

Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2018-19

Semester: II BBA.- I

Course Title: Business Communication-II

Name of the Teacher: MRS.P.S Dixit



Sem II. BBA- I Business Communication-II					
Month: October 2019				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Oral Communication	Nature, characteristics, Principles of effective oral communication Speech-prepared speech, public speech and extempore, speech Media of Oral communication- face to face, communication, teleconferences, press conferences
BBA I	16		16		
Month: November 2019				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Seminar, Conferences, Group Discussion and Effective Presentation	Seminar- preparing, conducting and organizing seminar, conferences - Group discussion- opening of topic, discussion, summary, observer's comments-Presentation- introduction, purpose of presentation, tools
BBA I	16		16		
Month: December 2019				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Report Writing:	Features of Writing a Good Report ;Purpose of Report Writing; Difference between Business Report and Engineering Report- Characteristics of writing a good report-Importance of communication in report writing Guidelines for Report Steps in Report Writing; Structure of Report; Types of Reports and Different Formats.
BBA I	16		16		
Month: January 2020				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Application of Communication Skills	Group Decision-Making - Conflict and Negotiations -CustomerCare/Customers Relations - Public Relations(Concept, Principles, Do's and Don'ts etc. to be studied foreach type)
BBA I	16		16		


Mrs.P.S Dixit

Subject Teacher


S. S. Kale

Co-ordinator B.B.A
Co-ordinator
Vivekanand College
Kolhapur (Autonomous)

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Department of BBA

Annual Teaching Plan

Semester: I BBA.- I

Course Title: Business Communication-I

Academic Year: 2018-19

Subject: Management

Name of the Teacher: MRS.P.S Dixit



Sem I. BBA- I Business Communication-I					
Month: June 2018				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total		
BBA I	16		16	Introduction to Communication:	Basic types of communication- Reading, Writing, Listening, Speaking; Purpose of Communication; Process of Communication; Importance of Communication in Business; Barriers to Communication; Measures to Overcome the Barriers to Communication.
Month: July 2018				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		
BBA I	16		16	Communication Network:	Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication ;Diagonal Communication; Grapevine.
Month: August 2018				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total		
BBA I	16		16	Writing Memos, Circulars and Notices:	Memo- Characteristics of a memo, Language and writing style of a memo- Format of a Memo; Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice
Month: September 2018				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total		
BBA I	16		16	Employment Communication –	Group Decision-Making - Conflict and Negotiations Resume: Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job- Format of Cover Letter; Different Types of Cover Letters . Employment Communication – Job Interview: Importance and Factors Involving


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Academic Year: 2018 - 2019

Annual Teaching Plan

Name of the teacher: - Ms. Snehal Ashok Sonule

Programme - BBA Semester- II


Subject: - **Human Resource Management Paper II** Course Title: - **Human Resource Management Paper II**

Month - September			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Performance Appraisal	Need/Purpose and HR Audit, Methods of Performance Appraisal
16		16		
Month - October			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Promotion, Transfer & Demotion	Meaning & importance, Employee separation- Exit Policy, V R S , Lifetime employment without guarantee Lay- off – retrenchment
16		16		
Month - November			Module/Unit: 3	Sub-units planned
16		16	Compensation Management	Components of Remuneration, factors effecting wage & Salary levels, Variable compensation, incentive schemes
Month - December			Module/Unit: 4	Sub-units planned
16		16	Employee relations	Industrial relations, meaning, role of government, management and trade unions, industrial disputes, grievance management

Practical – Students will give presentations on each topic.

Dixit

Name and Signature of Teacher


Name and Signature of HOD
Co-ordinator B.B.A
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Department of BBA
Academic Year: 2018 - 2019



Annual Teaching Plan

Name of the teacher: - MR.P.S.Jagtap

Programme - BBA Semester- I

Subject:- **Human Resource Management Paper**

Course Title: -**Human Resource Management Paper I**

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Human Resource Management (HRM)	Meaning Nature, Importance of HRM-Role of HR Manager, Characteristics & Qualities HR Manger, Functions of HR Manger.
16		16		
Month – July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Human Resource Planning	Meaning Importance & Factors affecting Human Resource Planning. Human Resource Planning Process.
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Recruitment & Selection	Objectives, Sources of recruitment Factors affecting recruitment & election Selection procedure Training & Development – Training Methods, advantages of training, Development- Concept of Management Development.
Month – September			Module/Unit: 4	Sub-units planned
16		16	International HRM	Concept, importance, challenges of International HRM, emerging trends in HRM, impact of globalization on HRM

Practical – Students will give presentations on each topic.

