

Class	Sem	Type	Course Code	Title	L	P	Credit	Marks
BBA – First Year, SEMESTER – I, Level – 4.5								
FY BBA	I	DSC	BBA-DSC-111	Management Principles	4	- -	4	100
		DSC	BBA-DSC-112	Financial Accounting	2	- -	2	50
		OE	BBA-OE -113	Web Designing using HTML	2	- -	2	50
		OE	BBA-OE - 114	Practicals on Web Designing using HTML	0	4	2	50
		VSC	BBA-VSC-115	French Language Part - I	2	- -	2	50
		SEC	BBA-SEC-116	Essentials of MS Word and MS PowerPoint	0	4	2	50
		AEC	BBA-AEC-117	Business Communication	2	-	2	50
		VEC	VEC-101	Environment Science and Sustainability	2	-	2	50
		IKS	IKS-102	Indian Knowledge System	2	-	2	50
		CC	CC-100	Sports/NSS/Cultural Activities	- -	4	2	50
				<b>Total Credits</b>			<b>22</b>	<b>550</b>
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	2	50
		OE	BBA-OE-125	Practicals on C Programming	0	4	2	50
		VSC	BBA-VSC-126	French Language Part - II	2	- -	2	50
		SEC	BBA-SEC-127	MS Excel for Business	- -	4	2	50
		AEC	BBA-AEC-128	Media Literacy and Critical Thinking	2	- -	2	50
		VEC	VEC-201	Indian Constitution	2	- -	2	50
		CC	CC-200	Sports/NSS/ Cultural Activities	- -	4	2	50
				<b>Total Credits</b>			<b>22</b>	<b>550</b>
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**

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

**Note:**

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

**Exit Criteria after Second Year of BBA Programme**

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

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

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

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

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

**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-H471	Entrepreneurial Leadership	4	0	4	100
		DSC	BBA-DSC-H472	Business Research Methods	4	0	4	100
		DSE	BBA-DSE-473	Discipline Specific Electives-V	4	0	4	50
		DSE	BBA-DSE-H474	Discipline Specific Electives-VI	4	0	4	50
		SEC	BBA-SEC-H475	Dissertation work [evaluation in Eight semester]	-	-	-	100
		SEC	BBA-SEC-H476	Summer Internship -II	-	-	4	50
		VSC	BBA-VSC-H477	Event Management	2	0	2	50
				Total Credits			22	550
BBA (Honors) – Fourth Year, SEMESTER – VIII, Level – 6.0								
BBA(Honors)	VIII	DSE	BBA-DSE-H481	Discipline Specific Electives - VII	4	-	4	100
		DSE	BBA-DSC-H482	Discipline Specific Electives - VIII	4	-	4	100
		DSE	BBA-DSE-H483	Discipline Specific Electives - IX	4	-	4	100
		SEC	BBA-SEC-H484	Dissertation work [Started in Seventh semester]	-	-	8	200
		SEC	BBA-SEC-H485	Ethics in Research	2	-	2	50
			Total Credits			22	550	

<b>KCES's Institute of Management and Research, Jalgaon</b> <b>An Autonomous Institute, Affiliated to KBC, North Maharashtra University, Jalgaon</b>								
<b>Course: Bachelor of Business Administration</b>								
<b>Academic Year: 2027-28</b>								
<b>Class</b>	<b>Sem</b>	<b>Type</b>	<b>Course Code</b>	<b>Title</b>	<b>L</b>	<b>P</b>	<b>Credit</b>	<b>Marks</b>
<b>BBA (Honors with Research) – Fourth Year, SEMESTER – VII, Level – 6.0</b>								
BBA (Honors with Research)	<b>VII</b>	DSC	BBA-DSC-R471	Advanced Data Analysis Tools	2	0	4	100
		DSC	BBA-DSC-R472	Advanced Research Methodology	2	0	4	100
		SEC	BBA-SEC-R473	Research Internship Report and Viva –Voce	-	0	4	50
		DSE	BBA-DSE-R474	Discipline Specific Electives - X	4	0	4	50
		DSE	BBA-DSE-R475	Discipline Specific Electives – XI	4	-	4	100
		CC	BBA-CC-R476	Indian Economy and Policies	2	-	2	50
				<b>Total Credits</b>			<b>22</b>	<b>550</b>
<b>BBA (Honors with Research) – Fourth Year, SEMESTER – VIII, Level – 6.0</b>								
BBA (Honors with Research)	<b>VIII</b>	OJT	BBA-OJT-R481	Dissertation (For Research Track)	-	-	22	550
				<b>Total Credits</b>			<b>22</b>	<b>550</b>

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

Se m I	DSC	Finance	Marketing	Human Resource	Business Analytics	Comput er Applica tion
V	DSE- I	Financial Services	Consumer Behaviour	Change Management & Organizational Development	Basics of Business Analytics	C++ Program ming
	DSE-II	Capital Money & Commodit y Market	Retail Marketing	Training & Development	Data Science	Softwar e Analysis and Design
V I	DSE-III	Investmen t Analysis & Portfolio Managem ent	Marketing of Service	Performance Management	Data Visualiza tion using Power BI	Python Program ming
	DSE-IV	Auditing Practices	B2B Marketing	Labour Welfare & Industrial Safety Management	Web, Social Media & Text Analytics	Operati ng System
V I I	DSE-V	Introducti on to Fintech	Rural Marketing	Industrial Relations	Financial Analytics	Java Program ming
	DSE-VI	Internatio nal Financial Managem ent	Internationa Marketing	International HRM	HR Analytics	Cloud Comput ing Applicat ion
V I I I	DSE-VII	Financial Derivative s	Sales Management	HR Analytics	Retail Analytics	Machin e Learnin g
	DSE- VIII	Corporate Finance	Neuro Marketing	Payroll Management	Ecomm er ce Analytics	Data Analytic s using R Program ming
	DSE-IX	Case Studies in FM	Event Management	Strategic HRM	TABLEA U	TABLEA U
V I I	DSE-X	Introducti on to Fintech	Rural Marketing	Industrial Relations	Ecomm er ce Analytics	Java Program ming
	DSE-XI	Internatio nal Financial Managem ent	Internationa Marketing	International HRM	TABLEA U	Machin e Learnin g

