B.B.A. THIRD YEAR (T.Y) 2022 Pattern (wef June 2024)

SR. No	Semester5 Course Code	Paper	Semester 6 Course Code	Paper
1	UBBA351	Supply Chain Logistic Management	UBBA361	Business Planning & Project Management
2	UBBA352	Entrepreneurship Development	UBBA362	Management Control System
3	UBBA353	Business Law	UBBA363	E-Business
4	UBBA354	Research Methodology	UBBA364	Business Analytics
5	UBBA355 – A	Employee Relations & Labour Laws	UBBA365 – A	Global HRM
5	UBBA356 – A	Recent Trends in HRM & HR Accounting	UBBA366 – A	Labour Welfare
6	UBBA355– B	Legal Aspects in Financial Management	UBBA365 – B	Indirect Tax
6	UBBA356- B	Cost & Work Accounting	UBBA366 – B	E-Banking Services
7	UBBA355– C	Analysis of Marketing Strategies & Environment	UBBA365 – C	International Marketing Management
7	UBBA356– C	Product & Product Branding	UBBA366 –C	Service Marketing
8	UBBA355– D	Marketing of Special Services in India	UBBA365– D	Quality Management in Services
8	UBBA356– D	Service Operation Processes	UBBA366 – D	Service Innovation & Design
9	UBBA 357	Project	UBBA 367	Project

Dupal-

Dr. Niranjan Shah
Dean, Faculty of commerce and Management.

	Semester5		**Semester 6**	
SR. No	**Course Code**	**Paper**	**Course Code**	**Paper**
1	UBBA351	Supply Chain Logistic Management	UBBA361	Business Planning & Project Management
2	UBBA352	Entrepreneurship Development	UBBA362	Management Control System
3	UBBA353	Business Law	UBBA363	E-Business
4	UBBA354	Research Methodology	UBBA364	Business Analytics
5	UBBA355 – A	Employee Relations & Labour Laws	UBBA365 – A	Global HRM
	UBBA356 – A	Recent Trends in HRM & HR Accounting	UBBA366 – A	Labour Welfare
6	UBBA355– B	Legal Aspects in Financial Management	UBBA365 – B	Indirect Tax
	UBBA356- B	Cost & Work Accounting	UBBA366 – B	E-Banking Services
7	UBBA355– C	Analysis of Marketing Strategies & Environment	UBBA365 – C	International Marketing Management
	UBBA356– C	Product & Product Branding	UBBA366 –C	Service Marketing
8	UBBA355– D	Marketing of Special Services in India	UBBA365– D	Quality Management in Services
	UBBA356– D	Service Operation Processes	UBBA366 – D	Service Innovation & Design
9	UBBA 357	Project	UBBA 367	Project

B.B.A. THIRD YEAR (T.Y) 2022 Pattern (wef June 2024)

SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A
(w. e. from June, 2024)

Class: T.Y.B.B.A.
SEM V
Course Code: UBBA351
Paper: 1
Course Title: Supply Chain Logistic Management
Total No of Lectures: 48
Credit: 03

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 in to 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

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 Multichannel.

2.4 Functions of Marketing Channels

2.5 Channel Management –Channel Selection Process & criteria. 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.ofLectures-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 & ABCAnalysis)

4.3 Stacking and Racking Systems. LIFO, FIFO

4.4 Inventory Information System.

Total No.ofLectures-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

Evaluation

Internal Evaluation	External Evaluation
Unit test (20)	Fill in the blanks ,One Sentence Questions (12)
	Short Note question (12)
	Short answer question (24)
Mini project/Assignment/Presentation(20)	Long answer questions (12)
40	**60**

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.Havaldar &Vasant M Cavale
5. Purchasing and Supply Management by Doblerand Burt
6. Supply Chain Management Best Practices by David Blanchard
7. Channel Management & Retail Management by Meenal Dhotre
8. The Supply Chain handbook by J ames A.Tompkins, Dale A.Harmelink

Mapping of Program Outcomes with Course Outcomes

Class: T. Y. BBA (Sem –V)   **Subject**: Product and Product Branding
Course: Supply Chain Logistic Management   **Course Code:** UBBA-351
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	1				2		3	1	3	
CO3	3	3	3							
CO4	3	2			3	3		2	2	3
CO5	2								2	
CO6	3			3		2		2		
CO7	3	3	3		3					

Justification for the mapping

PO1: Disciplinary Knowledge
>   **CO1:** This aligns with knowledge in operations management and logistics, focusing on the challenges and issues related to managing materials, transportation, warehousing, and distribution networks.
>   **CO2:** involves knowledge of how different channels impact distribution, sales, and customer reach within the context of the supply chain.
>   **CO3:** Involves understanding various types of inventories (raw materials, work-in-progress, finished goods), inventory control techniques, and optimization strategies..
>   **CO4:** It involves knowledge of industry trends, technological advancements, regulatory changes, and emerging best practices across various supply chain functions.
>   **CO5:** It involves understanding how digital technologies, online platforms, and electronic transactions impact supply chain functions such as procurement, logistics, and customer relationship management.
>   **CO6:** It requires knowledge of supply chain dynamics, global trends, disruptive technologies, and the ability to assess and respond to changes in the business environment.
>   **CO7:** It involves understanding key performance indicators (KPIs) specific to inventory management, such as inventory turnover, stock out rates, and order fulfillment metrics, as well as broader performance metrics within the supply chain context..

PO2: Critical Thinking and Problem Solving
>   **CO1:** Critical thinking comes into play when students need to analyze the features of different product types and discern their unique characteristics. This involves comparing and contrasting various products to understand their distinctions.
>   **CO3:** Critical thinking is essential here as students must assess a variety of factors contributing to new product development, such as market demand, technological feasibility, and competitive landscape. They need to critically evaluate these factors to understand their implications and anticipate potential challenges

CO4: Critical thinking is integral to developing effective product strategies. Students need to analyze customer needs and preferences critically, as well as assess competitor offerings thoroughly. They must then synthesize this information to formulate strategies that differentiate their product and create value for customers.

CO7: Need to critically evaluate different branding approaches, considering factors like brand differentiation, target audience perception, and market positioning

PO3: Critical thinking and systematic research approach

CO3: Identifying the factors contributing to new product development and the challenges faced in the process involves critical thinking to assess and address the various obstacles and opportunities in product innovation.

CO7: Analyzing the various types of branding strategies and their impact on brand success in the market necessitates a systematic research approach to evaluate the effectiveness of different branding strategies and their outcomes.

PO4: EthicalDecision-makingability

CO6: Requires ethical decision-making to ensure that the brand's image and messaging align with ethical standards and values. Both of these outcomes involve making decisions that uphold ethical principles in the realm of product management and brand development.

PO5: Critical Attitude for Lifelong learning.

CO2: Encourages students to critically assess the significance of product management and its functions, fostering a mindset of continuous learning and improvement in this area.

CO4: Requires students to critically evaluate market dynamics, customer needs, and competitor strategies to develop effective product strategies. This process promotes a critical attitude towards learning and adapting strategies based on analysis and feedback.

CO7: Analyze the various types of branding strategies and their impact on brand success in the market. Understanding and analyzing branding strategies and their impact on brand success involves a critical evaluation of market trends, consumer behavior, and competitive landscape. This analysis fosters a critical attitude towards learning and adapting branding strategies for long-term success.

PO6: Leadership and team work skills

CO4: Focuses on developing and implementing effective product strategies, which requires leadership skills to guide a team towards achieving organizational goals

CO6: Involves creating brand positioning strategies and implementing brand building processes effectively, which also requires leadership to drive the team towards successful brand development and teamwork to execute these strategies collaboratively

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

CO2: Analyzing the importance and functions of product management in both consumer and industrial product industries involves considering various external factors, including political, cultural, and legal issues that can impact business operations on a global scale.

PO8: Business Management Skills

CO2: Focuses on analyzing the importance and functions of product management in both consumer and industrial product industries, which is essential for effective business management.

CO4: Involves developing and implementing effective product strategies, considering customer and competitor analysis, which is a key aspect of business management skills.

CO6: Relates to creating brand positioning strategies and implementing brand building processes effectively, which are crucial skills in managing a successful business and brand.

PO9: Social Responsibility

    CO2: Focuses on analyzing the importance and functions of product management in both consumer and industrial product industries, aligns with social responsibility as it involves understanding how product management decisions can impact society and the environment.

    CO4: Involves developing and implementing effective product strategies considering customer and competitor analysis, also relates to social responsibility as it includes considerations for ethical practices, sustainability, and meeting the needs of various stakeholders.

    CO5: Covers the concepts of brand management, brand identity, and brand image in building successful brands, is connected to social responsibility as it involves creating brands that align with ethical values, sustainability practices, and social impact considerations.

PO10: Entrepreneurial Mindset

    CO4: This focuses on developing and implementing effective product strategies considering customer and competitor analysis, aligns with an entrepreneurial mindset as it involves strategic thinking and innovation to create competitive advantages in the market

Class: T.Y.B.B.A.SEM V
Course Code: UBBA-352
Paper: 2
Course Title: Entrepreneurship Development
Total No of Lectures: 48
Credit: 03

A) Course Objectives

1. To understand the concepts of Entrepreneur, Manager, and Intrapreneur and distinguish their roles in business environments and identify and categorize different types of Entrepreneurs, exploring their qualities and functions in business.
2. To evaluate the process of opportunity selection using convergent thinking, along with tools and techniques like market surveys as well as apply tools and techniques for environmental scanning to identify business opportunities.
3. To understand the meaning, objectives, and functions of MSMEs, along with the challenges they face and investigate various sources of financial assistance for small enterprises, including bank loans, angel funding, venture funding, and government schemes.
4. To identify and develop entrepreneurial competencies, recognizing the significance of competency development.
5. To explore the external problems affecting entrepreneurs and understand the factors influencing mobility and entrepreneurial change.
6. To Study and analyze case studies of women-founded start-ups in India and the biographies of prominent entrepreneurs like Upasana Taku, Anisha Singh, Sabina Chopra, Azim H. Premji, Ratan Tata, and Dr. Shiva Nadar.

B) Course Outcomes

CO1: Students will be able to differentiate between Entrepreneurs, Managers, and Intrapreneurs, understanding their distinct roles.
CO2: Students will comprehend the evolution and key concepts of Entrepreneurship, recognizing its significance in the business world.
CO3: Students will evaluate the impact of psychological, social, economic, and environmental factors on Entrepreneurship.
CO4: Students will comprehend the interrelationships between business, industry, and commerce in the contemporary business environment.
CO5: Students will understand the relationship between unemployment, wealth creation, and Entrepreneurship.
CO6: Students will analyze and propose solutions to common problems faced by entrepreneurs in marketing, finance, human resources, production, and research as well as students will explore external problems influencing entrepreneurs and understand factors contributing to mobility and entrepreneurial change.
CO7: Students will critically study and analyze case studies of women-founded start-ups and prominent entrepreneurs in India.

UNIT 1. Entrepreneurial Perspective

1. Concept of Entrepreneur, Manager, Intrapreneur
2. Entrepreneur and Entrepreneurship
3. Meaning, Definition, Evolution.
4. Types of Entrepreneurs, Qualities and Functions of Entrepreneur.
5. Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental factors.
6. Role of Entrepreneur in growth and development of the small business.
7. Problem of Unemployment and Importance of wealth creation.

UNIT 2. Business Opportunity Identification

1. Definition of business, industry & commerce and their interrelationship in today's environment.
2. Opportunity Search:
3. Divergent Thinking Mode: Meaning Objectives
4. Tools and Techniques: Environmental scanning for business opportunity Identification.
5. Opportunity Selection:
6. Convergent Thinking Mode: Meaning, Objectives
7. Tools And Techniques: Market Survey

UNIT 3. Management of MSMEs and Sick Enterprises

1. Meaning, Objectives and Functions of MSMEs Challenges of MSMEs, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units.
   - Financial Assistance for Small
2. Enterprise: Institutional:
   a) Bank Loan
   b) Angel Funding c) Venture Funding
   d) Self Employment Schemes of Government of Maharashtra.
   e) Government Financial Institutions: Khadi and Village Industries Board (KVIB), Rajiv Gandhi Udyami Mitra Yojana (RUGMY)
   f) Prime Minister Employment Generation Programme (PMEGP).

UNIT 4. Entrepreneurship development:

1. Entrepreneurial Competencies, Developing Competencies.
2. Concept of Entrepreneurship development, Entrepreneur Training   and developing,Role of Entrepreneur Development Programs
   EDP, Role of DIC, SISI, EDII, NIESBUD, NEDB, EDP -
   Objectives – contents –Methods - execution. Role of

Mentors.
3. Innovation and Entrepreneurship, Design Thinking Process. Role of consultancy   organizations inpromoting
4. Entrepreneurs, Problems and difficulties of Entrepreneurs - Marketing Finance, Human Resource,Production; Research -
5. External problems, Mobility of Entrepreneurs, Entrepreneurial change, occupational mobility -factors in mobility.
6. Study of Women-founded Start-ups in India and Entrepreneurs' biography
    - UpasanaTaku, Anisha Singh, Sabina Chopra.
    - .Azim H. Premji, Ratan Tata, DR. Shiva Nadar.

