Khandesh College Education Society's
Institute of Management and Research, Jalgaon
(An Autonomous Institute affiliated to
Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon and Recognized by AICTE, New-Delhi)

NEP-2020 Based CBCS

PROGRAM STRUCTURE AND SYLLABUS

Of

Bachelor of Business Administration (Honors)

(2024-2025)

BBA Major in Financial Management &
Minor International Business Management
BBA Major in Marketing Management &
Minor International Business Management
BBA Major in Human Resource Management &
Minor International Business Management
BBA Major in Business Analytics &
Minor International Business Management
BBA Major in Computer Applications &
Minor International Business Management

Department of BBA
School of Management Studies

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ABOUT THE PROGRAMME

Eligibility Criteria:
Candidate must have passed 10+2 H.S.C. (from any stream) exam of Maharashtra State or its equivalent Examination
Or
Candidate must have passed 10+2 M.C.V.C. course from Maharashtra State Education Board.
Only candidates who have appeared for MAHB- BBA/BCA/BMS/BBM are eligible for admission process to this course.

Admission Process:
The admission will be on the basis of CAP (Centralised admission Process) conducted by Director of Technical Education (DTE) Maharashtra

Vision

Empowering students to become business leaders through innovative education for impactful change in their career and beyond

Mission

1. To provide a comprehensive undergraduate business education that nurtures critical thinking, fosters creativity, and instils ethical leadership
2. To deliver an immersive learning experience that integrates theory with real-world practice
3. To cultivate a diverse and inclusive learning environment where students are empowered to explore their passions,

Name of the Programmes:

Bachelor in Business Administration(BBA)
Bachelor in Business Administration (BBA-Honours) and
Bachelor in Business Administration (BBA-Honors with Research)

Objective of the program:

- **Comprehensive Understanding of Business**: To provide students with a solid foundation in core business disciplines such as accounting, finance, marketing, management, economics, and business law.
- **Development of Analytical Skills**: To develop students' analytical abilities, critical thinking skills, and problem-solving capabilities, enabling them to assess and address complex business challenges effectively.
- **Cultivation of Leadership and Communication Skills**: To foster leadership qualities, effective communication skills, and teamwork capabilities necessary for successful managerial roles and collaborative work environments.
- **Exposure to Real-world Business Environment**: To offer practical exposure to the business world through internships, industry projects, case studies, and interactions with professionals, enabling students to apply theoretical knowledge in real-world contexts.
- **Promotion of Entrepreneurial Mindset**: To encourage entrepreneurial thinking, creativity, innovation, and risk-taking, preparing students to identify and capitalize on business opportunities or to contribute effectively to entrepreneurial ventures.
- **Ethical Awareness and Social Responsibility**: To instill ethical principles, corporate social responsibility values, and awareness of the societal impact of business decisions, ensuring that graduates conduct themselves ethically and responsibly in their professional endeavors.
 (*For4 years degree programme leading to degree with research*).

Description of the Programme:

A Bachelor of Business Administration (BBA) course typically provides a comprehensive education in various aspects of business management and administration. BBA program incorporates the recently implemented National Education Policy (NEP) of 2020, which aims to transform the Indian education system and promote holistic development among students.

- The course offers a holistic education in core business disciplines like Accounting, Finance, Marketing, and Management. Through practical learning experiences, internships, and case studies, students develop analytical, communication, and leadership skills essential for the modern business world. Specialization tracks allow deeper exploration of areas like finance, marketing, or entrepreneurship. Emphasis on ethics, social responsibility, and a global perspective prepares graduates to navigate diverse business environments. The program serves as a foundation for diverse career paths in industries worldwide or further education such as pursuing an MBA, shaping competent and versatile professionals for today's dynamic markets.
- The programme will be of 3 or 4 years duration with multiple exit and entry options.

Students of this programme can exit after 1st year with a certificate, after 2nd year with a Diploma, after 3rd year with a Bachelor's Degree. After 4th year, a student can be awarded with Bachelor's Degree (Honors). Bachelor's Degree (Honors) with Research will be awarded, in case a student secures 75% and above in all semesters.

- Students will be given opportunities for multidisciplinary and interdisciplinary education through options to choose courses of their interests from other schools/departments within the institute.
- The total credits for 3-year BBA will be minimum 132 credits and that for 4-year BBA (Hons with Research) degree, the minimum credits will be 176.
- The relevant multidisciplinary courses are designed to address the learning interests of the students across the schools/departments.
- Academic Bank of Credits (ABC) will be established to facilitate Transfer of Credits. The credits earned at various levels will get credited into a digitalized ABC. Students can use their earned credits to take admission in another institution to further continue their studies for the remaining year/s of their graduation.
- The Academic Calendar for this programme of the institute will be synchronized to allow students of a particular UG programme to study a course or courses from another UG programme to meet the credit requirement of a semester. The commencement and closure of semesters and examinations for UG programme will be planned in a uniform manner before declaration of results and awarding grades after a semester/year.

The Programme Highlights:

Program Highlights: Bachelor of Business Administration (BBA) Program:

- **Discipline Specific Course:** The BBA program place a strong emphasis on core major courses that form the foundation of management studies. Discipline-specific courses in a BBA program cover key areas like Marketing, Finance, Human Resources, Operations, Ethics, Entrepreneurship, International Business and Law. These courses prepare students for diverse roles in the business world, emphasizing critical thinking and practical skills.
- **Open Elective (OE):** Open electives for a BBA program integrate diverse fields such as Psychology, Technology, and Sustainability. Courses cover topics like Computers, Data Analytics, Innovation, Sustainable Practices, Cross-cultural Management, Digital Marketing, Entrepreneurial Finance, Legal and Ethical implications of Technology, Project Management, and Diversity Management. These electives provide students with a Holistic skill set, preparing them for the complex challenges of Modern Business Environments.

- **Minor:** A minor subject refers to a secondary field of study that students can choose in addition to their major or core specialization. While the major focuses on the primary area of business (such as marketing, finance, or human resource management), a minor allows students to broaden their academic experience and gain knowledge in an additional field. A minor is designed to complement the major by providing additional skills and knowledge. It enables students to develop a broader understanding of various business areas or even non-business disciplines.

- **Ability Enhancement Courses (AEC)**: AEC courses are designed to enhance students' abilities and competencies beyond their core subject knowledge. In the BBA program, students will engage in AEC courses, which focus on areas such as Communication skills and Foreign language. These courses consist of eight hours of instruction each. Other than this two audit courses are also included in this category.

- **Skill Enhancement Courses (SEC)**:
Skill Enhancement Courses (SECs) in a BBA program offer specialized training to augment students' abilities crucial for success in the dynamic business world. These courses focus on practical skills such as communication, presentation techniques, time management, teamwork, critical thinking, problem-solving, and proficiency in relevant software tools. SECs provide students with a well-rounded skill set, enhancing their employability and readiness to tackle real-world challenges in various business contexts.

- **Vocational Skill Course (VSC):** Vocational education focuses on teaching practical and job-specific skills that prepare individuals for careers in various trades, crafts, or technical fields. The skills learned through vocational education are directly applicable to specific industries or occupations, allowing students to gain hands-on experience and expertise. Considering the importance of foreign languages in placement of students foreign language has been included.

- **Value Education Course(VEC):** The Value Education Course (VEC) is a course under the National Education Policy (NEP) 2020 that focuses on teaching students the importance of values in life. VEC courses include: Understanding India, Environmental Science/Education, Digital and Technological Solutions, and The Constitution of India. VEC courses are compulsory and must be successfully completed by students

- **Project and Internship:** Practical exposure is a vital component of the BBA program. Students will engage in a comprehensive project and internship module. The internship and major project provides hands-on experience and allows students to apply their knowledge and skills in real- world scenariosAt the end of the Fourth Semester every student shall undergo Summer Training/Internship for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester. The internship ensures that students gain practical industry experience. The student shall have to complete a project related to his specialization at the end of sixth semester.

- **Discipline Electives (DSE):** To cater to individual interests and specialization within the field of business administration, the BBA program offers four department electives. These elective courses allow students to delve deeper into specific areas of management, such as finance, marketing, human resource, business analytics and computer applications. The number of hours of instruction for each DSE course is 4 per week. There will be four core and two audit discipline specific courses in third year of BBA program.

- **Co-Curricular Course (CC):** A student is required to select a Co-Curricular Courses like NSS, Sports, Cultural etc. This course must be completed at the Higher Education Institute (HEI) where the student has taken admission and transfer of credit is not permissible for this type of course.

- **Community engagement and service (CEP):** By incorporating these diverse components into the BBA program, aim to provide students with a well-rounded education, equipping them with the necessary knowledge, skills, and practical experience to excel in the field ofcomputer applications

  By incorporating these diverse components into the BBA program, the aim is to provide students with a comprehensive education, equipping them with the necessary knowledge, skills, and practical experience to excel in the field of Business Administration.

Pedagogy for BBA Program:

Our BBA program integrates theoretical knowledge with practical skills through foundational courses in Introduction to Business, Economics, Quantitative Techniques, and Business Communication. Core disciplines are complemented by specialized tracks in Finance, Marketing, Humana Resource, Business Analytics and Computer Applications Experiential learning via internships, case studies, and collaborative projects ensures real-world application. We emphasize technology with courses in Business Analytics and digital skills. Continuous assessment and feedback foster personal and professional growth, preparing graduates for diverse business roles. Our program equips students with essential skills and knowledge for success in the global business environment.

1. **Active Learning Strategies:**

- **Case Studies:** Analyze real-world business scenarios to apply theoretical concepts and encourage problem-solving skills.
- **Role-Playing:** Simulate business situations where students take on roles to understand different perspectives and decision-making processes.
- **Debates and Group Discussions:** Encourage debates on business ethics, strategy choices, or market trends to develop analytical thinking and communication skills.

2. Experiential Learning:

- **Internships and Field Projects:** Provide opportunities for students to work in real business settings to gain practical experience and apply classroom knowledge.
- **Business Simulations:** Use computer simulations to replicate business operations and decision-making processes, allowing students to experiment with different strategies in a risk-free environment.

3. Collaborative Learning:

- **Group Assignments:** Assign Assignments that require collaboration among students to solve complex business problems or develop business plans.
- **Peer Learning:** Encourage students to teach and learn from each other through peer tutoring, group discussions, and peer reviews of assignments.

4. Technology Integration:

- **Online Learning Resources:** Use learning management systems (LMS) for course materials, quizzes, and discussion forums to enhance student engagement and interaction.
- **Business Analytics Tools:** Introduce students to software for data analysis and visualization to interpret business data and make informed decisions.

5. Practical Application Emphasis:

- **Industry Speakers and Workshops:** Invite guest speakers from various industries to share insights and trends, providing practical perspectives on business practices.

- **Field Visits:** Organize visits to businesses and industries to observe operations firsthand and understand industry-specific challenges and opportunities.

6. Skills Development:

- **Communication Skills:** Incorporate assignments and activities that improve written and oral communication skills, such as business writing and presentations.
- **Critical Thinking:** Design assignments that require students to analyze, evaluate, and synthesize information to develop critical thinking skills essential for decision-making.

7. Assessment and Feedback:

- **Continuous Assessment:** Use a variety of assessment methods including quizzes, exams, presentations, and projects to gauge student understanding and progress.
- **Constructive Feedback:** Provide timely and constructive feedback on assignments to help students identify strengths and areas for improvement.

8. Personalized Learning:

- **Individual Mentoring:** Offer mentoring sessions where students can receive personalized guidance on academic and career goals from faculty or industry mentors.
- **Tailored Learning Paths:** Provide flexibility in course selection and specialization tracks to accommodate diverse interests and career aspirations.

By implementing these teaching pedagogies, BBA programs can effectively prepare students not only with theoretical knowledge but also with practical skills, critical thinking abilities, and ethical awareness essential for success in the dynamic and competitive business world.

<u>Three Year BBA Programme:</u>

The total credits for 3-year BBA will be 132. Following types of courses will be offered for a 3-Year BBA Programme.

- 14 Discipline Specific Courses (48 credits)
- 6 Discipline Specific Electives (8 Credits)
- 5 Minor Courses (18 credits)
- 4 Open Elective Courses (12 Credits)
- 4 Vocational Skill Courses (8 Credits)
- 4 Ability Enhancement Courses (8 credits)
- 3 Skills Enhancement Courses (6 credits)
- 2 Value Education Courses (4 credits)
- 1 Indian Knowledge System (2 Credits)
- 1 Community Engagement and Service (2 Credits)
- 2 Field Projects (4 Credits)
- 1 Major project (4 credits)
- 4 Co-curricular courses (8 Credits)

<u>Four Year BBA (Honors) Programme</u>

The 4-year BBA (Honors) degree will be minimum 176. Following types of courses will be offered for a 4-Year BBA(H) Programme:

- 16 Discipline Specific Courses (56 credits)
- 11 Discipline Specific Electives (28 Credits)
- 5 Minor Courses (18 credits)
- 4 Open Elective Courses (12 Credits)
- 6 Vocational Skill Courses (12 Credits)

- 4 Ability Enhancement Courses (8 credits)
- 5 Skills Enhancement Courses (10 credits)
- 2 Value Education Courses (4 credits)
- 1 Indian Knowledge System (2 Credits)
- 1 Community Engagement and Service (2 Credits)
- 2 Field Projects (4 Credits)
- 1 Major project (4 credits)
- 1 Internship (8 Credits)
- 4 Co-curricular courses (8 Credits)

Four Year BBA (Hons./ Hons. with Research) Programme

The 4-year BBA (Hons with Research) degree will be minimum 176. Following types of courses will be offered for a 4-Year BBA(Honors & Research) Programme:

- 16 Discipline Specific Courses (56 credits)
- 8 Discipline Specific Electives (16 Credits)
- 5 Minor Courses (18 credits)
- 4 Open Elective Courses (12 Credits)
- 4 Vocational Skill Courses(8 Credits)
- 4 Ability Enhancement Courses (8 credits)
- 3 Skills Enhancement Courses (6 credits)
- 2 Value Education Courses (4 credits)
- 1 Indian Knowledge System (2 Credits)
- 1 Community Engagement and Service (2 Credits)
- 2 Field Projects (4 Credits)
- 1 Internship (4 Credits)
- 1 Major project (4 credits)
- 5 Co-curricular courses (10 Credits)
- 1 Dissertation (22 Credits)

Outcome Based Approach to Education (OBE):

As per the National Higher Education Qualification Frameworks (NHEQF), students are expected to possess the quality & characteristics of the graduate of a Programme of the study, including learning outcomes relating to the disciplinaryareas, learning generic outcomes that are expected to be acquired by a graduate oncompletion of the Programme.

OBE is an educational model that forms the base of a quality education system. There is no specified style of teaching or assessment in OBE. All educational activities carried out in OBE should help the students to achieve the set goals. The faculty may adapt the role of an instructor, trainer, facilitator, and/or mentor based on the outcomes targeted. OBE enhances the traditional methods and focuses on what the institute provides to the students. It shows the success by making or demonstrating outcomes using statements 'able to do' in favour of students. It provides clear standards for observable and measurable outcomes.

Four Levels of Outcomes from OBE

1. Programme Educational Objectives (PEOs)
2. Programme Outcomes (POs)
3. Programme Specific Outcomes (PSOs)
4. Course Outcomes (COs)

Graduate Attributes

The graduate attributes include the learning outcomes that are specific to disciplinary areas relating to the chosen field(s) of learning within the broad multidisciplinary & interdisciplinary learning outcomes that graduates of all Programmes should acquire & demonstrate.

Graduate Attributes	
1.	Disciplinary Knowledge
2.	Critical Thinking & Problem Solving
3.	Creativity & Innovation
4.	Effective Communication
5.	Research-related skills
6.	Cooperation & Team Work
7.	Global/Multicultural Competence
8.	Ethics & Human Values
9.	Lifelong Learning
10.	Leadership Readiness
11.	Community Engagement & Social Responsibilities
12.	Digital literacy

Programme Educational Objectives (PEOs):

Programme Educational Objectives (PEOs) are defined for the aspiring students about what they will achieve once they join the Programme. PEOs are about professional and career accomplishment after 3 or 4 years of graduation. PEOs are the written statements taken from different aspects like Knowledge, Skills & Ethics with focus on Career, Competency and Behavior. Three PEOs are recommended for BBA Programme.

Program Educational Objectives (PEOs):	
PEO1.	To establish a strong foundation in Business Administration that enables the application of acquired knowledge to effectively solve real-world problems
PEO2.	To inculcate the ability to communicate effectively, work in teams, and adapt to changes in Business and environment.
PEO3.	To have a strong sense of ethics and social responsibility
PEO4.	To develop innovative thinking to solve business problems

Programme Outcomes (POs):

A Programme outcome is broad in scope and defines what the students will be able to do at the end of each year of BBA Programme. POs are defined in line with the graduate attributes as specified above. POs are to be specific, measurable and achievable.

FY BBA

Programme Outcomes (POs): First Year: Under Graduate Certificate in Business Administration At the end of First year students will be able to:	
PO1	Conceptualize and appreciate theoretical knowledge of management domain
PO2	Appreciate the importance of effective communication skills in presenting opinions and ideas
PO3	Nurture an ability to articulate a business environment
PO4	Identify a problem with the help of data and logical thinking
PO5	Develop and apply knowledge of technical skills

SY BBA

Programme Outcomes (POs): Second Year: Under Graduate Diploma in Business Administration At the end of Second year students will be able to:	
PO1	Describe the theoretical domain knowledge along with the managerial skills
PO2	Develop logical thinking and technical skills
PO3	Learn and demonstrate professional conduct·
PO4	Appreciate the importance of group work culture.
PO5	Develop an ability to innovate and creative thinking.

TY BBA

Programme Outcomes (POs): Third Year: Bachelor in Business Administration (BBA) At the end of Third year students will be able to:	
PO1	Exhibit factual and theoretical knowledge of management in general and business in particular.
PO2	Critically evaluate and analyze Indian and global business environments in different contexts.
PO3	Recognize their role as a manager, entrepreneur and a leader in a business management
PO4	Be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
PO5	Conduct and demonstrate professional and ethical behaviour.

BBA (Honours)/ BBA (Honours with Research)

Program Specific Outcomes (PSOs):

Programme Outcomes (POs): Fourth Year: Bachelor in Business Administration with Honours: BBA(Honours) and Bachelor in Business Administration Honours with Research: BBA(Honours with Research) **At the end of fourth year students will be able to:**	
PO1	Exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
PO2	Nurture an ability to articulate a business environment with clarity and mindfulness.
PO3	Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
PO4	Be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
PO5	Develop an ability to solve problems and provide solutions and facilitate informed decision making.
PO6	Promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.

Programme Specific Outcomes (PSOs) are statements that describe what the graduates of a specific Programme should be able to do. Two PSOs have been defined for the BBA(H) Programme.

Program Specific Outcomes (PSOs)	
PSO1.	Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry
PSO2.	Acquire Practical learning through summer internship, industrial visit and Business Plans and case studies

Mapping of PEOs with POs:

Under Graduate Certificate in Business Administration

MAPPING OF PEO WITH PO					
PEO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
PEO1	3	1	3	3	3
PEO2	2	3	1	1	3
PEO3	2	1	3	2	1
PEO4	3	1	2	3	3
Level of correlation: *3-High, 2-Medium, 1-Low*					

Under Graduate Diploma in Business Administration

MAPPING OF PEO WITH PO					
PEO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
PEO1	3	3	2	3	3

PEO2	1	2	1	3	1
PEO3	2	1	2	2	2
PEO4	3	3	1	2	3
Level of correlation: *3-High, 2-Medium, 1-Low*					

Bachelor in Business Administration (BBA)

MAPPING OF PEO WITH PO					
PEO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
PEO1	3	3	3	2	3
PEO2	2	3	3	3	1
PEO3	1	2	2	1	3
PEO4	2	2	2	3	1
Level of correlation: *3-High, 2-Medium, 1-Low*					

Bachelor in Business Administration with Honours: BBA(Honours) and Bachelor in Business Administration Honours with Research: BBA(Honours with Research)

	MAPPING OF PEO WITH PO					
PEO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
PEO1	3	3	3	2	2	2
PEO2	2	2	3	3	3	2
PEO3	2	2	3	2	2	1
PEO4	2	3	3	2	3	3
Level of correlation: *3-High, 2-Medium, 1-Low*						

Semester Wise Credit Distribution of Proposed BBA *[BBA (Honors) And BBA (Honors with Research)]* Program:

KCES's Institute of Management & Research
Proposed Structure for BBA
AY-2024-25

GENERAL COURSE STRUCTURE & THEME

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and definition:

Course code	**Definitions**
L	Lecture
T	Tutorial
P	Practical
DSC	Discipline Specific Core Course
OE	Open Elective
VSC	Vocational Skill Courses
SEC	Skill Enhancement courses
AEC	Ability Enhancement Courses
VEC	Value Education Courses
IKS	Indian Knowledge System
CC	Co-curricular Course
Minor	Minor subject
FP	Field Project
CEP	Community Engagement and Project
DSE	Discipline Specific Elective
OJT	On Job Training: Internship/ Apprenticeship

C. Credit Distribution

Years	Level	Sem	Major(Core) Subjects		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC,RP	Cum. Cr/ Semester	Degree/ Cumulative Credit
			Mandatory (DSC)	Elective (DSE)							
I	4.5	I	6			4	SEC-2 VSC -2	AEC-2 VEC-2 IKS-2	CC-2	22	44
		II	6		2	4	VSC-2 SEC-2	AEC-2 VEC-2	CC-2	22	
		Cum.Cr.	12		2	8	8	10	4	44	
Credit After I st Year			12		2	8	8	10	4	44	44
II	5	III	8		4	2	VSC-2	AEC-2	FP-2 CC-2	22	44
		IV	8		4	2	SEC-2	AEC-2	CEP-2 CC-2	22	
		Cum.Cr.	16		8	4	4	4	8	44	
Credit After II nd Year			28		10	12	12	14	12	88	88
III	5.5	V	10	4	4		VSC-2		FP-2	22	44
		VI	10	4	4				OJT-4	22	
		Cum.Cr.	20	8	8		2		6	44	
Credit After III rd Year			48	8	18	12	14	14	18	132	132
IV	6	VII	8	8			SEC: 4 VSC-2			22	UG Honors Degree 44
		VIII	-	12			VSC -2		OJT:8	22	
		Cum.Cr.	8	20			8		8	44	
Credit After IV th Year			56	28	18	12	22	14	26	176	
IV	6	VII	8	8			SEC-4		CC-2	22	UG Honors with Research Degree 44
		VIII							OJT-22	22	
		Cum.Cr.	8	8			4		24	44	
Credit After IV th Year			56	16	18	12	18	14	42	176	176

D. Category wise Credit Distribution

Description	DSC	DSE	Minor	OE	VSC	SEC	AEC	VEC	IKS	OJT	FP	CEP	CC	Total
BBA	**48**	**8**	**18**	**12**	**8**	**6**	**8**	**4**	**2**	**4**	**4**	**2**	**8**	**132**
BBA (Honours)	**56**	**28**	**18**	**12**	**12**	**10**	**8**	**4**	**2**	**12**	**4**	**2**	**8**	**176**
BBA (Honours with Research)	**56**	**16**	**18**	**12**	**8**	**10**	**8**	**4**	**2**	**26**	**4**	**2**	**10**	**176**

Note: Students can take extra credit course from their own department or from other department as per the Admitting Body / University norms.

Evaluation of the student:

- The evaluation of the student shall be divided into two parts viz. Internal Assessment and Semester examination with a weightage in the ratio of 40:60.

- Standard of Passing-
  - In order to pass the examination the candidate has to obtain at least 40% marks for each head separately, that is 24 marks out of 60 (External) & 16 marks out of 40 marks (Internal) for all courses comprising of 4 credits. Similarly, the candidate has to obtain at least 40% marks for each head separately, that is 12 marks out of 30 (External) & 8 marks out of 20 marks (Internal) for all courses comprising of 2 credits.
  - Minimum marks for passing the field Project (FP)/On the job training (OJT)/ Summer Internship (SIP), Project shall be minimum 50%.
  - **For CC course the internal evaluation shall be of full 50 marks. No external exam shall be conducted for CC courses**
- The distribution of marks for each theory paper of 4 credits at term (semester) end examination and for continuous internal assessment shall be as follows:

Theory Examination	Maximum marks
Internal assessment	40
External assessment	60
Total marks	100

- The distribution of marks for each theory paper of 2 credits at term (semester) end examination and for continuous internal assessment shall be as follows:

Theory Examination	Maximum marks
Internal assessment	20
External assessment	30
Total marks	50

Internal Assessment

- For internal assessment, 40 marks shall be assigned which includes:

Heads	Marks	Evaluating Authority
Internal Test -I	20	Concerned Faculty
Internal Test-II	20	
Assignments*	20	
Total Marks (Best of two)	40	

- *Twenty marks for assignment which may include classroom paper presentation, special assignments. Group discussions, Book Review, Participation in co-curricular activities.*
- Two Internal tests of 20 Marks shall be conducted by the subject teacher. The duration of each test shall be of 1 Hour.
- The student shall be allowed to keep the terms (ATKT) for the next year as per the University rules.

Grades:

- Marks for each course would be converted into grade points as per Seven-Point grading scale which is devised by Exam Department and available on Institute website.

Structure of the Question Paper

- **For Theory papers** there will be 2 Sections. In section 1, a candidate shall be required to answer 3 questions out of 5 questions and in section II, student shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks.

- **For Composite papers** (theory and practical / problems) there will be 2 sections. In section I (practical/problem) a student shall be required to answer 3 questions out of 5 questions & in section II (Theory) he/she shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks.

- **For case studies** (Specialization Paper) out of 5 cases 3 cases should be attempted by the student. Each case shall carry equal marks.

Question Paper Patterns

1. Question Paper Pattern for BBA (Theory Subjects of 4 Credits Only)
Subject – All Subjects excluding Case Studies, Mathematics, Accounting Allied Subjects
Maximum Marks – 60 **Time Allowed – Two Hours**
Instructions to Candidate

1. Do not write anything on question paper except seat no.
2. Students should note, no supplement will be provided.
3. Attempt any three questions Section I
4. Attempt any two questions Section II.
5. All Questions carry equal marks.

Que. No.	Particular	COs	Marks
	Section – I		
1	Long Answer Question (Based on any topic from the syllabus)		12
2	Long Answer Question (Based on any topic from the syllabus)		12
3	Long Answer Question (Based on any topic from the syllabus)		12
4	Long Answer Question (Based on any topic from the syllabus)		12
5	Long Answer Question (Based on any topic from the syllabus)		12
	Section – II		
6	Long Answer Question (Based on any topic from the syllabus)		12
7	Long Answer Question (Based on any topic from the syllabus)		12
8	Short Answer Question (Based on any topic from the syllabus) (Any two) a) b) c)		12

2. **Question Paper Pattern for BBA (Theory Subjects of 2 Credits Only)**

Subject – All Subjects excluding Case Studies, Mathematics, Accounting Allied Subjects

Maximum Marks – 30 **Time Allowed – 1.5 Hours**

Instructions to Candidate

1. Do not write anything on question paper except seat no.
2. Students should note, no supplement will be provided.
3. Attempt any three questions Section I
4. Attempt any two questions Section II.
5. All Questions carry equal marks.

Que. No.	Particular	COs	Marks
	Section – I		
1	Long Answer Question (Based on any topic from the syllabus)		6
2	Long Answer Question (Based on any topic from the syllabus)		6
3	Long Answer Question (Based on any topic from the syllabus)		6
4	Long Answer Question (Based on any topic from the syllabus)		6
5	Long Answer Question (Based on any topic from the syllabus)		6
	Section – II		
6	Long Answer Question (Based on any topic from the syllabus)		6
7	Long Answer Question (Based on any topic from the syllabus)		6
8	Short Answer Question (Based on any topic from the syllabus) (Any two) a) b) c)		6

3. **Question Paper Pattern for BBA (4 Credits Only)**

Subject –Mathematics, Accounting Allied Subjects

Maximum Marks – 60 **Time Allowed – Two Hours**

Instructions to Candidate

1. Do not write anything on question paper except seat no.
2. Students should note, no supplement will be provided.
3. Attempt any three questions Section I
4. Attempt any two questions Section II.
5. All Questions carry equal marks.

Que. No.	Particular	COs	Marks
Section – I			
1	Practical problems (Based on any topic from the syllabus)		12
2	Practical problems (Based on any topic from the syllabus)		12
3	Practical problems (Based on any topic from the syllabus)		12
4	Practical problems (Based on any topic from the syllabus)		12
5	Practical problems (Based on any topic from the syllabus)		12
Section – II			
6	Long Answer Question (Based on any topic from the syllabus)		12
7	Long Answer Question (Based on any topic from the syllabus)		12
8	Short Answer Question (Based on any topic from the syllabus) (Any two) a) b) c)		12

4. **Question Paper Pattern for BBA (2 Credits Only)**

Subject –Mathematics, Accounting Allied Subjects

Maximum Marks – 30 **Time Allowed – 1.5 Hours**

Instructions to Candidate

1. Do not write anything on question paper except seat no.
2. Students should note, no supplement will be provided.
3. Attempt any two questions Section I
4. Attempt any one question Section II.
5. All Questions carry equal marks.

Que. No.	Particular	COs	Marks
Section – I			
1	Practical problems (Based on any topic from the syllabus)		10
2	Practical problems (Based on any topic from the syllabus)		10
3	Practical problems (Based on any topic from the syllabus)		10
Section – II			
4	Long Answer Question (Based on any topic from the syllabus)		10
5	Short Answer Question (Based on any topic from the syllabus) (Any two) a) b) c)		10

5. **Question Paper Pattern for BBA (4 Credits Only)**

Subject –Computer Practical

Maximum Marks – 60 **Time Allowed – Three Hours**

Instructions to Candidate

1. Practical Exam will be conducted for full 60 marks
2. Evaluation will be done as below

Practical	Oral	Journal	Total
40	10	10	60

6. **Question Paper Pattern for BBA (2 Credits Only)**

Subject –Computer Practical

Maximum Marks – 30 **Time Allowed – Three Hours**

Instructions to Candidate

1. Practical Exam will be conducted for full 60 marks
2. Evaluation will be done as below

Practical	Oral	Journal	Total
20	5	5	30

PROGRAMME STRUCTURE & CREDIT DISTRIBUTION

KCES's Institute of Management and Research, Jalgaon An Autonomous Institute, Affiliated to KBC, North Maharashtra University, Jalgaon								
Course: Bachelor of Business Administration								
Academic Year: 2024-25								
Class	**Sem**	**Type**	**Course Code**	**Title**	**L**	**P**	**Credit**	**Marks**
BBA – First Year, SEMESTER – I, Level – 4.5								
FY BBA	**I**	DSC	BBA-DSC-111	Management Principles	4	--	4	100
		DSC	BBA-DSC-112	Financial Accounting	2	--	2	50
		OE	BBA-OE -113	Web Designing using HTML	2	--	2	50
		OE	BBA-OE - 114	Practicals on Web Designing using HTML	0	4	2	50
		VSC	BBA-VSC-115	French Language Part - I	2	--	2	50
		SEC	BBA-SEC-116	Essentials of MS Word and MS PowerPoint	0	4	2	50
		AEC	BBA-AEC-117	Business Communication	2	-	2	50
		VEC	VEC-101	Environment Science and Sustainability	2	-	2	50
		IKS	IKS-102	Indian Knowledge System	2	-	2	50
		CC	CC-100	Sports/NSS/Cultural Activities	--	4	2	50
				Total Credits			**22**	**550**
BBA – First Year, SEMESTER – II, Level – 4.5								
FY BBA	**II**	DSC	BBA-DSC-121	Organizational Behaviour & Human Resource Management	4	--	4	100
		DSC	BBA-DSC-122	Cost and Management Accounting	2	--	2	50
		Minor	BBA-MIN-123	International Business Management - (Transnational & Cross – cultural Marketing)	2	--	2	50
		OE	BBA-OE-124	Basics of C Programming	2	--	2	50
		OE	BBA-OE-125	Practicals on C Programming	0	4	2	50
		VSC	BBA-VSC-126	French Language Part - II	2	--	2	50
		SEC	BBA-SEC-127	MS Excel for Business	--	4	2	50
		AEC	BBA-AEC-128	Media Literacy and Critical Thinking	2	--	2	50
		VEC	VEC-201	Indian Constitution	2	--	2	50
		CC	CC-200	Sports/NSS/ Cultural Activities	--	4	2	50
				Total Credits			**22**	**550**
Total Credit : 44								
Exit Option with UG Certificate								

Exit Criteria after First Year of BBA Programme

The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**. The exiting students will complete 44 credits as per the University/AICTE schedule

Re-entry Criteria in to Second Year (Third Semester)

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the respective University /Admitting Body schedule after earning requisite credits (44 Credits) in the First year.

KCES's Institute of Management and Research, Jalgaon An Autonomous Institute, Affiliated to KBC, North Maharashtra University, Jalgaon								
Course: Bachelor of Business Administration								
Academic Year: 2025-26								
Class	**Sem**	**Type**	**Course Code**	**Title**	**L**	**P**	**Credit**	**Marks**
BBA – Second Year, SEMESTER – III, Level – 5.0								
SY BBA	**III**	DSC	BBA-DSC-231	Business Economics	4		4	100
		DSC	BBA-DSC-232	Marketing Management	4		4	100
		Minor	BBA-MIN-233	International Business Management – (Global Business Environment)	4	--	4	100
		OE	BBA-OE-234	Management Information System	2		2	50
		VSC	BBA-VSC-235	Research Methodology	2	--	2	50
		AEC	BBA-AEC-236	Tally Prime	--	4	2	50
		FP	BBA-FP-237	Field Survey	--	4	2	50
		CC	CC-300	Sports/NSS/ Cultural Activities	--	4	2	50
				Total Credits			**22**	**550**
BBA – Second Year, SEMESTER – IV, Level – 5.0								
SY BBA	**IV**	DSC	BBA-DSC-241	Business Mathematics and Statistics	4		4	100
		DSC	BBA-DSC-242	Corporate Accounting	4	--	4	100
		Minor	BBA-MIN-243	International Business Management – (International Ventures, Mergers & Acquisitions)	4	--	4	100
		OE	BBA-OE-244	Business Law	2	--	2	50
		SEC	BBA-SEC-245	Entrepreneurship and Startup Ecosystem	2	--	2	50
		AEC	BBA-AEC-246	Database Management System	2	--	2	50
		CEP	CEP-401	Community Engagement and Service	2	--	2	50
		CC	CC-400	Sports/NSS/ Cultural Activities		4	2	50
				Total Credits			**22**	**550**
Total Credit : 88								
Exit Option with UG Diploma								

Note:

At the end of the Fourth Semester every student shall undergo Summer Training/Internship for Eight Weeks in the industry/Research or Academic Institute. **The major project will initiate at the starting of fifth semester and will be evaluated at the end of sixth semester.**

Exit Criteria after Second Year of BBA Programme

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with a **UG Diploma in Business Administration.** The exiting students will complete 88 credits per the University / Admitting Body schedule.