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Academic Year: 2018 - 2019

Annual Teaching Plan



Name of the teacher: - Mr. P.A Chougule Programme - BBA

Semester- II

Course Title: -Marketing Management Paper II

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Marketing MIX	Concept, Brief understanding of 7 Ps of Marketing MIX- Product, price. Promotion and place.
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Product Decisions and Pricing Decisions	Concept of Product, levels of product, Product MIX decisions, product line decisions. Importance
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Promotion and place	Elements of promotion Mix Advertising, personal selling, Sales promotion, publicity and Public Relations. Meaning and Importance of Channels of Distribution. Factors affecting choice of distribution channel
Month - September			Module/Unit: 4	Sub-units planned
16		16	Customer relationship management	Meaning, importance, advantages and disadvantages, E-CRM concept.

P.A Chougule
Mr. P.A Chougule

Name and Signature of Teacher

S.S Kale
S.S Kale

Name and Signature of HoDA
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Academic Year: 2018 - 2019



Annual Teaching Plan

Name of the teacher: - Mr. P.A Chougule

Programme - BBA Semester- I

Subject: - **Marketing Management Paper I**

Course Title: -**Marketing Management Paper I**

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Introduction to Marketing-	Meaning and Definition ,Importance of Marketing Understanding core concepts Needs, Wants, Demands, Value and Satisfaction, Exchange and transactions. Difference between selling and marketing
16		16		
Month -July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Types of marketing	Telemarketing, E-marketing, service marketing, Retail marketing, rural marketing, green marketing. Basic concept, advantages, disadvantages and Classification.
16		16		
Month - August			Module/Unit: 3	Sub-units planned
Lectures	Practical	Total	Consumer behaviour	meaning and importance of consumer behaviour , factors affecting consumer behaviours
16		16		
Month - September			Module/Unit: 4	Sub-units planned
Lectures	Practical	Total	Market segmentation	Meaning and Importance of market segmentation. Basis for market segmentation. Requisites of sound market segmentation. Target Marketing Positioning. Sound market segmentation, Market Segmentation strategies, Target Marketing, Product Positioning
16		16		

Practical – Students will visit industries and various firms to make project on marketing and will give presentations and submit report of project.

Annual Teaching Plan

Academic Year: 2018-19

Semester: BBA.- I, Sem-II

Subject: Management

Course Title: Principles of Business Management-II

Name of the Teacher: Miss P.N Dudhgavakar



Sem II. BBA- I Principles of Business Management-II					
Month: November 2018				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Motivating –	Meaning and importance- Theories of motivation- Maslow’s Hierarchy of needs Theory, - Herzberg’s Two- factor Theory, McGregor’s Theory ‘x’ and Theory ‘y’ Financial and Non-financial incentives
BBA I	16		16		
Month: December 2018				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Leading-	Meaning of Leadership- Functions and qualities of Leader, Leadership styles. Likert’s four systems of leadership Charismatic Leadership
BBA I	16		16		
Month: January 2019				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Controlling	meaning and importance of controlling -controlling process, - controlling Techniques, Traditional and Modern.
BBA I	16		16		
Month: February 2019				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Communication	Meaning, Importance, merit of comm.. barriers to communication, types of communication, Need for change, resistance to change, and their overcoming,
BBA I	16		16		

P.N.D

Name of Teacher

Miss P.N Dudhgavakar

Name of HOD

S.S Kale

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Annual Teaching Plan

Academic Year: 2018-19

Semester: BBA.- I, Sem-I

Subject: Management

Course Title: Principles of Business Management-I

Name of the Teacher: Miss P.N Dudhgavakar



Sem I. BBA- I Principles of Business Management-I					
Month: June 2018				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total		
BBA I	16		16	Introduction to Management:	Meaning and Definition of Management, Nature and importance of Management, Management and Administration. Management- as a Science and An Art Brief review of basic Functions of Management- planning,- organizing,- staffing, Leading and controlling, Levels of Management
Month: July 2018				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		
BBA I	16		16	Contribution towards Management Thought-	Scientific Management by F.W. Taylor, Contribution of Henry Fayol-14 principles of Management Contributions by Max-weber
Month: August 2018				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total		
BBA I	16		16	Planning-	Meaning and importance, objectives of planning Steps in planning process. Decision making- importance of Decision making Process of Decision making-effective Decision Making.

