

Faculty of Interdisciplinary Studies

Savitribai Phule Pune University, Pune



Curriculum for

Bachelor of Business Administration (BBA)

(2024 Pattern)

(OL Mode)

3 Years UG Programme – NEP Compliant

(w.e.f. Academic Session July-August 2026)

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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 **Centre for Distance and Online Education** 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.

Program Outcomes (POs)

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.

Types of Courses in BBA Programme

Abbreviation	Type of Course
MM	Major Mandatory
OE	Open Electives Course
MN	Multidisciplinary Minor Course
AEC	Ability Enhancement Course
VEC	Value Education Course
VSC	Vocational Skill Development Course
IKS	Indian Knowledge System
CC	Co-curricular Course
FP	Field Project
CEP	Community Engagement and Service
RP	Research Project

Rules and Regulations for BBA (Online Mode)

1) Eligibility Criteria for Admission:

- 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.
- 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.
- 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
- 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.
- 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.

2) Medium of Instruction / Appearance

- The medium of instruction / appearance shall be English only.

3) Attendance Criteria:

For theory courses, it shall be mandatory for the learner to watch minimum 75 % of the videos on LMS and answer the questions thereafter.

For Practical courses, minimum 80 % attendance in Virtual Lab Sessions is mandatory. The laboratory assignments are to be submitted by student in the form of journal. Journal consists of Certificate, table of contents, and handwritten write-up for each lab assignment. Write-up shall include Title, Problem Statement, software and Hardware requirements, Date of Completion. Program codes with sample output of all performed lab assignments are to be submitted as softcopy.

4) Scheme of Examination:

The course with 2 credits shall carry 50 marks & the course with 4 credits shall carry 100 marks. For 2 credits course, Continuous Internal Assessment (CIA) will be conducted for 15 marks & End-Semester Examination (ESE) will be conducted for 35 marks. For 4 credits course, CIA will be conducted for 30 marks & End-Semester Examination (ESE) will be conducted for 70 marks. The ESE shall be conducted in December session and June Session.

5) CIA:

5.1) CIA for theory courses can be conducted through variety of ways including

1. Handwritten Assignments 2. Seminar / Power Point Presentations 3. Oral Examination 4. Open Book Test 5. Online MCQ Test 6. Group Discussion 7. Analysis of Case Studies

5.2) CIA for practical courses shall be conducted during regular online lab sessions. Continuous assessment of laboratory work is to be carried out based on overall performance of students. For each lab assignment, the instructor will assign grade/marks based on parameters such as timely completion, understanding, neatness etc. with appropriate weightage. Suggested parameters include-timely completion, performance, innovation, efficient codes, code documentation, punctuality and neatness of the write-up etc.

5.3) For ‘Field Work’ course and ‘Community Services’ course, the instructor shall carry out internal evaluation of fieldwork throughout the semester based on timely completion of the work, analysis, findings and neatness of the report etc.

5.4) For ‘Field Project’ course, the criteria for CIA shall be:

1. Attendance and Participation
2. Daily Diary / Log Book
3. Report writing and contents
4. Presentation and Viva
5. Industry Supervisor Feedback

5.5) For Co-Curricular courses, CIA should be done by the respective course coordinator as a part of continuous assessment and be based on the regularity, performance of a student and his/her participation in various activities & power-point presentation before the class.

5.6) For OJT / Internship course, CIA shall be conducted by the mentor of the student based on the Learner’s performance, regularity, participation and performance of the student at the place of OJT / Internship.

6) Mode of End-Semester Examination:

For foreign learners, the mode of ESE shall be Remote Proctored Online only. Indian learners can appear for the ESE by either of the following modes:

- i. Remote Proctored Online Examination
- ii. Exam Centre based Online Examination
- iii. Exam Centre based Offline Examination

For remote proctored online examinations, learners are solely responsible for providing a properly configured computer system with a webcam, a stable power supply, reliable internet connectivity, and a quiet, isolated environment. Any issue arising therefrom shall be treated as malpractice and will result in the

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immediate removal of the candidate from the examination. The timings for all the modes of examination shall be same.

At the beginning of the semester, every Indian learner has to declare the mode of ESE. The mode of ESE, once selected cannot be changed for that exam session (it can be changed for next exam session). For the Exam Centre based Examination mode, the exam centre shall be located at Pune, Ahilyanagar & Nashik only.

7) End-Semester Examination:

7.0) The time for Examination shall be same as applicable for examination of conventional mode.

7.1) The patterns of Question papers for Theory courses for End-Semester Examinations are given at the End of this curriculum.

7.2) For Practical courses, a pair of examiners shall conduct end semester examination in the form of practical examination based on journal assignments. Examiners shall ask questions about journal assignments and / or problem statement provided during practical examination to judge understanding of concepts by the students. There shall be a batch for ____ students.

7.3) For 'Community Services' course, the end semester examination shall be based on Group presentation and the reports of activities participated.

7.4) For Field Work course, the end semester examination shall be based on Group presentation and the reports of fieldwork submitted in the journal.

7.5) For 'Field Project' course, the criteria for ESE shall be:

1. Attendance and Participation
2. Daily Diary / Log Book
3. Report writing and contents
4. Presentation and Viva
5. Industry Supervisor Feedback

7.6) For OJT / Internship courses, evaluation should be done by a panel of examiners in two parts: 1) Based on the work report submitted by the student (50% marks), and 2) Remaining 50% marks should be based on his presentation and viva-voce on the work carried to be assessed by the panel of examiners.

7.7) For Co-Curricular course, Viva-Voce shall be conducted along with the Power-Point Presentation. Evaluation should be done jointly by the concerned faculty & external examiner.

7.8) The ESE for FP/CEP/OJT/CC courses shall be conducted along with the ESE for practical courses.

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8) Passing Criteria:

There shall be separate passing in CIA & ESE. To pass in a course, the student should obtain 40 % marks in both CIA & ESE. The learners who have obtained minimum 50 % credits of 1st Year shall be eligible to take admission for 2nd Year. The learners who have passed 1st Year and obtained minimum 50 % credits of 2nd Year shall be eligible to take admission for 3rd Year.

9) Result Criteria

The result will be prepared as per the following criteria.

Marks	Grade Points	Grade Letters
90 to 100	10	O (Outstanding)
75 to 89	9	A ⁺ (Excellent)
60 to 74	8	A (Very Good)
55 to 59	7	B ⁺ (Good)
50 to 54	6	B (Above Average)
45 to 49	5	C (Average)
40 to 44	4	D (Pass)
< 40	0	F (Fail)
Absent	0	Ab (Absent)

The semester end grade sheet will contain grades for the courses along with titles and SGPA. Final grade sheet and transcript shall contain CGPA.

Semester Grade Point Average (SGPA):

The performance of a student in a semester is indicated by a number called the Semester Grade Point Average (SGPA). The SGPA is the weighted average of the grade points obtained in all the courses, seminars and projects registered by the student during the semester.

$$\text{SGPA} = \frac{\sum \text{Grade Points Earned} \times \text{Credits for each course}}{\text{Total Credits}}$$

$$\text{SGPA} = \frac{\sum_{i=1}^p C_i G_i}{\sum_{i=1}^p C_i}$$

Course Grade Point Average (CGPA):

The CGPA is the weighted average of the grade points obtained in all the courses (Theory/term work/practical/oral/presentation) of first semester to sixth semester for the students admitted in the First year and third to sixth semester for the students directly admitted at Second year. It is calculated in the same manner as the SGPA.

In case of a student passing a failed course or in case of improvement, the earlier grade would be replaced by the new grade in calculation of the SGPA and CGPA.

Based on the performance of the student in the semester examinations, the Savitribai Phule Pune University will declare the results and issue the Semester Grade sheets. The class shall be awarded to a student on the CGPA calculated.

Table: CGPA distribution and corresponding class of the degree awarded

Sr. No.	CGPA	Class of the degree awarded
1	$\text{CGPA} \geq 9.50$	O (Outstanding)
2	$8.50 \leq \text{CGPA} < 9.50$	A⁺ (Excellent)
3	$7.50 \leq \text{CGPA} < 8.50$	A (Very Good)
4	$6.25 \leq \text{CGPA} < 7.50$	B⁺ (Good)
5	$5.25 \leq \text{CGPA} < 6.25$	B (Above Average)
6	$4.75 \leq \text{CGPA} < 5.25$	C (Average)
7	$4.00 \leq \text{CGPA} < 4.75$	D (Pass)
8	$\text{CGPA} < 4.00$	F (Fail)

The award of the class should be as per table and corresponding percentage calculation for the CGPA has been given below:

For the calculation of Percentage from CGPA following equation can be used

Percentage calculation of a corresponding CGPA:

$$\% \text{ of Marks} = \begin{cases} \text{If O grade then } 20 \times \text{CGPA} - 100 \\ \text{If A+ grade then } 10 \times \text{CGPA} - 5 \\ \text{If A grade then } 10 \times \text{CGPA} - 5 \\ \text{If B+ grade then } 12 \times \text{CGPA} - 20 \\ \text{If B grade then } 5 \times \text{CGPA} + 23.75 \\ \text{If C grade then } 10 \times \text{CGPA} - 2.50 \\ \text{If D grade then } 6.6 \times \text{CGPA} + 13.6 \end{cases}$$

The factor considered in the above equations are evaluated from the grade point and marks distribution given in Table. The examples of the calculation of percentage are given in the following Table:

Table: Some examples of CGPA to percentage calculations

Obtained CGPA	Evaluation	Percentage	Grade
10	$20 \times 10 - 100$	100	O
9.75	$20 \times 9.75 - 100$	95	O
9.5	$20 \times 9.5 - 100$	90	O
9	$12 \times 9 - 24$	84	A+
8.4	$10 \times 8.4 - 5$	79	A+
7.34	$12 \times 7.34 - 20$	68.08	B+
5.99	$5 \times 5.99 + 23.75$	53.7	B+
4.94	$10 \times 4.94 - 2.5$	46.9	C
4.34	$6.6 \times 4.34 + 13.60$	42.24	D

Obtained CGPA	Evaluation	Percentage	Grade
10	$20 \times 10 - 100$	100	O
9.75	$20 \times 9.75 - 100$	95	O
9.5	$20 \times 9.5 - 100$	90	O
9	$12 \times 9 - 24$	84	A+
8.25	$12 \times 8.25 - 24$	75	A+
8	$10 \times 8 - 7.5$	72.5	A
7	$10 \times 7 - 7.5$	62.5	A
6.75	$10 \times 6.75 - 7.5$	60	A
6.25	$5 \times 6.25 + 26.25$	57.5	B+
5.75	$5 \times 5.75 + 26.25$	55	B+
5.5	$10 \times 5.5 - 2.5$	52.5	B
5.25	$10 \times 5.25 - 2.5$	50	B
4.75	$10 \times 4.75 - 2.5$	45	C
4	$6.6 \times 4.0 + 13.6$	40	D

While declaring the result, the existing relevant ordinances are applicable. There is also a provision for verification and revaluation. In case of verification, the existing rules will be applicable. The revaluation result will be adopted if there is a change of at least 10% marks and in the grade of the course.

