

Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Subject: Management

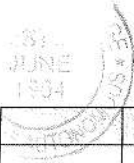
Semester: BBA.- II Sem III

Course Title: Production management

Name of the Teacher: MRS. P.S JAGTAP



Sem III BBA- II Production management					
Month: MAY 2020				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total		
BBA II	16		16	Introduction to Production Management	Meaning ,and nature ,scope, importance of production management, functions of production, production process, types of production system, Difference between Production and Service operations, Functions & internal relations of various Departments in manufacturing Unit; Production administrations & responsibilities. Production process selection decisions, Recent trends in production management
Month: JUNE 2020				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		
BBA II	16		16	Factory Location and Plant Layout	Meaning and factors determining location of factory, Meaning and objectives ,Importance of plant layout, Factors influencing layout, Types of layout Problems of layout.



Month: JULY 2020				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Production Planning & Control	Meaning, scope, objectives , elements of production planning and control, steps and functions, Techniques – routing, scheduling, dispatching, follow-up, Product assurance, six sigma, benchmarking.
BBA II	16		16		
Month: AUGUST 2020				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Quality management	Concept of quality dimensions of quality. Quality inspection, quality assurance, quality control, Total Quality Management, cost of quality, quality certification, ISO 9000 series, tools of quality control
BBA II	16		16		

P. S Jagtap
MRS. P.S JAGTAP
Subject Teacher

Bhasme
AASHISH BHASME
Co-ordinator B.A.
Vivokanand College
Kolhapur (Autonomous)

Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Semester: BBA.- III, Sem-V

Subject: Management

Course Title: Fundamentals of Business Laws and Tax Laws-I

Name of the Teacher: MRS .SETHE MAM



BBA- V Fundamentals of Business Laws and Tax Laws-I					
Month: MAY2020				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Business Law -	Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India - Meaning and Sources - Business Law.
BBA III	16		16		
Month: JUNE 2020				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	The Indian Contract Act 1872 -	Definition of Contract - Essentials of Valid Contract - Consideration - Free Consent - Void Contracts - Performance of Contract - Termination and Discharge of Contract – Breach of contract and remedies for breachofcontact
BBA III	16		16		
Month: JULY 2020				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Sale of Goods Act 1930	- Definition of Contract of Sale of goods - Agreement to sell - Essentials of Contract of Sale - Condition and Warranty - Transfer of Property - Transfer of Title - Performance of Contract of Sale - Unpaid Seller and his rights.
BBA III	16		16		
Month: AUGUST 2020				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Tax Laws	Sources of Government revenue - Meaning of Tax - Objectives of Taxes - Classification of Taxes - Tax Laws applicable to Business.
BBA III	16		16		
Month: SEPTEMBER 2020				Module/Unit:	Sub-units planned
Course	Lectures	Practical	Total	Semester Examination	

Sem VI. BBA III Fundamentals of Business Laws and Tax Laws-II

Sem VI. BBA III Fundamentals of Business Laws and Tax Laws-II					
Month: OCTOBER 2020				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total		
BBA III	16		16	Indian Companies Act 1956	- Definition and Characteristics of Company - Classification of Company - Procedure of Incorporation - Memorandum of Association - Articles of Association - Prospectus - Share Capital - Management of Companies - Qualifications - Appointments - Removal of directors - Company Meetings - Winding up of a Company.
Month: NOVEMBER 2020				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		
BBA III	16		16	Negotiable Instrument Act 1881	Definition - Features of Negotiable Instruments - Types of Negotiable Instruments - Holder and Holder in due Course - Negotiation - Assignment - Endorsement of Negotiable Instrument Crossing of Cheque - its Kind - Dishonour and Discharge of Negotiable Instruments.
Month: DECEMBER 2020				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total		
BBA III	16		16	The Consumer Protection Act 1986 -	Definitions - Consumer - Service - Complaint - Complainant - Fair and Unfair Trade - Patches - Consumer dispute - Consumers disputeredressal agencies. 15
Month: JANUARY 2021				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total		
BBA III	16		16	Intellectual Property Rights and Right to Information Act -	Intellectual Property Rights - Trade Marks - Patents - Copy Rights - Industrial Design (Only Concepts) Right to Information Act - Nature and Scope - Right to Information Act.

