

**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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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.

(For 4 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 scenarios. At 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 of computer 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, Human 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.

Three Year BBA Programme:

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)

Four Year BBA (Honors) Programme

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 disciplinary areas, learning generic outcomes that are expected to be acquired by a graduate on completion 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.

<u>Graduate Attributes</u>	
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.

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

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.

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.

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.

Program Specific Outcomes (PSOs):

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.

<u>Program Specific Outcomes (PSOs)</u>	
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
<i>Level of correlation: 3-High, 2-Medium, 1-Low</i>					

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
<i>Level of correlation: 3-High, 2-Medium, 1-Low</i>					

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

Ye ar s	Leve l	Sem	Major(Core) Subjects		Mino r	O E	VSC, SEC (VSE C)	AEC, VEC, IKS	OJT, FP,C EP,C C,RP	Cum. Cr/ Semes ter	Degr e/ Cum ulativ e Credi t
			Man dato ry (DS C)	Elect ive (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 Honor s Degr e 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 Honours with Research Degree 44
		VIII							OJT-22	22	
		Cum .Cr.	8	8			4		24	44	
Credit After V 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.

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	Se m	Type	Course Code	Title	L	P	Cred it	Mark s	
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	--	4	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	4	4	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-211	Business Economics	4		4	100
		DSC	BBA-DSC-212	Marketing Management	4		4	100
		Minor	BBA-MIN-213	International Business Management – (Global Business Environment)	4	--	4	100
		OE	BBA-OE-214	Management Information System	2		2	50
		VSC	BBA-VSC-215	Research Methodology	2	--	2	50
		AEC	BBA-AEC-216	Tally Prime	--	4	2	50
		FP	BBA-FP-217	Field Survey	--	4	2	50
		CC	CC-300	Sports/NSS/ Cultural Activities	--	2	2	50
								22
BBA – Second Year, SEMESTER – IV, Level – 5.0								
SY BBA	IV	DSC	BBA-DSC-221	Business Mathematics and Statistics	2	4	4	100
		DSC	BBA-DSC-222	Corporate Accounting	4	--	4	100
		Minor	BBA-MIN-223	International Business Management – (International Ventures, Mergers & Acquisitions)	4	--	4	100
		OE	BBA-OE-224	Business Law	2	--	2	50
		SEC	BBA-SEC-225	Entrepreneurship and Startup Ecosystem		4	2	50
		AEC	BBA-AEC-226	Database Management System	2	--	2	50
		CEP	CEP-401	Community Engagement and Service	2	--	2	50
		CC	CC-400	Health and Wellness Management	2	--	2	50
								22
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