10) Registration Validity:

The validity of the registration for 3 years BBA programme shall be 6 years. The student has to complete the entire programme (pass all the subjects of all years) within the period of maximum 6 years. If the learner fails to complete the programme within the period of 6 years, s/he has to re-register & take fresh admission to complete the programme.

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11) Grade Improvement Programme:

For grade improvement, a student will have to take minimum 40 credits. These courses will be theory courses from Subject 1, BSC, MJ, MN, SEC, PCC or PEC courses only. Grade improvement programme will be implemented at the end of the academic year. A student can option for the grade improvement programme only after the declaration of the result for his/her final semester exam, i.e. at the end of the next academic year after passing the final examination and within two years of completion of the degree and only once.

12) End Semester Examination Question Paper Formats for BBA

The following formats are adapted from the supplied BCA (Science) OL-Mode Word document.

BBA course content, course objectives and learning outcomes are not changed. The appropriate format shall be selected according to the course type/credit structure.

BBA Course Category	Applicable OL Paper Format	Marks / Time
2-credit Mathematics / Statistics courses	Mathematics & Statistics format	35 marks / 2 hours
2-credit regular theory courses (Major / Minor / VSC / SEC / VEC / CC, as applicable)	Subject-1 / BSC format	35 marks / 2 hours
2-credit Open Elective (OE)	OE format	35 marks / 2 hours
2-credit Ability Enhancement Course (AEC)	AEC format	35 marks / 2 hours
2-credit Minor courses where MN-style format is required	MN format	35 marks / 2 hours
2-credit Indian Knowledge System (IKS)	IKS format	35 marks / 2 hours
4-credit Major / Major Elective / Minor or equivalent theory course	4-credit MJ format	70 marks / 3 hours
Practical / Field Project / CEP / OJT / Co-Curricular courses	Course-specific practical/project evaluation	As prescribed for the course

Credit Structure for FYBBA Sem I

Type	Course	Paper Title	Credits	Internal	External	Total
	Major Mandatory 1 (Compulsory)	Principles of Management	2	15	35	50
Major Mandatory (06)	Major Mandatory 2 (Select Any one Specialization)	Finance: Principles of Finance	2	15	35	50
		Marketing: Principles of Marketing				
		HRM: Principles of Human Resource Management				
	Major Mandatory 3 (Select Any one Specialization other than selected in Major Mandatory 2)	Finance: Principles of Finance	2	15	35	50
		Marketing: Principles of Marketing				
		HRM: Principles of Human Resource Management				
Open Elective (OE)	Open Elective 1	Business Mathematics -I	2	15	35	50
	Open Elective 2	Business Statistics - I	2	15	35	50
Vocational Skill Development Course	Vocational Skill Development Course	Information Technology for Business	2	15	35	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Soft Skills Development	2	50	0	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - I	2	15	35	50
Value Education Course (VEC)	Value Education Course (VEC)	Environmental Awareness	2	15	35	50
Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	2	50	0	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Professional Communication Skills – I	2	50	0	50
			22	270	280	550

Credit Structure for FYBBA Sem II

Type	Course	Paper Title	Credits	Internal	External	Total
Major Mandatory (06)	Major Mandatory 4 (Compulsory)	BBA201T: Business Cost Accounting	2	15	35	50
	Major Mandatory5 (Select Any one Specialization)	Finance: Business Accounting	2	15	35	50
		Marketing: Consumer Behavior and Sales Management				
		HRM: Organizational Behavior				
	Major Mandatory 6 (Select Any one Specialization other than selected in Major Mandatory 2)	Finance: Business Accounting	2	15	35	50
		Marketing: Consumer Behavior and Sales Management				
		HRM: Organizational Behavior				
Minor	Minor 1	Business Economics - I	2	15	35	50
Open Elective (OE)	Open Elective 3	Introduction to Google Apps I	2	15	35	50
	Open Elective 4	AI Tools for Business	2	15	35	50
Vocational Skill Development Course	Vocational Skill Development Course	Computerized Accounting using Tally	2	15	35	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business	2	50	0	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - II	2	15	35	50
Value Education Course (VEC)	Value Education Course (VEC)	Democracy Awareness & Gender Sensitization	2	15	35	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Professional Communication Skills – II	2	50	0	50
			22	270	280	550

Credit Structure for SYBBA Sem III

Type	Course	Paper Title	Credits	
			Theory	Practical
Major Mandatory	Major Mandatory 7	Finance: Business Accounting	4	
		Marketing: Consumer Behavior and Sales Management		
		HRM: Organizational Behavior		
	Major Mandatory 8	Supply Chain Management	4	
Minor	Minor 2	Research Methodology	2	
Open Elective (OE)	Open Elective 5	Mercantile Law	2	
Vocational Skill Development Course	Vocational Skill Development Course	Business Analytics	2	
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 1 – Marathi/Hindi/Sanskrit	2	
Project	Project	Related to Major Mandatory 7 Course		2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Yoga Education/Health and Wellness/Fine Arts-I	2	
			20	2

Credit Structure for SYBBA Sem IV

Type	Course	Paper Title	Credits	
			Theory	Practical
Major Mandatory	Major Mandatory 9	Finance: Business Taxation	4	
		Marketing: Advertisement and Promotion Management		
		HRM: Employee Recruitment and Record Management		
	Major Mandatory 10	Finance: Banking and Finance		
		Marketing: Retail Management		
		HRM: Cultural Human Resources and International Relations		
Minor	Minor 2	Start-up Innovation and Entrepreneurship Development	2	
Open Elective (OE)	Open Elective 5	Too be selected from Open Elective Basket of Faculty Science, Humanity	2	
Vocational Skill Development Course	Vocational Skill Development Course	International Business Management (Import and Export Procedure)	2	
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 2 – Marathi/Hindi/Sanskrit	2	
Project	Project	Community Engagement through Social Awareness		2
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Yoga Education/Health and Wellness/Fine Arts-I	2	
			20	2

Syllabus for Semester – I

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OBBA101T	Major Mandatory	Principles of Management	02

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

CO1 Express themselves effectively in routine and special real business interactions and principles of management

CO2 Demonstrate appropriate use of administration, management.

CO3 Ability to organize various programs, meetings and events

CO4 Apprise the pros and cons of major managerial functions

CO5 Create and deliver effectiveness of quality management

Detailed Syllabus

Unit 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

Unit 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

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OBBA102FINT	Major Mandatory	Principles of Finance	02

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

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.

Detailed Syllabus

Unit 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

Unit 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

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OBBA102MART	Major Mandatory	Principles of Marketing	02

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

Detailed Syllabus

Unit 1

1. Concepts and functions of marketing
 - 1.1 Marketing concepts, its objectives, importance and functions of marketing.
 - 1.2 Core Concepts of Marketing- Need, want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer Loyalties.
 - 1.3 Concept of Marketers and Prospects, Key Customer Markets, Marketplaces, Market spaces, Meta Markets.
 - 1.4 Linkage of Marketing functions with all functions in the organization. Company orientation towards market place- Production, Product, Marketing, Selling, Holistic Marketing Orientation
 - 1.5 Various Approaches of marketing
 - 1.6 Challenges and opportunity of marketing manager in international market

Unit 2

2. Marketing Environment
 - 2.1 Concept of Environment –Macro and Micro environment – Components and Characteristics, Needs.
 - 2.1 Trends and Major Forces Impacting on Micro and Macro Environment
 - 2.3 Need for analyzing Marketing Environment
 - 2.4 Analyzing the Demographic, Economic, Socio-cultural, Natural, Technological and Political-Legal Environment

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OBBA102HRMT	Major Mandatory	Principles of Human Resource Management	02

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

Detailed Syllabus

Unit 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.

Unit 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

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OBBA102GBT	Major Mandatory	Principles of Human Resource Management	02

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

Detailed Syllabus

Unit 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.

Unit 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

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OOE-103-MTS	Open Elective	Business Mathematics – I	02

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.

Detailed Syllabus

Unit 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.

Unit 2

Interest and Dividend - 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.

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OOE-103-STs	Open Elective	Business Statistics – I	02

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

Detailed Syllabus

Unit 1

- Frequency Distribution - 1.1 Raw data, variable, discrete variable, continuous variable, constant, attribute with illustration.
1.2 Classification- Concept and definition of classification, objectives of classification, types of classification.
1.3 Frequency Distribution- Discrete and Continuous frequency distribution, Cumulative frequency and Cumulative frequency distribution.
1.4 Graphs & Diagram- Histogram, Ogive curve, Pie-Diagram, Bar Diagram, Multiple bar Diagram, Sub-divided bar diagram

Unit 2

- Measure of Central Tendency - 2.1 Concept and meaning of Measure of Central Tendency, Objectives of Measure of Central Tendency, Requirements of good Measure of Central Tendency.
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.
2.3 Determination of Mode and Median graphically.
2.4 Empirical relation between mean, median and mode.
2.5. Combined Mean
2.6. Numerical Problems

Unit 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.

