

Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Business Administration

(BBA)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2024-2025

Preamble:

In an era characterized by rapid technological advancements and dynamic business environments, the Bachelor of Business Administration (BBA) program at Savitribai Phule Pune University, Pune is designed to equip students with the foundational knowledge and practical skills necessary to excel in various business domains. This curriculum reflects the integration of core business principles with contemporary management practices, preparing students to meet the challenges and opportunities of the modern business world. The BBA program aims to provide a comprehensive education that combines theoretical knowledge with practical application. The curriculum covers essential areas such as management, finance, marketing, human resource management, agriculture business, and service management. This multidisciplinary approach ensures that students develop a broad understanding of business operations and strategic decision-making. A distinctive feature of this program is its emphasis on experiential learning. Students engage in hands-on projects, practical sessions, and internships that allow them to apply theoretical concepts in real-world business scenarios. This experiential learning approach not only enhances their practical skills but also prepares them for the demands of the business industry. The program also focuses on developing essential soft skills such as communication, teamwork, and leadership. Courses in business communication, soft skills development, and business ethics are designed to foster these abilities, ensuring that graduates can effectively navigate professional environments and lead diverse teams. Furthermore, the BBA program encourages students to adopt a holistic perspective on business issues. Courses on environmental awareness, democracy awareness, and gender sensitization promote a sense of social responsibility and ethical decision-making. This holistic approach ensures that graduates are not only proficient in business practices but also mindful of their impact on society and the environment. Through a blend of rigorous academics, practical experience, and skill development, the BBA program aims to create well-rounded professionals who are equipped to drive innovation and growth in their respective fields. Graduates of this program will be prepared to pursue successful careers in management, entrepreneurship, finance, marketing, and other business-related areas. In essence, the BBA program at [Institution Name] is committed to nurturing a new generation of business leaders who are adept at navigating the complexities of the global business landscape, driving sustainable growth, and promoting ethical business practices worldwide.

Following aspects highlight the importance of commercial education:

- 1. Academic Rigor and Excellence:** Commercial education provides a rigorous academic curriculum that equips students with a comprehensive understanding of business theories, principles, and practices. Through innovative teaching methods and experiential learning opportunities students excel in dynamic and competitive global business environments.
- 2. Ethical Leadership and Social Responsibility:** Students are instilled the importance of ethical decision-making, integrity, and corporate social responsibility. Our program emphasizes the significance of ethical

leadership and the impact of business practices on society and the environment.

3. Critical Thinking and Problem-Solving Skills: We foster the development of critical thinking, analytical reasoning, and problem-solving skills essential for effective decision-making in complex business situations. Students learn to evaluate information, analyze data, and formulate strategic solutions to real-world challenges.

4. Global Perspective and Cultural Awareness: Recognizing the interconnectedness of the global economy, we emphasize the development of a global mindset and cultural competence among the students. Our curriculum integrates international business concepts and opportunities for cross-cultural learning experiences.

5. Professional Development and Career Readiness: Through internships, professional development workshops, and networking opportunities, students are facilitated the acquisition of practical skills and industry-specific knowledge necessary for professional growth and advancement.

6. Innovation and Entrepreneurship: Encouraging creativity and innovation, we inspire entrepreneurial thinking and the ability to identify and seize opportunities in the marketplace. Our program supports aspiring entrepreneurs in developing business plans and launching ventures that contribute to economic growth and innovation.

7. Continuous Learning and Adaptation: Committed to continuous improvement and adaptation to meet the evolving demands of the business world. Our faculty engage in scholarly research and professional development to ensure that our curriculum remains relevant and responsive to industry trends and technological advancements.

8. Constant Learning: Commerce is a field that requires continuous learning and adaptation to stay competitive. Business education instills a mindset of lifelong learning, encouraging individuals to stay updated about industry trends, new technologies, and evolving business practices.

