

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
(Affiliated to Savitribai Phule Pune University, Pune)



Choice Based Credit System (CBCS)

Bachelor of Business Administration (B.B.A.)

Syllabus of

S. Y. B. B. A

Implemented from

Academic year 2022 -23

1.Prologue/ Introduction of the Programme:

The Programme structure of BBA is designed to create detailed understanding and awareness of various business systems. This course will cultivate desired business acumen amongst the students. This Programme is designed with specific objectives of developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three parts that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching–learning process and method of evaluation for each topic.

The present Programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This Programme predominantly endeavours for holistic development of students by providing training in soft skills, computer skills, various Add on Courses and interdisciplinary subjects which are included under the Choice Based Credit System (CBCS).

2.Programme outcomes (Pos) (B.B.A.)

BBA is a professional Programme aimed at inculcating managerial and entrepreneurial attitude and skills amongst the learners. This Programme is designed to provide basic understanding about Management Education and prepare the students to avail the opportunities available in the Management Profession. It also helps them to become successful business leaders by creating self-employment opportunities. It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

Following are the objectives:

1. To develop understanding about business environment and organizations.
2. To develop leadership aptitude among the students in order to work independently and inorganized groups.
3. Graduates of the BBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
4. To understand and gain knowledge of various financial institutions and agencies.
5. Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
6. Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross-Cultural aspects of business and management.
7. Graduates of the BBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.
8. To formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem-solving tools and techniques.

Bachelor Business Administration (B. B. A.): Programme Structure :

The BBA programme is of 03 academic years and 6 semesters. The minimum total no. of credits requirement for programme is 140 credits and 08 additional credits. (140 + 8)

Class	Semester	Subjects	Courses	DSCC	AECC	DSEC	SEC	GE	Project	Total Credits
F.Y.	I	1	06	06			-	-	-	24
F.Y.	II	1	06	06			-	-	-	24
S.Y.	III	1	07	04	Moral and Ethical Reasoning	02		--	-	22
S.Y.	IV	1	07	04	A-Environmental Awareness	02		--	-	22
T.Y.	V	1	07	02	-	02	02	-	01	24
T.Y.	VI	1	07	02	-	02	02	-	01	24
Total										140

Bachelor Business Administration (B. B. A.): Credit Distribution

Class	Semester	Subjects	Courses	DSCC		AECC		DSEC		SEC		GE		Project	Total Credits
				T	P	T	P	T	P	T	P				
F.Y.	I	01	06T	24	-	-	-	-	-	-	-	-	-	-	24
F.Y.	II	01	06T	24	-	-	-	-	-	-	-	-	-	-	24
S.Y..	III	01	06T + pro	12	-	02	-	-	-	06	-	*	-	02	22
S.Y.	IV	01	06T + pro	12	-	02	-	-	-	06	-	*	-	02	22
T.Y.	V	01	06T + 01 P	08	-	-	-	08	-	06	-	*	-	02	24
T.Y.	VI	01	06T + 01 P	08	-	-	-	08	-	06	-	*	-	02	24
Total				88		04		16		28		*		04	140

BBA Programme Structure and Course Titles

Sr. No.	Semester	Course Type	Course Code	Course Title	Credits
FYBBA – I SEM					
1	I	DSCC- 01	BBA 101 T	Principles of Management	04
2	I	DSCC- 02	BBA 102 T	Business Communication Skills	04
3	I	DSCC- 03	BBA 103 T	Business Accounting	04
4	I	DSCC- 04	BBA 104 T	Business Economics – Micro	04
5	I	DSCC- 05	BBA 105 T	Business Mathematics	04
6	I	DSCC- 06	BBA 106 T	Business Demography	04
FYBBA – II SEM					
7	II	DSCC- 07	BBA 201 T	Business Organization and System	04
8	II	DSCC- 08	BBA 202 T	Principles of Marketing	04
9	II	DSCC- 09	BBA 203 T	Principles of Finance	04
10	II	DSCC- 10	BBA 204 T	Basics of Cost Accounting	04
11	II	DSCC- 11	BBA 205 T	Business Statistics	04
12	II	DSCC- 12	BBA 206 T	Fundamentals of Computers	04
SYBBA – III SEM					
13	III	DSCC- 13	BBA 301 T	Principles of Human Resource Management	03
14	III	DSCC- 14	BBA 302 T	Supply Chain Management	03
15	III	DSCC- 15	BBA 303 T	Global Competencies & Personality Development	03
16	III	DSCC- 16	BBA 304 T	Fundamentals of Rural Development	03
17	III	SEC-01	BBA 305 A T	Consumer Behaviour & Sales Management	04
18	III	SEC-02	BBA 306A T/ Pr	Retail Management + Business Exposure (Project)	04
19	III	SEC-01	BBA 305 B T	Management Accounting	04
20	III	SEC-02	BBA 306 B T/ Pr	Banking & Finance +Business Exposure(project)	04
21	III	SEC-01	BBA 305 C T	Organisational Behaviour	04
22	III	SEC-02	BBA 306 C T/Pr	Legal Aspects in Human Resource +Business Exposure (Project)	04
23	III	SEC-01	BBA 305 D T	Fundamentals of Services Management.	04
24	III	SEC-02	BBA 306 D T/Pr	Principles & Functions of Services Management+ Business Exposure (Project)	04
25	III	AECC-01	BBA 307 T	Moral and Ethical Reasoning	02

SYBBA – IV SEM					
26	IV	DSCC- 17	BBA 401 T	Entrepreneurship and Small Business Management	03
27	IV	DSCC- 18	BBA 402 T	Productions and Operations Management	03
28	IV	DSCC- 19	BBA 403 T	Decision Making and Risk Management	03
29	IV	DSCC- 20	BBA 404 T	International Business Management	03
30	IV	SEC-03	BBA 405 A T	Advertising & Promotion Management	04
31	IV	SEC-04	BBA 406 A T/Pr	Digital Marketing + Computer/ online course (Project)	04
32	IV	SEC-03	BBA 405 B T	Business Taxation	04
33	IV	SEC-04	BBA 406 B T/Pr	Financial Services +Computer /Online course(Project)	04
34	IV	SEC-03	BBA 405 C T	Human Resource Management Functions & Practices	04
35	IV	SEC-04	BBA 406 C T/Pr	Employee Recruitment & Record Management + Computer/Online course (Project)	04
36	IV	SEC-03	BBA 405 D T	Banking & Insurance Management	04
37	IV	SEC-04	BBA 406 D T/Pr	Social Services and NGO Management + Online/Computer Course (Project)	04
38	IV	AECC- 02	BBA 407 T	Environmental Awareness	02
TYBBA – V SEM					
39	V	DSCC - 21	BBA 501 T	Research Methodology	04
40	V	DSCC -22	BBA 502 T	Database Administration and Data Mining	04
41	V	DSEC-01	BBA 503 T	Business Ethics	04
42	V	DSEC-02	BBA 504 T	Management of Corporate SocialResponsibility	04
43	V	SEC-05	BBA 505 A T	Marketing Environment Analysis and Strategies	03
44	V	SEC-06	BBA 506 A T	Legal Aspects in Marketing Management	03
45	V	SEC-07	BBA 507 A Pr	PROJECT	02
46	V	SEC-05	BBA 505 B T	Analysis of Financial Statements	03
47	V	SEC-06	BBA 506 B T	Legal Aspects of Finance & Security Laws	03

48	V	SEC-07	BBA 507 B Pr	PROJECT	02
49	V	SEC-05	BBA 505 C T	Cross Cultural HR & Industrial Relations	03
50	V	SEC-06	BBA 506 C T	Cases in Human Resource Management	03
51	V	SEC-07	BBA 507 C Pr	PROJECT	02
52	V	SEC-05	BBA 505 D T	Health Care Management	03
53	V	SEC-06	BBA 506 D T	Recent Trends & HR Accounting	03
54	V	SEC-07	BBA 507 D Pr	PROJECT	02
TYBBA – VI SEM					
55	VI	DSCC - 23	BBA 601 T	Essentials of E - Commerce	04
56	VI	DSCC -24	BBA 602 T	Management Information System	04
57	VI	DSEC-03	BBA 603 T	Business Project Management	04
58	VI	DSEC-04	BBA 604 T	Management Of Innovations & Sustainability	04
59	VI	SEC-08	BBA 605 A T	International Brand Management	03
60	VI	SEC-09	BBA 606 A T	Cases in Marketing	03
61	VI	SEC-10	BBA 607 I (A)	Project (Internship)	02
62	VI	SEC-08	BBA 605 B T	Financial Management	03
63	VI	SEC-09	BBA 606 B T	Cases in Finance	03
64	VI	SEC-10	BBA 607 I (B)	Project (Internship)	02
65	VI	SEC-08	BBA 605 C T	Global Human Resource Management	03
66	VI	SEC-09	BBA 606 C T	Cases in Human Resource Management	03
67	VI	SEC-10	BBA 607 I (C) T	Project (Internship)	02
68	VI	SEC-08	BBA 605 D T	Global Tourism & Hospitality Management	03
69	VI	SEC-09	BBA 606 D T	Recent Trends in Service	03
70	VI	SEC-10	BBA 607 I (C)	Project (Internship)	02
	TOTAL	06	70		140

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Faculty of Commerce and Management

S.Y.B.B.A.	Semester –III
Course Code: BBA 301 T	Title of the Course: Principles of Human Resource Management
Credits: 03	Teaching Hours: 48

Course Objectives (Cos):

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students

SYLLABUS:

Unit No. I: Introduction to HRM (13)

- 1.1 Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance
- 1.2 Principles of HRM, Evolution of HRM
- 1.3 Functions of HRM, Challenges of HRM
- 1.4 Role of HR Manager, Difference between HRM and Personnel Management
- 1.5 Challenges before HRM

Unit No. II: Job Analysis and Planning for Human Resources (13)

- 2.1 Job Analysis- Meaning, Definition, Objectives, Benefits, Methods
Job Analysis Components- Job Description, Job Specification, Job Evaluation
- 2.2 Human Resource Planning (HRP)- Meaning, Definition, Objectives, Process
Factors Influencing the Estimation of Human Resource in Organization, Advantages and Limitations/Barriers of HRP
- 2.3 Caselets on Job Analysis and Human Resource Planning

Unit No. III: Career Planning, Employee Morale and Job Satisfaction (13)

- 3.1 Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages.
- 3.2 Employee Morale & Job Satisfaction-
Employee Morale- Meaning, Definition, Causes of Low Morale
- 3.3 Job Satisfaction- Meaning, Definition, Factors Contributing to Job Satisfaction,
Measures to increase Job Satisfaction, Advantages of Job Satisfaction
- 3.4 Caselets on Career Planning, Employee Morale and Job Satisfaction

Unit No. IV: HRM in Changing Environment and Trends in HRM**(09)**

- 4.1 Work force Diversity, Technological Changes and HRM
 4.2 International HRM, E- Human Resource Management,
 4.3 Human Resource Information System (HRIS), HRM in Virtual Organizations
 4.4 Work from Home, Out-Sourcing, Changing Role of HRM

Suggested Readings: -

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resource Management	L. M. Prasad	Sultan Chand and Company Ltd.	New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A. M. Sharma	Himalaya Publishing House	Mumbai
5	Human Resource Management	S. S. Khanka	Sultan Chand and Company Ltd.	New Delhi
	E- Resources: https://youtu.be/WzXNhwSWEnc https://youtu.be/A2HFusWQIeE https://youtu.be/ZjKRv_-ypPs https://youtu.be/SlIDxCOOhhc			

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Basic concept of HRM
Co:2	Understanding	Understanding the importance of Job Analysis and Human Resource Planning in the Organization.
Co:3	Applying	Knowledge and functions of HR Manager in managing Human resource
Co:4	Analyzing	Challenges before HRM
Co:5	Evaluating	Development of basic ability to think about Employee Morale and Job Satisfaction.
Co:6	Creating	Problem-solving and decision-making skills.

