



Estd. 1962
"A++" Accredited by
NAAC (2021)
With CGPA 3.52

SHIVAJI UNIVERSITY, KOLHAPUR - 416004,
MAHARASHTRA

PHONE: EPABX-2609000, www.unishivaji.ac.in, bos@unishivaji.ac.in

शिवाजी विद्यापीठ, कोल्हापूर - ४१६००४, महाराष्ट्र

दूरध्वनी-ईपीएबीएक्स -२६०९०००, अभ्यासमंडळे विभाग दूरध्वनी ०२३१-२६०९०९४



Ref./SU/BOS/Com & Mgt./517

Date : 19/09/2024

To,

The Principal
All Affiliated (Commerce & Management) Colleges/ Institutions,
Shivaji University, Kolhapur

**Subject :Regarding syllabi of B.B.A. Part-I (Sem. I & II) degree programme
under the Faculty of Commerce & Management as per National Education
Policy, 2020 (NEP 2.0)**

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the syllabi of **B.B.A. Part-I (Sem. I & II)** under the Faculty of Commerce & Management as per National Education Policy, 2020 (NEP 2.0)

This syllabi shall be implemented from the academic year **2024-2025** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in (Online Syllabus).

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

(Dr. S. M. Kubal)
Dy. Registrar

Encl : As above

Copy to,

1. Dean, Faculty of Commerce & Management
2. Chairman, BOS under Faculty of
Commerce & Management
3. Director, BOEE
4. Appointment Section
5. P. G. Admission Section
6. B. Com. Section
7. Affiliation Section (U.G./P.G.)
8. Computer Center/I.T.
9. Eligibility Section
10. Distance Education
11. P.G. Seminer Section
12. IQAC Section

for information

for information and necessary action.

SHIVAJI UNIVERSITY, KOLHAPUR



Estd.1962

NAAC "A++"Grade

Faculty of Commerce and Management

Syllabus for

B.B.A.

(Bachelor of Business Administration)

Part-I (Sem-I and II)

**In accordance with National Education Policy
with effect from Academic Year 2024-25**

SHIVAJI UNIVERSITY, KOLHAPUR
BACHELOR OF BUSINESS ADMINISTRATION

Syllabus of B.B.A.

(Bachelor of Business Administration)

(Structure, Rules, Syllabus)

In accordance with National Education Policy with effect from Academic Year 2024-25

Preamble

Management Education in higher education aims at inculcating knowledge, skills, attitudes, and values for the disciplinary as well as multidisciplinary and holistic development of students. It empowers them to navigate the business world's complexity and make appropriate decisions for organizational success. After completion of 12th std., students can opt for Bachelor of Business Administration which enhances their business skills from the beginning in terms of better productivity, efficiency, and performance in the various business operations. The programme is designed to train students for application of theory through fascinating modes of learning.

Program Objectives

- PO1: To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and Global business environment with ability to apply learning in different contexts.
- PO2: To imagine students role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.
- PO3: To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
- PO4: To nurture an ability to articulate a business environment with clarity and mindfulness.
- PO5: To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
- PO6: To conduct and demonstrate professional and ethical behaviour.
- PO7: To develop as an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.

PO8: To develop an ability to solve problems and provide solutions and facilitate informed decision making.

PO9: To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

Program Educational Outcomes (PEOs)

After completing the BBA course, the students would be able to:

PEO1: Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.

PEO2: Acquire certain basic skills and aptitudes to be helpful in taking up any activity in a business.

PEO3: Explore the entrepreneurial quality, aptitude and start new business venture with innovative ideas.

PEO4: Become knowledgeable in specialized area of management like human resource, finance, marketing, business analytics, computer application etc.

PEO5: Inculcate global view of the industrial and organization establishment and their functions which support the business system.

PEO6: Demonstrate competency in the business disciplines.

PEO7: Prepare students to undertake post-graduation management programme.

Program Outcomes (POs)

After completing the BBA course ,the students would be able to:

At the end of First Year

Undergraduate Certificate in Business Administration

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

At the end of Second Year

Under Graduate Diploma in Business Administration

1. To describe the theoretical domain knowledge along with the managerial skills.
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct.

4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

At the end of Third Year

Bachelor of Business Administration (BBA)

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behaviour.

At the Fourth Year

Bachelor of Business Administration with Honours: BBA (Honours)

and

Bachelor of Business Administration Honours with Research: BBA(Honours with Research)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyze Indian and Global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.

Credit Framework under Three/Four-Year BBA Program with Multiple Entry and Multiple Exit Option

The structure of the Three/Four Years BBA program allows the opportunity to the students to experience the full range of holistic and multidisciplinary education in addition to the focus on the chosen subjects as per their choices and the feasibility of exploring learning in different institutions.

The minimum and maximum credit structure for different levels under the Three/Four Year BBA program with multiple entry and multiple exit options are as given below:

Level	Programme	Class	From Academic Year
Level 4.5	Undergraduate Certificate (One Year or Two Semesters)	B.B.A.Part-I	2024-25
Level 5.0	Undergraduate Diploma (Two Years or Four Semesters)	B.B.A. Part-II	2025-26
Level 5.5	Bachelor's Degree (Three Years or Six Semesters)	B.B.A.Part-III	2026-27
Level 6.0	Bachelor Degree with Honours (Four Years or Eight Semesters)	B.B.A.Part-IV	2027-28
Level 6.0	Bachelor Degree with Honours with Research (Four Years or Eight Semesters)	B.B.A.Part-IV	2027-28

(If the candidate wants to exit after a certain level, the Awards after completing specific level will be: Undergraduate Certificate in Business Administration, Undergraduate Diploma in Business Administration, B.B.A. and B.B.A. (Honours/Research) for Level-4.5, Level-5.0, Level-5.5 and Level-6.0 respectively. Other provisions for multiple entry and exit as per the university's rules and regulations are applicable).

Duration

1. The program shall be a Full-Time program.
2. The duration of program shall be four years.
3. The program shall be run on self-supporting basis.
4. Student must complete the program as per university regulations.

Intake of Course

As per AICTE Norms

Medium of Instruction

The medium of instructions shall be in English.

Eligibility Criteria

- A candidate for being eligible for admission to the Degree Course in Business Administration shall have passed XII Std. (10+2) Examination in any stream of the Maharashtra Board of Higher Secondary Education or its equivalent or any Diploma in Technology/Engineering/Agriculture/Pharmacy or MCVC of not less than two years from any recognized Board or Vocational stream. A candidate must have passed 12th std or qualifying examination as candidate belonging to all Category.
- A candidate who has completed qualifying education from any Foreign Board /University must obtain an Equivalence Certificate from Association of Indian Universities (AIU) or competent body in India.
- Candidate should appear for the Common Entrance Test (MH-CET), conducted by the competent Authority of Maharashtra State for the BBA Admission.

* Rules of Government of Maharashtra will be applicable for this admission Process.

The eligibility of students taking admission at B.B.A. Part-I [Level 4.5] (Initial Entry) and the eligibility of students making lateral entry (Multiple Entry-ME) admission at Level 5.0/ Level 5.5/ Level 6.0 are required to be scrutinized (with stipulated procedure) on the basis of following criteria:

(A) Eligibility requirements for admission to B. B.A. Part-I (Level 4.5)

- i) The students passing the Higher Secondary School Certificate Examination with Commerce/ Arts/ Science stream or Vocational subjects with any stream conducted by the Maharashtra State Board of Higher Secondary Education shall be allowed to enter upon the B. B.A. Part-I (or Undergraduate Certificate in Business Administration).

OR

- ii) An Examination of any other Statutory University or an examining Body recognized as equivalent thereto.
- iii) No candidate shall be allowed to appear the B.B.A. Part-I (or Undergraduate Certificate in Business Administration) Examination unless the candidate has satisfactorily kept two terms for the programme at a college affiliated to this university/ university department.

(B) Eligibility requirements for admission to B. B.A. Part-II (Level 5.0)

- i) The students passing the B.B.A. Part-I (or Undergraduate Certificate in Business Administration) shall be allowed to enter upon the B.B.A. Part-II (or Undergraduate Diploma

in Business Administration).

OR

- ii) An Examination of any other Statutory University or an examining Body recognized as equivalent thereto.
- iii) No candidate shall be allowed to appear the B.B.A. Part-II (or Undergraduate Diploma in Business Administration) Examination unless the candidate has satisfactorily kept two terms for the programme at a college affiliated to/ university department of this University or any other recognized university.

(C) Eligibility requirements for admission to B. B.A. Part-III (Level 5.5)

- i) The students passing the B.B.A. Part-II (or Undergraduate Diploma in Business Administration) shall be allowed to enter upon the B.B.A. Part-III (or Three-Year Undergraduate Degree in Business Administration).

OR

- ii) An Examination of any other Statutory University or an examining Body recognized as equivalent thereto.
- iii) No candidate shall be allowed to appear the B.B.A. Part-III (or Three-Year Undergraduate Degree in Business Administration) Examination unless the candidate has satisfactorily kept two terms for the programme at a college affiliated to/ university department of this University or any other recognized university.

(D) Eligibility requirements for admission to B.B.A. Part-IV (Level 6.0)

- i) The students passing the B.B.A. Part-III (or Three-Year Undergraduate Degree in Business Administration) with 7.5 CGPA or 75% marks in Three-Year Undergraduate Degree in Business Administration shall be allowed to enter upon the B.B.A. Part-IV (or Four-Year Undergraduate Degree in Business Administration with Honours/ Honours with Research).

OR

- i) An Examination of any other Statutory University or an examining Body recognized as equivalent thereto.
- ii) No candidate shall be allowed to appear the B.B.A. Part-IV (or Four-Year Undergraduate Degree in Business Administration with Honours/ Honours with Research) Examination

unless the candidate has satisfactorily kept two terms for the programme at a college affiliated to/ university department of this University or any other recognized university.

Eligibility Application Requirement

- (a) Students who are seeking admission for Level 4.5 need to apply for eligibility.
- (b) Students who are not taking any exit from the programme at any level and students re- entering after taking exit, need not require to make application for eligibility at Level 5.0, 5.5 and 6.0.
- (c) However, students from other university who wish to seek admission for any level of undergraduate degree need to apply for eligibility.

Rules for Multiple Exit

- a) If a student wishes to exit after completion of Level 4.5, he/she has to complete additional four credit skill course/ internship.
- b) If a student wishes to exit after completion of Level 5.0, he/she has to complete additional four credit skill course/ internship.

If a student wishes to exit after completion of Level 5.5, he/she need not require complete any additional skill course/ internship.

- **Infrastructure -Minimum Built-up Area Requirements**
- **Computers, Software, and Internet**
- **Books and Library Facilities**
- **Laboratory Equipment and Experiments**
- **Norms for Faculty Requirements and Cadre Ratio**

Above all as per AICTE norms

- **Non-Teaching Staff**

1. Lab Assistant

Lab Assistant having qualification B.C.A./B.C.S./B. Sc.in Computer Science.

2. Clerk

3. Peon

(As per university norms and course intake, non-teaching staff requirement should be fulfilled by the institute.)

- **Fee Structure**

As per Fee Regulating Authority, Govt. of Maharashtra

Pattern of B.B.A. Programme

Combination of internal assessment and Semester- End Examination for B.B.A will be 30:20 pattern which shall be applicable for each course of 2 credits and 60:40 pattern shall be applicable for each course of 4 credits. Here, each course in each semester wherein 60% marks shall be for University Semester-End-Examination and 40% marks for internal assessment.

Credits	Theory	Internal	Total
For 4 Credit	60	40	100
For 2 Credit	30	20	50

1. Standard of Passing

There would be separate head of passing. For university written examination and institution internal evaluation 40% of total marks separately have to be secured by student per course i.e. Passing Standard = Total Passing 40 % out of 100 (40% Theory and 40 % Internal Examination Separately)

2. Weightage

Semester	Core Courses (CC)	Ability Enhancement Courses (AEC)	Multi-Disciplinary Elective Courses (MDE)	Value Added Courses (VAC)	Skill Enhancement Courses (SEC)	Discipline Specific Electives (DSE)	Open Elective (OE)	Total Credits
I	12	6	2	2	-	-	-	22
II	12	4	2	2	2	-	-	22
III	12	2	2	2	4	-	-	22
IV	16	2	-	2	2	-	-	22
V	8	-	-	-	4	10	-	22
VI	6	-	-	-	6	10	-	22
BBA (Honours)								
VII	4	2	0	-	4	8	4	22
VIII	-	2	-	-	8	12	-	22
BBA (Honours with Research)								
VII	8	2	-	-	4	8		22
VIII	-	-	-	-	22	-		22

There shall be Three Year B. B.A. Programme with 132 credits. The candidate wishes to

attempt for Four-Year B.B.A. (Honours/ Research) may opt for 4th year which will have 44 credit. Hence, Four Year B.B.A. Programme will require 176 credits.

Credit Distribution Chart for B. B.A. Programme

SEMESTER-WISE CREDIT DISTRIBUTION

Description	Core Courses (CC)	Ability Enhancement Courses (AEC)	Multi-Disciplinary Courses (MDE)	Value Added Courses (VAC)	Skill Enhancement Courses (SEC)	Discipline Specific Electives (DSE)	Open Elective (OE)	Discipline Specific Electives (DSE) Audit Course	Total Credits
BBA	66	14	6	8	18	16	-	4	132
BBA (Honours)	70	18	6	8	30	36	4	4	176
BBA (Honours with Research)	74	16	6	8	44	24	-	4	176

3 Years BBA Program	Total Credits = 132
4 Years BBA (Honours)	Total Credits = 176
4 Years BBA (Honours with Research)	Total Credits = 176

Outline for Continuous Internal Assessment

Activities

For 4 Credits

(Total Marks=40)

Level	Semester	Part-I	Part-II	Part-III
	Mode of Exam and Marks	Written Mode	Oral Mode	Practical Mode/ Integrated Mode
		(10 Marks)	(10 Marks)	(20 Marks)
		(Any One from the following for each subject for each semester)	(Any One from the following for each subject for each semester)	(Any One from the following for each subject for each semester)
4.5 To 6.0	Semester -I To VIII	1.Class Test 2.Unit Test 3.Open Book Exam 4.Online Test 5.Essay or Article Writing 6.Online /Offline Quizzes 7.Objectives Test 8.Class Assignments 9.Home Assignments 10.Annotated Bibliographies 11.Reports 12.Book Review 13.Article Review 14.Case Studies 15.Portfolios 16.Dissertations 17.Journal Writing	1.Viva/Oral 2.Group Discussion 3.Fishbowl Technique 4.Role Play 5.Authentic Problem Solving 6.WSQ (Watch Summarize Questions 7.One Question Quiz 8.End of the Class Quiz 9.Think-Pair-Share 10.Socratic Seminar 11.Rapid Fire Questions 12.KWL (Know -Want to Know - learned)	1. Field Work/Practical Work 2. Lab Work 3. Computer Simulations 4. Virtual Labs 5. Craft Work 6. Co-curricular 7. Online or Offline Internship /Work Experience 8. Online or Offline Training Course 9. Paper Presentation 10.SWOC Analysis 11.Authentic Problem Solving 12.Field Assignments 13.Poster Presentation

Outline for Continuous Internal Assessment

Activities

For 2 Credits

(Total Marks=20)

Level	Semester	Part-I	Part-II	Part-III
	Mode of Exam and Marks	Written Mode	Oral Mode	Practical Mode/ Integrated Mode
		(5 Marks)	(5 Marks)	(10 Marks)
		(Any One from the following for each subject for each semester)	(Any One from the following for each subject for each semester)	(Any One from the following for each subject for each semester)
4.5 To 6.0	Semester -I To VIII	1.Class Test 2.Unit Test 3.Open Book Exam 4.Online Test 5.Essay or Article Writing 6.Online /Offline Quizzes 7.Objectives Test 8.Class Assignments 9.Home Assignments 10.Annotated Bibliographies 11.Reports 12.Book Review 13.Article Review 14.Case Studies 15.Portfolios 16.Dissertations 17.Journal Writing	1.Viva/Oral 2.Group Discussion 3.Fishbowl Technique 4.Role Play 5.Authentic Problem Solving 6.WSQ (Watch Summarize Questions 7.One Question Quiz 8.End of the Class Quiz 9.Think-Pair-Share 10.Socratic Seminar 11.Rapid Fire Questions 12.KWL (Know -Want to Know - learned)	1. Filed Work/ Practical Work 2. Lab Work 3. Computer Simulations 4. Virtual Labs 5. Craft Work 6. Co-curricular 7. Online or Offline Internship /Work Experience 8. Online or Offline Training Course 9. Paper Presentation 10.SWOC Analysis 11.Authentic Problem Solving 12.Field Assignments 13.Poster Presentation

Note:1

As per contents in syllabus for each subject, subject teacher should decide the task for internal assessment for all three each category separately and assign it to students. (Written/Oral/Practical/Integrated Mode). Subject teachers should assign different activities for different subjects for each semester or Institute can decide or finalize some specific activity or task from above list for each subject for each semester.

The record of all internal marks should be strictly maintained by faculty member. Each student should prepare reports or documents as per guidelines of subject teacher and submit its hardcopy or softcopy to respective subject teacher.

Note:2

- Students should be encouraged for completion of Online Certification Courses available on Online Platforms such as NPTEL/Swayam /Coursera during each academic year.
- Subject Teachers should encourage students for Research Paper Writing and its publication in UGC Care Listed Journals.
- Students should be encouraged for participation in at Conferences /Seminars/Webinars/Workshops/Virtual Internship related to their course, specialization, research etc.

General Course Structure & Theme

A. Definition of Credit

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and Definition

L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value Added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

3. Ordinances regarding the examinations.

B.B.A.1,2, 3 and 4 shall prevail.

4. Duration of Semester-End Examination for each course

The duration of Semester-end Examination for each theory course would be as follows:

Sr.No.	Particulars	4 Credit Course	2 Credit Course
1	Marks	60	30
2	Duration	2.5 Hours	1.5 Hours

5. Equivalence of papers and chances for the students in previous-Semester pattern

Two additional chances shall be provided for the repeater students of old three- year B.B.A. immediate after their Semester- VI or VIII. After that the students concerned shall have to appear for the Examination as per this revised pattern. Equivalence of papers shall be provided as per revised syllabus for the pattern in accordance with NEP.

6. Standard of Passing

The standard of passing is 40%.

For B.B.A. (all Semesters) the student shall have to score as per this standard of passing shown in the following table:

Maximum Marks	100	60	40	20	10
Minimum Marks required for passing	40	28	16	8	4

There shall be separate head of passing in Theory and Internal Examination. However, ATKT rules shall be made applicable in respect of Theory courses (University Examination) only.

7. Induction Program

The Essence and Details of Induction program can also be understood from the 'Detailed Guide on Student Induction program', as available on AICTE Portal.

(Link:<https://www.aicteindia.org/sites/default/files/De-tailed%20Guide%20on%20Student%20Induction%20program.pdf>).

Induction Program (Mandatory)-Three-Week Duration

Induction program for students to be offered right at the start of the first year.

- Physical Activity
- Creative Arts
- Universal Human Values
- Literary
- Proficiency Modules
- Lectures by Eminent People
- Visits to local Areas
- Familiarization to Department/Branch & Innovations

8.Mandatory Visits/ Workshop/Expert Lectures

1. It is mandatory to arrange one industrial visit every semester for the students of each branch.
2. It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.
3. It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

9.BBA-Gradation Chart

Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Marks Obtained (Grade)	Assigned Letter Grade
ABSENT	FR (Fail due to shortage of attendance and therefore, to repeat the course)
0-40	FF/F (Fail due to less marks)
40-45	DD/D
46-50	CD/C
51-60	CC/C+
61-70	BC/B
71-80	BB/B+
81-90	AB/A
91-100	AA/A+

10.Result - The result of each semester shall be declared as Pass or Fail with grade/grade points.

11.Revised Rules - These revised rules shall be gradually implemented with effect from the academic year 2024-25 for B.B.A. Degree programme. However the existing (i.e. pre-revised) rules shall remain in force for the students of old semester pattern during the transition period.

12.Project Work/Internship

Class	Semester	Course Code	Course Title	Credit	Internship	Report Marks	Viva Marks	Total Marks	Evaluation
BBA-Part-III	Sem-V	SEC501	Internship/ Capstone Project	4	8 Weeks (2 Months) (To be completed after Sem- IV)	50	50	100	Internal
BBA-Part-III	Sem-VI	SEC602	Major Project	4	-	50	50	100	University
BBA-Part-IV (with Honours)	Sem-VII	SEC702	Summer Internship	4	8 Weeks (2 Months) (To be completed after Sem- VI)	50	50	100	University
BBA-Part-IV (with Honours)	Sem-VIII	SEC801	Dissertation Work	8	-	80	120	200	University
BBA-Part-IV (Honours with Research)	Sem-VII	SEC701B	Research Internship Report & Viva Voce	4	8 Weeks (2 Months) (To be completed after Sem- VI)	50	50	100	University
BBA-Part-IV (Honours with Research)	Sem-VIII	SEC801B	Dissertation Work	22	-	220	330	550	University

Rules for B.B.A. Programme

R. B. B. A.1

The Three-Year B.B.A. Programme shall consist of 6 semesters which will have 132 credits all together. However, the candidate wishes to attempt for Four Year B. B.A. (Hon./Research) may opt for 4th year which will have 44 credits, hence, Four Year B. B.A. Programme will require 176 credits. (Please refer the university regulations and structure of the programme for details).

Examination shall be held at the end of each semester.

R. B.B.A. 2

Structure of B.B.A. Programme is given along with syllabus as show below: Structure- I for B. B.A. Semester I & II Structure - II for B.B.A., Semester III & IV, Structure - III for B.B.A. Semester V &VI, Structure-IV for B.B.A. Semester VII & VIII

R. B. B.A.3

The List of courses which are included in the structure of B.B.A. Programme is also given along with syllabus of their specific syllabus.

- (i) For B.B.A. Semester I & II
- (ii) For B.B.A. Semester III & IV
- (iii) For B.B.A. Semester V & VI
- (iv) For B.B.A. Semester VII & VIII

R. B. B.A. 4

(A) Value Added Courses (VAC)

For Semester I,II, III,IV ,there shall be Value Education Courses which are as follows:

Semester I:	VAC-I:	Environmental Science and Sustainability	2 Credits
Semester- II:	VAC- II:	Indian Constitution	2 Credits
Semester III:	VAC-III:	Yoga/Sports/NCC/NSS/Disaster Management	2 Credits
Semester IV:	VAC-IV:	Enterprise System and Platforms	2 Credits
		OR	
		Business Environment and Public Policy	
		OR	
		Geo-politics and impact on Business	
		OR	
		Public Health and Management	

(B) Skill Enhancement Courses (SECs)

For Semester II to Semester VIII, there shall be Skill Enhancement Courses which are as follows:

Semester II: SEC-I: 2 credits

Semester III: SEC-II: 4 credits

Semester- IV: SEC -III: 2 credits

Semester V: SEC-IV: 4 credits

Semester- V: SEC -V: 4 credits

Semester- VI: SEC -VI: 2 credits

Semester VI:SEC-VII: 4 credits

BBA Honours-

Semester-VII: SEC-VIII:4 Credits

Semester-VIII: SEC-IX:8 Credits

BBA Honours with Research-

Semester-VI: SEC-VIII:4 Credits

Semester-VIII: SEC-IX:20 Credits

(C) Vocational Skill Courses(VSC):

Semester III: VSC-III: 2 credits

Semester III: VSC-III: 2 credits

R. B. B.A. 5

Equivalence of papers and chances for the students in previous- Semester pattern: Two additional subsequent chance shall be provided for the repeater students of old B. B.A. Part I- Semester I & II in the immediate next two sessions. After this the students concerned shall have to appear for the Examination. as per this revised syllabus. Equivalence of papers shall be provided as per revised syllabus for this pattern according to NEP 2020.

R. B. B.A. 6

The detailed syllabi for the various courses under this pattern shall be as shown in the appendix and shall be subject to such revision, modification etc. as may be made by the Academic Council from time to time on their commendation of the Board of Studies in different courses. The text- books and reference books for the various courses shall be those as prescribed by the Academic Council from time to time on the recommendations of the respective Boards of Studies.

R. B. B.A. 7

The medium of instruction for the Three Year (Six Semester) B.B.A./Four Year B.B.A. Degree Programme is in English. A candidate shall have option of answering question papers at B.B.A. Examination will be in English for all courses except languages.

Courses on languages (Hindi, Marathi and Sanskrit) will be taught there in specific languages as a medium of instruction and for examination.

R. B. B.A. 8

- i. The Principal/Director of the institute may permit a student to change his/her subjects in the term when they opt for them, however only before submission of duly filled University Examination form.
- ii. If a candidate wishes to change the elective course (subject) at the B.B.A. Semester V examination, student will have to keep one additional term for the changed course (subject).
- iii. If a candidate fails in the elective course (subject) at the B.B.A. Semester- V & VI examination and wish to change elective course (subject), student will have to keep two additional terms for the changed course (subject).

R. B.B.A. 9

The Principal /Director of the college has to certify the attendance and the examination form of the candidate as per the Ordinance O. 31 and O. 37. A candidate has to submit University examination form as per the schedule and date prescribed by the University for every Examination.

R. B.B.A. 10

All Semester End Examinations for B.B.A. Part- I to VIII shall be held twice in a year in two sessions i.e. April /May and October/November.

R. B.B.A. 11

- a) The result of the B.B.A. Semester I & II examination shall be declared publicly in two categories-
 - (i) Candidates who have passed the B.B.A. Semester- I & II examination
 - (ii) Candidates who are allowed to proceed to the B.B.A. Semester- III & IV.
- b) The result of the B.B.A. Semester III & IV examination shall be declared publicly in two categories-
 - (i) Candidate who have passed the B.B.A. Semester-III & IV examination in addition to the remaining papers, if any of previous examination

- (ii) Candidates who are allowed to proceed to the next Semester.
- i. If a candidate fails in any number of courses (subject heads) of Semester I, shall be allowed to proceed to Semester II.
 - ii. A candidate who earns 50% of total credits of Level 4.5 shall be allowed to keep terms in Level 5.0
 - iii. If a candidate fails in any number of courses (subject heads) of Semester III, shall be allowed to proceed to Semester IV.
 - iv. A candidate who earns 50% of total credits of Level 5.0 shall be allowed to keep terms in Level 5.5.
 - v. If a candidate fails in any number of courses (subject heads) of Semester V, shall be allowed to proceed to Semester VI.
 - vi. No candidate shall be allowed to proceed to Semester V, unless candidate has passed in all courses of Level 4.5.
 - vii. If a candidate opts for four-year bachelor degree programme and fails in any number of courses (subject heads) of Semester VII, shall be allowed to proceed to Semester VIII.
 - viii. If a candidate opts for four-year bachelor degree programme, such candidate shall not be allowed to proceed to Semester VII, unless candidate has passed three-year bachelor degree with 7.5 CGPA or 75%.
 - ix. In case if the rules of any Apex body differ from these rules, then the rules of that apex body will be applicable.
- c) Rules of ATKT made in university time to time will be applicable.

R. B. B.A. 12

(A) The Results of the Examination will be declared on the basis of marks obtained, Grade points obtained, Credit points, Status, Percentage of marks, Result, SGPA & CGPA with numerical grade point and letter grade. The list of Courses, course code, Paper number of programme, numerical grade & letter grade table and calculation of SGPA and CGPA table shall be mentioned on the backside of mark-sheet.

(B) In case of Three-Year B. B.A. Degree, the result of B.B.A. Program (Semester-I to VI) shall be declared in Grades by considering SGPA & CGPA (with percentage) based on the performances of all the courses at respective semesters. The award of scholarships and prizes for the B.B.A. Program shall be determined on the basis of the aggregate performance of the candidate in Semester-I to VI examination.

