and Teamwork**

**CO1:** Leadership and teamwork skills are crucial in the financial domain, especially when making capital budgeting decisions or dealing with private financial institutions. Collaborative efforts are often needed to assess funding options, allocate capital, and manage financial resources effectively.

**CO2:** Leadership skills are valuable when navigating the complex financial landscape of a country. Collaboration is essential when dealing with diverse aspects of the financial system. Teams may need to work together to understand, analyze, and interpret the financial regulations, policies, and practices within India.

**CO3:** Leadership qualities can be beneficial when facilitating discussions and understanding the implications of monetary concepts. Working collaboratively with a team can help in brainstorming ideas and gaining clarity on intricate monetary concepts.

**CO4:** Collaboration is important when learning and understanding technical terms related to the financial system. Team members may have different expertise, and effective leadership can guide the team in comprehending and applying technical terms, such as derivatives and stocks.

**CO5:** Leadership and teamwork skills are essential when studying insurance concepts. Collaborative efforts may be required to analyze insurance products, evaluate risks, and make informed decisions. A leader can facilitate effective communication and coordination among team members.

**CO6:** Leadership and teamwork skills are crucial when dealing with specialized private financial institutions. A leader can coordinate efforts to gather information, analyze data, and make informed decisions regarding the practical use of such institutions.

**CO7:** Leadership skills are pertinent when making dividend decisions. Leaders can guide the team in assessing financial data, considering various factors, and collaborating to make informed decisions regarding dividends.

## **PO7: Application of Management in various Disciplines**

**CO1:** Relate to understanding the source of global finance and how global capital structures operate.

**CO2:** Might connect with the global financial system, considering the international perspective.

**CO6:** Could have a connection with understanding specialized private financial institutions on a global scale.

## **PO8: Professional Development activities**

**CO1:** The networking opportunities with industry professionals can enhance students' awareness of various sources of finance and capital structures. Engaging with professionals can provide insights into capital budgeting and the role of private financial institutions in real-world scenarios.

**CO2:** Networking with industry professionals can provide students with practical insights into the functioning of the financial system in India. They can gain a better understanding of how theoretical knowledge applies to the real financial world.

**CO3:** Networking with professionals may not directly address these basic concepts, but the exposure to the industry can provide a context for understanding how these concepts are applied in financial decision-making.

**CO4:** Networking with industry professionals can expose students to the practical use of technical terms like derivatives and stocks, helping them understand how these terms are employed in real-world financial settings.

**CO5:** The engagement with professionals can provide students with real-world examples and applications of life and general insurance, contributing to the development of their basic understanding.

**CO6:** As it emphasizes students' engagement with industry professionals, offering them practical insights into specialized private financial institutions.

**CO7:** Networking opportunities can expose students to discussions and insights about dividend decisions, helping them understand the practical aspects and considerations involved.

#### **PO9: Social Responsibility**

**CO1:** To ensure a match with the social responsibility PO, consider infusing the curriculum with content that highlights the ethical dimensions of financial decisions and encourages students to think about the broader societal implications of their actions in the financial domain. This will help graduates develop a well-rounded understanding of finance that includes a commitment to corporate social responsibility and sustainability.

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

**CO1:** An entrepreneurial mindset involves understanding the various sources of finance, Entrepreneurs need to be aware of how to secure funding for their ventures and manage capital effectively.

**CO2:** Entrepreneurs operating in India need a comprehensive understanding of the financial system to navigate through it effectively. This aligns with, as entrepreneurs should be well-versed in the financial landscape of the country in which they operate.

**CO3:** Entrepreneurs must have a clear understanding of basic money concepts, including money supply and creation, to make informed financial decisions for their businesses. This aligns with.

**CO4:** An entrepreneurial mindset involves learning and understanding technical terms related to finance and the financial system. Entrepreneurs often engage with derivatives, stocks, and other financial instruments

**CO5:** Entrepreneurs need a basic understanding of life insurance and general insurance for risk management purposes. This aligns with, as it is essential for entrepreneurs to safeguard their businesses.

**CO6:** Entrepreneurs often work closely with private financial institutions for funding and other financial services aligns with the practical aspect of an entrepreneurial mindset, where understanding and utilizing specialized private financial institutions is crucial.

**CO7:** Entrepreneurs, especially those managing publicly traded companies, need to make decisions regarding dividend, aligns with this aspect of financial decision-making in an entrepreneurial context.



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

**Academic Year 2020-2021**

**Marketing Specialization paper 1**

Class : T.Y.B.B.A.(Semester-V)

Paper Code: BBA3505B

Paper : 5 Title of Paper: Retail Management

Credit : 3 No. of Lectures: 48

**A. Course Objectives:**

1. To provide insights into all functional areas of retailing.
2. To give a perspective of the Indian retail scenario.
3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.
4. To study the current trends in Retail Marketing.
5. To understand Promotion mix in retailing and Retail Strategies.