Board of Studies in Open and Distance Learning

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OBBA101VSC	Vocational Skill Development Course (VSC)	Information Technology for Business	02

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

Detailed Syllabus

Unit 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

Unit 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

Unit 3

Information Technology Tools

Meeting/Video conferencing tools (Zoom, Microsoft Teams)

Collaborative tools for document sharing and editing

Document Management Tools

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OBBA101AEC	Ability Enhancement Course (AEC)	Business Communication Skills-I	02

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

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

Detailed Syllabus

Unit 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

Unit 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.

2.7 Business Letters – Structure and Components of Business letters, Drafting Business letters.

Board of Studies in Open and Distance Learning

Semester - I				
Semester No.	Course Code	Type of Course	Course Title	Credits
1	OBBA101VEC	Value Education Course (VEC)	Environmental Awareness	02

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

Detailed Syllabus

Unit 1

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

Unit 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.

Syllabus for Semester – II

Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA201T	Major Mandatory	Business Cost Accounting	02

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

Detailed Syllabus

Unit 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

Unit 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

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Unit 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

Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA202FINT	Major Mandatory	Finance: Business Accounting	02

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 tractions and its nature

Detailed Syllabus

Unit 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

Unit 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

Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA202MART	Major Mandatory	Consumer Behavior and Sales Management	02

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

Detailed Syllabus

Unit 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.

Unit 2

Sales Management:

- 2.1 Sales Management: Definition, scope, sales force planning, recruitment, training, and development.
- 2.2 The Sales Process: Prospecting, pre-approach, engagement, presentation, objection handling, closing, and post-sale follow-up
- 2.3 Sales Ethics: ethical guidelines, and legal considerations in sales.

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Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA202HRMT	Major Mandatory	HRM-Organizational Behaviour	02

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

Detailed Syllabus

Unit 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

Unit 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

Unit 3

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.

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Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA201MIN	Minor	Business Economics	02

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

CO1 understand the meaning, Nature, importance and Scope of Business Economics.

CO2 apply the emerging dimensions of economics while understanding the concepts of Business Economics.

CO3 analyze the elasticity of demand and supply according to price and income of the consumers.

CO4 evaluate the various types of markets and price discrimination.

CO5 create awareness about relationship between various markets and distribution strategies.

Detailed Syllabus

Unit 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

Unit 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)

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Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OOE-103-CS-T	Open Elective	Introduction to Google Apps - I	02

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.

Detailed Syllabus

Unit 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

Unit 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

Unit 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

Unit 4

Google Forms - 4.1 Creating a google form

4.2 Adding various styles of the questions

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- 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

Unit 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

Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OOE-155-CS-P	Open Elective	AI Tools for Business	02

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

Detailed Syllabus

Unit 1

Introduction to AI in Business - 1.1 Basics of Artificial Intelligence (AI) and Machine Learning (ML)

1.2 Role of AI in Business Decision Making

1.3 AI-powered Business Automation: Advantages & Challenges

1.4 Introduction to AI Ethics and Bias

1.5 Case Study: AI Implementation in E-commerce and Banking Sectors

Unit 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

Unit 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

Unit 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 & Risk Analysis

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Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA201VSCP	VSC	Computerized Accounting using Tally Prime	02

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 Bill wise 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 outstanding.

Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA201SEC	SEC	Basics of Stock Markets	02

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.

Detailed Syllabus

Unit 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

Unit 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)

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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Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA201AEC	AEC	Business Communication Skills-II	02

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.

Detailed Syllabus

Unit 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

Unit 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

Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA201VEC	VEC	Democracy Awareness and Gender Sensitisation	02

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.

Detailed Syllabus

Unit 1

Introduction to Democracy and democratic values and principles

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

Unit 2

Challenges to Democracy and corrective measures.

Illiteracy, poverty, gender discrimination, casteism, communalism, corruption, criminalization in politics, violence etc.

Strengthening Democracy- Education and sensitization, Technological innovations- E-governance, digital participation etc.

Unit 3

Understanding gender-related concepts, gender-based violence and democracy

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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

Unit 4

Addressing challenges

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

Semester - II				
Semester No.	Course Code	Type of Course	Course Title	Credits
2	OBBA201CC	Co-Curricular Courses (CC)CC	Professional Communication Skills – II	02

Syllabus for Semester – III

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Major Mandatory 7	Financial Management: Management Accounting	04

Course Objectives

1. To impart basic knowledge of management Accounting viz., Define key basic terms and concepts, list cost methods, identify financial statements
2. To understand differences between accounting types, cost behavior, implication of financial ratio is decision making
3. To apply various tools of management accounting viz, CVP analysis, costing for decisions, budgets for business decision making
4. To evaluate investment viability, justify outsourcing decisions, budgeting process

Course Outcome

CO1 Recall fundamental concepts, make reports and their uses in decision-making

CO2 Explain differences between accounting types, interpret cost classifications, understand budgeting importance in business decision making

CO3 Apply CVP analysis to decision-making, use relevant costing for decisions, prepare budgets and reports

CO4 Evaluate performance, justify decisions based on financial analysis.

Detailed Syllabus

Unit 1

Introduction:

- 1.1 Introduction-Meaning and emergence of management accounting- definition of management accounting
- 1.2 Characteristics of Management Accounting-Scope of Management Accounting
- 1.3 Objectives of management accounting –Functions of Management accounting
- 1.4 Management accounting Vs Financial Accounting
- 1.5 Management accounting Vs Cost accounting
- 1.6 Tools and techniques of Management Accounting
- 1.7 Need and Importance of Management Accounting
- 1.8 Advantages and Limitations of Management Accounting

Unit 2

Financial Statement introduction and analysis

- 2.1 Introduction to vertical financial statement (Schedule III of Companies Act 2013) and its Analysis, 2.2 Analysis and Interpretation of Financial Statements i) Study of Balance sheet and Income statement /

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Revenue statements in vertical form suitable for analysis ii) Relationship between items in Balance Sheet and Revenue statement

2.3 Methods of Analysis-Trend Percentage, Comparative Income Statement, Comparative Balance sheet, Common Size statements

2.4 Introduction to ratio Analysis, Advantages and limitations, Types of ratios-profitability ratios, liquidity ratios, activity ratios, leverage ratios

2.5 Practical problems on following ratios:

Current Ratio, Liquid Ratio, Stock Working Capital Ratio, Proprietary Ratio, Debt Equity Ratio, Gross Profit Ratio, Operating Ratio & Net Operating Profit Ratio, Net Profit Ratio, Stock Turnover Ratio, Return on capital employed, Return on proprietor's Fund, Debtors Turnover, Creditors Turnover

Unit 3

Marginal Costing:

3.1 Marginal Costing

3.2 Advantages of Marginal Costing

3.3 Limitations of Marginal Costing

3.4 Contribution

3.5 Profit Volume Ratio (P/V Ratio)

3.6 Break-Even Point (BEP)

3.7 Margin of Safety (MOS) Problems on Contribution, P/V Ratio, BEP, and MOS

Unit 4

Budgeting and its control:

4.1 Budget and Budgetary control: meaning, definition, role of budget and budgetary control in an organization: steps and advantages

4.2 Types of Budgets: as per time, functions and variability

4.3 Practical question on Cash Budget

4.4 Capital budgeting: Introduction, classification of capital budgeting projects, capital budgeting projects, Capital budgeting techniques with its advantages and disadvantages- Payback Period and Accounting Rate of Return Practical questions on Payback and Accounting rate of return

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Major Mandatory 7	Marketing Management: Digital Marketing	04

Course Objectives

1. To introduce the core concepts and processes of digital marketing and its applications.
2. To develop an understanding of visibility, engagement, and traffic conversion in the digital space.
3. To explore digital marketing tools such as social media, Google Ads, YouTube, and email marketing.
4. To build foundational skills in content writing for various digital platforms.

Course Outcome

CO1 Explain the key components and strategies of digital marketing.

CO2 Analyze the importance of visibility, engagement, and conversion in online marketing.

CO3 Design and manage basic digital campaigns using major online platforms.

CO4 Create effective and SEO-friendly content for blogs, websites, and marketing materials.

Detailed Syllabus

Unit 1

Introduction to Digital Marketing:

1.1 Concept and meaning of Digital Marketing, Digital Marketing Tools & Process, 1.2 Meaning of Visibility, Increasing Visibility, Types of visibility, and Examples of visibility. Concept of Engagement, Visitors Engagement, its importance and examples of engagement. 1.3 Inbound vs Outbound Marketing, Bringing Targeted Traffic Inbound and outbound marketing 1.4 Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process.

Unit 2

Social Media Marketing:

2.1 Introduction of Social Media Marketing, Google AdWords, YouTube Marketing, Email Marketing
2.2 WWW, Domains, Buying a Domain, Core Objective of Website and Flow, Strategic Design of Home Page, Optimization of Websites, SEO Optimization

Unit 3

Content Writing:

3.1 Content Writing, Definition and importance of content writing, Types of content (web content, blogs, articles, technical content, copywriting, academic writing, creative writing, etc.),
3.2 Role of a content writer in the digital space, Skills required for a content writer

Unit 4

Recent trends in Digital Marketing:

4.1 AI-Powered Marketing, Use of AI tools like ChatGPT, Jasper, Copy.ai for content creation.

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- 4.2 AI-driven analytics for customer behaviour prediction and personalization.
- 4.3 Chatbots and virtual assistants for customer support and engagement.
- 4.4 Influencer & Creator Marketing
- 4.5 Rise of micro- and nano-influencers for more authentic connections.
- 4.6 Brands collaborate with content creators for user-generated content (UGC).

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Major Mandatory 7	Human Resource Management: Employee Management & HRM Practices	04

Course Objectives

1. To understand the core functions and strategic role of HRM in modern organizations
2. To examine key HR processes—recruitment, selection, training, development, and performance management—aligned with organizational goals
3. To explore current HRM trends, including digital transformation, ethical practices, employee engagement and workforce diversity
4. To evaluate the impact of technology on HR practices and build skills to manage digital HR tools effectively
5. To develop practical HRM competencies through case studies, simulations, and experiential learning.

Course Outcome

CO1 Demonstrate a comprehensive understanding of HRM practices, functions, and strategic importance in contemporary organizations.

CO2 Apply HRM processes like recruitment, selection, training, development, and performance appraisal aligned with organizational goals.