Objectives of the Programme:

1. To equip students with a comprehensive understanding of core business principles, including management, finance, marketing, human resource management, and operations.
2. To foster the ability to analyze business problems, develop strategic solutions, and make informed decisions using critical thinking and analytical skills.
3. To provide hands-on experience through practical sessions, projects, internships, and case studies to apply theoretical knowledge in real-world business scenarios.
4. To improve written and verbal communication skills essential for professional business environments, including report writing, presentations, and interpersonal communication.
5. To instill leadership qualities and teamwork skills, preparing students to lead and collaborate effectively in diverse business settings.
6. To incorporate modern technological tools and practices in business operations, including computer applications, IT for business, and AI/ML for business.
7. To promote ethical business practices, corporate social responsibility, and environmental awareness to ensure graduates act with integrity and social responsibility.
8. To offer a range of elective courses to provide a broad perspective on business issues, integrating knowledge from various disciplines like economics, law, and management.
9. To equip students with the skills and knowledge required for successful careers in management, entrepreneurship, finance, marketing, and other business-related areas.
10. To lay a strong foundation for those who wish to pursue higher studies in business and management.
11. To encourage a mindset of continuous learning and adaptability to stay current with business trends, technological advancements, and evolving market conditions.
12. To nurture entrepreneurial thinking and skills, preparing students to identify opportunities, develop business plans, and launch and manage their own ventures.
13. To foster critical thinking skills to identify, analyze, and solve complex business problems innovatively and efficiently.

Program Outcomes:

1. Graduates will have a thorough understanding of fundamental business principles, including management, finance, marketing, and human resources.
2. Graduates will be able to analyze business problems, develop strategic plans, and make data-driven decisions to address complex business challenges.
3. Graduates will demonstrate the ability to apply theoretical knowledge to practical situations through hands-on projects, internships, and real-world case studies.
4. Graduates will possess strong written and verbal communication skills, essential for business reporting, presentations, and professional interactions.
5. Graduates will exhibit leadership qualities and the ability to work effectively in teams, contributing to collaborative efforts and leading projects.
6. Graduates will be adept at using modern business technologies and information systems, enhancing business operations and decision-making processes.
7. Graduates will understand and uphold ethical standards in business practices, demonstrating a commitment to corporate social responsibility and environmental sustainability.
8. Graduates will integrate knowledge from various disciplines, providing a holistic approach to solving business problems and making informed decisions.
9. Graduates will be well-prepared for professional careers in management, finance, marketing, entrepreneurship, and other business fields, equipped with the necessary skills and knowledge.
10. Graduates will have a commitment to continuous learning and professional development, staying current with industry trends, technological advancements, and evolving market conditions.
11. Graduates will demonstrate entrepreneurial skills, including the ability to identify opportunities, develop business plans, and manage new ventures.
12. Graduates will possess strong critical thinking abilities, enabling them to identify, analyze, and solve complex business problems with innovative and effective solutions.

Introduction

The BBA Degree Program (2024 Pattern) will be introduced in the following order:

Sr. No.	BBA Degree Program	Academic Year
A	First Year BBA	2024-2025
B	Second Year BBA	2025-2026
C	Third Year BBA	2026-2027
D	Fourth Year BBA	2027-2028

The program will be offered in following Specializations:

1. Finance Management (FM)
2. Human Resource Management (HRM)
3. Marketing management (MM)
4. Agri Business Management (ABM)
5. Services Management (SM)

Eligibility

- a) No Candidates shall be admitted to the First Year of the BBA Degree Program (2024 Pattern) unless he / she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board or equivalent or University with English as a passing Course.
- b) No candidate shall be admitted to the Third Semester Examination of the Second Year unless he / she has cleared First Two Semesters satisfactorily for the course at the college affiliated to this University.

- c) No student shall be admitted to the Third Year BBA (Fifth Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of First and Second Semester Examination of FYBBA
- d) No candidate shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared first Two Semesters satisfactorily of Second Year for the Program at the college affiliated to this University.
- e) No candidate shall be admitted to the Fourth Year BBA (Seventh Semester) Degree Program (2024 pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of SYBBA

Teaching Methodology

The Teacher can use the following Methods as Teaching Methodology:

- Class Room Lectures
- Guest Lectures of Professionals, Industry Experts etc.
- Teaching with the help of ICT tools
- Visits to various Professionals Units, Companies and Business / Industry Units
- Group Discussion / Debates
- Assignments, Tutorials, Presentations, Role Play etc.
- YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.
- Analysis of Case Studies