## **Semester III**

**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 2024-27

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**SEMESTER: III**  
**BBA-DSC-231 Business Economics**

Course Title: Business Economics  
Course Code: **BBA-DSC-231**  
Lectures: Tutorials: Practical: 4:0:0  
Lecture Hours: 48 Hours

Course Type: DSC  
Total Credits: 04  
CIE Marks: 40  
ESE Marks: 60

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**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

<b>CO1</b>	<b>Explain</b> the nature, scope, and significance of business economics in managerial decision-making.
<b>CO2</b>	<b>Analyze</b> the factors influencing demand and the application of forecasting techniques.
<b>CO3</b>	<b>Evaluate</b> the determinants and elasticity of supply for business decision-making.
<b>CO4</b>	<b>Apply</b> the laws of production to determine optimal resource utilization.
<b>CO5</b>	<b>Interpret</b> various cost and revenue concepts relevant to pricing and profitability.
<b>CO6</b>	<b>Compare</b> different market structures to understand firm behavior and competition.

<b>SN</b>	<b>Contents of Module</b>	<b>Hrs</b>	<b>COs</b>
1	<b>UNIT - I Fundamentals of Business Economics</b> 1.1 Nature and Scope of Business Economics 1.2 Micro and Macro Economics – Concepts and Applications 1.3 Basic Economic Problem and Market Mechanism 1.4 Objectives of the business firm 1.5 Role of Business Economics in managerial decision making	08	<b>CO1</b>
2	<b>UNIT - II Demand Analysis and Forecasting</b> 2.1 Concept and Types of Demand 2.2 Determinants of Demand 2.3 Law of Demand 2.4 Elasticity of Demand – Meaning and types 2.5 Demand Forecasting – Meaning, Need, and Techniques (Qualitative and Quantitative)	08	<b>CO2</b>
3	<b>UNIT - 3 Supply Analysis</b> 3.1 Concept of Supply 3.2 Determinants of Supply 3.3 Law of Supply 3.4 Elasticity of Supply – Meaning and types 3.5 Role of Supply in Business Planning and Decision-making	08	<b>CO3</b>
4	<b>UNIT - IV Production Analysis</b> 4.1 Production Function: Short run and long run 4.2 Law of Variable Proportions 4.3 Law of Returns to Scale 4.4 Producer's Equilibrium 4.5 Economies and Diseconomies of Scale	08	<b>CO4</b>
5	<b>UNIT - V Cost and Revenue Analysis</b> 5.1 Types of Cost – Fixed, Variable, Total, Average, Marginal 5.2 Short Run and Long Run Cost Curves 5.3 Concepts of Revenue: Total, Average, Marginal 5.4 Relationship between Cost and Revenue 5.5 Implications of Cost and Revenue for Business Decision-making	08	<b>CO5</b>
6	<b>UNIT - VI Market Structures</b> 6.1 Perfect Competition: Concept and Features 6.2 Monopolistic Competition: Concept and Features 6.3 Oligopoly: Concept and Features 6.4 Duopoly: Concept and Features 6.5 Monopoly : Concept and Features	08	<b>CO6</b>

#### **REFERENCE BOOKS:**

1. Managerial Economics – Jaswinder Singh- Dreamtech Press
2. Managerial Economics- Atmanand- Excel Books
3. Managerial Economics - Damodaran – Oxford
4. Managerial Economics- Salvatore, Rastogi – Oxford
5. Managerial Economics - D. M. Mithani- Himalaya Publishing House
6. Managerial Economics - Chaturvedi, S. L. Gupta- International Books House Pvt. Ltd.
7. Managerial Economics 10e - Thomas & Morris –McGraw Hill
8. Business Economics – Gillespe - Oxfordz
9. Managerial Economics - Dr. H.L. Ahuja- S. Chand
10. Managerial Economics – DN Dwivedi- Vikas Publishing

**Mapping of Course Outcomes to Program Outcomes:**

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

**Assessment Pattern**

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

**SEMESTER: III**

**BBA-DSC-232 Marketing Management**

Course Title: Marketing Management

Course Type: Mandatory DSC

Course Code: BBA-DSC-232

Total Credits: 04

Lectures: Tutorials: Practical: 4:0:0

CIE Marks: 40

Lecture Hours: 48 Hours

ESE Marks: 60

**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

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

SN	Contents of Module	Hrs	COs
1	<b>Unit I: Introduction to Marketing:</b> 1.1 Definition, Nature and Scope. 1.2 Importance and Functions of Marketing.	<b>8</b>	<b>CO1</b>

SN	Contents of Module	Hrs	COs
	1.3 Core concepts: Needs, Wants, Demands, Exchange; Marketing vs Selling. 1.4 Marketing Environment. 1.5 Marketing Mix		
2	<b>Unit II: Understanding the Consumer:</b> 2.1 Introduction to Consumer Behavior. 2.2 Factors affecting consumer behavior. 2.3 Market Segmentation: Meaning, Bases and Importance. 2.4 Targeting and Positioning.	8	CO2
3	<b>Unit III: Product Decisions:</b> 3.1 Product – Meaning and Types. 3.2 Product Life Cycle (PLC). 3.3 New Product Development. 3.4 Branding, Packaging and Labelling	8	CO3, CO4
4	<b>Unit IV: Pricing Decisions:</b> 4.1 Meaning and Importance of Pricing. 4.2 Factors influencing pricing decisions. 4.3 Methods of Pricing	8	CO3, CO5
5	<b>Unit V: Distribution Decisions:</b> 5.1 Meaning and Importance of Channels. 5.2 Types of Marketing Channels. 5.3 Functions of Intermediaries. 5.4 Physical Distribution and Logistics	8	CO3, CO5
6	<b>Unit VI: Promotion and Modern Marketing Trends</b> 6.1 Elements of Promotion Mix – Advertising, Sales Promotion, Public Relations, Personal Selling. 6.2 Digital Marketing – Basics, Social Media and Mobile Marketing.	8	CO3, CO6