**B. Course Outcome:**

- CO1:** Clarify the concept and related terms in retailing.
- CO2:** Understand various formats of retail in the industry.
- CO3:** Understands role and functions of Retailing.
- CO4:** Understand the impact of retailing on the economy.
- CO5:** Identify opportunities and challenges in rural retail marketing
- CO6:** To understand Retail Merchandising, Merchandise Planning and Category Management
- CO7:** Students will learn different retail strategies through this course

**Unit No. 1: Retailing:**

- 1.1** Overview of retailing: Definition, Scope , Role and Functions of retailers,
- 1.2** Advantages of Retailing, Organized and Unorganized Retailing,

- 1.3** Indian Retail Scenario Vs. Global Retail Scenario , Drivers of retail change in India,  
**1.4** Emerging Trends in Retailing in India , Role of Retail in Nation's Economy.  
**1.5** Classification of Retailers: a. Traditional Retail Formats : (Store Based Retail Formats)  
Independent stores, chain stores, Franchisee, Discount Stores, Cooperatives,  
Specialty stores, supermarkets, departmental stores, hypermarkets, convenience stores, chain  
stores, off price retailers etc. b. Modern Retail Formats:  
(Non Store Based Retail Formats) Direct Selling, Direct Marketing,  
Catalog Marketing, Tele Marketing, Automatic Vending Machines,  
Airport Retailing, Kiosks, Electronic Shopping

**Total No. of Lectures- 12**

**Unit No. 2: Retail Location and site selection, store layout design and visual merchandising, category management:**

- 2.1 Retail Location and Site Selection: Concept of location and site,  
2.2 Factors to be considered in retail locations, important retail locations- central business district destination locations-standalone locations-convenience locations, process of retail location and site selection- selection of a city, deciding about trade location in the city, analysis of alternative sites  
2.3 Store Design and Store Layout: The concept of store design, element of store design (Interior and exterior), Store layout- Types of layout, factors affecting store layout, store façade  
2.4 Visual Merchandising: Concept, Need and importance, tools used for visual merchandising and store atmospherics

**Total No. of Lectures- 10**

**Unit No. 3: Retail Merchandising, Merchandise Planning and Category Management:**

- 3.1 Retail Merchandising: Concept and principles of merchandising,  
3.2 Merchandise Planning: Concept of merchandise planning, types of merchandise, Process of merchandise planning, introduction of Private label brands  
3.3 Category Management: Definition and process

**Total No. of Lectures- 08**

**Unit No. 4: Promotion mix in retailing and Retail Strategies**

- 4.1 Promotion Mix in Retailing: Concept, need and objectives of promotion mix,\ elements of promotion mix, tool of promotion mix in store advertisements,outdoor advertisement, online advertising,  
4.2 Retail Strategies: Differentiation strategy, growth strategy, expansion strategy, pricing strategy

**Total No. of Lectures- 10**

**Unit No. 5: Current trends in retailing:**

- 5.1 Role of IT in retailing: Electronic Data Interchange (EDI), Database Management, Data Warehousing, Data Mining, Radio Frequency Identification (RFID), E-tailing, Bar Coding
- 5.2 Rural Marketing -Retail: Concept of rural marketing, Emerging models in rural markets Opportunities and Challenges in rural retail marketing.
- 5.3 Mall Management: Nature and concept of a mall, growth of malls globally and in India, Indian Malls vs. Western countries Malls.

**Total No. of Lectures- 08**

**Reference Books:**

1. Retailing Management: Michael Levy and Barton Weitz, TMGH,5th Edition
2. Retail Management: Swapna Pradhan, TTMGH
3. Retail Management: Gibson Vedamani, Jaico Books
4. Fundamentals of Retailing: K V S Madaan, McGraw Hill
5. Retail Marketing Management: David Gilbert, Pearson Publication
6. Retail Management: Arif Sheikh, Himalaya Publishing

**Supplementary Reading Material**

1. It happened in India by Kishor Biyani, Rupa and Company
2. Business Today , November 1999, Mall Management

**Websites:**

1. [www.indiaretailing.com](http://www.indiaretailing.com)
2. [www.imageretail.com](http://www.imageretail.com)

# Choice Based Credit System Syllabus (2019 Pattern)

## Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y. B.B.A.(Semester-V)

**Subject:** Retail Management

**Course:** Retail Management

**Course Code:** BBA3505 B

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

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

### Justification for the mapping

#### PO1: Disciplinary Knowledge

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

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

#### PO2: Business Functions

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

#### PO3: Critical thinking and systematic research approach

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

#### PO4: Ethical Decision making ability.

**CO5:** Ethical decision-making involves considering the impact of decisions on various stakeholders and taking responsibility for one's actions. Communication with other team members while taking

accountability implies that individuals are not only interacting effectively with their team but are also being accountable for their contributions.

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

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

**PO6: Leadership and team work skills**

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

**CO3:** Developing effective Personality helps in good leadership and teamwork

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

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

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

**PO8: Application of Management in various disciplines**

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

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

**PO9: Social Responsibility**

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

**PO10 Entrepreneurial Mindset**

**CO4:** An entrepreneurial mindset involves recognizing and capitalizing on opportunities, which focuses on Personal SWOT Analysis and STAR Analysis, aligns well with this objective.

Understanding one's strengths, weaknesses, opportunities, and threats (SWOT) is crucial for identifying personal potential and areas for improvement, which is foundational for entrepreneurship

**SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)**

**Academic Year 2020-2021**

**Marketing Specialization paper 2**

Class : T.Y.B.B.A.(Semester-V)

Paper Code: BBA3506B

Paper : 6

Title of Paper : Digital Marketing

Credit : 3

No. of Lectures: 48

**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 increasing scope of technology and e-business.

**B. Course Outcome:**

**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.Digital Marketing Planning and Structure:**

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

1.2 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- 08**

## **Unit No 2. Face book Marketing Fundamentals:**

- a. Profiles and Pages, Business Categories, Getting Assets Ready, Creating Facebook Pages, Page Info and Settings, Face book Page Custom URL, Invite Page Likes, Featured Video, Pin Post and Highlights, Scheduling Posts, Facebook Events, Reply and Message, Face book Insights Reports, Competitor's Facebook Page, Ban User on Facebook Page, Connect with Twitter.
- b. Facebook Ad Campaigns: Organic v/s Paid, Defining Ad Objective, Performance Matrix, Ad Components, Designing Creative Image, Facebook Ad Structure, Setting Up Facebook Ad Account Create Ad –Targeting, Create Ad –Budgeting, Create Ad –Creative, Content and CTA, Boosting Page Posts, Page Promotion, Video Promotion, Similar Ads and Audiences, Tracking Pixels Code, Remarketing -Website Visitors, Custom Audiences - Look Alike, Custom Audience -Saved Group, Managing and Editing Ads, Ad Reports and Ad Insights, Billing and Account.
- c. Face book Business Manager, People, Pages and Roles, Ad Accounts Configurations, Ad Agencies and Assigning, Shared Login for FB Business A/c, Power Editor, Email Targeting on Face book, Face book Offers, CTA on Page, Posts for Location, Save Time with Third Party Tools, Case Studies.