Sethe

MRS .SETHE MAM

Subject Teacher

Bhasme

AASHISH BHASME

Co-ordinator B.B.A

Vivakaranand College

Kolhapur (Autonomous)

Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Semester: BBA.- III, Sem-V & VI

Subject: Management

Course Title: International Business-I

Name of the Teache : ASHISH BHASME



Sem V. BBA- III International Business-I					
Month: October 2020				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	International Business	1.1 Meaning and Nature 1.2 Importance of International Business 1.3 Types of International Business 1.4 International Business Approaches
BBA III	16		16		
Month: November 2020				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	International Business Environment	2.1 Globalization - Meaning, Diverse and Stages in Globalization 2.2 Ricardian Comparative Costs Theory. 2.3 Product life cycle theory 2.3 Role of International Business in Economic Development
BBA III	16		16		
Month: December 2020				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	International Business Decision	3.1 Modes of Entry, 3.2 Factors Affecting Decision for International Business, 3.3 Tariff and Non-tariff barriers - Trade Blocks. 3.4 Role of International Institutions (WTO, IMF, IBRD, BRICS) in International Business.
BBA III	16		16		
Month: January 2021				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Trends in International Trade and Documentation:	4.1 Multi - national Corporations - Types, Merits and Demerits. 4.2 Import - Export procedure 4.3 EXIM Documents 4.4 India's Export and Import Policy
BBA III	16		16		

Sem VI. BBA III International Business-II

Sem VI. BBA III International Business-II					
Month: March 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total	Finance Aspects of International Business:	1.1 International Capital Movement 1.2 Risk in International Operations, 1.3 Introduction to FEMA, Role of ECGC. 1.4 Objectives of Export Promotion Council
BBA III	16		16		
Month: April 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Trade Blocks and Business Centers	2.1 Regional Economic Groupings 2.2 European Union 2.3 SAARC & ASEAN 2.4 Implication of trade blocks for business
BBA III	16		16		
Month: May 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	International Business in India	3.1 Volume, Direction and Composition 3.2 India's competitive advantage in industries like IT, Textiles, Gem & Jewellery. 3.3 Balance of Trade and Balance of Payment 3.4 Disequilibrium in Balance of Payment
BBA III	16		16		
Month: June 2021				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	International Marketing	4.1 Marketing Mix 4.2 Strategies in product life cycle 4.3 Market Intelligence 4.4 International marketing Information system
BBA III	16		16		

Sonule
MS.SONULE MAM
Subject Teacher

Bhame
S.S. BHAWAR
Co-ordinator B.E.A
Vivekanand College
Kolhapur (Autonomous)

Vivekanand College, Kolhapur (Autonomous)

Department of BBA
Academic Year: 2020 - 2021



Annual Teaching Plan

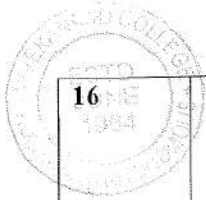
Name of the teacher: - MS.SONULE

Programme - BBA Semester- I

Subject: - Marketing Management

Course Title: - Introduction to Marketing

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Introduction of Marketing	Meaning and Definition, Importance of Marketing Understanding core concepts, Difference between selling and marketing, Marketing mix- Concept, Brief understanding of 7 Ps
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Types of marketing and marketing strategies-	A) Telemarketing, E-marketing, service marketing, retail marketing, rural marketing, green marketing. Basic concept, advantages, disadvantages and classification. B) Types of Marketing strategies-niche market, trade show marketing, social media marketing, freebie marketing, outbound and inbound marketing, cross promotion marketing, undercover or buzz marketing .
16		16		
Month - August			Module/Unit: 3	Sub-units planned




