

Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA
Academic Year: 2023- 2024

Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- II

Subject: - Financial Accounting - II

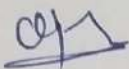
Course Title: - Financial Accounting -II

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Management Information System (MIS)	Concept and Nature- Electronic Data Processing – Accounting Information System- Concept & Nature of Accounting System
16		16		
Month – July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Depreciation	Concept- Causes for Depreciation- Basis for Depreciation- Methods of Depreciation- Straight Line Method – Written Down Value Method- Change of Depreciation Method
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Accounting Packages	Introduction to tally, features of tally, creation of company, accounts only and accounts with inventory
Month – September			Module/Unit: 4	Sub-units planned
16		16	Final Accounts of Partnership Firm	Fixed and fluctuating capital Method (with Advance Adjustments)

Practical – solving variety of problems on 2,3,4 modules.

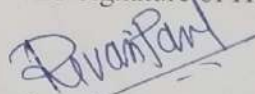


Name and Signature of Teacher


Mr. U.L. Mujawar



Name and Signature of HoD


Dr. Revati R Patil
HEAD
DEPARTMENT OF B. B. A.
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(EMPOWERED AUTONOMOUS)

Note: In the above format, for each month for each teacher.

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Department of BBA

Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- III

Subject: - Management Accounting - I

Course Title: - Management Accounting -I

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Management Accounting: -	Meaning and Definitions, Functions of Management Accounting, Tools and techniques of management accounting Differences between Financial Accounting and Management Accounting, Differences between Cost Accounting and Management Accounting.
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Budgets and Budgetary Control: -	Concept of Budgets and Budgetary control, Types of budgets, Introduction of other budgets, Objectives and Advantages, Steps in budget Preparation of Cash Budget, flexible budget
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Marginal Costing and Break-Even Analysis:	Concept of marginal cost, concept of marginal costing, CVP Analysis, Break-Even Analysis. Practical Problems of Break-even analysis, Decision making under Break- Even Analysis
Month - September			Module/Unit: 4	Sub-units planned
16		16	Standard Costing:	Concept of standard cost and standard costing, setting of standards, Advantages and Disadvantages of standard costing, Limitations of standard costing. Practical Problems on material and



				Labor variance
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Practical – solving variety of problems on 2,3,4 modules.

Practical –



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U.L. Mujawar

Mr. U.L.Mujawar

Name and Signature of HoD

Dr. Revati R Patil

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Academic Year: 2023 - 2024

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Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- IV

Subject: - Management Accounting - II

Course Title: - Management Accounting -II

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Analysis and Interpretation of Financial statements	Ratio analysis nature of Ratio Analysis classification of Ratios, significance of Ratio analysis, Practical problems- Basic level.
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Funds Flow Analysis	Concept of Funds, Concept of Flow of Funds, Components of sources and application , Importance of funds flow analysis , Practical Problems,
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Cash Flow Analysis-	Concept, Components of Inflow and Outflow, Importance of Cash flow analysis, difference between funds flow analysis and cash flow analysis. Practical Problems
Month - September			Module/Unit: 4	Sub-units planned
16		16	A) Human Resource Accounting: B) Reporting to Management:	A) Human Resource Accounting: Meaning and Basic concept, significance of Human Resource Accounting, Advantages of HRA, B) Reporting to

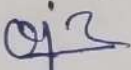


				Management: Objectives, Types of Reports, Use of Reports by Management
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Practical – solving variety of problems on 1,2,3 modules.

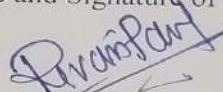
Practical –

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Department of BBA

Academic Year: 2023-- 2024

Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- I

Subject: - Financial Accounting - I

Course Title: - Financial Accounting -I

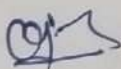
Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Introduction to Accounting	a) Meaning, objective and functions of Accounting Book keeping and financial Accounting – uses and users of Accounting Information, BRANCHES OF Accounting Accounting concepts and Conventions – Accounting Terms
16		16		b) B) IND-AS c) AS(Theoretical
Month – July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	A) Financial Accounting Process B) Trial balance	a) 1) Classification of Accounting Transactions and Accounts- Rules of Debit and Credit as Per Double Entry System- 2) Journal Entries- Concept, combined journal entries 3) Ledger concept with problems 4) subsidiary book; types of subsidiary
16		16		



				books. b) concept, types of trial balance, preparation of trial balance
Month - August			Module/Unit: 3	Sub-units planned
16		16	Final Accounts	Final Accounts of sole proprietorship Preparation of Trading Account, profit and Loss A/C and Balance Sheet (with Basic Adjustments)
Month - September			Module/Unit: 4	Sub-units planned
16		16	Accounts of professionals	Doctor, chartered accountant, receipts and payments, receipt and expenditure

Practical – solving variety of problems on 2,3,4 modules.

