

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



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

Programme Framework
BBA

Implemented from
Academic Year 2024-25

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

Board of Studies in Business Administration

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. S.D. Magar	Industry Expert
6.	Dr. B.R. Jadhav	Alumni
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.	Prof. Namrata Thakar	Member
15.	Prof. R.G. Ghorpade	Member
16.	Dr. Shradha Ingale	Member (Co-Opt)
17.	Mrs. N.B. Bhingare	Member (Co-Opt)
18.	Dr. Mrs. Aparna Kulkarni	Member (Co-Opt)

1. Prologue/ Introduction of the programme:

The programme structure of BBA is designed to create detailed understanding and awareness of various business systems. This course will cultivate desired business acumen amongst the students. This programme is designed with specific objectives of developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. The course structure is divided into three parts that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching–learning process and method of evaluation for each topic.

The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. Moreover, it incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This programme predominantly endeavors 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)

- 1.** BBA is a professional programme aimed at inculcating managerial and entrepreneurial attitude and skills at international level amongst the learners.
- 2.** BBA 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.
- 3.** It also helps to become successful business leaders by creating self-employment opportunities
- 4.** It is basically a development programme for enhancing leadership qualities and encouraging the students to build the required business acumen.

BBA Programme Framework: Credit Distribution

Level / Difficulty	Sem	Subject-1 (Selected as Major)				Subject-2	Subject-3	GE/OE	SEC	IKS	AEC	VEC	CC	Total
Certificate 4.5 / 100	I	04				04	04	2	-	2	2	2	2	22
	II	04				04	04	2	2	--	2	2	2	22
		Credits Related to Subject Selected as Major				Selected as Minor		GE/OE	SEC	IKS	AEC	VEC	CC	Total
		Major Core	Major Elective	VSC	FP / OJT/ CEP/RP									
Diploma 5.0 / 200	III	06	--	2	2 (FP)	04	--	02	2		2	--	2	22
	IV	06	--	2	2 (CEP)	04	--	02	2	--	2	--	2	22
Degree 5.5 /300	V	08	04	2	2 (FP)	02	--	--	--	2	--	--	--	22
	VI	08	04	2	4 (OJT)	02	--	--	--		--	--	--	22
Total		40	08	08	10	18	08	08	06	04	08	04	08	132
6.0/400 Honours	VII	14	04	-	RM-04	-								22
	VIII	14	04	-	OJT-04	-								22
6.0/400 Honours with Research	VII	10	04	-	RM-04) RP-04	-								22
	VIII	10	04	-	RP-08									22
Total		68/60	16	08	18/26	18	08	08	06	04	08	04	08	176

BBA Programme Framework: Course Distribution

Level / Difficulty	Sem	Subject-1				Subject-2	GE/OE	SEC	IKS	AEC	VEC	CC	Total
Certificate 4.5 / 100	I	01 BBA 111 T -- A/B/C Select Any One Subject from Subject -01				BBA 111T A/B/C Select any One subject other than Subject -01	01	-	01	01	01	01	07
	II	01				01	01	01	--	01	01	01	07
		Credits Related to Subject Selected as Major											
		Core	Elective	VSC	FP / OJT/ CEP	Minor	GE/ OE	SEC	IKS	AEC	VEC	CC	Total
Diploma 5.0 / 200	III	02		01	01	01	01			01	--	01	08
	IV	02		01	01	01	01			01	--	01	08
Degree 5.5 /300	V	03	01	01	01	01	--	--	01	--	--	--	08
	VI	03	01	01	01	01	--	--		--	--	--	07
Total		12	02	04	04	06	04	02	02	04	02	04	44
6.0/400 Honours	VII	04	01	-	RM-01								06
	VIII	04	01	-	OJT-01	-							06
6.0/400 Honours	VIII	03	01	-	RM-01 RP-01	-							06

with Research	VIII	03	01	-	RP-01								05
Total		18/16	04	04	06/07	06	04	02	02	04	02	04	56/55

BBA: Credits and Courses in Bracket

Level / Difficulty	Sem	Subject				IKS	Total
4.5 Certificate	I	04 (01) BBA 111 T A OR B OR C					04 (01)
	II	04 (01) BBA 121 T A OR B OR C				--	04 (01)
		Core	Elective	VSC	FP / OJT/ CEP		
5.0 Diploma	III	06 (02)		02 (01)	02 (01)		10 (04)
	IV	06 (02)		02 (01)	02 (01)		10 (04)
5.5 Degree	V	10 (03)	04 (01)	02 (01)	02 (01)	02 (01)	
	VI	10 (03)	04 (01)	02 (01)	04 (01)		
Total		40 (12)	08 (02)	08 (04)	10 (04)	02 (01)	
6.0 Honours	VII	14(04)	04 (01)	-	RM-04	-	22 (06)
	VIII	14(04)	04 (01)	-	OJT-04	-	22 (06)
6.0 Honours with Research	VII	10 (03)	04 (01)	-	RM-04 (01) RP-04 (01)	-	22 (06)
	VIII	10 (03)	04 (01)	-	RP-08 (01)		22 (05)