CO3 Analyze recent trends and ethical considerations in HRM including employee engagement and diversity management.

CO4 Evaluate the role of technological advancements in HRM and demonstrate proficiency in using digital HR tools and systems.

CO5 Apply HRM concepts through experiential learning—case studies, role plays, and real-world HR problem-solving activities.

Detailed Syllabus

Unit 1

Talent Acquisition and Onboarding in the Employee Lifecycle

- 1.1 Overview and significance of Human Resource Management in today's dynamic business environment
- 1.2 Strategic role of HRM in achieving organizational competitiveness
- 1.3 Recruitment: Meaning, definition, factors, process, sources (internal & external), and modern methods
- 1.4 Selection: Process, methods, and key factors influencing selection decisions.
- 1.5 Onboarding and Induction: Objectives, Process and prerequisites of effective integration
- 1.6 Emerging recruitment technologies and analytics in talent acquisition

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Unit 2

Training, Development, and Talent Management:

- 2.1 Training and Development: Training needs assessment, methods (on-the-job, off-the-job), and evaluating training effectiveness
- 2.2 Career Planning and Development: Career stages, and fostering internal mobility
- 2.3 Talent Management: Imperatives for Talent Management, Initiatives and Strategies for attracting, developing, and retaining top talent, Talent Management Review
- 2.4 Role of HR technology in Learning and Development

Unit 3

Compensation, Performance Management, and Employee Retention :

- 3.1 Compensation Management: Types of pay structures, components of compensation, Factors influencing employee compensation
- 3.2 Employee Benefits: Incentives, fringe benefits, and non-monetary rewards
- 3.3 Performance Management: Appraisal methods, 360-degree feedback, goal setting, KPIs and performance metrics
- 3.4 Retention Strategies: Employer branding, career growth pathways, work-life balance, and Employee Value Proposition (EVP)
- 3.4 Succession Planning: Identifying and grooming future leaders
- 3.5 Application of HR Analytics in performance tracking and compensation decisions

Unit 4

Employee Engagement, Ethics, and Emerging HRM Trends:

- 4.1 Employee Engagement: Key drivers, measurement models, and strategies for fostering employee engagement
- 4.2 Job Satisfaction: Meaning, Definition, Factors, Advantages and measures to increase job satisfaction
- 4.3 Ethics in HRM: Principles of fairness, equity, transparency, and handling ethical dilemmas
- 4.4 Contemporary HR Practices:
 - Managing gig and freelance workforce
 - Remote and hybrid work models
 - Diversity, equity, and inclusion initiatives

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Major Mandatory 8	Supply Chain Management	04

Course Objectives

1. To explain the basic concepts and importance of supply chain management.
2. To help students understand how to design and plan supply chain networks.
3. To teach how supply chain operations like forecasting and procurement work.
4. To help students apply supply chain concepts to real business situations.
5. To build problem-solving skills for improving supply chain performance.

Course Outcome

- CO1 Understand key concepts and components of supply chain management.
- CO2 Apply basic supply chain design ideas to small business cases.
- CO3 Apply planning and control tools in supply chain operations.
- CO4 Evaluate coordination strategies to improve supply chain performance.
- CO5 Identify current trends and challenges in global supply chains.

Detailed Syllabus

Unit 1

Fundamentals of Supply Chain Management

- 1.1 Definition, Objectives, and Importance of SCM– Definition and key goals of Supply Chain Management– Importance in enhancing efficiency and competitiveness
- 1.2 Basic Concepts and Role of SCM in Business– Core concepts of SCM– Role in improving business performance and customer satisfaction
- 1.3 Components of a Supply Chain– Entities: Suppliers, Manufacturers, Distributors, Retailers, Customers– Flows: Information, Product, and Cash
- 1.4 Decision Phases and Process View of SCM– Strategic, Tactical, and Operational decision phases– Process view: Cycle and push/pull perspectives
- 1.5 Supply Chain Flows and Structure– Upstream and Downstream supply chains– Role in integration and coordination

Unit 2

Supply Chain Network Design

- 2.1 Introduction to Network Design– Role in supply chain performance– Drivers and considerations (strategic, technological, operational)
- 2.2 Cost vs Responsiveness Trade-off – Balancing efficiency and service levels
- 2.3 Designing Distribution Networks– Centralized vs Decentralized systems– Direct shipping, Cross-docking, Transshipment models

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- 2.4 Facility Location and Capacity Allocation– Qualitative and quantitative location factors– Gravity Location Models and Centre of Gravity Method
- 2.5 Network Optimization Strategies– Use of data analytics and simulation– Strategic placement of warehouses and hubs

Unit 3

Supply Chain Operations & Coordination

- 3.1 Introduction to Supply Chain Operations– Definition, objectives, and key processes– Types: Push vs Pull, Make-to-Stock vs Make-to-Order
- 3.2 Key Operational Drivers– Facilities, Inventory, Transportation, Information, Sourcing, Pricing
- 3.3 Supply Chain Planning and Control– Demand forecasting, aggregate planning, master scheduling– Inventory control: EOQ, Safety Stock, JIT, VMI
- 3.4 Distribution and Performance Measurement– Logistics planning and KPIs
- 3.5 Supply Chain Coordination– Importance of coordination– Bullwhip Effect: Causes and mitigation– CPFR, Contracts: Buy-back, Revenue Sharing, Quantity Flexibility

Unit 4

Current Trends & Challenges in Supply Chain Management

- 4.1 Industry 5.0 and Digital Transformation– Technologies: AI, IoT, Blockchain
- 4.2 Green and Sustainable Practices– Eco-friendly operations, waste reduction, sustainable sourcing
- 4.3 Globalization and International SCM– Managing global logistics and regulations – Cultural and operational challenges
- 4.4 Risks and Resilience– Identifying disruptions and building adaptive supply chain management
- 4.5 Ethics and Social Responsibility– Ethical practices, transparency, and CSR in supply chain Management

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Minor	Research Methodology	04

Course Objectives

1. To understand the meaning, objectives, types, and significance of research in a business context.
2. To learn the process of designing research and applying appropriate methods for data collection and sampling.
3. To develop skills in data editing, analysis, tabulation, and graphical representation using basic statistical tools.
4. To gain the ability to write structured research reports, cite sources properly, and present findings effectively and ethically.

Course Outcome

CO1 Identify and explain different types of research, research designs, and the research process.

CO2 Select suitable data sources, sampling methods, and tools for collecting research data.

CO3 Process and analyse research data using basic techniques and present findings using tables and graphs.

CO4 Prepare well-organized research reports with proper citation and deliver clear oral and written presentations.

Detailed Syllabus

Unit 1

Introduction to Research

- 1.1 Meaning, objectives, and significance of research in business
- 1.2 Types of research: Basic, applied, descriptive, analytical, qualitative, and quantitative
- 1.3 Research process and its steps
- 1.4 Criteria of good research
- 1.5 Ethics in research

Unit 2

Research Design and Data Collection

- 2.1 Meaning and importance of research design
- 2.2 Types of research design: Exploratory, descriptive, and experimental
- 2.3 Sampling: Concepts, methods (probability and non-probability), sampling errors
- 2.4 Sources of data: Primary and secondary
- 2.5 Methods of data collection: Observation, interview, questionnaire, and schedule
- 2.6 Design of a good questionnaire

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Unit 3

Data Processing and Analysis

- 3.1 Data editing, coding, classification, and tabulation
- 3.2 Use of tables, charts, and graphs in data presentation
- 3.3 Measures of central tendency and dispersion (basic overview)
- 3.4 Hypothesis: Meaning, types, and formulation
- 3.5 Use of software tools (e.g., Excel/SPSS) – basic introduction & overview

Unit 4

Research Report Writing and Presentation

- 4.1 Structure and components of a research report
- 4.2 Guidelines for writing a good research report
- 4.3 Citation and bibliography
- 4.4 Plagiarism and how to avoid it
- 4.5 Presentation of research findings: Oral and written

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Open Elective (OE)	Mercantile Law	02

Note: This course is taken from OE basket of Faculty of Humanities – BoS in Law. This course is mandatory for SYBBA Semester III students

Course Objectives

- 1 To provide foundational knowledge of the Indian Contract Act, including essential elements, performance, discharge, and remedies, along with the emerging framework of e-contracts.
- 2 To give an overview of key business laws governing partnerships, LLPs, companies, and consumer protection mechanisms applicable to business operations.

Course Outcome

CO1 Learners will be able to explain and apply core principles of contract law and distinguish traditional contracts from e-contracts.

CO2 Learners will be able to identify and differentiate between various forms of business entities and understand consumer rights and redressal mechanisms under Indian law.

Detailed Syllabus

Unit 1

Essentials of the Indian Contract Act, 1872

- 1.1 Background and Necessity of Contract Law
- 1.2 Nature of Contract, General Principles of Contract, Essential Elements of Contract
- 1.3 Types of Contracts
- 1.4 Performance and Discharge of Contracts
- 1.5 Remedies (Including damages, meaning, kinds and rules for ascertaining damages)
- 1.6 E-Contracts: Meaning, Nature, Formation, Validity, Legality and Recognition under the law

Unit 2

Overview of Business Laws and Consumer Protection:

- 2.1 Partnership Act, 1932: Meaning and definition of partnership, Features of Partnership, Types of partners, Introduction to Partnership Act, 1932
- 2.2 Law Governing LLP: Meaning and definition of Limited Liability Partnership, Introduction to LLP Act, Basic Features of LLP, Difference between Partnership Firm and LLP
- 2.3 Consumer Protection Act, 2019: Objectives and Scope, Definition of Consumer and Consumer Disputes, Consumer Rights and Responsibilities, Consumer Redressal Agencies: District, State, and National Commission, Procedures and Jurisdiction
- 2.4 Companies Act, 2013: Meaning, Nature, and Characteristics of a Company, Silent features of the Companies Act, 2013, Applicability and Scope of the Act, Types of Companies (Private, Public, One Person, Section 8, etc.), Differences between Company and Partnership / LLP, Formation of a Company: Incorporation Process and Legal Formalities

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Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Vocational Skill Development Course (VSC)	Business Analytics	02

Course Objectives

1. To Introduce the fundamental concepts, scope, and evolution of Business Analytics in modern enterprises.
2. To Explain the types of analytics and their application in various business functions such as Marketing, Finance, HR, and Operations.
3. To Familiarize students with different types and sources of data, and the importance of data quality and preparation.
4. To Provide basic exposure to data visualization, Excel-based tools, and technologies used in Business Analytics.
5. To Enable students to interpret business data and understand the role of a business analyst in decision-making processes.