Examination

- 1) A student cannot appear for Semester End Examination unless he / she has maintained at least 75% attendance during the teaching period of that course. If a student fails to maintain attendance up to 75%, at the time of filling of Examination Forms, an undertaking from the student should be taken stating that he / she will be allowed to appear for Examination subject to fulfillment of required attendance criteria during the remaining period of teaching of the course.
- 2) Each credit will be evaluated for 25 Marks.
- 3) Each course will have a distribution of 30:70 for CIE and SEE.
- 4) To pass a course, the student must obtain at least 40% Percent marks in the CIE and SEE separately.
- 5) If a student misses CIE examination, he / she will have a Second Chance with the permission of the teacher concerned only. Such a Second Chance shall not be the right of the student; it will be the discretion of the teacher concerned only rather than the Head of the Department or Principal to give or not to give Second Chance to a student to appear for Internal Assessment.
- 6) A student cannot register for the Third, Fifth and Seventh Semester, if he / she fails to complete 50% credits of the total credits expected to be ordinarily completed within Two Semesters.
- 7) No student shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared First Two Semesters.
- 8) No student shall be admitted to the Fourth Year BBA (Seventh Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of S.Y. BBA and has satisfactorily kept terms for the Third Year (Fifth and Sixth Semester).
- 9) There shall be revaluation of the Answer Scripts of Semester-End Examination but not of Answer Scripts of Internal Assessment Papers as per Ordinance No. 134 A and B.

A.T.K.T. Rules

The present relevant ordinances issued by the SPPU pertaining to ATKT are applicable.

University Terms:

The dates for the commencement and conclusion of the First and the Second Terms shall be as determined by the University Authorities. Only duly admitted students can keep the terms. The present relevant ordinances pertaining to grant of terms will be applicable.

Verification and Revaluation

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

Restructuring of Courses

This revised course structure shall be made applicable to the colleges implementing 'Restructured Programme at the Undergraduate Level from June 2024. The Colleges under the Restructured Programme which has revised their structure in the light of the "2024 Pattern" shall be introduced with effect from Academic Year 2024-25.

Standard of Passing

- A candidate is required to obtain 40% Marks in Internal Assessment, Practical Examination and Semester End University Examination.
- It means that passing separately at Internal Assessment, Practical Examination and Semester End University Examination is compulsory.

Methods of Evaluation, Passing, and Evaluation Criteria

The evaluation of students will be done on Three Times during each Semester:

- Internal Assessment (Internal)
- Practical Examination (If applicable)
- Semester End University Examination (External)

For Semester End University Examination, question papers will be set for Seventy Percent of the Total Marks allotted for the course.

Evaluation will be done on a continuous basis Three Times during each Semester. Internal Assessment will be of Thirty Percent of the Total Marks allotted for the subject. The colleges need to adopt any Two Methods out of the following Methods for Internal Assessment:

- Offline Written Examination
- Power Point Presentations
- Assignments / Tutorials
- Oral Examination
- Open Book Test
- Offline MCQ Test
- Group Discussion
- Analysis of Case Studies

Credit Structure for FYBBBA

FYBBA Semester I								
Course Type	Course	Paper Title	Hours / Week	Credits	Internal	External	Total	
Major Mandatory (06)	Major Mandatory 1 (Compulsory)	Principles of Management	3	2	15	35	50	
	Major Mandatory 2 (Select Any one Specialization)	Finance: Principles of Finance	3	2	15	35	50	
		Marketing: Principles of Marketing						
		HRM: Principles of Human Resource Management						
		Agri. Bussi.: Agriculture and Indian Economy						
		Service Mgmt.: Essentials of Services Management						
	Major Mandatory 3 (Select Any one Specialization other than selected in Major Mandatory 2)	Finance: Principles of Finance	3	2	15	35	50	
		Marketing: Principles of Marketing						
		HRM: Principles of Human Resource Management						
		Agri. Bussi.: Agriculture and Indian Economy						
		Service Mgmt.: Essentials of Services Management						
	Open Elective (OE)	Open Elective 1	Business Mathematics -I	3	2	15	35	50
		Open Elective 2	Business Statistics - I	3	2	15	35	50
	Vocational Skill Development Course (VSC)	Vocational Skill Development Course	Information Technology for Business	3	2	15	35	50
	Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Soft Skills Development	3	2	50	0	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - I	3	2	15	35	50	
Value Education Course (VEC)	Value Education Course (VEC)	Environmental Awareness	3	2	15	35	50	
Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	Generic IKS	3	2	50	0	50	
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education - I	@ Department	2	50	0	50	
		Total	-	22	270	280	550	
FYBBA Semester II								
Course Type	Course	Paper Title	Hours / Week	Credits	Internal	External	Total	