(C) In case of Four-Year B. B.A. Degree, the result of B. B.A. Program (Semester-I to VIII) shall be declared in Grades by considering SGPA & CGPA (with percentage) based on the performances of all the courses at respective semesters. The award of scholarships and prizes for the B.B.A. Program shall be determined on the basis of the aggregate performance of the candidate at Semester-I to VIII examination.

R. B. B.A. 13

Standard of Passing

A) To pass the B.B.A. Degree Examination, a candidate shall be required to pass in Semester I, II, III, IV, V & VI Examinations.

- a. To pass the each semester of B.B.A. Semester-I & II Examination, a candidate shall be required to obtain a minimum of 40 % of the total marks in each head of passing i.e. 40 marks out of 100.(University Exam(40%) + Internal Exam(40%))
- b. To pass each Semester of the B. B.A. Semester-III & IV Examination a candidate shall be required to obtain a minimum of 40% of the total marks in each head of passing i.e. 40 marks out of 100.(University Exam(40%) + Internal Exam(40%))
- c. To pass each Semester of the B. B.A. Semester-V & VI Examination, a candidate shall be required to obtain a minimum of 40% of the total marks in each head of passing i.e. 40 marks out of 100.(University Exam(40%) + Internal Exam(40%))
- d. To pass each Semester Examination, a candidate shall be required to obtain a minimum of 40% of the total marks. (University Exam(40%) + Internal Exam(40%))
- e. A Candidate shall have to obtain 24 marks out of 60 for university examination i.e. theory and 16 marks out of 40 in the internal examination in each Semester.

If the candidate fails/absent in internal examination, then candidate has to pass the internal examination, the provision in the university regulations 2022 is applicable.

B) For Three Year B. B.A. Degree: Those of the successful candidates who obtain 45% or more of the aggregate marks in Parts-I, II & III semester Examinations, (i.e. Semester-I to VI aggregate) shall be declared to have passed the B.B.A. Degree Examinations in Second Class and those obtaining 60% or more of the aggregate marks in Part-I, II & III Examinations (i.e. Semester-I to VI aggregate) shall be declared to have passed the B.B.A. Degree Examinations in First Class and those obtaining 70% or more of the aggregate marks in Parts-I, II & III (i.e. Semester- I to VI aggregate) shall be declared to have passed the B.B.A. Degree Examination in First Class with Distinction.

C) For Four Year B.B.A. with (Hon./ Research) Degree: Those of the successful candidates who obtain 45% or more of the aggregate marks in Parts-I, II, III & IV Semester Examinations, (i.e. Semester-I to VIII aggregate) shall be declared to have passed the B. B.A. with (Hon./ Research) Degree Examinations in Second Class and those obtaining 60% or more of the aggregate marks in Parts-I, II, III & IV Semester Examinations, (i.e. Semester-I to VIII aggregate) shall be declared to have passed the B.B.A. With (Hon./Research) Degree Examinations in First Class and those obtaining 70% or more of the aggregate marks in Parts-I, II, III & IV Semester Examinations (i.e. Semester-I to VIII aggregate), shall be declared to have passed the B.B.A. with (Hon./ Research) Degree Examination in First Class with Distinction.

D) A.T.K.T.: ATKT rules will be applicable as per the university Regulations.

R. B.B.A. 14

A candidate who has satisfactorily completed all courses at Semester-I of B.B.A. of the Universities in the State of Maharashtra shall be allowed to join for the Semester II of the B.B.A Programme in this university. However, a candidate who has satisfactorily kept one term in any of the Universities in the State of Maharashtra for B.B.A. Semester-I examination shall not be allowed to join for the Semester II of the B.B.A. Programme in this university unless and until the candidate has to clear

all the courses (papers) of Semester-I from that university.

R. B. B.A. 15

- (a) A candidate passing Part-I or II Semester Examinations of the B. B.A. Degree programme of other Statutory Universities in State of Maharashtra can take admission to next semester of Shivaji University and the marks of earlier semesters of previous Statutory University be converted in proportion to Shivaji University, Marks structure and grades be awarded accordingly.
- (b) Multiple entry and exit rules as per university Regulations and Academic Bank of Credit Regulations are applicable.

R. B. B.A. 16

Exemption of courses (subjects)

- a) A candidate who wishes to admit for B.B.A. and already passed Bachelor of Arts and Bachelor of Science of this University with English, Marathi or Kannada or Urdu or Hindi courses (subjects) are not necessary to appear B. B.A. Examination again for same subject.
- b) A candidate who has passed Bachelor of Law (L.L.B.) of any others statutory University in the State of Maharashtra, passing candidate be exempted for the course Business Regulatory Framework at B.B.A.
- c) A candidate claiming exemptions as stated above shall not be eligible for a Class, however a candidate appearing for all the courses (papers) of B.B.A. Semester-I to VI shall be eligible for a class.
- d) However, the above-mentioned rule shall not be applicable for other University student, unless that HEI is registered on ABC portal.

R. B. B.A. 17

Exemption of courses (subjects)

- a) A candidate who wishes to admit for B. B.A. and already passed Bachelor of Arts of this University with Economics course (subject) are not necessary to appear B.B.A. Examination again for same subject.
- b) A candidate claiming exemptions as stated above shall not be eligible for a Class, however a

candidate appearing for all the courses (papers) of B.B.A. Semester-I to VI shall be eligible for a class.

- c) However, the above-mentioned rule shall not be applicable for other University student, unless that HEI is registered on ABC portal.

(Note: The concessions given above are on reciprocal basis).

R. B. B.A. 18

- a) A candidate who has successfully completed the B.B.A. Semester-I & II or Semester-III& IV Examination (of any HEIs registered on ABC portal) as an external/ distance mode will be allowed for B.B.A. Semester III & IV or Semester-V & VI respectively to join the college as a regular candidate as per the provisions of ABC regulation and the university Regulations 2022. A candidate as an external/distance mode from HEI which are not registered on ABC portal, will not be allowed to join the college as a regular candidate.
- b) A candidate who has appeared for the B.B.A. Semester-I & II or Semester-III & IV Examination of this or any other University as a regular candidate will be allowed for B.B.A. Semester-III & IV or Semester-V & VI respectively to join distance mode. Such candidate shall be treated as an external/distance mode candidate.
- c) A Candidate who has passed in any of the heads of passing will be allowed to appear again in that head provided the conditions given in the university Regulations 2022 are fulfilled.
- d) 'Practical' will have as separate head of passing.
- e) For the students from distance mode, the same syllabi, examination system (such as semester system, scheme of marking, schedule of examination and nature of question paper) shall be made applicable as per regular B.B.A. Programme. Those students registered as external/distance mode candidate shall have to submit home assignment for each course (paper)(in each semester) carrying 40 marks as a part of internal evaluation system, to the respective Study Centre notified and approved by the university.

R. B. B.A. 19

- a) The course of studies and syllabi and books prescribed/recommended under it and the standard for passing at the examination for the Degree of Bachelor of Business Administration for candidates appearing for the same as external/distance mode candidates

shall be identical with those for the regular students of the University appearing for the examination.

- b) An external/distance mode student shall not offer an examination any of the courses (subjects) for which there is not each in provision in any of the affiliated colleges of the University.

R. B. B.A. 20

Eligibility of Teachers

The eligibility of teachers will be as per the regulations issued by UGC, AICTE , GRs of Government of Maharashtra and rules of the university. However, following rules are applicable to eligibility of teachers for teaching at B. B.A. Programme.

The teachers in Commerce & Management (appointed as Assistant Professor/ Associate Professor/ Professor) are eligible to teach all courses under Core Courses, Ability Enhancement Courses, Multi-Discipline Elective Courses, Value Added Courses, Skill Enhancement Courses, Discipline Specific Elective. For teaching AEC, MDE, VAC, OE, subject teachers need to complete syllabus-specific-training.

The additional workload should be covered through faculty appointed on CHB basis to give justice to the subject. Qualified teachers for Economics subjects should be appointed. Visiting faculties on C.H.B. shall be appointed from academicians/professionals from different fields for specific subjects as per requirements.

Note

For Elective Subjects Teaching

For BBA-Part-III & IV, the electives selected by minimum 15 students will be taught by a faculty in a class. Rest of the students will prepare themselves for their selected module.

However, faculty will counsel them and complete their internal work as per module requirement. In case of electives selected less than 15 students, it is at the discretion of Head of the Institution to decide on the teaching and practical instructions.

Shivaji University, Kolhapur
Bachelor of Business Administration (BBA) Program (NEP 2.0 as per AICTE Norms)

Sem.	Core Course (CC)	Ability Enhancement Course (AEC)	Multi-Disciplinary Elective (MDE)	Value Added Course (VAC)	Skill Enhancement Course (SEC)	Discipline Specific Elective (DSE) & DSE-Audit Course (AC)	Open Elective (OE)	Total
I	CC101(4)	AEC101(2)	MDE101(2)	VAC101(2)				22
	CC102(4)	AEC102(2)						
	CC103(4)	AEC103(2)						
Total	12	6	2	2				
II	CC201(4)	AEC201(2)	MDE201(2)	VAC201(2)	SEC201(2)			22
	CC202(4)	AEC202(2)						
	CC203(4)							
Total	12	4	2	2	2			
Grand Total	24	10	4	4	2		Total Credits	44
Exit Option: Award of UG Certificate in Business Administration with 44 credits and an additional 4 credits core NSQF course/Internship								44
III	CC301(4)	AEC301(2)	MDE301(2)	VAC301(2)	SEC301(4)			22
	CC302(4)							
	CC303(4)							
Total	12	2	2	2	4			
IV	CC401(2)	AEC401(2)		VAC401(2)	SEC401(2)			22
	CC402(4)							
	CC403(4)							
	CC404(4)							
	CC405(2)							
Total	16	2		2	2			
Grand Total	28	4	2	4	6		Total Credits	44
Exit Option: Award of UG Diploma in Business Administration with 88 credits and an additional 4 credits core NSQF Course/Internship								88
V	CC501(4)				SEC501(4)	DSE-A501 TO K501(4)		

	CC502(4)				SEC502(0)	DSE-A502 TO K502(4)		22
						DSE-AC-501-I(2)		
Total	8				4	10		
VI	CC601(4)				SEC601(2)	DSE-A601 TO K601(4)		22
	CC602(2)				SEC602(4)	DSE-A602 TO K602(4)		
						DSE-AC-502-II(2)		
Total	6				6	10		
Grand Total	14				10	20	Total Credits	44
Exit Option: Award of UG Degree: Bachelor of Business Administration (BBA)								132
VII	CC701-A(4)	AEC701-A(2)			SEC701-A(0)	DSE-A701 TO K701(4)	OE701(4)	22
					SEC702-A(4)	DSE-A702 TO K702(4)		
Total	4	2			4	8	4	
VIII		AEC801-A(2)			SEC801-A(8)	DSE-A801 TO K801(4)		22
						DSE-A802 TO K802(4)		
						DSE-A803 TO K803(4)		
Total		2			8	12		
Grand Total	4	4			12	20	4	44
Four Year UG Honors Degree :Bachelor of Business Administration with Honours:BBA(Honours)								176
VII	CC701-B(4)	AEC701-B(2)			SEC701-B(4)	DSE-A901 TO K901(4)		22
	CC702-B(4)					DSE-A902 TO K902(4)		
Total	8	2			4	8		
VIII					SEC801-B(22)			22
Total					22			
Grand Total	8	2			26	8	Total Credits	44
Four Year UG Honors with Research :Bachelor of Business Administration Honours with Research:BBA(Honours with research)								176

B.B.A. Structure

As per AICTE (Model Curricular Framework) to be implementation from Academic Year 2024-25

Level	Sem.	Core Course (CC)	Ability Enhancement Course (AEC)	Multi-Disciplinary Elective (MDE)	Value Added Course (VAC)	Skill Enhancement Course (SEC)	Discipline Specific Elective (DSE)	Discipline Specific Elective-Audit Course (DSE-AC)	Open Elective (OE)	Cumulative Credit	Degree/ Cum. Credits
4.5	I	CC-101 (4) Principles & Practices of Management	AEC101 (2) Business Communication -I	MDE101 (2) Indian Vision for Human Society	VAC101 (2) Environmental Science & Sustainability						UG Certificate (44)
		CC-102(4) Financial Accounting	AEC102(2) General English								
		CC-103(4) Business Statistics and Logic	AEC103(2) Marathi/Hindi/Sanskrit/German/Japanese/Russian-Paper-I								
	Total -Sem- I	12	6	2	2					22	
	II	CC-201 (4) Human Behaviour and Organization	AEC-201 (2) Business Communication -II	MDE-201 (2) Media Literacy and Critical Thinking	VAC201 (2) Indian Constitution	SEC201(2) Emerging Technologies and Application					
	CC-202(4)	AEC-202(2) Marathi/Hindi/									

		Marketing Management	Sanskrit/German/Japanese/Russian-Paper-II								
		CC-203(4) Business Economics									
	Total-Sem-II	12	4	2	2	2				22	
Cum.Credit Sem-I & II		24	10	4	4	2				44	
Exit Option: Award of UG Certificate in Business Administration (with 44 credits) and an additional 4 credits core NSQF course/Internship											
5.0	III	CC-301(4) Cost & Management Accounting	AEC301(2) IT Skills-I/ Managerial Skills-I	MDE-301(2) Indian Systems of Health and Wellness	VAC-301(2) Yoga/Sports/ NCC/NSS/ Disaster Management	SEC-301(4) Management Information System					
		CC-302(4) Legal & Ethical Issues in Business									
		CC-303(4) Human Resource Management									
	Total-Sem-III	12	2	2	2	4				22	
	IV	CC-401(2) Entrepreneurship &	AEC401(2) Quantitative Skills-I/ Accounting Skills-I		VAC401(2) Business Environment	SEC-401(2) Design Thinking and Innovation					
											UG Diploma (88)

		startup Ecosystem			& Public Policy OR Enterprise System and Platforms OR Geopolitics and Impact on Business OR Public Health and Management						
		CC-402(4) Operations Management									
		CC-403(4) Financial Management									
		CC-404(4) Business Research Methodology									
		CC-405(2) International Business									
	Total-Sem.-IV	16	2	-	2	2				22	
	Cum .Credit Sem.-III & IV	28	4	2	4	6				44	
	Cum.Credit (I,II,III,IV)	52	14	6	8	8				88	
Exit Option: Award of UG Diploma in Business Administration (with 88 credits) and an additional 4 credits core NSQF course/Internship											
	V	CC-501 (4) Strategic Management				SEC-501(4) Internship/ Capstone Project	DSE-I A to K (4) Elective Paper-I	DSE- AC-I (2) Audit Course-I			

5.5		CC-502(4) Logistic & Supply Chain Management				SEC-502(0) Major Project	DSE-II A to K Elective Paper-II (4)				UG Degree (132)	
	Total Sem-V	8				4	8	2		22		
	VI	CC-601(4) Project Management				SEC-601(2) Corporate Governance	DSE-III A to K (4) Elective Paper-III	DSE-AC-II (2) Audit Course-II				
		CC-602(2) Business Taxation				SEC-602(4) Major Project	DSE-IV A to K (4) Elective Paper-IV					
	Total Sem-VI	6				6	8	2		22		
Cum.Credit Sem-V & VI		14				10	16	4		44		
Cumm.Credit (I,II,III,IV,V,VI)		66	14	6	8	18	16	4	-	132		
UG Program Credit Distribution (%) (Out of Total Credit)		50	10.61	4.55	6.06	13.63	12.12	3.03	-	100		
Exit Option: Award of UG Degree in Bachelor of Business Administration with 132 credits												
Level	Sem.	Course Course(CC)	Ability Enhancement Course (AEC)	Multi-Disciplinary Elective (MDE)	Value Added Course (VAC)	Skill Enhancement Course (SEC)	Discipline Specific Elective (DSE)	Discipline Specific Elective -Audit Course (DSE-AC)	Open Elective (OE)	Cumulative Credit	Degree/ Cum.Credits	

6.0	VII	CC-701-A(4) Entrepreneurship Leadership	AEC701-A(2) Marketing Skills/ Advanced Quantitative Skills			SEC701-A(0) Dissertation Work	DSE-V A to K (4) Elective Paper-V		OE-I(4) AI for Business OR Diversity, Equity and Inclusion	
						SEC-702-A(4) Summer Internship-II	DSE-VI A to K(4) Elective Paper-VI			
	Total Sem-VII	4	2			4	8		4	22
	VIII		AEC801-A(2) IT Skills/ Banking Skills			SEC-801-A(8) Dissertation Work	DSE-VII A to K Elective Paper-VII (4)			
							DSE-VIII A to K Elective Paper-VIII (4)			
							DSE-IX A to K Elective Paper-IX (4)			
	Total Sem- VIII		2			8	12			22
	Cum.Credit Sem VII& VIII	4	4			12	20	4	4	44
	Cum.Credit (I to VIII) (UG Degree with Honours)	70	18	6	8	30	36	4	4	176

UG Honours Degree
(176)

UG Degree with Honours CREDIT DISTRIBUTION (%) (Out of Total Credit) (UG Degree with Research)		39.77	10.23	3.41	4.55	17.05	20.45	2.27	2.27	100	
Four Year UG Honors Degree in Bachelor in Business Administration with 176 credits											
6.0	VII	CC-701-B(4) Advanced Data Analysis Tools	AEC701-B(2) Research Ethics			SEC701-B(4) Research Internship Report & Viva-voce	DSE-X A to K Elective Paper-X (4)				
		CC-702-B(4) Advanced Research Methodology					DSE-XI A to K(4) Elective Paper-XI				
	Total Sem-VII	8	2			4	8			22	
	VIII					SEC801-B(22) Dissertation (Research Track)					
	Total Sem-VIII					22				22	
Cum.Credit Sem VII& VIII		8	2			26	8			44	
Cum.Credit (I,II,III,IV,V,VI)		66	14	6	8	18	16	4		132	
Cum.Credit (I to VIII) (UG Degree with research)		74	16	6	8	44	24	4	0	176	
CREDIT DISTRIBUTION (%) (Out of Total Credit)		42.04	9.09	3.41	4.55	25.00	13.64	2.27	0	100	
UG Honours with Research Degree (176)											

(UG Degree with Research)										
---------------------------	--	--	--	--	--	--	--	--	--	--

Four Year UG Honors with Research Degree in Bachelor in Business Administration with 176 credits

Pedagogy

For effective teaching, learning and evaluation process, students and teachers should apply different methodologies for acquiring knowledge, inculcating skills and values.

Graduate Attributes	Learning Needs	Suggestive Pedagogical Approach
Comprehensive Knowledge	To know the discipline in its current form, its emergence and future developmental aspects, Interdisciplinary and multi-disciplinary context for discipline knowledge.	Classroom Lecture using chalk and talk technique, case study examples, Discussion method, Thematic Teaching and Learning by design
Procedural Knowledge	To know how to use the knowledge professionally for highly skilled work/tasks related to the chosen field(s) of learning, including knowledge required for undertaking self-employment initiatives, and knowledge and mindset necessary for entrepreneurship Involving enterprise creation, improved product development or a new model of organization.	Activity-Based Learning
Skill	To have the skills in areas related to specialization in the chosen disciplinary/interdisciplinary area(s) of learning in a broad multidisciplinary context, including wide-ranging practical skills, involving a variable in routine and non- routine contexts relating to the chosen field(s) of learning.	Training, Workshops, Vocational Internship
Critical Thinking	Having an analytical mind and the ability to synthesize information from varied sources	Group Discussion, Brainstorming, Real-life problems allowing reflection time, Integration

		among students
Creativity	To be able to think differently and have out-of-box solutions	Stimulus activity, Reframing problems, Brainstorming, Free writing, Mind mapping
Community Engagement and Service	To know and participate in the practices for community development	Fieldwork involves community services, Outdoor learning Project management.
Learning How to learn skills	To have the ability to pursue self-directed learning activities throughout the life to be a lifelong learner	Exploration, Self-learning, Real-life problems, Allow reflection time, Integration among students
Value Inculcation	To imbibe constitutional, humanistic, ethical, and moral values in life, including universal human values of truth, righteous conduct, peace, love, non-violence, scientific temper, and citizenship values	Story-telling, Debate, Discussion, Cultural meet, Celebration of days of National importance

Credit Distribution Chart for B.B.A. Program

Semester, NSQF Level and Exit Points

Sr. No.	Semester	Year	Year	Credits	Level	Exit Points & Award
1	Sem. I & II	2024-25	1 Year	44	4.5	UG Certificate in Business Administration
2	Sem.III & IV	2025-26	2 Year	88	5.0	UG Diploma in Business Administration
3	Sem. V &VI	2026-27	3 Year	132	5.5	Bachelor of Business Administration (UG Three Year Degree)
4	Sem.VII & VIII	2027-28	4 Year	176	6.0	Bachelor of Business Administration Honours with Research] (UG Four Year Degree)

Credit Distribution Chart for B.B.A Program (Three Years)

Sr. No.	Course Name	Total Courses (Papers)	Total Credits	% In Total Courses
1	Core Courses	18	66	50
2	Ability Enhancement Courses	7	14	10.61
3	Multi-Disciplinary Elective Courses	3	6	4.55
4	Open Elective	-	-	-
5	Value Added Courses	4	8	6.06
6	Skill Enhancement Courses	7	18	13.63
7	Discipline Specific Elective	4	16	12.12
8	Discipline Specific Elective (Audit Course)	2	4	3.03
Total		45	132	100

Credit Distribution Chart for B.B.A Program (Honours)(Four Years)

Sr.No.	Course Name	Total Courses (Papers)	Total Credits	% in Total Credits
1	Core Courses	19	70	39.77
2	Ability Enhancement Courses	9	18	10.23
3	Multi-Disciplinary Elective Courses	3	6	3.41
4	Open Elective	1	4	2.27
5	Value Added Courses	4	8	4.55
6	Skill Enhancement Courses	10	30	17.05
7	Discipline Specific Elective	9	36	20.45
8	Discipline Specific Elective (Audit Course)	2	4	2.27
Total		57	176	100

Credit Distribution Chart for B.B.A Program (Honours with Research)(Four Years)

Sr.No.	Course Name	Total Courses (Papers)	Total Credits	% in Total Credits
1	Core Courses	20	74	42.05
2	Ability Enhancement Courses	8	16	9.09
3	Multi-Disciplinary Elective Courses	3	6	3.40
4	Open Elective	0	0	0

5	Value Added Courses	4	8	4.55
6	Skill Enhancement Courses	9	44	25.00
7	Discipline Specific Elective	6	24	13.64
8	Discipline Specific Elective (Audit Course)	2	4	2.27
Total		52	176	100

Credit Distribution

Sr. No.	Course	3 Year Degree Programme			4 Year Degree (Honours) Programme			4 Year Degree (Honours with Research) Programme		
		Courses	Credits	%	Courses	Credits	%	Course	Credit	%
		(3 Year)	(3Year)		(4Year)	(4Year)		(4 Year)	(4 Year)	
1	Core Courses	18	66	50	19	70	39.77	20	74	42.04
2	Ability Enhancement Courses	7	14	10.61	9	18	10.23	8	16	9.09
3	Multi-Disciplinary Elective Courses	3	6	4.55	3	6	3.41	3	6	3.41
4	Open Elective	-	-	-	1	4	2.27	0	0	0
5	Value Added Courses	4	8	6.06	4	8	4.55	4	8	4.55
6	Skill Enhancement Courses	7	18	13.63	10	30	17.05	9	44	25.00
7	Discipline Specific Elective	4	16	12.12	9	36	20.45	6	24	13.64
8	Discipline Specific Elective (Audit Course)	2	4	3.03	2	4	2.27	2	4	2.27
Total		45	132	100	57	176	100	52	176	100

BBA (NEP 2.0) Structure Sem. -I and II

STRUCTURE-1											
SEMESTER-I-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture (L)+Tutorial (T)+Practical (P)				UNIVERSITY EXAM			INTERNAL EXAM		
		Lecture	Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks
1	CC	3	1	0	4	2.5	60	24	For 4 Credits= 40 Marks For 2 Credits=20 Marks	40	16
2	AEC	1	1	0	2	1.5	30	12		20	8
3	CC	3	1	0	4	2.5	60	24		40	16
4	CC	3	1	0	4	2.5	60	24		40	16
5	AEC	1	1	0	2	1.5	30	12		20	8
6	MDE	2	0	0	2	1.5	30	12		20	8
7	VAC	2	0	0	2	1.5	30	12		20	8
8	AEC	1	1	0	2	1.5	30	12		20	8
Total					22		330			220	
GRAND TOTAL								Theory Marks + Internal Marks = Total Marks 330 (Theory) + 220 (Internal) = 550			
SEMESTER-II-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture (L)+Tutorial (T)+Practical (P)				UNIVERSITY EXAM			INTERNAL EXAM		
		Lecture	Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks
1	CC	3	1	0	4	2.5	60	24	For 4 Credits= 40 Marks For 2 Credits=20 Marks	40	16
2	CC	3	1	0	4	2.5	60	24		40	16
3	CC	3	1	0	4	2.5	60	24		40	16
4	SEC	1	0	2	2	1.5	30	12		20	8
5	MDE	1	1	0	2	1.5	30	12		20	8
6	VAC	2	0	0	2	1.5	30	12		20	8
7	AEC	1	1	0	2	1.5	30	12		20	8
8	AEC	1	1	0	2	1.5	30	12		20	8

Total	22	330	220
		Theory Marks + Internal Marks = Total Marks 330 (Theory) + 220 (Internal) = 550	
GRAND TOTAL		660	660 (Theory) + 440 (Internal) = 1100

NOTE: Core Course(CC), Skill Enhancement Course(SEC), Multi-Disciplinary Elective(MDE), Value Added Courses(VAC), Ability Enhancement Courses(AEC), Open Elective(OE), DSE (Discipline Specific Elective)

BBA (NEP 2.0) Structure Sem. -III and IV

STRUCTURE-2											
SEMESTER-III-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture(L)+Tutorial(T)+Practical(P)				UNIVERSITY EXAM			INTERNAL EXAM		
		Lecture	Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks
1	CC	3	1	0	4	2.5	60	24	For 4 Credits= 40 Marks For 2 Credits=20 Marks	40	16
2	CC	3	1	0	4	2.5	60	24		40	16
3	CC	3	1	0	4	2.5	60	24		40	16
4	MDE	1	1	0	2	1.5	30	12		20	8
5	SEC	2	0	4	4	2.5	60	24		40	16
6	VAC	0	0	4	2	1.5	30	12		20	8
7	AEC	1	1	0	2	1.5	30	12		20	8
Total					22		330			220	
GRAND TOTAL								Theory Marks + Internal Marks = Total Mark 330 (Theory) + 220 (Internal) = 550			
SEMESTER-IV-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture(L)+Tutorial(T)+Practical(P)				UNIVERSITY EXAM			INTERNAL EXAM		
		Lecture	Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks
1	CC	1	1	0	2	1.5	30	12	For 4 Credits= 40 Marks For 2 Credits=20 Marks	20	8
2	CC	3	1	0	4	2.5	60	24		40	16
3	CC	3	1	0	4	2.5	60	24		40	16
4	CC	3	1	0	4	2.5	60	24		40	16
5	VAC	2	0	0	2	1.5	30	12		20	8
6	CC	2	0	0	2	1.5	30	12		20	8
7	SEC	1	1	0	2	1.5	30	12		20	8
8	AEC	1	1	0	2	1.5	30	12		20	8
Total					22		330			220	
								Theory Marks + Internal Marks = Total Marks			

