

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

T. Y. B. B. A.

Implemented from

Academic year 2023 -24

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 endeavour 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 in organized 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 Social Responsibility	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_ Marketing Management	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_ Financial Management	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_ Human Resource Management	02
52	V	SEC-05	BBA 505 D T	Health Care Management	03
53	V	SEC-06	BBA 506 D T	Permissions and Legal Aspects in Services	03
54	V	SEC-07	BBA 507 D Pr	Project_ Services Management	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_ Marketing Management	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 Financial Management	02
65	VI	SEC-08	BBA 605 C T	Global Human Resource Management	03
66	VI	SEC-09	BBA 606 C T	Recent Trends and HR Accounting	03
67	VI	SEC-10	BBA 607 I (C)	Project _Internship_ Human Resource Management	02
68	VI	SEC-08	BBA 605 D T	Global Tourism and Hospitality Management	03
69	VI	SEC-09	BBA 606 D T	Recent Trends in Services	03
70	VI	SEC-10	BBA 607 I (D)	Project_ Internship_ Services Management	02
	TOTAL	06	70		140

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Syllabus of T.Y.B.B.A.

Faculty of Commerce and Management

T.Y.B.B.A.	Semester – V
Course Code: BBA 501 T	Title of the Course: Research Methodology
Credits : 04	Teaching Hours : 48

Course Objectives (Cos):

1. To develop an understanding of the right approach of Research Methodology and its role in Business.
2. To develop an understanding of the basic framework of the identification of various sources of information for data collection.
3. To develop an understanding of various Designs, Tools and Techniques of Research Study.
4. To enable the students in conducting Research work and write Research Paper and Research Project Report.

SYLLABUS:

Unit No. I: Introduction to Research Methodology and Research Problem (12)

- 1.1 Introduction to Research
- 1.2 Objectives of Research
- 1.3 Motivations in Research
- 1.4 Types of Research
- 1.5 Research Approaches
- 1.6 Significance of Research
- 1.7 Research Process
- 1.8 Criteria of Good Research
- 1.9 Challenges before Researchers in India.
- 1.10 Meaning of Research Methodology
- 1.11 Concept of Research Problem
- 1.12 Selecting the Research Problem
- 1.13 Techniques involved in defining Research Problem
- 1.14 Formulation of Research Hypothesis and its Importance

Unit No. II: Research Design and Research Sampling (12)

- 2.1 Research Design
- 2.2 Meaning of Research Design
- 2.3 Need for Research Design
- 2.4 Features of a Good Design

- 2.5 Types of Research Design
- 2.6 Concept of Research Sampling
- 2.7 Steps in Sampling Design
- 2.8 Types of Sampling
- 2.9 Determination of Sampling Size

Unit No. III: Methods of Data Collection and Processing and Analysis of Data (12)

- 3.1 Collection of Primary Data
- 3.2 Meaning and definition of Primary Data
- 3.3 Advantages and Limitations of Primary Data
- 3.4 Methods of Collecting Primary Data
 - 3.4.1 Observation Method
 - 3.4.2 Interview Method
 - 3.4.3 Questionnaire Method
 - 3.4.4 Scheduling/ Schedule Method
 - 3.4.5 Other Methods
- 3.5 Collection of Secondary Data
 - 3.5.1 Meaning and Definition of Secondary Data
 - 3.5.2 Advantages and Limitations of Secondary Data
 - 3.5.3 Sources of Collecting Secondary Data
- 3.6 Data Processing
 - 3.6.1 Editing
 - 3.6.2 Codification
 - 3.6.3 Classification
 - 3.6.4 Tabulation
 - 3.6.5 Scaling & Measurement
- 3.7 Data Analysis
 - 3.7.1 Meaning of Data Analysis
 - 3.7.2 Need of Data Analysis
 - 3.7.3 Methods of Data Analysis
- 3.8 Testing of Hypothesis
 - 3.8.1 Concepts in Testing of Hypothesis
 - 3.8.2 Steps in the testing of hypothesis
 - 3.8.3 Chi-square Analysis
 - 3.8.4 Analysis of Variance

Unit No. IV: Interpretation and Report Writing (12)

- 4.1 Interpretation
 - 4.1.1 Meaning of Interpretation
 - 4.1.2 Need of Interpretation
 - 4.1.3 Techniques of Interpretation
 - 4.1.4 Precaution in Interpretation

4.2 Report Writing

4.2.1 Significance of Report Writing

4.2.2 Steps in Writing Report

4.2.3 The layout of the Research Report

4.3 Research Paper Writing

4.3.1 Meaning of Research Paper

4.3.2 Structure of Research paper

4.3.3 Referencing Styles

4.3.4 Ethics in Report Writing and Research Paper Writing

Suggested Readings: -

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Research Methods	Donald Cooper & Pamela Schindler	TMGH	Delhi
2	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press	Delhi
3	Business Research Methodology	D. K. Sharma & A. K. Gupta	Delhi	Delhi
4	Research Methodology in Management	Arya P.P.and Pal, Yash	Deep and Deep Publication, Delhi.	Delhi
E- Resources: https://youtu.be/scZVLCB1aX0 https://youtu.be/w_Ujkt83i18 https://youtu.be/z_sQdvZB5BA https://youtu.be/z_sQdvZB5BA https://youtu.be/vAw38tFrNTE				

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

CO#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To encourage students and educators to reflect upon the research process To understand the basic concept of Research and its Methodology.
Co:2	Understanding	To make students understand the meaning, need, types of Research Design.
Co:3	Applying	To make students understand the meaning and definition of Primary Data and Secondary Data along with its advantages and limitations.
Co:4	Analyzing	To provide an understanding of Data Processing and Data Analysis.
Co:5	Evaluating	To make students aware of hypothesis testing.
Co:6	Creating	To make students aware of the meaning, need and different types of techniques of Interpretation.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –V
Course Code : BBA 502 T	Title of the Course : Database Administration and Data Mining
Credits : 04	Teaching Hours : 48

Course Objectives (Cos):

1. To enable the students to have a comprehensive understanding of database administration.
2. To understand applications of database administration and data mining.
3. To understand current trends in database administration.

SYLLABUS:

Unit No. I: Introduction to Database Management System (12)

- 1.1 Introduction
- 1.2 Objectives
- 1.3 DBMS concepts
- 1.4 Purpose of Database System
- 1.5 Advantages and Disadvantages of Database System

Unit No. II: Database Administration (10)

- 2.1 Introduction
- 2.2 Purpose of Database administration
- 2.3 Concept of Database Administration
- 2.4 Transaction management, Properties of Transaction (ACID Properties)

Unit No. III: Database Warehousing (13)

- 3.1 Introduction
- 3.2 Purpose
- 3.3 Data Warehousing concepts
- 3.4 Need of Data Warehousing
- 3.5 Applications, Advantages, Limitations

Unit No. IV: Data Analytics and Data Mining (13)

- 4.1 Introduction, Purpose
- 4.2 Data Analytics Scope, and it's Business Relevance
- 4.3 Types of Data Analytics. Data Mining concepts, Need, Applications, Advantages, limitations

4.4 Cloud Computing Concept, Introduction, Need

4.5 Cloud Computing Applications, Advantages, Limitations

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Database System Concepts	Abraham Silberschatz, Henry F. Korth, S. Sudarshan	McGraw Hill Education; Sixth edition, New Delhi
2	Fundamentals of Database System	Elmasri Ramez, Navathe Shamkant	Pearson Education; Seventh edition, India
3	Data Mining and Data Warehousing: Principles and Practical Techniques	Parteek Bhatia	Cambridge University Press, India
4	Introduction to Data Mining	Pang-Ning Tan, Michael Steinbach, Vipin Kumar	Pearson Education; First edition, India
5	Cloud Computing	Sandeep Bhowmik	Cambridge University Press; First edition, India

E-Resources:

https://en.wikipedia.org/wiki/Database_administrator

<https://www.jigsawacademy.com/blogs/data-science/database-administrator-roles-and-responsibilities/>

<https://www.jigsawacademy.com/blogs/data-science/database-administrator-roles-and-responsibilities/>

investopedia.com/terms/d/datamining.asp

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 concept of Database Administration
Co:2	Understanding	Transaction process Management.
Co:3	Applying	To learn applications of database management & administration
Co:4	Analysing	Database administration and cloud computing concept.
Co:5	Evaluating	Need and purpose of database warehousing
Co:6	Creating	Skills to use applications of database administration.

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T.Y.B.B.A.	Semester –V
Course Code: BBA 503 T	Title of the Course : Business Ethics
Credits : 04	Teaching Hours : 48

Course Objectives (Cos) :

1. To provide a comprehensive understanding of the concepts of Business Ethics
2. To develop theoretical tools to understand current ethical issues and their impacts on business.
3. To analyze the role of Ethics in business, Government and Society.
4. To analyze the Ethical scenario concerning to Environment and consumer protection.

SYLLABUS :

Unit No I : Introduction to Business Ethics (14)

- 1.1 Meaning, Nature and Scope of Business Ethics
- 1.2 Ethics in Contemporary Business
- 1.3 Organizational Ethical Climate – Ethical Decision Making and Importance of Framing Ethical Policies
- 1.4 Why Ethical Problems occur in Business
- 1.5 Difference between workplace Ethics and Laws
- 1.6 Ethical Code of Conduct in Global Business
- 1.7 Government protection policies against illegal business practices.
- 1.8 Influence of Interest Groups on the Government

Unit No II: Corporation and Stakeholder Ethics (10)

- 2.1 Impact of Business Decisions on Stakeholders
- 2.2 Leadership Ethics at the organizational level – Training Ethics, imbibing organizational values and cultures, Awareness of rule and regulations of an organization, Upskilling and Ethical knowledge of employees
- 2.3 Organization of Modern corporation and Interaction with stakeholders
- 2.4 Whistleblower Act and Employee Rights: Privacy and Safety
- 2.5 Collective Bargaining and Role of Management in implementing Ethics
- 2.6 Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation
- 2.7 Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents,

Maintenance of Psychological wellbeing of employees.