Re-entry Criteria in to Third Year (Fifth Semester)

The student who takes an exit after second year with an award of Diploma may be allowed to re-enter in to fifth Semester for completion of the BBA Program as per the respective University / Admitting Body schedule after earning requisite credits (88 Credits) in the Second year

Note: Discipline Elective in Finance/ Marketing/ HR/Business Analytics/Computer Applications

KCES's Institute of Management and Research, Jalgaon An Autonomous Institute, Affiliated to KBC, North Maharashtra University, Jalgaon								
Course: Bachelor of Business Administration								
Academic Year: 2026-27								
Class	**Sem**	**Type**	**Course Code**	**Title**	**L**	**P**	**Credit**	**Marks**
BBA – Third Year, SEMESTER – V, Level – 5.5								
TY BBA	**V**	DSC	BBA-DSC-351	E-commerce & Digital Marketing	4	--	4	100
		DSC	BBA-DSC-352	Financial Management	4	--	4	100
		DSC	BBA-DSC-353	Advanced Excel	-	4	2	50
		DSE	BBA-DSE-354	Discipline Specific Electives-I	2	--	2	50
		DSE	BBA-DSE-355	Discipline Specific Electives-II	2	--	2	50
		Minor	BBA-MIN-356	International Business Management – (International Trade Policy & Strategy)	4	--	4	100
		VSC	BBA-VSC-357	Business Ethics and Corporate Governance	2	--	2	50
		FP	BBA-FP-358	Field Project related to Major	--	4	2	50
				Total Credits			**22**	**550**
BBA – Third Year, SEMESTER – VI, Level – 5.5								
TY BBA	**VI**	DSC	BBA-DSC-361	Soft Skills	4	--	4	100
		DSC	BBA-DSC-362	Indian Economy	4	--	4	100
		DSC	BBA-DSC-363	Logistics and Supply Chain Management	2	--	2	50
		DSE	BBA-DSE-364	Discipline Specific Electives-III	2	--	2	50
		DSE	BBA-DSE-365	Discipline Specific Electives-IV	2	--	2	50
		Minor	BBA-MIN-366	International Business Management – (EXIM Policy and documentation)	4	--	4	100
		OJT	BBA-OJT-367	On Job training/ Internship	--	4	4	100
				Total Credits			**22**	**550**
Total Credit : 132								
Exit Option with Bachelor of Business Administration								

Note:

BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year.

Exit Criteria after Third Year of BBA Programme

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

Re-entry Criteria in to Fourth Year (Seventh Semester)

The student who takes an exit after third year with an award of BBA may be allowed to re-enter in to Seventh Semester for completion of the BBA (Honours) or BBA (Honours with Research) Program as per the respective University / Admitting Body schedule after earning requisite credits (132) in the Third year.

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- BBA (Honours with Research): Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- For BBA (Honours): BBA Degree

KCES's Institute of Management and Research, Jalgaon An Autonomous Institute, Affiliated to KBC, North Maharashtra University, Jalgaon								
Course: Bachelor of Business Administration								
Academic Year: 2027-28								
Class	**Sem**	**Type**	**Course Code**	**Title**	**L**	**P**	**Credit**	**Marks**
BBA (Honors) – Fourth Year, SEMESTER – VII, Level – 6.0								
BBA(Honors)	**VII**	DSC	BBA-DSC-471	Entrepreneurial Leadership	4	--	4	100
		DSC	BBA-DSC-472	Business Research Methods	4	--	4	100
		DSE	BBA-DSE-473	Discipline Specific Electives-V	4	--	4	50
		DSE	BBA-DSE-474	Discipline Specific Electives-VI	4	--	4	50
		SEC	BBA-SEC-475	Dissertation work [evaluation in Eight semester]	-	--	-	100
		SEC	BBA-SEC-476	Summer Internship -II	-	--	4	50
		VSC	BBA-VSC-477	Event Management	2	--	2	50
				Total Credits			**22**	**550**
BBA (Honors) – Fourth Year, SEMESTER – VIII, Level – 6.0								
BBA(Honors)	**VIII**	DSE	BBA-DSE-481	Discipline Specific Electives - VII	4	--	4	100
		DSE	BBA-DSC-482	Discipline Specific Electives - VIII	4	--	4	100
		DSE	BBA-DSE-483	Discipline Specific Electives - IX	4	--	4	100
		SEC	BBA-SEC-484	Dissertation work [Started in Seventh semester]	-	--	8	200
		SEC	BBA-SEC-485	Ethics in Research	2	--	2	50
				Total Credits			**22**	**550**

KCES's Institute of Management and Research, Jalgaon An Autonomous Institute, Affiliated to KBC, North Maharashtra University, Jalgaon								
Course: Bachelor of Business Administration								
Academic Year: 2027-28								
Class	**Sem**	**Type**	**Course Code**	**Title**	**L**	**P**	**Credit**	**Marks**
BBA (Honors with Research) – Fourth Year, SEMESTER – VII, Level – 6.0								
BBA(Honors with Research)	**VII**	DSC	BBAR-DSC-471	Advanced Data Analysis Tools	2	--	4	100
		DSC	BBAR-DSC-472	Advanced Research Methodology	2	--	4	100
		SEC	BBAR-SEC-473	Research Internship Report and Viva –Voce	-	--	4	50
		DSE	BBAR-DSE-474	Discipline Specific Electives - X	4	0	4	50
		DSE	BBAR-DSE-475	Discipline Specific Electives – XI	4	--	4	100
		CC	BBAR-CC-476	Indian Economy and Polices	2	--	2	50
				Total Credits			**22**	**550**
BBA (Honors with Research) – Fourth Year, SEMESTER – VIII, Level – 6.0								
BBA(Honors with Research)	**VIII**	OJT	BBAR-OJT-481	Dissertation (For Research Track)	-	-	22	550
				Total Credits			**22**	**550**

The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program.

Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voce and Dissertation (For Research Track).

List of Electives

Sem I	DSC	Finance	Marketing	Human Resource	Business Analytics	Computer Application
V	DSE- I	Financial Services	Consumer Behaviour	Change Management & Organizational Development	Basics of Business Analytics	C++ Programming
	DSE-II	Capital Money & Commodity Market	Retail Marketing	Training & Development	Data Science	Software Analysis and Design
VI	DSE-III	Investment Analysis & Portfolio Management	Marketing of Service	Performance Management	Data Visualization using Power BI	Python Programming
	DSE-IV	Auditing Practices	B2B Marketing	Labour Welfare & Industrial Safety Management	Web, Social Media & Text Analytics	Operating System
VII	DSE-V	Introduction to Fintech	Rural Marketing	Industrial Relations	Financial Analytics	Java Programming
	DSE-VI	International Financial Management	International Marketing	International HRM	HR Analytics	Cloud Computing Application
VIII	DSE-VII	Financial Derivatives	Sales Management	HR Analytics	Retail Analytics	Machine Learning
	DSE-VIII	Corporate Finance	Neuro Marketing	Payroll Management	Ecommerce Analytics	Data Analytics using R Programming
	DSE-IX	Case Studies in FM	Event Management	Strategic HRM	TABLEAU	TABLEAU
VII	DSE-X	Introduction to Fintech	Rural Marketing	Industrial Relations	Ecommerce Analytics	Java Programming
	DSE-XI	International Financial Management	International Marketing	International HRM	TABLEAU	Machine Learning

Semester I

KCES's Institute of Management and Research (Autonomous), Jalgaon
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School of Management Studies
B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME
w.e.f. 2024-25

SEMESTER: I
BBA-DSC-111 Management Principles

Course Title: Management Principles — Course Type: Mandatory DSC
Course Code: BBA-DSC-111 — Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0 — CIE Marks: 40
Lecture Hours: 48 Hours — ESE Marks: 60

Course Description:

The course covers managerial functions like planning, organizing, controlling, leading, and decision-making. It prepares business students to contribute effectively in organizations, offering insights into local and global management practices. Delivered through lectures and case studies, it develops analytical, critical thinking, and decision-making skills within management science.

Course Objectives:
1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyze the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		--	✓		--		--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Define** and **understand** the concepts of management
CO2	**Understand** and **compare** Management theories and **identify** managerial skills
CO3	Develop a thorough **understanding** of forecasting, planning and decision making process
CO4	**Develop** knowledge of organization structures and staffing process
CO5	**Demonstrate** the concepts of directing and controlling
CO6	**Develop** strategic management plans, including coordination techniques and conducting SWOT analysis.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Foundations of Management** 1.1 Definition and Importance of Management 1.2 Nature, Purpose, Scope of Management 1.3 Levels of Management and their functions 1.4 Management: Arts, Science or Profession	8	CO1

SN	Contents of Module	Hrs	COs
2	**Unit – II Evolution of Management Thoughts** 2.1 Classical, Behavioral, and Modern Management theories 2.2 Organization vs Administration Vs Management 2.3 Skills of Managers, Roles and responsibilities of a Manager	8	CO2
3	**Unit – III Planning and Decision Making** 3.1 Planning - Purpose of planning, Types, Planning Process 3.2 Forecasting – Purpose, Benefits, Limitations, Techniques of Forecasting 3.3 Decision-Making - Introduction, Components of Decision-Making, Decision-making Process, Group Decision-making, Problem-solving	8	CO3
4	**Unit – IV Organizing and staffing** 4.1 Organizing – Need, Principles, Types of Organizations, Types of Organizational Structures 4.2 Staffing – Nature, Importance, Staffing Process - Manpower Planning, Recruitment, Selection, Orientation and Placement, Training methods, introduction to Performance Appraisal 4.3 Concepts of MBO and MBE	8	CO4
5	**Unit – V Directing and Controlling** 5.1 Directing – – Definition, Nature, Need and Importance, Principles of Directing. 5.2 Controlling – Meaning, Features, Importance, Control Process, Characteristics of an Effective Control System, Types of Control. 5.3 Co-ordination – Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs	8	CO5
6	**Unit – VI Strategic Management** 6.1 Meaning, Definition, Elements 6.2 Scope and Dimensions 6.3 SWOT Analysis 6.4 Strategic formulation, implementing and evaluating strategies	8	CO6

REFERENCE BOOKS:

1. Principles and Practices of Management- L M Prasad, Sultan Chand and Sons
2. Principles of Management: T. Ramasamy, Himalaya
3. Principles of Management: Dr.K Natarajan &Dr.K.P.Ganeshan. Himalaya
4. Management Process: Koontz & O"Donnell, Tata- McGraw hill publishers Delhi
5. Management of System: By A.K. Gupta & J.K. Sharma, Mac-Millan Publication,
6. Delhi
7. Management & Organizational Behaviour – By P. Subba Rao, Himalaya publication
8. Business Organization & Management – By R.N. Gupta, Sultan Chand & Sons publication.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	-	-
CO2	3	3	1	2	2
CO3	3	1	3	1	2
CO4	3	1	2	-	1
CO5	3	2	1	3	2
CO6	3	2	1	1	-

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

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w.e.f. 2024-25

SEMESTER: I
BBA-DSC-112 Financial Accounting

Course Title: Financial Accounting	Course Type: Mandatory DSC
Course Code: BBA-DSC-112	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course offers an in-depth exploration of financial accounting, covering key topics such as the fundamental concepts, principles, and conventions. Students will learn the Double Entry System, the preparation of journal entries, ledger posting, and trial balance. The course also includes the significance and use of subsidiary books and the preparation of final accounts for proprietors.

Course Objectives:

1. Understand the concepts and principles of Accounting
2. Complete the Accounting Process and Prepare the Final Accounts

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	-	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Memorize** key accounting concepts, principles, and conventions.
CO2	**Demonstrate** the process of journalizing the transactions, ledger Posting and preparing the Trial Balance
CO3	**Interpret** the significance of maintaining separate subsidiary books for different types of transactions.
CO4	**Prepare** Proprietors Final Accounts considering various adjustments

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Theoretical Framework** 1.1 Meaning and Scope of Accounting 1.2 Accounting Concepts, Principles and Conventions 1.3 Capital and Revenue Expenditures and Receipts 1.4 Significance of Accounting Standards 1.5 AS -1 : Disclosure of Accounting Policies	4	CO1

SN	*Contents of Module*	*Hrs*	*COs*
2	**Unit-II Accounting Process** 2.1 Accounting Process 2.2 Double Entry System of Accounting 2.3 Types of Account – Personal, Real & Nominal Account and their rules 2.4 Journal entries (Considering GST effect) 2.5 Ledger Posting 2.6 Preparation of Trial Balance	6	CO2
3	**Unit-III Subsidiary Books** 2.1 Significance of various Subsidiary Books 2.2 Purchase Book, Sales Book 2.3 Purchase Return Book , Sales Return Book 2.4 Cash Book – Simple Cash Book, Double Column Cash Book	6	CO3
4	**Unit-IV Proprietors Final Account** 4.1 Preparation of Traders Final Account with various Adjustments : 4.2 Trading A/c 4.3 Profit & Loss A/c 4.4 Balance sheet	8	CO4

REFERENCE BOOKS:

Reference Books:

1. Fundamentals of Accounting, Dr. P C Tulsian, S. Chand Publications
2. Fundamentals of Financial Accounting – Ashok Sehgal – Taxmann
3. Fundamentals of Accounting, A K Agrawal and Kamlesh Agrwal, Kitab Mahal

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	1	1
CO2	1	1	2	2	3
CO3	1	1	2	2	3
CO4	1	1	2	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓		
End Semester Examination (30)	✓	✓	✓	✓		

SEMESTER: I

BBA-OE-113 Web Designing Using HTML

Course Title: Web Designing Using HTML
Course Code: BBA-OE-113
Lectures: Tutorials: Practical: 2:0:0
Lecture Hours: 24 Hours

Course Type: Mandatory OE
Total Credits: 02
CIE Marks: 20
ESE Marks: 30

Course Description:

This course provides a comprehensive introduction to HTML (Hypertext Markup Language), equipping students with the fundamental skills necessary for web development. Students will explore the structure of an HTML document, including essential tags such as <html>, <head>, <body>, and <title>. The curriculum covers creating and formatting text using headings and paragraphs, as well as integrating hyperlinks, images, and lists to enhance webpage interactivity and content organization. Students will learn to construct tables, utilize line breaks and horizontal rules, and implement forms, including advanced validation techniques. Additionally, the course emphasizes the importance of semantic HTML for improving accessibility and maintaining best practices in web development. Through hands-on projects and practical exercises, students will gain the confidence to create well-structured, visually appealing web pages.

Course Objectives:

1. Students will gain a clear understanding of HTML as a markup language, its importance in web development, and the overall structure of an HTML document, including the basic tags and their purposes.
2. Students will learn how to create various HTML elements, including headings, paragraphs, hyperlinks, images, lists, and the use of the <div> tag for grouping content, enhancing the organization of a webpage.
3. Students will develop the skills to create and format tables using various HTML tags and implement multimedia elements, including line breaks and horizontal rules, to improve the presentation of web content.
4. Students will explore advanced HTML concepts, including form creation and validation, as well as the use of semantic HTML elements to improve accessibility and structure in web development.

The subject aims to provide the student with:

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		--	--	--	--	✓	

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the concept and structure of HTML – Students will define HTML, recognize its role in web development, and describe the basic structure of an HTML document.
CO2	**Understand** and create hyperlinks in HTML – Students will **create** hyperlinks using the <a> tag and href attribute to link to external or internal web pages.
CO3	**Utilize** line breaks, horizontal rules, and tables in HTML – Students will use the and <hr> tags for formatting and construct tables using <table>, <tr>, <td>, and <th> tags, enhancing them with headers, footers, and cell merging techniques.
CO4	**Construct** and **utilize** HTML forms and semantic elements – Students will create effective HTML forms using the <form> tag and various input types, while understanding the significance of semantic HTML elements like <header>, <nav>, and <footer> to enhance webpage structure and accessibility.

S.N.	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to HTML** 1.1 **What is HTML?** Definition of HTML (Hypertext Mark-up Language), Importance of HTML in web development, The structure of an HTML document. 1.2 **Basic HTML Document Structure** <!DOCTYPE html>, <html>, <head>, <body>, and <title> tags, Creating a basic HTML page, Saving and opening HTML files in a browser. 1.3 **Headings and Paragraphs** The <h1> to <h6> tags for headings, The <p> tag for paragraphs, Text formatting: <strong>, <em>, <mark>, <sub>, <sup>. 1.4 **Comments in HTML** Using comments: <!-- This is a comment -->, Importance of comments for developers.		CO1
2	**Unit-II HTML Links, Images, and Lists** 2.1. **Hyperlinks** Creating hyperlinks with the <a> tag, The 'href' attribute. 2.2. **Images** Inserting images with the <img> tag, The src and alt attributes, Image formatting (size, Alignment and adding boarder). 2.3. **Lists** Ordered lists: and tags, Unordered lists: and tags, Nesting lists for multi-level lists. 2.4**. Div tag** Basic <div> Usage, Grouping Elements Inside a <div>		CO2
3	**Unit-III HTML Tables, Forms, and Multimedia** 3.1**. Line Breaks and Horizontal Rules** Using the tag for line breaks, Using the <hr> tag for horizontal lines.		CO3

S.N.	*Contents of Module*	*Hrs*	*COs*
	3.2**. Tables** Creating tables using <table>, <tr>, <td>, and <th> tags, Adding table headers with <thead>, <tbody>, and <tfoot>, Merging cells with colspan and rowspan, Styling tables with basic attributes like border and cellpadding.		
4	**Unit-IV Advanced HTML Concepts and Best Practices** 4.1**. Forms** Form structure using <form> and its attributes, Creating input fields: <input type="text">, <input type="password">, and <textarea>, Dropdowns: <select> and <option>, Checkboxes and radio buttons: <input type="checkbox"> and <input type="radio">, Submit button: <input type="submit">. 4.2**. Semantic HTML** Importance of semantic in HTML, using semantic elements: <header>, <nav>, <section>, <article>, <aside>, and <footer>. 4.3**. HTML Forms (Advanced)** Validating form inputs using HTML attributes (required, pattern, min, max). using HTML attributes like required, pattern, min, and max.		CO4

REFERENCE BOOKS:

1) HTML & CSS: Design and Build Websites, by Jon Duckett, Wiley Publication, 1st Edition, ISBN-10: 1118008189, ISBN-13: 978-1118008188
2) Niederst Robbins, O'Reilly Media, 5th Edition, ISBN-10: 1491960216, ISBN-13: 978-1491960218.
3) Head First HTML and CSS, by Elisabeth Robson and Eric Freeman, O'Reilly Media, 2nd Edition, ISBN-10: 1491990140, ISBN-13: 978-1491990147.

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	**2**	**1**	**-**	**2**	**3**
CO2	**1**	**2**	**1**	**2**	**3**
CO3	**1**	**1**	**1**	**2**	**3**
CO4	**1**	**2**	**1**	**2**	**3**

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

KCES's Institute of Management and Research (Autonomous), Jalgaon

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SEMESTER: I

BBA-OE-114 Practicals on Web Designing Using HTML

Course Title: Practicals on Web Designing Using HTML	Course Type: OE
Course Code: BBA-OE-114	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:4	CIE Marks: 20
Practical Hours: 48 Hours	ESE Marks: 30

Course Description:

This course provides a comprehensive introduction to HTML (Hypertext Markup Language), equipping students with the fundamental skills necessary for web development. Students will explore the structure of an HTML document, including essential tags such as <html>, <head>, <body>, and <title>. The curriculum covers creating and formatting text using headings and paragraphs, as well as integrating hyperlinks, images, and lists to enhance webpage interactivity and content organization. Students will learn to construct tables, utilize line breaks and horizontal rules, and implement forms, including advanced validation techniques. Additionally, the course emphasizes the importance of semantic HTML for improving accessibility and maintaining best practices in web development. Through hands-on projects and practical exercises, students will gain the confidence to create well-structured, visually appealing web pages.

Course Objectives:

1. Students will gain a clear understanding of HTML as a markup language, its importance in web development, and the overall structure of an HTML document, including the basic tags and their purposes.
2. Students will learn how to create various HTML elements, including headings, paragraphs, hyperlinks, images, lists, and the use of the <div> tag for grouping content, enhancing the organization of a webpage.
3. Students will develop the skills to create and format tables using various HTML tags and implement multimedia elements, including line breaks and horizontal rules, to improve the presentation of web content.
4. Students will explore advanced HTML concepts, including form creation and validation, as well as the use of semantic HTML elements to improve accessibility and structure in web development.

The subject aims to provide the student with:

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		--	--	--	--	✓	✓

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the concept and structure of HTML – Students will define HTML, recognize its role in web development, and describe the basic structure of an HTML document.
CO2	**Understand** and create hyperlinks in HTML – Students will **create** hyperlinks using the <a> tag and href attribute to link to external or internal web pages.
CO3	**Utilize** line breaks, horizontal rules, and tables in HTML – Students will use the and <hr> tags for formatting and construct tables using <table>, <tr>, <td>, and <th> tags, enhancing them with headers, footers, and cell merging techniques.
CO4	**Construct** and **utilize** HTML forms and semantic elements – Students will create effective HTML forms using the <form> tag and various input types, while understanding the significance of semantic HTML elements like <header>, <nav>, and <footer> to enhance webpage structure and accessibility.

List of Practicals

1: Create a simple HTML document (index.html) with a basic structure.

2: Design a web page using various headings, paragraphs, and text formatting.

3: Design a webpage that includes at least two hyperlinks using the <a> tag, insert an image with the <img> tag, and apply basic formatting to the image.

4: Design a webpage featuring an ordered list and an unordered list using <ol> and <ul> tags.

5: Create a webpage that effectively uses the
 tag for line breaks and the <hr> tag for horizontal rules to separate different sections of content.

6: Develop a webpage that includes a well-formatted table using <table>, <tr>, <td>, and <th> tags, incorporating table headers with <thead>, body with <tbody>, footers with <tfoot>, and demonstrate cell merging using colspan and rowspan.

7: Design a webpage that includes a fully structured HTML form using the <form> tag with various input fields (text, password, textarea), dropdowns, checkboxes, radio buttons.

8 Construct a webpage that effectively uses semantic HTML elements such as <header>, <nav>, <section>, <article>, <aside>, and <footer> to enhance the document's structure, and implement form validation

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	1	-	2	3
CO2	1	2	1	2	3
CO3	1	1	1	2	3
CO4	1	2	1	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

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SEMESTER: I

BBA-VSC-115 – French Language Part-I

Course Title: French Language Part-I
Course Code: BBA-VSC-115
Lectures: Tutorials: Practical: 1:1:0
Lecture Hours: 24 Hours

Course Type: Mandatory VSC
Total Credits: 02
CIE Marks: 20
ESE Marks: 30

Course Description:

At the beginning of the 21st century, French was an official language of more than 25 countries. Embarking on the journey of learning French is an exciting and rewarding endeavor. This course will not only introduce you to a beautiful and influential language but also provide you with valuable skills that will benefit you academically, professionally, and personally. French Language (Basic) course syllabus is designed to introduce students to the foundational aspects of the French language, providing them with essential skills in reading, writing, listening, and speaking with aim to create a comprehensive and engaging learning experience that will equip you with the tools to communicate effectively in French.

Course Objectives:

The subject aims to provide the student with:

3. To discover basic elements of the language, such as the different phonemes, the alphabets and its pronunciation
4. To learn how to introduce yourself in French.
5. To learn to discover the foundation of the language such as conjugations of verbs, auxiliaries, etc.
6. To understand basic colors, numbers and basic objects.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
			--		--		

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** French with a near-native French accent..
CO2	**Identify** how to Listen and speak conversations in French
CO3	**Classify** the grammar and conjugation of the verbs
CO4	**Identify** and pronounce nasal vowel sounds and special characters in familiar French words.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Les Salutations (Introduction and greetings)** 1.1 Première étape: Introduction to French language	4	CO1

SN	Contents of Module	Hrs	COs
	1.2 Greeting: Salut! / bonjour/ bonsoir/ au revoir 1.3 Vowels and basic words		
2	**Unit – II Se Présenter (Introducing oneself and Manners)** 2.1 Introduce yourself and others in French 2.2 La Politesse- Manners and etiquettes	4	CO2
3	**Unit – III Grammiar -1 (Grammar)** 3.1 Les noms (Noun) 3.2 Les voyelles. (Vowels) 3.3 Les verbe (Verb)	6	CO2, CO3
4	**Unit – IV Grammiar -2 (Grammar)** 4.1 Les signes orthographiques (Spelling signs) 4.2 Les signes de punctuation (Punctuation marks)	5	CO3, CO4
5	**Unit – V Vocabulaire:** 5.1 Couleur (Colors) 5.2 Nombres (Numbers) 5.3 Nourriture (Food items)	5	CO1, CO4

REFERENCE BOOKS:

1. Course de Langue et de Civilisation Françaises: G Mauger.
2. French All-in-One for Dummies
3. A reference grammar of French - M. Chebli-Saadi (Author), R. Batchelor (Author)

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	-	1	-	-	1
CO2	-	2	2	2	
CO3	1	-	-	-	1
CO4	-	2	-	-	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

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SEMESTER: I

BBA-SEC-116 Essential of MS Word and MS PowerPoint

Course Title: Essential of MS Word and MS PowerPoint	Course Type: SEC
Course Code: BBA-SEC-116	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:4	CIE Marks: 20
Lecture Hours: 48 Hours	ESE Marks: 30

Course Description:

The course *Essential of MS-Word and MS-Power-point* is designed to impart practical skills in the MS-Word and MS-Power point. Students will learn to use Microsoft Word to produce professional-looking documents. Features included are typing, formatting, editing, document spacing, margins, page numbering and saving a document. Students will also learn to use MS-Power point to create professional presentations. Students will learn various key features of MS-Power point such as slide design and layout design, animation and transition effects, SmartArt and charts, and layout etc.

Course Objectives:

The subject aims to provide the student with:

3 Understand and navigate the Microsoft Word interface to create and manage documents efficiently.

4 Employ basic to advanced text formatting techniques including font styles, sizes, and colors to improve document readability.

5 Students will create professional-looking presentations.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		--	--	--	--	✓	

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand and Identify** the basic formatting concepts and use of different tools available in MS-Word.
CO2	**Understand** and **apply** the concept of multi-column newsletter and mail-merge used in MS-Word.
CO3	**Describe** the basic presentation skills by creating an attractive presentation using Animation and Transition effects.
CO4	**Create** an attractive presentation using different presentation tools.

S.N.	*Contents of Module*	*Hrs*	*COs*
1	**Practical 1**: Create a word document to demonstrate different text formatting and page formatting elements.	12	CO1

S.N.	Contents of Module	Hrs	COs
	Practical 2: Create a Greeting card using various shapes in MS Word.		
2	**Practical 3**: Design an invitation letter for your birthday to 10 friends using mail merge in MS-Word.	12	CO2
3	**Practical 4**: Create simple presentation in Power point by using following steps: add 3 slides, change its design, insert slide number to all slide, apply animation effect, apply slide transition to all slides.	12	CO3
4	**Practical 5**: Create presentation using pictures, shapes, tables, Smart Art into slides.	12	CO4

REFERENCE BOOKS:

1) Microsoft Office 2016 All-In-One For Dummies, Peter Weverka, Wiley Publications, ISBN-812655908X
2) Fundamentals of MS Office – Gretchen Douglas, Mark Connell
3) Sams Teach Yourself Microsoft Office All in One – Greg Perry

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	-	-	1	1
CO2	1	1	-	1	1
CO3	1	-	1	1	3
CO4	-	1	1	-	2
CO5	-	1	1	1	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓			✓
End Semester Examination(30)	✓	✓	✓	✓		✓

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SEMESTER: I

BBA-AEC-117 Business Communication

Course Title: Business Communication	Course Type: Mandatory AEC
Course Code: BBA-AEC-117	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

In today's personal and professional world, communication is one of the most important skills to develop. How well you articulate your ideas, emotions, instructions, and thoughts will be a determining factor in your success particularly in business. The goal of Business Communication is to equip you with the skills and practices that will assist you communicate better as an employee or for your own business and their customers/investors. This semester we will focus on written and oral communication methods. We will examine standard practices for communicating from within and across business areas. We will practice some of the fundamentals of business writing, including memoranda, email, business letters, and discuss how to be persuasive and engaging in these writings. Additionally, we will explore oral presentation as it exists in different professional contexts and settings.

Course Objectives:

1. Understanding of the concepts, functions and essentials of Business Communication.
2. Introduction to Business Correspondence and E-Correspondence.
3. Develop Spoken English and Oral Presentation.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		✓	--		--		--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Define** and **understand** the concepts, functions and essentials of Business Communication.
CO2	**Understand** barriers and solutions of effective communication.
CO3	**Identify** the significance and types of Business Correspondence and E-Correspondence
CO4	**Develop** confidence in Spoken English and Oral Presentation.

SN	Contents of Module	Hrs	COs
1	**Unit – I Introduction to essentials of Business Communication** 1.1. Meaning, Process and Functions 1.2. Need and Importance 1.3. Medium: Verbal & Non-verbal 1.4. Channels: Formal & Informal 1.5. Levels of Communication 1.6. Direction of Communication: Downward, upward, Lateral & Diagonal	06	CO1
2	**Unit – II Barriers and solutions of Business Communication** 2.1 Effective Communication: Barriers and solutions 2.2 Listening as a tool of Communication, Guidelines for effective communication	04	CO2
3	**Unit – III Business Correspondence and E-Correspondence** 3.1 Types of correspondence, purpose and use of business correspondence 3.2 Need and Importance of Business Letters 3.3 Parts of Business letters, Layout of business letters 3.4 Office Memorandum, Office Circulars, Notices and Orders. 3.5 Technology for Communication 3.6 Effective IT Communication Tools. 3.7 Electronic Mail: Advantages, Safety and Smartness in Email 3.8 Email Etiquettes	06	CO3
4	**Unit – IV Spoken English and Oral Presentation** 4.1 Effective Negotiation: Elements, Process and General Guidelines. 4.2 Telephonic Conversation. 4.3 Conducting & Facing Interviews 4.4 Conducting & Participating in Group Decisions. 4.5 Making Presentations: Content and Organising 4.6 Features of a Good Presentation 4.7 Delivering a Presentation.	08	CO4

REFERENCE BOOKS:

1. Business Communication: Neha Nigam, Digital Publishing House
2. Business Communication: R. C B, Ane Books Pvt. Ltd

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	3	3	3
CO2	3	2	1	1	3
CO3	3	1	2	3	2
CO4	-	-	3	3	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

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SEMESTER: I

VEC-101 Environment Science and Sustainability

Course Title: Environment Science and Sustainability	Course Type: VEC
Course Code: VEC-101	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course introduces students to the key concepts of environmental science, focusing on sustainability and its importance in the modern world. It covers ecological principles, human-environment interactions, sustainable development, and global environmental challenges, with an emphasis on practical applications. Students will understand the importance of sustainability in business practices and the role of businesses in promoting environmental stewardship.

Course Objectives:

1. To provide a foundational understanding of environmental science and sustainability concepts.

2. To analyze the impact of human activities on the environment and explore mitigation strategies.

3. To examine sustainable business practices and their role in global environmental challenges.

4. To equip students with the knowledge to integrate sustainability principles into business decision-making.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		✓	--		--		--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the fundamental concepts of environmental science and sustainability
CO2	**Evaluate** the environmental impacts of human activities and propose sustainable solutions.
CO3	**Apply** sustainability principles in business practices to promote environmental stewardship.
CO4	**Develop** strategies to address global environmental challenges within a business context

SN	***Contents of Module***	*Hrs*	*Cos*
1	**Unit 1: Introduction to Environmental Science and Sustainability** 1.1 Overview of environmental science and ecology 1.2 Basic concepts of sustainability 1.3 Human-environment interactions 1.4 Principles of resource management ***Reference: Cunningham, W. P., & Cunningham, M. A. (2020). Environmental Science: A Global Concern. McGraw-Hill Education.***	6	CO1
2	**Unit 2: Environmental Impact of Human Activities** 2.1 Population growth and its impact on the environment 2.2 Pollution (air, water, soil) and waste management 2.3 Climate change and global warming 2.4 Environmental legislation and policy ***Reference: Rajagopalan, R. (2016).*** **Environmental Studies: From Crisis to Cure.** ***Oxford University Press.***	6	CO2
3	**Unit 3: Sustainable Business Practices** 3.1 Corporate Social Responsibility (CSR) and sustainability 3.2 Green business models 3.3 Circular economy 3.4 Environmental certifications and standards ***Reference: Harris, J. M. (2017).*** **Environmental and Natural Resource Economics: A Contemporary Approach.** ***Routledge.***	6	CO3
4	**Unit 4: Global Environmental Challenges and Solutions** 4.1 Biodiversity and conservation 4.2 Water and energy resources management 4.3 International environmental agreements 4.4 Role of businesses in addressing environmental challenges ***Reference: Das, S. (2018).*** **Sustainable Development and Environmental Management.** ***Sage Publications India Pvt. Ltd.***	6	CO4

REFERENCE BOOKS:

1. Cunningham, W. P., & Cunningham, M. A. (2020). Environmental Science: A Global Concern. McGraw-Hill Education.
2. Rajagopalan, R. (2016). Environmental Studies: From Crisis to Cure. Oxford University Press.
3. Harris, J. M. (2017). Environmental and Natural Resource Economics: A Contemporary Approach. Routledge.
4. Das, S. (2018). Sustainable Development and Environmental Management. Sage Publications India Pvt. Ltd.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	-	1	1	-
CO2	1	1	1	2	3
CO3	1	1	2	2	3
CO4	1	1	2	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyse	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	-	✓	✓	-
End Semester Examination (30)	✓	✓	-	✓	✓	-

SEMESTER: I

IKS-102 Indian Knowledge System

Course Title: Indian Knowledge System	Course Type: Mandatory IKS
Course Code: IKS-102	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course provides an in-depth understanding of the Indian Knowledge System (IKS), highlighting its significance and relevance to modern management practices. Through an exploration of ancient Indian texts such as the Vedas, Upanishads, and epics like the Ramayana and Mahabharata, students will gain insights into the ethical, philosophical, and leadership teachings from these classical works. The course also emphasizes the strategic wisdom from texts like Arthashastra, exploring their application in contemporary business settings. Furthermore, it delves into ancient Indian arts, trade, and commerce, illustrating their influence on modern industries and management practices.

Course Objectives:

The primary objective of this course is to provide students with a comprehensive understanding of the Indian Knowledge System (IKS) and its enduring relevance to modern management. The course aims to equip students with the ability to integrate traditional wisdom with modern strategic thinking, fostering a balanced and holistic approach to business decision-making and organizational success.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	--	✓	--		--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the foundational concepts and scope of Indian Knowledge Systems (IKS) and their influence on various dynasties and texts.
CO2	**Analyze** the ethical and philosophical underpinnings from texts like Vedanta, Buddhism, Jainism, and their application to contemporary leadership.
CO3	**Apply** leadership lessons from Indian epics such as the *Mahabharata* and *Ramayana* to modern management practices.
CO4	**Evaluate** the teachings of Kautilya's *Arthashastra* and their strategic importance in contemporary organizational settings.
CO5	**Understand** and appreciate the contributions of ancient Indian arts, such as Bharata's *Natyashastra*, sculpture, and Indian music to cultural heritage.
CO6	**Analyze** the development of trade and commerce in ancient India, with a focus on industries such as textiles, metallurgy, and maritime trade.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Indian Knowledge Systems** 1.1 Overview of Indian Knowledge Systems: Definition of IKS, Scope and Relevance, Influence of Dynasties and Empires 1.2 Key texts: Vedas and Upanishads,Epics and Puranas: Mahabharata, Ramayana 1.3 Scientific and Technical Texts: Arthashastra, Charaka Samhita, Sushruta Samhita, and others 1.4 Concepts of Dharma, Artha, Kama, Moksha	6	CO1
2	**Unit-II Ethical and Philosophical Foundations** 2.1 Indian ethical systems: Introduction to Yamas and Niyamas, 2.2 The five yamas,The five Niyamas 2.3 Philosophies of Vedanta, Buddhism, and Jainism:. 2.4 Leadership lessons from Indian epics: Ramayana, 2.5 Rama's Leadership and Integrity, 2.6 Hanuman's Devotion and Service:	6	CO2 & CO3
3	**Unit-III Indian Leadership and Management** Leadership Lessons from the Mahabharata: Krishna's Strategic Leadership: Yudhistira's Ethical leadership: Draupadi's Courage and Advocacy: Introduction to Arthashastra: Historical Background, Kautilya's Role, Relevance Today.	6	CO3 & CO4
4	**Unit-IV Ancient Indian Arts, Trade & Commerce** 64 Types of Arts: Performing and Visual Arts, Bharata's Natyashastra, Painting, Sculpture (Ajanta, Elora, Khajuraho), Indian Music, Dance, Natya, Geet, Vadya Trade and Commerce : Textile, Metallurgy, Copper alloys, Craftwork, Glass, Beads manufacturing, Ceramic Industry, Wax Casting of Idols etc. Travel Sources: Wheel- Chariots, Bullock carts, Camel carts, Naval, Major Ports, Import and Export	6	CO5 & CO6

REFERENCE BOOKS:

1. Radhakrishanan, S. (2009). *Indian Philosophy* (Vol. 1 & 2). Oxford University Press.
2. Chatterjee, S., & Datta, D. (1984). *An Introduction to Indian Philosophy*. University of Calcutta.
3. Paranjpe, A. C. (1998). *Self and Identity in Modern Psychology and Indian Thought*. Springer.
4. Sharma, R. N. (1999). *Foundations of Indian Psychology*. Abhinav publications.
5. Chopra, P. N., Puri B. N., Das, M. N., A social, Cultural and Economic History of India, Vol- I College Book House, Trivendrum, 1974. Concept Publishing Company, New Delhi. Cultures, pp.3180-3186. D. K. Print world

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	2	-	-	1
CO2	2	1	1	2	1
CO3	2	2	1	2	-
CO4	2	1	1	2	-
CO5	3	2	1	1	-
CO6	3	1	1	3	-

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Utilize	Develop
Continuous Internal Evaluation.(40)	✓	✓	✓		✓	✓
End Semester Examination(60)	✓	✓	✓	✓	✓	✓

SEMESTER: I

CC-100 A) NSS

Course Title: NSS
Course Code: CC-100
Lectures: Tutorials: Practical: 0:0:2
Lecture Hours: 30 Hours

Course Type: CC
Total Credits: 02
CIE Marks: 50

Course Objectives:

To groom youth as social centric by applying her/his knowledge towards improvement of the community.