Major Mandatory (06)	Major Mandatory 4 (Compulsory)	Business Cost Accounting	3	2	15	35	50	
	Major Mandatory 5 (As per the specialization selected in Semester I)	Finance: Business Accounting	3	2	15	35	50	
		Marketing: Consumer Behavior and Sales Management						
		HRM: Organizational Behavior						
		Agri. Bussi.: Essentials of Rural Development						
		Service Mgmt.: Essentials of Services Management						
	Major Mandatory 6 (As per the specialization selected in Semester I)	Finance: Business Accounting	3	2	15	35	50	
		Marketing: Consumer Behavior and Sales Management						
		HRM: Organizational Behavior						
		Agri. Bussi.: Essentials of Rural Development						
		Service Mgmt.: Essentials of Services Management						
	Minor	Minor 1	Business Economics - I	3	2	15	35	50
	Open Elective (OE)	Open Elective 3	Business Mathematics - II	3	2	15	35	50
		Open Elective 4	Business Statistics - II	3	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Computerized Accounting using Tally	5	2	50	0	50	
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business	3	2	15	35	50	
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - II	3	2	15	35	50	
Value Education Course (VEC)	Value Education Course (VEC)	Democracy Awareness & Gender Sensitization	3	2	50	0	50	
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education - II	@ Department	2	50	0	50	
		Total	-	22	270	280	550	

Please note Credit Structure for SYBBA and TYBBA for all specialization will be shared separately

Detail Syllabus

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA101T	Major Mandatory	Principles of Management	02	3

Course Objectives

1.	To understand basic concept regarding organization Business Administration
2.	To examining application of various management principles
3.	To develop managerial skills among the students
4.	To develop managerial thinking and cultivate business acumen.
5.	To identify new systems and trends in modern management.

Course Outcome

C01	Express themselves effectively in routine and special real business interactions and principles of management
C02	Demonstrate appropriate use of administration, management.
C03	Ability to organize various programs, meetings and events
C04	Apprise the pros and cons of major managerial functions
C05	Create and deliver effectiveness of quality management

Unit	Title and Contents	No. of Lecture Hours
1	Nature of management Meaning, importance, functions, types of Management as an art, science and social system Universality of concept of management and organization Evolution of management thoughts Concept of managerial thoughts Contribution of Taylor, Mayo and Fayol and Drucker and Indian Management Ethos	15

2	Major managerial Functions Planning, need types, methods, advantages, merits Forecasting. need types, methods, advantages, merits Decision making types of process and techniques Directions nature and principles and Motivation -nature, principles and theories Organizing -concept delegation of authorities' decentralization concepts and importance	15
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Reference Material

Text Books

1. Taxmann's Principles of Management Text and Cases, Neeru Vasishth, Vibhuti Vasishth

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Principles of Management	M.P. Waghmare	Nirali Publication	Mumbai
2	Management Concepts and Strategies	J.S. Chandan Vikas	Publishing House Pvt. Ltd.	New Delhi
3	Principles of Management	Harold Koontz, Heinz Wehrich, A. Ramachandra Arysri	McGraw hill companies	New Delhi
4	Management A Global and Entrepreneurial Perspective	Heinz Wehrich, Mark V. Cannice, Harold Koontz	McGraw hill companies	McGraw hill companies
5	Management - 2008 Edition	Robert Kreitner, Mamata Mohapatra	Biztantra - Management For Flat World	New Delhi
6	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
7	Principles of Management	P.C. Tripathi, P.N. reddy	McGraw hill companies	New Delhi
8	Management Text and Cases	R. Satya Raju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
9	Management (Multi-Dimensional Approach)	H. R. Appannaiah, G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai

Other Learning Material

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

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA102FINT	Major Mandatory	Principles of Finance	2	3

Course Objectives

1.	To cultivate right approach towards money, finance, and their role in business
2.	To develop 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 and concept of capital structure
4.	To understand basics of recent concepts in finance
5.	To basic business operations in finance department

Course Outcome	Blooms Taxonomy
CO1	Remembering traditional, modern, role of finance manager
CO2	Understand the sources of Finance, recent trends in business finance
CO3	Identify the capital structure and factors affecting capital structure
CO4	Analyzing the difference between shares, debentures
CO5	Evaluate consequences of over- capitalization and Under Capitalization.