Programme Framework (Courses and Credits): BBA

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	DSC-1 Subject-01	BBA 111T A BBA 111T B BBA 111T C BBA 111T/ Pr D	Principles of Marketing OR Principles of Finance OR Principles of HRM OR Office Automation Select Any One Subject from Subject -01	04
2.	I	I	4.5	DSC-2 Subject-02	BBA 112T A BBA 112T B BBA 112T C	Principles of Marketing OR Principles of Finance OR Principles of HRM Select any One subject other than Subject -01	04
3.	I	I	4.5	DSC-3 Subject 03	BBA CA 113T	Principles of Management	04
4.	I	I	4.5	IKS 01	BBA 114 T	Indian Ethos and Business Ethics	02
5.	I	I	4.5	AEC-01	AEC-01	Communicative English I	02
6.	I	II	4.5	DSC-04 Subject-01	BBA 121T A BBA 121T B BBA 121 T C BBA 121T D	Digital Marketing OR Basics of Cost Accounting OR Organizational Behavior OR Business Mathematics Select Subject as per specialization	04
7.	I	II	4.5	DSC-5 Subject-02	BBA 122T A BBA 122T B BBA 122 T C	Digital Marketing OR Basics of Cost Accounting OR Organizational Behavior Select subject other than specialization	

8.	I	II	4.5	DSC-6 Subject-03	BBA CA 123T	Business Accounting	04
9.	I	II	4.5	SEC-01	SEC-01	Business Mathematics	02
10.	I	II	4.5	AEC-02	AEC-02	Communicative English II	02
11.	II	III	5.0	DSC-7 (Major Core)	BBA 231T A BBA 231T B BBA 231T C	A. Consumer Behavior and Sales Management OR B. Management Accounting OR C Performance Management System Select Subject as per specialization	03
12.	II	III	5.0	DSC-8	BBA 232T	Business Economics	04
13.	II	III	5.0	FP- 01	BBA 233 T/ Pr	Project / Practical	02
14.	II	III	5.0	VSC-01	BBA 234 T	IT in Business Management	02
15.	II	III	5.0	MNR-01	BBA 301T	International Relations	04
16.	II	III	5.0	AEC-03	AEC-03	Marathi / Hindi	02
17.	II	III	5.0	SEC -02	SEC-02	Business Communication	02
18.	II	IV	5.0	DSC-9	BBA 241T A BBA 241T B BBA 241T C	Retail Management OR Banking and Finance OR Recent Trends in HRM Select Subject as per specialization	03
19.	II	IV	5.0	DSC-10	BBA 242T	International Business Management	03
20.	II	IV	5.0	F.P- 02	BBA 243 T /Pr	CEP	02
21.	II	IV	5.0	VSC-02	BBA 244 T	Foreign Language	02
22.	II	IV	5.0	MNR-02	BBA 401T	Data Analysis Using R /Python/ SPSS/Excel	04
23.	II	IV	5.0	AEC-04	AEC-04	Marathi / Hindi	02
24.	II	IV	5.0	SEC-03	SEC-03	Mental Ability and Aptitude Test	02

25.	III	V	5.5	DSC11	BBA351 A BBA351 B BBA351 C	Marketing Environment Analysis and Strategies Analysis of Financial Statements Cross Cultural HR & Industrial Relations Select Subject as per specialization	04
26.	III	V	5.5	DSC 12	BBA 351 T A	Data analysis Using R / Python /SPSS/ Excel	04
27.	III	V	5.5	DSC 13 (Major Elective)	BBA 351 T A	Production and Operation Management	04
28.	III	V	5.5	VSC-03	VSC-03	Legal Aspects in Marketing OR Legal Aspects in Finance OR Legal Aspects in Human Resource Select Subject as per your specialization	02
29.	III	V	5.5	FP -03	FP -03	A. Field Project in Marketing OR B. Field Project in Finance OR C. Field Project in Human Resource	02
30.	III	V	5.5	MNR- 03	BBA501T	Research Methodology	02
31.	III	V	5.5	IKS-02	IKS-02	AI and ML in Business	02
32.	III	VI	6.0	DSC 14	DSC 14	A. International Marketing Management OR B. International Financial Management OR C. International Global Human Resource Management	04

						Select Subject as per specialization	
33.	III	VI	6.0	DSC 15	DSC 15	Business Analytics	04
34.	III	VI	6.0	DSC 16	DSC 16	Management Innovation and Sustainability	04
35.	III	VI	6.0	VSC 04	VSC 04	<p>A. Cases in Marketing</p> <p>OR</p> <p>B. Cases in Finance</p> <p>OR</p> <p>C. Cases in HRM</p> <p>Select Subject as per specialization</p>	02
36.	III	VI	6.0	OJT	OJT	OJT	04
37.	III	VI	6.0	MNR 04	BBA 601T	Business Analytics	02

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

Title of the Course: Principles of Marketing								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 1	BBA 111 T A	04	00	04	60	30	70	100

Learning Objectives (Cos):

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

Course Outcomes: (Cos):

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

Detail Syllabus:

Unit No. I: Introduction to Marketing (15)

- 1.1 Definition and functions of Marketing, Scope of Marketing, Evolution of Marketing.
- 1.2 Core Concepts of Marketing- Need, want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer Loyalties.
- 1.3 Concept of Marketers and Prospects, Key Customer Markets, Marketplaces, Marketspaces, Meta Markets.
- 1.4 Linkage of Marketing functions with all functions in the organization.