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S.Y.B.B.A.	Semester –III
Course Code: BBA 302 T	Title of the Course: Supply Chain Management
Credits: 03	Teaching Hours: 48

Course Objectives (Cos):

1. To enable the students to have a comprehensive understanding of Supply Chain Management.
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.

SYLLABUS:

Unit No. I: Introduction to Supply Chain Management (SCM) (12)

- 1.1 Concept, Objectives and Functions of Supply Chain Management
- 1.2 Supply Chain Strategy, Global Supply Chain Management, Value Chain and Value Delivery Systems for SCM, Bull-Whip Effect
- 1.3 Concept, Importance and Objectives of Green Supply Chain Management.

Unit No. II: Manufacturing and Warehousing (10)

- 2.1 Manufacturing Scheduling, Manufacturing Flow System, Work- Flow Automation
- 2.2 Material Handling System Design and Decision.
- 2.3 Warehousing and Store Keeping, Strategies of Warehousing and Storekeeping, Space management

Unit No. III: Logistics Management and IT in Supply Chain Management (13)

- 3.1 Logistics Management, Integrated Logistics Management, Logistics Planning and Strategy
- 3.2 Inventory Management and its Role in Customer Service.
- 3.3 Information and Communication Technology in SCM, Role of IT in SCM,
- 3.4 Current Trends in SCM, RFID, Barcoding, Retail SCM, Problems and Prospects.

Unit No. IV: Key Operation Aspects in Supply Chain (13)

- 4.1 Supply Chain Network Design, Distribution Network in Supply Chains, Channel Design, Factors Influencing Design,
- 4.2 Role and Importance of Distributors in SCM
- 4.3 Role of Human Resources in SCM. Issues in Workforce Management

4.4. Relationship Management with Suppliers, Customers and Employees, between HRM and SCM

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Supply Chain Management for Global Competitiveness	B.S.Sahay	Macmillan India Limited,India
2	Supply Chain Management	Sunil Chopra, Peter Meindl& D.V. Kalra.	Pearson Education, UK
3	The Supply Chain Handbook	James A. Tompkins, Dale A. Harmelink	Tompkins Press, UK
4	Supply Chain Logistics Management	Donald Bowersox, David Clossand M. Bixby Cooper	McGraw-Hill Education;India
5	Supply Chain Management: Text and Cases	Vinod V Sople	Pearson Education, UK
6	Logistical Management	Donald J.Bowersox& David J.Closs.	Tata McGraw-Hill, Delhi
7	Designing and Managing the Supply Chain	David Simchi-Levi.	Tata McGraw-Hill Editions, New Dehi
E-Resources: https://youtu.be/lZPO5RclZEo https://youtu.be/DFXqn-19ixU https://youtu.be/Hf_ML38dSDM			

Course Outcomes: On successful completion of the course the learner will be able to:

Sr. No.	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To understand the functions of Supply Chain Management To know what is Bull-Whip Effect.
Co:2	Understanding	Process of Work Flow Automation.
Co:3	Applying	To learn the methods of Logistics Planning.
Co:4	Analysing	Supply Chain Network Design.
Co:5	Evaluating	Role of Distributors in SCM.
C0:6	Creating	Skills to solve the issues of supply chain management network

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Faculty of Commerce and Management

S.Y.B.B.A.	Semester –III
Course Code: BBA 303 T	Title of the Course: Global Competencies and Personality Development
Credits: 03	Teaching Hours : 48

Course Objectives (Cos):

1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.
2. To enhance global and cultural competencies of the students.
3. To groom the students for appropriate behavior in social and professional circles.

SYLLABUS:

Unit No I : Introduction to Personality and Its Development (14)

- 1.1 Definition and nature of personality
- 1.2 Characteristics of good personality
- 1.3 Determinants of personality development
- 1.4 Theories of personality development
 - i. Psychoanalytical Theory by Sigmund Freud
 - ii. Trait Theory by Allport and Big Five model
 - iii. Social Cognition Theory by Albert Bandura

Unit No II: Global Competence and Self Development (10)

- 2.1 Meaning and need of global competence.
- 2.2 Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change, problem- solving ability, critical and comparative thinking)
- 2.3 Building self-esteem and self confidence
- 2.4 SWOC Analysis and Personal Goal setting

Unit No III : Development of Social and Interpersonal Skills**(10)**

- 3.1 Effective communication skills, Preparation for self-introduction.
- 3.2 Working on attitude i.e., Aggressive, assertive and submissive
- 3.3 Development of leadership skills and introduction to Leadership styles.
- 3.4 Team Building; develop ability to work under pressure, flexibility at workplace.
- 3.5 Social empathy, building blocks of social empathy and development of social empathy.
- 3.6 Social Responsibilities
- 3.7 Workplace ethics

Unit No IV: Projecting A Positive Social Image**(14)**

- 4.1 Definition and importance of social image
- 4.2 Grooming basics and use of body language
- 4.3 Time management
- 4.4 Public-speaking
- 4.5 Proper e-mail and telephone etiquettes
- 4.6 International and social etiquettes
- 4.7 Social graces and table manners

Suggested Readings:-

Sr. No.	Title of the Book	Author/s	Publication
1	Personality Development	Swami Vivekanand	Adhyaksha Advaita Ashram, India
2	Personality Development and Communication Skill	C Rajya Lakshmi Kalyani, D S Vittal, AnithaRaju	Himalaya Publishing House, New Delhi,India
3	Effective Life Management	Swami Amartyananda	Advaita Ashrama, India
4	Personality Development and Soft Skills.	BarunMitra	Oxford University Press, New Delhi India
5	Soft Skills- Personality Development for Life Success	Prashant Sharma	BPB Publication, New Delhi India
6	Theories of Personality 4th Edition	Hall CS, Lindsey G and Campbell J B	Wiley, New York
E-Resource: http://103.5.132.213:8080/jspui/bitstream/123456789/1122/1/Communication%20Skills.pdf			

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To learn various theories of personality development
Co:2	Understanding	To understand the concept of Global Competence. SWOC analysis by students and encourage the students for personal goal setting by providing theoretical as well as practical knowledge.
Co:3	Applying	Knowledge to develop ability to work under pressure
Co:4	Evaluating	To evaluate the structure of team as well as to ability to work under pressure and SWOC
Co:4	Creating	The students should groom themselves and effective use of body language. Creating skills of managing the time, ability of effective public speaking and writing e-mails.

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S.Y.B.B.A.	Semester –III
Course Code: BBA 304 T	Title of the Course: Fundamentals of Rural Development
Credits: 03	Teaching Hours: 48

Course Objectives (Cos):

1. To understand the development issues related to rural society.
2. To find the employment opportunities for rural youth.
3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.
4. To discourage seasonal and permanent migration to urban areas.

SYLLABUS:

Unit No. I: Introduction to Rural Development (10)

- 1.1 Concept of Rural Development- Meaning and Definition, Scope and Importance of Rural Development.
- 1.2 Need of Rural Development
- 1.3 Approaches of Rural Development

Unit No. II: Rural Development Planning and Management (14)

- 2.1 Rural Development Planning –District Rural Development Agency (DRDA) Organization Structure
- 2.2 Functions of DRDA
- 2.3 NGO's and Rural Development
- 2.4 Self Help Groups (SHG's) formation

Unit No. III: Agriculture Enterprise and Agro-Based Industries. (14)

- 3.1 Agricultural Entrepreneur- Meaning, Definition and Importance.
- 3.2 Agro-business Enterprises-Issues and prospectus
- 3.3 Micro-financing
- 3.4 Food and Agricultural Marketing and Management of Agro. products.
- 3.5 Agro-based industries

Unit No. IV: Information Technology and Rural Development**(10)**

- 4.1 Rural Development and Internet
- 4.2 Information and Communication Technology (ICT) for Rural Development
- 4.3 IT –Enable Services for an E-village
- 4.4 Challenges of Rural Development

Suggested Readings: -

Sr. No.	Title of the Book	Author/s	Publication
1	Fundamentals of Rural Development	Mary Tahir & Tahir Hussain	I.K International Publishing House, India
2	Rural Development : Concept and Recent Approaches	A .Thomson William A.J.Christopher	Rawat Publications, Jaipur, India
3	Rural Poverty in India	Sib Nath Bhattacharya	Ashish Publishing House, New Delhi
4	Rural Development; Principles, Policies and Management	Katar Singh	SAGE Publication, India
5	Economic Policy and Development	B.L.Mathur	RBSA Publishers, Jaipur, India
6	Indian Economy	V.K.Puri and S.K.Sharma	Himalaya Publishing House, Mumbai

E- Resources:

<https://youtu.be/xUEbuNkwUml>
<https://youtu.be/Oim7-2xlowk>
<https://youtu.be/QNZ7kdGc6KE>

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Concept of rural development and scope of rural development
Co:2	Understanding	Need of rural development
Co:3	Applying	Marketing strategy to develop business in rural area
Co:4	Analyzing	Analyzing the challenges of rural development.
Co:5	Evaluating	Understanding and evaluation of problems associated with rural entrepreneurship
Co:6	Creating	Creation of interest of there by planning for farming

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S.Y.B.B.A.	Semester –III
Course Code: BBA 305 A T	Title of the Course: Consumer Behaviour and Sales Management
Credits: (3+1)= 04	Teaching Hours : 48

Course Objectives (Cos):

1. To develop significant understanding of Consumer behavior in Marketing.
2. To understand the relationship between consumer behavior and Sales Management.
3. To develop conceptual based approach towards decision making aspects and its implementation considering consumer behavior in Sales Management.