To develop among themselves a sense of social and civic responsibility and act as agents of social change towards India as a developed Country.

Course Outcomes:

Understand social responsibility.
Awareness about social issues.

Course Content

Name of the Activities	Hours
Introduction of NSS NSS Slogans, Songs & Patriotic Songs Objectives and Advantages of NSS Responsibilities of NSS Volunteer Important Day celebration (Any five) Shramdaan (Campus cleanliness, Tree plantation & Watering) Environmental Awareness (Anti-Littering and Anti Plastic Bag Campaign, Waste minimization and management). Rain water harvesting awareness campaign Solar energy awareness campaign Save energy/water awareness campaign Survey based studies (Any one)	
Total Hours	**30**

Reference Books:

1. National Service Scheme Manual 2006, Govt. of India, Ministry of Youth Affairs.
2. Annual Report of NSS, Published by Dept. of Higher Education.
3. https://nss.gov.in

Note:

1. Awareness programs can be conducted through rally, street plays, posters, slogans, etc.
2. Survey based studies should be carried out on social issues.

Evaluation and Assessment (College Assessment 50 Marks) for CC - I(B):

Sr. No.	**Activity**	**Marks**
1.	Attendance to Important day celebration (any five), (Independence Day is compulsory)	10
2.	Attendance	10 (Above 90 %) 08 (Between 80 to 90 %) 06 (Between 75 to 80 %)
3.	Shramdaan	10
4.	Awareness Campaign (Any Three)	10
5.	Survey based studies	10
	Total	50

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SEMESTER: I
CC-100 B) Sports

Course Title: Sports
Course Code: CC-100
Lectures: Tutorials: Practical: 0:0:2
Lecture Hours: 30 Hours

Course Type: CC
Total Credits: 02
CIE Marks: 50

Course Objectives:
To enable the students:
To create interest in sports among students.
To develop the sports knowledge among students.
To explain the importance of sports to the students.
To develop physical and mental health through sports.

Course Outcomes:
Increase in the physical and mental fitness of students through sports.
The student may develop better grasping power.
Development of student's personality through sports.
The students be encouraged for better competition in sports.

Course Content:

Name of the Topic	Hours
Unit 1: Introduction of Sports Introduction History of Sports and Game Definition and Scope of Sports Development of Sports Type of Sports	
Unit 2: Sports and Health Introduction Relationship between Sports and Human health Effect of Sports on various body systems Relationship between Sports and Mental Health Effect of Sports on Physical and Mental Health	
Unit 3: Various Sports Introduction Individual Sports/ Games Team Sports Various Name of Tournament Prizes and Award in Sports	

	Total Hours	**30**

References

Evaluation and Assessment for CC – I (C):

<table>
<tr><th>Sr. No.</th><th>Description</th><th colspan="2">Mark</th></tr>
<tr><td>1.</td><td>Attendance sports practices</td><td>10</td><td rowspan="5">Any three from Sr. No. 1 to 5 for 30 Marts.</td></tr>
<tr><td>2.</td><td>Sportsmanship and Behaviour</td><td>10</td></tr>
<tr><td>3.</td><td>Participation in any one Intercollegiate tournament/College Annual Gathering sports</td><td>10</td></tr>
<tr><td>4.</td><td>Participation in any one Zonal/Open state level tournament</td><td>10</td></tr>
<tr><td>5.</td><td>Participation in any one University/All India inter university/Open National level tournament</td><td>10</td></tr>
<tr><td>6.</td><td>Assignments</td><td colspan="2">20</td></tr>
<tr><td></td><td>Total Mark</td><td colspan="2">50</td></tr>
</table>

SEMESTER: I
CC-100 C) Cultural Activities

Course Title: Cultural Activities
Course Code: CC-100
Lectures: Tutorials: Practical: 0:0:2
Lecture Hours: 30 Hours

Course Type: CC
Total Credits: 02
CIE Marks: 50

Course Objectives:
स्वागत गीताचा परिचय करून देणे
भित्तिपत्रकाचे स्वरूप समजून घेणे
अतिथी परिचयाचे स्वरूप समजून घेणे
आभार प्रदर्शनाचे प्रयोजन व स्वरूपाचा परिचय करून घेणे
रचना कौशल्य प्राप्त होणे
वर्तमानपत्रातील लेखनाचे स्वरूप प्रकार समजून घेणे
वार्षिकाकांचे स्वरूप व प्रयोजन समजून घेण

Course Outcomes:
विद्यार्थ्यांना स्वागत गीताचे स्वरूप समजून येईल.
विद्यार्थ्यांना भितीपत्रकाचे स्वरूप समजून येईल
विद्यार्थ्यांना अतिथी परिचय कसा करतात ते लक्षात येईल
विद्यार्थ्यांना आभार प्रदर्शनाचे प्रयोजन व स्वरूप समजून घेता येईल
विद्यार्थ्यांना रचना,(डिझाईनिंग) चे कौशल्य प्राप्त होईल
विद्यार्थ्यांना वर्तमानपत्रातील लेखनाचे स्वरूप प्रकार समजून येईल
विद्यार्थ्यांना वार्षिकाकांचे स्वरूप व प्रयोजन लक्षात येईल

Course Content:

Name of the Topic	Hours
रांगोळी काढणे पारंपारिक रांगोळी व फुल पुष्प यांची रांगोळी	
स्वागत गीत स्वरूप व प्रकार	
भित्तिपत्रक: स्वरूप, प्रयोजन	
अतिथी परिचय: स्वरूप	
आभार प्रदर्शन: प्रयोजन व स्वरूप	
रचना / आराखडा: एक कौशल्य	
वर्तमानपत्रातील लेख प्रकार व स्वरूप	
वार्षिकांक: स्वरूप प्रयोजन	
Total Hours	**30**

Evaluation and Assessment for Cultural-1, CC - I (D)

सांस्कृतिक उपक्रमातील सहभागा बाबत करावयाची गुणदान पद्धती

<table>
<tr><th>अ.क्र</th><th>सांस्कृतिक उपक्रमाचे शीर्षक / तपशील</th><th>गुण</th><th>प्राप्त करावयाचे क्रेडिट</th></tr>
<tr><td>१</td><td>महाविद्यालयाच्या कोणत्याही दोन प्रसंगी फुले व पाने यांची रांगोळी काढणे</td><td>10</td><td rowspan="8">प्रत्येकी एका सूत्रातून दोन क्रेडिट 50 गुण सोबत दिलेल्या कोणत्याही सांस्कृतिक उपक्रमातून हे गुण मिळवता येतील</td></tr>
<tr><td>२</td><td>महाविद्यालयाच्या कोणत्याही दोन प्रसंगी पारंपारिक रांगोळी काढणे</td><td>10</td></tr>
<tr><td>३</td><td>महाविद्यालयाच्या भितीपत्रकात त्वरित कविता लेख प्रकाशित करणे</td><td>10</td></tr>
<tr><td>४</td><td>महाविद्यालयाच्या कोणत्याही दोन उपक्रमात ईशस्तवन सादर करणे कोरस देणे</td><td>10</td></tr>
<tr><td>५</td><td>महाविद्यालयाच्या कोणत्याही दोन उपक्रमात अतिथी परिचय करणे</td><td>10</td></tr>
<tr><td>६</td><td>महाविद्यालयाच्या कोणतेही दोन उपक्रमात आभार प्रदर्शन करणे</td><td>10</td></tr>
<tr><td>७</td><td>महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात गॅदरिंग रचना आराखडा स्पर्धा सहभाग</td><td>10</td></tr>
<tr><td>८</td><td>वर्तमानपत्रात राज्यस्तरीय व वार्षिक अंकात लेख प्रकाशित करणे</td><td>10</td></tr>
<tr><td></td><td>Total Marks</td><td>50</td><td></td></tr>
</table>

Semester II

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SEMESTER: II

BBA-DSC-121 Organizational Behaviour and Human Resource Management

Course Title: Organizational Behavior and HRM	Course Type: DSC
Course Code: BBA-DSC-121	Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

Course Description:

The course offers a foundational understanding of Organizational Behavior (OB) and Human Resource Management (HRM). It covers the meaning, nature, and models of OB, focusing on individual and group behaviors, attitudes, personality, perception, and learning. Students will also explore HRM principles, including HR planning, recruitment, selection, training, and team development. The program addresses challenges in OB, the role of HR managers, and HRM practices in the Indian context, combining theoretical knowledge with practical approaches for effective workforce management.

Course Objectives:

1. To help the students to develop cognizance of the importance of human behavior.
2. To understand how employees, behave in organizations. Students should be able to correct their individual behavior and group behavior.
3. Learn the key functions of HRM, including recruitment, employee development, and performance management.
4. Understand how organizations recruit, select, and hire employees.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		✓	✓		--		--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the conceptual framework of organizational behavior.
CO2	**Identify** the components of individual behavior and apply concepts of, personality, attitudes, learning, and perception
CO3	**Analyze** group behavior and demonstrate skills required for working in groups/teams.

CO4	**Develop** a strategic understanding of HRM principles and practices to effectively manage and optimize human capital within an organization.
CO5	**Define** the concept of HR Planning and **Identify** its key features in context of HR Planning in Organization.
CO6	**Identify** the components of Procurement and **Apply** the concept of Recruitment, Selection, Placement and Induction.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Introduction:** Meaning, Definition, and Importance of 1.2 Organizational Behavior 1.3 Nature of OB 1.4 Elements of OB 1.5 Models of OB 1.6 Disciplines contributing to the field of OB 1.7 Challenges in the field of OB	6	**CO1**
2	**Unit – II Individual Behavior** **2.1. Attitudes:** 2.1.1. Meaning and definition 2.1.2. Types of Attitudes 2.1.3. Functions of Attitudes **2.2. Personality:** 2.2.1. Definition & Concept. 2.2.2. Determinants of Personality 2.2.3. Personality Traits 2.2.4. Personality Attributes **3.1 Perception** 3.1.1 Concept, Features 3.1.2 Importance and Process 3.1.3 Factors Affecting Perception **4.1 Learning:** 4.1.1. Meaning & Definition 4.2.2. Methods of shaping behavior	12	**CO2**
3	**Unit – III Group Behavior** 3.1. Concept & Features of Group 3.2. Types of Group 3.3. Process of Group Development 3.4. Group Decision Making 3.4. Features of Team 3.5 Types of teams 3.6. Creating Effective Team	8	**CO3**
4	**Unit – IV Introduction to Human Resource Management** 1 Meaning and definition of HRM 2 Nature, scope and objectives of HRM 3 Functions of HRM 4 HRM vs. Personnel Management and HRM vs. HRD 5 Importance of HRM 6 Role of H.R. Manager and HRM in Indian Context	06	**CO4**
5	**Unit – V Human Resource Planning** 1 Meaning and Definition of Human Resource Planning 2 Objectives of Human Resource Planning 3 Need for and Importance of Human Resource Planning 4 Human Resource Planning Process 5 Barriers to Human Resource Planning	08	**CO5**

SN	*Contents of Module*	*Hrs*	*COs*
	6 Guiding Principles of Effective HRP		
6	**Unit – VI Procurement** 1 **Recruitment** – Meaning, Factors affecting recruitment 2 Sources of Recruitment, Process of Recruitment 3 Methods of Recruitment 4 **Selection** – Meaning, Process & Selection Methods 5 **Placement** - Meaning & Importance 6 **Induction**- Meaning, Objectives, Benefits	08	**CO6**

REFERENCE BOOKS:

1. B. Gupta (2002). Organization and Development. New Delhi: Sultan Chand & Sons.
2. Dr. Neeru Vasishth (2012). Organizational Behaviour. New Delhi: Taxmann Publications.
3. Aswathappa, K. (2012). Organizational Behaviour. New Delhi: Himalaya Publishing House
4. P. Subba Rao (2013) revised edition Organisational Behaviour. New Delhi: Himalaya Publishing House
5. Human Resource Management- Dr. S.S. Khanka, S. Chand & Sons.
6. Human Resource Management- K. Aswathappa, Tata McGraw Hill.
7. Personnel & HRM – A. M. Sarma, Himalaya Publishing House.
8. Essentials of Human Resource Management and IR - P. Subba Rao, Himalaya P.House

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	1	1
CO2	3	2	3	3	1
CO3	3	3	3	2	1
CO4	3	2	3	2	1
CO5	3	1	3	3	2
CO6	3	2	2	2	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)	✓	✓	✓	✓	✓	-
End Semester Examination(60)	✓	✓	✓	✓	✓	-

SEMESTER: II

BBA-DSC-122 Cost and Management Accounting

Course Title: Cost and Management Accounting
Course Code: BBA-DSC-122
Lectures: Tutorials: Practical: 2:0:0
Lecture Hours: 24 Hours

Course Type: DSC
Total Credits: 02
CIE Marks: 20
ESE Marks: 30

Course Description:

This course provides a comprehensive introduction to Cost and Management Accounting, focusing on the principles, objectives, and scope of both disciplines and their interrelationship. Students will learn to prepare detailed statements of cost and profit, understanding key cost accounting concepts and various elements of cost. Additionally, it dives into budgetary control systems, the preparation of budgets, and the analysis of standard costing variances.

Course Objectives:

1. Understand the concepts and principles of Cost & Management Accounting
2. Ability to take the decisions on the basis Cost & Management Accounting Data

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		--	--	-	--		-

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Define and understand the concepts of Cost and Management Accounting
CO2	Understand the Elements of Cost and Prepare Cost Sheet
CO3	Apply process and techniques for forecasting and Budgetary Control
CO4	Identify the causes of variances and apply the strategies to dispose them off

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Cost and Management Accounting** 1.1 Cost Accounting – Meaning, Objectives & Scope 1.2 Management Accounting - Meaning, Objectives & Scope 1.3 Relationship between Cost accounting and Management Accounting	4	CO1
2	**Unit-II Preparation of Statement of Cost & Profit** 2.1 Important Concepts of Cost Accounting: Cost Unit, Cost Centre 2.2 Elements of Cost -Direct & Indirect Costs, Fixed & Variable Costs, Factory Overheads, Office & Administration Overheads, Selling & Distribution Overheads.	6	CO2

SN	Contents of Module	Hrs	COs
	2.3 Preparation of Statement of Cost & Profit (Cost Sheet) 2.4 Items Excluded from Cost Sheet.		
3	**Unit-III Budget & Budgetary Control** 3.1 Meaning, Essentials of Budgetary Control System 3.2 Advantages & Limitations of Budgetary Control 3.3 Preparation of Cash Budget, Flexible Budget	6	CO3
4	**Unit-IV Standard Costing & Variance Analysis** 4.1 Meaning – Standard Cost, Standard Costing 4.2 Advantages & Limitations of Standard Costing 4.3 Variance Analysis: 4.3.1 Material Cost Variance , Material Price Variance, Material Usage Variance 4.3.2 Labour Cost Variance, Labour Rate Variance Labour Efficiency Variance	8	CO4

REFERENCE BOOKS:

Reference Books:

1. A Text book of Financial , Cost & Management Accounting, Dr. P. Periasamy, Himalaya Publication
2. Cost & Management Accounting – M. E. Thukaram Rao, New Age International – Taxmann
3. Cost & Management Accounting: Ravi Kishore, Taxmann Publications
4. Management Accounting: Dr. Jawaharlal, Himalay Publications
5. Management Accounting: Dr. S.N. Maheshwari& Dr. S.K. Maheshwari, Vikas Publications

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	1	1
CO2	2	1	3	1	2
CO3	2	1	3	2	3
CO4	1	1	3	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (40)	✓	✓	✓	✓	✓	
End Semester Examination (60)	✓	✓	✓	✓	✓	

SEMESTER: II

BBA-MIN-123 International Business Management (Transnational & Cross Cultural Marketing)

Course Title: IBM (Transnational & Cross Cultural Mktg**)**

	Course Type: Mandatory Minor
Course Code: BBA-MIN-123	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course introduces students to the concepts of transnational and cross-cultural marketing in the context of international business management. It explores the impact of cultural differences on consumer behavior, marketing strategies, and brand management. The course also addresses the challenges and opportunities of marketing in a globalized world, focusing on adapting marketing strategies to diverse markets.

Course Objectives:

1. To understand the principles of international marketing and the role of cultural differences in shaping marketing strategies.
2. To analyze the dynamics of transnational marketing.
3. To explore the ethical, legal, and economic challenges involved in cross-cultural marketing.
4. To develop the skills required to communicate and lead marketing initiatives in a multicultural environment.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		--	--		--		

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the foundations of international marketing and the influence of cultural dynamics.
CO2	**Analyze** and design transnational marketing strategies for different cultural contexts…
CO3	**Apply** knowledge of cross-cultural communication to marketing campaigns
CO4	**Evaluate** the ethical and legal considerations of international marketing in different regions.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Transnational Marketing** 1.1 **Globalization and International Marketing** 1.1.1 Definition and key concepts of globalization. 1.1.2 The role of international marketing in a global economy. 1.2 **Cultural Factors Affecting Consumer Behavior** 1.2.1 Influence of culture on consumer preferences and purchasing behavior. 1.2.2 The role of language, traditions, and customs in shaping consumer behavior. 1.3 **International Market Segmentation** 1.3.1 Criteria for segmenting international markets (geographic, demographic, psychographic). 1.3.2 Advantages of market segmentation in international marketing. 1.4 **Entry Strategies for International Markets** 1.4.1 Overview of entry modes: exporting, franchising, joint ventures, etc. 1.4.2 Factors influencing the choice of market entry strategy. ***Reference: Cateora, P. R., Gilly, M. C., & Graham, J. L. (2019).*** *International Marketing* ***(17th ed.). McGraw-Hill Education***.	**6**	CO1
2	**Unit-II Cross-Cultural Consumer Behavior** 2.1 **Hofstede Cultural Dimensions** 2.1.1 Overview of Hofstede's dimensions: power distance, individualism vs. collectivism, etc. 2.1.2 Application of Hofstede's framework in understanding cultural differences. 2.2 **Consumer Behavior Across Cultures** 2.2.1 Influence of social norms and values on purchasing decisions. 2.2.2 Psychological factors that differ across cultures (e.g., motivation, perception). 2.3 **Cultural Adaptation of Marketing Mix** 2.3.1 Adapting product features, pricing, and packaging to local cultures. 2.3.2 Designing culturally sensitive advertising campaigns & Customizing promotional strategies to suit local markets. 2.4 **Challenges in Cross-Cultural Marketing** 2.4.1 Common cross-cultural miscommunications in marketing. 2.4.2 Managing cultural barriers and overcoming misunderstanding ***Reference: Usunier, J., & Lee, J. A. (2013). Marketing Across Cultures (6th ed.). Pearson Education.gs.***	**6**	CO2

SN	Contents of Module	Hrs	COs
3	**Unit-III Transnational Branding and Communication** 3.1 **Global Branding vs. Local Branding** 3.1.1 Differences between global and local branding strategies. 3.1.2 Advantages and disadvantages of a global brand. 3.2 **Cross-Cultural Communication in Marketing** 3.2.1 Tailoring marketing messages to different cultural communication styles. 3.2.2 Importance of cultural context in delivering effective marketing communication. 3.3 **Digital and Social Media Marketing in Different Cultures** 3.3.1 Adapting digital content for different cultural audiences. 3.3.2 Role of influencers and local digital trends in cross-cultural marketing. 3.4 **Brand Positioning Across Cultures** 3.4.1 Understanding how culture influences brand perception. 3.4.2 Strategies for positioning brands in culturally diverse markets. Use of cultural symbols, images, and narratives in branding. ***Reference: Keegan, W. J., & Green, M. C. (2017). Global Marketing (9th ed.). Pearson.***		CO3
4	**Unit-IV Ethical and Legal Aspects of International Marketing** 4.1 **Ethics in Cross-Cultural Marketing** 4.1.1 Importance of ethics in international marketing. 4.1.2 Ethical challenges in marketing practices across cultures. 4.2 **International Advertising and Consumer Protection Laws** 4.2.1 Key international laws regulating marketing and advertising 4.2.2 Differences in consumer protection laws across countries. 4.3 **Regulatory Environment for Global Marketing** 4.3.1 Overview of international trade agreements and their impact on marketing. 4.3.2 Import/export regulations and their effects on marketing strategies. 4.3.3 Legal considerations in product packaging, labeling, and safety. 4.3.4 Penalties for non-compliance with international marketing laws. ***Reference: Czinkota, M. R., & Ronkainen, I. A. (2013). International Marketing (10th ed.). South-Western College Publishing***	6	CO4

REFERENCE BOOKS:

1. **Cateora, P. R., Gilly, M. C., & Graham, J. L.** (2019). *International Marketing*. McGraw-Hill Education.
2. **Usunier, J., & Lee, J. A.** (2013). *Marketing Across Cultures*. Pearson Education.
3. **Keegan, W. J., & Green, M. C.** (2017). *Global Marketing*. Pearson.
4. **Czinkota, M. R., & Ronkainen, I. A.** (2013). *International Marketing*. South-Western College Publishing.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	1
CO2	2	3	2	2	2
CO3	2	2	3	2	3
CO4	3	2	2	1	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	evaluate	Develop
Continuous Internal Evaluation.(20)	✓	✓	✓		✓	
End Semester Examination(30)	✓	✓	✓	✓		

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SEMESTER: II
BBA-OE-124 Basics of C Programming

Course Title: Basics of C Programming	Course Type: Mandatory
Course Code: BBA-OE-124	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course provides a comprehensive introduction to programming in C, covering core concepts essential for beginners. Starting with the history and structure of C programming, students will learn about compilers, interpreters, and the basics of algorithms and flowcharts. The curriculum explores data types, operators, and I/O statements, followed by control structures such as decision-making and loop constructs. In-depth study on functions includes defining, calling, and recursion. Finally, arrays and structures are introduced, with a focus on multidimensional arrays, string functions, and structuring data using unions. This foundational course equips students with the skills to develop efficient C programs.

Course Objectives:

1. The objective of this course is to provide a broad overview of problem solving techniques and use of c language programming to solve these problems.
2. To Know the Basics Of Programming and To Understand how to use programming in day to day Applications.
3. Explain use of appropriate data types, control statements.
4. Demonstrate ability to use top-down program design.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		--	--		--		

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Recall** fundamental concepts of C programming, including syntax, data types, operators
CO2	**Apply** appropriate control structures to solve problems such as decision making and repetitive tasks.
CO3	**Analyze** the concept of function scope, recursion, and the importance of modular programming.
CO4	**Explain** the difference between arrays, structures and unions and their memory allocation

SN	Contents of Module	Hrs	COs
1	**UNIT -I Introduction to Programming in C** 1.1 History 1.2. Compilers and Interpreters 1.3. Algorithms 1.4. Flowcharts 1.5. Structure of a C program 1.6. Keywords 1.7. Variables 1.8. Primary Data types 1.9. Operators 1.10. Formatted I/O Statement .11. Unformatted I/O Statement	10	**CO1**
2	**UNIT –II Control structures** 2.1 Decision making structures 2.2 If, if else Statement 2.3 Nested If –else Statement 2.4 Else if Ladder Statement 2.5 Switch Statement 2.6 Loop Statement 2.7 For Loop 2.8 While Loop 2.9 Do-while Loop 2.10 Nested for Loop 2.11 Other statements : break ,continue. Goto and exit.	08	**CO2**
3	**UNIT –III FUNCTIONS** 3.1 Functions in C 3.2 What is a function? 3.3 User defined functions 3.3.1 Declaration 3.3.2 Definition 3.3.3 Function calling 3.4 Recursion	08	**CO3**
4	**UNIT-IV ARRARY AND STRUCTURE** 4.1 Arrays 4.2 Array declaration, initialization 4.3 One dimensional Array 4.4 Two dimensional Array 4.5 Standard String library functions 4.6 Creating structures 4.7 Accessing structure members (dot Operator) 4.8 Unions	08	**CO4**

REFERENCE BOOKS:

1. Programming in C – E Balaguruswamy ,McGraw Hill Education publication.
2. The C Programming language – 2nd Edition Brian W. Kernighan and Dennis M. Ritchie , Prentice Hall
3. Complete C Reference – Herbert Schildt, McGraw Hill Education publication.
4. Let Us C- Yashavant P. Kanetkar, BPB Publications (ISBN-13: 978-9388511567 (10th edition))

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	1			1	1
CO2				2	2
CO3	1			2	3
CO4	1			2	3

correlation levels (1=Low, 2=Med, 3=High)

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓			✓
End Semester Examination(30)	✓	✓	✓	✓		✓

KCES's Institute of Management and Research (Autonomous), Jalgaon

FACULTY OF COMMERCE AND MANAGEMENT,

School of Management Studies

B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME

w.e.f. 2024-25

SEMESTER: II

BBA-OE-125 Practicals on C Programming

Course Title: Practicals on Programming	Course Type: Mandatory OE
Course Code: BBA-OE-125	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:4	CIE Marks: 20
Practical Hours: 48 Hours	ESE Marks: 30

Course Description:

This course introduces students to the fundamentals of C programming. It covers basic concepts such as input-output operations, variables, data types, operators, decision-making statements, looping structures, functions, arrays, strings, and structures. Through practical programming exercises, students develop problem-solving skills and gain hands-on experience in writing, testing, and debugging C programs.

Course Objectives:

1. Understand the basic syntax and programming constructs of the C language.
2. Apply decision-making and looping techniques to solve simple computational problems.
3. Develop modular programs using functions, including recursive functions..

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	✓

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Write** and execute simple C programs using input-output statements, variables, data types, and operators.
CO2	**Apply** decision-making and looping constructs to solve programming problems effectively
CO3	**Develop** modular programs using user-defined and recursive functions
CO4	**Implement** arrays, strings, and structures to store, process, and manage data in C programs

List of Practicals

1 Input-Output ,Variables, Operators and Data Types

1. Write a simple C program to print "Hello, World!" and understand the basic structure.
2. Write a program to accept input for name, age, and grade, and display them using printf()

2 Decision Making and Looping Structures

1. W.A.P to check the number is even or odd.
2. W.A.P to find greatest number from given four numbers.
3. Write a program to print numbers from 1 to 10 using for, while, and do-while loops.

3 Functions

1. Write a program to create a function to add two numbers and display the result.
2. Create a program to calculate the area of a circle using a user-defined function
3. Implement a recursive function to find the factorial of a number.

4 Array and Structure

1. Create a program to find the largest and smallest elements in an array.
2. Use standard string functions (strlen, strcpy, strcmp, strcat) to perform operations on strings.
3. Define a structure for a student (with fields for name, age, and grade) and write a program to accept and display student information.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	1	-	-	1	1
CO2	-	-	-	2	2
CO3	1	-	-	2	3
CO4	1	-	-	2	3

correlation levels (1=Low, 2=Med, 3=High)

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓			✓
End Semester Examination(30)	✓	✓	✓	✓		✓

SEMESTER: II

BBA-VSC-125 French Language Part-II

Course Title: French Language Part-II	Course Type: VSC
Course Code: BBA-VSC-126	Total Credits: 02
Lectures: Tutorials: Practical: 1:1:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

At the beginning of the 21st century, French was an official language of more than 25 countries. Embarking on the journey of learning French is an exciting and rewarding endeavor. This course will not only introduce you to a beautiful and influential language but also provide you with valuable skills that will benefit you academically, professionally, and personally. French Language (Basic) course syllabus is designed to introduce students to the foundational aspects of the French language, providing them with essential skills in reading, writing, listening, and speaking with aim to create a comprehensive and engaging learning experience that will equip you with the tools to communicate effectively in French.

Course Objectives:

The subject aims to provide the student with:

1. To be able to open and close a simple conversation.
2. To learn how to write short phrases in language.
3. To learn to discover the foundation of the language such as articles, tenses etc.
4. To understand basic parts of body, house and errands etc.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
			--		--		

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Identify** the language and initiate simple oral interactions.
CO2	**Understand** and speak simple words in order to use vocabulary related to the school environment, stationery, etc.
CO3	**Recognize** the grammar and conjugation of the verbs.
CO4	**Identify**, say and understand vocabulary related to time/ opening and closing hours/days, house and errands.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit –I Les Salutations (Greetings and Introduction)** 1.1 Le Prendre contact (to get in touch/talk to someone) 1.2 Listen to recorded audio of someone introducing their family members or friends	6	**CO1** **CO2**
2	**Unit – II Le materiel** 2.1 Le corps (list-parts of body) 2.2 To ask questions- what, when , how etc.	4	**CO1,** **CO2**
3	**Unit – III Grammiar -3 (Grammar)** 3.1 Les pronoms sujets (Pronouns) 3.2 Masculin/ Féminin des adjectifs simples (Adjectives) 3.3 Les verbe (Verbs- regular and irregular)	5	**CO2,** **CO3**
4	**Unit – IV Vocabulaire (Vocabulary)** 4.1 Le pi`eces de la maison (parts of house) 4.2 Temps and calendrier (Time and calendar details) 4.3 Le animaux (Animals, pets etc.)	4	**CO3,** **CO4**
5	**Unit – V Présenter ta famille (Family and Relations)** 5.1 Writing and talking about members of family	5	**CO1,** **CO4**

REFERENCE BOOKS:

1. Course de Langue et de Civilisation Françaises: G Mauger- II.
2. French All-in-One for Dummies
3. Apprenons Le Francais - 1: Educational Book

Mapping of Course Outcomes to Program Outcomes:

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	1	2	1	1	-
CO2	-	2	1	-	1
CO3	1	1	-	1	1
CO4	1	2	1	1	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Utilize	Develop
Continuous Internal Evaluation.(20)	✓	✓	✓		✓	✓
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

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B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME

w.e.f. 2024-25

SEMESTER: II

BBA-SEC-126 Microsoft Excel for Business

Course Title: Microsoft Excel for Business	Course Type: Mandatory SEC
Course Code: BBA-SEC-127	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:4	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

The course Microsoft Excel *for Business* empowers students with key skills to create and edit worksheets, implement formulas and functions, and sort and filter detailed data with tables. Visualize the numbers in a consumable and professional format, analyzing data with charting, conditional formatting, and pivot tables.

Course Objectives:

After completing the course students will be able to:

1. Enrich the practical knowledge in MS Excel.
2. Format, organize and calculate data in a spreadsheet.
3. Create formulas and use built-in functions to perform calculations and solve real time business problems.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		--	--	--	--	✓	

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Interpret** and **explain** data formatting and manipulation techniques.
CO2	**Apply** the knowledge of conditional formatting in the business.
CO3	**Utilize** Excel functions and formulas to solve practical problems.
CO4	**Design** and Interpret PivotTables and Charts

S.N.	*Contents of Module*	*Hrs*	*COs*
1	**Practical no. 1:** Create a new workbook and demonstrate following tasks: 1.1 Enter data of your choice in an excel sheet, 1.2 Inserting and deleting rows, columns, or cells, 1.3 Adjusting column width and row height 1.4 Format the data with appropriate font, color, and alignment. **Practical no. 2:**	12	CO1

S.N.	Contents of Module	Hrs	COs
	2.1 Create an excel sheet and insert Student Information such as Student name, Course, Date of Admission, Fees paid, City etc. 2.2 Sort a list of student names in alphabetical order. 2.3 Filter a dataset to show only specific criteria (e.g. Course-wise student data) 2.4 Perform Find and replace command		
2	**Practical no. 3:** 3.1 Create a new workbook and save it with the name "Personal Budget.xlsx". 3.2 Enter data for monthly expenses (rent, groceries, utilities) in a worksheet. 3.3 Calculate the total monthly expenses using the SUM function. 3.4 Apply conditional formatting with data bars, color scales, and icon sets.	8	CO2
3	**Practical no. 4**: Create a Mark sheet of student in MS Excel by using following steps: 4.1 Add marks of 5 subjects out of 100 for each. 4.2 Calculate minimum, maximum, total marks and percentage 4.3 Display the result in the form of grade as per the following criteria: If percentage > = 75 then grade = Outstanding If percentage >= 60 and < 75 then grade = A If percentage >=50 and < 60 then grade = B If percentage >=40 and < 50 then grade = C If percentage < 40 then grade = Fail	10	CO3
4	**Practical no. 5** 5.1 Create a excel sheet to Sales Data of Electronic Store 5.2 Enter data such as Sl. No., Product name, Unit Price, Quantity, Total etc. 5.3 Use VLOOKUP to find the price of a product from a list. 5.4 Create a bar chart to visualize Sales. 5.5 Create a basic PivotTable to summarize sales data 5.6 Create a PivotChart from a PivotTable	10	CO4

REFERENCE BOOKS:

1. Textbook: "Microsoft Excel 2019 Bible" by Michael Alexander, Richard Kusleika, and John Walkenbach
2. Fundamentals of MS Office – Gretchen Douglas, Mark Connell
3. Sams Teach Yourself Microsoft Office All in One – Greg Perry
4. Online Tutorials: Lynda.com, Coursera, Udemy

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	1	-	-	-	2
CO2	1	1	1	1	2

CO3	-	1	1	1	2
CO4	1	-	1	2	2
CO5	-	1	-	2	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓		✓
End Semester Examination (30)	✓	✓	✓	✓		✓

SEMESTER: II

BBA-AEC-127 Media Literacy and Critical Thinking

Course Title: Media Literacy and Critical Thinking
Course Code: BBA-AEC-127
Lectures: Tutorials: Practical: 2:0:0
Lecture Hours: 24 Hours

Course Type: Mandatory AEC
Total Credits: 02
CIE Marks: 20
ESE Marks: 30

Course Description:

This course delves into the crucial intersection of media literacy and critical thinking, equipping students with the skills to navigate and analyze contemporary media landscapes. Students will explore how media influences public perception, shapes opinions, and impacts societal norms. The course covers a broad spectrum of media types, including news, social media, and advertising, emphasizing the importance of distinguishing between credible sources and misinformation. Through critical analysis and evaluation techniques, students will learn to assess the accuracy, bias, and underlying motives behind media messages. Practical exercises will involve deconstructing media content, identifying persuasive tactics, and fostering informed media consumption. By enhancing their critical thinking abilities, students will be better prepared to engage thoughtfully with media, make informed decisions, and contribute to a more discerning and media-savvy society.

