

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 ATKKT 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					
	Major Mandatory 6 (As per the specialization selected in Semester I)	Service Mgmt.: Essentials of Services Management	3	2	15	35	50
		Finance: Business Accounting					
		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.</p> <p>2.2 Equated Monthly Instalments (EMI), EMI on reducing balance, EMI on at and floating rate of interest.</p> <p>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

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

FYBBA Semester II

Credit Structure

FYBBA Semester II									
Course Type	Course		Paper Title	Hours / Week	Credits	Internal	External	Total	
Major Mandatory (06)	Major Mandatory 4 (Compulsory)	BBA201T	Business Cost Accounting	3	2	15	35	50	
	Major Mandatory 5 (As per the specialization selected in Semester I)	BBA202FINT	Finance: Business Accounting	3	2	15	35	50	
		BBA202MART	Marketing: Consumer Behavior and Sales Management						
		BBA202HRMT	HRM: Organizational Behavior						
		BBA202AGBT	Agri. Bussi.: Essentials of Rural Development						
		BBA202SEMT	Service Mgmt.: Essentials of Services Management						
	Major Mandatory 6 (As per the specialization selected in Semester I)	BBA203FINT	Finance: Business Accounting	3	2	15	35	50	
		BBA203MART	Marketing: Consumer Behavior and Sales Management						
		BBA203HRMT	HRM: Organizational Behavior						
		BBA203AGBT	Agri. Bussi.: Essentials of Rural Development						
		BBA203SEMT	Service Mgmt.: Essentials of Services Management						
	Minor	Minor 1	BBA201MIN	Business Economics - I	3	2	15	35	50
	Open Elective (OE)	Open Elective 3	OE-103-CS-T	Introduction to Google Apps I	3	2	15	35	50
		Open Elective 4	OE-155-CS-P	AI Tools for Business	5	2	15	35	50
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	BBA201VSC	Computerized Accounting using Tally Prime	5	2	15	35	50	
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	BBA201SEC	Basics of Stock Market	3	2	15	35	50	
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	BBA201AEC	Business Communication skills - II	3	2	15	35	50	
Value Education Course (VEC)	Value Education Course (VEC)	BBA201VEC	Democracy Awareness & Gender Sensitization	3	2	15	35	50	
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	BBA201CC	Physical Education - II	@ Department	2	15	35	50	
			Total	-	22	165	385	550	

Detail Syllabus

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBA201T	Major Mandatory	Business Cost Accounting	02	03

Course Objective	
1	To understand basic concept of Cost, Costing, Cost Accounting and Cost Accountancy
2	To able to Preparation of Cost Sheet
3	To understand basic Purchase Procedure and Documentation

Course Outcome	
Student will be able to	
CO1	evaluate Cost Sheet, Stock Levels and Inventory Turnover Ratio
CO2	analyze the various Methods for Issue of Material and Pricing
CO3	understand role of a Cost Accountant in Business

Unit	Title and Contents	No. of Lecture Hours
1	Introduction 1.1 Origin of Costing 1.2 Concept of Cost, Costing, Cost Accounting, Cost Accountancy and Management Accounting 1.3 Cost Accounting Standard: Meaning, Definition and Introduction 1.4 Objectives of Cost Accounting 1.5 Advantages and Limitations of Cost Accounting 1.6 Cost Units and Cost Centers 1.7 Role of a Cost Accountant in Business	08
2	Elements of Cost, Cost Sheet and Material Accounting 2.1 Elements of Cost: Material, Labour and Expenses 2.2 Classification of Cost 2.3 Preparation of Cost Sheet (With Adjustments and Problems) 2.4 Estimate, Tender and Quotation: Meaning Significance and Difference between Estimate - Tender - Quotation 2.5 Material Accounting - Store Location and Layout 2.6 Bin Card and Store Ledger 2.7 Issue of Material and Pricing Methods for Issue of Material (With Problem) 4.6.1- First in First Out (FIFO) 4.6.2- Last in First Out (LIFO) 4.6.3- Simple Average Method 2.8 Use of Software in Material Accounting	12

3	Purchase Procedure and Inventory Control 3.1 Need and Essentials of Material Control 3.2 Role of Purchase Department in Business 3.3 Purchase Procedure and Documentation 3.4 Meaning of Inventory 3.5 Methods of Inventory Control 3.6 Stock Levels 3.7 Economic Order Quantity (EOQ) 3.8 ABC Analysis 3.9 Physical Verification of Inventory 3.10 Inventory Turnover Ratio	10
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Reference Material

