

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



National Education Policy (NEP)
Choice Based Credit System (CBCS)

Programme Framework
B.B.A. (Major)

Implemented from
Academic Year 2023-24

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)

Board of Studies in BBA

Sr. No.	Name	Designation
1.	Dr. M. P. Waghmare	Chairman
2.	Dr. A.R. Mancharkar	Vice-Chancellor Nominee
3.	Dr. Dinesh Bhakkad	Academic Council Nominee
4.	Dr. Pravin Totala	Academic Council Nominee
5.	Dr. B.R. Jadhav	Alumni
6.	Dr. S.D. Magar	Industry Expert
7.	Dr. S.D. Jagtap	Member
8.	Dr. N.B. Goyal	Member
9.	Dr. B. N. Murtadak	Member
10.	Dr. R.D.Thorat	Member
11.	Prof. A.P. Satbhai	Member
12.	Prof. S.S. Jadhav	Member
13.	Prof. A.D. Petkar	Member
14.	Dr. Shradha Ingale	Member (Co-Opt)
15.	Mrs. N.B. Bhingare	Member (Co-Opt)
16.	Dr. Mrs. Aparna Kulkarni	Member (Co-Opt)

1.

Prologue/ Introduction of the programme: At least one page

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 various skills enhancement courses, vocational skill courses and on the job training considering the New Education policy -2020

Objective of the Programme:

The principal objectives of the program can be stated as follows:-

1. To provide right understanding about the present scenario of domestic trade and effects of globalization
2. To Prepare students for jobs in the field of management, marketing, human resources & finance.
3. To become an effective problem solver and develop analytical skills.
4. To develop strategic thinking and planning abilities.
5. Groomed into a Pleasing personality
6. To inculcate skills useful to analyze various international business situations.

2. Programme Outcomes (POs)

BBA is a professional programme aimed at inculcating managerial and entrepreneurial attitude and skills at international level 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 at national and international arena. 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.

Credit Distribution: B.B.A. (Major) including Minor and OE and other courses.

	Type of Courses	III Yr	IV Yrs (Honours)	IV Yrs Research
Major B.B.A.	Discipline-Specific Courses (DSC)	46	74	66
	Discipline Specific Elective (DSE)	08	16	16
	Skill Enhancement Courses (SEC)	06	06	06
	Vocational Skill Courses (VSC)	08	08	08
	On-Job Training (OJT)	04	08	04
	Field Project (FP)	04	04	04
	Community Engagement and Service (CEP)	02	02	02
	Research Project	00	00	12
	Research Methodology	00	04	04
	Total (I, II and III Year)	78	122	122
Minor	Minor	20	20	20
Other Courses	Open Elective (OE)/ Multidisciplinary Courses	12	12	12
	Indian Knowledge System	02	02	02
	Co-Curricular Courses	08	08	08
	Ability Enhancement Courses	08	08	08
	Value Education Courses	04	04	04
	Total	132	176	176

Programme Framework (Course Distribution): B.B.A. (Major)

Year	Semester	Level	Major		SEC	VSC	FP/OJT /IN/CEP	IKS
			DSC	DSE				
I	I	4.5	02	00	01	00	00	01
I	II	4.5	02	00	01	01	00	-
II	III	5.0	03	00	01	00	FP-01	-
II	IV	5.0	03	00	00	01	CEP-01	-
III	V	5.5	03	01	00	01	FP-01	-
III	VI	5.5	02	01	00	01	OJT-01	-
IV	VII	6.0	04	01	RM:01	00	-	-
IV	VIII	6.0	04	01	00	00	OJT-01	-
IV	VII	6.0	03	01	RM:01	00	RP-01	-
IV	VIII	6.0	03	01	00	00	RP-01	-

Programme Framework (Credit Distribution): B.B.A. (Major)

Year	Semester	Level	Major					
			DSC	DSE	SEC	VSC	FP/OJT /IN/CEP	IKS
I	I	4.5	06	00	02	00	00	02
I	II	4.5	06	00	02	02	00	-
Exit Option: Award of UG Certificate with 44 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor								
II	III	5.0	08	00	02	00	FP-02	-
II	IV	5.0	08	00	00	02	CEP-02	-
Exit Option: Award of UG Diploma with 88 credits and an additional 4 credit core NSQF								

course /Internship or Continue with Major and Minor								
III	V	5.5	10	04	00	02	FP-02	-
III	VI	5.5	08	04	00	02	OJT-04	-
Exit Option: Award of UG Degree in Major and Minor with 132 credits or continue with a Major for 4-year Degree with honours or honours with research								
IV	VII	6.0	14	04	RM:04	00	00	-
IV	VIII	6.0	14	04	00	00	OJT-04	-
4-year Degree (Honours)								
IV	VII	6.0	10	04	RM:04	00	RP-04	-
IV	VIII	6.0	10	04	00	00	RP-08	-
4-year Degree (Honours with Research)								