Course Objectives:

1. Understand the concepts, application and principles of Social media.
2. Introduction to Social media and critical thinking.
3. Understand analytical tools of social media and the practical implication of critical thinking.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
		✓	✓		--		

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** proficiency in navigating and utilizing major social media platforms for effective communication and marketing purposes
CO2	**Collect** and **interpret** the ethical implications and legal considerations associated with social media use in business contexts.
CO3	**Apply** social media strategies that align with organizational objectives and target audience preferences.
CO4	**Apply** analytical tools and metrics to measure the effectiveness of social media campaigns and make data-driven decisions.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Media** 1.1 Types of Media and its 1.2 Types of social media platforms and their uses 1.3 The role of social media in modern communication 1.4 Importance of social media in business and marketing 1.5 Understanding ethics in social media usage 1.6 Legal issues and regulations related to social media 1.7 Privacy concerns and data protection 1.8 Managing online reputation and crisis communication	12	CO1, CO2
2	**Unit-II Social Media Marketing Strategies** 2.1 Understanding the audience: demographics and psychographics 2.2 Creating engaging content: types, formats, and storytelling 2.3 Social media campaigns: planning, execution, and evaluation 2.4 Metrics and analytics: measuring social media success 2.5 Analyzing social media content critically 2.6 Identifying biases and misinformation on social media	4	CO2, CO4
3	**Unit-III Critical Thinking and Its Importance** 3.1 Definition and components of critical thinking 3.2 The role of critical thinking in personal and professional life 3.3 Techniques to develop critical thinking skills 3.4 Barriers to critical thinking and how to overcome them	4	CO3, CO4
4	**Unit-IV Social Media and Consumer Behaviour** 4.1 Understanding consumer behavior in the digital age 4.2 The impact of social media on consumer decision-making 4.3 Customer engagement and relationship management 4.4 Case studies on successful social media influence on consumer behavior 4.5 Developing strategies for responsible social media use	4	CO1, CO3

REFERENCE BOOKS:

1. "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, and Krista E. Neher
2. "Social Media Marketing for Dummies" by Shiv Singh and Stephanie Diamond
3. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger
4. "Critical Thinking: A Student's Introduction" by Gregory Bassham, William Irwin, Henry Nardone, and James M. Wallace
5. "Critical Thinking: Tools for Taking Charge of Your Professional and Personal Life" by Richard Paul and Linda Elder

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	-	3
CO2	2	3	1	3	3
CO3	2	3	3	3	3
CO4	2	-	-	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

SEMESTER: II

VEC-201 Indian Constitution

Course Title: Indian Constitution	Course Type: Mandatory VEC
Course Code: VEC-201	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course provides a comprehensive overview of the Indian Constitution, beginning with its historical roots and the significant events that led to its formation. Through this course, students will study key components of the Constitution, starting with the Preamble, which encapsulates the vision and guiding principles of the Constitution. The exploration of Fundamental Rights and Duties will shed light on the essential freedoms and responsibilities of Indian citizens, as well as the mechanisms for their protection and enforcement. . The course will cover key topics such as the Preamble, Fundamental Rights and Duties, Directive Principles of State Policy, and the roles and responsibilities of the Executive, Legislature, and Judiciary.

Course Objectives:

1. To provide students with a comprehensive understanding of the historical context, formation, and philosophical foundations of the Indian Constitution.
2. To equip students with detailed knowledge of the fundamental rights, duties, and directive principles enshrined in the Indian Constitution.
3. To familiarize students with the structure, composition, powers, and functions of the three organs of governance as per the Indian Constitution.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	--	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the background and features of Indian Constitution
CO2	**Understand** the philosophy of fundamental rights and duties of Indian Citizens.
CO3	**Describe** the structure, powers, and functions of the organs of governance

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I History & Philosophy of Indian Constitution** 1 Historical Background	06	CO1

SN	Contents of Module	Hrs	COs
	2 Formation and working of Constitutional Assembly and Drafting Committee 3 Philosophical Foundations of The Indian Constitution 4 Preamble 4.1 Salient features of the Indian Constitution		
2	**Unit-II Fundamental Rights & Duties** 2. Fundamental Rights 2.1 Right to Equality 2.2 Right to Freedom 2.3 Right against Exploitation 2.4 Right to Freedom of Religion 2.5 Cultural and Educational Rights 2.6 Right to Constitutional Remedies 2.7 Directive Principles of State Policy – Importance and Implementation 3 Fundamental Duties 2.3.1 Citizenship 2.3.2 Constitutional Remedies for Citizens	10	CO2
3	**Unit 3: Organs of governance** 3.1 Parliament – Composition, Qualifications and Disqualifications, Powers and Functions 3.2 Executive – President, Governor, Council of ministers 3.3 Judiciary –Establishment and constitution of supreme court, Appointment and transfer of Judges, Qualifications, Powers and Functions	08	CO3

REFERENCE BOOKS:

1. The Constitution of India, 1950 (Bare Act), Government Publication
2. Durga Das Basu, "Introduction to the Constitution of India ", Prentice Hall of India, New Delhi.
3. MP Jain "Indian Constitutional law" , LexisNexis, India
4. M. Laxmikanth " Indian Polity for UPSC" McGraw Hill

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	-	3
CO2	2	3	1	3	3
CO3	2	3	3	3	3
CO4	2	-	-	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (20)	✓	✓				
End Semester Examination (30)	✓	✓				

SEMESTER: II
CC-200 A) NSS

Course Title: NSS
Course Code: CC-200
Lectures: Tutorials: Practical: 0:0:2
Lecture Hours: 30 Hours

Course Type: CC
Total Credits: 02
CIE Marks: 50

Course Objectives:
To groom youth as social centric by applying her/his knowledge towards improvement of the community.
To develop among themselves a sense of social and civic responsibility and act as agents of social change towards India as a developed Country.

Course Outcomes:

Understand social responsibility.
Awareness about social issues.

Course Content:

Name of the Activities	Hours
Introduction of NSS NSS Slogans, Songs & Patriotic Songs Objectives and Advantages of NSS Responsibilities of NSS Volunteer Important Day celebration (Any five) Shramdaan (Campus cleanliness, Tree plantation & Watering) Environmental Awareness (Anti-Littering and Anti Plastic Bag Campaign, Waste minimization and management). Rain water harvesting awareness campaign Solar energy awareness campaign Save energy/water awareness campaign Survey based studies (Any one)	
Total Hours	**30**

Reference Books:

4. National Service Scheme Manual 2006, Govt. of India, Ministry of Youth Affairs.
5. Annual Report of NSS, Published by Dept. of Higher Education.
6. https://nss.gov.in

Note:

- Awareness programs can be conducted through rally, street plays, posters, slogans, etc.
- Survey based studies should be carried out on social issues.

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SEMESTER: II
CC-200 B) Sports

Course Title: Sports
Course Code: CC-200
Lectures: Tutorials: Practical: 0:0:2
Lecture Hours: 30 Hours

Course Type: CC
Total Credits: 02
CIE Marks: 50

Course Objectives:
To enable the students:
To create interest in sports among students.
To develop the sports knowledge among students.
To explain the importance of sports to the students.
To develop physical and mental health through sports.

Course Outcomes:

Increase in the physical and mental fitness of students through sports.
The student may develop better grasping power.
Development of student's personality through sports.
The students be encouraged for better competition in sports.

Course Content:

Name of the Topic	Hours
Unit 1: Introduction of Physical Fitness Introduction Meaning and definition of physical fitness. Need and importance of physical fitness. Components of physical fitness. Warm up and cooling down.	
Unit 2: Physical Fitness Component Introduction Flexibility Muscular Strength Muscular Endurance Cardiorespiratory Endurance	
Unit 3: Olympic Movement Introduction Ancient Olympic Modern Olympic Types of Olympic – Summer, Winter, Para and Youth Olympic Olympic medal winners of India	
Total Hours	**30**

Reference Books:

1. Bucher, C. A., Foundation of Physical Education, St. Louis: The C. V. Mosby Co. W. S. Watson, Physical Fitness and Athletic Performance

Evaluation and Assessment for (College Assessment 50 Marks) for CC – II (C):

<table>
<tr><th>Sr. No.</th><th>Description</th><th colspan="2">Mark</th></tr>
<tr><td>1.</td><td>Attendance sports practices</td><td>10</td><td rowspan="5">Any three from Sr. No. 1 to 5 for 30 Marts.</td></tr>
<tr><td>2.</td><td>Sportsmanship and Behaviour</td><td>10</td></tr>
<tr><td>3.</td><td>Participation in any one Intercollegiate tournament/College Annual Gathering sports</td><td>10</td></tr>
<tr><td>4.</td><td>Participation in any one Zonal/Open state level tournament</td><td>10</td></tr>
<tr><td>5.</td><td>Participation in any one University/All India inter university/Open National level tournament</td><td>10</td></tr>
<tr><td>6.</td><td>Assignments</td><td colspan="2">20</td></tr>
<tr><td></td><td>Total Mark</td><td colspan="2">50</td></tr>
</table>

SEMESTER: II

CC-200 C) Cultural Activities

Course Title: Cultural Activities
Course Code: CC-200
Lectures: Tutorials: Practical: 0:0:2
Lecture Hours: 30 Hours

Course Type: CC
Total Credits: 02
CIE Marks: 50

Course Objectives:
कविता कथा निबंध या वाङमय प्रकाराचे प्रकार स्वरूप प्रयोजन समजून घेणे
संकलनाचे स्वरूप समजून घेणे
सांस्कृतिक उपक्रमाचे स्वरूपाच्या प्रकाराचा परिचय करून घेणे
रॅलीचे स्वरूप प्रयोजन समजून घेणे
विविध सांस्कृतिक राष्ट्रीय दिनांचे महत्त्व लक्षात घेणे

Course Outcomes:
विद्यार्थ्यांना कविता तथा निबंध या वाङमय प्रकाराचे प्रकार स्वरूप प्रयोजन समजून येईल
विद्यार्थ्यांना संकलनाचे स्वरूप समजून घेतील
विद्यार्थ्यांना सांस्कृतिक उपक्रमांच्या स्वरूपाचा प्रकाराचा परिचय येईल
विद्यार्थ्यांनी रॅलीचे स्वरूप प्रयोजन समजून येईल
विविध सांस्कृतिक राष्ट्रीय दिनांचे महत्त्व विद्यार्थ्यांना लक्षात येईल Course Content (अभ्यासक्रम आराखडा)

Course Content:

Name of the Topic	Hours
कविता मांडमय प्रकारचे स्वरूप काव्याचे प्रकार	
संकलन स्वरूप पद्धती	
सांस्कृतिक उपक्रम स्वरूप प्रकार	
रॅली फेरी स्वरूप प्रयोजन प्रकार	
निबंध लेखन स्वरूप प्रकार	
Total Hours	**30**

Evaluation and Assessment for Cultural-2, CC -II
सांस्कृतिक उपक्रमातील सहभागा बाबत करावयाची गुणदान पद्धती

अ.क्र	सांस्कृतिक उपक्रमाचे शीर्षक / तपशील	गुण	प्राप्त करावयाचे क्रेडिट
१	महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात (गॅदरिंग) काव्यवाचन गायन स्पर्धेत सहभाग	10	प्रत्येकी एका सूत्रातून दोन क्रेडिट 50 गुण सोबत दिलेल्या

२	महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात (गॅदरिंग) वकृत्व स्पर्धेत सहभाग	10	कोणत्याही सांस्कृतिक उपक्रमातून हे गुण मिळवता येतील
३	महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात (गॅदरिंग) पाक कला स्पर्धेत सहभाग	10	
४	महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात (गॅदरिंग) मेहंदी स्पर्धेत सहभाग	10	
५	महाविद्यालयातर्फे प्रकाशित होणाऱ्या नियतकालिकाचे मुखपृष्ठ तयार करणे	10	
६	महाविद्यालयाच्या कार्यक्रम प्रसंगी करावा याचे फलक रेखाटन	10	
७	विद्यार्थी कल्याण विभागाच्या युवा रंग मध्ये सहभाग	10	
८	विद्यार्थी कल्याण विभागाच्या युवा रंग मध्ये पारितोषिक	10	
९	महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात (गॅदरिंग) निबंध स्पर्धेत सहभाग	10	
१०	महाविद्याल आयोजित कोणतेही दोन रॅली - (फेरी) मध्ये सहभाग	10	
	Total Marks	**50**	

Semester III

SEMESTER: III

BBA-DSC-231 Business Economics

Course Title: Business Economics	Course Type: Mandatory DSC
Course Code: BBA-DSC-231	Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

Course Description:

Business Economics is a vital area of study that blends economic theory with business practice to facilitate effective decision-making. This course introduces students to the fundamental concepts of economics such as demand, supply, production, cost, and revenue analysis, while focusing on their application in a business context. It explores how different market structures influence pricing and output decisions. Emphasis is placed on real-world applications like forecasting, business planning, and managerial decision-making. The course equips students with analytical tools and economic reasoning skills needed to interpret business problems and make informed managerial decisions in competitive and dynamic environments.

Course Objectives:

1. To introduce the basic principles and tools of business economics relevant to decision-making.
2. To analyse the behaviour of consumers and producers through demand, supply, and production analysis.
3. To examine cost and revenue structures and their impact on business profitability.
4. To understand and evaluate pricing strategies under different market structures.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the nature, scope, and significance of business economics in managerial decision-making.
CO2	**Analyze** the factors influencing demand and the application of forecasting techniques.
CO3	**Evaluate** the determinants and elasticity of supply for business decision-making.
CO4	**Apply** the laws of production to determine optimal resource utilization.

CO5	**Interpret** various cost and revenue concepts relevant to pricing and profitability.
CO6	**Compare** different market structures to understand firm behavior and competition.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Fundamentals of Business Economics** 1.1 Nature and Scope of Business Economics 1.2 Micro and Macro Economics – Concepts and Applications 1.3 Basic Economic Problem and Market Mechanism 1.4 Objectives of the business firm 1.5 Role of Business Economics in managerial decision making	08	CO1
2	**Unit-II Demand Analysis and Forecasting** 2.1 Concept and Types of Demand 2.2 Determinants of Demand 2.3 Law of Demand 2.4 Elasticity of Demand – Meaning and types 2.5 Demand Forecasting – Meaning, Need, and Techniques (Qualitative and Quantitative)	08	CO2
3	**Unit-3 Supply Analysis** 3.1 Concept of Supply 3.2 Determinants of Supply 3.3 Law of Supply 3.4 Elasticity of Supply – Meaning and types 3.5 Role of Supply in Business Planning and Decision-making	08	C03
4	**Unit-IV Production Analysis** 4.1 Production Function: Short run and long run 4.2 Law of Variable Proportions 4.3 Law of Returns to Scale 4.4 Producer's Equilibrium 4.5 Economies and Diseconomies of Scale	08	CO4
5	**Unit-V Cost and Revenue Analysis** 5.1 Types of Cost – Fixed, Variable, Total, Average, Marginal 5.2 Short Run and Long Run Cost Curves 5.3 Concepts of Revenue: Total, Average, Marginal 5.4 Relationship between Cost and Revenue 5.5 Implications of Cost and Revenue for Business Decision-making	08	CO5
6	**Unit-VI Market Structures** 6.1 Perfect Competition: Concept and Features 6.2 Monopolistic Competition: Concept and Features 6.3 Oligopoly: Concept and Features 6.4 Duopoly: Concept and Features 6.5 Monopoly : Concept and Features	08	CO6

REFERENCE BOOKS:

1. Managerial Economics – Jaswinder Singh- Dreamtech Press
2. Managerial Economics- Atmanand- Excel Books
3. Managerial Economics - Damodaran – Oxford
4. Managerial Economics- Salvatore, Rastogi – Oxford
5. Managerial Economics - D. M. Mithani- Himalaya Publishing House

6. Managerial Economics - Chaturvedi, S. L. Gupta- International Books House Pvt. Ltd.
7. Managerial Economics 10e - Thomas & Morris –McGraw Hill
8. Business Economics – Gillespe - Oxfordz
9. Managerial Economics - Dr. H.L. Ahuja- S. Chand
10. Managerial Economics – DN Dwivedi- Vikas Publishing

Mapping of Course Outcomes to Program Outcomes:

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	3				
CO2	3	3			2
CO3	3	3			2
CO4	3	3			2
CO5	3	3			
CO6	3	2		1	

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)	✓	✓	✓	✓		
End Semester Examination(60)	✓	✓	✓	✓		

SEMESTER: III

BBA-DSC-232 Marketing Management

Course Title: Marketing Management | Course Type: Mandatory DSC
Course Code: BBA-DSC-232 | Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0 | CIE Marks: 40
Lecture Hours: 48 Hours | ESE Marks: 60

Course Description:

This course introduces students to the fundamentals of marketing, including basic marketing concepts, strategies, and practices. It aims to develop a foundational understanding of the marketing environment, consumer behavior, product decisions, pricing, distribution, and promotion strategies. The course is designed for BBA students to grasp marketing principles that are relevant both locally and globally.

Course Objectives:

1. To **understand** basic concepts and principles of marketing.
2. To **identify** the elements of the marketing mix and their application.
3. To **develop** an understanding of consumer behavior and market segmentation.
4. To **explain** product, pricing, promotion, and distribution strategies.
5. To **apply** marketing concepts in business decision-making.
6. To **explore** recent trends and digital applications in marketing.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Define** and **describe** basic marketing concepts and the marketing environment
CO2	**Explain** consumer behavior and identify bases of market segmentation and targeting.
CO3	**Understand** and **apply** the 4Ps of marketing in business scenarios.
CO4	**Describe** the product life cycle and new product development stages.
CO5	**Explain** the role of pricing and distribution in marketing strategy.
CO6	**Identify** the importance of promotion and recent digital marketing trends.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Introduction to Marketing:** 1.1 Definition, Nature and Scope. 1.2 Importance and Functions of Marketing. 1.3 Core concepts: Needs, Wants, Demands, Exchange; Marketing vs Selling. 1.4 Marketing Environment.	8	CO1
2	**Unit – II Understanding the Consumer:** 2.1 Introduction to Consumer Behavior. 2.2 Factors affecting consumer behavior. 2.3 Market Segmentation: Meaning, Bases and Importance. 2.4 Targeting and Positioning.	8	CO2
3	**Unit – III Product Decisions:** 3.1Product – Meaning and Types. 3.2 Product Life Cycle (PLC). 3.3 New Product Development. 3.4 Branding, Packaging and Labelling	8	CO3, CO4
4	**Unit – IV Pricing Decisions:** 4.1Meaning and Importance of Pricing. 4.2 Factors influencing pricing decisions. 4.3 Methods of Pricing	8	CO3, CO5
5	**Unit – V Distribution Decisions:** 5.1 Meaning and Importance of Channels. 5.2 Types of Marketing Channels. 5.3 Functions of Intermediaries. 5.4 Physical Distribution and Logistics	8	CO3, CO5
6	**Unit – VI Promotion and Modern Marketing Trends** 6.1 Elements of Promotion Mix – Advertising, Sales Promotion, Public Relations, Personal Selling. 6.2 Digital Marketing – Basics, Social Media and Mobile Marketing.	8	CO3, CO6

REFERENCE BOOKS:

1. Marketing Management – Philip Kotler, Kevin Keller, adapted by Abraham Koshy and Mithileshwar Jha (Pearson India)
2. Marketing Management – Ramaswamy and Namakumari (McGraw Hill Education)
3. Fundamentals of Marketing – William J. Stanton (Adapted Indian Edition by Trivedi)
4. Marketing Management – S.A. Sherlekar (Himalaya Publishing House)
5. Principles of Marketing – Rajan Saxena (Tata McGraw Hill)
6. Marketing Management – C.B. Gupta (Sultan Chand & Sons)

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	-	-
CO2	3	2	2	1	1
CO3	3	3	2	2	1
CO4	3	1	2	-	1
CO5	3	2	2	-	-
CO6	3	2	2	1	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

SEMESTER: III

BBA-MIN-233 International Business Management
(Global Business Environment.)

Course Title: International Business Management (Global Business Environment.)

	Course Type: Mandatory Minor
Course Code: BBA-MIN-233	Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

Course Description:
This course introduces students to the fundamentals of international business and the global business environment. It provides a basic understanding of global trade practices, international organizations, business operations across borders, and cultural diversity. Designed in a simple and easy manner, it helps second-year undergraduate students understand the basic concepts of global business in a fast-changing world.

Course Objectives:
1. To explain the concept and importance of international business.
2. To understand the factors influencing the global business environment.
3. To familiarize students with international trade theories and practices.
4. To study the role of international institutions in global business.
5. To create awareness about cultural diversity and ethical issues in international business.
6. To introduce current trends and challenges in international business.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Define** and **explain** the basic concepts of international business.
CO2	Identify and describe the global business environment and its factors.
CO3	**Understand** and **apply** basic theories and practices of international trade.
CO4	**Explain** the role of international organizations like WTO, IMF, and World Bank.
CO5	Appreciate the importance of culture and ethics in international business.
CO6	**Discuss** the current trends and challenges in global business.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to International Business**: 1.1 Meaning, Nature, Importance 1.2 Difference between Domestic and International Business 1.3 Globalization – Meaning and Drivers	8	CO1
2	**Unit-II Global Business Environment:** 2.1 Economic, Political, Legal, Technological, and Socio-Cultural Environment. 2.2 Impact on Business Decisions.	6	CO2
3	**Unit-III International Trade Theories and Practices:** 3.1Absolute Advantage, Comparative Advantage. 3.2 Heckscher-Ohlin Theory. 3.3 Trade Barriers – Tariffs and Non-Tariff Barriers. 3.4 Free Trade and Protectionism.	8	CO3
4	**Unit-IV International Institutions**: 4.1 Role and Functions of WTO, IMF, World Bank, UNCTAD. 4.2 Regional Groupings: EU, ASEAN, SAARC	8	CO4
5	**Unit-V Cultural Diversity and Ethics in International Business:** 5.1 Understanding Culture. 5.2 Cross-Cultural Communication. 5.3 Business Ethics and Corporate Social Responsibility (CSR) in International Business	8	CO5
6	**Unit-VI Current Trends and Challenges in International Business:** 6.1 E-commerce in International Business. 6.2 Outsourcing and Offshoring. 6.3 International Business Risks. 6.4 Sustainable Global Business Practices	10	CO6

REFERENCE BOOKS:

1. International Business – Francis Cherunilam, Himalaya Publishing House
2. International Business Environment – Sundaram & Black, Prentice Hall of India
3. International Business – P. Subba Rao, Himalaya Publishing House
4. International Business: Text and Cases – P. K. Gupta, McGraw Hill Education
5. Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution – Aditya Prakash Tripathi, Himalaya Publishing House

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	-	-
CO2	3	3	1	2	1
CO3	3	2	2	1	1
CO4	3	2	1	1	1
CO5	3	2	3	2	2
CO6	3	3	2	1	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

SEMESTER: III

BBA-OE-234 Management Information System

Course Title: Management Information System	Course Type: Mandatory OE
Course Code: BBA-OE-234	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course provides an essential overview of Management Information Systems (MIS) and their role in modern organizations. The course highlights the use of MIS across key business functions including marketing, finance, human resources, and operations. It also covers major enterprise systems like ERP, CRM, and SCM, showing how integrated solutions support business processes and decision-making. Students will learn about the System Development Life Cycle (SDLC) and development approaches like Waterfall and Agile. Students will explore the evolving landscape of MIS with emerging trends like AI, Cloud Computing, and IoT. Finally, the course addresses critical ethical, legal, and security aspects, including cybersecurity basics, ethical concerns, and the social impacts of information n systems. Overall, this course equips students with both technical understanding and managerial skills to leverage MIS effectively in diverse business environments.

Course Objectives:
1. To provide a foundational understanding of Management Information Systems (MIS), including their components, types, and significance in organizations.
2. To explain the application of MIS across key business functions and introduce integrated systems like ERP, CRM, and SCM.
3. To familiarize students with system development processes, including SDLC methodologies, project implementation, and change management.
4. To develop awareness of ethical, legal, and security issues in MIS, along with an understanding of emerging technological trends.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the fundamental concepts, components, and types of Management Information Systems and their role in managerial decision-making
CO2	**Analyze** how MIS supports various functional areas in business operations and enhances organizational efficiency through systems like ERP, CRM, and SCM.

CO3	**Apply** system development principles and methodologies to plan and propose basic information system solutions for business scenarios.
CO4	**Evaluate** ethical, legal, and security issues in MIS and *propose* appropriate safeguards and responsible practices for information management.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit–I Introduction to Management Information Systems** 1.1 Definition and Importance of MIS 1.2 Components of MIS: People, Technology, Process, Data 1.3 Types of Information Systems: 1.3.1 Transaction Processing Systems (TPS) 1.3.2 Management Information Systems (MIS) 1.3.3 Decision Support Systems (DSS) 1.3.4 Executive Information Systems (EIS) 1.4 Role of MIS in Organizations 1.5 Evolution of MIS and Emerging Trends (AI, Cloud, IoT)	6	CO1
2	**Unit–II MIS and Business Functions** 2.1 MIS in Key Functional Areas: 2.1.1 Marketing 2.1.2 Finance 2.1.3 Human Resource 2.1.4 Operations and Supply Chain 2.2 Enterprise Resource Planning (ERP) Systems 2.3 Customer Relationship Management (CRM) 2.4 Supply Chain Management Systems (SCM)	6	CO2, CO4
3	**Unit–III System Development and Implementation** 3.1 System Development Life Cycle (SDLC) 3.2 Approaches to System Development: Waterfall, Agile 3.3 Feasibility Study, Requirement Analysis 3.4 MIS Project Planning and Implementation 3.5 Change Management and User Training	6	CO3
4	**Unit–IV Ethical, Legal, and Security Issues in MIS** 4.1 Information Security: Threats and Solutions 4.2 Cybersecurity Basics for Managers 4.3 Ethical Issues in Information Systems 4.4 Social Impact of Information Systems	6	CO4

REFERENCE BOOKS:

Reference Books:

1. Management Information Systems: Managing the Digital Firm by Kenneth C. Laudon, Jane P. Laudon , Pearson Publications
2. Management Information Systems by James A. O'Brien, George M. Marakas McGraw-Hill Education publications
3. Information Systems for Managers: Texts and Cases by Girdhar Joshi Wiley India publication
4. Enterprise Resource Planning: Concepts and Practice by Vinod Kumar Garg, N.K. Venkitakrishnan, PHI Learning publicationsns
5. Information Security and Cyber Laws by M. D. Tiwari, R. K. Shukla, Alpha Science International publications
6. Fundamentals of Cyber Security by Bhushan Trivedi, Wiley India

Publications
7. Ethics and Information Technology by Dr. Pavan Duggal, Universal Law Publishing

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	2	1	1
CO2	3	1	2	3	2
CO3	3	3	3	3	3
CO4	3	1	2	1	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓		
End Semester Examination (30)	✓	✓	✓	✓		

SEMESTER: III

BBA- VSC-235 Research Methodology

Course Title: Research Methodology	Course Type: Mandatory VSC
Course Code: BBA-VSC -235	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

In today's business environment, the ability to make informed, data-driven decisions is essential. This course in Research Methodology introduces students to the fundamental principles and practices of business research. It equips learners with the skills to identify research problems, formulate relevant questions, and apply appropriate methods to collect, analyse, and interpret data. The course covers both theoretical concepts and practical applications, including types of research, sampling techniques, data collection tools such as surveys and interviews, and the use of measurement scales. Students will also learn how to prepare structured research reports, particularly in the context of business projects and summer internships. By the end of this course, students will be able to conduct basic research and apply research findings to real-world business challenges—skills that are valuable whether they choose to pursue employment or entrepreneurship.

Course Objectives:

1. To aware the students about research and its methodology.
2. To enhance the research skills in the students.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
--	✓	✓	--	-	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the fundamental concepts of research.
CO2	**Identify and define** appropriate research problems and **Prepare** research plans.
CO3	**Differentiate** between primary and secondary data sources and **apply** appropriate methods of data collection.
CO4	**Exercise** sampling techniques and measurement scales.
CO5	**Interpret** research findings and **Prepare** research reports.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit–I Introduction to research Methodology** 1.1 Meaning of Research 1.2 Objectives of Research 1.3 Types of Research 1.4 Inductive and Deductive Research 1.5 The Research Process 1.6 Criteria of Good Research	5	CO1
2	**Unit–II Research Problem & Research Design** 2.1 Research Problem: Meaning and Criteria for Selection Double Entry System of Accounting 2.2 Research Design: Meaning and Types of Research Design	5	CO1, CO2
3	**Unit–III Primary and Secondary Data** 3.1 Data: Meaning and Classification 3.2 Primary Data Collection Methods: Observation, Interview, Questionnaire 3.3 Questionnaire and Schedule: Content and Wording of Questions, Steps in Questionnaire Design 3.4 Secondary Data: Uses, Advantages, Disadvantages, Types and Sources 3.5 Measurement in Research 3.6 Measurement Scales: Characteristics of Scales, Types: Nominal, Ordinal, Interval, Ratio 3.7 Concept of Sampling 3.8 Fundamental Elements of Sampling 3.9 Sampling Methods: Probability and Non-Probability Methods, Characteristics of a Good Sample Design	10	CO1, CO3, CO4
4	**Unit–IV Interpretation & Report Writing** 4.1 Meaning of Interpretation 4.2 Precautions in Interpretation 4.3 Steps in Report Writing 4.4 Layout of a Research Report 4.5 Summer Project Reports	4	CO1, CO5

REFERENCE BOOKS:

1. Research Methodology – Ranjit Kumar- Pearson
2. Research Methodology (Methods & Techniques) – C.R. Kothari – New Age International
3. Business Research Methods- Donald Cooper- McGraw Hill

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1		1
CO2	2	3	1	1	2
CO3	2	3	1	1	1
CO4	2	3	1	1	1
CO5	3	2	3	1	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyse	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓		✓
End Semester Examination (30)	✓	✓	✓	✓		✓

KCES's Institute of Management and Research (Autonomous), Jalgaon
FACULTY OF COMMERCE AND MANAGEMENT,
School of Management Studies
B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME
w.e.f. 2025-26

SEMESTER: III
BBA-AEC-236 Tally Prime

Course Title: Tally Prime	Course Type: Mandatory DSC
Course Code: BBA-AEC-216	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

Tally Prime is a business management software designed for small and medium-sized businesses to manage various aspects of their operations, including accounting, inventory, banking, taxation, and payroll. It's essentially an updated version of Tally ERP 9.

Course Objectives:

4. To provide a practical foundation in accounting and financial management
5. To use software effectively for transaction recording, and generate financial reports.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	-	--		✓

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Memorize** key Tally Prime Concepts.
CO2	**Create** Ledger & Compile Stock in Tally Prime Software.
CO3	Pass Voucher Entries in Tally Prime Software.
CO4	**Analyze** Balance Sheet & Profit & Loss account of Company.

SN	*Contents of Module*	*Hrs*	*Cos*
1	**Unit – I Maintaining Charts in Tally Prime** 1.1 Introduction of Tally Prime. 1.2 Charts of Accounts 1.3 Creation of Masters in Tally Prime. 1.4 Accounting Masters 1.5 Inventory Masters	4	CO1
2	**Unit – II Create ABC Ltd company with following details** 2.1 Enter the hypothetical details e.g. Address, State, PAN No. etc.	4	CO2

<table>
<tr><th>SN</th><th>Contents of Module</th><th>Hrs</th><th>Cos</th></tr>
<tr><td></td><td>2.2 Select Accounts with Inventory option, Use 1-4-20XX (Current Financial Year) as the date of Commencement of business.
2.3 Alter company Details.
2.4 Delete Company.</td><td></td><td></td></tr>
<tr><td>3</td><td>Unit – III Create Ledger & Groups
<table>
<tr><th>Ledger Name</th><th>Under</th><th>Opening Balance</th></tr>
<tr><td>Capital A/c</td><td>Capital Account</td><td>5,00,000</td></tr>
<tr><td>Furniture A/c</td><td>Fixed Assets</td><td>25,000</td></tr>
<tr><td>Sai & Co. A/c</td><td>Sundry Debtors</td><td>15,000</td></tr>
<tr><td>X's A/c</td><td>Sundry Creditors</td><td>10,000</td></tr>
<tr><td>Local Sales A/c</td><td>Sales A/c</td><td>5,000</td></tr>
<tr><td>SBI Loan A/c</td><td>Loans & Advances</td><td>50,000</td></tr>
<tr><td>Bank Interest</td><td>Indirect Incomes</td><td>-</td></tr>
</table>
Maintain Stock of following items:
<table>
<tr><th>Item</th><th>Units</th><th>Quantity</th></tr>
<tr><td>Mouse</td><td>Number</td><td>100</td></tr>
<tr><td>Keyboard</td><td>Number</td><td>100</td></tr>
<tr><td>Laptop</td><td>Number</td><td>100</td></tr>
<tr><td>CPU</td><td>Number</td><td>100</td></tr>
<tr><td>Monitor</td><td>Number</td><td>100</td></tr>
</table>
</td><td>8</td><td>CO3</td></tr>
<tr><td>4.</td><td>Unit – IV Record Following Transactions in Tally Prime
1. Shyam commenced a Automobile business with a capital of RS. 5, 00,000.
2. An account was opened with State Bank of India and deposited Rs. 50,000.
3. Purchased Furniture by paying cash Rs.10, 000.
4. Goods purchased on credit from Mohaideen for Rs. 20,000.
5. Cash sales made for Rs. 8,000.
6. Goods purchased from Ram for Rs. 5,000.
7. Goods sold to Rony on credit for Rs. 60,000.
8. Money withdrawn from bank for office use Rs. 9,000.</td><td>8</td><td>CO4</td></tr>
</table>

REFERENCE BOOKS:

1. Master Tally Prime A Complete Guide, Ravi Thelgu, Vedanta Soft Solutions.

2. Mastering Tally Prime: Training, Certification & Job, Ashok K. Nadhani, BPB Solutions.

3. Official Guide to Financial Accounting Using Tally Prime, Tally Education Private Limited.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	3	3	1	1	1
CO3	3	3	2	1	1
CO4	3	3	2	1	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓		✓
End Semester Examination (30)	✓	✓	✓	✓		✓

SEMESTER: III

BBA-FP-237 Field Survey

Course Title: Field Survey	Course Type: Mandatory FP
Course Code: BBA-FP-217	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:2	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Objectives:

1. Sensitize students to real-world challenges in society, environment, and sustainable development.
2. Encourage community engagement and responsible citizenship.
3. Enable practical application of management principles in solving social and environmental issues.
4. Develop research, teamwork, communication, and leadership skills

Indicative Themes/Areas:

Projects should align with one or more of the following broad themes:

- Waste management and recycling initiatives
- Renewable energy or energy conservation awareness
- Environmental conservation (water bodies, tree plantation, biodiversity, etc.)
- Sustainable agriculture practices
- Health and sanitation awareness drives
- Digital literacy or financial literacy in underserved communities
- Women empowerment or gender equality projects
- CSR projects with NGOs or corporates
- Inclusive education initiatives
- Climate change awareness or mitigation strategies

Project Guidelines:

- Students have to work in group of 2.
- Project must involve field-based research or community interaction.
- Students may collaborate with NGOs, local bodies, environmental agencies, social startups, or corporate CSR wings.
- Faculty mentors will guide the students throughout the duration of the project.