SYLLABUS:

Unit No. I: Introduction and Determinants of Consumer Behaviour (10)

- 1.1 Basics: Meaning of Customers and Consumers, Consumer Roles, Consumerism and De-marketing.
- 1.2 Culture and Sub- Culture: Meaning, Characteristics and relevance to marketing Decisions.
- 1.3 Social Class: Meaning, Measurement, Effect on Lifestyles.
- 1.4 Social Groups: Meaning and Group Properties & Reference groups
- 1.5 Family: Family Life Cycle and Purchasing Decisions.
- 1.4 Marketing Mix: Influence of marketing mix variables.
- 1.5 Personality and Self Concept: Meaning of Personality, Influence on Purchase Decisions
- 1.6 Motivation and Involvement: Types of Buying Motives, Motive, Hierarchy, Dimensions of Involvement.
- 1.7 Learning and Memory: Meaning and Principal Elements of Learning, Characteristics of memory systems, Recall
- 1.8 Attitudes: Meaning and Characteristics, Strategies for Changing Attitudes, Intentions Behaviour.

Unit No II: Consumer Decision Making Process (14)

- 2.1 Problem Recognition, Utilizing problem recognition information
- 2.2 Search and Evaluation: Types of information, Sources of information Search, Experience and Credence Aspects –Marketing Implication, Situational Influences on Purchase Decisions
- 2.3 Purchasing Process: Why do people shop? Store and Non-store Purchasing Processes, Purchasing Patterns.
- 2.4 Post-purchase Evaluation and Behaviour: Consumer satisfaction, Dissatisfaction Customer Delight, Consumer complaint Behaviour, Post-purchase Dissonance

Unit No III: Basics to Sales Management and its Organization (14)

- 3.1 Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting Methods,
- 3.2 Sales Planning and Control: Goal setting, Performance measurement diagnosis and Corrective actions.
- 3.2 Sales Organization: Need for Sales Organizations, their structure Sales Managers Functions and Responsibilities, Planning for Major Customers and Sales Budget, Specific Characteristics of a Successful Salesman

Unit No IV: Training Managing and Motivating the Sales Force (10)

- 4.1 Recruiting, Selection and Training of sales force: Procedure and criteria extensively used as a selection tool for recruiting and testing sales ability. Sales Force Job Analysis and Description
- 4.2 Areas of sales Training: Company Specific knowledge product knowledge Industry and Market Trend knowledge customers and technology Relationship Selling process and Customer education value added selling
- 4.3 Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Sales Contests, Sales Compensating, (Monetary compensation, incentive programs) As motivators. Non-monetary compensation-fine tuning of compensation package, Supervising.
- 4.4 Evaluating Sales Force Performance and Controlling sales activities: Sales records and Reporting systems, Improving sales productivity, Ethical and Legal issues in Sales Management

Suggested readings: -

Sr. No.	Title of the Book	Author/s	Publication
1	Consumer Behaviour and Sales Management	Still, Cundiff and Govani	Pearson Education, New Delhi
2	Consumer Behaviour and Sales Management	Havaldar and Cavale	TMGH, Pune
3	Consumer Behaviour and Sales Management	SL Gupta	Excel books, Pune
4	Consumer Behaviour and Sales Management	David L	TATA McGraw Hill, Mumbai
5	Consumer Behaviour and Sales Management	Batra Kazmi	Excel Books, Mumbai
6	Sales Management	Bill Donaldson	Palgrave Publications, UK
7	Consumer behaviour-An Indian Perspectives	Dr. S. L. Gupta, Sumitra Paul	Sultan Chand and Sons, New Delhi
	E- Resources: https://youtu.be/60eRK7AwgWM https://youtu.be/ofz8fxx2MeA https://youtu.be/LxCStJMCJMI		

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To help students develop an understanding towards strategy building and its effectiveness
Co:2	Understanding	To have an adequate understanding of consumer behaviour, its scope, objectives, opportunities and its challenges
Co:3	Applying	To find out alternatives for dynamic organization to ensure their success in highly competitive sales environment
Co:4	Analyzing	Developing design thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.
Co:5	Evaluating	To evaluate target-based marketing to achieve desired results for sales organization

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Faculty of Commerce and Management

S.Y.B.B.A.	Semester –III
Course Code: BBA 306 A T/Pr	Title of the Course: Retail Management + Business Exposure (Project)
Credits: 2+2 = 04	Teaching Hours: 48

Course Objectives (Cos):

- 1.To provide basic understanding of forces that shape retail industry
2. To provide understanding of retail operations and strategy
3. To provide understanding of opportunities and challenges in retail industry

SYLLABUS:

Unit No. I: Introduction to Retailing (10)

- 1.1 Structure of retail industry, types of retailers
- 1.2 Market segments and channels
- 1.3 Market trends, retail life cycle

Unit No. II: Retailing Strategy (14)

- 2.1 Identifying and Understanding Customers,
- 2.2 Customer segmentation, Selecting Target Market, Identifying Market Segments
- 2.3 Selecting site locations, Strategic positioning and execution
- 2.4 Establishing and Maintaining Retail Image, Creating In-store Dynamics (Layouts and Plans)

Unit No. III: Managing the Retail Business (14)

- 3.1 Implementing Retail Marketing Plan, Brief Human Resource Requirements
- 3.2 Developing Product and Branding Strategies
- 3.3 Developing Merchandise Plans, Merchandising Strategy

Unit No. IV: Future of Retailing (10)

- 4.1 Introduction to recent trends and Technological Advancements in retailing
- 4.2 Omni Channel Retailing, shopping with AR (Augmented reality)
- 4.3 Pop up shops, social shopping, private label brands

Suggested Readings:-

Sr. No.	Title of the Book	Author/s	Publication
1	Retail Management	Chetan Bajaj, Rajnish Tuli	Oxford University Press New Delhi, India
2	22 immutable laws of Marketing	Al Ries, Jack Trout	Profile Books Ltd., UK
3	Retail Management	Gibson	Pearson Publication, UK
4	Fundamentals of Retailing	KVS Madaan	Mc Graw Hill, USA
5	Retail Marketing	Swapna Pradhan	TMGH, India
6	Retailing Management	Michael Levy & Barton Weitz	TMGH, India
7	Retail Marketing Management	David Gilbert	Pearson Publication, UK
8	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad Uniyal	Oxford University Press New Delhi, India
	E-Resources: https://youtu.be/5iRDd-f1nmg https://youtu.be/Yi4PvkH6DnA https://youtu.be/O6k6KoW7ejM		

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To understand the concept and meaning of Retail Management
Co:2	Understanding	To help students understand the planning process behind a retail business.
Co:3	Applying	To study store operations, merchandising and customer management
Co:4	Analyzing	Developing critical thinking ability to explore various angles while facing challenges in the retail sector.
Co:5	Evaluating	Giving insights to the challenges while implementing a plan, in context of retail management.
Co:6	Creating	Creating awareness regarding modern retail composition

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Faculty of Commerce and Management

S.Y.B.B.A.	Semester –III
Course Code: BBA 305 B T	Title of the Course: Management Accounting
Credits: (3+1)=4	Teaching Hours: 48

Course Objectives (Cos):

1. To impart basic knowledge of management accounting.
2. To understand the implications of various financial ratios in decision making.
3. Application and use of various tools of management accounting in the business.

SYLLABUS:

Unit No. I: Introduction

(12)

- 1.1 Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations
- 1.2 Distinction between Financial Accounting and Management Accounting.
- 1.3 Distinction between Cost Accounting and Management Accounting

Unit No. II: Analysis and Interpretation of Financial Statement

(12)

- 2.1 Introduction of Schedule III as per Company Act 2013,
(Statement of Profit & Loss, Statement of Balance sheet format)
- 2.2 Methods of Analysis- Comparative statements, Common size statements,
Trend percentage or trend ratios (Horizontal Analysis), Fund flow Statement.
- 2.3 Introduction of ratio Analysis- meaning, necessity & advantages of ratio analysis.
- 2.4 Types of Ratios- Liquidity Ratios, Leverage Ratios, Activity Ratios, profitability Ratios
(Introduction and Problems on following ratios)
- 2.5 Current ratio, Quick ratio, Gross profit ratio, Net profit ratio,
Operating expenses ratio, Debt equity ratio, Debtor's turnover ratio Stock turnover ratio

Unit No. III: Marginal Costing

(12)

- 3.1 Marginal Costing- Meaning, definition of marginal cost and marginal costing,
Advantages and limitations of marginal costing,
- 3.2 Contribution, Profit volume ratio (P/V Ratio), Breakeven Point (BEP),
- 3.3 Margin of Safety, problems on contribution, P/Ratio, BEP and MOS

Unit No. IV: Budget & Budgetary control**(12)**

- 4.1 Budget and budgetary Control-Meaning, Definition, Nature of budget and budgetary control
 4.2 Types of budgets- as per time, functions and variability, Objectives of budget and Budgetary control, Steps in budgetary control, advantages and disadvantages of budgetary control.
 4.3 Problems on cash budget

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Management Accounting	L.M. Pandey	Vikas Publishing House, Delhi
2	Management Accounting	S.K.R. Paul	New Book Central Agency
3	Accounting for Management	S.N.Maheshwari, S.K.Maheshwari, Sharad K.Maheshwari	Vikas Publishing House, Delhi
4	Management Accounting	M.Y.Khan, P.K. Khan,	Mcgraw Hill Education, Delhi
5	Management Accounting	AnthonyA. Atkinson, Robert S. Kaplan, Ella Mac Matsumura,G. Arun Kumar, S.mark. Young	Pearson Education, Delhi

E-Resources:

<https://youtu.be/3TgqOL1Bdms>
https://youtu.be/v_2YayJqr3o
https://youtu.be/v__5HZn6m-8

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To understand the concept and meaning of management accounting
Co:2	Understanding	To understand schedule III as per Company Act 2013 and understand the format of Statement of Profit & Loss account and Statement of Balance sheet of company.
Co:3	Applying	To calculate contribution and breakeven point to reach profitability level of any business
Co:4	Analyzing	Analyzing of various ratios and its application
Co:5	Evaluating	The concept of budget and its various types. On the basis of past data, future growth and plans, estimated cash inflow and cash outflow can be prepared
Co:6	Creating	Application of various methods of analysis. Analytical skills for comparing financial position of any business.

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S.Y.B.B.A.	Semester –III
Course Code: BBA 306 B T/Pr	Title of the Course: Banking and Finance+ Business Exposure (Project)
Credits: 2+2 =4	Teaching Hours: 48

Course Objectives (Cos):

1. Study of banking function and its operations.
2. To study the functioning of Regulatory Authorities in India.
3. To study recent technology in banking industry

SYLLABUS:

Unit No. I : Introduction (12)

- 1.1 Origin, meaning and definition of bank evolution of banking in India
- 1.2 Structure of banking system in India

Unit No. II : Functions of Banks (12)

- 2.1 Functions of Banks
- 2.2 Primary Functions- Accept Deposits and Granting Loans
- 2.3 Secondary Functions- Public utility services and agency services

Unit No. III : Regulatory Authorities in India (12)

- 3.1 RBI, Credit control measures, Qualitative and quantitative credit control.
- 3.2 Insurance Development Authority (IRDA)-Objectives, Powers and functions of IRDA
- 3.3 SEBI- Objectives, Power and Functions of SEBI

Unit No. IV: Technology in Banking (12)

- 4.1 Need and Importance of Technology in Banking.
- 4.2 ATM, Debit card, Credit card, Tele banking, Net banking.
- 4.3 Mobile Banking, RTGS, NEFT, Swift (Society for worldwide interbank financial telecommunication) Cyber security in E- banking.