Programme Framework (Courses and Credits): B.B.A. (Major)

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	DSC-1	BBA 111T A BBA 111T B BBA 111T C	Principles of Marketing Principles of Finance Principles of HRM	03
2.	I	I	4.5	DSC-2	BBA 112T	Principles of Management	03
3.	I	I	4.5	SEC-1	BBA 113T	Business Mathematics	02
4.	I	I	4.5	IKS-1	BBA 114T	Indian Ethos and Business Ethics	02
5.	I	II	4.5	DSC-3	BBA 121T A BBA 121T B BBA 121 T C	Digital Marketing Basics of Cost Accounting Organizational Behaviour	03
6.	I	II	4.5	DSC-4	BBA 122T	Business Accounting	03
7.	I	II	4.5	SEC-2	BBA 123T	Business Statistics	02
8.	I	II	4.5	VSC-1	BBA 124T A BBA 124T B/C	Basics of Cost Accounting Digital Marketing	02

9.	II	III	5.0	DSC-5	BBA 231T A BBA 231T B BBA 231T C	Consumer Behaviour and Sales Managment Management Accounting Human Resource Management Functions and Practices	03
10.	II	III	5.0	DSC-6	BBA 232T	Information Technology	03
11.	II	III	5.0	DSC-7	BBA 233T A BBA 233T B BBA 233T C	Retail Management Banking and Finance Recent Trends in HRM	02
12.	II	III	5.0	SEC-3	BBA 234T A/C BBA 234T B	Management Accounting Consumer Behaviour and Sales Managment	02
13.	II	III	5.0	FP-01	BBA 235T	Production Operation Management And Business Exposure	02
14.	II	IV	5.0	DSC-8	BBA 241T A BBA 241T B BBA 241T C	Advertising and Promotion Management Business Taxation Employee Recruitment and Record Management	03
15.	II	IV	5.0	DSC-9	BBA 242T	International Business Management	03
16.	II	IV	5.0	DSC-10	BBA 243T A/C	Business Taxation	02

					BBA 243 T B	Advertisitng and Promotion Managment	
17.	II	IV	5.0	VSC-2	BBA 244 T	Foreign Language	02
18.	II	IV	5.0	CEP-01	BBA 245T	Community Engagment and Service	02
19.	III	V	5.5	DSC-11	BBA 351T A BBA 351T B BBA 351T C	Marketing Environment Analysis and Strategies Analysis of Financial Statement Cross Cultural HR and Industrial Relations	04
20.	III	V	5.5	DSC-12	BBA 352T	Research Methodology	04
21.	III	V	5.5	DSC-13	BBA 353T A BBA 353T B BBA 353T C	Legal Aspects in Marketing Management Legal Aspects in Finance and Security laws Legal Aspects in HRM	02
22.	III	V	5.5	DSE-01	BBA 354T A BBA 354T B BBA 354T C	Internatiobnal Marketing Management Internatiobnal Financial Management Gobal Human Resource Management	04

23.	III	V	5.5	VSC-3	BBA 355T	Global Competencies and Personality Development	02
24.	III	V	5.5	FP-02	BBA 356T	Project/ Practical	02
25.	III	VI	5.5	DSC-14	BBA 361T A BBA 361T B BBA 361T C	Services Marketing Financial Management Competancy based HRM System	04
26.	III	VI	5.5	DSC-15	BBA 362T A BBA 362T B BBA 362T C	Product and Brand Management Digital Banking Public Relations and Corporate Communication	04
27.	III	VI	5.5	DSE-2	BBA 363T A BBA 363T B BBA 363T C	Cases in Marketing Management Cases in Finance Cases in HRM	04
28.	III	VI	5.5	VSC-4	BBA 364T	Mental Ability / Aptitude Test	02
29.	III	VI	5.5	OJT-01	BBA 365T	Internship/Project	04

B.B.A. (Honours) :

30.	IV	VII	6.0	DSC-16	BBA 471T	E-Commerce	04
31.	IV	VII	6.0	DSC-17	BBA 472T A BBA 472T B BBA 472T C	Marketing Research Current Trends in Financial Management Personal Financial Planning	04
32.	IV	VII	6.0	DSC-18	BBA 473T A BBA 473T B BBA 473T C	Marketing 4.0 Organisational Diagnosis and Development Talent Management	04
33.	IV	VII	6.0	DSC-19	BBA 474T	Data Analysis Presentation Through SPSS -I	02
34.	IV	VII	6.0	DSE-03	BBA 475T	Strategic Management	04
35.	IV	VII	6.0	RM-01	BBA 476T	Qualitative Research	04
36.	IV	VIII	6.0	DSC-20	BBA 481T	Management of Innovation and Sustainability	04
37.	IV	VIII	6.0	DSC-21	BBA 482T	Quantitative Research	04
38.	IV	VIII	6.0	DSC-22	BBA 483T	Intellectual Property Rights	04
39.	IV	VIII	6.0	DSC-23	BBA 484T	Data Analysis Presentation Through SPSS II	02
40.	IV	VIII	6.0	DSE-04	BBA 485T	Business Reporting and Analysis	04
41.	IV	VIII	6.0	OJT-02	BBA 486T	Internship / Project Viva Voce	04