#### REFERENCE BOOKS:

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

#### Mapping of Course Outcomes to Program Outcomes:

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

<b>CO5</b>	3	2	2	-	-
<b>CO6</b>	3	2	2	1	2

#### **Assessment Pattern**

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



**SEMESTER: III**  
**BBA-MIN-233 International Business Management**  
**(Global Business Environment.)**

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

Course Type: Mandatory Minor

Course Code: BBA-MIN-233

Total Credits: 04

Lectures: Tutorials: Practical: 4:0:0

CIE Marks: 40

Lecture Hours: 48 Hours

ESE Marks: 60

<b>CO1</b>	<b>Define</b> and explain the basic concepts of international business.
<b>CO2</b>	<b>Identify</b> and describe the global business environment and its factors.
<b>CO3</b>	<b>Understand</b> and apply basic theories and practices of international trade.
<b>CO4</b>	<b>Analyse</b> the working of Multinational corporations
<b>CO5</b>	<b>Explain</b> the role of international organizations like WTO, IMF, and World Bank.
<b>CO6</b>	<b>Discuss</b> the current trends and challenges in global business.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1	<b>Unit I: Introduction to International Business:</b> 1.1 Meaning, Nature, Importance 1.2 Difference between Domestic and International Business 1.3 Globalization – Meaning and Drivers 1.4 Economic, Political, Legal, Technological, and Socio-Cultural Environment	8	<b>CO1</b>
2	<b>Unit II: Global Business Environment:</b> 2.1. Trade Routes, Insurance (Air, Marine, and Land) 2.2 Dispatch procedure & Documentation 2.3 Impact on Business Decisions.	6	<b>CO2</b>
3	<b>Unit III: International Trade Theories and Practices:</b> 3.1 Absolute Advantage, Comparative Advantage. 3.2 Trade Barriers – Tariffs and Non-Tariff Barriers. 3.3 Free Trade and Protectionism.	8	<b>CO3</b>
4	<b>Unit IV: Multi-National Corporations:</b> 4.1 Factors contributing to growth of MNCs, 4.2 Organisational Structures of MNCs 4.3 MNCs in India 4.4 Indianisation of Transnationals.	8	<b>CO4</b>
5	<b>Unit V: International Institutions:</b> 5.1 Role and Functions of WTO, IMF, World Bank, UN. 5.2 Regional Groupings: ASEAN, BRICS, APEC, OPEC	8	<b>CO5</b>

SN	Contents of Module	Hrs	COs
6	<b>Unit VI: Current Trends and Challenges in International Business:</b> 6.1 E-commerce in International Business. 6.2 Outsourcing and Offshoring. 6.3 International Business Risks. 6.4 Sustainable Global Business Practices	10	<b>CO6</b>

### REFERENCE BOOKS:

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

### Mapping of Course Outcomes to Program Outcomes:

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

### Assessment Pattern

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

**SEMESTER: III**

**BBA-OE-234 Management Information System**

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

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**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

<b>CO1</b>	<b>Explain</b> the fundamental concepts, components, and types of Management Information Systems and their role in managerial decision-making
<b>CO2</b>	<b>Analyze</b> how MIS supports various functional areas in business operations and enhances organizational efficiency through systems like ERP, CRM, and SCM.
<b>CO3</b>	<b>Apply</b> system development principles and methodologies to plan and propose basic information system solutions for business scenarios.
<b>CO4</b>	<b>Evaluate</b> ethical, legal, and security issues in MIS and <i>propose</i> appropriate safeguards and responsible practices for information management.

SN	Contents of Module	Hrs	COs
1	<b>Unit – I Introduction to Management Information Systems</b> 1.1 Definition and Importance of MIS 1.2 Components of MIS: People, Technology, Process, Data 1.3 Types of Information Systems: 1.3.1 Transaction Processing Systems (TPS) 1.3.2 Management Information Systems (MIS) 1.3.3 Decision Support Systems (DSS) 1.3.4 Executive Information Systems (EIS) 1.4 Role of MIS in Organizations 1.5 Evolution of MIS and Emerging Trends (AI, Cloud, IoT)	6	CO1
2	<b>Unit – II MIS and Business Functions</b> 2.1 MIS in Key Functional Areas: 2.1.1 Marketing 2.1.2 Finance 2.1.3 Human Resource 2.1.4 Operations and Supply Chain 2.2 Enterprise Resource Planning (ERP) Systems 2.3 Customer Relationship Management (CRM) 2.4 Supply Chain Management Systems (SCM)	6	CO2, CO4
3	<b>Unit – III System Development and Implementation</b> 3.1 System Development Life Cycle (SDLC) 3.2 Approaches to System Development: Waterfall, Agile 3.3 Feasibility Study, Requirement Analysis 3.4 MIS Project Planning and Implementation 3.5 Change Management and User Training	6	CO3
4	<b>Unit – IV Ethical, Legal, and Security Issues in MIS</b> 4.1 Information Security: Threats and Solutions 4.2 Cybersecurity Basics for Managers 4.3 Ethical Issues in Information Systems 4.4 Information Systems 4.5 Social Impact of Information Systems	6	CO4

