

B.B.A.

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 2020)
Choice Based Credit System (CBCS)

Programme Framework

B.B.A. (Major)

Implemented from

Academic Year 2023-24

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

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

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

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

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

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

II	III	5.0	08	00	02	00	FP-02	-
II	IV	5.0	08	00	00	02	CEP-02	-
Exit Option: Award of UG Diploma with 88 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor								
III	V	5.5	10	04	00	02	FP-02	-
III	VI	5.5	08	04	00	02	OJT-04	-
Exit Option: Award of UG Degree in Major and Minor with 132 credits or continue with a Major for 4-year Degree with honours or honours with research								
IV	VII	6.0	14	04	RM:04	00	00	-
IV	VIII	6.0	14	04	00	00	OJT-04	-
4-year Degree (Honours)								
IV	VII	6.0	10	04	RM:04	00	RP-04	-
IV	VIII	6.0	10	04	00	00	RP-08	-
4-Year Degree (Honours with Research)								

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

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

					BBA 124T B/C	Digital Marketing	
9.	II	III	5.0	DSC-5	BBA 231T A	Consumer Behaviour and Sales Management	03
					BBA 231T B	Management Accounting	
					BBA 231T C	Human Resource Management Functions and Practices	
10.	II	III	5.0	DSC-6	BBA 232T	Information Technology	03
11.	II	III	5.0	DSC-7	BBA 233T A	Retail Management	02
					BBA 233T B	Banking and Finance	
					BBA 233T C	Recent Trends in HRM	
12.	II	III	5.0	SEC-3	BBA 234T A/C	Management Accounting	02
					BBA 234T B	Consumer Behaviour and Sales Management	
13.	II	III	5.0	FP-01	BBA 235T	Production Operation Management And Business Exposure	02
14.	II	IV	5.0	DSC-8	BBA 241T A	Advertising and Promotion Management	03
					BBA 241T B	Business Taxation	
					BBA 241T C	Employee Recruitment and Record Management	
15.	II	IV	5.0	DSC-9	BBA 242T	International Business Management	03

16.	II	IV	5.0	DSC-10	BBA 243T A/C	Business Taxation	02
					BBA 243 T B	Advertisitng and Promotion Management	
17.	II	IV	5.0	VSC-2	BBA 244 T	Foreign Language	02
18.	II	IV	5.0	CEP-01	BBA 245T	Community Engagment and Service	02
19.	III	V	5.5	DSC-11	BBA 351T A	Marketing Environment Analysis and Strategies	04
					BBA 351T B	Analysis of Financial Statement	
					BBA 351T C	Cross Cultural HR and Industrial Relations	
20.	III	V	5.5	DSC-12	BBA 352T	Research Methodology	04
21.	III	V	5.5	DSC-13	BBA 353T A	Legal Aspects in Marketing Management	02
					BBA 353T B	Legal Aspects in Finance and Security laws	
					BBA 353T C	Legal Aspects in HRM	
22.	III	V	5.5	DSE-01	BBA 354T A	Internatiobnal Marketing Management	04
					BBA 354T B	Internatiobnal Financial Management	
					BBA 354T C	Gobal Human Resource Management	

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

B.B.A. (Honours) :

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

40.	IV	VIII	6.0	DSE-04	BBA 485T	Business Reporting and Analysis	04
41.	IV	VIII	6.0	OJT-02	BBA 486T	Internship / Project Viva Voce	04

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(Autonomous)

Syllabus

BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Consumer Behaviour and Sales Management								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-5	BBA-231TA	03	00	03	45 / 03	30	70	100

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

Course Outcome		Blooms Taxonomy
CO1	Describe the concept of consumer and customer.	Remembering
CO2	Explain the of consumer behaviour and consumer buying behaviour process.	Understanding
CO3	Identification of various alternatives for dynamic organization to ensure their success in highly competitive sales environment	Applying
CO4	Design thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.	Analysing
CO5	Evaluate the target-based marketing to achieve desired results for sales organization	Evaluating
CO6	Discuss the relationship between consumer behaviour and sales management.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Introduction and Determinants of Consumer Behaviour</p> <p>1.1 Basics: Meaning of Customers and Consumers, Consumer Roles.</p> <p>1.2 Culture and Sub- Culture: Meaning, Characteristics and relevance to marketing Decisions. Social Class: Meaning, Measurement, Effect on Lifestyles. Social Groups: Meaning and Group Properties & Reference groups.</p> <p>1.3 Marketing Mix: Influence of marketing mix variables.</p> <p>1.4 Personality and Self Concept: Meaning of Personality, Influence on Purchase Decisions Motivation and Involvement, Characteristics of memory systems, Recall</p> <p>1.5 Attitudes: Meaning and Characteristics</p>	15
2	<p>Consumer Decision Making Process</p> <p>2.1 Problem Recognition, Utilizing problem recognition information</p> <p>2.2 Search and Evaluation: Types of information, Sources of information Search,</p> <p>2.3 Experience and Credence Aspects – Marketing Implication, Situational Influences on Purchase Decisions</p> <p>2.4 Purchasing Process: Why do people shop? Store and Non-store Purchasing Processes, Purchasing Patterns.</p> <p>2.5 Post-purchase Evaluation and Behaviour: Consumer satisfaction, Dissatisfaction Customer Delight.</p>	15
3	<p>Training Managing and Motivating the Sales Force</p> <p>3.1 Recruiting, Selection and Training of sales force: Procedure and criteria extensively used as a selection tool for recruiting and testing sales ability.</p> <p>3.2 Areas of Sales Training: Company Specific knowledge product knowledge Industry and Market</p> <p>3.3 Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs) As motivators. Non-monetary compensation-fine tuning of Compensation package, Supervising.</p> <p>3.4 Evaluating Sales Force Performance and Controlling sales activities: Sales records and Reporting systems.</p> <p>3.5 Improving Sales Productivity.</p>	15
<p style="text-align: center;">Scheme of Marking:</p> <p style="text-align: center;">1. Internal Assessment : 30</p> <p style="text-align: center;">2. External Assessment : 70</p>		

Scheme of Examination	Exam Format	Minimum Passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. <ul style="list-style-type: none"> • Quiz • Test • Presentations • Projects • Assignment • Tutorials • Oral Examination • Open Book Test 	(Min. 12 Marks) 40% out of total marks
ESE / External Exam (70 Marks)	External examination will be 70 marks. MCQ Questions 14Marks Descriptive Type Question Short Answers (Solve Any 3 out of 4) 24 Mark Long Answers (Sove Any 2 out of 4) 32Mark	(Min. 28 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

Reference Books

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

E- Resources :

1. <https://youtu.be/60eRK7AwwgM>
2. <https://youtu.be/ofz8fxx2MeA>
3. <https://youtu.be/LxCStJMCJMI>

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Syllabus

BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Management Accounting								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-5	BBA231TB	03	00	03	45/03	30	70	100

Course Objectives	
1	To Impart basic Knowledge of management accounting
2	To understand the implications of various financial ratios in decision making
3	Applications and use of various tools of management accounting in the business
4	To develop decision making Skills
5	To understand Business applications and calculation

Course Outcome		Blooms Taxonomy
CO1	Remember the importance of Budget and Budgetary Control	Remembering
CO2	Student must understand classification of various ratios	Understanding
CO3	Applying different methods of Analysis	Applying
CO4	To Analyze and calculate contribution and Break Even Point	Analysing
CO5	Evaluating different types of ratio	Evaluating
CO6	Creating management accounting synergy between management and Employee	Creating

Unit	Title	Contents	No. of lecture / Hours
1	Introduction	1. Management Accounting-Definition, Objectives, Scope, Functions, Advantages, Limitations. 2. Distinction between Financial accounting and Management accounting, 3. Distinction between Cost accounting and Management Accounting	15
2	Analysis and Interpretation of Financial Statement	2.1 Methods of analysis-Comparative statement, common size statement, Trend percentage or trend ratios (Horizontal analysis), Fund Flow Statement. 2.2 Introduction of Ratio analysis –meaning, necessity and advantages of ratio analysis. 2.3 Types of Ratio:-Liquidity Ratio, Leverage Ratios, Activity Ratios, Profitability ratios (Introduction and problems on following ratios only) 2.4 Current Ratio, Quick Ratio, Gross Profit Ratio, Net Profit Ratio, Operating Expenses Ratios, Debt Equity Ratio, Debtors Turnover Ratio, Stock Turnover Ratio)	15
3	Marginal Costing and Budgetary control	3.1 Marginal Costing-Meaning, Definition, Advantages and limitations of Marginal Costing, 3.2 Contribution, Profit volume ratio, Break Even Point, Margin of Safety, Problems on Contribution, PV Ratio, BEP and MOS. 3.3 Budget and Budgetary Control-Meaning, Definition, nature types of budget, Steps in budgetary control Problems on Cash Budget	15