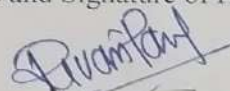
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Department of BBA

Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- VI

Subject: - Financial Management - II

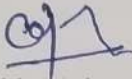
Course Title: - Financial Management - II

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Capital Structure	Meaning , Factors to be considered while framing capital structure, capital structure theories: Net income approach, net operating income approach, Traditional theory, Modigliani and Miller approach.
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Cost Of Capital:	Meaning, Importance, Measurement of cost of capital (i) specific cost: Cost of debt, Cost of equity shares, Cost of preference shares; (ii) Overall cost: Weighted averages cost of capital. (Practical Problems)
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Capital Budgeting Decision	Meaning, Importance, Techniques of evaluation of capital budgeting proposals - Payback period, Accounting rate of return, Net percent value, Internal rate of return, Profitability index (practical problems)
Month - September			Module/Unit: 4	Sub-units planned
16		16	Corporate Restructuring	Merger & acquisition-motives& benefits merger negotiations significance of P/E Ratio & EPS Analysis



Practical – solving variety of problems on 2,3 modules.

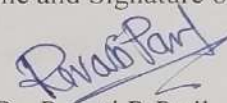
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Department of BBA
Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- V

Subject: - Financial Management - I

Course Title: - Financial Management - I

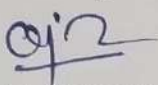
Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	A) Nature of Financial Management: B) Financial Planning:	A) Meaning and Significance, Nature: Finance and related disciplines, Scope: Traditional and Modern approaches, Objectives: Profit maximization versus wealth maximization, Functions of Financial Management: Recurring and non - recurring. B) Meaning, Objectives, Characteristics, Steps, And Types of financial plans, Capitalization: Concept, Theories of capitalization, Over - capitalization and under - capitalization.
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Management of Working Capital:	Meaning and Concept, Importance of adequate working capital, Types of working capital, Determinants of working capital, Computation of working capital (Practical Problems).
16		16		
Month - August			Module/Unit: 3	Sub-units planned



16		16	Operating, Financial Leverage and combined Leverage	Meaning, Concept, EBIT & EPS, Measurement of leverages.
Month – September			Module/Unit: 4	Sub-units planned
16		16	Mutual Funds	Concept, importance, Types of Mutual Funds open ended and close ended-Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Funds, Specialty Funds, Index Funds, Exchange-Traded Funds Present position of Mutual Funds in India.

Practical – solving variety of problems on 2,3 modules.

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VIVEKANAND COLLEGE, KOLHAPUR

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Semester wise Teaching Plan

Academic year: 2023-24

Department: B.B.A. I

Semester: II

Course Title: Business Communication

Core Course: AEC

Subject Code: AEC05ENG21

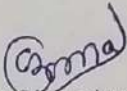
Name of the Teacher: Ms.K.R.Vhonkhade


Month: December/January			Module / Unit	Sub Units Planned
Lectures	Practical	Total	1. Presentation Skills	Speech: extempore and prepared speeches Seminar and Conference: Preparation and conduction
08	N.A.	07		
Month: January/February			1. Presentation Skills	Group Discussion: Stages and preparation Presentation: Preparation, Dos and Don'ts, Principles of effective presentations.
Lectures	Practical	Total		
08	N.A.	08		
Month: February/March			2. Employment Communication	-Job Application Letter -Writing Bio-data, Resume and C.V.
Lectures	Practical	Total		
08	N.A.	07		



Month: March				
Lectures	Practical	Total	2. Employment Communication	-Preparation of Interview -Most probably asked questions during a job interview.
08	N.A.	08		
Month: April/ May			TERM END SEMESTER EXAMINATION	




 Name and Signature of the Teacher
 MS. K. R. Vhonkhane


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Vivekanand College, Kolhapur
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Department of BBA
Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Ms. Rahat Fazal Jamkhane

Programme - BBA Semester- II

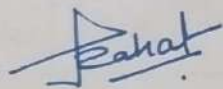
Subject: - Marketing Management-I Course Title: - Introduction to Marketing

Month - July			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	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
10		10		
Month - August			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Customer relationship management	Meaning and definition, scope and importance of Customer relationship management, advantages and disadvantages of customer relationship management, E-CRM concept, consumer modeling – the economic model, learning model, psychological model.
10		10		
Month - September			Module/Unit: 3	Sub-units planned
10		10	Difference approaches of marketing	Product Approach, Production Approach, Selling Approach, Marketing Approach and Societal marketing Approach. Environment – Micro environment, Macro environment
Month - October			Module/Unit: 4	Sub-units planned



10		10	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.
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Practical – Students will visit industries and various firms to make project on marketing and will give presentations and submit report of project.