- 1.5 Company orientation towards marketplace- Production, Product, Marketing, Selling, Holistic Marketing Orientation
- 1.6 Selling Verses Marketing
- 1.7 Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value.

Unit No. II: Marketing Environment (15)

- 2.1 Concept of Environment –Macro and Micro environment – Components and Characteristics, Needs, Trends and Major Forces Impacting on Micro and Macro Environment
- 2.2 Need for analysing Marketing Environment
- 2.3 Analysing the Demographic, Economic, Sociocultural, Natural, Technological and Political-Legal Environment

Unit No. III: Segmentation, Market Targeting and Positioning (15)

- 3.1 Segmentation: Concept, Need and Benefits
- 3.2 Bases for Segmenting Consumer Markets – Geographic, Demographic, Psychographic, Behavioural.
- 3.3 Market Targeting- Concept, Market Targeting and Criteria for Selection, Evaluating and Selecting the Market Segments- Full Market Coverage, Multiple Segment Specialisation, Single-Segmentation Concentration, Individual Market, Long-Tail Marketing
- 3.4 Positioning- Concept of Differentiation and Positioning, Value Positioning and Unique Selling Positioning

Unit No. IV: Marketing Mix (15)

- 4.1 Origin and Concept of Marketing Mix
- 4.2 7-P’s- Product, Price, Place, Promotion, People, Process, Physical Evidences.
- 4.3 Product Life Cycle – Concept and Characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC, and Strategies Across Stages of the PLC

Suggested Readings:

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

8	Marketing and Salesmanship-II	Dr. Mangesh P. Wagmare & Dr. Satish D. Jagtap	Prashant Publication	Jalgaon
E- Resource : https://drive.google.com/drive/folders/15oKXAgomdOfiO7tNRcWQ9Lud1uoDa58o				

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

Title of the Course: Principles of Finance								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-1	BBA 111 T B	04	00	04	60	30	70	100

Learning Objectives :

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

Course Outcomes: (Cos):

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

Detail Syllabus :

Unit No. I: Basic Concepts in Finance

(15)

- 1.1 Definition - Nature and Scope of Finance function, Definition, Objectives of Finance, Advantages and Disadvantages of Finance
- 1.2 Financial Management – Introduction, Meaning – Approaches: - Traditional, Modern, Definition, features, Objectives,
- 1.3 Advantages and Disadvantages of Financial Management, 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

(15)

- 3.1 Meaning -criteria for determining capital structure, Factors affecting capital structure,
- 3.2 Capitalization: - Meaning, Features, Objectives, Merits and Demerits.
- 3.3 Over Capitalization and Under Capitalization – Meaning, Causes, Consequences, Remedies.

Unit No. IV: Recent trends in Business Finance

(15)

- 4.1 Venture Capital – Meaning, Objectives, Merits and Demerits, Uses Leasing – Meaning, Objectives, Merits and Demerits, Uses
- 4.2 Microfinance – Meaning, Objectives, Merits and Demerits, Uses
- 4.3 Mutual Funds – Meaning, Objectives, Merits and Demerits, Uses

Suggested Readings: -

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

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

Title of the Course: Principles of Human Resource Management								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC- 1	BBA 111T C	04	00	04	60	30	70	100

Learning Objectives :

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

Course Outcomes: (Cos):

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

Detailed Syllabus:

Unit No. I: Introduction to HRM

(15)

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

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

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

Unit No. IV: HRM in changing Environment and Trends in HRM (15)

- 4.1 Work – Force Diversity, Technological changes and HRM,
- 4.2 International HRM, E- Human Resource Management, Human Resource Information System.
- 4.3 Human Resource Management in virtual organization,
- 4.4 Work from home, Outsourcing,
- 4.5 Changing role in HRM

Suggested Readings: -

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

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Syllabus
B.B.A.**

Title of the Course: Office Automation								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-1	BBA CA 111T D	02	00	02	30	15	35	50

Course Outcomes (Cos)

- 1) To Know the Basics Of Computer
- 2) To Understand the Basics of Operating systems
- 3) To Understand how to use software packages in day to day activities

Unit I: Introduction to Computers**(10)**

- 1.1. Introduction
- 1.2. Characteristics of Computers
- 1.3. Generations of Computer
- 1.4. Block diagram of computer
- 1.5. Concept of Hardware and Software – Hardware, Software , Application Software , Systems software
- 1.6. Types of computers and features – Mini, Micro, Mainframe, Super
- 1.7. Types of Programming Languages – Machine, Assembly, High Level
- 1.8. Computer Memory- Storage Devices
 - 1.8.1. I/O Devices –
 - 1.8.2. Input Devices - Keyboard, Mouse, Scanners,
 - 1.8.3. Output Devices- Monitor, Digitizers, Plotters. Printer,