Duration & Engagement:

- Duration: Alongside regular coursework.

Project Components:

1. **Mid-term Review (After 3 weeks' report to your Guide)**

    - Summary of progress
    - Field experience
    - Initial findings
    - Photographs, or any other evidence of fieldwork

2. **Final Report (15-20 pages)**

    - Executive Summary
    - Introduction and background of the issue
    - Methodology adopted
    - Findings
    - Student reflections and key learnings
    - Recommendations (if applicable)
    - References and Annexures (photos, permissions)

3. **Presentation/Viva Voce**

    - A 10–12-minute presentation followed by Q&A
    - May include visuals, field photos, etc.

Assessment Scheme:

Component	**Weightage**
Topic & Feasibility	20%
Field Work & Engagement	20%
Final Report Quality	20%
Presentation & Viva	20%
Innovation & Impact	20%

Learning Outcomes:

Upon completion, students will be able to:

- Understand the dynamics of social/environmental/sustainability challenges.
- Apply interdisciplinary thinking and management tools to create solutions.
- Demonstrate empathy, leadership, and teamwork in real-world settings.
- Reflect critically on their role in sustainable development.

SEMESTER: III

CC-300 A) NSS

Course Code: CC-300	**Course Category: Co-Curricular Course (CC)**
Course Title: A) NSS	**Type: Theory & Practical**
Total Contact Hours: 30 (2/week)	**Course Credits: 02**
College Assessment(CA)Marks:50Marks	**University Assessment (UA): NA**

Course Objectives:
● To groom youth as social centric by applying her/his knowledge towards improvement of the community.
● To develop among themselves a sense of social and civic responsibility and act as agents of social change towards India as a developed Country.

Course Outcomes:
● Understand social responsibility.
● Awareness about social issues.

Course Content

Name of the Activities	Hours
• Shramdaan (Campus cleanliness, Plantation) • Important Day celebration (Any five) • Literacy Awareness Programs/Digital Literacy programmes • Health and Nutrition programme • Beti Bachav-Beti Padhav awareness campaign (Street Play, Raley, etc.) • Participation in Blood donation awareness • Traffic rule awareness • Water conservation • Survey based studies (Any one)	
Total Hours	**30**

Reference Books:

- National Service Scheme Manual 2006, Govt. of India, Ministry of Youth Affairs.
- Annual Report of NSS, Published by Dept. of Higher Education.
- https://nss.gov.in

Note:

1. Awareness programs can be conducted through rally, street plays, posters, slogans, etc.
2. Survey based studies should be carried out on social issues.

Evaluation and Assessment (College Assessment 50 Marks) for CC-III (A)

Sr. No.	Activity	Marks
1.	Attendance to Important day celebration (any five), (Independence Day is compulsory)	10
2.	Attendance	10 (Above 90 %) 08 (Between 80 to 90 %) 06 (Between 75 to 80 %)
3.	Shramdaan	10
4.	Awareness Campaign (Any Three)	10
5.	Survey based studies	10
	Total	**50**

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School of Management Studies

B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME

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SEMESTER: III

CC-300 B) Sports

Course Code: CC-300	**Course Category: Co-Curricular Course (CC)**
Course Title: B) Sports	**Type: Theory & Practical**
Total Contact Hours: 30 (2/week)	**Course Credits: 02**
College Assessment(CA)Marks:50Marks	**University Assessment (UA): NA**

Course Objectives:

To enable the students:

- To create interest in sports among students.
- To develop the sports knowledge among students.
- To explain the importance of sports to the students.
- To develop physical and mental health through sports.

Course Outcomes:

- Increase in the physical and mental fitness of students through sports.
- The student may develop better grasping power.
- Development of student's personality through sports.
- The students be encouraged for better competition in sports.

Course Content:

Name of the Topic	Hours
Unit 1: Olympic Movement • Introduction • Ancient Olympic • Modern Olympic • Types of Olympic – Summer, Winter, Para and Youth Olympic • Olympic medal winners of India	
Unit 2: Minor Game • Introduction • Throwing event • Jumping event • Running event	
Total Hours	**30**

Reference Books:

1. Bucher, C. A., Foundation of Physical Education, St. Louis: The C. V. Mosby Co.
2. डॉ. विठ्ठलसिंग परिहार, झुझारसिंग शिलेदार, खेळ संचालन आणि क्रीडा मार्गदर्शन, अभय प्रकाशन, नांदेड, भारत
3. सुरेशचंद्र नाडकरणी, क्रीडा ज्ञानकोष, मेहता पब्लिकेशन, भारत
4. प्रा. के. एन. गंदगे, शारीरिक शिक्षणाचा पाया, समर्थ पब्लिकेशन, नांदेड, भारत
5. प्रा. डॉ. गोविंद एस. मारतळे, मैदानी खेळाचे प्रशिक्षण, अथर्व पब्लिकेशन, जळगाव

Evaluation and Assessment for (College Assessment 50 Marks) forCC-220(C):

<table>
<tr><th>Sr. No.</th><th>Description</th><th colspan="2">Mark</th></tr>
<tr><td>1.</td><td>Attendance sports practices</td><td>10</td><td rowspan="5">Any three from Sr. No. 1 to 5 for 30 Marts.</td></tr>
<tr><td>2.</td><td>Sportsmanship and Behaviour</td><td>10</td></tr>
<tr><td>3.</td><td>Participation in any one Intercollegiate tournament/College Annual Gathering sports</td><td>10</td></tr>
<tr><td>4.</td><td>Participation in any one Zonal/Open state level tournament</td><td>10</td></tr>
<tr><td>5.</td><td>Participation in any one University/All India inter university/Open National level tournament</td><td>10</td></tr>
<tr><td>6.</td><td>Assignments</td><td colspan="2">20</td></tr>
<tr><td></td><td>Total Mark</td><td colspan="2">50</td></tr>
</table>

SEMESTER: III

CC-300 C) Cultural Activities

Course Code: CC-300	**Course Category: Co-Curricular Course (CC)**
Course Title: C) Cultural Activities	**Type: Theory & Practical**
Total Contact Hours: 30 (2/week)	**Course Credits: 02**
College Assessment(CA)Marks:50Marks	**University Assessment (UA): NA**

Course Objectives (उद्दिष्टे)

- नृत्य, नकला, पाककला, मेहंदी, रेखाटन, कथाकथन, काव्यसादरीकरण , वक्तृत्व, चित्रकला, फलन, रेखाटन, सूत्रसंचालन, वादन, एकपात्री, नाट्यभिनय, वादविवाद, अधिवाचन इत्यादी कलेचे स्वरूप, प्रकार, प्रयोजन समजून घेणे
- फॅशन शो, विविध लोककला, सांस्कृतिक स्पर्धा, सजावट, साहित्य संमेलन, इत्यादीचे स्वरूप प्रकार प्रयोजन समजून घेणे

Course Outcomes (फलश्रुती)

- नृत्य, नकला, पाककला, मेहंदी, रेखाटन, कथाकथन, काव्यसादरीकरण , वक्तृत्व, चित्रकला, फलन, रेखाटन, सूत्रसंचालन, वादन, एकपात्री, नाट्यभिनय, वादविवाद, अधिवाचन इत्यादी कलेचे स्वरूप, प्रकार, प्रयोजन विद्यार्थ्यांना समजून येईल
- फॅशन शो, विविध लोककला, सांस्कृतिक स्पर्धा, सजावट, साहित्य संमेलन, इत्यादीचे स्वरूप प्रकार प्रयोजन विद्यार्थ्यांच्या लक्षात येईल

Course Content:

Name of the Topic	Hours
1) वादविवाद – स्वरूप, कौशल्य	
2) कथाकथन – स्वरूप, कौशल्य	
3) अभिवाचन – स्वरूप, प्रयोजन	
4) सांस्कृतिक - स्पर्धेचे प्रकार	
5) सजावट - एक कला	
6) साहित्य संमेलन – स्वरूप, प्रयोजन	
Total Hours	**30**

Evaluation and Assessment for Cultural-1, CC - III

सांस्कृतिक उपक्रमातील सहभागा बाबत करावयाची गुणदान पद्धती

अ.क्र	सांस्कृतिक उपक्रमाचे शीर्षक / तपशील	गुण	प्राप्त करावयाचे क्रेडिट
१	महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात (गॅदरिंग) वादविवाद स्पर्धेत सहभाग	10	प्रत्येकी एका सूत्रातून दोन क्रेडिट 50 गुण सोबत दिलेल्या कोणत्याही सांस्कृतिक उपक्रमातून हे गुण मिळवता येतील
२	महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात (गॅदरिंग) कथाकथन स्पर्धेत सहभाग	10	
३	महाविद्यालयातर्फे प्रकाशित होणाऱ्या ग्रंथांचे स्मरणिकेचे / सुव्हेनियरचे मुखपृष्ठ तयार करणे	10	
४	महाविद्यालयातर्फे प्रकाशित होणाऱ्या बॅनर डिझाईन / सजावट तयार करणे	10	
५	आंतर महाविद्यालयीन कुठल्याही सांस्कृतिक स्पर्धेत सहभाग	10	
६	आंतर महाविद्यालयीन कुठल्याही सांस्कृतिक स्पर्धेत पारितोषिक	10	
७	वाङ्मयीन स्पर्धात अभिवाचन	10	
८	साहित्य संमेलनात सहभाग	10	
	Total Marks	**50**	

Semester IV

SEMESTER: IV

BBA-DSC-241 Business Mathematics and Statistics

Course Title: Business Mathematics and Statistics
Course Type: Mandatory DSC
Course Code: BBA-241
Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0
CIE Marks: 40
Lecture Hours: 48 Hours
ESE Marks: 60

Course Description:

This course provides a comprehensive understanding of Mathematical Concepts and statistical methods and their applications helpful in business decisions. The course covers fundamental Mathematical and statistical concepts. Students will learn to apply these concepts to solve real-world business problems.

Course Objectives:

4. Understand the fundamental Mathematical and statistical concepts.
5. Understand the importance and use of various Mathematical and statistical measures.
6. Apply various concepts for business decision making.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	✓

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** all terms related to mathematical logic **(Understand).**
CO2	**Calculate** the values simple interest, compound interest, annuity, future and present value of annuity and sinking fund
CO3	**Examine** the values of permutation and combination
CO4	**Explain** the basic concepts of Statistics
CO5	**Calculate** the values of various measures of dispersions
CO6	**Prepare** the classes and tables for given information

SN	*Contents*	*Hrs*	*COs*
1	**Unit – I Mathematical Logic** 1.1 Meaning of Statement , Primitive and Compound Statements 1.2 Truth Values of a Statement 1.3 Law of Excluded Middle	8	CO1

SN	*Contents*	*Hrs*	*COs*
	1.4 Logical Operations: Negation, Conjunction & Disjunction Implication, Double Implication, Equivalence, Equivalence of Logical Statements 1.5 Truth Tables & Construction of Truth Tables 1.6 Tautology and Contradiction		
2	**Unit – II Commercial Arithmetic** 2.1 Interest – Meaning, Types of Interest (Simple Interest and Compound Interest) 2.2 Calculation of Interest 2.3 Annuity – Meaning, Types of Annuity (Annuity Due and Annuity Regular) 2.4 Calculation of Present and Future Value of Annuity 2.5 Sinking Fund	8	CO2
3	**Unit – III Permutation and Combination** 3.1 Meaning, Statement of basic properties and Calculation of Factorial of a Number 3.2 Fundamental Principles of Counting 3.3 Meaning of Permutation and Combination 3.4 Statement of formula for number of permutations of n different objects, when r objects are taken at a time. 3.5 Statement of formula for number of Combinations of n different objects, when r objects are taken at a time.	8	CO3
4	**Unit – IV Basics of Statistics** 4.1 Meaning, Importance and limitations of Statistics. 4.2 Data – Raw Data, Primary Data, Secondary Data. 4.3 Population, Census, Sample, Variable and Attribute. 4.4 Measures of Central Tendency – Meaning, Objectives and types. 4.5 Calculation of Mean, Median and Mode (For Raw Data) 4.6 Partition Values – Quartiles, Deciles and Percentiles.	8	CO4
5	**Unit – V Measures of Dispersion** 5.1 Meaning and significance of measures of dispersion 5.2 Range, Coefficient of Range, Merits and Demerits of Range 5.3 Quartile Deviation and Coefficient of Quartile Deviation 5.4 Mean Deviation – computation of mean deviation about mean, median and mode 5.5 Standard Deviation – Computation of Standard Deviation and variance.	8	CO5
6	**Unit – VI Classification and Tabulation** 6.1 Classification – Meaning, Principles, Functions and Bases 6.2 Frequency Distribution – discrete series and continuous series 6.3 Basic Concepts – Class limits, Class interval, Class frequency, Class mark or mid value of class, types of class intervals, open ended classes.	8	CO6

SN	Contents	Hrs	COs
	6.4 Tabulation – Meaning, importance and Parts of table (table no., title, head note, captions and stubs, body of the table, foot note, and source note). 6.5 Construction of Table – One – way and Two – way tables.		

REFERENCE BOOKS:

1. Business Mathematics - Sancheti & Kapoor- Sultan Chand & Co. New Delhi
2. Business Mathematics & Analytics - Anand Sharma - Himalaya Publishing
3. Mathematics & Statistics for Management by –Mittal, Satyaprasad & Rao - Himalaya Publishing House
4. Business Mathematics & Statistics: Punaini, Pearson Education
5. Business Mathematics Dr.Ramnath Dixit and Dr.Jinendra Jain Himalaya Publishing
6. Business Statistics S P Gupta Sultan Chand & Co. New Delhi
7. Business Statistics – Beri - Tata Mcgraw Hill

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	1		2
CO2	1	1	3	1	
CO3	2	3	2	1	2
CO4	3	1		1	1
CO5	2	2	1	2	2
CO6	3	2	3	1	

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)	✓	✓	✓	✓	✓	✓
End Semester Examination (60)	✓	✓	✓	✓	✓	✓

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SEMESTER: IV
BBA-DSC- 242 Corporate Accounting

Course Title: Corporate Accounting	Course Type: Mandatory DSC
Course Code: BBA- DSC- 222	Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

Course Description:

This course introduces students to the fundamental concepts and practices of corporate accounting. It covers the structure and content of annual reports, processes related to the issue and forfeiture of shares, accounting for profits prior to incorporation, and the preparation of final accounts in accordance with the Companies Act, 2013. The course involves preparation of cash flow statements (as per AS-3) and the analysis of financial statements using key ratios. It aims to build a practical and theoretical foundation essential for understanding corporate financial health and governance.

Course Objectives:

1. To familiarize students with various forms of corporate organizations and their sources of finance.
2. To explain the procedures and accounting treatments related to the issue, forfeiture, and reissue of shares.
3. To develop students' ability to prepare company final accounts and cash flow statements as per legal requirements.
4. To equip students with analytical tools for evaluating corporate performance using financial ratios.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	--	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the types of companies and the contents of an annual report.
CO2	**Demonstrate** accounting procedures for the issue, forfeiture, and reissue of shares, including ASBA and DEMAT concepts.
CO3	**Calculate** profits prior to incorporation using various apportionment methods .
CO4	**Prepare** final accounts of companies in vertical format in compliance with the Companies Act, 2013.
CO5	**Construct** cash flow statements in accordance with AS-3 by classifying operating, investing, and financing activities.

CO6	**Analyze and Interpret** financial statements using profitability, liquidity, activity, and solvency ratios to assess the financial performance of a company.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Introduction to Corporate Accounting** 1.3 Types of Companies – Private, Public, Listed, Holding & Subsidiary 1.2 Contents of Annual Report 1.3 Sources of Corporate Finance – Equity Share Capital, Preference Share Capital, Debentures, Term Loans, Cash Credit, Bank Overdraft	4	CO1
2	**Unit – II Issue of Shares** 2.1 Process of Issue of shares 2.2 Issue of Shares at Par, Premium & at discount 2.3 Equal Subscription, Over Subscription and Under Subscription. 2.4 Pro rata Allotment of Shares 2.5 Concept of DEMAT A/c and ASBA Account 2.6 Journal Entries on Issue of shares, Forfeiture of Shares and Re issue of shares. 2.7 Bonus Issue, Right Issue of Shares (Theory)	8	CO2
3	**Unit – III Profit Prior to Incorporation** 3.4 Pre Incorporation Period and Post Incorporation Period 3.5 Steps for ascertainment of profits prior to incorporation - cut-off date, Basis of Apportionment (Sales Ratio, Time Ratio, Pre & Post Expense or Income etc.) 3.6 Simple problems on profit prior to and post incorporation	8	CO3
4	**Unit – IV Company Final Account** Preparation and presentation of Final Accounts of Joint Stock as per Companies Act, 2013 requirements-Provisions and Reserves, Determination of Managerial Remuneration, Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund. **Note**: Since The Schedule III of Companies Act permits only Vertical form of presentation of Final Account., hence it is expected in Vertical Format & Schedules	12	CO4
5	**Unit – V Cash flow statement** 5.1 Significance of Cash flow statement 5.2 Concept of Cash & Cash Equivalents, Operating Profit & Working Capital, Operating, Investing and Financing Activities of Business 5.3 Preparation of Cash Flow Statement (Refer AS-3)	8	CO5
6	**Unit – VI Financial Statement Analysis**	8	CO6

SN	Contents of Module	Hrs	COs
	6.1 Advantages and Limitations of Financial Statement Analysis 6.2 Profitability Ratios – Gross Profit Ratio, Net Profit Ratio, Operating Profit Ratio, Return on Shareholders Capital Employed, Earning Per Share 6.3 Liquidity Ratios – Current Ratio & Quick Ratio 6.4 Activity Ratios – Stock Turnover ratio, Stock Holding Period, Debtors Turnover Ratio, Debt Collection Period, Creditors Turnover Ratio, Creditors Payment Period, Fixed Assets Turnover Ratio, Working Capital Turnover Ratio, Total Assets Turnover Ratio 6.5 Solvency Ratios – Debt Equity Ratio, Interest Coverage (Simple Questions only)		

REFERENCE BOOKS:

1. *Corporate Accounting,* S.N. Maheshwari & S.K. Maheshwari, Vikas Publishing House
2. *Corporate Accounting, P.C.* Tulsian, S. Chand Publishing
3. *Advanced Accounts – Volume II,* M.C. Shukla, T.S. Grewal, and S.C. Gupta S. Chand & Company Ltd.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	2	-	-
CO2	3	1	-	-	-
CO3	2	2	3	-	-
CO4	2	3	2	-	-
CO5	2	3	2	-	-
CO6	3	3	1	-	-

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)		✓	✓	✓		✓
End Semester Examination (60)		✓	✓	✓		✓

SEMESTER: IV

BBA-MIN-223 International Business Management (International Ventures, Mergers & Acquisitions)

Course Title: International Business Management (International Ventures, Mergers & Acquisitions)

Course Code: BBA-MIN-243
Lectures: Tutorials: Practical: 4:0:0
Lecture Hours: 48 Hours

Course Type: Mandatory Minor
Total Credits: 04
CIE Marks: 40
ESE Marks: 60

Course Description:

This course provides students with a basic understanding of international ventures, mergers, and acquisitions. It introduces the concepts, processes, strategies, and challenges involved in cross-border collaborations and mergers. The course is designed simply and clearly to help second-year undergraduate students understand international business growth strategies.

Course Objectives:

1. To introduce the concept of international ventures and partnerships.
2. To understand the types and processes of mergers and acquisitions.
3. To explore the strategic importance of international mergers and acquisitions.
4. To study the legal and regulatory environment affecting international M&As.
5. To discuss the financial, cultural, and operational aspects of international business combinations.
6. To examine challenges and trends in international ventures and M&As.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓		✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Define and explain the basic concepts of international ventures and strategic alliances.
CO2	Understand and describe the types, reasons, and processes of mergers and acquisitions.
CO3	Explain the strategic, financial, and operational aspects of international M&As.

CO4	Recognize the legal and regulatory framework impacting international M&As.
CO5	Identify the cultural and human resource challenges in cross-border mergers
CO6	Discuss recent trends, challenges, and successful examples of international ventures and M&As.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit - I Introduction to International Ventures:** 1.1Meaning, Types (Joint Ventures, Strategic Alliances, Wholly-Owned Subsidiaries) 1.2 Importance and Benefits	8	CO1
2	**Unit – II Fundamentals of Mergers and Acquisitions:** 2.1 Meaning and Types of Mergers and Acquisitions. 2.2 Motives for M&As. 2.3 Merger Process Overview	6	CO2
3	**Unit – III Strategy in International Mergers & Acquisitions:** 3.1 Strategic Fit, Synergy Concept. 3.2 Due Diligence Process. 3.3 Post-Merger Integration	8	CO3
4	**Unit – IV Legal and Regulatory Environment:** 4.1 Legal Framework for International M&A. 4.2 Role of Regulatory Bodies. 4.3 Compliance Issues	8	CO4
5	**Unit – V Cultural and HR Issues in International M&As:** 5.1 Cross-cultural Challenges. 5.2 Managing Cultural Differences. 5.3 Human Resource Integration and Challenges	8	CO5
6	**Unit – VI Emerging Trends and Challenges:** 6.1 Recent Global M&A Trends. 6.2 Technological Impacts - Success and Failure Stories. 6.3 Future Outlook	10	CO6

REFERENCE BOOKS:

1. International Business – Francis Cherunilam, Himalaya Publishing House
2. International Business Environment – Sundaram & Black, Prentice Hall of India
3. International Business – P. Subba Rao, Himalaya Publishing House
4. International Business: Text and Cases – P. K. Gupta, McGraw Hill Education
5. Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution – Aditya Prakash Tripathi, Himalaya Publishing House

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	-	-
CO2	3	3	1	2	1
CO3	3	2	2	1	1
CO4	3	2	1	1	1
CO5	3	2	3	2	2
CO6	3	3	2	1	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

SEMESTER: IV

BBA-OE-244 Business Law

Course Title: Business Law
Course Code: BBA-OE-244
Lectures: Tutorials: Practical: 2:0:0
Lecture Hours: 24 Hours

Course Type: Mandatory OE
Total Credits: 02
CIE Marks: 20
ESE Marks: 30

Course Description:

This course introduces students to the foundational principles of Business Law essential for understanding the legal framework governing commercial transactions in India. It covers key legislations including the Indian Contract Act, Sale of Goods Act, Companies Act, and Consumer Protection Act. Students will explore legal concepts such as contracts, corporate formation, consumer rights, and dispute redressal mechanisms. The course equips students with the ability to interpret legal provisions, apply legal reasoning in business contexts, and appreciate the regulatory environment of Indian commerce. Practical illustrations and case-based learning ensure relevance to real-world business decisions.

Course Objectives:

1 To develop a sound understanding of fundamental legal concepts and their application in business transactions.

2 To enable students to interpret and apply major business laws related to contracts, sale of goods, company formation, and consumer rights.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	--	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Describe** the essential elements of a valid contract and the legal consequences of discharge and breach.
CO2	**Explain** the legal provisions related to the sale of goods, including rights and duties of the parties involved.
CO3	**Interpret** the processes of company incorporation, management, and winding up under the Companies Act, 2013.
CO4	**Evaluate** the rights of consumers and the effectiveness of grievance redressal mechanisms under the Consumer Protection Act, 2019.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Indian Contract Act 1872**	06	CO1

SN	*Contents of Module*	*Hrs*	*COs*
	1.1 Meaning of Agreement and Contract 1.2 Essential Elements of a valid contract 1.3 Types of contract 1.4 Performance and discharge of contract 1.5 Breach of contract and Remedies		
2	**Unit – II Sale of Goods Act 1930** 2.1 Contract of sale – Essential elements 2.2 Sale and Agreement to sell 2.3 Condition and Warranties – Meaning and difference 2.4 Transfer of Property in goods 2.5 Performance of Contract of Sale of goods 2.6 Unpaid Seller – Meaning and Rights	05	CO2
3	**Unit – III Companies Act 2013** 3.1 Features and Types of Companies 3.2 Incorporation of a company 3.3 Memorandum and Articles of Association 3.4 Directors- Appointment, roles and Responsibilities 3.5 Meetings and Resolutions- types 3.6 Winding up of a company	08	CO3
4	**Unit – IV Consumer Protection Act 2019** 4.1 Consumer – Definition 4.2 Rights of the Consumer 4.3 Consumer Protection Councils 4.4 Consumer Dispute Redressal Commission 4.5 Complaint Mechanism and Reliefs available 4.6 Key Provisions under the Consume Protection Act 2019.	05	CO4

REFERENCE BOOKS:

1. Elements of Mercantile Law by N.D. Kapoor, Sultan Chand & Sons
2. Business Law including Company Law by S.S. Gulshan, New Age International Publishers
3. Business law by P.C. Tulsian and Bharat Tulsian– McGraw hill Education
4. Legal Aspects of Business- Akhileshwar Pathak – McGraw hill Education
5. Legal Aspects of Business – M.K. Nabi – Taxmann Publications

Mapping of Course Outcomes to Program Outcomes:

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	3	2	2		
CO2	3	2	2		
CO3	3	2	3	1	
CO 4	3	3	2	1	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓	✓	✓	
End Semester Examination (30)	✓	✓	✓	✓	✓	

SEMESTER: IV

BBA-SEC-245 Entrepreneurship & Start-up Ecosystem

Course Title: Entrepreneurship & Stat-up Ecosystem
Course Type: Mandatory SEC
Course Code: BBA-SEC-245
Total Credits: 04
Lectures: Tutorials: Practical: 2:0:0
CIE Marks: 20
Lecture Hours: 24 Hours
ESE Marks: 30

Course Description:

This course offers a comprehensive introduction to entrepreneurship, focusing on entrepreneurial traits, idea validation, design thinking, and agile methodologies. Students will develop a problem-solving mindset and learn to create business plans. Practical exposure is provided through visits to the District Industries Centre (DIC) to understand funding schemes and support services. The course explores the startup ecosystem, including incubators, venture capital, and government initiatives like Start-up India. Students will also examine real-world case studies of startups to identify success factors, challenges, and solutions, equipping them with practical insights and skills for entrepreneurial success.

Course Objectives:

6. To cultivate an innovative mindset, develop essential skills, and foster a culture of entrepreneurial thinking
7. To equip students with the tools and knowledge necessary to launch successful ventures and contribute to economic growth

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	✓	✓	

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the process of idea generation and business plan
CO2	**Evaluate** practically process for setting start-ups
CO3	**Analyze** start-up ecosystem components, funding sources, government initiatives, and apply IP and technology management strategies
CO4	**Analyze** real world case studies on start-ups.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Introduction to Entrepreneur** 1.1 Meaning of Entrepreneur & Entrepreneurial traits. 1.2 Idea Generation & Validation techniques 1.3 Developing a Problem Solving Mindset.	6	CO1

SN	Contents of Module	Hrs	COs
	1.4 Concept of design thinking & agile methodologies. 1.5 Concept of Business Plan Development		
2	**Unit – II Entrepreneurial Support and Development Services** 2.1 Visits the DIC office in Jalgaon to learn about available schemes and funding options. 2.2 Receiving the guidance on how to apply for chosen loan scheme. 2.3 Technical & Managerial support provided by DIC office to entrepreneurs. 2.4 Marketing & Promotion help provided. 2.5 Follow-up & Support Prepare a report.	6	CO2
3	**Unit – III Start-up Ecosystem** 3.1 Components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc. 3.2 Various govt. schemes like Start-up India, Digital India, MSME etc. 3.3 Sources of Venture Funding available in India 3.4 Source of Technology, Intellectual Property management	6	CO3
4.	**Unit – IV Case studies on Start-ups** 4.1 Analyze a real-world case study of a successful or unsuccessful entrepreneur 4.2 Identifying key factors that contributed to their outcome. 4.3 Identify Challenges Faced by them. 4.4 Discuss suggestion	6	CO4

REFERENCE BOOKS:

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. Anjan Rai chaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	2
CO2	2	2	2	2	3
CO3	3	2	1	2	2
CO4	1	3	3	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓	✓	✓
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

SEMESTER: IV

BBA-AEC-246 Database Management System

Course Title: Database Management System Course Type: Mandatory AEC
Course Code: BBA-AEC-246 Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0 CIE Marks: 20
Lecture Hours: 24 Hours ESE Marks: 30

Course Description:

This course offers a foundational understanding of Database Management Systems (DBMS) and their critical role in business operations. Students will learn the basics of database design and modelling, including various data models—hierarchical, network, and relational. The course introduces the Entity-Relationship (ER) model and normalization techniques through practical business examples. The course also covers Structured Query Language (SQL), focusing first on DDL and DML commands and writing simple queries using the SELECT statement. Building on this foundation, students advance to more complex SQL topics such as subqueries and performing joins. An introduction to Data Control Language (DCL) commands is also provided. The course emphasizes hands-on practice and real-world examples, preparing students to design, manage, and query databases effectively in various business environments.

Course Objectives:

5. To understand the fundamental concepts and importance of Database Management Systems.
6. To develop the ability to design and model databases using data models and Entity-Relationship diagrams, while applying normalization techniques to organize data efficiently.
7. To develop foundational and advanced skills in Structured Query Language
8. Introduce the concepts of database security and access control through basic understanding of Data Control Language commands.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the need for databases in business and **differentiate** between traditional file systems and modern DBMS with examples.
CO2	Construct basic ER models and *normalize* database tables up to **Third** Normal Form (3NF) for simple business scenarios.
CO3	**Develop** and **execute** basic SQL queries using DDL**,** DML commands, and **implement** constraints to manipulate data

CO4	**Analyze** and **write** complex SQL queries using subqueries**,** joins**,** group by, and *control* access with **DCL commands.**

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Introduction to Database Management Systems** 1.1 Meaning and importance of databases in business 1.2 Traditional file systems vs. database approach 1.3 Features and advantages of DBMS 1.4 Applications of databases in different industries (banking, retail, healthcare, etc.)	6	CO1
2	**Unit – II Database Design and Modeling** 2.1 Basics of data models: Hierarchical, Network, Relational 2.2 Entity-Relationship (ER) Model: Concepts, symbols, examples 2.3 Keys: Primary key, Foreign key, Candidate key 2.4 Basics of normalization: First Normal Form (1NF), Second Normal Form (2NF), Third Normal Form (3NF) 2.5 Simple business examples	6	CO2
3	**Unit – III Structured Query Language (SQL) - I** 3.1 Introduction to SQL: Importance in business operations 3.2 DDL and DML Commands 3.3 Defining constraints 3.4 3.4 Simple queries using SELECT statement	6	CO3
4	**Unit – IV Structured Query Language (SQL) - II** 4.1 Subqueries 4.2 Group By clause, Order By Clause 4.3 Joins (Inner join and Outer join) 4.4 Introduction to DCL commands (Grant, Revoke)	6	CO4

REFERENCE BOOKS:

1. Database anagement Systems by Rajiv Chopra, S. Chand Publishing
2. Database System Concepts by Abraham Silberschatz, S. Sudarshan, Henry F. Korth, McGraw-Hill Education (India Edition) -publication
3. Database Management Systems by P.S. Gill, Khanna Book Publishing Co. Publications
4. SQL, PL/SQL: The Programming Language of Oracle by Ivan Bayross, BPB Publications
5. SQL for Beginners by Nitin Bhatia, BPB Publications
6. Structured Query Language (SQL) by Jitendra Patel, Dreamtech Press Publications

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	-
CO2	3	3	2	1	2
CO3	3	3	1	1	1
CO4	1	3	2	1	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓		✓
End Semester Examination (30)	✓	✓	✓	✓		✓

SEMESTER: IV

BBA-CEP-401 Community Engagement and Service

Course Title: : Community Engagement and Service Course Type: Mandatory DSC
Course Code: BBA-CEP - 401 Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0 CIE Marks: 20
Lecture Hours: 24 Hours ESE Marks: 30

Course Description:

This course enables students to understand the importance of community service and encourages them to participate actively in social engagement. It helps foster a sense of responsibility, empathy, and social awareness among students by introducing them to real-life challenges in communities and motivating them to contribute to sustainable development.

Course Objectives:

1. To develop awareness about the importance of community involvement.
2. To instill empathy, responsibility, and civic sense among students.
3. To encourage participation in community development and service learning activities.
4. To relate academic learning to real-life social challenges.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	✓	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand the significance of community engagement and service learning.
CO2	Identify key social issues and the role of youth in addressing them
CO3	Participate in community-based projects with a sense of responsibility and teamwork.
CO4	Reflect on their experiences and connect them to academic and personal development.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit I: Introduction to Community Engagement:** 1.1 Concept and Scope of Community Engagement. 1.2 Importance of Social Responsibility. 1.3 Role of Youth in Nation Building	4	CO1
2	**Unit II: Understanding the Community**: 2.1 Types of Communities. 2.2 Social Structure. 2.3 Identification of Local Issues and Stakeholders. 2.4 Case Examples	6	CO2
3	**Unit III: Planning and Participating in Community Service:** 3.1 Planning Social Projects. 3.2 Methods of Engagement (Surveys, Cleanliness Drives, Awareness Campaigns, etc.) 3.3 Team Coordination	6	CO3
4	**Unit IV: Reflection and Documentation:** 4.1 Reflective Journaling. 4.2 Learning from Experiences. 4.3 Presentations and Report Writing. 4.4 Impact Assessment	8	CO4

REFERENCE BOOKS:

1. Handbook on Community Engagement – Dr. P.N. Raju (Allied Publishers)
2. Social Work and Community Development – Surendra Singh (IGNOU Publications)
3. Community Organization and Development – Prof. M.S. Gore (Himalaya Publishing)
4. Youth and Social Change – Yogendra Singh (Rawat Publications)

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	1
CO2	3	2	2	3	2
CO3	2	2	3	3	3
CO4	2	2	3	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓		
End Semester Examination (30)	✓	✓	✓	✓		

SEMESTER: IV

BBA-CC-400 A) NSS

Course Title: NSS — Course Type: CC
Course Code: BBA-CC-400 A) — Total Credits: 02
Lectures: Tutorials: Practical: 0:0:2 — CIE Marks: 20
Lecture Hours: 48 Hours — ESE Marks: 30

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Course Objectives:
- To groom youth as social centric by applying her/his knowledge towards improvement of the community.
- To develop among themselves a sense of social and civic responsibility and act as agents of social change towards India as a developed Country.

Course Outcomes:
- Understand social responsibility.
- Awareness about social issues.

Course Content:

Name of the Activities	Hours
• Shramdaan (Campus cleanliness, Maintenance of Plants) • Important Day celebration (Any five) • Fit India Movement (Physical and mental health, family welfare) • Health and Nutrition programme • National integrity program (Street Play, Raley, etc.) • Gender awareness program (Street Play, Raley, etc.) • Human Values awareness • Drug Free India Campaign • Disaster management • Survey based studies (Any one)	
Total Hours	**30**

Reference Books:
- National Service Scheme Manual 2006, Govt. of India, Ministry of Youth Affairs.
- Annual Report of NSS, Published by Dept. of Higher Education.
- https://nss.gov.in

Note:

1. Awareness programs can be conducted through rally, street plays, posters, slogans, etc.
2. Survey based studies should be carried out on social issues.

Evaluation and Assessment (College Assessment 50 Marks) CC (A)

Sr. No.	Activity	Marks
1.	Attendance to Important day celebration (any five), (Independence Day is compulsory)	10
2.	Attendance	10 (Above 90 %) 08 (Between 80 to 90 %) 06 (Between 75 to 80 %)
3.	Shramdaan	10
4.	Awareness Campaign (Any Three)	10
5.	Survey based studies	10
	Total	**50**

SEMESTER: IV

BBA-CC-400 B) Sports

Course Title: Sports	Course Type: CC
Course Code: BBA-CC-400 B)	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:2	CIE Marks: 20
Lecture Hours: 48 Hours	ESE Marks: 30

Course Objectives:

To enable the students:

- To create interest in sports among students.
- To develop the sports knowledge among students.
- To explain the importance of sports to the students.
- To develop physical and mental health through sports.