**Total No. of Lectures- 10**

## **Unit No 3. Google Ad words:**

- 3.1 Understanding Ad words, Google Ad Types, Pricing Models, PPC Cost Formula, Ad Page Rank, Billing and Payments, Ad words User Interface, Keyword Planning, Keywords Control, Creating Ad Campaigns, Creating Text Ads, Creating Ad Groups, Bidding Strategy for CPC, Case Studies.
- 3.2 PPC, CPM, CPA, Other Measuring Tools, Bidding Strategy on Location, Bidding Strategy on Schedule, Bidding Strategy on Devices, Conversion Tracking Code, Designing Image Ads, Creating Animated Ads, Examples on Animated Ads, Creating Video Ads, YouTube Video Promotion, Hi-Jack Competitor’s Video Audience, Case Studies.



3.3 Remarketing Strategies, Remarketing Rules, Remarketing Tracking Code, Linking Google Analytics, Designing Remarketing Images, Shared Budget, GWD Software, Case Studies.

**Total No. of Lectures- 10**

#### **Unit No 4. YouTube Marketing:**

**4.1** Video Flow, Google Pages for YouTube Channel, Verify Channel,

Webmaster Tool –Adding Asset, Associated Website Linking, Custom Channel URL,

Channel ART, Channel Links, Channel Keywords, Branding Watermark,

Featured Contents on Channel, Channel Main Trailer, Uploading Videos, Uploading Defaults, Creator Library.

**4.2** Channel Navigation, Video Thumbnail, CTA –Annotation, CTA –Extro,

CTA –Cards for Mobile, Redirect Traffic to Website, Post Upload Enhancements,

Live Broadcasting, Managing Playlists, Managing Comments, Managing Messages,

Monetization with AdSense, Paid YouTube Channel, Channel Analytics, Real Time Analytics.

**Total No. of Lectures- 10**

#### **Unit No 5. Email Marketing–**

**5.1** Content Writing: Email Machine –The Strategy, Email Frequency, Why People Don't Buy,

The Fuel –Value, Triggers in Email using 4Ps, Sequence of Email Triggers,

Email Example - Topic, Intro, Product, Secondary Value, Fear, Regret,

Ask for Sales, Reinforcement, Offers Announcements, Urgency, Cross Sales,

Re-Engagement, Buyer vs Consumer.

**5.2** Email Software and Tools, Importing Email Lists, Planning Email Campaign,

Email Templates and Designs, Sending HTML Email Campaigns,

Web Forms Lead Importing, Integrating Landing Page Forms,

Campaign Reports and Insights, Segmentation Strategy, Segmentation Lists,

Auto-Responder Series, Triggering Auto –Responder Emails, Auto Responder Actions.

**Total No. of Lectures- 10**

**Suggested Text Books:**

1. Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky,
2. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing, Ian Brodie
3. Social Media Marketing All-In-One for Dummies, Jan Zimmerman and Debora

## Choice Based Credit System Syllabus (2019 Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.BBA (Sem –II)

**Subject:** Digital Marketing

**Course:** Digital Marketing

**Course Code:** BBA3506B

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

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

#### Justification for the mapping

##### PO1: Application of 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: Critical thinking and 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 are essential for success.

**PO8: Professional Development Activities**

**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 T. Y. B. B. A. (w. e. from June, 2021)

Academic Year 2020-2021

### Human Resource Management Special Paper I

Class : T.Y. B. B. A. (Semester- V)

Paper Code: BBA3505 C

Paper : 5

Practices Credit : 3

Title of Paper: Human Resource Management Principles and

No. of lectures: 48

#### A. Course Objectives:

1. To analyze basic principles of Human resource management.
2. To understand various functions carried out under Human Resource Management.
3. To understand training and development activities and evaluation programs.
4. To understand the recent trends in Human Resource Management.
5. Students will be able to define, identify, and apply the principles of Job Analysis and Job Design.
6. To understand different challenges of HRM among students.
7. To analyze and apply the critical role of managers in modern organizational settings.

#### B. Course Outcome:

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

**CO2:** Integrated perspective on role of HRM in modern business.

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

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

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

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

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

#### Unit no 1 Introduction to Human Resource Management and HR planning

- 1.1. Introduction to Human Resource Management
- 1.2. Nature of Human Resource Management
- 1.3. Scope & Functions of HRM
- 1.4. Objectives of HRM
- 1.5. Role of H.R. manager
- 1.6. Strategic HRM: Meaning, Objectives & Challenges
- 1.7. HR Planning: Meaning, Definition
- 1.8. Need for HR Planning
- 1.9. Process HR Planning
- 1.10. Job Analysis, Job Design & Job Evaluation

No of lectures 10

## **Unit 2 Recruitment and Selection Function**

- 2.1. Recruitment: Meaning & Definition
- 2.2. Recruitment Source: Internal vs. External
- 2.3. E-recruiting Methods, Benefits and Limitations
- 2.4. Factors Affecting Recruitment
- 2.5. Selection: Meaning & Process
- 2.6. E-selection, Advantages and Disadvantages.
- 2.7. Promotion: Policy and Types
- 2.8. Transfer: Policy and Procedure for Transfer
- 2.9. Demotion: Meaning, Causes of Demotion
- 2.10. Labor Turnover: Meaning, Measurement of Labor Turnover, Causes and Control Measures.