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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Syllabus
B.B.A. (Major)

Title of the Course: Principles of Marketing								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical					
						CIE	ESE	Total
DSE- 1	BBA 111 T A	03	00	03	45	30	70	100

Learning Objectives (Cos):

1. To understand right marketing environment in the country.
2. To understand and develop basic marketing concept
3. To develop new understanding regarding services, rural marketing and new trends in marketing

Course Outcomes: (Cos):

1. Remembering challenges and opportunity of marketing manager in different types of market
2. Understand the role of marketing manager in devising Marketing Mix in the present state of affairs
3. Identify the constituents of marketing mix.
4. Analysing the market and growth of market
5. Determine various levels of distribution channels according to the
6. Illustrate the recent trends in marketing

Detailed Syllabus:

Unit No. I: Concepts and Functions of Marketing (15)

- 1.1 Meaning and Definition of Market, classification of Market, Marketing concepts
Modern and Traditional, its objectives, importance and functions of marketing
- 1.2 Various Approaches of marketing

Unit No. II: Marketing Environment and Marketing Segmentation (15)

- 2.1 Marketing environment – meaning, Internal and external factors influencing marketing environment, Political, social economical international, technological, multi-cultural environment
- 2.2 Segmentation: concepts, importance and its types of segmentation.
- 2.3 Challenges and opportunity of marketing manager in international market

Unit No. III: Marketing Mix & Recent trends in Marketing

(15)

3.1 Marketing Mix (4P's)- Meaning, scope, elements and importance of marketing mix

3.2 People mix - meaning & concepts, elements, importance

3.3 Process mix - stages, meaning & importance.

3.4 Physical evidence- meaning, importance & components.

3.5 Recent trends in Marketing-

1. Green Marketing concepts
2. Digital Marketing,
3. Virtual Marketing,
4. Hybrid Marketing

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing - Cases Insights	Paul Baines, Chris Fill, Kelly page Piyush K. Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy & David Jobber	Tata McGraw Hill	New Delhi
7	Marketing and Salesmanship-I	Dr. Mangesh P. Waghmare & Dr. Satish D. Jagtap	Prashant Publication	Jalgaon
8	Marketing and Salesmanship-II	Dr. Mangesh P. Waghmare & Dr. Satish D. Jagtap	Prashant Publication	Jalgaon
E- Resource : https://drive.google.com/drive/folders/15oKXAgomdOfiO7tNRcWQ9Lud1uoDa58o				

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Syllabus
B.B.A. (Major)

Title of the Course: Principles of Finance								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-1	BBA 111 T B	03	00	03	45	30	70	100

Learning Objectives :

1. To cultivate right approach towards money, finance and their role in business.
2. To acquaint with right understanding regarding various sources of finance and their role and utility in business
3. To develop basic skills as to concept of capital structure.

Course Outcomes: (Cos):

1. Remembering traditional, modern, role of finance manager.
2. Understand the sources of Finance
3. Identify the capital structure and factors affecting capital structure
4. Analyzing the difference between shares, debentures
5. Evaluate consequences of over- capitalization and Under Capitalization.
6. Illustrate the recent trends in business finance.

Detailed Syllabus :

Unit No. I: Basic Concepts in Finance

(15)

- 1.1 Definition - Nature and scope of finance function
- 1.2 Financial Management - Meaning – Approaches: - Traditional, Modern, Role of finance manager.

Unit No. II: Sources of Finance

(15)

- 2.1 External: - Shares, Debentures, Public Deposits,
- 2.2 Borrowing from banks: - meaning, types, advantages and limitations of these sources
- 2.3 Internal: - Reserves and surplus, Bonus shares Retained earnings

Unit No. III: Capital Structure**(10)**

3.1 Meaning criteria for determining capital structure, Factors affecting capital structure, Capitalization: - Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies,

**Unit No. IV: Recent trends in business finance- Venture Capital,
Leasing, Microfinance and Mutual Funds****(05)****Suggested Readings:-**

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial management – Theory and Practice	Prasanna Chandra	McGraw Hill Education	New Delhi
2	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd.	New Delhi
3	Financial Management	Rajiv Srivastava , Anil Misra	Oxford – University Press	New Delhi
4	Financial Management	P.V. Kulkarni , B.G. Satyaprasad	Himalaya Publishing House	Mumbai
5	Fundamentals of Financial management	James C. Van Horne John M. Wachowicz	Prentice Hall of India Pvt. Lit.	New Delhi
6	Financial management Comprehensive Text Book with Case Studies	Ravi M. Kishore	Taxmann's	New Delhi
7	Financial management – recent trends in Practical Application	Chandra Hariharan Iyer	International Book House Pvt. Ltd.	Mumbai
	E-Resource https://www.pdfdrive.com/principles-of-finance-d16726868.html			