16	16	Consumer behavior and CRM-	<p>A) Consumer behavior –meaning and importance of Consumer behavior, factors affecting consumer behaviors.</p> <p>B) Customer relationship management Meaning, importance, advantages and disadvantages, E-CRM concept, Consumer Modeling- the economic model, learning model, psychological model.</p>
Month – September		Module/Unit: 4	Sub-units planned
16	16	Different approaches and market segmentation	<p>A) Difference approach of marketing Product, Production, selling, marketing and societal marketing. Environment-Micro Environment, macro Environment</p> <p>B) Market Segmentation- Meaning and Importance of market segmentation. Basis for market segmentation. Requisites of sound market segmentation, Market Segmentation strategies, Target Marketing, Product Positioning</p>

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.SONULE MAM

Name and Signature of Coordinator


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



Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Academic Year: 2020 - 2021

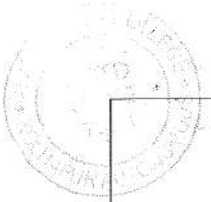
Annual Teaching Plan

Name of the teacher: - MS.SONULE

Programme - BBA Semester- II

Subject: - Human Resource Management Course Title: - Human Resource Management

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Human Resource Management	Meaning Nature, Importance of HRM-Role of HR Manager, Characteristics & Qualities HR Manger, Functions of HR Manger. Different between HRD and HRM, Personal management and HRM, Global scenario in HR classification and components of services. Increasing significance of service sector in Indian Economy
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Human Resource Planning	Meaning Importance Factors affecting Human Resource Planning. Human Resource Planning Process Job designing and job specification.
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Recruitment & Selection	Objectives, Sources of recruitment Factors affecting recruitment & selection, Selection procedure B) Training & Development – Training Methods, advantages of training, Development Concepts of Management



				development, service innovations.
Month – September		Module/Unit: 4		Sub-units planned
16		16	International HRM:	concept, importance, challenge of international HRM, emerging trends in HRM, impact of globalization o HRM

Practical – Students will give presentations on each topics.

Name and Signature of Teacher

MS.SONULE MAM

Name and Signature of HoD

AASHISH BHASME

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



Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Academic Year: 2020 - 2021

Annual Teaching Plan

Name of the teacher: - MS.SONULE | AM

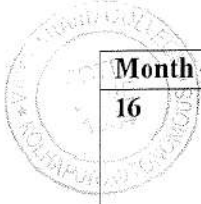
Programme - BBA

Semester- III

Subject: Service sector management I

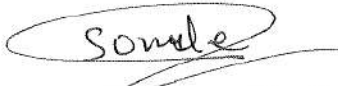
Course Title: - Service sector management I

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Services: -	Meaning and concept of services Importance, Difference between Goods and Services ,Salient Features of Services, 7Ps in Service Marketing, different approaches of for management of services, Classification of Services, factors influencing growth of service sector, employability and service sector,
16		16		
Month – July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Customer satisfaction in service marketing:	Meaning and importance, Need of customer satisfaction, Factors influencing customer satisfaction, levels of customer satisfaction. Methods to ensure customer satisfaction, service quality, measuring service quality, service quality standards
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Management of financial Services	Concept and Scope , Need and Importance, types financial services, (Bank services, Insurance, Mutual funds, Portfolio services) Physical Infrastructure, Product and Pricing Policies, Human Resource Management in financial services, Computerization in financial services.




Month – September		Module/Unit: 4	Sub-units planned
16		16	Management of Hotel Services: Concept, , Scope and Importance , Profile of Services, Location Decisions ,Pricing Policies , H. R.M and Customer Care, Promotion Polices – Management of Hotel Services in India.

Practical – Students will give presentations on each topic.