Suggested References:

Sr. No	Title Of the Book	Author/s	Publication
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson, 2014.
2	Management of Small Scale Industries	Desai Vasant	Himalaya Publishing House
3	The Dynamics of Entrepreneurial Development and Management,	Desai Vasant	Himalaya Publishing House, 2015

Evaluation:-

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12)
	Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24)
	Long answer questions (12)
40	**60**

Choice Based Credit System Syllabus (2022Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V)   **Subject: Entrepreneurship Development**
Course: BBA   **Course Code: UBBA-352**
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			1	2					3
CO2	2			1	1					
CO3		2		1	1					
CO4		3		1	1		2			
CO5			2	1	1		3			
CO6		2		1	1	3		2		
CO7			3	1	1				2	3

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: To differentiate between entrepreneurs, managers, and intrapreneurs, Students need to grasp the disciplinary knowledge encompassing these roles, including their responsibilities, skills, and approaches to business.

CO2: Disciplinary Knowledge focuses on providing students with a solid understanding of the foundational concepts, theories, and principles within a specific discipline. In the context of entrepreneurship, disciplinary knowledge entails grasping the fundamental concepts, historical evolution, and key theories relevant to entrepreneurship.

PO2: Critical Thinking and Problem Solving.

CO3: Critical thinking skills enable students to analyze and evaluate the impact of psychological, social, economic, and environmental factors on entrepreneurship. They can critically assess how these factors influence entrepreneurial behavior, decision-making processes, and the overall success or failure of entrepreneurial ventures. Problem-solving skills allow students to identify potential challenges arising from these factors and develop effective strategies to address them. They can propose innovative solutions to mitigate the negative effects of psychological, social, economic, and environmental factors on entrepreneurship.

CO4: Critical thinking skills help students examine and understand the complex interrelationships between different aspects of business, industry, and commerce in the contemporary business environment. They can critically analyze how various economic, technological, and societal factors interact to shape the business landscape. Problem-solving skills enable students to identify opportunities for synergy and collaboration between different sectors and industries. They can propose strategic initiatives to leverage these interrelationships for mutual benefit and sustainable growth.

CO6: Critical thinking skills allow students to critically analyze common problems faced by entrepreneurs in marketing, finance, human resources, production, and research. They can identify underlying causes, evaluate potential solutions, and assess the feasibility and effectiveness of different approaches. Problem-solving skills enable students to propose practical and innovative solutions to address these challenges. They can develop strategic plans, implement organizational changes, and adapt business processes to enhance the competitiveness and resilience of entrepreneurial ventures.

PO3: Critical thinking and systematic research approach.

CO5: Critical thinking skills enable students to critically analyze and evaluate the complex relationship between unemployment, wealth creation, and entrepreneurship. They can question assumptions, consider alternative perspectives, and identify potential causal relationships between these variables. Students can develop nuanced insights into how entrepreneurship influences employment generation, economic growth, income distribution, and social mobility. They can identify opportunities for policy interventions, entrepreneurial development programs, and institutional reforms to promote inclusive and sustainable economic development.

CO7: By critically studying and analyzing case studies of women-founded start-ups and prominent entrepreneurs in India, students can develop a deeper understanding of the socio-cultural, economic, and institutional factors shaping entrepreneurial opportunities and outcomes. They can identify barriers to entry, opportunities for innovation, and strategies for overcoming challenges, thereby contributing to the advancement of entrepreneurship research and practice.

PO4: Ethical Decision-making ability.

CO1: Ethical decision-making ability helps students understand the ethical responsibilities associated with each role. They learn to recognize and navigate ethical dilemmas that may arise in entrepreneurial, managerial, and entrepreneurial contexts. This understanding ensures that they can uphold ethical standards while fulfilling their distinct roles in organizations.

CO2: Ethical decision-making ability is essential for recognizing the ethical implications of various entrepreneurial concepts and practices. Students learn to evaluate the ethical dimensions of entrepreneurship, such as social responsibility, fair competition, and integrity in business dealings. This enables them to comprehend entrepreneurship not only from a strategic and economic perspective but also from an ethical standpoint.

CO3: Ethical decision-making ability enables students to assess the ethical implications of psychological, social, economic, and environmental factors on entrepreneurship. They learn to consider the ethical consequences of their decisions and actions in response to these factors, ensuring that ethical considerations are integrated into their analyses and evaluations.

CO4: Ethical decision-making ability helps students understand the ethical dimensions of interrelationships between businesses, industries, and commerce. They learn to navigate ethical challenges related to competition, collaboration, and regulatory compliance in interconnected business ecosystems. This ensures that they can comprehend the ethical complexities inherent in contemporary business environments.

CO5: Ethical decision-making ability enables students to recognize the ethical implications of entrepreneurship on employment, wealth creation, and societal well-being. They learn to evaluate the ethical dimensions of entrepreneurial activities in terms of their impact on stakeholders, including employees, customers, suppliers, and communities. This ensures that they can understand the ethical imperatives underlying the relationship between entrepreneurship and socio-economic development.

CO6: Ethical decision-making ability is essential for analyzing and proposing solutions to common entrepreneurial problems. Students learn to address ethical dilemmas in various functional areas of entrepreneurship, such as marketing, finance, human resources, production, and research. This ensures that their proposed solutions are ethically sound and aligned with ethical principles and values.

CO7: Ethical decision-making ability enables students to critically study and analyze case studies of women-founded start-ups and prominent entrepreneurs in India from an ethical perspective. They learn to assess the ethical implications of entrepreneurial practices and behaviors showcased in these case studies, ensuring that their analyses are grounded in ethical considerations.

PO5: Critical Attitude for Lifelong learning.

CO5: Lifelong learning enhances students' ability to understand the relationship between unemployment, wealth creation, and Entrepreneurship by fostering continuous learning, open-mindedness, analytical skills, and the application of knowledge. Students with a critical attitude for lifelong learning are better equipped to navigate complex issues, engage in informed discourse, and contribute to the advancement of knowledge in their field.

PO6: Leadership and team work skills.

CO1: Leadership skills are essential for entrepreneurs, managers, and intrapreneurs alike. Entrepreneurs need to possess strong leadership abilities to envision, initiate, and manage ventures effectively. Managers require leadership skills to coordinate and motivate teams, set strategic directions, and achieve organizational objectives. Intrapreneurs need leadership skills to champion innovative ideas, navigate organizational politics, and drive change within established firms. Therefore, as it emphasizes the importance of leadership skills across different roles in entrepreneurship and business.

CO2: Leadership and teamwork skills are crucial for analyzing and proposing solutions to common entrepreneurial problems. Students need leadership abilities to mobilize resources, inspire confidence, and coordinate efforts to address challenges in marketing, finance, human resources, production, and research. Effective teamwork skills are also essential for collaboration, communication, and conflict resolution among team members. Therefore, CO6 aligns with PO6 as it requires students to demonstrate leadership and teamwork skills to propose solutions to entrepreneurial problems effectively.

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

CO4: Political decisions, cultural norms, and legal frameworks shape the environment in which businesses operate. Cultural factors such as language barriers, consumer preferences, and social norms influence marketing strategies and product development. Legal issues such as trade regulations, intellectual property rights, and labor laws impact business operations, market entry strategies, and overall competitiveness.

CO5: Political and legal factors play a crucial role in determining the ease of doing business and fostering entrepreneurship. Favorable government policies can encourage entrepreneurship by providing incentives, reducing bureaucratic hurdles, and ensuring a level playing field.

PO8: Business Management Skills

CO6: The business management skill related to entrepreneurship aligns by enabling students to analyze and propose solutions to common problems faced by entrepreneurs across marketing, finance, human resources, production, and research functions, as well as understand external factors influencing entrepreneurial endeavors and factors contributing to mobility and entrepreneurial change.

PO9: Social Responsibility

CO7: Studying women-founded start-ups and prominent entrepreneurs in India provides a practical framework for understanding and applying principles of social responsibility in business. By critically analyzing case studies in this domain, students gain insights into promoting gender equality, fostering community development and empowerment, and upholding ethical business practices, thereby preparing them to be socially responsible entrepreneurs and leaders in the global business landscape.

PO10: Entrepreneurial Mindset

CO1: Developing an entrepreneurial mindset involves understanding the distinct roles and responsibilities of entrepreneurs, managers, and intrapreneurs. Entrepreneurs are individuals who identify opportunities, take risks, and create new ventures, while managers focus on organizing resources, implementing plans, and achieving operational efficiency. Intrapreneurs, on the other hand, are employees within established organizations who demonstrate entrepreneurial behavior by innovating, taking initiative, and driving change from within.

CO7: The study and analysis of case studies of women-founded start-ups and prominent entrepreneurs in India provide valuable insights into the application of entrepreneurial mindset in real-world contexts. By critically examining these cases, students can identify entrepreneurial traits, strategies, and decision-making processes that contribute to success in diverse business environments. They can learn from the experiences of entrepreneurs who have demonstrated resilience, innovation, and adaptability in overcoming challenges and seizing opportunities.

SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A
(w. e. from June, 2024)

Class: T.Y.B.B.A.
SEM V
Course Code: UBBA353
Paper: 3
Course Title: Business Law
Total No of Lectures: 48
Credit: 03

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, 2013

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
       betweenArticles & 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 fromDisclosure of Information.
5.5 State Information Commission & Central Information Commission-Constitution, Tenure,Conditions of Service, Powers & Functions.

No. of Lectures 8

Evaluation

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
40	**60**

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 (2022Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V)   **Subject**: Business law
Course: BBA   **Course Code**: UBBA353
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	2	3	3	3	-	-	-	3	3
CO4	3	3	2		-	-	-	-	1	3
CO5	3	-	3	2	-	-	-	-	-	2
CO6	3	2	3	2	-	-	-	-	-	-
CO7	3	-	-	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: Critical Thinking and Problem Solving

CO3: Developing critical thinking through the use of law cases involves analyzing various legal situations, examining evidence, and drawing logical conclusions. This process helps students improve their problem-solving skills by understanding the complexities of different legal scenarios and being able to present coherent arguments.

CO4: Identifying fundamental legal principles behind contractual agreements requires students to critically analyze contract terms, laws, and obligations. By understanding these principles, students can navigate complex legal issues and solve problems that arise in contractual relationships. This process enhances critical thinking skills by requiring students to evaluate the implications of different

CO6: Acquiring problem-solving techniques and presenting coherent legal arguments go hand in hand with critical thinking. Students who can think critically about legal issues are better equipped to analyze problems and come up with effective solutions.

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, as 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, legallycompliant, and have the best interests of the organization in mind.

PO5: Critical Attitude for Lifelong learning

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

CO3: Developing critical thinking is essential for lifelong learning, and engaging with law casesprovides 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 outcomefocuses more on legal compliance than a broader sense of social responsibility.

CO2: Focusing on legal compliance and proficiency, this can indirectly contribute to socialresponsibility.

CO3: Related to social responsibility as it involves the development of critical thinking skills thatcan 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 maximizesproductivity 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 isessential 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.

Class: T.Y.B.B.A.
SEM V
Course Code: UBBA354
Paper: 4
Course Title: Research Methodology
Total No of Lectures: 48
Credit: 03

A) Course Objective
1. To introduce the basic concepts of research methodology to the student.
2. To gain knowledge about basic research process.
3. To analyse the various terminologies related to sampling process.
4. To make students aware about data collection tools and methods.
5. To make the students aware about research paper writing skills and framing research proposals.

B) Course Outcome
CO1: After Completion of the course students will be able to understand and comprehend the basics in research methodology and applying them in research/ project work. □
CO2 : This course will help the students to identify an appropriate research design.
CO3 : □After completion of the course students will be able to apply the concept for research project.
CO4: The course will also enable them to collect the data, edit it properly and analyse it accordingly.
CO5: The Students will develop skills in qualitative and quantitative data analysis and presentation. □
CO6: Students will be able to demonstrate the ability to choose methods appropriate to research objectives.
CO7 : Students will be able prepare research project reports or proposal after completion of the course.