Unit No III : Corporate Social Responsibility and Marketing Ethics (10)

- 3.1 Role and Responsibility of Organizations towards government and society.
- 3.2 CSR Performance – Meaning and Responsibility.
- 3.3 CSR – Strategy in building community relationships.
- 3.4 Corporate Citizenship and – Concept and Stages
- 3.5 Ethical Behavior in Advertising Practices and Advertising ethics.
- 3.6 Ethical and Unethical Target Marketing in Business
- 3.7 Advertising abuses and Regulation
- 3.8 Media Industry – Role, Impact and Ethical Practices

Unit No IV: Environmental and Consumer Ethical Issues (14)

- 4.1 Environmental Ethics and Human values – Meaning and Impact on Environmental problems
- 4.2 Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming an ecologically sustainable organization.
- 4.3 Sustainable Development – Definition, Obstacles and Impact, Business operations – A threat to earth’s ecosystem.
- 4.4 Difference between Customer and Consumerism
- 4.5 Government regulation agencies for Consumer protection and Protecting consumer privacy online.

Suggested Readings: -

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Business Ethics	Shailendra Kumar and Alok Kumar Rai	Cengage Learning India Pvt Ltd., India
2	Business Ethics: An Indian Perspective	A C Fernando, K P Muralidheeran, E.K Satheesh	Pearson Education Ltd.,India
3	Business Ethics and Values	Dr. Neeru Vasishth, Dr, Namita Rajput	Taxmann India
4	Business Ethics: Foundation for CSR	P.Kamatchi	Dreamtech Press India
5	Business Ethics: Principles and Practices	Daniel-Albuquerque	Oxford University Press India
6	Business Ethics: Principles and Practices	Gautam Pherwani	Everest Publishing House India
7	Business Ethics	C. S.V. Murthy	Himalaya Publishing House India
8	Understanding Business Ethics	Peter Stanwick, Sarah Stanwick, \	Pearson Publishing India

9	Business Ethics	Manuel G Velasquez,	Prentice-Hall India Learning Private Limited; 6 edition (2006) India
10	Business Ethics	O.C. Ferrell, John Paul Fraedrich, Linda Ferrell,	Cengage Learning, 2013 India
E-Resources : https://www.analyticssteps.com/blogs/12-types-business-ethics https://www.thales-ld.com/what-is-development-ethics-in-business/			

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

CO#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Understand the Role and Scope of Business Ethics. Role of Ethics and its importance at National and International Level in business as well as individual level.
Co:2	Understanding	Understand the concepts and role of Business and Stakeholder ethics. Modern Organization role and responsibility towards stakeholders. Understanding the concept of business, government, and societal ethics.
Co:3	Applying	Understand the role of CSR in traditional and Modern Business. Identify the efficiency relevancy of CSR in today's world Understand Marketing ethics and its importance.
Co:4	Evaluating	Understand the role of Environmental rules and regulations in protecting the environment. Initiatives are taken towards building sustainable role models. Understanding the need for ethics and laws in consumer protection.
Co:5	Creating	To understand the role and contribution of Media in business and society. To create the ethical advertising.

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T.Y.B.B.A.	Semester –V
Course Code : BBA 504 T	Title of the Course : Management of Corporate Social Responsibility
Credits : 04	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 programs and schemes for sustainable development.
4. To understand the cause of seasonal and permanent migration to urban areas.

SYLLABUS:

Unit No. I: Introduction to CSR (10)

- 1.1 Meaning and Definition
- 1.2 Sustainability and Stakeholders Management,
- 1.3 Concept of Charity
- 1.4 Corporate Philanthropy
- 1.5 Relation between CSR and Corporate Governance
- 1.6 Evolution of CSR in India
- 1.7 Models of CSR in India
- 1.8 Carroll's Model
- 1.9 Initiatives in India

Unit No. II: Modules of Corporate Social Responsibility (14)

- 2.1 Models of CSR- Trusteeship, Stakeholders,
- 2.2 Ethical Model, Statist Model, Liberal Model
- 2.3 International Framework of CSR
- 2.4 Sustainable Development Goals

Unit No. III: CSR-Legislation in India and the World (14)

- 3.1 Section 135 of Companies Act
- 3.2 Scope of CSR Activities under Schedule VII
- 3.3 Appointment of Independent Directors on Board
- 3.4 Computation of Net Profit's implementation in India

Unit No. IV: Identifying key stakeholders and their Roles and recent trends and Opportunities in CSR (10)

- 4.1 Role of Public Sector in Corporate, Government programs that encourage voluntary responsible action of corporate
 4.2 Role of Non-profit & Local Self-Governance in implementing CSR
 4.3 CSR as. Strategic Tool for Sustainability and Challenges
 4.4 Case Studies CSR initiatives

Suggested Readings: -

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Corporate Social Responsibility: an Ethical Approach	Mark S. Schwartz	TATA McGraw Hill New Delhi
2	The World Guide to CSR	Wayne Visser and Nick Tolhurst	Prentice Hall India New Delhi
3	Corporate Social Responsibility in India	Sanjay K Aggarwal	Taxmann New Delhi
4	Corporate Social Responsibility: Concepts and Cases: The Indian Context	C.V. Baxi, Ajit Prasad	Sage Publication, New Delhi
5	Sustainable CSR: CSR Basics-	Harsha Mukherjee	TATA McGraw Hill New Delhi

E- Resources :

https://youtu.be/Jpic_1JtW18

<https://youtu.be/AzHaDKZ-iiI>

https://youtu.be/Ktopm_nD4ek

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

CO#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Purpose -Understanding of the concept and evolution of CSR To know about the various models of CSR Importance of CSR activities
Co:2	Understanding	Various stakeholders' roles and responsibilities in CSR activities Applicability of Models. Understanding of Goals that impacts the industry
Co:3	Applying	Understanding of various models and how to apply them.
Co:4	Analyzing	Knowing the legal aspect for implementing CSR, Decision-making ability
Co:5	Evaluating	Voluntary contribution by various corporate, Government Rules and Regulations regarding CSR in India
Co:6	Creating	Learning through Case Studies of functionality and impact on the Corporate and Society

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T.Y.B.B.A.	Semester –V
Course Code: BBA 505 A T	Title of the Course : Marketing Environment Analysis and Strategies
Credits : 03	Teaching Hours : 48

Course Objectives (Cos) :

1. To understand the concept and factors of Marketing Environment.
2. To understand the business analysis process
3. To develop marketing strategies by understanding marketing research

SYLLABUS:

Unit No. I: Marketing Environment

(10)

- 1.1 Introduction – Marketing Micro Environment
 - 1.1.1 Company
 - 1.2.1 Suppliers
 - 1.1.3 Marketing intermediaries
 - 1.1.4 Competitors, Customers
- 1.2. Macro Environment
 - 1.2.1 Demographic environment
 - 1.2.2 Economic environment,
 - 1.2.3 Natural environment
 - 1.2.4 Technological environment
 - 1.2.5 Political environment,
 - 1.2.6 Social environment
 - 1.2.7 Cultural environment

Unit No II: Business Analysis

(14)

- 2.1 Business Analysis process
- 2.2 Analysis Parameters - Industry Size, Segment Size, Category Size
Segment wise contribution, Growth Pattern
- 2.3 Growth Drivers, Competition CSF, KPI, BCG matrix, Porter's 5 force analysis
- 2.4 Data Analytics – Role of Data Analytics in Business Analysis. Scope and its importance concerning marketing strategies
 - 2.4.1 Types of Data Analytics
 - 2.4.2 Challenges of Business Data Analytics

Unit No III: Marketing Research **(14)**

- 3.1 Need of Marketing research
- 3.2 marketing research process
- 3.3 Consumer Buying Behavior, Marketing environment affecting consumer-buying behavior
- 3.4 Big Data Analytics – Concerning Consumer Psychologies

Unit No IV: Marketing Strategies **(10)**

- 4.1 Introduction
- 4.2 Product and Pricing Strategies
- 4.3 Market Segmentation and Targeting Strategies
- 4.4 Distribution Strategies, Communication Strategies.
- 4.5 Digital Marketing Strategies – Importance, and Challenges.

Tutorial

(Note :- Refer Tutorial, Project and Internship Manual for B.B.A Programme)

Suggested Readings : -

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Business Environment	Francis Cherunilam	Himalaya Publishing House Pvt. Ltd. India
2	Business Environment for Strategic Management	Aswathappa, K.	Himalaya Publishing House Pvt. Ltd.
3	Introduction to Modern Business – Issues and Environment	Musselman and Hughes	Prentice-Hall: 7th Revised Edition, USA
4	Marketing Inside Out	Srinivasan Siva Rao	Notion Press; 1st edition
5	Marketing Management - marketing cases in the Indian context	Philip Kotler Pearson Education;	Pearson Education; Fifteenth edition, India
<p>E- Resources : https://youtu.be/RPrTQWGch5o https://youtu.be/uldJR0mSH8c https://youtu.be/U7F8</p>			

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 Marketing environment
Co:2	Understanding	To have an adequate understanding of factors affecting marketing environments
Co:3	Applying	To apply marketing research process for success in highly competitive environment
Co:4	Analyzing	Developing design thinking approach to explore opportunities while combating against challenges in highly competitive environment.
Co:5	Evaluating	To evaluate marketing strategies to achieve desired results.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester V
Course Code : BBA 506 A T	Title of the Course: Legal Aspect in Marketing Management
Credits :03	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 and Doorstep Selling/Home Delivery (16)

- 1.1 Introduction to Legal Aspects of Marketing
- 1.2 Importance, Scope and Features
- 1.3 Door Step Selling/Home Delivery – Rules, Order Fixation and Cancellation, Applicability of Rules, Terms and Conditions, and Documents needed for Doorstep Selling/ Home Delivery.
- 1.4 Tele sales and Direct Mail Sales Concepts

Unit No. II: Advertising and Pricing (16)

- 2.1 Meaning and Definition, Importance, Types of advertising (TV, Radio, Print form Advertising)
- 2.2 Laws for Broadcasting the Advertisement
- 2.3 Claims for Misleading Advertisement
- 2.4 Harms and Offence – Children, Medicine and Health, National and Societal Interest
- 2.5 Meaning and Importance of Pricing related laws
- 2.6 Laws related to price/payment consumer rights surcharge payment regulations

Unit No. III: Online Marketing and CRM (16)

- 3.1 Meaning and Definition of Online Marketing
- 3.2 Legal Consideration for Data Protection (data collected from potential customers, its usage, security)
- 3.3 Cookies –Monitoring and governing of cookies, security and confidentiality of client data while online marketing

3.4 Concept of CRM, Terms and Conditions related to CRM

Unit No. IV: Project Report

Refer Tutorial, Project and Internship Manual for B.B.A Programme.