Course Outcome

CO1 Define and explain the scope, significance, and evolution of Business Analytics in the corporate world.

CO2 Differentiate among Descriptive, Diagnostic, Predictive, and Prescriptive analytics and identify their practical applications in various business domains.

CO3 Identify different types and sources of data and explain the importance of data cleaning, preparation, and quality for analysis.

CO4 Demonstrate basic proficiency in using spreadsheets (Excel/Google Sheets) for data visualization. Apply basic analytical tools and techniques to extract business insights and support data-driven decision-making.

Detailed Syllabus

Unit 1

Introduction to Business Analytics

Meaning and scope of Business Analytics, Evolution and Importance and impact on business decision-making, Types of Analytics: Descriptive, Diagnostic, Predictive, Prescriptive, Applications of Business Analytics in different business domains: Marketing, Finance, HR, and Operations, Role of Business Analyst.

Unit 2

Foundations of Data for Business Analytics:

Data and Its Role in Business Analytics

Types of data: Structured vs. Unstructured

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Sources of data: internal, external, big data ,5V's of Big data

Data collection methods and challenges. Data cleaning and preparation. Importance of data quality and integrity

Introduction to databases and spreadsheets (Excel/Google Sheets).

Introduction to data visualization, Common tools and technologies

for business analytics. Basic Excel functions for analytics (sorting, filtering, pivot tables, charts)

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Ability Enhancement Course (AEC)	Modern Indian Languages 1: Marathi/Hindi/Sanskrit	02

The details syllabus of each of the language will be shared by respective board of studies.

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Field Project (FP)	Project – Related to Finance	02

Course Objectives

1. To impart basic knowledge for understanding connection of theory and practical working.
2. To understand various documentation and department working of organization.
3. To apply various theories learned in real life business decision making.
4. To self-evaluate the market requirement with experts shared information.

Course Outcome

CO1 Recall theory in real life practical environment

CO2 Explain various documents require for business procedure of departmental working

CO3 Apply the collective business decision making to solve real life problem solving

CO4 Evaluate performance, justify decisions based on financial analysis

The candidate shall visit to respective firms/websites/organizations/markets/companies/ attend experts lecture in entire semester and prepare a Field Project Report which shall carries 50 marks (30 Marks for Project Report and 20 marks for Viva-Voce). Student has to submit Field Project Work Report Spiral copy to the college. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall be evaluated by the subject teacher and Head of Department at the end of Semester from given topic ANY THREE can be considered by subject teacher (minimum ONE visit is must).

1. Introduction

Subject Teacher shall provide orientation to the students and form the groups in the class room based on following topics:

1. Analysis of website like money control, BSE, Investopedia, etc. related to finance sector
2. Guest lecture of stock market expert, banking professional, financial consultant, etc.
3. Public Company Annual Report study of standalone financial statement
4. Visit to stock market or brokers office or any financial institute.
5. Visit to a company to understand department working.
6. Calculation of various ratio based on standalone financial statement of a company
7. Subject Teacher may select any such finance topic from syllabus relevant to correlate theory and practical working

2. Conduction of Expert lecture/ visit:

Minimum THREE activities of which ONE must be actual visit must be done.

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Report shall be made on following points per activity:

1. Name of organization
2. Objective of activity
3. Points observed/ learned
4. Questionnaire with minimum 10 questions
5. Screen shot, image of activity
6. Suggestions based on objective

Subject teacher may add more points in report as per their convenience and requirement of activity.

Report need to be submitted in spiral copy and PPT presentation.

Evaluation based on report and Viva-Voce Exam

Presentation needs to be made in groups for evaluation of activity

External must be appointed for viva in consultation with principal

Marks allocation: 30% marks report

30% marks PPT presentation

40% marks Viva-Voce Examination

Total : 50 marks

Guidelines:

Field Visits:

These visits and interviews shall be arranged under the supervision of the subject teacher.

- The interviews maybe structured or unstructured as the case may be with the sole proviso of maximum data collection for the students during the interaction process.
- Students should be encouraged to observe and learn how theatrical concepts are put into action, thereby aiding their practical learning. Students are to be exposed to the real working environment and shown how things are done in an organization

These visits are to be related to the specialization subject curriculum.

Instructions for students:

- Each project should be done strictly according to the instruction of the subject teacher.
- The title and the objective must be stated at the beginning of each project
- Wherever required students must paste relevant documents, specimens, questionnaires, etc. in the project.

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Field Project (FP)	Project – Related to Marketing	02

Course Objectives

1. To connect classroom marketing theories with real-world industry practices.
2. To understand documentation, branding strategies, advertising, and customer behavior.
3. To apply marketing principles in areas like market research, promotions, and digital marketing.
4. To evaluate market trends and assess customer engagement based on field experiences.

Course Outcome

CO1 Recall and relate marketing theories in a practical environment.

CO2 Identify various marketing practices and documents used in the industry.

CO3 Apply theoretical knowledge to solve practical marketing problems.

CO4 Evaluate real-life marketing strategies and justify campaign decisions based on collected data.

The candidate shall visit to respective firms/websites/organizations/markets/companies/ attend experts lecture in entire semester and prepare a Field Project Report which shall carries 50 marks (30 Marks for Project Report and 20 marks for Viva-Voce). Student has to submit Field Project Work Report Spiral copy to the college. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall be evaluated by the subject teacher and Head of Department at the end of Semester from given topic ANY THREE can be considered by subject teacher (minimum ONE visit is must).

Introduction:

Subject Teacher shall provide orientation to the students and form the groups in the class room based on following topics:

1. Visit to retail outlets/malls to study merchandising and in-store marketing.
2. Analysis of digital campaigns on platforms like Instagram, YouTube, etc.
3. Visit to advertising agency/branding agency for insights on campaign planning.
4. Market survey or online consumer behavior study using Google Forms, etc.
5. Guest lecture by marketing experts (branding, sales, PR, etc.).
6. Study of packaging and product Labelling practices in FMCG or startups.
7. Observation of product positioning and segmentation in a selected product category.

Subject Teacher can select any such Marketing topic from syllabus relevant to correlate theory and practical working

Conduction of Expert lecture/ visit:

Minimum THREE activities of which ONE must be actual visit must be done.

Report shall be made on following points per activity:

1. Name of organization
2. Objective of activity
3. Points observed/ learned
4. Questionnaire with minimum 10 questions
5. Screen shot, image of activity
6. Suggestions based on objective

Subject teacher may add more points in report as per their convenience and requirement of activity.

Report needs to be submitted in spiral copy and PPT presentation.

Presentation needs to be made in groups for evaluation of activity

External must be appointed for viva in consultation with principal

Marks allocation: 30% marks report

30% marks PPT presentation

40% marks Viva-Voce Examination

Total : 50 marks

Guidelines:**Field Visits:**

These visits and interviews shall be arranged under the supervision of the subject teacher.

- The interviews maybe structured or unstructured as the case may be with the sole proviso of maximum data collection for the students during the interaction process.
- Students should be encouraged to observe and learn how theatrical concepts are put into action, thereby aiding their practical learning. Students are to be exposed to the real working environment and shown how things are done in an organization

These visits are to be related to the specialization subject curriculum.

Instructions for students:

- Each project should be done strictly according to the instruction of the subject teacher.
- The title and the objective must be stated at the beginning of each project
- Wherever required students must paste relevant documents, specimens, questionnaires, etc. in the project.

Semester - III				
Semester No.	Course Code	Type of Course	Course Title	Credits
3		Field Project (FP)	Project – Related to HRM	02

Course Objectives

1. 1 To enable learners to understand and analyse real-world HR practices by engaging in field-based research or internships in organizations.
2. 2 To develop practical HRM skills such as recruitment, training, performance appraisal, and employee engagement through hands-on project work.

Course Outcome

CO1 Learners will be able to observe and evaluate HR systems and practices within actual organizational settings.

CO2 Learners will be able to apply HRM theories and concepts to solve real business problems and prepare professional project reports.

The candidate shall visit to respective firms/websites/organizations/markets/companies/ attend experts lecture in entire semester and prepare a Field Project Report which shall carries 50 marks (30 Marks for Project Report and 20 marks for Viva-Voce). Student has to submit Field Project Work Report Spiral copy to the college. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall be evaluated by the subject teacher and Head of Department at the end of Semester from given topic ANY THREE can be considered by subject teacher (minimum ONE visit is must).

Introduction and topics of project:

1. Talent management
2. Knowledge Management
3. Effect of Leadership on Performance of the Organization
4. Identification of training needs of security personnel in an organization.
5. Work measurement and wage payment plans
6. Study of Employee morale and attitudes.
7. Quality of Work life
8. Motivation and morale
9. Performance appraisal and counseling
10. Training needs analysis
11. Performance appraisal with Traditional & Modern methods
12. Employee's relation, Merger's acquisition HR strategies

Students can prepare project on any topic which they have studied under the HRM subject.

Conduction of Expert lecture/ visit:

Minimum THREE activities of which ONE must be actual visit must be done.

Report shall be made on following points per activity:

1. Name of organization

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2. Objective of activity
3. Points observed/ learned
4. Questionnaire with minimum 10 questions
5. Screen shot, image of activity
6. Suggestions based on objective

Subject teacher may add more points in report as per their convenience and requirement of activity.

Report need to be submitted in spiral copy and PPT presentation.

Presentation needs to be made in groups for evaluation of activity

External must be appointed for viva in consultation with principal

Marks allocation: 30% marks report

30% marks PPT presentation

40% marks Viva-Voce Examination

Total : 50 marks

Guidelines:

Field Visits:

These visits and interviews shall be arranged under the supervision of the subject teacher.