Suggested Readings: -

Sr. No.	Title of the Book	Author/s	Publication
1	Principles and Practices of Banking	Srinivasan D.and others	Macmillan India Pvt Ltd, New Delhi
2	Banking and Insurance	O.P.Agarwal	Himalaya, New Delhi
3	The Indian Financial System	Vasant Desai	Himalaya, New Delhi
4	Financial services and Markets	csnDr. S.Gurusamy	Thomas, New Delhi
5	Banking Law and Practice in India	Maheshwari	Kalyani publisher, New Delhi
E-Resources: https://youtu.be/I6gzoXliUmA https://youtu.be/G1_17xj2vB4 https://youtu.be/mJs3Hle55tI			

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Structure of banking system in India.
Co:2	Understanding	Functions and operations of banks.
Co:3	Applying	Applying day to day applications used in operations of Banks
Co:4	Analyzing	operations of banks
Co:5	Evaluating	Evaluation the functions of IRDA and operations of banks
Co:5	Creating	Awareness of using new technology in banking operations along with its cyber security

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Faculty of Commerce and Management

S.Y.B.B.A.	Semester –III
Course Code: BBA 305 C T	Title of the Course: Organizational Behaviour
Credits: (3+1) = 4	Teaching Hours: 48

Course Objectives (Cos):

1. To describe the major theories, concepts, models and frameworks in the field of Organizational Behaviour.
2. To explain determinants of Organizational Behaviour at Individual, Group and Organizational Level.
3. To give knowledge about approaches to line-up individual, groups and managerial behaviour in order to achieve organizational goals.

SYLLABUS:

Unit No. I: Introduction to Organizational Behaviour (10)

- 1.1 Meaning, Definition, Nature, Scope, Importance, Key Elements of OB
- 1.2 Disciplines that contribute to the OB field, Models of OB, Challenges for OB

Unit No. II: Individual Determinants of Organizational Behaviour (14)

- 2.1 Individual Behaviour- Influencing factors- Personal, Psychological, Organizational System and Resources, Environmental Factors
- 2.2 Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality
- 2.3 Value and Attitude- Meaning, Definition and Types.
- 2.4 Motivation- Meaning, Definition, Importance, Types, Theories- Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory
- 2.5 Caselets on Personality, Motivation, Value & Attitude

Unit No. III: Group Interaction and Organizational Behaviour (14)

- 3.1 Group Dynamics- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness

- 3.2 Conflict - Meaning, Definition, Traditional & Modern View of Conflict Organizational Performance and Conflict, Frustration Model
- 3.3 Conflict Management- Competing, Collaborating, Compromising, Avoiding, Accommodating.
- 3.4 Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership,
- 3.5 Caselets on Group Dynamics, Conflict Management and Leadership

Unit No IV: Dynamics of Organization

(10)

- 4.1 Organizational Culture- Meaning, Definition Formation & Sustaining Organizational Culture
- 4.2 Organizational Change- Meaning, Definition, Types, Forces for Change in Organization, Resistance to change, Management of Change
- 4.3 Caselets on Organizational Culture and Change Management

Unit No 5: Students can prepare project on any topic which they have learnt under this subject.

Suggested Readings:-

Sr. No.	Title of the Book	Author/s	Publication
1	Organizational Behaviour-Text, Cases, Games	K. Aswathapa	Himalaya Publishing House, Mumbai
2	Organizational Behaviour	Stephen P. Robbins Timothy A. Judge Neharika Vohra	Pearson education Inc, New Delhi
3	Organizational Behaviour	S. S. Khanna	S. Chand and company Ltd, New Delhi
4	Organizational Behaviour: Text cases	Suja R, Nair	Himalaya publishing house, New Delhi
5	Organizational behaviour	Jit S. Chandan	Vikas publishing house Pvt ltd, New Delhi
<p><u>E-Resources:</u> https://youtu.be/SheMhZeajyk https://youtu.be/couNUwE4Atk https://youtu.be/UcKkDhJzgIg</p>			

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Describe importance of organizational behaviour
Co:2	Understanding	Better understanding of models of organizational behaviour
Co:3	Applying	Development of problem solving and decision-making skills
Co:4	Analyzing	Determinants of organization behaviour group level
Co:5	Evaluating	Group dynamics concept
Co:6	Creating	Motivation, value and attitude and Leadership skills

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S.Y.B.B.A.	Semester –III
Course Code: BBA 306 C T/Pr	Title of the Course: Legal Aspects in Human Resources + Business Exposure (Project)
Credits: 2+2 =4	Teaching Hours: 30

Course Objectives (Cos):

1. To study and explain rights of employees at work place.
2. To understand the applications of different Legal Aspects in HR.

SYLLABUS:

Unit No. I: Introduction (10)

- 1.1 Employer, employee
- 1.2 Rights of an employee at work place
- 1.3 HR Policy- Meaning and its importance
- 1.4 Legal issues related to HR in the Organization

Unit No. II: Wage and Salary Administration and The Workmen's Compensation Act, 1923 (12)

- 2.1 Wage and Salary Administration- Meaning and Definition of Wage and Salary, Objectives of Wage and Salary Administration, Wage Differentials,
- 2.2 Factors affecting Wage and Salary Levels Provisions under the Act.
- 2.3 The workmen Compensation Act 1923

Unit No. III: The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013 (08)

- 3.1 Introduction, Scope and Application Definition and Provision under this Act
- 3.2 Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Introduction, Main Features of the Act, Provision Vishaka Guidelines.

Unit No. IV: Business Exposure in HR

Suggested Readings:-

Sr. No.	Title of the Book	Author/s	Publication
1	Labour and Industrial Laws	S.N.Mishra	Central law publication Allahabad
2	Industrial and Labour Laws	S. P. Jain, Simmi Agarwal	Dhanpat Rai & Co. (P) LTD, NewDelhi
3	Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013		Professional book publishers, New Delhi
4	Labour and Industrial laws	H L Kumar	Universal Publication, New Delhi
5	Labour and Industrial laws	P.K. Padhi	PHI learning Private Ltd, New Delhi

E-Resources:

<https://youtu.be/3kIEyu4qBQ8>

[https://labour.gov.in/sites/default/files/TheWorkmenAct1923\(1\).pdf](https://labour.gov.in/sites/default/files/TheWorkmenAct1923(1).pdf)

https://labour.gov.in/sites/default/files/THE%20PAYMENT%20OF%20GRATUITY%20ACT%2C%201972_0.pdf

<https://legislative.gov.in/sites/default/files/A2013-14.pdf>

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Better understanding of the rights of employees at workplace.
Co:2	Understanding	Understanding of the legal issues related to HR in organization
Co:3	Applying	Rights of employees at workplace.
Co:4	Analyzing	Ability of the students about the concepts Wage and Salary Administration. and better understanding of Workmen's Compensation Act,1923
Co:5	Evaluating	Wage and Salary administration
Co:6	Creating	Awareness of Payment of Gratuity Act,1972 and creating prohibitions Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013

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S.Y.B.B.A.	Semester –III
Course Code: BBA 305 D T	Title of the Course: Fundamentals of Services Management
Credits: 3+1=4	Teaching Hours : 48

Course Objectives (Cos):

- 1.To introduce Services as a Business Function
2. To develop practical insights in enhancing business processes of Service sector.
3. To give the students an exposure to a systematic service framework.
4. To enhance service leadership skills.

SYLLABUS:

Unit No. I: Understanding Various Aspects of Services (12)

- 1.1 Introduction to Services: Concept, Scope, Classification & characteristics of services, Service as key differentiator for manufacturing industries.
- 1.2 Functions of Service Management- Changing dynamics & Challenges of Service Sector.
- 1.3 Growth in Service sector: - Importance, Growth & Development of Service Sector in India.

Unit No. II: Service Mix Elements –Introduction (12)

- 2.1 Product: - The service products, Service Product Life-Cycle and its Strategies.
- 2.2 Place: -Managing Distribution Channels in service industry Factors affecting choice of channel, strategies for distribution.
- 2.3 Promotion: - Objectives, Selection Criteria, Developing the promotion mix Sales promotion tools.
- 2.4 Physical Evidence: - Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy

Unit No III: Service Environment (12)

- 3.1 Micro and Macro Service Environment: PESTEL analysis of service sector, six market model, Market analysis and Segmentation: Planning process.
- 3.2 Rethinking the customer service function, Focusing and positioning target customers
Service Design: Introduction, Building a service blueprint and its benefits

Unit No IV: Research in Service Industry**(12)**

- 4.1 Environmental changes leading to service boom, Impact of globalization on service sector
- 4.2 New economic policy and its impact on service sector, Preparation of small report based on service market analysis

Suggested Reading:-

Sr.No.	Title of the book	Author	Publication
1	Service Marketing Operations and Management	Vinni J.Juhari,Kirti Dutta	Oxford University press, Delhi
2	Service Marketing Management: An Indian perspective	Dr.B.Balaji	S Chand & Co, Delhi
3	Service Management: strategy and leadership in service business	Richard Normann	Wiley & Sons ltd, New York
4	Service Management: The new paradigm in retailing	Jay Kandmpully	Springer, New York
E-Resources: https://youtu.be/Gv5fza6wHE4 https://youtu.be/THqXlkAESC8 https://youtu.be/OHTSoDrAW2Q			

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Various models of service market analysis
Co:2	Understanding	Development of interest in service sector and implementation of various concepts in practice.
Co:3	Applying	Enhancement of service leadership skills through practical learning
Co:4	Analyzing	Developing analytical ability of changing service sector reform
Co:5	Evaluating	Changing dynamics and changing environment
Co:6	Creating	Awareness of actual scenario with respect to service operations and its management

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S.Y.B.B.A.	Semester –III
Course Code: BBA 306 D T/Pr	Title of the Course : Principles and Function of Service Management
Credits: 2+2=4	Teaching Hours : 30

Course Objectives (Cos):

- 1.To recognize and understand different types of service-based organizations.
2. To understand the importance of ITES in service sector.
3. To enhance knowledge of global trends in outsourcing.
4. To understand factors crucial to service delivery & recovery

SYLLABUS:

Unit No. I: Understanding Consumer/Customer Behaviour (12)

- 1.1 Customer expectation, strategies for managing customer expectations, 4C's of customer service mix.
- 1.2 Creating the right service philosophy: - Customer service pre and post transaction Element Meeting the service challenges.
- 1.3 Fundamentals of Customer satisfaction: -Factors influencing customer satisfaction, Understanding the customer services, Customer loyalty and delight
- 1.4 Managing demand and supply of services: -Managing demand, Patterns & determinants of demand, Strategies of managing demand waiting line strategies.