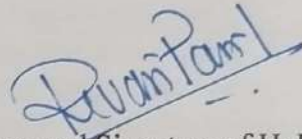


Name and Signature of Teacher

Ms. Rahat Fazal Jamkhane



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Co-ordinator B B.A
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Vivekanand College, Kolhapur
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Department of BBA
Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Ms. Rahat Fazal Jamkhane

Programme - BBA Semester- IV

Subject: - Production & Operation Management

Course Title: - Production & Operation Management

Month - July			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Introduction to Production Management	Meaning, and nature, scope, importance of production management, functions of production & operation in relationship of other department with manufacturing department, types of production system – continues, intermittent, job batch
16		16		
Month – August			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Factory Location and Plant Layout	Plant location & plant layout concept, factors affecting plant location Plant layout – concept, factors affecting plant layout, types of layouts, - proun, product, fixed position layout – features and comparison of each
16		16		
Month -September			Module/Unit: 3	Sub-units planned
16		16	Production Planning & Control	capacity planning, aggregate planning, Forecasting demand, PPC – concept, elements of PPC – rout up, scheduling load dispatching following, JIT, concept of inspection, quality control and quality assurance & TQM
Month – October			Module/Unit: 4	Sub-units planned

16		16	Materials management	Concept, functions of materials management, concept and functions of inventory control, levels of stock, functions of stores department, purchasing function, ABC analysis – steps and problems, introduction to VED, HML Analysis
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Practical – Students will give presentations on each topics.

Rahat

Name and Signature of Teacher

Ms. Rahat Fazal Jamkhane



Revati Patil

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Department of BBA
Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Ms. Rahat Fazal Jamkhane

Programme - BBA

Semester- VI

Subject: - Foundation of human skills – II

Course Title: - Foundation of human skills – II

Month - July			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	New Skills in Management	Creative style – Emotional Intelligence (E.Q.) – Leadership skills, work style-sales competencies, sports mental skills, conflict management, stress management, Teamrole skills critical thinking skills, computing skills.
16		16		
Month – August			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Personality	Meaning- Aspects of personality, Development of personality: Erickson's eight lifestages, Jung's Personality Theory, Traits influencing organizational behavior. Locus of control. Problem solving styles
16		16		
Month - September			Module/Unit: 3	Sub-units planned
Lectures	Practical	Total	Skills Development	Decision making skills, Methods used to develop decision making skills- In the basket, Business games and case studies. Interpersonal skills- Meaning, Methods Used to develop interpersonal skills-role playing, Behavior modeling, sensitivity Training, Transactions Analysis – structural insight.
16		16		
Month – October			Module/Unit: 4	Sub-units planned
Lectures	Practical	Total	Utilization of skills	Career Management– Career stages model, basic career – Anchors – Security, Autonomy, creativity, Functional competence, Managerial Competence, factors affecting career choices, career opportunities in management.
16		16		

Practical – Students will give presentations on each topic.

Rahat

Name and Signature of Teacher

Ms. Rahat Fazal Jamkhane

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Department of BBA
Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Ms. Rahat Fazal Jamkhane

Programme - BBA Semester- VI

Subject: - Recent trends in marketing - II

Course Title: - Recent trends in marketing - II

Month - July			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Digital Marketing	Meaning and Concepts, Merits of digital marketing, Demerits of digital marketing, types of digital marketing, Mobile marketing- meaning, advantages and disadvantages.
16		16		
Month - August			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Retail Marketing	Meaning and Functions of retailing, Characteristics of retailing, types of retailing, Retail marketing strategy, Retail Management Activities, Retail Organization Structure, Retailing Scene in India.
16		16		
Month - September			Module/Unit: 3	Sub-units planned
16		16	Global Marketing / International Marketing	Meaning, Definition, Objectives / reasons for global marketing, difference between domestic and global marketing, global marketing environment, Marketing -mix strategy for global marketing (i.e. Product, Price, Promotion, Distribution, Strategies.)
Month - October			Module/Unit: 4	Sub-units planned



16		16	Emerging payment modes	QR, UPI, and other-advantages and disadvantages New trends in Marketing - Holistic Marketing, Emotional Marketing, Non-profit marketing, Event marketing, social marketing, Tourism marketing.
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Practical – Students will give presentations on each topic.

Rahat

Name and Signature of Teacher

Ms. Rahat Fazal Jamkhane



Revati R Patil

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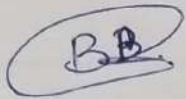
Semester: BBA.-III, Sem-V

Subject: Management

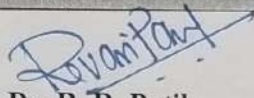
Course Title: Practices In Modern Management I

Name of the Teacher: Mrs. Bhagyashri Rajput

Sem V. BBA - III Practices In Modern Management I					
Month: July 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Development of Management Thought:	Different Approaches to Management- Classical, Functional, Behavioral, Human relation, Contingency and System Approach. Management by Objectives
BBA III	16		16		
Month: August 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Contribution of Michel Porter: Competitive Advantage-	Cost leadership, differentiation – and Focus. Contribution of C. K. Pralhad- Core competency
BBA III	16		16		
Month: September 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Organizational Environment	: Internal and External Environment, Environment Analysis- SWOT Analysis, Applicability of SWOT to individual and organization. Corporate Governance-concept and importance
BBA III	16		16		
Month: octomber 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Management in future management	Challenges and tasks, skills needed by manager in future, changes in managerial functions and evolving new managerial systems.
BBA III	16		16		