Unit II: Number Systems**(10)**

- 2.1. Introduction to Number System
- 2.2. Definition of Information, difference between data and information
- 2.3. Importance of Binary Number System, various number systems,
- 2.4. Conversion from Decimal to Binary, Binary to Decimal, binary number into hexadecimal number, hexadecimal number into binary number System.
- 2.5. Simple Addition, Subtraction, Multiplication, Division
- 2.6. Memory Addressing and its Importance, ASCII and BCD & EBCDIC coding System

Unit III Boolean algebra**(5)**

- 3.1. Logic Gates - AND,OR,NOT,NAND,NOR Gate
- 3.2. Logic circuits - Converting expression to logic circuit

3.3. Universal NAND gate - Universal NOR gate - Exclusive OR and equivalence function

Unit V : Operating System and Services in O.S.

(5)

5.1. Evaluation of OS

5.2. Types of O.S.

5.3. Comparison of DOS and Windows

5.4. Switching Between DOS and Windows

5.5. Basic DOS Commands

File/Directory Manipulations

Copying of files and Disks

Delete/Undelete

Formatting a floppy

Data Organization – Drives, Files, Directories

5.6. Windows Operating Environment

Features of MS – Windows- Control Panel, Taskbar, Desktop, Windows Application, Icons

Suggested Readings:

1. Fundamental of Computers – By V. Rajaraman B.P.B. Publications
2. Fundamental of Computers – By P. K. Sinha
3. Computer Today- By Suresh Basandra
4. MS- Office 2000(For Windows) – By Steve Sagman
5. Computer Networks – By Tennenbum Tata MacGrow Hill Publication

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Syllabus
B.B.A.**

Title of the Course: Practical (Office Automation)								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-01	BBA CA 111 Pr. D	02	00	02	30	15	35	50

NO	WEEK	ASSIGNMENT
1.	FIRST	Introduction to hardware (parts of computer, functions, meaning, importance) and software (types)
2.	Second	Windows Operating Environment Features of Windows, Control Panel, Taskbar, Desktop, Icons.
3.	Third	Applications of Windows (Paint, Notepad, WordPad)
4.	Fourth	Introduction to desktop publishing. Word Processing Basics; File Menu - Opening and Closing of documents, Cover page, header, footer, page number, Text Box, WordArt, DropCap, Date & Time, Symbols
5.	Fifth	Home Menu – Copy, Cut, Paste, Format Painter, Text Formatting, paragraph - bullet, numbering, multiple level numbering
6.	Sixth	Table handling, Chart, Spell check, language setting and thesaurus, Word Count, New Comment
7.	Seventh	Table, Picture, ClipArt, Shapes, Chart, hyperlink
8.	Eighth	Page Layout Menu – Margin, Size, Columns, Watermark, Page color, Page Border, Indent, Spacing, Position, Wrap Text, Forward, Backward
9.	Ninth	Mailing Menu – Envelop, Mail Merge
10.	Tenth	View Menu – Print Layout, Full Screen Reading, Macros, Design Menu – Table Styles, Shading, Borders, Draw Table, Eraser Layout Menu – Text Direction, Cell Margins, Sort, Convert to Text
11.	Eleven	MS-EXCEL File Operation – Open, Close, Save, Save As, New, Print
12.	Twelve	Home Menu – Cut, Copy, Format Painter, Font Type, Size, Color, Alignment, Merge Cell, Increase Decimal, Conditional Formatting, Format Table, Auto sum, Sort & Filter
13.	Thirteen	Insert Menu – Table, Pivot Table, Picture, ClipArt, Shapes, Chart – types, Hyperlink, Text Box, Header, Footer, WordArt
14.	Fourteen	Page Layout – Margin, Orientation, Size, Print Area, Color, Grid Line, Heading Formula Menu – Insert Functions, Data Menu – Sorting, Group, Ungroup View Menu – Normal, Page layout, page break, custom, full screen, zoom.
15	Fifteen	Power point Create ppt, insert, design, animation, slide show.

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Title of the Course: Principles of Marketing								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 2	BBA 112 T A	04	00	04	60	30	70	100

Learning Objectives (Cos):

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

Course Outcomes: (Cos):

1. Remembering challenges and opportunity of marketing manager in different types of market
2. Understand the role of marketing manager in devising Marketing Mix in the present state of affairs
3. Identify the constituents of marketing mix.
4. Analyzing 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: Introduction to Marketing

(15)

- 1.1 Definition and functions of Marketing, Scope of Marketing, Evolution of Marketing.
- 1.2 Core Concepts of Marketing- Need, want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer Loyalties.
- 1.3 Concept of Marketers and Prospects, Key Customer Markets, Marketplaces, Marketspaces, Meta Markets.
- 1.4 Linkage of Marketing functions with all functions in the organization.
- 1.5 Company orientation towards marketplace- Production, Product, Marketing, Selling,

- Holistic Marketing Orientation
- 1.6 Selling Verses Marketing
- 1.7 Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value.