BBA(Honors/Research)-Third Year SEMESTER – V, Level – 5.5

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								
Clas s	Sem	Type	Course Code	Title	L	P	Cred it	Mark s
BBA – Third Year, SEMESTER – V, Level – 5.5								
TY BBA	V	DSC	BBA-DSC-311	E-commerce & Digital Marketing	4	--	4	100
		DSC	BBA-DSC-312	Financial Management	4	--	4	100
		DSC	BBA-DSC-313	Advanced Excel	-	4	2	50
		DSE	BBA-DSE-314	Discipline Specific Electives-I	2	--	2	50
		DSE	BBA-DSE-315	Discipline Specific Electives-II	2	--	2	50
		Mino r	BBA-MIN-316	International Business Management – (International Trade Policy & Strategy)	4	--	4	100
		VSC	BBA-VSC-317	Business Ethics and Corporate Governance	2	2	2	50
		FP	BBA-FP-318	Field Project related to Major	--	4	2	50
								22
BBA – Third Year, SEMESTER – VI, Level – 5.5								
TY BBA	VI	DSC	BBA-DSC-321	Soft Skills	4	--	4	100
		DSC	BBA-DSC-322	Indian Economy	4		4	100
		DSC	BBA-DSC-323	Logistics and Supply Chain Management	2		2	50
		DSE	BBA-DSE-324	Discipline Specific Electives-III	2	--	2	50
		DSE	BBA-DSE-325	Discipline Specific Electives-IV	2		2	50
		Mino r	BBA-MIN-326	International Business Management – (EXIM Policy and documentation)	4	--	4	100
		OJT	BBA-OJT-327	On Job training/ Internship	--	4	4	100
								22
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-411	Entrepreneurial Leadership	4	0	4	100
		DSC	BBA-DSC-412	Business Research Methods	4	0	4	100
		DSE	BBA-DSE-413	Discipline Specific Electives-V	4	0	4	50
		DSE	BBA-DSE-414	Discipline Specific Electives-VI	4	0	4	50
		SEC	BBA-SEC-415	Dissertation work [evaluation in Eight semester]	-	-	-	100
		SEC	BBA-SEC-416	Summer Internship -II	-	-	4	50
		VSC	BBA-VSC-417	Event Management	2	0	2	50
						Total Credits		
BBA (Honors) – Fourth Year, SEMESTER – VIII, Level – 6.0								
BBA(Honors)	VIII	DSE	BBA-DSE-421	Discipline Specific Electives - VII	4	-	4	100
		DSE	BBA-DSC-422	Discipline Specific Electives - VIII	4	-	4	100
		DSE	BBA-DSE-423	Discipline Specific Electives - IX	4	-	4	100
		SEC	BBA-SEC-424	Dissertation work [Started in Seventh semester]	-	-	8	200
		SEC	BBA-SEC-425	Ethics in Research	2	-	2	50
						Total Credits		

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-411	Advanced Data Analysis Tools	2	0	4	100
		DSC	BBAR-DSC-412	Advanced Research Methodology	2	0	4	100
		SEC	BBAR-SEC-413	Research Internship Report and Viva –Voce	-	0	4	50
		DSE	BBAR-DSE-414	Discipline Specific Electives - X	4	0	4	50
		DSE	BBAR-DSE-415	Discipline Specific Electives – XI	4	-	4	100
		CC	BBAR-CC-416	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-421	Dissertation (For Research Track)	-	-	22	550
							Total Credits	

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
VII I	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

FACULTY OF COMMERCE AND MANAGEMENT,

School of Management Studies

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

BATCH 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
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)	✓	✓	✓	✓		✓

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 2024-25

SEMESTER: I

BBA-DSC-112 Financial Accounting

Course Title: Financial Accounting

Course Type: Mandatory DSC

Course Code: BBA-DSC-112

Total Credits: 04

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	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	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	Subsidiary Books 3.1 Significance of various Subsidiary Books 3.2 Purchase Book, Sales Book 3.3 Purchase Return Book , Sales Return Book 3.4 Cash Book – Simple Cash Book, Double Column Cash Book	6	CO3
4	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 (40)	✓	✓	✓	✓		
End Semester Examination (60)	✓	✓	✓	✓		

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School of Management Studies

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

BATCH 2024-25

SEMESTER: I

BBA-OE-113 Web Designing Using HTML

Course Title: Web Designing Using HTML

Course Type: OE

Course Code: BBA-OE-113

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 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:

CO No.	CO	Level of CO
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.	Remembering, Understanding
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.	Remembering, Applying
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.	Remembering, Applying
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.	Understanding, Applying

S.N.	Contents of Module	Hrs	COs
1	<p>Unit 1: Introduction to HTML</p> <p>1.1 What is HTML? Definition of HTML (Hypertext Mark-up Language), Importance of HTML in web development, The structure of an HTML document.</p> <p>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.</p> <p>1.3 Headings and Paragraphs The <h1> to <h6> tags for headings, The <p> tag for paragraphs, Text formatting: , , <mark>, <sub>, <sup>.</p> <p>1.4 Comments in HTML</p>		CO1

