Class: T.Y. B. B. A. (Semester- VI)
Paper Code: BBA 3601
Paper: Title of Paper: Business Planning and Project Management
Credit:3   No. of lectures: 48

Learning Objectives:
1. To make students aware of planning process.
2. To make students aware of forecasting techniques.
3. To explain project management concepts in detail.
4. To study different network diagrams as a Tool of project design.
5. To identify the Project evaluation techniques.

Learning Outcome:
CO1: Demonstrate a strong conceptual knowledge of the planning process in business and project management.
CO2: Develop an effective understanding of the functions and techniques of project management and its applications.
CO3: Manages project risk, including identifying, analyzing and responding to risk
CO4: Effective understanding of different methods of Project Planning.
CO5: Apply project management techniques and frameworks that drive business analysis planning and monitoring.
CO6: Conduct evaluation of project effectiveness identifying lessons learned.
CO7: Understanding of the Project Selection Models.

Unit 1: Planning and Forecasting

1.1 Introduction to Planning:
    1.1.1 Introduction, Meaning, Definition, Characteristic, objective, nature of Planning
    1.1.2 Advantages and limitations of planning
    1.1.3 Steps in planning process
    1.1.4 Methods of planning
    1.1.5 Essentials of a good planning
    1.1.6 Obstacles in planning, Planning Premises and Classification of Planning Premises

Introduction to Forecasting:
    1.8 Introduction, Meaning, Definition, Characteristics, Process,
    1.9 Importance of forecasting
    1.10 Areas of forecasting

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1.11 Forecasting Techniques- Methods
1.12 Advantages of forecasting, Limitations of forecasting
1.13 Difference between forecasting and planning

No. of Lectures 1

Unit 2 Introduction to Project Management
2.1 Definition of a "Project"
2.2 Need of project Management, The project Life-Cycle.
2.3 Project Selection and Criteria used to choose projects
2.4 The Project Selection Models.
2.5 Project Portfolio Process, Project Proposals.
2.6 The Project Manager.
2.7 Problems for effective project management.
2.8 The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization
2.9 Choosing an Organizational form The Project Team.

No of Lectures 10

Unit 3 Initial Project Coordination
3.1 The Nature of Negotiation, Partnering, Chartering, Conflict and the project life cycle.
3.2 Estimating Project Budgets, Improving the Process of Cost Estimation.

No of Lectures 8

Unit 4 Introduction to Network Techniques
4.1 Introduction to PERT and CPM.
4.2 Risk Analysis Using Simulation with Crystal Ball 2000
4.3 Critical Path Method- Crashing a Project, The Resource Allocation Problem, Resource Loading, Resource Leveling, Constrained Resource Allocation
4.4 The Fundamental Purposes of project Control, Three Types of Control processes.

No of Lectures 10

Unit 5 Project Evaluation
5.1 Introduction to project evaluation and its Goals.
5.2 The Project Audit, Construction and Use of the Audit Report, the Project Audit Life Cycle, some essentials of an Audit/Evolution
5.3 Project Termination, when to Terminate a Project, The Termination Process.

No of Lectures 10

Reference Books:
1 Project Management- Vasant Desai, Himalaya Publishing House
. 2. Production and Operation Management:K.Ashwathappa and Siddharth Bhat, Himalaya Publishing House,2010 editions
1. Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.
2. Business Administration with G. M. Dumbre, Success Publications, Pune.
3. Project Management: A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.
4. Principles of Management – T. Ramasamy, Himalaya Publishing House
5. The McGraw-Hill 36-Hour Project Management Course -McGraw-Hill

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

Class: T.Y.BBA (SEM –VI)   **Subject**: Business Planning and Project Management
Course: Business Planning and Project Management   **Course Code**: BBA3601
Weight age: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO5: The application of project management techniques in the context of business analysis planning and monitoring, suggesting a practical application of knowledge and principles in the business domain

PO2: Critical Thinking and Problem Solving

CO2: Implies a broader understanding of project management, including its functions, techniques, and applications, suggesting a connection to how project management integrates within various business functions.

PO3: Critical thinking and systematic research approach

CO3: Implies the need for critical thinking and a systematic research approach to manage project risks effectively. It involves identifying, analyzing, and responding to risks, which requires a thoughtful and analytical approach to problem-solving, aligning with the skills associated with critical thinking and systematic research.

CO7: Understanding project selection models involves critical thinking and a systematic research approach to identify the most appropriate models for specific business projects.

PO4: Ethical Decision-making ability.

CO6: The process of conducting project evaluations and identifying lessons learned involves critical reflection and learning from experiences. It implies a commitment to continuous improvement and a willingness to learn from both successes and failures, aligning well with the goal of developing a critical attitude for lifelong learning.

PO5: Critical Attitude for Lifelong learning.

CO3: Including identifying, analyzing, and responding to risk, aligns more closely with Ethical Decision-Making. While it may not explicitly mention ethical considerations, managing project risks often involves ethical considerations.

PO6: Leadership and team work skills

CO5: Apply project management techniques and frameworks that drive business analysis planning and monitoring is more aligned with Leadership and Teamwork.

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

CO2: Understanding the functions and techniques of project management involves considering various factors, including political, cultural, and legal issues that can impact business organizations globally.

PO8: Application of Management in various Disciplines

CO5: Effective project management often involves collaboration with industry professionals, and the application of project management techniques aligns with building a professional network.

PO9: Social Responsibility

CO3: The ability to manage project risks aligns with the broader concept of corporate social responsibility (CSR) as it involves understanding and addressing potential risks that may impact not only the project but also the broader interests of society.

PO10 Entrepreneurial Mindset

CO5: An entrepreneurial mindset often involves applying innovative and effective techniques to drive business analysis, planning, and monitoring. Entrepreneurs need to be adept at managing projects and analyzing business situations to identify opportunities and pursue them successfully.

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

Academic Year 2020-2021

Class   : T.Y. B. B. A. (Semester- VI)
Paper Code   : BBA3602
Paper   :   Title of Paper: Management Control System.
Credit   : 3   No. of lectures: 48

A) Course Objectives:

1. To introduce the concept of control in management.'
2. To understand the different functional areas for Control System.
3. To understand the use of computer system in establishment of control mechanism in organization.
4. To study the implementation of control system in organizations.
5. TO study the production control, marketing control, inventory control, control in personnel area and IT measures and control.

B) Course Outcomes:

CO1: Outcome of this course is that students can understand meaning, nature, functions, implementation and evaluation of control system in organization.
CO2: Understand the basic components of management control   System design.
CO3: Relate the effective design, implementation and uses of a management control system given a range of relevant contingent factors.
CO4: Appreciate the ways in which management control systems must fit within a given context. Additionally, the ways in which management controls must evolve and change.
CO5: Critically analyze the effectiveness of a management control system within new economies in project management.
CO6: Work effectively in teams via effective communication and sound leadership.
CO7: Understanding implementation of MCS IN small and medium size companies.(MSC in service and nonprofit Organisation)

Unit 1 Introduction To Management Control System

     1.1 The control function- Elements of Control- Nature of Control, Problems in control
     1.2 Management Control – Characteristics, Principles & Types of Management Control
     1.3 Management Control Systems - Elements of MCS- Designing of MCS.
     1.4 10 commandments of Effective Control System

                                          No. of lectures 10

Unit 2 Management Controls In Different Functional Areas
    2.1 Production Control: Need – Procedure – Techniques Of Production Control
    2.2 Inventory Control: Classification of Inventories – Motives for Holding Inventories-Determination Of Stock Levels.

2.3 Marketing Control: Process Of Marketing Control- Importance of Marketing Control System- Tools and Techniques of Marketing Control.

2.4 Control In Personnel Area: Reasons For Workers Resistance to Controls- Kind Of Control Devices

2.5 IT Measures And Control – Installation Of Management Information & Control System, Structured & unstructured Decision

No. of lectures 10

Unit 3 Computers Systems

3.1 Computer for Management Control Purposes. Use of computers In Management Control System.

3.2 Computers and Information System – Manual Systems – Mechanical Systems.

3.3 MIS – Decision Support Systems- Characteristics of DSS- Where to apply DSS- Expert Systems.

No. of lectures 8

Unit 4 Management Control of Projects

1.1 Meaning of project – Aspects of Project – Factors affecting Project.

1.2 Project Planning – Time Dimension – Cost Dimension- Quality Dimension

1.3 Project Control- Reports Costs and Time- Reports on output- Revisions.

No. of Lectures 10

Unit 5 Implementing MCS for small & medium size companies

5.1 Methodology of implementing Management Controls – Roles and responsibilities in implementing Management Control.

1. Management Control Structure - Responsibility centre, cost centre, profit centre, investment centre.

2. MCS in service & non-profit organizations.

No. of Lectures 10
Total 48

Reference Books:

1. Bhattacharya S. K.: Managerial Planning & Control System
2. Mark G. Simkin : Computer information systems for Business
3 Subhash Das : Management Control Systems.
4. P. Saravanavel : MCS – H.P. House
5. Arora Ashok & Akshay Bhatia, Excel Books, New Delhi: Information Systems for Managers

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Mapping of Program Outcomes with Course Outcomes

Class: TYBBA (Sem –VI)   **Subject**: Management Control System
Course: Management Control System   **Course Code**: BBA-3602
Weight age: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

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

Justification for Mapping

PO1: Application of knowledge

CO1: Understanding the meaning and functions of a control system in an organization involves financial aspects that can be tracked through accounting. Accounting principles provide a structured way to evaluate and implement control systems.

