

NEP 2.0

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 and Syllabus for

Open Elective: B.B.A.(C.A.)

(For Students of Arts and Science Faculty)

Implemented from

Academic Year 2024-25

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New Arts, Commerce and Science College, Ahmednagar
(Autonomous)

Introduction of Open Electives (BBA(CA)): For Arts and Science Faculty

Open Elective/ Generic Elective Framework and Course Distribution:

Subject: Marathi (For Arts and Science Faculty only)

S r . N o . .	Y e a r	Se m est er	Le ve l	Course Type	Course Code	Title	Cre dits
1.	I	I	4.5	OE-01	OE-BBA-CA 01T	Google tools in Business Administration	02
2.	I	II	5.0	OE-01	OE- BBA-CA 02T	Digital Marketing Concepts	02
3.	II	III	5.5	OE-03	OE- BBA-CA 03T	Blogging Platforms	02
4.	II	IV	6.0	OE-04	OE- BBA-CA 04T	Social Media Marketing Concepts	02
Total							08

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Syllabus of Open Elective: Commerce

Title of the Course: Google tools in Business Administration								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-01	OE- BBA-CA 01T	02	00	02	30	15	35	50

Learning Objectives:

Course Outcomes (Cos)

1. Basic knowledge of google tools
2. Easy automation of workflow which help student to be smarter

Detailed Syllabus: Example

Unit I: Introduction to google tools (10)

- 1.1. Introduction
- 1.2 benefits of google tools
- 1.3 Advantages and disadvantages of using tools .
- 1.4 Automation benefits.
- 1.5. google tools list

Unit II: Google workforce for education (10)

- 2.1 Google Chrome
- 2.2 Gmail
- 2.3 Google Meet
- 2.4 Google Classroom
- 2.5 Google Calendar

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2.6 Google Forms

2.7 Google Search

Unit III: Google Drive (12)

3.1 Introduction to drive

3.2 Use google drive

3.3 operation on google drive

3.4 google Photos

3.5 Google Doc

3.6 Google Sheets

3.7 Google slides

Unit IV: Marketing with google (13)

4.1 youtube

4.2 google maps & google business

4.2 Google sites

4.2 Google Lens

Suggested Readings/Material:

1. google search
2. youtube channels

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Syllabus of Open Elective: Commerce

Title of the Course: Digital Marketing Concepts								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-01	OE- BBA-CA 02T	02	00	02	30	15	35	50

Learning Objectives:

Course Outcomes (Cos)

1. Understanding the blogging
2. Make a good blog

Detailed Syllabus: Example

Unit I: Introduction (5)

- 1.1 Introduction to Digital Marketing
- 1.2. Blogs Introduction
- 1.3 Content writing
- 1.4 Publishing and copyright
- 1.5 Market need
- 1.6 Earning through blogging
- 1.7 Design banners

Unit II: Blogger (8)

- 2.1 Creating an account
- 2.2 Understanding the menus
- 2.3 Adding blog
- 2.4 View the blog
- 2.5 Change the themes
- 2.6 Understand and change the layout of blog
- 2.7 Pages, comment and statistics

Unit III: Wordpress (10)

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- 3.1 Creating an account
- 3.2 Customizing site
- 3.3 Understanding the menus
- 3.4 Adding the blog
- 3.5 View the blog

Unit IV: Themes and plugins in wordpress:

(07)

- 4.1 Change the themes
- 4.2 Understand plugins
- 4.3 Install plugins
- 4.4 Use plugins
- 4.5 Understand and change the layout of blog
- 4.6 Adding Pages
- 4.7 Working with comment

Suggested Readings/Material:

1. The Habits of Highly Successful Bloggers by Ryan Robinson
2. How to Promote Your Blog (and Get Readers) in 2023 by Ryan Robinson