Reference Books

1. Cost Accounting- Principles and Practices- Tata McGraw Hill
2. Cost Accounting Theory and Problem- Mittal Shree Mahavir Book Depot
3. Cost Accounting- Principles and Practices- Kalyani Publication
4. Study Materials of Chartered Accountants Program by ICAI, New Delhi
5. Study Materials of Cost and Management Accountants by ICMA, Kolkata
6. Study Materials of Company Secretary by ICSI, New Delhi
7. Journal of Chartered Accountants by ICAI, New Delhi
8. Journal of by ICMA, Kolkata
9. Journal of by ICSI, New Delhi

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBA202FINT	Major Mandatory	Finance: Business Accounting	2	3

Course Objectives

1.	To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L
2.	To develop understanding about accounting formats and processes.
3.	To learn about the importance of acc. In business

Course Outcome

Student will be able to

CO1	Remembering the general rules of accounting and principles
CO2	learn about importance of account in business
CO3	distinguish between different transactions and its nature

Unit	Title and Contents	No. of Lecture Hours
1	Financial Accounting 1.1 Definition and Scope 1.2 objectives 1.3 Accounting concepts 1.4 principles and conventions 1.5 Classification of accounts	15
2	Books of Accounting 2.1 Accounting Process 2.2 Journals 2.3 Ledger 2.4 subsidiary books 2.5 Trial Balance 2.6 Preparation of Final Accounts of Sole Proprietorship	15

Reference Books

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 Publication, New Delhi
3. Accountancy (Vol- I), S. Kr. Paul, Central Educational Enterprises (P), Kolkata
4. Accounting (text and Cases), Robert N. Anthony, David F. Hawkins, Kenneth A. Merchant, McGraw Hill Companies New Delhi
5. Advanced Accountancy (Volume - I), R.L. Gupta, M. Radhaswamy; Sultan Chand & Sons, New Delhi

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBA202MART	Major Mandatory	Consumer Behavior and Sales Management	2	3

Course Objectives	
1.	To analyze the key factors influencing consumer behavior
2.	To understand the sales process and team effectiveness in sales management.
3.	To apply the knowledge of consumer behaviour to enhance marketing and sales strategies.
4.	To evaluate emerging consumer trends and segmentation techniques to strategically target and position markets.

Course Outcome Student will be able to	
CO1	identify the stages of the consumer decision-making process, steps in the sales process, and emerging consumer trends.
CO2	describe the factors influencing consumer behavior and outline the components of an effective sales process.
CO3	Assess the success of marketing strategies, sales techniques, and trends in meeting business goals and enhancing

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to Consumer Behavior and Its Foundations 1.1 Foundations of Consumer Behavior: Scope, relevance, and classification of consumer behavior (routine to extensive decision-making) 1.2 Influencers of Consumer Behavior: Cultural, social, personal, and psychological factors. 1.3 Consumer Buying Behaviour Process: Need recognition, information seeking, evaluating alternatives, purchase decision, and post-purchase experience. 1.4 Emerging Trends: Digital transformation (e-commerce, social media, mobile commerce, AI personalization), experiential consumption, and ethical consumption.	15
2	Sales Management: 3.1 Sales Management: Definition, scope, sales force planning, recruitment, training, and development. 3.2 The Sales Process: Prospecting, pre-approach, engagement, presentation, objection handling, closing, and post-sale follow-up 3.3 Sales Ethics: ethical guidelines, and legal considerations in sales.	15

Reference Books

1. Consumer Behavior, S.R. Maheshwari, Dr. R. P. Puri, S. Chand Publications, New Delhi
2. Consumer Behavior: Text and Cases, S. R. S. Gupta, S. Chand Publications, New Delhi
3. Marketing Management, Philip Kotler, Lane Keller, Pearson Publishing House, New Delhi
4. Consumer Behavior, Leslie Lazar Kanuk, Pearson Publishing House, New Delhi
5. Sales and Distribution Management: Analysis and Decision Making, R. Shrinivasan, Pearson Publishing House, New Delhi

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBA202HRMT	Major Mandatory	HRM-Organizational Behaviour	2	3

Course Objectives	
1.	To familiarize the students with the basic concepts of Individual Behavior and organizational behavior
2.	To provide students with a comprehensive exposure to Organizational behaviour, Perception and workplace issues.
3.	To acquire knowledge regarding the organizational change, development and Group Behavior.

