

“Dissemination of Education for Knowledge, Science and Culture”
-Shikshanmaharshi Dr. Bapuji Salunkhe



Shri Swami Vivekanand Shikshan Sanstha's
VIVEKANAND COLLEGE, KOLHAPUR
(EMPOWERED AUTONOMOUS)

DEPARTMENT OF BBA

Three/Four- Years UG Programme
Department/Subject Specific Core or Major (DSC)

Curriculum, Teaching and Evaluation Structure
(as per NEP-2020 Guidelines)

For
BBA
Semester-I & II

(Implemented for academic year 2024-25 onwards)

VIVEKANAND COLLEGE, KOLHAPUR
(EMPOWERED AUTONOMOUS)



B.B.A. Program Outcomes (POs):

PO1: Disciplinary Knowledge: Graduates will gain in-depth understanding in their specific major or discipline, mastering the foundational principles and theories, as well as advanced management concepts. Execute strong theoretical and practical understanding developed from the management specific programme in the various strolls of life.

PO2: Communication & Negotiation Skills: Many programs emphasize the ability to communicate effectively, both orally and in writing. Graduates may learn to present complex information clearly and briefly, write detailed reports, and collaborate & negotiate effectively with others.

PO3: Leadership & decision making Skills: Graduates will develop Leadership & decision making skills for effective dealing.

PO4: Ethics and Professionalism: Graduates may learn about the ethical and professional standards in their field, and how to apply them in professional and practical situations with ethical and legal insights

PO5: Problem-Solving Skills: Graduates will learn to use their knowledge to identify, analyze, and solve problems related to their field of study.

PO6: Analytical Skills: Graduates will gain the ability to collect, analyze, interpret, and apply data in a variety of contexts through project work.

PO7: Research Skills : Graduates will have angle for data analysis and design strategies and draw conclusions. They might also learn to review and understand academic literature.



Teaching and Evaluation scheme

Three/Four- Years UG Program

Major Management Minor Accountancy

First Year Semester-I & II

Sr. No.	Course Abbr.	Course code	Course Name	Teaching Scheme		Examination Scheme and Marks				Course Credits
				Hours/week		ESE	CIE	PR	Marks	
Semester-I										
1	DSC- I	DSC05MGT11	Principles of Business Management	4	-	60	40	-	100	4
2	DSC- II	DSC05MGT12	IT-in Business Management	2	-	30	20	-	50	2
3	MIN- I	MIN05ACC11	Financial Accounting- I	2	-	30	20	-	50	2
4	MIN- II	MIN05MGT12	Marketing Management- I	2	-	30	20	-	50	2
5	OEC- I	OEC05ECO11	Business Economics- I	4	-	60	40	-	100	4
6	SEC- I	SEC05MGT11	IT Application tools and technology in Business	2	-	30	20	-	50	2
7	AEC- I	AEC05ENG11	Business Communication- I	2	-	30	20	-	50	2
8	VEC- I	VEC05DEG11	Democracy, Election and Good Governance	2	-	30	20	-	50	2
9	IKS	IKS05MGT11	Human capital in Agribusiness management from ancient India	2	-	30	20	-	50	2
			Total (Semester-I)	22	-	330	220		550	22
Semester-II										
1	DSC- III	DSC05MGT21	Organization Behaviour	4	-	60	40	-	100	4
2	DSC- IV	DSC05MGT22	IT-in Business Management	2	-	30	20	-	50	2
3	MIN- III	MIN05ACC21	Financial Accounting- II	2	-	30	20	-	50	2
4	MIN- IV	MIN05MGT22	Marketing Management- II	2	-	30	20	-	50	2
5	OEC- II	OEC05ECO21	Business Economics- II	4	-	60	40	-	100	4
6	SEC- II	SEC05LAW21	Fundamentals of Law- I	2	-	30	20	-	50	2
7	SEC- III	SEC05MGT22	IT Application tools and technology in Business	2	-	30	20	-	50	2
8	AEC- II	AEC05ENG21	Business Communication- II	2	-	30	20	-	50	2
9	CCC	CCC05DM21	Disaster Management	2	-	30	20	-	50	2
			Total (Semester-II)	22	-	330	220		550	22
			Cumulative Total (1st Year)	44	-	660	440	-	1100	44

Abbreviations:



Note: Minimum passing for 60 marks Theory paper = 24 marks
 Minimum passing for 40 marks Internal evaluation = 16 marks
 Minimum passing for 30 marks Theory paper = 12 marks
 Minimum passing for 20 marks Internal evaluation = 8 marks

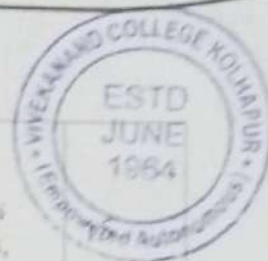
Separate passing for each Head - ESE, CIE

TERM-I

Semester	I	Total credit	4
Course code	DSC05MGT11	Credit pattern	L- 60 Hrs. Marks:100
Course title	Principles of Business Management		

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Gain systematic knowledge of principles of management.
CO 2	Gain knowledge on management thought
CO 3	Learn different approaches to management functions
CO 4	Do higher education and Research in management.

Module	Content	Teaching hours
Module I	Introduction to Management: Introduction, Concept (Effectiveness versus Efficiency), Nature of Management, Characteristics of Management, Objectives of Management, Importance of Management, Management as an Art, Management as a Science, Management as a Profession, Management and Administration, Levels of Management,	15
Module II	Evolution of major management thought: Introduction, Classical Approach of Management, Neo-Classical Approach of management and Modern Approach of Management Taylor's Scientific Management: Principles of Scientific Management, Techniques of Scientific Management Fayol's Administrative Management: 14 principles of management, Fayol versus Taylor—A Comparison Max Weber's Bureaucratic Management: Meaning and features of Bureaucracy Management Roles and Skills	15



Module III	<p><u>Functions of Management I :</u></p> <p>A) Planning- Introduction, Concept, Importance of Planning, Features of Planning, Limitations of Planning, Planning Process, Types of Plans, Decision Making – Concept, Process, Techniques and Tools.</p> <p>B) Organizing- Meaning, Steps in the Process of Organizing, Importance of organizing, Organization Structure.</p>	
Module IV	<p><u>Functions of Management II :</u></p> <p>A) Staffing- Meaning, Nature & importance.</p> <p>B) Directing- Introduction, Meaning, Importance of Directing, Principles of Directing, Elements of Direction, Communication – Concept, Process and Barriers</p> <p>C) Controlling- Meaning, importance, objectives and Techniques.</p>	15

Learning Recourses:

1.	Reference Books	
		<ol style="list-style-type: none"> 1. Harold Koontz and Heinz Weihrh(2001). "Essentials of Management" Tata McGraw Hill Publishing Co. Ltd New Delhi, 5th Edition. 2. Moshal B.S.(1998). "Management Theory and Practices" Galgotia Publishing Company, New Delhi. 3. Prasad L.M.(2001). " Principles and Practices of Management" Sultan Chand and Sons, New Delhi, 6th Edition. 4. Peter Drucker(1980). "The Practice of Management" Allied Publishers Pvt. Ltd. New Delhi. 5. Prasad Manmohan(2003). "Management Concepts and Practices" Himalaya Publishing House, Mumbai, 3rd Edition. 6. Saxena S.C.(1979). "Business Administration and Management" Sahitya Bhavan, Agra. 7. Stoner, Freeman and Gilbert(2001). "Management" Prentice Hall of India Pvt. Ltd. New Delhi, 6th Edition. 8. Terry And Franklin(2003). "Principles of Management" A.I.T.B.S. Publishers and Distributors, Delhi. 8th Edition.



Course Title: - Information Technology in Business Management-I

Course Code: DSC05MGT12

Semester: 1

Teaching Scheme: 30 L+ 10 P

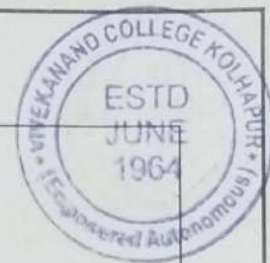
Credit:2

Evaluation Scheme: 30+20=50

ESE Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Analyse and identify the needs of Information Systems In Business Management
CO 2	Understand Computer Software Hardware Operating systems Language and hardware Configuration Management
CO 3	Understand and Analyse IT Assets and IT Assets Management policy in Business
CO 4	Understand and Analyse IT As a business tool

Module	Content	Teaching Hrs
Module -I	Introduction to Computer Hardware Computer Characteristics, Evolution of Computers and Generations of Computers, Types of Computers, Input Devices, Output Devices Storage Devices and Memory, Personal Computers and their main components, hardware configuration, Factors influencing on PC performance, Advanced hardware devices Concept of E-waste	7.5
Module -II	Introduction to Computer Software: System and Application Software, Operating system- Functions and types of O.S. Computer Languages- Lower-level language and Higher-level language, compiler and interpreter, Characteristics of Good Language. Introduction to Windows, Basic commands in Windows.	7.5
Module -III	IT Assets Management: Introduction to IT Assets Its procurement, inventory, maintenance version control, Lifecycle, licensing, valuation, risk management vendor selection, Software Catalogue Management, Environmental issues and solution related to IT Assets.	7.5
Module -IV	Introduction to Information Technology Introduction to IT and its development, Impact and Future of IT in	



Business Organizations. Recent Trends in Information Technology IT As a Business Tool- Introduction, Background, Performance, robotics and automation process, Product differentiation and Value Chain, How IT influences Organizationsgoals, The five levels, Governance Modes in the use of IT	7.5
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Learning Recourses:

1.	Reference Books	1.Fundamentals of Computer by P.K.Sinha 2. Computer Today – Basundara 3. Fundamentals of Computer by V.Rajaraman 5. IT Infrastructure & Management by Manish Mahajan 6. IT TOOLS & BUSINESS SYSTEMS by Tata McGraw-Hill Education 7. IT Tools and Business Systemsby Dr. R. K. Jain
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Sr.No.	Name of Tutorial	Unit No.
1	Assignment on Hardware and Software	1,2
2	Management base Case Study on Fundaments of Computers	1,2
3	Assignment on IT Assets Management	3
4	Case Study / Role Play on IT Assets Management	3
5	Assignment on IT as Business Tool	4
6	Case study or Activity on IT as Business Tool	4

Semester	I	Total credit	2
Course code	MIN05ACC11	Credit pattern	L-30 Hrs.
Course title	Financial Accounting-I		

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Understand the concepts in accounting.
CO 2	Prepare ledger accounts, subsidiary books and trial balance.
CO 3	Demonstrate calculations of Accounts of Professionals.
CO 4	Prepare statements of accounts.