S.N.	Contents of Module	Hrs	COs
	Using comments: <code><!-- This is a comment --></code> , Importance of comments for developers.		
2	<p>Unit 2: HTML Links, Images, and Lists</p> <p>2.1. Hyperlinks Creating hyperlinks with the <code><a></code> tag, The 'href' attribute.</p> <p>2.2. Images Inserting images with the <code></code> tag, The src and alt attributes, Image formatting (size, Alignment and adding boarder).</p> <p>2.3. Lists Ordered lists: <code></code> and <code></code> tags, Unordered lists: <code></code> and <code></code> tags, Nesting lists for multi-level lists.</p> <p>2.4. Div tag Basic <code><div></code> Usage, Grouping Elements Inside a <code><div></code></p>		CO2
3	<p>Unit 3: HTML Tables, Forms, and Multimedia</p> <p>3.1. Line Breaks and Horizontal Rules Using the <code>
</code> tag for line breaks, Using the <code><hr></code> tag for horizontal lines.</p> <p>3.2. Tables Creating tables using <code><table></code>, <code><tr></code>, <code><td></code>, and <code><th></code> tags, Adding table headers with <code><thead></code>, <code><tbody></code>, and <code><tfoot></code>, Merging cells with <code>colspan</code> and <code>rowspan</code>, Styling tables with basic attributes like border and cellpadding.</p>		CO3
4	<p>Unit 4: Advanced HTML Concepts and Best Practices</p> <p>4.1. Forms Form structure using <code><form></code> and its attributes, Creating input fields: <code><input type="text"></code>, <code><input type="password"></code>, and <code><textarea></code>, Dropdowns: <code><select></code> and <code><option></code>, Checkboxes and radio buttons: <code><input type="checkbox"></code> and <code><input type="radio"></code>, Submit button: <code><input type="submit"></code>.</p> <p>4.2. Semantic HTML Importance of semantic in HTML, using semantic elements: <code><header></code>, <code><nav></code>, <code><section></code>, <code><article></code>, <code><aside></code>, and <code><footer></code>.</p> <p>4.3. HTML Forms (Advanced)</p> <ul style="list-style-type: none"> Validating form inputs using HTML attributes (required, pattern, min, max). <p>using HTML attributes like required, pattern, min, and max.</p>		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.

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

BATCH 2024-25

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

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 tag, and apply basic formatting to the image.
- 4:** Design a webpage featuring an ordered list and an unordered list using and 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

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School of Management Studies

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

BATCH 2024-25

SEMESTER: I

BBA-VSC-115 – French Language Part-I

Course Title: French Language Part-I

Course Type: VSC

Course Code: BBA-VSC-115

Total Credits: 2

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:

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.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	COs
1	Unit – I Les Salutations (Introduction and greetings) 1.1 Première étape: Introduction to French language 1.2 Greeting: Salut! / bonjour/ bonsoir/ au revoir 1.3 Vowels and basic words	4	CO1
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 Grammar -1 (Grammar) 3.1 Les noms (Noun) 3.2 Les voyelles. (Vowels) 3.3 Les verbe (Verb)	6	CO2, CO3
4	Unit – IV Grammar -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.(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

BATCH 2024-25

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	Practical1: Create a word document to demonstrate different text formatting and page formatting elements. Practical2: Create a Greeting card using various shapes in MS Word.	12	CO1
2	Practical3: Design an invitation letter for your birthday to 10 friends using mail merge in MS-Word.	12	CO2
3	Practical4: Create simple presentation in Power point by using following steps: 1) add 3 slides, 2) change its design, 3) insert slide number to all slide, 4) apply animation effect, 5) apply slide transition to all slides.	12	CO3
4	Practical5: Create presentation using pictures, shapes, tables, Smart Art into slides.	12	CO4

REFERENCE BOOKS:

- 4) Microsoft Office 2016 All-In-One For Dummies, Peter Weverka, Wiley Publications, ISBN-812655908X
- 5) Fundamentals of MS Office – Gretchen Douglas, Mark Connell
- 6) 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. (40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

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School of Management Studies

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

BATCH 2024-25

SEMESTER: I

BBA-AEC-117 Business Communication

Course Title: Business Communication

Course Type: 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.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	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.(40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

Semester II

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

BATCH 2024-25

SEMESTER: II

BBA-DSC-121 Organizational Behaviour and Human Resource Management

Course Title: Organizational Behavior and HRM

Course Type: OE

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.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	COs
1	Unit – I Introduction: 1.1 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 4.1 Meaning and definition of HRM 4.2 Nature, scope and objectives of HRM 4.3 Functions of HRM 4.4 HRM vs. Personnel Management and HRM vs. HRD 4.5 Importance of HRM	06	CO4

SN	Contents of Module	Hrs	COs
	4.6 Role of H.R. Manager and HRM in Indian Context		
5	Unit – V Human Resource Planning 5.1 Meaning and Definition of Human Resource Planning 5.2 Objectives of Human Resource Planning 5.3 Need for and Importance of Human Resource Planning 5.4 Human Resource Planning Process 5.5 Barriers to Human Resource Planning 5.6 Guiding Principles of Effective HRP	08	CO5
6	Unit – VI Procurement 6.1 Recruitment – Meaning, Factors affecting recruitment 6.2 Sources of Recruitment, Process of Recruitment 6.3 Methods of Recruitment 6.4 Selection – Meaning, Process & Selection Methods 6.5 Placement - Meaning & Importance 6.6 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
C01	3	2	3	1	1
C02	3	2	3	3	1
C03	3	3	3	2	1
C04	3	2	3	2	1
C05	3	1	3	3	2
C06	3	2	2	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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B.B.A. (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME

BATCH 2024-25

SEMESTER: II

BBA-DSC-122 Cost and Management Accounting

Course Title: Cost and Management Accounting

Course Type: DSC

Course Code: BBA-DSC-122

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 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	Cost and Management Accounting 1.1 Cost Accounting – Meaning, Objectives & Scope 1.2 Management Accounting – Meaning, Objectives &	4	CO1

SN	Contents of Module	Hrs	COs
	Scope 1.3 Relationship between Cost accounting and Management Accounting		
2	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. 2.3 Preparation of Statement of Cost & Profit (Cost Sheet) 2.4 Items Excluded from Cost Sheet.	6	CO2
3	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	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)	✓	✓	✓	✓	✓	

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

BATCH 2024-25

SEMESTER: II

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

Course Title: IBM (Transnational &

Cross Cultural Mktg)

Course Type: 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	<p>Unit 1: Introduction to Transnational Marketing</p> <p>1.1 Globalization and International Marketing</p> <ul style="list-style-type: none"> • Definition and key concepts of globalization. • The role of international marketing in a global economy. <p>1.2 Cultural Factors Affecting Consumer Behavior</p> <ul style="list-style-type: none"> • Influence of culture on consumer preferences and purchasing behavior. • The role of language, traditions, and customs in shaping consumer behavior. <p>1.3 International Market Segmentation</p> <ul style="list-style-type: none"> • Criteria for segmenting international markets (geographic, demographic, psychographic). • Advantages of market segmentation in international marketing. <p>1.4 Entry Strategies for International Markets</p> <ul style="list-style-type: none"> • Overview of entry modes: exporting, franchising, joint ventures, etc. • Factors influencing the choice of market entry strategy. <p>Reference: Cateora, P. R., Gilly, M. C., & Graham, J. L. (2019). International Marketing (17th ed.). McGraw-Hill Education.</p>	6	CO1
2	<p>Unit 2: Cross-Cultural Consumer Behavior</p> <p>2.1 Hofstede Cultural Dimensions</p> <ul style="list-style-type: none"> • Overview of Hofstede’s dimensions: power distance, individualism vs. collectivism, etc. • Application of Hofstede’s framework in understanding cultural differences. <p>2.2 Consumer Behavior Across Cultures</p> <ul style="list-style-type: none"> • Influence of social norms and values on purchasing decisions. • Psychological factors that differ across cultures (e.g., motivation, perception). <p>2.3 Cultural Adaptation of Marketing Mix</p> <ul style="list-style-type: none"> • Adapting product features, pricing, and packaging to local cultures. • Designing culturally sensitive advertising campaigns & Customizing promotional strategies to suit local markets. <p>2.4 Challenges in Cross-Cultural Marketing</p> <ul style="list-style-type: none"> • Common cross-cultural miscommunications in marketing. • Managing cultural barriers and overcoming misunderstanding <p>Reference: Usunier, J., & Lee, J. A. (2013). Marketing Across Cultures (6th ed.). Pearson Education.gs.</p>	6	CO2