Suggested Readings: -

Sr. No.	Title of the Book	Author/s	Publication
1	Marketing and the Laws	M. A. Sujan and HaishSujan	New Age Publication New Delhi
2	Mercantile Law	N.D. Kapoor	S. Chand New Delhi
3	Mercantile Law	Arun Kumar	Atlantic Publishers & Distributors Pvt Ltd New Delhi
4	Best Practices in Law Firm Business Development and Marketing	Deborah Brightman Farone	Practicing Law Institute US
5	Mercantile & Commercial Laws	Rohini Agrawal	Rohini Agrawal New Delhi
E-Resources: https://youtu.be/jFA3LwAry8g https://youtu.be/hobgJeyzjBM https://youtu.be/U1bjt1V4tdk			

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 legal aspect of Marketing Management To study law related to sales, home delivery, tele sales and Direct Mail Sales
Co:2	Understanding	To understand rules and laws related to broadcasting ads via different forms
Co:3	Applying	To study claims for misled adv campaign
Co:4	Analyzing	To study price-related laws and consumer rights for surcharge payment
Co:5	Evaluating	To understand issues and laws related to online marketing
Co:6	Creating	To introduce the students to the general Marketing practices in Marketing origination.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –V
Course Code: BBA 507 A Pr	Title of the Course: Project_ Marketing Management
Credits : 2	Hours : 30

Course Objectives (Cos):

1. To impart practical knowledge of Marketing Management.
2. To understand the current trends Marketing Management.
3. To study modern tools and techniques of Marketing Management Practices.

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

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 marketing management
Co:2	Understanding	To understand the tools and techniques of marketing of company.
Co:3	Applying	To apply the theory concept in actual practice
Co:4	Analyzing	Analyzing tools and techniques of marketing and its application
Co:5	Evaluating	Evaluation on the basis of past data, future growth and plans.
Co:6	Creating	Application of various methods of analysis. Analytical skills for comparing marketing position of any business.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –V
Course Code : BBA 505 B T	Title of the Course: Analysis of Financial Statements
Credits : 3	Teaching Hours : 48

Course Objectives (Cos) :

1. To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.
2. To enable to use of various types of ratios for financial and investment decisions.
3. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.

SYLLABUS:

Unit No. I : Introduction of Analysis & Interpretation of Financial Statements (12)

- 1.1 Introduction of Schedule III as per Companies Act 2013
- 1.2 Meaning and importance of Analysis of Financial Statements
- 1.3 Tools and Techniques of financial analysis
- 1.4 Comparative Financial Statements
- 1.5 Trend Analysis
- 1.6 Common Size Financial Statements
- 1.7 Ratio Analysis, Fund Flow Statement and
- 1.8 Cash Flow Statement

Unit No. II : Ratio Analysis (12)

- 2.1 Meaning, Importance, Advantages & Limitations of Ratio
- 2.2 Classification of Ratios
 - 2.2.1 Liquidity Ratios
 - 2.2.2 Turnover Ratios
 - 2.2.3 Profitability Ratios and
 - 2.2.4 Solvency Ratios (Practical Problems based on the ratios
Problems based on reverse ratio is excluded)

Unit No. III : Cash Flow Statement (12)

- 3.1 Meaning, Objectives, Uses and Limitations of Cash Flow Statement
- 3.2 Methods of Cash Flow Statement – Direct methods and indirect methods
- 3.3 Practical sums on an indirect method

Unit No. IV : Fund Flow Statement**(12)**

4.1 Meaning, Objectives, Uses and Limitations of Fund Flow Statement

4.2 Preparation of Fund Flow Statement – Fund from operations & statement of changes in working capital

4.3 Practical sums on Preparation of Fund Flow Statement

Tutorial*(Note :- Refer Tutorial, Project and Internship Manual for B.B.A Programme)***Suggested Readings :**

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Advanced Management Accounting	Ravi Kishore	Taxman, New Delhi
2	Management Accounting & Financial Analysis	Ravi Kishore	Taxman, New Delhi
3	Financial Reporting and Analysis	Dr. Jawahar Lal & Dr. Sucheta Guaba	Himalayan Publication House, New Delhi
4	Financial Accounting & Analysis	P. Prem Chand & Madan Mohan	Himalayan Publication House, New Delhi
5	Management Accounting & Financial Analysis	M. Y. Khan & P. K. Jain	Tata McGraw Hills, New Delhi

E-Resources:
<https://youtu.be/mvVOeNUEBLs>
<https://youtu.be/-gt9GmzaMgE>
<https://youtu.be/jUxiiiQE5hY>
<https://youtu.be/CytTfaDBNxY>

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

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To remember use of various types of ratios for financial & investment decisions.
Co:2	Understanding	To understand different tools of analysis & interpretation of financial statements.
Co:3	Applying	To apply various tools of analysis of financial statements.
Co:4	Analyzing	To analyze the cash management of any business corporations by preparing a fund flow statement.
Co:5	Evaluating	To evaluate financial position of business corporations by calculating and comparing various ratios.
Co:5	Creating	To create analytical and interpreting skills among students for analysis of financial statements.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –V
Course Code: BBA 506 B T	Title of the Course: Legal Aspects of Finance & Security Laws
Credits : 3	Teaching Hours : 48

Course Objectives (Cos):

1. To understand the Legal Aspects of Finance & Security Laws.
2. To know the legal provisions to obtain finance from various source of finance.
3. To explore various finance & securities related laws in India.

SYLLABUS:

Unit No. I: Introduction to Legal aspects of finance (12)

- 1.1 Overview of Indian Financial System
- 1.2 Legal aspect: - Finance, Securities market
- 1.3 Basics of insurance
- 1.4 Derivatives, Commercial Banking, Capital Markets, Money Market
Forward Market Commission of India (FMC) Pension Fund Regulatory
and Development Authority (PFRDA).

Unit No. II: The Issue, Listing of Securities & Investor Protection (12)

- 2.1 Listing of Securities,
- 2.2 Issue of Capital and Disclosure Requirements (ICDR)
- 2.3 Procedure for Issue of Various Types of Shares and Debentures
- 2.4 Employee Stock Option Scheme and Employee Stock Purchase Scheme
- 2.5 Delisting of securities

Unit No. III : Companies Act 2013 and Investor Protection (12)

- 3.1 Introduction to the Companies Act 2013
- 3.2 Overviews of Companies Act 2013
- 3.3 Legal Documents- Memorandum of Associations (MOA), Articles of Associations (AOA).
- 3.4 Importance of Preparation of Financial Statements & its disclosure
- 3.5 Investor Education and Protection Fund (IEPF) under SEBI
Regulations and Companies Act,2013

Unit No. IV: Goods & Service Act 2017**(12)**

4.1 Introduction to GST

4.2 Types of GST, Overview of CGST, SGST, IGST& UTGST Act 2017

4.3 Eligibility to register under GST, Benefits of GST Registration

4.4 Procedure of GST Registration

4.5 Introduction to GST Network, Functions of GSTN.

Project :-*Refer Tutorial, Project and Internship Manual for B.B.A Programme.***Suggested Readings:**

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House, Mumbai
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House, Delhi
3	The Indian Financial System	Vasant Desai	Himalaya, Delhi
4	Financial Services and Markets	Dr. S.Gurusamy	Thomas, Delhi
5	SEBI Practice Manual; 59/32, New Rohtak Road.	V.L. Iyer	Taxman Allied Service (P) Ltd. Delhi

E-Resources:
<https://youtu.be/qYLD2vV-wss>
<https://youtu.be/UwpBRm-LG44>
<https://youtu.be/8z0YZZMy8ZY>
<https://youtu.be/UMHp1xtvKmg>

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

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To Study & understand the significance of Goods & Service Tax &also understand its implications
Co:2	Understanding	To understand the Various Legal Provisions & Norms in the field of Finance
Co:3	Applying	To apply GST practically
Co:4	Analyzing	To analyses the objectives of Securities market regulators & also understand different Legal Provisions of the same
Co:5	Evaluating	To evaluate the significance of the Companies, Act 2013 in the field of finance & also study its legal norms.
Co:6	Creating	To create awareness about GST, Derivatives market in India.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –V
Course Code: BBA 507 B Pr	Title of the Course : Project_Financial Management
Credits: 2	Teaching Hours : 30

Course Objectives (Cos):

1. To impart Practical knowledge of Financial Management.
2. To understand the current trends Financial Management.
3. Application and use of various tools and techniques of financial management practices.

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

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 financial management
Co:2	Understanding	To understand the tools and techniques of financial management.
Co:3	Applying	To apply the theory concept in actual practice
Co:4	Analyzing	Analyzing tools and techniques of financial management and its application
Co:5	Evaluating	Evaluation on the basis of past data ,future growth and plans.
Co:6	Creating	Application of various methods of analysis. Creating analytical skills for comparing financial position of any business.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –V
Course Code: BBA 505 C T	Title of the Course: Cross - Cultural HR & Industrial Relations
Credits : 3	Teaching Hours : 48

Course Objectives (Cos):

1. To make students understand Cultural Variables in Multinational Enterprises.
2. To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe
3. To make students understand the relationship between Cross-Culture Management and Human Resource Management.
4. To explain how employees can be prepared for international assignments.
5. To provide students with the fundamental knowledge of Industrial Relations.
6. To provide the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017

SYLLABUS:

Unit No. I: Introduction to cross- Cultural Management (10)

- 1.1 Understanding Culture and Cross-Culture, Meaning of Culture
- 1.2 Six Dimensions of National Culture by Professor Geert Hofstede
- 1.3 Cultural differences and similarities
- 1.4 Cultural Variables in Multinational Enterprises Communicating across Cultures
Negotiating across Cultures Multicultural Teams
- 1.5 Cross-Cultural Management and business etiquette

Unit No. II: Cross-Culture and Human Resource Management (14)

- 2.1 Cross-Culture and Human Resource Management
- 2.2 Cross-cultural Human Resource Management Motivation Across Cultures
- 2.3 Leadership and Decision Making Across Cultures
- 2.4 Communication & Negotiation Across Cultures
- 2.5 Rewards Across Cultures
- 2.6 Training Across Cultures
- 2.7 Power and Conflict Across Cultures
- 2.8 Skills for a Global Manager

2.9 Cross-cultural Differences and Managerial Implications
(The Role of Human Resource Management in Cross-Cultural Environment)

Unit No. III: Fundamentals of Industrial Relations **(14)**

- 3.1 Meaning and definition of Industrial Relations
- 3.2 Evolution of Industrial Relation
- 3.3 Importance of Industrial Relations
- 3.4 Scope of Industrial relations
- 3.5 Approaches towards the study of Industrial Relations
(Psychological Approach, Sociological Approach, Socio Ethical Approach
Gandhian Approach, Industrial
- 3.6 Ethical Codes & Industrial Relations

Unit No IV: The Industrial Disputes Act,1947, The Factories Act, 1948 and

The Maternity Benefit Act 2017 **(10)**

- 4.1 The Industrial Disputes Act,1947 -Definitions
- 4.2 Authorities under the Act
- 4.3 Power & Duties of authorities
- 4.4 Strike & lockout, Lay-off ,Grievance Redressal Machinery
- 4.5 The Factories Act, 1948
- 4.6 Definitions
- 4.7 Authorities under the act
- 4.8 provisions regarding safety
- 4.9 Provisions regarding health
- 4.10 Provisions regarding Welfare
- 4.11 Provisions regarding leaves and wages
- 4.12 Provisions regarding working hours of adults
- 4.13 The maternity benefit act 2017
- 4.14 Application of act
- 4.15 Definition, right to payment of maternity benefit
- 4.16 Payment of maternity benefit in case of death of women
- 4.17 Provisions of crèche facility.