Unit No. II: Marketing Environment (15)

- 2.1 Concept of Environment –Macro and Micro environment – Components and Characteristics, Needs, Trends and Major Forces Impacting on Micro and Macro Environment
- 2.2 Need for analysing Marketing Environment
- 2.3 Analysing the Demographic, Economic, Sociocultural, Natural, Technological and Political-Legal Environment

Unit No. III: Segmentation, Market Targeting and Positioning (15)

- 3.1 Segmentation: Concept, Need and Benefits
- 3.2 Bases for Segmenting Consumer Markets – Geographic, Demographic, Psychographic, Behavioural.
- 3.3 Market Targeting- Concept, Market Targeting and Criteria for Selection, Evaluating and Selecting the Market Segments- Full Market Coverage, Multiple Segment Specialisation, Single-Segmentation Concentration, Individual Market, Long-Tail Marketing
- 3.4 Positioning- Concept of Differentiation and Positioning, Value Positioning and Unique Selling Positioning

Unit No. IV: Marketing Mix (15)

- 4.1 Origin and Concept of Marketing Mix
- 4.2 7-P’s- Product, Price, Place, Promotion, People, Process, Physical Evidences.
- 4.3 Product Life Cycle – Concept and Characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC, and Strategies Across Stages of the PLC

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler &even lane keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan	New Delhi
3.	Marketing In India Text andcases	S. Neelamrgham	Vikas Publication	New Delhi
4.	Textbook of Marketing	Keith Blois	Oxford	New Delhi
5.	Marketing - Cases Insights	Paul Baines , Chris Fill , Kelly page Piyush K.Sinha	Oxford	New Delhi
6.	Foundational Of marketing	John Fahy& David Jobber	Tata McGraw Hill	New Delhi
7	Marketing and Salesmanship-I	Dr. Mangesh P. Wagmare & Dr. Satish D. Jagtap	Prashant Publication	Jalgaon

8	Marketing and Salesmanship-II	Dr. Mangesh P. Wagnare & Dr. Satish D. Jagtap	Prashant Publication	Jalgaon
E- Resource : https://drive.google.com/drive/folders/15oKXAgomdOfiO7tNRcWQ9Lud1uoDa58o				

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Title of the Course: Principles of Finance								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-2	BBA 112 T B	04	00	04	60	30	70	100

Learning Objectives :

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

Course Outcomes: (Cos):

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

Detailed Syllabus:

Unit No. I: Basic Concepts in Finance

(15)

- 1.1 Definition - Nature and Scope of Finance function, Definition, Objectives of Finance, Advantages and Disadvantages of Finance
- 1.2 Financial Management – Introduction, Meaning – Approaches: - Traditional, Modern, Definition, features, Objectives,
- 1.3 Advantages and Disadvantages of Financial Management, 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 (15)

- 3.1 Meaning -criteria for determining capital structure, Factors affecting capital structure,
- 3.2 Capitalization: - Meaning, Features, Objectives, Merits and Demerits.
- 3.3 Over Capitalization and Under Capitalization – Meaning, Causes, Consequences, Remedies.

Unit No. IV: Recent trends in Business Finance (15)

- 4.1 Venture Capital – Meaning, Objectives, Merits and Demerits, Uses
- 4.2 Leasing – Meaning, Objectives, Merits and Demerits, Uses
- 4.3 Microfinance – Meaning, Objectives, Merits and Demerits, Use,

Suggested Readings:-

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

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Title of the Course: Principles of Human Resource Management								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-2	BBA 112T C	04	00	04	60	30	70	100

Learning Objectives:

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

Course Outcomes: (Cos):

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

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

- 1.2 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 Resource (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 (15)

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

Unit No. IV: HRM in Changing Environment and Trends in HRM (15)

- 4.1 Work – Force Diversity, Technological changes and HRM,
- 4.2 International HRM, E- Human Resource Management, Human Resource Information System.
- 4.3 Human Resource Management in virtual organization,
- 4.4 Work from home, Outsourcing,
- 4.5 Changing role in HRM

Suggested Readings: -

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

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Title of the Course: Principles of Management								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC 3	BBA CA 113 T	04	00	04	60	30	70	100

Learning Objectives :

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

Course Outcomes (Cos) :

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

Detailed Syllabus:

Unit No. I: Introduction to Management

(15)

- 1.1 Meaning and Overview – Meaning and Definition
- 1.2 Nature and Scope of Management
- 1.3 Levels of Management
- 1.4 Roles and Qualities of Managers
- 1.5 Approaches to Management-
 1. Scientific Approach – Contribution of F. W. Taylor
 2. Administration Approach – Contribution of Henry Fayol
 3. Modern Approach – Contribution of Peter Drucker - MBO

Unit No. II: Planning and Organising (15)