Mrs. Bhagyashri Rajput
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Academic Year: 2023-24
Subject: Management

Semester: BBA- II Sem III
Course Title: Fundamentals of
Entrepreneurship

Name of the Teacher: Mrs.Bhagyashri Rajput

Sem I . BBA- I Principles of Business Management				
Month: July 2023				Module/Unit: I
Course	Lectures	Practicals	Total	Entrepreneur
BBA II	16		16	
Sub-units planned				Meaning, Qualities of Successful Entrepreneur, Characteristics, Types – Functions, concept of Intrapreneur, Netpreneur.
Month: August 2023				Module/Unit: II
Course	Lectures	Practical	Total	Entrepreneurship
BBA II	16		16	
Sub-units planned				Difference between entrepreneur and Entrepreneurship Theories of Entrepreneurship – Schumpeter-Max Weber – Peter Drucker Barriers to entrepreneurship – Environmental barriers, economic barriers, personal barriers to entrepreneurship, Factors stimulating entrepreneurship
Month: September 2023				Module/Unit: III
Course	Lectures	Practical	Total	Entrepreneurship development: -
BBA II	16		16	
Sub-units planned				Concept, objectives of EDP Phases of EDP. Institutions for Entrepreneurship Development - EDII Ahmedabad- NIESBUD New Delhi – MCED- Aurangabad





Month: October 2023				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Women Entrepreneurship	Women Entrepreneurship
BBA II	16		16		Definition & Characteristics of women entrepreneurs, Causes of limited growth in India, Remedies for Women Entrepreneurship Development, Development of women entrepreneurs Social Entrepreneurship- Concept and Need. Group Entrepreneurship- Concept, Meaning, and Significance of group entrepreneurship. Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview

Mrs. Bhagyashri Rajput
Subject Teacher



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Annual Teaching Plan

Academic Year: 2023-24
Subject: Management

Semester: BBA-II Sem III
Course Title: Strategic Management



Name of the Teacher: Mrs. Bhagyshri Rajput

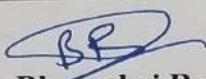
Sem III . BBA- II Principles of Business Management

Month: July 2023				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Introduction of Strategic Management:	Concept of mission, Vision, Objectives, Concept of strategy, importance of strategy, Levels of strategy, strategic management process-Different Phases
BBA II	16		16		
Month: August 2023				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Environment Analysis:	concept and characteristics of environment, Components of internal environment, SWOC, Components of external environment, PESTEL Framework- Porter's Five Force Model.
BBA II	16		16		
Month: September 2023				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	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 objectives and steps organizing, - Meaning and importance, objectives and steps B) Staffing -Staffing: - Meaning, Nature & importance. Leading-Meaning and importance, objectives and steps Controlling- Meaning and importance, objectives and steps Organizing - Meaning and importance, objectives
BBA II	16		16		

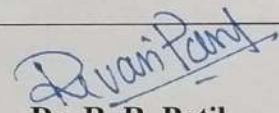




					and steps Limitations of all functions
Month: October 2023				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Strategic Evaluation and Control:	Strategic evaluation: Importance, Problems- Benchmarking for Strategy evaluation. Strategic control: Types and techniques of strategic control, 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.
BBA II	16		16		


Mrs. Bhagyshri Rajput
Subject Teacher




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

Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA Annual Teaching Plan

Academic Year: 2023-24

Semester: BBA.- I, Sem - II

Subject: Management

Course Title: Organizational Behavior

Name of the Teacher: Ms. Reshma Chougale



Sem II. BBA- I Organizational Behavior					
Month: Dec				Module/Unit: I	Sub-units planned
Course	Lectures	Practical's	Total	Introduction to Organizational Behavior	Introduction, Definition of OB, Nature & significance of OB, Relationship between management and OB, models of OB Ethical issues in OB
BBA I	15		15		
Month: Jan				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Individual and Group Behavior	A) Foundations of individual behaviour- Personality, Perception, Attitude, Values and Job Satisfaction, Learning B) Foundations of group behaviour- Definition and importance of group, Types of groups, process of group development, group behaviour, Group Performance factors, Quality circle and factors
BBA I	15		15		
Month: Feb				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Organizational Conflict and Stress Management	A) Organizational culture: Concept, types, sources of conflicts, Traditional and Modern approach to conflicts. B) Stress management- work stress, Factor causing stress, managing stress.
BBA I	15		15		

	Month: March			Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	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
BBA I	15		15		
	Month: April				
BBA I					REVISION & SEMESTER EXAMINATION

R. K. Chougale

Ms. R. K. Chougale

Subject Teacher



R. R. Patil

DR. R. R. Patil

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Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2023-24