**No of Lectures 10**

## **Unit 3 Employee Training, development and evaluation.**

- 3.1. Training: Meaning, Objectives & Need
- 3.2. Training Process & Evaluation
- 3.3. Methods of Training: On the Job & Off the Job
- 3.4. Management Development: Meaning & Methods of MDP
- 3.5. Management Development Process and Evaluation
- 3.6. Performance Appraisal: Meaning, Definition & Need
- 3.7. Techniques of PA: Traditional & Modern Techniques
- 3.8. Possible Errors or Problems in Appraisal
- 3.9. E-performance Management: Meaning, Advantages & Disadvantages
- 3.10. Performance Management System: Meaning & Importance

**No of Lectures 10**

## **4 Personnel records reports and audit**

- 4.1. Meaning & Significance of Records and Reports
- 4.2. Essentials of a good Record and good Report
- 4.3. Personnel Audit: Objective, Scope & Importance
- 4.4. Methods of Analysis
- 4.5. Audit Report: Meaning & Importance

**No of Lectures 8**

## **5 Recent trends in HRM and exit policy**

- 5.1. Exit Policy: Meaning & Procedure
- 5.2. Challenges in implementing Exit Policy
- 5.3. Voluntary Retirement Schemes: Meaning, Merits & Demerits
- 5.4. Effects of Excess Manpower
- 5.5. HR in International Context: Global competency and Global Dimensions
6. Developing Cross Cultural Sensitivity
7. HRIS- Need, Advantages & Uses of HRIS.
- 5.7. Human Resource Accounting
- 5.8. Human Resource Audit
- 5.9. Bench marking

5.10. Human Resource Research

**No of Lectures 10**  
**Total 48**

***Reference Books:***

1. *Personnel Management: - Kumar Arun and Sharma Rachana*
2. *Human Resource Management- Ashwathappa*
3. *International Human Resource Management by Peter J Dowling, Devise E Welch, 4th Edition.*
4. *International Human Resource Management by K Aswathappa and Sadhna Dash, TMGH*
5. Human Resource Management, Dr. P.C.Pardeshi , Niramli Publication
6. Human Resource Management, R.S.Dwiwedi , Vikas Publishing House.
7. Human Resource Management, C.B.Mamoria , Himalaya Publishing House

## Choice Based Credit System Syllabus (2019Pattern)

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.BBA (Sem–V)

**Subject:** Human Resource Management Principles and Practices

**Course:** Human Resource Management Principles and Practices      **Course Code:** BBA3505C

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

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

#### Justification for the mapping

#### **PO1: Application of Knowledge**

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

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

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

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

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



## **PO2: Understanding of Business Function**

**CO2:** Understanding business functions as they focus on the integrated perspective of HRM, practical application in organizational challenges, and alignment with strategic objectives.

**CO5:** Providing foundational knowledge and specific HRM skills that contribute to a broader understanding of business functions.

**CO7:** Understanding the business function is critical for developing effective strategies for employee engagement, motivation, and retention as it allows HR professionals to tailor their efforts to the unique needs and challenges of the organization.

## **PO3: Critical thinking and systematic research approach**

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

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

**CO5:** Particularly relevant to ethical decision-making as it requires students to understand and apply the principles of HR's roles in organizations, which includes ethical considerations in decision-making. Understanding HR's roles involves recognizing the ethical implications of HR practices, such as recruitment, selection, training, and performance management, and being able to address ethical dilemmas that may arise in these areas.

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

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

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

## **PO6: Leadership and teamwork skills**

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

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

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

### **PO7: Application of management in various discipline**

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

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

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

### **PO8: Professional Development Activities**

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

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

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

### **PO9: Social Responsibility:**

**CO3:** An integrated perspective on HRM includes considering its impact on society. Students can learn how HRM practices can contribute to societal well-being and align with corporate social responsibility.

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

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

**CO2:** An entrepreneurial mind set involves recognizing the interconnection between HR and the broader business context.

**CO3:** Job design technique should be seen as tools for optimizing performance

**SYLLABUS FOR T. Y. B. B. A. (w. e. from June, 2021)**

**Academic Year 2020-2021**

**Human Resource Management Special Paper 2**

Class : T.Y. B. B. A. (Semester- V)

Paper Code: BBA3505C

Paper :5

Credit : 3

Title of Paper: Conflict and Negotiation Management

No. of lectures: 48

**A. Course Objectives:**

1. To understand the fundamentals of negotiation.
2. To understand the negotiation process.
3. To understand the models of Conflict management.
4. To Understand the Nature and Dynamics of Conflict
5. To analyze Conflict Resolution Strategies
6. To Develop Conflict Management Plans

**B. Course Outcome**

- CO1:** To identify and analyze various sources and causes of conflicts in different organizational and interpersonal contexts.
- CO2:** The ability to apply and implement effective conflict resolution strategies, considering the nature and intensity of conflicts.
- CO3:** The ability to express themselves clearly and listen actively to others.
- CO4:** Able to evaluate and apply various negotiation techniques and styles, considering the goals and interests of the parties involved.
- CO5:** To design and implement comprehensive conflict management plans, taking into account the specific needs and challenges of different situations.
- CO6:** Understanding of how cultural factors influence conflict dynamics and negotiation processes, enabling them to navigate cross-cultural negotiations effectively.
- CO7:** Develop conflict resolution and negotiation management strategies

**Unit 1: Fundamentals of Negotiation.**

- 1.1 Definition: Introduction to the importance of negotiation.
- 1.2 Nature of negotiation, negotiation Vs other interactions,
- 1.3 Dimensions of Negotiation, Structure and the prerequisites of successful negotiation,
- 1.4 Types of negotiation, Strategy & planning of negotiation, four stage model of negotiation.