Month: September 2018			Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	
BBA I	16		16	Organizing- Meaning and Definition, objectives and importance, organizing process, formal and informal organization., types of organizations. B) Staffing meaning, nature and importance of staffing
Month: October			Semester Examination	

Name of Teacher


Miss P.N. Dudhgavakar

Name of HOD


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Academic Year: 2018-19

Semester: BBA- I, SEM-I & II

Subject: I.T. Application in Business Management

Name of the Teacher: Mr. Pushkar Harshe

BBA-I, Sem I, IT Application in Business Management I					
Month: August 2018				Module/Unit: I	Sub-units planned
Course	Lectures	Practical's	Total		
BBA-I	16		16	Introduction to Computer Hardware:	1.1 Computer Characteristics, Evolution of computer and Generations of Computer Types of Computer 1.2 Input Devices, Output Devices Storage Devices and Memory. 1.3 Personal Computers and its main components, hardware Configuration. Factors influencing on 1.4 PC performance, Advanced hardware devices
Month: September 2018				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total		
BBA-I	16		16	Introduction to Computer Software:	2.1 Software – System and Application Software, 2.2 Operating system- Functions and types of O.S. 2.3 Computer Languages- Lower level language and Higher level language, compiler and Interpreter, Characteristics of Good Language. 2.4 Introduction to Windows, Basic commands in Windows.
Month: October 2018				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total		
BBA-I	16		16	Introduction to MS Office:	3.1 Word Processing : Introduction to MS Office components, Introduction and working with MS Word , Word basic commands, Formatting- text and documents, sorting Tables, Introduction to mail-merge.



Month: November 2018				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Information Technology and I.T. as Business Tool	3.2 Presentation with Power-Point: Power-point basics, creating presentation, working with graphics, show time, sound Effects and animation effects. 4.1 Introduction to IT and its development. Impact and Future of IT in Business Organizations. Recent I.T. Trends. Overview of the following: - 4GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Expert System, Artificial Intelligence, Internet of Things(IOT) B) Strategic use of I.T. in Business. Information Super Highways, Mobile communication system. Effective techniques and tools of I.T to enhance business Performance
BBA-I	16		16		
Month: December 2018				Module/Unit:	Sub-units planned
Course	Lectures	Practicals	Total	Semester Examination	
				Semester Examination	
BBA- II, Sem II, IT Application in Business Management II					
Month: February 2019				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to computer Network:	1.1 Topology Basic idea of Local Area Networks and Wide Area Networks, 1.2 Intranet and Internet, Basic Requirements for internet connection, Internet Access, VOIP, Telnet-mail, Discussion groups, Search tools, Web utilities, Social networking.
BBA-I	16		16		
Month: March 2019				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Spread Sheets and	Working with EXCEL- formatting, functions,



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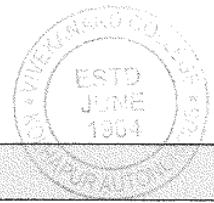
Department of BBA
Annual Teaching Plan