Semester: BBA.- II, Sem - IV

Subject: Management

Course Title: Research Methodology

Name of the Teacher: Ms. Reshma Chougale



Sem IV. BBA- II Research Methodology					
Month: Dec				Module/Unit: I	Sub-units planned
Course	Lectures	Practical's	Total	Introduction to Research Methodology	Meaning, definition, objective and types of research, significance of research, selection of research problem. Research Design: Meaning, steps in research design, characteristics of good research design. Practical- drafting synopsis for a research study.
BBA II	15		15		
Month: Jan				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Sampling Design and Data Collection	Meaning of sampling, characteristics of good sample design, Types of sample design. Data collection- Meaning, types of data, methods of collecting primary data- observation, interview questionnaire and schedules, Sources of secondary data. Practical- Preparing questionnaire, collection of data
BBA II	15		15		
Month: Feb				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Processing and Analysis of data	Classification of data, types of classification, Tabulation, parts of table, types of tables, Graphical presentation of data- Bar –diagram, pie-chart and curves. Analysis and Interpretation of data-meaning, tools and techniques of data analysis,
BBA II	15		15		

					interpretation. Practical- use of MS-excel and introduction to SPSS
Month: March				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Report Writing	Meaning, significance, steps in writing report, layout of the research report, Types of report, mechanism of writing a research report, Precautions for writing research report, Use of computer in research. Practical- writing a research paper/article.
BBA II	15		15		
Month: April					
BBA II					REVISION & SEMESTER EXAMINATION

R. K. Chougale

Ms. R. K. Chougale

Subject Teacher



R. R. Patil

DR. R. R. Patil

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Department of BBA

Annual Teaching Plan

Academic Year: 2023-24

Semester: BBA.- II, Sem - IV

Subject: Management

Course Title: Entrepreneurship and Project Management

Name of the Teacher: Ms. Reshma Chougale



Sem IV. BBA- II Entrepreneurship and Project Management					
Month: Dec				Module/Unit: I	Sub-units planned
Course	Lectures	Practical's	Total	Introduction to Entrepreneurship	Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurships - Intrapreneur - Role of entrepreneurship in economic development.
BBA II	15		15		
Month: Jan				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Entrepreneurship Development	Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmer - need - objectives – course contents - phases Startup schemes of Government of India
BBA II	15		15		
Month: Feb				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Project Management	Project Management: Meaning of project - concepts - categories - project life cycle, phases - characteristics of a project – project manager - role and responsibilities of project manager.
BBA II	15		15		
Month: March				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Project Identification	Project identification - selection - project formulation – contents of a project report Sources of finance for a project -
BBA II	15		15		

					Institutional finance supporting projects project evaluation - objectives - types - methods.
	Month: April				
BBA II					REVISION & SEMESTER EXAMINATION

R. K. Chougale.

Ms. R. K. Chougale

Subject Teacher
ordinator



Dr. R. R. Patil

DR. R. R. Patil

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Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA

Academic Year: 2023-- 2024

Annual Teaching Plan

Name of the teacher: - Mr. P.H Harshe

Programme - BBA Semester- I

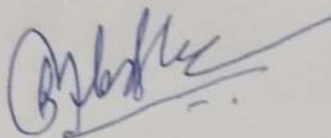
Subject: - Information Technology in Business Management-I

Course Title: - Information Technology in Business Management

Module / Month	Lectures	Practical	Total	Sub-units planned
Month:- July Unit -I Introduction to Computer Hardware	8	0	8	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
Month:- August Unit -II Introduction to Computer Software	8	0	8	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.
Month:- September Unit -III Introduction to IT Assets Management	8	0	8	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.
Month:-October. Unit -IV Introduction to Information Technology	8	0	8	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 Organizations goals, The five levels, Governance Modes in the use of IT

Practical – ICT Presentation on 1,2,3,4 modules.

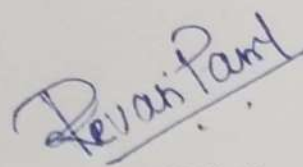
Name and Signature of Teacher



Mr. P.M. Harshe



Name and Signature of HOD



Dr. Revati R Patil
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Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA

Academic Year: 2023-- 2024

Annual Teaching Plan

Name of the teacher: - Mr. P.H Harshe

Programme - BBA Semester- I

Subject: - IT Applications Tools & Technology in Business -I

Course Title: - IT Applications Tools & Technology in Business

Module / Month	Lectures	Practical	Total	Sub-units planned
Month:- July Unit -I Introduction to Word Processing as Document Tools	8	0	8	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.
Month:- August Unit -II Introduction to PowerPoint as Presentation Tools	8	0	8	Presentation with: PowerPoint basics, creating a presentation, working with graphics, show time, sound effects and animation effects.
Month:- September Unit -III Introduction to Spread Sheets as Reporting Tools	8	0	8	Report formatting, functions, chart features, and working with graphics in Excel. Excel as GST Reporting Tool
Month:-October. Unit -IV Strategic Use of IT in Business Management	8	0	8	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

Practical – ICT Presentation on 1,2,3,4 modules.

