

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 (IB)

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 International Business

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 (IB) 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 (IB) 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 (IB) 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				Minor	GE/ OE	SE C	IKS	AEC	VEC	CC	Total
		Core	Elective	VSC	FP/ OJT/ CEP								
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 (IB) : 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 (IB)

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	DSC-1 Subject-01	BBA-IB 111T	Fundamentals of Financial and Cost Accounting	04
2.	I	I	4.5	DSC-2 Subject-02	BBA-IB 112T	Fundamentals of Marketing Management	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-IB 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-IB 121T	Supply Chain and Logistic Management	04
7.	I	II	4.5	DSC-5 Subject-02	BBA-IB 122T	Business Economics	04
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 IB 231T	Production Management and Business Exposure	03
12.	II	III	5.0	DSC-8	BBA IB 232T	Startup Innovation and Entrepreneurship Development	03
13.	II	III	5.0	FP- 01	BBA IB 233 T/ Pr	Project / Practical	02
14.	II	III	5.0	VSC-01	BBA IB 234 T	IT in Management	02
15.	II	III	5.0	MNR-01	BBA IB 301T	Production and Operation Management	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 IB 241T	International Business Management	03
19.	II	IV	5.0	DSC-10	BBA IB 242T	International Economics	03
20.	II	IV	5.0	FP- 02	BBA IB 243 T/ Pr	CEP	02
21.	II	IV	5.0	VSC-02	BBA IB 244 T	Foreign Language	02

22.	II	IV	5.0	MNR-02	BBA IB 401T	Supply Chain Management	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	BBA IB351	International Marketing Management	04
26.	III	V	5.5	DSC 12	BBA IB351 T	International Financial Management	04
27.	III	V	5.5	DSC 13 (Major Elective)	BBAIB 351 T	Inventory and Warehouse Management	04
28.	III	V	5.5	VSC-03	VSC-03	Foreign Exchange Management	02
29.	III	V	5.5	FP -03	FP -03	Field Project	02
30.	III	V	5.5	MNR- 03	BBA IB 501T	International Relations	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	International Service Management	04
33.	III	VI	6.0	DSC 15	DSC 15	International Human Resource Management	04
34.	III	VI	6.0	DSC 16	DSC 16	International Business Law	04
35.	III	VI	6.0	VSC 04	VSC 04	Intellectual Property Rights	02
36.	III	VI	6.0	OJT	OJT	OJT	04
37.	III	VI	6.0	MNR 04	BBA IB 601T	Knowledge Management	02

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

Title of the Course: Fundamentals of Financial and Cost Accounting								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 1	BBA IB111 T	04	00	04	60	30	70	100

Learning Objectives (Cos):

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

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.
7. Identify the elements of cost and cost sheet, overheads
8. Analyze the overheads
9. Evaluate apportionment and reapportionment of overheads
10. Prepare cost sheet.

Detail Syllabus:

Unit No. I: Basic Concepts and Sources of Finance (15)

- 1.1 Introduction, Scope and Objectives of Finance
- 1.2 Financial Management – Introduction, Approaches
- 1.3 Role of Finance Manager
- 1.4 External Sources – Shares, Debentures, Public Deposits
- 1.5 Internal Sources – Reserves and Surplus, Bonus Shares, Retained Earnings

Unit No. II: Capital Structure and Recent Trends in Business Finance (15)

- 2.1 Meaning of Capital Structure Factor Affecting Capital Structure
- 2.2 Capitalization – Meaning, Over- Capitalization and Under- Capitalization
- 2.3 Venture Capital, Leasing, Micro-Finance, Mutual Funds

Unit No. III: Basics Concepts and Elements of Cost (15)

- 3.1 Concepts of Cost, Costing, Cost Accounting, Cost Accountancy
- 3.2 Objectives and Features of Cost Accounting
- 3.3 Difference Between Financial and Cost Accounting
- 3.4 Cost Unit and Cost Centre
- 3.5 Material, Labour, and Other Expenses
- 3.6 Classification of Cost

Unit No. IV: Overheads and Methods of Costing (15)