Scheme of Marking		
1.Internal Assessment : 30 2.External Assessment : 70		
Scheme of Examination	Exam format	Minimum passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher need to adopt any three of the following methods for internal assessment <ul style="list-style-type: none"> • Online Quiz • Presentations • Projects • Assignments • Tutorials • Oral Examination • Open Book Test 	(Min.12 Marks) 40% out of total marks
ESE/External Exam (70 marks)	External examination will be 70 marks MCQ Questions 14 marks Descriptive type questions Short Answers(Solve any 3 out of 4) 24 marks Long Answer (Solve any 2 out of 4) 32 Marks	(Min 28 marks) 40% out of total marks

Reference Books:-

Sr. No.	Title of the Book	Authors	Publication	Place
1	Management Accounting	L.M. Pandey	Vikas Publishing House, Delhi	Delhi
2	Management Accounting	S.K.R. Paul	New Book Central Agency	Delhi
3	Accounting for Management	S.N. Maheshwari, S.K. Maheswari, Sharad K. Maheshwari	Vikas Publishing House	Delhi
4	Management Accounting	M.Y.Khan ,P.K. Khan	McGraw hill Education	Delhi
5	Management Accounting	Anthony A. Atkinson, Robert S. Kaplan, Ella, Mac Matsumura, Garun Kumar, Smark, Young	Pearson Education	Delhi

E-Resources

1. <https://youtu.be/tmrPjAbp5WY?si=ZX3ar1qO-1O0ZA1Z>
2. <https://youtu.be/3TgqOL1Bdms?si=NgBWsp-yjjBNPpHm>
3. https://youtu.be/Kc2MqeWeXFM?si=cxcK1n_eMgve0iCh
4. https://youtu.be/bS1eE88gepk?si=pFSU_38XDuvVvhW8

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BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Human Resource Management Functions and Practices								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-5	BBA 231T C	03	00	03	45/03	30	70	100

Course Objectives

1.	To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.
2.	To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3.	To acquire knowledge about various HR practices adopted by the organization.

Course Outcome		Blooms Taxonomy
CO1	Students should remember the functions of HRM, methods of performance appraisal	Remembering
CO2	To understand the job evaluation concept, objectives of employee compensation	Understanding
CO3	Students should apply the functions of HRM by making different teams	Applying
CO4	To make students understand how Employee Compensation and other Functions of HRM play a vital role in the Organisation.	Analysing
CO5	To develop an understanding among the students regarding OD Programme and its interventions.	Evaluating
CO6	To create HR strategies	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Functions, Performance Appraisal, Training and Executive Development 1.1 Introduction to HRM Functions, Objectives 1.2 Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods-Traditional and Modern Methods. Errors. 1.3 Job Evaluation V/S Performance Appraisal. Promotion, Demotion, Transfer and Separation.	15
2	Employee Compensation and Other Functions of HRM 2.1 Employee Compensation : Meaning, Definition, Objectives, 2.2 Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits. 2.3 Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic, Human Resource Management	15
3	Introduction to HRM Practices, Workers Participation in Management 3.1 Introduction to HRM Practices, Workers Participation Definitions, objectives, Importance, Forms. 3.2 Workers participation in Management practices in India. 3.3 Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training	15
Scheme of Marking: 1. Internal Assessment : 30 2. External Assessment : 70		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. • Online Quiz • Presentations • Projects • Assignment • Tutorials • Oral examination • Open Book test	(Min. 12 Marks) 40% out of total marks
ESE / External Exam (70 Marks)	External examination will be 70 marks. MCQ Questions 14 Marks Descriptive Type Question Short Answers (Solve Any 3 out of 4) 24 Marks Long Answers (Solve Any 2 out of 4) 32Marks	(Min. 28 Marks) 40% out of total marks

Reference Books

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

Other Learning Material

1. <https://www.youtube.com/watch?v=bI9RZjF-538>
2. <https://www.sscasc.in/wp-content/uploads/downloads/BBM/Human-Resource-Management.pdf>
3. <https://www.youtube.com/watch?v=4nu7xgzN5GI>
4. https://www.youtube.com/watch?v=c8_avX9miag

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B.B.A.

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Information Technology								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-6	BBA 232 T	03	00	03	45/03	30	70	100

Course Objectives

1.	To understand the role of information technology in business.
2.	To identify new trends in Information technology used in business.
3.	To understand the etiquettes associated with IT and use of different applications
4.	To develop rational approach as to how computers can be used in data process

Course Outcome

Blooms Taxonomy

CO1	The students must remember the basic terminology related to information technology.	Remembering
CO2	The students must understand the importance of information technology, ergonomics.	Understanding
CO3	The student must learn the various applications of IT used in business sectors; etiquettes associated with IT.	Applying
CO4	Analysing Excel, PowerPoint and MS- word tools for the business applications.	Analysing
CO5	Evaluate use of IT in business sector.	Evaluating
CO6	Creating documents, presentations using MS Office tools.	Creating

Detailed Syllabus

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Information Technology in Business 1.1 Introduction to Information Technology in Business 1.2 Overview of Information Technology and its role in business 1.3 Evolution of technology and its impact on business 1.4 Introduction to World Wide Web - Internet operations.	15
2	Operating Systems and MS- Office Skills 2.1 MS-Windows 2.2 MS Office – MS- word, MS- Excel, MS- Power Point, MS-Outlook 2.3 Computer Network	15
3	Digital Etiquettes, Cyber Security, Go Green and Ergonomics 3.1 Peer to Peer sharing, importance of strong password Know about Copy rights, trusted websites 3.2 Safety of Social website. What if my mobile is stolen? 3.3 Go Green – Non-Productive Messages e- waste, unnecessary digital storage 3.4 Ergonomics – Neck posture, eye blinking, side effect of AC workstations	15
Scheme of Marking: 1. Internal Assessment : 30 2. External Assessment : 70		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. <ul style="list-style-type: none"> • Presentations • Projects • Assignment, Tutorials • Oral examination 	(Min. 12 Marks) 40% out of total marks
ESE (70 Marks)	External examination will be 70 marks. Q.1 MCQ Questions 14 Marks Q.2 Short Answers (Solve Any 3 out of 4) 24 Marks Q.3 Long Answers (Solve Any 2 out of 4) 32 Marks	(Min. 28 Marks) 40% out of total marks

Suggested Readings:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Business Informatics	Gautam Bapat	Nirali Publication	Pune
2	IT in Management	Gautam Bapat	Nirali Publication	Pune
3	Management of Information Technology	Carroll W. Frenzel and John C. Frenzel	fourth Edition, Thomson Press	New Delhi
4	MS-CIT Course Certificate on Information technology	Kalpesh Patel	Computer world publication	
E-Resource https://theintactone.com/2018/06/21/itm-u3-topic-8-operation-of-internet-services-provided-by-internet/ https://www.knowledgehut.com/blog/others/what-is-information-technology				

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Syllabus

BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Retail Management								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-7	BBA-233T A	02	00	02	30 /02	15	35	50

Course Objectives	
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

Course Outcome		Blooms Taxonomy
CO1	Remember the concept and meaning of Retail Management	Remembering
CO2	Students should understand the planning process and growth of retail business.	Understanding
CO3	Applying new idea for store operations, merchandising and customer management	Applying
CO4	Analyzing the different factors of retail locations and recent trends in retailing.	Analysing
CO5	Evaluating the performance of various retail store format	Evaluating
CO6	Developing critical thinking ability to explore various angles while facing challenges in the retail sector.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Retailing and Retailing Strategy 1.1 Structure of retail industry, types of retailers 1.2 Market segments and channels 1.3 Market trends, retail life cycle 1.4 Identifying and Understanding Customers, 1.5 Customer segmentation, Selecting Target Market, Identifying Market Segments Selecting site locations, Strategic positioning and Execution	15
2	Managing the Retail Business and Future of Retailing 2.1 Implementing Retail Marketing Plan, Brief Human Resource Requirements 2.2 Developing Product and Branding Strategies 2.3 Developing Merchandise Plans, Merchandising Strategy 2.4 Recent trends Retailing 2.5 Technological Advancements in retailing	15
Scheme of Marking: 1. Internal Assessment : 15 2. External Assessment : 35		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. • Quiz • Presentations • Project • Assignment • Oral Examination	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	External examination will be 35 marks. MCQ Questions 05 Marks Descriptive Type Question Short Answers (Solve Any 2 out of 3) 10 Mark Long Answers (Solve Any 2 out of 4) 20 Mark	(Min. 14 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

Reference Books

Sr. No.	Title of the Book	Author/s	Publication
1	Retail Management	Chetan Bajaj, Rajnish Tuli	Oxford University Press New Delhi, India
2	Retail Management	Gibson	Pearson Publication, UK
3	Fundamentals of Retailing	KVS Madaan	Mc Graw Hill, USA
4	Retail Marketing	Swapna Pradhan	TMGH, India
5	Retailing Management	Michael Levy & Barton Weitz	TMGH, India
6	Retail Marketing Management	David Gilbert	Pearson Publication, UK
7	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad Uniyal	Oxford University Press New Delhi, India