Tutorial

(Note :- Refer Tutorial, Project and Internship Manual for B.B.A Programme)

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Cross-cultural Management- Concepts and Cases	Shobhana Madhavan	Oxford University Press, London
2	Culture's Consequence - International Differences in Work-related Values	Geert Hofstede	Sage Publications, New York
3	International Human Resource Management	Peter Dowling &Denice E. Welch	Cengage Learning, New York
4	Industrial Relations and Labor Laws	A. M. Sarma	Himalaya Publishing House, Pune
5	Labor and Industrial Laws	P.K. Padhi	PHI Learning Private Limited, New Delhi
E-Resources- https://youtu.be/k1ca_QBnhxE https://youtu.be/WgRkGrhWkIE https://youtu.be/A2KWoZqv6wg https://youtu.be/FQEZ5xCMrqc			

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

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To discuss the impact of cross-cultural communication on international business
Co:2	Understanding	To understand the basic concept of Culture and Cross-Culture.
Co:3	Applying	To make students aware of how to regulate the conditions of work in manufacturing establishments coming within a factory
Co:4	Analyzing	To provide the knowledge to students of provisions under Strikes & Lockout and Lay-off.
Co:5	Evaluating	To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe
Co:6	Creating	To make students understand the relationship between Cross-Culture and Human Resource Management

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T.Y.B.B.A.	Semester –V
Course Code: BBA 506 C T	Title of the Course : Cases in Human Resource Management
Credits: 3	Teaching Hours : 48

Course Objectives (Cos):

1. To understand the application of theory into practice.
2. Design critical thinking by making judgments related to problems in Case Studies of Human Resource.
3. Develop critical thinking for solving Case Studies of Human Resource.
4. To analyze the broad fundamental components of HRM

SYLLABUS:

Unit No. I: Case Study – Introduction

(10)

- 1.1 Case – Meaning – Objectives of Case Studies
- 1.2 Characteristics & Importance of Case Studies
- 1.3 Case Study analysis methodology (steps in Case Study Analysis)
- 1.4 Guidelines (Dos and Don'ts in Case Study Analysis)

Unit No. II: Areas of Case Study

(12)

- 2.1 Functions of HRM
- 2.2 Challenges before HRM
- 2.3 Role of HR Manager
- 2.4 Job Analysis- Job Description, Job Specification, Job Evaluation
- 2.5 Manpower Planning and Forecasting, Recruitment and Selection
- 2.6 Training and Executive Development, Employee Compensation
Performance Appraisal, Career Planning, Employee Morale, Job Satisfaction
Workforce Diversity
- 2.8 International HRM, E-HRM
- 2.9 Human Resource Information System, Work from Home
Change Management, Out-Sourcing
- 2.10 Rights of an employee at the workplace., HR Policy, Legal issues related
to HR in the Organization, Wage & Salary Administration
- 2.11 The Workmen's Compensation Act 1923, The Payment of Gratuity Act, 1972

Sexual Harassment of Women at Workplace

2.12 Workers Participation in Management, Organizational Development

2.13 Employee Record Management, Individual Behavior, Group Behavior, Personality Values and Attitude

2.14 Group Dynamics, Conflict Management

Unit No. IV: Project Report*Refer Tutorial, Project and Internship Manual for B.B.A Programme.***Suggested Readings:-**

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Case Study Solutions Human Resource Development	H. Kaushal	MacMillan, New Delhi
2	Human Resource Management (Text and Cases)	S.S. Khanka	S. Chand, India
3	Human Resource Management (Text and Cases)	K. Aswathappa	McGraw Hill India,
4	Cases in Human Resource Management	David Kimball	SAGE Publications, Inc ,New York
5	Organizational Behavior: (Text, Cases, Games)	K. Aswathappa	Himalaya Publishing House, Mumbai

E-Resources:https://youtu.be/3hiL_HTIvvc<https://youtu.be/xl287XuWBlo><https://youtu.be/NJ89Fidvx6g><https://youtu.be/BKbMmAPRL3E>**Course Outcomes:** On successful completion of the course the learner will be able to :

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Better remembering of the rights of employees at workplace.
Co:2	Understanding	Understanding of the legal issues related to HR in organization
Co:3	Applying	To apply Rights of employees at workplace.
Co:4	Analyzing	To analyzed the Ability of the students about the concepts Wage and Salary Administration. and better understanding of Workmen's Compensation Act, 1923
Co:5	Evaluating	To evaluate Wage and Salary administration
Co:6	Creating	To create an 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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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –V
Course Code: BBA 507 C Pr	Title of the Course: Project_ Human Resource Management
Credits: 2	Teaching Hours: 30

Course Objectives (Cos):

- 1.To impart Practical knowledge of Human Resource Management.
- 2.To understand the current trends in Human Resource Management.
- 3 To understand Industrial Reaerations.

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

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 HR Management
Co:2	Understanding	To understand the functions of Human Resource Management.
Co:3	Applying	To apply the theory concept in actual practice
Co:4	Analyzing	Analyzing tools and techniques of Human Resource Management
Co:5	Evaluating	Evaluation on the basis of past data, future growth and plans.
Co:6	Creating	Application of various methods of analysis.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –V
Course Code: BBA 505 DT	Title of the Course: Health Care Management
Credits : 3	Teaching Hours : 48

Course Objectives (Cos):

1. To create awareness related to health care management and services.
2. To enables students to understand the various healthcare services& other developments in the Indian health care service sector.
3. To provide students insight into the Functions & Role of modern healthcare management services offered to cater for the current needs.

SYLLABUS:

Unit No. I: Basics of Health Care Management (12)

- 1.1 Importance, meaning, objectives of health care management
- 1.2 Types of healthcare services, Need of hospital administration
- 1.3 Management of hospital services
- 1.4 Wellness and fitness, Homecare and public healthcare service management

Unit No. II: Management and Health Care (12)

- 2.1 HR management in the health sector
- 2.2 Operations and supply chain management in health care
Financial Management in healthcare
- 2.3 Healthcare -advertising and Media Management
- 2.4 Digital Marketing of healthcare services.

Unit No. III: Problems and Prospects of Health Care Management (12)

- 3.1 The problem faced by the health industry, Quality Management
- 3.2 Opportunities in healthcare services and Management
- 3.3 Changing scenario of the health industry

Unit No. IV: IT and Health Care Management**(12)**

4.1 Information System Overview, the structure of MIS specific to the hospital;

4.2 Information and data; Information for control, decision

4.3 IT applications in healthcare Management

Tutorial*(Note :- Refer Tutorial, Project and Internship Manual for B.B.A Programme)***Suggested Readings:-**

Sr. No.	Title of the Book	Author/s	Publication
1	Healthcare Operations and Management	Daniel B.McLaughlin and John R. Olson	ISBN 9781567938524 : e-book
2	Principles of Hospital Administration and Planning	B.M.Sakharkar	Jaypee Brothers Medical Publishers
3	Quality Management in Hospitals	S.K. Joshi	Jaypee Brothers Medical Publishers, New-Delhi
4	Delivering Quality Service: Balancing Customer Perceptions expectations	Zeithmal, Parasuraman, Berry	Simon and Schuster Inc., New-York
5	Hospital Information Systems	Kelkar S.A.	Cloudbail India

E-Resources:<https://youtu.be/O8igzC5L8ds><https://youtu.be/eFWCWgo5hRI><https://youtu.be/tCb66WiVumE>**Course Outcomes:** On successful completion of the course the learner will be able to :

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Need, objectives of health care Management
Co:2	Understanding	Hospital administration and health care Management.
Co:3	Applying	Digital marketing in health care Management
Co:4	Analyzing	Challenges and opportunities in health care Management
Co:5	Evaluating	MIS in health care Management
Co:6	Creating	Use of IT in health care Management

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T.Y.B.B.A.	Semester –V
Course Code: BBA 506 DT	Title of the Course: Permissions and Legal Aspects in Services
Credits: 3	Teaching Hours : 48

Course Objectives (Cos):

- 1.To create awareness related to services.
2. To enables students to understand the importance of the service sector.
3. To provide students insight into recent practices in the service sector

SYLLABUS:

Unit No. I: Overview of Service Laws (12)

- 1.1 Concept of services
- 1.2 Overview of service laws
- 1.3 precautions while delivering services
- 1.4 Rules and regulations advertising policy for services
- 1.5 Service Prospects and Proposal-overview of service proposal
- 1.6 Service agreements -terms and conditions

Unit No. II: Legality of Service (12)

- 2.1Performance of Services – Contract of Agencies (Contract Act)
- 2.2 Effect of breach of services agreement or contract
- 2.3 Consumer protection act and service industry

Unit No. III: Legal Responsibilities -Travel & Tourism (12)

- 3.1 Legal Responsibilities of Travel & Tourism -Travel, Agents & Tour Operators
 Online Travel Sales, Transportation & Common Carriers, Tour packages
 and agreement related to tour- clear publication of facilities, Mode and instalment of Payment
 cancellation policy and refund terms and conditions
- 3.2 Safety & Security Issues in the Hospitality Industry, Safety & Security Programs

Unit No. IV: Case Study -**(12)**

4.1 Case Studies related to legal aspects of Services, disputes, jurisdiction in case of the dispute arises

Project Report :-

Refer Tutorial, Project and Internship Manual for B.B.A Programme.