				330 (Theory) + 220 (Internal) = 550
GRAND TOTAL			660	660 (Theory) + 440 (Internal) = 1100

NOTE: Core Course(CC), Skill Enhancement Course(SEC), Multi-Disciplinary Elective(MDE), Value Added Courses(VAC), Ability Enhancement Courses(AEC), Open Elective(OE), DSE (Discipline Specific Elective)

BBA (NEP 2.0) Structure Sem. -V and VI

STRUCTURE-3											
SEMESTER-V-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture(L)+Tutorial(T)+Practical(P)				UNIVERSITY EXAM			INTERNAL EXAM		
Lecture		Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks	
1	CC	3	1	0	4	2.5	60	24	For 4 Credits= 40 Marks For 2 Credits=20 Marks	40	16
2	CC	3	1	0	4	2.5	60	24		40	16
3	DSE	3	1	0	4	2.5	60	24		40	16
4	DSE	3	1	0	4	2.5	60	24		40	16
5	SEC	-	-	-	4	-	-	-	Internal Viva- Internship/Capstone Project Viva Voce (50) +Report (50)	100	40
6	SEC	-	-	-	-	-	-	-		-	-
7	DSE-AC	1	1	0	2	1.5	30	12		20	8
Total					22	-	270	-		280	-
GRAND TOTAL									Theory Marks + Internal Marks = Total Marks 270 (Theory) + 280 (Internal) = 550		
SEMESTER-VI-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture(L)+Tutorial(T)+Practical(P)				UNIVERSITY EXAM			INTERNAL EXAM		
Lecture		Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks	
1	CC	3	1	0	4	2.5	60	24	For 4 Credits= 40 Marks For 2 Credits=20 Marks	40	16
2	CC	2	0	0	2	1.5	30	12		20	8
3	DSE	3	1	0	4	2.5	60	24		40	16
4	DSE	3	1	0	4	2.5	60	24		40	16

5	SEC	2	0	0	2	1.5	30	12		20	8
6	SEC	-	-	-	4	-	-	-	University Viva-Voce Project Examination and Project Report Viva Voce: Max:50 Marks, Min: 20 Marks) Project Report: Max:50 Marks, Min:20 Marks)	100	40
7	DSE- AC	1	1	0	2	-	30	12	For 2 Credits=20 Marks	20	8
Total					22		270	-		280	-
							Theory Marks + Internal Marks = Total Marks 270 (Theory) + 280 (Internal) = 550				
GRAND TOTAL							540 (Theory) + 560 (Internal) = 1100				

NOTE: Core Course(CC), Skill Enhancement Course(SEC), Multi-Disciplinary Elective(MDE), Value Added Courses(VAC), Ability Enhancement Courses(AEC), Open Elective(OE), DSE (Discipline Specific Elective)

BBA (NEP 2.0) Structure Sem.
(For Four Year UG –BBA Honours Degree)
VII and VIII

STRUCTURE-4											
SEMESTER-VII-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture(L)+Tutorial(T)+Practical(P)				UNIVERSITY EXAM			INTERNAL EXAM		
		Lecture	Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks
1	OE	3	1	0	4	2.5	60	40	For 4 Credits= 40 Marks For 2 Credits=20 Marks	40	16
2	CC	2	2	0	4	2.5	60	40		40	16
3	DSE	3	1	0	4	2.5	60	40		40	16
4	DSE	3	1	0	4	2.5	60	40		40	16
5	SEC	-	-	-	-	-	-	-		-	-
6	SEC	-	-	-	4	-	-	-	Project University Viva-Voce Examination and Project Report <u>Viva Voce:</u> Max:50 Marks, Min: 20 Marks) <u>Project Report:</u> Max:50 Marks, Min:20 Marks)	100	40
7	AEC	1	1	-	2	1.5	30	12		20	8
Total					22		270		Total	280	
GRAND TOTAL								Theory Marks + Internal Marks = Total Marks 270(Theory) + 280 (Internal) = 550			
SEMESTER-VIII-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture(L)+Tutorial(T)+Practical(P)				UNIVERSITY EXAM			INTERNAL EXAM		
		Lecture	Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks
1	DSE	3	1	0	4	2.5	60	40	For 4 Credits= 40 Marks For 2 Credits=20 Marks	40	16
2	DSE	3	1	0	4	2.5	60	40		40	16
3	DSE	3	1	0	4	2.5	60	40		40	16

4	AEC	1	1	0	2	1.5	30	12		20	8
5	SEC	-	-	-	8	-	-	-	Project University Viva-Voce Examination and Project Report <u>Viva Voce:</u> Max:120 Marks, Min: 48 Marks) <u>Project Report:</u> Max:80 Marks, Min:32 Marks)	200	80
Total					22		210		Total	340	
									Theory Marks + Internal Marks = Total Marks		
									210 (Theory) + 340 (Internal) = 550		
GRAND TOTAL									480 (Theory) + 620 (Internal) = 1100		

BBA (NEP 2.0) Structure Sem.
(For Four Year UG –BBA Honours with Research Degree)
VII and VIII

STRUCTURE-5											
SEMESTER-VII-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture(L)+Tutorial(T)+Practical(P)				UNIVERSITY EXAM			INTERNAL EXAM		
Lecture		Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks	
1	CC	2	0	4	4	2.5	60	40	For 4 Credits= 40 Marks For 2 Credits=20 Marks	40	16
2	CC	2	0	4	4	2.5	60	40		40	16
3	DSE	3	1	0	4	2.5	60	40		40	16
4	DSE	3	1	0	4	2.5	60	40		40	16
5	SEC	-	-	-	4	-	-	-	Research Internship Report & Viva-Voce External Viva Voce +Report (Viva Voce:Max:60 Marks, Min: 24 Marks) (Research Report:Max:40 Marks ,Min:16 Marks)	100	40
6	AEC	1	1	0	2	1.5	30	12		20	8
Total					22		270			280	
GRAND TOTAL								Theory Marks + Internal Marks = Total Marks 270(Theory) + 280 (Internal) = 550			
SEMESTER-VIII-DURATION-06 MONTHS											
Sr. No.	TEACHING SCHEME					EXAMINATION SCHEME					
	Course Type	Lecture(L)+Tutorial(T)+Practical(P)				UNIVERSITY EXAM			INTERNAL EXAM		
Lecture		Tutorial	Practical	Total Credit	Paper Hrs.	Max. Marks	Min. Marks	Internal Mark Distribution	Max. Marks	Min. Marks	
1	SEC	-	-	-	22	-	-	-	Dissertation - University Viva-Voce Examination and Project Report Viva Voce: Max:330 Marks, Min: 132 Marks) Project Report: Max:220 Marks, Min:88 Marks)	550	220
Total					22					550	
								University Viva-Voce Marks + Internal Project Report Marks = Total Marks 330 (University Viva) + 220 (Internal) = 550 (330+220=550)			

GRAND TOTAL				270 (Theory) +330 (University Viva) + 500 (Internal) = 1100
--------------------	--	--	--	--

NOTE: Core Course(CC), Skill Enhancement Course(SEC), Multi-Disciplinary Elective(MDE), Value Added Courses(VAC), Ability Enhancement Courses(AEC), Open Elective(OE), DSE (Discipline Specific Elective)

NEP 2.0 BBA List of Courses (Subjects)

NEP 2.0 BBA List of Courses (Subjects)

First Year B.B.A.			
Semester-I		Semester-II	
Course Code	Course (Subject)	Course Code	Course (Subject)
CC101	Principles and Practices of Management	CC201	Human Behavior and Organization
AEC101	Business Communication-I	CC202	Marketing Management
CC102	Financial Accounting	CC203	Business Economics
CC103	Business Statistics and Logic	SEC201	Emerging Technologies and Application
AEC102	General English	MDE201	Media Literacy and Critical Thinking
MDE101	Indian Vision for Human Society	VAC201	Indian Constitution
VAC101	Environmental Science and Sustainability	AEC201	Business Communication-II
AEC103	Marathi/Hindi/Sanskrit/German/ Japanese/Russian-Paper-I	AEC202	Marathi/Hindi/Sanskrit/German/Japanese/ Russian -Paper-II

Note:

After Year 1, Students are advised to take Social Responsibility & Community Engagement - encompassing Community Engagement with an NGO in the vacation time.

An Under Graduate Certificate in Business Administration will be awarded, if a student wishes to exit at the end of First year.

Exit Criteria after First Year of BBA Programme

The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**. Students on exit must compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement – encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University schedule.

Re-entry Criteria in to Second Year (Third Semester)

The student who takes an exit after one year with an award of certificate may be allow to re-enter in to Third Semester for completion of the BBA Program as per the respective University /Admitting Body schedule after earning requisite credits in the First year.

Second Year B.B.A.			
Semester-III		Semester-IV	
Course Code	Course(Subject)	Course Code	Course(Subject)
CC301	Cost & Management Accounting	CC401	Entrepreneurship and Startup Ecosystem
CC302	Legal and Ethical Issues in Business	CC402	Operations Management
CC303	Human Resource Management	CC403	Financial Management
MDE301	Indian Systems of Health and Wellness	CC404	Business Research Methodology
SEC301	Management Information System	VAC401	Business Environment and Public Policy OR Enterprise System and Platforms OR Geo Politics and Impact on Business OR Public Health and Management
VAC301	Yoga/Sports/NCC/NSS/Disaster Management	CC405	International Business
AEC301	IT Skills-I/Managerial Skills-I	SEC401	Design Thinking and Innovation
		AEC302	Quantitative Skills-I/Accounting Skills-I

Note:

1. At the end of the Fourth Semester, every student shall undergo Summer Training / Internship / Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.
2. An Undergraduate Diploma in Business Administration will be awarded, if a student wishes to exit at the end of Second year.

NEP2.0 BBA List of Courses (Subjects)

Third Year B.B.A.			
Semester-V		Semester-VI	
Course Code	Course (Subject)	Course Code	Course (Subject)
Core Courses			
CC501	Strategic Management	CC601	Project Management
CC502	Logistics and Supply Chain Management	CC602	Business Taxation
Major(Elective)			
Discipline Specific Elective-Marketing Marketing			
DSE-A501	Consumer Behavior	DSE-A601	Retail Marketing
DSE-A502	Sales Marketing	DSE-A602	Marketing of Services
Discipline Specific Elective-Financial Management			
DSE-B501	Financial Market Products and Services	DSE-B601	Financial Derivatives
DSE-B502	Investment Analysis and Portfolio Management	DSE-B602	International Financial Management
Discipline Specific Elective-Human Resource Management			
DSE-C501	HRD-Systems & Strategies	DSE-C601	Training and Development
DSE-C502	Change Management and Organizational Development	DSE-C602	Performance and Compensation Management
Discipline Specific Elective-Business Analytics			
DSE-D501	Business Analytics for Management	DSE-D601	Data Visualization using Tableau/Powerbi

DSE-D502	Business Analytics using R/Python programming	DSE-D602	Business Data Management and Cloud Computing
Discipline Specific Elective-Computer Application			
DSE-E501	Web Technology	DSE-E601	E-Commerce
DSE-E502	R Programming	DSE-E602	Data Mining & Data Warehousing
Discipline Specific Elective-Event Management			
DSE-F501	Fundamentals of Event Management	DSE-F601	Event Safety and Risk Management
DSE-F502	Event Marketing and Production	DSE-F602	IT for Event Management
Discipline Specific Elective-Family Business Management			
DSE-G501	Dynamics of Family Business	DSE-G601	Strategic Family Business Management
DSE-G502	Start-Up: Creativity and Innovation	DSE-G602	Venture Capital and Funding Agencies
Discipline Specific Elective-Hospitality Management			
DSE-H501	Fundamentals of Hospitality Management	DSE-H601	Hospitality Marketing and Law
DSE-H502	Hotel Management	DSE-H602	Soft Skills in Hospitality
Discipline Specific Elective-International Business			
DSE-I501	International Trade and Policy	DSE-I601	Import and Export
DSE-I502	Global Business Environment	DSE-I602	International Institutions and Trade Implications
Discipline Specific Elective-Travel & Tourism Management			
DSE-J501	Basics of Travel and Tourism	DSE-J601	Geography of Tourism and attraction of Indian Tourism
DSE-J502	Principles and Practices of Travel & Tourism Management	DSE-J602	Tourism Issues and Strategies

Discipline Specific Elective-Supply Chain Management			
DSE-K501	Fundamentals of Supply Chain Management	DSE-K601	Management Decision Models
DSE-K502	Operation Strategy	DSE-K602	Quality Management & Business Process Improvement
Skill Enhancement Course(VSC)			
SEC501	Internship/Capstone Project	SEC601	Corporate Governance
SEC502	Major Project	SEC602	Major Project
Discipline Specific Elective(Audit Course)			
DSE-AC501	DSE-Audit Course-I	DSE-AC502	DSE-Audit Course-II

Note:

1. Bachelor of Business Administration Degree will be awarded, if a student wishes to exit at the end of Third year.

Exit Criteria after Third Year of BBA Programme

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

Re-entry Criteria in to Fourth Year (Seventh Semester)

The student who takes an exit after third year with an award of BBA may be allowed to re-enter in to Seventh Semester for completion of the BBA (Honours) or BBA (Honours with Research) Program as per the respective University / Admitting Body schedule after earning requisite credits in the Third year.

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

1. BBA (Honours with Research): Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
2. For BBA (Honours): BBA Degree

NEP BBA List of Courses (Subject)

Fourth Year B.B.A. Honours Degree			
Semester-VII		Semester-VIII	
Course Code	Course (Subject)	Course Code	Course (Subject)
Core Courses			
CC701-A	Entrepreneurship Leadership	-	-
Open Elective/Multi-disciplinary Elective			
OE701	AI for Business OR Diversity, Equity, and Inclusion OR Digital Ethnography or online course	-	-
Major(Elective)			
Discipline Specific Elective-Marketing Marketing			
DSE-A701	Digital Marketing	DSE-A801	International Marketing
DSE-A702	Supply Chain Management	DSE-A802	Rural Marketing
		DSE-A803	Neuro Marketing
Discipline Specific Elective-Financial Management			
DSE-B701	Banking and Insurance	DSE-B801	Strategic Corporate Finance
DSE-B702	Direct Tax	DSE-B802	Behavioral Finance
		DSE-B803	Financial Modelling
Discipline Specific Elective-Human Resource Management			
DSE-C701	HR Analytics	DSE-C801	Behavioral Testing and Training for employee retention
DSE-C702	Cross Cultural HRM	DSE-C802	Team Building in the organization
		DSE-C803	Negotiating Skills
Discipline Specific Elective-Business Analytics			
DSE-D701	Finance Analytics	DSE-D801	Ethical and Legal Aspects of Analytics
DSE-D702	Social Media & Web Analysis	DSE-D802	Marketing Analytics
		DSE-D803	HR Analytics
Discipline Specific Elective-Computer Application			
DSE-E701	Enterprise Resource Planning	DSE-E801	E-Governance

DSE-E702	Software Project Management	DSE-E802	Modern Operating Environment
		DSE-E803	Business Data Processing
Discipline Specific Elective-Event Management			
DSE-F701	Event Finance and Taxation	DSE-F801	Human Resource in Event Management
DSE-F702	Event Production and Catering	DSE-F802	Legal Aspects of Event Management
		DSE-F803	Celebrity, Artist & Talent Management
Discipline Specific Elective-Family Business Management			
DSE-G701	Entrepreneurship Process & Behavior	DSE-G801	Entrepreneurship Development
DSE-G702	Corporate Entrepreneurship	DSE-G802	Family Business Models
		DSE-G803	Developing Entrepreneurial Skills
Discipline Specific Elective-Hospitality Management			
DSE-H701	Hospitality Brand Management	DSE-H801	Event & Conference Management
DSE-H702	Front Office & Accommodation Management	DSE-H802	Food & Beverage Management & Control
		DSE-H803	Hospitality Law
Discipline Specific Elective-International Business			
DSE-I701	International Supply Chain Management	DSE-I801	Value and Ethics in International Business
DSE-I702	Transactional & Cross -Cultural Marketing	DSE-I802	Foreign Exchange Management
		DSE-I803	International Human Resource Management
Discipline Specific Elective-Travel & Tourism Management			
DSE-J701	Tour Guiding Skills and Training	DSE-J801	India Cultural Heritage: Tourism Perspective
DSE-J702	Travel Agency and Tour Operation Management	DSE-J802	Tourism Marketing
		DSE-J803	Cargo Management
Discipline Specific Elective-Supply Chain Management			

DSE-K701	International Supply Chain Management	DSE-K801	Supply Chain Management
DSE-K702	Project Management	DSE-K802	Supply Chain Analytics
		DSE-K803	Logistics and Distribution Management
Skill Enhancement Courses			
SEC-701-A	Dissertation Work	SEC-801-A	Dissertation Work
SEC-702-A	Summer Internship-II	AEC801-A	IT Skills/Banking Skills
AEC701-A	Marketing Skills/Advanced Quantitative Skills		

NEP BBA List of Courses (Subject)

Fourth Year B.B.A. Honours with Research Degree			
Semester-VII		Semester-VIII	
Course Code	Course(Subject)	Course Code	Course(Subject)
Core Courses			
CC701-B	Advanced Data Analysis tools	SEC801-B	Dissertation (For Research Track)
CC702-B	Advanced Research Methodology		
SEC701-B	Research Internship Report & Viva-Voce		
AEC701-B	Research Ethics		
Major(Elective)			
Discipline Specific Elective-Marketing Marketing			
DSE-A901	B2B Marketing		
DSE-A902	Integrated Marketing Communication		
Discipline Specific Elective-Financial Management			
DSE-B901	Business Analysis and Valuation		
DSE-B902	Sustainable Finance		
Discipline Specific Elective-Human Resource Management			
DSE-C901	Employee Life Cycle Management		
DSE-C902	Coaching and Mentoring		
Discipline Specific Elective-Business Analytics			
DSE-D901	Business Analytics and Intelligence		
DSE-D902	Artificial Intelligence & Deep Learning		
Discipline Specific Elective-Computer Application			
DSE-E901	Recent Trends in IT		
DSE-E902	Computer Applications in Statistics		
Discipline Specific Elective-Event Management			
DSE-F901	Event Team and Crew Management		
DSE-F902	Event Hospitality and Sponsorship		
Discipline Specific Elective-Family Business Management			
DSE-G901	Social Entrepreneurship		

DSE-G902	Business Opportunities in Retailing & Franchising		
Discipline Specific Elective-Hospitality Management			
DSE-H901	Customer Relationship Management in Hospitality		
DSE-H902	Recent Trends in Hospitality Management		
Discipline Specific Elective-International Business			
DSE-I901	E-Commerce and International Trade		
DSE-I902	International Strategic Management		
Discipline Specific Elective-Travel & Tourism Management			
DSE-J901	Emerging Trends in Tourism		
DSE-J902	Sustainable and Eco-Tourism		
Discipline Specific Elective-Supply Chain Management			
DSE-K901	Supply Chain Modelling and Design		
DSE-K902	Marketing Channels		

The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program. Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voce and Dissertation (For Research Track).

Semester-wise Courses

B.B.A.

B. B.A.-I Semester-I				
Sr. No.	Components	Course Code	Course (Subject)	Credits
1	Core Course	CC101	Principles and Practices of Management	4
2	Ability Enhancement Course	AEC101	Business Communication-I	2
3	Core Course	CC102	Financial Accounting	4
4	Core Course	CC103	Business Statistics and Logic	4
5	Ability Enhancement Course	AEC102	General English	2
6	Multi-Disciplinary Elective	MDE101	Indian Vision for Human Society	2
7	Value Added Course	VAC101	Environmental Science and Sustainability	2
8	Ability Enhancement Course	AEC103	Marathi/Hindi/Sanskrit/ German/Japanese/Russian-Paper-I	2
Total Credits				22

B. B.A.-I Semester-II				
Sr. No.	Components	Course Code	Course (Subject)	Credits
1	Core Course	CC-201	Human Behavior and Organization	4
2	Core Course	CC-202	Marketing Management	4
3	Core Course	CC-203	Business Economics	4
4	Skill Enhancement Course	SEC-201	Emerging Technologies and Application	2
5	Multi-Disciplinary Elective	MDE-201	Media Literacy and Critical Thinking	2
6	Value Added Course	VAC-201	Indian Constitution	2
7	Ability Enhancement Course	AEC-201	Business Communication-II	2
8	Ability Enhancement Course	AEC-202	Marathi/Hindi/Sanskrit/ German/Japanese/Russian-Paper-II	2
Total Credits				22

EXIT OPTION: Award of UG Certificate in Business Administration with 44 credits and an additional 4 credits core NSQF course/Internship

Semester-wise Courses**B.B.A.****B. B.A.-II Semester-III**

Sr. No.	Components	Course Code	Course (Subject)	Credits
1	Core Course	CC301	Cost and Management Accounting	4
2	Core Course	CC302	Legal and Ethical Issues in Business	4
3	Core Course	CC303	Human Resource Management	4
4	Multi-Disciplinary Elective	MDE301	Indian Systems of Health and Wellness	2
5	Skill Enhancement Course	SEC301	Management Information System(MIS)	4
6	Value Added Course	VAC301	Yoga/Sports/NCC/NSS/Disaster Management	2
7	Ability Enhancement Course	AEC301	IT Skills-I/Managerial Skills-I	2
Total Credits				22

Semester-wise Courses

B.B.A.

B. B.A.-II Semester-IV				
Sr. No.	Components	Course Code	Course (Subject)	Credits
1	Core Course	CC401	Entrepreneurship and Startup Eco-system	2
2	Core Course	CC402	Operation Management	4
3	Core Course	CC403	Financial Management	4
4	Core Course	CC404	Business Research Methodology	4
5	Value Added Course	VAC401	Business Environment and Public Policy OR Enterprise System and Platforms OR Geo-Politics and Impact on Business OR Public Health and Management	2
6	Skill Enhancement Course	SEC405	International Business	2
7	Skill Enhancement Course	SEC401	Design Thinking and Innovation	2
8	Ability Enhancement Course	AEC302	Quantitative Skills-I/Accounting Skills-I	2
Total Credits				22

EXIT OPTION: Award of UG Diploma in Business Administration with 88 Credits and an additional 4 credits core NSQF course/Internship

Semester-wise Courses

B.B.A.

B. B.A.-III Semester-V				
Sr. No.	Components	Course Code	Course (Subject)	Credits
1	Core Course	CC501	Strategic Management	4
2	Core Course	CC502	Logistics and Supply Chain Management	4
3	Discipline Specific Elective	DSE-I-A501 To K501	Discipline Specific Electives-I	4
4	Discipline Specific Elective	DSE-II-A501 To K501	Discipline Specific Electives-II	4
5	Skill Enhancement Course	SEC501	Internship/Capstone Project	4
6	Skill Enhancement Course	SEC502	Major Project (Evaluation in Sixth Semester)	-
7	Discipline Specific Elective (Audit Course)	DSE-AC-501	Audit Course-I	2
Total Credits				22

Specialization:

A. Marketing Management/B. Financial Management/C. Human Resource Management/D. Business Analytics/E. Computer Application/F. Event Management/ G. Family Business Management/H. Hospitality Management /I. International Business/J. Travel & Tourism/K. Supply Chain Management

Semester-wise Courses

B.B.A.

B. B.A.-III Semester-VI

Sr. No.	Components	Course Code	Course(Subject)	Credits
1	Core Course	CC601	Project Management	4
2	Core Course	CC602	Business Taxation	2
3	Discipline Specific Elective	DSE-III A601 To K601	Discipline Specific Electives-III	4
4	Discipline Specific Elective	DSE-IV B602 To K602	Discipline Specific Electives-IV	4
5	Skill Enhancement Course	SEC501	Corporate Governance	2
6	Skill Enhancement Course	SEC502	Major Project	4
7	Discipline Specific Elective- Audit Course	DSE-AC-501	Audit Course-II	2
Total Credits				22

Specialization: A. Marketing Management/B. Financial Management/C.HRM/D. Business Analytics/E. Computer Application/F. Event Management/ G. Family Business Management/H. Hospitality Management /I. International Business/J.Travel & Tourism/K.Supply Chain Management

EXIT OPTION: Award of UG Degree in Bachelor in Business Administration with **132 credits**

B.B.A. Honours Degree**B. B.A.-III Semester-VII**

Sr. No.	Components	Course Code	Course (Subject)	Credits
1	Open Elective	OE701	AI in Busines OR Diversity, Equality and Inclusion Digital Ethnography OR Online Course	4
2	Core Course	CC701-A	Entrepreneurial Leadership	4
3	Discipline Specific Elective	DSE-V-A701 To K701	Discipline Specific Electives-V	4
4	Discipline Specific Elective	DSE-VI-A702 To K702	Discipline Specific Electives-VI	4
5	Skill Enhancement Course	SEC701-A	Dissertation Work	-
6	Skill Enhancement Course	SEC702-A	Summer Internship	4
7	Ability Enhancement Course	AEC701-A	Marketing Skills/Advanced Quantitative Skills	2
Total Credits				22

B.B.A. Honours**B. B.A.-III Semester-VIII**

Sr. No.	Components	Course Code	Course (Subject)	Credits
1	Discipline Specific Elective	DSE-VII- A801 To K801	Discipline Specific Electives-VII	4
2	Discipline Specific Elective	DSE-VIII A802 To K802	Discipline Specific Electives-VIII	4
3	Discipline Specific Elective	DSE-IX A803 To K803	Discipline Specific Electives-IX	4
4	Skill Enhancement Course	SEC801-A	Dissertation	8
5	Ability Enhancement Course	AEC801-A	IT Skills-II/Banking Skills-II	2
Total Credits				22

B.B.A. Honours with Research Degree**B. B.A.-III Semester-VII**

Sr. No.	Components	Course Code	Course (Subject)	Credits
1	Core Course	CC-701-B	Advanced Data Analysis Tools	4
2	Core Course	CC-702-B	Advanced Research Methodology	4
3	Skill Enhancement Course	SEC-701-B	Research Internship Report & Viva Voce	4
4	Discipline Specific Elective	DSE-X	Discipline Specific Electives-X	4
5	Discipline Specific Elective	DSE-XI	Discipline Specific Electives-XI	4
6	Ability Enhancement Course	AEC701-B	Research Ethics	2
Total Credits				22

B.B.A. Honours with Research Degree**B. B.A.-III Semester-VIII**

Sr. No.	Components	Course Code	Course (Subject)	Credits
1	Skill Enhancement Course	SEC801-B	Dissertation (For Research Track)	22
Total Credits				22

Baskets under B.B.A. (UG)

1. Core Courses Basket

Sr. No.	Semester	Basket	Course Code	Core/Mandatory Courses	Credits
1.	Semester -1	Core Course	CC-101	Principles and Practices of Management	4
2.	Semester -1	Core Course	CC-102	Financial Accounting	4
3.	Semester -1	Core Course	CC-103	Business Statistics and Logic	4
4.	Semester -2	Core Course	CC-201	Human Behavior and Organization	4
5.	Semester -2	Core Course	CC-202	Marketing Management	4
6.	Semester -2	Core Course	CC-203	Business Economics	4
7.	Semester -3	Core Course	CC-301	Cost & Management Accounting	4
8.	Semester -3	Core Course	CC-302	Legal and Ethical Issues in Business	4
9.	Semester -3	Core Course	CC-303	Human Resource Management	4
10.	Semester -4	Core Course	CC-401	Entrepreneurship and Start-Up Eco-system	4
11.	Semester -4	Core Course	CC-402	Operations Management	4
12.	Semester -4	Core Course	CC-403	Financial Management	4
13.	Semester -4	Core Course	CC-404	Business Research methodology	4
14.	Semester -4	Core Course	CC-405	International Business	2
15.	Semester -5	Core Course	CC-501	Strategic Management	4
16.	Semester -5	Core Course	CC-502	Logistic and Supply Chain Management	4
17.	Semester -6	Core Course	CC-601	Project Management	4
18.	Semester -6	Core Course	CC-602	Business Taxation	2
19.	Semester -7 (Honours)	Core Course	CC-701A	Entrepreneurship Leadership	4