Course Outcome Student will be able to	
CO1	Understand the different concepts of Organisational Behaviour
CO2	Understand and deal with organizational change and development.
CO3	Able to analyse individual and group behaviour

Unit	Title and Contents	No. of Lecture Hours
1	Organization Behaviour introduction. 1.1 Definition, Scope and Importance. 1.2 Disciplines contributing to OB. 1.3 Models of OB- Autocratic, Collegial, Custodial and Supportive, SOBC. 1.4 Organizational Culture & Climate	10
2	Foundation of Individual Behaviour. 2.1 Personal factors, environmental factors, organizational systems and resources. 2.2 Personality: determinants of personality, personality and OB. 2.3 Perception: Perceptual process, Attitude, values and OB. 2.4 Motivation: Nature and importance of motivation, theories of motivation, Maslow's theory, Herzberg theory, Theory X and Theory Y. 2.5 Leadership and Types	10
3	Organisational change and Development 3.1 Nature of change, levels of change and types of change 3.2 Forces for changes in organization: External and Internal forces 3.3 Resistance to Change. 3.4 Organisational Development: pre-requisites for OD, Situations appropriate for OD.	10

Reference Books

1. K. Aswathappa: Organizational Behaviour, Himalaya Publishing house, Mumbai.

2. **Robin. S. P: Organizational Behaviour, Pearson Education, India.**
3. **Suja R Nair: Organisational Behaviour: Text & Cases, Himalaya Publishing House, Mumbai.**
4. **S.S. Khanna: Organisational Behaviour, S. Chand & Co, New Delhi**
5. **Dr Anjali Ghanekar: Organizational behaviour Concepts and cases, Everest Publishing House, Pune.**

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBA202AGBT	Major Mandatory	Agri – Busi.: Essentials of Rural Development	2	3

Course Objectives	
1.	To Understand importance of Rural Development in Indian Economy
2.	To Impart knowledge in the field of Rural Development
3.	To understand various problems and prospects Rural Development.
4.	To identify role of various institutions in the Rural Development.

Course Outcome Student will be able to	
CO1	understand the meaning, concepts Rural Development
CO2	understand the importance and need of Rural Development in the Indian Economy.
CO3	learn various opportunities in the Rural Development
CO4	understand various Essential elements & institution helping Rural Development

Unit	Title and Contents	No. of Lecture Hours
1	Concept and Programs of Rural Development 1.1 Concept of Rural Development- Meaning and Definition, Scope and Importance of Rural Development 1.2 Approaches of Rural Development, Need of Rural Development 1.3 Socio-Economic Characteristics of Rural Areas 1.4 Demographics of Rural Populations 1.5 Economic Activities in Rural Areas: Agriculture, Handicrafts, etc. 2.2 Rural Development Planning - DRDA, NGO's and Rural Development, Self Help Groups (SHG's) formation, MGNREGA, NRLM	15
3	Agricultural & Technological Development 3.1 Importance of Agriculture in Rural Development, Agricultural Policies and Reforms, Sustainable Agricultural Practices 3.2 Agri-business Enterprises-Issues and prospectus Micro-financing 3.3 ICT for Rural Development - Opportunities and Challanges	8
4	Opportunities & Challenges in Rural Development 4.1 Poverty and inequality in rural areas, Limited access to education and healthcare, Environmental degradation and climate change 4.2 Sustainable agriculture and natural resource management, Rural tourism and cultural heritage	7

Reference Books

1. Rural Development: Principles, Policies and Management, K. Subbarao, Sage Publications
2. Rural Development in India, S.S. Singh, Rawat Publications
3. The Rural Development Process, R.P. Singh, Concept Publishing
4. Rural Development: Theory and Practice, K.L. Sharma, Oxford University Press
5. Essentials of Rural Development, R.K. Singh, New Age International Publishers

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBA202SEMT	Major Mandatory	Service Mgmt.: Essentials of Services Management - II	2	3

Course Objectives

1.	To introduce services as an important business function.
2.	To learn practical aspects in business service sector.
3.	To understand the service environment and the quality in services.
4.	To understand recent trends & new developments in the Service Sector.