Unit No. II: ITES - Introduction (06)

- 2.1 Outsourcing: Meaning of outsourcing, factors driving the need of outsourcing, skills Manage outsourcing, types and stages of outsourcing, global trends in outsourcing and role of India in outsourcing.
- 2.2 KPO/BPO:-Introduction, significance, third party service providers, future of KPO/BPO Challenges faced.

Unit No III:-Delivering Quality Services and Value Process (12)

- 3.1 Service based components of quality, perceived quality, Implementing TQM in service sector and its effect.

- 3.2 Service performance failure – concept of service failure & recovery customer response to Service failure and recovery, service recovery following customer complaints, solving problems and preventing recurrence. Creating service value and defining its benefits.
- 3.3 Service value chain: Introduction, significance. Case studies related to service value chain in Banking and insurance, Hospital and health care Travel and tourism, Hotel and catering

Unit No 4:- Business Exposure and Services

Suggested Readings:-

Sr.No.	Title of the book	Author	Publication
1	Competitive advantage	Porter, Michel E	The tress press, New York
2	Service Marketing and Management	Dr. B. Balaji	S Chand and Co, Delhi
3	Service sector Management: An Indian perspective	C. Bhattacharjee	Google library Book, Online source
4	Management of service organization	Sasseers R.P	Boston
5	Service marketing	Hellen	New Delhi
E-Resources: https://youtu.be/1kqqlmWCRUY https://youtu.be/7pMhvaYrIH4 https://youtu.be/T456sxZ0EIo https://youtu.be/DH5TUz1egc0			

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Development of behavioral skills
Co:2	Understanding	Learning and understanding the concept of customer satisfaction
Co:3	Applying	Efficient management of demand and supply of services
Co:4	Analyzing	Working and challenges faced by KPO and BPO
Co:5	Evaluating	Problem solving ability, case study analysis
Co:6	Creating	Service provider value and societal benefit

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S.Y.B.B.A.	Semester –IV
Course Code: BBA 401 T	Title of the Course: Entrepreneurship and Small Business Management
Credits: 03	Teaching Hours : 48

Course Objectives (Cos):

1. To understand the concept and process of Entrepreneurship.
2. To Acquire Entrepreneurial spirit and resourcefulness.
3. To get acquainted with the concept of Small Business Management.
4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

SYLLABUS:

Unit No. I: Entrepreneurial Perspective (12)

- 1.1 Concept of Entrepreneur, Manager, Intrapreneur, Entrepreneur and Entrepreneurship Meaning, Definition, Evolution, Types of Entrepreneurs, Qualities and Functions of Entrepreneur.
- 1.2 Factors influencing Entrepreneurship: Psychological, Social, Economic and Environmental factors.
- 1.3 Role of Entrepreneur in growth and development of the small business, Problem of Unemployment and Importance of wealth creation

Unit No. II: Business Opportunity Identification (12)

- 2.1 Definition of business, industry & commerce and their interrelationship in today's environment.
- 2.2 Opportunity Search: Divergent Thinking Mode: Meaning Objectives, Tools and Techniques:
- 2.3 Environmental scanning for business opportunity Identification, Opportunity Selection:
- 2.4 Convergent Thinking Mode: Meaning, Objectives, Tools and Techniques: Market Survey

Unit No. III: Management of MSMEs and Sick Enterprises (12)

- 3.1 Meaning, Objectives and Functions of MSMEs Challenges of MSMEs,
- 3.2 Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, Process and Rehabilitation of Sick Units, Financial Assistance for Small

- 3.3 Enterprise: Institutional: a) Bank Loan b) Angel Funding c) Venture Funding
 d) Self Employment Schemes of Government of Maharashtra.
 e) Government Financial Institutions: Khadi and Village Industries Board (KVIB),
 Rajiv Gandhi Udyami Mitra Yojana (RUGMY) f) Prime Minister Employment Generation
 Programme (PMEGP).

Unit No. IV: Study of Women-founded Start-ups in India and (12)
Entrepreneurs' Biography

-UpasanaTaku,
 Anisha Singh,
 Sabina Chopra.,
 Azim H. Premji,
 Ratan Tata,
 DR. Shiva Nadar.

Suggested Readings:

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

E-Resource:

<https://youtu.be/MdNNGfoxrqA>
<https://youtu.be/dxvLgrcUbtw>
<https://youtu.be/oM4AcvKM87Q>

Course Outcomes: On successful completion of the course the learner will be able to:

Sr. No.	Cognitive Abilities	Course outcomes
Co:1	Remembering	Basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up
Co:2	Understanding	Entrepreneurship and new startups.
Co:3	Applying	Applying knowledge to collect relevant data and its analysis and interpretation.
Co:4	Analyzing	Various business government schemes and business Planning process
Co:5	Evaluating	Feasibility study of project
Co: 6	Creating	Skills related to new business development

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S.Y.B.B.A.	Semester –IV
Course Code: BBA 402 T	Title of the Course: Production and Operation Management
Credits: 03	Teaching Hours: 48

Course Objectives (Cos):

- 1.To understand the key concepts of Production and Operation Management.
2. To understand the various manufacturing methods and role in managing business.
3. To create awareness about the various safety measures and ergonomics in industries.

SYLLABUS:

Unit No. I: Introduction

(12)

- 1.1 Introduction to Production and Operation Management – Meaning, Nature, Scope, Objectives, Importance, Functions of Production and Operation Management
- 1.2 Variety of business, Methods of manufacturing, Plant layout, Service layout
- 1.3 Safety considerations and environmental aspects.

Unit No. II: Production Design, Planning and Control

(12)

- 2.1 Production Design: Meaning, Objectives, product policy, Techniques of product development.
- 2.2 Production Planning - Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up.
- 2.3 Production Control –Meaning, Objectives, Factors affecting production control, Caselets on design, planning and control.

Unit No. III: Productivity and Ergonomics

12)

- 3.1 Productivity and Quality Control- Meaning, Definition, Importance Measurement techniques, Quality control, Quality circles, TQM
- 3.2 Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device.

Unit No. IV: Maintenance Management

(12)

- 4.1 Maintenance Management: Introduction, Meaning, Types,
- 4.2 Planning, Scheduling, Techniques.
- 4.3 Modern Scientific maintenance methods, Automation and computer integrated manufacturing.

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Production and Operation Management	L. C. Jhamb	Everest Publishing House New Delhi
2	Production and Operation Management	Chase Irwin	Professional Publishing U. S.
3	Production and Operation Management (With skill development- case lets and cases)	N. Suresh Newage	International publication New Delhi
4	Operation Management	B.Mahadevan	Pearson Education India New Delhi

E-Resources:

https://youtu.be/fmT__fQdbSU
<https://youtu.be/Y32mHHOjHGo>
<https://youtu.be/ygFTjc8foeI>

Course Outcomes: On successful completion of the course the learner will be able to :

Sr. No.	Cognitive Abilities	Course outcomes
Co:1	Remembering	Basic concept of production and operation management
Co:2	Understanding	Understanding the manufacturing methods and various plant layouts used in industries.
Co:3	Applying	Knowledge regarding safety measures and ergonomics
Co:4	Analyzing	Production and operation efficient and effectiveness
Co:5	Evaluating	Product design, Production planning and Control
Co:6	Creating	Creating problem solving and decision-making skills

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Faculty of Commerce and Management

S.Y.B.B.A.	Semester –IV
Course Code : BBA 403 T	Title of the Course: Decision Making and Risk Management
Credits : 03	Teaching Hours: 48

Course Objectives (Cos):

1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.
2. Find the best alternative in a decision with multiple objectives and uncertainty.
3. Describe the process of making a decision.
4. Analyze an organization's decision-making system.
5. Develop a risk management process.

SYLLABUS:

Unit No. I: Introduction to Decision Making and Risk Management (12)

- 1.1 Decision Making and Risk Management
– Introduction, Concept, Problem definition and framing.
- 1.2 Rational Models of decision making, other models - Myers Briggs, Bounded Rationality Model, Retrospective decision model, OODA Loop Model, Ladder of Inference etc.
- 1.3 Types of Decisions, Steps in Decision making process, Creative decision-making process.
- 1.4 Why rational models fail? Traps and cognitive barriers that lead to suboptimal decisions

Unit No. II : Decision Making Tools and Models (12)

- 2.1 Decision Making - Groupthink versus the wisdom of crowds, Avoiding decision-making traps
- 2.2 Intuition: pros and cons, Decisions making for corporate management, execution, and operation of projects, Role of technology in decision making and data analysis.
- 2.3 EQ (Emotional Intelligence) versus IQ as essential decision-making traits to manage risks
- 2.4 Dealing with conflict and Risk - Resistance to change, Key elements of EQ: personal and social competencies, Dissonant decision-making leadership and brain chemistry
- 2.5 Qualitative and Quantitative risk analysis tools /methods – Introduction, Concept. Decision Models in strategic management, Decision making systems.

Unit No. III: Role of Decision Making and Leadership (12)

- 3.1 Definitions of leadership and followership, Motivational theory; common motives of leaders and followers.
- 3.2 Identifying resources that affect your power and influence; use and misuse of power, Role of competition and conflict in leadership roles.
- 3.3 Charisma, heroes, bullies and jerks – aspects to be considered in decision making and leadership
- 3.4 Decision making and Leadership - Values as underpinnings of leadership.

Unit No. IV : Organizational Values in Decision Making and Risk Management (12)

- 4.1 Importance of Team composition, understanding your own value system and how it influences choices, political views, personal and organizational decisions
- 4.2 Organizational values –examples of values for well-known corporations. Importance of shared values in decision making and avoiding risks.
- 4.3 Vision statements as organizing templates for where organizations or individuals are aiming., Examples of individual and corporate vision statements.
- 4.4. Developing and communicating your own view of what needs changing of what is possible to avoid risks.
- 4.5 Risk communication, Risk Sharing, Strategic and integral planning of project

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Decision and Risk Analysis for Construction Management	Melvin W. Lifson, Edward F. Shaifer	John Wiley & Sons 1st., U.S.
2	Credit appraisal, risk analysis and decision making	D.D. Mukherjee	Snowwhite Publications 9th Edition., India
3	Managing Project Risk and Uncertainty	Chris Chapman and Stephen Ward,	Wiley Publications, Newyork
4	Process Systems Risk management	Ian Cameron, Raghu Raman	Elseveir Academics Press UK
5	Fundamentals of Risk Measurements	Chris Marrison	Tata McGraw Hill, New Delhi

E-Resource:

https://www.researchgate.net/publication/314545467_Approach_to_Risk_Management_Decision-Making_in_the_Small_Business

Course Outcomes: On successful completion of the course the learner will be able to :

Sr. No.	Cognitive Abilities	Course Outcomes
Co:1	Remembering	scope of Decision making and Risk management in organizations
Co:2	Understanding	Understanding risk management in organizations
Co:3	Applying	Decision making tools and models in business
Co:4	Analyzing	Decision making tools
Co:5	Evaluating	Product design, Production planning and Control
Co:6	Creating	Creating role of leadership and its allied aspects while making decision

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Faculty of Commerce and Management

S.Y.B.B.A.	Semester –IV
Course Code: BBA 404 T	Title of the Course: International Business Management
Credits: 03	Teaching Hours: 48

Course Objectives (Cos):

1. To acquaint the students with emerging trends and issues in International Business.
2. To study the impact of International Business Environment on foreign market operations.
3. To analyze international trade models.
4. To analyze the International Investment and its risks associated.
5. To understand financial aspects in world economies, their need and functionality

SYLLABUS:

Unit No. I: Introduction to International Business (12)

- 1.1 Meaning, Nature and Scope of International Business
- 1.2 Globalization – Effects on Economy, Advantages and Challenges
- 1.3 International Trade Theories and its applications – Reasons for international trade Ricardo's Theory, Hecksher Ohlin Theory, Michael Porter's Diamond model.