20.	Semester -7 (Honours with Research)	Core Course	CC-701B	Advanced Data Analysis Tools	4
21.	Semester -7 (Honours with Research)	Core Course	CC-702B	Advanced Research Methodology	4

2.Open Electives Baskets

Sr. No.	Semester	Basket	Course Code	Open Elective Courses	Credits
1.	Semester-7	Open Elective	OE701	AI for Business OR Diversity, Equity and inclusion OR Digital Ethnography or online course	4

3.Ability Enhancement Courses Basket (AEC)

Sr. No	Semester	Basket	Course Code	Ability Enhancement Courses	Credits
1	Semester -1	AEC	AEC101	Business Communication-I	2
2	Semester -1	AEC	AEC102	General English	2
3	Semester-1	AEC	AEC103	Marathi/Hindi/Sanskrit/ German/Japanese/Russian-Paper-I	2
4	Semester -2	AEC	AEC201	Business Communication-II	2
5	Semester -2	AEC	AEC202	Marathi/Hindi/Sanskrit/ German/Japanese/Russian-Paper-I	2
6	Semester-3	AEC	AEC301	IT Skills-I/Managerial Skills-I	2
7	Semester-4	AEC	AEC401	Quantitative Skills-I/Accounting Skills-I	2
8	Semester-7	AEC	AEC701-A	Marketing Skills/Advanced Quantitative Skills	2
9	Semester-8	AEC	AEC801-A	IT Skills-II/Banking Skills-II	2
10	Semester-7	AEC	AEC701-B	Research Ethics	2

4. Discipline Specific Courses-Audit Course Basket (DSE-AC)

Sr. No	Semester	Basket	Course Code	Discipline Specific Courses	Credits
1	Semester -5	DSE-AC	DSE-AC501	Audit Course-I	2
2	Semester -6	DSE-AC	DSE-AC502	Audit Course-II	2

5. Multi-Disciplinary Electives (MDE)

Sr. No	Semester	Basket	Course Code	Multi-Disciplinary Electives	Credits
1	Semester -1	MDE	MDE101	Indian Vision for Human Society(IKS)	2
2	Semester -2	MDE	MDE201	Media Literacy and Critical Thinking	2
3	Semester-3	MDE	MDE301	Indian Systems of Health and Wellness	2

6. Value Added Courses (VAC)

Sr. No	Semester	Basket	Course Code	Value Added Courses	Credits
1	Semester -1	VAC	VAC101	Environmental Science and sustainability	2
2	Semester -2	VAC	VAC201	Indian Constitution	2
3	Semester-3	VAC	VAC301	Yoga/Sports/NCC/NSS/Disaster Management	2
4	Semester-4	VAC	VAC401	Business Environment and Public Policy OR Enterprise System and Platforms OR Geo-Politics and Impact on business OR Public Health and Management	2

7.Skill Enhancement Courses (SEC)

Sr. No	Semester	Basket	Course Code	Skill Enhancement Courses	Credits
1	Semester -2	SEC	SEC201	Emerging Technologies and application	2
2	Semester -3	SEC	SEC301	Management Information System (MIS)	4
3	Semester-4	SEC	SEC401	Enterprise System and Platforms	2
4	Semester-4	SEC	SEC501	Design Thinking and Innovation	2
5	Semester-5	SEC	SEC502	Internship/Capstone Project	4
6	Semester-5	SEC	SEC601	Major Project	0
7	Semester-6	SEC	SEC602	Corporate Governance	2
8	Semester-7	SEC	SEC701-A	Dissertation Work	-
9	Semester-7	SEC	SEC702-A	Summer Internship	4
10	Semester-8	SEC	SEC801-A	Dissertation Work	8
11	Semester-7 (Honours with Research)	SEC	SEC701B	Research Internship Report and Viva-Voce	4
12	Semester-8 (Honours with Research)	SEC	SEC801B	Dissertation (For Research Track)	22

8. Discipline Specific Electives

DSE Group	DSE Course Code	Electives
1	A	Marketing Management
2	B	Financial Management
3	C	Human Resource Management
4	D	Business Analytics
5	E	Computer Application
6	F	Event Management
7	G	Family Business Management
8	H	Hospitality Management
9	I	International Business
10	J	Travel and Tourism Management
11	K	Supply Chain Management

1. Elective-Group-A- Marketing Management

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-A-501	Consumer Behavior
2	Sem.-5	II	DSE-A-502	Sales Marketing
3	Sem.-6	III	DSE-A-601	Retail Marketing
4	Sem.-6	IV	DSE-A-602	Marketing of Services
5	Sem.-7(Honours)	V	DSE-A-701	Digital Marketing
6	Sem.-7(Honours)	VI	DSE-A-702	Supply Chain Management
7	Sem.-8(Honours)	VII	DSE-A-801	International Marketing
8	Sem.-8(Honours)	VIII	DSE-A-802	Rural Marketing
9	Sem.-8(Honours)	IX	DSE-A-803	Neuro Marketing
10	Sem.-7(Research)	X	DSE-A-901	B2B Marketing
11	Sem.-7(Research)	XI	DSE-A-902	Integrated Marketing Communication

2. Elective-Group-B- Financial Management

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-B-501	Financial Market Products and Services
2	Sem.-5	II	DSE-B-502	Investment Analysis and Portfolio Management
3	Sem.-6	III	DSE-B-601	Financial Derivatives
4	Sem.-6	IV	DSE-B-602	International Financial Management
5	Sem.-7(Honours)	V	DSE-B-701	Banking and Insurance
6	Sem.-7(Honours)	VI	DSE-B-702	Direct Tax
7	Sem.-8(Honours)	VII	DSE-B-801	Strategic Corporate Finance
8	Sem.-8(Honours)	VIII	DSE-B-802	Behavioral Finance
9	Sem.-8(Honours)	IX	DSE-B-803	Financial Modelling
10	Sem.-7(Research)	X	DSE-B-901	Business Analysis and Valuation
11	Sem.-7(Research)	XI	DSE-B-902	Sustainable Finance

3. Elective-Group-C-Human Resource Management

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-C-501	HRD-Systems & Strategies
2	Sem.-5	II	DSE-C-502	Change Management and Organizational Development
3	Sem.-6	III	DSE-C-601	Training and Development
4	Sem.-6	IV	DSE-C-602	Performance and Compensation Management
5	Sem.-7(Honours)	V	DSE-C-701	HR Analytics
6	Sem.-7(Honours)	VI	DSE-C-702	Cross Cultural HRM
7	Sem.-8(Honours)	VII	DSE-C-801	Behavioral Testing and Training for Employee Retention
8	Sem.-8(Honours)	VIII	DSE-C-802	Team Building in the organization
9	Sem.-8(Honours)	IX	DSE-C-803	Negotiating Skills
10	Sem.-7(Research)	X	DSE-C-901	Employee Life Cycle Management
11	Sem.-7(Research)	XI	DSE-C-902	Coaching and Mentoring

4. Elective-Group-D Business Analytics

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-D-501	Business Analytics for Management
2	Sem.-5	II	DSE-D-502	Business Analytics using R/ Python Programming
3	Sem.-6	III	DSE-D-601	Data Visualization using Tableau/Powerbi
4	Sem.-6	IV	DSE-D-602	Business Data Management and Cloud Computing
5	Sem.-7(Honours)	V	DSE-D-701	Finance Analytics
6	Sem.-7(Honours)	VI	DSE-D-702	Social Media and Web Analysis
7	Sem.-8(Honours)	VII	DSE-D-801	Ethical and Legal Aspects of Analytics
8	Sem.-8(Honours)	VIII	DSE-D-802	Marketing Analytics
9	Sem.-8(Honours)	IX	DSE-D-803	HR Analytics
10	Sem.-7(Research)	X	DSE-D-901	Business Analytics and Intelligence
11	Sem.-7(Research)	XI	DSE-D-902	Artificial Intelligence and Deep Learning

5. Elective-Group-E-Computer Application

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-E-501	Web Technology
2	Sem.-5	II	DSE-E-502	R Programming
3	Sem.-6	III	DSE-E-601	E-Commerce
4	Sem.-6	IV	DSE-E-602	Data Mining & Data Warehousing
5	Sem.-7(Honours)	V	DSE-E-701	Enterprise Resource Planning
6	Sem.-7(Honours)	VI	DSE-E-702	Software Project Management
7	Sem.-8(Honours)	VII	DSE-E-801	E-Governance
8	Sem.-8(Honours)	VIII	DSE-E-802	Modern Operating Environment
9	Sem.-8(Honours)	IX	DSE-E-803	Business Data Processing
10	Sem.-7(Research)	X	DSE-E-901	Recent Trends in IT
11	Sem.-7(Research)	XI	DSE-E-902	Computer Applications in Statistics

6. Elective-Group-F-Event Management

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-F-501	Fundamentals of Event Management
2	Sem.-5	II	DSE-F-502	Event Marketing and Production
3	Sem.-6	III	DSE-F-601	Event Safety & Risk Management
4	Sem.-6	IV	DSE-F-602	IT for Event Management
5	Sem.-7(Honours)	V	DSE-F-701	Event Finance and Taxation
6	Sem.-7(Honours)	VI	DSE-F-702	Event Production and Logistics
7	Sem.-8(Honours)	VII	DSE-F-801	Human Resource in Event Management
8	Sem.-8(Honours)	VIII	DSE-F-802	Legal Aspects of Event Management
9	Sem.-8(Honours)	IX	DSE-F-803	Celebrity, Artists and Talent Management
10	Sem.-7(Research)	X	DSE-F-901	Event Team and Crew Management
11	Sem.-7(Research)	XI	DSE-F-902	Event Hospitality and Sponsorship

7. Elective-Group-G Family Business Management

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-G-501	Dynamics of Family Business
2	Sem.-5	II	DSE-G-502	Start-Up-Creativity and Innovation
3	Sem.-6	III	DSE-G-601	Strategic Family Business Management
4	Sem.-6	IV	DSE-G-602	Venture Capital and Funding Agencies
5	Sem.-7(Honours)	V	DSE-G-701	Entrepreneurship Process and Behavior
6	Sem.-7(Honours)	VI	DSE-G-702	Corporate Entrepreneurship
7	Sem.-8(Honours)	VII	DSE-G-801	Entrepreneurship Development
8	Sem.-8(Honours)	VIII	DSE-G-802	Family Business Models
9	Sem.-8(Honours)	IX	DSE-G-803	Developing Entrepreneurial Skills
10	Sem.-7(Research)	X	DSE-G-901	Social Entrepreneurship
11	Sem.-7(Research)	XI	DSE-G-902	Business Opportunities in Retailing & Franchising

8. Elective-Group-H-Hospitality Management

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-H-501	Fundamentals of Hospitality Management
2	Sem.-5	II	DSE-H-502	Hotel Management
3	Sem.-6	III	DSE-H-601	Hospitality Marketing and Law
4	Sem.-6	IV	DSE-H-602	Soft Skills in Hospitality
5	Sem.-7(Honours)	V	DSE-H-701	Hospitality Brand Management
6	Sem.-7(Honours)	VI	DSE-H-702	Front Office & Accommodation Management
7	Sem.-8(Honours)	VII	DSE-H-801	Event & Conference Management & Control
8	Sem.-8(Honours)	VIII	DSE-H-802	Hospitality Law
9	Sem.-8(Honours)	IX	DSE-H-803	Customer Relationship Management in Hospitality
10	Sem.-7(Research)	X	DSE-H-901	Recent Trends in Hospitality Management
11	Sem.-7(Research)	XI	DSE-H-902	Tourism Destination Management

9. Elective-Group I-International Business

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-I-501	International Trade & Policy
2	Sem.-5	II	DSE-I-502	Global Business Environment
3	Sem.-6	III	DSE-I-601	Import and Export
4	Sem.-6	IV	DSE-I-602	International Institutions and Trade Implications
5	Sem.-7(Honours)	V	DSE-I-701	International Supply Chain Management
6	Sem.-7(Honours)	VI	DSE-I-702	Transactional & Cross-Cultural Marketing
7	Sem.-8(Honours)	VII	DSE-I-801	Value and Ethics in International Business
8	Sem.-8(Honours)	VIII	DSE-I-802	Foreign Exchange Management
9	Sem.-8(Honours)	IX	DSE-I-803	International Human Resource Management
10	Sem.-7(Research)	X	DSE-I-901	E-commerce and International Trade
11	Sem.-7(Research)	XI	DSE-I-902	International Strategic Management

10. Elective-Group-J-Travel and Tourism Management

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-J-501	Basics of Travel and Tourism
2	Sem.-5	II	DSE-J-502	Principles and Practices of Travel & Tourism Management
3	Sem.-6	III	DSE-J-601	Geography of tourism and attraction of Indian Tourism
4	Sem.-6	IV	DSE-J-602	Tourism Issues and Strategies
5	Sem.-7(Honours)	V	DSE-J-701	Tour Guiding Skills and Training
6	Sem.-7(Honours)	VI	DSE-J-702	Travel Agency and Tour Operation Management
7	Sem.-8(Honours)	VII	DSE-J-801	Indian Culture Heritage: Tourism Perspective
8	Sem.-8(Honours)	VIII	DSE-J-802	Tourism Marketing
9	Sem.-8(Honours)	IX	DSE-J-803	Cargo Management
10	Sem.-7(Research)	X	DSE-J-901	Emerging Trends in Tourism
11	Sem.-7(Research)	XI	DSE-J-902	Sustainable and Eco-Tourism

11. Elective-Group-K-Supply Chain Management

Sr. No.	Semester	Paper	Course Code	Course Name
1	Sem.-5	I	DSE-K-501	Fundamentals of Supply Chain Management
2	Sem.-5	II	DSE-K-502	Operations Strategy
3	Sem.-6	III	DSE-K-601	Management Decision Models
4	Sem.-6	IV	DSE-K-602	Quality Management & Business Process Improvement
5	Sem.-7(Honours)	V	DSE-K-701	International Supply Chain Management
6	Sem.-7(Honours)	VI	DSE-K-702	Project Management
7	Sem.-8(Honours)	VII	DSE-K-801	Supply Chain Management
8	Sem.-8(Honours)	VIII	DSE-K-802	Supply Chain Analytics
9	Sem.-8(Honours)	IX	DSE-K-803	Logistic and Distribution Management
10	Sem.-7(Research)	X	DSE-K-901	Supply Chain Modelling & Design
11	Sem.-7(Research)	XI	DSE-K-902	Marketing Channels

Nature of University Question Paper and Scheme of Marking

QUESTION PAPER PATTERN

FOR ALL SEMESTERS

(For 4 credit courses)

Duration: 2 Hours

Total Marks : 60

Instructions: -

- 1) All Questions are compulsory.
- 2) Figures to the right indicate marks.

Q.1	Broad Question /Case Study/Exercise Examples/Quantitative Problems OR Broad Question /Case Study/Exercise Examples/Quantitative Problems	15 Marks
Q.2	Write Short Answer Question/Exercise/Problem/Case let etc.(Any THREE) I) II) III) IV) V)	30 Marks
Q.3	Write Short Notes (Any THREE) a) b) c) d) e)	15 Marks

Note:-

- The above nature of question paper is applicable for the subjects **with 4 credits** for all eight semesters.
- Case study/Case lets should be included in questions as per the nature of subject.

Nature of University Question Paper and Scheme of Marking

QUESTION PAPER PATTERN

FOR ALL SEMESTERS

(For 2 credit courses)

Duration: 1.5 Hours

Total Marks : 30

Instructions: -

- 1) All Questions are compulsory.
- 2) Figures to the right indicate marks.

Q.1	Broad Question /Case Study/Exercise Examples/Quantitative Problems OR Broad Question /Case Study/Exercise Examples/Quantitative Problems	10 Marks
Q.2	Write Short Answer Question/Exercise/Problem/Case let etc. (Any TWO) I) II) III) IV)	10 Marks
Q.3	Write Short Notes (Any TWO) a) b) c) d)	10 Marks

Note: -

- The above nature of question paper is applicable for the subjects **with 2 credits** for all eight semesters.
- Case study/Case lets should be included in questions as per the nature of subject.

B.B.A.-PART-I (2.0)

SEM-I and II

SYLLABUS

BBA-I-Sem-I (NEP 2.0) PRINCIPLES AND PRACTICES OF MANAGEMENT CC101					
Course Description	This course introduces the student to the key aspects of management -planning, organizing, leading, and controlling by integrating both classical and contemporary management practices. Through case studies, interactive sessions, and practical exercises, students will learn to apply these principles to real-world scenarios that will prepare them for leadership roles in diverse organizational settings. The goal is to equip students with the tools and insights necessary to manage effectively and drive organizational success.				
Course Objectives	<ol style="list-style-type: none"> 1.To understand the basic concepts, principles and theories of management. 2.To examine the essential functions of managers. 3.To analyze the impact of globalization, diversity and ethics on management. 4.To develop skills in strategic planning, decision-making, and leadership. 				
Course Outcomes	After completion of course, students will be able to: <ol style="list-style-type: none"> 1. Demonstrate how management principles are used to solve practical business problems. 2. Compare and contrast different management theories and their effectiveness in various organizational contexts 3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices. 4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios. 				
Total Hours of Teaching:	Lecture	Tutorial	Practical	Total Per Week	Credit Points:
60	3	1	0	4	04
Total Marks:100	Theory: 60			Internal: 40	
Syllabus Contents:					
Unit: I	Introduction to Management				15 Hours

	<p>Definition, Nature and Significance of management, principles of management, management and administration, levels of management, role of managers and managerial skills, Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: planning, organizing, leading and controlling</p>	
Unit: II	<p>Planning, Organizing and Staffing</p> <p>Nature, Importance and Purpose of planning in management; Types of plans: strategic, tactical, operational ; Planning process and techniques ; Decision making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, Divisional, Matrix; Authority, Responsibility and Delegation, Centralization Vs Decentralization of Authority and Responsibility – Span of Control; Co-ordination and integration, MBO and MBE; Nature and Importance of staffing – Process of recruitment and selection.</p>	15 Hours
Unit: III	<p>Leading, Directing and Controlling</p> <p>Meaning and Nature of Directing, Leadership Theories (Trait, Behavioral, Contingency, Participative, Charismatic, Transformational, Level-5 leader), Motivation Theories and Practices (Maslow, Herzberg Two Factor, McGregor’s Theory X & Theory Y), Hawthorne Effect, Communication (Meaning and Importance) in management, Team Building and Group Dynamics; Controlling-meaning and steps in controlling, Control process and systems, Essentials of sound control system, methods of establishing control, Types of Control; Performance measurement and management.</p>	15 Hours
Unit: IV	<p>Strategic Management, Ethics and Social Responsibility</p> <p>Overview of Strategic Management, SWOT Analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate Social Responsibility (CSR), Sustainable management practices.</p>	15 Hours

Note: Relevant case studies based on the above units should be discussed in the class.

Suggested Fieldwork/Practical Work

1. Visit a factory in your area and prepare the organization chart showing various levels of management and their functions.
2. Visit a foundry or other manufacturing unit in your area and enlist the roles performed by the managers and comment on their necessity and sequence.
3. Study the staffing policy and sources of a local co-operative sugar factory /spinning mill or a private company.
4. Study how management functions are performed in any organization.
5. Study the annual report of any public limited company/bank for recording the activities under the CSR.
6. Visit to any organisation. Conduct SWOT Analysis of the company and understand their strategy formulation.
7. Visit to any organisation. Conduct interview of different managers and note ethical issues faced by them.
8. Study sustainable management practices undertaken in organisation for organisational development
9. Analyze any two cases given in reflective Exercises & cases
10. Study Leadership styles used by managers in any organisation as per situation and understand how it is beneficial for improving productivity.

Note:

Each student should prepare report for any 5 practical's /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone related to your topic with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.

References:

Reference Books

- L.M.Prasad ,Principles and Practice of Management, Sultan Chand and Sons -Publication.
- R.N.Gupta, Principles of Management, S.Chand Publication
- Neeru Vasishtha, Taxmann's Principles of Management with case studies
- Prem Vrat, KK Ahuja and PK Jain, Case studies in management, Vikas Publication

- Tushar Agarwal and Nidhi Chandorkar, Indian Ethos in Management, Himalaya Publishing House
- Rao, V. S. P., Management Principles and Applications. Taxmann Publications.
- Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
- Jones, G. R., and George, J. M. Essentials of Contemporary Management, McGraw-Hill Education.
- Robbins, S. P. & Coulter, M. A., Management, Pearson Publication
- Kumardatta A.Ganjre,Prafulla Pawar and Laxman Renapure, Indian Ethos-Modern Management Mantra- Himalaya Publishing House
- R.Nandgopal ,Indian Ethos And Values in Management, McGraw Hill Education
- H.C.Mrutunjaya, Business Ethics and Value System, PHI Learning Publication
- Daft, New Era of Management, Cengage Learning India Pvt.Ltd.
- Ganguly/Bhadury, Principles of Management, Cengage Learning India Pvt.Ltd.
- Williams/Tripathy,Management: A south -Asian Perspective, Cengage Learning India Pvt.Ltd.
- Griffen ,Management with MindTap, , Cengage Learning India Pvt.Ltd.

Additional Readings

- Indian Business Rising: The contemporary Indian way of conducting Business-and How it can help you improve your business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Weblinks & Reflective Exercises and Cases

- Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG |<https://hbsp.harvard.edu/product/308079-PDF-ENG?>
- ATH Technologies by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
- Article review and discussion
- Application of Ancient Indian Philosophy in Modern Management (http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)
- Review of Lincoln Electric Co. by Norman Berg.
- Review of Hawthorne case.

- Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
- Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad |A00135-PDF-ENG | <https://hbsp.harvard.edu/product/A00135-PDF-ENG?>
- Forest Essentials: Demystifying India's Luxury Ayurveda Brand | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG |<https://hbsp.harvard.edu/product/W28410-PDF-ENG?>
- Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG | <https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
- How Do Great Leaders Overcome Adversity? By Mayo (2024) <https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>
- Leadership principles from Hindu scriptures(<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
- Five Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | <https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?>
- Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing |W88C34-PDF-ENG | <https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
[http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C Organizational Change and CEOs/LDS0028.htm](http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2C%20Organizational%20Change%20and%20CEOs/LDS0028.htm)

BBA-I-Sem-I (NEP 2.0)
BUSINESS COMMUNICATION-I
AEC101

Course Description	This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective communication skills in students for organizational set up. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.				
Course Objectives	<ol style="list-style-type: none"> 1.To understand the concept, process, and importance of Business Communication. 2.To help students in understanding the basic principles and techniques of business communication. 3.To train students to acquire and master written communication for the corporate world. 4.To sensitize students to understand Business Communication in Global and Cross-Cultural context. 				
Course Outcomes	<p>After completion of course, students will be able to :</p> <ol style="list-style-type: none"> 1. Explain the skills of effective letter writing and be able to create various kinds of Business letters. 2. Demonstrate various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same. 3. Analyze and evaluate various kinds of business correspondence and e-correspondence. 4. Present in front of audience with confidence and expertise. 				
Total Hours of Teaching : 30	Lecture 1	Tutorial 1	Practical 0	Total Per Week 2	Credit Points : 02
Total Marks : 50	Theory : 30			Internal : 20	
Syllabus Contents:					
Unit: I	Introduction to Communication in Organizations				8 Hours

	Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms	
Unit: II	Written Communication Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages, request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.	7 Hours
Unit: III	Interpersonal Communication Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); PowerPoint presentation skills; Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)	8 Hours
Unit: IV	Digital Communication Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship–digital etiquettes & responsibilities; introduction to personal and organizational websites.	7 Hours

Note: Relevant case studies based on the above units should be discussed in the class.

Suggested Fieldwork/Practical Work:

1. Practical application of communication skills : Visit any local cooperative institute, private/ educational institute : Study the channels applied there for communication.

2. Write letters of complaints : 1)using polite language 2)using arrogant and indecent language.

- 3. Draft Enquiry letters :** Asking for detail enquiries for purchase of the equipment ; terms and conditions.
- 4. Prepare any informal letter stating goods quotation**
- 5. Exercise on speaking skills :** Short speech on given topic/ current topic.
- 6. Exercise of reading skills :** Reading comprehension : General and Technical paragraphs.
- 7. Write short a note on given any social topic; General and specific.**
- 8. Listening exercise :** Exercise of listening and reproduction of what listened.
- 9. Business Visit :** Visit a business firm ; short report of visit ; implementing and observing manners and etiquettes ; Interaction with employees.
- 10. Using Prezi software :** Identify Pro and cons .

Note: Each student should prepare report for any 5 practicals /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.

References:

Text Books

- AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
- Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
- Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.
- Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
- Boove, C.L.,Thill, J. V. & Raina, R. L, Business Communication Today, Pearson Publication
- Krizen, Communicating in Business, Cengage Learning India Pvt.Ltd.
- Nawal, Business Communication, Cengage Learning India Pvt.Ltd.
- Newman, Business Communication: In person, In print, Online with MindTap, Cengage Learning India Pvt.Ltd.
- Ober/Newman, Communicating in business, Cengage Learning India Pvt.Ltd.
- Rath/Shalini/Ray, Corporate Communication, Cengage Learning India Pvt.Ltd.

Reference Books

- Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
- Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing.
- <https://hbr.org/2021/07/the-science-of-strong-business-writing>

Weblinks ,Reflective Exercises and Cases

- Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
- Preparing on curriculum vitae/resume and cover letter
- Reading of annual reports
- The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press| BEP336-PDF-ENG |<https://hbsp.harvard.edu/product/BEP336-PDF-ENG>
- Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press |BEP334-PDF-ENG| <https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
- Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | <https://hbsp.harvard.edu/product/416046-PDF-ENG?>
- Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
<https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>

Note:

Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch

BBA-I-Sem-I(NEP2.0)
FINANCIAL ACCOUNTING
CC102

Course Description	This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading and company form of business. It also deals with providing an overview of accounting standards on sustainability accounting as value creation for business.				
Course Objectives	<ol style="list-style-type: none"> 1.To provide an understanding of application of various principles and practice of Accounting. 2.To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting. 3.To apply the knowledge of systematic maintenance of books of accounts to real life business. 4.To estimate Annual Financial Statements of Sole Proprietorship and Company form of business. 				
Course Outcomes	<p>After successful completion of the course, students will be able to,</p> <ol style="list-style-type: none"> 1. State applications of various principles and practices of accounting in preparation of accounting statements. 2. Demonstrate the knowledge on the process of accounting cycle. 3. Illustrate the knowledge of systematic maintenance of books of accounts to real life business. 4. Compare annual financial statements of Sole proprietorship and Company form of business. 5. Assess Financial sustainability disclosure standards. 6. Develop Sustainability reporting need and methods. 				
Total Hours of Teaching : 60	Lecture	Tutorial	Practical	Total Per Week	Credit Points : 04
	3	1	0	4	
Total Marks:100	Theory : 60				Internal : 40

Syllabus Contents:

Unit: I	Introduction to Accounting, Accounting System and Process Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of Financial Accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organizations, Accounting Taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.	15 Hours
Unit: II	Recording Transactions and Trial Balance Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial Balance, correction of errors.	15 Hours
Unit: III	Final Accounts Preparation of Trading and Profit and Loss Account, Cash Books, and Balance Sheet of Sole Trading Concerns, Importance of disclosures in Final Accounts	15 Hours
Unit: IV	Company Final Accounts Introduction to company-kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance Sheet (horizontal and Vertical). Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.	15 Hours

Note: Relevant case studies based on the above units should be discussed in the class.