Unit	Title and Contents	No. of Lecture Hours
1	1.Introduction to finance: 1.1Definition - Nature and scope of finance function, 1.2 Financial Management - Meaning - Approaches: - Traditional, Modern, Role of finance manager. 1.3 External: - Shares, Debentures, Public Deposits, borrowing from banks: - meaning, types, advantages and limitations of these sources, 1.4 Internal: - Reserves and surplus, Bonus shares Retained earnings	15
2	2.Recent Trends in business finance: 2.1Venture Capital - Meaning, Objectives, Merits and Demerits, Uses Leasing - 2.2 Meaning, Objectives, Merits and Demerits, Uses 2.3 Microfinance - Meaning, Objectives, Merits and Demerits, Uses 2.4 Mutual Funds- Meaning, Objectives, Merits and Demerits, Uses	15

Reference Books

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

Other Learning Material

E-Resource <https://www.pdfdrive.com/principles-of-finance-d16726868.html>

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA102MART	Major Mandatory	Principles of Marketing	2	3

Course Objectives	
1.	To develop understanding regarding marketing environment in the country.
2.	To develop appropriate conceptual background.
3.	To help understand recent trends in marketing.
4.	To understand basic business operations in marketing department

Course Outcome	
CO1	Remembering traditional, modern, role of marketing manager
CO2	Understand the recent trends in business marketing
CO3	Identify the various marketing strategies
CO4	Analyzing the P's of marketing
CO5	Evaluate marketing segmentation

Unit	Title and Contents	No. of Lecture Hours
1	<p>1. Concepts and functions of marketing</p> <p>1.1 Marketing concepts, its objectives, importance and functions of marketing.</p> <p>1.2 Core Concepts of Marketing- Need, want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer Loyalties.</p> <p>1.3 Concept of Marketers and Prospects, Key Customer Markets, Marketplaces, Market spaces, Meta Markets.</p> <p>1.4 Linkage of Marketing functions with all functions in the organization. Company orientation towards market place- Production, Product, Marketing, Selling, Holistic Marketing Orientation</p> <p>1.5 Various Approaches of marketing</p> <p>1.6 Challenges and opportunity of marketing manager in international market</p>	15
2	<p>2. Marketing Environment</p> <p>2.1 Concept of Environment -Macro and Micro environment - Components and Characteristics, Needs.</p> <p>2.1 Trends and Major Forces Impacting on Micro and Macro Environment</p> <p>2.3 Need for analyzing Marketing Environment</p> <p>2.4 Analyzing the Demographic, Economic, Socio-cultural, Natural, Technological and Political-Legal Environment</p>	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing and Salesmanship	Dr. M. P. Waghmare	Prashant Publication	Mumbai
2	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson India	South Asia
3	Marketing Management	V.S. Ramaswamy, S. Namakumari	Macmillan	New Delhi
4	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
5	Textbook of Marketing	Keith Blois	Oxford	New Delhi

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA101HRMT	Major Mandatory	Principles of Human Resource Management	2	3

Course Objectives

1.	To cultivate right approach towards human resource, and their role in business
2.	To develop right understanding regarding various sources of acquiring human resources and their role and utility in business.
3.	To develop basic skills of human resource management
4.	To understand basics of recent concepts in HRM
5.	To basic business operations in HRM department

Course Outcome

CO1	Remembering traditional, modern, role of HR manager
CO2	Understand the sources of acquiring human resources
CO3	Identify the skills of HR Manager
CO4	Analyzing the difference between Personnel and HRM
CO5	Evaluate career planning process

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to HRM 1.1 Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance, 1.2 Principles of HRM, Evolution of HRM, Functions of HRM, 1.3 Challenges of HRM, Role of HR Manager, Difference between HRM & Personnel Management.	15
2	Job Analysis- 2.1 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, Advantages & Limitations/Barriers of HRP. Caselets on Job Analysis & Human Resource Planning	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place

1	Human Resource and Organisational Behaviour	Dr. M. P. Waghmare	Thakur Publication	Pune
2	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
3	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
4	Personnel Management	C. B. Mamoria	Himalaya Publishing House Mumbai	Mumbai
5	Personnel & Human Resource Management	A. M. Sharma	Himalaya Publishing House Mumbai	Mumbai

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA102AGBT	Major Mandatory	Agriculture and Indian Economy	2	3

Course Objectives	
1.	To understand importance of agriculture in Indian economy.
2.	To impart knowledge in the field of agriculture marketing.
3.	To understand various problems and prospects Indian agriculture.