- 4.1 Meaning and definition of Overheads
- 4.2 Under and Over Absorption
- 4.3 Methods of Costing
(Examples on Cost Sheets, Process Costing and Contract Costing)

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.	Cost Accounting and Financial Management	M.Y. Khan , P.K. Jain	McGraw Hill	New Delhi
5.	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd.	New Delhi
6.	Cost Accounting -	Dr. P.C. Tulsian	S. Chand	New Delhi
7.	Costing Adviser	P.V.Rathnam, P. Lalitha	Kitab Mahal	Allahabad
8.	Cost Accounting – A managerial Emphasis	Charles T. Horngren , Srikant M.Datar , Madhav V. Rajan	Pearson	New Delhi

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Syllabus
B.B.A. (IB)

Title of the Course: Fundamentals of Marketing Management								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-1	BBA IB 112 T	04	00	04	60	30	70	100

Learning Objectives:

- 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.
4. 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 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: Marketing Mix (15)

- 3.1 Origin and Concept of Marketing Mix
- 3.2 7-P's- Product, Price, Place, Promotion, People, Process, Physical Evidences.
- 3.3 Product Life Cycle – Concept and Characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC, and Strategies Across Stages of the PLC

Unit No. IV: Introduction to Digital Marketing (15)

- 4.1 Concepts and Meaning of Digital Marketing Process
- 4.2 Meaning, Visibility, Increasing Visibility, Types of Visibility, Examples of Visibility
- 4.3 Tools of Digital Marketing
Creating Initial Digital Marketing plan, Content Marketing, Strategic Flow for Marketing Activities.
- 4.4 Introduction of Social Media Marketing – Procedure and Fundamentals of Facebook, Marketing Google Ads, Words Marketing, Email Marketing – Content Writing

Suggested Readings: -

Sr. No.	Title of the Book	Author/s	Publication	Place
1.	Marketing Management	Philip Kotler & Keven Lane Keller	Pearson India	South Asia
2.	Marketing Management	V. S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
3.	Marketing and Salesmanship-I	Dr. Mangesh P. Wagmare & Dr. Satish D. Jagtap	Prashant Publication	Jalgaon
4.	Marketing and Salesmanship-II	Dr. Mangesh P. Wagmare & Dr. Satish D. Jagtap	Prashant Publication	Jalgaon
5.	Digital Marketing	Dave Chaffey	Pearson	Pune/ Mumbai
6.	Marketing 4.0	Philip Kotler/Herman Katajaya	Pearson	Pune/ Mumbai
7.	Digital Marketing Strategy	Simon Kingsnorth	Kogan Page	Mumbai
8.	Digital Marketing	Dave Chaffey/Fiona	Pearson	Mumbai

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B.B.A. (IB)

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-
 - 1.5.1 Scientific Approach – Contribution of F. W. Taylor
 - 1.5.2. Administration Approach – Contribution of Henry Fayol
 - 1.5.3. Modern Approach – Contribution of Peter Drucker - MBO

Unit No. II: Planning and Organising (15)

- a. Meaning and Definition of Planning, Objectives, Nature and Scopes, Types
- b. Steps in the Planning Process
- c. Meaning and Definition of Organising, Organisation Structure and Design,
- d. 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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Syllabus
B.B.A. (IB)
(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 IB 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 lean 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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Title of the Course: Supply Chain Management								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE- 4	BBAIB 121 T	04	00	04	60	30	70	100

Course Outcomes: (Cos):

1. To enable the students to have a comprehensive understanding of Supply Chain Management
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.