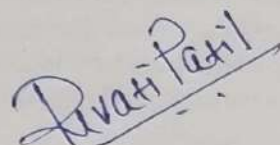
Name and Signature of Teacher



Mr. P.M. Harshe



Name and Signature of HOD



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Department of BBA
Academic Year: 2023-- 2024

Annual Teaching Plan

Name of the teacher: - Mr. P.H Harshe

Programme - BBA Semester- II

Subject: - Information Technology in Business Management-II

Course Title: - Information Technology in Business Management

Module / Month	Lectures	Practical	Total	Sub-units planned
Month:- January Unit -I Introduction to Computer Network	8	0	8	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
Month:- February Unit -II Introduction to Cloud Technology	8	0	8	Introduction to cloud SAS, PAS, IAAS concept its use need and market. Introduction to Data Centers and Infrastructure. Opportunity threat and The present situation of Indian data centers and its future. A brief introduction to various platforms and virtualization.
Month:- March Unit -III Introduction to Business Process Reengineering	8	0	8	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.
Month:-April. Unit -IV Introduction to Industry 4.0	8	0	8	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 Industry4.0 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

Practical – ICT Presentation on 1,2,3,4 modules.

Name and Signature of Teacher

Mr. P.M. Harshe



Name and Signature of HOD

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Department of BBA
Academic Year: 2023-- 2024
Annual Teaching Plan

Name of the teacher: - Mr. P.H Harshe

Programme - BBA Semester- II

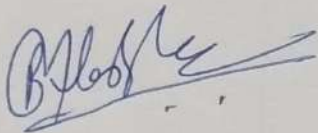
Subject: - IT Applications Tools & Technology in Business -II

Course Title: - IT Applications Tools & Technology in Business

Module / Month	Lectures	Practical	Total	Sub-units planned
Month:- January Unit -I Introduction to Accounting and Taxation Packages	8	0	8	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.
Month:- February Unit -II Computer-Assisted Audit Techniques	8	0	8	Introduction to CAAT Data Analysis and Audit Techniques, Introduction to Idea and Excel as an Audit tool
Month:- March Unit -III Introduction to Business Data Analytics	8	0	8	Use Need Significance Applications of Business Data Analysis advantage limitation of business data analytics Power -BI and use of power BI For Business Analytics
Month:-April. Unit -IV Introduction to Systems	8	0	8	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 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

Practical – ICT Presentation on 1,2,3,4 modules.

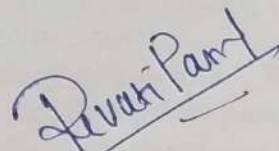
Name and Signature of Teacher



Mr. P.M. Harshe



Name and Signature of HOD



Dr. Revati R Patil

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Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA

Academic Year: 2023-- 2024

Annual Teaching Plan

Name of the teacher: - Mr. P.H Harshe

Programme - BBA Semester- III

Subject: - E-Commerce -I

Course Title: - E-Commerce

Module / Month	Lectures	Practical	Total	Sub-units planned
Month:- July Unit -I Introduction to E-Commerce and M-Commerce	15	0	15	Concept, features and functions of ecommerce and M-commerce, Scope and basic models of E- Commerce, Benefits of E-commerce Comparison with traditional commerce Value chain in E-commerce, Porter's value chain model Mobile applications and 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 , Mobile app development and business strategy , advantage limitations opportunity and threats using mobile app Ecommerce for outsourcing industry Study of KPO, BPO, LPO, RPO etc. Power of e-commerce and M-commerce and its impact on Asian / Global market and Growth opportunity and threats for Indian manufacturer
Month:- August Unit -II EDI and Ecommerce planning and policy development	15	0	15	1.1) Introduction 1.2) Concepts Applications and Limitation of EDI 1.3) Advantages and Disadvantages of EDI 1.4) Action plan for implementing EDI, Factors influencing the EDI selection 2) Planning for Electronic Commerce policy 2.1 Finding need of Ecommerce in business 2.2 Defining the scope and outcomes from ecommerce 2.3 Planning Electronic Commerce initiatives 2.4 Linking objectives to business strategies 2.5 Measuring cost objectives 2.6 Comparing benefits to Costs 2.7 Strategies for developing electronic commerce web Sites or apps 2.8 Defining scope of new altered system 2.8 defining corporate Ecommerce policy 2.9 Control of the e-Business Plan
Month:- September Unit -III Internet, WWW and web page Basics	15	0	15	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

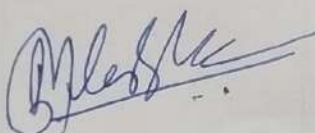
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Date: -October. Unit -IV Functions & Applications of E-commerce	15	0	15	E- Marketing – Traditional Marketing V/s E-Marketing, Impact of Ecommerce on markets, Marketing issues in E-Marketing, Promoting your E Business, Direct Marketing – One to One 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 exchanges, 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 ecommerce 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 analyze customer information 6. Manage order fulfillment better 7. Get price management reports 8. Analyze sales across channels 9. Third-party interface business 10. VAT / Tax and shipping costs
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Practical – ICT Presentation on 1,2,3,4 modules.