Course Outcome

Student will be able to

CO1	understand various concepts of service management in practice.
CO2	analyze relevant data in service sector.
CO3	demonstrate professionalism in services.
CO4	prepare small reports based on service market analysis

Unit	Title and Contents	No. of Lecture Hours
1	<p>Service Environment and Service Mix Elements</p> <p>1.1 Micro & Macro Service Environment: PESTEL Analysis of Service Sector, Six Market Model.</p> <p>1.2 Market Analysis & Segmentation: - Planning process, Rethinking the customer service function, Focusing & positioning target customers.</p> <p>1.3 Product: - The service products, Service Product Lifecycle and its Strategies.</p> <p>1.4 Place: -Managing Distribution Channels in Service Industry, Factors affecting choice of channel, Strategies for distribution.</p> <p>1.5 Promotion: - Objectives, Selection Criteria, Developing the promotion mix, Sales promotion tools.</p> <p>1.6 Physical Evidence: - Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy for service design.</p>	15
2	<p>Quality Management in Services and Service Research</p> <p>3.1 Steps in Service Design, Blueprinting and Service Mapping, Service life cycle.</p> <p>3.2 Defining service quality: Process vs. Technical outcome quality, Loyalty programs, customer retention strategies</p> <p>3.3 Gaps in service quality: Gap model, Advantages and Limitation of gap model</p>	8
3	<p>Technology and Innovation in Service Management</p> <p>4.1 Service Communication and Promotion, Strategies for effective service communication, Digital marketing for service businesses.</p> <p>4.2 Role of information technology in enhancing service delivery</p>	7

	4.3 Automation, self-service kiosks, mobile apps, and AI in service management. 4.4 Digital transformation in service industries.	
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Reference Books

1. Service Management: Strategy & Leadership in Service business, Richard Normann, Wiley & Sons, Ltd, New York
2. Service Marketing Operations & Management, Vinnie J. Juhari, Kirti Dutta, Oxford University Press, New Delhi.
3. Service Management, V.N. Raghu, Vasanti Venugopal, Himalaya Publishing House, Mumbai
4. Service Management Theory and Practices, Kailash Chandra Biswal G. Singaiah, Himalaya Publishing House
5. Services Marketing: People, Technology, Strategy by Wirtz Jochen, Lovelock Christopher, Chatterjee Jayanta
6. The Service-Profit Chain by Heskett, Jones, Loveman, Sasser, Schlesinger

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBA201MIN	Minor	Business Economics	2	3

Course Objectives	
1.	To make students understand the basic concepts of economics.
2.	To impart basic knowledge of Micro and Macro Business Economics.
3.	To make students understand the applicability of various micro economic theories.
4.	To teach various types of costs of production.
5.	To provide the information about emerging dimensions of business economics.

Course Outcome Student will be able to	
C01	understand the meaning, Nature, importance and Scope of Business Economics.
C02	apply the emerging dimensions of economics while understanding the concepts of Business Economics.
C03	analyze the elasticity of demand and supply according to price and income of the consumers.
C04	evaluate the various types of markets and price discrimination.
C05	create awareness about relationship between various markets and distribution strategies.

Unit	Title and Contents	No. of Lecture Hours
1	Basic Concept of Economics 1.1 Business Economics - Meaning, Nature, Scope and Importance 1.2 Concept of Micro and Macro Economics 1.3 Theory of Demand - Meaning, Determinants of Demand, Law of Demand, Elasticity of Demand - Price, Income and Cross Elasticity, Demand Forecasting 1.4 Theory of Supply - Meaning, Determinants, Law of Supply and Elasticity of Supply 1.5 Cost of Production - Concept, Short Run and Long Run Costs, Average and Marginal Costs, Total, Fixed and Variable Costs	15
2	Forms of Market and Distribution 2.1 Pricing of Products and Services in Various Forms of Markets - Perfect Competition, Monopoly, Duopoly, Oligopoly, Monopolistic Competition 2.2 Difference between Perfect Competition and Imperfect Competition 2.3 Price Discrimination 2.4 Distribution - Introduction, Classical Theory of Distribution - Rent, Wages, Interest and Profit, Marginal Productivity Theory of Distribution 2.5 Emerging Dimensions of Economics - VUCAFU (Volatility, Uncertainty, Complexity, Ambiguity, Fear of Unknown and Unprecedented)	15