Course Outcome		Blooms Taxonomy
CO1	Remembering traditional, modern, role of Agri-business manager	Remembering
CO2	Understand the recent trends in Agri-Business	Understanding
CO3	Identify the Agri-Business Market	Applying
CO4	Analyzing the difference Indian and International agricultural Practices	Analyzing
CO5	Evaluate Problems and Prospects of Indian Agriculture.	Evaluating

Unit	Title and Contents	No. of Lecture Hours
1	Agriculture and economic Development 1.1 Importance and role of Agriculture in Indian economy 1.2 Green revolution 1.3 Interdependence between agriculture and industry. 1.4 Trends in agriculture production and productivity. 1.5 Co-Operative credit system; NANBARD 1.6 Role of commercial bank, Self-Help Group- meaning and Impact 1.7 Agriculture Finance 1.8 Agricultural credit: Challenges, Opportunities, Strategies.	15
2	Agricultural Growth in India 2.1 Agricultural Market, Marketing policy 2.2 Regulated market, Marketing channels 2.3 Behavior of agricultural prices 2.4 Objectives of agricultural price policy. 2.5 Recent trends in agricultural growth in India. 2.6 Inter-regional variations in growth of output and productivity 2.7 Cropping Pattern shifts 2.8 Problems and prospects of Indian agriculture. 2.9 International trade in agricultural commodities.	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Fundamentals of Rural Development	Dr. M. P. Waghmare	Thakur Publication	Pune
1	Agricultural Economics	Bilgrami S.A.	Himalaya Publishing House	Delhi
2	Indian Economy	Dhingra I.C.	Sultan Chand	Delhi
3	Indian Agricultural Development since Independence	Dantwala M.L. et.al	Oxford & IBH	New Delhi
4	Trade Liberalization and Indian Agriculture	Gulati A. and t. Kelly	Oxford University Press	New Delhi

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	BBA102SEMT	Major Mandatory	Essentials of Services Management	2	3

Course Objectives	
1.	To recognize and understand various service-based industries.
2.	To understand the importance of ITES in service sector.
3.	To enhance knowledge of global trends in outsourcing.
4.	To understand factors crucial to service delivery & recovery.
5.	To basic business operations in Service Industry.

Course Outcome	
CO1	Remembering traditional, modern approaches of service industries
CO2	Understand the Service sectors
CO3	Recognize Delivery and recovery systems
CO4	Analyzing the operations in service industries
CO5	Evaluate needs and wants of service management

Unit	Title and Contents	No. of Lecture Hours
1	<p>Foundation of Services Marketing</p> <p>1.1 Introduction - The services concept Nature of Services, Importance of Services Marketing</p> <p>1.2 Distinctive Characteristics of Services - Customer Participation-Perishability, Intangibility, Heterogeneity, Non-transferrable Ownership.</p> <p>1.3 Classification of Services, Core Vs. Supplementary Services, B2B and B2C services.</p> <p>1.4 The Product-Service Systems, Service Management Elements.</p> <p>1.5 Services Marketing Triangle, External versus Internal Orientation of Service Strategy, Positioning the Service Offering, Important Vs. Determinant attributes.</p> <p>1.6 Positioning and Brand Creation, Positioning Maps, Designing and Managing Service as a Process.</p>	15
2	<p>Delivering Quality Services and Value Process</p> <p>2.1 Service based components of quality, perceived quality, Implementing TQM in service sector & its effect.</p> <p>2.2 Service performance failure - concept of service failure & recovery, customer response to service failure & recovery, service recovery following customer complaints, solving problems & preventing recurrence.</p> <p>Creating service value and defining its benefits.</p> <p>2.3 Service Value Chain: Introduction, significance.</p> <p>2.4 Case studies related to service value chain in Banking &</p>	15

	Insurance, Hospital & Health Care, Travel & Tourism, Hotel & Catering.	
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Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Competitive Advantage	Porter, Michael E.	The Free Press	New York
2	Service Marketing and Management	Dr. B. Balaji	S. Chand & Co.	Delhi
3	Service Sector Management: An Indian Perspective	C. Bhattacharjee	Google Book library Online source	

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	OE-103-MTS	Open Elective	Business Mathematics - I	2	3

Note: This course is taken from OE basket of Faculty of Science and Technology.