Module	Content	Teaching hours
Module I	Introduction to Accounting- A) Meaning, objective and functions of accounting, importance of Book keeping, Book keeping and financial Accounting – uses and users of Accounting Information, Branches of accounting – B) Accounting concepts and Conventions – Accounting Terms	7.5
Module II	Accounting Standards Ind – AS AS Theory & Practice	7.5
Module III	Financial Accounting Process-I a) Classification of Accounting Transactions and Accounts- Rules of Debit and Credit as Per Double Entry System- b) Journal Entries- concept, combined journal entries	7.5
Module IV	Financial Accounting Process-II Ledger- concept with problems A) Subsidiary book: types of subsidiary book. B) Trial Balance: Concept, types of Trial Balance	7.5

Learning Recourses:

1	Reference Books	1- Gupta R.L. and Radhaswamy M – 'Financial Accounting' Sultanchand and Sons, New Delhi. 2- Shukla M.C. Grewal T.S. and Gupta S.C. – 'Advanced Accounts' S. Chand and company, New Delhi. 3. Agarwala A.N. Agarwala K.N.- 'Higher Science of Accountancy' Kitab Mahal Allahabad. 4. Jain and Narang – 'Advanced Accountancy' Kalyani Publications, New Delhi.
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Semester	I	Total credit	2
Course code	MIN05MGT12	Credit pattern	L-30 Hrs.
Course title	Marketing Management - I		Marks 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Demonstrate to use basic concepts of marketing.
CO 2	Know advanced marketing types and its use in future careers in management.
CO 3	Evaluate marketing and its implementation.
CO 4	Know marketing strategies and its uses.

Module	Content	Teaching hours
Module I	Introduction to Marketing- Meaning and definition, scope and importance of marketing, understanding core concepts of marketing -1.need, want, demand 2.product 3.value, cost, satisfaction, 4.exchange, transaction 5. Relationship network.	7.5
Module II	Marketing Mix Concept – Marketing mix – concept 4 Ps – Product, Price, Place, and Promotion. Brief understanding of 7 Ps - . Product, Price, Place, Promotion, People, Process, Physical Evidence. difference between Selling and Marketing,	7.5
Module III	Types of Marketing – Meaning, definition, scope, concept of Telemarketing, E-Marketing, service marketing, retail marketing, rural marketing, green marketing, basic concepts, advantages, disadvantages and classification.	7.5
Module IV	Types of Marketing Strategies – Meaning, definition, scope, concept of Niche market, Trade Show marketing, Social Media Marketing, Freebie Marketing,	7.5

****Practical –Practical session will be arranged as per the requirement**

Learning Recourses:

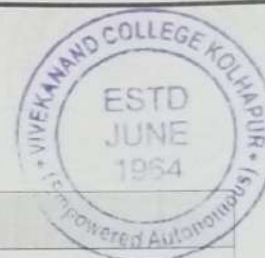
1	Reference Books	1. Marketing Management–Philp Kotler Marketing Management 2. Marketing Management–Rajan Saxena 3. Marketing Management–V.S.Ramswami & Namkumari 4. Marketing Management–William J. Stanton & Michael J. Etzel Marketing Management- Sherlekar 5. Marketing Management–Joseph Guiltinam & Gordon Paul 6. Marketing Management – Dr.C.N.Sontakki
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Semester	I	Total credit	4
Course code	OEC05ECO11	Credit pattern	L-60 Hrs.
Course title	Business Economics- I	Marks	100

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Understand and differentiate Micro and Macro Economic variables of business economics.
CO 2	Recognize demand function and measures of responsiveness of demand with its determinants.
CO 3	Analyze production function with cost and revenue specifically.
CO 4	Apply micro economic analysis to the firm under different market conditions.

Module	Content	Teaching hours
Module I	Introduction to Economics: 1.1 Definition, Nature, Scope and Significance of Economics 1.2 Difference between Micro and Macro Economics 1.3 Basic Economic Problems : Scarcity vs. efficiency 1.4 Business Economics and Business Decisions	15
Module II	Consumer Behavior & Demand Analysis: 2.1 Concept of Utility-Law of Diminishing Marginal Utility 2.2 Law of Demand-Determinants of demand, Elasticity of demand 2.3 Measurement of Elasticity of demand and its applications 2.4 Indifference curve : Meaning and Properties and Consumer's equilibrium	15
Module III	Factor Pricing and Production Function 3.1 Cost and Revenue - Concepts and Curves Production function : Concept 3.2 Production function -Long Run & Short Run Production Function 3.3 Risk and Uncertainty theory of Profit	15
Module IV	Market Structure 4.1 Perfect Competitive Market-characteristics and Price determination 4.2 Monopoly -Characteristics and Price determination 4.3 Monopolistic Competition-Characteristics and Price determination 4.4 Oligopoly- Characteristics and Concept of Price Leadership	15



Learning Recourses:

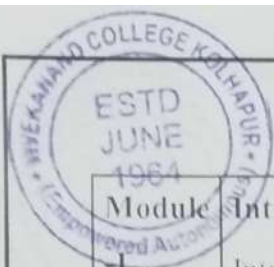
1	Reference Books	<ol style="list-style-type: none"> 1. M.L. Seth , " Micro Economics" Laxmi Narayan Agrwal Publication Agra 2. M.L. Jhigan, "Micro Economic Theory" Vikas publication New Delhi 3. Gupta G.S. "Managerial Economics" Tata MacGraw Hill Publication New Delhi 4. 4. Dean J. "Managerial Economics, Theory and Applications" Himalaya Publishing House, New Delhi. 5. Ahuja H.L.: Advanced Economic Theory" Seth Publication 6. M.N. Shinde, " Managerial Economics", Ajab Publication Kolhapur 7. R. R. Doshi, "Modern Business Economics" Modern Publication New Delhi. 8. D.D. Chaturvedi, "Business Economics Theory and Applications" International Book 9. House Ltd. Ahmadabad 10. D.D. Tewari, " Principles of Micro Economics" 11. R.R. Barthwal, "Micro Economic Analysis" 12. V.K. Puri, "Business Economics" Himalaya Publishing House, New Delhi.
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Subject:-IT- Applications Tools & Technology in Business -I

Course Code: SEC05MGT11	Semester: 1
Teaching Scheme: 30 L+ 15 P	Credit: 2
Evaluation Scheme: 40+10=50	ESE Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO1	Analyse and identify the needs for IT Tools and technology In Business Management
CO2	Able to Create Business Letters documents and Presentations
CO3	Able to create Business Reports
CO4	Analyse and identify IT as a strategic business tool

Module	Content	Teaching Hrs
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Module I	Introduction to Word Processing as Document Tools Introduction to MS Office components, Introduction and working with MS Word, Word basic, and command. Formatting- text and documents, sorting Tables, introduction to mail merge.	7.5
Module -II	Introduction to PowerPoint as Presentation Tools Presentation with: PowerPoint basics, creating a presentation, working with graphics, show time, sound effects and animation effects	7.5
Module -III	Introduction to Spread Sheets as Reporting Tools Report formatting, functions, chart features, and working with graphics in Excel. Excel as GST Reporting Tool	7.5
Module -IV	Strategic use of I.T. in Business- Information Super Highways, Mobile communication system. Effective techniques and tools of I.T. to enhance business Performance. Automation in the primary secondary and tertiary industries	7.5

Learning Recourses:

1	Reference Books
	1. Fundamentals of Computer by P.K.Sinha 2. Computer Today – Basundara 3. Computer Application in Business (Himalaya Publication) 4. MS Office BPB Publication 5. IT Infrastructure & Management by Manish Mahajan 6. Information Technology: Peter Zorkosky.(East- West Press) 7. Business Process Reengineering by R. Shrinivasan 8. Enterprise Resource Planning – III Edition, by Alexis Leon / Tata McGraw-Hill 9. The Anatomy of Cloud Computing by CSV Murthy (Himalaya Publication)

List of tutorials:

Sr.No.	Name of Tutorial	Unit No.
1	Assignment on Word Excel powerpoint	1,2,3
2	Management base Documentation Word Excel powerpoint	1,2,3
3	Assignment on Word Excel powerpoint	1,2,3
4	Assignment on Word Excel powerpoint	1,2,3
5	Assignment on IT as Strategic Business Tool	4
6	Case study or Activity on IT as Business Tool	4

B.B.A. Part I AEC: Business Communication (CBCS)

Course Code : AEC05ENG11

Syllabus from 2024-25

NEP 2020

Credits: 2

Theory: 30

Internal: 20

Semester I

Course Outcomes:

After completing this course the students will be able to:

1. Understand the concept, process and importance of communication.
2. Develop interpersonal communications skills those are required for social and business interaction.
3. Demonstrate the use of basic and advanced business writing skills.
4. Develop business communication skills through the application and exercises.