Unit 1: Introduction to Research
        1.1 Introduction to Research
        1.2 Objectives of Research,
        1.3 Types of Research,
        1.4 Significance of Research,
        1.5 Research Process,
        1.6 Criteria of Good Research,
        1.7 Challenges before Researchers in India.   **No.of lectures 8**

Unit 2: Research Design and Research Sampling

    2.1 Meaning & concept of Research Design,
    2.2 Need for Research Design,
    2.3 Features of a Good Design,
    2.4 Types of Research Design
    2.5 Framing of objectives
    2.6. Framing of Hypotheses
    2.7 Concept of Research Sampling, 2.6 Pilot surveys – key concept
    2.6 Steps in Sampling Design

2.7 Types of Sampling,
2.8 Determination of Sampling Size

No.of lectures 10

Unit No 3: Methods of Data Collection and Processing and Analysis of Data

3.1 Collection of Primary Data
3.2 Meaning and definition of Primary Data,
3.3 Advantages and Limitations of Primary Data,
3.4 Methods of Collecting Primary Data:
    3.4.1 Observation Method,
    3.4.2 Interview Method,
    3.4.3 Questionnaire Method,
    3.4.4 Scheduling/ Schedule
    3.4.5 Other Methods
3.5 Collection of Secondary Data
    3.5.1 Meaning and definition of Secondary Data,
    3.5.2 Advantages and Limitations of Secondary Data,
    3.5.3 Sources of collecting Secondary Data
3.6 Data Processing –
    3.6.1 Editing,
    3.6.2 Codification,
    3.6.3 Classification,
    3.6.4 Tabulation,
    3.6.5 Scaling & Measurement
3.7 Data Analysis
    3.7.1 Meaning of Data Analysis,
    3.7.2 Need of Data Analysis,
    3.7.3 Methods of Data Analysis

Unit 4: Interpretation and Report Writing
    4.1 Interpretation
    4.1.1 Meaning of Interpretation,
    4.1.2 Need of Interpretation,
    4.1.3 Techniques of Interpretation,
    4.1.4 Precaution in Interpretation
    4.2 Report Writing –
    4.2.1 Significance of Report Writing,
    4.2.2 Steps in Writing Report,
    4.2.3 The layout of the Research Report
 4.3 Research Paper Writing–
4.3.1 Meaning of Research Paper,
4.3.2 Structure of Research paper,
4.3.3 Referencing Styles
4.3.4 Ethics in Report Writing and Research Paper Writing

Evaluation

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12)
	Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24)
	Long answer questions (12)
40	**60**

Reference Books:

1. *K*othari. 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 processwhich ultimately helps the students to prepare business reports.

SYLLABUS (CBCS - Pattern 2021-22) FOR T. Y. B.B.A
(w. e. from June, 2024)

Class: T.Y.B.B.A.
SEM V
Course Code: UBBA355-A
Paper: 5
Course Title: Employee Relation & Labour Law
Total No of Lectures: 48
Credit: 03

A) Course Objectives:

1. To provide a comprehensive understanding of employee relations management, industrial relations, and the significance of maintaining harmonious workplace relationships.
2. To equip students with the knowledge of tools and approaches for effective employee relations management and the trends in industrial relations in India.
3. To analyze the factors influencing industrial relations and the impact of globalization on the Indian economy.
4. To explore the concept of collective bargaining, grievance handling, and employee participation and empowerment in the context of industrial relations.
5. To understand the key industrial legislations and workplace regulations governing labor laws and statutory compliance in India.
6. To assess the link between industrial relations and economic growth at both the organizational and national levels.
7. To enhance students' skills in interpreting and applying labor laws for ensuring legal compliance and fostering healthy employer-employee relationships.

B) Course Outcome

CO1. Students will be able to demonstrate a sound understanding of the principles and importance of employee relations management and industrial relations.
CO2. Students will acquire practical knowledge of using employee relations management tools effectively in real-world scenarios.
CO3. Students will be able to analyze and evaluate the current trends and issues in industrial relations in India.
CO4. Students will develop the skills to engage in collective bargaining processes, handle grievances, and promote employee participation and empowerment.
CO5. Students will gain a comprehensive understanding of key industrial legislations, workplace regulations, and statutory compliance requirements.
CO6. Students will be able to assess the impact of industrial relations on economic growth and organizational performance.
CO7. Students will be equipped with the necessary competencies to ensure compliance with labor

laws,
promote a positive work environment, and resolve workplace disputes effectively.

UNIT-1 Employee Relations Management (ERM) & Industrial Relation

1.1 Introduction and Importance of Employee Relations

1.2 Employee Relations Management Tools

1.3 Approaches to Understand IR, the Trends of Industrial Relations in India

1.4 Factors Leading the Present State of Industrial Relations

1.5 Impact of Globalization on the Liberalized Economy Emerging Challenges of IR in India

1.6 Linking Industrial Relations with Economic Growth of a Country

No. of Lectures 08

UNIT -2 Collective Bargaining, Grievance Handling in IR & Employee Participation and Empowerment

2.1 Collective Bargaining
2.1.1 Significance, Types & Procedure of Collective Bargaining Discipline
2.1.2 The Industrial Employment (Standing Orders) Act 1961
 - Misconduct, Disciplinary Action, Types of Punishments, Code of Discipline, Domestic Enquiry

2.2 Grievance Handling in IR

2.2.1 Grievance Settlement Procedure, Industrial Disputes, Preventive & Settlement Machinery in India.

2.3 Employee Participation and Empowerment

2.3.1 Objectives, Employee Participation

2.3.2 Advantages of Employee Participation

2.3.3 Employee Participation in India

2.3.4 Methods of Participation

2.3.5 Employee Empowerment

No. of Lectures 10

UNIT -3 Industrial Legislation and Workplace Regulations

3.1 The Factories Act, 1948 & The Factories (Amendment) Bill, 2016 The Shop &

Establishment Act 1948,

3.2 The Payment of Wages Act, 1936 and Amendment in 2020,

3.3 The Industrial Disputes Act, 1947

No. of Lectures 14

UNIT -4 Essential Labor Laws and Statutory Compliance

4.1 The Payment of Minimum Wages Act 1948,

4.2 The ESI Act, 1948 and Latest Amendments,

4.3 Employee's Provident Fund & Miscellaneous Provisions Act, 1952.

4.4 The Payment of Bonus Act, 1965 and Amendments

No. of Lectures 16

Evaluation

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12)
	Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24)
	Long answer questions (12)
40	**60**

Reference Books:

1. "Employee Relations Management" by David Farnham

2. "Industrial Relations in India: Shaping the Future" by Dipak Mazumdar and Sandip Sarkar

3. "Collective Bargaining in India: A Perspective" by B.D. Agrawal

4. "Grievance Handling in Industries" by R.P. Srivastava

5. "Employee Participation and Empowerment" by S.K. Bhatia

6. "The Factories Act, 1948: Along with State Amendments" by Taxmann Publications

7. "Labour and Industrial Laws" by P.L. Malik

8. "Labour Law Reforms in India: All You Need to Know" by LexisNexis

Choice Based Credit System Syllabus (2022Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V) **Subject**: Employee Relation & Labour Law
Course: BBA **Course Code:** UBBA355-A

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

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: The students will develop a sound understanding of employee relations management and industrial relations, which are vital principles in the field.

CO2: It is connected as students will acquire practical knowledge on using employee relations management tools effectively in real-world scenarios, allowing them to apply their understanding in practical situations.

CO3: It is linked as students will analyze and evaluate current trends and issues in industrial relations in India, enhancing their understanding of the complexities of the field.

PO2: Critical Thinking and Problem Solving

CO2: Critical thinking and problem-solving skills are essential in effectively using employee relations management tools in real-world scenarios. Students must be able to analyze situations, identify issues, and come up with solutions to effectively manage employee relations.

CO3: Critical thinking allows students to analyze and evaluate current trends and issues in industrial relations in India. By critically assessing these trends and issues, students can develop a better understanding of the challenges and opportunities in the field.

CO4: Critical thinking skills are crucial in engaging in collective bargaining processes, handling grievances, and promoting employee participation and empowerment. Students need to be able to think critically about the interests and needs of different stakeholders in order to negotiate effectively and resolve conflicts.

CO6: Critical thinking plays a key role in assessing the impact of industrial relations on economic growth and

organizational performance. Students must be able to critically evaluate the relationship between industrial relations practices and their impact on overall business success.

CO7: Critical thinking allows students to effectively analyze labor laws, promote a positive work environment, and resolve workplace disputes. By critically evaluating different perspectives and options, students can make informed decisions that promote compliance with labor laws and a positive work culture.

PO3: Critical thinking and systematic research approach

CO2: Practical Knowledge and Tools: Critical thinking skills can help students apply the knowledge gained from their research to real-world scenarios. By systematically researching effective tools and techniques in employee relations management, students can acquire practical knowledge and skills that can be applied in various workplace settings.

CO3: Analyzing Current Trends and Issues: By utilizing a systematic research approach, students can analyze and evaluate the current trends and issues in industrial relations in India. Critical thinking skills can help them critically assess the information gathered and draw informed conclusions about the current state of industrial relations in the country.

CO6: Assessing Impact on Economic Growth and Performance: By applying critical thinking skills, students can assess the impact of industrial relations on economic growth and organizational performance. Through systematic research, they can gather data, analyze trends, and draw connections between industrial relations practices and overall business outcomes.

CO7: Promoting Positive Work Environment and Resolving Disputes: Critical thinking skills can help students develop the necessary competencies to ensure compliance with labor laws, promote a positive work environment, and resolve workplace disputes effectively.

PO4: Ethical Decision-making ability.

CO1: understanding the importance of employee relations management involves treating employees fairly, respecting their rights, and promoting a positive work environment. Ethical decision-making skills are essential in ensuring that employees are treated ethically and with respect.

CO2: using employee relations management tools effectively in real-world scenarios requires making decisions that are fair and ethical. Ethical decision-making ensures that employees are treated in a just and respectful manner, leading to better employee relations outcomes.

CO4: engaging in collective bargaining processes, handling grievances, and promoting employee participation and empowerment all require ethical decision-making. Ethical decision-making ensures that the interests of all parties involved are considered and that fair and just outcomes are achieved.

CO7: ensuring compliance with labor laws, promoting a positive work environment, and resolving workplace disputes effectively all require ethical decision-making skills. Ethical decision-making helps to uphold the rights and dignity of all employees and maintain a fair and just workplace environment.

PO5: Critical Attitude for Lifelong learning

CO1: The critical attitude for lifelong learning enables students to understand the principles and importance of employee relations management and industrial relations in a broader context. By approaching these subjects with a critical mindset, students can analyze different perspectives and theories, leading to a deeper understanding of the concepts.

CO2: A critical attitude encourages students to question and evaluate the effectiveness of employee relations management tools in real-world scenarios. By continuously seeking to improve their knowledge and skills, students can better apply these tools in practice and adapt to different workplace situations.

CO3: Students with a critical attitude are able to analyze and evaluate current trends and issues in industrial relations in India from a well-informed and open-minded perspective. This approach allows them to consider multiple viewpoints and sources of information when forming their opinions and recommendations.

PO6: Leadership & Team work Skill

CO1: Students who have strong leadership and teamwork skills are better equipped to manage employee relations effectively, as they are able to communicate efficiently, resolve conflicts, and build positive relationships with their team members.

CO2: Leadership and teamwork skills are essential in using employee relations management tools effectively in real-world scenarios. Students who possess these skills can effectively collaborate with their team members to implement these tools and strategies.

CO4: Leadership skills are crucial in engaging in collective bargaining processes, handling grievances, and promoting employee participation and empowerment. Students with strong leadership abilities can effectively lead discussions, negotiate, and foster a positive and inclusive work environment.

CO7: Leadership and teamwork skills are vital in ensuring compliance with labor laws, promoting a positive work environment, and resolving workplace disputes effectively. Students with these skills can lead by example, facilitate communication, and mediate conflicts to create a harmonious work environment.

PO7: Political, Cultural & legal Issues impact on business organization in global context.

CO1: Understanding the principles and importance of employee relations management and industrial relations is vital for businesses to navigate political, cultural, and legal issues that may arise in different countries.

CO2: Acquiring practical knowledge of using employee relations management tools effectively in real-world scenarios is crucial for businesses to address and adapt to the diverse political, cultural, and legal landscapes they operate in.

CO5: Gaining a comprehensive understanding of key industrial legislations, workplace regulations, and statutory compliance requirements is essential for businesses to ensure they are meeting legal and cultural expectations in different countries.

CO7: Equipping students with competencies to ensure compliance with labor laws, promote a positive work environment, and resolve workplace disputes effectively is crucial for businesses to maintain a harmonious and productive workplace in the face of diverse political, cultural, and legal challenges.

PO8: Business Management Skill

CO4: This CO is related to Business Management Skill as it involves developing skills to engage in collective bargaining processes, handle grievances, and promote employee participation and empowerment. These skills are essential for business managers to effectively manage employee relations and ensure a positive work environment..

PO10: Entrepreneurial Mindset

CO1: The principles and importance of employee relations management and industrial relations are crucial aspects of developing an entrepreneurial mindset. Understanding how to effectively manage relationships with employees and navigate industrial relations can help entrepreneurs create a positive work environment, foster collaboration, and promote employee engagement.

CO2: Acquiring practical knowledge of using employee relations management tools effectively in real-world scenarios is essential for entrepreneurs. Being able to implement strategies and tools to effectively manage employee relations can improve communication, resolve conflicts, and enhance teamwork within a startup or small business.