- 2.1 Meaning and Definition of Planning, Objectives, Nature and Scopes, Types
- 2.2 Steps in the Planning Process
- 2.3 Meaning and Definition of Organising, Organisation Structure and Design,
- 2.4 Types of Organizational Structure, Centralization and Decentralization

Unit No. III: Staffing, Directing, Leadership and Motivation (15)

- 3.1 Staffing – Meaning and Definition, Methods of the Recruitment, Recruitment Process
- 3.2 Directing- Meaning, Definition, Scope of Directing, Importance of Directing
- 3.3 Leading – Nature and Significance of Leadership, Leadership Styles.
- 3.4 Motivation – Concepts of Motivation- Meaning and Definition
- 3.5 Types of Motivation – Extrinsic, and Intrinsic Motivation
- 3.6 Theories of Motivation – Maslow’s Theory, Two Factor Theory, Herberg’s Theory

Unit No. IV: Co-ordination and Control (15)

- 4.1 Co-Ordination – Meaning, and Definition of Co-Ordination
- 4.2 Importance of Co-ordination
- 4.3 Controlling – Meaning and Definition of Controlling
- 4.4 Nature and Scope of Controlling
- 4.5 Process of Controlling

Suggested Readings:

Sr.No	Title of the Book	Author/s	Publication	Place
1	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.	New Delhi
2	Principles of Management	H. Koontz , H.Weihrich , A. Ramachandra Arysri	McGraw hill companies	New Delhi
3	Management – 2008 Edition	Robert Kreitner , Mamata Mohapatra	Biztantra – Management For Flat World	New Delhi
4	Introduction to	John R. Schermerhorn	Wiley India Pvt.	New Delhi

NEP 2.0

	Management		Ltd.	
5	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies	New Delhi
6	Management Text and Cases	R. SatyaRaju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
7	Management (Multi-Dimensional Approach)	H. R. Appannaiah , G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai
8	Principles of Management	Dr. Mangesh P. Waghmare	Nirhali Prakashan	Pune
	E- Resource https://ndl.iitkgp.ac.in https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un_			

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B.B.A. (IKS)

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

Learning Objectives:

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

Course Outcomes (Cos) :

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

Detail Syllabus:

UNIT-1 Indian Ethos and Management Lessons from Scriptures: (15)

- 1.1 Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies
- 1.2 Requisites, Elements, Role of Indian Ethos in Managerial Practices
- Management Lessons from Vedas, Mahabharata, Quran, Bible and Kautilya's Arthashastra,
- 1.3 Indian Heritage in Business Management, Production and Consumption
- 1.4 Ethos V/s Ethics
- 1.5 Indian Management V/s Western Management

UNIT-2 Indian Systems of Learning:**(15)**

2.1 Gurukul system and Modern system – Meaning, feature, advantages and Disadvantages

2.2 Laws of Karma- The Great Karma, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection

2.3 Corporate Karma- Meaning, Methodology, Guidelines for Good Corporate Karma

2.4 Self-Management – Personnel Growth and Lessons from Ancient Indian Education System

2.5 Personality Development – Meaning, Determinants, Indian Ethos and Personality Development

Suggested Reading :

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

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B.B.A.

Title of the Course: Digital Marketing								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 4	BBA 121 T A	04	00	04	60	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. Remembering concept of digital marketing
2. Understanding digital marketing scope, objectives, opportunities and its challenges
3. Applying strategy for developing digital advertisement & its effectiveness
4. Analysing effectiveness of social media advertising
5. Evaluating alternatives for dynamic organization to ensure their success in highly competitive sales environment

Detailed Syllabus :

Unit No. I: Introduction to Digital Marketing

(10)

- 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 (10)

- 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,
- 2.4 SEO Optimization, Introduction to Web Analytics, Web Analytics – levels

Unit No. III: Social Media Marketing (20)

- 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

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 shoes, 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-Onefor Dummies,	Jan Zimmerman andDeborah	
E-Resources: https://youtu.be/s7sUDQni0LI https://youtu.be/I2pwcAVonKI https://youtu.be/_zOdZ65Gbr4			

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Title of the Course: Basics of Cost Accounting								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-4	BBA 121 T B	04	00	04	60	30	70	100

Learning Objectives :

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

Course Outcomes (Cos) :

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

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

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

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

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

Unit No. III: Overheads

(15)

- 3.1 Meaning and Definitions, Classification of Overheads, Collection,
- 3.2 allocation, apportionment and reapportionment of overheads
- 3.3 Under and over absorption – Definition and Reasons

Unit No. IV: Methods of Costing

(15)

- 4.1 Method of Costing,
- 4.2 Job costing, Service costing
- 4.3 Problems based on contract costing and process costing

Suggested Redoing;

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

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Title of the Course: Organizational Behaviour								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 4	BBA 121T C	04	00	04	60	30	70	100

Learning Objectives:

1. To describe the major theories, concepts, models and frameworks in the field of Organizational Behaviour.
2. To explain determinants of Organizational Behaviour at Individual, Group and Organizational Level.
3. To give knowledge about approaches to line-up individual, groups and managerial behaviour in order to achieve organizational goals.