Module No.	Title	Hours	Credits
Module I	A) Introduction to Communication -Meaning and definition, process, scope and importance of communication, elements and stages of communication, - Importance of business communication, -Communication barriers and how to overcome them.	15	1
	B) Non- Verbal Communication - Meaning and definition of Non-Verbal communication, Importance of Non-Verbal communication, Components of Non-Verbal communication.		





Module II	C) Business Letters -Principles of Business Letters -Structure of Business Letters -Formats of Business Letters -Types of Business Letters: Inquiry, reply to inquiry, Place an order, Complaint letters	15	1
	D) Employment Communication and Office Drafting -Office drafting: Notice, Agenda and Minutes of the meeting.		

VEC05DEM11	Democracy, Elections and Good Governance
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Module: Democracy, Elections and Good Governance

- **Democracy in India** – Dimensions of Democracy: Social, Economic and Political – Decentralisation: Grassroots Level Democracy – Challenges before Democracy: women and marginalised sections of the society
- **Election to Local Self Government Bodies** – 73rd and 74th Constitutional Amendment Acts: Institutions at the local level and Role of State Election commission – Local Body Elections: Urban & Rural – Duties of an Individual towards electoral process
- **Good Governance** – Meaning and concept – Government and Governance – Good Governance initiatives in India Rationale: the rationale of the study is to make the pupils aware of the importance of democracy. What constitute democracy, what is its importance from the point of view of the role of individual and what exactly can a individual get if he performs his role well in the society.

This module also aims to make the individual understand the different aspects of democracy and its implications in the overall development of the state.

The syllabus is introduced from the point of view that all students upon entering into the college, enroll themselves as voters and encourage and enthuse other members of the society to participate not only in election process but also electoral and political process in general.



Semester	I	Total Credit	2
Course Code	IKS05MGT11	Credit Pattern	L-30 Marks:50
Course Title	Human Capital Management in Agribusiness from ancient India		

Course Outcome COs:	After completion of the course the students should be able to.....
CO1	Understand indigenous HCM practices tailored for the agribusiness sector in India.
CO2	Learn sustainable vedic agricultural strategies.
CO3	Know pioneer leadership in the agribusiness.
CO4	Explain contemporary agribusiness techniques for long-term success in the Indian agribusiness.

Syllabus:

Module No	Content	Teaching hours
1	Module 1: Introduction to Indigenous Agriculture & HCM Management: 1.1 Indus valley agri practices : Concepts, scope, and significance, Definition, role, and importance in agricultural 1.2 Indigenous Agribusiness Value Chain: Identifying key stakeholders and their roles in the value chain.	7 teachers or experts from external agencies
2	Module 2: Ancient Indian agricultural scholars and scriptures on HCM in agribusiness 2.1 Koutilya on agriculture 2.2 Vedic farming practices	7 teachers or experts from external agencies
3.	Module 3: Nation Builders In Modern Agribusiness of India: 3.1 Need of agribusiness Management 3.2 Dr. Swaminathan –Green Revolution- concept, role, implementation in economy & outcomes 3.3 V.V. Kourian – White Revolution- Concept, role, implementation in economy & outcomes	7



Module 4: Contemporary agribusiness techniques & HCM In Modern India

4.	4.1 Contemporary Agribusiness Techniques 4.2 Precision Agriculture 4.3 Vertical Farming and Controlled Environment Agriculture 4.5 Hydroponics and Aquaponics 4.6 Digital Agriculture Platforms 4.7 Government Initiatives	9
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TERM-II

Semester	II	Total credit	4
Course Code	DSC05MGT21	Credit pattern	L-60 Hrs. Marks:100
Course Title	Organizational Behaviour		

Course Outcome COs:	After completion of the course the students should be able to.....
CO1	Study Organizational behavior in higher education studies.
CO2	Describe Individual and Group behavior & behave accordingly.
CO3	Implement stress management techniques in their personal & professional life.
CO4	Understand Organizational culture accurately and related research opportunities.

Module	Content	Teaching hours
MODULE I	Introduction to Organizational Behaviour- Introduction, definition of OB, Nature & significance of OB, Relationship between Management and OB, models of OB Ethical issues in OB	15
MODULE II	Individual and group Behaviour- A) Foundations of individual behavior –Personality, Perception, Attitude, Values and Job Satisfaction, Learning B) Foundations of group behavior–Definition and importance of group, Types of groups, process of group development, group behavior, Group Performance factors, Quality circle and factors	15
MODULE III	Organizational Conflict and Stress Management– A) Organizational Conflict- Concept, types, sources of conflicts, Traditional and modern approach to conflicts. B) Stress Management-work stress, factor causing stress, Managing stress	15



MODULE IV	Organizational culture and Quality of work life A) Organizational culture: Definition, types, creating organizational culture. B) Quality of Work life: concept, constituents of QWL, QWL in Indian context. Managing work life conflicts in organizations.
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Learning Recourses:

1.	Reference Books	1. Management and Organizational Behaviour – P. Subbarao 2. Organizational Behaviour – Keith Davis 3. Organizational Behaviour – Stephen Robbins 4. Organizational Behaviour – Dr. Anjali Ghanekar 5. Organizational Behaviour – Dr. C.B. Gupta 6. Organizational Behaviour – Dr. S.S. Khanka 7. Organizational Behaviour – Stephen Robbins & Timothy Judge, 15th Edition, Pearson, Prentice Hall.
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Subject:- Information Technology in Business Management-II

Course Code: DSC05MGT22	Semester: II
Teaching Scheme: 30 L+ 10 P	Credit: 2
Evaluation Scheme: 40+10=50	ESE Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO1	Analyse and identify the needs of Information Systems In Business Management
CO2	Understand Computer Network and Cloud Technology
CO3	Understand and Analyse the Process of BPR
CO4	Understand and Analyse Industry 4.0 and recent trends



Module	Content	Teaching Hrs
Module -I	Introduction to Computer Network Basic Idea Of Network, Network Types and Topology Wired and Wireless Networks Intranet and Internet, Basic Requirements for Internet connection, Internet Access, VOIP, Telnet E-mail, Discussion groups, Search tools, Web utilities, social networking Ethics Using the Internet and Social Media	7.5
Module -II	Introduction to Cloud Technology Introduction to cloud SAS, PAS, IAAS concept its use need and market. Introduction to Data Centres and Infrastructure. Opportunity threat and The present situation of Indian data centres and its future. A brief introduction to various platforms and virtualization.	7.5
Module -III	Introduction to Business Process Reengineering (BPR) Definition, Change in Management effect, The need for BPR, Advantages, Constraining Factors, Challenges in BPR, BPR Governance, BPR Implementation Stages, BPR Total Quality Management, Risk Management, Organizational Structures, BPR Project Success failure reasons,	7.5
Module -IV	A) Introduction to Industry 4.0: Introduction, the core idea of Industry 4.0, origin concept of Industry 4.0, Industry 4.0 production system, the current state of Industry 4.0, Technologies B) Role of IT in Industry 4.0 Advanced Sensor Technologies, Internet of Things, Cloud, Robotics, and Cognitive Architecture for Cyber-Physical Robotics, Industrial Robotic Applications- Manufacturing, Maintenance and Assembly. How is India preparing for Industry 4.0 C) Overview of the following: - 4GL, Image processing, Virtual Reality, Augmented reality, Video Conferencing, Decision Support Systems, Expert systems, Artificial Intelligence, Machine learning, Deep learning, Big Data, Internet of Things (IoT), Robotics	7.5



Learning Recourses:

1.	Reference Books
	1. Fundamentals of Computer by P.K. Sinha 2. Computer Today – Basundara 3. Fundamentals of Computer by V. Rajaraman 5. IT Infrastructure & Management by Manish Mahajan 6. It Tools And Business Systems Books By Pankaj Kumar 7. Industry 4.0 by Dr. Bhushan Kelakar

List of Tutorials:

Sr.No.	Name of Tutorial	Unit No.
1	Assignment on Computer Network and Cloud Technology	1,2
2	Management base Case Study on Cloud Technology	1,2
3	Assignment on Business Process Reengineering	3
4	Case Study / Role Play on BPR	3
5	Assignment on Industry 4.0	4
6	Case study or Activity on Industry 4.0	4

Semester	II	Total credit	2
Course code	MIN05ACC21	Credit pattern	L-30 Hrs.
Course title	Financial Accounting-II		

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Understand the concepts in accounting.
CO 2	Prepare ledger accounts, subsidiary books and trial balance.
CO 3	Demonstrate calculations of Accounts of Professionals.
CO 4	Prepare statements of accounts.

Module	Content	Teaching hours
MODULE I	Depreciation – Types (Straightline method & reducing balance method) problems of depreciation	7.5
MODULE II	Final Accounts of sole proprietorship- Introduction to final accounts of sole Proprietorship	7.5



MODULE III	Problems on Final accounts of sole proprietorship Preparation of Trading Account, Profit and Loss A/c. Balance Sheet (with Adjustments).	7.5
MODULE IV	Accounts of Professionals Doctor, Chartered Accountant Receipt and Payments Receipt and Expenditure	7.5

Learning Recourses:

1	Reference Books	3-Gupta R.L. and Radhaswamy M – 'Financial Accounting' Sultanchand and Sons, New Delhi. 4-Shukla M.C. Grewal T.S. and Gupta S.C. – 'Advanced Accounts' S. Chand and company, New Delhi. 5. Agarwala A.N. Agarwal K.N.- 'Higher Science of Accountancy' Kitab Mahal Allahabad. 6. Jain and Narang – 'Advanced Accountancy' Kalyani Publications, New Delhi.
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Semester	II	Total credit	2
Course code	MIN05MGT22	Credit pattern	L-30 Hrs.
Course title	Marketing Management - II		Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Gain systematic knowledge of the behavior of customer and its importance.
CO 2	Gain knowledge of the CRM and its importance.
CO 3	Learn different approaches marketing and learning.
CO 4	Do higher education and Research in marketing.