CO3: Analyzing and evaluating current trends and issues in industrial relations in India can provide entrepreneurs with valuable insights into the business landscape. Understanding the labor market, regulatory environment, and cultural factors impacting industrial relations can help entrepreneurs make informed decisions and adapt their strategies accordingly.

CO5: Gaining a comprehensive understanding of key industrial legislations, workplace regulations, and statutory compliance requirements is important for entrepreneurs to ensure they are operating within the legal framework. Compliance with labor laws and regulations is essential for maintaining a positive reputation, avoiding legal issues, and building a sustainable business.

CO6: Assessing the impact of industrial relations on economic growth and organizational performance can help entrepreneurs make strategic decisions to drive business success. Understanding how industrial relations influence productivity, employee satisfaction, and overall performance can guide entrepreneurs in optimizing their operations and maximizing their potential for growth.

CO7: Equipping students with the necessary competencies to ensure compliance with labor laws, promote a positive work environment, and resolve workplace disputes effectively is essential for entrepreneurs. By developing skills in conflict resolution, employee engagement, and compliance management, entrepreneurs can create a supportive and thriving work culture that fosters productivity and innovation.

Class: T.Y.B.B.A.
SEM V
Course Code: UBBA356-A
Paper: 6
Course Title: Recent Trends in HRM & HR Accounting
Total No of Lectures: 48
Credit: 03

A) Course Objectives:

1. Define and explain the concept of employee engagement and its importance in organizational settings.

2. Identify and analyze the factors influencing employee engagement in the workplace.

3. Develop strategies to enhance employee engagement and promote a positive work environment.

4. Understand the role of company values in fostering employee loyalty and organizational culture.

5. Analyze the challenges in engaging employees and develop solutions to overcome them.

6. Explain the components of Human Resource Information System and its significance in managing human resources effectively.

7. Understand the concept of Human Resource Accounting and Human Resource Audit and their relevance in assessing and managing human capital within organizations.

B) Course Outcome

CO1. Understand the importance of employee engagement and its impact on organizational success.

CO2. Analyze the factors influencing employee engagement and develop strategies to enhance it.

CO3. Evaluate the role of company values in building employee loyalty.

CO4. Identify and address challenges in engaging employees effectively.

CO5. Understand the significance of Human Resource Information System (HRIS) in managing human resources.

CO6. Identify the components of HRIS and its advantages and limitations.

CO7. Understand the concept of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making.

UNIT-1 Employee Engagement

1.1 Meaning and Definition of Employee Engagement,

1.2 Factors Influencing Employee Engagement,

1.3 Strategies for Enhancing Employee Engagement,

1.4Company Values and Building Employee Loyalty,

1.5 Challenges in Engaging Employees,

1.6 Employee Engagement and Company Branding Strategies

No. of Lectures 16

UNIT -2 Human Resource Information System and Personnel Research

2.1 Human Resource Information System

2.2 Meaning and Definition of Human Resource Information System,

2.3 Components of Human Resource Information System,

2.4 Advantages and Limitations of Human Resource Information System,

2.5 Process of Designing of Human Resource Information System

2.6 Personnel Research

2.7 Meaning and Definition of Personnel Research,

2.8 Approaches to Personnel Research,

2.9 Process of Personnel Research

No. of Lectures 16

UNIT -3 Human Resource Accounting and Human Resource Audit

3.1 Human Resource Accounting

3.2 Meaning and Definition of HR Accounting,

3.3 Need and Objectives of HR Accounting,

3.4 Advantages and Limitations of HR Accounting,

3.5 Human Resource Valuation: Monetary and Non-Monetary Methods of Human Resource Valuation

3.6 Human Resource Audit

3.7 Meaning, Definition and Objectives of Human Resource Audit,

3.8 Areas and Levels of Human Resource Audit

No. of Lectures 16

Evaluation

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
40	**60**

Reference Books:

1. "Employee Engagement: A Roadmap for Creating Profits, Optimizing Performance, and Increasing Loyalty" by Brad Federman

2. "Employee Engagement 2.0: How to Motivate Your Team for High Performance" by Kevin Kruse

3. "The Employee Experience: How to Attract Talent, Retain Top Performers, and Drive Results" by Tracy Maylett and Matthew Wride

4. "The Ultimate Guide to Employee Engagement: Understand, Create, and Maintain a Thriving Culture" by Kellie Christensen

5. "HRIS Basics: An Introduction to Human Resource Information Systems" by Dawn Buzynski

6. "Personnel and Human Resource Management" by K. Aswathappa.

7. "Human Resource Accounting and Auditing" by P. Subba Rao.

8. "Human Resource Management: Theory and Practice" by John Bratton and Jeffrey Gold

Choice Based Credit System Syllabus (2022Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V) **Subject**: Recent Trends in HRM & HR Accounting

Course: BBA **Course Code:** UBBA356-A

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

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: It contributes to understanding the concepts and theories behind employee engagement, and how it can significantly impact the success of an organization. By having a solid foundation of disciplinary knowledge in this area, one can effectively assess and implement strategies to enhance employee engagement within an organization.

CO2: it requires disciplinary knowledge to analyze and understand the various factors that influence employee engagement. By having a strong understanding of disciplinary knowledge in this area, individuals can develop effective strategies to enhance employee engagement within their organization.

CO6: It is essential in identifying the components, advantages, and limitations of HRIS. By having a thorough understanding of disciplinary knowledge in this area, individuals can effectively utilize HRIS to optimize their human resource management processes.

CO7: It helps in understanding the concepts of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making. By having a strong foundation in disciplinary knowledge in this area, individuals can make informed decisions based on the insights provided by Human Resource Accounting and Audit processes.

PO2: Critical Thinking and Problem Solving

CO1: In order to effectively engage employees, critical thinking skills are needed to analyze the current level of engagement, identify areas for improvement, and develop strategies to enhance engagement.

CO2: Employees may be affected by various factors such as leadership style, work environment, and communication. Critical thinking is needed to evaluate these factors and develop effective strategies to improve employee engagement.

CO4: Identifying and addressing challenges in engaging employees effectively involves critical thinking and problem-solving skills. It requires the ability to critically analyze the root causes of disengagement and develop solutions to overcome these challenges.

CO5: it requires critical thinking skills to analyze the data generated by HRIS and make informed decisions based on that information.

CO7: Understanding Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making involves critical thinking. Critical thinking skills are needed to analyze the financial and performance data provided by HR accounting and audits and make strategic decisions based on that information.

PO3: Critical thinking and systematic research approach

CO4: Identifying and addressing challenges in engaging employees effectively involves critical thinking to recognize obstacles to engagement and develop solutions to overcome them. A systematic research approach can be used to gather feedback from employees, identify areas for improvement, and evaluate the effectiveness of interventions.

CO7: Understanding the concept of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making requires critical thinking to assess the value of these methods in evaluating HR performance and making strategic decisions. A systematic research approach can be used to collect HR data, analyze it effectively, and generate insights for organizational planning and improvement.

PO4: Ethical Decision-Making Ability

CO1: Understand the importance of employee engagement and its impact on organizational success
- The ethical decision-making ability can be related to this CO as ethical practices and behaviors towards employees can significantly impact their engagement levels. Making ethical decisions in terms of employee treatment, recognition, and communication can positively influence employee engagement and ultimately contribute to organizational success.

CO2: Analyze the factors influencing employee engagement and develop strategies to enhance it
- Ethical decision-making plays a crucial role in analyzing the factors influencing employee engagement. When leaders make ethical decisions that prioritize employee well-being, trust, and respect, they can develop effective strategies to enhance employee engagement ethically.

CO3: Evaluate the role of company values in building employee loyalty
- The ethical decision-making ability relates to this CO as it involves making decisions based on company values that prioritize employee satisfaction and loyalty. Ethical decisions that align with the company's values can help build stronger employee loyalty and commitment to the organization.

PO5: Critical Attitude for Lifelong learning

CO1: Understanding the importance of employee engagement and its impact on organizational success requires a critical attitude for lifelong learning. By continually seeking to understand the factors that contribute to employee engagement and how it can positively affect the success of the organization, individuals can adapt and evolve their strategies to promote employee engagement effectively.

CO2: Analyzing the factors influencing employee engagement and developing strategies to enhance it also aligns with a critical attitude for lifelong learning. This involves a continuous process of evaluating, learning, and adapting to new information and insights to improve employee engagement within the organization.

CO7: Understanding the concept of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making requires a critical attitude towards evaluating the effectiveness of these practices. By critically examining the outcomes and implications of HR accounting and audits, individuals can make informed decisions that positively impact organizational goals and objectives.

PO6: Leadership & Team work Skill

CO3: Evaluating the role of company values in building employee loyalty is also related to leadership and teamwork skills. Strong leaders are able to communicate and embody the values of the organization, inspiring loyalty and commitment among employees. By fostering a culture of teamwork and collaboration based on shared values, leaders can build strong relationships with employees and create a sense of loyalty to the organization.

PO8: Business Management Skills

CO2: Analyzing the factors influencing employee engagement is a key skill in Business Management as it allows for the development of strategies to enhance engagement levels. By understanding what motivates employees and what barriers exist to engagement, managers can create effective strategies to improve engagement and ultimately drive organizational success.

CO3: Evaluating the role of company values in building employee loyalty is important in Business Management as it directly impacts the retention and satisfaction of employees. Employees who align with the company's values are more likely to be loyal and committed to the organization, leading to increased productivity and overall success.

CO7: Understanding the concept of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making is important in Business Management as it allows for a deeper understanding of the value of human capital. By quantifying the value of human resources and conducting audits to assess HR practices, managers can make more informed decisions about resource allocation, staffing levels, and other HR-related issues that impact organizational performance.

PO10: Entrepreneurial Mindset

CO1: Understanding the importance of employee engagement is essential for entrepreneurs with an entrepreneurial mindset, as engaged employees are more likely to contribute to the success of the organization. By prioritizing employee engagement, entrepreneurs can create a positive work environment that fosters productivity and innovation.

CO3: Recognizing the role of company values in building employee loyalty is important for entrepreneurs with an entrepreneurial mindset. By aligning company values with employee values, entrepreneurs can cultivate a sense of loyalty and commitment among their employees, leading to a more engaged and motivated workforce.

CO4: Identifying and addressing challenges in engaging employees effectively is a key aspect of entrepreneurship.

Entrepreneurs with an entrepreneurial mindset must be proactive in addressing any barriers to employee engagement to ensure the success of their organization.

CO7: Understanding the concepts of Human Resource Accounting and Human Resource Audit and their implications for organizational decision-making is important for entrepreneurs who want to make informed HR-related decisions that contribute to the overall success of their organization.

Class: T.Y.B.B.A.SEM V
Course Code: UBBA355-B
Paper: 3
Course Title: Legal Aspects in Financial Management
Total No of Lectures: 48
Credit: 03

A) **Course Objectives:**

1. To provide an overview of the Indian financial system, including its structure, components, and regulatory bodies.

2. To introduce the legal framework governing finance and the securities market, highlighting key regulations and authorities.

3. To familiarize students with the basics of insurance, derivatives, commercial banking, capital markets, money markets, and pension funds, emphasizing their legal aspects.

4. To introduce regulatory bodies such as the Forward Market Commission of India (FMC) and the Pension Fund Regulatory and Development Authority (PFRDA), explaining their roles in financial governance.

5. To understand the legal procedures for listing securities and issuing capital, including disclosure requirements and the role of regulatory authorities like SEBI.

6. To understand the role and functioning of the Investor Education and Protection Fund under SEBI regulations and the Companies Act 2013.

7. To understand the different types of GST (CGST, SGST, IGST, UTGST) and the legislative framework under the GST Act 2017.

B) **Course Outcomes:-**

CO1: Student will able to develop a comprehensive understanding of the legal aspects governing financial systems, securities markets, and regulatory authorities.

CO2: Student will able to understand legal frameworks to financial instruments such as insurance, derivatives, and banking, ensuring compliance with regulations.

CO3: Student will able to understand and implement legal procedures for issuing capital and listing securities, contributing to effective capital management.

CO4: Student will able to grasp the significance of the Companies Act 2013, legal

documents, and investor protection mechanisms for promoting good corporate governance.

CO5: Acquire the knowledge and skills required for GST compliance, including registration, understanding types of GST, and navigating the GST Network.

CO6: Understand and contribute to investor protection through knowledge of legal mechanisms such as the Investor Education and Protection Fund.

CO7: Demonstrate proficiency in legal procedures and regulations involved in the delisting of securities, ensuring adherence to compliance standards.

UNIT 1. Introduction to legal aspects in finance

1. Overview of Indian Financial System,
2. Introduction to Legal aspect: - Finance,Securities market.
3. Basics of insurance, Derivatives, Commercial Banking, Capital Markets, Money Market, ForwardMarket Commission of India (FMC), Pension Fund
4. Regulatory and Development Authority (PFRDA).