Course Outcomes: (Cos) :

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

Detailed Syllabus :

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

- 1.1 Meaning, Definition, Nature, Scope, Importance, Key Elements of OB
- 1.2 Disciplines that contribute to the OB field,
- 1.3 Models of OB, Challenges for OB

Unit No. II: Individual Determinants of Organizational Behaviour (15)

- 2.1 Individual Behaviour- Influencing factors- Personal, Psychological, Organizational System and Resources, Environmental Factors

- 2.2 Personality- Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality
- 2.3 Value and Attitude- Meaning, Definition and Types.

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

- 3.1 Group Dynamics- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness
- 3.2 Conflict - Meaning, Definition, Traditional & Modern View of Conflict Organizational Performance and Conflict, Frustration Model
- 3.3 Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership,

Unit No. IV: Leadership and stress management (15)

- 4.1 Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership,
- 4.2 Stress Management, sources of stress , work life balance and quality of work life, TQM, Cultural Diversity, Organisational Change
- 4.3 Motivation- Meaning, Definition, Importance, Types, Theories- Maslow’s Need Hierarchy Theory, McGregor’s Theory X & Theory Y, Herzberg’s Two- Factor Theory

Suggested Readings:-

Sr. No.	Title of the Book	Author/s	Publication
1	Organizational Behaviour- Text,Cases, Games	K.Aswathapa	Himalaya Publishing House, Mumbai
2	Organizational Behaviour	Stephen P. Robbins Timothy A. Judge Neharika Vohra	Pearson education Inc, New Delhi
3	Organizational Behaviour	S. S. Khanna	S. Chand and company Ltd, New Delhi
4	Organizational Behaviour:Text cases	Suja R, Nair	Himalaya publishing house, New Delhi
5	Organizational behaviour	Jit S. Chandan	Vikas publishing house Pvt ltd,New Delhi

E-Resources:

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

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Title of the Course: Business Mathematics								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-04	BBA CA 122 T D	04	00	04	60	30	70	100

Course Outcomes (Cos)

1. Analyze role and importance of Mathematics in various business situations and while developing software's.
2. Adopt skills related with basic mathematical technique.
3. Understand the concept of LPP and TP.

Unit I: Ratio, Proportion and Percentage (10)

1.1. Ratio – Definition, Continued Ratio, Inverse Ration, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage, computation of Percentage.

Unit II: Profit and Loss (10)

2.1 Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, selling price, Trade discount and cash discount. Introduction to Commission and brokerage, Problems on commission and brokerage.

Unit III Interest and Annuity (10)

3.1 Simple interest, Compound interest, Equated monthly Installments (EMI) by interest of reducing balance and flat interest methods and problems.

3.2. Ordinary annuity, sinker fund, annuity due, present value and future value of annuity.

Unit IV Matrices and Determinant (14)

4.1 Definition of a Matrix, Types of Matrices,

4.2. Algebra of Matrices, Determinants, Ad joint of a Matrix, Inverse of a Matrix via adjoint Matrix, inverse of special matrices.

4.3 Rank of Matrices.

4.4. System of Homogeneous Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Nonhomogeneous System of Linear equations (not more than three variables).

4.5. Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix,

4.6 Numerical examples

Unit 5 Linear Programming Problem (LPP) (06)

5.1 Concept of LPP :- Introduction of LPP, Definition of LPP, some related definition of LPP (feasible, infeasible, unbounded solution, multiple solution etc) Applications of LPP Formulation of LPP and solution of LPP by graphical method.

5.2 Numerical example related to graphical method.

Unit 6 Transportation problem (T.P.) (10)

6.1 Concept of Transportation Problem and meaning of T.P

6.2 Methods of finding initial basic feasible solution by using (North-West Corner Method (NWCM), Least Cost Method (LCM), Vogel's Approximation Method (VAM).)

6.3. Simple numerical problems (concept of degeneracy is not expected).

6.4 Assignment problems

6.5 Numerical problems on Assignment problems

Suggested Readings:

1. Business Mathematics by Dr. AmarnathDikshit and Dr. Jinendrakumar Jain.
2. Business Mathematics by V. K. Kapoor – Sultan, Chand and sons. Delhi.
3. Business Mathematics by Bari – New Literature publishing company, Mumbai.
4. Operation Research by S. D. Sharma - Sultan, Chand and sons. Operation Research by J. K. Sharma - Sultan, Chand and

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Title of the Course: Digital Marketing								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
		DSE- 5	BBA 122 T A					

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

Detail Syllabus :**Unit No. I: Introduction to Digital Marketing****(10)**

- 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,
- 2.4 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, Prepare the MARCOM strategy

Unit No. IV: Computer Laboratory Work (20)

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 shoes, 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	Pearson Pune/ Mumbai

		Kartajaya	
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			

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Title of the Course: Basics of Cost Accounting								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-3	BBA 122 T B	04	00	04	60	30	70	100

Learning Objectives :

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

Course Outcomes (Cos) :

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

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

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

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

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

Unit No. III: Overheads

(15)