CO2: Designing a management control system involves accounting components such as budgeting, financial reporting, and performance measurement. Students can learn to incorporate financial metrics into the control system.

CO3: Appreciating the need for adaptation and critically analyzing effectiveness involves management strategies and decision-making processes .Understanding the basic components of management control systems and effective design and implementation directly align with principles of management. Appreciating the need for adaptation and critically analyzing effectiveness involves management strategies and decision-making processes Recognizing the fit of management control systems within a given economic context involves understanding economic principles and factors influencing organizational performance.

CO4: Appreciating the fit of management control systems within a context involves understanding financial implications and ensuring financial controls align with organizational goals. Recognizing the need for management control systems to evolve and change implies an understanding of financial

dynamics and adaptability in financial controls. Marketing data can be utilized in control systems for assessing the effectiveness of marketing strategies and campaigns. Incorporating marketing metrics into management control systems allows for a comprehensive evaluation of organizational performance.

CO5: Critically analyzing the effectiveness of management control systems in new economies requires a grasp of economic trends and factors.

CO6: Working effectively in teams via effective communication and sound leadership is directly related to principles of human resource management.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, including service and non-profit organizations, involves considerations of human resources and organizational structure.

PO2: Understanding Business function

CO1: This outcome aligns with a comprehensive understanding of how control systems interact with various business functions. It involves recognizing the importance of control mechanisms in managing and optimizing business operations.

CO2: Designing a management control system requires a deep understanding of business functions. Identifying and incorporating relevant components aligns with the need to integrate control measures into different aspects of the business.

CO3: Relating the design and implementation of a management control system to contingent factors involves considering how these systems interact with and support different business functions.

CO4: Understanding of Business Functions: Recognizing the fit of management control systems within a given context involves understanding how these systems align with and support specific business functions. It emphasizes the contextual adaptation of controls to suit the business environment.

CO5: Understanding of Business Functions: Critically analyzing the effectiveness of a management control system in new economies and project management involves assessing how well these systems align with the changing landscape of business functions and project requirements.

CO6: Working effectively in teams and communicating sound leadership aligns with the broader understanding of business functions, as it emphasizes collaboration and leadership skills necessary for managing and controlling business operations.

CO7: The implementation of management control systems in small and medium-sized companies and non-profit organizations involves recognizing the unique challenges and requirements of different business functions within these specific contexts.

PO3: Use of critical thinking and systematic Approach

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems requires critical thinking to analyze concepts and a systematic research approach to delve into relevant literature and practical examples.

CO2: Understanding the basic components of management control system design involves critical evaluation and a systematic approach to identify and analyze various elements that contribute to effective system design.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors requires critical thinking to assess the relevance of factors and a systematic research approach to gather and analyze relevant data.

CO7: The implementation of management control systems in small and medium-sized companies, especially in service and non-profit organizations, necessitates critical thinking to address unique challenges and a systematic research approach to explore best practices.

PO4: Ethical Decision Making

CO1: Understanding the meaning and nature of control systems involves recognizing the ethical implications of monitoring and regulating organizational activities. Students should be aware of ethical considerations in the implementation and evaluation of control systems.

CO2: Designing a management control system requires ethical considerations, ensuring that the components align with ethical standards. This involves making decisions that are fair, transparent, and aligned with ethical principles.

CO3: Relating the design and implementation of a management control system to contingent factors includes considering ethical factors. This involves assessing how control systems impact stakeholders and ensuring ethical use.

CO4: Appreciating how management control systems fit within a given context includes recognizing the ethical dimensions of the organizational environment. This involves adapting controls to align with ethical standards.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management includes evaluating their ethical implications. This involves ensuring that controls are ethically applied in diverse business environments.

CO6: Working effectively in teams involves ethical communication and leadership. Students should be aware of ethical considerations in team interactions and leadership practices related to management control systems.

CO7: Understanding the implementation of management control systems in small and medium-sized companies and non-profit organizations requires a focus on ethical considerations specific to these contexts. This involves adapting controls to align with ethical standards in service and non-profit settings.

PO5:Critical attitude for Life-long Learning

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems requires a commitment to continuous learning. As technology, organizational structures, and business environments evolve, professionals must stay updated on the latest developments in control systems.

CO2: Grasping the basic components of management control system design involves recognizing that these components may change over time due to technological advancements or shifts in organizational priorities. Lifelong learners adapt to these changes by staying informed and updating their knowledge.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors requires a commitment to lifelong learning. Professionals must continually assess and update their knowledge to ensure the relevance and effectiveness of control systems.

CO4: Appreciating the ways in which management control systems must fit within a given context involves recognizing that contexts change over time. Lifelong learners stay attuned to changes in the business environment, ensuring that control systems are aligned with current organizational needs.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management demands ongoing learning. Professionals must stay informed about emerging trends in new economies and project management methodologies to conduct effective analyses.

CO6: Working effectively in teams through effective communication and sound leadership requires continuous learning about interpersonal dynamics, communication strategies, and leadership principles. Lifelong learners adapt their teamwork skills to changing workplace dynamics.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities involves ongoing learning. Lifelong learners seek to understand the evolving landscape of these sectors and adapt control systems accordingly.

PO6: Leadership and Teamwork

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems requires effective leadership to guide the process. Teamwork is essential for collaboration in comprehending and applying these concepts.

CO2: Understanding the basic components of management control system design involves leadership to make design decisions and teamwork to ensure collaboration among team members with different expertise.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors demands leadership to navigate complexities and teamwork to implement the system effectively.

CO4: Appreciating how management control systems must fit within a given context requires leadership to assess the context and teamwork to implement context-specific changes.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management involves leadership to guide the analysis and teamwork to gather and analyze relevant information.

CO6: Working effectively in teams through effective communication and sound leadership is a direct application of leadership and teamwork principles.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities requires leadership to guide the implementation process and teamwork to ensure coordination and collaboration.

PO7: Application of management in various Disciplines

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems in organizations requires considering the global context, taking into account diverse political, cultural, and legal factors that may influence control systems internationally.

CO2: Understanding the basic components of management control system design involves recognizing the need to adapt these components to align with global variations in political, cultural, and legal frameworks.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors requires students to consider a global range of factors, such as political stability, cultural nuances, and legal frameworks.

CO4: Appreciating how management control systems must fit within a given context involves understanding the global context and adapting control systems to align with international political, cultural, and legal considerations.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management includes evaluating how these systems align with global political, cultural, and legal dynamics.

CO6: Working effectively in teams via effective communication and sound leadership requires an understanding of cross-cultural communication and leadership styles that are essential in a global business environment.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities involves considering the global impact of political, cultural, and legal issues on these specific sectors.

PO8: Professional Development Activities

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems involves recognizing their application across various disciplines, including finance, operations, human resources, and more.

CO2: Understanding the basic components of management control system design requires consideration of how these components integrate with various disciplines within an organization.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors involves understanding how these factors span multiple disciplines and impact the overall organizational strategy.

CO4: Appreciating how management control systems must fit within a given context requires understanding the interdisciplinary nature of organizational contexts and adapting controls accordingly.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management involves considering interdisciplinary factors such as economic, cultural, and project management principles.

CO6: Working effectively in teams via effective communication and sound leadership requires understanding and applying principles from various disciplines to foster collaboration and productivity.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities involves considering the unique challenges and opportunities present in these interdisciplinary contexts.

PO9: Social Responsibility

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems requires critical thinking to analyze concepts and a systematic research approach to delve into relevant literature and practical examples.

CO2: Understanding the basic components of management control system design involves critical evaluation and a systematic approach to identify and analyze various elements that contribute to effective system design.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors requires critical thinking to assess the relevance of factors and a systematic research approach to gather and analyze relevant data.