Suggested Field Work or Practical Work :

1. Visit any local grocery shop or professional firm and record the list of books maintained in shop.
2. Prepare a flow chart of accounting journey from financial transaction to Balance sheet and comment on it.
3. Visit any Sole Proprietorship concern and study GST Transactions process and know about tax documents etc. and prepare report on it.
4. Study Final Accounts of any Sole-Proprietorship and identify the different heads of expenses and receipts.
5. Study Final Accounts of any Company for 3 years and compare different heads of receipts and expenditure.
6. Compare between the Straight-Line Method and Written Down Value Method of Depreciation by taking a Fixed Assets having a life of 10 years.
7. Distinguish Depreciation and Amortisation with some examples
8. Explain difference between GAAP and IFRS with examples
9. Prepare a Trial Balance of Partnership firm by taking 30 financial items of purchase, Sales, income and expenditure and personal accounts.
10. Study and prepare report on applications and practices of Green Accounting in India

Note:

Each student should prepare report for any 5 practicals /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible

References

Textbooks

- Jain S.P., & Narang K L., Basic Financial Accounting, Kalyani publishers.
- Kimmel, Financial Accounting, Wiley Publications
- Gupta, A. Financial Accounting for Management: An Analytical Perspective, Pearson Education.
- S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.

- Ashish K Bhattacharya, Essentials of Financial Accounting for Business Managers, Six, PHL learning.
- Warren/Jones/Taylor ,Financial and Managerial Accounting, Cengage Learning India Pvt.Ltd.
- Warren/Jones/Taylor , Accounting, Cengage Learning India Pvt.Ltd.
- Accounting for sustainability: www.ifac.org
- Peter Bartelmus, EK Seifert, Green Accounting, Routledge Publications, London
- IFRS Sustainability Standards: www.ifrs.org

Suggested Cases

- Smokey Valley Café
- Irrigation Equipment's Limited
- Monarch Trading Company

Suggested Additional Readings (Journal)

- Accounting Research Journal
- The Accounting Review
- Indian Journal of Accounting
- The Management Accountant
- Chartered Accountant

BBA-I-Sem-I(NEP 2.0)
BUSINESS STATISTICS AND LOGIC
CC103

Course Description	<p>Quantitative Aptitude tests have been one of the key components in all competitive exams across the globe in recent years. All tests include such aptitude problems to assess a candidate’s arithmetic precision, conceptual numerical ability, analytical ability and rational thinking applicability. Hence this course on Business Statistics and Logic has been introduced as part of BBA programs.</p> <p>Business Statistics helps to make business decisions under uncertainties. Such decisions must be objective and unbiased and based on quantitative data. This necessitates an analysis of data using appropriate statistical tools and hence understanding of these techniques and models. With the business entities keen on making data-driven decisions it is essential for individuals working in this uncertain environment to possess such skills to make better decisions backed by data.</p>				
Course Objectives	<ol style="list-style-type: none"> 1.To establish importance of logical reasoning in human inquiry. 2.To demonstrate data handling skills and summarize data with clarity. 3.To extend an understanding of application of relevant concepts of Statistics to a given business scenario. 4.To understand business problems and make decisions using appropriate statistical models and explain trends 5.To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment. 				
Course Outcomes	<p>On having completed this course, student should be able to:</p> <ol style="list-style-type: none"> 1.Outline the relevant concepts of Statistics to a given context/business scenario 2.Demonstrate data handling skills with clarity and logical reasoning. 3.Organize business data and conduct statistical treatment. 4.Evaluate and interpret data using appropriate statistical techniques. 5.Assess data trends using appropriate statistical models. 				
Total Hours of Teaching	Lecture	Tutorial	Practical	Total Per Week	Credit Points
: 60	3	1	0	4	: 04

Total Marks:100	Theory: 60	Internal: 40
Syllabus Contents:		
Unit: I	<p>Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis</p> <p>Classification and Tabulation of data, Frequency Distribution, Diagrams and Graphs, Measure of Central Tendency- Arithmetic Mean, Weighted Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean (theory only) and meaning of partition values- Quartiles, Deciles, Percentiles, Measures Of Dispersion - Range, Quartile Deviation, Mean Deviation from mean and median, standard deviation and coefficient of variation. Skewness - meaning, difference between Dispersion and Skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.</p>	15 Hours
Unit: II	<p>Correlation and Regression</p> <p>Meaning, definition and use of correlation, covariance, scatter diagram, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error. regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients. meaning,</p>	15 Hours
Unit: III	<p>Probability and Probability Distributions</p> <p>Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.</p>	15 Hours
Unit: IV	<p>Introduction to Logic</p> <p>Number series, coding decoding and odd man out series, direction sense test, seating arrangements – linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning.</p>	15 Hours

Note: Relevant case studies based on the above units should be discussed in the class.		
Note: Practical Component: Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air quality index in various months in various cities, stock prices etc. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience.		
Suggested Field Work or Practical Work <ol style="list-style-type: none">1. Collect the data on demographic profile of students admitted in BBA or any other course and apply descriptive statistical tools (measures of central tendency) for meaningful analysis and interpretation.2. Collect data on the demographic profile of students admitted in BBA or any other course and present it in tabular form as well using suitable graphs3. Collect the 12 months data of electricity bill of your home, expenses per month for a year, SSC, HSC marks of your friends and apply descriptive statistical tools for meaningful analysis and interpretation.4. Identify Real-Life examples and Use measures of Dispersion and write interpretation.5. Visit the service organization/business organization/industry nearby to understand the practical applications of statistical techniques in business and decision making.6. Make use of above data to calculate the correlation between score of SSC and HSC. Correlation between income, electricity bill and expenses per month.7. Make use of above data to calculate the regression taking expenses as a dependent variable.8. Collect the data from 10 female friends and 10 male friends on the variables considered for selecting the smart phones and use spearman's rank correlation for analysis.9. Get the data of select shares from internet and apply statistical tools to draw meaningful conclusions.10. Toss a single coin 5 times and measure the count of getting a head. Again repeat this experiment and measure the count of getting a tail. Find its probability of getting no. of heads by binomial distribution. Also find the probability of no. of tails by using binomial formula.		
Note:		

Each student should prepare report for any 5 practicals /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.

Textbooks (Latest Editions):

1. Levin R. I.& Rubin D. S. Statistics for Management. Delhi: Pearson.
2. Pillai & Bagavathi. Statistics, Theory and Practice, S Chand Publishing
3. SP Gupta. Statistical Methods, Sultan Chand and Sons
4. SC Gupta. Fundamentals of Statistics, Himalaya Publishing House
5. Sharma, Gupta, The Practice of Business Statistics, Khanna Publishing House.
6. Sharma J.K. Business Statistics, Vikas Publishing House
7. Mendenhall/Beaver, Introduction to Probability and Statistics, Cengage Learning India Pvt.Ltd.

Reference Research Paper:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5), 645-665.

BBA-I-Sem-I(NEP2.0)**GENERAL ENGLISH****AEC102**

Course Description	General English subject aims to improve basics of English language. It illustrates the minutiae of the English language and its various applications in our daily lives. It covers study about Vocabulary Building, Basic Writing Skills, Identifying Common Errors in Writing, Nature and Style of sensible Writing, Oral Communication. Students gain a solid understanding of English grammar concepts and related aspects by studying the English language.				
Course Objectives	<ol style="list-style-type: none"> 1.To provide learning environment to practice listening, speaking, reading and writing skills. 2.To assist the students to carry on the tasks and activities through guided instructions and materials. 3.To effectively integrate English language learning with employability skills and training. 4.To provide hands-on experience through case-studies, mini-projects, group and individual presentations. 				
Course Outcomes	<p>After completion of course, students will be able to :</p> <ol style="list-style-type: none"> 1.Explain concept of Word Formation in English Language. 2.Illustrate use of phrases and clauses in sentences in English Language. 3. Identify common errors in English Writing. 4. Develop reading and listening, writing and speaking skills. 				
Total Hours of Teaching: 30	Lecture	Tutorial	Practical	Total Per Week	Credit Points
	1	1	0	2	: 02
Total Marks:50	Theory : 30				Internal : 20
Syllabus Contents:					
Unit: I	A)Vocabulary Building The concept of Word Formation, Root words from foreign languages and their use in English, Acquaintance with prefixes and suffixes from foreign languages in English to form derivatives, Synonyms, antonyms, and standard abbreviations.				8 Hours

	<p>B)Basic Writing Skills Sentence Structures, Use of phrases and clauses in sentences, Importance of proper punctuation, Creating coherence, Organizing principles of paragraphs in documents, Techniques for writing precisely.</p>	
Unit: II	<p>A)Identifying Common Errors in Writing Subject-verb agreement, Noun-pronoun agreement, Misplaced modifiers, Articles, Prepositions, Redundancies</p> <p>B)Nature and Style of sensible Writing Describing, Defining, Classifying, providing examples or evidence, writing introduction and conclusion, Module V: Writing Practices, Comprehension, Precise Writing, Essay Writing</p>	8 Hours
Unit: III	<p>Oral Communication-I Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations</p>	7 Hours
Unit: IV	<p>Oral Communication -II Listening Comprehension, Pronunciation, Intonation, Stress and Rhythm, Common Everyday Situations: Conversations and Dialogues, Communication at Workplace, Interviews, Formal Presentations</p>	7 Hours
<p>Note: Unit-III and IV should be interactive practice sessions preferably in Language Lab.</p>		
<p>Suggested Field Work or Practical Work</p> <ol style="list-style-type: none"> 1. Exercises on Word Formation by the Addition of Prefixes and suffixes. 2. Word formation by conversion, compounding. Exercises on synonyms, antonyms. 3. Exercises on sentence structure; Phases and clauses. 4. Exercises on identifying common errors : Choosing the correct verb; Exercises on noun –pronoun exercise. 		

5. Exercises on modifiers ; articles , prepositions ,redundancies ; word stress , intonation
6. Exercises on writing short paragraph on given topic ; Exercise on comprehension writing.
7. Exercises on short precise writing on given topic ; short essay writing on given topic or topic of student's choice.
8. Exercise on listening and rewriting short comprehension; Exercises- group communication on given topics
9. Conduct Short presentation on any given topic.
10. Arrange mock job interview

Note: Each student should solve any 5 exercises and conduct it .Prepare report including detailed information as per guidelines and format of report given by subject teacher.

References

- 1.AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.
2. Effective Communication Skills. Kul Bhushan Kumar, Khanna Book Publishing
3. Practical English Usage. Michael Swan. Oxford University Press.
4. Remedial English Grammar. F.T. Wood. Macmillan.
5. On Writing Well. William Zinsser. Harper Resource Book.
- 6.Chauhan/Kashiramka, Technical Communication, Cengage Learning India Pvt.Ltd.
- 7.Smith-Worthington/Jefferson, Technical writing for success, Cengage Learning India Pvt.Ltd.
8. Study Writing. Liz Hamp-Lyons and Ben Heasley. Cambridge University Press.
9. Communication Skills. Sanjay Kumar and Pushplata. Oxford University Press.
10. Exercises in Spoken English. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

Suggested NPTEL Online Courses

- English language for competitive exams ,Prof. Aysha Iqbal ,IIT Madras
- Technical English for engineers, Prof. Aysha Iqbal ,IIT Madras

BBA-I-Sem-I(NEP 2.0)**INDIAN VISION FOR HUMAN SOCIETY****MDE101**

Course Description	This course will provide an overview of concept of ‘Vasundhaiva Kutumbam’. It is a fundamental to know its realization process as a base for the development of vision for a human society. It helps to understand universality in human and its coexistence in existence. It helps to understand ancient knowledge system for holistic development.				
Course Description	<ol style="list-style-type: none"> 1. Understand the concept of Vasudhaiv Kutumbakam and about its realization for the development of vision for a human society. 2. Discuss the universality in humans and its co-existence in existence. 3. Classify different stages of life and its development 4. Illustrate a sense of responsibly, duties and participation of individual for establishment of fearless society. 5. Investigate programs for ensuring human purpose at individual and societal level. 				
Course Outcomes	<p>After completion of course, students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the concept of “Vasudhaiva Kutumbkam” and its realization process as an base for the development of vision for a human society. 2. Identify the universality in humans and its coexistence in existence. 3. Demonstrate the sense of responsibility, duties, and participation of individual for establishment of fearless society. 4. Explain the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual wellbeing of one and all, at the level of individual, society, nation and ultimately the whole world. 				
Total Hours of Teaching : 30	Lecture 2	Tutorial 0	Practical 0	Total Per Week 2	Credit Points : 02
Total Marks:50	Theory: 30			Internal: 20	
Syllabus Contents:					

<p>Unit: I</p>	<p>The world view & Vision of Human Society The concept of non-duality of Prakriti (Jad) and Purush (Chetana), human as coexistence of Jad & Chetan, Pancha-mahabhutas, the root of sorrow and suffering, freedom from sorrow, salvation, eternal peace truth (vyaharika satya), ultimate truth. The acceptance of various systems of philosophy for realization of truth and complementariness in society in ancient Indian system.</p>	<p>8 Hours</p>
<p>Unit: II</p>	<p>Aspiration and Purpose of Individual and Human Society Aims of Human life; at individual level and societal level. At societal level; Four purusarthas Dharma, Artha, Kama, Moksha. Individual level; Abhyudaya (progress), Nihshreyasa (perfection) Pravrtti, Nivrtti. Dharma; Dharma sutras (Gautama, Apastamba, Baudhayana, Vasistha). Dharma-Shastra; (Manusmriti, Naradamrti, Visnusmrti, Yajnavalkya Smriti) sociology, different stages of life like studenthood, householdership, retirement and renunciation, rites and duties, judicial matters, and personal laws (Aachara, Vyavahara, Prayaschitta). Artha; Kautliya Arthashastra, Kamandakiya Nitisara, Brihaspati Sutra, Sukra Niti, Moksha: Human liberation (Ignorance to Knowledge)</p>	<p>8 Hours</p>
<p>Unit: III</p>	<p>Program for Ensuring Human Purpose: at Individual and Societal Level –I Fundamental concept of Nitishastra: Satyanishtha Aur Abhiruchi (Ethics, Integrity & aptitude). The true nature of self; Shiksha Valli, Bhrigu Valli (concept of Atman-Brahman (self, soul). The true constitution of Human: Ananda Valli (Annamaya Kosha, Pranamaya Kosha, Manomaya Kosha, Vijnanamaya Kosha, Anandamaya Kosha). The four states of consciousness (Waking state, Dreaming state, Deep Sleep State, Turiya the fourth state), Consciousness (seven limbs and nineteen mouths), Prajna, Awareness. The Life Force <i>Prana</i> (Praana-Apaana-Vyaana-Udaana- Samaana)</p>	<p>7 Hours</p>
<p>Unit: IV</p>	<p>Program for Ensuring Human Purpose: at Individual and Societal Level - II Differentiating <i>Vidya</i> and <i>Avidya</i>, human bondages, Higher and Lower Knowledge (Para Vidhya & Apara Vidhya). Concept of Sattva, Rajas, Tamas and</p>	<p>7 Hours</p>

	<p>need of balancing the same, Patanjali yog sutra; Yama, Niyama, Asanas, pranayams, pratyahara, dharna, dhyana, Samadhi, Sixteen category of padartha, pramans (pratyaksh, anumana, upaman, shabda). Saadhana chatushtayam (viveka, vairagya, mumukshatavam, shadsampathi (sama, dama, uparama, titiksha, shradha, samadhana), Understanding Nitya karma, Naimittika Karma, Kamyas karma, prayaschitta karma, Nishidha Karma. Meditation and Progressive meditation (Narada's education), Ativadin to self knowledge, Jyan yog, Karma yog, sanyas yog in aspect to harmonious practice in society.</p>	
--	---	--

Note: Relevant case studies based on the above units should be discussed in the class.

Suggested Field Work or Practical Work :

1. Explain practical application of 'Vasudhaiv Kutumbkam' theme in Indian culture.
2. Write detailed Essay on Vasudhaiv Kutumbkam theme
3. Write note on composition of Panch Mahabhuta in human body and its importance.
4. Study role of 4 Purushartha in human life and prepare report on it.
5. Read the Book-Kautiya's Arthashastra and write Book Review
6. Conduct group activity on states of consciousness
7. Invite Experts in Yoga and Meditation techniques to know its importance in human life and prepare report on it
8. Arrange group presentation/activity on stages of human life
9. Write a note on 3 Gunas-Nature of Aattva, Rajas and Tamas with some examples
10. Write a note on Importance on Patanjali Yog Sutra-Yama, Niyama, Asanas

Note:

Each student should prepare report for any 5 practicals /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.

References

1. Maharaj Swami chidatmanjee, Ancient Indian Society, Anmol publication Pvt.Ltd.,India
2. S. C. Manerjee, Society in Ancient India: Evolution Since the Vedic Times Based on Sanskrit, Pali, Pakrit and Other Classical Sources: No. 1 (Reconstructing Indian History and Culture), DK Printing, India
3. Rao, N. 1970. *The Four Values in Indian Philosophy and Culture*. Mysore:University of Mysore.
4. Chakraborti, K. 2001. *Religious Process: The Puranas and the Making of Regional Tradition*, Delhi, OUP.
5. Kuhn, T. 1970. *The Structure of Scientific Revolutions*, (2nd ed.). University of Chicago Press, USA.
6. Keith, A. (1925). *The religion and philosophy of the Veda and Upanishads*. Delhi: Motilal Banarsidass Publishers.
7. Shendge, M. (1977). *The civilized demons. The Harappans in R̥gveda*. Abhinav Publications
8. Kane, P. 1941. *History of Dharmashastra*. Vol II, Part I. Poona: Bhandarkar Oriental Research Institute.
9. *The Religion and Philosophy of the Veda and Upanishads*, Motilal Banarsidass.
10. Parpola, A. 2007. 'Human Sacrifice in India in Vedic Times and Before', Chapter VIII, in *The Strange World of Human Sacrifice*, ed., J. Bremmer. Leuven,Belgium: Peeters.
11. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru.
12. Kapur K and Singh A K (Eds) 2005). *Indian Knowledge Systems*, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of Sankaracharya, Central Chinmay Mission Trust, Bombay, 1995.
13. Keith, Arthur Berriedale. *The Religion and Philosophy of the Veda and Upanishads*. 2 Vols. Motilal Banarsidass Delhi 1970.
14. Keith, A. (1925). *The religion and philosophy of the Veda and Upanishads*.Delhi: Motilal Banarsidass Publishers.
15. Nair, Shantha N. *Echoes of Ancient Indian Wisdom*. New Delhi: HindologyBooks, 2008.
16. R C Dutt, *A history of civilization in ancient India*, vol 1, Taylor & Francis, US
17. R C Dutt, *A history of civilization in ancient India*, vol 2, Taylor & Francis, US
18. SK Das , *The education system of Ancient hindus*, Gyan publication house,India
19. BL Gupta, *Value and disatribution system in india*, Gyan publication house,India
20. Reshmi ramdhoni, *Ancient Indian Culture and Civilisation*, star publication,2018
21. Supriya Lakshmi Mishra, *Culture and History of Ancient India (With Special Reference Of Sudras)*, 2020.

22. Om Prakash, Religion and Society in Ancient India , Bhariya Vidhya Prakashan,1985
23. J Auboyer, Daily Life in Ancient India from Approximately 200 BC to AD 700,Munshi ram Manoharlal publication, 1994.
24. DK Chakkrabarty, Makkhan Lal, History of Ancient India (Set of 5 Volumes),Aryan book Internation publication, 2014
25. Dr. Girish Nath Jha, Dr. Umesh Kumar Singh and Diwakar Mishra, Science and Technology in Ancient Indian Texts, DK Print World limited,
26. Swami BB Vishnu, Vedic Science and History - Ancient Indian's Contribution to the Modern World, Gosai Publication, 2015
27. Chatterjee, S.C. The Nyaya Theory of Knowledge. Calcutta: University of Calcutta Press, 1950.
28. Vidyabhusana, S.C. A History of Indian Logic. Delhi: Motilal Banarsidass Publication, 1971.
29. Dasgupta, Surendra. A History of Indian Philosophy. Delhi: Motilal Banarsidass, 1991.Vols. III & IV.
30. Mercier, Jean L. From the Upanishads to Aurobindo. Bangalore: Asian Trading Corporation, 2001.
31. Shukla/Yadav/Chauhan, Human Values and Professional Ethics, Cengage Learning India Pvt.Ltd.

BBA-I-Sem-I(NEP 2.0)
ENVIRONMENTAL SCIENCE AND SUSTAINABILITY
VAC101

Course Description	<p>This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers.</p> <p>The course content is divided into four comprehensive units. Unit 1 introduces basic environmental principles, the man-environment relationship, and sustainability issues. Unit 2 focuses on ecosystems, biodiversity, and sustainable practices. Unit 3 addresses environmental pollution, waste management, and sustainable development strategies. Finally, Unit 4 explores social issues, environmental legislation, and practical applications through hands-on fieldwork. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.</p>
Course Objectives	<ol style="list-style-type: none"> 1.To familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges. 2.To equip students to make decisions that consider environmental consequences. 3.To become environmentally sensitive and responsible managers.
Course Outcomes	<p>After completion of course, students will be able to :</p> <ol style="list-style-type: none"> 1.Explore the basic environmental concepts and issues relevant to the business and management field. 2. Recognize the interdependence between environmental processes and socioeconomic dynamics. 3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation. 4. Identify possible solutions to curb environmental problems caused by managerial actions. 5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

Total Hours of Teaching : 30	Lecture	Tutorial	Practical	Total Per Week	Credit Points : 02	
	2	0	0	2		
Total Marks:50		Theory : 30			Internal : 20	
Syllabus Contents:						
Unit: I	<p>Understanding Environment, Natural Resources, and Sustainability</p> <p>Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.</p>				8 Hours	
Unit: II	<p>Ecosystems, Biodiversity, and Sustainable Practices</p> <p>Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.</p>				8 Hours	
Unit: III	<p>Environmental Pollution, Waste Management, and Sustainable Development</p> <p>Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in</p>				7 Hours	

	mitigating disaster impacts.	
Unit: IV	<p>Social Issues, Legislation, and Practical Applications</p> <p>Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.</p>	7 Hours
<p>Note: Relevant case studies based on the above units should be discussed in the class.</p>		
<p>Suggested Field Work or Practical Work</p> <ol style="list-style-type: none"> 1. A study of relationship between environment and human health. 2. A study of major environmental issues and their impacts. 3. A study of major environmental components of sustainable development. 4. A study of importance of biodiversity and threatens to the biodiversity. 5. A study of man-made activities responsible to the degradation of environment. 6. A study of environmental pollution and its impact on human being. 7. A study of plastic waste generation and its impact. 8. A study of impact of population growth, industrialization and urbanization. 9. A study of mis-use and over exploitation of natural resources. 10. A study of environmental legislations and the judiciary's role in environmental protection. <p>Note:</p>		

Each students should prepare report of any 5 field work topics including detailed information after visiting to the location generating various environmental issues as per the guidelines of subject teacher.

References:

Text Books (Latest Editions)

- Poonia, M.P. *Environmental Studies* , Khanna Book Publishing Co.
- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan Private Ltd.
- Dave, D., & Katewa, S. S. *Text Book of Environmental Studies*. Cengage Learning India Pvt Ltd.
- Rajagopalan, R. *Environmental Studies: from crisis to cure* , Oxford University Press.
- Miller, G.T. & Spoolman S. *Living in the Environment*. Cengage.
- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*.Cambridge University Press.
- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*. Ane Books.
- Pritwani, K *Sustainability of business in the context of environmental management*. CRC Press.
- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward A Sustainable Future* (13th ed,). Pearson
- Odum,Fundamentals of Ecology, Cengage Learning India Pvt.Ltd.

Web links

- <https://www.ourplanet.com>
- <https://www.undp.org/content/undp/en/home/sustainable-developmentgoals.html>
- www.myfootprint.org
- <https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/ecosystem/ecosystem.html>

BBA-I-Sem-I(NEP 2.0)**मराठी(MARATHI)-१****उद्यम झेप-१****AEC103-I**

Course Description	मराठी भाषा ही जगातील एक महत्त्वाची भाषा आहे आठ शतकाहून अधिक काळची समृद्ध वाङ्मयीन परंपरा मराठीत आहे. त्यामुळे मराठी भाषा व वाङ्मयीन परंपरेचे ज्ञान देणे तसेच रोजगाराभिमुख अभ्यासक्रमाची अंमलबजावणी करून विद्यार्थ्यांमधील भाषिक क्षमतांचा विकास करणे हे या अभ्यासक्रमाचे उद्दिष्ट आहे. उद्योगधंद्यासंदर्भात आवश्यक माहिती व मराठी कवितांचा समावेश करण्यात आला आहे.				
Course Objectives	1. मराठी भाषा व साहित्य अभ्यासाची रुची निर्माण करणे 2. उद्योग सुरू करण्यासाठी माहिती देणे 3. यशस्वी उद्योजकांची माहिती देणे. 4. मराठी कवितेचे आस्वादन करणे.				
Course Outcomes	या कोर्सच्या अध्ययनानंतर विद्यार्थ्यांना 1. मराठी भाषा व साहित्य अभ्यासाची अभिरुची निर्माण होईल . 2. मराठी साहित्याचे आकलन विश्लेषण व समीक्षण करता येईल . 3. मराठी कवितेचे आस्वादन व मूल्य निर्णय करता येईल . 4. वैचारिक व ललित स्वरूपाचे लेखन करता येईल . 5. पत्रव्यवहाराचे कौशल्य अवगत होईल.				
Total Hours of Teaching : 30	Lecture 1	Tutorial 1	Practical 0	Total Per Week 2	Credit Points : 02
Total Marks:50	Theory : 30			Internal : 20	
Syllabus Contents:					
Unit-I	गद्य १ १. आपला धंदा कोणता व कसा करावा?- दादोबा पांडुरंग तरखडकर २. हिंदी उद्योगधंद्याच्या गरजा व शिक्षण प्रगतीची दिशा-महाराजा सयाजीराव गायकवाड ३. मराठी माणूस उद्योगधंद्यात मागे का?-बी जी शिर्के ४. ये है मुंबई मेरी जान- यशवंत थोरात				15 Hours
Unit-II	गद्य २				15 Hours

	<p>१.चांदणटिकल्या- सलीम सरदार मुल्ला</p> <p>२.उद्याच्या सुंदर दिवसासाठी- नागनाथ कोत्तापल्ले</p> <p>३.हाऊस किपर ते यशस्वी उद्योजक- हनमंतराव गायकवाड- अंजली ठाकूर</p> <p>४.लक्ष्य- राही सरनोबत</p>	
--	--	--

Suggested Practical Work or Field Work:

मराठी विषयासाठी संबंधित विषय शिक्षकांनी अभ्यासक्रमावर आधारित वेगवेगळे ५ प्रात्यक्षिक काम उपक्रमांच्या माध्यमातून विद्यार्थ्यांना द्यावे . विद्यार्थ्यांनी केलेल्या प्रात्यक्षिकाची माहिती रिपोर्टच्या स्वरूपात सादर करावी..