- 3.1 Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads
- 3.2 Under and over absorption – Definition and Reasons

Unit No. IV: Methods of Costing

(15)

- 4.1 Method of Costing,
- 4.2 Job costing, Service costing
- 4.3 Problems based on contract costing and process costing

Suggested Reading :

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi
2	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd.	New Delhi
3	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
4	Costing Adviser	P.V.Rathnam, P. Lalitha	Kitab Mahal	Allahabad
5	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M.Datar , Madhav V. Rajan	Pearson	New Delhi
6	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons	New Delhi
7	Cost Accounting	Jawahar Lal Seema Srivastava	McGraw Hill education	New Delhi
	<p>E- Resources :</p> <ul style="list-style-type: none"> 9. https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf 10. https://www.deskera.com/blog/cost-accounting/ 11. https://www.investopedia.com/terms/c/cost-accounting.asp 12. https://cleartax.in/s/cost-accounting 13. http://accounting-financial-tax.com/cost-accounting-common-terms-and-definitions/ 14. https://youtu.be/cwahMNjTTnU 15. https://youtu.be/VXTbSqrS1OQ 			

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Title of the Course: Organizational Behaviour								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 4	BBA 122T C	04	00	04	60	30	70	100

Learning Objectives:

1. To describe the major theories, concepts, models and frameworks in the field of Organizational Behaviour.
2. To explain determinants of Organizational Behavior at Individual, Group and Organizational Level.
3. To give knowledge about approaches to line-up individual, groups and managerial behaviour in order to achieve organizational goals.

Course Outcomes: (Cos) :

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

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

- 1.4 Meaning, Definition, Nature, Scope, Importance, Key Elements of OB
- 1.5 Disciplines that contribute to the OB field,
- 1.6 Models of OB, Challenges for OB

Unit No. II: Individual Determinants of Organizational Behaviour (15)

- 2.1 Individual Behavior- Influencing factors- Personal, Psychological, Organizational System and Resources, Environmental Factors
- 2.2 Personality- Meaning, Definition, Key Determinants of

Personality, Types of Personality, Theories of Personality
2.3 Value and Attitude- Meaning, Definition and Types.

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

- 3.1 Group Dynamics- Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness
- 3.2 Conflict - Meaning, Definition, Traditional & Modern View of Conflict Organizational Performance and Conflict, Frustration Model
- 3.4 Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership,

Unit No. IV: Leadership and stress management (15)

- 4.1 Leadership- Meaning, Definition, Leader V/S Manager, Styles of Leadership,
- 4.2 Stress Management, sources of stress , work life balance and quality of work life, TQM, Cultural Diversity, Organisational Change
- 4.3 Motivation- Meaning, Definition, Importance, Types, Theories- Maslow’s Need Hierarchy Theory, McGregor’s Theory X & Theory Y, Herzberg’s Two- Factor Theory

Suggested Readings:-

Sr. No.	Title of the Book	Author/s	Publication
1	Organizational Behaviour- Text,Cases, Games	K.Aswathapa	Himalaya Publishing House, Mumbai
2	Organizational Behaviour	Stephen P. Robbins Timothy A. Judge Neharika Vohra	Pearson education Inc, New Delhi
3	Organizational Behaviour	S. S. Khanna	S. Chand and company Ltd, New Delhi
4	Organizational Behaviour:Text cases	Suja R, Nair	Himalaya publishing house, New Delhi
5	Organizational behaviour	Jit S. Chandan	Vikas publishing house Pvt ltd,New Delhi

E-Resources:

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

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Title of the Course: Business Accounting								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-6	BBA CA 123 T	04	00	04	45	30	70	100

Learning Objectives (Cos) :

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

Course Outcome: - (Cos)

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

Detail Syllabus :

Unit No. I: Financial Accounting- (15)

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

Unit No. II: Accounting Transactions and Final Accounts (10)

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

Unit No. III: Software used in Accounting

(20)

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

Unit No. IV : Introduction to Goods and Services Tax Laws and Accounting (15)

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

Suggested Readings :

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Advance Accounting Vou- I	S.N. Maheshwari & S.K. Maheshwari	Vikas Publication	New Delhi
2	Advance Accounting Vou- I	M.C. Shukla , T.C. Grewal , S.C Gupta	S. Chand	New Delhi
3	Accountancy (Vol- I)	S. Kr. Paul	Central Educational Enterprises (P). Ltd.	Kolkata
4	Accounting (Text and Cases)	Robert N. Anthony , David F. Hawkins , K. A. Merchant	McGraw Hill Companies	New Delhi
5	Advanced Accountancy (Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons	New Delhi
<p>E- Resources :</p> <p>1. https://pdf.co/accounting-basics-tutorial 2. http://www.principlesofaccounting.com/ 3. http://misscpa.com/ 4. http://simplestudies.com/ 4. https://www.coursera.org/course/accounting 5. http://www.accountingcoach.com/ 6. https://youtu.be/xWKfKCnQqAE 7. https://youtu.be/Z71rEnjW-Z4 8. https://ndl.iitkgp.ac.in</p>				