- The interviews maybe structured or unstructured as the case may be with the sole proviso of maximum data collection for the students during the interaction process.
- Students should be encouraged to observe and learn how theatrical concepts are put into action, thereby aiding their practical learning. Students are to be exposed to the real working environment and shown how things are done in an organization

These visits are to be related to the specialization subject curriculum.

Instructions for students:

- Each project should be done strictly according to the instruction of the subject teacher.
- The title and the objective must be stated at the beginning of each project
- Wherever required students must paste relevant documents, specimens, questionnaires, etc. in the project.

Syllabus for Semester – IV

Semester - IV				
Semester No.	Course Code	Type of Course	Course Title	Credits
4		Major Mandatory 9	Financial Management: Business Taxation	04

Course Objectives

1. To develop conceptual understanding about the Income Tax Act, 1961 and its fundamental concept and principles.
2. To enable students to understand and compute income under different heads of income.
3. To equip students with practical skills for calculating Gross Total Income and Net Taxable Income.
4. To familiarize students with the process of online ITR filing.

Course Outcome

CO1 Students will be able to explain key concepts, principles and provisions of the Income Tax Act, 1961.

CO2 Students will accurately compute taxable income under various heads of income.

CO3 Students will be able to calculate Gross Total Income, Net Taxable Income, and Tax Liability.

CO4 Students will independently file Income Tax Returns online.

Detailed Syllabus

Unit 1

Introduction to Income Tax Act 1961 and Important Concept under the Act: Tax: Meaning, concept and objectives

Income Tax Act -1961- Concepts, Meaning and Definitions, Indian Tax System, Direct Tax and Indirect Tax, Difference between Direct Tax and Indirect Tax, canon of taxation, Residential status & tax incidence, Income exempt from tax.

Definitions: Income, Person, Assessee, Deemed Assessee, Assessment year, Previous year, Agricultural Income, Exempted Income, Gross Total Income (GTI), Total Taxable Income (TTI), Residential Status of an Assessee, PAN, TAN, Recent reforms in Direct Tax.

Unit 2

Heads of Income and Computation of Income under various Heads

I. Income from Salary: Concept of Salary, features, Components of salary, Allowances- fully taxable, partially taxable, fully exempted, Perquisites and their valuation, provident fund and its tax treatment, standard deductions, Computation of Income from salary (Theory and Simple Problems)

II. Income from House Property: Meaning, Basis of chargeability, Gross Annual Value, Net Annual Value, Types of property- Self occupied, let out, and deemed to be let out property, municipal tax, unrealized rent, arrears in rent, vacancy period, Deductions u/s 24 (Theory and Simple Problems)

III. Income from Profits and Gains of Business and Professions: Definition of business, profession, vocation, Income not taxable under the head Profits and gains of business or profession, Expenditures allowed and not allowed as deduction, Depreciation

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Methods of accounting (Theory and Simple Problems)

IV. Income from Capital Gains: Meaning, Chargeability-definitions- Capital assets, transfer, cost of acquisition, Cost of Improvement, Short term and long-term capital gains and capital assets, cost inflation Index, Deductions allowed. (Theory only)

V. Income from Other Sources: Meaning, Chargeability Method of accounting, deductions, Amounts not deductible. (Theory only)

Unit 3

Computation of Gross Total Income and Net Taxable Income: Gross total Income - Deductions u/s-80C, 80CCC to 80 U – Total Taxable Income, Income Tax calculation of Individual - (Rates/slabs applicable for respective Assessment year), Education cess and higher education cess, surcharge, Difference between old tax regime and new tax regime (calculation of tax payable as per old regime) Computation of Total Taxable Income (Simple Problems on old tax regime only)

Unit 4

Filing Online ITR and Other Important aspects of Income Tax Act 1961: Due dates of filing return, E-filing of Income Tax Return (ITR), Types of ITR, (ITR-1 to ITR-5) and forms used (Form-16 & Form 26AS), advance tax, TDS (Tax deducted at source), Types of Assessment, AIR (Annual Information Return), SFT (Specified Financial Transactions), Tax Collection at Sources (TCS), Methods of Payment of Tax, (Theory Only)

Semester - IV				
Semester No.	Course Code	Type of Course	Course Title	Credits
4		Major Mandatory 9	Marketing Management: Advertising & Promotion Management	04

Course Objectives

1. To Understand the role and significance of advertising as a key component of marketing communication and brand building.
2. To identify elements of promotion, mix and apply Integrated Marketing Communication (IMC) concepts for coherent and effective brand messaging.
3. To Develop message and creative strategies using appropriate advertising appeals, copywriting techniques, media planning, and layout design skills.
4. To Conduct advertising effectiveness research using pre-testing, concurrent testing, and post-testing methods along with media performance metrics like TRP/GRP.
5. To assess ethical, social, and regulatory considerations in advertising practices and apply ASCI guidelines to ensure responsible communication.

Course Outcome

CO1 Describe the concepts, scope, functions and types of advertising in marketing communication.

CO2 Develop message strategies and creative advertising copy using appropriate appeals and design elements.

CO3 Plan and evaluate media strategies including media selection, scheduling and purchasing decisions

CO4 Assess advertising campaign effectiveness using message evaluation techniques and media performance metrics such as TRP, GRP, reach and frequency.

CO5 Examine ethical, legal and regulatory issues in advertising and apply ASCI guidelines to ensure responsible marketing practices.

Detailed Syllabus

Unit 1

Introduction to Advertising Meaning & Definition of Advertising Nature & Scope of Advertising, Objectives of Advertising Importance of Advertising Functions of Advertisement Types of Advertising Elements of an Advertisement

Unit 2

Promotions and Integrated Marketing Communication Meaning & Importance of Promotion.Elements of Promotion Mix: Advertising, Sales Promotion, Public Relations PR, and Personal Selling, Direct Marketing, Digital Tools. Concept of Integrated Marketing Communication (IMC) Objectives of IMC Components of

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IMC: Message- Media, Tools, Target Audience, Budget. Advertisement Agency, criteria in the selection of Ad agency.

IMC Planning Process

Unit 3

Advertising Planning & Creative Strategy Message strategy: Cognitive strategy, Affective strategy, Conative Strategy and Brand Strategy Advertising Appeals, Types of Appeals- Fear, Humour, Sex, Musical, Rational, Emotional, Scarcity.

Advertising copy — meaning, components, types; writing effective copy, taglines, slogans; content development; Designing visual communication and layouts. Media planning: Media planner, Media Buyer, Media Selection Media mix; Scheduling; Media buying.

Unit 4

Advertising Evaluation and Regulation

Message Evaluation techniques: Concept Testing, Copy testing, Recall test, attitude and opinion tests, Pre-testing, Concurrent Testing, Post-testing Methods, recognition testing, Emotional reaction test, Physiological arousal tests, and persuasion analysis.

Media effectiveness: TRP (Target Rating Point), GRP (Gross Rating Point), reach, frequency

Advertising regulation: need, government regulation, self-regulation, ASCI

Ethical issues in advertising

Semester - IV				
Semester No.	Course Code	Type of Course	Course Title	Credits
4		Major Mandatory 9	Human Resource Management: Employee Recruitment and Record Management	04

Course Objectives

1. To understand the significance and purpose of maintaining employee records in organizations.
2. To learn about different types of employee documents and statutory requirements.
3. To gain practical knowledge of HR Information Systems for digital record management
4. To develop skills for accurate, confidential, and legally compliant handling of employee information

Course Outcome

CO1 To explain the role and importance of employee record management in HR operations.

CO2 To identify, classify, and maintain various employee records and statutory documents.

CO3 To operate HRIS tools for organizing and managing employee data efficiently.

CO4 To apply best practices of data security, privacy, and compliance in record management

Detailed Syllabus

Unit 1

Manpower Planning and Forecasting

- 1.1. Concept & importance of manpower planning.
- 1.2. Process of manpower planning.
- 1.3. Job analysis & skill/competency mapping.
- 1.4. Demand forecasting techniques.
- 1.5. Supply forecasting techniques.
- 1.6. Gap analysis & HR action plans.
- 1.7. Contemporary trends in workforce planning.

Unit 2

Recruitment and Selection

2.1 Meaning, Definition, Objectives of recruitment

2.2 Factors influencing recruitment

2.3 Recruitment Process

2.4 Sources of Recruitment

2.4.1 Internal Sources

2.4.2 External Sources

2.5 Modern Methods of Recruitment: - ATS (Applicant Tracking System), Virtual Reality Communications, Artificial Intelligence system, Employer branding, social media platforms (Instagram, Facebook, LinkedIn) for recruitment, Online Portals for recruitment, Mobile Recruitment

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2.6 Meaning, Definition, Difference between recruitment & selection

2.7 Selection Process

2.8 Types of Tests: Intelligence test, Achievements test, Aptitude test, Personality test, Graphology test, Polygraph test, Integrity tests, Projective tests

2.9 Interview: Types of Interviews – Structured, unstructured, semi structured, Individual interview, Group interview, Depth interview, Stress interview, Assessment interview, Exit Interview

2.10 Placement & Induction

Unit 3

Introduction to Employee Records and Documentation

3.1 Meaning and definition of employee records, significance of employee record management in HR operations, impact of poor recordkeeping on compliance and organizational performance.

3.2 Types of employee records:

Pre-employment: Application form, resume, interview sheets

Onboarding: Offer letter, joining forms, ID proofs, induction checklist

Service Records: Attendance, leave, payroll, training, performance appraisals

Behavioral Records: Warning letters, disciplinary files

Statutory Records: Registers, PF/ESI forms, compliance documents

Exit Records: Resignation, F&F settlement, exit interview

3.2.2 Mandatory registers: daily muster, leave register, wage register, fines register, overtime register, Memo register, etc.

3.2.3 Document retention periods as per legal requirements

3.2.4 Employer liabilities and penalties for non-maintenance

3.3 Brief overview of typical Indian labour law documentation requirements (Shops & Establishment Act, Factories Act, ESI Act, EPF Act, Payment of Wages Act, Minimum Wages Act, Employees Compensation Act, Bonus Act, Gratuity Act, POSH Act)

3.4 Structure and components of personnel files, Indexing, filing systems, document version control, Verification checklist (KYC, education, experience, statutory forms), Confidentiality protocols and access control, Safe storage practices: physical and digital file management.