Module	Content	Teaching hours
Module 1	Consumer behavior – Meaning and definition, scope and importance of consumer behavior, factors affecting consumer behaviors 1. Psychological factor, Social Factor, Cultural Factor, Personal Factor and Economic Factor.	7.5



Module II	Customer relationship management – Meaning and definition, scope and importance of Customer relationship management, advantages and disadvantages of customer relationship management, E-CRM concept, consumer modelling – the economic model, learning model, psychological model.	
Module III	Difference approaches of marketing – Product Approach, Production Approach, Selling Approach, Marketing Approach and Societal marketing Approach. Environment – Micro environment, Macro environment	7.5
Module IV	Market segmentation – Meaning and definition, scope and importance of market segmentation basic for market segmentation. Requisite of sound market segmentation, market segmentation strategies, target marketing, product positioning.	7.5

****Practical – As per the requirement practical sessions will be arranged.**

Learning Recourses:

1	Reference Books	Marketing Management – Philip Kotler Marketing Management – Rajan Saxena Marketing Management – V.S. Ramswami & Namkumari Marketing Management – William J. Stanton & Michael J. Etzel Marketing Management – Sherlekar Marketing Management – Joseph Guiltinam & Gordon Paul Marketing Management – Dr. C.N. Sontakki
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4 Credit INTERNAL MARKS DISTRIBUTION

Assignments	10 marks
Case Study/ Hands on practice	10 marks
Test/Viva/ Proposal writing/Role play	10 marks
Attendance	10 marks
Total	40 marks



4 Credit Nature of Question Paper for Sem-IV

Duration: 2 Hours.

Total Marks – 60

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

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 3 out of 4)	15
Question No 2	A) Essay type Question OR B) Essay type Question	15
Question No 3	A) Essay type Question OR B) Essay type Question	15
Question No 4	Short Notes (Any 3 out of 4)	15
Total		60

BBA Part – I, Semester: II as per NEP-2020

Syllabus

Course Title : Business Economics (Macro)-II

Course Code : OEC05ECO21



Course Objective: To understand basic and important concepts of Macro Economics.

Course Outcomes

At the end of this course learners will able to

- CO 1 Interpret the concept of National Income with its importance and methods of measurement.
- CO 2 Illustrate the demand and supply of money.
- CO 3 Describe the interrelationships among different macro-economic variables.
- CO 4 Interpret components of public finance.

Marks-100

Lectures-60

Credit-4

Module	Content	Teaching hours	Credits
I	Introduction to Macroeconomics 1.1. Meaning and Scope of Macro Economics 1.2. Circular Flow of National Income - Five Sector Model of National Income 1.3. Concepts of National Income- GDP, GNP, NNP, PCI, PI & DI 1.4. National Income Accounting - Income, Expenditure and Production Method	15	1
II	Demand and Supply of Money 2.1. Functions of Money 2.2. Supply of Money- Constituents of Money Supply 2.3. Money Multiplier 2.4. Demand for Money- Liquidity Preference Theory	15	1
III	Inflation and Business Cycles 3.1. Meaning and types of Inflation 3.2. Causes and remedies for controlling inflation 3.3. Meaning and Phases of business cycles 3.4. Theories of business cycle- Hawtrey's and Schumpeter's theory	15	1
IV	Public Finance 4.1. Meaning and Scope of Public Finance 4.2. Public Revenue-Tax and Non-tax Revenue- 4.3. Public Expenditure- meaning and causes of its increasing trends 4.4. Public Debt and Deficit financing	15	1



Reference Books:

1. Anuja H. L. (2010), Macro Economics Theory and Policy, S. Chand and Company.
2. Branson William H. (1997), Macro Economics Theory and Policy, Harper Collins India Pvt. Ltd.
3. Crowther Geoffrey (1940), An Outline of Money, Thomas Nelson and sons Ltd. London
4. Duesenberry James, S. Business Cycles and National Income, Georg Allen and Union London
5. Derburg and McDougal (1976), Macro Economics, McGraw Hill Education, New York
6. Dewtt K. K., (2006), Modern Economic Theory, S. Chand and Company.
7. Gupta G. S. (2008), Macro Economics: Theory and Applications, Tata McGraw Hill Education
8. Gupta S. B. (2010), Monetary Economics, S. Chand and Company.
9. Hanson J. L. An Outline of Monetary Theory, McDonalds and Evans Ltd. London
10. Haberler Gottfried (1968) Theory of International Trade, William Hodge and Company
11. Hanson Alvin H. (1949), Monetary Theory and Policy, McGraw Hill Publication
12. Hanson J. L. (1970), Monetary Theory and Practice, McDonalds and Evans Ltd. London
13. Hicks U. K. (1968), Public Finance, James Nisbet and Comp. London
14. Lindauer John (2012) Macro Economics, 4th Ed I Univers Inc. Bloomington USA
15. Jingham M.L. Macro-Economic Theory, Vinda Publication Pvt. Ltd. New Delhi

Semester	II	Total credit	2
Course code	SEC05LAW21	Credit pattern	L-30 Hrs.
Course title	Fundamentals of Law		Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Know the Philosophy of Business Law through sources.
CO 2	Understand Basics of Contract Act till remedies of Breach of Contract
CO 3	Explain the Sale of Goods Act
CO 4	Describe Tax Laws with Classifications.

Module	Content	Teachinghours
MODULE I	Introduction to Business Law Meaning and Philosophy of law – Objectives of law – sources of law – Classification of law – Justice Delivery System in India – Classification of Courts in India – Meaning and Sources of Business Law.	7.5
MODULE II	The Indian Contract Act,1872. Definition of contract – Essentials of valid contract – Classification of contract – Consideration – Capacity of parties – Free consent – Void Agreements – Performance of contract – concept – Essentials for Performance of Contract	7.5



MODULE III	<p>The Sale of Goods Act, 1930</p> <p>Discharge of Contract – Definition – Classification of Discharge of Contract – Breach of Contract – Definition – Concept – Remedies for Breach of Contract under The Indian Contract Act</p> <p>Definition of Contract of Sale of Goods – Essentials of Contract of Sale – Agreement to sell – Distinguish between Sale and Agreement to sell.</p>	7.4
MODULE IV	<p>The Sale of Goods Act, 1930</p> <p>Condition and Warranty – Definition – Concept – Distinguish between Condition and Warranty – Transfer of Property – Rules regarding Transfer of Property – Transfer of Title – Performance of Contract of Sale – Unpaid seller – Definition – Rights of Unpaid Seller</p>	7.5

Learning Resources:

Reference Books	<p>1. Elements of Mercantile Law : By N. B. Kapoor – Subhachand & Sons</p> <p>2. Indian Contract Act By Avtar Singh Eastern Book Company</p> <p>3. Business Law for Managers Prof (smds) P. K. Goyal Bikantra</p> <p>4. Business Law By M. C. Chahal Vikas Publication</p>
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Subject:-IT- Applications Tools & Technology in business -II

Course Code: SEC05MGT22

Semester: II

Teaching Scheme: 30 L+ 15 P

Credit:2

ESE Marks: 50

Course
Outcome
COs:

After completion of the course the students should be able to.....

CO1

Understand Computer based accounting system Income tax and GST Systems

CO2

Understand Computer-based Audit techniques

CO3

Understand and Analyse To make aware of Computer based Business Data Analytics

CO4

Understand and Analyse various types of Systems and ERP Systems

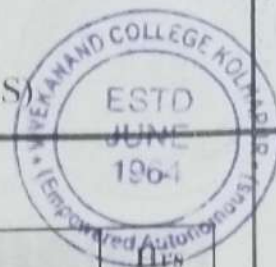


"Education for Knowledge, Science and Culture"

-Shikshanmaharshi Dr. Bapuji Salunkhe

Shri. Swami Vivekanand Shikshan Sanstha's

VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)



Sr. No	Content	
Unit-1	Introduction to Accounting and Taxation Packages: Presentation of vouchers, and invoices, Maintenance of inventory records, Maintenance of accounting books and final accounts, and financial report generation. Practical using tally accounting software. Introduction to Government Taxes (ITR, GST, Other Taxes, E-way Bill etc.) and their submission through various tools Like Winman, Taxman etc.	8
Unit-2	Computer-Assisted Audit Techniques Introduction to CAAT Data Analysis and Audit Techniques, Introduction to Idea and Excel as an Audit tool.	8
Unit-3	Introduction to Business Data Analytics and AI Tools Use Need Significance Applications of Business Data Analysis advantages and limitation of business data analytics. Power –BI and use of power BI For Business Data Analytics AI:-Role Use Need Significance Applications of Business Data Analysis advantages and limitation of AI in Business Management use of AI Tools like Chat-GPT , Microsoft Co-Pilot , Deep-Brain, Jasper, ChatBot, and resent AI tools to simplify usins operations	8



Unit-4	Introduction to Systems TPS, AOS, MIS, ESS, DSS, GDSS ERP - Introduction to ERP: various business functions and Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reasons for the Growth of ERP Market, Reasons for the Failure of ERP Implementation: Roadmap for successful ERP implementation	8
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Reference Books:-

1. Fundamentals of Computer by P.K. Sinha
2. Computer Today – Asunder
3. Computer Application in Business (Himalaya Publication)
4. MS Office BPB Publication
5. IT Infrastructure & Management by Manish Mahajan
6. Information Technology: Peter Zorkosky. (East-West Press)
7. Business Process Reengineering by R. Shrinivasan
8. Enterprise Resource Planning – III Edition, by Alex is Leon/ Tata McGraw-Hill
9. The Anatomy of Cloud Computing by CSV Murthy (Himalaya Publication)

List of tutorials:

Sr.No.	Name of Tutorial	Unit No.
1	Assignment on Computer base Accounting Tool	1
2	Assignment on GST and ITR	1
3	Assignment on Computer base Auditing Tool	2
4	Case Study/Role Play Computer base Auditing Tool/	2,3
5	Assignment on Computer base Business Data Analytics	3
6	Case Study/ Role Play Computer base Business Data Analytics	3
7	Assignment on ERP	4
8	Case study or Activity on ERP	4

INTERNAL MARKS DISTRIBUTION

Home assignments	02 marks
Case Study	02 marks
Test/Viva	1 marks
Attendance	5 marks
Total	10 marks

Nature of Question

Paper for Sem- II Duration: 2 Hours. Total Marks – 30

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

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question OR B) Essay type Question	10
Question No 3	Short Notes (Any 2 out of 3)	10
Total		30



B.B.A. Part I

AEC: Business Communication

Course Code: AEC05ENG21

Syllabus from 2024-25

NEP 2020

Credits: 2

Theory: 30

Internal: 20

Semester II

Course Outcomes:

After completing this course the students will be able to:

1. Distinguish between rehearsed and spontaneous speeches.
2. Comprehend the components required for organizing and hosting seminars and conferences.
3. Equip themselves for delivering impactful presentations.
4. Prepare themselves for participating in group discussions.