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Syllabus
B.B.A. (Major)

Title of the Course: Principles of Human Resource Management								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical					
						CIE	ESE	Total
DSC- 1	BBA 111T C	00	00	03	45	30	70	100

Learning Objectives :

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

Course Outcomes: (Cos):

1. To understand basic concept of HRM
2. To understanding the importance of Job Analysis and Human Resource Planning in the Organization.
3. To apply knowledge and functions of HR Manager in managing Human resource
4. To development of basic ability to think about Employee Morale and Job Satisfaction.
5. To evaluate problem-solving and decision-making skills

Detailed Syllabus:

Unit No. I: Introduction to HRM (15)

- 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 (15)

- 2.1 Job Analysis- Meaning, Definition, Objectives, Benefits, Methods
- 2.2 Job Analysis Components- Job Description, Job Specification, Job Evaluation

- 2.3 Human Resource Planning (HRP)- Meaning, Definition, Objectives, Process
- 2.4 Factors Influencing the Estimation of Human Resource in Organization
- 2.5 Advantages and Limitations/Barriers of HRP

Unit No. III: Career Planning, Employee Morale and Job Satisfaction (08)

- 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

Unit No. IV: HRM in changing environment and Trends in HEM (07)

- 4.1 Work – Force Diversity , Technological changes and HRM , International HRM
- 4.2 E- HRM , Human Resource Information System, HRM in virtual organization, Work from Home, outsourcing,changing role in 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/SllDxCOOhhc			

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Syllabus
B.B.A. (Major)

Title of the Course: Principles of Management								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-2	BBA 112 T	03	00	03	45	30	70	100

Learning Objectives :

1. To understand various management principles.
2. To develop managerial skills.
3. To develop managerial thinking and cultivate business acumen.
4. To understand philosophy of management thinking.
5. To identify new systems and trends in modern management.

Course Outcomes (Cos) :

1. Recognize the management is an Art, Science, Profession and a Social System
2. Express themselves effectively in routine and special real business interactions and principles of management
3. Demonstrate appropriate use of administration, management.
4. Take part in professional meetings and decision making
5. Apprise the pros and cons of major managerial functions
6. Create and deliver effectiveness of quality management

Deatiled Syllabus:

Unit No. I: Introduction to Management (15)

- 1.1 Meaning, Importance, Functions
- 1.2 Role of Managers
- 1.3 Management as an Art, Science, Profession and a Social System
- 1.4 Concept of Management, Administration, Organization and Universality of Management
- 1.5 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker

Unit No. II: Major Managerial Functions (15)

- 2.1 Planning: Meaning, Need Types, methods, Advantages, Merits, Disadvantages

- 2.2 Organizing: Meaning, Concept, Delegation of Authority- Meaning, Importance, Decentralization- Concepts, Meaning, Importance
- 2.3 Decision Making: Types, Process, and Techniques.
- 2.4 Directing: Nature and principles.
- 2.5 Motivation: Meaning, Importance, Nature, Principles,
- 2.6 Controlling: Meaning, Needs, Process, techniques
- 2.7 Forecasting : Meaning, Importance

Unit No. III: Recent trends in Management

(15)

- 3.1 Management of change, Management of crises,
- 3.2 Total Quality Management (TQM): Meaning, Merits, Demerits, Stress Management
- 3.3 Knowledge Management: Meaning, Merits, Demerits
- 3.4 Outsourcing: Meaning, Merits, Demerits

Suggested Readings:

Sr.No	Title of the Book	Author/s	Publication	Place
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
2	Principles of Management	H. Koontz , H. Weihrich , A. Ramachandra Arysri	McGraw hill companies	New Delhi
3	Management – 2008 Edition	Robert Kreitner , Mamata Mohapatra	Biztantra – Management For Flat World	New Delhi
4	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
5	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
6	Management Text and Cases	R. SatyaRaju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
7	Management (Multi-Dimensional Approach)	H. R. Appannaiah , G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai
8	Principles of Management	Dr. Mangesh P. Waghmare	Nirhali Prakashan	Pune
	E- Resource https://ndl.iitkgp.ac.in https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un_			

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B.B.A. (Major)

Title of the Course: Business Mathematics								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
SEC- 1	BBA 113 T	02	00	02	30	15	35	50

Learning Objectives :

- 1.To develop appropriate understanding as how to use mathematics for computation of percentages, simple and compound interest and ratio.
2. To enhance numerical aptitude
- 3.To develop logical approach towards analytical data.
- 4.To understand number series and develop quantitative aptitude.