3.5 Concept of Human Resource Information Systems (HRIS) and digital employee databases, core HRIS modules

3.6 Benefits and challenges of digital records: efficiency, analytics-readiness, security, data quality, and change management

Unit 4

HR Information Systems and Digital Record Management

4.1 Introduction to HRIS: Meaning and significance of HR Information Systems, difference between traditional HR and digital HR systems, role of HRIS in modern HR functions, scope of HRIS, objectives of HRIS, need for HRIS

4.2 Evolution of HRIS: Pre-computerized HR systems, Emergence of computerized payroll systems
Integration of HR modules in ERP systems, Cloud-based HRIS and SaaS platforms (like Workday, SAP SuccessFactors)

AI-driven HR systems

4.3 HRIS role in HR planning and forecasting, recruitment systems, HRIS in selection & on boarding, recruitment analytics, dashboards, workflows

4.4 Meaning and concept of Digital Record Management (DRM), purpose and importance of record management transition from physical to digital records, benefits: accuracy, accessibility, cost & time efficiency

4.5 Legal & Ethical Issues in Record Management: Importance of confidentiality & privacy, data protection laws, ethical handling of personal and sensitive employee information, rights of employees related to data usage.

Semester - IV				
Semester No.	Course Code	Type of Course	Course Title	Credits
4		Major Mandatory 10	Financial Management: Banking and Finance	04

Course Objectives

1. To enable students to understand the origin, evolution, meaning, and definition of banking, and to gain knowledge of the structure and development of the Indian banking system.
2. To familiarize students with the primary, secondary, agency, and utility functions of banks, and to provide an understanding of various banking products, account types, loans, cards, and electronic banking services.
3. To develop an understanding of banker–customer relationships, essential banking procedures (KYC, account operations, loan appraisal), and to explain banking regulations, including RBI’s role, monetary policy, credit creation, NPAs, and credit control measures.
4. To equip students with knowledge of digital banking concepts, core banking solutions, mobile and internet banking, digital payment systems, and cybersecurity practices essential for safe and secure banking transactions.

Course Outcome

CO1 Demonstrate a clear understanding of the origin, evolution, and structure of the Indian banking system, along with foundational banking concepts.

CO2 Identify, explain, and interpret the functions of banks, various banking products and services, and evaluate their contribution to economic development.

CO3 Analyze key banking operations, the banker–customer relationship, regulatory frameworks, and the processes of credit creation and credit control.

CO4 Evaluate emerging digital banking trends, including mobile and internet banking, and apply essential cybersecurity practices while understanding the benefits of ICT-enabled banking services.

Detailed Syllabus

Unit 1

Introduction to Banking

1.1 Origin & Evolution of Banking

- Meaning, definition of bank
- Evolution & development of banking in India

1.2 Structure of Indian Banking System

- Scheduled & Non-scheduled banks
- Public, Private, Foreign, Regional Rural Banks

Cooperative banks, Development Banks, Small Finance Banks (SFBs), Payment Banks, Investment Banks, Central Bank.

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Unit 2

Functions of Banks

2.1 Functions of Banks

- Primary, Secondary & General utility functions
- Agency functions
- Role of banks in economic development.

2.2 Banking Products & Services

- Types of accounts Savings Bank Account (SB Account), Current Account (CA Account), Fixed Deposit Account (FD), Recurring Deposit Account (RD),
- Loans & advances –personal, business, agricultural
- Cards: debit, credit, prepaid

E-banking, Mobile banking, Internet banking

Unit 3

Banking Operations & Regulation

3.1 Banker–Customer Relationship

- Types, obligations & rights of banker and customer

3.2 Banking Procedures

- KYC norms, opening & closing accounts Loan appraisal and documentation
- Cash management & clearing system
- NPA–meaning, classification & recovery

3.3 Banking Regulation

- Role and functions of RBI
- Monetary Policy-Objectives and Instruments
- Credit Creation by the Bank-Basis of Credit creation Limitations of credit creation –Principles of Credit Assessment
- Credit Control Measures-Qualitative and Quantitative credit control, CRR, SLR, Repo, Reverse Repo Priority sector lending

Unit 4

Recent Trends in Banking

4.1 Digital Banking–Concept& Evolution

- Meaning of digital banking
- Transition from traditional to digital modes
- Benefits to banks & customers
- Green banking
- Core Banking Solutions (CBS)
- Concept of “Anytime Anywhere Banking”
- Features & advantages

4.3 Mobile Banking & Internet Banking

- Types of services

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- Advantages & security measures
- Mobile wallets (Paytm, Google Pay, Phone Pe)

4.4 Cyber Security tips for prevention from cyber attacks

- Secure use of ATM
- Using mobile notification for security
- Secure way of swiping credit/debit cards
- Always check for transaction receipt
- PIN change – Newly received credit/debit card Secure way of swiping credit/debit cards etc.

Semester - IV				
Semester No.	Course Code	Type of Course	Course Title	Credits
4		Major Mandatory 10	Marketing Management: Retail Management	04

Course Objectives

1. To introduce students to the fundamental concepts of retailing, including its meaning, scope, evolution, and role in the business environment.
2. To develop the ability to understand and analyze retail consumer behaviour, and apply this understanding to decisions related to store location, layout, merchandising, and customer experience.
3. To build knowledge of private labels, retail branding, merchandise planning, pricing, and supply chain strategies essential for effective retail operations.
4. To create awareness about ethical, sustainable, and green retailing practices, and help students understand their impact on modern retail strategies and consumer trust.

Course Outcome

CO1 To introduce students to the fundamentals of retailing and retail consumer behaviour, covering key retail formats, market evolution, and differences between traditional and modern retail.

CO2 To help students understand consumer behaviour theories and apply them in selecting store locations, choosing retail formats, and designing pricing strategies aligned with customer needs.

CO3 To develop student knowledge of merchandising processes, retail operations, performance metrics, and supply chain practices essential for efficient retail management.

CO4 To familiarize students with emerging retail trends, technology-driven practices, CRM, and sustainable and green retailing approaches shaping the modern retail industry.

Detailed Syllabus

Unit 1

Introduction to Retailing and Retail Consumer Behavior

- 1.1 Introduction to Retailing: meaning, scope, functions and evolution of retail.
- 1.2 Retail formats in India (store, non-store, modern trade).
- 1.3 Differentiate between traditional and modern retail marketing.
- 1.4 Consumer behaviour in retail: consumer decision process, buyer types, segmentation & targeting.
- 1.5 Retailing in India vs Global Retailing.

Unit 2

Retail Customer Behaviour, Store Location and Pricing Strategies

2.1 Understanding Retail Consumer Behaviour

Factors of consumer behavior, Consumer decision-making process, Consumer segmentation and profiling for retail, Impact of consumer behaviour on store-related decisions.

2.2

Choosing Store Location & Format in Retail

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Importance of store location and retail trade-area analysis, Theoretical models guiding retail-center choice, Types of retail formats & store-formats.

2.3 Retail Pricing Strategy in Relation to Customer Behavior and Retail Format

Overview of retail pricing strategies, Factors influencing pricing decisions in retail, Integration of pricing strategy with store-format and customer segments.

Unit 3

Retail Operations, Merchandising & Supply Chain Management.

3.1 Merchandising Management

Meaning, role and importance of merchandising, merchandising management process, Merchandise planning, budgeting & assortment planning, Sourcing, vendor management & negotiation, Category management & buying process, Types of merchandise: staple, fashion, seasonal, private labels & national brands.

3.2 Retail Performance & Control Metrics

Key retail metrics: OTB (Open-to-Buy), KPI (Key Performance Indicators), QR (Quick Response), ECR (Efficient Consumer Response), Technology in retail control: POS, ERP, RFID, barcoding, analytics.

3.3 Supply Chain Management in Retail

Concept and importance of SCM, Core processes: procurement, warehousing, transportation, distribution, Lean & agile supply chain strategies, Omni-channel & e-commerce integration, Technology-driven SCM: automation, digital tracking, analytics tools.

Unit 4

Modern and trending retail practices

4.1 Recent trends and technologies in retailing- e-commerce, quick commerce, Omni channel, multichannel, hybrid channel, AR/VR (Augmented Reality/Virtual Reality) applications, Use of AI and data analytics, Phygital retailing, BOPIS (buy online and pick up in stores)

4.2 CRM (Customer Relationship Management)- Meaning, Importance and challenges in CRM in modern retail industry.

4.3 Importance of Sustainability in retail sector, Ethical practices in retail industry.

4.4 Green retailing- Meaning, importance, benefits and challenges of green retail practices.

Semester - IV				
Semester No.	Course Code	Type of Course	Course Title	Credits
4		Major Mandatory 10	Human Resource Management: Cross - Cultural Human Resource and International Relations	04

Course Objectives

1. To understand cross-cultural dimensions and their impact on HRM in global organizations.
2. To learn HR practices in multinational and international business environments.
3. To analyses global industrial relations systems and dispute resolution.
4. To study international economic & socio-cultural relations influencing HR decisions.

Course Outcome

CO1 Understand cross-cultural concepts and international relations fundamentals

CO2 Apply HRM strategies in multinational and multicultural environments

CO3 Analyze global labour laws, industrial relations and dispute mechanisms.