Suggested Readings:-

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Legal Aspects of Business	Akhileshwar Pathak	Mc-Graw Hill, New-Delhi
2	Legal Aspects of Corporate Management and Finance	Don Mayer, Daniel Warnwer , George Siedel	Saylor Foundation, New-York
3	Legal and economic considerations surrounding reproductive tourism	Anastasia Paraskou and Babu P. George	Jaypee Brothers Medical Publishers, New-Delhi
4	Important Acts that Transformed India: For UPSC Civil Services Examination	Alex Andrews George	Mc-Graw Hill, New-Delhi
5	Labour Laws: Everybody should know	Universal Law Publishing	New-Delhi

E-Resources:

<https://youtu.be/hobgJeyzjBM>

https://youtu.be/WET0DmPQ_IY

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

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	importance of the service sector
Co:2	Understanding	Need of the service sector
Co:3	Applying	Recent Practices in the service sector
Co:4	Analyzing	Service agreement, tourism practices
Co:5	Evaluating	Safety & Security Issues in the Hospitality Industry, Safety & Security Programs
Co:6	Creating	advertising policy for services

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T.Y.B.B.A.	Semester –V
Course Code: BBA 507 D Pr	Title of the Course: Project_ Services Management
Credits: 2	Teaching Hours : 30

Course Objectives (Cos):

- 1.To impart Practical knowledge of Service Industry.
- 2.To understand the current trends in Service Industry.
- 3 To understand Management in service sector Organization.

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

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 Services
Co:2	Understanding	To understand the management of service organization
Co:3	Applying	To apply the theory concept in actual practice
Co:4	Analyzing	Analyzing tools and techniques of service managements
Co:5	Evaluating	Evaluation on the basis of past data, future growth and plans.
Co:6	Creating	Importance of quality in service industry

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T.Y.B.B.A.	Semester –VI
Course Code: BBA 601 T	Title of the Course: Essentials of E-commerce
Credits : 04	Teaching Hours : 48

Course Objectives (Cos):

1. To understand the importance, role, and activities of E-Commerce.
2. To understand various E-Money and E-Payment systems used in E-Commerce.
3. To understand the concept of E-Marketing and its tools in E-Commerce.
4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce.

SYLLABUS:

Unit No. I: E-Commerce and Business Model Concepts (12)

- 1.1 Introduction to E-Commerce, Role of E-Commerce in Business Economy
Growth of E-Commerce in India
- 1.2 Factors responsible for the growth of E-Commerce in India
Opportunities and Challenges for E-Commerce in India
- 1.3 E-Commerce Business Models – Introduction, Types, how to choose e-commerce business models.
- 1.4 Modern Procurement in E-Commerce, E-Procurement – Introduction
E-Commerce and Technological tools
- 1.5 E-Distribution – Introduction, Features, Scope and Advantages. Architectural Models in B2B

Unit No. II: E-Money and E-Payment Systems (12)

- 2.1 E-Money – FIAT Currency, E-Money classification
Advantages of E-Money, Digital Currencies, Crypto Currencies -Introduction
Digital Disruption in E-Money Market.
- 2.2 Modern Digital Payment trends – Credit/Debit Cards, QR Code Scanners
Mobile point of sale, NEFT and RTGS. Contactless Payments – Samsung Pay/Apple Pay
and use of NFC Technology.
- 2.3 Unified Payment Interfaces (UPI) and Mobile Wallets Role of modern
digital payment systems and Challenges faced in Indian Retail Sector.

Unit No. III: Role of E-Marketing (12)

- 3.1 Search Engine Optimization (SEO), Content Marketing
Pay Per Click (PPC) Advertising, Business E -Branding social media

- Marketing and Analytical tools used, Internet Banking, Mobile Retailing
- 3.2 Use of Artificial Intelligence and Augmented Reality – Programmatic Advertising
Chatbots, Conversational marketing, Home assistants, Messaging apps
Personalized marketing, Website Designing
- 3.3 Visual Search – Social Media Stories, Google lens, Blogs
Use of user-generated content, Privacy Marketing
Semantic Keyword search, Neuro-marketing

Unit No. IV: Cyber Security and Technology

(12)

- 4.1 Cyberwarfare - Automotive hacking, Cloud services vulnerability
Mobile Hacking. Data Privacy as a discipline, Insider threats, Phishing, ATM frauds
- 4.2 Cyber Crimes – Financial Frauds, Defamation, Copyrights, Spying of Trade Secrets
Infringement of IT property, Digital Signature.
- 4.3 Social Media Crimes, Data Theft, Transfer of data without permission
Spread of Virus/worms, Trojans, Child Pornography, Forgery
Anti-National posts, Cyber-crime against government institutions
- 4.4 Information Technology Act -2000: Role, Need and Importance
Software development and legal issues, Shrink-wrap contracts

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication and Place
1	E-Commerce – An Indian Perspective	S.J.P.T. Joseph	PHI Learning Pvt. Ltd.; 6th edition (10 October 2019), India
2	E-Commerce	Shruti Mathur	Pinnacle Learning (1 January 2020), India
3	E-Commerce Concepts- Models – Strategies	C.S.V. Murthy	Himalaya Publishing House, India
4	E-Business and E-Commerce Management	David Chaffey	Pearson Education – 5 th Edition, India
5	Ecommerce Unmasked: Hidden Secrets to fight Online battles. (Online Edition)	Rekha Chandulal	Rekha Chandulal; 1st edition (30 January 2015), India
6	E-Commerce – Strategy Technology and Applications	David Whiteley	McGraw Hill Education (1 July 2017)
7	Electronic Commerce – Framework Technologies and Applications	Bharat Bhasker	McGraw Hill Education; Fourth edition (1 July 2017), India
E- Resources https://youtu.be/R4dH30635N0 https://youtu.be/8vG18dLGIDM https://youtu.be/xuAltdNpvC0			

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

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To Study & understand the importance, role, and activities of E-Commerce
Co:2	Understanding	To understand the E-Money – FIAT Currency, E-Money classification
Co:3	Applying	To apply GST practically
Co:4	Analyzing	To analyses the various tools of E-Commerce
Co:5	Evaluating	Factors responsible for the growth of E-Commerce in India
Co:6	Creating	To create awareness about E-Commerce

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T.Y.B.B.A.	Semester -VI
Course Code : BBA 602 T	Title of the Course : Management Information System
Credits : 04	Teaching Hours : 48

Course Objectives (Cos) :

1. To describe the basic concept of Information Technology and Management Information System.
2. To describe the role of information technology and information systems in business.
3. To contrast and compare how MIS support business processes.
4. To introduce the fundamental knowledge of Structured System Analysis and Design.

SYLLABUS :

Unit No. I : Basic Concepts of Information Technology and Management Information System (12)

- 1.1 Meaning and basic concept of Information Technology
- 1.2 Meaning and basic concept of Information System
- 1.3 Meaning and basic concept of Management Information System
- 1.4 Role of Information Technology in Management Information System
- 1.5 Management Information System as an instrument for organizational change.

Unit No. II : Decision Making and Information (12)

- 2.1 Decision Making
- 2.2 Models of Decision Making
- 2.3 Classical Model
- 2.4 Administrative Model and
- 2.5 Herbert Simon's Model
- 2.6 Information
- 2.7 Types of Information
- 2.8 Attributes of Information and its relevance to decision making

Unit No. III : System Analysis and Design (12)

- 3.1 System
- 3.2 Meaning and Definition
- 3.3 System Analysis
- 3.4 Meaning and definition of system analysis
- 3.5 Need for system analysis
- 3.6 System analysis of the existing system
- 3.7 System analysis of new requirements
- 3.8 System Development Model

3.9 Structured System Analysis and Design

3.10 Object-Oriented Analysis

Unit No. IV : Information System Applications**(12)**

4.1 MIS Applications

4.2 DSS – GDSS – DSS applications in E enterprise

4.3 Knowledge Management System and Knowledge-Based Expert System

4.4 Enterprise Model System and E-Business

4.5 E-Commerce

4.6 Business Process Reengineering

Suggested Readings :

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Management Information System	Jawadekar W. S	Tata McGraw Hill Private Limited, Delhi
2	Management Information System	Goyal D. P	MACMILLAN India Limited, Delhi
3	Management Information System	Davis and Olson	Tata McGraw Hill Private Limited, Delhi
4	Decision Support System and Intelligence System	Turban and Aronson	Pearson Education Asia

E-Resources:<https://youtu.be/ELTXM5V4YXY><https://youtu.be/MgwqQLPnch8><https://youtu.be/qeDMvHld2U8><https://youtu.be/ykC4XKLKLVU>**Course Outcomes :** On successful completion of the course the learner will be able to :

Sr. No.	Cognitive Abilities	Course outcomes
Co:1	Remembering	To remember basic concept of Information Technology and Management Information Technology.
Co:2	Understanding	To make students understand how MIS can be used as instrument for organizational Change.
Co:3	Applying	To apply knowledge about types of information.
Co:4	Analyzing	To analyze DSS-GDSS-DSS.
Co:5	Evaluating	To evaluate Practical Knowledge Acquisition about System Analysis and Design.
Co:6	Creating	To create awareness among students about application of MIS in an enterprise.

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T.Y.B.B.A.	Semester –VI
Course Code : BBA 603 T	Title of the Course : Business Project Management
Credits : 04	Teaching Hours : 48

Course Objectives (Cos) :

1. To develop a significant understanding of Project Management.
2. To develop a concept-based approach towards Management of Business Projects.
3. To develop the relationship between the significance of Businesses Projects & their Management.

SYLLABUS :

Unit No. I : Introduction to Project Management (12)

- 1.1 Defining Business Project Management
- 1.2 Exploring opportunities in the project management field
- 1.3 Developing Project Management Skills
- 1.4 Categorizing different types of Business Projects
- 1.5 Understanding the difference between Projects and Programmes.