**No. of Lectures 8**

## **Unit 2: Negotiation Process:**

- 2.1 Perception & Preparation for the negotiations, goal setting for the negotiation, Options and criteria for negotiation,
- 2.2 Role of Communication & Influence in the negotiation process,
- 2.3 Identifying BATNA (Best alternative to a negotiated agreement)
- 2.4 ZOPA (zone of possible agreement) in the negotiation process,
- 2.5 Ethics in negotiation, Agreement

**No of Lectures 8**

## **Unit 3: Negotiation styles**

- 3.1 Leigh Thompson's 5 negotiation mental models
- 3.2 Importance of establishing trust and building a Relationship in negotiation,
- 3.3 Win-Win Negotiation, use of creativity and problem solving in Negotiations,
- 3.4 Application of Transactional analysis for negotiations.

**No of lectures 8**

## **Unit 4 Conflict Management**

- 4.1 Introducing the concept of conflict management,
- 4.2 Definition, importance and Models of conflict (Process & Structural),
- 4.3 Sources of conflict, analyze the relationship between conflict & performance in team
- 4.4 Advantages & Disadvantages of Conflict.
- 4.5 Creating conducive climate to resolve the conflict,
- 4.6 Apply the fundamentals of conflict management to build teams in the organizations,
- 4.7 Design the process for conflict management
- 4.8 Create the situations to minimize the conflicts in organizations.

**No of lectures 12**

## **Unit 5 Types of Conflicts**

- 5.1 Understanding the importance of developing mechanism to manage conflicts in the organizations,
- 5.2 Managing interpersonal and intra personal conflict, and conflict resolution,
- 5.3 Dealing with difficult subordinates, boss & colleagues, evaluate the organization conflict,
- 5.4 Analyze the techniques to resolve team conflict, creating the strategies to manage Organizational conflict
- 5.5 Understand the concept of third party conflict resolution (ADR),
- 5.6 Demonstrate the use of third party conflict resolution (ADR).

**No of Lectures 12**

## **Suggested Text Books:**

1. Negotiation: Communication For Diverse Settings, Spangle, Michael L. ; Isenhardt, Myra Warren : Sage Publications
2. The Negotiation Field book Simple Strategies to Help you negating everything, Grande, Lum. New Delhi : TATA MCGRAW HILL Publishing Company Limited
3. Negotiation / Harvard Business Essentials. U S A, Harvard Business Publishing Corporation
4. How to Conduct Effective Negotiations, Forsyth, Patrick Jaico Publishing House
5. Managing Workplace Conflicts, Subbulakshmi, V., Hyderabad : ICFAI University Press

6. The Power of Positive Confrontation: The Skills You Need To Know To Handle Conflicts At Work, At Home And In Life, Pachter, Barbara . Magna Publishing Co. Ltd.

**Choice Based Credit System Syllabus (2019Pattern)**  
**Mapping of Program Outcomes with Course Outcomes**

**Class:** T.Y.BBA (Sem–V)

**Subject:** Conflict and Negotiation Management

**Course:** Conflict and Negotiation Management

**Course Code:** BBA3506C

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

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

**Justification for the mapping**

**PO1: Application of Knowledge**

**CO1:** The course outcome related to disciplinary knowledge by providing students with a comprehensive understanding of conflict management theories, strategies, and techniques

**CO2:** The analysis and identification of various sources and causes of conflicts, students develop a deep understanding of the disciplinary knowledge surrounding conflicts in organizational and interpersonal contexts.

**CO3:** They also learn how to apply and implement effective conflict resolution strategies, evaluate and apply negotiation techniques, and design and implement conflict management plans.

**CO4:** It provides the necessary knowledge and awareness to make decisions that align with legal standards, promote employee well-being, and prevent practices that could be considered unethical or exploitative.

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

**CO7:** Applying organizational knowledge helps in identifying power dynamics, understanding decision-making processes, and considering the broader goals and objectives of the organization.

**PO2: Ethical Decision-making.**

**CO1:** Labor law and social welfare often center around defining the rights and responsibilities of employers and employees. Understanding these rights and responsibilities is crucial for ethical decision-making in the workplace, ensuring fair treatment and adherence to ethical standards.

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

**CO7:** it is essential to understand the business's overarching objectives and goals. This knowledge helps navigate conflicts and negotiations in a manner that aligns with the organization's interests

**PO3: Critical Thinking and systematic research approach**

**CO1:** Identifying and analyzing various sources and causes of conflicts requires critical thinking skills to gather and evaluate information from multiple perspectives. It also requires a systematic approach to examine the patterns and trends in conflicts within different organizational and interpersonal contexts.

**CO2:** understand the underlying causes, and determine the most appropriate strategies. A systematic approach helps in organizing and executing these strategies in a logical and structured manner.

**CO3:** The ability to express oneself clearly and listen actively to others involves critical thinking skills in processing and evaluating information, as well as the ability to consider multiple viewpoints. A systematic approach is necessary to organize thoughts and effectively communicate ideas.

**CO4:** Evaluating and applying various negotiation techniques and styles requires critical thinking to analyze the goals and interests of the parties involved and to determine the most suitable approach. A systematic approach helps in systematically assessing different techniques and selecting the one that is most appropriate for a given situation..