SN	Contents of Module	Hr s	COs
3	<p>Unit 3: Transnational Branding and Communication</p> <p>3.1 Global Branding vs. Local Branding</p> <ul style="list-style-type: none"> • Differences between global and local branding strategies. • Advantages and disadvantages of a global brand. <p>3.2 Cross-Cultural Communication in Marketing</p> <ul style="list-style-type: none"> • Tailoring marketing messages to different cultural communication styles. • Importance of cultural context in delivering effective marketing communication. <p>3.3 Digital and Social Media Marketing in Different Cultures</p> <ul style="list-style-type: none"> • Adapting digital content for different cultural audiences. • Role of influencers and local digital trends in cross-cultural marketing. <p>3.4 Brand Positioning Across Cultures</p> <ul style="list-style-type: none"> • Understanding how culture influences brand perception. • Strategies for positioning brands in culturally diverse markets. Use of cultural symbols, images, and narratives in branding. <p style="text-align: right;"><i>Reference: Keegan, W. J., & Green, M. C. (2017). Global Marketing (9th ed.). Pearson.</i></p>	6	CO3
4	<p>Unit 4: Ethical and Legal Aspects of International Marketing</p> <p>4.1 Ethics in Cross-Cultural Marketing</p> <ul style="list-style-type: none"> • Importance of ethics in international marketing. • Ethical challenges in marketing practices across cultures. <p>4.2 International Advertising and Consumer Protection Laws</p> <ul style="list-style-type: none"> • Key international laws regulating marketing and advertising. • Differences in consumer protection laws across countries. <p>4.3 Regulatory Environment for Global Marketing</p> <ul style="list-style-type: none"> • Overview of international trade agreements and their impact on marketing. • Import/export regulations and their effects on marketing strategies. • Legal considerations in product packaging, labeling, and safety. • Penalties for non-compliance with international marketing laws. <p style="text-align: right;"><i>Reference: Czinkota, M. R., & Ronkainen, I. A. (2013). International Marketing (10th ed.). South-Western College Publishing</i></p>	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. (40)	✓	✓	✓		✓	
End Semester Examination (60)	✓	✓	✓	✓		

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

BATCH 2024-25

SEMESTER: II

BBA-OE-124 Basics of C Programming

Course Title: Basics of C Programming

Course Type: OE

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

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	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 1.11. 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 ARRAY 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)	08	CO4

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	COs
	4.8 Unions		

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))

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 2024-25

SEMESTER: II

BBA-OE-125 Practicals on C Programming

Course Title: Practicals on Programming

Course Type: 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

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.

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FACULTY OF COMMERCE AND MANAGEMENT,

School of Management Studies

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

BATCH 2024-25

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.