Other Learning

1. <https://youtu.be/5iRDd-f1nmg>
2. <https://youtu.be/Yi4PvkH6DnA>
3. <https://youtu.be/O6k6KoW7ejM>

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New Arts, Commerce and Science College, Ahmednagar
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Syllabus

BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Banking and Finance								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-7	BBA233TB	02	00	02	30/02	15	35	35

Course Objectives	
1	To Study of banking function and its operations
2	To Study the functioning of Regulatory Authorities in India
3	To Study recent Technology in banking Industry
4	To Understand various functions and activities of banks
5	To Study various securities measures while using e-banking

Course Outcome		Blooms Taxonomy
CO1	To Remember pattern of E-Banking	Remembering
CO2	To Understand powers of Regulatory Authorities in India	Understanding
CO3	To Apply different methods of banking structure	Applying
CO4	To Evaluate and learn operations of banks	Analysing
CO5	To Analyze Cyber security	Evaluating
CO6	To Create and utilize basic knowledge of bank and banking	Creating

Unit	Title	Contents	No. of lecture/ Hours
1	Introduction and Technology in Banking	1.1 Management Accounting-Origin, meaning and definition of bank, 1.2 Evolution of banking in India, 1.3 Structure of banking system in India. 1.4 Need and Importance of Technology in India 1.5 RTGS, NEFT, Debit Card, Credit Card, Tele Banking, Net Banking, ATM	15
2	Functions of Banks and Regulatory Authorities In India	2.1 Functions of Banks: - 1. Primary Functions – Accepting Deposits and granting Loans 2.2. Secondary functions: - Public utility services and agency services. 2.3.RBI (Role and Functions), Insurance Development Authority (IRDA), 2.4 SEBI –Powers, Objectives and Functions 2.5 IRDA-Insurance Regulatory and development Authority –Function, Objectives and Structure	15
Scheme of Marking: 1.Internal Assessment :-15 2.External Assessment:-35			
Scheme of Examination	Exam Format		Minimum Passing Marks
CIE (15 Marks)	Internal assessment will be 15% marks of total marks. The subject teacher need to adopt any three of the following methods for internal assessment <ul style="list-style-type: none"> • Online Quiz • Presentations • Projects • Assignments • Tutorials • Oral Examination • Open Book Test 		06
ESE/External Exam (35 Marks)	External examination will be 35 marks MCQ Questions 05 marks Descriptive type questions Short Answers(Solve any 3 out of 4) 15 Marks Long Answer (Solve any 2 out of 4) 15 Marks		14

Reference Books:-

Sr. No	Title of the Book	Authors	Publication	Place
1	Principles and Practices of Banking	Srinivasan D and Others	Macmilan India Pvt. ltd	Delhi
2	Banking and Insurance	O.P. Agarwal	Himalaya	Delhi
3	The Indian Financial System	Vasant Desai	Himalaya	Delhi
4	Financial Services and Markets	Dr. S. Gurusamy	Thomas	Delhi
5	Banking Law and practice in India	Maheshwari	Kalyani Publisher	Delhi

E- Resources :

- 1 <https://youtu.be/jFdPg--QRik?si=QZIPj72ST78W6coD>
2. <https://youtu.be/0XYh8DIVbxM?si=CzUUrnpXJ0JNmXYI>
3. <https://youtu.be/E-HOz8T6tAo?si=TMbcCNbjgJikOOiy>
4. <https://youtu.be/mJs3HIe55tl?si=kjaR4fMa50i-mnXE>
5. <https://youtu.be/PaqXCX8iX14?si=w1qfMJrKHpAwhAXL>
6. <https://youtu.be/RX89oRxeJ94?si=bnoUS7BaZREtJYly>

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Syllabus

BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Recent Trends In HRM								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-7	BBA 233 T C	02	00	02	30 / 02	15	35	50

Course Objectives	
1.	To make students understand the theoretical and practical fundamental knowledge of recent trends in HRM.
2.	To discuss the various integrating HR strategies with business strategies.
3.	To understand how to develop HR plan and policies.
4.	To make student understand how to manage people in international context.
5.	To understand HR issues in MNCs.

Course Outcome		Blooms Taxonomy
CO1	The students must remember the business and corporate strategies.	Remembering
CO2	The students must understand how to manage people in Multinational Corporations.	Understanding
CO3	Unable students to evaluate role HRM in LPG	Evaluating
CO4	Make students unable to analyze various cyber laws and its relationship with HRM.	Analyzing
CO5	The students must know how to develop plan and policies of HR	Applying
CO6	Creating awareness among students regarding recent trends in HR	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Strategic HRM 1.1 Introduction to Strategic HRM, Definition, Need and Importance 1.2 Introduction to business and corporate strategies 1.3 Integrating HR strategies with business strategies 1.4 Developing HR plans and policies.	(15)
2	International HRM 2.1 Managing people in international context 2.2 Human Resource issues in Multinational Corporation, Concept of Moonlighting 2.3 HR Outsourcing, Diversity Management – Cyber Law and HRM 2.4 HRM in LPG	(15)
Scheme of Marking: 1. Internal Assessment: 15 2. External Assessment: 35		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. <ul style="list-style-type: none"> • Online Quiz • Presentations • Projects • Assignment • Tutorials • Oral examination • Open Book test 	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	External examination will be 70 marks. MCQ Questions 05Marks Descriptive Type Question Short Answers (Solve Any 2 out of 3) 10 Mark Long Answers (Solve Any 2 out of 4) 20 Mark	(Min. 14 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	International Human Resource Management: Managing people in Multinational context	Peter J Dowling et al	South Western	T.N.
2.	Strategic HRM	Charles Greer	Pearson Education Asia	New Delhi
3.	Strategic HRM	Jeffery Mello	Thompson Publication	New Delhi

E-Resource:

1. https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DZtW2zORoZD8&ved=2ahUKEwja7Iiz_O2DAXUuxTgGHSdkAHAQwqsBegQIExAF&usg=AOvVaw0VG709G5diVLSecN40pfAL
2. https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DLvnGh07SdQg&ved=2ahUKEwja7Iiz_O2DAXUuxTgGHSdkAHAQwqsBegQIFBAG&usg=AOvVaw0wocOr_scsQeCvxBynYz3z
3. https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://www.youtube.com/%40hrtrends813&ved=2ahUKEwja7Iiz_O2DAXUuxTgGHSdkAHAQjjh6BAgrEAE&usg=AOvVaw0M-TORp_ztHxyltQPGIsYm

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BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Management Accounting								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
SEC-3	BBA234TA/C	02	00	02	30 /02	15	35	50

Course Objectives	
1	To Impart basic Knowledge of management accounting
2	To understand the implications of various financial ratios in decision making
3	Applications and use of various tools of management accounting in the business
4	To develop decision making Skills
5	To understand Business applications and calculation

Course Outcome		Blooms Taxonomy
CO1	Student must remember the importance of management accounting concepts	Remembering
CO2	To Understand classification of various ratios	Understanding
CO3	Applying different methods of ratio analysis	Applying
CO4	To analyze and calculate, contribution and Break Even Point	Analysing
CO5	To Evaluate and learn how to make budgets as per the need and requirements of business	Evaluating
CO6	To Create Management Accounting synergy between management and Employee	Creating

Unit	Title	Contents	No. of lecture/ Hours
1	Introduction	1.1 Management Accounting-Definition, Objectives, Scope, Functions, Advantages, 1.2 Limitations of Management Accounting 1.3 Distinction between Financial accounting and Management accounting, 1.4 Distinction between Cost accounting and Management Accounting	15
2	Analysis and Interpretation of Financial Statement	2.1 Methods of analysis-Comparative statement, common size statement, Trend percentage or trend ratios (Horizontal analysis), Fund Flow Statement. 2.2 Introduction of Ratio analysis –meaning, necessity and advantages of ratio analysis. 2.3 Types of Ratio:-Liquidity Ratio, Leverage Ratios, Activity Ratios, Profitability ratios (Introduction and problems on following ratios only) 2.4 Current Ratio, Quick Ratio, Gross Profit Ratio, Net Profit Ratio, Operating Expenses Ratios, Debt Equity Ratio, Debtors Turnover Ratio, Stock Turnover Ratio)	15
Scheme of Marking: 1.Internal Assessment :-15 2.External Assessment:-35			
Scheme of Examination	Exam Format		Minimum Passing Marks
CIE (15 Marks)	Internal assessment will be 15% marks of total marks. The subject teacher need to adopt any three of the following methods for internal assessment <ul style="list-style-type: none"> • Online Quiz • Presentations • Projects • Assignments • Tutorials • Oral Examination • Open Book Test 		06
ESE/External Exam (35 Marks)	External examination will be	35 marks	14
	MCQ Questions	05 marks	
	Descriptive type questions		
	Short Answers(Solve any 3 out of 4)	15 Marks	
	Long Answer (Solve any 2 out of 4)	15 Marks	