**CO5:** Designing and implementing comprehensive conflict management plans necessitates critical thinking to assess the specific needs and challenges of different situations. A systematic approach ensures that all relevant factors are considered and that a coherent and comprehensive plan is developed and implemented.

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

**CO1:** The ability to identify and analyze various sources and causes of conflicts in different organizational and interpersonal contexts requires an understanding of ethics. This includes

recognizing and addressing ethical issues that may be underlying conflicts, such as power imbalances, unfair treatment, or unethical behavior.

**CO2:** Implementing effective conflict resolution strategies involves considering the ethical implications of different approaches. Ethical decision-making requires considering the well-being and rights of all parties involved, and finding resolutions that are fair and just.

**CO3:** Ethical decision-making involves actively listening to others' perspectives and ensuring that one's own communication is truthful, respectful, and fair.

**CO4:** Evaluating and applying negotiation techniques and styles requires consideration of ethical principles such as fairness, honesty, and transparency. Ethical negotiation involves finding mutually beneficial solutions and avoiding manipulative or unethical tactics.

**CO5:** Designing and implementing comprehensive conflict management plans involves making ethical choices about how to prevent, address, and resolve conflicts. This includes considering the needs and challenges of all stakeholders and ensuring that the plan promotes fairness, respect, and positive outcomes for all.

**CO7:** Conflict resolution and negotiation management strategies also aim to promote fairness, respect, and mutual understanding among parties involved in a conflict or negotiation. These strategies are designed to address conflicts or disagreements in a way that respects the rights and interests of all parties and finds a mutually beneficial outcome.

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

**CO1:** Identifying and analyzing various sources and causes of conflicts in different organizational and interpersonal contexts requires students to have a critical attitude towards understanding the root causes and underlying factors that contribute to conflicts

**CO5:** Designing and implementing comprehensive conflict management plans necessitates a critical attitude towards assessing and addressing the specific needs and challenges of different conflict situations. This involves critically evaluating existing conflict management strategies and practices and adapting them to fit unique contexts and circumstances

**PO6: Leadership and Teamwork.**

**CO3:** The ability to express oneself clearly and listen actively to others is essential for effective teamwork and leadership. Clear and effective communication is critical in conflict resolution, as it allows leaders and team members to express their perspectives, understand the perspectives of others, and find mutually beneficial solutions

**CO4:** The evaluation and application of various negotiation techniques and styles are essential for leaders and team members to achieve win-win outcomes in conflicts. Leaders must be skilled in identifying and addressing the goals and interests of all parties involved, facilitating constructive negotiations that promote teamwork and cooperation



**CO5:** This includes considering the impact on team dynamics, ensuring fairness, and promoting a positive and supportive work environment.

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

**CO3:** Clear communication is essential for addressing conflicts related to these issues and preventing misunderstandings that can escalate into more significant disputes. Actively listening to others, especially those from diverse cultural backgrounds or with differing viewpoints, allows for better understanding and empathy, which in turn facilitates conflict resolution and effective decision-making

**CO4:** Understanding different negotiation techniques and styles, such as distributive and integrative approaches, can facilitate successful conflict resolution in situations affected by political factors, cultural differences, and legal complexities

**CO6:** Cultural differences can significantly impact communication styles, negotiation expectations, and conflict resolution approaches. Being aware of and sensitive to these cultural factors enables business organizations to adapt their negotiation strategies and behaviors accordingly, increasing the chances of reaching mutually satisfactory outcomes

**PO9: Social Responsibility:**

**CO1:** Identifying and analyzing various sources and causes of conflicts in different organizational and interpersonal contexts, individuals can promote social responsibility by understanding the root causes of conflicts and working towards resolving them in a fair and equitable manner.

**PO10: Entrepreneurial Mindset**

**CO2:** Conflict resolution skills enable entrepreneurs to address and resolve conflicts with stakeholders, employees, and business partners in a constructive and successful manner, fostering collaboration and innovation.

**CO3:** The ability to express oneself clearly and listen actively to others is essential for entrepreneurs who need to effectively communicate their ideas, vision, and goals to different stakeholders, such as investors, employees, and customers.

**CO4:** Evaluating and applying various negotiation techniques and styles, considering the goals and interests of the parties involved, is an important aspect of the entrepreneurial mindset.

**CO5:** Understanding how cultural factors influence conflict dynamics and negotiation processes is crucial for entrepreneurs operating in a globalized business environment.

**CO7:** Entrepreneurs need to be adaptable and flexible in order to navigate the challenges that arise in their business. Conflict resolution and negotiation management strategies allow entrepreneurs to navigate conflicts and disagreements effectively, finding solutions that benefit all parties involved.

## SYLLABUS FOR T. Y. B. B. A. (w. e. from June, 2021)

Academic Year 2020-2021

### Service Sector Management Special Paper I

Class : T.Y. B. B. A. (Semester- V)

Paper Code: BBA 3505 D

Paper : 5

Credit : 3

Title of Paper: Management of Services

No. of lectures: 48

#### A. Course Objectives:

1. To generate awareness of services and its management.
2. To inculcate in depth knowledge of services as an essential economic activity.
3. To get overall understanding about special features of services, various Concepts and issues related with management of services.
4. To understand the process and details to establish service industry.

#### B. Course Outcome:

**CO1:** Students will demonstrate an increased awareness of various services and their role in the economy, recognizing the significance of services as a crucial economic activity.

**CO2:** Students will acquire in-depth knowledge of service management principles, theories, and practices, enabling them to analyze, evaluate, and implement effective strategies in service-oriented organizations.