Course Objectives	
1.	To provide solid Mathematical Foundation for BBA Students in Business and Finance.
2.	To help the students for various mathematical topics with Practical Business Application.
3.	To enhance problem - solving Skills and ability for Academic and Professional Success.
4.	To make students understands mathematics behind commerce and Management.
5.	To foster conceptual Clarity and Confidence in Mathematical Competence.

Course Outcome The student will be able to	
CO1	understand the Concepts of Ratio, Proportion, Percentage and Partnership.
CO2	apply the mathematical concepts to solve real-world financial problems.
CO3	understand the equated monthly instalments (EMI) for loans and mortgages.
CO4	apply the simple and compound interest for various financial instruments.
CO5	analyze models related to Finance and can solve them.
CO6	remember the computation of Dividend and Return on Investment in shares.

Unit	Title and Contents	No. of Lecture Hours
1	Ratio, Proportion, Percentage 1.1 Introduction to Ratios and Proportions, Applications of Ratios and Proportions, Percent- ages and its applications. 1.2 Concept of Commission and Brokerage, Types of Commission, Partnership, Practical applications.	15

2	<p>Interest and Dividend</p> <p>2.1 Simple interest and compound Interest. 2.2 Equated Monthly Instalments (EMI), EMI on reducing balance, EMI on at and floating rate of interest. 2.3 Concept of shares and dividends, Types of Shares, Problems on dividend and return on investment on shares.</p>	15
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References

1. Practical Business Mathematics by S. A. Bari, New Literature Publishing Company, New Delhi, India.
2. Mathematics for Commerce by K. Selvakumar, Notion Press, Chennai, India.
3. Business Mathematics with Applications by Dinesh Khattar and S. R. Arora, S. Chand Publishing, New Delhi, India.
4. Fundamentals of Business Mathematics by M. K. Bhowal, Asian Books Pvt. Ltd, New Delhi.
5. Business Mathematics by D.C. Sancheti and V. K. Kapoor, Sultan Chand and Sons. 6. Business Mathematics by J. K. Singh, Himalaya Publishing House.

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	OE-103-STS	Open Elective	Business Statistics - I	2	3

Note: This course is taken from OE basket of Faculty of Science and Technology

Course Objectives	
1.	To understand role and importance of statistics in various business situations
2.	To develop skills related with basic statistical technique
3.	To learn some elementary statistical methods for data collection, presentation and analysis of data.
4.	To develop right understanding regarding data interpretation
5.	To familiarize the students with applications of Statistics in Business and Management

Course Outcome	
CO1	understand basic concepts in statistics
CO2	collect, present, analyze and interpret the data and graphs
CO3	deal data in business problems
CO4	evaluate feasibility business problems using statistical techniques
CO5	prepare business report using various statistical techniques

Unit	Title and Contents	No. of Lecture Hours
1	<p>Frequency Distribution</p> <p>1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.</p> <p>1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.</p> <p>1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution.</p> <p>1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram</p>	10
2	<p>Measure of Central Tendency</p> <p>2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.</p> <p>2.2 Types of Measure of Central Tendency, Arithmetic Mean (A.M), Median, Mode for discrete and Continuous frequency distribution, Merits & Demerits of A.M., Median, Mode, Numerical Problem.</p> <p>2.3 Determination of Mode and Median graphically.</p> <p>2.4 Empirical relation between mean, median and mode.</p> <p>2.5. Combined Mean</p> <p>2.6. Numerical Problems</p>	10

3	Measure Dispersion Concept of Dispersion, Measures of Dispersion - Range, Variance and Standard Deviation (S.D.) for Grouped and ungrouped data, Measures of relative dispersion- Coefficient of range and coefficient of Variation, Examples.	10
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Sr. No	Title of the Book	Author/s	Publication	Place
1.	Business Mathematics and Statistics -I	Dr. M. P. Waghmare	Thakur Publication	Pune
2.	Business Statistics	Girish Phatak	Tech - Max	Pune
3.	Statistics for Business	Dr. S. K. Khandelwal	International Book House	New Delhi
4.	Fundamentals of Business Statistics	J.K. Sharma	Pearson	New Delhi
5.	Business Statistics	G.C. Beri	The McGraw-Hill companies	New Delhi

Semester No.	Course Code	Type of Course	Course Title	Credits	Lectures per week
I	BBA101VSC	Vocational Skill Development Course (VSC)	Information Technology for Business	02	03

Course Objectives:

1. To understand the Role of Information Technology in Business:
2. To apply acquired IT skills to solve real-world business problems.