Module No	Title	Hours	Credits
Module III	A) Oral Communication -Nature and scope of Oral Communication -Speech: extempore and prepared speeches -What is Listening and significance of Active listening.	15	1
	B) Presentation Skills -Group Discussion: Stages and preparation -Presentation: Preparation, Dos and Don'ts Principles of effective presentations.		
Module IV	Employment Communication: C) Job Application Letter		



-Writing Bio-data, Resume and C.V.

15

1

D) Interviews

-Preparation of Interview

-Most probably asked questions during a job interview.

References:

1. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Business Communication - Prakash Herekar
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
6. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
7. Business Communication - Smt. Leelawati Patil, Kumar Prakashan
8. Elements of Business Communication - P. R. Chadha & Sangeeta Magan, International Book House Pvt. Ltd.
9. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
10. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
11. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
12. Business Communication - Smt. Leelawati Patil, Kumar Prakashan
13. Elements of Business Communication - P. R. Chadha & Sangeeta Magan, International Book House Pvt. Ltd.
14. Business Communication - N. S. Pradhan, Himalaya Publishing House

B.B.A. I (SEM I) Business Communication I
NEP2020

Semester End Examination Pattern

With effect from 2023-2024



Paper Number	Title of the paper	Course Code	Semester End Examination	Continuous Internal Evaluation Marks	Total Marks
I	Business Communication I	AEC05ENG11	30	20	50
II	Business Communication II	AEC05ENG 21	30	20	50

B.B.A I (SEM I)
Business Communication I
Continuous Internal Evaluation

Internal Evaluation	Marks
Home Assignment/ Open Book Test/ Tutorial/Unit Test/PPT presentation/project/group discussion	20

Q. No	Sub. Q.	Types of Question	Based on	Marks
Q.1	A	Broad answer type question. OR	Module I	10
	B	Broad answer type question.		
Q.2	A	Draft Notice, Agenda OR	Module II	7
	B	Minutes of the meeting.		
Q.3	A	Write Business letters. OR	Module II	7
	B	Write Business letters.		
Q 4.	A	Write Short notes. (Any 2 out of 4)	Module I and II	6



Internal Evaluation	Marks
Home Assignment/ Open Book Test/ Tutorial/Unit Test/PPT presentation/project/group discussion	20

2 Credit Pattern of Question Paper

Theory - 30

Q. No	Sub. Q.	Types of Question	Based on	Marks
Q.1	A	Broad answer type question. OR Broad answer type question.	Module III	10
	B			
Q.2	A	Write a Application letter. OR Draft a Resume.	Module IV	7
	B			
Q.3	A	Drafting a Speech. OR Prepare a Group Discussion.	Module III	7
	B			
Q4	A	Write Short Notes	Module III and IV	6

2 Credit INTERNAL MARKS DISTRIBUTION

Assignments	04marks
Case Study/ Hands on practice /Role Play	04marks
Test/Viva	2marks
Attendance	10 marks
Total	20marks



2 Credit Nature of Question Paper for Sem-II

Duration: 2Hours.

Total Marks – 30

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

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question/Case study OR B) Essay type Question/Case Study	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		30

Financial & Cost Accounting NATURE OF QUESTION PAPER

B.B.A. II YEAR

Duration: 2.30 Hours

Total Marks – 60

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

Question	Nature of Question	Marks
Question No 1	Problem OR problem	15
Question No 2	Problem OR problem	15
Question No 3	Essay type Question OR Essay type Question	15
Question No 4	Short Notes (Any 3 out of 4)	13
Total		60

4 Credit Internal Marks

INTERNAL MARKS

40 marks

Home assignments

20 marks

Tests

20 marks



“Dissemination of Education for Knowledge, Science and Culture”
-Shikshanmaharshi Dr. Bapuji Salunkhe



Shri Swami Vivekanand Shikshan Sanstha's
VIVEKANAND COLLEGE, KOLHAPUR
(EMPOWERED AUTONOMOUS)

DEPARTMENT OF BBA

Three/Four- Years UG Programme
Department/Subject Specific Core or Major (DSC)

Curriculum, Teaching and Evaluation Structure
(as per NEP-2020 Guidelines)

For

BBA

Semester-III & IV

(Implemented for academic year 2024-25 onwards)

VIVEKANANDCOLLEGE, KOLHAPUR (EMPOWERED AUTONOMOUS)



B.B.A. Program Outcomes (POs):

PO1: Disciplinary Knowledge: Graduates will gain in-depth understanding in their specific major or discipline, mastering the foundational principles and theories, as well as advanced management concepts. Execute strong theoretical and practical understanding developed from the management specific programme in the various strolls of life.

PO2: Communication & Negotiation Skills: Many programs emphasize the ability to communicate effectively, both orally and in writing. Graduates may learn to present complex information clearly and briefly, write detailed reports, and collaborate & negotiate effectively with others.

PO3: Leadership & decision making Skills: Graduates will develop Leadership 7 & decision making skills for effective dealing.

PO4: Ethics and Professionalism: Graduates may learn about the ethical and professional standards in their field, and how to apply them in professional and practical situations with ethical and legal insights

PO5: Problem-Solving Skills: Graduates will learn to use their knowledge to identify, analyze, and solve problems related to their field of study.

PO6: Analytical Skills: Graduates will gain the ability to collect, analyze, interpret, and apply data in a variety of contexts through project work.

PO7: Research Skills : Graduates will have angle for data analysis and design strategies and draw conclusions. They might also learn to review and understand academic literature.



Teaching and Evaluation scheme

Three/Four- Years UG Program
Major Management Minor Accountancy
Second Year Semester-III & IV

Sr. No.	Course Abbr.	Course code	Course Name	Teaching Scheme Hours/week		Examination Scheme and Marks				Course Credits
				TH	PR	ESE	CIE	PR	Marks	
Semester-III										
1	DSC V	DSC05MGT31	Strategic Management	4	-	60	40	-	100	4
2	DSC VI	DSC05ACC32	Management A/C- I	4	-	60	40	-	100	4
3	DSC VII	DSC05MGT33	Human Resource Mgt.-I	2	-	30	20	-	50	2
4	MIN V	MIN05ACC31	Cost Accounting	4	-	60	40	-	100	4
5	OEC- III	OEC05MGT31	Statistical Techniques for Business	2	-	30	20	-	50	2
6	SEC- IV	SEC05LAW31	Corporate Law-I	2	-	30	20	-	50	2
7	AEC-III	AEC05MGT31	Digital marketing &business start-up-III	2	-	30	20	-	50	2
8	VEC-II	VEC05ENV31	Environmental Studies	2	-	35	15	-	50	2
			Total (Semester-III)	22	-	335	215		550	22
Semester-IV										
1	DSC VIII	DSC05MGT41	Production& Operation. Mgt	4	-	60	40	-	100	4
2	DSC IX	DSC05ACC42	Management A/C- I	4	-	60	40	-	100	4
3	DSC X	DSC05MGT43	Human Resource Management-II	2	-	30	20	-	50	2
4	MIN VI	MIN05MGT41	E-Commerce	4	-	60	40	-	100	4
5	OEC- IV	OEC05MGT41	Statistical Techniques for Business	2	-	30	20	-	50	2
6	SEC-V	SEC05MGT41	Statistical tech for Research	2	-	30	20	-	50	2
		SEC05LAW42	Corporate Law-II		-					
7	AEC-IV	AEC05MGT41	E-Retail Management & E-Governance	2	-	30	20	-	50	2
8	VEC-III	VEC05ENV41	Environmental Studies	2	-	35	15	-	50	2
			Total (Semester-IV)	22	-	335	215		550	22
			Cumulative Total (2 nd Year)	44	-	670	430	-	1100	44



CBCS. Scheme
Vivekanand College, Kolhapur (Empowered Autonomous)
B.B.A. Part-II Semester-III (CBCS)
Syllabus_NEP (w.e.f. June 2024)

Semester	III	Total Credit	4
Coursecode	DSC05MGT31	Creditpattern	L-60 Hrs.
Coursetitle	Strategic Management	Marks	100

Course Objectives: The course is designed to cover fundamental issues with regard to corporate and business strategy, and the implementation and process aspects of strategic management.