#### REFERENCE BOOKS:

#### Reference Books:

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

**Mapping of Course Outcomes to Program Outcomes:**

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

**Assessment Pattern**

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

**SEMESTER: III**

**BBA- VSC-235 Research Methodology**

Course Title: Research Methodology

Course Type: Mandatory VSC

Course Code: BBA-VSC -235

Total Credits: 02

Lectures: Tutorials: Practical: 2:0:0

CIE Marks: 20

Lecture Hours: 24 Hours

ESE Marks: 30

**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

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

SN	Contents of Module	Hrs	COs
1	<b>Unit – I Introduction to research Methodology</b> 1.1 Meaning of Research 1.2 Objectives of Research 1.3 Types of Research 1.4 Inductive and Deductive Research 1.5 The Research Process 1.6 Criteria of Good Research	5	CO1
2	<b>Unit – II Research Problem &amp; Research Design</b> 2.1 Research Problem: Meaning and Criteria for Selection Double Entry System of Accounting 2.2 Research Design: Meaning and Types of Research Design	5	CO1, CO2
3	<b>Unit – III Primary and Secondary Data</b> 3.1 Data: Meaning and Classification 3.2 Primary Data Collection Methods: Observation, Interview, Questionnaire 3.3 Questionnaire and Schedule: Content and Wording of Questions, Steps in Questionnaire Design 3.4 Secondary Data: Uses, Advantages, Disadvantages, Types and Sources 3.5 Measurement in Research 3.6 Measurement Scales: Characteristics of Scales, Types: Nominal, Ordinal, Interval, Ratio 3.7 Concept of Sampling 3.8 Fundamental Elements of Sampling 3.9 Sampling Methods: Probability and Non-Probability Methods, Characteristics of a Good Sample Design	10	CO1, CO3, CO4
4	<b>Unit – IV Interpretation &amp; Report Writing</b> 4.6 Meaning of Interpretation 4.7 Precautions in Interpretation 4.8 Steps in Report Writing 4.9 Layout of a Research Report 4.10 Summer Project Reports	4	CO1, CO5

#### REFERENCE BOOKS:

#### Reference Books:

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

#### Mapping of Course Outcomes to Program Outcomes:

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

#### Assessment Pattern

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

<b>End Semester Examination (30)</b>	✓	✓	✓	✓		✓
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**SEMESTER: III**

**BBA-AEC-236 Tally Prime**

Course Title: Tally Prime	Course Type: Mandatory DSC
Course Code: BBA-AEC-236	Total Credits: 02
Lectures: Tutorials: Practical: 0:0:4	CIE Marks: 20
Lecture Hours: 24 Hours	ESE Marks: 30

**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

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

SN	Contents of Module	Hrs	Cos
<b>1</b>	<b>Assignment – I Maintaining Charts in Tally Prime</b> 1.1 Introduction of Tally Prime. 1.2 Charts of Accounts 1.3 Creation of Masters in Tally Prime. 1.4 Accounting Masters 1.5 Inventory Masters	4	CO1



SN	Contents of Module	Hrs	Cos																																										
2	<b>Assignment – II Company Creation &amp; Copying Masters in Tally Prime</b> 1. Create a new company – <i>Short-life Company Ltd.</i> 2. Copy all masters (Groups & Ledgers) from <i>BBA Ltd.</i> to <i>Short-life Company Ltd.</i> 3. Select and open <i>Short-life Company Ltd.</i> 4. Verify if all masters (Groups & Ledgers) are copied correctly 5. Delete the <i>Short-life Company Ltd.</i>	4	CO1																																										
3	<b>Assignment – III Create ABC Ltd company with following details</b> 2.1 Enter the hypothetical details e.g. Address, State, PAN No. etc. 2.2 Select Accounts with Inventory option, Use 1-4-20XX (Current Financial Year) as the date of Commencement of business. 2.3 Alter company Details. 2.4 Delete Company.	4	CO2																																										
4	<b>Assignment – IV Create Ledger &amp; Groups</b> <table border="1"><thead><tr><th>Ledger Name</th><th>Under</th><th>Opening Balance</th></tr></thead><tbody><tr><td>Capital A/c</td><td>Capital Account</td><td>5,00,000</td></tr><tr><td>Furniture A/c</td><td>Fixed Assets</td><td>25,000</td></tr><tr><td>Sai &amp; Co. A/c</td><td>Sundry Debtors</td><td>15,000</td></tr><tr><td>X's A/c</td><td>Sundry Creditors</td><td>10,000</td></tr><tr><td>Local Sales A/c</td><td>Sales A/c</td><td>5,000</td></tr><tr><td>SBI Loan A/c</td><td>Loans &amp; Advances</td><td>50,000</td></tr><tr><td>Bank Interest</td><td>Indirect Incomes</td><td>-</td></tr></tbody></table> <p><b>Maintain Stock of following items:</b></p> <table border="1"><thead><tr><th>Item</th><th>Units</th><th>Quantity</th></tr></thead><tbody><tr><td>Mouse</td><td>Number</td><td>100</td></tr><tr><td>Keyboard</td><td>Number</td><td>100</td></tr><tr><td>Laptop</td><td>Number</td><td>100</td></tr><tr><td>CPU</td><td>Number</td><td>100</td></tr><tr><td>Monitor</td><td>Number</td><td>100</td></tr></tbody></table>	Ledger Name	Under	Opening Balance	Capital A/c	Capital Account	5,00,000	Furniture A/c	Fixed Assets	25,000	Sai & Co. A/c	Sundry Debtors	15,000	X's A/c	Sundry Creditors	10,000	Local Sales A/c	Sales A/c	5,000	SBI Loan A/c	Loans & Advances	50,000	Bank Interest	Indirect Incomes	-	Item	Units	Quantity	Mouse	Number	100	Keyboard	Number	100	Laptop	Number	100	CPU	Number	100	Monitor	Number	100	8	CO3
Ledger Name	Under	Opening Balance																																											
Capital A/c	Capital Account	5,00,000																																											
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Laptop	Number	100																																											
CPU	Number	100																																											
Monitor	Number	100																																											
5	<b>Assignment – V Record Following Transactions in Tally Prime</b> 1. Shyam commenced a Automobile business with a capital of RS. 5, 00,000. 2. An account was opened with State Bank of India and deposited Rs. 50,000. 3. Purchased Furniture by paying cash Rs.10, 000. 4. Goods purchased on credit from Mohaideen for Rs. 20,000. 5. Cash sales made for Rs. 8,000. 6. Goods purchased from Ram for Rs. 5,000. 7. Goods sold to Rony on credit for Rs. 60,000. 8. Money withdrawn from bank for office use Rs. 9,000.	4	CO4																																										

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<b>Cos</b>
6.	<b>Assignment- VI Final Accounts in Tally Prime</b> 1. Enter minimum 12 to 15 accounting transactions 2. Prepare Trial Balance 3. Prepare Balance Sheet with Trading and Profit & Loss Account including adjustments 4. Prepare Income & Expenditure Account and Balance Sheet for a non-trading concern	4	CO4

#### **REFERENCE BOOKS:**

1. Master Tally Prime A Complete Guide, Ravi Thelgu, Vedanta Soft Solutions.
2. Mastering Tally Prime: Training, Certification & Job, Ashok K. Nadhani, BPB Solutions.
3. Official Guide to Financial Accounting Using Tally Prime, Tally Education Private Limited.