Reference Books:-

Sr. No	Title of the Book	Authors	Publication	Place
1	Management Accounting	L.M. Pandey	Vikas Publishing House, Delhi	Delhi
2	Management Accounting	S.K.R. Paul	New Book central Agency	Delhi
3	Accounting for Management	S.N. Maheshwari, S.K. Maheswari, Sharad K. Maheshwari	Vikas publishing House	Delhi
4	Management Accounting	M.Y.Khan ,P.K.Khan	McGraw Hill Education	Delhi
5	Management Accounting	Anthony A. Atkinson, Robert S. Kaplan, Ella, MacMatsumura, G Arun Kumar, Sm ark, Young	Pearson Education	Delhi

E- Resources :-

1. <https://youtu.be/ydUfHWBwLm0?si=4lUHHN34nHsbhBhf>
2. <https://youtu.be/nd05KB13nrQ?si=PMaeznmX4C28Y4W2>
3. <https://youtu.be/iZ-u4el02Gs?si=1ockZGS3ZoXkHPVE>
4. <https://youtu.be/ZXaN-Bm5Sbw?si=qMSxpRafrImOp6jO>
5. https://youtu.be/zSJSFQr_0o0?si=0SoMgB7gTdgJHgUS

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Syllabus

BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Consumer Behaviour and Sales Management								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
SEC-3	BBA-234TB	02	00	02	30 / 02	15	35	50

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

Course Outcome		Blooms Taxonomy
CO1	Describe the concept of consumer and customer.	Remembering
CO2	Explain the of consumer behaviour and consumer buying behaviour process.	Understanding
CO3	Identification of various alternatives for dynamic organization to ensure their success in highly competitive sales environment	Applying
CO4	Design thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.	Analysing
CO5	Evaluate the target-based marketing to achieve desired results for sales organization	Evaluating
CO6	Discuss the relationship between consumer behaviour and sales management.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Introduction and Consumer Decision Making Process</p> <p>1.1 Basics: Meaning of Customers and Consumers, Consumer Roles.</p> <p>1.2 Problem Recognition, Utilizing problem recognition information</p> <p>1.3 Search and Evaluation: Types of information, Sources of information Search, Experience and Credence Aspects – Marketing Implication, Situational Influences on Purchase Decisions</p> <p>1.4 Purchasing Process: Why do people shop? Store and Non-store Purchasing Processes, Purchasing Patterns.</p> <p>1.5 Post-purchase Evaluation and Behaviour: Consumer satisfaction, Dissatisfaction Customer Delight.</p>	15
2	<p>Training Managing and Motivating the Sales Force</p> <p>2.1 Recruiting, Selection and Training of sales force: Procedure and criteria extensively used as a selection tool for recruiting and testing sales ability.</p> <p>2.2 Areas of Sales Training: Company Specific knowledge product knowledge Industry and Market</p> <p>2.3 Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs) As motivators. Non-monetary compensation-fine tuning of Compensation package, Supervising.</p> <p>2.4 Evaluating Sales Force Performance and Controlling sales activities: Sales records and Reporting systems.</p> <p>2.5 Improving Sales Productivity</p>	15
<p>Scheme of Marking:</p> <p>1. Internal Assessment : 15</p> <p>2. External Assessment : 35</p>		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	<p>Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment.</p> <ul style="list-style-type: none"> • Quiz • Test • Presentations 	(Min. 06 Marks) 40% out of total marks

	<ul style="list-style-type: none"> • Projects • Assignment • Tutorials • Oral Examination • Open Book Test 	
ESE / External Exam (35 Marks)	External examination will be 35 marks. MCQ Questions 05Marks Descriptive Type Question Short Answers (Solve Any 2 out of 3) 10 Mark Long Answers (Solve Any 2 out of 4) 20 Mark	(Min. 14 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

Reference Books

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

E- Resources

1. <https://youtu.be/60eRK7AwwgM>
2. <https://youtu.be/ofz8fxx2MeA>
3. <https://youtu.be/LxCStJMCJMI>

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B.B.A.

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Production Management and Business Exposure								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
FP-01	BBA 235 T	02	00	02	30 /02	15	35	50

Course Objectives	
1.	To understand the key concepts of Production Management.
2.	To understand the various manufacturing methods and role in managing business.
3.	To know the various safety measures used in industries.
4.	To know the various quality measures and ergonomics in industries

Course Outcome		Blooms Taxonomy
CO1	Remembering basic concept of production and operation management	Remembering
CO2	Understanding the manufacturing methods and various plant layouts used in industries.	Understanding
CO3	Student must gain knowledge regarding safety measures and ergonomics	Applying
CO4	Students must be able to analyse production and operation effectiveness	Analysing
CO5	Evaluate different quality tools used in industry	Evaluating
CO6	Creating awareness of different manufacturing industry.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Introduction</p> <p>1.1 Introduction to Production Management – Meaning, Nature, Scope, Objectives, Importance, Functions of Production and Operation Management</p> <p>1.2 Variety of business, Methods of manufacturing, Plant layout,</p> <p>1.3 Safety considerations and environmental aspects.</p>	10
2	<p>Production Planning and Quality Control</p> <p>2.1 Production Planning - Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up.</p> <p>2.2 Productivity and Quality Control- Meaning, Definition, Importance Measurement techniques, Quality control, Quality circles, TQM</p>	10
3	<p>Ergonomics and Field Project</p> <p>3.1 Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device.</p> <p>3.2 Field Project</p> <p>Students must visit any two industries and list out the stages of PPC with as many details as possible. Preparing charts on Operation Management of a company. Group discussion on Advantages and Disadvantages of Automation</p> <p>Take students out to different plant locations to make them understand the actual working of industry. Visit a company and List out the various operations.</p> <p>Group discussion on importance of quality control.</p> <p>Describe the Functions of quality circles in an industry</p>	10
<p style="text-align: right;">Scheme of Marking:</p> <p style="text-align: right;">1. Internal Assessment : 15</p> <p style="text-align: right;">2. External Assessment : 35</p>		

Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15Marks)	Internal assessment will be for 15 marks. The subject teacher needs to adopt the following methods for internal assessment. <ul style="list-style-type: none"> • Project based on industrial visit • Assignment • Oral examination 	(Min. 06 Marks) 40% out of Total marks
ESE (35Marks)	External examination will be 35 marks. Q.1MCQ Questions 05 Marks Q.2 Short Answers (Solve Any 2 out of 3) 10 Marks Q.3 Long Answers (Solve Any 2 out of 3) 20 Marks	(Min. 14Marks) 40% out of total marks

Suggested Readings:

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

E-Resources:

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

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BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Advertising and Promotion Management								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-08	BBA-241TA	03	00	03	45 / 03	30	70	100

Course Objectives

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

Course Outcome

Course Outcome		Blooms Taxonomy
CO1	Explain the basic concept of advertising and social issues, ethics.	Remembering
CO2	Describe how to measure the effectiveness of advertising	Understanding
CO3	Use of various inputs for making effective advertisement	Applying
CO4	Discussion regarding copy creations and media selection	Analysing
CO5	Explain the promotion techniques	Evaluating
CO6	Discuss the emerging trends in social media.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Introduction and Advertising Effectiveness 1.1 Meanings, Definition, Functions, Criticism, Ethics, Social issues 1.2 Strategic advertising decisions - advertising budget, advertising framework planning and organization. 1.3 Advertising agency- Definition, functions, type's, structure 1.4 Advertising effectiveness – objectives of measuring advertising effectiveness, d 1.5 Difficulties and evaluation of advertising effectiveness	15
2	Copy and Media Decisions (12) 2.1 Advertising copy- objectives, elements, types of copy, 2.2 advertising layouts, components, layout format. 2.3 Copy creations, pre-testing methods and measurements. 2.4 Media decisions – advertising media, media planning, 2.5 Media research, media selection.	15
3	Promotion Management 3.1 Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth, techniques, 3.2 Media technology used for promotions. 3.3 Strategic Promotion – strategic and promotion, cross promotion, surrogate promotion. 3.4 Online Advertising pre-requisites of online advertising, 3.5 Social media advertising.	15
Scheme of Marking: 1. Internal Assessment : 30 2. External Assessment : 70		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. <ul style="list-style-type: none"> • Quiz • Presentations • Assignment • Oral Examination 	(Min. 12 Marks) 40% out of total marks

B.B.A.