Unit No. II : Planning and Implementing your Project (12)

- 2.1 Planning a Project
- 2.2 Developing a Business Project Management Plan
- 2.3 Assessing the feasibility of a project
- 2.4 Identifying and Managing the Risk
- 2.5 Managing a Project & Setting up a Project Database
- 2.6 Creating an effective work schedule
- 2.7 Monitoring a business project
- 2.8 Managing Change
- 2.9 Address of Problems

Unit No. III : Business Project Management Techniques (12)

- 3.1 Identifying Organizational Structure
- 3.2 Estimation of Costs & Budget
- 3.3 Using CPM tools (Gantt Chart, WBS, Project Network Diagram)
- 3.4 Establishing the CPM
- 3.5 Implementing PERT Tool
- 3.6 Using process improvement tools (Fishbone, SIPCO)

Unit No. IV : Managing Project issues & their Commencement**(12)**

- 4.1 Identifying Project Costs
- 4.2 Calculating Return on Investment (ROI)
- 4.3 Calculating the Payback Period
- 4.4 Determining Net Present Value (NPV)
- 4.5 Identifying the Life Cycle of a Project
- 4.6 Handling over a Project
- 4.7 Closing a Project
- 4.8 Reviewing a Project

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Strategic Project Management	Terry Schmidt	John Wiley & Sons, Mumbai & Pune
2	Project Management : A Systems Approach	Harold Kerzner	Wiley, Mumbai, Delhi
3	Project Management	V. E. Rama Reddy & P Gopalkrishnan	Trinity, Mumbai
4	Project Planning & Control	James Lewis	McGraw Hill, Mumbai
E-Resource : https://youtu.be/YVBP21Rx-9A https://youtu.be/dFTG3ohAcso https://youtu.be/kR-44wA6kSI https://youtu.be/JWB0WbtQE9Q https://youtu.be/hAYAdBIzMUI			

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

Sr. No.	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To remember the role & importance of Management in Business Projects.
Co:2	Understanding	To provide an understanding of the tools & techniques necessary to effectively manage & control the projects in businesses.
Co:3	Applying	The application of adaptive practices of project management.
Co:4	Analyzing	To analyze the process of implementation.
Co:5	Evaluating	Project evaluation helps to identify project risks that may involve budget, time, scope and quality.
Co:6	Creating	To create a network diagram to track project progress.

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T.Y.B.B.A.	Semester –VI
Course Code: BBA 604 T	Title of the Course: Management of Innovations and Sustainability
Credits : 04	Teaching Hours : 48

Course Objectives (Cos):

1. To understand the concepts of Innovation and Sustainability in a practical sense.
2. To better know the significance of organizational sustainable development and the economic implications of sustainable development.
3. To learn about the most common errors made when handling sustainable growth.
4. To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.

SYLLABUS:

Unit No. I : Management of Innovation Sustainability : An Introduction

(12)

- 1.1 Introduction
- 1.2 Defining innovation
- 1.3 Approaches to innovation
- 1.4 Differences between invention and innovation
- 1.5 Product innovation and process
- 1.6 Technological innovation, commercial or organizational innovation
- 1.7 Indicators Characteristics of innovation in different sectors
- 1.8 Sustainable innovation
- 1.9 Sustainability as key driver of innovation
- 1.10 Innovation for Sustainable Development

Unit No. II : Managing Innovation with Firms & Strategies and Concepts for Innovation

(12)

- 2.1 Organisation and Innovation
- 2.2 The dilemma of Innovation Management
- 2.3 Organisational characteristics that facilitate the innovation process
- 2.4 Organisation structure and innovation
- 2.5 The role of Individual in the Innovation Process
- 2.6 IT system and Their Impact on Innovations
- 2.7 The Innovation imperative: Why innovate

Unit No. III : Service Innovation and Sustainability Innovation in Business**(12)**

- 3.1 The Growth in Service
- 3.2 Different Types of Services
- 3.3 Characteristics of Service and how they differ from product
- 3.4 Classification of Service Innovation
- 3.5 Service innovation and the consumer
- 3.6 Energy and Materials: New Challenges in the First Decade of the Twenty – first Century
- 3.7 Defining Sustainability Innovation

Unit No. IV : Management of Sustainable Development**(12)**

- 4.1 Economic aspects of sustainable development
- 4.2 Socio-political aspects of sustainable development
- 4.3 Ecological aspects of sustainable development
- 4.4 Green organizations

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Innovation Management & New Product Development	Paul Trott	Pearson
2	Sustainable Economic Development and Environment	Raj Kumar Sen , Kartik C. Roy	Atlantic Publishers and Distributors Pvt. Ltd.
3	Sustainability Management	Deb Prasanna Chaudhary	Zorba Books
4	Sustainable Development and Environment	Snighdha Tripathi	Ankit Publication
5	Concepts and Approaches for Sustainability Management	Khai Ern Lee	Springer International Publishing

E-Resources:

- <https://youtu.be/kg8WjcC2KTw>
- <https://youtu.be/li0EpfSbOJg>
- <https://youtu.be/wsesMCbm-mE>
- <https://youtu.be/xCMiKzLiBmI>

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

Sr. No.	Course	Course Outcomes
Co:1	Remembering	To remember the concept of innovation and sustainability
Co:2	Understanding	Understanding the relation between innovation and sustainability
Co:3	Applying	To apply basic ideas and concepts of sustainable design
Co:4	Analyzing	To analyze strategies for innovation and its implementation
Co:5	Evaluating	To evaluate the factors organizations have to manage to achieve success in innovation
Co:6	Creating	To create ability among students to understand changing views of innovation overtime

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T.Y.B.B.A.	Semester –VI
Course Code: BBA 605 A T	Title of the Course: International Brand Management
Credits : 03	Teaching Hours :48

Course Objectives (Cos) :

1. To develop students understanding of the concept of developing brands
2. To develop students' understanding of the concept of brand equity
3. To develop students' understanding of the strategies in managing brand portfolios

SYLLABUS :

Unit No. I : Understanding Brand (12)

- 1.1 Introduction, Brand concepts
- 1.2 Purpose of Brands
- 1.3 Characteristics of strong brands
- 1.4 the purpose of branding
- 1.5 fundamental concepts of branding

Unit No. II : Developing Brand (12)

- 2.1 Process and methods of developing brand elements
- 2.2 creating brand associations and introducing a new brand in the international market
- 2.3 identify effective marketing and marketing communications strategies
- 2.4 Including the use of social/digital platforms
- 2.5 Design marketing and marketing communications programs that build brand equity in the international market

Unit No. III : Evaluating Brand (12)

- 3.1 Processes and methods of measuring brand performance
- 3.2 Qualitative and quantitative tools for measuring brand image and strength
- 3.3 Interpret brand performance data, Brand evaluation plans in the international scenario

Unit No. IV : Managing Brand (12)

- 4.1 Concepts and tools for managing brands over time, international geographic areas, and market segments
- 4.2 Consumer-brand relationships, Strategic alliances, Brand portfolios and Brand repositioning/revitalization.

Note :-*(Refer Tutorial, Project and Internship Manual for B.B.A Programme)***Suggested Readings:**

Sr. No.	Title of the Book	Author/s	Publication & place
1	The New Strategic Brand Management: Advanced Insights and Strategic Thinking	Jean-Noël Kapferer	Kogan Page; 5th edition, UK
2	Strategic Brand Management	Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran	Pearson Education; Fifth edition, India
3	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kevin Keller, Vanitha Swaminathan	Pearson Education; Fifth edition, India
4	Brand Management: Co-creating Meaningful Brands	Michael Beverland	SAGE Publications Ltd; 1st edition, USA
5	The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands	Al Ries, Laura Ries	Harper Business; New edition. USA
E-Resource : https://youtu.be/bQ0b5cKovTo https://youtu.be/wW7hXJMI7AI https://youtu.be/csWXTRDMOqU			

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

Sr. No.	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To remember concept of developing brands
Co:2	Understanding	To provide an understanding of brand equity
Co:3	Applying	Process and methods of developing brand elements
Co:4	Analyzing	To analyze marketing communications strategies,
Co:5	Evaluating	Marketing communications programs that build brand equity in the international market
Co:6	Creating	To create tools for managing brands over time,

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T.Y.B.B.A.	Semester –VI
Course Code: BBA 606 A T	Title of the Course: Cases in Marketing
Credits : 03	Teaching Hours : 48

Course Objectives (Cos) :

1. To understand the application of theory into practice
2. To gain the functional working knowledge

Unit No. I : Case Study – Introduction

(12)

- 1.1 Case – Meaning – Objectives of Case Studies
- 1.2 Characteristics & Importance of Case Studies
- 1.3 Guidelines for Case Studies & Cases Discussion

Unit No. II : Areas of Case Study

(36)

- 2.1 Product Mix with PLC
- 2.2 Price Mix – Elements in Price Mix, Factor affecting Pricing, Pricing Methods
- 2.3 Place Mix – Physical Distribution Management System, Types
Intermediaries, strategies, trends in SCM
- 2.4 Promotion Mix – Elements, Advertising, Media Mix, AIDA, DAGMAR, IMC
- 2.5 Extended Ps of Marketing Mix
- 2.6 New Product Development 2.7 Product Extension and Product Diversification
- 2.8 Traditional Marketing and Modern Marketing
- 2.9 Rural Marketing
- 2.10 Services Marketing
- 2.11 Organized & Unorganized Retail Marketing
- 2.12 E-Marketing and Digital Marketing
- 2.13 Green Marketing
- 2.14 Market Segmentation
- 2.15 Targeting
- 2.16 Positioning and Niche Market

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication and Place
1	Marketing Management	Philip Kotler & keven lane keller	Pearson India, South Asia
2	Case Study Solutions Marketing	H. Kaushal	Lakshmi, New Delhi
3	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan , New Delhi
4	Foundational Of marketing	John Fahy& David Jobber	Tata McGraw Hill, New Delhi
5	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication, New Delhi
E-Resource :			
https://youtu.be/SsqVbAm0hZs			
https://youtu.be/p9GbM5FNWUE			
https://youtu.be/JIQiWmJ2Nqs			

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

Sr. No.	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To remember concept of Marketing Management
Co:2	Understanding	To understand how marketing concept applied in practice
Co:3	Applying	Process and methods of marketing management to solve the problem
Co:4	Analyzing	To analyze marketing strategies
Co:5	Evaluating	To evaluate Marketing strategies
Co:6	Creating	To create tools for solving marketing management issues.

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T.Y.B.B.A.	Semester –VI
Course Code: BBA 607 I (A)	Title of the Course: Project _Internship_ Marketing Management
Credits : 02	Hours : 60

Course Objectives :

Student has to undergo minimum of sixty hours of practical training in business establishments. The list of these establishments will be provided by the College. In case, a student is unable to join the enlisted establishment, he/ she can choose an establishment in consultation with the concerned teacher.