Reference Books

1. Business Economics (Micro); D. M. Mithani, Anjali Sane; Himalaya Publishing House
2. Business Economics - I (Micro); Dr. D. D. Chaturvedi; International Book House P. Ltd.
3. Business Economics; Dr. J. P. Mishra; Sahitya Bhawan Publications
4. Essentials of Business Economics; D. N. Dwivedi; Vikas Publications
5. Business Economics; Deepashree; Ane Books Pvt. Ltd.
6. Business Economics; K. Rajgopalachar; Atlantic Publishing House

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	OE-103-CS-T	Open Elective	Introduction to Google Apps - I	2	3

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

Course Objectives	
1.	To introduce the foundations of various Google tools.
2.	To develop the ability to analyses and use the tools effectively

Course Outcome	
CO1	Use the google tools for the day to day life
CO2	Explore various applications available in the google tools.
CO3	Develop the skills to implement the skills available in the google tools.

Unit	Title and Contents	No. of Lecture Hours
1	Gmail 1.1 Configuring an E-mail Account 1.2 Composing and Sending Mail 1.3 Receiving, Replying to and Forwarding Mail 1.4 Attachments to email	02
2	Google Drive 2.1 Opening the Drive 2.2 Creating folders, google docs, google sheets, google slides 2.3 Managing Files and folders 2.4 Sharing files and folders and managing permissions 2.5 Downloading the files and folders 2.6 Uploading files and folders 2.7 Printing files	03
3	Google Docs, Sheets and Slides 3.1 Creating Google docs, sheets and slides 3.2 Formatting the documents 3.3 Managing the document permissions 3.4 Uploading/downloading the documents 3.5 Special features in the docs, sheets and slides	08
4	Google Forms 4.1 Creating a google form 4.2 Adding various styles of the questions 4.3 settings of the google form 4.4 Creating the links of the google form and sharing the link 4.5 Creating and managing the permissions 4.6 Managing the data collected through google form	07

5	Other Google Tools 5.1 Google Calendar 5.2 Google Meet 5.3 Google Chat 5.4 Google Contacts 5.5 Google Photos 5.6 Google Maps	10
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Reference Books:

1. Complete Beginners guide to Google Apps Script by Daniel Lawrie.
2. Google Apps made easy by James Bernstein
3. My Google Apps by Sherry Kinkoph Gunter

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I	OE-155-CS-P	Open Elective	AI Tools for Business	2	5

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

Course Objectives	
1.	To introduce students to AI applications in business.
2.	To familiarize students with popular AI tools for automation, marketing, and decision-making.
3.	To develop hands-on skills in using AI-driven business solutions.

Course Outcome	
CO1	Understand the role of AI tools in business operations.
CO2	Utilize AI-powered tools for marketing, automation, and decision-making
CO3	Apply AI solutions to business challenges through practical use cases

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to AI in Business 6.1 Basics of Artificial Intelligence (AI) and Machine Learning (ML) 6.2 Role of AI in Business Decision Making 6.3 AI-powered Business Automation: Advantages & Challenges 6.4 Introduction to AI Ethics and Bias 6.5 Case Study: AI Implementation in E-commerce and Banking Sectors	5
2	AI-Powered Tools for Productivity & Automation 2.1 AI for Communication & Content Creation: ChatGPT, Google Bard, Grammarly, Canva AI 2.2 AI for Meetings & Transcription: Otter.ai, Fireflies.ai	10
3	AI in Marketing & Customer Engagement 3.1 AI for Digital Marketing & SEO: Copy.ai, Jasper AI, SurferSEO 3.2 Chatbots & AI-Powered Customer Service: Drift, HubSpot AI, Salesforce Einstein	8
4	AI for Business Analytics 4.1 AI for Data Visualization & Business Insights: Tableau AI, Power BI 4.2 Predictive Analytics & Decision Making: AI in Finance &	7

Reference Books

1. "Artificial Intelligence in Business: Opportunities and Challenges" - Péter Szeredi & Attila Kiss
2. "AI Superpowers: China, Silicon Valley, and the New World Order" - Kai-Fu Lee
3. "The AI Advantage: How to Put the Artificial Intelligence Revolution to Work" - Thomas H. Davenport
4. "4Human + Machine: Reimagining Work in the Age of AI" - Paul R. Daugherty & H. James Wilson
5. "Artificial Intelligence for Marketing: Practical Applications" - Jim Sterne