CO4 Evaluate impact of global trade organizations & international policies on HRM

Detailed Syllabus

Unit 1

Cross-Cultural Management & Global Business Environment

- 1.1 Meaning, scope & importance of culture
- 1.2 Six Dimensions of National Culture by Professor Greet Hofstede
- 1.3 Cultural Difference and Similarities
- 1.4 Cross-cultural communication, negotiation & etiquette
- 1.5 Multicultural teams & global leadership
- 1.5 Culture shock & expatriate adjustment
- 1.6 Cross-Cultural Management and business etiquette

Unit 2

International Human Resource Management

- 2.1 Introduction to International HRM, Concept, Scope and Evolution of IHRM, Difference between Domestic vs. International HRM
- 2.3 Global Recruitment and Staffing - approaches, Meaning of International Recruitment and Staffing, International Recruitment Sources and Methods, International Recruitment Process, Technology in International Recruitment
- 2.3 Training & Development for Expatriates- Meaning of expatriates, Importance of training before and during international assignments, Types of Expatriate Training, Role of HR in expatriate development, Challenges in Expatriate Training
- 2.4 Motivation & leadership across cultures- Meaning of motivation in an international context, meaning of cross-cultural leadership, Leadership Styles, Challenges Leading Across Cultures
- 2.5 Compensation & performance appraisal in MNC - Meaning, Purpose of International Compensation, Method, Challenges, Digital tools for global performance appraisal

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2.6 Diversity Management & Inclusion Strategies in IHRM - Meaning of Diversity Management, Types of Workforce Diversity in Global Organizations, Inclusion Strategies in IHRM, Challenges in Managing Diversity Across Borders, Role of HR in Diversity & Inclusion in IHRM

Unit 3

International Relations & Global Business Framework

3.1 Meaning, scope & significance of international relations

3.2 Regional trade groupings (EU, NAFTA, SAARC, BRICS)

3.4 WTO, GATS, TRIPS, TRIMS & dispute settlement system

3.5 International trade policies: tariffs, quotas, subsidies, dumping

3.6 Impact of global relations on international HR operations -International Communication, Cultural diplomacy, Global communication networks and their impact

Unit 4

Industrial Relations & Labour Law Environment

4.1 Meaning & understanding Industrial Relation, Concept, importance & evolution of Industrial Relations

4.2 Collective bargaining, strikes, lockouts & grievance procedure

4.3 Indian labour Acts: Factories Act 1948, Industrial Disputes Act 1947, Maternity Benefit Act

4.4 Trade Union - Functions, recognition, strategy to deal with Trade union

4.5 International Labour Organization (ILO) conventions and Emerging Trends in Labour Legislation- New trends in Judicial pronouncement, Restructuring Labour Policy

Semester - IV				
Semester No.	Course Code	Type of Course	Course Title	Credits
4		Minor	Start-Up Innovation and Entrepreneurship Development	04

Course Objectives

1. Understand the fundamentals of innovation and entrepreneurship, including concepts, types, characteristics, and the role of entrepreneurship in economic development.
2. Develop skills for opportunity identification, business model creation, and business planning required for start-up establishment.
3. Analyze financial requirements, funding sources, budgeting, and risk management essential for managing a new venture.
4. Apply management tools and digital technologies for effective growth, innovation, and sustainability of start-ups.
5. Evaluate and manage challenges faced by entrepreneurs, especially women entrepreneurs, by understanding legal, ethical, and institutional frameworks.
6. Create innovative entrepreneurial solutions, business plans, and growth strategies for emerging ventures.

Course Outcome

CO1 Students will recall and define basic concepts such as entrepreneurship, enterprise, innovation, types of entrepreneurs, start-up ecosystem, and government policies.

CO2 Students will explain the differences between entrepreneur & intrapreneur, importance of innovation, challenges faced by entrepreneurs, and the role of entrepreneurship in economic development.

CO3 Students will apply concepts of idea generation, market research, feasibility analysis, business model canvas, and business planning to real start-up situations.

CO4 Students will analyze financial needs, funding options, budgeting, working capital, cash flow, costing, and risk factors for new ventures.

CO5 Students will evaluate government schemes, legal & ethical issues (including those specific to women entrepreneurs), and assess case studies of successful women entrepreneurs.

CO6 Students will create strategies for innovation, start-up scaling, marketing, digital adoption, leadership development, and sustainability, including exit strategies.

Detailed Syllabus

Unit 1

Fundamentals of Innovation and Entrepreneurship

- 1.1 Concept and Meaning of Entrepreneurship
- 1.2 Concept and Meaning of Enterprise difference between Intrapreneurship and entrepreneur
- 1.3 Characteristics and Types of Entrepreneurs challenges faced by entrepreneurs
- 1.4 Innovation: Meaning, Types, and Importance
- 1.5 Start-Up Ecosystem: Components and Stakeholders
- 1.6 Entrepreneurial Mindset and Creativity
- 1.7 Role of Entrepreneurship in Economic Development

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1.8 Government Policies and Institutional Support for Start-Ups (State and central government initiatives)

Unit 2

Start-Up Creation and Business Planning

- 2.1 Idea Generation and Opportunity Identification
- 2.2 Market Research and Feasibility Analysis
- 2.3 Business Model Development (Business Model Canvas)
- 2.4 Preparing a Business Plan
- 2.5 Legal Structure and Registration of Start-Ups
- 2.6 Intellectual Property Rights (IPR): Patents, Trademarks, Copyrights
- 2.7 Lean Start-Up Methodology and MVP (Minimum Viable Product)

Unit 3

Start-Up Finance and Resource Management

- 3.1 Sources of Finance for Start-Ups (Bootstrapping, Banks, NBFCs)
- 3.2 Venture Capital, Angel Investment, and Crowd-Funding
- 3.3 Financial Planning and Budgeting for Start-Ups
- 3.4 Working Capital and Cash Flow Management
- 3.5 Costing, Pricing, and Break-Even Analysis
- 3.6 Risk Management and Insurance for Start-Ups
- 3.7 Government Schemes and Funding Support (Startup India, MSME, SIDBI, etc.)
- 3.8 Legal and Ethical Issues Faced by Women Entrepreneurs
- 3.9 Case Studies of Successful Women Entrepreneurs

Unit 4

Managing Growth, Innovation, and Sustainability

- 4.1 Scaling Up Strategies for Start-Ups
- 4.2 Innovation Management and Technology Adoption
- 4.3 Marketing Strategies for New Ventures
- 4.4 Leadership, Team Building, and HR Management
- 4.5 Digital Tools for Start-Up Growth (Social Media, Analytics, CRM)
- 4.6 Ethics, Social Responsibility, and Sustainable Entrepreneurship
- 4.7 Exit Strategies: Mergers, Acquisitions, IPOs, and Succession Planning

Semester - IV				
Semester No.	Course Code	Type of Course	Course Title	Credits
4		Vocational Skill Development Course (VSC)	International Business Management	02

Course Objectives

1. To introduce students to basic concepts of international business, globalisation, trade theories, and import–export practices.
2. To introduce students to basic export–import procedures, documentation, and regulations.

Course Outcome

CO1 Students will understand global business concepts, trade theories, entry modes, and India’s foreign trade patterns.

CO2 Students will understand essential steps, documents, payments, incentives, and agencies involved in export–import.

Detailed Syllabus

Unit 1

Foundations of International Business and Core Concepts of Import–Export

- 1.1 Introduction to the Meaning, Nature, and Scope of International Business, Domestic vs International Business.
- 1.2 Understanding Globalization: Meaning, Benefits, Challenges, and Economic Effects.
- 1.3 International Trade Theories: Comparative Advantage, Heckscher–Ohlin, Product Life Cycle Theory, National Competitive Advantage (Porter’s Diamond).
- 1.4 Modes of Entry into International Business: Exporting & importing, Licensing & franchising, Joint ventures Wholly-owned subsidiaries and MNCs & global companies.
- 1.5 International Institutions: their role in promoting trade: WTO, IMF, World Bank and UNCTAD.
- 1.6 India’s Foreign Trade Overview: India’s major exports & imports, Key trading partners and Current trends.

Unit 2

Export–Import Process and Regulatory Framework

- 2.1 Introduction to Export–Import: Meaning of export & import Types of exporters (manufacturer exporters, merchant exporters) Export–import cycle.
- 2.2 Export Procedure: Registration (IEC, RCMC), Selection of product & market, Documentation – Invoice, Packing list, Bill of lading/airway bill, Certificate of origin, Insurance documents. Role of CHA (Custom House Agent).
- 2.3 Import Procedure: Import license requirements, Placing an order Bill of entry, Customs clearance, Duty structure (basic understanding)
- 2.4 Export Payment Methods: Advance payment, Letter of Credit (LC) – simple explanation, Documentary collection (DP/DA), Open account

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2.5 Export Incentives in India: Duty Drawback, MEIS/SEIS (or their updated schemes – simple explanation), EPCG, EOU/STPI, Export Promotion Councils.

2.6 Logistics in Export–Import: Freight forwarding – basic idea, Incoterms (EXW, FOB, CIF, etc.) simplified, Warehousing, packing, labelling requirements

2.7 Government Support Agencies: DGFT, FIEO, ECGC (Export Credit Guarantee Corporation), EXIM Bank – role in promoting exports.

Semester - IV				
Semester No.	Course Code	Type of Course	Course Title	Credits
4		Community Engagement Program	Community Engagement Program through Social Awareness	02

This will be of 60 Hrs. Duration and to be conducted on field in collaboration with any NGO. Detail guidelines will be shared soon.

Total No. of Questions: 3]

SEAT No.

[]-_____
B.B.A. (OL Mode)
Paper Code: Title of the Paper
(NEP 2024 Pattern) (Semester-I/II/III/IV)

Time : 2 Hours]

[Max. Marks : 35

Q1) Multiple Choice Questions with reasoning 12 (Out of 15)

[12*02=24]

- 1.
- 2.
- 3.
- 4.
- .
- .
- .
- 15.

Q2) Answer any Five of the following in 3 Sentences (Out of 5)

[03*02=06]

- 1.
- 2.
- 3.
- 4.
- 5.

Q3) Answer any One of the following in 10 Lines (Out of 2)

[01*05=05]

- 1.
- 2.

— — —

Total No. of Questions: 3]

SEAT No.

[]-_____
B.B.A. (OL Mode)
Paper Code: Title of the Paper
(NEP 2025 Pattern) (Semester-I/II/III/IV)

Time : 3 Hours]

[Max. Marks : 70

Q1) Multiple Choice Questions with reasoning 25 (Out of 30)

[25*02=50]

- 1.
- 2.
- 3.
- 4.
- .
- .
- .
- 30.

Q2) Answer any Five of the following in 2 Sentences (Out of 7)

[05*02=10]

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Q3) Answer any Two of the following in 10 Lines (Out of 4)

[02*05=10]

- 1.
- 2.
- 3.
- 4.

— — —