CO4: Appreciating how management control systems must fit within a given context involves critical thinking to understand the contextual nuances and a systematic research approach to study the context and its impact on control systems.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management requires critical thinking to assess the complexities of these environments and a systematic research approach to gather and analyze relevant data.

CO6: Working effectively in teams through effective communication and sound leadership involves critical thinking to assess team dynamics and a systematic research approach to understand leadership principles.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, especially in service and non-profit organizations, necessitates critical thinking to address unique challenges and a systematic research approach to explore best practices.

PO10: Entrepreneurial Mindset

CO1: Understanding the meaning, nature, functions, implementation, and evaluation of control systems encourages an entrepreneurial mindset by instilling a deep understanding of how systems can be leveraged to create value and drive innovation.

CO2: The basic components of management control system design fosters an entrepreneurial mindset by encouraging students to think creatively about designing systems that can adapt to dynamic business environments.

CO3: Relating the effective design, implementation, and uses of a management control system to contingent factors involves thinking entrepreneurially, considering opportunities and challenges in the external environment.

CO4: Appreciating how management control systems must fit within a given context nurtures an entrepreneurial mindset by encouraging students to recognize and seize opportunities within specific business contexts.

CO5: Critically analyzing the effectiveness of management control systems in new economies and project management cultivates an entrepreneurial mindset by emphasizing adaptability, innovation, and a forward-thinking approach.

CO6: Working effectively in teams through effective communication and sound leadership is crucial for an entrepreneurial mindset, as entrepreneurs often collaborate, communicate effectively, and lead with a vision.

CO7: Understanding the implementation of management control systems in small and medium-sized companies, service organizations, and non-profit entities requires an entrepreneurial mindset, as it involves finding innovative solutions tailored to specific organizational needs.

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

Academic Year 2020-2021

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

Paper Code: BBA3603

Paper   : 1   Title of Paper: E-Business

Credit   : 3   No. of Lectures: 48

A. Courrse Objectives:

1. To Know the Concept of Electronic Commerce (E-Business)
2. To Know the Concept of Cyber Law & Cyber Jurisprudence
3. To Know Internet Marketing Techniques
4. To Study in Detail Various Media Of Money Transfer
5. To Make Students Aware About Upcoming Cyber Attack & Hacking
6. To study about consumer oriented marketing strategies.

B. Course Outcome:

CO1: Define and explain the concept of electronic commerce

CO2: Explain the principles and scope of cyber law.

CO3: Demonstrate knowledge of various internet marketing strategies.

CO4: Evaluate different methods of electronic money transfer.

CO5: Identify potential cyber threats and vulnerabilities.

CO6: Analyze consumer behavior in the digital marketplace.

CO7: Use analytical tools to measure and analyze data related to website traffic, user behavior, and other key performance indicators in the digital space.

Unit No. 1: E- Business and Business Model Concepts

1.1 Activities of E Business
1.2 Definition
1.3 Goals
1.4 Technical Components
1.5 Functions
1.6 Status
1.7 Prospects
1.8 Significance
1.9 Advantages
1.10 Disadvantages

E-Commerce Business Models

    1.11 Major Business to Consumer (B2C) Business Model Portal, E-tailor

    1.12 Major Business to Business (B2B) Business Model

    1.13 E Distributor, E-Procurement, Exchanges

    1.14 Business models in Emerging E-Commerce Areas - C2C, P2P, and B2G.

Total No. of Lectures- 11

Unit No. 2 E-Money

    2.1 Real World Cash

    2.2 E-Money

    2.3 Requirements

    2.4 Types of Electronic Payment Media

    2.5 B2B E-Payment Systems Viruses

    2.6 Types of Viruses

    2.7 Virus Characteristics

    2.8 Protection against Fraud & Viruses

Total No. of Lectures- 10

Unit No. 3: E-Marketing

    3.1 Identifying Goals

    3.2 Browsing Behavior Model

    3.3 Online Marketing

    3.4 E- Advertising

    3.5 Internet Marketing Trends

    3.6 Target Markets

    3.7 E-Branding

    3.8 Marketing Strategies

    3.9 E-cycle of Internet Marketing.

Total No. of Lectures- 11

Unit No. 4: Consumer Oriented-Marketing strategies

    4.1 Consumer oriented- strategies for marketing sales and promotions,

    4.2 Internet Advertising, models of internet advertising,

    4.3 Advantages & Disadvantages of internet advertising, online promotion tools & techniques

    4.4 Assessing requirement for an online business designing,

    4.5 What is WEB, components of website?

    4.6 Concepts and designing website for E-commerce, types of web page, Needs for website

Total No. of Lectures- 08

Unit No. 5: Cyber Jurisprudence

    5.1 Evolution of New System

    5.2 Legal Meaning of Software

    5.3 Legal Issues for Internet Commerce

    5.4 Cyber Attack –Trojan, Virus, Worm, Spam

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5.5 Hacking – Phishing, IP Spoofing.

Total No. of Lectures- 08

Reference Books:
1. E – Commerce Concepts – Models – Strategies, Himalaya Publishing House. ISBN: 978-81-8488-096-0; C.S.V. Murthy
2. Electronic Commerce from Vision to Fulfillment, 3rd Edition, PHI. ISBN: 81-203- 3027-7; Elias M. Awad
3. E – Commerce An Indian Approach, 2nd Edition, PHI ISBN : 81-203-2788-8; P.T.Joseph, S.J.
4. Laws Relating to Computers Internet & E-Commerce, 4th Edition, Universal Law Publishing Company. ISBN : 978-81-7534-778-6; Nandan Kamath
5. E-Commerce –The Cutting Edge of Business Second Edition; Kamlesh K Bajaj, Debjani Nag
6. E-Commerce –Business, Technology, society; Kenneth C.Laudon, Carol Guercio Traver
7. Introduction to E-Commerce;

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: TYBBA (SEM –VI)   **Subject**: E- Business
Course: Subject: E- Business   **Course Code:** BBA3603
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	PO 10
CO1	2									2
CO2			2	2			1			
CO3		2					2			
CO4									3	
CO5					2		2	2		
CO6						2				
CO7						2				

Justification for the mapping

PO1. Application of knowledge: -

CO1: Students will demonstrate the application of knowledge by defining and explaining the concept of electronic commerce and identifying key components and models of e-business.

PO2. Understanding of Business Functions:-

CO3: Understanding various internet marketing strategies involves grasping how different business functions contribute to successful marketing in the digital realm.

PO3. Use critical thinking and systematic research approach: -

CO2: Critical thinking and systematic research are applied in understanding the principles and scope of cyber law, as well as in evaluating the ethical and legal implications of cyber activities.

PO4. Ethical Decision-Making:-

CO2: Ethical decision-making is directly linked to evaluating the ethical and legal implications of cyber activities as covered in CO2.

PO5. Critical attitude for lifelong learning:

CO5: Developing a critical attitude is reflected in the analysis of potential cyber threats and vulnerabilities, understanding hacking techniques, and implementing cybersecurity measures.

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PO6. Leadership and Teamwork:

CO6: Leadership and teamwork skills are applied in analyzing consumer behavior in the digital marketplace, developing marketing strategies, and evaluating the effectiveness of marketing campaigns.

CO7: Showcase leadership by guiding a team in using analytical tools collaboratively, sharing insights, and aligning strategies based on data-driven decision-making

PO7. Application of knowledge in various disciplines

CO3: Application of knowledge in various disciplines is evident throughout the course, such as in understanding business functions

CO2: legal frameworks

CO5: Cyber security

PO8. Professional development activities

CO5: Cyber security

PO9. Social Responsibility:

CO4: Social responsibility is reflected in understanding and adhering to regulatory frameworks governing digital transactions, ensuring the security features of money transfer platforms.

PO10. Entrepreneurial Mindset:

CO1: An entrepreneurial mindset is evident in defining and explaining the concept of electronic commerce

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

Paper Code: BBA3604

Paper   : 1   Title of Paper: Business Analytics

Credit   : 3   No. of Lectures: 48

A. Course Objectives:

1. Understanding the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
2. Understanding the value added by analytics in the operations function.
3. Analyzing the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
4. Evaluating the applications of analytics in operations.
5. Understanding the issues pertaining to the adoption of technologies that will shape industry

B. Course Outcome:

CO1: TO make students aware about of big data concept and changes in organizational structure.
CO2: Awareness about all terms related to Industry 4.0
CO3: Course will elaborate the concept of machine learning.
CO4: Students will get the knowledge of Additive manufacturing process.
CO5: Course will help the students to identify industrial revolution .
CO6: Course will help the students to identify the concepts of autonomous robots and augmented reality.
CO7: Course will elaborate the use of AI in business applications,

Unit 1 Data Science for Modern Manufacturing

1. Business Analytics and Big Data Driving Organizational Change,
2. Industry 4.0, Industrial Internet, (Industrial) Internet of Things - A Platform Built for Manufacturing.
3.   Big Data and Analytics – Hardware, Platforms. Technology & Global Trends,
4. The data-driven manufacturer, Issues and Challenges Data Science for Modern Manufacturing.
5.   Blending analytic skills and domain expertise, Rethinking business processes.
6. Factoring in change management, Security, Data Integration.