Unit No. II: International Business Environment (12)

- 2.1 International Corporations – Meaning, Scope and Nature
- 2.2 Role and Importance of Multi National Corporations in International Business.
- 2.3 Foreign Direct Investment – Meaning, Concept, Importance., Legal Aspects of FDI from Indian Context, Cultural and Demographic Environment – Meaning and Importance in International Business

Unit No. III: International Finance (12)

- 3.1 Meaning of Exchange Rate, Determination of Exchange Rate – Fixed, Flexible and Managed, Concept of Spot Rate, Forward Rate and Futures
- 3.2 Balance of Trade and Balance of Payments – Introduction, Concept and Importance.
- 3.3 Documentation in International Trade and EXIM Finance, Financing Techniques and Export Promotion Schemes, World Bank and International Monetary Fund – Objectives and Functions

Unit No. IV: International Economic Zones and Foreign Trade**(12)**

- 4.1 World Trade Organization (WTO) – Evolution and Functions, Regional Trading Agreements, India and Trade Agreements, Regional Integration.
- 4.2 Global Sourcing – Introduction, Concept, Challenges, Understand the Functions of International Organizations, Understand the Opportunities and Risks for India with respect to Financial Globalization. Advantages (Indian Context)
- 4.3 Composition and Direction of India’s Foreign Trade since 2000.
- 4.4 Case Studies in International Business with reference to Indian Economy on International Marketing, International Finance, International Human Resource Management International Strategic Management, Ethics in International Business

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	International Economics	Francis Cherunilam	Tata McGrawHill.1999 New Delhi
2	International Economics	Salvatore D.L.	Prentice Hall. 7th Edn.2001 U. S.
3	International Economics	Sodersten Bo,	Macmillan Press Ltd.1981 New Delhi
4	International Economics	Dr. D. M. Mithani2000	Macmillan Press Ltd.1981 New Delhi
5	International Economics	M. L. Jhingan	Vrinda Publications, Delhi 2006 New Delhi
6	International Business	K Aswathappa	Tata McGrawHill.1999 New Delhi

E-Resources:

<https://youtu.be/UMrn1WUQRQY>

<https://youtu.be/yVzvHFthQpE>

<https://youtu.be/n0oEfoYTXUw>

Course Outcomes: On successful completion of the course the learner will be able to:

Sr. No.	Course	Course Outcomes
Co:1	Remembering	Basics of International Business concept and its role.
Co:2	Understanding	International trade theories’ use and experiments on the world trade.
Co:3	Applying	Function of International Business Management
Co:4	Analyzing	The world economy and factors affecting it
Co:5	Evaluating	International trade theories
Co:6	Creating	Awareness of international business environment, trends in international business

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S.Y.B.B.A.	Semester –IV
Course Code: BBA 405 A T	Title of the Course: Advertising and Promotion Management
Credits: (3+1) 04	Teaching Hours: 48

Course Objectives (Cos):

1. To develop knowledge and understanding of importance of advertising.
2. To understand different sales promotion techniques.
3. To know about promotion management.
4. To understand the process of online advertising.

SYLLABUS:

Unit No. I: Introduction and Advertising Effectiveness (12)

- 1.1 Meanings, Definition, Functions, Criticism, Ethics, Social issues
- 1.2 Strategic advertising decisions - advertising budget, advertising framework planning and organization.
- 1.3 Advertising agency- Definition, functions, type's, structure
Advertising effectiveness – objectives of measuring advertising effectiveness, difficulties and evaluation of advertising effectiveness

Unit No. II: Copy and Media Decisions (12)

- 2.1 Advertising copy- objectives, elements, types of copy, advertising layouts, components, layout format.
- 2.2 Copy creations, pre-testing methods and measurements.
- 2.3 Media decisions – advertising media, media planning, media research, media selection.

Unit No. III: Promotion Management (12)

- 3.1 Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth, techniques,
- 3.2 Media technology used for promotions.
- 3.2 Strategic Promotion – strategic and promotion, cross promotion, surrogate promotion.

Unit No. IV: Online Advertising (12)

- 4.1 Online advertising – pre-requisites of online advertising,
- 4.2 Internet Advertising Today, purpose, types, advantages
- 4.3 Social media advertising.

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Marketing Management	Philip Kotler ,Kellerjha-	Pearson Education New Delhi
2	Advertising and Promotion	Belch and Belch	Tata MC Graw Hill New Delhi
3	Advertising Management	Rajeev Batra And Davidaaker	Pearson education New Delhi
4	Sales Promotion	M.N.Mishra	HIMALAYA PUBLISHING HOUSE New Delhi
5	Advertising and IMC (principles and practices)	William.D. Wells and Sandra,	Pearson education New Delhi
	E- Resource https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf		

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To understand the basic concept of advertising and social issues, ethics
Co:2	Understanding	To understand how to measure the effectiveness of advertising
Co:3	Applying	Knowledge of making effective advertisement
Co:4	Analyzing	To provide the knowledge regarding copy creations and media selection
Co:5	Evaluating	To make the student aware about promotion techniques
Co:4	Creating	Online advertisement on various social media platforms

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S.Y.B.B.A.	Semester –IV
Course Code: BBA 406 A T/Pr	Title of the Course: Digital Marketing + Computer /Online Course (Project)
Credits: 2 +2 = 04	Teaching Hours: 48

Course Objectives (Cos):

- 1.To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success.
- 2.To help students become in demand professional by being acquainted through various Digital channels and their ways of Integration.
3. To get basic knowledge of Google analytics for measuring effects of digital marketing and getting insights of Future trends that will affect the future development of the digital marketing.

SYLLABUS:

Unit No. I: Introduction to Digital Marketing (10)

- 1.1 Concept and meaning of Digital Marketing, Digital Marketing Process
- 1.2 Meaning of Visibility, Increasing Visibility, Types of visibility, Examples of Visibility.
- 1.3 Concept of Engagement, Visitors Engagement, its importance and examples of Engagement Bringing Targeted Traffic, Inbound and Outbound Marketing, Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process, Tools of Digital Marketing

Unit No II: Digital Marketing Planning and Structure (14)

- 1.1 Creating initial Digital Marketing Plan, Target group analysis, Inbound vs Outbound Marketing,
- 1.2 Content Marketing, Understanding Traffic, Understanding Leads, Strategic Flow for Marketing Activities.
- 1.3 WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Optimization of Web sites, Design of WordPress web, SEO Optimization, Introduction to Web Analytics, Web Analytics – levels

Unit No. III: Social Media Marketing (14)

- 1.1 Introduction of Social Media Marketing, Procedure and Fundamentals of – Facebook Marketing,
- 1.2 Google AdWords, YouTube Marketing, Email Marketing - Content Writing

Unit No. IV: Computer Laboratory Work (10)

- 4.1 Digital Marketing: Internet Advertising, Mobile Advertising, Display Advertising, other Digital Medium. (UI and UX) PPC Advertising with Google Ad-words, Create Search Campaigns, Creating Display Campaign, Optimizing Display Campaign, Remarketing Google Ad-words, Social Media Marketing, Creating Search Engine Campaign Ads, Creating Display Campaign, Optimizing Display Campaign
- 4.2 Creating Facebook Advertising Campaign and other Social Media Campaign
- 4.3 Create Remarketing Campaign, PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience
- 4.4 Use of Marketing Communication tools effectively, Prepare the MARCOM strategy

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Digital Branding	Daniel Rowles Kogan	Kogan Page New Delhi/Mumbai
2	Digital Marketing	Dave Chaffey	Pearson Pune/ Mumbai
3	Marketing 4.0	Philip Kotler/Herman Kartajaya	Pearson Pune/ Mumbai
4	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page Mumbai
5	Digital Marketing	Dave Chaffey/Fiona	Pearson Mumbai
6	Social Media Marketing All-In-One for Dummies,	Jan Zimmerman and Deborah	
E-Resources: https://youtu.be/s7sUDQni0LI https://youtu.be/I2pwcAVonKI https://youtu.be/_zOdZ65Gbr4			

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Concept of digital marketing,
Co:1	Understanding	its scope, objectives, opportunities and its challenges.
Co:2	Applying	Strategy for developing digital advertisement & its effectiveness.
Co:3	Analyzing	Effectiveness of social media advertising
Co:4	Evaluating	Alternatives for dynamic organization to ensure their success in highly competitive sales environment.
Co:5	Creating	Digital tools effectively for marketing

A 406 - Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of that respective field.
- To understand various concepts and steps relating to designing of Computer Technologies and its applications in various fields.

Method of Conducting Practical Training.

Requirement – High Speed Internet or Wi-Fi , computer and screen. For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet.

- Teachers will run the software through dummy entries and will explain the process to the students.
- Students are expected to learn from online demo modules and its utility in the business or actual life situations.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project Guidelines for Students: Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off-line). They will have to prepare requirement sheets of various industries and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, which also includes mobile phones, display advertising, and any other digital medium. (UI and UX)

PPC Advertising With Google Ad words

Create Search Campaigns , Creating Display Campaign

Optimizing Display Campaign , Remarketing Google Adwords

Social Media Marketing like

- Creating Search Engine Campaign Ads
- Creating Display Campaign
- Optimising Display Campaign
- Creating Facebook Advertising Campaign and other social media campaign
- Create Remarketing Campaign
- PR, Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. Usurers Interfere and Usurers Experience
- Use of Marketing Communication tools effectively • Prepare the MARCOM strategy

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S.Y.B.B.A.	Semester –IV
Course Code: BBA 405 B T	Title of the Course: Business Taxation
Credits: 2+2 =4	Teaching Hours : 48

Course Objectives (Cos):

1. To understand different concepts & definitions under Income Tax Act, 1961
2. To understand the importance of Taxation to the students
3. To update the students with the latest development in the subject of Taxation
4. To prepare students competent enough to take up to employment in tax planner
5. To develop ability to calculate taxable income of the person as per Income Tax Act, 1961

SYLLABUS:

Unit No. I: Introduction to Income Tax Act, 1961 (12)

- 1.1 Income Tax Act -1961, Meaning, Concepts and Definitions
- 1.2 History of Income Tax in India, Fundamental Concepts and Definitions under Income Tax Act 1961, Canons of Taxation, Objectives of Income Tax,
- 1.3 Taxation Structure in India, Concept and Definitions- Income, Person, Assesses, Assessment year, Previous year, Residential Status of an Assesses, Permanent Account Number (PAN)- Uses & Benefits.