Resource Material/Other Online Courses

1. Google AI for Business (Google AI)
2. AI for Everyone (Coursera - Andrew Ng)
3. LinkedIn Learning: AI in Business Strategy

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBA201VSCP	VSC	Computerized Accounting using Tally Prime	2	5

Course Objectives	
1.	To understand Fundamentals of Accounts
2.	To study Basic Principles of Accounts (Golden Principles of Accountancy)
3.	To study Ledger, Transaction Entries.
4.	To understand the final effect of each transaction in Balance Sheet and Profit & Loss Accounts.

Course Outcome	
CO1	Create Ledgers in Tally Prime
CO2	Pass the transaction Entries of Payment, Receipt, Contra, Sales, Purchase
CO3	Pass the entries with automatic calculation of GST.
CO4	Maintain Accounts only and Accounts with Inventory

Practical Assignments

Assignment 1.

Creation of Company

Set up a new company in Tally Prime.

Assignment 2

Creation of Ledgers under appropriate groups of Tally Prime.

Assignment 3

Pass an entry of Capital brought by cash of Rs. 200000 in Receipt.

Assignment 4

To Create Multiple ledgers under a single group.

Assignment 5

Create necessary ledgers for Purchase Invoice using New Reference Billwise option.. Creation of ledger of Party ,Purchase

Assignment 6

Creation of GST ledgers

Assignment 7

Pass the entry of Purchase in voucher.

Assignment 8

To Pass a payment entry against the Purchase Invoice using against reference option and check the reports of outstandings.

References :

<https://www.tallyofficialbooks.com/>

Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
II	BBA201SEC	SEC	Basics of Stock Markets	2	3

Course Objectives	
1.	To make students understand the basic concepts of Stock Market.
2.	To impart the knowledge of working of SEBI.
3.	To make students understand the operations of Stock Market.
4.	To teach utility/ practical use of Demat and Various Apps dealing in Stock Exchange.
5.	To provides hands on Practical Training to the students in the Virtual Trading.

Course Outcome Student will be able to	
CO1	remember all the types of Shares and Capital Markets.
CO2	understand the basic share market terminologies.
CO3	apply various Software for virtual Trading.
CO4	evaluate the various Technical Indicators.
CO5	create new Demat Account and how to trade online.

Unit	Title and Contents	No. of Lecture Hours
1	Introduction To Share Market 1.1 Saving and Investment, Type of Investment 1.2 Shares - Concept, Types, Participants in the Share Market, Capital Market - Primary Market and Secondary Market 1.3 SEBI - Powers and Functions 1.4 Stock Exchange in India, Index - Sensex, Nifty and Sector Indices, How the Indian Stock Market Works 1.5 Demat Account Opening - Requirement, Types of Brokers 1.6 Stock Market Important Terminologies - Bonus Share, Stock Split, Dividend, Market Trends, Correction, Cash, Types of Trading, Types of Order, Diversification, Factors affecting Stock Market Works	15
2	Basics of Technological Analysis 2.1 Types of Charts, Candle Formation, Types of Candles, Types of Candlestick Pattern - Single and Double Candlestick Pattern 2.2 Chart Patterns - Reversal Pattern and Continuation Pattern 2.3 Technical Indicators - Moving Averages, MACD, RSI 2.4 Practical - 2.4.1 Demat (Opening and Trading)	15

	2.4.2 How to apply for IPO 2.4.3 Virtual Trading 2.4.4 Introducing Zerodha and GROWW App	
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References

7. Beginner's Guide to Stock Market, Sanjay Malhotra, Pramesh Universal India
8. The Intelligent Investor, Benjamin Graham, Jason Zweig, Harper Business
9. A Beginner's Guide to Stock Market, Matthew R. Kratter, Trader University
10. Share Market Dictionary, A. Sulthan, Prabhat Publication
11. Stock Market Pushkar, Raj Thakur, Invincible Publisher

Semester No.	Course Code	Type of Course	Course Title	Credits	Lectures per week
II	BBA201AEC	AEC	Business Communication Skills-II	02	03

Course Objectives:

1. Develop the skills needed for approaching different types of interviews.
2. Help the students in developing effective presentation skills.
3. Enhance the skills of public speaking amongst students.
4. Enable students to understand their own strengths and weaknesses, opportunities, and challenges.