Total No. of Lectures- 10

Unit 2 Machine Learning
2.1   Basics of Machine Learning, Natural-Language Processing,
2.2   Autonomous Robots, Augmented Reality, and More: Simulation,

2.3   Additive Manufacturing.

Total No. of Lectures- 8

Unit 3 Industry 4.0
3.1 LEAN Production Systems, the Fourth Revolution, Industry 4.0.
3.2 Industrial Processes - Sensing & Actuation, Processing,
3.3 Communication. Next Generation Sensors, Collaborative Platform
3.4 Product Life cycle Management.

Total No. of Lectures- 10

Unit 4 Business of AI

4.1   Introduction to AI
4.2   Business applications of AI ad its Limitations.
4.3   Use of AI in Product applications for user value creation
4.4   Use of AI Process applications for productivity improvement
4.5   Insight applications for knowledge discovery

Total No. of Lectures- 10

Suggested books:
1. Data Science for Modern Manufacturing by Li Ping Chu, O'Reilly Media
2. Industry 4.0 Data Analytics Paperback by Rajesh Agnihotri, Samuel New
3. Industry 4.0: The Industrial Internet of Things by Alasdair Gilchrist
4. Advances in Business, Operations, and Product Analytics: Cutting Edge Cases from Finance to Manufacturing to Healthcare (FT Press Analytics) by Matthew J. Drake

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Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (Sem VI)　　　　　**Subject:** Business Analytics
Course: Business Analytics　　　　　**Course Code**: BBA3604
Weight age: 1=weak or low relation, 2=moderate or partial relation, 3=strong or direct relation

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

Justification for Mapping:

PO1: Application of Knowledge

CO1: Students can understand the big data concepts and data driven changes in manufacturing units,

CO2: With the help of this course students will understand the basics term related to industry 4.0

CO3: Course will help the students to elaborate the concepts of machine learning.

CO4: Course will make the students to understand the new concepts like additive manufacturing.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

CO6: Concepts like autonomous robots, augmented reality can be identified with the help of course.

CO7: Course will help the students to identify use of AI in Business Application.

PO2: Understanding the basic Business functions.

CO1: Students can understand the big data concepts and data driven changes in manufacturing units which will help to understand revised business processes

CO3: Course will help the students to elaborate the concepts of machine learning and its use in business process.

CO4: Course will make the students to understand the new concepts like additive manufacturing process and set up for the same.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

CO6: Concepts like autonomous robots, augmented reality can be identified with the help of course.

CO7: Course will help the students to identify use of AI in Business Application.

PO3: Critical Thinking and Systematic research approach

CO3: Course will help the students to elaborate the concepts of machine learning and its use in business process which can be critically analyzed to find solutions to new business problems.

CO4: Course will make the students to understand the new concepts like additive manufacturing process and set up for the same.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

CO6: Concepts like autonomous robots, augmented reality can be identified with the help of course.

CO7: Course will help the students to identify use of AI in Business Application.

PO5: Critical Attitude for Life Long learning

CO7: Course will help the students to identify use of AI in Business Application and how AI can be used for any type of business applications.

PO6: Leadership and team work.

CO4: Course will make the students to understand the new concepts like additive manufacturing process and set up for the same and its impact on working pattern of human resource management.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

PO7: Application of Management in Various disciplines.

CO1: Students can understand the big data concepts and data driven changes in manufacturing units,

CO3: course will help the students to elaborate the concepts of machine learning and its use in business process.

CO4: Course will make the students to understand the new concepts like additive manufacturing process and set up for the same.

CO5: students will understand the industrial evolution from 1.0 to 4.0

PO8: Professional development activities.

CO1: Students can understand the big data concepts and data driven changes in manufacturing units,

CO3: course will help the students to elaborate the concepts of machine learning and its use in business process which can be critically analysed to find solutions to new business problems.

CO7: Course will help the students to identify use of AI in Business Application.

PO10: Entrepreneurial mindset

CO1: Students can understand the big data concepts and data driven changes in manufacturing units

CO3: Course will help the students to elaborate the concepts of machine learning and its use in business process which can be critically analyzed to find solutions to new business problems.

CO5: Students will understand the industrial evolution from 1.0 to 4.0

CO6: Concepts like autonomous robots, augmented reality can be identified with the help of course.

CO7: Course will help the students to identify use of AI in Business Application and how AI can be used for any type of business applications.

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

Academic Year 2021-2022

Finance Specialization Paper 1

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

Paper Code: BBA3605A

Paper   : 5   Title of Paper: Financial Services

Credit   : 3   No. of Lectures: 48

A. Course Objectives:

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

B. Course Outcome:
CO1: Understand the different types of financial services available in India.
CO2: Demonstrate a comprehensive understanding of financial markets in India.
CO3: Apply various capital budgeting techniques to analyze investment opportunities.
CO4: Analyze the role of insurance in risk management and financial planning.
CO5: Analyze the impact of emerging technologies on accounting and financial practices
CO6: Understand the regulatory functions of the Reserve Bank of India (RBI) and the
             Insurance Regulatory and Development Authority (IRDA).
CO7: They will be proficient in analyzing financial statements, assessing risk, and making
             informed investment decisions.

Unit No. 1 Indian Financial System: An Overview
   1.1 Introduction to Financial System
   1.2 Structure of Financial System - Financial Institutions,
          Financial Markets, Financial Instruments and Financial Services
   1.3 Overview of Indian Financial System since 1991
   1.4 Financial Intermediaries in Financial System: - Merchant
         Bankers, Underwriters, Depositories, Brokers, Sub brokers, Bankers etc

                                                                    Total No. of Lectures- 09

Unit No. 2 Introduction to Financial Markets
    2.1 Capital Market- Primary Market, Secondary Market –
          Stock Exchanges in India – Introduction,
          NSE, BSE, OTCEI

2.2 Role of SEBI as a regulatory authority

2.3 Introduction to Derivatives, Futures and Options

2.4 Money Market – Introduction, Money Market instruments –
  Call and Notice money market, Treasury Bill, Commercial
  Papers, Certificate of Deposits, Money Market Mutual Fund,

2.5 Difference between Money Market and Capital

Total No. of Lectures- 12

Unit No. 3: Capital Budgeting:

3.1 Meaning

3.2 Techniques of Capital Budgeting

3.3 Mutually Exclusive Proposals

Total No. of Lectures- 12

Unit No. 4 Banking and Insurance Sector in India: -

4.1 Introduction

4.2 Structure of Banking and Insurance Sector in India

4.3 Role of RBI and IRDA as a regulatory authority

Total No. of Lectures- 05

Unit No. 5 Recent Trends in Accounting and Finance

5.1 Zero Base Budgeting

5.2 Inflation Accounting

5.3 Human Resource Accounting

5.4 Activity Based Costing

5.5 Mergers and Acquisition

Total No. of Lectures- 10

Reference Books:

1. Kohak MA :- Financial Services

2. L M Bhole and Jitendra Mahakut – Financial Institutions and Markets

3. G. M. Dumbre – Modern Banking, Success Publications, Pune.

4. S. S. Shete – Financial Marketing and Institutions in India, Success Publications, Pune.

5. Dr. S Gurusamy :- Essentials of Financial Services

6. M Y Khan:- Indian Financial System

7. Rajesh Kothari:- Financial Services in India , Concept and Application.

Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: TYBBA (Sem –VI)   **Subject**: Financial Services

Course: **Subject**: Financial Services   **Course Code**: BBA3605 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	PO 10
CO1	2									
CO2						2				2
CO3			2							
CO4		3							1	
CO5					2			1		
CO6							2			
CO7	2									

Justification for the mapping

PO1. Application of knowledge: -

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

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

PO2. Understanding of Business Functions: -

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

PO3. critical thinking and systematic research approach: -

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

PO5. Critical attitude for lifelong learning:

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

PO6. Leadership and Teamwork:

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

PO7. Application of knowledge in various disciplines: -

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

PO8. Professional development activities: -

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

PO9. Social Responsibility:

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

PO10. Entrepreneurial Mindset:

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

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

Academic Year 2021-2022

Finance Specialization Paper 2

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

Paper Code: BBA3606A

Paper : 6   Title of Paper: Financial Management

Credit : 3   No. of Lectures: 48

A. Course Objectives:

1. To study in detail various financial management overview in India.
2. To make the students well acquainted regarding cost of capital practices in India.
3. To make the student well-acquainted regarding capital budgeting techniques.
4. To give a perspective of the working capital management system.
5. To understand standard costing techniques.
6. To introduce the students with the meaning and the need of Financial Management in current competitive environment.
7. To discuss the usage of financial management by the finance manager of the company in taking important financial decisions (i.e. Investment decisions, Financing decisions and Dividend decisions).
8. To provide an insight into various modes and techniques of managing the financial resources of an organization.
9. To impart knowledge about the significant factors to be considered while planning the financial policies.