Salient features of Internship Programme The fundamental framework of the internship is as below:

- 1.The internship is of two credits in the VI semester
- 2.Internship will be of minimum sixty clock hours.
- 3.The Internship Programme is based on the contents that are prescribed for all the papers under relevant disciplines.
- 4.The Internship Programme shall be part-time or full-time depending on the nature of jobs
- 5.Successful completion of the Internship Programme is mandatory, in case a student could not complete the internship as per prescribed standards he/she would have to undergo the Internship Programme again in different establishment.
- 6.A student is entitled to a 'Completion Certificate' after successful completion of the Internship Programme.
- 7.The internship provider may select the apprentice student for regular employment depending on the skill set and nature of performance exhibited by the student.
8. A student is solely responsible for his behavior in the business establishment during the Internship Programme.

Types of Internships

1. On Job – Students can register with any organization, business, traders, or office.
2. Virtual internships - Another option is a virtual internship which can be completed remotely. This means the intern can work from home rather than in the office. Virtual internships can be attractive and flexible, Finance, HR, Marketing or from any discipline students can work as per the need of the employer.
3. Externships/Shadow–Internship- Observation-based internship – Instead of actually working in an organization the student can observe the employer while working and he/she will record the observations on working. This is another option for an internship. Externships provide brief experiential learning opportunities for students, typically consisting of few days or few weeks.

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

Outcome

Internship learning outcomes will focus on knowledge and abilities that prepare students for potential employment. This will enable students to demonstrate workforce professional abilities within the required domain of their chosen subject.

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T.Y.B.B.A.	Semester –VI
Course Code: BBA 605 B T	Title of the Course: Financial Management
Credits : 03	Teaching Hours : 48

Course Objectives (Cos):

1. To know various sources of finance of business
2. To study and understand the capital structure of the company and its cost of capital
3. To study optimum capital mix & concept of over capitalization & undercapitalization

SYLLABUS:

Unit No. I: Sources of Finance (12)

- 1.1 Long term Sources of Finance- Owned Funds & Borrowed Funds
- 1.2 Equity shares, Preference Shares, Debentures, Term Loan, Lease Financing, Hire Financing
- 1.3 Short term Sources of Finance- Bank overdraft, Cash Credit
Bills Discounting, Ploughing back of Profit

Unit No. II: Capital Structure (12)

- 2.1 Meaning, Concept, Importance
- 2.2 Factors affecting Capital Structure-Internal Factors, External Factors & General Factors
- 2.3 Cost of Capital- Meaning, weighted Average Cost, Operating leverages
Financial leverages, Combined Leverages (**Problem on Leverages**)

Unit No. III: Capitalization (12)

- 3.1 Meaning, Modern Concept of Capitalization, Need
- 3.2 Under Capitalization-Meaning, Causes & Remedies
- 3.3 Over Capitalization- Meaning, Causes & Remedies

Unit No. IV: Capital budgeting (12)

- 4.1 Meaning
- 4.2 Techniques of Capital Budgeting
- 4.3 Mutually Exclusive Proposals

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication & Place
1	Financial Management	I.M.Pandey	Vikas Publication, Uttarpradesh
2	Financial Management	Ravi.M.Kishore	Taxman, New Delhi
3	Financial accounting & Analysis	P.Prem Chand & Madan Mohan	Himalayan Publication House, New Delhi
4	Financial Management	Prasanna Chandra	Tata McGraw Hill, New Delhi
5	Financial Management	Khan & Jain	Tata McGraw Hill, New Delhi
E- Resource:- https://youtu.be/ZOaGNDmKpzo https://youtu.be/p5ESqT_6YvE https://youtu.be/oHJi-AUohTQ https://youtu.be/xMO11HE_Ny8			

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

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To remember capital structure of the company and its cost of capital
Co:2	Understanding	To understand the proportion of borrowed capital & owned capital, considering their cost of capital
Co:3	Applying	To Apply the process of undercapitalization & overcapitalization. It helps to develop professional & problem-solving skills
Co:4	Analyzing	To Analyze various sources of finance for raising capital /funds required for the business. By studying various sources of finance analytical & reasoning skills will be developed
Co:5	Evaluating	To Evaluate the proportion of borrowed capital & owned capital, considering their cost of capital
Co:4	Creating	To create problem solving and peer listening ability among student.

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T.Y.B.B.A.	Semester –VI
Course Code : BBA 606 B T	Title of the Course: Cases in Finance
Credits : 03	Teaching Hours : 48

Course Objectives (Cos) :

1. To study & understand the core areas of finance
2. To study the practical applications of finance
3. To prepare project reports based on the internship & understanding of core areas of finance.

SYLLABUS:

Unit No. I: Fund Raising and Capital Budgeting (12)

- 1.1 Fund Raising: Meaning, Importance, Process (Theory)
- 1.2 Investment Decisions: Long – term, Medium – term, Short – term, its importance (Theory)
- 1.3 Capital Budgeting: Meaning, Importance, Types (Practical cases)

Unit No II : Working Capital Management (12)

- 2.1 Working Capital: Meaning, Importance, Cases on Working Capital

Unit No. III: Cost of Capital (12)

- 3.1 Return of Capital Employed (ROCE): Meaning, Importance (Theory)
- 3.2 Return on Investment: Meaning, Importance (Theory)
- 3.3 Cost of Capital: Meaning, Importance, Cases on Cost of Capital

Unit No. IV: Project Report (12)

Suggested Topics for Project: -

1. Projected financial statements to be submitted to the bank for a loan proposal.
2. Analysis & interpretations of financial statement with the help of Techniques like
3. Ratio analysis, Fund flow Analysis, Cash flow Analysis.
4. Project-related Insurance sector.
5. Working Capital Management.
6. Any other topic related to core areas of finance based on internship by students.

Note :-*(Refer Tutorial, Project and Internship Manual for B.B.A Programme)***Suggested Readings:**

Sr. No.	Title of the Book	Author/s	Publication & Place
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House, Mumbai
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House, Delhi
3	The Indian Financial System	Vasant Desai	Himalaya, Delhi
4	Financial Services and Markets	Dr. S. Gurusamy	Thomas, Delhi
5	Indian Financial System	M. Y. Khan	Tata McGraw Hill, Delhi
6	Corporate Finance Management	Glen Arnold	Pearson, Delhi
E-Resource:- https://youtu.be/RiyxXovaWY8 https://youtu.be/WIwCORfbk80 https://youtu.be/OcFOJaFE3vY https://youtu.be/wrk_XZJYXy4 https://youtu.be/JzSu90IITF0			

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

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To remember cost of capital and its types.
Co:1	Understanding	To understand the importance of fundraising.
Co:2	Applying	To apply the process of fundraising.
Co:3	Analyzing	To analyze different methods of capital budgeting.
Co:4	Evaluating	To evaluate the proportion of cost of capital.
Co:5	Creating	Creating ability among students for practical application of capital budgeting.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –VI
Course Code: BBA 607 I (B)	Title of the Course: Project_ Internship_ Financial Management
Credits: 02	Hours : 60

Course Objectives:

student has to undergo minimum of sixty hours of practical training in business establishments.

The list of these establishments will be provided by the College. In case, a student is unable to join the enlisted establishment, he/ she can choose an establishment in consultation with the concerned teacher.

Salient features of Internship Programme The fundamental framework of the internship is as below:

- 1.The internship is of two credits in the VI semester
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- 3.The Internship Programme is based on the contents that are prescribed for all the papers under relevant disciplines.
- 4.The Internship Programme shall be part-time or full-time depending on the nature of jobs
- 5.Successful completion of the Internship Programme is mandatory, in case a student could not complete the internship as per prescribed standards he/she would have to undergo the Internship Programme again in different establishment.
- 6.A student is entitled to a 'Completion Certificate' after successful completion of the Internship Programme.
- 7.The internship provider may select the apprentice student for regular employment depending on the skill set and nature of performance exhibited by the student.
- 8.A student is solely responsible for his behavior in the business establishment during the Internship Programme.

Types of Internships

4. On Job – Students can register with any organization, business, traders, or office.
5. Virtual internships - Another option is a virtual internship which can be completed remotely. This means the intern can work from home rather than in the office. Virtual internships can be attractive and flexible, Finance, HR, Marketing or from any discipline students can work as per the need of the employer.
6. Externships/Shadow–Internship- Observation-based internship – Instead of actually working in an organization the student can observe the employer while working and he/she will record the observations on working. This is another option for an internship. Externships provide brief experiential learning opportunities for students, typically consisting of few days or few weeks.

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

Outcome

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –VI
Course Code: BBA 605 C T	Title of the Course: Global Human Resource Management
Credits: 3	Teaching Hours : 48

Course Objectives (Cos):

1. To understand the concepts, theoretical framework, and issues of HRM in Global Perspective
2. Identify and Understand issues and practices about the major HRM functions within the context of the global environment.
3. To learn how to conduct strategic human resource management in an international setting.
4. To learn how companies manage their expatriates.
5. To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.
6. To study understanding of international approaches to dealing with people in organizations.

SYLLABUS:

Unit No. I: Introduction to Global HRM (12)

- 1.1 Meaning and definition of Global HRM
- 1.2 Features of Global HRM
- 1.3 Objectives of Global HRM
- 1.4 Development of Global HRM
- 1.5 Significance of Global HRM in International Business
- 1.6 Categorization of countries and employees in the concept of Global HRM
- 1.7 Difference between Global HRM and Domestic HRM

Unit No. II: Global HR Functions-I (12)

- 2.1 Global Staffing,
- 2.2 The role of expatriates and non-expatriates,
- 2.3 Staffing Policy Approaches in International HRM
- 2.4 Recruiting staff for Global Assignment
- 2.5 Global labour market
- 2.6 Global Recruitment function; head-hunters, cross-national advertising, e-recruitment
- 2.7 Selecting staff for Global Assignment Criteria and techniques

Unit No. III: Global HR Functions-II (12)

- 3.1 Global Training& Development

- Meaning definition, Objectives, Importance
- 3.2 The role of expatriate training
- 3.3 Key components of effective pre-departure training
- 3.4 Developing staff through international assignments
- 3.5 Barriers in Global Training & Development
- 3.6 Global Compensation Meaning & definition, Objectives
- 3.7 Key components of Global Compensation program
- 3.8 Approaches to Global Compensation
- 3.9 Barriers in Global Compensation

Unit No. IV: Global HRM Trends and Future Challenges (12)

- 4.1 Strategic HRM in multinational enterprises,
- 4.2 Ethics-related challenges for the HR function of the multinational enterprise
- 4.3 Challenges in an uncertain world: Safety, security and counterterrorism
- 4.4 The evolving role of the HRM function in MNCs Role of Technology in Global HRM
- 4.5 Knowledge Management and Global HRM

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	International Human Resource Management	Peter Dowling and Denice Welch	Cengage Learning
2	International Human Resource Management: Globalization, National Systems and Multinational Companies	Tony Edwards	Pearson Education

E-Resources:
<https://youtu.be/Worldw6v1fc>
<https://youtu.be/c63Fp5wCTjo>
<https://youtu.be/9SGzh4NFfYo>
<https://youtu.be/jAHtRPdi3Ng>

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

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To remember information about Global Workforce Management functions
Co:2	Understanding	To make students understand the difference between Global HRM and Domestic HRM
Co:3	Applying	To apply and inculcate knowledge of the concept of Global Recruitment and Selection
Co:4	Analyzing	To review the significance of Global HRM in International

		Business.
Co:5	Evaluating	To evaluate information about Global Workforce Management functions.
Co:6	Creating	To create and review the significance of Global HRM in International Business

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –VI
Course Code: BBA 606 C T	Title of the Course: Recent Trends and HR Accounting
Credits : 03	Teaching Hours : 48

Course Objectives (Cos):

1. To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.
2. To describe various Employee Engagement Strategies to enhance Employee Engagement.
3. To discuss the uses of Human Resource Information Systems in organizations.
4. To explain the different methods used to calculate the value of human Resources.
5. To define Human Resource Audit and outline its scope.
6. To study the methods of Human Resource Valuation.