Course Outcome:

Student will be able to

CO1	Improve oral communication and presentation skills.
CO2	Understand and deal with different types of interviews.
CO3	Students can learn how to identify their strengths and weaknesses, and how to focus on improving those areas.

Unit	Title and Contents	No. of Lectures
1	Oral Communication 1.1 Definition, merits, and demerits. 1.2 Presentation skills: Preparation for self- introduction and effective presentation. Overcoming fear during presentation. 1.3 Interview skills: Interview and types of interviews. Preparation before, during and after an interview . 1.4 Do's and Don'ts in an interview	15
2	Personality Development and communication skills. 2.1 The concept of personality - Factors affecting personality development , Importance of Personality Development. 2.2 Self Awareness - Meaning - Benefits of Self - Awareness - Developing Self - Awareness. 2.3 Attitude : meaning and types, Factors affecting attitudes ,Positive attitude - Advantages, Negative attitude- Disadvantages ,Ways to develop positive attitude. 2.4 Self SWOC Analysis - Meaning - Importance- Application .	15

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.	Course Code	Type of Course	Course Title	Credits	Lectures Hrs per week
II	BBA201VEC	VEC	Democracy Awareness and Gender Sensitisation	02	03

Course Objectives:

1. To make students understand the fundamental principles of democracy and their relationship with gender.
2. To foster democratic values like tolerance and empathy in students to tackle gender-based issues and become active, informed citizens.
3. To encourage critical thinking by making students aware of their biases and create readiness for diversity and inclusion.

Course Outcome:

Student will be able to

CO1	Students will understand the fundamentals of democracy, including equality, justice and human rights and will be able to challenge negative attitudes and stereotypes about all genders (various gender identities identified in contemporary society).
CO2	Students will develop empathy and understanding democratic values and can develop a sense of responsible citizenship and healthy relations.
CO3	Students will develop critical thinking and analytical skills, fostering them to evaluate democratic issues and can create increased readiness for diversity and inclusion.
CO4	Students will be inspired to become active citizens, by engaging in democratic processes.

Unit	Title and Contents	No. of Lectures
1	Introduction to Democracy and democratic values and principles <ul style="list-style-type: none"> • Types of democracy, Democracy, and constitution, Understanding democratic Values & Principles • Indian political system - legislature, executive, judiciary • Federal structure - central and state government, role of political parties and pressure groups in democracy • Duties of citizens and government & Future of democracy 	05
2	Challenges to Democracy and corrective measures. <ul style="list-style-type: none"> • Illiteracy, poverty, gender discrimination, casteism, communalism, corruption, criminalization in politics, violence etc. • Strengthening Democracy- Education and sensitization, Technological innovations- E-governance, digital participation etc. 	08

3	Understanding gender-related concepts, gender-based violence and democracy <ul style="list-style-type: none"> • Gender roles, social construction of Gender • Patriarchal family structure and its effects • The democratic deficit in the form of women’s participation and governance • Strategies to address deficit – Promoting Gender Equity and Equality 	08
4	Addressing challenges <ul style="list-style-type: none"> • Breaking gender stereotypes in families • Empowering women’s representation in society • Men’s participation in advocating gender equality, • Setting the approach of Reciprocity for the betterment of every individual 	09

Reference Material

1. <https://ncert.nic.in/textbook.php?iess4=0-5>
2. Democratic Politics - Text book in political science std IX
3. <https://nios.ac.in/media/documents/SecSocSciCour/English/Book2.pdf>
4. National Institute of Open Schooling - Social Science
5. <https://maharashtraboardsolutions.com/maharashtra-state-board-class-11-political-science-solutions/>
6. MHBSHC- Standard 11 - Political Science
7. Gramin Vikas Mantralay Bharat Sarkar - Gender module
8. NATIONAL COMMISSION FOR WOMEN NEW DELHI - ‘Gender Sensitization and Legal Awareness Programme

Semester No.	Course Code	Type of Course	Course Title	Credits	Lectures per week
II	BBA201CC	Co-Curricular (CC)	Physical Education - II	02	03

Details syllabus and execution guidelines for Physical Education will be shared separately