B. Course Outcome:

CO1: The outcome of this course is to aware students about the financial management system & capital budgeting and also makes them aware about the cost of capital practices in India or working capital management system.

CO2: Development of skills that are required by the finance manager of a company.

CO3: Ability to comprehend the relevance of Financial Management in a company.

CO4: Ability to apply various methods and techniques to estimate, raise and invest the finances.

CO5: Knowledge of various sources of finance available to corporate houses.

CO6: To acquaint the students with corporate finance required for Indian Industries.

CO7: To make the students aware about the latest developments in the field of corporate finance.

CO8: To enable the students to understand the traditional theories of capitalization and dividend distribution practices.

CO9: To give detail exposure of working capital management practice of finance to students Skills to developed.

Unit No. 1 Financial Management – An Overview

1.1 Scope of Financial Management;

1.2 Objectives of Financial Management;

1.3 Advantages & disadvantages of financial management

1.4 Primary Objective of Corporate Management;

1.5 Organization of Finance Function; and Emerging role of Finance Managers in India.

Total No. of Lectures- 08

Unit No. 2 Working Capital Management – An Overview:

4.1 Nature of Working Capital;

4.2 Planning of Working Capital;

4.3 Computation of Working Capital;

4.4 Management of Working Capital in India

Total No. of Lectures- 10

Unit No. 3: Concept and Measurement of Cost of Capital

3.1 Importance and concept; Measurement of Specific Costs;

3.2 Computation of Overall Cost of Capital;

3.3 Cost of Capital Practices in India.

Total No. of Lectures- 10

Unit No. 4 Capital Budgeting

2.1 Principles and Techniques Nature of Capital Budgeting

2.2 Evaluation Techniques; and Capital Budgeting Practices in India

2.3 Capital Budgeting – Additional Aspects Net Return Value;
Internal Rate of Return; Profitability Index Methods

2.4 Practical problems

Total No. of Lectures- 10

Unit No. 5 Standard Costing

5.1 Meaning, Importance, Advantages and Disadvantages of Standard Costing

5.2 Cost Variance Analysis. Material Variances– Material Cost Variance, Material Rate Variance, Material Usage Variance, Material Mix Variance And Material Yield Variance.

5.3 Labour Variances –Labour Cost Variance, Labour Rate Variance, Labour Efficiency Variance, Labour Mix Variance, Labour Idle Time Variance and Labour Yield Variance.

Total No. of Lectures- 10

Books and References:

1. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi,
2. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi,.
3. Chandra, Prasana: Financial Management; Tata McGraw Hill, New Delhi, .

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4. Brealey and Meyers: Principles of Corporate Finance: Tata McGraw Hill, New Delhi
5. Keown, Martin, Petty and Scott (Jr): Financial Management: Principles and Applications; Prentice Hall of India, New Delhi, 2002.
6. Gitman, L.J: Principles of Managerial Finance; Addison Wasley,
7. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi,
8. Kishore Ravi, M: Financial Management; Taxman,
9. Financial Cost and Management Accounting, P.Periasamy
10. Financial Accounting for Management, ShankarnarayananRamanath, CENGAGE Learning
11. Accounting For Management, S. N. Maheshwari 4. Management Accounting, Madhu Vij

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.BBA (SEM –VI)   **Subject**: Financial Management
Course: Financial Management   **Course Code**: BBA3606A
Weight age: 1=weak or low relation, 2=moderate or partial relation, 3=strong or direct relation

Course Outcomes	Programme Outcomes (POs)									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1	3			3	2	3
CO2	1	2		2	1	2			2	
CO3	1			1	1		2	2		
CO4	2		2	3	2	1				
CO5	1			2	1		3		1	2
CO6	1	2			2	2				
CO7	1		2		1			2		
CO8	1				1					
CO9	1	3			2	3	1			

Justification for Mapping

PO1: Application of Knowledge

CO1: Applying knowledge and principles to business practices in the areas of accounting, finance, marketing, management, economic, and human resource management. Focuses on making students aware of the financial management system, capital budgeting, and cost of capital practices.

CO2: Development of skills that are required by the finance manager of a company. About developing skills necessary for finance managers and the PO emphasizes applying knowledge and principles to business practices, including finance.

CO3: Ability to comprehend the relevance of Financial Management in a company. This matches, as is about understanding the relevance of financial management, and the emphasizes applying knowledge to business practices, including financial management.

CO4: Ability to apply various methods and techniques to estimate, raise, and invest finances. This aligns well, as CO4 focuses on applying various methods and techniques, and the PO emphasizes applying knowledge to business practices, including finance.

CO5: Knowledge of various sources of finance, and the PO emphasize applying knowledge to business practices, including knowledge of finance.

CO6: About acquainting students with corporate finance for Indian industries, and the PO emphasizes applying knowledge to business practices, including knowledge of corporate finance.

CO7: Making students aware of the latest developments and the PO emphasizes applying knowledge to business practices, including awareness of the latest developments in corporate finance.

CO8: Understanding traditional theories, and the PO emphasizes applying knowledge to business practices, including understanding traditional theories of capitalization and dividend distribution.

CO9: Detailed exposure to working capital management practices and the PO emphasizes applying knowledge to business practices, including detailed exposure to working capital management.

PO2: Understanding of Business Functions

CO2: The development of skills required by a finance manager is consistent with the broader understanding of business functions. Finance managers play a crucial role in the overall business function, especially in managing financial resources and making strategic decisions.

CO6: Understanding corporate finance, particularly in the context of Indian industries, is integral to grasping the overall business functions. Corporate finance encompasses various aspects like capital structure, investment decisions, and financial strategies, all of which are crucial components of business functions. Thus, CO6 aligns well with the PO.

CO9: Working capital management is a fundamental aspect of financial operations within a business. It directly impacts the day-to-day functioning and liquidity of the organization. Providing detailed exposure to working capital management practices contributes to a deeper understanding of business functions, as it involves managing current assets and liabilities to ensure smooth operations.

PO3: Critical Thinking and Systematic Approach

CO1: Involves making students aware of various aspects of financial management, including capital budgeting, cost of capital practices, and working capital management. The emphasis on awareness implies that students need to critically think about these financial concepts, understand their significance, and apply a systematic approach to grasp the complexities involved.

CO4: Focuses on the practical application of methods and techniques to estimate, raise, and invest finances. This requires students to engage in critical thinking when choosing appropriate methods for different financial scenarios and to systematically apply these techniques. By doing so, students develop problem-solving skills, aligning with the PO's emphasis on identifying issues, collecting information, and drawing conclusions systematically.

CO7: Making students aware of the latest developments in the field of corporate finance. Staying updated on industry trends and advancements requires critical thinking to assess their implications and a systematic research approach to gather relevant information. This aligns with the PO's focus on identifying issues, collecting and examining information, and drawing conclusions to find solutions to business problems.

PO4: Ethical Decision Making

CO1: While CO1 primarily focuses on financial concepts, it indirectly supports ethical decision-making by creating awareness of various financial aspects. Understanding financial management and capital budgeting can contribute to ethical decision-making as financial decisions often have ethical implications. For example, decisions related to capital allocation and budgeting may involve ethical considerations.

CO2: The development of skills for a finance manager may include ethical considerations. Finance managers often face ethical dilemmas in decision-making, such as choosing between profit maximization and ethical business practices. Therefore, the development of skills in finance includes the ability to navigate ethical challenges.

CO3: Understanding the relevance of financial management in a company lays the groundwork for recognizing the ethical implications of financial decisions. Recognizing the importance of financial management can lead to a greater awareness of the ethical responsibilities associated with financial decision-making.

CO4: Emphasizing the application of methods and techniques, indirectly aligns with ethical decision-making. The application of financial methods and techniques should consider ethical implications to ensure that financial decisions are made with integrity and in compliance with ethical standards.

CO5: Contributes to ethical decision-making by providing students with an understanding of various financial sources. Knowledge of ethical financing options is essential, as financial decisions involving external sources can have ethical implications for the organization.