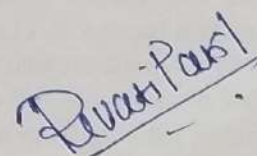
Name and Signature of Teacher



Mr. P.M. Harshe



Name and Signature of HOD



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Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA

Academic Year: 2023-- 2024

Annual Teaching Plan

Name of the teacher: - Mr. P.H Harshe

Programme - BBA Semester- IV

Subject: - E-Commerce -II

Course Title: - E-Commerce

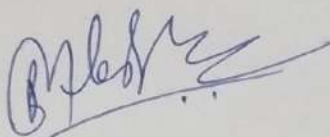
Module / Month	Lectures	Practical	Total	Sub-units planned
Month:- January Unit –I Introduction to Digital Payments	15	0	15	E-payments - Transactions through Internet, Requirements of payment Systems mechanism of credit card, Cyber cash, Debit cards, Direct Debit. RTGS Value Exchange System Electronic cash, Smart cards .payment system Concept of payment getaways and digital wallet Payment gateway business modules with some cases like paisa pay, PayPal, Pay-tm, Bill desk etc. Strategic use of payment gateway its requirement need limitation benefits Introduction to crypto currency. Threats and problems with existing digital payment system. Payment frauds and precautions. Comparative analysis of digital payment vs. traditional payment systems.
Month:- February Unit –II E Security and Legal issues	15	0	15	1 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 Services, Precautions for secure E – commerce. SSL (Secure Socket Layer), HTTP, HTTPS.TLS (Transport Layer Security) The IT Act 2000 & its amendments. Legal aspect and need provisions in 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 Indi usual and business organizations. Various general IT ACT Provisions.) EDI 1.1) Introduction 1.2) Concepts Applications and Limitation of EDI 1.3)Advantages and Disadvantages of EDI 1.4) Action plan for implementing EDI, Factors influencing the EDI selection 2) Planning for Electronic Commerce policy2.1 Finding need of Ecommerce in business 2.2 Defining the scope and outcomes from ecommerce 2.3 Planning Electronic Commerce initiates 2.4 Linking objectives to business strategies 2.5 Measuring cost objectives 2.6 Comparing benefits to Costs 2.7 Strategies for developing electronic commerce web Sites or apps 2.8 Defining scope of new altered system 2.8 defining corporate Ecommerce policy 2.9 Control of the e-Business Plan



Month:- March Unit -III E-Business New Start-up & E- Retailing	15	0	15	<p>E-business Start-ups: - Definition, Components of e-business Start-ups , Concept, Tools , Business Canvas, Study of innovative ideas</p> <p>converted to new start-ups, role of IT and Ecommerce as a tool for</p> <p>new start-up, Ecommerce a tool for New age business mode, Role of</p> <p>MSME and DPIIT for new start-up. Consumer oriented e-commerce: Traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer, supplementary distribution channel, e-broker and e-services like web-enabling services, matchmaking services, information selling on the web, entertainment services and auction services Digital Marketing Services 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 Search Engine Optimization (SEO) Services 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</p>
Month:-April. Unit -IV E – Commerce and E – Governance in India	15	0	15	<p>State of E – Commerce in India, advantage , limitation , Problems and Opportunities in E – commerce in India, various government start-ups for e governance and study of various government portals, MSME/ DPIIT Schemes for new start-up E- Governance</p> <p>1.1 E – Governance of India 1.2 New ecommerce policy and tax provisions 1.3 Service centre 1.4 Imports / Exports 1.5 various department of government and their E-governance at state and central government</p> <p>1.6comparative study with previous non E governance systems 1.7Advantage Limitation and threats for E-governance 1.8 Success and Failures in E-governance 1.9 various Authorizing Agency for E- Governance</p>

Practical – ICT Presentation on 1,2,3,4 modules.

Name and Signature of Teacher


Mr. P.M. Harshe



Name and Signature of HOD


Dr. Revati R Patil
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Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA

Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Ms. Rahat Fazal Jamkhane


Programme - BBA Semester- I

Subject: - Marketing Management Course Title: - Introduction to Marketing

Month - July			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Introduction of Marketing	Meaning and definition Importance of Marketing Scope of Marketing Understanding the core concept Marketing (Need, Want,demand,Product, value,cost, satisfaction)
10		10		
Month - August			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Marketing Mix Concept	Concept of 4Ps (Product,Price,Place,Promotion) Brief Understanding of 7Ps. (Product,Price,Place,Promotion, People, Process, Physical Evidence.) Difference Between Selling and marketing.
10		10		
Month - September			Module/Unit: 3	Sub-units planned
10		10	Type of Marketing	Meaning and Definition Scope, concept of Telemarketing, E-Marketing Retail Marketing, Service Marketing, Rural Marketing, Green Marketing, basic Concept. Advantage, Disadvantage and Classification.
Month - October			Module/Unit: 4	Sub-units planned
10		10	Type of Marketing strategies	Meaning and definition Scope, concept of Niche Market, Trade Show marketing, Social Media Marketing, Freebie Marketing.