UNIT 2.The Issue, Listing of Securities & Investor Protection

1. Listing of Securities
2. Issue of Capital and Disclosure Requirements(ICDR)
3. Procedure for Issue of Various Types of Shares and Debentures
4. Employee Stock Option Scheme and Employee
5. Stock Purchase Scheme
6. Delisting of Securities.

UNIT 3. Companies Act 2013 & Investor Protection
1. Introduction to the Companies Act 2013
2. Overviews of Companies Act 2013
3. Legal Documents- Memorandum of Associations(MOA), Articles of Associations (AOA). Importance of Preparation of Financial Statements & its disclosure.
4. Investor Education and Protection Fund (IEPF) under SEBI Regulations and Companies Act, 2013.

UNIT 4 . Goods & Service Act 2017
1. Introduction to GST
2. Types of GST, Overview of CGST, SGST,IGST& UTGST Act 2017
3. Eligibility to register under GST, Benefits ofGST Registration.
4. Procedure of GST Registration
5. Introduction to GST Network, Functions of GSTN.

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House
3	The Indian Financial System	Vasant Desai	Himalaya
4	Financial Services and Markets	Dr. S.Gurusamy	Thomas
5	SEBI Practice Manual; 59/32, NewRohtak Road, New Delhi-110005.	V.L. Iyer	Taxman Allied Service (P) Ltd.
6	Indian Financial Systems	M.Y. Khan	Tata McGraw Hill.
7	SEBI – Law, Practice & Procedure	S. Suryanarayanan	Commercial Law Publishers (India) V. Varadarajan Pvt. Ltd.
8	Compliances and Procedures under SEBI Law	Mamta Bhargava	Taxmann: SEBI Manual

Evaluation:-

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation (20)	Short answer question (24) Long answer questions (12)
40	**60**

Choice Based Credit System Syllabus (2022Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V)   **Subject: Legal Aspects in Financial Management**
Course: BBA   **Course Code: UBBA-352**
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			
CO2	1									
CO3								3		
CO4	1			2				2		
CO5	1							1		
CO6	2									
CO7	1							2		

PO1: Disciplinary Knowledge

CO1: It requires students to develop a deep understanding of the legal aspects governing financial systems, securities markets, and regulatory authorities. Disciplinary knowledge forms the basis for comprehensively understanding the intricate legal frameworks and regulations that govern these domains.

CO2: It necessitates students to understand legal frameworks related to various financial instruments such as insurance, derivatives, and banking. Disciplinary knowledge provides the foundation for understanding the legal intricacies and ensuring compliance with regulations in the context of different financial instruments.

CO4: It requires students to grasp the significance of legal documents such as the Companies Act 2013 and investor protection mechanisms for promoting good corporate governance. Disciplinary knowledge enables students to understand the legal frameworks and mechanisms essential for effective corporate governance.

CO5: It indirectly supports this by providing students with a broader understanding of legal frameworks and regulations. This understanding lays the groundwork for acquiring knowledge and skills specific to GST compliance.

CO6: It requires students to understand legal mechanisms such as the Investor Education and Protection Fund for investor protection. Disciplinary knowledge equips students with an understanding of legal frameworks and mechanisms necessary to contribute effectively to investor protection.

CO7: To demonstrate proficiency in legal procedures and regulations involved in the delisting of securities. Disciplinary knowledge provides students with the foundational understanding of legal frameworks and procedures essential for ensuring compliance standards in securities delisting processes.

PO4: Ethical Decision-making ability.

CO4: Ethical Decision-making ability is underpins students' capacity to assess and navigate the legal and ethical dimensions of corporate governance, ensuring that corporate practices promote integrity, transparency, and accountability in alignment with legal requirements and ethical principles outlined in the Companies Act 2013 and other relevant legal documents.

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

CO1: The importance of considering political, cultural, and legal factors in global business operations. This understanding is essential for students to demonstrate proficiency in legal procedures and regulations involved in the delisting of securities, ensuring compliance with applicable standards across different jurisdictions.

PO8: Business Management Skills.

CO3: Business management skills are essential for understanding the financial implications of issuing capital and listing securities. Managers need to assess the financial needs of the company, evaluate capital-raising options, and implement legal procedures effectively to ensure compliance and optimize capital management strategies. Proficiency in business management skills enables students to contribute to effective capital management by understanding and implementing legal procedures related to capital issuance and securities listing.

CO4: Business management skills are crucial for promoting good corporate governance as outlined in the Companies Act 2013 and other legal documents. Effective corporate governance requires strong leadership, strategic decision-making, and adherence to legal and ethical standards. Students with business management skills can grasp the significance of legal mechanisms for corporate governance and implement practices that promote transparency, accountability, and ethical behavior within organizations.

CO5: Business management skills include the ability to navigate regulatory requirements and ensure compliance with applicable laws and regulations. Acquiring knowledge and skills for GST compliance requires understanding the legal framework of GST, registration procedures, different types of GST, and navigating the GST Network. Proficiency in business management skills enables students to effectively manage the financial aspects of GST compliance within organizations, ensuring adherence to regulatory standards and minimizing risks of non-compliance.

CO7: Business management skills are essential for navigating legal procedures and regulations involved in the delisting of securities. Effective management of securities delisting requires strategic decision-making, risk assessment, and compliance with legal requirements. Students with business management skills can demonstrate proficiency in legal procedures for delisting securities by understanding regulatory frameworks, assessing the implications for the organization, and ensuring adherence to compliance standards throughout the delisting process.

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

[Autonomous]

Department of Business Administration.

CBCS-Pattern 2021-22

Class: T.Y.B.B.A.

SEM V

Course Code: UBBA356-B

Paper: 3

Course Title: Cost & Work Accounting

Total No of Lectures: 48

Credit: 03

Course Objectives:

1. To develop a clear understanding of the concept of cost, costing, cost accounting, and cost accountancy.

2. To identify the objectives and features of cost accounting and analyze its advantages and limitations.

3. To differentiate between financial accounting and cost accounting and understand their respective roles.

4. To comprehend the elements of cost such as material, labor, and other expenses, and classify different types of costs.

5. To analyze cost units and cost centers to effectively allocate costs in a business

6. To learn how to prepare a cost sheet that outlines the various costs incurred in a business operation.

7. To understand the classification of overheads, the methods of collecting, allocating, apportioning, and reapportioning

    overheads in a business setting.

Course Outcome

CO1: Students will be able to define and distinguish between various concepts related to cost accounting and cost management.

CO2: Students will be able to analyze and interpret cost units and cost centers for effective cost allocation in a business.

CO3: Students will be able to classify different types of costs and understand their impact on the overall cost

structure of a business.

CO4: Students will be able to prepare a comprehensive cost sheet that outlines all the costs incurred in a business operation.

CO5: Students will be able to identify and classify overheads, and apply various methods for their collection and allocation.

CO6: Students will be able to analyze and apply different methods of costing such as contract costing, service costing, and marginal costing in a business scenario.

CO7: Students will be able to understand the objectives and scope of cost audit, differentiate between financial and cost audit, and appreciate the importance of cost audit in ensuring cost efficiency and control in a business.

UNIT-1 Introduction on components of cost

1.1   Concept of Cost, Costing, Cost Accounting & Cost Accountancy Limitations of financial Accounting Origin,

1.2   Objectives and Features of Cost Accounting

1.3   Advantages and Limitations Of Cost Accounting

1.4   Difference between financial and cost Accounting

1.5   Analysis of cost unit & cost Centre

No. of Lectures 8

UNIT -2 Elements of Cost and Cost Sheet

    2.1   Material ,Labour and other Expenses

    2.2   Classification of Cost & Types Costs

    2.3   Preparation of Cost Sheet

No. of Lectures 10

UNIT -3 Classification of Overheads

    3.1   Meaning and Definitions.

    3.2   Classification of Overheads.

    3.3   Collection, Allocation, Apportionment and Reapportionment of overheads.

    3.4   Examples on Allocation , Apportionment and Reapportionment.

No. of Lectures 8

UNIT -4 Methods of costing and Introduction on Cost Audit.

    4.1   Contract Costing –Meaning and features of contract costing , works certified and uncertified, Cost plus contract , work –in-progress, profit on incomplete .

    4.2   Service Costing – Meaning , features and application , cost unit- simple and composite , preparation of cost sheet for transport

    4.3   Marginal Costing – Meaning and Definition, features ,advantages, limitations

    4.4   Meaning , Definition, Objective and Scope of cost Audit Advantages of Cost Audit

    4.5   Difference between financial and cost audit types of cost audit

No. of Lectures 12

Evaluation:-

Internal Evaluation	External Evaluation
Unit test(20) Mini project /Assignment/Presentation(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12) Short answer question (24) Long answer questions (12)
40	**60**

Reference Books :-

1. Advanced cost Accounting by S.P . Jain and Narong
2. Cost Accounting by S.N Maheshawari
3. Cost Accounting by Ratnam.
4. Cost Accounting –Bhatta HSM ,Himalaya Publication
5. Cost Accounting – Prabhu Dev , Himalaya publication
6. Advanced cost accounting -made

Choice Based Credit System Syllabus (2022Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V)   Subject: Cost & Work Accounting Course:

Course: BBA   Course Code: UBBA356-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	1	-	-	3		-	-	-	-
CO2	1	3	-	-	-		-	-	-	-
CO3	3	2	-	-	1	-	-	-	-	-
CO4	2	3	-	-	-	-	-	-	-	-
CO5	3	3	-	-	-	-	-	-	-	-
CO6	2	-	3	-	-	-	-	-	-	-
CO7	2	-	3	3	-	-	-	-	-	-

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: This course objective aligns with the disciplinary knowledge of cost accounting and cost management as students will be able to define and distinguish between various concepts related to these topics.

CO2: This objective relates to the disciplinary knowledge as students will learn to analyze and interpret cost units and cost centers for effective cost allocation in a business. This requires a solid understanding of cost accounting principles.

CO3: This course objective is directly related to disciplinary knowledge as it involves classifying different types of costs and understanding their impact on the overall cost structure of a business, which are key concepts in cost accounting.

CO4: This objective is closely tied to disciplinary knowledge as students will be able to prepare a comprehensive cost sheet outlining all costs incurred in a business operation. This requires an in-depth understanding of cost accounting principles.

CO5: This objective is linked to disciplinary knowledge as students will be able to identify and classify overheads, and apply various methods for their collection and allocation. This involves understanding different types of costs and how they are allocated in a business.

CO6: This objective is directly related to disciplinary knowledge as students will analyze and apply different methods of costing such as contract costing, service costing, and marginal costing in a business scenario. This requires a strong understanding of cost accounting methods.

CO7: This objective is related to disciplinary knowledge as students will understand the objectives and scope of cost audit, differentiate between financial and cost audit, and appreciate the importance of cost audit in ensuring cost efficiency and control in a business. This knowledge is essential for effectively managing costs in a business.

PO2: Critical Thinking and Problem Solving

CO1: Critical thinking is essential in defining and distinguishing between various concepts related to cost accounting and cost management. Students need to critically analyze and evaluate different concepts in order to understand the nuances of cost accounting and cost management.

CO2: Critical thinking is also needed to analyze and interpret cost units and cost centers for effective cost allocation in a business. Students must be able to evaluate different methods of cost allocation and choose the most suitable one for a given situation.

CO3: Critical thinking plays a key role in classifying different types of costs and understanding their impact on the overall cost structure of a business. Students need to critically analyze how different costs affect the overall profitability and sustainability of a business.

CO4: Critical thinking is necessary in preparing a comprehensive cost sheet that outlines all the costs incurred in a business operation. Students must critically evaluate and organize various cost components in order to create an accurate and informative cost sheet.

CO5: Critical thinking is essential in identifying and classifying overheads, as well as applying various methods for their collection and allocation. Students need to critically assess the different overhead expenses and determine the most effective way to allocate them in order to optimize cost efficiency.

PO3: Critical thinking and systematic research approach

CO6: The students would need to apply critical thinking and systematic research to analyze and apply different methods of costing in a business scenario. This would involve students critically evaluating and researching different methods of costing such as contract costing, service costing, and marginal costing to determine the most appropriate approach in a given scenario.

PO4: Ethical Decision-making ability

CO7: Understanding the objectives and scope of cost audit requires ethical decision-making to differentiate between financial and cost audit and ensure cost efficiency and control in a business ethically.

PO5: Critical Attitude for Lifelong learning

CO1: Students will be able to define and distinguish between various concepts related

Class: T.Y.B.B.A.
SEM V
Course Code: UBBA355-C
Paper: 5
Course Title: Analysis of Marketing Strategies and Environment
Total No of Lectures: 48
Credit: 03

Course Objectives:

1. To understand the various factors constituting the marketing environment and their impact on marketing decisions.

2. To explore the concept of business analysis, its significance, and the responsibilities of a business analyst.

3. To analyze the parameters and processes involved in business analysis, including critical success factors and key performance indicators.