Course Outcomes: (Cos) :

1. Recall the formulas.
2. Interpret quantitative information and infer from it.
3. Calculate ratio, percentage, simple and compound interest4.
4. Analyse and interpret data.
5. Determine when exact calculations are necessary.
6. Determine when exact calculations are necessary
7. Formulate the problem quantitatively and use appropriate arithmetical method to solve the problems.

Deatiled Syllabus:

Unit No. I: Quantitative Aptitude - I (15)

- 1.1 Number system, Simplification and Approximation
- 1.2 Ratio and proportion,
- 1.3 Percentages,
- 1.4 Simple and Compound interest Averages
- 1.5 Profit and Loss

Unit No. II : Numerical Methods for Business Managers (15)

- 2.1 Speed, time and distance
- 2.2 Number Series
- 2.3 Data Interpretation

2.4 Permutation and Combination

2.5 Time and Work

Suggested Readings:-

S.N.	Title of the Book	Author/s	Publication
1	Arithmetic for business students	Harvey, J.H.	Cassell, London
2	Business Mathematics	Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.	
3	Business Mathematics –	Padmalochan Hazarika	Sultan Chand & sons, Delhi
4	Business Mathematics	Bari	New Literature publishing company, Mumbai.
5	Operations Research	V.K. Kapoor	Sultan Chand & sons
6	Operations Research	Dr. S. D. Sharma	Sultan Chand & Sons.
7	Operations Research	Dr. J. K. Sharma –	Sultan Chand & Sons.
8	Business mathematics	Dr. Anwar Shaikh, Prof. R.G. Gurav, Prof. Tawade, Prof. Vaibhav Joshi	Success Publication, Pune
9	Business Mathematics & Statistics -I	Dr. Mangesh P. Waghmare	Thakur Publication, Pune
	E- Resource https://www.youtube.com/watch?v=GavHTRPwQ5I		

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Title of the Course: Indian Ethos and Business Ethics								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
IKS-1	BBA 114 T	02	00	02	30	15	35	50

Learning Objectives :

1. To understand Indian ethis at workplace .
2. To understand principles practiced by Indian Companies .
3. To lean factors Influencing Business Ethics.
4. To understand Laws of Karma and its Relevance in Business Settings

Course Outcomes (Cos) :

1. Recognize the impact of values on stakeholders
2. Express management lessons from Ramayana and Mahabharata
3. Demonstrate importance of business ethics.
4. To differentiate ethics vs. ethos

Deatiled Syllabus:

UNIT-1 Indian Ethos and Values: (10)

- 1.1 Its Relevance at Workplace: Indian Ethos- Meaning, Features, Need,Evolution, Relevance,
- 1.2 Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Triguna Theory-OSHA Model. Work Ethos Meaning, Dimensions of Work Ethos.
- 1.3 Values - Concepts, Values in Business, Value System in Work Culture, and Values of Indian Managers, Relevance of Value Based Management in Global Change; Impact of Values on Stakeholders; Trans-Cultural Human Values, Ethics v/s Ethos, Eastern Management v/s Western Management

UNIT-2 Indian Model of Management : (10)

- 2.1 Concept of Indian Model of Management in the Indian Socio-Political Environment,
- 2.2 Laws of Karma and its Relevance in Business Settings, Indian Heritage in Business-Management.
- 2.3 Production and Consumption: Management Lessons from Indian Heritage Scriptures (like Mahabharata & Ramayana), Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership, Corporate Rishi Model, Theory K, WE theory (West- East Theory)

UNIT-3 Business Ethics as Applied Ethics:**(10)**

- 3.1 Meaning, Characteristics of Business Ethics, Importance of Business Ethics
(Long Term Growth, Cost reduction, Risk Mitigation, Limited Resources, etc.)
- 3.2 Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics),
Factors Influencing Business Ethics. Categories of Ethics
(Personal, Professional, Managerial) Business Code of Conduct)
- 3.3 Approaches to Business Ethics: Consequentialist & Non- Consequentialist Theories of
Ethics - Deontological Theory & Teleological Theory, Kohlberg Six Stage Moral Development

Suggested Reading

S.N.	Title of the Book	Author/s	Publication
1	Indian ethos and Business Ethics	Dr. Saroj Kumar & Veera Thakur	Thakur Publication, Pune
2	Indian ethos and Business Ethics	Dr. Pradip Kumar Sinha & Dr.Nitin Zaware	Nirhali Prakashan, Pune
3	Business and Management cases based on Indian Ehos and Sciptures	Ashish Janakraye Dave and Sumantha dutta	Bharati Publication
4	Indian Ethos and Values for Manager (Text and Cases from Mahabharata)	N.M. Khandelwal	Himalaya Publication

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B.B.A. (Major)

Title of the Course: Digital Marketing								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 3	BBA 121 T A	03	00	03	45	30	70	100

Learning Objectives :

- 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.