#### **Mapping of Course Outcomes to Program Outcomes:**

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

#### **Assessment Pattern**

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

**SEMESTER: III**

**BBA-FP-237 Field Survey**

Course Title: Field Survey

Course Type: Mandatory FP

Course Code: BBA-FP-237

Total Credits: 02

Lectures: Tutorials: Practical: 0:0:2

CIE Marks: 20

Lecture Hours: 24 Hours

ESE Marks: 30

**Course Objectives:**

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

**Indicative Themes/Areas:**

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

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

**Project Guidelines:**

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

**Duration & Engagement:**

- Duration: Alongside regular coursework.

## **Project Components:**

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

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

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

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

### **3. Presentation/Viva Voce**

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

## **Assessment Scheme:**

<b>Component</b>	<b>Weightage</b>
Topic & Feasibility	20%
Field Work & Engagement	20%
Final Report Quality	20%
Presentation & Viva	20%
Innovation & Impact	20%

## **Learning Outcomes:**

Upon completion, students will be able to:

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

**SEMESTER: III**

**CC-300 A) NSS-III**

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

**Course Objectives:**

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

**Course Outcomes:**

- Understand social responsibility.
- Awareness about social issues.

**Course Content**

<b>Name of the Activities</b>	<b>Hours</b>
<ul style="list-style-type: none"> <li>• Shramdaan (Campus cleanliness, Plantation)</li> <li>• Important Day celebration (Any five)</li> <li>• Literacy Awareness Programs/Digital Literacy programmes</li> <li>• Health and Nutrition programme</li> <li>• Beti Bachav-Beti Padhav awareness campaign (Street Play, Raley, etc.)</li> <li>• Participation in Blood donation awareness</li> <li>• Traffic rule awareness</li> <li>• Water conservation</li> <li>• Survey based studies (Any one)</li> </ul>	
<b>Total Hours</b>	<b>30</b>

**Reference Books:**

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

**Note:**

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

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

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

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**SEMESTER: III**  
**CC-300 B) Sports-III**

<b>Course Code: CC-300</b>	<b>Course Category: Co-Curricular Course (CC)</b>
<b>Course Title: B) Sports</b>	<b>Type: Theory &amp; Practical</b>
<b>Total Contact Hours: 30 (2/week)</b>	<b>Course Credits: 02</b>
<b>College Assessment(CA)Marks:50Marks</b>	<b>University Assessment (UA): NA</b>
<b>Course Objectives:</b> <b>To enable the students:</b> <ul style="list-style-type: none"> <li>To create interest in sports among students.</li> <li>To develop the sports knowledge among students.</li> <li>To explain the importance of sports to the students.</li> <li>To develop physical and mental health through sports.</li> </ul>	
<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>Increase in the physical and mental fitness of students through sports.</li> <li>The student may develop better grasping power.</li> <li>Development of student's personality through sports.</li> <li>The students be encouraged for better competition in sports.</li> </ul>	

**Course Content:**

<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit 1: Olympic Movement</b> <ul style="list-style-type: none"> <li>Introduction</li> <li>Ancient Olympic</li> <li>Modern Olympic</li> <li>Types of Olympic – Summer, Winter, Para and Youth Olympic</li> <li>Olympic medal winners of India</li> </ul>	
<b>Unit 2: Minor Game</b> <ul style="list-style-type: none"> <li>Introduction</li> <li>Throwing event</li> <li>Jumping event</li> <li>Running event</li> </ul>	
<b>Total Hours</b>	<b>30</b>

**Reference Books:**

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

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

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



**SEMESTER: III**

**CC-300 C) Cultural Activities-III**

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

**Course Objectives (उद्दिष्टे)**

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

**Course Outcomes (फलश्रुती)**

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

**Course Content:**

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

**Evaluation and Assessment for Cultural-1, CC - III**  
 सांस्कृतिक उपक्रमातील सहभागा बाबत करावयाची गुणदान पद्धती

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

## **Semester IV**

**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 2024-27

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**SEMESTER: III**

**BBA-DSC-241 Business Mathematics and Statistics**

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

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**Course Description:**

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

**Course Objectives:**

1. Understand the fundamental Mathematical and statistical concepts.
2. Understand the importance and use of various Mathematical and statistical measures.
3. Apply various concepts for business decision making.

**Teaching/ Evaluation Pedagogy**

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

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

<b>CO1</b>	<b>Explain</b> the basic concepts of Statistics
<b>CO2</b>	<b>Understand</b> and <b>apply</b> the principles of classification, frequency distribution, and tabulation by organizing statistical data into appropriate tables and series for meaningful interpretation
<b>CO3</b>	<b>Understand</b> the significance of dispersion in statistical analysis and <b>apply</b> various methods such as range, quartile deviation, mean deviation, and standard deviation to measure data variability.
<b>CO4</b>	<b>Understand</b> all terms related to mathematical logic
<b>CO5</b>	<b>Examine</b> the values of permutation and combination
<b>CO6</b>	<b>Understand</b> fundamental concepts of probability and <b>apply</b> rules, axioms, and conditional probability to make informed decisions under uncertainty.