PO5: Critical attitude for Life-long learning

CO1: Contributes to lifelong learning by providing students with foundational knowledge in financial management. The awareness created in this course serves as a starting point for students to continue learning and staying updated on evolving financial practices and regulations throughout their professional careers.

CO2: Supports lifelong learning by focusing on skill development. Finance is a dynamic field, and the skills developed in this course can act as a foundation for ongoing learning. Finance managers must continually update their skills to adapt to changing industry trends and regulations.

CO3: The groundwork for lifelong learning by helping students understand the ongoing relevance of financial management in a company. Recognizing the importance of financial management encourages individuals to seek continuous learning opportunities to stay informed about advancements in the field.

CO4: Encourages lifelong learning by emphasizing the application of various methods and techniques. As financial practices evolve, individuals need to adapt and continue learning new methods and techniques to remain effective in their roles.

CO5: Contributes to lifelong learning by providing students with knowledge about different sources of finance. Lifelong learners in finance will stay informed about emerging financing options and industry trends throughout their careers.

CO6: These contribute to lifelong learning by covering different aspects of corporate finance. Lifelong learners in finance will seek to understand the latest developments, adapt to changing theories, and stay updated on best practices in working capital management.

CO7: Directly aligns with the idea of lifelong learning by emphasizing the importance of staying aware of the latest developments. Lifelong learners in finance will actively seek information about advancements and changes in the corporate finance landscape.

CO8: Supports lifelong learning by focusing on understanding traditional theories. Finance professionals who embrace lifelong learning will continuously explore both traditional and contemporary theories to make informed decisions in their roles.

CO9: Contributes to lifelong learning by providing detailed exposure to working capital management practices. Lifelong learners in finance will seek opportunities to enhance their skills in managing working capital throughout their careers.

PO6: Leadership and Teamwork:

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

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

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

PO7: Application of Management in various disciplines

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

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

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

PO8: Professional Development Activities

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

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

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

PO9: Social Responsibility

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

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

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

PO10: Entrepreneurial Mindset

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

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

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

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

Academic Year 2020-2021

Marketing Management Specialization paper 1

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

Paper Code : BBA605B

Paper : 5 Title of Paper: Sales Management

Credit : 3 No. of Lectures: 48

Course Objectives:

1. To provide the students with basic understanding of the processes and skills necessary

   to be successful in personal selling and insights about recent trends in sales management.

2. To provide an understanding of the tools and techniques necessary to effectively manage

   the sales function - organization - sales individual.

3. To provide students with advanced skills in the areas of interpersonal communications,

   Motivational techniques and value-added selling.

Course Outcome:

CO1: Recognize and demonstrate the recent trends in sales management.
CO2: Understand the Functions and responsibilities of sales manager.
CO3: Explain the reasons for salesperson's performance valuation, the methods used for performance evaluation, the reasons for auditing sale person and qualitative and quantitative performance standards used in performance evaluation of salesperson.
CO4: Evaluate the role of Sales manager responsibilities in recruiting, motivating, managing and leading sales team.
CO5: The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals.
CO6: Understand the effective selling techniques.
CO7: To know types and structures of Sales organization.

Unit No 1Introduction to Sales Management:

1.1 Introduction and Definition

1.2 Meaning

1.3 Objectives

1.4 Role of sales management in marketing

1.5 Recent trends in sales management

1.6. Ethical and legal issues involved in sales management

Total No. of Lectures- 10

Unit No 2 Sales Organizations:

2.1 Need for sales organization

2.2 Types and structures of sales organization

2.3 Principles for building successful sales organization

2.4 Functions and responsibilities of sales manager

Total No. of Lectures- 10

.**Unit No 3 Managing the Sales Force:**

3.1 Recruitment and Selection: Sales personnel selection process, criteria used for selection of sales personnel

3.2 Training: Importance, Areas of sales training- Company specific knowledge, product knowledge, Industry and market trend knowledge, Customers and technology, Relationship Selling, Customer education, Value added Selling.

3.3 Motivation: Motivation and productivity of sales force, Types of compensation plans, sales meetings sales contests, fine tuning of compensation plan

3.4 Sales Reporting: Sales records, Sales reports, Sample of Sales Report Format, Key Performance Indicators of sales.

Total No. of Lectures- 10

.**Unit No 4. Sales planning and control:**

4.1   Sales planning: Sales forecasting – concept and methods qualitative and quantitative methods.

4.1.   Market and Sales potential- concept and methods

4.3   Sales quotas- concept, purpose and types

4.4   Sales control: process of sales control- Goal setting,

4.5   Performance Measurement, diagnosis and corrective actions

Total No. of Lectures- 10

.**Unit No 5 Personal Selling and Relationship Management:**

5.1   Personal Selling: concept, process, Tools for personal selling

5.2   Effective selling techniques

5.3   Concepts of Sales leads, sales calls, types of sales calls, sales presentation

5.4   Characteristics of a successful salesman

5.5   Use of technology in personal selling

5.6   Relationship Management - concept and Characteristics

5.7   Role of relationship management in personal Selling

Total No. of Lectures- 08

Reference Books:

1. Sales and Distribution Management by Havaldar&Cavale, TMGH

2. Sales Management by Still, Cundiff&Govani, Pearson Education

3. Sales and Distribution Management, SL Gupta, Excel books

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

5. Retailing Management by Michael Levy & Barton Weitz, TMGH, 5thEdition

6. Building a Winning Sales Team – Gini Graham & Scott

7. Sales Management Handbook – Forsyth Ptrick

8. Professional Sales Management – Anderson, Hair and Bush

9. Sales Management - Richard R Still Edward W. Cundiff

10. International Marketing – Robert Reed

11. Strategies for selling-Gerald A. Michaelson

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Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y. BBA (SEM –VI)   **Subject**: Sales Management
Course: Sales Management   **Course Code**: BBA3605B
Weight age: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

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

Justification for the mapping

PO1: Application of Knowledge

CO5: Implies that students will apply their knowledge and principles in marketing, which is a business practice, to understand its broader impact and potential.

PO2: Business Functions

CO2: Directly relates to understanding the functions and responsibilities of a sales manager within the broader business context, aligning with the understanding of business functions.

CO7: Knowing the types and structures of sales organizations falls under the broader category of understanding business functions, specifically in the context of marketing and sales.

PO3: Critical thinking and systematic research approach

CO3: Involves a process that requires critical thinking and systematic research to assess and improve sales performance.

PO4: Ethical Decision-making ability.

CO3: Involve ethical considerations in terms of fairness, transparency, and accountability in the evaluation process.

CO4: Evaluates the role of Sales manager responsibilities in recruiting, motivating, managing, and leading sales teams, may also involve ethical decision-making in terms of how the manager interacts with the sales team and ensures ethical practices within the team.

PO5: Critical Attitude for Lifelong learning.

CO6: Focuses on understanding effective selling techniques, may align with the development of a critical attitude necessary for life-long learning.

PO6: Leadership and team work

CO5: Evaluating the role of Sales manager responsibilities in recruiting, motivating, managing, and leading a sales team, is likely to be associated with leadership and teamwork skills.

PO7: Application of Management in various disciplines

CO5: Global issues, an understanding of marketing in a broader context could involve considerations of political, cultural, and legal factors in a global business environment.

PO8: Professional Development Activities

CO6: Effective selling techniques often involve interpersonal skills, communication, and relationship-building—all of which are valuable in networking with industry professionals.

PO10 Entrepreneurial Mindset

CO6: Contribute to aspects of entrepreneurship, such as customer relations and identifying market opportunities.

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

Academic Year 2021-2022

Marketing Management Specialization paper 2

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

Paper Code: BBA3606B

Paper   : 6   Title of Paper: Advertisement & Sales Promotion

Credit   : 3   No. of Lectures: 48

Course Objectives:

1. To provide the students with basic understanding of the processes and skills necessary to be Successful in personal selling and insights about recent trends in Advertisement management.

2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function -organization - sales individual.

3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques

Course Outcome:

   CO1: Demonstrate a basic understanding for personal sale

   CO2: Analyse Recent Trends in Advertisement Management

   CO3: Apply Tools and techniques for effective Sales Management

   CO4: Evaluate Sales Performance at the Organisational and Individual Levels

   CO5: Demonstrate Advanced Interpersonal Communication Skills.

   CO6: Apply Motivational Techniques in Sales Contexts:

   CO7: Synthesize Interpersonal and Motivational Skills for Sales Success

Unit No 1 Integrated Marketing Communication:

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

Unit No 2 Advertising- Part 1:

2.1 Definition, History, Roles and Functions of Advertising, Types of Advertising Steps in Development of Advertisement.

2.2 Advertising Design: Appeals, Message Strategies & Execution Framework:

Advertising Design, Advertising Theory, Types of Advertising Appeals,

Structure of an Advertisement, Message Strategies, Cognitive strategies,

Execution Strategies, Creating an Advertising, Advertising Effectiveness.