साधन ग्रंथ :

- १.अरुण काळे :नंतर आलेले लोक, लोकवाङ्मय गृह, मुंबई २०१०
- २.नागनाथ कोत्तापल्ले :उद्याच्या सुंदर दिवसासाठी-सायन पब्लिकेशन ,पुणे २०१५
- ३.राजन गवस ,अरुण शिंदे, गोमटेश पाटील :भाषिक सर्जन आणि उपायोजन, दर्या प्रकाशन, पुणे २०१२
- ४.वसंत जोशी (संपा): एकनाथांची निवडक भारुडे, मेहता पब्लिशिंग हाऊस, पुणे १९९४
- ५.अंजली ठाकूर :असाही एक किमयागार ,राजहंस प्रकाशन, पुणे
- ६.यशवंत थोरात: काही वाटा काही वळण, अनुबंध प्रकाशन, पुणे २०२३
- ७.भगवंत देशमुख (संपा):एकनाथ वाङ्मयदर्शन, साहित्य अकादमी,नवी दिल्ली २००३
- ८.सलीम मुल्ला: ऋतूफेरा, दर्या प्रकाशन, कोल्हापूर
- ९.नागनाथ मंजुळे :उन्हाच्या कटाविरुद्ध ,आटपाट प्रकाशन ,पुणे २०१०,
१०. राही, सरनोबत: लक्षवेधी मैफल, दैनिक लोकसत्ता ,दि.२२ जाने.,२०१६
- ११.राहीरकर ,गो शं.,व गोसावी,र.रा (संपा): श्री सकल संत गाथा ,प्रकाशक गो.शं.राहीलकर, पुणे १९५५
१२. रमेश वरखेडे(संपा): महाराजा सयाजीराव गायकवाड भाषण संग्रह :भाग १,महाराजा सयाजीराव गायकवाड चरित्र साधने प्रकाशन समिती, छत्रपती संभाजीनगर, २०१७
१३. सरदार,गं.बा.: एकनाथ दर्शन मॉडर्न बुक डेपो प्रकाशन, पुणे१९७८
१४. बी.जी. शिर्के: उद्योगपर्व, राजहंस प्रकाशन ,पुणे,२०२३
१५. बीजी शिर्के: जिद्द, राजहंस प्रकाशन ,पुणे

संदर्भ ग्रंथ :

१. विलास खोले, (संपा): संत जनाबाई आणि अन्य मध्ययुगीन संत कवयित्री यांची कविता, साहित्य अकादमी, नवी दिल्ली २०१७
२. धनंजय गायकवाड: राही- ऑलिंपिक गोलची, झी मराठी दिशा
३. सयाजीराव गायकवाड : सयाजीराव गायकवाड यांची भाषणे, खंड १ ते ५ साकेत प्रकाशन, छत्रपती संभाजीनगर
४. मोनाली गोर्हे: दै. लोकमत ,दि. 30 ऑगस्ट २०१५
५. वि. शं. चौगुले : मुक्तगद्य, मॅजेस्टिक प्रकाशन, मुंबई
६. रजनीश जोशी : दादासो पांडुरंग तर्खडकर : व्यक्तित्व आणि कर्तृत्व, इंडस सोर्स बुक्स, मुंबई
७. नसीराबादकर , ल. रा.: व्यावहारिक मराठी , भाषाविकास संशोधन संस्था, कोल्हापूर २०२३
८. पगार, एकनाथ: महाराजा सयाजीराव गायकवाड , महाराष्ट्र राज्य साहित्य आणि संस्कृती मंडळ, मुंबई २०२१
९. पाटंगणकर, विद्यासागर: मराठी संत कवयित्रींचा इतिहास, साहित्य अकादमी , नवी दिल्ली, २०१५
१०. महेंद्र भवरे : मराठी कवितेच्या दिशा, लोकवाङ्मय गृह मुंबई
११. तारा भवारकर : स्त्रीमुक्तीचा आत्मस्वर, लोकवाङ्मय गृह, मुंबई
१२. भांड, बाबा : युगदृष्टा महाराज सयाजीराव गायकवाड , साकेत प्रकाशन, छत्रपती संभाजी नगर
१३. भा. ल. भोळे (संपा): एकोणिसाव्या शतकातील मराठी गद्य, खंड १, साहित्य अकादमी , नवी दिल्ली २००६
१४. राही , सरनोबत: रिओच्या पूर्णविरामाचा स्वल्पविराम करता आला. (मुलाखत), दै. महाराष्ट्र टाइम्स, २ जून २०१९
१५. राही सरनोबतचा सुवर्णविध, दै. महाराष्ट्र टाइम्स , २३ ऑगस्ट, २०१८
१६. रिसोडकर , धनंजय: सदा सुवर्णविधी, दै. लोकसत्ता, २३ ऑगस्ट २०१८
१७. नवाक्षर दर्शन, (संपा. प्रवीण बांदेकर) अरुण काळे विशेषांक, सावंतवाडी
१८. हणमंतराव गायकवाड (मुलाखत): माझा कट्टा, एबीपी माझा

BBA-I-Sem-I(NEP 2.0)
हिंदी(HINDI) -१
प्रयोजनमूलक हिंदी और कविताएँ
AEC103-II

पाठ्यपुस्तक- प्रयोजनमूलक हिंदी और आधुनिक हिंदी साहित्य,
संपादक, हिंदी अध्ययन मंडल, शिवाजी विश्वविद्यालय, कोल्हापूर

Course Description	आज हिंदी विश्व भाषा के पद पर विराजित है हिंदी अत्यंत संपन्न भाषा है हिंदी का साहित्य समृद्ध है हिंदी साहित्य से छात्रों को परिचित कराना, प्रमुख कवी तथा साहित्यकारों की रचना की जानकारी देना ये इस भाषा पाठ्यक्रम का मुख्य उद्देश है हिंदी के विविध व्यावहारिक स्वरूप तथा प्रयोग ज्ञान कराना उद्देश रहा है प्रस्तुत पाठ्यक्रम मे प्रयोजनमूलक हिंदी उपयोगिता और हिंदी कविताओं की रचना का परिचय दिया गया है				
Course Objectives	<ol style="list-style-type: none"> 1. प्रयोजनमूलक हिंदी के उपयोगिता छात्रों को परिचित कराना 2. हिंदी कवि एवं कहानीकारों तथा उनकी रचनाओं से परिचित कराना 3.हिंदी भाषा के कल्पना, विचार ,लेखन ,श्रवण ,पठण, एवं क्षमता का छात्र मे विकास करना 				
Course Outcomes	<ol style="list-style-type: none"> 1. प्रयोजनमूलक हिंदी के प्रति छात्रों मे रुची बढ़ाना 2. प्रयोजनमूलक हिंदी एवं उसकी उपयोगिता से छात्रों को परिचित कराना 3. काव्य एवं कहानी विधा का आस्वाद विवेचन एवं महत्व समझाना 4. हिंदी कवि एवं कहानीकारों तथा उनकी रचनाओं से परिचित कराना 5. साहित्य के माध्यम से नैतिक मूल्य राष्ट्रीय मूल्य एवं उत्तिदायित्व के प्रति आस्था निर्माण करना 6. हिंदी भाषा के श्रवण ,पठण, विचार ,कल्पना एवं लेखन क्षमता का छात्र मे विकास करना 				
Total Hours of Teaching : 30	Lecture	Tutorial	Practical	Total Per Week	Credit Points : 02
	1	1	0	2	
Total Marks: 50	Theory : 30			Internal : 20	
Syllabus Contents:					

इकाई-I	1. विज्ञापन का स्वरूप एवं महत्त्व 2. विज्ञापन के अंग 3. विज्ञापन के उद्देश्य 4. विज्ञापन के क्षेत्र में रोजगार के अवसर	15 Hours
इकाई-II	कविताएँ 1. आ: धरती कितना देती है-सुमित्रानंदन पंत 2. जीवन का झरना-आरसीप्रसाद सिंह 3. पहचान-डॉ. देवेन्द्र दीपक 4. यहा थी वह नदी -मंगलेश डबराल	15 Hours

Suggested Field Work or Practical Work :

संबंधित अध्यापक हिंदी विषय के लिए छात्रों को अलग अलग 5 कार्यक्रम के माध्यम से प्रात्यक्षिक(Practical) कार्य पूर्ण करे.

संदर्भग्रंथ सूची

1. प्रयोजनमूलक हिंदी-डॉ. लक्ष्मीकांत पांडेय
2. प्रयोजनमूलक हिंदी की प्रासंगिकता एवं परिदृश्य-डॉ. सु. नागलक्ष्मी
3. प्रयोजनमूलक हिंदी-डॉ. माधव सोनटक्के
4. प्रयोजनमूलक व्यावहारिक हिंदी -ओमप्रकाश मित्तल
5. विज्ञापन कला: कल, आज और कल - यशोदा भागवत(अनु .डॉ. गोविंद गुंठे)
6. सूचना विज्ञान के बह आयामी प्रभाव- डॉ.गोविंद गुंठे

BBA-I-Sem-I (NEP2.0) संस्कृत (SANSKRIT)-I AEC103-III					
Course Description	संस्कृत ही एक सर्वात प्राचीन भाषा आहे. संस्कृत ही समृद्ध अभिजात आणि शास्त्रीय भाषा मानली जाते. अनेक प्राचीन वाङ्मय, काव्य हे संस्कृत भाषेमध्ये आढळते. प्रस्तुत अभ्यासक्रमात संस्कृत वेदांचा परिचय करून देणे ,ऋग्वेदातील निवडक सूक्तांचा अभ्यास यांचा समावेश करण्यात आला आहे.				
Course Objectives	१. वैदिककालीन धार्मिक, सामाजिक ,सांस्कृतिक,शैक्षणिक जीवनाचा.वेदांचा परिचय करून देणे. २.ऋग्वेदातील निवडक सूक्तांचा अभ्यास करणे. ३.सूक्तातील संकल्पना समजून घेणे. ४.आधुनिकतेच्या अनुषंगाने सूक्तांचे अवलोकन करणे.				
Course Outcomes	१.वेदांचा परिचय करून देतात. २. ऋग्वेदातील निवडक सूक्तांचा अभ्यास करतात. ३.सूक्तातील संकल्पना समजून घेतात ४.आधुनिकतेच्या अनुषंगाने सूक्तांचे अवलोकन करतात.				
Total Hours of Teaching:	Lecture	Tutorial	Practical	Total Per Week	Credit Points : 02
30	1	1	0	2	
Total Marks: 50		Theory : 30			Internal : 20
Syllabus Contents:					
Unit: I	वेदांचा सामान्य परिचय. (ऋग्वेद, यजुर्वेद ,सामवेद आणि अथर्ववेद) वैदिककालीन धार्मिक, सामाजिक ,सांस्कृतिक,शैक्षणिक जीवनाचा थोडक्यात परिचय.				15 Hours
Unit: II	ऋग्वेदातील निवडक सूक्ते १.उषस् सूक्त ३.६१. २.विश्वामित्र – नदी संवाद सूक्त ३.३३				15 Hours

	<p>3.पर्जन्य सूक्त ५.८२</p> <p>४.धनान्नदानसूक्त १०..११७</p>	
<p>Suggested Field Work or Practical Work :(प्रात्यक्षिक)</p> <p>संबंधित विषय शिक्षकांनी अभ्यासक्रमावर आधारित वेगवेगळे 5 प्रात्यक्षिक काम उपक्रमांच्या माध्यमातून विद्यार्थ्यांना द्यावे . विद्यार्थ्यांनी केलेल्या प्रात्यक्षिकाची माहिती रिपोर्टच्या स्वरूपात सादर करावी</p>		
<p>References:</p> <p>१.वैदिक साहित्यका इतिहास (लेखक –वेदाचार्य डॉ.रघुवीर वेदालंकर) चौखंभा ओरीयन्तालीया ,दिल्ली.</p> <p>२.ऋग्वेदसंहिता (श्रीमात्सायनाचार्य विरचित भाष्यासामेता) वैदिक संशोधन मंडळ,पुणे,१९८४.</p> <p>३.डॉ. मुळे रवींद्र ,'वेददर्शन', श्री. संत ज्ञानेश्वरवेद्विद्या प्रतिष्ठान, औरंगाबाद. प्रथमावृत्ती२००३.</p> <p>४.डॉ. चानना देवराज, "रुग्भाष्य संग्रह", मुन्शिराम पब्लिशर्स,नई दिल्ली.</p>		

BBA-I-Sem-I (NEP 2.0)					
GERMAN-I					
AEC103-IV					
Course Description	German language is a structured curriculum created to instruct students in speaking, reading, writing, and gaining an understanding of the language. These classes include vocabulary, grammar, pronunciation, and cultural quirks, and they are designed for students at all skill levels, from absolute beginners to fluent speakers.				
Course Objectives	<ol style="list-style-type: none"> 1. To give brief introduction about German Language. 2. To study about speaking about Hobbies. Conjugation of strong verbs and revision of regular verbs. 3. To assess development in German language vocabulary by interacting with others. 				
Course Outcomes	<p>After successful completion of the course, students will be able to,</p> <ol style="list-style-type: none"> 1. Recognize basic grammar used in German Language 2. Demonstrate familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. 3. Execute himself /herself and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. 4. Debate and interact in a simple way provided the other person talks slowly and clearly and is prepared to help. 5. Assess development in German language vocabulary by interacting with others 6. Construct presentation of how to use and scope of German Language. 				
Total Hours of Teaching	Lecture	Tutorial	Practical	Total Per Week	Credit Points
: 30	1	1	0	2	: 02
Total Marks:50	Theory : 30			Internal : 20	
Syllabus Contents:					
Unit-I	A.Introduction to German Language-Level-I Introduction of the language, Greetings, to Introduce oneself, speaking about yourself and others, Alphabets and numbers, Listening of Alphabets and numbers, Reading Information about other people and understanding simple information				15 Hours

	about them, country names and languages ,Numbers 1 to 100 and listening of numbers Personal pronouns and verb conjugation of regular verbs.	
	B.Introduction to German Language-Level-II Speaking about Hobbies. Conjugation of strong verbs and revision of regular verbs. Learning articles and genders of nouns, Singular / Plural noun forms, Learning weekdays, months and Seasons. Speaking about informal appointments Grammar: yes/no questions, Verb position in normal statements and in questions Learning Professions, reading small texts and understanding information about working days, hours, and profession	
Unit-II	A.Demonstrative German Language-Level-I Learning to name the famous places, buildings in a city, name the modes of transportation. Learning definite/ indefinite and negative articles in German to learn to describe the way, Imperative for Pronoun “Sie”	15Hours
	B.Demonstrative German Language-Level-II Words to speak about food, understanding food items, where one can buy what, Quantities and packing of the grocery items. Subject and object of the sentence and introduction of akkusativ case in German Conversation between shopkeeper and customer, Understanding of Grammar.	
Suggested Field Work or Practical Work : Subject Teacher should assign any 5 practical work based on syllabus and evaluate student performance. (e.g. Assignment, Presentation, Group activity, Role Play, Group Discussion, etc.)		
Reference Books 1)Netzwerk neu A1 (Deutsch als Fremdsprach) Kursbuch : Goyal Publishers and Distributors Private Ltd. 2)Netzwerk neu A1 (Deutsch als Fremdsprach) Arbeitsbuch : Goyal Publishers and Distributors Private Ltd. 3)Netzwerkneu A1 (Deutsch als Fremdsprach) Testheft : Goyal Publishers and Distributors Private Ltd.		

BBA-I-Sem-I (NEP 2.0)					
JAPANESE-I					
AEC-103-V					
Course Description	Japanese is a fascinating and unique language that has been spoken for centuries. It has several unique features, including a complex writing system, complex grammar, and pronunciation. The Japanese writing system is a mixture of kanji, hiragana, and katakana. Kanji is the Chinese characters used in the Japanese language, while hiragana and katakana are syllabic scripts. Japanese grammar is also quite different from other languages, as it has a subject-object-verb word order and no articles or plurals.				
Course Objectives	<ol style="list-style-type: none"> 1. Understand and learn routine activities in Japanese language. 2. Make use of the basic grammar concepts correctly. 3. Examine development in Japanese language vocabulary by interacting with others 4. Construct presentation of how to use and scope of Japanese Language. 				
Course Outcomes	<p>After successful completion of the course, students will be able to,</p> <ol style="list-style-type: none"> 1. Recognize basic grammar used in Japanese Language 2. Relate and demonstrate regional languages into Japanese language. 3. Experiment Japanese vocabulary in day-today speaking. 4. Debate and interact in a simple way with other persons. 5. Develop basic Japanese language skills (listening, speaking, writing, and reading). 6. Produce himself /herself with others and can ask and answer questions. 				
Total Hours of Teaching : 30	Lecture	Tutorial	Practical	Total Per Week	Credit Points : 02
	1	1	0	2	
Total Marks: 50	Theory: 30			Internal: 20	
Syllabus Contents:					
Unit-I	A.Introduction to Japanese Language-Level-I <ul style="list-style-type: none"> •Brief history of Japan &Japanese Language, introduction of 3 scripts. Writing Hiragana alphabets & words from あ to せ •Writing Hiragana alphabets from た to け and Daily expressions & greetings. 				15 Hours
	B. Introduction to Japanese Language-Level-II				

	<ul style="list-style-type: none"> •Writing letters from ま to ん and doubling of consonants and compound letters. •Katakana alphabets from ア to ぜ and Numbers from 1 to 100 •Katakana alphabets from タ to ン and classroom expressions. •Doubling of consonants and compound words in Katakana. 	
Unit-II	<p>A.Demonstrative pronouns in Japanese Language-Level-I</p> <ul style="list-style-type: none"> •Uses of demonstrative pronouns これ、それ、あれ •Substitution for a noun •The こ、そ、あ、ど system of demonstrative. •Demonstrative pronouns ここ、そこ、あそこ、どこ and their polite forms. •Affirmation and negation in simple present tense. •Uses of particles から、まで。 	15 Hours
	<p>B.Expressing time in Japanese Language-Level-II</p> <ul style="list-style-type: none"> •Multiples of 100, 1000, 10,000 •Uses of particles へ、で、と、よ •Uses of interrogative pronouns なん、いつ、なに 	
<p>Suggested Field Work or Practical Work</p> <p>Subject Teacher should assign practical work based on syllabus and evaluate student performance. (e.g. Assignment, Presentation, Group Activity, Role Play, Group Discussion, etc.)</p>		
<p>Reference Books</p> <ul style="list-style-type: none"> • Minna No Nihongo I – Pub. By 3A Corporation, Japan. • Nihongo shoho Vol. I - Pub By Japan Foundation, Tokyo, Japan • Kanji Picture book Vol. I & II Japan Foundation. • Sulabh Janani Vyakaran – Part-(I) Dr. V.N. Kinkar, Pune. • Genki – Japan Times. • Aural Comprehensions in Japanese –Osamu & Nobuko Mizutani. • An Introduction to Modern Japanese – Osamu & Nobuko Mizutani. 		

- Japanese for Today – Y.Yoshida.
- Japanese Language Patterns –Alphonsa.
- Nihongo Dekimasu – Japan Foundation.
- Gokakudekiru.

BBA-I-Sem-I (NEP 2.0)					
RUSSIAN-I					
AEC-103-VI					
Course Description	Russian is one of the world's most spoken languages. After English, it is the second most important world language for research publications in chemistry, physics, geology, mathematics, and the biological sciences. Russian is a language of the internet. These subject covers understanding of basic grammar in Russian language, case system in Russian.				
Course Objectives	<ol style="list-style-type: none"> 1. To study history and geography of Russia. 2. To study Russian Cyrillic script, Consonants & vowels. 3. To study greetings and common expressions, Naming Conventions in German language 				
Course Outcomes	<p>After completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Relate Russian Language to regional language. 2. Explain Russian Language skills (reading and writing). 3. Simplify Russian culture & traditions. 4. Evaluate career opportunities in Foreign Languages. 				
Total Hours of Teaching	Lecture	Tutorial	Practical	Total Per Week	Credit Points
: 30	1	1	0	2	: 02
Total Marks: 50	Theory: 30			Internal: 20	
Syllabus Contents:					
Unit-I	<p>Introduction to the Russian Language</p> <ul style="list-style-type: none"> • A brief introduction to history and geography of Russia. • Introduction to the Cyrillic script. The alphabet: Written and printed script. Lessons 1-5. • Consonants & vowels, the 'stress'. Reading and writing simple words. • Simple questions 'Что это?' & 'Кто это?' and answering them. Introduction to Да / Нет. Numbers. Intonation of simple affirmative and interrogative sentence. • Greetings and common expressions. Naming Conventions. 				15 Hours

	<ul style="list-style-type: none"> The basic vocabulary. Gender and number of Nouns. 	
Unit-II	<p>Sentence Construction</p> <ul style="list-style-type: none"> Personal pronouns and verb conjugation: I (е-conjugation) and II (и-conjugation). Introduction to simple sentences. Present tense. Questions: Где? Когда? Как? Adverbs of place, time and manner. Possessive pronouns. Logical stress. Days of Week. Numbers from 11 to 20. Lesson 6, 7 and 8. The construction – ‘Уменьяеть’. 	15 Hours
<p>Suggested Field Work or Practical Work</p> <p>Subject Teacher should assign any 5 practical work based on syllabus and evaluate student performance. (e.g. Reading, Writing & Speaking practice. Listening to audio version of lessons / dialogues, Assignment, Presentation, Group Activity, Role Play, Group Discussion, etc.)</p>		
<p>Reference Books</p> <ol style="list-style-type: none"> «RUSSIAN» by V. N. Wagner & V. G. Ovsienko – Lessons 1 to 8. ,Peoples Publishing House (P) Ltd, New Delhi. «Way to Russia» Elementary Level 1.1 and 1.2. V.E.Antonova & others, Goyal Publishers and Distributors Pvt. Ltd. First Indian Edition, 2012.(Selected topics) «Survival Russian» A Course in Conversational Russian ,N.B. Karavanova. , Peoples Publishing House (P) Ltd, New Delhi. 2009. (Selected topics) 		

BBA-I-Sem-II(NEP 2.0) HUMAN BEHAVIOUR AND ORGANISATION CC201					
Course Description	This course covers principles and concepts to understand how individuals interact with each other and their environment in organizational contexts. Students will explore topics such as motivation, perception, personality, leadership, group decision-making, culture, and conflict resolution through a blend of theoretical frameworks and real-world applications				
Course Objectives	1.To develop basic understanding of the concept of human behavior and organization. 2.To highlight the importance of OB in modern organizations. 3.To understand individual and group behavior in the workplace to improve the effectiveness of an organization. 4.To critically evaluate leadership styles and strategies.				
Course Outcomes	After completion of course, students will be able to : 1.Explain the concept of human behavior and organization. 2. Describe the importance of OB in modern organizations. 3. Differentiate individual and group behavior in the workplace to improve the effectiveness of an organization. 4. Evaluate leadership styles and strategies.				
Total Hours of Teaching : 60	Lecture 3	Tutorial 1	Practical 0	Total Per Week 4	Credit Points : 04
Total Marks:100	Theory: 60			Internal : 40	
Syllabus Contents:					
Unit: I	Introduction to Human Behaviour and Organization Meaning, importance, and historical development of organizational behaviour; Factors influencing organizational behaviour; Contributing disciplines of OB. OB models				15 Hours
Unit: II	Individual Behaviour				15 Hours

	<p>Foundations of Individual Behaviour; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development; Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception; Values - concept and types: terminal values and instrumental values. Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory); Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).</p>	
Unit: III	<p>Group & Team Behaviour</p> <p>Groups and Work Teams: Concept: Five Stage model of group development. Groupthink and shift; Indian perspective on group norms, Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; E-teams.</p>	15 Hours
Unit: IV	<p>Leadership & Power</p> <p>Leadership: Concept; Trait theories; Behavioural Theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership; Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.</p> <p>Organizational Culture: Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need for and importance of Cross-Cultural management, Stress, and its Management.</p>	15 Hours
<p>Note: Relevant case studies based on the above units should be discussed in the class.</p>		

Suggested Field Work or Practical Work

1. Identify different personalities and assess those personalities through a questionnaire (MBTI/16PF ETC)
2. Identify different personalities and assess this personality through Indian scriptures
3. Read Swami Vivekananda's 'Personality Development' Book and write book review.
4. Explain Swami Vivekananda's Philosophy for management practices.
5. Assess the ways of self-directed learnings.
6. Watch movie 'Ruka Hua Faisla' / 12 Angry Men - on Group Decision making and prepare report on it.
7. Identify a firm and analyze how business decisions are made in particular situation as individual vs. a team.
Also state which form is better and why.
8. Study Belbin individual Team roles and prepare report on it.
9. Conduct group activity for stress management techniques.
10. Study concept of leadership in Mahabharata vs. Ramayana and prepare report on it.

Note

Each student should prepare report for any 5 practicals / Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.

References

Text Books (Latest Editions)

1. Robbins, Stephen - Organizational Behavior -Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach -McGraw Hill Publishers Co. Ltd., New Delhi.
3. Prasad, L.M-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior –Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition.
6. Bell/Leopold, Diversity in organisations, Cengage Learning India Pvt.Ltd.
7. Griffin/Phillips/Gully, Organisational Behaviour: Managing people and organisations with MindTap, Cengage Learning India Pvt.Ltd.
8. Wallace, Personal Development for life and Work, Cengage Learning India Pvt.Ltd.

Reflective Exercises and supplementary readings

Unit 1

1. Personality assessment through a questionnaire (MBTI/16PF etc.)
2. Personality assessment through Indian scriptures.
3. Review Literature of the book “Personality Development” by Swami Vivekananda by Exotic India Art.
4. Translating Swami Vivekananda into Management Practice
5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit 2

1. Assess the ways of self-directed Learning.

Unit 3

1. Watch the movie “Ruka hua Faisla”/12 Angry Men on group decision making.
2. Reflective essay on group behaviour on “Draupadi Cheer Haran”
3. Identify a firm and analyse how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.
4. Understanding Belbin Individual Team Roles <https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf>.

Unit 4

1. Practice Stress Management Techniques

2. Leading strategic and organizational change at Tata Steel: the role of culture

<https://www.cambridge.org/core/books/abs/leading-strategicchange/leading-strategic-and-organizational-change-at-tata-steel-the-roleof-culture/AEBA5AF709A6E343>

BBA-I-Sem-II(NEP 2.0)
MARKETING MANAGEMENT
CC-202

Course Description	Marketing Management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.				
Course Objectives	<ol style="list-style-type: none"> 1. Develop understanding about marketing management concepts and frameworks and apply these to a new or existing business. 2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives 3. Explore best practices in managing marketing activities within an organization and how to measure the impact on demand and attempt to forecast and influence its future levels, magnitude, and timing. 				
Course Outcomes	<p>After completion of course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context. 2. Recognize various elements marketing mix for effective functioning of an organization. 3. Critically analyse an organization's marketing strategies. 4. Learn appropriate tools and techniques of marketing with focus on Indian experiences, approaches, and cases. 5. Evaluate marketing implementation strategies and formulate and assess strategic, operational, and tactical marketing decisions. 				
Total Hours of Teaching: 60	Lecture 3	Tutorial 1	Practical 0	Total Per Week 4	Credit Points: 04
Total Marks:100	Theory: 60				Internal: 40

Syllabus Contents:

Unit: I	Introduction Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)	15 Hours
Unit: II	Segmentation, Targeting and Positioning Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer.	15 Hours
Unit: III	Product Decisions Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price. Promotion Decisions: Factors determining promotion mix, Promotional Tools, Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.	15 Hours

Unit: IV	<p>Marketing of Services</p> <p>Unique characteristics of services, marketing strategies for service firms – 7Ps.</p> <p>Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).</p>	15 Hours
-----------------	--	----------

Note: Relevant case studies based on the above units should be discussed in the class.