Detail Syllabus:

Unit No. I: Introduction to Supply Chain Management (15)

- 1.1 Concept, Objectives and Functions of supply Chain Management
- 1.2 Supply Chain Strategy, Global Supply Chain Management
- 1.3 Value Chain and Value Delivery system for SCM
- 1.4 Bull- Whip Effect
- 1.5 Concept, Importance and Objectives of Green Supply Chain Management

Unit No II: Manufacturing and Warehousing (15)

- 2.1 Concept and definition – Manufacturing and Scheduling
- 2.2 Manufacturing Flow System, Workflow Automation
- 2.3 Material Handling System – Design and Decision
- 2.4 Warehouse and Store Keeping
- 2.5 Strategies of Warehousing and Storekeeping, Space Management

Unit No. III: Logistic Management and IT in Supply Chain Management (15)

- 3.1 Concepts and Objectives of Logistic Management
- 3.2 Integrated Logistics Management, Logistic Planning and Strategies
- 3.3 Inventory Management and its role in Customer Service.
- 3.4 Information and Communication Technology in SCM, Role of It in SCM
- 3.5 Current IT Trends in SCM, RFID, Bar Coding, Retail SCM, Problems and Prospects.

Unit No. IV: Key Operation Aspects in Supply Chain Management (15)

- 4.1 Supply Chain Network Design, Distribution Network I Supply Chains
- 4.2 Channel Design
- 4.3 Factors Influencing Design
- 4.4 Role and Importance of distribution in SCM
- 4.5 Issues in Workforce Management, and Relationship Management with Suppliers, Customers and Employees
- 4.6 Linkage between HRM and SCM

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Supply Chain Management for Global Competitiveness	B. S. Sahay	Macmillan India Limited
2	Supply Chain Management	Sunil Chopra, Peter Meindl and D. V. Kalra	Pearson Education
3	The Supply Chain Handbook	James A. Tompkins, Dale A. Harmelink	Tompkins Press
4	Supply Chain Logistics Management	Donald Bowersox, David Clossand, M. Bixby Cooper	McGraw-Hill Education
5	Logistic Management	Donald Bowersox and David J. Closs	Tata McGraw-Hill

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

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

Learning Objectives:

1. To make students aware of concepts in Micro and Macro Economics.
2. To make the students aware of Basic Concepts of National Income
3. To get basic knowledge of Demand, Supply and Overall Economy.

Course Outcomes: (Cos):

1. Analyze and think Critically about the use of Economic Strategies in Business.
2. Development of Critical Aptitude about economic problems and their solutions in businesses.
3. Applying economic strategies for developing Business Strategies.

Detail Syllabus:

Unit No. I: Introduction of Economics (15)

- 1.1 Meaning, Nature and Scope of Business Economics – Macro and Micro
- 1.2 Basic Economic Problems
- 1.3 Circular Flow of Income and Expenditure

Unit No II: Demand and Supply Analysis (15)

- 2.1 Concept of Demand and Supply
- 2.2 Concept of Law of Demand

- 2.3 Elasticity of Demand and their Types
- 2.4 Concept of Law of Supply
- 2.5 Factors affecting Supply
- 2.6 Elasticity of Supply and their types

Unit No. III: National Income (15)

- 3.1 Meaning and Importance of National Income
- 3.2 Concepts of Gross National Product (GNP), Net National Product (NNP), Gross Domestic Product (GDP), Per Capita Income (PCI), Personal Income (PI), Disposable Income (DI)
- 3.3 Measurement of National Income – Methods and Difficulties

Unit No. IV: Public Finance (15)

- 4.1 Meaning and Definition
- 4.2 Scope of Public Finance
- 4.3 Importance of Public Finance
- 4.4 Meaning and Types of Taxes
- 4.5 Public Expenditure – Meaning and Causes of Increasing Public Expenditure
- 4.6 Public Debt – Meaning and Importance
- 4.7 Budget – Meaning and Types

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Business Economics (Micro)	Dr. Mukund Mahajan	Nirali Prakashan
2	Business Economics	Dr. J. P. Mishra	Sahitya Bhavan Publication
3	Introductory Micro Economics	Sandeep Garg	Dhanpat Rai Publication
4	Macro-Economics	N. Gregory Makiw	Worth Publishers
5	Macro Economics	K. R. Gupta, R. K. Mandal, Anita Gupta	Atlantic Publishers and Distributor's Pvt. Ltd.
6	Macro Economics	Sampat Mukherjee	New Central Bokk Agency

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

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	02	00	02	60	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 (15)

- 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 (15)

- 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
	E- Resources : 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			