SYLLABUS:

Unit No. I: Employee Engagement

(12)

- 1.1 Meaning and definition of employee Engagement
- 1.2 Factors Influencing Employee Engagement
- 1.3 Strategies for Enhancing Employee Engagement
- 1.4 Company values and building employee loyalty
- 1.5 Challenges in engaging employees
- 1.6 Employee engagement and company branding strategies

Unit No. II: Human Resource Information System and Personnel Research

(12)

- 2.1 Human Resource Information System
- 2.2 Meaning and definition of Human Resource Information System,
- 2.3 Components of Human Resource Information System
- 2.4 Advantages and Limitations of Human Resource Information System
- 2.5 Process of designing of Human Resource Information System
- 2.6 Personnel Research, Meaning and definition of Personnel Research
- 2.7 Approaches to Personnel Research
- 2.8 Process of Personnel Research

Unit No. III: Human Resource Accounting and Human Resource Audit**(12)**

3.1 Human Resource Accounting

3.2 Meaning and definition of HR Accounting

3.3 Need and Objectives of HR Accounting,

3.4 Advantages and Limitations of HR Accounting

3.5 Human Resource Valuation: Monetary and Non- Monetary methods of Human Resource Valuation

3.6 Human Resource Audit Meaning, definition and objectives of Human Resource Audit, Areas and levels of Human Resource Audit

Note :-*(Refer Tutorial, Project and Internship Manual for B.B.A Programme)***Suggested Readings: -**

Sr. No.	Title of the Book	Author/s	Publication & Place
1	Employee Engagement for Dummies	Bob Kelleher	Wiley Publications, USA
2	Engage! Co-creating Organizational Vitality and Individual Fulfillment	Sunil Maheshwari	Sage Publications India, New York
3	Employee Engagement: A Recipe to Boost Organisational Performance	Vipul Saxena	Notion Press, Chennai
4	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd., New Delhi
5	Human Resource Management	K. Ashwathappa	Tata McGraw Hill, New Delhi
6	Personnel and Human Resource Management	A. M. Sharma	Himalaya Publication House, New Delhi
7	Human Resource Management (text and Cases)	S. S. Khanna	S. Chand, Delhi

E-Resources: -

<https://youtu.be/B6a9UqiZ2wo><https://youtu.be/u65k7OU999g><https://youtu.be/FTzhurDMkFE><https://youtu.be/KZzEEvyV5gk>**Course Outcomes:** On successful completion of the course the learner will be able to:

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	To remember and study factors influencing Employee Engagement.
Co:2	Understanding	To understand the basic concept of Employee Engagement
Co:3	Applying	To apply and discuss the major approaches employed for Personnel Research
Co:4	Analyzing	To analyzed and en list the advantages and identify the limitations of the Human Resource Information System.

Co:5	Evaluating	To evaluate factors influencing Employee Engagement
Co:6	Creating	To create the process involved in designing of Human Resource Information System.

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –VI
Course Code: BBA 607 I (C)	Title of the Course: Project_ Internship_ Human Resource Management
Credits : 02	Hours : 60

Course Objectives :

student has to undergo minimum of sixty hours of practical training in business establishments.

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Salient features of Internship Programme The fundamental framework of the internship is as below:

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Types of Internships

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3. Externships/Shadow–Internship- Observation-based internship – Instead of actually working in an organization the student can observe the employer while working and he/she will record the observations on working. This is another option for an internship. Externships provide brief experiential learning opportunities for students, typically consisting of few days or few weeks.

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

Outcome

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –VI
Course Code: BBA 605 D T	Title of the Course: Global Tourism and Hospitality Management
Credits: 03	Teaching Hours: : 48

Course Objectives:

1. To create awareness related to tourism and hospitality management
2. To enables students to understand the various components of tourism.
3. To provide students insight into the emerging trends into the tourism and hospitality management

SYLLABUS:

Unit No. I: Introduction to Tourism Industry (12)

- 1.1 Basic components of tourism, Travel agency
- 1.2 History, Operation/Functions and Types. Tour Operators Functions and Types
- 1.3 Accommodation Industry- Types and Classification, Air Transportation Industry, objectives of ITDC, Poshtel tourism.

Unit No. II : Growth and Development Modern Tourism (12)

- 2.1 Global Tourism,
- 2.2 Factor influencing the growth of tourism,
- 2.3 New product development, travel Organization in India and European countries,
- 2.4 Effect of tourism on employment, economic development, regional development,
- 2.5 World tourism and travel council. Events and tourism.

Unit No. III : Hospitality Management (12)

- 3.1 Hospitality: Classification & Categorization of Hotels
- 3.2 Hotel Ownership. A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, and Motels.
- 3.3 Emerging trends in Accommodation- Time, share. Condominium- Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. Incredible India.

Unit No IV: Value Chain: (12)

- 4.1 Definitions: Hospitality and Hotel. The link between Hospitality and Travel and Tourism industry, safety and Hygiene,
- 4.2 virtual reality tours,
- 4.3 Travelers at rest, Home away from Home,

4.4 Hospitality culture Atithi Devo Bhavah,

4.5 Expectations of the guest.

Note :-

(Refer Tutorial, Project and Internship Manual for B.B.A Programme)

Suggested Readings:-

Sr. No.	Title of the Book	Author/s
1	Travel & Tourism	Cottman
2	Tourism development- Principles and practices	A.R. Bhatia
3	Introduction to Hospitality - I & II	Dennis Foste
4	Encyclopedia of Hotel & Hospitality Management	R.K Arora,
5	Hotel Operation	Chakravarty, Dr. Barun Kuma
6	Tourism and Hoteliering.	Negi J.M.S,

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

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Emerging Trends in tourism
Co:2	Understanding	changes taking place in the tourism and hospitality management.
Co:3	Applying	To apply the techniques of tourism development
Co:4	Analyzing	Marketing Strategies in Growth and Development Modern Tourism
Co:5	Evaluating	Effect of tourism on employment, economic development, regional development
Co:6	Creating	Awareness for the development of tourism

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –VI
Course Code: BBA 606 D T	Title of the Course: Recent Trends in Services
Credits: 03	Teaching Hours: : 48

Course Objectives (Cos):

1. To create awareness related to recent trends in services.
2. To enables students to understand the changes taking place in the service sector.
3. To provide students insight into recent developments in the service sector

SYLLABUS:

Unit No. I: Overview of current trends in service industries (12)

- 1.1 Understanding of Current Trends and development in Service Industries: Financial, Hospitality, Health, Telecom, Consultancy, Logistics Education, Agriculture services, Insurance, ITES (IT enabled Services)
- 1.2 Development of innovative tourism, e-Services and retail Services business development services, impact on Indian economy

Unit No. II: Technology in Services (12)

- 2.1 Technology in services, the emergence of self-service, infotainment Automation in services
- 2.2 Technological innovations in services: Challenges of adopting new technology in service, Managing the new technology adoption process, multimedia development as service enterprises

Unit No. III: Globalization of Services (12)

- 3.1 Meaning and importance of globalization of services
- 3.2 Globalization and Indian services
- 3.3 Domestic growth and expansion strategies – focused service, focused network
- 3.4 Clustered service and diversified network, Franchising – meaning, nature, benefits and issues,
- 3.5 Global service strategies – multi-country expansion, importing customers, following your customers

Unit No. IV: Case Study (12)

- 4.1 Case study analysis based on - Financial, Hospitality, Health, Telecom, Consultancy, Logistics, Education, NGO, Public Utilities, ITES (IT-enabled Services), Travel & Tourism, e-Services and Professional Services., rural service enterprises

Note :-*(Refer Tutorial, Project and Internship Manual for B.B.A Programme)***Suggested Readings:-**

Sr. No.	Title of the Book	Author/s	Publication & Place
1	Emerging Trends in Service Sector	Editor-G.U.K.Rao	NI for MSME Enterprises, Hyderabad
2	Service Marketing	P.K.Sinha and S.C. Sahoo	Himalaya Publishing House, New-Delhi
3	Delivering Quality Service: Balancing Customer Perceptions expectations	Zeithmal, Parsuraman, Berry	Simon and Schuster Inc., New-York
4	Quality Management in Hospitals	S.K. Joshi	Jaypee Brothers Medical Publishers, New-Delhi
5	Hospital Information Systems	Kelkar S.A.	Cloudtail India
6	Financial Services and Markets	Dr. S.Gurusamy	Thomson. New-Delhi

E-Resources:<https://youtu.be/QNfSVh7bDWA><https://youtu.be/HpBtb0gGCJA>**Course Outcomes:** On successful completion of the course the learner will be able to :

Co#	Cognitive Abilities	Course Outcomes
Co:1	Remembering	Emerging Trends in Service Sector
Co:2	Understanding	changes taking place in the service sector.
Co:3	Applying	Automation in service sector
Co:4	Analyzing	Marketing Strategies in service sector
Co:5	Evaluating	changes taking place in the service sector
Co:6	Creating	Global service strategies – multi-country expansion, importing customers

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Faculty of Commerce and Management

T.Y.B.B.A.	Semester –VI
Course Code: BBA 607 I (D)	Title of the Course: Project_ Internship_ Service Management
Credits: 02	Hours : 60

Course Objectives :

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