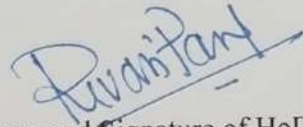


Practical – Students will visit industries and various firms to make project on marketing and will give presentations and submit report of project.



Name and Signature of Teacher

Ms. Rahat Fazal Jamkhane



Name and Signature of HoD

Dr. Reyati R Patil
Co-ordinator B B.A
Vivekanand College
Kolhapur (Autonomous)

Note: In the above format, for each month for each teacher

Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA

Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Ms. Rahat Fazal Jamkhane

Programme - BBA

Semester- V

Subject: - Foundation of human skills – I

Course Title: - Foundation of human skills – I

Month - July			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Introduction: Basics of Human Skills	Introduction to Human skills, Types of human skills – Reading, Writing, Listening, Speaking. Basic abilities – Muscular, sensor, mental, social and conceptual. Use of Human Skills in organizational life.
16		16		
Month – August			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Understanding Self and Others	Understanding self and others through Johari Window. Journey of self-discovery. Analysis of strength and weakness. Goal settings to overcome weakness.
16		16	Learning – Emotions and moods -	
				Principles of learning, learning through reinforcement, learning through feedback's, learning by observations, learning through experience.
Month - September			Module/Unit: 3	Sub-units planned
16		16	Human Attitude and values	Attitude- concept, components of attitudes. The attitude formation process. Value-Importance of value, source of values, five universal value (Truth, Righteous conducts, peace, Love, Non-violence) & Sub values.



Month – October			Module/Unit: 4	Sub-units planned
16		16	Communication	Meaning- Four functions of communication-control, Motivation, Emotional expression, Information, Characteristics of communication. Written communication- preparation of Resume. Oral communication-Facing an Interview

Practical – Students will give presentations on each topic.

Rahat

Name and Signature of Teacher

Ms. Rahat Fazal Jamkhane

Note: In the above format, for each month for each teacher.



Revati R Patil

Name and Signature of HoD

Dr. Revati R Patil
Co-ordinator B.B.A
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Kolhapur (Autonomous)

Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA

Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Ms. Rahat Fazal Jamkhane

Programme - BBA Semester- III

Subject: - Service marketing

Course Title: - Service marketing

Month - July			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Introduction to service marketing	Meaning, definitions, characteristics, classification and components of services. Increasing significance of service sector in Indian Economy
16		16		
Month - August			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Service consumer behavior	Consumer behavior leading to services, consumer decision process for services, client expectations and perceptions of service, service quality dimensions
16		16		
Month -September			Module/Unit: 3	Sub-units planned
16		16	Service delivery process	Managing service encounters for satisfactory outcomes, service failure, process of service recovery, customer retention and benefits, developing the service blueprint, quality function deployment, service innovations.
Month - October			Module/Unit: 4	Sub-units planned
16		16	Challenges of service marketing	Marketing planning for services, developing and managing client service function, maintaining quality of services, relationship marketing. CRM in Natural calamities



				situation, effects on services
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Practical – Students will give presentations on each topics.

Rahat

Name and Signature of Teacher

Ms. Rahat Fazal Jamkhane



Revati Patil

Name and Signature of HoD

Dr. Revati R Patil
Co-ordinator B.B.A
Vivekanand College
Kolhapur (Autonomous)

Note: In the above format, for each month for each teacher.

Vivekanand College, Kolhapur (Empowered Autonomous)

Department of BBA

Academic Year: 2023 - 2024

Annual Teaching Plan

Name of the teacher: - Ms. Rahat Fazal Jamkhane

Programme - BBA Semester- V

Subject: - Recent trends in marketing - I

Course Title: - Recent trends in marketing - I

Month - July			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Marketing Information System -	Meaning and Characteristics, Elements or Components of MIS, Need for MIS, Benefits of MIS.
16		16		
Month - August			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Marketing Communication and Direct Marketing	- Meaning and Concept of Marketing Communication, Process of Integrated Marketing Communication, Factors determining - Marketing Communication Mix, Direct Marketing - Meaning, Forms of Direct Marketing
16		16		
Month - September			Module/Unit: 3	Sub-units planned
16		16	Customer Relationship Management (CRM)	- Meaning, Changing, Nature of Customer relationship, Customer relation, Customer dissatisfaction and delight, e-CRM, Customer strategy for building customer relationship.
Month - October			Module/Unit: 4	Sub-units planned
16		16	Rural Marketing Agro Marketing	-Meaning, Definition, Concept, Characteristics of Rural Market, Reasons for growth of Rural Market, Segmenting & Targeting Rural Markets, Problems in Rural Marketing.



				Objectives, challenges and remedies of agricultural marketing.
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Practical – Students will give presentations on each topic.

Rahat

Name and Signature of Teacher

Ms. Rahat Fazal Jamkhane



Revati Patil

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Dr. Revati R Patil
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