SN	Contents	Hrs	COs
1	<b>Unit – I Basics of Statistics</b> 1.1 Meaning, Importance and limitations of Statistics. 1.2 Data – Raw Data, Primary Data, Secondary Data. 1.3 Population, Census, Sample, Variable and Attribute. 1.4 Measures of Central Tendency – Meaning, Objectives and types.	8	<b>CO1</b>

SN	Contents	Hrs	COs
	1.5 Calculation of Mean, Median and Mode (For Raw Data) 1.6 Partition Values – Quartiles, Deciles and Percentiles.		
2	<b>Unit – II Classification and Tabulation</b> 2.1 Classification – Meaning, Principles, Functions and Bases 2.2 Frequency Distribution – discrete series and continuous series 2.3 Basic Concepts – Class limits, Class interval, Class frequency, Class mark or mid value of class, types of class intervals, open ended classes. 2.4 Tabulation – Meaning, importance and Parts of table (table no., title, head note, captions and stubs, body of the table, foot note, and source note). 2.5 Construction of Table – One – way and Two – way tables.	8	<b>CO3</b>
3	<b>Unit – III Measures of Dispersion</b> 3.1 Meaning and significance of measures of dispersion 3.2 Range, Coefficient of Range, Merits and Demerits of Range 3.3 Quartile Deviation and Coefficient of Quartile Deviation 3.4 Mean Deviation – computation of mean deviation about mean, median and mode 3.5 Standard Deviation – Computation of Standard Deviation and variance.	8	<b>CO3</b>
4	<b>Unit – IV Mathematical Logic</b> 4.1 Meaning of Statement , Primitive and Compound Statements 4.2 Truth Values of a Statement 4.3 Law of Excluded Middle 4.4 Logical Operations: Negation, Conjunction & Disjunction Implication, Double Implication, Equivalence, Equivalence of Logical Statements 4.5 Truth Tables & Construction of Truth Tables 4.6 Tautology and Contradiction	8	
5	<b>Unit – V Permutation and Combination</b> 5.1 Meaning, Statement of basic properties and Calculation of Factorial of a Number 5.2 Fundamental Principles of Counting 5.3 Meaning of Permutation and Combination 5.4 Statement of formula for number of permutations of n different objects, when r objects are taken at a time. 5.5 Statement of formula for number of Combinations of n different objects, when r objects are taken at a time.	8	<b>CO5</b>
6	<b>UNIT –VI Probability</b> 6.1 Making decisions under uncertainty 6.2 Classical definition of Probability 6.3 Sample Space and Events 6.4Types of Events and their Outcomes 6.5 Rules of Probability 6.6 Probability axioms 6.7 Introduction of Conditional probability	8	<b>CO6</b>

<i>SN</i>	<i>Contents</i>	<i>Hrs</i>	<b>COs</b>
	6.8 Probability independence		

#### REFERENCE BOOKS:

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

#### Mapping of Course Outcomes to Program Outcomes:

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

#### Assessment Pattern

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

**SEMESTER: IV**

**BBA-DSC- 242 Corporate Accounting**

Course Title: Corporate Accounting	Course Type: Mandatory DSC
Course Code: BBA- DSC- 242	Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

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**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

<b>CO1</b>	<b>Explain</b> the types of companies and the contents of an annual report.
<b>CO2</b>	<b>Demonstrate</b> accounting procedures for the issue, forfeiture, and reissue of shares, including ASBA and DEMAT concepts.
<b>CO3</b>	<b>Calculate</b> profits prior to incorporation using various apportionment methods .
<b>CO4</b>	<b>Prepare</b> final accounts of companies in vertical format in compliance with the Companies Act, 2013.
<b>CO5</b>	<b>Construct</b> cash flow statements in accordance with AS-3 by classifying operating, investing, and financing activities.
<b>CO6</b>	<b>Analyze and Interpret</b> financial statements using profitability, liquidity, activity, and solvency ratios to assess the financial performance of a company.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<b>COs</b>
1	<b>Introduction to Corporate Accounting</b> 1.1 Types of Companies – Private, Public, Listed, Holding & Subsidiary 1.2 Contents of Annual Report 1.3 Sources of Corporate Finance – Equity Share Capital, Preference Share Capital, Debentures, Term Loans, Cash Credit, Bank Overdraft	4	<b>CO1</b>
2	<b>Issue of Shares</b> 2.1 Process of Issue of shares 2.2 Issue of Shares at Par, Premium & at discount 2.3 Equal Subscription, Over Subscription and Under Subscription. 2.4 Book Building Process, Pro- rata Allotment of Shares 2.5 Concept of DEMAT A/c and ASBA 2.6 Journal Entries on Issue of shares, Forfeiture of Shares and Re issue of shares. 2.7 Bonus Issue, Right Issue of Shares (Theory)	8	<b>CO2</b>
3	<b>Profit Prior to Incorporation</b> 3.1 Pre Incorporation Period and Post Incorporation Period 3.2 Steps for ascertainment of profits prior to incorporation - cut-off date, Basis of Apportionment (Sales Ratio, Time Ratio, Pre & Post Expense or Income etc.) 3.3 Simple problems on profit prior to and post incorporation	8	<b>CO3</b>
4	<b>Company Final Account</b> Preparation and presentation of Final Accounts of Joint Stock as per Companies Act, 2013 requirements- Provisions and Reserves, Determination of Managerial Remuneration, Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund. <b>Note:</b> Since The Schedule III of Companies Act permits only Vertical form of presentation of Final Account., hence it is expected in Vertical Format & Schedules	12	<b>CO4</b>
5	<b>Cash flow statement</b> 5.1 Significance of Cash flow statement 5.2 Concept of Cash & Cash Equivalents, Operating Profit & Working Capital, Operating, Investing and Financing Activities of Business 5.3 Preparation of Cash Flow Statement (Refer AS-3)	8	<b>CO5</b>
6	<b>Financial Statement Analysis</b> 6.1 Advantages and Limitations of Financial Statement Analysis 6.2 Profitability Ratios – Gross Profit Ratio, Net Profit Ratio, Operating Profit Ratio, Return on Shareholders Capital Employed, Earning Per Share 6.3 Liquidity Ratios – Current Ratio & Quick Ratio	8	<b>CO6</b>



SN	Contents of Module	Hrs	COs
	6.4 Activity Ratios – Stock Turnover ratio, Stock Holding Period, Debtors Turnover Ratio, Debt Collection Period, Creditors Turnover Ratio, Creditors Payment Period, Fixed Assets Turnover Ratio, Working Capital Turnover Ratio, Total Assets Turnover Ratio 6.5 Solvency Ratios – Debt Equity Ratio, Interest Coverage (Simple Questions only)		