**CO3:** Students will be able to identify and comprehend the unique characteristics and features of services, distinguishing them from tangible goods, and apply this understanding in real-world scenarios.

**CO4:** Students will demonstrate a solid grasp of various concepts related to services, such as service quality, customer satisfaction, and service innovation, and develop critical thinking skills to address complex issues in service management.

**CO5:** Students will be capable of analyzing and solving problems related to the management of services, considering factors like customer expectations, service design, delivery processes, and quality improvement.

**CO6:** Students will gain practical insights into the process and details involved in establishing a service industry, applying their knowledge to develop business plans, identify market opportunities, and navigate regulatory requirements.

**CO7:** Students will develop effective communication and collaboration skills, enabling them to articulate service-related concepts, work seamlessly in diverse teams, and engage with stakeholders in the service industry effectively.

### **Unit 1 Introduction to services**

- 1.1 Concept of services – Definitions and meaning
- 1.2 Characteristics of services.
- 1.3 Differences between goods and services.
- 1.4 Stages of Economic Development - Preindustrial Society, Industrial Society, Post Industrial Society
- 1.5 Dependency of Manufacturing on Services.
- 1.6 Fastest Growing Services – Banking, Insurance, Wholesale, and Retail Trading, Health care, Travel and Tourism, I.T. and B.P.O.
- 1.7 Role of services in the economy
- 1.8 Challenges in the service sector

**No of Lectures 10**

### **Unit 2 Classification of services**

- 2.1 Bases for Classifying services
- 2.2 Service Package
- 2.3 Distinctive Characteristics of Service Operations
- 2.4 Nature of service Act
- 2.5 Relationship of service organisation with customers, Customization and Judgment in Service Delivery.
- 2.6 Nature of demand and supply of service delivery

**No of Lectures 8**

### **Unit 3 Managing Service Operations**

- 3.1 Forecasting demand for services – Meaning and Techniques
- 3.2 Managing Service Capacity - Strategies for managing demand, Strategies for managing supply
- 3.3 Yield management – Meaning, Characteristics and Applications.
- 3.4 Managing waiting lines - Inevitability of waiting, The Psychology of waiting.
- 3.5 Queuing systems – Meaning, Essential features of Queuing Systems.

**No of Lectures 10**

### **Unit 4 Designing of Service Enterprise**

- 4.1 New service development – Meaning, Process cycle
- 4.2 Service design elements, service blueprinting, Benchmarking
- 4.3 Generic approaches to service system design
- 4.4 Technology in services.
- 4.5 Service quality – meaning, Scope of Service Quality, Service Quality Improvement –
  - i) Quality and Productivity Improvement
  - ii) Quality tools for Analysis and Problem solving – Check Sheet, Run Chart, Histogram, Pareto Chart, Flowchart, Cause and Effect Diagram, Scatter Diagram, Control Chart
  - iii) Programs for organizational quality improvement – Personnel Programs for Quality Assurance, Quality-Improvement Program to Achieve Zero Defects, Deming's 14-Point Program, ISO 9000 and Six-Sigma.

**No of Lectures 12**

### **Unit 5 Globalization of Services**

- 5.1 Meaning and importance of globalization of services
- 5.2 Globalization and Indian services
- 5.3 Domestic growth and expansion strategies – focused service, focused network,

clustered service and diversified network

5.4 Franchising – meaning, nature, benefits and issues

5.5 Global service strategies – Multi country expansion, importing customers, following your customers, service off-shoring and Beating the Clock.

**No of Lectures 8**

**Total 48**

***Reference Books:***

1. *Service Management – Operations, Strategy, information Technology*, James A. Fitzsimmons & Mona J. Fitzsimmons, Tata McGRAW-Hill.

2. *Services Management*, Sanjay V. Patankar, Himalaya Publishing House, Mumbai.

3. *Services Marketing – M. G. Mulla*, Success Publications, Pune.

4. *Marketing Management – B. R. Sangale*, Success Publications, Pune.

5. *Services Management*, Dr. K.Ramachandra, B. Chandrashekara and S. Shivakumar, Himalaya Publishing House, Mumbai.

6. *Services Marketing –Text and cases*, Rajendra Nargoundkar, Tata McGRAWHills.

7. *Services Marketing – Govind Apte*, Oxford University Press 2004.

**Choice Based Credit System Syllabus (2019Pattern)**  
**Mapping of Program Outcomes with Course Outcomes**

**Class:** T.Y.BBA (SEM –V)

**Subject:** Management of Services

**Course:** Management of Services

**Course Code:** BBA3505 D

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

**Justification for the mapping**

**PO1: Application of Knowledge.**

**CO2:** Service management principles encompass various business aspects such as marketing, management, and economic considerations. By acquiring in-depth knowledge in service management, students are applying business principles specifically in the context of services, aligning with the broader program outcome.

**PO2: Understanding of Business Functions**

**CO3:** Understanding the unique characteristics of services contributes to a deeper comprehension of business functions, especially in industries where services play a crucial role. This aligns with the program's objective of understanding business functions.

**PO 3: Use critical thinking and systematic research approach**

**CO4:** The development of critical thinking skills to address complex issues in service management directly aligns with the program's emphasis on using critical thinking to identify and solve business problems.

**PO4: Ethical Decision-Making**

**CO5:** Understanding corporate social responsibility and sustainability in the context of services involves ethical considerations, aligning with the program's focus on ethical decision-making.

**PO6: Leadership and Teamwork**

**CO7:** Effective communication and collaboration skills are essential for leadership and teamwork, aligning with the program's outcome of developing leadership and teamwork abilities.

**PO7: Application of Management in various discipline**

**CO6:** Understanding the process of establishing a service industry involves considering various factors, including political, cultural, and legal issues, aligning with the program's outcome of evaluating global issues in business.