ESE / External Exam (70 Marks)	External examination will be 70 marks. MCQ Questions 14 Marks Descriptive Type Question Short Answers (Solve Any 3 out of 4) 24 Mark Long Answers (Solve Any 2 out of 4) 32Mark	(Min. 28 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management	Philip Kotler ,Kellerjha-	Pearson Education	New Delhi
2	Advertising and Promotion	Belch and Belch	Tata MC Graw Hill	New Delhi
3	Advertising Management	Rajeev Batra And Davidaaker	Pearson education	New Delhi
4	Sales Promotion	M.N.Mishra	Himalaya Publishing House	New Delhi
5	Advertising and IMC (principles and practices)	William.D. Wells and Sandra,	Pearson education	New Delhi

E- Resources :

1. <https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf>
2. <https://ebooks.inflibnet.ac.in/hsp15/chapter/advertisement-and-promotion-management/>
3. <https://www.scribd.com/doc/199639845/Advertising-and-Sales-Promotion-Management-Study-Material>
4. amauniversity.ac.in/online-studymaterial/fcm/bcom/ivsemester/marketingmanagement/lecture-32.pdf

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BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Business Taxation								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-8	BBA241TB	03	00	03	45/(03)	30	70	100

Course Objectives	
1	To understand different concepts and definitions under Income Tax Act 1961
2	To understand the importance of Taxation to the students
3	To acquire knowledge the submission of Income Tax returns
4	To develop Taxation skills
5	To update the students with the latest development in the subject of Taxation

Course Outcome		Blooms Taxonomy
CO1	To remember the importance of online ITR filling procedure	Remembering
CO2	To understand classification taxation	Understanding
CO3	To apply different methods of Taxation	Applying
CO4	To analyze, calculate exemptions and deductions under Income Tax Act 1961	Analysing
CO5	To evaluate the process of taxation	Evaluating
CO6	To create taxation skills among students	Creating

Unit	Title	Contents	No. of lecture/ Hours
1	Introduction to Income Tax Act 1961	1.1 Income Tax Act-1961 (Meaning, Concepts and Definitions), 1.2 History of Income Tax in India, 1.3 Fundamental concepts and definitions under Income Tax Act 1961, Canons of taxation, 1.4 Objectives of Income Tax, Taxation Structure in India. 1.5 Concepts and definitions: - Income, Person, Assesses, Assessment Year, Previous year, Residential status of an Assesses, Permanent 1.6 Accountant Number (PAN) uses and benefits	15
2	Heads of Income and Computation of total income as per Income Tax 1961	Different heads of Income a) Income from Salary: salient features, meaning of salary, allowances and tax liability-perquisites and their valuation deduction from salary(Theory and basic practical cases b) Income from House property:-Basis of Chargeability-Annual Value-self occupied and let out property-Deductions allowed (Theory and basic practical cases) c) Profits and gains of Business and professions: - Definitions, Deductions expressly allowed and disallowed d) Capital gains:- Chargeability –Meaning and concepts of short term and long term capital gains-permissible deductions (Theory Only) e) Income from other sources: -Chargeability-Meaning and concept-Inclusion and deduction (Only Theory)	15
3	Computation of Total Taxable Income and Filing of Online ITR	3.1 Meaning and concept, Gross Total Income-deductions u/s 80 and Tax liability for respective Assessment Year. 3.2 Form 26 AS-Uses 3.3 Various types of ITR 3.4 Procedure to file various online ITRs 3.5 Refund of Tax, Tax Deducted at source (TDS),Tax Collection at Sources(TCS),Advance Payment of Tax	15
Scheme of Marking: 1.Internal Assessment :-30 2.External Assessment:-70			

Scheme of Examination	Exam Format	Minimum Passing Marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher need to adopt any three of the following methods for internal assessment <ul style="list-style-type: none"> • Online Quiz • Presentations • Projects • Assignments • Tutorials • Oral Examination • Open Book Test 	(Min.12 Marks) 40% out of total marks
ESE/External Exam (70 marks)	External examination will be 70 marks MCQ Questions 14 marks Descriptive type questions Short Answers (Solve any 3 out of 4) 24 marks Long Answer (Solve any 2 out of 4) 32 Marks	(Min 28 marks) 40% out of total marks

Reference Books:-

Sr. No	Title of the Book	Authors	Publication	Place
1	Taxman Student Guide to Income Tax	Dr. Vinod Singhania and Dr. Monica Singhania	Taxman Publication	New Delhi
2	Practical approach to Income Tax	Girish Ahuja, Ravi Gupta	Wolters Kluwer India Pvt Ltd	New Delhi
3	Indian Income Tax Act	H.C. Malhotra	Sahitya bhavan publication	Mumbai
4	Income Tax Laws	V.K. Singhania	Taxman Publication	New Delhi
5	Students Handbooks on Taxation	T.N. Manoharan and G.R .Hari	Snow White	Delhi
6	Direct Tax Laws and Practice	Vinod Singhania	Taxman publications	New Delhi

E- Resources:-

- 1.<https://youtu.be/T4kOcMQJydY?si=Bu9VSRcgwY6XBMrt>
- 2.https://youtu.be/0WnP5WU8_T4?si=-HG3rqrk8GfQjXZk
- 3.<https://youtu.be/GtWTrY7jVBw?si=b4pkCv1WmRPuIzrk>
- 4.<https://youtu.be/fyqBAGCmqAo?si=CsjewAYl6q27bS3W>

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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Syllabus

BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Employee Recruitment and Record Management								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures Per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-8	BBA 241 T C	03	00	03	45 / 03	30	70	100

Course Objectives

1.	To enable students to understand the difference between recruitment and selection.
2.	To understand factors influencing on forecasting of manpower.
3.	To enable students to analyse various record keeping techniques.
4.	To understand the process of selection.
5.	To understand various factors influencing the recruitment process.

Course Outcome

Course Outcome		Blooms Taxonomy
CO1	The students must understand the levels and importance of Manpower Planning,	Remembering
CO2	The students must be unable to evaluate various factors affecting recruitment of employees.	Evaluating
CO3	The student must be able to analyze the different traditional and modern methods of recruitment.	Analyzing
CO4	The students must be able understand the good essential principles of record keeping.	Understanding
CO5	The students must know how to use various techniques of E-Recruitment	Applying
CO6	Creating awareness about employee recruitment and record management.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Manpower Planning and Forecasting 1.1 Manpower Planning: Meaning, Definition, Need, Objectives, Levels, . 1.2 Process and Techniques of Manpower Forecasting 1.3 Factors influencing estimation of manpower 1.4 Barriers to manpower planning.	(15)
2	Recruitment and Selection 2.1 Recruitment: Meaning, Definition and Needs 2.2 Factors affecting recruitment, Internal and External Sources of Recruitment: its advantages and disadvantages 2.3 Traditional and new methods of recruitment, E-Recruitment, Talent Acquisition 2.4 Selection: Meaning, Definition, Process 2.5 Difference between Recruitment and Selection.	(15)
3	Employee Record Management 3.1 Meaning, Definition, Essentials of a Good Record Principles of Record Keeping 3.2 Precaution in Maintaining Records 3.3 Importance of Employee Records 3.4 Types of Employee Records.	(15)
Scheme of Marking: 1. Internal Assessment: 30 2. External Assessment: 70		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. • Online Quiz • Presentations • Projects • Assignment • Tutorials • Oral examination • Open Book test	(Min. 12 Marks) 40% out of total marks
ESE / External Exam (70 Marks)	External examination will be 70 marks. MCQ Questions 14Marks Descriptive Type Question Short Answers (Solve Any 2 out of 3) 24 Mark Long Answers (Solve Any 2 out of 4) 32 Mark	(Min. 28 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Recruitment and Selection: Text and Cases	K. Aswathappa		
2.	Effective Recruitment and Selection Practices	Ajit Kumar Roy and Soumendra Kumar Das		
3.	Human Resource Management: Recruitment and Selection	T. N. Chhabra		
4.	Recruitment and Selection	P. Subba Rao		

E-Resource:

1. https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DhHXlsJ2VQ70&ved=2ahUKEwjwqtWThe6DAxVA3jgGHAP_ACQQwqsBegQICBAF&usg=AOvVaw1qT-vB8Cs8vG0k_5ojfK9
2. https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DZ3lOca6YVSc&ved=2ahUKEwjwqtWThe6DAxVA3jgGHAP_ACQQwqsBegQIDBAG&usg=AOvVaw3Ecf3vT4LFZMA3qyh9d1FU
3. https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DUO3azOb2icE&ved=2ahUKEwjwqtWThe6DAxVA3jgGHAP_ACQQwqsBegQICRAF&usg=AOvVaw1ao576d9iDFjXbkJe_KB1E
4. https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://m.youtube.com/watch%3Fv%3DFuKQf5JQIXg&ved=2ahUKEwjwqtWThe6DAxVA3jgGHAP_ACQQwqsBegQIBxAG&usg=AOvVaw21y9pIa8n8BL_Ay8xxGAy-