### REFERENCE BOOKS:

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

### Mapping of Course Outcomes to Program Outcomes:

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

### Assessment Pattern

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

**SEMESTER: IV**  
**BBA-MIN-243 International Business Management**  
**(International Ventures, Mergers & Acquisitions)**

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

Course Code: BBA-MIN-243

Lectures: Tutorials: Practical: 4:0:0

Lecture Hours: 48 Hours

Course Type: Mandatory Minor

Total Credits: 04

CIE Marks: 40

ESE Marks: 60

**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

<b>CO1</b>	Define and explain the basic concepts of international ventures and strategic alliances.
<b>CO2</b>	Understand and describe the types, reasons, and processes of mergers and acquisitions.
<b>CO3</b>	Explain the strategic, financial, and operational aspects of international M&As.
<b>CO4</b>	Recognize the legal and regulatory framework impacting international M&As.
<b>CO5</b>	Identify the cultural and human resource challenges in cross-border mergers

<b>CO6</b>	Discuss recent trends, challenges, and successful examples of international ventures and M&As.
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<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<b>COs</b>
1	<b>Unit I: Introduction to International Ventures:</b> 1.1 Meaning, Types (Joint Ventures, Strategic Alliances, Wholly-Owned Subsidiaries) 1.2 Importance and Benefits 1.3 Environmental Challenges (PESTLE)	8	<b>CO1</b>
2	<b>Unit II: Fundamentals of Mergers and Acquisitions:</b> 2.1 Meaning and Types of Mergers and Acquisitions. 2.2 Motives for M&As. 2.3 Merger Process Overview	6	<b>CO2</b>
3	<b>Unit III: Strategy in International Mergers &amp; Acquisitions:</b> 3.1 Strategic Fit, Synergy Concept. 3.2 Due Diligence Process. 3.3 Post-Merger Integration	8	<b>CO3</b>
4	<b>Unit IV: Legal and Regulatory Environment:</b> 4.1 Legal Framework for International M&A. 4.2 Role of Regulatory Bodies. 4.3 Compliance Issues	8	<b>CO4</b>
5	<b>Unit V: Cultural and HR Issues in International M&amp;As:</b> 5.1 Cross-cultural Challenges. 5.2 Managing Cultural Differences. 5.3 Human Resource Integration and Challenges	8	<b>CO5</b>
6	<b>Unit VI: Emerging Trends and Challenges:</b> 6.1 Recent Global M&A Trends. 6.2 Technological Impacts - Success and Failure Stories. 6.3 Case study based on M & A	10	<b>CO6</b>

#### REFERENCE BOOKS:

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

**Mapping of Course Outcomes to Program Outcomes:**

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

**Assessment Pattern**

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

**SEMESTER: IV**  
**BBA-OE-244 Business Law**

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

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

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**Course Description:**

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

**Course Objectives:**

- 1 To develop a sound understanding of fundamental legal concepts and their application in business transactions.
- 2 To enable students to interpret and apply major business laws related to contracts, sale of goods, company formation, and consumer rights.

**Teaching/ Evaluation Pedagogy**

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

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

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

SN	Contents of Module	Hrs	COs
1	<b>Unit – I Indian Contract Act 1872</b> 1.1 Meaning of Agreement and Contract 1.2 Essential Elements of a valid contract 1.3 Types of contract 1.4 Performance and discharge of contract 1.5 Breach of contract and Remedies	06	<b>CO1</b>

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<b>COs</b>
2	<b>Unit – II Sale of Goods Act 1930</b> 2.1 Contract of sale – Essential elements 2.2 Sale and Agreement to sell 2.3 Condition and Warranties – Meaning and difference 2.4 Transfer of Property in goods 2.5 Performance of Contract of Sale of goods 2.6 Unpaid Seller – Meaning and Rights	04	<b>CO2</b>
3	<b>Unit – III Companies Act 2013</b> 3.1 Features and Types of Companies 3.2 Incorporation of a company 3.3 Memorandum and Articles of Association 3.4 Directors- Appointment, roles and Responsibilities 3.5 Meetings and Resolutions- types 3.6 Winding up of a company	10	<b>CO3</b>
4	<b>Unit – IV Consumer Protection Act 2019</b> 4.1 Consumer – Definition 4.2 Rights of the Consumer 4.3 Consumer Protection Councils 4.4 Consumer Dispute Redressal Commission 4.5 Complaint Mechanism and Reliefs available 4.6 Key Provisions under the Consume Protection Act 2019.	04	<b>CO4</b>

#### REFERENCE BOOKS:

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

#### Mapping of Course Outcomes to Program Outcomes:

<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	3	2	2		
<b>CO2</b>	3	2	2		
<b>CO3</b>	3	2	3	1	
<b>CO 4</b>	3	3	2	1	1

#### Assessment Pattern

<b>Bloom's Category</b>	Remember	Understand	Apply	Analyze	Evaluate	Create
<b>Continuous Internal valuation. (20)</b>	✓	✓	✓	✓	✓	
<b>End Semester Examination (30)</b>	✓	✓	✓	✓	✓	

**SEMESTER: IV**

**BBA-SEC-245 Entrepreneurship & Start-up Ecosystem**

Course Title: Entrepreneurship & Stat-up Ecosystem Course Type: Mandatory SEC

Course Code: BBA-SEC-245

Total Credits: 04

Lectures: Tutorials: Practical: 2:0:0

CIE Marks: 20

Lecture Hours: 24 Hours

ESE Marks: 30

**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

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

SN	Contents of Module	Hrs	COs
<b>1</b>	<b>Unit – I Introduction to Entrepreneur</b> 1.1 Meaning of Entrepreneur & Entrepreneurial traits. 1.2 Idea Generation & Validation techniques 1.3 Developing a Problem Solving Mindset. 1.4 Concept of design thinking & agile methodologies. 1.5 Concept of Business Plan Development	6	CO1

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

#### REFERENCE BOOKS:

##### ReferenceBooks:

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

#### Mapping of Course Outcomes to Program Outcomes:

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

#### Assessment Pattern

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



**SEMESTER: IV**

**BBA-AEC-246 Database Management System**

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

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**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

<b>CO1</b>	<b>Explain</b> the need for databases in business and <b>differentiate</b> between traditional file systems and modern DBMS with examples.
<b>CO2</b>	<b>Construct</b> basic <b>ER models</b> and <b>normalize</b> database tables up to <b>Third Normal Form (3NF)</b> for simple business scenarios.
<b>CO3</b>	<b>Develop</b> and <b>execute</b> basic SQL queries using <b>DDL, DML commands</b> , and <b>implement</b> constraints to manipulate data
<b>CO4</b>	<b>Analyze</b> and <b>write</b> complex SQL queries using <b>subqueries, joins, group by</b> , and <b>control</b> access with <b>DCL commands</b> .