Course Outcomes: (Cos) :

1. Rememebering concept of digital marketing
2. Unerstanding digital marketing scope, objectives, opportunities and its challenges
3. Applying strategy for developing digital advertisement & its effectiveness
4. Analysing effectiveness of social media advertising
5. Evaluating alternatives for dynamic organization to ensure their success in highly competitive sales environment

Detailed Syllabus :

Unit No. I: Introduction to Digital Marketing (15)

- 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,
- 1.4 Tools of Digital Marketing

Unit No II: Digital Marketing Planning and Structure (15)

- 2.1 Creating initial Digital Marketing Plan,
- 2.2 Content Marketing, Strategic flow for Marketing Activities.
- 2.3 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 (15)

- 3.1 Introduction of Social Media Marketing, Procedure and Fundamentals of –
Facebook Marketing
- 3.2 Google AdWords, YouTube Marketing, Email Marketing - Content Writing
- 3.3 Create Search Campaigns, Creating Display Campaign, Optimizing Display
- 3.4 Campaign, Remarketing Google Ad-words, Creating Search Engine
Campaign Ads, Creating Display Campaign
- 3.5 Prepare the MARCOM strategy

Unit No. IV: Computer Laboratory Work (15)

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, but also including mobile phones, display advertising, and any other digital medium. (UI and UX) PPc Advertising with Google Ad-words, Create Search Campaigns, Creating Display Campaign, Optimising Display Campaign, Remarketing, Google Ad-words, Social Media Marketing, Like

Creating Search Engines Campaign Ads

Creating Display Campaign

Optimising Creating facebook advertising Campaign and other social media campaign

PR, Digital Marketing, Event Management, Advertising, packaging, product design, Trade shows, Sponsorship etc, 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			

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B.B.A.(Major)

Title of the Course: Basics of Cost Accounting								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-3	BBA 121 T B	03	00	03	45	30	70	100

Learning Objectives :

1. To understand the concept of cost, cost sheet, cost center.1
2. To understand how overheads influence the cost structure
3. To develop skills for computation of total cost for a particular product

Course Outcomes (Cos) :

1. Remembering basic concept of cost
2. Understand the elements of cost
3. Identify the elements of cost and cost sheet, overheads
4. Identify the elements of cost and cost sheet, overheads
5. Analyse the overheads
6. Evaluate apportionment and reapportionment of overheads
7. Prepare cost sheet.

Deatiled Syllabus:

Unit No. I: Basic Concept in Cost (15)

- 1.1 Concept of Cost, Costing, Cost Accounting & Cost Accountancy, Origin, Objectives and Features of Cost Accounting
- 1.2 Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre

Unit No. II: Elements of Cost and Cost Sheet (15)

- 2.1 Material, Labour and other Expenses
- 2.2 Classification of Cost & Types of Costs
- 2.3 Preparation of Cost Sheet

Unit No. III: Overheads and Methods of Costing**(15)**

- 3.1 Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads
- 3.2 Under and over absorption – Definition and Reasons
- 3.3 Method of Costing, Problems based on contract costing and process costing

Suggested Reading :

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi
2	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd.	New Delhi
3	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
4	Costing Adviser	P.V.Rathnam, P. Lalitha	Kitab Mahal	Allahabad

5	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M.Datar , Madhav V. Rajan	Pearson	New Delhi
6	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons	New Delhi
7	Cost Accounting	Jawahar Lal Seema Srivastava	McGraw Hill education	New Delhi
E- Resources : <ol style="list-style-type: none"> 1. https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf 2. https://www.deskera.com/blog/cost-accounting/ 3. https://www.investopedia.com/terms/c/cost-accounting.asp 4. https://cleartax.in/s/cost-accounting 5. http://accounting-financial-tax.com/cost-accounting-common-terms-and-definitions/ 6. https://youtu.be/cwahMNjTTnU 7. https://youtu.be/VXTbSqrS1OQ 8. 				

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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(Autonomous)
Syllabus
B.B.A. (Major)

Title of the Course: Organizational Behaviour								
Year: I					Semester: II			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 3	BBA 121T C	03	00	03	45	30	70	100

Learning Objectives :

1. To describe the major theories, concepts, models and frameworks in the
2. field of Organizational Behaviour.
3. To explain determinants of Organizational Behaviour at Individual, Group and

Organizational Level.

4. To give knowledge about approaches to line-up individual, groups and managerial behaviour in order to achieve organizational goals.

Course Outcomes: (Cos) :

1. Understanding the importance of organizational and models of organizational behaviour
2. Development of problem solving and decision-making skills
3. Determinants of organization behaviour group level
4. Evaluating Group dynamics concept
5. Creating motivation, value and attitude and developing leadership skills

Detailed Syllabus :

Unit No. I: Introduction to Organizational Behaviour (15)

- 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 (15)

- 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

Unit No. III: Group Interaction and Organizational Behaviour (15)

- 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 Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership,
- 3.4 Stress Management, sources of stress, work life balance and quality of work life, TQM, Cultural Diversity, Organisational Change

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

E-Resources:

<https://youtu.be/SheMhZeajyk>
<https://youtu.be/couNUwE4Atk>
<https://youtu.be/UcKkDhJzgIg>

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
 (Autonomous)
Syllabus
B.B.A. (Major)

Title of the Course: Business Accounting								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-4	BBA 122 T	03	00	03	45	30	70	100

Learning Objectives (Cos) :

- 1.To understand various accounting concepts and practices.