**PO8: Professional development activities**

**CO7:** Developing an entrepreneurial mindset involves networking with industry professionals and engaging in professional development activities, aligning with the program's outcome of providing opportunities for networking and professional development.

**SYLLABUS FOR T.Y.B.B.A. (w. e. from June, 2021)**

**Academic Year 2021-2022**

**Service Sector Management Specialization Paper 2**

Class : T.Y.B.B.A.(Semester-V)

Paper Code: BBA 3506 D

Paper :6 Title of Paper: Service Marketing

Credit : 3 No. of Lectures: 48

**Learning Objectives:**

1. To analyze the concepts of service marketing.
2. To study the concept of marketing Mix.
3. To analyze how to face competitions in service sectors.
4. To understand the quality measures of services.

**Learning Outcome:**

**CO1.**Implement the best practices of the Services Marketing

**CO2.** Apply knowledge of Customer Satisfaction techniques in the corporate world

**CO3.** Perform lifelong learning and professional development to enrich the services marketing strategies.

**CO4.** Apply Strategies for improvement of service quality

**CO5.** Understand Recent Trends of Services Marketing

**CO6.** Understand the Guidelines for managing service competition

**CO7.** In-depth Understanding of service marketing mix

**Unit 1 Introduction to service marketing.**

- 1.1 Meaning & Scope of Services Marketing,
- 1.2 Nature and characteristics of services.
- 1.3 Classification of services.
- 1.4 Importance of services marketing,

**No of Lectures 10**

**Unit 2 Quality of Services**

- 2.1 Services based components of quality, perceived quality,
- 2.2 Gaps in quality,
- 2.3 Bench marking,
- 2.4 TQM and customer satisfaction measurement techniques,

2.5 Strategies for improvement of service quality service guarantee.

**No of lectures 10**

### **Unit 3 Services Marketing Mix**

3.1 Concept and definition of Marketing Mix

3.2 Four P's (Product, Price, Place and Promotion)

3.3 Extended Ps of Marketing (People, Process and Physical evidence)

**No of Lectures 10**

### **Unit 4 Managing service competition**

4.1 Guidelines for managing service competition,

4.2 Approaches to service competition,

4.3 Promotional planning and marketing strategy for services

**No of Lectures 10**

### **5 Recent Trends of Services Marketing**

5.1 Role of IT services.

5.2 Types of E- Services

5.2.1 E- services–Financial services,

5.2.2 Hospitality services,

5.2.3 Education services,

5.2.4 IT services,

5.2.5 Hotel & Tourism services,

5.2.6 Event management services,

5.2.7 Consultancy services

**No of Lectures 10**

**Total 48**

### **Reference Books:**

1. *Services Marketing – (Concepts, Practices and Case from Indian Environment)*

*Dr. S. Shajahan, Himalaya Publication House*

2. *Services Marketing – Vasanti Vanugopal Raghu V.N. Himalaya Publications House*

3. *Services Marketing – Text and cases Hansh V. Varma Parsons Educations*

4. *Services Marketing – M. G. Mulla, Success Publications, Pune.*

5. *Services Marketing Text and Cases - Harsh V Varma*

6. *Principles of Marketing - Phillip Kotler and Gary Armstrong*

7. *Marketing - V.S. Ramaswamy and S Namankumari*



**Choice Based Credit System Syllabus (2019Pattern)**  
**Mapping of Program Outcomes with Course Outcomes**

**Class:** T.Y.BBA (Sem –VI)

**Subject:** Service Marketing

**Course:** Service Marketing

**Course Code:** BBA.3506 D

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

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

**Justification for the mapping**

**PO1: Application of Knowledge**

**CO2:** Applying knowledge of customer satisfaction techniques in the corporate world, which aligns with the broader application of business principles and practices across various areas like marketing, management, and others.

**PO2: Understanding of business functions**

**CO7:** The service marketing mix involves various elements such as product (service) strategy, pricing strategy, promotion strategy, and distribution strategy, which are fundamental components in the broader understanding of business functions.

**PO3: Critical thinking and systematic research approach**

**CO5:** Understanding recent trends in services marketing requires critical thinking and a systematic research approach to identify emerging issues, collect relevant information, evaluate evidence related to market trends, and draw conclusions.

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

**CO3:** Commitment to continuous learning and professional development, which includes an understanding of ethical considerations and implications in the field of services marketing.

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

**CO3:** Developing a critical attitude is an essential aspect of being able to analyze and adapt to new information and changes in the field, aligning with the idea of lifelong learning.

**PO6: Leadership and team work skills**

**CO4:** Leadership is often associated with guiding and influencing others toward shared objectives, and teamwork involves collaboration with others to achieve a common purpose, which aligns with the concept of improving service quality in a collaborative manner.

**PO7: Application of management in various discipline**

**CO5:** Understanding recent trends in services marketing involves considering various factors, including political, cultural, and legal issues.

**PO8: Application of Management in various Disciplines**

**CO3:** Emphasizes the importance of lifelong learning and professional development, which often includes networking with industry professionals.

**PO9: Social Responsibility**

**CO4:** Implementing strategies to enhance service quality, graduates can contribute to the betterment of society by meeting or exceeding customer expectations, ensuring fair and ethical business practices, and promoting positive social outcomes. This aligns with the principles of corporate social responsibility and sustainability.

**PO10 Entrepreneurial Mindset**

**CO1:** Implies that graduates should be able to implement the best practices of services marketing, which often involves innovation, creativity, and the identification of business opportunities. An entrepreneurial mindset is aligned with the ability to implement effective marketing strategies and seize opportunities in the services sector.