SN	Contents of Module	Hrs	COs
1	<b>Unit – I Introduction to Database Management Systems</b> 1.1 Meaning and importance of databases in business 1.2 Traditional file systems vs. database approach 1.3 Features and advantages of DBMS 1.4 Applications of databases in different industries (banking, retail, healthcare, etc.)	6	CO1
2	<b>Unit – II Database Design and Modeling</b> 2.1 Basics of data models: Hierarchical, Network, Relational 2.2 Entity-Relationship (ER) Model: Concepts, symbols, examples 2.3 Keys: Primary key, Foreign key, Candidate key 2.4 Basics of normalization: First Normal Form (1NF), Second Normal Form (2NF), Third Normal Form (3NF) 2.5 Simple business examples	6	CO2
3	<b>Unit – III Structured Query Language (SQL) - I</b> 3.1 Introduction to SQL: Importance in business operations 3.2 DDL and DML Commands 3.3 Defining constraints 3.4 Simple queries using SELECT statement	6	CO3
4	<b>Unit – IV Structured Query Language (SQL) - II</b> 4.11 Subqueries 4.12 Group By clause, Order By Clause 4.13 Joins (Inner join and Outer join) 4.14 Introduction to DCL commands (Grant, Revoke)	6	CO4

#### REFERENCE BOOKS:

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

#### Mapping of Course Outcomes to Program Outcomes:

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

**Assessment Pattern**

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

**SEMESTER: IV**

**BBA-CEP-401 Community Engagement and Service**

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

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**Course Description:**

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

**Course Objectives:**

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

**Teaching/ Evaluation Pedagogy**

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

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

<b>CO1</b>	Understand the foundational concepts and importance of community engagement
<b>CO2</b>	Analyze and identify prevalent social issues through real-life case examples.
<b>CO3</b>	Plan and execute community service initiatives with collaborative effort and appropriate engagement methods.
<b>CO4</b>	Critically reflect on service experiences through documentation, assess impact

SN	Contents of Module	Hrs	COs
1	<b>Unit I: Introduction to Community Engagement:</b> 1.1 Concept and Scope of Community Engagement. 1.2 Importance of Social Responsibility. 1.3 Role of Youth in Nation Building	6	CO1

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<b>COs</b>
2	<b>Unit II: Understanding the Community:</b> 2.1 Types of Communities. 2.2 Social Structure. 2.3 Identification of Local Issues and Stakeholders. 2.4 Case Examples	6	CO2
3	<b>Unit III: Participating in Community Service:</b> 3.1. Cleanliness drive, 3.2 Tree Plantation 3.3 Donation to Needy 3.4 Awareness Campaigns, etc. 3.5 Journaling of activities	12	CO3

#### **REFERENCE BOOKS:**

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

#### **Mapping of Course Outcomes to Program Outcomes:**

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

#### **Assessment Pattern**

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

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

UNDER-GRADUATE PROGRAMME BATCH 2024-25

**SEMESTER: IV**

**CC-400 A) NSS**

Course Title: NSS

Course Type: CC

Course Code: CC-400

Total Credits: 02

Lectures: Tutorials: Practical: 0:0:2

CIE Marks: 50

Lecture Hours: 30 Hours

**Course Objectives:**

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

**Course Outcomes:**

- Understand social responsibility.
- Awareness about social issues.

**Course Content:**

Name of the Activities	Hours
<ul style="list-style-type: none"><li>● Shramdaan (Campus cleanliness, Maintenance of Plants)</li><li>● Important Day celebration (Any five)</li><li>● Fit India Movement (Physical and mental health, family welfare)</li><li>● Health and Nutrition programme</li><li>● National integrity program (Street Play, Raley, etc.)</li><li>● Gender awareness program (Street Play, Raley, etc.)</li><li>● Human Values awareness</li><li>● Drug Free India Campaign</li><li>● Disaster management</li><li>● Survey based studies (Any one)</li></ul>	
<b>Total Hours</b>	<b>30</b>

**Reference Books:**

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

**Note:**

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

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

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

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

UNDER-GRADUATE PROGRAMME BATCH 2024-25

**SEMESTER: IV**  
**CC-400 B) Sports**

Course Title: Sports

Course Type: CC

Course Code: CC-400

Total Credits: 02

Lectures: Tutorials: Practical: 0:0:2

CIE Marks: 50

Lecture Hours: 30 Hours

**Course Objectives:**

**To enable the students:**

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

**Course Outcomes:**

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

**Course Content:**

Name of the Topic	Hours
<b>Unit 1: Sports Training</b> <ul style="list-style-type: none"><li>● Introduction</li><li>● Methods of training</li><li>● Physical fitness training</li><li>● Skill training</li><li>● Training and tactics</li></ul>	
<b>Unit 2: Major Game</b> <ul style="list-style-type: none"><li>● Introduction</li><li>● Indian games</li><li>● Foreign games</li></ul>	
<b>Total Hours</b>	<b>30</b>

**Reference Books:**

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



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

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

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

UNDER-GRADUATE PROGRAMME BATCH 2024-25

**SEMESTER: III**

**CC-400 C) Cultural Activities**

Course Title: Cultural Activities

Course Type: CC

Course Code: CC-400

Total Credits: 02

Lectures: Tutorials: Practical: 0:0:2

CIE Marks: 50

Lecture Hours: 30 Hours

**Course Objectives:**

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

**Course Outcomes:**

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

**Course Content:**

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

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

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