Course Outcome: At the end of this course learners will be able to

CO1	Understand the organization's vision, mission, examine principles, techniques and models for organizational and environmental analysis.
CO2	Describe Strategy formulation and implementations such as corporate governance and business.
CO 3	Understand the Organization's Strategies types and Analysis
CO 4	Understand how to Evaluation and control Strategies

Module	Syllabus	Teaching hours
I	Introduction of Strategic Management: Concept of mission, Vision, Objectives, Concept of strategy, importance of strategy, Levels of strategy, strategic management process-Different Phases	15
II	Environment Analysis: concept and characteristics of environment, Components of internal environment, SWOC, Components of external environment, PESTEL Framework- Porter's Five Force Model.	15
III	Strategies Types and Analysis: Corporate Strategies: Stability strategy, expansion strategy, retrenchment strategy- advantages and disadvantages, Competitive strategy: Cost Leadership, Differentiation and focus Strategy- Types- advantages and Disadvantages	15



IV	Strategic Evaluation and Control: Strategic evaluation: Importance, Problems- Benchmarking for Strategy evaluation. Strategic control: Types and techniques of strategic control, operational control- managing strategic change- types, mechanism and process of managing strategic change- strategy in global environment- social & environment sustainability issues in strategic management, Triple bottom line- Role of Different Strategists- Contemporary practices of strategic management.	15
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Learning Recourses

1	Reference Books	1. Gregory G. Dess and G. T. Lumpkin- Strategic Management, McGraw-Hill education 2002 2. John A. Pearce and Richard Bradem Robinson- Strategic Management- Formulation, Implementation & Control, Irwin/McGraw-Hill, 1997 3. Fred R. David- Strategic Management, Merrill, 1991 4. Charles W. L. Hill and Gareth R. Jones- Strategic Management Theory and an integrated approach, Houghton Mifflin, 2007
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Semester	III	Total credit	2
Course code	DSC05MGT33	Credit pattern	L-30Hrs.
Course title	Human Recourses Management -I		Marks 50

Course Objective: At the end of this course learners will be able to...

CO1	The objective of the course is to help student learn and understand HRM.
CO2	To understand challenges of International HRM and to apply them in business organizations
CO3	The objective of the course is Resource Planning Process
CO4	To understand recruitment & Selection Process



Module	Content	Teaching hours
MODULE I	Human Resource Management(HRM)- Meaning ,Objective , Features of HRM, Scope of HRM , Importance of HRM, Characteristics HR Manger, Functions of HR Manger.	7.5
MODULE II	Human Resource Planning Meaning Importance & Factors affecting Human Resource Planning. Human Resource Planning Process.	7.5
MODULE III	International HRM: Concept, importance, challenges of International HRM, emerging trends in HRM, impact of globalization on HRM	7.5
MODULE IV	Recruitment & Selection Sources of recruitment, Factors affecting recruitment& Process of Selection . Selection- Meaning, purpose and process of selection.	7.5

****Practical–Practicalsessionwillbearrangedaspertherequirement**

Learning Recourses		
1	Reference Books	Human Resource Management and Industrial Management – Aswathappa Human Resource Management – S.S. Khankar Human Resource Management – Biswajeet Patnaya

Course Outcome:: It is expected that the students should be able to:	
CO1	Interpret the concepts of Human resource management and HR manager
CO2	To get knowledge about Human resource planning
CO3	Describe the concepts of Recruitment and selection
CO4	Illustrate International HRM and challenges of International HRM



Semester	IV	Total credit	2
Course code	DSC05MGT43	Credit pattern	L-30Hrs.
Course title	Human Resources Management -II	Marks	50

Course Objective: At the end of this course learners will be able to...

CO1	The objective of the course is to help student learn and understand HRM.
CO2	To understand Traditional and Modern methods
CO3	The objective of the course is to understand Variable compensation
CO4	To understand Industrial relations

Module	Content	Teaching hours
MODULE I	Performance Appraisal- Meaning, Objectives, Importance and Advantages of Performance Appraisal. Traditional and Modern methods.	7.5
MODULE II	Promotion & Transfer - Meaning & Definition, purpose and benefits of Promotion. Meaning & Definition, purpose and benefits of Transfer, Types of Promotion and transfer.	7.5
MODULE III	Compensation Management- Components of Remuneration, wage & Salary levels, Variable compensation, incentive schemes	7.5
MODULE IV	Employee relations - Industrial relations, meaning, role of government, management and trade unions, industrial disputes.	7.5

****Practical-Practical session will be arranged as per the requirements.**



Learning Recourses

I	Reference Books	Human Resource Management – Ian Breadsevace and len Holden Human Resource Management – S.S. Khankar Human Resource Management –Biswajeet Patnayak Human Resource Management and Industrial Management – Aswathappa Management of Human Recourse – R.S. Diwivedi
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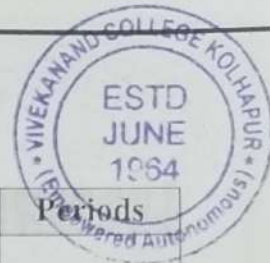
Course Outcome:: It is expected that the student should be able to:

CO1	Understand the concepts Performance appraisal
CO2	To get knowledge about Promotion, Transfer, and Demotion
CO3	Describe the concept of composition management
CO4	Illustrate Employee relations

Statistical Techniques for Business, SEM III SEC05LAW42

Course Outcomes:

- CO1. Use various graphical and diagrammatic techniques and interpret.
- CO2. A set process data, characterize the process behavior using descriptive statistics.
- CO3. Compute correlation coefficient.
- CO4 Compute regression coefficient.



Module	Title	Periods
Module -I	<p>Introduction to Statistics:</p> <p>1.1 Meaning of Statistics, Scope of Statistics: In Industry, Economics, and Management Sciences. Meaning of primary and secondary data. Frequency and Frequency Distribution.</p> <p>1.2 Construction of Histogram and Ogive Curve, Frequency curve and Frequency polygon. Numerical examples.</p> <p>1.3 Meaning of MCT. Requirements of good MCT. Definition: Arithmetic Mean, Combined A.M., Median, Mode, Quartile. Meaning of Dispersion. Requirements of good Measure of Dispersion.</p> <p>1.4 Absolute and Relative Measure of Dispersion. Definition M.D., S.D. and their relative Measures. Variance, Combined Variance, C.V. Numerical Examples.</p>	15
Module -II	<p>Analysis of Bivariate Data</p> <p>2.1 Concept of bivariate data, scatter diagram. Concept of correlation, positive correlation, negative correlation, cause and effect relation</p> <p>2.2 Methods of Studying Correlation: i) Scatter Diagram. ii) Karl Pearson's Correlation Coefficient. iii) Spearman's Rank Correlation Coefficient. Interpretation of $r = -1, 0, 1$ and numerical problems.</p> <p>2.3 Concept of Regression</p> <p>Regression Coefficients and Equations of Line of Regression. (Statement only)</p> <p>2.4 Properties of regression coefficients (Statement only). Numerical Examples.</p>	15



Statistical tech for Research, SEM IV

SEC05MGT41

Course Outcomes:

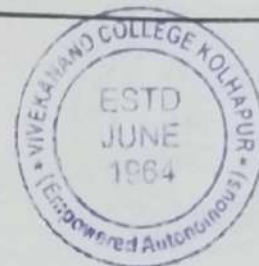
- CO1. Use various Sampling methods.
- CO2 Concept of parameter.
- CO3 Set up the null and alternative hypotheses correctly.
- CO4 Choose the appropriate test statistic

Module	Title	Periods
Module –I	Sampling methods and basic concepts of testing hypothesis 1.1 Definitions of Population, Sample, Parameter, Statistic, Need of sampling, Sampling versus complete enumeration and introduction to Simple Random Sampling method. 1.2 Simple Random Sampling with and without replacement, Selection of random sample.(SRSWR, SRSWOR, Stratified random sampling, Systematic sampling) 1.3 Introduction to test of significance, Null and Alternative Hypothesis, Types of errors, One tailed and Two tailed test, 1.4 Degrees of freedom, Level of Significance, Critical region.	(15)
Module - III	Testing of hypothesis 3.1 Steps in testing of hypothesis, One sample, Two sample, Paired 't' test. 3.2 't' test for testing significance of correlation coefficient. F test for testing equality of variances. 3.3 Chi-square test of goodness of fit, Chi-square test of independence of attributes in 2×2 contingency table. 3.4 Numerical Examples.	(15)

2 Credit

INTERNAL MARKS DISTRIBUTION

Assignments	04marks
Case Study/ Hands on practice /Role Play	04marks
Test/Viva	2marks
Attendance	10 marks
Total	20marks



2 credit Nature of Question Paper for Sem-II

Duration: 2Hours.

Total Marks – 30

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

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question/Case study OR B) Essay type Question/Case Study	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		30

4 Credit

INTERNAL MARKS DISTRIBUTION

Assignments	10 marks
Case Study/ Role play/ Proposal writing	10 marks
Test/Viva/Hands on Practice	10 marks
Attendance	10 marks
Total	40 marks

4 Credit Nature of Question Paper for Sem III

Duration: 2.30 Hours.

Total Marks – 60

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

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 3 out of 4)	15
Question No 2	A) Essay type Question / Case Study OR B) Essay type Question / Case Study	15
Question No 4	Short Notes (Any 3 out of 4)	15
Total		60

Semester	III	Total credit	2
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Course code	SEC05LAW31	Credit pattern	L-30Hrs.
Course title	Corporate Law –I	Marks	50

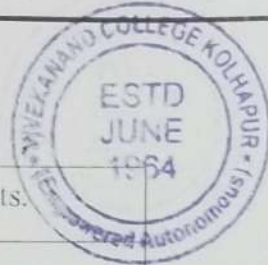
Course Objective: At the end of this course learners will able to...