Course Outcomes:

- Increase in the physical and mental fitness of students through sports.
- The student may develop better grasping power.
- Development of student's personality through sports.
- The students be encouraged for better competition in sports.

Course Content:

Name of the Topic	Hours
Unit 1: Sports Training • Introduction • Methods of training • Physical fitness training • Skill training • Training and tactics	
Unit 2: Major Game • Introduction • Indian games • Foreign games	
Total Hours	**30**

Reference Books:

1. Bucher, C. A., Foundation of Physical Education, St. Louis: The C. V. Mosby Co.

Evaluation and Assessment for (College Assessment 50 Marks) for CC – IV (C):

Sr. No.	Description	Mark	
7.	Attendance sports practices	10	Any three from Sr. No. 1 to 5 for 30 Marts.
8.	Sportsmanship and Behaviour	10	
9.	Participation in any one Intercollegiate tournament/College Annual Gathering sports	10	
10.	Participation in any one Zonal/Open state level tournament	10	
11.	Participation in any one University/All India inter university/Open National level tournament	10	
12.	Assignments	20	
	Total Mark	**50**	

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SEMESTER: IV

BBA-CC-400 C) Cultural Activities

Course Title: Cultural Activities	Course Type: CC
Course Code: BBA-CC-400 C)	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:2	CIE Marks: 20
Lecture Hours: 48 Hours	ESE Marks: 30

Course Objectives:

- नृत्य, नकला, पाककला, मेहंदी, रेखाटन, कथाकथन, काव्यसादरीकरण , वक्तृत्व, चित्रकला, फलन, रेखाटन, सूत्रसंचालन, वादन, एकपात्री, नाट्यभिनय, वादविवाद, अधिवाचन इत्यादी कलेचे स्वरूप, प्रकार, प्रयोजन समजून घेणे
- फॅशन शो, विविध लोककला, सांस्कृतिक स्पर्धा, सजावट, साहित्य संमेलन, इत्यादीचे स्वरूप प्रकार प्रयोजन समजून घेणे

Course Outcomes:

- नृत्य, नकला, पाककला, मेहंदी, रेखाटन, कथाकथन, काव्यसादरीकरण , वक्तृत्व, चित्रकला, फलन, रेखाटन, सूत्रसंचालन, वादन, एकपात्री, नाट्यभिनय, वादविवाद, अधिवाचन इत्यादी कलेचे स्वरूप, प्रकार, प्रयोजन विद्यार्थ्यांना समजून येईल
- फॅशन शो, विविध लोककला, सांस्कृतिक स्पर्धा, सजावट, साहित्य संमेलन, इत्यादीचे स्वरूप प्रकार प्रयोजन विद्यार्थ्यांच्या लक्षात येईल

Course Content:

Name of the Topic	Hours
1) वादविवाद – स्वरूप, कौशल्य	
2) कथाकथन – स्वरूप, कौशल्य	
3) अभिवाचन – स्वरूप, प्रयोजन	
4) सांस्कृतिक - स्पर्धेचे प्रकार	
5) सजावट - एक कला	
6) साहित्य संमेलन – स्वरूप, प्रयोजन	
Total Hours	**30**

Evaluation and Assessment for Cultural-4, CC - IV
सांस्कृतिक उपक्रमातील सहभागा बाबत करावयाची गुणदान पद्धती

अ.क्र	सांस्कृतिक उपक्रमाचे शीर्षक / तपशील	गुण	प्राप्त करावया क्रेडिट
१	महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात (गॅदरिंग) वादविवाद स्पर्धेत सहभाग	10	प्रत्येकी एका सूत्रातून दोन क्रेडिट 50 गुण सोबत दिलेल्या कोणत्याही सांस्कृतिक उपक्रमातून हे गुण मिळवता येतील
२	महाविद्यालयाच्या सांस्कृतिक कार्यक्रमात (गॅदरिंग) कथाकथन स्पर्धेत सहभाग	10	
३	महाविद्यालयातर्फे प्रकाशित होणाऱ्या ग्रंथांचे स्मरणिकेचे / सुव्हेनियरचे मुखपृष्ठ तयार करणे	10	
४	महाविद्यालयातर्फे प्रकाशित होणाऱ्या बॅनर डिझाईन / सजावट तयार करणे	10	
५	आंतर महाविद्यालयीन कुठल्याही सांस्कृतिक स्पर्धेत सहभाग	10	
६	आंतर महाविद्यालयीन कुठल्याही सांस्कृतिक स्पर्धेत पारितोषिक	10	
७	वाङ्मयीन स्पर्धात अभिवाचन	10	
८	साहित्य संमेलनात सहभाग	10	
	Total Marks	**50**	

Semester V

KCES's Institute of Management and Research (Autonomous), Jalgaon

FACULTY OF COMMERCE AND MANAGEMENT,

School of Management Studies

B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME

w.e.f. 2026-27

SEMESTER: V

BBA-DSC-351 E-commerce & Digital Marketing

Course Title: E-Commerce and Digital Marketing

Course Type: Mandatory DSC

Course Code: BBA-DSC-351 | Total Credits: 04

Lectures: Tutorials: Practical: 4:0:0 | CIE Marks: 40

Lecture Hours: 48 Hours | ESE Marks: 60

Course Description: This course is designed to provide BBA students with a comprehensive understanding of the concepts, tools, and applications of E-commerce and Digital Marketing in the modern business environment. Emphasis is laid on practical and industry-oriented learning to enable students to understand contemporary digital business practices and customer engagement strategies. The course aims to develop analytical, communication, and digital business skills necessary for careers in marketing, entrepreneurship, retail, and online business management.

Course Objectives:

1. To familiarize students with the fundamentals and applications of E-commerce in business.
2. To develop understanding of digital marketing tools, techniques, and platforms.
3. To provide knowledge about online consumer behaviour and digital business models.
4. To equip students with practical insights into social media, SEO, SEM, and content marketing.
5. To develop analytical and strategic decision-making skills using digital marketing metrics and analytics.
6. To prepare students for emerging opportunities and challenges in the digital business ecosystem.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
--	✓	✓	--	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1:	**Explain** the concepts, scope, models, and applications of E-Commerce in the modern business environment..

CO2:	**Understand** E-Commerce operations, digital business models, customer relationship practices, and online consumer behaviour.
CO3:	**Apply** electronic payment systems, cyber security measures, and legal provisions in E-Commerce transactions.
CO4:	**Analyze** digital marketing strategies, digital consumer engagement, and online branding practices.
CO5:	**Evaluate** SEO, social media marketing, online advertising campaigns, and web analytics for digital business performance.
CO6:	**Identify** emerging trends, ethical challenges, AI applications, and future opportunities in E-Commerce and Digital Marketing.

SN	Contents of Module	*Hrs*	*COs*
1	**Unit-I Introduction to E-Commerce** 1.1 Meaning, Nature and Scope of E-Commerce 1.2 Types of E-Commerce: B2B, B2C, C2C and C2B 1.3 Advantages and Limitations of E-Commerce 1.4 E-Commerce Infrastructure and Applications	8	CO1, CO2
2	**Unit-II E-Commerce Business Models & Operations** 2.1 E-Commerce Revenue Models ((Advertising, Subscription, Transaction Fee and Sales Revenue Models) 2.2 E-Retailing and Online Marketplaces 2.3 Supply Chain and Logistics in E-Commerce **2.4** Customer Relationship Management in E-Commerce	8	CO2, CO3, CO4
3	**Unit-III E-Payment Systems, Security & Legal Framework** 3.1 Electronic Payment Systems and Digital Wallets 3.2 Cyber Security and Data Protection in E-Commerce 3.3 Legal and Ethical Issues in E-Commerce 3.4 Section 10A, Section 43A and 72A of Information Technology Act, 200 with ammendments	8	CO3, CO5, CO6
4	**Unit-IV Fundamentals of Digital Marketing** 4.1 Meaning, Nature and Scope of Digital Marketing 4.2 Digital Marketing vs Traditional Marketing 4.3 Consumer Behaviour in Digital Environment 4.4 Digital Marketing Strategy and Planning	8	CO2, CO3, CO4
5	**Unit-V Search Engine, Social Media & Content Marketing** 5.1 Search Engine Optimization (SEO) Fundamentals 5.2 Social Media Marketing and Influencer Marketing 5.3 Content Marketing and Blogging 5.4 Email Marketing and Mobile Marketing	8	CO3, CO4, CO5
6	**Unit-VI Digital Advertising, Analytics and Emerging Trends** 6.1 Online Advertising and Pay-Per-Click (PPC) Campaigns 6.2 Web Analytics and Performance Measurement 6.3 Artificial Intelligence and Automation in Digital Marketing 6.4 Emerging Trends and Challenges in E-Commerce & Digital Marketing	8	CO4, CO5, CO6

REFERENCE BOOKS:

1. Chaffey, Dave – *Digital Marketing: Strategy, Implementation and Practice*, Pearson Education.
2. Kotler, Philip, Kartajaya Hermawan & Setiawan Iwan – *Marketing 5.0: Technology for Humanity*, Wiley.
3. Turban, Efraim – *Electronic Commerce: A Managerial and Social Networks Perspective*, Springer.
4. Ryan, Damian – *Understanding Digital Marketing*, Kogan Page.
5. Gupta, Seema – *Digital Marketing*, McGraw Hill Education.
6. Kapoor, Neha – *Digital Marketing for Beginners*, Wiley India.
7. Strauss, Judy & Frost, Raymond – *E-Marketing*, Pearson Education.
8. Fundamentals of Digital Marketing – Google Digital Garage Learning Resources.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	1
CO2	2	3	2	1	1
CO3	2	2	3	2	3
CO4	1	3	2	3	1
CO5	1	2	3	3	2
CO6	1	3	2	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (40)	✓	✓	✓	✓	--	--
End Semester Examination (60)	✓	✓	✓	✓	✓	✓

SEMESTER: V

BBA- DSC- 352 Financial Management

Course Title: Financial Management	Course Type: Mandatory DSC
Course Code: BBA- DSC- 352	Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

Course Description:

This course introduces students to the concepts and techniques of financial management. It focuses on working capital management, inventory management, marginal costing, capital structure decisions, and leverage analysis. The course develops analytical and decision-making skills related to financial planning and control in business organizations.

Course Objectives:

1. To familiarize students with the scope and functions of financial management.
2. To develop understanding of inventory and working capital management techniques.
3. To explain the application of marginal costing in managerial decision making.
4. To analyze capital structure decisions using EBIT-EPS analysis and leverage concepts.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	-	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

CO	Course Outcome
CO1	**Explain** the nature, scope and functions of financial management.
CO2	**Apply** EOQ and inventory level techniques for inventory control.
CO3	**Analyze** working capital requirements and management of current assets and liabilities.
CO4	**Apply** marginal costing techniques for managerial decision making.
CO5	**Evaluate** capital structure decisions using EBIT-EPS analysis.
CO6	**Analyze** the impact of operating, financial and combined leverage on business risk and profitability.

SN	Contents of Module	Hrs	COs
1	**Unit-I Financial Management** 1.1 Meaning, Nature and Scope of Financial Management 1.2 Objectives of Financial Management 1.3 Functions of Finance Manager 1.4 Sources of Finance – Short Term and Long Term	8	CO1
2	**Unit-II Inventory Management** 2.1 Importance of Inventory Management 2.2 EOQ – Meaning, Assumptions and Calculation 2.3 Levels of Inventory – Reorder Level, Minimum Level, Maximum Level, Danger Level, Average Level	8	CO2
3	**Unit-III Working Capital Management** 3.1 Meaning and Concepts of Working Capital 3.2 Factors Affecting Working Capital Requirements 3.3 Estimation of Working Capital Requirements	8	CO3
4	**Unit-IV Marginal Costing** 4.1 Meaning and Features of Marginal Costing 4.2 Contribution, P/V Ratio, Break Even Point and Margin of Safety 4.3 Simple Decision Making Problems	8	CO4
5	**Unit-V Capital Structure** 5.1 Meaning and Factors Affecting Capital Structure 5.2 Financial Plan and Indifference Point 5.3 EBIT-EPS Analysis	8	CO5
6	**Unit-VI Leverages** 6.1 Meaning and Significance of Leverages 6.2 Operating Leverage, Financial Leverage, Combined Leverage 6.3 Significance of Interest Coverage Ratio & Debt service coverage Ratio	8	CO6

REFERENCE BOOKS:

1. A Text book of Financial , Cost & Management Accounting, Dr. P. Periasamy, Himalaya Publication
2. Cost & Management Accounting – M. E. Thukaram Rao, New Age International – Taxmann
3. Cost & Management Accounting: Ravi Kishore, Taxmann Publications
4. Management Accounting: Dr. Jawaharlal, Himalay Publications
5. Management Accounting: Dr. S.N. Maheshwari& Dr. S.K. Maheshwari, Vikas Publications
6. Cost Accounting and Financial Management – S.N. Maheshwari

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	1	1
CO2	2	1	3	1	2
CO3	2	1	3	2	3
CO4	1	1	3	3	3
CO5	3	2	3	1	2
CO6	3	3	3	2	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(40)	✓	✓	✓	✓	✓	
End Semester Examination(60)	✓	✓	✓	✓	✓	

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SEMESTER: V

BBA-DSC-353 Advanced Excel

Course Title: Advanced Excel	Course Type: Mandatory DSC
Course Code: BBA-DSC-353	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:2	CIE Marks: 20
Lecture Hours: 48 Hours	ESE Marks: 30

Course Description:

This course is designed to provide BBA students with practical and industry-oriented knowledge of Advanced Microsoft Excel for business decision-making, data analysis, reporting, and automation. The course emphasizes hands-on learning through practical assignments and spreadsheet-based business applications. Students will develop analytical, computational, and reporting skills essential for managerial and administrative functions in modern organizations.

Course Objectives:

1. To familiarize students with advanced features and tools of Microsoft Excel.
2. To introduce students to data visualization and dashboard preparation techniques.
3. To develop the ability to use Excel functions for financial, marketing, and HR-related business applications.
4. To enhance employability skills through practical exposure to real-world business datasets.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
--	✓	✓	--	--	--	✓	✓

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Apply** advanced formatting, data validation, and spreadsheet management techniques as well as advanced excel functions for business calculations and decision-making.
CO2	**Analyse** and **summarize** large datasets using sorting, filtering, conditional formatting, and Pivot Tables.

CO3	**Create** charts, dashboards, and business reports for effective data visualization.
CO4	**Develop** automated and interactive worksheets using advanced Excel tools like logical, lookup, and financial functions in solving business-related problems.

S.N.	*Contents of Module*	*Hrs.*	*COs*
1	**Advanced Spreadsheet Design and Validation:** **Practical no. 1**: Design and develop a professional sales management worksheet for a retail business using advanced formatting and spreadsheet management techniques in Microsoft Excel. Activities to be Performed: 1. Create worksheets for product details, customer information, and daily sales records. 2. Apply advanced formatting features such as cell styles, themes, borders, and conditional formatting. 3. Use data validation for product categories, payment modes, and sales regions. 4. Protect worksheets and lock important formula cells. 5. Use freeze panes, page layout, and print setup options.	4	CO1
2	**Business Calculations using Excel Functions** **Practical no. 2:** Prepare an employee salary and performance evaluation system using advanced Excel formulas and functions. Activities to be Performed: 1. Create employee salary structure including basic salary, allowances, deductions, and net salary. 2. Use mathematical and statistical functions such as SUM, AVERAGE, MAX, MIN, and ROUND. 3. Apply logical functions including IF, AND, OR, and Nested IF. 4. Use COUNTIF, SUMIF, and AVERAGEIF for performance analysis. 5. Apply text and date functions for employee records.	4	CO1
3	**Sales Data Analysis using Pivot Tables** **Practical no. 3:** Analyse a large sales dataset and generate meaningful business insights using Excel data analysis tools. Activities to be Performed: 1. Import and organize sales data. 2. Apply sorting, filtering, and conditional formatting. 3. Create Pivot Tables for region-wise, product-wise, and monthly sales analysis. 4. Prepare Pivot Charts for graphical representation.	4	CO2
4	**Interactive Business Dashboard Preparation**	4	CO3

S.N.	Contents of Module	Hrs.	COs
	Practical no. 4: Develop an interactive sales and performance dashboard for a business organization using Excel visualization tools. Activities to be Performed: 1. Create charts such as bar charts, pie charts, line charts, and combo charts. 2. Use slicers and timelines for interactive filtering. 3. Create a dashboard layout with professional formatting.		
5	**Financial Planning and Decision-Making Model** **Practical no. 5:** Create a financial planning and business decision-making model using financial and lookup functions in Excel. Activities to be Performed 1. Prepare a monthly business budget. 2. Calculate EMI and loan repayment schedules. 3. Use VLOOKUP/XLOOKUP functions.	4	CO4
6	**Automated Payroll and Inventory Management System** **Practical no. 6:** Develop an automated payroll and inventory management system using advanced Excel tools and automation techniques. Activities to be Performed 1. Prepare employee payroll and inventory records. 2. Use logical and lookup functions for automation. 3. Record and run macros for repetitive tasks. 4. Create interactive forms for data entry.	4	CO4

REFERENCE BOOKS:

1. Dr. Ritesh Kumar - Advanced Excel 2021, Gyan Vandana Publication, ISBN13-9789391865306.
2. Ritu Arora – Mastering Advanced Excel, BPB Publication, ISBN-9789355518651.
3. Walkenbach John – Excel Bible
4. Michael Alexander & Richard Kusleika – Excel Dashboards and Reports
5. C. J. Date – Data Analysis using Excel
6. Ramesh Bangia – Computer Fundamentals and Information Technology

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	1	1	1	1	1
CO2	2	2	1	1	1
CO3	1	1	-	2	1
CO4	1	1	2	1	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓	✓	✓
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

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SEMESTER: V

BBA-DSE-354A Financial Services

Course Title: Financial Services	Course Type: Mandatory DSE
Course Code: BBA-DSE 354A	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks:30

Course Description:

This course provides an in-depth understanding of Financial Services and the Indian financial system. It covers the concepts, features, types, and importance of financial services along with the challenges faced by the financial service sector in India. The course also explains the role and functions of Commercial Banks and Non-Banking Financial Companies (NBFCs), various insurance services, principles of insurance, and the credit rating process in India. Students will gain practical knowledge of financial institutions, insurance regulation, and credit rating mechanisms in India.

Course Objectives:

1. Understand the concepts, features, and importance of Financial Services.
2. Analyze the role of Commercial Banks, NBFCs, Insurance, and Credit Rating Agencies in the Indian financial system.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	-	✓	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Explain the concepts, features, types, and importance of Financial Services.
CO2	Differentiate between Commercial Banks and NBFCs and describe their functions and types.
CO3	Interpret the principles, functions, and types of Insurance along with the role of IRDAI in India.
CO4	Analyze the Credit Rating process, agencies, advantages, and limitations of Credit Rating in India.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Financial Services** 1.1 Meaning and Features of Financial Services	4	CO1

SN	Contents of Module	Hrs	COs
	1.2 Types of Financial Services 1.3 Importance of Financial Services 1.4 Challenges before Financial Service Sector in India 1.5 Role of Financial Services in Economic Development 1.6 Emerging Trends in Financial Services (Digital Banking, Fin Tech, Online Financial Services)		
2	**Unit-II Commercial Banks & Non-Banking Financial Companies** 2.1 Meaning and Functions of Commercial Banks 2.2 Types of Commercial Banks 2.3 Meaning and Features of NBFCs 2.4 Types of NBFC 2.5 Difference between Commercial Banks and NBFCs 2.6 Role of RBI in Regulation of Banks and NBFCs 2.7 Modern Banking Services – ATM, Internet Banking, Mobile Banking, UPI	6	CO2
3	**Unit-III Insurance** 3.1 Meaning and Principles of Insurance 3.2 Types of Insurance – Life and General Insurance 3.3 Functions and Importance of Insurance 3.4 Types of General Insurance 3.5 IRDAI and Insurance Sector in India	6	CO3
4	**Unit-IV Credit Rating** 4.1 Meaning and Importance of Credit Rating 4.2 Credit Rating Process 4.3 Credit Rating Agencies in India 4.4 Advantages and Limitations of Credit Rating 4.5 Factors Affecting Credit Rating 4.6 Significance of Credit Rating in Funding & Investment Decisions	8	CO4

REFERENCE BOOKS:

1. Financial Services – Dr. S. Gurusamy, McGraw Hill Education.
2. Indian Financial System – M. Y. Khan, McGraw Hill Education.
3. Banking and Financial Services – Dr. O. P. Agarwal, Himalaya Publishing House.
4. Insurance Principles and Practice – M. N. Mishra & S. B. Mishra, S. Chand Publishing.
5. Credit Rating and Financial Services in India – Taxmann Publications Publications.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	3	3	2	1	1
CO3	3	2	2	1	3
CO4	3	3	2	2	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓	✓	✓	
End Semester Examination(30)	✓	✓	✓	✓		

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SEMESTER V

BBA-DSE-355A Capital, Money & Commodity Market

Course Title: Capital, Money & Commodity Market
Course Type: Mandatory DSE
Course Code: BBA-DSE-355A — Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0 — CIE Marks: 20
Lecture Hours: 24 Hours — ESE Marks: 30

Course Description:

The course Capital, Money and Commodity Market provides students with an understanding of the Indian financial market system and its major components. It introduces the structure and importance of financial markets, including capital market, money market, and commodity market, along with the role of key regulators such as Securities and Exchange Board of India and Reserve Bank of India. The course covers the functioning of capital market instruments and stock exchanges, money market instruments and institutions, and the basics of commodity trading and hedging. It aims to develop students' knowledge of financial markets and their role in investment, price discovery, and risk management in the Indian economy.

Course Objectives:

1. To introduce students to the basic concepts and structure of financial markets in India.
2. To explain the functioning of capital market, money market, and commodity market along with their instruments.
3. To develop understanding of stock exchanges, money market institutions, and commodity exchanges in India.
4. To familiarize students with the role of financial regulators and the importance of financial markets in investment and risk management.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the structure and importance of financial markets and the role of financial regulators in India.
CO2	**Explain** the functioning of capital market, stock exchanges, and major capital market instruments.

CO3	**Describe** money market instruments, institutions, and the role of RBI in regulating the money market.
CO4	**Understand** commodity market operations, commodity exchanges, and the importance of price discovery and risk management.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Introduction to Financial Markets** 1.1 Meaning and importance of financial markets 1.2 Structure of financial system in India 1.3 Types of financial markets: Capital Market, Money Market, Commodity Market 1.4 Role of regulators: SEBI, RBI	6	CO1
2	**Unit – II Capital Market** 2.1 Meaning and structure of capital market 2.2 Primary market: IPO, FPO, book building process 2.3 Secondary market: Stock exchanges – BSE, NSE 2.4 Instruments: Equity shares, preference shares, debentures, bonds 2.5 Basic concepts of stock trading and indices (Sensex, Nifty) 2.6 Role of hedging in Capital Market	6	CO2
3	**Unit – III Money Market** 3.1 Meaning, features, and objectives of money market 3.2 Instruments: Treasury Bills, Commercial Papers, Certificates of Deposit, Call Money 3.3 Money market institutions in India 3.4 Role of RBI in regulating money market	6	CO3
4	**Unit – IV Commodity Market** 4.1 Meaning and importance of commodity market 4.2 Types of commodities: Agricultural, metals, energy 4.3 Commodity exchanges: MCX, NCDEX 4.4 Basics of commodity trading and hedging 4.5 Role in price discovery and risk management	6	CO4

REFERENCE BOOKS:

1. Financial markets, institutions and services by N.K.Gupta, Monika Chopra - Ane books India.
2. Financial markets and institutions by E. Gordon, K. Natarajan -Himalaya Publishing House.
3. Financial services and markets by Dr Punithavathy Pandian- Vikas Publishing House Pvt Ltd.
4. Financial Markets and Financial Services by Dr. Vasant Desai- Himalaya Publishing House.
5. Capital and Money Market by Amit Kumar Goel & M. S. Khan -Himalaya Publishing House.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	3	2	2	1	1
CO2	3	3	2	2	1

CO3	3	2	2	1	2
CO4	3	3	3	1	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

SEMESTER: V

BBA-DSE-354B Consumer Behavior

Course Title: Consumer Behaviour | Course Type: Mandatory DSE
Course Code: BBA-DSE-354B | Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0 | CIE Marks: 20
Lecture Hours: 24 Hours | ESE Marks: 30

Course Description:

This course is designed to provide students with an understanding of consumer behaviour and its significance in modern marketing decisions. The course focuses on psychological, social, cultural, and personal factors influencing consumer buying behavior. It introduces students to consumer decision-making processes, customer satisfaction, and emerging trends in digital consumerism. Emphasis is laid on practical understanding of consumer insights and market-oriented strategies to prepare students for careers in marketing, retail management, advertising, branding, and customer relationship management.

Course Objectives:

1. To introduce students to the concepts and importance of consumer behavior in marketing.
2. To develop understanding of psychological and social factors influencing buying decisions.
3. To provide knowledge about consumer decision-making processes and market segmentation.
4. To familiarize students with consumer research and customer relationship strategies.
5. To develop analytical skills for understanding consumer attitudes and preferences.
6. To create awareness regarding emerging trends and ethical issues in consumer markets.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the concepts, scope, and importance of consumer behaviour along with the consumer decision-making process.
CO2	**Analyze** psychological, personal, social, and cultural factors influencing consumer buying behaviour.
CO3	**Apply** consumer attitude, market segmentation, and customer relationship concepts in marketing decisions.
CO4	**Evaluate** digital consumer trends, ethical issues, and emerging developments in consumer behaviour.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit- I Introduction to Consumer Behaviour** 1.1 Meaning, Nature and Scope of Consumer Behaviour 1.2 Importance of Consumer Behaviour in Marketing Decisions 1.3 Consumer Needs, Wants and Buying Motives 1.4 Consumer Decision-Making Process	6	CO1
2	**Unit-II Factors Influencing Consumer Behaviour** 2.1 Psychological Factors: Motivation, Perception and Learning 2.2 Personal Factors: Age, Occupation, Lifestyle and Personality 2.3 Social and Cultural Influences on Consumer Behaviour 2.4 Family, Reference Groups and Social Class	6	CO2
3	**Unit-III Consumer Attitudes and Market Segmentation** 3.1 Consumer Attitudes and Attitude Change 3.2 Consumer Satisfaction and Customer Loyalty 3.3 Market Segmentation and Target Consumer Groups 3.4 Consumer Research and Buying Behaviour Analysis	6	CO3
4	**Unit-IV Emerging Trends and Ethical Issues in Consumer Behaviour** 4.1 Digital Consumer Behaviour and Online Buying Trends 4.2 Influence of Social Media and Digital Marketing on Consumers 4.3 Consumer Rights, Ethics and Consumer Protection 4.4 Future Trends, Neuromarketing and Changing Consumer Preferences	6	CO4

REFERENCE BOOKS:

1. Leon G. Schiffman & Joseph L. Wisenblit – *Consumer Behavior*, Pearson Education.
2. David L. Loudon & Albert J. Della Bitta – *Consumer Behavior*, McGraw Hill.
3. Suja R. Nair – *Consumer Behaviour in Indian Perspective*, Himalaya Publishing House.

4. Hawkins, Mothersbaugh & Best – *Consumer Behavior: Building Marketing Strategy*, McGraw Hill.
5. Satish K. Batra & S.H.H. Kazmi – *Consumer Behaviour*, Excel Books.
6. Solomon, Michael R. – *Consumer Behavior: Buying, Having and Being*, Pearson Education.
7. Blackwell, Miniard & Engel – *Consumer Behavior*, Cengage Learning.
8. Kotler, Philip & Keller Kevin Lane – *Marketing Management*, Pearson Education.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	**3**	**1**	**1**	**1**	**1**
CO2	**2**	**3**	**1**	**2**	**1**
CO3	**1**	**2**	**3**	**3**	**2**
CO4	**1**	**3**	**2**	**2**	**3**

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓	--	--
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

SEMESTER: V

BBA-DSE-355B Retail Marketing

Course Title: Retail Marketing
Course Code: BBA-DSE-355B
Tutorials: Practical: 2:0:0
Lecture Hours: 24 Hours

Course Type: Mandatory DSE
Total Credits: 02 Lectures:
CIE Marks: 20
ESE Marks: 30

Course Description:

This course is designed to provide students with an understanding of retail marketing concepts, retail operations, consumer-centric retail strategies, and emerging retail trends. The course focuses on retail formats, merchandising, store management, customer relationship practices, and digital retailing. It aims to develop practical understanding of retail business operations and strategic retail decision-making in both organized and unorganized retail sectors. Emphasis is laid on industry-oriented learning and contemporary retail practices to prepare students for careers in retail management, sales, merchandising, customer service, and retail entrepreneurship.

Course Objectives:

1. To introduce students to the concepts and importance of retail marketing.
2. To develop understanding of retail formats, retail operations, and merchandising practices.
3. To provide knowledge about retail consumer behaviour and customer relationship management.
4. To familiarize students with retail pricing, promotion, and store management strategies.
5. To develop analytical and managerial skills required in retail business operations.
6. To create awareness regarding emerging trends and ethical issues in retail marketing.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the concepts, scope, retail formats, and consumer

	behaviour in retail marketing.
CO2	**Apply** retail operations, merchandising, pricing, and store management practices
CO3	**Analyze** customer relationship management, retail promotion strategies
CO4	**Evaluate** digital retailing, ethical practices, sustainability, and emerging trends

S N	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Retail Marketing** 1.1 Meaning, Nature and Scope of Retail Marketing 1.2 Organized and Unorganized Retailing 1.3 Types of Retail Formats and Retail Channels 1.4 Retail Consumer Behaviour and Buying Patterns 1.5 Role of Retails Manager	6	CO1
2	**Unit-II Retail Operations and Merchandising** 2.1 Store Location and Store Layout Planning 2.2 Retail Merchandising and Assortment Planning 2.3 Inventory Management and Retail Pricing 2.4 Visual Merchandising and In-Store Promotions	6	CO2
3	**Unit-III Retail Customer Management and Retail Strategies** 3.1 Customer Relationship Management in Retailing 3.2 Retail Sales Promotion and Loyalty Programmes 3.3 Retail Branding and Private Labels 3.4 Retail Performance Measurement and Customer Satisfaction	6	CO3
4	**Unit-IV Retail Marketing Trends and Ethical Issues** 4.1 E-Retailing and Omni-Channel Retailing 4.2 Technology in Retailing: POS, RFID and Analytics 4.3 Ethical Practices and Consumer Protection in Retailing 4.4 Future Trends, Sustainability and Career Opportunities in Retail Marketing	6	CO4

Reference Books:

1. Levy, Michael & Weitz Barton – *Retailing Management*, McGraw Hill.
2. Swapna Pradhan – *Retailing Management*, McGraw Hill Education.
3. Gibson G. Vedamani – *Retail Management: Functional Principles and Practices*, Jaico Publishing House.
4. David Gilbert – *Retail Marketing Management*, Pearson Education.
5. Suja R. Nair – *Retail Management*, Himalaya Publishing House.
6. Bajaj, Tuli & Srivastava – *Retail Management*, Oxford University Press.
7. Dunne, Lusch & Carver – *Retailing*, Cengage Learning.
8. Kotler, Philip & Keller Kevin Lane – *Marketing Management*, Pearson Education.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	1
CO2	2	2	3	2	1
CO3	1	2	3	3	2
CO4	1	3	2	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓	--	--
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

SEMESTER: V

BBA-DSE-354C Change Management & Organizational Development

Course Title: Change Management & Organizational Development
Course Type: Mandatory DSE
Course Code: BBA-DSE-354C
Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0
CIE Marks: 20
Lecture Hours: 24 Hours
ESE Marks: 30

Course Description:

This course introduces the concepts of Change Management and Organizational Development (OD). It covers organizational change, resistance to change, change implementation, organizational culture, OD processes, and interventions for improving employee performance and organizational effectiveness in a dynamic business environment.

Course Objectives:

1. Understand the basic concepts, importance, and scope of Change Management and Organizational Development.
2. Identify the factors influencing organizational change and methods to manage resistance to change.
3. Explain major approaches, models, and processes used in Change Management and OD.
4. Develop knowledge of OD interventions and their role in improving organizational effectiveness.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the basic concepts, types, and causes of organizational change and methods to manage resistance to change.
CO2	**Apply** change management models and approaches to understand organizational change programmes.
CO3	**Describe** the objectives, process, and features of Organizational Development and the role of managers and organizational culture in OD.

CO4	**Analyze** different Organizational Development interventions and their role in improving employee and organizational performance.

SN	*Contents of Module*	*Hrs*	***COs***
1	**Unit – I Fundamentals of Change Management** 1.4 Meaning, Nature and Scope of Change Management 1.5 Importance and Types of Organizational Change 1.6 Internal and External Forces of Change 1.7 Resistance to Change 1.8 Methods to Overcome Resistance to Change	6	**CO1**
2	**Unit – II Change Management Approaches and Implementation** 2.4 Characteristics of Effective Change Programme 2.5 Determining factors of Organizational Change 2.6 Lewin's Three-Step Model 2.7 Kotter's Eight-Step Model 2.8 Role of the change Agent	6	**CO2**
3	**Unit – III Introduction to Organizational Development** 3.7 Meaning, Objectives, and Characteristics of OD 3.8 OD Process and Phases 3.9 Organizational Culture and Work Environment 3.10 Role of Managers in Organizational Development 3.11 Pre- Requisites for Effective use of OD	6	**CO3**
4	**Unit – IV OD Interventions and Organizational Effectiveness** 4.4 Meaning of OD Interventions 4.5 Characteristics and Importance 4.6 The Organisational Development Cycle 4.7 Techniques of OD Interventions: Individual and Group Focused.	6	**CO4**

REFERENCE BOOKS:

9. Organizational Behaviour Text and Cases- Kavita Singh, Vikas Publishing House Pvt. Ltd.
10. Organizational Behaviour- Nelson, Quick, Cengage Learning
11. Management of Change- Sarein, Khandelwal, Sharma, Pointer Publishers
12. Theory of Organisation Development and Change, Cummings & Worli, Cengage Learning
13. Organisation Design, Change and Development, M.G Rao & V.S.P Rao, Discovery Publishing House
14. Management & Organizational Behaviour – By P. Subba Rao, Himalaya publication

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	1	1
CO2	3	3	3	2	1

CO3	3	2	3	2	2
CO4	3	3	3	2	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

SEMESTER: V

BBA-DSE-355C Training and Development

Course Title: Training and Development	Course Type: Mandatory DSE
Course Code: BBA-DSC II-355C	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course provides students with conceptual and practical understanding of employee training and development functions in organizations. The course focuses on identifying training needs, designing training programmes, implementing development methods, and evaluating training effectiveness for organizational growth and employee performance enhancement.

Course Objectives:

1. To understand the concepts and importance of training and development in organizations.
2. To familiarize students with training need assessment and programme design.
3. To develop understanding regarding modern training methods and learning approaches.
4. To understand evaluation of training effectiveness and career development practices.
5. To build managerial and communication skills related to employee development.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	--	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the fundamentals and significance of training and development in organizations.
CO2	**Apply** various training methods and learning techniques in organizational settings.
CO3	**Understand** employee career development and organizational development practices.