2.3 Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print,

Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web,

Tips for writing good web content.

Total No. of Lectures- 10

Unit No 3 Advertising- II:

3.1 Media Planning and Strategies: Growth and Importance of Media,

 Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives,

Developing and Implementing Media Strategies, Evaluating the effectiveness.

3.2 Print Media and Outdoor media: Characteristics of the press, Basic media concepts, Newspapers,

Magazines, Factors to consider for magazine advertising, Pack Out-of-home Advertising, Directory Advertising.

3.3 Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium,

Television as Medium, Internet Advertising, Email Advertising.

Total No. of Lectures- 10

Unit No 4 Sales Promotions:

4.1 Scope and Role of Sales Promotion, Growth of Sales Promotion,

4.2 Consumer Oriented Sales Promotion, Techniques in Sales Promotion,

4.3 Trade Oriented Sales Promotion, Coordinating sales promotion and advertising;

4.4 Sales promotion abuse; Personal selling.

Total No. of Lectures- 8

Unit No 5 Public Relations, Publicity and Corporate Advertising:

5.1   Definition of Public Relations, Publicity and Corporate Advertising;

5.2   Difference between public relations and advertising, Functions of Public Relations.

5.3   Creating positive image building activities; Preventing or reducing image damage.

5.4   Sponsorship and Event marketing; Role of internet in Public Relations, Publicity,

5.5   Advantages and Disadvantages of Publicity.

Total No. of Lectures- 10

Suggested Text Books

1. Advertising and Promotion, Belch, George and Belch, Michael, Tata McGraw Hill, New Delhi.

2. Integrated Advertising, Promotion and Marketing Communication, Clow, Kenneth & Black, Donald, Pearson Education, New Delhi.

3. Advertising Management, Jethwaney, Jaishree and Jain, Shruti, Oxford University Press, New Delhi.

4. Advertising and Promotions, Semenik Allen, Cengage Leaning

5. Advertising and Promotion, SHH Kazmi, SatishBatra, Excel Books

6. Advertising and Promotions, Shah, D'Souza, Tata McGraw Hill

Suggested Reference Books:

1. Integrated Marketing Communication, Tom Duncan, McGraw-Hill

2. Integrated Marketing Communication: Trends and Innovations, Shridha Jain, Global India Publications

3. IMC, the Next Generation, Don Schultz and Heidi Schultz, Tata McGraw

Choice Based Credit System Syllabus (2019Pattern)

Mapping of program outcome with course outcome.

Class: TYBBA (Sem VI)   Subject: Advertising and sales promotion

Course Title: Advertising and sales promotion   Course Code: BBA3606 B

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

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

Justification for Mapping:

PO1: **Disciplinary knowledge**.

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

PO2: Critical Thinking and Problem Solving.

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

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

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

PO3: Critical Thinking and systematic research approach.

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

PO4: Ethical decision-making ability.

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

PO5: Critical Attitude for lifelong learning.

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

PO6: Leadership and team work.

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

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

PO7: Application of management in various discipline.

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

PO8: Professional Development Activities

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

PO9: Social Responsibility
CO4: Evaluating sales performance includes considering social responsibility, as businesses need to assess their impact on society and make responsible decisions at both organizational and individual levels.

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

Academic Year 2021-2022

Human Resource Management Specialization Paper 1

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

Paper Code: BBA3605 C

Paper   :5   Title of Paper: Human Resource Practices

Credit   : 3   No. of Lectures: 48

A. Course Objectives:

1. To understand the concept of Strategic Human Resource Management.
1. To study the welfare activities of Human resource management.
2. To study grievance handling concepts.
3. To study use of Information Technology in HR practices.

B. Course Outcome:

CO1: Understand the objectives, scope and importance of Human Resource Management.
 CO2: Integrated perspective on role of HRM in modern business.
CO3: Ability to plan human resources and implement techniques of job design.
CO4: Students will be able to apply various human resource management techniques to address real world
         organizational challenges.
CO5: Ability to be able to define, identify, and/or apply the principles of HR's Roles in Organizations.
CO6: Students will develop an understanding of how human resource management aligns with and
         contributes to an organization's strategic objectives and overall success.

Unit 1   Introduction to Strategic HRM
     1.1 What is Strategy & Strategic Management?
     1.2 Functional Level strategies
     1.3 Challenges of Strategic HRM
     1.4 Concept of Job Analysis – Job Description & Job Specification
     1.4 Work Scheduling
     1.5 Job stress

                                                         No of lectures 10

Unit 2 Executive Compensation and Working Conditions & Welfare Activities
     2.1 Introduction
     2.2 Methods/ Techniques
     2.3 Importance.
     2.4 Importance Working Condition
     2.5 Employee welfare- Importance, Types.

2.6 Industrial Accidents- causes and prevention, Accidents reports & records.

No of lectures 10

Unit 3 Organizational Development
  3.1 Concept & objectives of Organizational Development.
  3.2 OD programme
  3.3 OD Process and OD Culture
  3.4 Ethics- organizational

No. of Lectures 8

Unit 4 Employee Grievance & Discipline
4.1 Meaning & Need for Discipline
4.2 Objectives.
4.3 Causes of Indiscipline & its Actions
4.4 Essentials of a good Disciplinary System
4.5 Grievance causes & its Procedure

No of Lectures 10

Unit 5 E- Human Resource
5.1 E- Job Design
5.2 E- Human Resource Planning
5.3 E- Recruitment & E- Selection
5.4 E-Compensation
5.5 E- HR Records & E- HR Information
5.6 E-HR Audit

No of Lectures 10

Total 48

Reference Books:
1. Human Resource Management- V S P Rao (Excel Books)
2. Personnel & Human Resource Management- P. Subba Rao (Himalaya Publishing House)
3. Human Resource Management- Ashwathappa (McGraw-Hill)
4. Human Resource Management – S. S. Shete (Success Publications, Pune)
5. Fundamentals of Human Resource Management- Gary Dessler (Pearson Education; First edition (2010))
6. E-Human Resources Management: Managing knowledge people – Teresa Torres,Mario Arias, Oliva
7. Strategic Human Resource Management – A general Managerial Approach-Charlis R. Greer; second edition

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Choice Based Credit System Syllabus (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y. BBA (Sem–VI) **Subject**: Human Resource Practices
Course: Human Resource Practices **Course Code:** 3605C

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

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

Justification for the mapping

PO1: Application of Knowledge

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

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

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

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

PO2: Understanding Business Function

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

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

PO3: Critical thinking and systematic research approach

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

PO4: Ethical Decision-making

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

PO5: Critical Attitude for Lifelong learning.

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

PO6: Leadership and teamwork

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

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

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

PO7: Application of Management in various discipline.

CO1: Understanding the objectives and importance of HRM provides in sight in to the broader organizational context, including cultural and legal aspects on a global scale.

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

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

PO8: Professional development activities

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

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

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

PO9 Social Responsibility:

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

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

PO10: Entrepreneurial Mindset:

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

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

Academic Year 2021-2022

Human Resource Management specialization Paper 2

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

Paper Code: BBA3606C

Paper   : 6   Title of Paper: Labour Welfare.

Credit   : 3   No. of Lectures: 48

Course Objectives:

1. To understand the importance of labour welfare concepts.
2. To analyze labour legislation in India.
3. To get information about different agencies involved in labour welfare.
4. To analyze working conditions and labour hygiene issues.
5. To know the development and the judicial setup of Labour Laws.
6. To learn the salient features of welfare and wage Legislations.

Course Outcome:

CO1: To understand the importance of Labour Law and Social Welfare.

CO2: To enable students to have understanding of legal provisions relating to vulnerable groups of workers and laws related to wages, environment protection and social security.

CO3: Understand historical aspects of labour movement in India.

CO4: Impart knowledge and understanding of Labour Market, Wages, Employment and unemployment of labour.

CO5: Develop understanding of Legislations relating to working conditions and social security.

CO6: Understand Social and Industrial aspects of psychology of work.

Unit 1: Introduction and Evaluation of labour welfare :

1. Origin and evolution of Labour Welfar.
2. Objectives of Labour Welfare
3. Need and importance of Labour Welfare.
4. Classification of Labour Welfare.