- 2.To cultivate right approach towards classifications of different transactions and their implications
- 3.To understand and record different financial transactions and their financial implication, and able to write different accounting transactions and prepare basic financial transactions.
- 4.To understand accounting relationship between customer and bank.
5. To understand and use software like tally for writing of accounts.

Course Outcome:- (Cos)

1. Remembering the basic concepts related to accounting
2. Determine the key elements of business transactions and complete
3. Analyse the situation and decide the key elements of bank reconciliation statements
4. Design and Operate the entire accounting process (from entry to Balance - Sheet) for any given transaction

Detailed Syllabus :**Unit No. I: Financial Accounting- (15)**

- 1.1 Definition, Scope, objectives
- 1.2 Accounting concepts, principles and conventions.
- 1.3 Classification of accounts

Unit No. II: Accounting Transactions and Final Accounts (15)

- 2.1 Problems on Journals, Cash Book, Trial Balance
- 2.2 Preparation of Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet)

Unit No. III: Software used in Accounting (07)

- 3.1 Types of Accounting software
- 3.2 Use of Accounting software
- 3.3 Installation of accounting software
- 3.4 Advantages and disadvantages of accounting software

Unit No. IV : Introduction to Goods and Services Tax Laws and Accounting (8)

- 4.1 Constitutional backgorung of GST, Concepts and definition of GST
- 4.2 IGST, CGST, and SGST
- 4.3 Input and Output Tax Credit, Procedure for registration under GST

Suggested Readings :

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advance Accounting Vou- I	S.N. Maheshwari & S.K. Maheshwari	Vikas Publication	New Delhi
2	Advance Accounting Vou- I	M.C. Shukla , T.C.	S. Chand	New Delhi

		Grewal , S.C Gupta		
3	Accountancy (Vol-I)	S. Kr. Paul	Central Educational Enterprises (P). Ltd.	Kolkata
4	Accounting (Text and Cases)	Robert N. Anthony , David F. Hawkins , K. A. Merchant	McGraw Hill Companies	New Delhi
5	Advanced Accountancy (Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons	New Delhi
E- Resources : 1. https://pdf.co/accounting-basics-tutorial 2. http://www.principlesofaccounting.com/ 3. http://misscpa.com/ 4. http://simplestudies.com/ 4. https://www.coursera.org/course/accounting 5. http://www.accountingcoach.com/ 6. https://youtu.be/xWKfKCnQqAE https://youtu.be/Z71rEnjW-Z4 8. https://ndl.iitkgp.ac.in				

Ahmednagar JilhaMarathaVidyaPrasarakSamaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B.B.A. (Major)

Title of the Course: Business Statistics								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
SEC- 2	BBA 123T	02	00	02	30	15	35	50

Learning Objectives:

- 1.To understand the role and importance of statistics in various business situations
- 2.To develop skills related to basic statistical technique
- 3.To develop right understanding regarding regression, correlation and data interpretation

Course Outcome:- (Cos)

- 1.Remembering basic concept of statistics
2. Understand the different methods of sampling
3. Apply statistical tools in management
4. Analyse the graphs
5. Solve the numerical on standard deviation
6. Create and use of statistic in solving the problems of commerce and

Deatiled Syllabus:

Unit No. I: Introduction to Statistics

(10)

- 1.1 Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry.
- 1.2 Concept of population and sample with illustration. Methods of Sampling, Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.
- 1.3 Classification - Concept and definition of classification, objectives of classification, types of classification.
- 1.4 Frequency Distribution- Discrete and Continuous frequency distribution, cumulative frequency and Cumulative frequency distribution.
- 1.5 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram

Unit No. II: Measure of Central Tendency

(10)

- 2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.
- 2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode, Numerical Problem.
- 2.3 Determination of Mode and Median graphically
- 2.4 Combined Mean, Numerical Problems.