**AhmednagarJilha Maratha VidyaPrasarakSamaj's
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Syllabus

BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: International Business Management								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures Per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-9	BBA242T	03	00	03	45/03	30	70	100

Course Objectives	
1.	To Understand the Globalization of Market.
2.	To acquaint the students with International Trade and Investment Theories.
3.	To acquaint students with the Regulatory Framework of international business.
4.	To Understand Trading Environment and Tariff-Non Tariff Barriers

Course Outcome		Blooms Taxonomy
CO1	Remembering International Trade and Investment Theories and its effects on International Business	Remembering
CO2	Student Understand the reasons for fluctuations in exchange rates and analyze the various theories of Foreign Exchange Rate.	Understanding
CO3	The student must understand how international organisations affects on International Business	Applying
CO4	Student must know how the different factors affect Global Business Environment	Analysing
CO5	Evaluating changing environment of International Business	Evaluating
CO6	Creating awareness related to international business.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Fundamentals of International Business 1.1 International Business: Introduction, Definition of International Business, difference between international and domestic business, Advantages and Disadvantages Of International Business 1.2 International Business Contract-Legal provisions; Payment terms; International sales agreements; Rights and duties of agents and distributors. 1.3 Changing Environment of International Business	15
2	Globalization and International Trade Theories 2.1 Globalization-Definition, Nature & Scope of Global Business, Global Business Environment-Social cultural Economic, Legal and Political factors. Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization. 2.2 International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, factor endowment theory, International Product life Cycles. 2.3. Trading Environment of International Trade-Free Trade Vs Protection, Tariff and non-tariff Barriers, Trade Block	15
3	International Institution 3.1 UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD. Basic principles of GATT/WTO. 3.2 Regional Economic Integration: EU, NAFTA, ASEAN SAARC. 3.3 Foreign Exchange Determination Systems: Foreign Exchange Market, Exchange Rate Determination, Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates, Convertibility of Rupee.	15
Scheme of Marking: 1. Internal Assessment : 30 2. External Assessment : 70		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (30 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. <ul style="list-style-type: none"> • Online Quiz • Presentations • Assignment 	(Min. 12 Marks) 40% out of total marks

	<ul style="list-style-type: none"> • Tutorials • Oral examination • Open Book test 	
ESE / External Exam (70 Marks)	External examination will be 70 marks. MCQ Questions 14 Marks Descriptive Type Question Short Answers (Solve Any 3 out of 4) 24 Mark Long Answers (Solve Any 2 out of 4) 32Mark	(Min. 28 Marks) 40% out of total marks

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Trade and Export Management	Francis Cherunilam	Himalaya Publication	India
2	International Marketing Management	Varshney R.L, Bhattacharya B	(Sultan Chand & Sons, 9th Ed.)	India
3	Foreign Exchange Management Law and Practice	Jain, R.	Vidhi, Publishing 2000	New Delhi
4	Regulation of International Trade	Trebilcock, M. and Robert Hawse	Rout ledge	London
5	International Business	John.D.Daniel -	Pearson Education	India
6	International Trade	Agarwal Raj	Excel Books	India
7	International Business Management	Dr. Saroj Kumar, Tripti Singh Chowdhury	Thakur Publication	India
8.	The Global Business Environment	Janet Morrison	Bloomsbury Publishing, 19 Feb 2020	

E-Resource

- 1 https://www.youtube.com/watch?v=HFWX_6ohd-U
2. <https://www.youtube.com/watch?v=GuOZy73p1AM>
3. <https://www.youtube.com/watch?v=wFd8EgVNIJE>
4. <https://www.youtube.com/watch?v=9QrQqdrM7eA>

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BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Business Taxation								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-10	BBA243TA/C	02	00	02	30 / (02)	15	35	35

Course Objectives	
1	To understand different concepts and definitions under Income Tax Act 1961
2	To understand the importance of Taxation to the students
3	To acquire knowledge the submission of Income Tax returns
4	To develop Taxation skills
5	To update the students with the latest development in the subject of Taxation

Course Outcome		Blooms Taxonomy
CO1	Students must remember the importance of online ITR filling procedure	Remembering
CO2	Understanding the classification of taxation	Understanding
CO3	Applying different methods of taxation	Applying
CO4	To analyze and calculate exemptions and deductions under Income Tax Act 1961	Analysing
CO5	To Evaluate the process of taxation	Evaluating
CO6	Creating taxation skills and filing of ITR among students.	Creating

Unit	Title	Contents	No. of lecture/ Hours
1	Introduction to Income Tax Act 1961	1.1 Income Tax Act-1961 (Meaning, Concepts and Definitions), 1.2 History of Income Tax in India, fundamental concepts and definitions under Income Tax Act 1961, 1.3 Canons of taxation, Objectives of Income Tax, 1.4 Taxation Structure in India. Concepts and definitions: - 1.5 Income, Person, Assesses, Assessment Year, Previous year, Residential status of an Assesses, Permanent Accountant Number (PAN) uses and benefits	15
2	Heads of Income and Computation of total income as per Income Tax 1961 and filling of online ITR	Different Heads of Income a) Income from Salary: salient features, meaning of salary, allowances and tax liability-perquisites and their valuation deduction from salary (Theory and basic practical cases) b) Income from House property:-Basis of Chargeability-Annual Value-self occupied and let out property-Deductions allowed (Theory and basic practical cases) c) Profits and gains of Business and professions: - Definitions, Deductions expressly allowed and disallowed d) Capital gains:- Chargeability –Meaning and concepts of short term and long term capital gains-permissible deductions (Theory Only) e) Income from other sources: -Chargeability-Meaning and concept-Inclusion and deduction (Only Theory) Various types of ITR Procedure to file various online ITRs Refund of Tax, Tax Deducted at source (TDS), Tax Collection at Sources (TCS), Advance Payment of Tax	15
Scheme of Marking: 1.Internal Assessment :-30 2.External Assessment:-70			
Scheme of Examination	Exam Format		Minimum Passing Marks
CIE (15 Marks)	Internal assessment will be 15% marks of total marks. The subject teacher need to adopt any three of the following methods for internal assessment <ul style="list-style-type: none"> • Online Quiz • Presentations • Projects 		06

	<ul style="list-style-type: none"> • Assignments • Tutorials • Oral Examination • Open Book Test 	
ESE/External Exam (35 Marks)	External examination will be 35 marks MCQ Questions 05 marks Descriptive type questions Short Answers (Solve any 3 out of 4) 15 Marks Long Answer (Solve any 2 out of 4) 15 Marks	12

Reference Books:-

Sr. No	Title of the Book	Authors	Publication	Place
1	Taxman's Student Guide to Income Tax	Dr. Vinod Singhania and Dr. Monica Singhania	Taxman Publication	New Delhi
2	Practical approach to Income Tax	Girish Ahuja ,Ravi Gupta	Wolters Kluwer India Pvt Ltd	New Delhi
3	Indian Income Tax Act	H.C. Malhotra	Sahitya bhavan publication	Mumbai
4	Income Tax Laws	V. K. Singhania	Taxman Publication	New Delhi
5	Students Handbooks on Taxation	T.N. Manoharan and G.R. Hari	Snow White	Delhi
6	Direct Tax Laws and Practice	Vinod Singhania	Taxman publications	New Delhi

E- Resources :-

1. <https://youtu.be/T4kOcmQJdY?si=Bu9VSRcgwY6XBMrt>
2. https://youtu.be/0WnP5WU8_T4?si=-HG3rqrk8GfQjXZk
3. <https://youtu.be/GtWTrY7jVBw?si=b4pkCv1WmRPulzrk>
4. <https://youtu.be/fyqBAGCmqAo?si=CsjewAyl6q27Bs>

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BBA

NEP-2020

W.R.T. Academic Year: 2024-2025

Title of the Course: Advertising and Promotion Management								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-10	BBA-243TB	02	00	02	30 / 02	15	35	50