4. To examine the role of data analytics in business analysis and its importance in decision-making.

5. To understand the concept and process of marketing research, including consumer buying behavior and the use of big data analytics.

6. To analyze different marketing strategies such as product, pricing, market segmentation, targeting, distribution, and communication strategies.

7. To explore the importance and challenges of digital marketing strategies in the current business environment.

Course Outcomes:

CO1: Analyse and evaluate the various factors in the marketing environment and make informed marketing decisions.

CO2: Students will be able to understand and apply the concepts of business analysis in organizational settings.

CO3: Identify and analyze critical success factors and key performance indicators in business analysis.

CO4: Students will be able to utilize data analytics to make informed business decisions.

CO5: Able to conduct marketing research, analyze consumer buying behavior, and use big data analytics to understand consumer psychologies.

CO6: Develop and implement various marketing strategies, including product, pricing, market segmentation, targeting, distribution, and communication strategies.

CO7: Importance and challenges of digital marketing strategies and apply them effectively in a business context.

Unit No-1: Marketing Environment

    1.1 Introduction – Marketing Environment

    1.2 Factors Constituting the Marketing Environment

    1.3 Impact of Marketing Environment on Marketing Decisions

No. of Lectures – 10

Unit No-2: Business Analysis

    2.1 Meaning, Definition of Business Analysis,Need for Business Analysis in an Organisation, Types of Business Analysis, Responsibilities of a Business Analyst

    2.2 Analysis Parameters

    2.3 Business Analysis Process

    2.4 Critical Success Factor (CSF) in Business Analysis,

    2.5 Key Performance Indicators (KPI) in Business Analysis

    2.6 Boston Consulting Group's Matrik (BCG Matrik)

    2.7 Porter's Five Forces Analysis Model

    2.8 Data Analytics in Business- Role of Data Analytics

No. of Lectures – 14

Unit No- 3: Marketing Research

    3.1 Meaning, Definition of Marketing Research, Need of Marketing Research

    3.2 Marketing Research Process

    3.3 Consumer Buying Behaviour, Marketing environment affecting consumer-buying behaviour

    3.4 Big Data Analytics- Concerning Consumer Psychologies

No. of Lectures – 12

Unit No- 4: Marketing Strategies

    4.1 Introduction to Marketing Strategies

    4.2 Product and Pricing Strategies

    4.3 Market Segmentation and Targeting Strategies

    4.4 Distribution Strategies, Communication Strategies

    4.5 Digital Marketing Strategies – Importance and Challenges

                                                     No. of Lectures – 12

Evaluation

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12) Short answer question (24) Long answer questions (12)
Mini project/Assignment/Presentation(20)	
40	60

Reference Books:

1. Marketing Strategy - Boyd Walker, Mullins Larrech, TMGH
2. Strategic Marketing Management - David Aaker
3. Marketing Environment Analysis and Strategies - Dr. Makarand Wazal, Dr. Sagar OnkarraoManjare
4. Marketing Environment Analysis and Strategies – Dr. Shaila Bootwala, Dr. Zakira Shaikh
5. Marketing environment analysis –grafiati

Choice Based Credit System Syllabus (2022Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T. Y. BBA (Sem –V)   **Subject**: Analysis of Marketing Strategies and Environment

Course: **BBA**   **Course Code:** UBBA 355-C

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

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

Justification for the mapping

PO1: Disciplinary Knowledge
   CO2: Understanding and applying the concepts of business analysis in organizational settings, which is essential knowledge for business professionals.
   CO3: Identifying and analyzing critical success factors and key performance indicators in business analysis, demonstrating a deep understanding of the discipline.
   CO4: Relates to utilizing data analytics to make informed business decisions, showcasing proficiency in applying data-driven insights to business operations.

PO2: Critical Thinking and Problem Solving
   CO2: Understanding and applying business analysis concepts in organizational settings require problem-solving skills. Students need to identify issues, gather relevant data, analyze the situation, and propose effective solutions to improve organizational performance.
   CO4: Utilizing data analytics to make informed business decisions involves problem-solving skills to interpret data, identify patterns, and draw meaningful insights to support decision-making processes.
   CO5: Conducting marketing research, analyzing consumer behavior, and using big data analytics require critical thinking skills to interpret data, draw conclusions, and make strategic decisions based on consumer insights.
   CO6: Developing and implementing marketing strategies involve problem-solving skills to address challenges, optimize resources, and achieve marketing objectives effectively.

CO7: Understanding the importance and challenges of digital marketing strategies and applying them effectively in a business context require critical thinking skills to assess the impact of digital strategies, anticipate challenges, and adapt strategies accordingly.

PO3: Critical thinking and systematic research approach

CO3: Identifying and analyzing critical success factors and key performance indicators in business analysis requires critical thinking skills to assess and prioritize factors that contribute to business success.

CO4: Utilizing data analytics to make informed business decisions involves a systematic research approach to gather, analyze, and interpret data effectively.

CO5: Conducting marketing research, analyzing consumer buying behavior, and using big data analytics to understand consumer psychologies all require critical thinking to interpret data and draw meaningful insights.

PO4: Ethical Decision-making ability

CO1: Involves analyzing and evaluating various factors in the marketing environment to make informed marketing decisions. Ethical decision-making is crucial in this process to ensure that marketing strategies and decisions align with ethical standards and practices.

CO2: Focuses on understanding and applying the concepts of business analysis in organizational settings. Ethical decision-making is essential in business analysis to ensure that decisions made are ethical and align with the values of the organization.

CO4: Emphasizes utilizing data analytics to make informed business decisions. Ethical decision-making is necessary when using data analytics to ensure that data is collected, analyzed, and used ethically and responsibly.

PO5: Critical Attitude for Lifelong learning.

CO2: Students will continuously learn and apply new concepts in business analysis to adapt to changing organizational settings

CO4: Emphasizes the importance of continuously learning and utilizing data analytics to make informed decisions in a dynamic business environment.

CO5: Involves continuous learning and adaptation to understand consumer behavior through marketing research and data analytics.

PO6: Leadership and team work skills

CO2: Requires students to work collaboratively in organizational settings, demonstrating leadership qualities and effective teamwork.

CO3: Involves working with a team to identify critical success factors and key performance indicators, requiring effective communication and collaboration.

CO6: Involves leading a team to develop and implement marketing strategies, requiring strong leadership and teamwork skills.

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

CO1: Understanding these factors is crucial in assessing the overall marketing environment and making informed decisions that align with political, cultural, and legal considerations.

CO2: Requires students to understand how these factors impact organizational settings and how to analyze them effectively in a global context.

CO7: Political, Cultural, and Legal issues as digital marketing strategies need to consider and adapt to the political, cultural, and legal landscape of different global markets.

PO8: Business Management Skills

CO2: Involves understanding and applying business analysis concepts to effectively manage organizational settings.

CO3: Requires students to identify and analyze critical success factors and key performance indicators to effectively manage business operations.

CO6: It involves developing and implementing marketing strategies to effectively manage marketing activities within an organization.

PO9: Social Responsibility

CO1: Aligns with Social Responsibility as it involves considering the impact of marketing decisions on society, the environment, and stakeholders. By analyzing factors in the marketing environment, students can make decisions that are socially responsible.

CO7: Relates to Social Responsibility as it emphasizes the importance of understanding the impact of digital marketing strategies on society and how to apply them ethically and responsibly in a business context.

PO10: Entrepreneurial Mindset

CO3: Entrepreneurial Mindset as it involves identifying key factors for success and analyzing performance indicators, which are crucial for entrepreneurs to assess and improve their business strategies.

CO6: Involves the creativity, innovation, and strategic thinking required for entrepreneurs to develop and implement effective marketing strategies to drive business growth.

Class: T.Y.B.B.A.
SEM V
Course Code: UBBA356-C
Paper: 1
Course Title: Product and Product Branding
Total No of Lectures: 48
Credit: 03

Course Objectives:
1. To understand the concepts of product management, development, and design.
2. To explore the importance of project management in the consumer product industry vs. the industrial product industry.
3. To analyze the factors contributing to new product development and the challenges faced in the process.
4. To understand the elements of product strategies and their selection.
5. To comprehend the concepts of brand management, brand identity, and brand image.
6. To explore the process of brand management and the classifications of brands.
7. To understand brand positioning, brand building, and the various branding strategies.

Course Outcome

CO1: Able to define and differentiate between various types of products and understand their features

CO2: Analyze the importance and functions of product management in both consumer and industrial product industries.

CO3: Students will be able to identify the factors contributing to new product development and the challenges faced in the process.

CO4: Develop and implement effective product strategies, considering customer and competitor analysis.

CO5: Understand the concepts of brand management, brand identity, and brand image in building successful brands.

CO6: Students will be able to create brand positioning strategies and implement brand building processes effectively.

CO7: Analyze the various types of branding strategies and their impact on brand success in the market.

Unit No-1: Product Management

    1.1 **Product** Meaning, Definition, Features, Types of Product.

    1.2 **Product Management** Meaning, Definition, Importance, Functions of Product Management, and Product Management in consumer product industry vs. industrial product industry

    1.3 **Product Development** Meaning, Definition, Factors Contributing to New Product Development, New Product Development Process, Challenges of New Product Development, Causes of Failures of New Product

    1.5 **Product Design** Meaning, Definition, Elements of Product Design, Product Design Process, Factors Influencing Product Design

                                               No. of Lectures14

Unit No-2: Developing Product Strategies

    2.1 **Product Strategies** Introduction, Elements of a product strategy, Selection of Strategic Alterative

    2.2 **Customer Analysis** Concept, Systematic Analysis of Customers

    2.3 **Competitors Analysis** Concept, Steps in Analyzing Competitors

                                               No. of Lectures12

Unit No- 3: Brand Management

    3.1 **Brand** Meaning, Definition, Characteristics of Successful Brands, Role of Brand, Classifications of Brands

    3.2 **Brand Management** Meaning, Definition, Brand Management Process,

    3.3 Brand Identity, Brand Image, Brand Knowledge, Brand Awareness, Brand Loyalty

                                               No. of Lectures12

Unit No-4: Brand Positioning and Brand Building

    4.1 **Brand Positioning** Meaning, Definition, Advantages

    4.2 **Band Building** Meaning, Importance, Steps in Brand Building, Types of Branding Strategies

                                               No. of Lectures10

Evaluation

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12) Short answer question (24) Long answer questions (12)
Mini project/Assignment/Presentation(20)	
40	**60**

Reference Books:

1. Product Management, Lehmann & Winer, TMGH

2. Product Management, S. A. Chunawalla, Himalaya Publishing House

3. Brand Management, Dr. S.L.Gupta Himalaya Publishing House

4. Strategic Brand Management, J N Kapferer, Kogan Page

5. Product & Brand Management, U.C. Mathur, Excel books

6. Brand Positioning Strategies for Competitive Advantage, Subrato Sen Gupta

7. Strategic Brand Management, Kevin Lane Keller, Pearson

Choice Based Credit System Syllabus (2022Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T. Y. BBA (Sem –V)　　　　　　　　**Subject**: Product and Product Branding
Course: Product and Product Branding　　　**Course Code**UBBA356-C
Weight age: 1=weak or low relation, 2= moderate or partial relation, 3=strong or direct relation

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: This aligns with foundational knowledge of different product types and their characteristics. It involves understanding distinctions between consumer products, industrial products, services, digital products, etc.

CO2: Understanding the significance of product management in both consumer and industrial contexts, including functions like product planning, development, pricing, promotion, and distribution.

CO3: Understanding the factors influencing new product development and recognizing the challenges associated with it, such as market demand, technological advancements, competition, financial constraints, etc.

CO4: Ability to create and execute product strategies based on thorough analysis of customer needs, market trends, and competitor offerings. It involves formulating strategies that differentiate the product and create value for customers.

CO5: Involves comprehending brand management principles including the creation and maintenance of brand identity and image, as well as understanding how brands are perceived by consumers.

CO6: Relates to developing brand positioning strategies that differentiate the brand and resonate with target customers. It also involves implementing brand-building processes like advertising, marketing campaigns, and customer engagement initiatives.

CO7: The ability to evaluate different branding strategies such as individual branding, family branding, co-branding, and private labeling, and understanding how these strategies influence brand success in the market.

PO2: Critical Thinking and Problem Solving

CO1: Critical thinking comes into play when students need to analyze the features of different product types and discern their unique characteristics. This involves comparing and contrasting various products to understand their distinctions.

CO3: Critical thinking is essential here as students must assess a variety of factors contributing to new product development, such as market demand, technological feasibility, and competitive landscape. They need to critically evaluate these factors to understand their implications and anticipate potential challenges

CO4: Critical thinking is integral to developing effective product strategies. Students need to analyze customer needs and preferences critically, as well as assess competitor offerings thoroughly. They must then synthesize this information to formulate strategies that differentiate their product and create value for customers.