Course Outcome:

Student will be able to

CO1	Understand the evolution of IT and its use in Business
CO2	Understand the basics of e-commerce
CO3	Understand advanced IT tools used in business

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Information Technology in Business Introduction to Information Technology in Business Overview of information technology and its role in business Evolution of technology and its impact on business	10
2	E-Business and E- Commerce Introduction to e-business and e-commerce Online business models Payment systems and security Digital marketing and social media	10
3	Information Technology Tools Meeting/Video conferencing tools (Zoom, Microsoft Teams) Collaborative tools for document sharing and editing Document Management Tools	10

References

1. Enterprise Systems for Management by Luvai Motiwalla, Guido Tabellini, Jeffrey Thompson, Pearson Education
2. e-Business 2.0 Roadmap for Success by Dr. Ravi Kalakota, Marcia Robinson, Pearson Education
3. Management of Information Technology by Carroll W. Frenzel and John C. Frenzel, fourth Edition, Thomson Press
4. E-commerce - A Managerial Perspective by P. T. Joseph, Prentice Hall India Publications

Semester No.	Course Code	Type of Course	Course Title	Credits	Lectures per week
I	BBA101AEC	Ability Enhancement Course (AEC)	Business Communication Skills-I	02	03

Course Objectives:

1. To understand what the Need and Significance of communication in personal and business world
2. To understand system of communication and their utility
- 3.

Course Outcome:

Student will able

CO1	To understand the concept, process, and importance of communication
CO2	To apply gain knowledge of media of communication in businesses
CO3	To develop skills of effective communication - both written and oral

Unit	Title and Contents	No. of Lectures
1	Introduction 1.1 Meaning, Definition of Communication 1.2 Need for effective communication 1.3 Process of Communication 1.3 C's of effective communication, 1.4 Types of Communication- 1.4.1 Verbal communication- Formal and Grapevine, 1.4.2 Nonverbal communication: -Gestures, Postures, Facial Expression, Eye Contacts, Body Language (Kinesics), Silence, Tips for Improving Non-Verbal Communication 1.5 Barriers to communication 1.6 over coming barriers to communication 1.7 Listening Skills- Types of Listeners, Tips to be good listener. 1.8 Different Media of Communication- E-mails, social media, Fax communication, Video Conferencing, Blogs	15
2	Writing Skills 2.1 Written Communication-Merits and Merits 2.2. Report Writing- Meaning Definition of Report Importance of good report, Qualities of a good report, Tips for writing good report 2.3 Email Correspondence - Writing effective emails. 2.4 Appropriate email subject lines 2.5 Email etiquette and conventions 2.6 Practice writing and receiving emails.	15

	2.7 Business Letters - Structure and Components of Business letters, Drafting Business letters.	
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References

1. Business Communication, R.K. Madhukar, Vikas Publishing House
2. Business Communication, Homai Pradhan, N.S. Pradhan, Himalaya Publishing House
3. Business Communication, K.K. Sinha, Taxman Publications

Semester No.	Subject Code	Type of Course	Course Title	Credits	Lectures per week
I	BBA101VEC	Value Education Course (VEC)	Environmental Awareness	02	03

Course Objectives:

- 1) To provide an opportunity to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
- 2) To develop conscious towards a cleaner and better managed environment

Course Outcome:

CO1	To understand Environmental pollution.
CO2	To apply and promote green practices at home and at work

Unit	Title and Contents	No. of Lectures
1	Introduction - Environmental studies Definition, scope importance and need for public awareness. (Multidisciplinary nature of environmental studies) 2 Environmental Pollution - Definition, Causes, effects on human, water, soil, air (Mother Earth) Air pollution, Water pollution, Soil pollution Marine pollution, Noise pollution, Thermal pollution, nuclear hazards	15
2	Various Government initiatives for conservation of Environment. Controlling measures), Solid waste Management: Causes, effects, and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone, and landslides.	15