Unit No. II: Heads of Income and Computation of Total Income as per Income Tax Act, 1961 (12)

- 2.1 Different Heads of Income: -
 - a) Income from Salary: Salient features, meaning of salary, allowances and tax liability- Perquisites and their Valuation Deduction from salary. (Theory and basic practical cases)
 - b) Income from House Property: Basis of Charge ability Annual Value- Self occupied and let out property deductions allowed. (Theory and Basic Practical Cases).
 - c) Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed.
 - d) Capital Gains: Chargeability- Meaning and concept of short term and long-term capital gains-permissible deductions (Only Theory).
- 2.2 To understand & study different heads of income under income tax act, 1961.
- 2.3 To know various exemptions & deductions under Income tax act, 1961.
- 2.4 To know the tax compliances of business & Individual person. e) Income from Other Sources
- 2.5 Chargeability- Meaning and concept –Inclusion and deduction (only Theory).

Unit No. III: Computation of Total Taxable Income and Filing of Online ITR (12)

3.1 Meaning and concept, Gross Total Income - deduction u/s-80 and Tax Liability for respective Assessment year.

3.2 Form 26 AS- Uses, Various types of ITR, Procedure to file various online ITRs. Refund of Tax.

Unit No. IV: Other Important Aspects of Income Tax Act, 1961 (12)

4.1 Tax Deducted at Source (TDS), (TDS section 192- 194)

4.2 Tax Collection at Sources (TCS)

4.3 Advance Payment of Tax,

4.4 Methods of Payment of Tax, (Theory Only).

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Taxmann's Students' Guide to Income Tax.	Dr. Vinod K Singhania and Dr. Monica Singhani	Taxmann's Taxmann Publication, New Delhi
2	Practical Approach to Income Tax	Girish Ahuja, Ravi Gupta	Wolters Kluwer India Private Limited, New Delhi.
3	Indian Income Tax Act	H.C. Malhotra	Mumbai.
4	Income Tax Laws	V K Singhania,	Taxmann Publication, New Delhi
5	Direct Taxes	B. B. Lal, N. Vashisht.	International Publishing House Pvt. Ltd. New Delhi.
6	Students Handbook on Taxation	T N Manoharan & G R Hari	Snow White
7	Direct Tax Laws and Practice	Vinod Singhania	Taxmann Publication. New Delhi.

E-Resources:

<https://youtu.be/SwkvGkza2Gs>

https://youtu.be/m2LzTN2_kaY

<https://youtu.be/ySf1EIADb5E>

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Concepts & definitions under Income Tax Act 1961
Co:2	Understanding	History of Income Tax in India, Canons of Taxation, Objectives of Income Tax
Co:3	Applying	knowledge of actual online ITR filing (as per the union budget of every financial year by Government of India).
Co:4	Analyzing	Union budget of Government of India, every financial year
Co:5	Evaluating	Different exemptions u/s 80 of Income tax act 1961.
Co:6	Creating	Ability to calculate taxable income of the person as per Income Tax Act 1961

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S.Y.B.B.A.	Semester –IV
Course Code: BBA 406 B T/Pr	Title of the Course: Financial Services + Computer / Online course (Project)
Credits: 04	Teaching Hours : 48

Course Objectives (Cos):

- 1.To study in details financial services in India
- 2.To study and understand working of Indian financial system
- 3.To make the student well acquainted Regarding financial market

SYLLABUS:

Unit No. I: Indian Financial System: An Overview (12)

- 1.1 Introduction to Indian Financial System
- 1.2 Structure of Financial system-financial institutions, markets, financial instruments and financial services.
- 1.3 Overview of Indian Financial System
- 1.4 Financial Intermediaries in Financial System-Merchant Bankers, underwriters, Depositors, Brokers, Sub-brokers, bankers.

Unit No. II: Fundamental of Financial Markets (12)

- 2.1 Primary Markets: Meaning, functions, Role in Economic Development.
- 2.2 Secondary markets: Meaning, functions, Role in Economic Development.
Issue and Management of IPOs
- 2.3 Role of Stock Exchanges in Economic Development, BSE, NSE, OTCEI-Functions.
- 2.4 Money Market Instruments, Difference between Money Market and Capital Market

Unit No. III: Financial Services in India and Derivatives & Commodity Market (12)

- 3.1 Mutual fund –Meaning, Types, Advantages and Disadvantages, Factors affecting Investment in mutual fund, Mutual fund investment –selection of best mutual funds
Venture capital process- Meaning, Importance and process
- 3.2 Credit rating agencies –Importance and role, Derivatives –Meaning, definition and importance
- 3.3 Future and option – Meaning, Type and importance, Basics of future, forward and option contract swaps, hedging commodities, Multicommodity exchange of

India Limited (MCX)-functioning and importance, Exchange traded fund –functioning and importance

Unit IV: Computer and Laboratory Work

(12)

Suggested Readings: -

Sr.No.	Title of the Book	Author/s	Publication
1	Capital Markets and Financial Services	Srinivasan D.	Everest Publishing House, Delhi
2	The Indian financial System	Vasant Desai	Himalaya, Delhi
3	Financial Markets & Services	Financial Markets and Services	Himalaya, Delhi
4	Financial Services and Markets	Dr .S. Gurusamy	Thomson, Delhi
5	Financial Markets, Institutions and Financial Services	Clifford Gomez	Online
6	Financial Institutions & Markets	Bhole	Tata McGraw hill Education Pvt Ltd., New Delhi.
7	Indian Financial System	M. Y.Khan	New Delhi.

E- Resources:

<https://youtu.be/UwpBRm-LG44>

<https://youtu.be/jL4wET49-ZM>

<https://youtu.be/1eZTkn8K844>

Course Outcomes: On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Understanding of Financial system of India
Co:2	Understanding	Understanding of the functioning of financial markets of India.
Co:3	Applying	Making students aware about derivatives and commodity market.
Co:4	Analyzing	New trends in financial market.
Co:5	Evaluating	Actual functioning of financial institution of India
Co:6	Creating	Awareness of market investment, online trading

B 406- Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of the respective field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of Conducting Practical Training:

Requirement – High Speed Internet or Wi-Fi, computer and screen. For the specialization courses, teachers are requested to search and download the free demo modules available on the internet. • Teachers will run the software through dummy entries and will explain the process to the students. • Students are expected to learn from online demo modules and its utility in the business.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off- line). The students will have to prepare requirement sheets of various industry and will analyze computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

Tentative Projects for Financial Services B 406

(Students can prepare the project individually or in a group and can (select any) five topics from the list

- Computers in Banking and Financial institutes
- Concept of Core Banking Details, standalone system and new integrated system
- Basics of Banking software, web server technology, standards for core banking software
- General guide line for using software, cloud security
- Online banking, Internet banking, UPI payments and payment gateways, security aspects for the same
- Demo on free online banking software by using projects
- For example : collect information

There are three core banking software / systems used by different banks in India :

For Example :

- Finacle by Infosys
- BaNCS by TCS
- Flexcube by Oracle , Blockchain

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S.Y.B.B.A.	Semester –IV
Course Code: BBA 405 C T	Title of the Course: Human Resource Management Functions & Practices
Credits: (3+1)= 4	Teaching Hours : 48

Course Objectives (Cos):

- 1.To acquire comprehensive knowledge of human resource management functions and practices.
- 2.To explain the methods of performance appraisal, training, executive development and employee compensation.
- 3.To acquire knowledge about various HR practices adopted by the organization.

SYLLABUS:

Unit No. I: Introduction to HRM Functions, Performance Appraisal, Training and Executive Development (12)

- 1.1 Introduction to HRM Functions.
- 1.2 Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods- Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal Promotion, Demotion, Transfer and Separation.
- 1.3 Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training
- 1.4 Executive Development - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development.

Unit No. II: Employee Compensation and Other Functions of HRM (12)

- 2.1 Employee Compensation: Meaning, Definition, Objectives, Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits.
- 2.2 Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management

Unit No. III: Introduction to HRM Practices, Workers Participation in Management (12)

- 3.1 Introduction to HRM Practices.
- 3.2 Workers Participation Definitions, objectives, Importance, forms
- 3.3 Workers participation in Management practices in India.

Unit No. IV: Organizational Development**(12)**

4.1 Organizational Development: Concept and Objectives of OD - Organizational Development

programme, organizational Development process power politics and ethics in OD.

4.2 Organizational Learning Organizational Development Interventions.

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd, New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House, Mumbai
4	Personnel & Human Resource Management	A.M. Sharma	Himalaya Publishing House, Mumbai
E-Resources: https://brauss.in/hrm-basic-notes.pdf https://www.employment-studies.co.uk/system/files/resources/files/312.pdf			

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Better understanding of Processes of Performance Appraisal, Training and Executive Development through Charts Presentations.
Co:2	Understanding	The importance of training and development functions of HRM
Co:3	Applying	Human resource management function in the development of individual and group of people working in an organization.
Co:4	Analyzing	Wages and salary structures of an organization, Performance appraisal process
Co:5	Evaluating	Workers participation in Management practices in India
Co:6	Creating	Abilities and skills of problem solving and dispute handling.

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Syllabus of S.Y.B.B.A.

Faculty of Commerce and Management

S.Y.B.B.A.	Semester –IV
Course Code: BBA 406 C T/Pr	Title of the Course: Employee Recruitment & Record Management
Credits: (2+2)=4	Teaching Hours: 48

Course Objectives (Cos):

1. To study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management.

SYLLABUS:

Unit No. I: Manpower Planning and Forecasting (10)

- 1.1 Manpower planning, Meaning, Definition, Need, Objectives, Levels
Techniques of Manpower Forecasting
- 1.2 Importance of Manpower planning, Process, Factors influencing estimation of Manpower
- 1.3 Barriers to Manpower Planning

Unit No. II: Recruitment and Selection (14)

- 1.1 Recruitment: Meaning, Definition, Need,
- 1.2 Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages,
- 1.3 Traditional and New Methods of Recruitment- E Recruitment, Talent Acquisition, Difference between Recruitment and Talent Acquisition.
- 1.4 Selection: Meaning, Definition, Process, Difference between Recruitment and Selection,

Unit No. III: Employee Record Management (14)

- 3.1 Meaning, Definition, Essentials of a Good Record Principles of Record Keeping, Precautions in Maintaining Records,
- 3.2 Importance of Employee records, Types of Employee records.

Unit No. IV: Computer Course (Prescribed Course or Online Course) (10)

C-406 HRM Tentative –Computer Enabled Project Topics for C-406

Practical - Course Contents (students can perform the project in the group or individual and can opt five topics from the list.

Blockchain Integration. ...