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FACULTY OF COMMERCE AND MANAGEMENT,

School of Management Studies

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

BATCH 2024-25

SEMESTER: II

BBA-SEC-126 Microsoft Excel for Business

Course Title: Microsoft Excel for Business

Course Type: 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	12	CO1

S.N.	Contents of Module	Hrs	COs
	<p>1.4 Format the data with appropriate font, color, and alignment.</p> <p>Practical no. 2:</p> <p>2.1 Create an excel sheet and insert Student Information such as Student name, Course, Date of Admission, Fees paid, City etc.</p> <p>2.2 Sort a list of student names in alphabetical order.</p> <p>2.3 Filter a dataset to show only specific criteria (e.g. Course-wise student data)</p> <p>2.4 Perform Find and replace command</p>		
2	<p>Practical no. 3:</p> <p>3.1 Create a new workbook and save it with the name "Personal Budget.xlsx".</p> <p>3.2 Enter data for monthly expenses (rent, groceries, utilities) in a worksheet.</p> <p>3.3 Calculate the total monthly expenses using the SUM function.</p> <p>3.4 Apply conditional formatting with data bars, color scales, and icon sets.</p>	8	CO2
3	<p>Practical no. 4: Create a Mark sheet of student in MS Excel by using following steps:</p> <p>4.1 Add marks of 5 subjects out of 100 for each.</p> <p>4.2 Calculate minimum, maximum, total marks and percentage</p> <p>4.3 Display the result in the form of grade as per the following criteria:</p> <p style="padding-left: 40px;">If percentage ≥ 75 then grade = Outstanding</p> <p style="padding-left: 40px;">If percentage ≥ 60 and < 75 then grade = A</p> <p style="padding-left: 40px;">If percentage ≥ 50 and < 60 then grade = B</p> <p style="padding-left: 40px;">If percentage ≥ 40 and < 50 then grade = C</p> <p style="padding-left: 40px;">If percentage < 40 then grade = Fail</p>	10	CO3
4	<p>Practical no. 5</p> <p>5.1 Create a excel sheet to Sales Data of Electronic Store</p> <p>5.2 Enter data such as Sl. No., Product name, Unit Price, Quantity, Total etc.</p> <p>5.3 Use VLOOKUP to find the price of a product from a list.</p> <p>5.4 Create a bar chart to visualize Sales.</p> <p>5.5 Create a basic PivotTable to summarize sales data</p> <p>5.6 Create a PivotChart from a PivotTable</p>	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
C01	1	-	-	-	2
C02	1	1	1	1	2
C03	-	1	1	1	2
C04	1	-	1	2	2
C05	-	1	-	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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FACULTY OF COMMERCE AND MANAGEMENT,

School of Management Studies

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

BATCH 2024-25

SEMESTER: II

BBA-AEC-127 Media Literacy and Critical Thinking

Course Title: Media Literacy and Critical Thinking

Course Type: AEC

Course Code: BBA-AEC-127

Total Credits: 02

Lectures: Tutorials: Practical: 2:0:0

CIE Marks: 20

Lecture Hours: 24 Hours

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.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	COs
1	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	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	Critical Thinking and Its Importance 1.1 Definition and components of critical thinking 1.2 The role of critical thinking in personal and professional life 1.3 Techniques to develop critical thinking skills 1.4 Barriers to critical thinking and how to overcome them	4	CO3, CO4
4	Social Media and Consumer Behaviour 1.1 Understanding consumer behavior in the digital age 1.2 The impact of social media on consumer decision-making 1.3 Customer engagement and relationship management 1.4 Case studies on successful social media influence on consumer behavior 1.5 Developing strategies for responsible social media	4	CO1, CO3

SN	Contents of Module	Hrs	COs
	use		

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.(40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

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)		

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

Subject –Computer Practical

Maximum Marks – 60

Time Allowed – Two 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

5. Question Paper Pattern for BBA (2 Credits Only)

Subject –Computer Practical

Maximum Marks – 30

Time Allowed – One Hour

Instructions to Candidate

3. Practical Exam will be conducted for full 60 marks
4. Evaluation will be done as below

Practical	Oral	Journal	Total
20	5	5	30