4. Work agencies of Labour Welfare, Scope of Labour Welfare, Concepts, philosophy and principles of labour welfare, Plans and labour policy in India and Labour Welfare in India. (4+2)

Unit 2: Labour Legislations in India

Statutory Welfare Amenities – as per Factories Act, 1948, Plantation Act, 1951, Motor Act 1952, Motor Transport Act. Non-statutory welfare Agencies – Role of Trade Unions, NGOs and Local-self Govt., National Commission on Labour and Labour Welfare, Labour Laws of the Elimination of Child Labour(4+2)

Unit 3: Agencies of Labour welfare

Agencies of Labour welfare in India (Central Govt. , State Govt., Employers & Trade- Unions), Labour Welfare Officer: Role, Qualifications, Functions, Duties, Labour Administration in India (4+2)

Unit 4: Industrial Hygiene & Occupational Health

Working condition and benefits, Working conditions in the factory- safety and accident prevention, Health and hygiene, Canteen organization and management, Organization of credit and consumer co-operative societies-recreational and educational actives-workers education in India, Functions of Labour welfare officers India. (4+2)

Unit 5: Problems of Indian labour

Problems of Women Labour, Problems of Unorganized labour, Problems of Workers education (4+2)

Suggested Text Books:
1. Labour Problem and Social Welfare in India, Memoria, C. B., Kitab Mahal Allahabad
2. Labour Welfare, Trade Unionism and Industrial Relation, Punekar, S. D. , Himalaya Publishing House, Bombay.
3. Labour Welfare and Social security, Kohli, A. S. and Sarma S. R., Anmol Publications Pvt. Ltd., New Delhi.
4. Child Labour in India, Misra, L., Oxford University Press, New Delhi.
5. Personnel Problems and Labour Welfare, Mathur D. C., Mittal Publication. New Delhi.

Suggested Reference Books:
1. Female Labour in India, Sharma Usha, Mittal Publication New Delhi
2. Aspects of Labour Welfare and Social Security, A.M.Sharma
3. Labour Problems and Social Welfare, R.C. Saxena
4. Labour economics and social welfare, Dr. B.P. Tyag

Choice based credit system syllabus (2019 pattern)

Mapping of program outcomes with course outcomes

Class: TYBBA(Sem–VI)   **Subject**: Labour Welfare

Course: Labour Welfare   **Course Code**: BBA3606C

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

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

Justification for the mapping

PO4: Ethical Decision-making ability.

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

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

PO5: Critical Attitude for Lifelong learning.

CO1: To understanding the importance of labor law and social welfare is strongly connected to fostering a critical attitude for lifelong learning.

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

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

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

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

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

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

CO1: The ability to navigate and comprehend these issues is essential for organizations to operate ethically, comply with regulations, and adapt to the complexities of the global business environment.

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

PO9: Social Responsibility:

CO1: It involves creating ethical and fair workplace conditions, contributing to community welfare, and aligning with societal expectations for responsible business practices.

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

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

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

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

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

Academic Year 2021-2022

Service Sector Management paper 1

Class   :T.Y.B.B.A. (Semester-VI)   Paper Code : BBA3605 D

Paper   :5   Title of Paper: Marketing of Special services in India

Credit   : 3   No. of Lectures: 48

Course Objective:
1. To create a right understanding about nature of services in India.
2. To develop a right approach towards marketing of services in India.
3. To make students aware about upcoming areas of services in India.

Course Outcome:
CO1: Students will be able to articulate a comprehensive understanding of the diverse nature of services in the Indian context, including key sectors, trends, and challenges.
CO2: Upon completion of the course, students will possess the skills to formulate and implement effective marketing strategies tailored specifically to the unique characteristics of the services sector in India.
CO3: Students will gain proficiency in analyzing market dynamics and consumer behavior within the Indian services industry, enabling them to make informed decisions and recommendations.
CO4: By the end of the course, students will be able to identify and critically evaluate upcoming and potential areas of growth within the services sector in India, demonstrating foresight and strategic thinking.
CO5: Students will develop strong communication and interpersonal skills, enabling them to effectively convey the value proposition of services and build relationships with diverse stakeholders in the Indian market.
CO6: Upon completion of the course, students will be proficient in applying digital marketing tools and strategies specifically tailored to the services industry in India, keeping abreast of technological advancements.
CO7: Students will be able to critically evaluate and incorporate ethical considerations in service marketing strategies, demonstrating an understanding of the cultural and social nuances in the Indian market.

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 8

Unit 2 Marketing of Bank Services and Insurance Services:-

     2.1 Introduction to banking services, Concepts and objectives,
         Bank Marketing in Indian prospective, Application of Indian concepts in Indian Banking.

     2.2 Introduction to Life insurance services, Concepts and objectives,
         Marketing of Life Insurance in India, Marketing approach of Life Insurance
         (Study of 4P's of Marketing Mix)

                                                No of lectures 10

Unit 3 Tourism, Hospitality and Health Care Services:-

     3.1 Tourism marketing concept - Market segmentation for tourism, Special Characteristics
         of Indian Tourism Marketing.

     3.2 Uses of hospitality services, Health care marketing, Study of 7p's of marketing mix.

     3.3 Introduction to Health Care Services, Consumer buying behavior in health care services

                                                No of Lectures 10

Unit 4 Marketing of Other Services:-

     4.1 Emerging trends and its features :

     4.2 Marketing of Higher Education, Political Marketing, Airline Marketing, Cellular and
         Entertainment Services, Internet services

                                                No of lectures 10

Unit 5 Technology in Services:-

     5.1 Technology in services

     5.2 The emergence of self service

     5.3 Automation in services

     5.4 Technological innovations in services: Challenges of adopting new technology in
         service

     5.5 Managing the new technology adoption process

                                              No of lectures 10
                                                Total 48

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 (2019 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: TYBBA (Sem –VI)   **Subject**: Marketing of Special Services in India

Course: Marketing of Special Services in India   **Course Code: BBA 3605 D**

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

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

Justification for the mapping

PO1. Application of knowledge: -

CO1: Understanding the diverse nature of services in the Indian context requires the application of knowledge about different service sectors, trends, and challenges.

PO2. Understanding of Business Functions: -

CO2: Formulating and implementing effective marketing strategies involves a deep understanding of business functions, aligning with the program outcome.

PO3. critical thinking and systematic research approach: -

CO3: Analysing market dynamics and consumer behaviour requires critical thinking and a systematic research approach, linking with the program outcome.

PO4. Ethical Decision-Making: -

CO7: Critical evaluation and incorporation of ethical considerations in service marketing strategies align with the program outcome of ethical decision-making.

PO5. Critical attitude for life long learning

CO4: Identifying and critically evaluating upcoming areas of growth within the services sector demonstrates a critical attitude, aligning with the program outcome.

PO6: Leadership and Teamwork

CO5: Developing strong communication and interpersonal skills is crucial for effective teamwork and leadership, aligning with the program outcome.

PO7. Application of management in various disciplines

CO6: Applying digital marketing tools in the services industry involves knowledge application across various disciplines, linking with the program outcome

PO9. Social Responsibility:

CO7: Critically evaluating and incorporating ethical considerations in service marketing strategies demonstrates social responsibility, aligning with the program outcome

PO10. Entrepreneurial Mindset:

CO4: Identifying potential areas of growth within the services sector requires an entrepreneurial mindset, linking with the program outcome.

Academic Year 2021-2022

Service Sector Management paper 2

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

Paper Code: BBA3606D

Paper: 6   Title of Paper: Service Operation Processes

Credit   : 3   No. of Lectures: 48

Course Objectives:

1. To analyse the service operation process.
2. To identify process of different service operations.
3. To identify concept of service improvement.

Course Outcome:

CO1: Students will learn an overview of Service Operation.

CO2: Conceptual knowledge of Event management and services included in Event management.

CO3: In-depth knowledge of Incident Management.

CO4: Study of Impact due to degraded services in business.

CO5: Understanding of 7 steps in improvement process.

CO6: Gain insights into request fulfillment processes, focusing on efficiently handling service requests from users and ensuring timely delivery of services.

CO7: Learn the principles of access management, including the authorization and restriction of user access to IT services and resources based on business needs and security requirements.

Unit 1 Event Management

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

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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 Proactive activities to determine and prevent future problems.

    3.3 Creation of known error record.

    3.4 Process of managing life cycle of all service request.

    3.5 Initial request fulfillment.

    3.6 Request model.

    3.7 Standard activities to fulfill request.

                                           No. of Lectures 10

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 Service management as a practice.

    5.5 CSI and Z Service Life Cycle.

    5.6 Performance baseline.

                                           No. of lectures 10

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
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Choice Based Credit System Syllabus (2019Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y. BBA (Sem–VI)   **Subject**: Service Operation Processes
Course: Service Operation Processes   **Course Code:** BBA3606D

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.

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 prospects

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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