- People analytics tools. ...
- Real-time performance management. ...
- Biometric time tracking. ...
- Connected platforms in the workplace. ...
- Harassment-reporting tools.
- HRMS Business Value
- HCM cloud application
- Employee's engagement
- Human Resources Cloud Powerhouse emerging technologies, including AI, chatbots, blockchain, and the Internet of Things (IoT).
- Data Security and Privacy Controls HRMS to Oracle HCM Cloud,
- To familiarize Computer applications used in particular department and understanding jargons of the field.
 - To understand various concepts and steps relating to designing of computer technologies and its applications in various field.
- Onboarding Benefits
 - Absence Management
- Workforce Modeling and Predictions
 - Workforce Directory
- HR Help Desk
- Work Life Solutions
- Advanced HCM Controls

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd. New Delhi
2	Human Resource Management	K. Ashwathappa	Tata McGraw Hill New Delhi
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House Mumbai
4	Personnel & Human Resource Management	A.M. Sharma	Himalaya Publishing House Mumbai
5	Human Resource Management S. S. Khanka Sultan Chand & Company Ltd. New Delhi	S. S. Khanka	Sultan Chand and Company Ltd. New Delhi

E-Resources:

https://youtu.be/_FOzj6f5VZ0

<https://youtu.be/2ckznkqZ7B0>

<https://youtu.be/5kHHVGZ8c4Q>

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Understanding of Techniques of Manpower Planning and Forecasting.
Co:2	Understanding	The Process of Manpower Planning, advantages and disadvantages of Internal Sources External Sources of Recruitment, Process of Selection.
Co:3	Applying	Better understanding of New Trends in Employee record Management.
Co:4	Analyzing	various information required to take decisions, information is further processed. Reports are generated based on the filled data.
Co:5	Evaluating	Employee record for management
Co:6	Creating	Abilities to perform the HRM function for the development of an organization

C 406- Guidelines for Computer Training Courses

2 credits for project report and evaluation will be for Project and Viva for 50 marks.

Objectives of Computer Enabling Activities:

- To familiarize Computer Applications used in particular department and understanding jargons of the respective field.
- To understand various concepts and steps relating to designing of computer technologies and its applications in various field.

Method of Conducting Practical Training:

Requirement – High Speed Internet or Wi-Fi, computer and screen. For the specialisation courses, teachers are requested to search and download the free demo modules available on the internet. • Teachers will run the software through dummy entries and will explain the process to the students. • Students are expected to learn from online demo modules and its utility in the business.

Expected Outcome: This will help the students to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.

Project Guidelines for Students:

Students can search information after learning through demo. Students will prepare project report based on data collected (Online or off- line). The students will have to prepare requirement sheets of various industry and will analyse computer enabled activities. The students will study various difficulties faced and identify probable solutions for the same.

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S.Y.B.B.A.	Semester –IV
Course Code: BBA 405 D T	Title of the Course: Banking and Insurance Management
Credits: (3+1)=4	Teaching Hours: 48

Course Objectives (Cos):

1. To create the awareness among the students of Indian banking and insurance services offered.
2. To enables students to understand the various services& other developments in the Indian banking and Insurance service sector.
3. To provide students insight into Functions & Role of modern services offered to cater the current needs.
4. To enable students to understand the various digital platforms offered by Banking and Insurance sector to cater the emerging trends.

SYLLABUS:

Unit No. I: Customer Relationship Management in Banking and Insurance Sector (10)

- 1.1 Customer Relationship Management in Indian Banking and Insurance sector- Introduction, objectives, Process, importance.
- 1.2 Customer service in banks; Emerging trends, Role of Marketing officer, Branch to door servicing, Bank marketing to urban – rural areas.
- 1.3 Customer Relationship Management through Call Centers in Banking sector, E- CRM in Banking and Insurance sector, Relationship marketing for creating value in business & market. • Ombudsman Scheme – Scope, types of complaints, mechanism of redressal, major provisions for Banking and Insurance policies.

Unit No. II: Retail Banking Services (14)

- 2.1 Retail Banking- Introduction, Scope in India, Trends in retailing - new products like Insurance-online / Phone Banking, Call Centers, Property services, Investment advisory, Cross selling opportunities. Top ups Loans.
- 2.2 E-Banking – Electronic payment system, Types, Digital Token-based EPS, Smart Card EPS, Credit Card EPS, SMS banking.
- 2.3 Opening of Demat Accounts, Role of Merchant Bankers, Wealth Management, Portfolio Management services.

Unit No. III: Universal Banking Services**(14)**

- 3.1 Universal Banking Services - Concept, Services to Government, Payment & Settlement, Merchant Banking, Mutual Fund, Depository Services, NRI Remittance.
- 3.2 Mobile Banking, App based Banking, Point of transaction (POS) Terminal, Unified Payment Services (UPI), kiosks, ATM's, Digital Signature, M – Wallets, Credit and Debit cards, Aadhar linking.
- 3.3 Online opening of bank accounts – savings & current, and application for credit cards, loan. Applicability of KYC norms in Banking Sector

Unit No. IV: Insurance Services and Types**(10)**

- 4.1 Introduction, Emerging Trends, Need and Importance, Purpose.
- 4.2 Types – Health, Motor, Travel, Home against loan Insurance, Electronic appliances, Cell phone Insurance, Pandemic Insurance, Cancer Insurance, Contract works Insurance, Education Insurance, Unit based plans, Micro wealth plans.
- 4.3 Pension and Group Schemes, Online KYC, Online policy buying and renewal, Mobile Insurance services, App based services, Collateral Insurance services, Modern payment mechanism services, online claims.

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Retail Banking	Indian Institute of Banking and Finance,	Macmillan India Ltd (2010/Latest)..
2	Commercial Bank Management	Kanhaiya Singh and VinayDutta	McGraw Hill, New Dehi
3	Bank management and financial services.	Rose, Peter, and Sylvia Hudgins	The McGraw– Hill,
4	Bank management: text and cases	Hempel, George H., Donald G. Simonson, and Alan B. Coleman,	Taxmann Publication. UK
5	E-Banking in India: Challenges and Opportunities	Rimpi Jatana, R. K. Uppal
6	Frontiers of E-Commerce	Ravi Kalakota, Andrew B. Whinston	Pearson Education, New Delhi
7	E-CRM – Concepts and Cases	Madhavi Garikaparthi,	The ICFAI University Press, Hyderabad

E-Resources:

<https://youtu.be/EEedF5ob3L8>
https://youtu.be/QY7Zp_2nwdY
https://youtu.be/_r5BFW4Xahs

Course Outcomes: On successful completion of the course the learner will be able to

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To understand the role and significance of CRM in Banking and Insurance sector.
Co:2	Understanding	To understand the functions and significance of Retail banking and its ancillary services.
Co:3	Applying	To understand the concept and various services offered under Universal banking system.
Co:4	Analyzing	Services offered by Insurance companies along with traditional policies, To understand various services of Insurance sector on digital platform.
Co:5	Evaluating	KYC procedure, app based banking
Co:6	Creating	Skills of using universal banking services, insurance services, retail banking services

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S.Y.B.B.A.	Semester –IV
Course Code: BBA 406 D T/Pr	Title of the Course: Social Service and NGO Management
Credits: (3+1)=4	Teaching Hours: : 48

Course Objectives (Cos):

1. The course is designed for the students, workers of social sectors and others who wish to develop orientation towards NGOs and their functioning. At the same time, the course is also beneficial for those who wish to attain skills and orientation in Social Work profession.
2. Understand the role and challenges of NGOs in the development concerns of the community
3. Exposure to the success stories of NGO and other organization - International / National / Regional level.

SYLLABUS:

Unit No. I: Introduction to Professional Social Work (12)

- 1.1 Social Work: Definition, objectives, and functions – Historical development of social work in India, Social work education in India.
- 1.2 Contexts of social work practice – Social service, Social welfare, Social reform, Social policy, Social security, Social justice and Social development.
- 1.3 Social Work as a Profession – Qualities of EQ and Ethics in social services ,Philosophy, values, principles and code of ethics of professional social work –
- 1.4 Knowledge and Skills base of social work – Tenets of the social work profession. Registration Process for entering in the social work field.

Unit No. II: Social Casework as a Method of Social Work (12)

- 2.1 Concept & Definition – Historical development of Social Casework –
- 2.2 Distinctions between Needs and Wants, Social Individual and Group Work – Objectives, Concept, Historical development of Group Work, Values and Skills, Principles and Purpose.
- 2.3 Tools and Techniques - listening, observation, interview, home visits, collateral contacts, emotional support, advocacy, role playing, confrontation.
- 2.4 CSR Management – Purpose, Need and Role of Industry, Field work – Nature and Objectives, Importance of Field work, Supervision, Professional Associations of Social Work
- 2.5 Methods of community organization – Awareness creation, Planning and Organizing, Education, Networking, Society Participation, Leadership Community organization with vulnerable communities – Migrants, Refugees,

Slum dwellers and transgender

Unit No. III: Development and Importance of NGOs and Fundraising and Grant Proposals - Institutional Readiness (12)

- 3.1 Concept of Volunteerism, Charity, Welfare and Development, Historical Perspective of Volunteerism in India NGOs: An Introduction and Trends in NGOs in the past 10-40 years, NGO Success stories in India and foreign countries.
- 3.2 Concepts and Functions of NGOs, Challenges in NGO Management, Purpose of Social Welfare Boards, Philanthropy- Concept, Role in NGO and Social Mindset.
- 3.3 National Policy- 2003 related to NGOs, Legal Aspects of NGOs, Trust Management – Concept, Purpose, legal aspects, Difference between Trusts and NGO.
- 3.4 Importance and Scope of Communication Skills, Interpersonal and Group Communication Defining appropriate marketing tools, Developing a coherent fundraising strategy
- 3.5 Grant Proposals - Identification of budget lines and donor expectations, Structure of grant proposals
- 3.6 Elaboration of a grant proposal, with good examples and exercises NGOs, Coordinating Agencies, Funding Agencies and Schemes, International Organizations, National and Regional organizations.
- 3.7 Schemes for NGOs under various ministries of Government of India

Unit No. 4 : Computer Based Laboratory (12)

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	NGO'S Management And Social Work	L.K.Singh and Neeta Mehata)	Axis Publications (20 May 2013)
2	Organisation and Management in Social Work	Mark Hughes	Southern Cross University, Australia
3	NGO's and Social Work	---	Commonwealth Publishers (1 January 2010)

E-Resources:

<https://youtu.be/06hfW8I-p34>
https://youtu.be/jru-6Zu_goo
<https://youtu.be/ausahOeYOMQ>

Course Outcomes: On successful completion of the course the learner will be able to :

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To understand role and challenges of NGOs in the development of community
Co:2	Understanding	To understand the needs and wants of social groups Individual
Co:3	Applying	To understand the concept and various services provided by NGO to community
Co:4	Analyzing	National and International NGO, budget guide lines and donor expectations, Structure of grant proposals
Co:5	Evaluating	Schemes for NGOs under various ministries of Government of India
Co:6	Creating	Abilities to perform social work practice