Suggested Field Work or Practical Work:

1. Study the application of core concepts of marketing in case of soft drinks and beverages
2. Identify businesses in your vicinity with B2C, B2G, B2B, C2C. Study their marketing practices.
3. Classify and compare different products on the basis of segmentation
4. Conduct interview of consumers of different age groups and analyse their buying decision process and factors impacting on consumer behaviour.
5. Visit any super market or big retail store in your area and study the 4 elements of marketing.
6. Identify any 5 products and assess branding of it.
7. Study any 5 products in market and analyse elements of packing and labelling used/mentioned.
8. Compare the pricing policy of big organizational retail stores and small, local un-organized stores.
9. Study and compare the Promotional tools used by leading Mobile phones
10. Identify practical issues related to application of Digital marketing tools.

Note:

Each student should prepare report of any 5 field work/practical work topics including detailed information after visiting to the location generating various environmental issues as per the guidelines of subject teacher.

References

Text Books (Latest Editions)

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shailesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | *Marketing Management*. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition), Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global*

Perspective (6th edition). Sage Publications India Pvt. Ltd.

6. Sheth, J. N., & Sisodia, R. S. (Eds). *Does Marketing Need Reform?: Fresh Perspectives on the Future*. Routledge.
7. Percy, L. *Strategic Integrated Marketing Communications*. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (7th edition). Pearson Higher Education.
9. Biswas A. K. *Strategic Market Management: Managing Markets for profit and growth* Notion Press.
10. Schmitt, B. *Experiential Marketing*. Bilbao: Deusto.
11. Kumar, N. *Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation*. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. *The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market*. Basic Books.
13. Treacy, M. *Double-digit Growth: How Great Companies Achieve It--No Matter what?* Penguin.
14. Capon, N. *The marketing mavens*. Crown Business.
15. Levitt T. *Marketing Myopia*.
16. Hamel & Prahalad *Competing for the Future*
17. Peter Doyle : *Value-Based Marketing*
18. Forsyth, Gupta, Haldar : *A Segmentation You Can Act on*.
19. Daniel Yankelovich and David Meer (HBS) : *Rediscovering Market Segmentation*
20. C. K. Prahalad : *The Fortune at the Bottom of the Pyramid*
21. Al Ries & Jack Trout : *Positioning: The battle for your mind*
22. Lamb/Hair/Sharma/McDaniel, *Marketing: A south-Asian Perspective*, Cengage Learning India Pvt.Ltd.
23. Rosenbloom, *Marketing Channels: A management view*, Cengage Learning India Pvt.Ltd.
24. Zahay/Roberts/Parker/Barker: *Social Media Marketing*, Cengage Learning India Pvt.Ltd.
25. Lacobucci: *Marketing Management*, Cengage Learning India Pvt.Ltd.
26. Smith, *Pricing Strategy*, Cengage Learning India Pvt.Ltd.
27. Zikmund, *Essentials of Marketing Research*, Cengage Learning India Pvt.Ltd.

BBA-I-Sem-II(NEP 2.0)
BUSINESS ECONOMICS
CC203

<p style="text-align: center;">Course Description</p>	<p>Business Economics uses economic concepts and principles by emphasizing on demand and supply analysis, production & cost analysis and different market structures which are fundamental for further study. This course also introduces important macroeconomic concepts which are indispensable for understanding the functioning of an economy that might affect business performance.</p> <ol style="list-style-type: none"> 1. It equips students with fundamental concepts of microeconomics. 2. Business economics delves into the complexities of market structures, helping students navigate Challenges such as competition, regulatory environments, and technological disruptions. 3. It fosters critical thinking by analyzing real-world case studies, enabling students to propose innovative solutions to business problems. 4. A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.
<p style="text-align: center;">Course Objectives</p>	<ol style="list-style-type: none"> 1.To know basic concepts of microeconomics 2. To study the form and nature of the market and their pricing strategies. 3. To know calculation of national income and true measure for increasing economic welfare. 4. To examine various challenges associated with the Indian economy
<p style="text-align: center;">Course Outcomes</p>	<p>After completion of course, students will be able to:</p> <ol style="list-style-type: none"> 1. State basic concepts of microeconomics and solve the problem of reallocation 2. Explain distribution of the scarce resources. 3. Illustrate the form and nature of the market and their pricing strategies. 4. Examine national income level and true measures for increasing economic welfare. 5. Assess various challenges associated with the Indian economy and help to balance the economy.

Total Hours of Teaching	Lecture	Tutorial	Practical	Total Per Week	Credit Points	
: 60	3	1	0	4	: 04	
Total Marks:100	Theory: 60				Internal : 40	
Syllabus Contents:						
Unit: I	Fundamentals and Basic Elements of Microeconomics <ul style="list-style-type: none"> • The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics. • Scope of Study and Central Problems of Micro and Macroeconomics • Demand Schedule: Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand. • Supply Schedule: individual and market supply, determinants of supply, law of supply, Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply. 				15 Hours	
Unit: II	Producer and Consumer Behavior <ul style="list-style-type: none"> • Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium. • Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves. • Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi- Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium. 				15 Hours	

Unit: III	<p>Analysis of Market</p> <ul style="list-style-type: none"> • Concept of Market and Main Forms of Market. • Price and Output Determination Under Perfect Competition, Monopoly Monopolistic Competition, and oligopoly. 	15 Hours
Unit: IV	<p>National Income and Various Indian Economy Challenges</p> <ul style="list-style-type: none"> • Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income. • A Brief Introduction of Indian Economy - Pre-and Post-Independence. • Current Challenges Facing by Indian Economy- Human Capital Formation, • Poverty, Dynamic Business Environment, Trade with Various Nations, Sustainable Economic Development 	15 Hours

Note: Pedagogy and Teachings Method

(Teacher should use the following strategies to achieve various outcomes of the course)

- Different methods of teaching and media to be used to attain classroom attention.
- Massive open online courses (MOOCs) may be used to teach various topics/subtopics.
- 15-20% of the topics which are relatively simpler or descriptive in nature should be given to the students for self-learning and assess the development of competency through classroom presentations.
- Micro-projects may be given to group of students for hand-on experiences.
- Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

Suggested Field Work or Practical Work

1. Arrange a debate on a basic economics problem under Micro and Macro Economics
2. Explain Law of Demand with practical examples
3. Explain the law of diminishing marginal utility by taking the example of pizza consumption.
4. Explain the concept and types of price elasticity of demand by taking examples for day to day life.
5. Prepare a report on market structure of Indian railways.

6. Explain the price leadership strategy adopted by reliance Jio in India Telecommunication market and its impact on other players.
7. Explain the concept of factor pricing as applicable to pizza making business along with cost and revenue curves.
8. Identify different forms of market for different products.
9. Study current challenges facing Indian economy-human capital formation, poverty.
10. Elaborate different methods of calculating National Income with examples

Note:

Each student should prepare report for any 5 practical's /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone related to your topic with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.

References:

Textbooks (Latest Editions)

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory
4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economics
6. J. Shapiro: Macro Economic Theory and Policy
7. W.H. Bransin: Macro-Economic Analysis
8. M.L. Jhingan: Macro-Economic Theory and Policy
9. M.C. Vaishya: Macro-Economic Theory
10. Sunil Bhaduri: Macro Economic Analysis
11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, Bahadurshah Zafar Marg, New Delhi.
12. Samuelson & William D. Nordhaus: Economics; McGraw Hills Publication

13. A.N. Agarwal: Indian Economy.
14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi.
15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
16. D.M. Mithani: Macro Economics; Himalaya Publishing House.
17. Macro Economics" by N. Gregory Mankiw
18. Macro Economics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
19. Macroeconomics" by Olivier Blanchard
20. Baumol/Blinder, Micro Economics: Principles and Policy, Cengage Learning India Pvt.Ltd.
21. Arnold/Arnold, Micro Economics, Cengage Learning India Pvt.Ltd.
22. Arnold/Arnold, Macro Economics, Cengage Learning India Pvt.Ltd.
23. Mankiw, Principles of Economics with MindTap, Cengage Learning India Pvt.Ltd.
24. Mankiw/Taylor, Micro Economics, Cengage Learning India Pvt.Ltd.
25. Mankiw/Taylor, Macro Economics, Cengage Learning India Pvt.Ltd.
26. McEachern/Indira, Macro Economics: A south-Asian Perspective,
27. Mankiw/Taylor, Economics, Cengage Learning India Pvt.Ltd.
28. McEachern, Micro Economics with MindTap, Cengage Learning India Pvt.Ltd.

BBA-I-Sem-II (NEP 2.0) EMERGING TECHNOLOGIES AND APPLICATIONS SEC201					
Course Description	This subject aims to provide comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc. It also explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.				
Course Objectives	1.To provide a comprehensive understanding of emerging technologies such as blockchain, IoT, cloud computing, robotics, AR/VR, etc. 2.To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.				
Course Outcomes	After completion of course, students will be able to : 1. Describe foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities. 2. Analyse the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation. 3. Evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage. 4. Develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.				
Total Hours of Teaching : 30	Lecture 1	Tutorial 0	Practical 2	Total Per Week 2	Credit Points : 02
Total Marks:50	Theory : 30			Internal : 20	
Syllabus Contents:					

Unit: I	<p>Cloud Computing</p> <p>Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid)- Cloud-based -enterprise solutions – Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks</p>	7 Hours
Unit: II	<p>Internet of Things (IoT) & Industry 4.0</p> <p>Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage –Real-time analytics and decision-making – Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization</p>	8 Hours
Unit: III	<p>Block Chain Technology</p> <p>Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations.</p>	7 Hours
Unit: IV	<p>Augmented Reality (AR) and Virtual Reality (VR)</p> <p>Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience – Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.</p>	8 Hours
<p>Note: Relevant case studies based on the above units should be discussed in the class.</p>		

Suggested Field Work or Practical Work

1. Select any organization who wish to migrate its IT infrastructure to the cloud. The organization has certain requirements, it includes scalable infrastructure, platform for application development, organization uses several enterprise applications (ERP and CRM), and data security for sensitive customer and business data.

Based on given information prepare a detailed report with respect to following points.

- Suggest Cloud service model and providers with appropriate reasoning.
 - Recommend the most appropriate deployment model with proper justification.
 - Recommend the specific cloud-based enterprise solutions (e.g., ERP, CRM) that could be beneficial and can enhance its operational efficiency, scalability, and cost management.
 - Conduct a cost-benefit analysis comparing on-premises infrastructure with cloud-based solutions. Consider factors like initial investment, ongoing maintenance, scalability, and potential cost savings.
 - Analyze the security implications of migrating to the cloud, focusing on data protection, access control, and threat management. Provide recommendations on how organization can maintain data security and governance in a cloud environment.
 - Explore on potential challenges that organization may face during the migration and how to mitigate them.
 - Provide a final recommendation for the selected organization's cloud migration strategy, including the preferred cloud service and deployment models, enterprise solutions, and governance practices.
2. An automotive components manufacturing Company has recently expanded its operations and is looking to adopt IoT and Industry 4.0 technologies to enhance production efficiency, optimize supply chains, and improve product quality. In parallel, the city where the manufacturing company is located is rolling out a smart city initiative, aiming to use IoT technologies for infrastructure management, traffic control, and energy efficiency.

Based on given information prepare a detailed report with respect to following points.

- Identify the role of sensor technologies in IoT and their significance in the manufacturing sector. Analyze different connectivity options (e.g., Wi-Fi, 5G) suitable for Manufacturing's IoT deployment.

- Explore the potential applications of IoT in smart cities, focusing on areas like traffic management, energy efficiency, and public safety. How that company can benefit from integrating its IoT systems with the city's smart infrastructure?
 - Identify specific IIoT applications that Manufacturing Company can implement, such as predictive maintenance, asset tracking, and quality control. Evaluate the impact of IIoT on production efficiency, downtime reduction, and cost savings.
 - Compare different data storage solutions (e.g., cloud, edge computing) that selected Manufacturing can use. Recommend the one which is most suitable.
 - Explore the tools and platforms available for implementing real-time analytics in an industrial environment. Analyze how that company can use real-time analytics to optimize production processes and improve decision-making.
 - Evaluate the potential impact of advanced manufacturing technologies on company's productivity and competitiveness.
 - Analyze how the adoption of IoT and Industry 4.0 technologies can transform business models in the manufacturing sector.
 - Provide a roadmap for implementing business process optimization using Industry 4.0 technologies.
3. A firm specialized in developing innovative financial products and services is exploring the adoption of blockchain to enhance its offerings in areas such as digital identity, payment processing, and smart contracts. The company also aims to navigate the regulatory landscape and address security and privacy concerns associated with blockchain technology.

Based on given information prepare a detailed report with respect to following points.

- Explain the basic principles of blockchain technology, importance of decentralization in blockchain systems and how it differs from traditional centralized systems. Provide/list some examples where the blockchain technology is adapted.
- Evaluate how transparency, security, and trust ensured in a blockchain network using distributed ledger.
- Assess the suitability of various consensus mechanisms for selected organization's blockchain implementation, considering factors like security, scalability, and energy efficiency.

- Discuss the potential applications of smart contracts in financial services, focusing on areas like automated payments, insurance claims processing, and digital identity verification.
 - Provide examples of platforms that support smart contracts (e.g., Ethereum) and analyze their strengths and limitations.
 - Analyze the challenges and opportunities of implementing blockchain-based digital identity solutions in the financial sector.
 - Provide recommendations on how the company can overcome the identified challenges and leverage the opportunities.
 - Provide strategies that organization can implement to mitigate security risks and protect user privacy while using blockchain.
4. A large consumer electronics retail company has been exploring the use of emerging technologies to enhance customer engagement, employee training, and overall business efficiency. With the growing interest in AR and VR, company wish to implement these technologies in its marketing campaigns, in-store customer experiences, and employee training programs.

Based on given information prepare a detailed report with respect to following points.

- Provide examples of common devices and platforms used for AR (e.g., Microsoft HoloLens) and VR (e.g., Oculus Rift).
- Explore the current state of AR/VR technology, including major players in the industry and the latest advancements. Highlight significant milestones in the development of AR/VR that have shaped their current applications in various sectors.
- Analyze how AR and VR are being used in marketing campaigns to enhance customer engagement and brand loyalty with successful AR/VR marketing campaigns (e.g., AR product visualizations, VR brand experiences) and their impact on consumer behavior. Suggest how the selected organization can leverage AR/VR to create memorable and immersive customer experiences both in-store and online.
- Explore the use of AR and VR in employee training and development, focusing on their advantages over traditional training methods. Suggest how the organization can implement AR/VR-based training programs for its employees, particularly in areas like product knowledge, customer service, and safety.

- Identify the key challenges in adopting AR/VR technologies, including cost, technological limitations, and user adoption. Provide recommendations on how the company can overcome these challenges and capitalize on the opportunities offered by AR/VR.
- Elaborate on how AR and VR can be integrated into existing business processes, such as supply chain management, inventory tracking, and marketing of the selected company by analyzing the potential impact of AR/VR integration on business efficiency, data management, and decision-making. Provide a roadmap for implementing AR/VR technologies, outlining key steps, potential risks, and success factors.

5. Any other practical suggested by subject teacher

Note: Subject teacher can give any other practical on the basis of syllabus. Each student should solve any 2 practical's under the guidance of subject teacher and prepare note on it.

Suggested Lab Experiments (Programming Assignments)

1. Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.
2. Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications
3. Implementation of Cloud Service Models (IaaS Implementation) - Configure virtual machines using VMware. Deploy a web server (e.g., Apache, Nginx) on the virtual machine. Implement load balancing
4. Implementation of Cloud Service Models (PaaS Implementation) - Deploy a web application.
5. Implementation of Cloud Service Models (SaaS Implementation) - Develop a simple SaaS application (e.g., a to-do list app) and deploy it using a SaaS platform (e.g., Salesforce, Office 365). Integrate the SaaS application with a cloud database.
6. Interface temperature, humidity, and motion sensors with an Arduino or Raspberry Pi.
7. Create a simple dashboard to visualize real-time sensor data.
8. Implement a basic blockchain in Python, JavaScript, or any preferred language.
9. Create a simple peer-to-peer network to simulate a decentralized ledger.
10. Develop a simple AR application using AR frameworks like ARKit (iOS) or ARCore (Android).
11. Create a basic VR environment using a platform like Unity or Unreal Engine

Textbooks (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

Readings:

- Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging Technologies and their potential for generating new assistive technologies. *Assistive Technology*,33(sup1), 17–26.
<https://doi.org/10.1080/10400435.2021.1945704>
- Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, *Research Policy*, Volume 48, Issue 9, 2019, 103834,
<https://doi.org/10.1016/j.respol.2019.103834>.
- Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", *Organization Management Journal* , Vol. 19 No. 3, pp. 88-98. <https://doi.org/10.1108/OMJ-10-2020-1063>

Case Studies

1. Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy,<https://hbsp.harvard.edu/product/IMB889-PDFENG?Ntt=emerging%20technologies>
2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani,
<https://hbsp.harvard.edu/product/W14007-PDFENG?Ntt=emerging%20technologies>

<p align="center">BBA-I-Sem-II (NEP 2.0)</p> <p align="center">MEDIA LITERACY AND CRITICAL THINKING</p> <p align="center">MDE201</p>						
<p align="center">Course Description</p>	<p>This course equips students with essential media literacy and critical thinking skills to analyze and navigate various media forms. It covers the dynamics of media production and ownership in India, ethical and regulatory considerations, and enhances digital literacy for responsible online engagement. Through comprehensive study and practical exercises, students will learn to critically engage with media content, uncover biases, and make informed decisions in media consumption and production.</p>					
<p align="center">Course Objectives</p>	<ol style="list-style-type: none"> 1. Develop critical thinking skills to analyze various media forms effectively and identify underlying biases. 2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility. 3. Explore media production dynamics and ownership structures in the Indian context. 4. Address ethical and regulatory considerations in media practices. 5. Enhance digital media literacy for responsible online engagement and combating misinformation. 					
<p align="center">Course Outcomes</p>	<p>After completion of course, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies. 2. Use media literacy principles to make informed decisions about media consumption and production. 3. Examine the complexities of media production, distribution, and audience behaviour. 4. Assess to ethical standards in media content creation and consumption. 5. Evaluate responsible digital citizenship by navigating online information critically and combating misinformation. 					
<p align="center">Total Hours of Teaching</p>	<p align="center">Lecture</p>	<p align="center">Tutorial</p>	<p align="center">Practical</p>	<p align="center">Total Per Week</p>	<p align="center">Credit Points</p>	

	: 30	1	1	0	2	: 02
	Total Marks:50	Theory : 30				Internal : 20
Syllabus Contents:						
Unit: I	Foundations of Media Literacy and Critical Thinking Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviours.					8 Hours
Unit: II	Deconstructing Media Texts Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.					7 Hours
Unit: III	Media Consumption and Production Dynamics Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns.					8 Hours
Unit: IV	Ethics, Regulation, and Digital Media Literacy Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards; Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.					7 Hours
Note: Relevant case studies based on the above units should be discussed in the class.						

Suggested Field Work or Practical Work :

1. Identify media literacy resources used in different organisations and analyse most effective tool.
2. Study and apply media literacy principles to make informed decision for some cases.
3. Study different forms of media text and analyse it.
4. Watch a video in which teens reflect on the concept of fake news, and then discuss their own experiences with misinformation.
5. Conduct class activity for visual media using Semiotics.
6. Analyse techniques used for valuating media content.
7. Explain some legal acts related to use of digital media
8. Write a note on Ethical practices related to Digital media
9. Analyse any two case studies related to Media
10. Analyse digital media's impact on contemporary media literacy practices

Note:

Each student should prepare report any 5 practical or field work including detailed information as per guidelines and structure/format given by subject teacher. The report should be hand – written. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report.

References:

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.

10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.
11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.) Simon & Schuster.

BBA-I-Sem-II (NEP 2.0)
INDIAN CONSTITUTION
VAC201

**Course
Description**

This course offers a unique perspective on the Constitution of India, focusing on its economic dimensions and impact on business. It delves into the historical and ideological underpinnings of the Constitution as an economic document, tracing its evolution from post-colonial economic governance to contemporary debates. Students explore constitutional battles over land reforms, economic liberalization, and fiscal federalism, gaining insights into competing economic ideologies and interests. Through case studies and legal analysis, they examine fundamental rights related to business, fiscal federalism, and constitutional issues shaping India's economic landscape.

By the end of the course, students will develop a nuanced understanding of the Constitution's role in shaping economic policies and its implications for business practices, equipping them with valuable insights for careers in business management and policy advocacy.

**Course
Objectives**

1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.
2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.
3. Analyze the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.
4. Explore the legal history of competing claims between economic development and principles of equity and justice in India.
5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.
6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.

Course Outcomes	After completion of course, students will be able to :				
	<ol style="list-style-type: none"> 1. Explain concept of the Indian Constitution, particularly from the perspective of economic governance and business 2. Employ a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business 3. Develop a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice. 				
Total Hours of Teaching	Lecture	Tutorial	Practical	Total Per Week	Credit Points
: 30	2	0	0	2	: 02
Total Marks:50	Theory: 30			Internal: 20	
Syllabus Contents:					
Unit: I	An Economic History of the Constitution of India Historical understanding of the constitution as an economic document. Understanding the Preamble, starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India; Constitutional design, Legal Regulation and economic justice				8 Hours
Unit: II	Fundamental Rights and Business in India Article 19(1)(g) grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.				8 Hours
Unit: III	Fiscal Federalism Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India; Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.				7 Hours

Unit: IV	<p>Constitutional battles that shaped the economy</p> <p>This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies.</p>	7 Hours
-----------------	--	---------

Note: Relevant case studies based on the above units should be discussed in the class.

Suggested Field Work or Practical Work

1. Study and analyse case-Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
2. Study and analyse case- State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
3. Study and analyse case -Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
4. Study and analyse case -Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
5. Study and analyse case -Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
6. Study and analyse case- T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79
7. Study and analyse case- Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
- 8.. Study and analyse case- Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224
9. Study and analyse case- State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699

10. Study and Analyse case-Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801

Note:

Each student should prepare report any 5 practical or field work including detailed information as per guidelines and structure/format given by subject teacher. The report should be hand-written. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report.

References

- The Oxford Handbook of the Indian Constitution, Oxford university press.

Cases

- Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
- State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
- Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
- Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
- Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79
- Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
- Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224
- State of Bombay v. R.M.D. Chamarbaugwala, AIR 1957 SC 699
- Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801
- State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,
- G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375
- Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406

BBA-I-Sem-II (NEP 2.0) BUSINESS COMMUNICATION-II AEC201					
Course Description	This course focuses on bringing in perspective the importance of Business Communication for organizations and individual employees in the context of multicultural workforce in a digital world. The course will focus on instilling effective written and oral communication skills in students. The course will be taught using texts, cases and classroom exercises for improving both written and oral communication in students.				
Course Objectives	1.To understand the concept, process, and importance of business communication with a strategic imperative. 2.To help students in understanding the basic principles and techniques of various workplace communication including digital communication skills 3.To train students to acquire and master intra and interorganizational communication 4.To train students for communicating effectively for the purpose of gaining employment.				
Course Outcomes	After completion of course, students will be able to : 1.Apply the skills for writing various workplace written communications. 2. Analyse and evaluate Business Reports. 3. Demonstrate competence in delivering impressive power- point presentations. 4. Create objective and succinct Resumes and be prepared to perform optimally in Job Interviews.				
Total Hours of Teaching : 30	Lecture 1	Tutorial 1	Practical 0	Total Per Week 2	Credit Points : 02
Total Marks:50	Theory : 30			Internal : 20	
Syllabus Contents:					
Unit: I	Written communication: intra organizational/ departmental/ workplace communication Need and Types, Basics of Writing Office Circulars, Agenda, Notice, Office Memorandum, Office Orders, News Letters; Positive and Negative Messages, Use				8 Hours

	<p>of Technology for Communication, Effective IT communication tools- Electronic mail: advantages, safety and smartness in writing email, E-mail etiquettes; Use of online social media for communication and Public Relations; Ethical dilemmas in use of social media for communication. Report Writing: Types of Business Reports, responding to request for proposals (RFP), response to RFP, Formal Report- Components and Purpose, Organizing Information- Outlining & Numbering Sections, Section Headings, Sub-Headings, & Presentation; Reporting in Digital Age, Writing Reports on Field Work/Visits to Industries, Business Proposals; Summarizing Annual Reports of Companies- Purpose, Structure and Principles; Drafting Minutes of a Meeting; Corporate Communication- channels of corporate communication, target segments of corporate communication, types of corporate communication; Managing Crisis-Communication; Managing communication during change; Culture as communication</p>	
<p>Unit: II</p>	<p>Oral Communication, Professionalism and Teamwork Meaning, Nature, and Scope of Effective Oral Communication; Techniques of Effective Speech, Media for Oral Communication- Face-to-Face Conversation, Teleconferences, Press Conference, Telephonic Conversations, Radio Presentation, Public address and Podcast. Constructing Oral Report; Group Discussion, Teams communication; Communication during online meeting; Online and offline professional etiquettes; Conducting appraisals, conducting interviews</p>	<p>7 Hours</p>
<p>Unit: III</p>	<p>Negotiation Skills and Cross-Cultural Communication Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation; Impact of globalization on organizational communication; Cross-Cultural frameworks (ex. Geert Hofstede); Culture & appropriate communication; Etic and Emic approaches to Culture; Communication to a diverse workforce; Overcoming barriers and biases in Cross-Cultural Communication; Building Inter-Cultural Workplace Skills; Cross-cultural etiquettes across clusters/countries.</p>	<p>7 Hours</p>

<p>Unit: IV</p>	<p>Contemporary Communication</p> <p>Digital communication- individual communicating via social media, organizations communicating via social media, Media Literacy; Strong Digital communication skills-email, instant messaging, video conferencing, e-meetings, digital collaboration, digital citizenship-digital etiquettes & responsibilities; Introduction to personal and organizational websites; communication through podcasts. Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.</p>	<p>8 Hours</p>
------------------------	--	----------------

Note: Relevant case studies based on the above units should be discussed in the class.

Suggested Field Work or Practical Work :

- 1. Negotiation skills :** Mock Negotiation Exercise on sale of goods.
- 2. Personality :** Exercise on personality ; Identifying personality trends ; comment on strengths and weakness of personality.
- 3. Team working skills :** Form a team of students; Assign them a task and roles of team members ; reward their functioning.
- 4. Elocution Skills :** Organise Elocution competition on topic given or self-selected; current business issue; assess the critical thinking process and assertiveness in presentation.
- 5. Conflict resolution :** Create a conflicting situation and observe the behaviour of students in conflict resolution ; student's comments .
- 6. Social awareness :** Form a team of students ; allotment of cleaning task for cleanliness ; performance reward
- 7. Self-analysis :** enlist own and friends good and bad habits; List the efforts taken to break the bad habits.
- 8. Problem solving skills :** Ask the students to identify any social or educational problem ; narration of problem ; Finding solution ; Describing / sharing solution of problem.
- 9. Stress management (Case study) :** Create stressful situation .Record the behaviour of student in a stressful situation ; effect on their health ; Narration of Methods adopted for stress control.
- 10. Verbal and Non-Verbal Communication:**
Analyse verbal and non-verbal aspects of speeches of great leaders and orators and prepare report on it.

Note:

Each student should prepare report any 5 practical or field work including detailed information as per guidelines and structure/format given by subject teacher. The report should be hand-written. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report.

References**Textbooks (Latest Edition)**

1. AICTE's Prescribed Textbook: Communication Skills in English (with Lab Manual), Anjana Tiwari, Khanna Book Publishing Co.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P. Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L. et al., Business Communication Today, Pearson.
6. Krizen, Communicating in Business, Cengage Learning India Pvt.Ltd.
7. Nawal, Business Communication, Cengage Learning India Pvt.Ltd.
8. Newman, Business Communication: In person, In print, Online with MindTap, Cengage Learning India Pvt.Ltd.
9. Ober/Newman, Communicating in Business, Cengage Learning India Pvt.Ltd.
10. Rath/Shalini/Ray, Corporate Communication, Cengage Learning India Pvt.Ltd.