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

Course Outcome		Blooms Taxonomy
CO1	Explain the basic concept of advertising and social issues, ethics.	Remembering
CO2	Describe how to measure the effectiveness of advertising	Understanding
CO3	Use of various inputs for making effective advertisement	Applying
CO4	Discussion regarding copy creations and media selection	Analysing
CO5	Explain the promotion techniques	Evaluating
CO6	Discuss the emerging trends in social media.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Introduction and Advertising Effectiveness 1.6 Meanings, Definition, Functions, Criticism, Ethics, Social issues 1.7 Strategic advertising decisions - advertising budget, advertising framework planning and organization. 1.8 Advertising agency- Definition, functions, type's, structure 1.9 Advertising effectiveness – objectives of measuring advertising effectiveness, d 1.10 ifficulties and evaluation of advertising effectiveness	15
2	Promotion Management 2.1 Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth, techniques, 2.2 Media technology used for promotions. 2.3 Strategic Promotion – strategic and promotion, cross promotion, surrogate promotion. 2.4 Media decisions – advertising media, media planning, media research, media selection. 2.5 Online Advertising and Social media advertising, Online advertising – pre-requisites of online	15
Scheme of Marking: 1. Internal Assessment : 15 2. External Assessment : 35		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	Internal assessment will be 30% marks of total marks. The subject teacher needs to adopt any Three of the following methods for internal assessment. • Quiz • Presentations • Assignment • Oral Examination	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	External examination will be 35 marks. MCQ Questions 05 Marks Descriptive Type Question Short Answers (Solve Any 3 out of 4) 10 Mark Long Answers (Sove Any 2 out of 4) 20 Mark	(Min. 14 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management	Philip Kotler ,Kellerjha-	Pearson Education	New Delhi
2	Advertising and Promotion	Belch and Belch	Tata MC Graw Hill	New Delhi
3	Advertising Management	Rajeev Batra And Davidaaker	Pearson education	New Delhi
4	Sales Promotion	M.N.Mishra	Himalaya Publishing House	New Delhi
5	Advertising and IMC (principles and practices)	William.D. Wells and Sandra,	Pearson education	New Delhi

E-Resources :

5. <https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATERIAL.pdf>
6. <https://ebooks.inflibnet.ac.in/hsp15/chapter/advertisement-and-promotion-management/>
7. <https://www.scribd.com/doc/199639845/Advertising-and-Sales-Promotion-Management-Study-Material>
8. amauniversity.ac.in/online-studymaterial/fcm/bcom/ivsemester/marketingmanagement/lecture-32.pdf

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BBA

W.R.T. Academic Year: 2024-2025

Title of the Course: Foreign Language I (Spanish)								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures/per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-O2	BBA 244T A	02	00	02	30 / 02	15	35	50

Course Objectives	
1.	To make students understand the basic knowledge about Spanish language.
2.	To understand basic grammar and vocabulary for the communication of Spanish language.
3.	To make students understand the basic communication skills, applicability and importance of Spanish language.

Course Outcome		Blooms Taxonomy
CO1	The students must understand the basic knowledge and grammar of Spanish language.	Understanding
CO2	The students must be able to remember and apply vocabulary of Spanish language.	Remembering
CO3	The students must be able to read small passages and understand the meaning of it in Spanish language.	Evaluating
CO4	The students must know how to write the Spanish language with an appropriate alphabets.	Analyzing
CO5	Applying Grammer, phrases while communicating with each other in Spanish language.	Applying
CO6	Creating documents, presentation using Spanish language.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Reading and Writing Section</p> <p>1.1 Read and understand elementary structure of spoken language Simple conversations of daily life.</p> <p>1.2 Write short compositions based on visual or verbal stimulus.</p> <p>1.3 Dialogue writing on matters related to everyday life. Dialogue completion.</p>	(15)
2	<p>Grammar</p> <p>2.1 Personal pronouns: yo, tú, usted, él, ella, nosotros/as, vosotros/as, ustedes, ellos/as</p> <ul style="list-style-type: none"> • Present tense of the verbs SER, LLAMARSE, DEDICARSE, VIVIR, TRABAJAR • Interrogative Pronouns: cómo, cuándo, qué, cuánto, cuál, quién, de dónde... • Regular Verbs: -ar, -er, & -ir ending verbs • Uses of SER & ESTAR: <>, <> • Uses of TENER and HACER <p>2.2 Introduction to Present Tense and uses of some of the Irregular Verbs: COMER, ESTUDIAR, QUERER, PREFERIR, CONOCER, SABER, PENSAR, HACER, PONER, TRAER, IR</p> <ul style="list-style-type: none"> • TENER+ganas de+ Infinitivo • Demonstrative Adjective & Pronoun:- este, ese, aquel... • Negation • Possessive adjectives: mi(s), tu(s), su(s).... • Gender / Number / Article (definite & indefinite) – concordance of article – noun & adjective • Concordance: cuánto/-a/-os/-as • Ordinal and cardinal numbers • Prepositions used with expressions of time and adverbs of place • Gerund • Personal pronouns (with or without prepositions) • Simple affirmative commands (Singular) • Present tense of GUSTAR (me gusta/no me gusta) and such similar verbs (for example, PARECER, ENCANTAR, DOLER, etc.) • Present & future tense of Irregular and Radical changing verbs (e>ie, o>ue, e>i) *for example, IR, SEGUIR, HACER, QUERER, DECIR, PREFERIR, ENTENDER, VENIR, QUEDAR, VERSE, SOLER, PARECER, CREER, PENSAR, etc.] <p>2.3 Usages of the verbs TENER and HACER. • Adjectives and adverbs.</p> <ul style="list-style-type: none"> • Contrast: HAY (descripción)/ESTAR (localización con usos de preposiciones y locuciones de lugar para expresar posición, cercanía, lejanía) • Indefinite pronouns: unos, bastantes, algunos, alguien, nadie • Present Perfect Tense & Introduction to Past Indefinite Tense • Affirmative Command (Singular) + Direct Object Pronoun. 	(15)

Scheme of Marking:		
1. Internal Assessment : 15 2. External Assessment : 35		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	Internal assessment will be 30% marks of total marks. • Presentations • Oral examination • Assignments	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	External examination will be 35 marks. Viva- VOC Examination	(Min. 14 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

Reference Books :

Sr. No.	Title of the Book	Author/s	Publication	Venue
1.	Collins Gem Spanish School Dictionary	---	Collins (GOYAL)	Mumbai
2.	Learn Spanish through games and activities (Level 1)	Pablo Rocío Domínguez	ELI Publishing, (GOYAL)	Mumbai
3.	En acción A2, (CD + workbook)	Elena Verdía, Marisa González, et. al.	enclave ELE [Langers]	--
4.	Compañeros 2, (CD + Workbook)	Francisca Castro et.al.,	SGEL	--

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Syllabus

BBA

NEP-2024-25

W.R.T. Academic Year: 2024-2025

Title of the Course: Foreign Language I (French)								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-O2	BBA 244T B	02	00	02	30 / 02	15	35	50

Course Objectives	
1.	To make students understand the basic knowledge about French language.
2.	To understand basic grammar and vocabulary for the communication of French language.
3.	To make students understand the basic communication skills, applicability and importance of French language.

Course Outcome		Blooms Taxonomy
CO1	The students must understand the basic knowledge and grammar of French language.	Understanding
CO2	The students must be able to remember and apply vocabulary of French language.	Remembering
CO3	The students must be able to read small passages and understand the meaning of it in French language.	Evaluating
CO4	The students must know how to write the French language with an appropriate alphabets.	Analyzing
CO5	Applying Grammer, phrases while communicating with each other in french language.	Applying
CO6	Creating documents, presentation using french language.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Reading and Writing Section</p> <p>1.1 Read and understand elementary structure of spoken language Simple conversations of daily life.</p> <p>1.2 Write short compositions based on visual or verbal stimulus.</p> <p>1.3 Dialogue writing on matters related to everyday life. Dialogue completion.</p>	(15)
2	<p>Grammar</p> <p>Articles, possessive adjectives, demonstrative adjectives, prepositions, verbs (présent, future proche, future, pronominal verbs, passé composé, impératif, imparfait, passé récent , conditionnel présent), question formation, negatives, personal pronouns, interrogative adjectives and pronouns, relative pronouns</p> <p>Read, write and speak about:</p> <ol style="list-style-type: none"> 1. L. 1 – La famille 2. L. 2 – Au lycée 3. L. 3 – Une journée de Pauline 4. L. 4 – Les saisons 5. L. 5 – Les voyages 6. L. 6 - Les loisirs et les sports 7. L. 7 – L’argent de poche 8. L. 8 – Faire des achats 9. L. 9 – Un dîner en famille 10. L. 10- La mode 11. L.11 – Les fêtes 12. L.12 – La Francophonie 	(15)
<p style="text-align: center;">Scheme of Marking:</p> <p style="text-align: center;">1.Internal Assessment : 15</p> <p style="text-align: center;">2. External Assessment : 35</p>		

B.B.A.

Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	Internal assessment will be 30% marks of total marks. • Presentations • Oral examination	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	External examination will be 35 marks. Viva- VOC Examination	(Min. 14 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and ESE		

Reference Books

Sr. No.	Title of the Book	No. of lessons to be studied	Publication	Place
1.	Entre Jeunes	Textbook Lessons 1-12.	Class IX (CBSE)	New Delhi
2.	Entre Jeunes	Textbook Lessons 1-12.	Class X (CBSE)	New Delhi
3	Complete French All-in-One, Premium Third Edition 3rd Edition	Annie Heminway (Author)	McGraw Hill	Mumbai
4	Exercices in French Phonics	Francis W. Nachtmann	Stipes Publishing Company	--

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BBA

NEP-2024-25

W.R.T. Academic Year: 2024-2025

Title of the Course: Foreign Language I (Japanese)								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-O2	BBA- 244T D	02	00	02	30 / 02	15	35	50

Course Objectives	
1.	To make students understand the basic knowledge about Japanese language.
2.	To understand basic grammar and vocabulary for the communication of Japanese language.
3.	To make students understand the basic communication skills, applicability and importance of Japanese language.