CO4	**Evaluate** training effectiveness using different evaluation models and techniques.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Training and Development** 1.1 Meaning and Concept of Training 1.2 Difference between training and development 1.3 Importance and Objectives of Training 1.4 Need for employee training 1.5 Role of HR Department in Training	6	CO1
2	**Unit-II Training Methods and Techniques** 2.1 On-the-job training & Off-the-job training 2.2 E-learning and online training 2.3 Demonstration method 2.4 Lecture and discussion method 2.5 Management games	6	CO2
3	**Unit-III Executive Development and Career Planning** 3.1 Executive Development Programmes 3.2 Leadership Development 3.3 Career planning and career Development 3.4 Mentoring and Coaching 3.5 Succession Planning	6	CO3
4	**Unit-IV Training Evaluation and Emerging Trends** 4.1 Evaluation of training programmes 4.2 Kirkpatrick model of evaluation 4.3 ROI in training 4.4 Challenges in training and development 4.5 Artificial Intelligence and digital learning trends	6	CO4

REFERENCE BOOKS:

1. Employee Training and Development by Raymond A. Noe, McGraw Hill.
2. Human Resource Management by K. Aswathappa, Himalaya Publishing House.
3. Personnel and Human Resource Management by P. Subba Rao.
4. Human Resource Management by Gary Dessler, Pearson Education.
5. Training and Development by Tanuja Agarwala, Oxford University Press.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	1	1
CO2	3	2	3	2	1
CO3	2	2	3	2	2
CO4	3	3	2	2	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓		✓	✓
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

SEMESTER: V

BBA-DSE-354D Basics of Business Analytics

Course Title: Basics of Business Analytics	Course Type: Mandatory DSE
Course Code: BBA-DSE-354D	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course provides an introduction to the concepts, tools, and applications of Business Analytics. It focuses on the role of data in business decision-making, key analytical approaches, and the use of basic analytics tools. The course also explores business applications of analytics across various functional areas and introduces emerging trends such as AI-driven analytics and data privacy.

Course Objectives:

- Understand the fundamental concepts and importance of Business Analytics in organizations.
- Explain the role of data, data quality, and analytical thinking in business decision-making.
- Identify applications of analytics in marketing, finance, operations, HR, and digital business.
- Gain basic exposure to modern analytics tools and emerging technologies such as Power BI, Tableau, and AI-assisted analytics.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** fundamental concepts and types of Business Analytics.
CO2	**Apply** data-driven approaches for business decision-making.
CO3	**Recognize** applications of analytics in various business functions.
CO4	**Identify** modern analytics tools and emerging trends in analytics.

SN	Contents of Module	Hrs	COs
1	**Unit-I Introduction to Business Analytics** **1.1** Concepts and Importance of Business Analytics **1.2** Business Intelligence and Data Science Overview **1.3** Roles of Business and Data Analysts **1.4** Types of Analytics	6	**CO1**
2	**Unit-II Data for Analytics** **2.1** Data, Information, and Knowledge **2.2** Data Quality and Data Governance **2.3** Problem Identification in Business **2.4** Data-Driven Decision Making	6	**CO2**
3	**Unit-III Applications of Business Analytics** **3.1** Marketing and Customer Analytics **3.2** Human Resource Analytics **3.3** Financial and Operations Analytics **3.4** Web and Social Media Analytics	6	**CO3**
4	**Unit-IV Analytics Tools and Trends** **4.1** Excel for Business Analytics **4.2** Power BI and Tableau Basics **4.3** AI and Generative AI in Analytics **4.4** Data Privacy and Future Trends	6	**CO4**

REFERENCE BOOKS:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springer.
2. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019
3. Business Analytics_ Data Analysis & Decision Making- S. Christian Albright Wayne L. Winston – Cengage

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	-
CO2	3	3	2	1	-
CO3	2	3	2	1	-
CO4	2	2	1	1	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyse	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓			
End Semester Examination (30)	✓	✓	✓	✓		

SEMESTER: V

BBA-DSE-355D Data Science

Course Title: Data Science	Course Type: Mandatory DSE
Course Code: BBA-DSE-355D	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course introduces the fundamental concepts of Data Science, including data collection, analysis, visualization, and interpretation. Students will learn basic techniques for exploring and understanding data, creating visual representations, and deriving meaningful insights for decision-making. The course also covers ethical considerations, data privacy, and emerging trends such as Artificial Intelligence and Generative AI, providing a foundation for further study in data-driven technologies.

Course Objectives:

- Introduce the fundamental concepts, applications, and importance of Data Science.
- Develop basic skills in data analysis, statistics, and interpretation of data.
- Familiarize students with data visualization techniques and tools for presenting insights.
- Create awareness of ethical, privacy, and emerging technological issues in Data Science.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** fundamental concepts and applications of Data Science.
CO2	**Apply** basic data analysis and statistical techniques.
CO3	**Create** and interpret visual representations of data.
CO4	**Recognize** ethical considerations and emerging trends in Data Science.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Data Science** 1.1 Basics of Data Science 1.2 Applications of Data Science 1.3 Data Types and Sources 1.4 Data Collection and Cleaning	6	**CO1**
2	**Unit-II Data Analysis** 2.1 Exploratory Data Analysis (EDA) 2.2 Descriptive Statistics 2.3 Correlation and Pattern Analysis 2.4 Basic Probability Concepts	6	**CO2**
3	**Unit-III Data Visualization** 3.1 Introduction to Data Visualization 3.2 Visualization using Python Tools 3.3 Creating Charts and Dashboards 3.4 Data Storytelling	6	**CO3**
4	**Unit-IV Ethics and Emerging Trends** 4.1 Data Ethics and Privacy 4.2 Data Security and Governance 4.3 Bias and Responsible AI 4.4 Generative AI and Future Trends	6	**CO4**

REFERENCE BOOKS:

1) John D. Kelleher and Brendan Tierney, Data Science., ISBN 9780262535434, The MIT Press.
2) Wes Mc Kinney, Python for Data Analysis, O'Reilly.
3) Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, Introduction to Statistical Learning.
4) Jojo Moolayil, Smarter Decisions: The Intersection of IoT and Data Science, PACKT, 2016.
5) Cathy O'Neil and Rachel Schutt, Doing Data Science, O'Reilly, 2015.
6) David Dietrich, Barry Heller, Beibei Yang, Data Science and Big data Analytics, EMC 2013

Mapping of Course Outcomes to Program Outcomes:

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	3	2	1	-	-
CO2	3	3	1	1	-
CO3	2	2	1	3	-
CO4	1	2	1	1	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyse	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓	✓	✓	✓
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

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FACULTY OF COMMERCE AND MANAGEMENT,
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B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME
w.e.f. 2026-27

SEMESTER V
BBA-DSE-354E C++ Programming

Course Title: C++ Programming	Course Type: Mandatory DSE
Course Code: BBA-DSE-354E	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course introduces students to the fundamentals of Object-Oriented Programming (OOP) using C++. It covers basic OOP concepts such as classes, objects, encapsulation, inheritance, and polymorphism, along with their practical applications in business-related problem solving. The course focuses on developing logical thinking, programming skills, and the ability to design simple software solutions using C++.

Course Objectives:
1. To understand the basic concepts, principles, and theories of management.
2. To examine the essential functions of managers.
3. To analyse the impact of globalization, diversity, and ethics on management.
4. To develop skills in strategic planning, decision-making, and leadership

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand the basic concepts of Object-Oriented Programming and C++ fundamentals.
CO2	Apply functions, pointers, classes, and objects in C++ programming.
CO3	Demonstrate inheritance and operator overloading concepts in program development.
CO4	Implement polymorphism and exception handling techniques in C++.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to OOP and C++ Basics** 1.1 Introduction to OOP and Need of OOP 1.2 Features of OOP 1.3 Difference between Structured Programming and OOP	6	CO1

SN	Contents of Module	Hrs	COs
	1.4 C++ Basics: Input/Output, Data Types, Operators, Control Statements		
2	Unit-II Functions, Pointers, Objects and Classes 2.1 Functions and Parameter Passing 2.2 Pointers and Pointer Arithmetic 2.3 Recursive Functions 2.4 Classes, Objects, Constructors, Destructors 2.5 Friend Function and Friend Class	6	CO2
3	Unit-III Inheritance and function Overloading 3.1 Concepts and Types of Inheritance 3.2 Visibility Modes and Virtual Base Class 3.3 Benefits of Inheritance 3.4 Function Overloading	6	CO3
4	**Unit-IV Polymorphism and Exception Handling** 4.1 concept of polymorphism 4.2 Virtual Functions 4.3 Pure Virtual Functions 4.4 Exception Handling	6	CO4

REFERENCE BOOKS:

1. Object-Oriented Programming in C++ – E. Balagurusamy, Tata McGraw-Hill.
2. C++: The Complete Reference – Herbert Schildt, McGraw-Hill Education.
3. Programming in C++ – Ashok N. Kamthane, Pearson Education.
4. The C++ Programming Language – Bjarne Stroustrup, Addison-Wesley.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	1	1
CO2	3	3	1	2	2
CO3	3	1	3	1	2
CO4	3	1	2	1	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

SEMESTER V

BBA-DSE-355E System Analysis and Design

Course Title: System Analysis and Design	Course Type: Mandatory DSE
Course Code: BBA-DSE-355E	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course introduces the concepts of System Analysis and Design, SDLC models, and system development techniques. It covers analysis and design tools such as DFD, ERD, decision tables, coding, testing, implementation, maintenance, and CASE tools used in developing business information systems.

Course Objectives:

1. To understand the basic concepts and components of systems and business environments.
2. To study the phases and models of the System Development Life Cycle (SDLC).
3. To learn various system analysis and design tools and techniques.
4. To understand coding, testing, implementation, maintenance, and CASE tools in system development.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand system concepts, characteristics, elements, and problem-solving skills.
CO2	Explain the phases of the System Development Life Cycle (SDLC) and compare different SDLC models such as Waterfall, Spiral, and RAD models.
CO3	Apply system analysis and design tools and techniques.
CO4	Develop, test, implement, and maintain software systems using CASE tools.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction System Environment** 1.1 The system concepts	6	CO1

SN	Contents of Module	Hrs	COs
	1.2 Characteristics of system 1.3 Elements of System 1.4 General Business Knowledge 1.5 Problem Solving Skills		
2	**Unit-II System Development Life Cycle** 2.1 Recognition of Need 2.2 Problem Definition 2.3 Feasibility Study 2.4 SDLC Phases 2.4.1 Analysis 2.4.2 Design 2.4.3 Implementation 2.4.4 Post Implementation and Maintenance 2.5 SDLC Waterfall Model 2.6 SDLC Spiral Model 2.7 SDLC RAD Model	6	CO2
3	**Unit-III System Analysis and Design Tools** 3.1 Strategies for Determining Information Requirement 3.2 Definition and Project Initiation Background Analysis 3.3 Fact Analysis, Review of Written Documents, Onsite Observations, Interviews and Questionnaires 3.4 Data Flow Diagram (DFD) and Data Dictionary 3.5 Entity Relationship Diagram (ERD) 3.6 Decision Tables, Decision Tree and Structured English	6	CO3
4	**Unit-IV System Design, Implementation** 4.1 Coding and Programming Environments 4.2 Generating Codes 4.3 Testing 4.3.1 Unit Testing 4.3.2 Integration Testing 4.3.3 System Testing 4.4 Implementation 4.5 Maintenance	6	CO4

REFERENCE BOOKS:

1. Software Engineering: A Practitioner's Approach, 2nd edition,McGraw-Hill ,New York.
2. Structured System Analysis and Design, McGraw Hill Education.
3. “Systems Analysis and Design" by Kenneth E. Kendall, Julie E. Kendall
4. "Modern Systems Analysis and Design" by Jeffrey A. Hoffer, Joey F. George, and Joseph S. Valacich.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	1
CO2	3	3	2	1	1
CO3	3	2	2	1	1
CO4	3	2	3	1	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

.

SEMESTER V

BBA-MIN-356 International Business Management – (International Trade Policy & Strategy)

Course Title IBM-International Trade Policy & Strategy

	Course Type: Mandatory Minor
Course Code: BBA-MIN-356B	Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

Course Description:

This course is designed to provide students with comprehensive knowledge of international business management, global trade practices, and international trade policies. The course focuses on the changing global business environment, trade regulations, export-import procedures, international trade strategies, and global market dynamics. It aims to develop students' understanding of international business operations and strategic decision-making in a globalized economy. The course also emphasizes practical exposure to international trade institutions, foreign trade policies, trade documentation, and emerging global business trends.

Course Objectives:

1. To introduce students to the concepts and significance of international business and global trade.
2. To familiarize students with international trade policies, institutions, and regulations.
3. To develop understanding of export-import procedures and global trade documentation.
4. To provide knowledge about international business strategies and market entry methods.
5. To develop analytical and decision-making skills related to global business operations.
6. To create awareness regarding emerging trends, opportunities, and challenges in international business.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1:	**Explain** the concepts, scope, and importance of international business and trade.
CO2:	**Understand** international trade policies, institutions, and trade regulations.
CO3:	**Apply** export-import procedures and documentation practices in international trade.
CO4:	**Analyze** international business strategies and global market entry methods
CO5:	**Evaluate** the impact of global economic environment, trade barriers, and trade agreements.
CO6:	**Identify** emerging trends, opportunities, and ethical challenges in international business management.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit I: Introduction to International Business** **1.1** Meaning, Nature and Scope of International Business **1.2** Domestic Business vs International Business **1.3** Globalization and International Business Environment **1.4** Advantages, Challenges and Opportunities in International Trade	8	CO1, CO2
2	**Unit II: International Trade Policy and Institutions** **2.1** International Trade Policy: Meaning and Objectives **2.2** Role of WTO, IMF and World Bank in Global Trade **2.3** EXIM Policy and Foreign Trade Policy of India **2.4** Tariffs, Quotas and Non-Tariff Trade Barriers	8	CO2, CO5
3	**Unit III: Export-Import Procedures and Documentation** **3.1** Export-Import Process and Trade Cycle **3.2** Export Documentation and Import Documentation **3.3** Modes of Payment in International Trade **3.4** Role of Shipping, Insurance and Logistics in International Trade	8	CO3, CO5
4	**Unit IV: International Business Strategies** **4.1 International Market Entry Strategies** **4.2 Concepts: Licensing, Franchising, Joint Ventures and FDI** **4.3 Global Strategic Alliances and International Partnerships** **4.4 International Marketing and Competitive Strategies**	8	CO4, CO5
5	**Unit V: International Financial and Cultural Environment** **5.1** Foreign Exchange Market and Exchange Rate Concepts **5.2** International Financial Environment and Risks **5.3** Cultural Environment and Cross-Cultural Management **5.4** Ethical Issues and Corporate Social Responsibility in International Business	8	CO5, CO6

6	**Unit VI: Trends and Challenges in International Business** **6.1** Digitalization and E-Commerce in International Trade **6.2** Regional Trade Agreements and Economic Integration **6.3** Sustainability and Green Trade Practices **6.4**Future Trends, Career Opportunities and Challenges in International Business	8	CO1,CO6,

REFERENCE BOOKS:

1. Daniels, John D., Radebaugh Lee H. & Sullivan Daniel P. – *International Business: Environment and Operations*, Pearson.
2. Cherunilam, Francis – *International Business: Text and Cases*, PHI Learning.
3. Hill, Charles W.L. – *International Business: Competing in the Global Marketplace*, McGraw Hill.
4. Joshi, Rakesh Mohan – *International Business*, Oxford University Press.
5. Cherunilam, Francis – *International Trade and Export Management*, Himalaya Publishing House.
6. Paul, Justin – *International Business*, McGraw Hill Education.
7. Bhalla, V.K. & Ramu Shivaramu – *International Business Environment and Management*, Anmol Publications.
8. Government of India – Foreign Trade Policy and DGFT Reference Materials.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	3	3	2	1	1
CO3	3	2	3	2	1
CO4	2	3	3	3	1
CO5	2	3	2	3	3
CO6	2	3	3	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (40)	✓	✓	✓	✓	--	--
End Semester Examination (60)	✓	✓	✓	✓	✓	✓

SEMESTER: V

BBA VSC-357 Business Ethics & Governance

Course Title: Bus Ethics & Corporate Governance Course Type: Mandatory VSC
Course Code: BBA-VSC 357 Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0 CIE Marks: 20
Lecture Hours: 24 Hours ESE Marks: 30

Course Description:

This course introduces students to the principles of ethical business conduct, responsible governance, and sustainable management practices. It focuses on ethical decision-making, corporate social responsibility (CSR), and corporate governance in contemporary business environments. The course enables students to understand the importance of values, accountability, transparency, and responsible leadership for long-term business success in the global and digital economy.

Course Objectives

After completion of this course, students will be able to:

1. Understand the concepts, principles and significance of business ethics in organizations.
2. Develop ethical decision-making skills and apply ethical frameworks in managerial situations.
3. Examine the role of Corporate Social Responsibility (CSR) and sustainability in business growth.
4. Analyze corporate governance practices and their importance in creating responsible and transparent organizations.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	--	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** social issues and their relationship with ethics and business environment
CO2	**Apply** business ethics and ethical decision-making in organizations
CO3	**Analyze** CSR and sustainability practices in business
CO4	**Evaluate** corporate governance and responsible business practices

SN	Contents of Module	Hrs	COs
1	**Unit-I Introduction to Social Issues and Business Ethics** 1.1. Concept, meaning and characteristics of social issues 1.2. Relationship between society, ethics and business environment 1.3. Causes and Emerging Dimensions of Social Problems 1.4. Social Issues in Corporate Environment	6	**CO1**
2	**Unit-II Foundations of Business Ethics** 2.1. Code of ethics, Code of Conduct, Code of Practice 2.2. Understanding Cross-Cultural Business Ethics through Hofstede's Cultural Dimensions 2.3. Moral development and Ethical Leadership 2.4. Ethics Across Business Functions: Marketing, Finance and Technology Management	6	**CO2**
3	**Unit-III Corporate Social Responsibility (CSR) and Sustainability** 3.1. Concept, scope and significance of CSR 3.2. CSR strategies and stakeholder approach 3.3. CSR under Companies Act, 2013 (overview) 3.4. ESG (Environmental, Social & Governance) concepts 3.5. CSR, sustainability and business reputation management	6	**CO3**
4	**Unit-IV Corporate Governance and Contemporary Practices** 4.1. Meaning, principles and importance of corporate governance 4.2. Governance structure and board responsibilities 4.3. Corporate governance practices in India 4.4. Emerging trends: Digital governance, AI ethics, Ethics in Startups and responsible business	6	**CO4**

REFERENCE BOOKS:

1. Business Ethics and Corporate Governance- C.S.V. Murthy
2. Business Ethics: K Aswathappa, J Usha Rani, Sunanda GundaVajhala; Himalayala
3. Publishing house; First edition 2017.
4. Business Ethics and Corporate Governance: Dr. S. S. Khanka; S Chand and Company Pvt Ltd; First edition 2014.
5. Corporate Social Responsibility – Madhumita Chattergi – Oxford University Press
6. Ethics in Business & corporate governance: Mandal – Tata McGraw Hill
7. Corporate Governance: Principal Policies & Practices by Fernando, Pearson Education
8. Corporate Governance, Values & Ethics – Vasisth, Rajput - Taxmann
9. Business Ethics Manisha Paliwal, New age International
10. Corporate Governance and Business Ethics – Mathur – Macmillan

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	2	2	2	2
CO3	2	2	2	2	2
CO4	3	3	3	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓		✓	
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

SEMESTER: V

BBA-FP-358 Field Project Related to Major

Course Title: Field Project related to Major	Course Type: Mandatory FP
Course Code: BBA-FP-358	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:4	CIE Marks: 20
Lecture Hours: 48 Hours	ESE Marks: 30

Course Description:

The Field Project course provides BBA students with practical exposure to real-world business and social issues through surveys, observations, and field-based learning. The course helps students develop research, communication, analytical, and report-writing skills by applying classroom knowledge to practical situations. Students will also observe business operations, interact with employees and customers, and work on simple tasks or projects related to their specialization.

Course Objectives:

1. To provide practical exposure to real-world business and social environments.
2. To develop basic research, survey, and data collection skills among students.
3. To enhance analytical, communication, and report-writing abilities.
4. To encourage application of classroom knowledge to practical field situations.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
--	✓	✓	✓	--	✓	--	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Recall** basic concepts of field survey and data collection
CO2	**Explain** the process of conducting a simple field study
CO3	**Apply** basic research methods for data collection
CO4	**Analyze** collected data using simple tables and charts
CO5	**Evaluate** findings and identify practical suggestions
CO6	**Create** and present a simple project report

Contents of Field Project:

The Field survey report has to be brief in content and must include the following aspects:

1. Title Page
2. Introduction of Topic
3. Objectives of Study
4. Research Methodology
5. Data Collection and Analysis
6. Findings
7. Suggestions
8. Conclusion
9. References
10. Appendix (Questionnaire/Photos if any)

Important Note:

- No. of Responses should be approximately 20 to 50
- No. of pages in report should be approximately 30 to 40
- Spiral binding 2 copies

Evaluation of the Field Project:

The Field project shall be evaluated through viva-voce and project report of 50 marks comprising of 20 marks for internal and 30 marks for external exam.

Note: criteria for passing is 50% internal and external respectively

Evaluation Criteria:

1. Selection and relevance of topic
2. Data collection and analysis
3. Understanding of the project
4. Report writing and presentation
5. Communication skills during viva

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	2	1	1
CO2	3	1	1	1	1
CO3	3		1	2	1
CO4	3	2	1	1	1
CO5	2		1	3	1
CO6	1			3	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓	✓	✓	✓
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

Semester VI

SEMESTER: VI

BBA DSC-361 Soft Skills

Course Title: Soft Skills	Course Type: Mandatory DSC
Course Code: BBA-DSC 361	Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

Course Description:

The course focuses on developing essential soft skills required for personal effectiveness, professional success, and workplace readiness. It enables students to enhance communication, interpersonal relations, emotional intelligence, leadership, teamwork, problem-solving, and employability skills. The course prepares learners to confidently face professional challenges and contribute effectively in organizational environments.

Course Objectives:

After completion of this course, students will be able to:

1. Understand the importance of soft skills for personal, academic, and professional success.
2. Develop effective communication, interpersonal, and presentation skills required in business organizations.
3. Enhance leadership, teamwork, emotional intelligence, and conflict management abilities.
4. Build employability skills, professional etiquette, and career readiness competencies.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	--	--	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the significance of soft skills and their role in personality development and professional growth.
CO2	**Demonstrate** effective verbal, non-verbal, written, and presentation communication skills
CO3	**Apply** interpersonal and emotional intelligence skills for building productive workplace relationships.
CO4	**Demonstrate** professional etiquette, time management, and problem-solving skills in organizational settings.
CO5	**Analyze** team dynamics, leadership styles, and conflict situations for effective decision-making.

CO6	**Develop** employability competencies including resume writing, interview skills, and career planning.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Soft Skills and Personality Development** 1.1. Meaning, importance and scope of soft skills 1.2. Hard Skills vs. Soft Skills 1.3. Personality Development and Self-Awareness 1.4. Self-Confidence, Self-Motivation and Positive Attitude	8	CO1
2	**Unit-II Communication Skills** 2.1 Process and Barriers of Communication 2.2 Verbal and Non-Verbal Communication| 2.3 Business Writing Skills (Emails, Reports and Memos) 2.4 Resume and Cover Letter Writing	8	CO2
3	**Unit-III Interpersonal Skills and Emotional Intelligence** 3.1. Interpersonal Skills and Relationship Building 3.2. Active Listening and Empathy 3.3. Emotional Intelligence: Concept and Components 3.4. Managing Emotions and Workplace Behaviour	8	CO3
4	**Unit-IV Professional Effectiveness Skills** 4.1. Time Management and Goal Setting 4.2. Critical Thinking and Problem Solving 4.3. Stress Management and Work-Life Balance 4.4. Professional Ethics and Professional Etiquette	8	CO4
5	**Unit-V Teamwork, Leadership and Conflict Management** 5.1. Team Building and Team Effectiveness 5.2. Leadership Skills and Leadership Styles 5.3. Conflict Management Techniques 5.4. Negotiation and Decision-Making Skills	8	CO5
6	**Unit-VI Employability and Career Skills** 6.1. Presentation Skills and Public Speaking 6.2. Group Discussion Skills 6.3. Interview Skills and Mock Interviews 6.4. Career Planning and Personal Branding	8	CO6

REFERENCE BOOKS:

1. Soft Skills – S. Balasubramanian, Orient Blackswan.
2. Developing Soft Skills – Shalini Verma, Pearson Education.
3. Business Communication – Meenakshi Raman & Prakash Singh, Oxford University Press.
4. Soft Skills for Everyone – Jeff Butterfield, Cengage Learning.
5. Personality Development and Soft Skills – Barun K. Mitra, Oxford University Press.
6. Professional Communication – Aruna Koneru, Tata McGraw Hill.
7. Emotional Intelligence – Daniel Goleman.
8. The 7 Habits of Highly Effective People – Stephen R. Covey.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2
CO2	2	2	2	3	2
CO3	2	3	2	3	3
CO4	2	3	3	2	2
CO5	2	2	3	2	3
CO6	2	2	3	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (40)	✓	✓	✓	✓	✓	
End Semester Examination (60)	✓	✓	✓	✓	✓	✓

SEMESTER: VI

BBA-DSC-362 Indian Economy

Course Title: Indian Economy
Course Type: Mandatory DSC
Course Code: BBA-DSC-362
Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0
CIE Marks: 40
Lecture Hours: 48 Hours
ESE Marks: 60

Course Description:

This course introduces BBA students to the structure, functioning, and challenges of the Indian economy. It covers key sectors like agriculture, industry, and services, and examines India's economic policies, public finance, banking, and global trade relations. The course is designed to build economic awareness that helps future managers understand the business environment in which Indian enterprises operate.

Course Objectives:

1. To familiarize students with the structure and key features of the Indian economy.
2. To understand the role and challenges of agriculture, industry, and the service sector.
3. To examine India's economic planning, policy reforms, and development strategies.
4. To develop an understanding of public finance, GST, and the Indian banking system.
5. To analyze India's integration with the global economy and current economic challenges.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Describe** the basic structure, features and key indicators of the Indian economy
CO2	**Analyze** the role of agriculture and industry in India's economic development
CO3	**Evaluate** India's economic planning, industrial policies, and economic reforms

CO4	**Understand** public finance, taxation (including GST), and the banking system in India
CO5	**Assess** India's foreign trade, balance of payments, and international economic relations
CO6	**Examine** current economic challenges like poverty, unemployment, and inflation and suggest remedies

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Overview of Indian Economy** 1.1 Nature and characteristics of Indian economy; 1.2 Basic features of Indian economy; 1.3 Structure of Indian economy (Agriculture, Industry, Services); 1.4 Economic development vs. economic growth; 1.5 India's position in the world economy; 1.6 Key economic indicators: GDP, GNP, National Income, Per Capita Income	8	CO1
2	**Unit-II Agriculture and Rural Economy** 2.1 Importance and role of agriculture in Indian economy 2.2 Land reforms and agrarian structure; 2.3 Green Revolution and its impact; 2.4 Agricultural finance and rural credit; 2.5 Agricultural marketing; 2.6 Rural poverty and government programmes for rural development	8	CO2
3	**Unit-III Industrial Development** 3.1 Industrial policy evolution in India; 3.2 Role of public and private sector; 3.3 Micro, Small and Medium Enterprises (MSMEs) – significance and challenges; 3.4 Make in India initiative; 3.5 Industrial licensing and its reforms; 3.6 Service sector – growth and significance	8	CO2, CO3
4	**Unit-IV Economic Planning and Development Policies** 4.1 Overview of 10th, 11th and 12th Five Year Plans in India (2012-2017) – objectives and achievements 4.2 NITI Aayog – role and functions; 4.3 Economic Reforms 1991 – LPG (Liberalisation, Privatisation, Globalisation); 4.4 Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI); 4.5 Disinvestment policy in India	8	CO3
5	**Unit-V Public Finance and Banking** 5.1 Union Budget – components, fiscal policy, deficit financing; 5.2 Taxation in India – Direct and Indirect taxes; 5.3 Goods and Services Tax (GST) – concept, structure,	8	CO4

SN	*Contents of Module*	*Hrs*	*COs*
	and impact on business; 5.4 Reserve Bank of India – functions and role; 5.5 Commercial banks – functions and credit creation 5.6 Financial inclusion and digital payment systems (PMJDY, UPI, NEFT, RTGS, IMPS, Mobile Banking and Digital Wallets)		
6	**Unit-VI India and the Global Economy** 6.1 Balance of Payments and Balance of Trade; 6.2 Foreign Trade policy of India; 6.3 India's trade with major partners; 6.4 WTO and its impact on Indian economy; 6.5 India's economic relations with ASEAN, BRICS, and G20 6.6 Current challenges: Inflation, Unemployment, and Poverty – causes and remedies	8	CO5, CO6

REFERENCE BOOKS:

1. Indian Economy – S.K. Misra & V.K. Puri, Himalaya Publishing House, Mumbai, 2019.
2. Indian Economy – Ruddar Datt & K.P.M. Sundharam, S. Chand Publishing, New Delhi.
3. Indian Economy – A.N. Agrawal, New Age International Publishers, New Delhi, 2009.
4. Indian Economy 2023–24 – Ramesh Singh, McGraw Hill Education, Chennai, 2023.
5. Indian Economy: Performance and Policies – Deepashree, ANE Books, New Delhi.
6. https://niti.gov.in
7. https://niti.gov.in/divisions/division/economics-and-finance-I

Mapping of Course Outcomes to Program Outcomes:

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	3	2	-	2	-
CO2	3	3	2	2	-
CO3	3	3	3	2	2
CO4	3	2	2	3	2
CO5	2	3	2	2	3
CO6	2	3	2	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(40)	✓	✓	✓	✓	✓	✓
End Semester Examination (60)	✓	✓	✓	✓	✓	✓

SEMESTER: VI

BBA-DSC-363 Logistics and Supply Chain Management

Course Title: Logistics and Supply Chain Management
Course Type: Mandatory DSC
Course Code: BBA-DSC-363 Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0 CIE Marks: 20
Lecture Hours: 24 Hours ESE Marks: 30

Course Description:

This course is designed to provide students with fundamental knowledge of logistics and supply chain management in the contemporary business environment. The course focuses on logistics operations, transportation, warehousing, inventory management, procurement, and supply chain coordination. It introduces students to the strategic role of supply chain systems in improving organizational efficiency, customer satisfaction, and global competitiveness. Emphasis is laid on practical understanding, emerging logistics technologies, and current industry practices to prepare students for careers in operations, logistics, retail, manufacturing, and supply chain management.

Course Objectives:

1. To introduce students to the concepts and significance of logistics and supply chain management.
2. To develop understanding of transportation, warehousing, and inventory systems.
3. To provide knowledge about procurement, distribution, and supply chain coordination.
4. To familiarize students with logistics strategies and supply chain technologies.
5. To develop analytical and decision-making skills in logistics operations.
6. To create awareness regarding emerging trends and challenges in supply chain management.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the concepts, scope, functions, and importance of logistics and supply chain management
CO2	**Apply** transportation, warehousing, inventory, and distribution management practices in logistics systems
CO3	**Analyze** procurement, supply chain coordination, and operational efficiency strategies in organizations.
CO4	**Evaluate** digital logistics, sustainability practices, and emerging trends in global supply chain management.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Logistics and Supply Chain Management** 1.1 Meaning, Nature and Scope of Logistics and Supply Chain Management 1.2 Objectives, Functions and Importance of Logistics 1.3 Components of Supply Chain Management 1.4 Logistics Performance and Customer Service	6	CO1
2	**Unit-II Transportation, Warehousing and Inventory Management** 2.1 Modes of Transportation and Transportation Management 2.2 Warehousing: Functions, Types and Layout 2.3 Inventory Management: Concepts and Techniques 2.4 Packaging, Material Handling and Distribution Management	6	CO2
3	**Unit-III Procurement and Supply Chain Coordination** 3.1 Procurement and Supplier Relationship Management 3.2 Supply Chain Coordination and Integration 3.3 Logistics Information Systems and Technology 3.4 Supply Chain Risk Management and Operational Efficiency	6	CO3
4	**Unit-IV Challenges in Logistics and SCM** 4.1 E-Logistics and Digital Supply Chains 4.2 Green Logistics and Sustainable Supply Chain Practices 4.3 Global Supply Chain Challenges and Resilience 4.4 Future Trends, Career Opportunities and Industry Practices in SCM	6	CO4

[redacted]

1. Sunil Chopra & Peter Meindl – *Supply Chain Management: Strategy, Planning and Operation*, Pearson Education.
2. Martin Christopher – *Logistics and Supply Chain Management*, Pearson Education.

3. Donald J. Bowersox, David J. Closs & M. Bixby Cooper – *Supply Chain Logistics Management*, McGraw Hill.
4. Vinod V. Sople – *Logistics Management*, Pearson Education.
5. Janat Shah – *Supply Chain Management: Text and Cases*, Pearson Education.
6. Coyle, Bardi & Langley – *The Management of Business Logistics*, Cengage Learning.
7. Ballou, Ronald H. – *Business Logistics and Supply Chain Management*, Pearson Education.
8. Government and Industry Reports on Logistics and Supply Chain Practices in India.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	**3**	**1**	**1**	**1**	**1**
CO2	**2**	**2**	**3**	**1**	**1**
CO3	**1**	**3**	**3**	**2**	**2**
CO4	**1**	**3**	**2**	**2**	**3**

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓	--	--
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

SEMESTER: VI

BBA-DSE-364A Investment Analysis & Portfolio Management

Course Title: Investment analysis & Portfolio Management
Course Type: Mandatory DSE
Course Code: BBA-DSE-364 A — Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0 — CIE Marks: 20
Lecture Hours: 24 Hours — ESE Marks: 30

Course Description:

The course Investment Analysis and Portfolio Management introduces students to the fundamentals of investment, various investment avenues, and the relationship between risk and return. It covers security analysis through fundamental and technical approaches, portfolio management concepts such as diversification and risk-return balance, and the functioning of mutual funds and related financial intermediaries. The course aims to develop students' understanding of investment decision-making and equip them with practical knowledge for managing investments and building financial planning skills.

Course Objectives:

1. To introduce students to the basic concepts, objectives, and different avenues of investment.
2. To develop understanding of security analysis using fundamental and technical analysis methods.
3. To explain the concept of portfolio management and the importance of diversification and risk-return relationship.
4. To familiarize students with mutual funds, their types, and the role of various institutions involved in investment management.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the basic concepts of investment, risk and return, and different investment options.
CO2	**Explain** and **apply** fundamental and technical analysis for evaluating securities.
CO3	**Understand** portfolio management and **analyze** diversification and risk-return relationship.

CO4	**Describe** mutual funds, their types, and the role of financial intermediaries in investment management.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit – I Introduction to Investment** 1.5 Meaning and objectives of investment 1.6 Investment process 1.7 Characteristics of investment 1.8 Risk and Return concept 1.9 Investment avenues: Equity, Bonds, Mutual Funds, Bank Deposits, Gold, Real Estate 1.10 Types of investors: Based on Net Worth- Retail Investors Vs Institutional Investors, Active Investors Vs. Passive Investors, Angel Investors.	6	CO1
2	**Unit – II Security Analysis** 2.1 Meaning and importance of security analysis 2.2 Fundamental analysis: Economic analysis, Industry analysis, Company analysis, Financial statements analysis 2.3 Technical analysis: Meaning, Assumptions of Technical Analysis, Candlestick Charts, Support and Resistance level, Moving Averages. 2.4 Case Study on Fundamental Analysis of Company	6	CO2
3	**Unit – III Portfolio Management** 3.12 Meaning and objectives of portfolio management 3.13 Portfolio selection process 3.14 Diversification and portfolio risk 3.15 Risk-return relationship 3.16 Role and functions of portfolio managers 3.17 Case Study on Portfolio Management	6	CO3
4	**Unit – IV Investment in Mutual Funds** 4.8 Mutual funds: Meaning, Features, Advantages 4.9 Types of Mutual Funds 4.10 Role of Fund Manager, Brokers, Asset Management Companies, Registrar & Transfer Agents, Association of Mutual Funds in India (AMFI) 4.11 Systematic Investment Plan (SIP) – Features and Advantages 4.12 Significance of Systematic Withdrawal Plan (SWP) for Senior Citizens 4.13 New Avenues in Mutual Funds-Systematic Investment Funds (SIF), Alternative Investment Funds (AIF)	6	CO4

REFERENCE BOOKS:

1. Investment analysis and portfolio management by Prasanna Chandra at Mc Graw Hill Education fifth edition.
2. Investment management security analysis and portfolio management by S.chand at S.chand and company Ltd - 9th edition.
3. Investments analysis and management by Charles P. Jones at wiley student edition.
4. Investment management by Dr V. A Avdhani at Himalaya Publishing House.

