

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



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

**Programme Skeleton and Syllabus of
B.B.A.(I.B.) (Minor)**

**Implemented from
Academic Year 2023-24**

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

Board of Studies in BBA (IB)

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

1.

Prologue/ Introduction of the programme: At least one page

The programme structure of BBA is designed to create detailed understanding and awareness of various business systems. This course will cultivate desired business acumen amongst the students. This programme is designed with specific objectives of developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three parts that are interlinked in a systematic

manner. This is to maintain consistency and a continuous flow in the teaching–learning process and method of evaluation for each topic.

The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This programme predominantly endeavours for holistic development of students by providing various skill enhancement courses, vocational skill courses and on the job training considering the New Education policy -2020

Objective of the Programme:

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

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

2. Programme Outcomes (POs)

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

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

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

Programme Framework (Courses and Credits): B.B.A. (IB) (Minor)

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	MNR-1	BBA-IB 101T	Principle of Finance OR Principles of Marketing OR Principles of Human Resource Management	03
2.	I	II	4.5	MNR-2	BBA-IB 201T	Business Economics (Micro)	03
3.	I	III	4.5	MNR-3	BBA-IB 301T	Supply Chain Management	03
4.	I	IV	4.5	MNR-4	BBA-IB 401T	International Marketing Management	03
5.	I	V	5.0	MNR-5	BBA-IB 501T	International Financial Management	04
6.	I	VI	5.0	MNR-6	BBA-IB 601T	International Service Managment	04
							20

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

Title of the Course: Principles of Finance								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-1	BBA-IB 101 T	03	00	03	45	30	70	100

Learning Objectives :

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

Course Outcomes: (Cos):

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

Detailed Syllabus :

Unit No. I: Basic Concepts in Finance (15)

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

Unit No. II: Sources of Finance (15)

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

Unit No. III: Capital Structure

(10)

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

Unit No. IV: Recent trends in business finance-

(05)

4.1 Venture Capital, Leasing, Microfinance and Mutual Funds

Suggested Readings:-

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

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Title of the Course: Principles of Marketing								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-2	BBA-IB 201 T	03	00	03	45	30	70	100

Learning Objectives (Cos):

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

Course Outcomes: (Cos):

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

Detailed Syllabus:

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

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

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

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

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

(15)

- 3.1 Marketing Mix (4P's)- Meaning, scope, elements and importance of marketing mix
- 3.2 People mix -meaning & concepts, elements, importance
- 3.3 Process mix - stages, meaning & importance.
- 3.4 Physical evidence- meaning, importance & components.
- 3.5 Recent trends in Marketing-
 - 1. Green Marketing concepts
 - 2. Digital Marketing,
 - 3. Virtual Marketing,
 - 4. Hybrid Marketing

Suggested Readings:

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

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Title of the Course: Principles of Human Resource Management								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-1	BBA 101T	03	00	03	45	30	70	100

Learning Objectives :

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

Course Outcomes: (Cos):

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

Detailed Syllabus:

Unit No. I: Introduction to HRM (15)

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

Unit No. II: Job Analysis and Planning for Human Resources (15)

- 2.1 Job Analysis- Meaning, Definition, Objectives, Benefits, Methods
- 2.2 Job Analysis Components- Job Description, Job Specification, Job Evaluation
- 2.3 Human Resource Planning (HRP)- Meaning, Definition, Objectives, Process
- 2.4 Factors Influencing the Estimation of Human Resource in Organization

2.5 Advantages and Limitations/Barriers of HRP

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

- 3.1 Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages.
- 3.2 Employee Morale & Job Satisfaction- Employee Morale- Meaning, Definition, causes of low Morale
- 3.3 Job Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction,
Measures to increase Job Satisfaction ,Advantages of Job Satisfaction

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

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

Suggested Readings:-

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

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Syllabus
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Title of the Course: Business Economics (Micro)								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-2	BBA-IB 201 T	03	00	03	45	30	70	100

Learning Objectives (Cos):

4. To understand role of economics as it influences society and business
5. To acquaint with how different decisions are taken in relation to price, demand and supply
6. To develop right understanding regarding monopoly, perfect competition, revenue etc.
7. To understand how the concept of demand and supply works in particular economy.
8. To study implications of different aspects of demand and supply.

Course Outcomes: (Cos):

1. Interpret the trends in key economic data from a managerial and business perspective
2. Identify the determinants of supply
3. Identify interrelationship between marginal, total, and average revenue.
4. Determine the key priority areas, across various dimensions, for the
5. Indian economy in the context of current economic environment

SYLLABUS:

Unit No. I: Concept of Business Economics (07)

- 1.1 Concept of business economics, importance, scope
- 1.2 Forms of economy economic activities, economic problems
- 1.3 Circular flow of economy, central problems of economics
- 1.4 Market forces in solving economic problems
- 1.5 Sector flow of income and expenditure

Unit No. II : Demand and supply analysis (08)

- 2.1 Concept of demand supply, Concept of demand, determinants of demand, individual demand, market

- demand
- 2.2 Law of demand, elasticity of demand, types of elasticity of demand, Practical implementation of elasticity of demand, Methods of measuring elasticity of demand.
- 2.3 Concept of supply, determinants of supply, elasticity of supply

Unit No. III: Revenue and cost analysis (07)

- 3.1 Importance of revenue, methods of calculation of revenue.
- 3.2 Interrelationship between marginal, total, and average revenue.
- 3.3. Concept of cost, definition and importance of cost, types of cost, analysis of cost

Unit No. IV: Pricing under various market conditions (08)

- 4.1 Concept of market and competition: Meaning of market, types of markets - perfect competition, monopoly, monopolistic competition, duopoly, and oligopoly.
- 4.2 Price and output determination in different market conditions.
- 4.3 Concept of Total Revenue, Average Revenue and Marginal Revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Economics	Andrew Gillespie	Oxford Press	New Delhi
2	Business Economics	Rob Dransfield	Vikas Publishing House	Noida – New Delhi
3	Business Economics – Theory and Applications	Dr. D.D. Chaturvedi ,Dr. S. L. Gupta	International Book House Pvt.Ltd.	New Delhi
4	Economics for management – Text and Cases	S,K. Sarangi	Himalaya Publishing House	Mumbai
5	Economics Principles and Applications	N. Gregory Mankiw	Cengage Learning India Pvt.Ltd.	New Delhi
	E-resources https://www.youtube.com/watch?v=JNdQVPEVURU			