Academic Year: 2018-19
Subject: E-Commerce

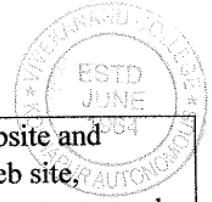
Semester: BBA-II, SEM-III & IV

Name of the Teacher: **Mr. Pushkar Harshe**


BBA-II Ecommerce-I					
Month: August 2018				Module/Unit: I	Sub-units planned
Course	Lectures	Practical's	Total	Introduction to E-Commerce	Introduction to E-Commerce – concept, features and functions of ecommerce, Scope and basic models of E – Commerce, Benefits of Ecommerce
BBA-I	16		16		
Month: September 2018				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total	EDI	Electronic data interchange – Concept of EDI, Differences in Paper based Business and EDI based Business, Advantages of EDI, Application Areas for EDI, Action plan for implementing EDI, Factors influencing the choice of EDI software.
BBA-I	16		16		
Month: October 2018				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total	Fundamentals of Internet:	Internet: - Concept of internet, Use of internet, requirement for internet Domains, Internet services, Establishing connectivity on the internet, Types of internet providers, constituents of internet, protocol: TCP, IP, FTP, WALS,GOFFER, SNNP, SMTP, POP3, TELNET, Browsing the internet, Email.
BBA-I	16		16		



Month: November 2018				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total		
BBA-I	16		16	Applications of E-Commerce:-	E- Marketing – Traditional Marketing V/s E-Marketing, Impact of Ecommerce on markets, Marketing issues in E-Marketing, Promoting your E Business, Direct Marketing – One to One Marketing. E-Finance: - Areas of E- Financing, E- Banking, Traditional Banking V/s E- Banking, Operations in E-Banking, E-Trading – Stock market trading. Importance and advantages of E-Trading
Month: December 2018				Module/Unit:	Sub-units planned
Course	Lectures	Practicals	Total	Semester Examination	
				Semester Examination	
BBA- II, Sem IV, Ecommerce-II					
Month: February 2019				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total		
BBA-I	16		16	E- Payments	E- Payments:- Transactions through Internet, Requirements of payment Systems, Post-Paid payment system: credit card, Cyber cash, Internet cheques. Instant paid payment system: Debit cards, Direct Debit. Prepaid payment system - Electronic cash, Digi cash, net cash, Cyber cash, Smart cards.
Month: March 2019				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total		
BBA-I	16		16	E-Security :-	E-Security :- Areas of Internet Security, Security Threats, Security Breach, Breach avoidance, Detection and Recovery, Confidentiality and Integrity, Electronic signature, access control, Authentication, firewalls and proxy Services, Precautions for secure E – commerce. SSL (Secure Socket Layer), HTTP, HTTPS.



					Website4. – Meaning of Website and Webpage, static, dynamic web site, importance of website and home page and its features, guidelines for constructing the web page.
Month: April 2019				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to HTML	Introduction to HTML:–5. Web page text formatting and alignment, font control and special characters, colors and design, Title , Paragraphs, indents , fonts , page breaks, graphics , putting images on the Web, creating Web page, image, hyperlinks, working with themes, frames and table model, Interactive Web pages, Interactive layout with frames.
BBA-I	16		16		
Month: May 2019				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total	E – commerce in India	E – commerce in India – state of E – Commerce in India,, Problems and Opportunities in E – commerce in India, future of E – Commerce, Legal Issues Involved in E – commerce in India. 4
BBA-I	16		16		
Month: June 2019				Module/Unit:	Sub-units planned
	Lectures	Practicals	Total	Final Examination	


Mr. Pushkar Harshe
 Subject Teacher


 Co-ordinator B.B.A
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Report Regarding Syllabus

Mr. Pushkar Harshe
Assistant Professor,
Department of BBA,
Vivekanand College, Kolhapur.
Date: -

To,
The Principal,
Vivekanand College, Kolhapur.

Subject: About syllabus completion.

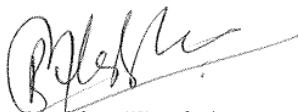
Respected Sir,

With reference to above mentioned subject, I am herewith reporting the syllabus of BBA covered in Academic Year-2018-19 as per the workload assigned to me.

Sr. No.	Paper	Unit No	Title	Syllabus Covered
1.	Ecommerce-I	Unit- I	Introduction to E-Commerce	100%
		Unit- II	EDI	100%
		Unit- III	Fundamentals of Internet	100%
		Unit- IV	Applications of E-Commerce	100%
2.	Ecommerce-II	Unit- I	E- Payments	100%
		Unit- II	E-Security	100%
		Unit- III	Introduction to HTML	100%
		Unit- IV	E – commerce in India	100%

Please consider it and reply if any.

Yours Faithfully,


(Mr. Pushkar Harshe)

(Subject Teacher)