CO7: Need to critically evaluate different branding approaches, considering factors like brand differentiation, target audience perception, and market positioning

PO3: Critical thinking and systematic research approach

CO3: Identifying the factors contributing to new product development and the challenges faced in the process involves critical thinking to assess and address the various obstacles and opportunities in product innovation.

CO7: Analyzing the various types of branding strategies and their impact on brand success in the market necessitates a systematic research approach to evaluate the effectiveness of different branding strategies and their outcomes.

PO4: Ethical Decision-making ability

CO6: Requires ethical decision-making to ensure that the brand's image and messaging align with ethical standards and values. Both of these outcomes involve making decisions that uphold ethical principles in the realm of product management and brand development.

PO5: Critical Attitude for Lifelong learning.

CO2: Encourages students to critically assess the significance of product management and its functions, fostering a mindset of continuous learning and improvement in this area.

CO4: Requires students to critically evaluate market dynamics, customer needs, and competitor strategies to develop effective product strategies. This process promotes a critical attitude towards learning and adapting strategies based on analysis and feedback.

CO7: Analyze the various types of branding strategies and their impact on brand success in the market. Understanding and analyzing branding strategies and their impact on brand success involves a critical evaluation of market trends, consumer behavior, and competitive landscape. This analysis fosters a critical attitude towards learning and adapting branding strategies for long-term success.

PO6: Leadership and team work skills

CO4: Focuses on developing and implementing effective product strategies, which requires leadership skills to guide a team towards achieving organizational goals

CO6: Involves creating brand positioning strategies and implementing brand building processes effectively, which also requires leadership to drive the team towards successful brand development and teamwork to execute these strategies collaboratively

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

CO2: Analyzing the importance and functions of product management in both consumer and industrial product industries involves considering various external factors, including political, cultural, and legal issues that can impact business operations on a global scale.

PO8: Business Management Skills

CO2: Focuses on analyzing the importance and functions of product management in both consumer and industrial product industries, which is essential for effective business management.

CO4: Involves developing and implementing effective product strategies, considering customer and competitor analysis, which is a key aspect of business management skills.

CO6: Relates to creating brand positioning strategies and implementing brand building processes effectively, which are crucial skills in managing a successful business and brand.

PO9: Social Responsibility

CO2: Focuses on analyzing the importance and functions of product management in both consumer and industrial product industries, aligns with social responsibility as it involves understanding how product management decisions can impact society and the environment.

CO4: Involves developing and implementing effective product strategies considering customer and competitor analysis, also relates to social responsibility as it includes considerations for ethical practices, sustainability, and meeting the needs of various stakeholders.

CO5: Covers the concepts of brand management, brand identity, and brand image in building successful brands, is connected to social responsibility as it involves creating brands that align with ethical values, sustainability practices, and social impact considerations.

PO10: Entrepreneurial Mindset

CO4: This focuses on developing and implementing effective product strategies considering customer and competitor analysis, aligns with an entrepreneurial mindset as it involves strategic thinking and innovation to create competitive advantages in the market

Anekant Education Society's

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

[Autonomous]

Department of Business Administration.

CBCS-Pattern 2021-22

Class: T.Y.B.B.A.

SEM V

Course Code: UBBA355-D

Paper: 3

Course Title: Marketing of Special Services in India

Total No of Lectures: 48

Credit: 03

Course Objectives:

1. To understand the concept and objectives of services marketing.
2. To explore the reasons for the growth of the service sector and its role in the
   Indian economy.
3. To study the meaning, scope, nature, and characteristics of services marketing.
4. To analyze the challenges of service marketing.
5. To classify different types of services and understand their importance in the market
6. To examine the marketing strategies for banking and insurance services.
7. To explore the impact of technology on services marketing and understand emerging trends in the
   industry.

Course Outcome

CO1: Students will be able to explain the concept and objectives of services marketing.

CO2: Students will be able to analyze the reasons for the growth of the service sector and its role in
the Indian economy.

CO3: Students will be able to identify and address challenges faced in service marketing.

CO4: Students will be able to classify different types of services and understand their importance in
the market.

CO5: Students will be able to develop marketing strategies for banking and insurance services.

CO6: Students will be able to evaluate the impact of technology on services marketing.

CO7: Students will be able to recognize emerging trends in the industry and apply them to real-life scenarios.

UNIT-1 Introduction:-

1.1 Introduction

1.2 Concept and objectives of Services Marketing

1.3 Reasons of growth of Service Sector

1.4 Role of Services in Indian Economy

1.5 Challenges of Service Marketing,

No. of Lectures 10

UNIT -2 Introduction to service marketing.

2.1 Meaning & Scope of Services Marketing,

2.2 Nature and characteristics of services.

2.3 Classification of services.

2.4 Importance of services marketing.

No. of Lectures 10

UNIT -3 Marketing of Bank Services and Insurance Services:-

3.1 Introduction to banking services, Concepts and objectives,

3.2 Introduction to Life insurance services, Concepts and objectives,

3.3 Marketing of Life Insurance in India, Marketing approach of Life Insurance

3.4 (Study of 4P's of Marketing Mix)

No. of Lectures 8

UNIT -4 Marketing & Technology in Services:-

4.1   Emerging trends and its features

4.2   Marketing of Higher Education, Political Marketing, Airline

         Marketing, Cellular and

4.3   Technology in services

4.4   The emergence of self service

4.5   Automation in services

4.6   The emergence of self service

4.7   Managing the new technology adoption process

No. of Lectures 12

Evaluation:-

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12) Short Note question (12)
Mini project /Assignment/Presentation(20)	Short answer question (24) Long answer questions (12)
40	**60**

Reference Books:

1.   Services Marketing - S.M.Jha, Himalaya Publication House

2.   Services Marketing - P.K.Sinha, S.C.Sahoo, Himalaya Publication House

3.   Services Marketing – M. G. Mullah, Success Publications, Pune.

4.   Services Marketing – Vasanti Venugopal, Raghu V.N., Himalaya Publication House

5.   Service Management – James A. Fitzsimmons, Mona J. Fitzsimmons, TATA

         McGraw Hill

6.   Marketing of Services - An Indian Perspective – Text and Cases, Dr. S. L. Gupta,

         V.V. Rattan, Wisdom Publications, Delhi.

Choice Based Credit System Syllabus (2022Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V)   **Subject: Marketing of Special Services in India**

Course:BBA   **Course Code UBBA355-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	3	-	-	-	-	-	-	3	-	-
CO2	3	-	-	-	-	-	3	-	-	-
CO3	-	3	-	-	-	-	-	3	2	-
CO4	3	-	-	3	-	-	-	-	-	3
CO5	-	3	-	-	-	3	-	-	-	-
CO6	-	3	-	-	-	-	-	-	-	-
CO7	-	-	3	-	-	-	-	-	-	-

Justification for the mapping

PO1: Disciplinary Knowledge:-

CO1: Students will be able to explain the concept and objectives of services marketing. This Course Outcome aligns with the Program Outcome as it requires students to have a strong understanding of the concepts and objectives of services marketing in order to explain them effectively.

CO2: Students will be able to analyze the reasons for the growth of the service sector and its role in the

Indian economy. This Course Outcome relates to the Program Outcome as it requires students to understand the reasons for the growth of the service sector and how it impacts the economy, demonstrating their disciplinary knowledge in this area.

CO4: Students will be able to classify different types of services and understand their importance in the market. This Course Outcome aligns with the Program Outcome as it requires students to have a strong understanding of the different types of services and their significance in the market, demonstrating their disciplinary knowledge in this area.

PO2: Critical Thinking and Problem Solving

CO2: Critical thinking and problem solving skills are necessary for students to analyze the reasons for the growth of the service sector and its role in the Indian economy. They need to critically examine the factors contributing to the growth of the service sector and come up with solutions to address any challenges faced in this sector.

CO3: Critical thinking and problem solving skills are important for students to identify and address challenges faced in service marketing. They need to critically analyze the challenges faced in service marketing and come up with innovative solutions to overcome these challenges.

CO5: Critical thinking and problem solving skills are essential for students to develop marketing strategies for banking and insurance services. They need to critically analyze the market trends and customer needs in the banking and insurance sector to develop effective marketing strategies.

CO6: Critical thinking and problem solving skills are necessary for students to evaluate the impact of technology on services marketing. They need to critically analyze how technology is changing the landscape of services marketing and come up with innovative solutions to leverage technology effectively in this sector.

PO3: Critical thinking and systematic research approach

CO7: Students will be able to recognize emerging trends in the industry and apply them to real-life scenarios.

- Critical thinking skills will be important in identifying and understanding emerging trends in the services marketing industry.

- Systematic research approach will help students in gathering information and data to apply these emerging trends to real-life scenarios.

PO4: Ethical Decision-making ability

CO5: Developing marketing strategies for banking and insurance services requires ethical considerations such as transparency, honesty, and fairness in client interactions.

PO5: Critical Attitude for Lifelong learning

CO7: Recognizing emerging trends in the industry and applying them to real-life scenarios necessitates a critical attitude to stay ahead of the curve. Students need to critically analyze market trends, consumer preferences, and industry developments to adapt their marketing strategies accordingly

PO6: Leadership and team work skills

CO5: Developing marketing strategies for banking and insurance services demands a critical attitude to assess market trends, consumer behavior, and competitive landscape. Students need to think critically about the best approaches to promote banking and insurance services effectively.

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

CO2: The growth of the service sector and its role in the Indian economy can be influenced by political, cultural, and legal issues. Government policies and regulations can impact the growth of the service sector in India. Cultural differences among the diverse population in India can affect consumer preferences for different types of services. Legal issues such as tax laws and labor regulations can also impact the operations of service businesses in the country.

PO8 : Business Management Skills

CO1: This CO focuses on understanding the concept and objectives of services marketing. Business management skills related to this CO would include the ability to effectively communicate and explain these concepts to others, as well as the ability to analyze and evaluate different marketing strategies in the service industry.

CO3: This CO addresses challenges faced in service marketing. Business management skills related to this CO would include problem-solving skills to identify and address these challenges, as well as the ability to think critically and creatively to develop innovative solutions.

PO9: Social Responsibility

CO3: Addressing challenges in service marketing requires companies to consider the impact of their actions on society as a whole. This includes ensuring fair treatment of customers, employees, and the community in general.

PO10: Entrepreneurial Mindset

CO4: Understanding different types of services and their importance in the market is essential for students with an entrepreneurial mindset, as they can identify opportunities for innovation and growth within specific service categories.

Class: T.Y.B.B.A.
SEM V
Course Code: UBBA356-D
Paper: 6
Course Title: Service Operation Processes
Total No of Lectures: 48
Credit: 03

A) Course Objectives
1. To analyse the service operation process.
2. To study the components involved in successful service operations.
3. To study the different concepts of problem management for service operations.
4. To indentify process of different service operations.
5. To identify concept of service improvement.

B) Course Outcome :
CO1: Students will be able to identify details of even management services.
CO2: Students will be able to analyse the different reasons behind distruption of services.
CO3: Students will be able to identify the concept of problem management and request
    Fulfillment.
CO4: Students will be able to identify the process of continuous improving quality of services.
CO5: Concept of Assess management will understand by students after completing the course.

Unit 1. Event Management Services
     1.1 Introduction
     1.2 Concepts, nature and need of event services.
     1.3 Services included in event management.
     1.4 Pre, during and post event activities.

          No of Lectures 10

Unit 2: Incident Management
     1.1 Concept of incident management.
     1.2 Degraded services or disrupted services.
     1.3 Reasons behind disruption of services.
     1.4 Restoring disrupted services.
     1.5 Minimizing Business Impact due to degraded services.

          No of lectures 10

Unit 3: Problem Management and Request fulfillment
     3.1 Root cause analysis of to determine causes of incident.
     3.2 Pro active activities to determine and prevent future problems.
    3.3 Creation of known error record.
    3.4 Process of managing life cycle of all service requests.
    3.5 Initial request fulfillment.
    3.6 Request model.
    3.7 Standard activities to fulfill request.

Unit 4 Assess Management
     4.1 Concept of access management or identity management.
     4.2 Granting services to authorized users.
     4.3 Rights to use services.
     4.4 managing Ability to access services by authorized users.

No of lectures. 8

Unit 5 Continual Service Improvement

     5.1 Introduction to csi
     5.2 7 Step improvement process.
     5.3 Enterprise governance .
     5.4 Servie management as a practice.
     5.5 CSI and ZService Life Cycle.
     5.6 Performance baseline.

No of lectures 10

Evaluation:-

Internal Evaluation	External Evaluation
Unit test(20)	Fill in the blanks, One Sentence Questions (12)
	Short Note question (12)
Mini project /Assignment/Presentation(20)	Short answer question (24)
	Long answer questions (12)
40	**60**

Reference Books

1. Services Marketing - S.M.Jha, Himalaya Publication House
2. Services Marketing - P.K.Sinha, S.C.Sahoo, Himalaya Publication House
3. Services Marketing – M. G. Mulla, Success Publications, Pune.
4. Services Marketing – Vasanti Venugopal, Raghu V.N., Himalaya Publication House
5. Service Management – James A. Fitzsimmons, Mona J. Fitzsimmons, TATA
McGraw Hill
6. Marketing of Services - An Indian Perspective – Text and Cases, Dr. S. L. Gupta,
V.V. Ratna, Wisdom Publications, Delhi.