References

1. Culture as Communication (2001) by Stever Robbins
<https://hbsp.harvard.edu/product/C0108A-HCB-ENG>
2. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen
| Business Expert Press| BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>

Suggested Exercise and Cases

1. Negotiation exercise as vendor/seller
2. Analysing verbal and non-verbal aspects of speeches of great leaders and orators.
3. Delivering Effective Presentations using presentation tools/software and use of infographics.

4. Cases on business communication
5. Summarizing Annual Report of a Company.
6. Preparing elevator pitch
7. Preparing curriculum vitae/resume/letter
8. Communicating Effectively in Group Discussion and personal interviews
9. How to Communicate Organizational Change (2020) by Angela Fisher Ricks a.
<https://online.hbs.edu/blog/post/how-to-communicate-organizational-change>
10. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press |BEP334-PDF-ENG|
<https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
11. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG |<https://hbsp.harvard.edu/product/416046-PDF-ENG?>
12. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff
a. <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
13. Group Communication and Decision-Making Simulation: Wildfire Mitigation |Matthew Koschmann| FO0001-HTMENG|<https://hbsp.harvard.edu/product/FO0001-HTM-ENG>
14. Three Rules for Communicating During a Crisis | Nancy Koehn| 5238AV-AVOENG
| <https://hbsp.harvard.edu/product/5238AV-AVO-ENG>
[https://hbsp.harvard.edu/product/5238AV-AVO-ENGNtt=BUSINESS COMMUNICATION](https://hbsp.harvard.edu/product/5238AV-AVO-ENGNtt=BUSINESS%20COMMUNICATION)

BBA-I-Sem-II(NEP 2.0)**मराठी (MARATHI) -2****उद्यम झेप-2****AEC202-I**

Course Description	मराठी भाषा ही जगातील एक महत्त्वाची भाषा आहे आठ शतकाहून अधिक काळची समृद्ध वाङ्मयीन परंपरा मराठीत आहे .त्यामुळे मराठी भाषा व वाङ्मयीन परंपरेचे ज्ञान देणे तसेच रोजगाराभिमुख अभ्यासक्रमाची अंमलबजावणी करून विद्यार्थ्यांमधील भाषिक क्षमतांचा विकास करणे हे या अभ्यासक्रमाचे उद्दिष्ट आहे. मराठी कवितेचे व मराठी पत्रव्यवहारासंदर्भात आवश्यक माहिती समावेश करण्यात आली आहे.				
Course Objectives	1. मराठी भाषा व साहित्य अभ्यासाची रुची निर्माण करणे 2. मराठी कवितेचे आस्वादन व मूल्य करणे. 3. मराठी पत्रव्यवहाराचे कौशल्य अवगत करणे				
Course Outcomes	या कोर्सच्या अध्ययनानंतर विद्यार्थ्यांना १. मराठी भाषा व साहित्य अभ्यासाची अभिरुची निर्माण होईल . 2. मराठी साहित्याचे आकलन विश्लेषण व समीक्षण करता येईल. 3. मराठी कवितेचे आस्वादन व मूल्य निर्णय करता येईल. 4. वैचारिक व ललित स्वरूपाचे लेखन करता येईल . 5. पत्रव्यवहाराचे कौशल्य अवगत होईल.				
Total Hours of Teaching : 30	Lecture 1	Tutorial 1	Practical 0	Total Per Week 2	Credit Points : 02
Total Marks:50	Theory : 30			Internal : 20	
Syllabus Contents:					
Unit-I	पद्य १.कान्होपात्रा -अ) नको देवराया ब)पतित पावन म्हणविसी २.एकनाथ-१. दादला २.संन्यासी ३.अरुण काळे -अ)तू मदरबोर्ड माझ्या संगणकाचा ब)मल्टी लुटालुटीचा झिंग लपालपा ४.नागराज मंजुळे-१. मी पुस्तक परजतो २. पर्याय				15 Hours

Unit-II	<p>उपयोजित मराठी पत्र लेखन</p> <p>१. पत्रलेखन: संकल्पना, महत्त्व, प्रकार</p> <p>२. कार्यालयीन पत्रलेखन</p> <p>३. व्यावसायिक पत्रलेखन</p> <p>४. नोकरीसाठी अर्जलेखन</p> <p>५. ई-मेल</p> <p>६. स्वपरिचय (Resume)</p> <p>७. प्रात्यक्षिक कार्य</p>	15 Hours

Suggested Field Work or Practical Work :

मराठी विषयासाठी संबंधित विषय शिक्षकांनी अभ्यासक्रमावर आधारित वेगवेगळे 5 प्रात्यक्षिक काम उपक्रमांच्या माध्यमातून विद्यार्थ्यांना द्यावे . विद्यार्थ्यांनी केलेल्या प्रात्यक्षिकाची माहिती रिपोर्टच्या स्वरूपात सादर करावी

साधन ग्रंथ :

१. अरुण काळे : नंतर आलेले लोक, लोकवाङ्मय गृह, मुंबई २०१०
२. नागनाथ कोत्तापल्ले : उद्याच्या सुंदर दिवसासाठी-सायन पब्लिकेशन, पुणे २०१५
३. राजन गवस, अरुण शिंदे, गोमटेश पाटील : भाषिक सर्जन आणि उपायोजन, दर्या प्रकाशन, पुणे २०१२
४. वसंत जोशी (संपा): एकनाथांची निवडक भारुडे, मेहता पब्लिशिंग हाऊस, पुणे १९९४
५. अंजली ठाकूर : असाही एक किमयागार, राजहंस प्रकाशन, पुणे
६. यशवंत थोरात: काही वाटा काही वळण, अनुबंध प्रकाशन, पुणे २०२३
७. भगवंत देशमुख (संपा): एकनाथ वाङ्मयदर्शन, साहित्य अकादमी, नवी दिल्ली २००३
८. सलीम मुल्ला: ऋतूफेरा, दर्या प्रकाशन, कोल्हापूर
९. नागनाथ मंजुळे : उन्हाच्या कटाविरुद्ध, आटपाट प्रकाशन, पुणे २०१०,

१०. राही, सरनोबत: लक्षवेधी मैफल, दैनिक लोकसत्ता ,दि.२२ जाने.,२०१६

११.राहीरकर ,गो शं.,व गोसावी,र.रा (संपा): श्री सकल संत गाथा ,प्रकाशक गो.शं.राहीलकर, पुणे १९५५

१२. रमेश वरखेडे(संपा): महाराजा सयाजीराव गायकवाड भाषण संग्रह :भाग १,महाराजा सयाजीराव गायकवाड चरित्र साधने प्रकाशन समिती, छत्रपती संभाजीनगर, २०१७

१३. सरदार,गं.बा.: एकनाथ दर्शन मॉडर्न बुक डेपो प्रकाशन, पुणे१९७८

१४. बी.जी. शिर्के: उद्योगपर्व, राजहंस प्रकाशन ,पुणे,२०२३

१५. बीजी शिर्के: जिद्द, राजहंस प्रकाशन ,पुणे

संदर्भ ग्रंथ :

१.विलास खोले,(संपा): संत जनाबाई आणि अन्य मध्ययुगीन संत कवयित्री यांची कविता, साहित्य अकादमी, नवी दिल्ली २०१७

२.धनंजय गायकवाड: राही- ऑलिंपिक गोलची, झी मराठी दिशा

३.सयाजीराव गायकवाड : सयाजीराव गायकवाड यांची भाषणे, खंड १ ते ५ साकेत प्रकाशन, छत्रपती संभाजीनगर

४.मोनाली गोर्हे:दै. लोकमत ,दि.30 ऑगस्ट २०१५

५. वि.शं. चौगुले :मुक्तगद्य, मॅजेस्टिक प्रकाशन, मुंबई

६.रजनीश जोशी :दादासो पांडुरंग तर्खडकर :व्यक्तित्व आणि कर्तृत्व, इंडस सोर्स बुक्स, मुंबई

७.नसीराबादकर ,ल.रा.:व्यावहारिक मराठी ,भाषाविकास संशोधन संस्था, कोल्हापूर २०२३

८.पगार, एकनाथ: महाराजा सयाजीराव गायकवाड ,महाराष्ट्र राज्य साहित्य आणि संस्कृती मंडळ, मुंबई २०२१

९ पाटंगणकर, विद्यासागर: मराठी संत कवयित्रींचा इतिहास, साहित्य अकादमी ,नवी दिल्ली,२०१५

१०. महेंद्र भवरे :मराठी कवितेच्या दिशा, लोकवाङ्मय गृह मुंबई

११. तारा भवारकर :स्त्रीमुक्तीचा आत्मस्वर, लोकवाङ्मय गृह, मुंबई

१२.भांड, बाबा :युगदृष्टा महाराज सयाजीराव गायकवाड ,साकेत प्रकाशन, छत्रपती संभाजी नगर

१३.भा.ल.भोळे(संपा):एकोणिसाव्या शतकातील मराठी गद्य,खंड १, साहित्य अकादमी ,नवी दिल्ली २००६

१४.राही ,सरनोबत: रिओच्या पूर्णविरामाचा स्वल्पविराम करता आला.(मुलाखत), दै. महाराष्ट्र टाइम्स, २ जून २०१९

१५. राही सरनोबतचा सुवर्णविध, दै. महाराष्ट्र टाइम्स ,२३ ऑगस्ट,२०१८

१६. रिसोडकर , धनंजय:सदा सुवर्णविधी, दै. लोकसत्ता,२३ ऑगस्ट २०१८

१७. नवाक्षर दर्शन,(संपा. प्रवीण बांदेकर)अरुण काळे विशेषांक, सावंतवाडी

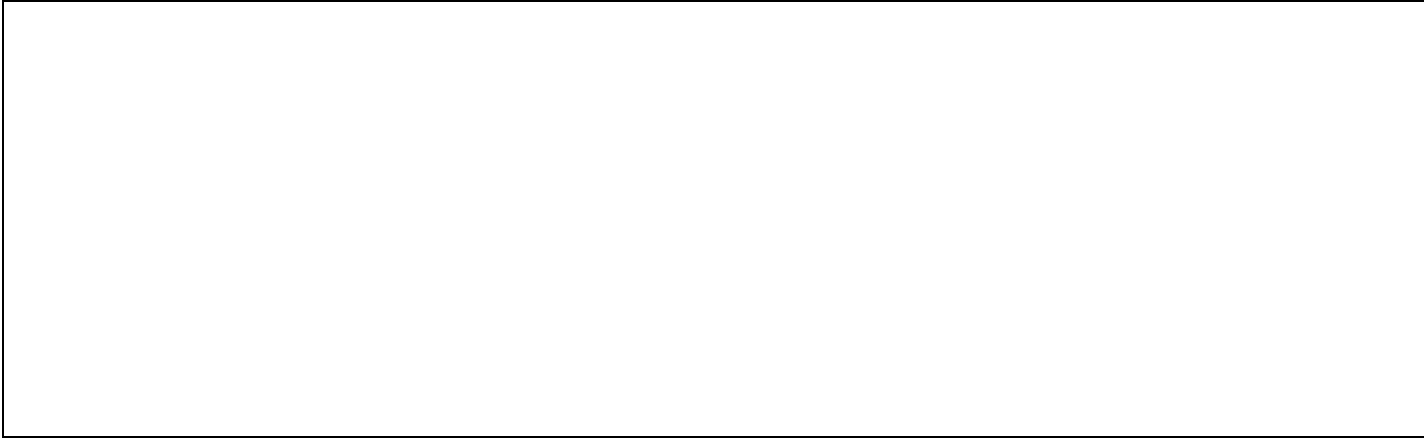
१८. हणमंतराव गायकवाड (मुलाखत): माझा कट्टा, एबीपी माझा

BBA-I-Sem-II(NEP 2.0)
हिंदी(HINDI)-2
प्रयोजनमूलक हिंदी और कहानियाँ
AEC202-II

पाठ्यपुस्तक- प्रयोजनमूलक हिंदी और आधुनिक हिंदी साहित्य,
संपादक, हिंदी अध्ययन मंडल, शिवाजी विश्वविद्यालय, कोल्हापूर

Course Description	आज हिंदी विश्व भाषा के पद पर विराजित है हिंदी अत्यंत संपन्न भाषा है हिंदी का साहित्य समृद्ध है हिंदी साहित्य से छात्रों को परिचित कराना, प्रमुख कवी तथा साहित्यकारों की रचना की जानकारी देना ये इस भाषा पाठ्यक्रम का मुख्य उद्देश है हिंदी के विविध व्यावहारिक स्वरूप तथा प्रयोग ज्ञान कराना उद्देश रहा है प्रस्तुत पाठ्यक्रम मे प्रयोजनमूलक हिंदी उपयोगिता और हिंदी कहानियाँ दिया गया है				
Course Objectives	<ol style="list-style-type: none"> 1. प्रयोजनमूलक हिंदी के उपयोगिता छात्रों को परिचित कराना 2. हिंदी कहानीकारों तथा उनकी रचनाओं से परिचित कराना 3. हिंदी भाषा के कल्पना, विचार ,लेखन ,श्रवण ,पठण, एवं क्षमता का छात्र मे विकास करना 				
Course Outcomes	<ol style="list-style-type: none"> 1. प्रयोजनमूलक हिंदी के प्रति छात्रों मे रुची बढ़ाना 2. प्रयोजनमूलक हिंदी एवं उसकी उपयोगिता से छात्रों को परिचित कराना 3. काव्य एवं कहानी विधा का आस्वाद विवेचन एवं महत्व समझाना 4. हिंदी कहानीकारों तथा उनकी रचनाओं से परिचित कराना 5. साहित्य के माध्यम से नैतिक मूल्य राष्ट्रीय मूल्य एवं उत्तिदायित्व के प्रति आस्था निर्माण करना 6. हिंदी भाषा के श्रवण ,पठण, विचार ,कल्पना एवं लेखन क्षमता का छात्र मे विकास करना 				
Total Hours of Teaching : 30	Lecture 1	Tutorial 1	Practical 0	Total Per Week 2	Credit Points : 02
Total Marks:50	Theory : 30			Internal : 20	
Syllabus Contents:					

<p>Unit: I</p>	<p>साक्षात्कार लेखन</p> <ol style="list-style-type: none"> 1.साक्षात्कार का स्वरूप 2.साक्षात्कार प्रविधि 3.साक्षात्कार का महत्व 4.साक्षात्कार के उद्देश्य 	<p>15 Hours</p>
<p>Unit: II</p>	<p>कहानियाँ</p> <ol style="list-style-type: none"> 1.समय -यशपाल 2.सुख- काशिनाथ सिंह 3.छोटा किसान -जय नंदन 4.चुभता हुआ घोसला- दामोदर खडसे 	<p>15 Hours</p>
<p>Suggested Field Work or Practical Work :</p> <p>संबंधित अध्यापक हिंदी विषय के लिए छात्रों को अलग अलग 5 कार्यक्रम के माध्यम से प्रात्यक्षिक(Practical) पूर्ण कार्य पूर्ण करे.</p>		
<p>संदर्भ ग्रंथ सूची</p> <ol style="list-style-type: none"> 1. कविता के नये प्रतिमान-डॉ. नामवर सिंह 2. कविता के प्रमुख हस्ताक्षर-डॉ. संतोष कुमार तिवारी 3. हिंदी के आधुनिक प्रतिनिधी- कवी द्वारिका प्रसाद सक्सेना 4. कहानी :स्वरूप और संवेदना -राजेंद्र यादव 5. समकालीन हिंदी कहानी- डॉ. पुष्पलाल सिंह 6. हिंदी कहानी का समकालीन परिदृश्य -डॉ. वेदप्रकाश अमिताभ 7. दामोदर खडसे का सृजन संसार-डॉ. महिपति शिवदास 		



BBA-I-Sem-II(NEP 2.0)**संस्कृत (SANSKRIT)-II****AEC202-III**

Course Description	संस्कृत ही एक सर्वात प्राचीन भाषा आहे. संस्कृत ही समृद्ध अभिजात आणि शास्त्रीय भाषा मानली जाते. अनेक प्राचीन वाङ्मय, काव्य हे संस्कृत भाषेमध्ये आढळते. प्रस्तुत अभ्यासक्रमात संस्कृत साहित्याचा, कथांचा, चाणक्यनीतितील श्लोकांचा समावेश करण्यात आला आहे.				
Course Objectives	१. संस्कृत साहित्याचा, कथांचा, परिचय करून देणे. २. चाणक्यनीतितील श्लोकांमधून नीतिमूल्यांचा अभ्यास करणे.				
Course Outcomes	१. संस्कृत नितीसाहित्याचा परिचय करून देतो. २. हितोदेशातील कथांचा परिचय करून देतो. ३. कथांमधून होणाऱ्या नीतीबोधाचे विश्लेषण करतो. ४. चाणक्यनीतितील श्लोकांमधून नीतिमूल्यांचा अभ्यास करतो.				
Hours of Teaching: 30	Lecture	Tutorial	Practical	Total Per Week	Credit Points:
	1	1	0	2	02
Marks:50	Theory:30				Internal:20
Syllabus Contents:					
Unit: I	हितोपदेश मित्रलाभ- प्रस्तावना , पहिली कथा				15 Hours
Unit: II	चाणक्यनीति १५ ०१ अध्याय क्र. श्लोक क्रमांक १- १,२,८,९,१२,१३ २- २,५,६,७,११,१३,१९ ३-१,८,११,१३,१४,१५,१८ ४-५,१६ ५-२,३,८,१५				15 Hours
Suggested Field Work or Practical Work :(प्रात्यक्षिक)					
संबंधित विषय शिक्षकांनी अभ्यासक्रमावर आधारित वेगवेगळे प्रात्यक्षिक काम उपक्रमांच्या माध्यमातून विद्यार्थ्यांना द्यावे . विद्यार्थ्यांनी केलेल्या प्रात्यक्षिकाची माहिती रिपोर्टच्या स्वरूपात सादर करावी					
References:					
<ul style="list-style-type: none">• नारायण पंडित , हितोपदेश:,चौखंबा सुरभारती प्रकाशन ,वाराणसी• चाणक्य, संपूर्ण चाणक्यनीति,साकेत प्रकाशन , औरंगाबाद• त्रिपाठी रामशंकर, संस्कृत साहित्यका प्रामाणिक इतिहास, कृष्णदास अकादमी, वाराणसी					



BBA-I-Sem-II (NEP 2.0)**GERMAN-II****AEC202-IV**

Course Description	German Language is a structured curriculum created to instruct students in speaking, reading, writing, and gaining an understanding of the language. These classes include vocabulary, grammar, pronunciation, and cultural quirks, and they are designed for students at all skill levels, from absolute beginners to fluent speakers.				
Course Objectives	<ol style="list-style-type: none"> 1. Understand and learn routine activities in German language. 2. Make use of the basic grammar concepts correctly. 3. Examine development in German language vocabulary by interacting with others 4. Construct presentation of how to use and scope of German Language. 				
Course Outcomes	<p>After successful completion of the course, students will be able to,</p> <ol style="list-style-type: none"> 1. Recall everyday familiar expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Make use of the basic grammar concepts correctly 2. Demonstrate familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. 3. Execute himself /herself and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. 4. Debate and interact in a simple way provided the other person talks slowly and clearly and is prepared to help. 5. Assess development in German language vocabulary by interacting with others 6. Construct presentation of how to use and scope of German Language. 				
Total Hours of Teaching : 30	Lecture 1	Tutorial 1	Practical 0	Total Per Week 2	Credit Points : 02
Total Marks:50	Theory : 30			Internal : 20	
Syllabus Contents					
Unit-I	A.German Language Fundamentals-I Learning the professions around food and eating. Comprehensions. Understanding and learning of routine activities. To understand the watch timings, Giving information about time, Prepositions and Wh questions related to watch timings.				15 Hours

	<p>B.German Language Fundamentals-II</p> <p>Speaking about family and vocabulary related to family, Grammar: Possessive articles in Nominative and akkusativ case, Continuation and exercises of possessive articles, Learning of Modalverbskönnen, wollen, müssen. Telling birthdates and birth year, how to tell years and dates in German. Ordinal numbers, Listening based on ordinal numbers</p>	
<p>Unit-II</p>	<p>A.Conversation in German Language-I</p> <p>Conversation to plan something together, speaking about birthday, to understand invitation and to write an invitation, Separable verbs, to order and to pay in restaurant, to speak about own experiences, Vocabulary related to topic Restaurant. Learning, understanding, and speaking about ordering and paying in restaurant.</p>	<p>15 Hours</p>
	<p>B.Conversation in German Language -II</p> <p>Learning personal pronouns in akkusativ and Preposition für+ akkusativ, Simple past tense of the verbs haben and sein. ,Vocabulary related to “Contacts”, Information and words related to internship and activities related to internship, To understand particular information from the texts and writing it into the points (comprehension). Learning Prepositions with Dative, Articles in Dative, extra exercises and practice for Prepositions with Dativ</p>	
<p>Suggested Field Work or Practical Work</p> <p>Subject Teacher should assign any 5 practical work based on syllabus and evaluate student performance. (e.g. Assignment, Presentation ,Group activity, Role Play, Group Discussion, etc.)</p>		
<p>Reference Books</p> <ul style="list-style-type: none"> • Netzwerk neu A 1 (Deutsch als Fremdsprach) Kursbuch : Published by Goyal Publishers and Distributors Private Ltd. • Netzwerk neu A 1 (Deutsch als Fremdsprach) Arbeitsbuch : Published by Goyal Publishers and Distributors Private Ltd. • Netzwerkneu A 1 (Deutsch alsFremdsprach) Testheft : Published by Goyal Publishers and Distributors Private Ltd. 		

BBA-I-Sem-II (NEP 2.0)**JAPANESE-II****AEC202-V**

Course Description	Japanese is a fascinating and unique language that has been spoken for centuries. It has several unique features, including a complex writing system, complex grammar, and pronunciation. The Japanese writing system is a mixture of kanji, hiragana, and katakana. Kanji is the Chinese characters used in the Japanese language, while hiragana and katakana are syllabic scripts. Japanese grammar is also quite different from other languages, as it has a subject-object-verb word order and no articles or plurals.				
Course Objectives	<ol style="list-style-type: none"> 1. Understand and learn routine activities in German language. 2. Make use of the basic grammar concepts correctly. 3. Examine development in German language vocabulary by interacting with others 4. Construct presentation of how to use and scope of German Language. 				
Course Outcomes	<p>After successful completion of the course, students will be able to,</p> <ol style="list-style-type: none"> 1. Recognize basic grammar used in Japanese Language 2. Relate and demonstrate regional languages into Japanese language. 3. Experiment Japanese vocabulary in day-today speaking. 4. Debate and interact in a simple way with other persons . 5. Develop basic Japanese language skills (listening, speaking, writing, and reading). 6. Produce himself /herself with others and can ask and answer questions. 				
Total Hours of Teaching : 30	Lecture	Tutorial	Practical	Total Per Week	Credit Points : 02
	1	1	0	2	
Total Marks:50	Theory : 30			Internal : 20	
Syllabus Contents:					
Unit-I	A.Introduction to Japanese Language-I				15 Hours
	<p>Brief history of Japan & Japanese Language, introduction of 3 scripts. Writing Hiragana alphabets & words from あ to ぜ</p> <p>Writing Hiragana alphabets from た to ぽ and Daily expressions & greetings.</p>				
	B.Japanese Language Grammar-II				

	<p>Expression used to invite someone to something, Expressions used to invite someone to do something, How to say a word or sentence in another language.</p> <p>Different verbs indicating imparting things, information or action, Omission of particles.</p>	
Unit-II	<p>A.Japanese Language Grammar-III</p> <p>Introduction of adjective, Forms of adjectives in simple present tense, simple past tense, affirmation & negation, Adverbs of degree</p>	15 Hours
	<p>B.Japanese Language Grammar – IV</p> <p>Modified nouns, Practical Work, Reading/speaking practice. Listening a dialogue and to answer the questions, Conversation.</p>	
<p>Suggested Field Work or Practical Work</p> <p>Subject Teacher should assign any 5 practical work based on syllabus and evaluate student performance. (e.g. Assignment, Presentation ,Group activity, Role Play, Group Discussion, etc.)</p>		
<p>Reference Books</p> <ul style="list-style-type: none"> • Minna No Nihongo I – Pub. By 3A Corporation, Japan. • Nihongo shoho Vol. I - Pub By Japan Foundation, Tokyo, Japan • Kanji Picture book Vol. I & II Japan foundation. • Sulabh Japani Vyakaran – Part-(I) Dr. V.N. Kinkar, Pune. • Genki – Japan Times. • Aural Comprehensions in Japanese –Osamu & Nobuko Mizutani. • An Introduction to Modern Japanese – Osamu & Nobuko Mizutani. • Japanese for Today – Y.Yoshida. • Japanese Language Patterns –Alphonsa. • Nihongo Dekimasu – Japan Foundation. • Gokakudekiru. 		

BBA-I-Sem-II (NEP 2.0)					
RUSSIAN-II					
AEC202-VI					
Course Description	Russian is one of the world's most spoken languages. After English, it is the second most important world language for research publications in chemistry, physics, geology, mathematics, and the biological sciences. Russian is a language of the internet. These subject covers understanding of basic grammar in Russian language, case system in Russian.				
Course Objectives	<ol style="list-style-type: none"> 1. Understand and learn routine activities in Russian language. 2. Make use of the basic grammar concepts correctly. 3. Examine development in Russian language vocabulary by interacting with others 4. Construct presentation of how to use and scope of Russian Language. 				
Course Outcomes	<p>After completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Explain basic knowledge of Russian Language grammar. 2. Construct meaningful and grammatically correct sentences in Russian language. 3. Develop Russian Language skill (reading, writing, listening, speaking). 4. Investigate career opportunities in Foreign Languages. 				
Total Hours of Teaching:	Lecture	Tutorial	Practical	Total Per Week	Credit Points:
30	1	1	0	2	02
Total Marks: 50	Theory: 30			Internal: 20	
Syllabus Contents:					
Unit-I	Russian Language Grammer-I <ul style="list-style-type: none"> • Demonstrative Pronouns. Imperative Mood. Conjunction 'что'. • Introduction to the case system in Russian. Nominative Case. • Numbers 21 to 100. Months of the year. • Introduction to the past and compound future tenses. • RUSSIAN-BOOK Lessons 9-10. 				15 Hours
Unit-II	Russian Language Grammer-II				15 Hours

- Prepositional case. Declension of singular nouns.
- RUSSIAN-BOOK Lessons 11-14.
- Reflexive Verbs. Ordinal Numbers.
- RUSSIAN-BOOK Lesson 15.
- Introduction to Adjectives. Colors in Russian.

Suggested Field Work or Practical Work

Subject Teacher should assign practical work based on syllabus and evaluate student performance.

(e.g. Reading, writing & speaking practice. Listening to audio version of lessons / dialogues, Assignment, Presentation, Group activity, Role Play, Group Discussion, etc.)

Reference Books

1. «RUSSIAN» by V. N. Wagner & V. G. Ovsienko – Lessons 9 to 15. Pub. Peoples Publishing House (P) Ltd, New Delhi.
2. «Way to Russia » Elementary Level 1.1 and 1.2. V.E.Antonova & others.Goyal Publishers and Distributors Pvt. Ltd. First Indian Edition, 2012.(Selected topics)
3. «Russian in Exercises» by S. Khavronina& A. Shirochenskaya. Pub. Peoples Publishing House (P) Ltd, New Delhi. 2009
4. «Survival Russian» A Course in Conversational Russian by N.B. Karavanova. Pub. Peoples Publishing House (P) Ltd, New Delhi. 2009 (Selected topics)