

**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. (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**

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. (Major) including Minor and OE and other courses.**

	Type of Courses	III Yr	IV Yrs (Honours)	IV Yrs Research
Major B.B.A.	Discipline-Specific Courses (DSC)	46	74	66
	Discipline Specific Elective (DSE)	08	16	16
	Skill Enhancement Courses (SEC)	06	06	06
	Vocational Skill Courses (VSC)	08	08	08
	On-Job Training (OJT)	04	08	04
	Field Project (FP)	04	04	04
	Community Engagement and Service (CEP)	02	02	02
	Research project	00	00	12
	Research Methodology	00	04	04
	<b>Total (I, II and III Year)</b>	<b>78</b>	<b>122</b>	<b>122</b>
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
	<b>Total</b>	<b>132</b>	<b>176</b>	<b>176</b>

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

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	MNR-1	BBA 101T	Principle of Finance OR Principles of Marketing OR Principles of HRM	03
2.	I	II	4.5	MNR-2	BBA 201T	Digital Marketing	03
3.	I	III	4.5	MNR-3	BBA 301T	Management Accounting	03
4.	I	IV	4.5	MNR-4	BBA 401T	Recent Trends in HRM	03
5.	I	V	5.0	MNR-5	BBA 501T	Services Marketing	04
6.	I	VI	5.0	MNR-6	BBA 601T	Cases in Marketing Management OR Cases in Financial Management Or Cases in Human Resource Management	04
							20

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

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

**Learning Objectives :**

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

**Course Outcomes: (Cos):**

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

**Detailed Syllabus :**

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

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

**Unit No. II: Sources of Finance (15)**

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

**Unit No. III: Capital Structure**

**(10)**

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

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

**(05)**

**Suggested Readings:-**

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

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**(Autonomous)**  
**Syllabus**  
**B.B.A. (Minor)**

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

**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
<b>E- Resource :</b> <a href="https://drive.google.com/drive/folders/15oKXAgomdOfiO7tNRcWQ9Lud1uoDa58o">https://drive.google.com/drive/folders/15oKXAgomdOfiO7tNRcWQ9Lud1uoDa58o</a>				

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**Syllabus**  
**B.B.A. (Minor)**

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

**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 HRM ( 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:- <a href="https://youtu.be/WzXNhwSWEnc">https://youtu.be/WzXNhwSWEnc</a> <a href="https://youtu.be/A2HFusWQIeE">https://youtu.be/A2HFusWQIeE</a> <a href="https://youtu.be/ZjKRv_-ypPs">https://youtu.be/ZjKRv_-ypPs</a> <a href="https://youtu.be/SllDxCOOhhc">https://youtu.be/SllDxCOOhhc</a>			

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**B.B.A. (Minor)**

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

**Learning Objectives :**

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

**Course Outcomes: (Cos) :**

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

**Detailed Syllabus :**

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

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

## Unit No II: Digital Marketing Planning and Structure

(15)

- 2.1 Creating initial Digital Marketing Plan,
- 2.2 Content Marketing, Strategic flow for Marketing Activities.
- 2.3 WWW, Domains, Buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Optimization of Web sites, Design of WordPress web, SEO Optimization, Introduction to Web Analytics, Web Analytics – levels

## Unit No. III: Social Media Marketing

(15)

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

## Unit No. IV: Computer Laboratory Work

(15)

Digital marketing (also known as data driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. (UI and UX) PPc Advertising with Google Ad-words, Create Search Campaigns, Creating Display Campaign, Optimising Display Campaign, Remarketing, Google Ad-words, Social Media Marketing, Like .....

Creating Search Engines Campaign Ads  
 Creating Display Campaign  
 Optimising Creating Facebook advertising Campaign and other social media campaign  
 PR, Digital Marketing, Event Management, Advertising, packaging, product design, Trade shows, Sponsorship etc, Use of Marketing communication tools effectively. Prepare the MARCOM strategy

### Suggested Readings:

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

**E-Resources:**

<https://youtu.be/s7sUDQni0LI>

<https://youtu.be/I2pwcAVonKI>

[https://youtu.be/\\_zOdZ65Gbr4](https://youtu.be/_zOdZ65Gbr4)