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y. BBA (Sem–VI)   **Subject:** Service Operation Processes
Course: BBA   **Course Code**: UBBA356D

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

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

Justification for the mapping

PO1: Application of Knowledge

    CO4: This outcome suggests that students will gain an understanding of the impact of degraded services on business operations.

PO2: Understanding Business Function

    CO1: Important for understanding different aspects of Service Operation processes

    CO4: Understanding the impact of IT services on business functions is essential for aligning IT services with business goals and ensuring that IT activities contribute positively to overall business performance.

PO3: Critical thinking and systematic research approach

    CO4: This outcome suggests that students will study and understand the impact of degraded services on business.

PO5: Critical Attitude for Lifelong learning.

    CO4: Understanding the impact of degraded services on business, the process of studying and analyzing such impacts inherently involves critical thinking and the ability to draw conclusions.

Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati.
Department of Business Administration [BBA]

Name of Course: Internship Project.Course
Duration: **1Month**

About Course :

The TYBBA students' internship project allows them to apply their specialized knowledge and skills to a real-world setting. Each student focuses on a specific area of specialization, such as marketing, finance, or human resources, and undertakes a project related to their chosen field. Through this internship, they gain practical experience and develop a deeper understanding of their specialization, preparing them for future professional opportunities. The projects not only provide valuable insights and solutions to the organization but also allow the students to showcase their abilities and make a meaningful impact in their respective fields.

Objectives of the course

1. Gain hands-on experience in applying theoretical knowledge to real-world scenarios.
2. Develop and enhance practical skills in a specific field of study.
3. Build professional connections and networking opportunities within the industry.
4. Engage in critical thinking and problem-solving skills by collaborating on project challenges.
5. Increase understanding of industry practices, trends, and technologies.
6. Achieve a deeper understanding of the organizational structure and professional dynamics within the internship placement.

Course outcome:

CO1: Enhanced knowledge and understanding of the specific industry and its operations.

CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork.

CO3: Improved ability to apply theoretical concepts to real-world scenarios.

CO4: Expanded networking opportunities and connections within the industry.

CO5: Increased confidence and self-assurance in professional abilities.

CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospect

CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation.

Guidelines

1. Duration: The design internship for TYBBA students should ideally be for a minimum of 1 months to ensure a significant learning and work experience.

2. Internship Provider: Students should choose a reputable design company or organization to intern with. It is essential to pick a provider that aligns with the student's interests and goals.

3. Learning Objectives: Before starting the internship, the student and the internship provider should mutually agree upon the learning objectives and goals for the internship period. These objectives can be related to specific design skills, project management, communication, teamwork, or any other relevant areas.

4. Work Schedule: Students should agree upon a work schedule with the internship provider, ensuring that it is suitable for both parties. This schedule can be part-time or full-time, depending on the student's availability and the organization's requirements.

5. Internship Responsibilities: The student should have a clear understanding of their responsibilities and tasks during the internship. These can include assisting senior designers in design projects, conducting research, creating design prototypes, or any other design-related tasks.

6. Supervision and Mentorship: The internship provider should assign a supervisor or mentor to guide and support the student throughout the internship. The supervisor should provide regular feedback and mentoring sessions to help the student improve their skills and grow professionally.

7. Regular Check-Ins: The student and the internship provider should schedule regular check-in meetings to discuss progress, address any challenges, and provide feedback. These meetings can be weekly or bi-weekly, depending on the internship duration.

8. Portfolio Development: The student should focus on building their design portfolio during the internship. The internship provider can assign relevant projects and tasks that can be added to the student's portfolio, showcasing their skills and achievements.

9. Documentation and Reporting: The student should maintain a journal or diary to document their daily activities, learnings, and experiences during the internship. This documentation can be used for the final internship report or as reference material in the future.

10. Evaluation and Final Report: At the end of the internship, the student should submit a final report summarizing their internship experience, learnings, and achievements. The internship provider should evaluate the student based on their performance and provide feedback for the student's future growth.

11. Certification: Upon successful completion of the internship, the student should receive a certificate from the internship provider validating their internship experience.

12. It is essential for TYBBA students to make the most of their design internships by actively participating, seeking learning opportunities, and building professional connections. These guidelines aim to ensure a fruitful and enriching internship experience for students.

Examination or Evaluation pattern:
Exam Pattern: **Project Examination. Marks**
                      :   100 marks
 50 Marks: -   Internship 30 Marks:
- Project Report 20 Marks: - Viva

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem–V)   **Subject**: Project
Course: BBA   **Course Code:** UBBA357

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

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: Enhanced knowledge and understanding of the specific industry and its operations - This Competency Outcome focuses on the acquisition of in-depth knowledge and understanding of the specific industry in which the individual is working.

CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork - This Competency Outcome emphasizes the importance of developing essential professional skills that are highly valued in the workplace.

CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects - This Competency Outcome focuses on gaining practical experience and evidence of work achievements that can enhance future career prospects.

CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation - This Competency Outcome highlights the importance of developing a diverse range of skills and competencies that make individuals more attractive to potential employers upon graduation. Individuals with this competency have a well-rounded skill set that aligns with the needs and expectations of employers in the industry.

PO2: Critical Thinking and Problem Solving

CO1: Enhanced knowledge and understanding of the specific industry and its operations: This outcome is related to PO2 as critical thinking and problem-solving skills are essential for gaining a deeper understanding of the industry and effectively navigating its operations.

CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork, which are crucial for developing valuable professional skills such as communication, problem-solving, and teamwork.

CO3: It help students apply theoretical concepts to real-world scenarios in the industry, enhancing their ability to solve complex problems effectively.

CO6: It can help students acquire practical experience and evidence of work achievements, enhancing their future career prospects and making them more competitive in the job market.

CO7: It focuses on developing critical thinking and problem-solving skills, which are highly valued by employers and can make students more attractive candidates for job opportunities upon graduation.

PO3: Critical thinking and systematic research approach

CO1: Enhanced knowledge and understanding of the specific industry and its operations

- Critical thinking and systematic research approach help students to gain a deep understanding of the industry they are studying, allowing them to make informed decisions and contributions.

CO3: Improved ability to apply theoretical concepts to real-world scenarios

Employing a critical thinking and systematic research approach enables students to connect theoretical concepts to practical, real-world situations within the industry.

CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects Critical thinking and systematic research approach can provide students with practical experience and evidence of successful work achievements that can enhance their future career prospects.

CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation by honing their critical thinking, analytical, and research skills, students become more attractive candidates in the job market, positioning them for success in their future careers.

PO4: Ethical Decision-Making Ability

CO1: Enhanced knowledge and understanding of the specific industry and its operations refers to gaining a deep understanding of the industry in which the company operates, including market trends, competitors, and regulatory requirements.

CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork focuses on honing essential skills that are vital for success in any professional setting, including the ability to effectively communicate, solve problems, and collaborate with others.

CO3: Improved ability to apply theoretical concepts to real-world scenarios involves taking theoretical knowledge gained in academic settings and applying it to practical, real-world situations within the industry, ensuring that learning is both meaningful and applicable.

CO4: Expanded networking opportunities and connections within the industry highlights the importance of building a strong network of contacts within the industry, which can lead to new opportunities, collaborations, and insights that can benefit both the individual and the company.

CO5: Increased confidence and self-assurance in professional abilities emphasizes the importance of building self-confidence in one's professional abilities, which can lead to greater success and job

satisfaction in the long run.

CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects focuses on gaining real-world experience and tangible evidence of achievements within the industry, which can help to enhance future career prospects and opportunities.

PO5: Critical Attitude for Lifelong learning

CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork, is essential for critical attitude for lifelong learning as it helps individuals adapt to new challenges and opportunities throughout their professional careers.

CO5: Increased confidence and self-assurance in professional abilities support critical attitude for lifelong learning as it enables individuals to take risks, try new things, and continue to learn and grow in their careers.

CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects is important for critical attitude for lifelong learning as it demonstrates to potential employers a commitment to ongoing growth and development in one's field

PO6: Leadership & Team work Skill

CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork

This competency involves enhancing essential skills required in the professional world, including effective communication, problem-solving abilities, and collaborative teamwork. These skills are crucial for achieving success in a professional setting.

CO4: Expanded networking opportunities and connections within the industry

This competency involves building and leveraging relationships with industry professionals to create networking opportunities. It provides access to valuable connections, resources, and potential collaborations within the industry.

CO5: Increased confidence and self-assurance in professional abilities

This competency focuses on boosting self-confidence and belief in one's professional abilities. It involves gaining a sense of self-assurance in one's skills, knowledge, and capabilities to succeed in the industry.

CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation.

PO7: Political, Cultural, and legal issues impact on business organisation in global context

CO3: Improved ability to apply theoretical concepts to real-world scenarios. Understanding how political, cultural, and legal factors influence business operations allows individuals to apply theoretical concepts to real-world situations, making informed decisions and strategies that account for global complexities.

PO8: Business Management Skills

CO1: Enhanced knowledge and understanding of the specific industry and its operations
This outcome is related to the PO8 as business management skills provide students with a deep understanding of how businesses operate within a specific industry, allowing them to make more informed decisions and effectively lead teams.

CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork
This outcome is linked to the PO8 as business management skills require individuals to effectively communicate, solve problems, and work collaboratively within a team setting in order to successfully manage and grow a business.

CO3: Improved ability to apply theoretical concepts to real-world scenarios
This outcome is correlated to the PO8 as business management skills involve applying theoretical concepts such as financial analysis, marketing strategies, and organizational behavior to real-world business scenarios in order to make informed decisions and drive business success.

CO4: Expanded networking opportunities and connections within the industry
This outcome is connected to the PO8 as business management skills often involve networking and building relationships with industry professionals, which can lead to new opportunities, partnerships, and insights that can benefit the growth and success of a business.

CO5: Increased confidence and self-assurance in professional abilities
This outcome is related to the PO8 as gaining business management skills can boost students' confidence in their abilities to effectively lead and manage teams, make informed decisions, and drive business success, ultimately leading to enhanced professional growth and development.

CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects
This outcome is correlated to the PO8 as business management skills provide students with practical experience and evidence of their work achievements, which can enhance their future career prospects by demonstrating their capabilities in managing and growing a business.

CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation
This outcome is linked to the PO8 as business management skills help students develop a wide range of skills and competencies that are highly sought after by employers, making them more attractive candidates for job opportunities in the industry upon graduation.

PO9: Social Responsibility

CO3: Improved ability to apply theoretical concepts to real-world scenarios - By participating in Social Responsibility initiatives, students can gain practical experience applying theoretical concepts to real-world issues, enhancing their ability to think critically and creatively in solving problems.

CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects - Involvement in Social Responsibility initiatives can provide students with hands-on experience and tangible evidence of their work achievements, which can be valuable assets when seeking future employment opportunities.

PO10: Entrepreneurial Mindset

CO1: Enhanced knowledge and understanding of the specific industry and its operations: Developing an entrepreneurial mindset involves gaining a deep understanding of the industry in which one operates, as well as the various processes and operations that drive success within that industry.

CO2: Development of valuable professional skills, such as communication, problem-solving, and teamwork: An entrepreneurial mindset fosters the development of essential professional skills such as effective communication, problem-solving abilities, and the ability to work collaboratively in teams to drive innovation and success.

CO3: Improved ability to apply theoretical concepts to real-world scenarios: An entrepreneurial mindset enables individuals to apply theoretical concepts learned in the classroom to real-world situations, allowing for practical problem-solving and the ability to innovate and drive business growth.

CO4: Expanded networking opportunities and connections within the industry: Embracing an entrepreneurial mindset often leads to increased networking opportunities, as individuals actively seek out connections within their industry to foster collaboration, partnerships, and opportunities for growth.

CO5: Increased confidence and self-assurance in professional abilities: By developing an entrepreneurial mindset, individuals gain confidence in their abilities to innovate, problem-solve, and drive success within their industry, leading to increased self-assurance in their professional capabilities.

CO6: Acquisition of practical experience and evidence of work achievements to enhance future career prospects: Embracing an entrepreneurial mindset often involves gaining practical experience and achieving tangible successes within one's industry, providing individuals with evidence of their abilities and accomplishments to enhance their future career prospects.

CO7: Develop a range of skills and competencies that make them more attractive to potential employers upon graduation: Individuals with an entrepreneurial mindset develop a wide range of skills and competencies that are highly valued by employers, making them more attractive candidates for potential job opportunities upon graduation.