Course Outcome		Blooms Taxonomy
CO1	The students must understand the basic knowledge and grammar of Japanese language.	Understanding
CO2	The students must be able to remember and apply vocabulary of Japanese language.	Remembering
CO3	The students must be able to read small passages and understand the meaning of it in Japanese language.	Evaluating
CO4	The students must know how to write the Japanese language with an appropriate alphabets.	Analyzing
CO5	Applying Grammer, phrases while communicating with each other in Japanese language.	Applying
CO6	Creating documents, presentation using Japanese language.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Reading and Writing Section 1.1 Read and understand elementary structure of spoken language Simple conversations of daily life. 1.2 Write short compositions based on visual or verbal stimulus. Dialogue writing on matters related to everyday life. Dialogue completion.	(15)
2	Grammar 2.1 Fixed prepositions with verbs, Separable verbs, Subordinate clauses (um...zu, während, bevor, zwar...aber, wenn), Subjunctive (Konjunktiv II), Article and nouns in Genitive, Relative pronouns (Nominative, Accusative and Dative) 2.2 Past Tense, Adjective endings (Nominative, Accusative with definite and indefinite articles), Past perfect tense (Plusquamperfekt), Prepositions (of place and direction), Adjective in comparative, superlative forms, Conjunctions (als, ob, nachdem, obwohl)	(15)
Scheme of Marking: 1. Internal Assessment : 15 2. External Assessment : 35		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	Internal assessment will be 30% marks of total marks. <ul style="list-style-type: none">• Presentations• Oral examination• Assignments	(Min. 06 Marks) 40% out of total marks
SEE / External Exam (35 Marks)	External examination will be 35 marks. Viva- VOC Examination.	(Min. 14 Marks) 40% out of total marks
Note: There will be Separate Passing (40% Passing) for each CIE and SEE		

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Beste Freunde B 1.1 (Lessons 1-5)	---	Hueber Publications, Published in India by Goyal Publishers	Delhi
2.	Langenscheidt Euro Dictionary	K.M. Sharma;	---	--
3.	JLPT Listening N4 (New Complete Master Series The Japanese Language Proficiency	Nakamoria Kaoria Tomomatsu Etsuko	Goyal Publishing House	Mumbai
4.	Beste Freunde B 1.1 (Lessons 6-9)	---	Hueber Publications, Published in India by Goyal Publishers	---
5.	Japanese For Beginners: Grow Your Vocabulary & Increase Your Conversational Fluency	Takumi Nonaka	---	---

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

Syllabus

BBA

NEP-2024-25

W.R.T. Academic Year: 2024-2025

Title of the Course: Foreign Language I (Russian)								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours/ Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-O2	BBA- 244T E	02	00	02	30 / 02	15	35	50

Course Objectives	
1.	To make students understand the basic knowledge about Russian language.
2.	To understand basic grammar and vocabulary for the communication of Russian language.
3.	To make students understand the basic communication skills, applicability and importance of Russian language.

Course Outcome		Blooms Taxonomy
CO1	The students must understand the basic knowledge and grammar of Russian language.	Understanding
CO2	The students must be able to remember and apply vocabulary of Russian language.	Remembering
CO3	The students must be able to read small passages and understand the meaning of it in Russian language.	Evaluating
CO4	The students must know how to write the Russian language with an appropriate alphabets.	Analyzing
CO5	Applying Grammer, phrases while communicating with each other in Russian language .	Applying
CO6	Creating documents, presentation using Russian language .	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Reading and Writing Section</p> <p>1.1 Read and understand elementary structure of spoken language Simple conversations of daily life.</p> <p>1.3 Write short compositions based on visual or verbal stimulus.</p> <p>1.3 Dialogue writing on matters related to everyday life. Dialogue completion.</p>	(15)
2	<p>Grammar</p> <p>2.1 Simple application of cases as prescribed in the texts, Prepositions V, Na, C, K, Iz, nad, pod, Change of Sentences (from present to past and vice versa), Use of Adjectives in proper form, Translation – Simple sentences (from Russian into English and vice versa)</p> <p>2.2 Application of cases, Verbs of Motion (with or without prefixes), Use of Adjectives, Use of “Kotori” in different cases, Aspects of verbs (including applications of past and future tenses), Translation from Russian into English and vice versa.</p> <p>2.3 Write, Read and Speak about:</p> <ol style="list-style-type: none"> 1. Scene at a Railway Station 2. My favorite sport 3. Why I learn Russian language 4. An excursion to any place 5. Moscow 6. My favorite book 7. An Indian village 8. My favorite festival 	(15)
<p>Scheme of Marking:</p> <p>1. Internal Assessment : 15</p> <p>2. External Assessment : 35</p>		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	<p>Internal assessment will be 30% marks of total marks.</p> <ul style="list-style-type: none"> • Presentations • Oral examination • Assignments 	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	<p>External examination will be 35 marks.</p> <p>Viva- VOC Examination</p>	(Min. 14 Marks) 40% out of total marks

Reference Books

Sr. No.	Title of the Book	No. of lessons to be studied	Publication	Place
1.	Russian for children (Russkii Yazik) Moscow (Book No. IV)	M.N. Vityutnev and others (1989 Edition).	---	----
2.	Russian in exercises published	S. Khavronina and A. Shirochenskaya	Progress publishers, Moscow (Second Edition)	----
3.	Russian Language Publishers of India	-----	Prabhat Prakashan Private Limited	----

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

Syllabus

BBA

NEP-2024-25

W.R.T. Academic Year: 2024-2025

Title of the Course: Foreign Language I (German)								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours Lectures per Week	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-O2	BBA- 244T C	02	00	02	30 / 02	15	35	50

Course Objectives	
1.	To make students understand the basic knowledge about German language.
2.	To understand basic grammar and vocabulary for the communication of German language.
3.	To make students understand the basic communication skills, applicability and importance of German language.

Course Outcome		Blooms Taxonomy
CO1	The students must understand the basic knowledge and grammar of German language.	Understanding
CO2	The students must be able to remember and apply vocabulary of German language.	Remembering
CO3	The students must be able to read small passages and understand the meaning of it in German language.	Evaluating
CO4	The students must know how to write the German language with an appropriate alphabet.	Analyzing
CO5	Unable students to communicate with each other in German language.	Applying
CO6	Creating presentations, documents using German language.	Creating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Reading and Writing Section</p> <p>1.1 Read and understand elementary structure of spoken language Simple conversations of daily life.</p> <p>1.2 Write short compositions based on visual or verbal stimulus.</p> <p>1.3 Dialogue writing on matters related to everyday life. Dialogue completion.</p> <p>*+</p>	15
2	<p>Grammar</p> <p>2.1 Fixed prepositions with verbs, Separable verbs, Subordinate clauses (um...zu, während, bevor, zwar...aber, wenn), Subjunctive (Konjunktiv II), Article and nouns in Genitive, Relative pronouns (Nominative, Accusative and Dative)</p> <p>2.2 Past Tense, Adjective endings (Nominative, Accusative with definite and indefinite articles), Past perfect tense (Plusquamperfekt),</p> <p>2.3 Prepositions (of place and direction), Adjective in comparative, superlative forms, Conjunctions (als, ob, nachdem, obwohl)</p>	15
<p>Scheme of Marking:</p> <p>1. Internal Assessment : 15</p> <p>2. External Assessment : 35</p>		
Scheme of Examination	Exam Format	Minimum Passing marks
CIE (15 Marks)	<p>Internal assessment will be 30% marks of total marks.</p> <ul style="list-style-type: none"> • Presentations • Oral examination 	(Min. 06 Marks) 40% out of total marks
ESE / External Exam (35 Marks)	<p>External examination will be 35 marks. Viva- VOC Examination</p>	(Min. 14 Marks) 40% out of total marks
<p>Note: There will be Separate Passing (40% Passing) for each CIE and ESE</p>		

Reference Books :

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Beste Freunde B 1.1 (Lessons 1-5)	CBSE Text Book	Goyal Publisher	Mumbai
2.	Langenscheidt Euro Dictionary	K.M. Sharma;	Goyal Publisher	Mumbai
3.	German-Hindi/ Hindi German Dictionary.	-----	Rachna Publishing House	Mumbai
4.	Beste Freunde B 1.1 (Lessons 6-9)	-----	Hueber Publications, Published in India by Goyal Publishers	Mumbai