CO 1	To help students to learn and understand Corporate Law.
CO 2	To understand the challenges of Corporate Laws and to apply them in business organizations
CO 3	The objective of the Corporate Sector
CO 4	To Analyze management, control, remedies, and regulations

Module	Content	Teaching hours
MODULE I	<p>The Indian Contract Act, 1872 (General Principle), The Indian Contract Act, 1872 (Special Kinds of Contract)</p> <p>A. The Indian Contract Act, 1872 (General Principle): Historical Background of Indian Contract Laws, Definitions of Contract, Essential element, Kinds of Contract, Offer and Acceptance, Capacities of Parties, Free Consent, Consideration & objects Discharge of Contract, Remedies for Breach of Contract & Certain relations resembling those created by contract (Quasi Contract)</p> <p>B. The Indian Contract Act, 1872 (Special Kinds of Contracts): Concept & Nature of Indemnity, Guarantee, Bailment, Pledge and Contract of Agency.</p>	15
MODULE II	<p>THE SALE OF GOODS ACT, 1930 AND THE INDIAN PARTNERSHIP ACT, 1932:</p> <p>A. The Sale of Goods Act, 1930: Contract of Sale of Goods, Concept & its essentials, Sale and Agreement to Sell, Conditions and Warranties, Performance of Contract of Sale, Unpaid Seller & Rights of Unpaid Seller.</p> <p>B. The Indian Partnership Act, 1932: Nature of Partnership, Mutual relationship between Partners, Incoming and Outgoing of Partners, Registration & Dissolution of Partnership.</p>	15

****Practical–Practical session will be arranged as per the requirements.**

Course Outcome:: It is expected that the students should be able to:



CO1	Analyze the concepts of Corporate world with related to Different Acts.
CO2	Analyze the Knowledge related to corporate control, and regulations
CO3	Analyze about management and affairs of Company
CO4	Analyze National Corporate Law and challenges.

Learning Recourses		
1	References	Dr. Avtar Singh, Company Law, Eastern Book Company Ramaiya, Guide to the Companies Act, Wadhawa Book Company K.R. Chandratre, Company Directors, Bharat Law House Dr. Shripad Shridhar Desai & Adv. Viraj Hanmantrao Kadam, Business Regulatory Framework – I & II, S.S. Law Publication

INTERNAL MARKS DISTRIBUTION

Assignments	10 marks
Class Test	05 marks
Individual Assessment	05 marks
Total	20 marks

Nature of Question Paper for Semester III & IV

Duration: 1.30 Hours.

Total Marks – 30

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question OR B) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		30

Semester	IV	Total credit	2
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Course code	SEC05LAW42	Credit pattern	L-30Hrs.
Course title	Corporate Law –II	Marks	50

Course Objective: At the end of this course learners will able to...

CO 1	To help students to learn and understand Corporate Law.
CO 2	To understand the challenges of Corporate Laws
CO 3	To know various laws for Corporate Business
CO 4	To apply them in business organizations

Module	Content	Teaching hours
MODULE I	<p>Company Act, 2013, Limited Liability Partnership(LLP) Act, 2008, The Insolvency and Bankruptcy Code 2016</p> <p>A. Company Act 2013: Meaning, features and Types, of companies, Incorporation of Company, Managerial Personnel their role & responsibilities, Shares, Debentures its types and rights of holders, Dividend, Company Meetings, Winding up of Company.</p> <p>B. Limited liability Partnership Act, 2008: Nature and Salient Features of LLP, Incorporation of LLP, Limitations of liability of LLP and Partners, Winding up and Dissolution, Difference between Partnership and LLP.</p> <p>C. The Insolvency and Bankruptcy Code, 2016: Nature and Scope of the Act, Composition of IBBI and its Powers and Functions.</p>	15
MODULE II	<p>SEBI ACT, NEGOTIABLE INSTRUMENT ACT, IPR AND CYBER LAWS:</p> <p>A. The Security Exchange Board of India Act, 1992: Meaning of Securities, Role, Powers and Functions of SEBI, Listing and Trading of Securities.</p> <p>B. Negotiable Instrument Act, 1881: Meaning and Features of Negotiable Instrument, Kinds of Negotiable Instrument, Dishonor of Cheque-consequences & Legal remedy.</p> <p>C. Intellectual Property Rights: Patent, Copy Right, Trademark and Industrial Design.</p> <p>D. Cyber Crimes: Nature and scope, Offences and Penalties</p>	15

****Practical–Practical session will be arranged as per the requirements.**

Course Outcome:: It is expected that the students should be able to:

CO1	Analyze the concepts of Corporate world with related to Different Acts.
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CO2	Analyze the Knowledge related to corporate control, and regulations.
CO3	Analyze and understand the challenges of Corporate Laws.
CO4	Analyze and apply them in business organization.

Learning Recourses		
1	References	Dr. Avtar Singh, Company Law, Eastern Book Company Ramaiya, Guide to the Companies Act, Wadhawa Book Company K.R. Chandratre, Company Directors, Bharat Law House Dr. Shripad Shridhar Desai & Adv. Viraj Hanmantrao Kadam, Business Regulatory Framework – I & II, S.S. Law Publication

Subject: -Digital Marketing and Business Startups	
Course Code: AEC05MGT31	Semester: III
Teaching Scheme: 30 L+ 15 P	Credit: 2
Evaluation Scheme: 30+20=50	ESE Marks: 50

Course Description: The objective of the course is to understand the concept of a start-up, identify the required strategic resources and entrepreneurial strategies in developing entrepreneurship competencies. Also, the new age digital technology to perform marketing and promotion of various products and services of established and new business startups with help of digital marketing.

Course Objectives: The aim of the course is to introduce students to:

1	To Impart the Knowledge of entrepreneurship and startup
2	To Able to prepare various strategies for startups
3	To Able to prepare new Business proposal or Reports for startup
4	To make aware of digital marketing

Course Outcomes (COs):

At the end of the course, the student should be able to:



1	Analyse and identify the needs for innovation incubation and implementation of startup
2	Able to Create various technological use and strategies for startup
3	Able to create Business Reports or proposal for startups
4	Analyse, identify and use of Digital Marketing for business success

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

Course Title: Digital Marketing and Business Startups											Semester: III					
Course Code:											Year: 2024-2025 (Proposed)					
Course Outcomes (COs) / Program Outcomes (POs)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	BTL
1	2	3	2	2	2	2	1	-	2	2	3	3	2	1	2	I, II
2	3	2	2	2	2	1	1	2	2	3	3	3	2	2	2	II, III
3	1	2	3	3	1	1	1	1	2	2	3	2	2	2	2	VI
4	2	2	1	1	2	3	1	1	1	1	1	2	2	2	2	V, VI
	2.00	2.25	2.00	2.00	1.75	1.75	1.00	1.00	1.75	2.00	2.50	2.50	2.0	1.75	2.00	1.987

Sr. No	Content	Hrs
Unit -I	<p>Introduction to Business Startups</p> <p>Definition of startup and Concept of Entrepreneur - Features - Types - Functions - Entrepreneurship - Characteristics - Evolution - Entrepreneurial process - Dimensions and Paradoxes - Attributes of Strategic Resources - Approaches - Social Entrepreneur - Women Entrepreneur - Role of entrepreneurship in economic development - Constraints for the growth of entrepreneurial culture</p> <p>Schematic of the New Venture's Environment - Processes of Business Environment Analysis - Political, Governmental, Stakeholder, Technological, Macroeconomic, Socio-demographic, Competitive and Competitor Analysis - Elements of Business plan - Feasibility study -</p>	8



	Critiquing the plan - Formalities and procedures in registration of a business - Regulatory norms and legal aspects - Format and presentation of report – Marketing strategies. Start-up success stories.	
Unit -2	<p>Digital-Business Start-up and Strategies</p> <p>E-business Start-ups: - Definition, Components of e-business Start-ups, Concept, Tools, Business model Canvas, Study of innovative ideas converted to new start-ups, role of IT and Ecommerce as a tool for new start-up, Ecommerce a tool for new age business mode, case study of some digital business startup.</p> <p>Business Models and Strategy - Entry Wedges - Resource-Based Strategies - Information Rules Strategies - Strategy and Industry Environments - Crafting and Evaluating Strategy - Entrepreneurship competencies - qualities of a successful entrepreneur - Entrepreneurial traits - Developing competencies - Tools of assessment - Institutional Framework - Role of SSI Sector in the Economy - Failure, Causes and Preventive Measures - Turnaround Strategies.</p>	8
Unit -3	<p>Managing New Venture and Financing</p> <p>Preparing for the new venture launch - new venture expansion strategies - Venture Capital and Angel Investment - Importance and Benefits - Sources of Investment - Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies, and grants - Export Oriented Units - Fiscal and Tax concessions.</p> <p>Institutions supporting the small business enterprises: Central level institutions, state level institutions, other agencies. District Industries Centres (DICs) - Industrial Development Corporation (IDC) - State Financial Corporation (SFCs) - Small Scale Industries Development Corporations (SSIDCs) - Khadi and Village Industries Commission (KVIC) – Technical Consultancy Organisation (TCO) - Small Industries Service Institute (SISI) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDBI) - NBFC's in India Role of MSME and DPIIT for new start-up.</p>	8
Unit-4	<p>Digital Marketing</p> <p>Steps in building an e-business application - Online web site design to promote online sales of a product or service - Use of free resources for designing promoting website.</p> <p>Search Engine Optimization (SEO) Services</p>	8



Search Engine Marketing (SEM) and Pay Per Click (PPC) Services

Web Analytics & Reporting Services

Display Advertising (Banner Ads) Services

Email Marketing Services

Social Media Optimization (SMO) Services

Content Writing/SEO Copywriting

Affiliate Marketing Services

General Digital Marketing Practice

Reference Books: -

1. E-Commerce Concepts, Models, Strategies, C.S.V. Murthy Himalaya Publishing House
2. Zero to One: Notes on Start Ups, or How to Build the Future, Peter Thiel & Blake Masters, Random House, 2014.
- 3 Small-Scale Enterprises and Entrepreneurship Ecosystem, 6th Edition, Vasant Desai, Himalaya Publishing House, 2016.
5. Social Entrepreneurship in India, 1st Edition, Madhukar Shukla, SAGE Publications India Pvt Ltd., 2020
- 6 Digital Marketing for Dummies, Ryan Desis, Wiley publication
- 7 Digital Marketing for Beginners: A Road Map to Successful Career in Digital Marketing, V Venkata Krishna, Notion Press
- 8 Before You Start Up: How to Prepare to Make Your Startup Dream a Reality Pankaj Goyal, Fingerprint! Publishing

Sr.No.	Name of Tutorial	Unit No.
1	Assignment on Entrepreneurship and startup	1,2
2	Assignment on digital marketing	4
3	Case study on /proposal writing for Venture financing	3
4	Case Study / Role Play Digital Marketing	4
5	Business proposal writing on new startup	1,2,3
6	Hands on practice for digital marketing	4

INTERNAL MARKS DISTRIBUTION

Assignments	04marks
Case Study/ Role play/ Proposal writing	04marks
Test/Viva/Hands on Practice	2marks
Attendance	10 marks
Total	20marks

Duration: 2Hours.