Unit No. III: Measure of Dispersion

(10)

- 3.1 Concept and meaning of Measure of dispersion, Requirements of good Measure of dispersion.
- 3.2 Types of Measure of Dispersion- Absolute & Relative Measure dispersion range
- 3.3 Standard Deviation (S.D.), Variance, Quartile Deviation, Coefficient of Range, Coefficient of Quartile Deviation, and Coefficient of Variation (C.V).
- 3.4. Combined Standard Deviation
- 3.5 Numerical Problems

Suggested Reading:-

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Statistics	Girish Phatak	Tech – Max	Pune
2	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
3	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
4	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi
5	Statistics Theory and Practice	R.S. N. Pillai Bagavathi	S. Chand	New Delhi
6	Statistics for Managerial decision Making	Dr. S. K. Khandelwal	International Book House	New Delhi
7	Business Statistics For Contemporary Decision Making	Ken Black	Wiley India Edition	New Delhi
	E-Resource https://www.youtube.com/watch?v=-k0pZa201Ck https://www.youtube.com/watch?v=Y3u41omtEug			

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B.B.A.(Major)

Title of the Course: Basics of Cost Accounting								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-3	BBA 121 T B	03	00	03	45	30	70	100

Learning Objectives :

1. To understand the concept of cost, cost sheet, cost center.1
2. To understand how overheads influence the cost structure
3. To develop skills for computation of total cost for a particular product

Course Outcomes (Cos) :

1. Remembering basic concept of cost
2. Understand the elements of cost
3. Identify the elements of cost and cost sheet, overheads
4. Identify the elements of cost and cost sheet, overheads
5. Analyse the overheads
6. Evaluate apportionment and reapportionment of overheads
7. Prepare cost sheet.

Deatiled Syllabus:

Unit No. I: Basic Concept in Cost (15)

- 1.1 Concept of Cost, Costing, Cost Accounting & Cost Accountancy, Origin, Objectives and Features of Cost Accounting
- 1.2 Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre

Unit No. II: Elements of Cost and Cost Sheet (15)

- 2.1 Material, Labour and other Expenses
- 2.2 Classification of Cost & Types of Costs
- 2.3 Preparation of Cost Sheet

Unit No. III: Overheads and Methods of Costing (15)

- 3.1 Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads
- 3.2 Under and over absorption – Definition and Reasons
- 3.3 Method of Costing, Problems based on contract costing and process costing

Suggested Reading :

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi
2	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd.	New Delhi
3	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
4	Costing Adviser	P.V.Rathnam, P. Lalitha	Kitab Mahal	Allahabad
5	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M.Datar , Madhav V. Rajan	Pearson	New Delhi
6	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons	New Delhi
7	Cost Accounting	Jawahar Lal Seema Srivastava	McGraw Hill education	New Delhi
	E- Resources : <ol style="list-style-type: none"> https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf https://www.deskera.com/blog/cost-accounting/ https://www.investopedia.com/terms/c/cost-accounting.asp https://cleartax.in/s/cost-accounting http://accounting-financial-tax.com/cost-accounting-common-terms-and-definitions/ https://youtu.be/cwahMNjTTnU https://youtu.be/VXTbSqrS1OQ 			

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B.B.A. (Major)

Title of the Course: Digital Marketing	
Year: I	Semester: II

Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 3	BBA 121 T A	03	00	03	45	30	70	100

Learning Objectives :

- 4.To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success.
- 5.To help students become in demand professional by being acquainted through various digital channels and their ways of Integration.
6. 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.

Course Outcomes: (Cos) :

1. Rememebering concept of digital marketing
2. Unerstanding digital marketing scope, objectives, opportunities and its challenges
3. Applying strategy for developing digital advertisement & its effectiveness
4. Analysng effectiveness of social media advertising
5. Evaluating alternatives for dynamic organization to ensure their success in highly competitive sales environment

Detailed Syllabus :**Unit No. I: Introduction to Digital Marketing (15)**

- 1.4 Concept and meaning of Digital Marketing, Digital Marketing Process.
- 1.5 Meaning of Visibility, Increasing Visibility, Types of visibility, Examples of Visibility.
- 1.6 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,
- 1.4 Tools of Digital Marketing

Unit No II: Digital Marketing Planning and Structure (15)

- 2.1 Creating initial Digital Marketing Plan,
- 2.2 Content Marketing, Strategic flow for Marketing Activities.
- 2.3 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 (15)

- 3.1 Introduction of Social Media Marketing, Procedure and Fundamentals of –

- Facebook Marketing
- 3.2 Google AdWords, YouTube Marketing, Email Marketing - Content Writing
- 3.3 Create Search Campaigns, Creating Display Campaign, Optimizing Display
- 3.4 Campaign, Remarketing Google Ad-words, Creating Search Engine Campaign Ads, Creating Display Campaign
- 3.5 Prepare the MARCOM strategy

Unit No. IV: Computer Laboratory Work

(15)

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, but also including mobile phones, display advertising, and any other digital medium. (UI and UX) PPc Advertising with Google Ad-words, Create Search Campaigns, Creating Display Campaign, Optimising Display Campaign, Remarketing, Google Ad-words, Social Media Marketing, Like

Creating Search Engines Campaign Ads

Creating Display Campaign

Optimising Creating Facebook advertising Campaign and other social media campaign

PR, Digital Marketing, Event Management, Advertising, packaging, product design, Trade shows, Sponsorship etc, 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