5. Investment Management and Portfolio Management by V. K. Bhalla S. Chand Publishing

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	–	–
CO2	3	3	2	2	1
CO3	3	2	3	1	2
CO4	3	2	2	1	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓			✓
End Semester Examination (30)	✓	✓	✓	✓		✓

KCES's Institute of Management and Research (Autonomous), Jalgaon

FACULTY OF COMMERCE AND MANAGEMENT,
School of Management Studies
B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME
BATCH 2026-27

SEMESTER: VI

BBA-DSE-365A Auditing Practices

Course Title: Auditing Practices	Course Type: Mandatory DSE
Course Code: BBA-DSE-365A	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks:30

Course Description:

This course offers an in-depth exploration of financial accounting, covering key topics such as the fundamental concepts, principles, and conventions. Students will learn the Double Entry System, the preparation of journal entries, ledger posting, and trial balance. The course also includes the significance and use of subsidiary books and the preparation of final accounts for proprietors.

Course Objectives:

1 Develop understanding of the concepts, principles, and objectives of auditing.
2 Familiarize students with various types of audit and audit reporting practices.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
-	✓	--	--	-	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the meaning, nature, objectives, advantages, limitations, and scope of auditing along with frauds and errors.
CO2	**Describe** different types of audit and prepare appropriate audit reports.
CO3	**Analyze** audit planning, audit evidence, audit working papers, and internal control systems.
CO4	**Apply** important Auditing & Assurance Standards in audit practice.

SN	*Contents of Module*	Hrs	COs
1	**Unit-I Introduction to Audit:** 1.1 Audit: Meaning, Nature & Scope of Audit 1.2 Objectives of Audit - Advantages and Limitations of Audit,	8	CO1

SN	*Contents of Module*	Hrs	COs
	1.3 Auditing Vs. Accounting, Auditing Vs. Investigation. 1.4 Frauds & Errors: Meaning, Distinction 1.4.1 Types of Errors: Commission, Omission, Principle and Compensating 1.4.2 Types of Fraud: Window Dressing, Deflection		
2	**Unit-II Audit Planning, Working Papers and Internal Control** 2.1 Audit Process and Audit Techniques 2.2 Audit Planning - objectives, Factors to be considered in Audit Planning 2.3 Internal Control - Objectives & Features, Distinguish between Internal Control & Internal Check 2.4 Audit Evidence - Need & Modes of obtaining evidence 2.5 Importance of Audit working Papers	6	CO2
3	**Unit-III Types of Audit & Audit Report** 3.1 Types of Audit - Internal Audit, Statutory Audit, Tax Audit, Cost Audit 3.2 Audit Report – Significance & Contents 3.3 Types of Audit Reports - Qualified and Unqualified Report, Disclaimer of Opinion and Adverse opinion	6	CO3 **(10)**
4	**Unit-IV Auditing & Assurance Standard** 4.1 Meaning & Importance of Audit & Assurance Standards 4.2 SA 200 -Basic Principles Governing an Audit. 4.3 SA 200A –Objectives & Scope of Audit of Financial Statements 4.4 SA 230- Audit Documentation 4.5 SA 240 -Auditor's responsibility to consider Frauds & Errors in an Audit of Financial statements	4	CO4

REFERENCE BOOKS:

1. Saxena & Vashisht – Auditing
2. Basu S. K. – Fundamentals of Auditing
3. Institute of Chartered Accountants of India (ICAI) – Auditing Standards & Guidance Notes

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	2
CO2	3	2	2	3	2
CO3	3	3	2	2	3
CO4	3	2	2	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓	✓	✓	
End Semester Examination (30)	✓	✓	✓	✓	✓	

SEMESTER: VI

BBA-DSE-364B Marketing of Services

Course Title: Marketing of Services	Course Type: Mandatory DSE
Course Code: BBA-DSE-364B	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course is designed to provide students with an understanding of service marketing concepts, strategies, and applications in the modern service economy. The course focuses on the distinctive characteristics of services, customer relationship management, service quality, service delivery systems, and emerging digital service trends. It aims to develop students' understanding of marketing strategies adopted by banking, hospitality, healthcare, education, tourism, insurance, and other service industries. Emphasis is laid on practical orientation and customer-centric approaches to prepare students for careers in service organizations and relationship-based marketing environments.

Course Objectives:

1. To introduce students to the concepts and significance of service marketing.
2. To develop understanding of service characteristics and consumer expectations in service industries.
3. To provide knowledge about service marketing mix and customer relationship strategies.
4. To familiarize students with service quality management and service delivery systems.
5. To develop analytical skills related to customer satisfaction and service performance evaluation.
6. To create awareness regarding emerging trends and ethical practices in service marketing.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the concepts, characteristics, scope, and importance of service marketing in the modern business environment
CO2	**Apply** service marketing mix, customer relationship management, and service delivery strategies in service organizations.
CO3	**Analyze** service quality, customer satisfaction, service recovery, and performance evaluation practices
CO4	**Evaluate** digital service marketing, ethical issues, sustainability, and emerging trends in service industries.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Service Marketing** 1.1 Meaning, Nature and Scope of Service Marketing 1.2 Characteristics of Services and Service Classification 1.3 Differences between Goods Marketing and Service Marketing 1.4 Consumer Behavior in Service Industries	6	CO1
2	**Unit-II Service Marketing Mix and Customer Relationship Management** 2.1 Extended Service Marketing Mix (7Ps) 2.2 Service Design and Service Delivery Process 2.3 Customer Relationship Management in Service Organizations 2.4 Internal Marketing and Employee Role in Service Delivery	6	CO2
3	**Unit-III Service Quality and Customer Satisfaction** 3.1 Service Quality Concepts and Dimensions 3.2 Customer Satisfaction and Customer Retention Strategies 3.3 Service Failure and Service Recovery Mechanisms 3.4 Service Performance Evaluation and Feedback Systems	6	CO3
4	**Unit-IV Ethical Issues in Service Marketing** 4.1 Digital Service Marketing and E-Services 4.2 Service Innovations and Technology-Based Services 4.3 Ethical Issues and Consumer Protection in Service Marketing 4.4 Career Opportunities in Service Industries	6	CO4

REFERENCE BOOKS:

9. Christopher Lovelock & Jochen Wirtz – Services Marketing: People, Technology and Strategy, Pearson Education.
10. Valarie A. Zeithaml, Mary Jo Bitner & Dwayne Gremler – Services Marketing,

McGraw Hill.

11. Ravi Shankar – Services Marketing: The Indian Perspective, Excel Books.
12. K. Douglas Hoffman & John E.G. Bateson – Services Marketing, Cengage Learning.
13. Harsh V. Verma – Services Marketing: Text and Cases, Pearson Education.
14. Rajendra Nargundkar – Services Marketing, McGraw Hill Education.
15. Adrian Payne – The Essence of Services Marketing, Pearson Education.
16. Kotler, Philip & Keller Kevin Lane – Marketing Management, Pearson Education..

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	1
CO2	2	2	3	3	1
CO3	1	3	2	3	2
CO4	1	3	2	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓	--	--
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

SEMESTER: VI

BBA-DSE-365B B2B Marketing

Course Title: B2B Marketing	Course Type: Mandatory DSE
Course Code: BBA-DSE-365B	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course is designed to provide students with an understanding of Business-to-Business (B2B) marketing concepts, industrial buying behaviour, organizational markets, and relationship marketing strategies. The course focuses on industrial products and services, B2B customer relationships, supply partnerships, channel management, and digital B2B practices. Emphasis is laid on practical orientation and industry-relevant approaches to prepare students for careers in industrial marketing, sales management, procurement, channel management, and corporate business development.

Course Objectives:

1. To introduce students to the concepts and significance of B2B marketing.
2. To develop understanding of industrial markets and organizational buying behaviour.
3. To provide knowledge about B2B marketing strategies and relationship management.
4. To familiarize students with channel management, industrial selling, and procurement practices.
5. To develop analytical skills related to industrial customer needs and business marketing decisions.
6. To create awareness regarding emerging trends and ethical issues in B2B marketing.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the concepts, scope, industrial markets, and organizational buying behaviour in B2B marketing
CO2	**Apply** B2B marketing strategies, relationship marketing, and industrial selling practices in business markets
CO3	**Analyze** procurement processes, channel management, supply partnerships, and pricing strategies in industrial marketing.
CO4	**Evaluate** digital B2B marketing practices, ethical issues, globalization, and emerging trends in business marketing.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to B2B Marketing** 1.1 Meaning, Nature and Scope of B2B Marketing 1.2 Differences between B2B and B2C Marketing 1.3 Industrial Markets and Types of Business Customers 1.4 Organizational Buying Behaviour.	6	CO1
2	**Unit-II B2B Marketing Strategies and Relationship Management** 2.1 Market Segmentation and Targeting in B2B Markets 2.2 Relationship Marketing and Key Account Management 2.3 Industrial Selling and Personal Selling Process 2.4 Customer Value Creation and Business Communication	6	CO2
3	**Unit-III Procurement, Channels and Supply Partnerships** 3.1 Procurement Management and Vendor Selection 3.2 Distribution Channels in Industrial Markets 3.3 Supply Chain Relationships and Strategic Alliances 3.4 Pricing Strategies and Negotiation in B2B Markets	6	CO3
4	**Unit-IV Ethical Issues in B2B Marketing** 4.1 Digital B2B Marketing and E-Procurement 4.2 CRM Software and Technology in B2B Markets 4.3 Ethical Issues and Sustainable Practices in Industrial Marketing 4.4 Emerging Trends, Globalization and Career Opportunities in B2B Marketing	6	CO4

REFERENCE BOOKS:

1. Michael D. Hutt & Thomas W. Speh – *Business Marketing Management: B2B*, Cengage Learning.
2. Ross Brennan, Louise Canning & Raymond McDowell – *Business-to-Business Marketing*, Sage Publications.
3. Krishna K. Havaldar – *Industrial Marketing*, McGraw Hill Education.
4. Robert R. Reeder, Edward G. Brierty & Betty H. Reeder – *Industrial Marketing*, Prentice Hall.
5. Philip Kotler, Waldemar Pfoertsch & Uwe Sponholz – *B2B Brand Management*, Springer.
6. Richard Hill & Ralph Alexander – *Industrial Marketing*, AITBS Publishers.

7. Anderson, Narus & Narayandas – *Business Market Management*, Pearson Education.
8. Kotler, Philip & Keller Kevin Lane – *Marketing Management*, Pearson Education.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	1	1
CO2	1	2	3	3	1
CO3	1	3	3	2	2
CO4	1	3	2	1	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓	--	--
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

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SEMESTER: VI

BBA-DSE-364C Performance Management

Course Title: Performance Management — Course Type: Mandatory DSE
Course Code: BBA-DSC III-364C — Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0 — CIE Marks: 20
Lecture Hours: 24 Hours — ESE Marks: 30

Course Description:

The course focuses on concepts, systems, and practices of performance management in organizations. It enables students to understand performance appraisal systems, employee performance evaluation, feedback mechanisms, competency management, and strategic performance improvement methods.

Course Objectives:

1. To understand the concepts and importance of performance management.
2. To learn performance planning and goal-setting techniques.
3. To familiarize students with appraisal methods and systems.
4. To understand performance review, feedback, and counselling practices.
5. To develop strategies for performance improvement and employee motivation.
6. To understand modern trends and ethical issues in performance management.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓		--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the concepts and significance of performance management.
CO2	**Analyze** various performance appraisal methods and systems.
CO3	**Apply** goal-setting and competency-based performance techniques.
CO4	**Understand** ethical and strategic issues in performance management.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Performance Management**	6	CO1

SN	Contents of Module	Hrs	COs
	1.6 Meaning and importance of performance management. 1.7 Objectives and scope. 1.8 Performance management VS performance appraisal. 1.9 Strategic role of performance management. 1.10 Challenges in performance management.		
2	**Unit-II Performance Planning** 2.1 Goal setting and performance standards 2.2 Key Result Areas (KRAs) and KPIs 2.3 Competency mapping 2.4 Performance planning process 2.5 Employee participation in performance planning	6	CO2
3	**Unit-III Performance Appraisal Methods** 3.1 Traditional appraisal methods 3.2 Modern appraisal methods 3.3 360-degree appraisal 3.4 Management by Objectives (MBO) 3.5 Balanced scorecard approach	6	CO3
4	**Unit-VI Contemporary Trends in Performance Management** 4.1 Technology-driven performance management 4.2 HR analytics and AI in appraisal 4.3 Remote employee performance management 4.4 Continuous feedback systems 4.5 Future trends in performance management	6	CO4

REFERENCE BOOKS:

15. Human resource management and organizational performance by Herman Aguinis, Chicago Business Press.
16. Human Resource Management by Gary Dessler, Pearson Education (India).
17. Performance Appraisal and Management by Kevin R. Murphy, Sage Publications.
18. Armstrong's Handbook of Performance Management by Michael Armstrong Michael Armstrong, Kogan Page.
19. Managing Human Resources by Arun Monappa and Mirza S. Saiyadain, Tata McGraw-Hill Education.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	1	1
CO2	3	3	2	2	1
CO3	3	2	3	2	2
CO4	2	3	2	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓		✓	✓
End Semester Examination (30)	✓	✓	✓	✓	✓	✓

SEMESTER: VI

BBA-DSE-365C Labour Welfare & Industrial Safety Management

Course Title: Labour Welfare & Industrial Safety Management
Course Type: Mandatory DSE
Course Code: BBA-DSE-365C
Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0
CIE Marks: 20
Lecture Hours: 24 Hours
ESE Marks: 30

Course Description:

This course introduces students to the concepts of labour welfare and industrial safety management. It focuses on employee welfare measures, labour legislation, workplace safety practices, accident prevention, and the role of management in creating a healthy and safe working environment

Course Objectives:

1. Understand the concepts and importance of labour welfare and industrial safety.
2. Identify various welfare measures and labour welfare programmes in organizations.
3. Explain industrial safety practices, accident prevention methods, and safety regulations.
4. Develop awareness about workplace health, safety, and employee well-being.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the concepts, objectives, and importance of labour welfare, and identify the role of various agencies involved in employee welfare.
CO2	**Understand** different labour welfare measures, social security provisions, and employee welfare legislations applicable to industries.
CO3	**Identify** concepts of industrial safety and accident prevention methods to minimize workplace accidents in organizational settings.
CO4	**Analyze** workplace health and safety practices and examine their effectiveness in maintaining a safe and healthy work environment.

SN	Contents of Module	Hrs	COs
1	**Unit – I Introduction to Labour Welfare** 1.9 Meaning and Need of Labour Welfare 1.10 Objectives and Scope of Labour Welfare 1.11 Types of Labour Welfare Activities 1.12 Role of Government, Employers, and Trade Unions in Labour Welfare 1.13 Labour Welfare Officer: Role and Functions	6	CO1
2	**Unit – II Labour Welfare Measures and Legislations** 2.9 Statutory and Non-Statutory Welfare Measures 2.10 Welfare Facilities in Industrial Organizations 2.11 Social Security Measures for Workers 2.12 Overview of Factories Act and Employees State Insurance (ESI) 2.13 Employee Health and Well-Being Programmes	6	CO2
3	**Unit – III Fundamentals of Industrial Safety Management** 3.18 Meaning and Importance of Industrial Safety 3.19 Causes and Types of Industrial Accidents 3.20 Accident Prevention Techniques 3.21 Safety Awareness Programmes 3.22 Role of Safety Officer and Safety Committee	6	CO3
4	**Unit – IV Workplace Health, Safety and Environment** 4.14 Occupational Health and Industrial Hygiene 4.15 Workplace Hazards and Risk Management 4.16 Fire Safety and Emergency Procedures 4.17 Industrial Pollution and Environmental Safety	6	CO4

REFERENCE BOOKS:

20. Aspects of Labour Welfare: A. M. Sarma, Himalaya publishing House
21. Dynamics of Industrial relations: Mamoria, Mamoria, Gankar, Himalaya publishing House
22. Industrial relations: Arun Monappa, Tata- McGraw hill publishing Company Ltd. Delhi
23. Health & Safety at Work: Jeremy Stranks, Kogan Page India Private Limited
24. Industrial Safety Management – L.M. Deshmukh, Tata- McGraw hill publishing Company Ltd. Delhi
25. Industrial Safety Management: Kale & Gramopadhye, Nirali Prakashan

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	1	3
CO2	3	2	2	1	3
CO3	2	3	3	1	3
CO4	2	3	3	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓	✓		✓
End Semester Examination (30)	✓	✓	✓	✓		✓

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SEMESTER: VI

BBA-DSE-364D Data Visualization using Power BI

Course Title: Data Visualization using Power BI	Course Type: Mandatory DSE
Course Code: BBA-DSE-364D	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course introduces the fundamentals of data visualization using Power BI. Students will learn to connect, prepare, visualize, and present data through interactive reports and dashboards for business decision-making.

Course Objectives:

- Understand the basics of Power BI and data visualization.
- Learn data preparation and modeling concepts.
- Create reports and dashboards using Power BI.
- Apply visualization best practices for effective communication of insights.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the basic concepts and features of Power BI.
CO2	**Perform** basic data preparation and modeling tasks.
CO3	**Create** simple reports and dashboards for data visualization.
CO4	**Apply** visualization principles and ethical practices in reporting.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Power BI** 1.1 Basics of Power BI 1.2 Components of Power BI 1.3 Data Sources and Connectivity 1.4 Data Refresh and Management	6	**CO1**
2	**Unit-II Data Visualization Fundamentals**	6	**CO2**

SN	*Contents of Module*	*Hrs*	*COs*
	2.1 Introduction to Data Visualization 2.2 Importance of Data Visualization 2.3 Principles of Effective Visualization 2.4 Visualization for Business Decisions		
3	**Unit-III Data Preparation** 3.1 Data Cleaning and Transformation 3.2 Handling Missing and Duplicate Data 3.3 Data Modeling Basics 3.4 Introduction to DAX	6	**CO3**
4	**Unit-IV Reports and Dashboards** 4.1 Creating Reports and Dashboards 4.2 Charts, Tables, and KPIs 4.3 Filters and Interactive Features 4.4 Dashboard Design and Data Ethics	6	**CO4**

REFERENCE BOOKS:

1. Data Visualization Made Simple by Kristen Sosulski
2. Analyzing Data with Power BI by Alberto Ferrari & Marco Russo
3. Successful Business Intelligence by Rolf Hichert & M. E. Froschl
4. Analyzing Data with Power BI and Power Pivot for Excel by Alberto Ferrari & Marco Russo
5. Mastering Microsoft Power BI by Brett Powell
6. Data Visualization Made Simple by Kristen Sosulski

Mapping of Course Outcomes to Program Outcomes:

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	3	1	1	-	-
CO2	3	2	1	1	-
CO3	2	3	2	3	-
CO4	1	2	1	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyse	Evaluate	Create
Continuous Internal Evaluation(40)		✓	✓	✓		✓
End Semester Examination (60)		✓	✓	✓		✓

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SEMESTER: VI

BBA-DSE-365D Web, Social Media & Text Analytics

Course Title: Web, Social Media & Text Analytics	Course Type: Mandatory DSE
Course Code: BBA-DSE-365D	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course introduces the basics of web, social media, and text analytics. It focuses on understanding digital data, analyzing online user behavior, measuring social media performance, and extracting insights from textual data for business decision-making.

Course Objectives:

- Understand the fundamentals of web, social media, and text analytics.
- Learn key metrics used in digital and social media analytics.
- Apply basic text analytics techniques to analyze textual data.
- Explore analytics tools and emerging trends in digital analytics.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** the fundamentals of web, social media, and text analytics.
CO2	**Analyse** digital and social media performance using key metrics.
CO3	**Apply** basic text analytics techniques to derive insights.
CO4	**Use** analytics tools and identify emerging trends in digital analytics.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction to Web Analytics** **1.1** Basics of Web and Social Media Analytics **1.2** Digital Data and User Behavior **1.3** Key Analytics Metrics **1.4** Applications in Digital Business	6	CO1

SN	*Contents of Module*	*Hrs*	*COs*
2	**Unit-II Social Media Analytics** **2.1** Social Media Platforms and Marketing **2.2** Audience Engagement Analysis **2.3** Brand Monitoring and Influencer Marketing **2.4** Social Media Performance Metrics	6	CO2
3	**Unit-III Text Analytics** **3.1** Introduction to Text Analytics **3.2** Text Data Sources and Preprocessing **3.3** Sentiment Analysis and Keyword Extraction **3.4** Applications of Text Analytics	6	CO3
4	**Unit-IV Analytics Tools and Emerging Trends** **4.1** Google Analytics and Social Media Tools **4.2** Website Traffic and SEO Analysis **4.3** Analytics Dashboards and Reports **4.4** AI and Future Trends in Analytics	6	CO4

REFERENCE BOOKS:

1. Web Analytics 2.0 – by Avinash Kaushik
2. Social Media Marketing – by Tracy L. Tuten
3. Text Analytics with Python – by Dipanjan Sarkar
4. Data Mining: Concepts and Techniques – by Jiawei Han
5. Digital Marketing Essentials – by Jeff Larson
6. Practical Text Analytics – by Sridhar Alla

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	-	-
CO2	2	3	2	1	-
CO3	2	2	1	2	-
CO4	1	2	1	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyse	Evaluate	Create
Continuous Internal Evaluation(40)		✓	✓	✓	✓	
End Semester Examination (60)		✓	✓	✓	✓	

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SEMESTER: VI

BBA-DSE-364E Python Programming

Course Title: Python Programming	Course Type: Mandatory DSE
Course Code: BBA-DSE-364E	Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

Course Description:

This course introduces students to the fundamentals of Python programming with a practical and activity-based learning approach. The course focuses on developing logical thinking, problem-solving skills, and beginner-level programming abilities using Python. Students will learn Python syntax, decision-making, loops, functions, and basic data structures through hands-on exercises and mini activities.

Course Objectives:

1. To familiarize students with the basics of Python programming language.
2. To develop logical and analytical thinking through programming exercises.
3. To enable students to create simple applications using Python concepts.
4. To encourage practical learning through mini projects and coding activities.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓		✓	

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand Python syntax, variables, operators, and input/output operations.
CO2	Apply conditional statements and loops for solving simple programming problems.
CO3	Develop Python programs using functions and modular programming concepts.
CO4	Use lists, tuples, and dictionaries for storing and processing data.

SN	Contents of Module	Hrs	COs
1	**Unit-I Introduction to Python and Programming Basics** 1.1 Introduction to Python and its applications 1.2 Installation and IDE setup 1.3 Writing and executing Python programs 1.4 Variables and data types 1.5 Input and output statements 1.6 Operators in Python	6	CO1
2	**Unit-II Decision Making and Looping Statements** 2.1 if, if-else, nested if statements 2.2 for loop and while loop 2.3 break and continue statements 2.4 Simple logical programming exercises	6	CO2
3	**Unit-III Functions in Python** 3.1 Defining and calling functions 3.2 Function arguments and return values 3.3 Scope of variables 3.4 Simple modular programming exercises	6	CO3
4	**Unit-IV Python Data Structures** 4.1 Strings and string operations 4.2 Lists and list methods 4.3 Tuples and tuple operations 4.4 Dictionaries and dictionary operations	6	CO4

REFERENCE BOOKS:

1. Eric Matthes, *Python Crash Course*, No Starch Press, ISBN: 978-1593279288.
2. Al Sweigart, *Automate the Boring Stuff with Python*, No Starch Press, ISBN: 978-1593275990.
3. Mark Lutz, *Learning Python*, O'Reilly Media, ISBN: 978-1449355739.
4. Paul Barry, *Head First Python*, O'Reilly Media, ISBN: 978-1491919538.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	1	2	2
CO2	2	3	2	3	2
CO3	2	2	3	3	2
CO4	2	2	2	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(20)	✓	✓	✓	✓	✓	
End Semester Examination (30)	✓	✓	✓	✓	✓	

SEMESTER: VI

BBA-DSE-365E Operating System

Course Title: Operating system — Course Type: Mandatory DSE
Course Code: BBA-DSE-365E — Total Credits: 02
Lectures: Tutorials: Practical: 2:0:0 — CIE Marks: 20
Lecture Hours: 24 Hours — ESE Marks: 30

Course Description:

This course will introduce our students to recall the basic concepts of operating system and its functions. It will focus on Linux operating systems. Throughout this course, students will also learn about alternative operating systems, like Windows, Linux etc. The course will begin with basic concepts of an operating systems, its components, architecture diagram etc. Over the course of the subsequent units, we will discuss the history of Linux, features, benefits of Linux etc. with students in detail. They will also learn each of the major components of an operating system and explore basic commands of Linux. The class will conclude with a discussion of various Shell Programs and Linux commands.

Course Objectives:

The subject aims to provide the student with an understanding of operating System basic concepts and its architecture, components etc. It also covers Linux operating System, its benefits. Students also learn the Linux commands to implement shell programming applications so that they can develop their own applications in Linux.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	--	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	To recall the basic concepts of Operating System like it's definition, types etc.
CO2	To Understand Components of OS and its architecture, Process state and learn basic Linux commands
CO3	To understand the concepts in memory management
CO4	To understand the concept of file management and storage structures.

SN	*Contents of Module*	*Hrs*	*COs*
1	**Unit-I Introduction** 1.1 Introduction of an Operating System	**06**	**CO1** **CO2**

SN	*Contents of Module*	*Hrs*	*COs*
	1.2 Components of an OS 1.3 Types of Operating System: Batch OS, Time-Sharing OS, Distributed OS, Network OS, Real-Time OS. 1.4 Operating System Structure		
2	**Unit-II Process Management** 2.1 Process Concepts - Process definition 2.2 Process State - Process Control Block - Threads. 2.3 Process Scheduling –Basic Concepts-Scheduling Criteria - Scheduling Algorithms (FCFS, SJF, Priority, Round- Robin)	**06**	**CO2**
3	**Unit-III Memory Management** 3.1 Swapping - Contiguous Memory Allocation- Memory Protection, Memory Allocation - Fragmentation 3.2 Paging - Basic method - Hardware Support - Protection, Structure of the Page table- Hierarchical Paging - Hashed Page Tables - Inverted Page Table 3.3 Segmentation- Basic Method – Hardware - Protection and Sharing – Fragmentation 3.4 Demand Paging- Basic Concepts. Page Replacement- Basics Concepts	**06**	**CO3**
4	**Unit-IV File Management** 4.1 File Concepts-Attributes-Operations-Types 4.2 Access Methods-Sequential – Direct – Indexed 4.3 Directory Structure- – Single-level - Two-level - Tree Structured 4.4 Allocation Methods – Contiguous – Linked – Indexed	**06**	**CO4**

REFERENCE BOOKS:

1. Peterson Silberschats, Galvin (2005), Operating System Concepts, Addition Wesley Publication. ISBN-10: 8126554274 ISBN-13: 978-8126554270.
2. Gary Nutt, Operating Systems. Pearson Education. 3rd edition
3. D.M. Dhamdhere, Operating Systems: A Concept-based Approach,Tata McGraw-
Hill Education-2012 ,3rd edition
4. Andrew S Tanenbaum, Modern Operating Systems, Prentice Hall of India Learning. 2009. 3rd Edition.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	3	-	-	1	-
CO2	3	2	-	2	-
CO3	3	2	-	1	-
CO4	3	1	-	1	-

Assessment Pattern

Bloom's Category	Remem ber	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (20)	✓	✓	✓	✓	✓	✓
End Semester Examination (30)	✓	✓	✓	✓	--	--

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SEMESTER VI

BBA-MIN-366 International Business Management – (EXIM Policy and Documentation)

Course Title: IBM EXIM Policy and Documentation

Course Type: Mandatory Minor

Course Code: BBA-DSE-366 | Total Credits: 04

Lectures: Tutorials: Practical: 4:0:0 | CIE Marks: 40

Lecture Hours: 48 Hours | ESE Marks: 60

Course Description: This course is designed to provide students with practical and conceptual understanding of Export-Import (EXIM) policy, international trade procedures, and export-import documentation. The course focuses on India's foreign trade framework, export-import operations, trade regulations, logistics, international payment systems, and trade finance. It also develops students' knowledge of documentation practices required in international trade transactions. Emphasis is laid on industry-oriented learning and procedural understanding to prepare students for careers in export houses, logistics firms, customs consultancy, international banking, and global trade operations.

Course Objectives:

1. To familiarize students with the fundamentals of EXIM trade and India's foreign trade policy.
2. To develop understanding of export-import procedures and documentation.
3. To provide knowledge about trade finance, shipping, insurance, and customs procedures.
4. To acquaint students with international payment systems and trade regulations.
5. To develop practical understanding of logistics and export-import operations.
6. To create awareness regarding emerging trends and challenges in international trade management.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Explain** the concepts, scope, and significance of EXIM trade and foreign trade policy
CO2	**Understand** export-import procedures, licensing, and trade regulations
CO3	**Apply** export-import documentation and customs procedures
CO4	Analyze international payment systems, logistics, and shipping practices
CO5	**Evaluate** trade finance, insurance, and risk management practices in EXIM business
CO6	**Identify** emerging trends, opportunities, and challenges in export-import management.

SN	***Contents of Module***	***Hrs***	***COs***
1	**Unit-I Introduction to EXIM Management** 1.1 Meaning, Nature and Scope of Export-Import Trade 1.2 Importance of EXIM Trade in Economic Development 1.3 India's Foreign Trade Policy and EXIM Environment 1.4 Role of DGFT, EXIM Bank and Export Promotion Councils	8	CO1, CO2
2	**Unit-II Export Procedures and Documentation** 2.1 Export Procedure and Export Cycle 2.2 IEC Code, Registration and Export Licensing 2.3 Export Documentation: Invoice, Packing List and Shipping Bill 2.4 Role of Customs and Port Authorities in Export Trade	8	CO2, CO3
3	**Unit-III Import Procedures and Documentation** 3.1 Import Procedure and Import Trade Cycle 3.2 Import Licensing and Customs Clearance Procedures 3.3 Import Documentation: Bill of Entry, Bill of Lading and Certificate of Origin 3.4 Import Duties, Tariffs and Trade Restrictions	8	CO3, CO5
4	**Unit-IV International Payment Systems and Trade Finance** 4.1 Methods of Payment in International Trade 4.2 Letter of Credit and Bank Guarantees 4.3 Export Finance and Import Finance 4.4 Foreign Exchange Management and FEMA Basics	8	CO4, CO5

5	**Unit-V Shipping, Insurance and Logistics Management** 5.1 Shipping and Freight Forwarding Procedures 5.2 Marine Insurance and Risk Coverage in International Trade 5.3 International Logistics and Supply Chain Management 5.4 Role of Warehousing and Transportation in EXIM Operation	8	CO4, CO5
6	**Unit-VI Emerging Trends and Challenges in EXIM Business** 6.1 Digitalization and E-Commerce in International Trade 6.2 WTO Regulations and Global Trade Practices 6.3 Sustainability, Ethics and Compliance in EXIM Trade 6.4 Future Trends, Challenges in EXIM Management	8	CO6, CO1

REFERENCE BOOKS:

1. Francis Cherunilam – International Trade and Export Management, Himalaya Publishing House.
2. C.B. Gupta – International Business and Export Management, Sultan Chand & Sons.
3. T.A.S. Balagopal – Export Management, Himalaya Publishing House.
4. Paras Ram – Export: What, Where and How, Anupam Publications.
5. Justin Paul – International Business, McGraw Hill Education.
6. P. Subba Rao – International Business, Himalaya Publishing House.
7. RBI and DGFT Publications on Export-Import Procedures and FEMA Guidelines.
8. Government of India – Foreign Trade Policy and EXIM Manual..

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	3	3	2	1	1
CO3	2	3	3	2	1
CO4	2	3	2	3	1
CO5	2	2	2	2	3
CO6	1	3	2	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation (40)	✓	✓	✓	✓	--	--
End Semester Examination (60)	✓	✓	✓	✓	✓	✓

KCES's Institute of Management and Research (Autonomous), Jalgaon
FACULTY OF COMMERCE AND MANAGEMENT,
School of Management Studies
B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME
w.e.f. 2026-27

SEMESTER: V

BBA-OJT-367 On Job training/ Internship

Course Title: On Job Training/Internship OJT	Course Type: Mandatory
Course Code: BBA-OJT-367	Total Credits: 04
Lectures: Tutorials: Practical: 0:0:4	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

Course Description:

OJT/Internship is designed to provide BBA students with practical exposure to business organisations and workplace practices. Students undertake a short term internship, or project work related to their specialization (Finance/ marketing/ Human Resource/ Business Analytics). The course helps students

Course Objectives:

1. To expose students to real business and organizational environments
2. To develop practical understanding of business functions and operations
3. To improve communication, teamwork and problem-solving skills
4. To encourage students to apply theoretical concepts in practical situations
5. To develop report writing and presentation skills among students

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
--	✓	✓	✓	--	✓	--	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	**Understand** organizational structure and workplace culture
CO2	**Apply** classroom concepts to practical business situations
CO3	Collect and **analyze** basic business-related data
CO4	**Prepare** and present a structured project report
CO5	**Develop** professional skills such as communication, teamwork, and time management
CO6	**Demonstrate** confidence and practical exposure for career readiness

Purpose of OJT/ Internship

OJT/Internship is the final part of the BBA program. It helps students use what they have learned to find and solve real business problems. It also helps them improve their critical thinking, research skills, ability to analyze data, and academic writing.

Note: Students are required to undergo industrial/business training for **minimum 4 weeks** as part of the academic curriculum to gain practical exposure and hands-on experience in their area of specialization.

Contents of Project Report:

The Project report must include the following topics:

1. Title Page
2. Certificate from Institute
3. Certificate from Organization
4. Declaration by the Student
5. Acknowledgement
6. Executive Summary
7. Table of Contents
8. Organization profile
9. Theoretical background
10. Objectives of Study
11. Research Methodology
12. Data Collection and Analysis
13. Findings and Suggestions
14. Conclusion
15. References and Annexures

Report Guidelines:

Required number of Respondents 50-100/3 cases
Total Pages ~ around 50
Font: Times New Roman, 12 pt, 1.5 spacing
Margins: 1 inch on all sides. 0.5 Gutter on left
Binding: Black bound (2 copies)

Evaluation of the Field Project:

The OJT/Internship shall be evaluated through viva-voce and project report of 100 marks comprising of 40 marks for internal and 60 marks for external.

Note: criteria for passing is 50% internal and external respectively

Evaluation Criteria:

1. Objectives and Methodology
2. Data collection and Analysis
3. Findings and Suggestions
4. Report Presentation
5. Viva Voce

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	1	2	2	1
CO2	3		2	1	2
CO3	3	1		3	3
CO4	1		1	3	3
CO5	3		2	3	3
CO6	1	1	3	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation(40)	✓	✓	✓	✓	✓	✓
End Semester Examination (60)	✓	✓	✓	✓	✓	✓