Total Marks – 30

Instructions:- 1) All Questions are compulsory
2) Figure to the right indicate full marks.



Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question / Case Study OR B) Essay type Question / Case Study	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		30

2 Credit INTERNAL MARKS DISTRIBUTION

Assignments	10 marks
Class Test	05 marks
Individual Assessment	05 marks
Total	20 marks

Subject: -E-commerce	
Course Code: AEC05MGT41	Semester: IV
Teaching Scheme: 30 L+ 15 P	Credit: 4
Evaluation Scheme: 60+40=100	ESE Marks: 100

Course Description: This paper is offered to provide basic knowledge of E-Commerce which includes E-Marketing, E-payment system, E-business and legal framework E-governance.

Course Objectives: The aim of the course is to introduce students to:

1	To Impart the Knowledge of fundamental principles of e-Business and e-Commerce/M-commerce and its role to improve Management
2	To Able to understand fundamental of Digital payment and functions of e-commerce
3	To Able to understand electronic data security and Legal Aspect of e-commerce and Lawful use of digital medium
4	To make aware Analyse and understand website and domain technicality and understand various aspects of Electronic Commerce policy



Introduction to E-Commerce Concept, features, and functions of E-commerce, Scope, and basic models of E-Commerce, Benefits of E-commerce Comparison with traditional commerce
Value chain in E-commerce. Ecommerce for outsourcing industry
Study of KPO, BPO, LPO, RPO

- B.) M-Commerce Concept, features, functions, and M-commerce base Business strategy. Need and significance of mobile app, Impact of mobile app over website, various types of mobile apps and its business model, revenue generation using mobile app, consumer benefits using mobile app recurring revenue model using app, advantage limitations opportunity and threats using mobile app.
- c.) Power of e-commerce and M-commerce and its impact on Asian / Global market and Growth opportunity and threats for Indian Ecommerce Market

Unit 2 Digital Payments systems and Functions & Applications of E-commerce

A) Digital-Payments - Transactions through Internet, Requirements of payment Systems mechanism of credit card, Cyber cash, Debit cards, Direct Debit. RTGS, NEFT, CBDC Electronic cash, Smart cards. payment system Concept of payment gateway and digital wallet Payment gateway business modules with some cases like paisa pay, PayPal, Paytm, Bill desk UPI, BHIM etc. Strategic use of payment gateway its requirement needs limitation benefits Introduction to crypto currency. Threats and problems with digital payment system and precautions. Comparative analysis of digital payment vs. traditional payment systems

B) Functions & 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 & net banking core banking system concept. Opportunity and threats in E-finance sector

E-Trading – Stock market trading Importance and advantages of E Trading D-mat account. Introduction to BSE, NSE and introduction to various stock exchange, various E-trading facility concepts and leading company in India. Commodity market, Mutual funds currency and other derivative Markets in India benefits need and limitation of E-trading.

Functions of e-commerce

1. Change prices instantly
2. Monitor inventory in real-time
3. Track location and status of all merchandise
4. Set rules for Web order fraud
5. Capture and analyse customer information
6. Manage order fulfilment better
7. Get price management reports
8. Analyse sales across channels
9. Third party interface business



10. GST / Tax and shipping costs

Unit
3

E Security and Legal Issues

- A) E-Security: - Areas of Internet Security, Security Threats, Security Breach, Denial of service, fake Identity crises Breach avoidance, Detection and Recovery, Confidentiality and Integrity, hacking, phishing, cyber terrorism, electronic signature, access control, Authentication, firewalls, and proxy, system security. Authentication Measures, Precautions for secure E – commerce. SSL (Secure Socket Layer), HTTP, HTTPS, TLS (Transport Layer Security)
- B) The IT Act 2000 & its amendments. Legal aspect and need provisions. IT Act social and legal responsibilities of users and service providers Legal Issues Involved in E – commerce in India. New amendments made. in IT ACT for Individual and business organizations. Various general IT ACT Provisions.

Unit-

Internet, web page Basics and Planning for Electronic Commerce policy

Evolution of Internet introduction to various web protocols

Domain Names and Internet Organization (.edu, com, ac.in. res.mil., gov, .net etc.) and deciding proper web domain.

Building Own Website policy and web hosting

1 Reasons for building own website.

2 Benefits of Website

3 Cost, Time, Reach

4 Registering a Domain Name

5 Web promotion using Target email, Banner Exchange,

Shopping Bots popup

6. website registration

7. comparative study of hosting plans

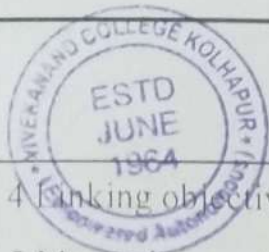
Website – Meaning of Website and Webpage, static, Dynamic web site, importance of website and home page and its features, guidelines for constructing the web page. Basic structure of website

Planning for Electronic Commerce policy

1 Finding need of Ecommerce in business.

2 Defining the scope and outcomes from e-commerce.

3 Planning Electronic Commerce initiatives



- 4 Linking objectives to business strategies.
- 5 Measuring cost objectives
- 6 Comparing benefits to Costs.
- 7 Strategies for developing electronic commerce webSites or apps.
- 8 Defining scope of new altered system.
- 9 defining corporate Ecommerce policy.
- 10 Control of the e-Business Plan

Course Outcomes (COs):

At the end of the course, the student should be able to:

.1	Analyse and identify the needs e-commerce and M-commerce to execute digital business environment
2	Analyse digital payment systems and understand various functions of e-commerce
.3	Understand legal aspects ecommerce and lawful use of digital instruments also analyzing role of data security for digital business environment
.4	Analysse and understand website and domain concepts also understand various aspects of Electronic Commerce policy

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs)

Course Title: E-commerce											Semester: IV					
Course Code:											Year: 2024-2025 (Proposed)					
Course Outcomes (COs) / Program Outcomes (POs)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	BTL
1	3	2	1	1	2	2	1	-	2	3	2	2	3	1	2	I,II
2	2	2	2	1	3	2	1	1	1	1	3	3	3	2	2	II,III
3	1	2	2	3	1	2	-	2	2	1	1	2	1	2	2	VI
4	3	2	3	3	3	3	1	-	1	1	2	1	2	2	-	V, VI
	2.25	2.0	2.0	2.0	2.25	2.25	0.75	0.75	1.5	1.5	2.0	2.0	2.75	2.25	1.5	1.85



Reference Books: -

1. E-Commerce Concepts, Models, Strategies:- C.S.V.Murthy Himalaya Publishing House
2. E- Commerce: - Kamlesh K Bajaj and Debjani Nag
3. Electronic commerce: - Gray P. Schneider
4. E-Commerce, Fundamentals & Applications: Chand (Wiley)
5. E – Commerce – S Jaiswal
6. E – Business – Kittel Amer
- 7 E-Security and You: - Oberoi, Sundeep, TMH
8. Basics of E-commerce. Legal & Security Issues: - Ashoke Ghose, NIIT Publisher
9. E- Commerce Technology Handbook. Minoli Daniel, Minoli Emma-
- 10 E-Commerce and E-Business. (2nd Ed). C.S.Rayudu. :Himalaya Publishing House
11. E-commerce: business, technology, society," Kenneth C. Laudon and Carol G. Traver,
12. "Electronic Commerce–A Managerial Perspective", Efraim Turban, Jae Lee, David King

Sr.No.	Name of Tutorial	Unit No.
1	Assignment on E-Commerce M-Commerce	1,2
2	Assignment on E security and e-commerce policy	3,4
3	Case study on E-Commerce M-Commerce	1,2
4	Case Study / Role Play E security and e-governance	3,4
5	Business proposal writing on E-Commerce M-Commerce	1,2
6	Hands on practice for digital security and website basics	3,4

INTERNAL MARKS DISTRIBUTION

Assignments	10marks
Case Study/ Hands on practice	10marks
Test/Viva/ Proposal writing/Role play	10marks
Attendance	10 marks
Total	40marks

Nature of Question Paper for Sem-IV

Duration: 2 Hours.

Total Marks – 60

- Instructions:-** 1) All Questions are compulsory
2) Figure to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 3 out of 4)	15
Question No 2	A) Essay type Question OR B) Essay type Question	15
Question No 3	A) Essay type Question OR B) Essay type Question	15
Question No 4	Short Notes (Any 3 out of 4)	15
Total		60



Credit Nature of Question Paper for Semester III & IV

Duration: 1.30 Hours.

Total Marks – 30

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

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question OR B) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Total		30

NATURE OF QUESTION PAPER

B.B.A. II YEAR

Duration: 2.30 Hours

Total Marks – 60

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

Question	Nature of Question	Marks
Question No 1	Problem OR problem	15
Question No 2	Problem OR problem	15
Question No 3	Essay type Question OR Essay type Question	15
Question No 4	Short Notes (Any 3 out of 4)	13
Total		60

INTERNAL MARKS

40 marks

Home assignments

20 marks

Tests

20 marks