Name and Signature of Teacher

MS.SONULE MAM

Name and Signature of HoD


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

Vivekanand College, Kolhapur (Autonomous)

Department of BBA
Academic Year: 2020 - 2021



Annual Teaching Plan

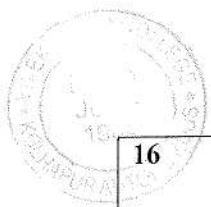
Name of the teacher: - MS.SONULE

Programme - BBA Semester- IV

Subject: - Service Sector Management - II

Course Title: - Service Sector Management - II

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Management of Insurance Services :-	Concept and meaning, Scope and Importance- Types of Insurance Services Product and Pricing , Customers Services and Promotional Strategies Privatization of Insurance Services, Government Control.
16		16		
Month - July			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Management of Transport Services	Concept and meaning , Scope and Importance Types of transport Passenger transport and Goods transport – Road, Rail and Water Transport, Organization and Control of Transport Services , Problem of Coordination , Pricing and facilities, Management of Transport Services in India
16		16		
Month - August			Module/Unit: 3	Sub-units planned
16		16	Hospital services:-	Introduction and importance , Segment wise users of healthcare service, Types of hospital services- nursing, specialist, surgery, pharmacy, emergency care, maternity, Behavioral profile of users, Marketing mix for hospital services in Indian perspective
Month - September			Module/Unit: 4	Sub-units planned



16		16	Management of other Services	1.Tourism services- Introduction, Formulation of Marketing mix of Tourism services 2.Entertainment services- Introduction, Formulation of Marketing mix of Entertainment services 3.Education services- Introduction, Formulation of Marketing mix of Education services 4.- Telecommunication: Introduction, Formulation of Marketing mix of Telecommunication services 5. Day care services- Introduction, Formulation of Marketing mix of Day care services..
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Practical – Students will give presentations on each topic.

Name and Signature of Teacher

MS.SONULE MAM

Name and Signature of Coordinator

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

Vivekanand College, Kolhapur (Autonomous)

Department of BBA
Academic Year: 2020 - 2021



Annual Teaching Plan

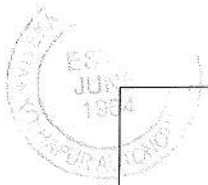
Name of the teacher: - MS.SONULE M. S.

Programme - BBA Semester- V

Subject: - Recent trends in marketing - I

Course Title: - Recent trends in marketing - I

Month - June			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 - July			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 - August			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 - September			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.

Name and Signature of Teacher

Ms. MS.SONULE MAM

Name and Signature of HoD

Dr. Ravindra Patil

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

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

Vivekanand College, Kolhapur (Autonomous)

Department of BBA
Academic Year: 2020 - 2021



Annual Teaching Plan

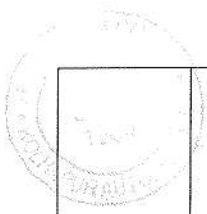
Name of the teacher: - MS.SONULE

Programme - BBA Semester- V

Subject: - Recent trends in marketing - I

Course Title: - Recent trends in marketing - I

Month - June			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 - July			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 - August			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 - September			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.

Sonule

Name and Signature of Teacher

MS.SONULE MAM

Name and Signature of Coordinator

Bharme

Dr. Govind 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 (Autonomous)

Department of BBA

Academic Year: 2020 - 2021

Annual Teaching Plan

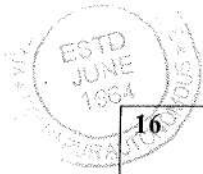
Name of the teacher: - Ms. MS.SONULE

Programme - BBA Semester- VI

Subject: - Recent trends in marketing - II

Course Title: - Recent trends in marketing - II

Month - June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Online Marketing	Meaning and Concepts, Merits of online marketing, Demerits of online marketing, Online Marketing Domains, Setting up an online marketing Presence. Digital Marketing- Mobile marketing
16		16		
Month - July			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 - August			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 - September			Module/Unit: 4	Sub-units planned



16		16	Emerging payment modes	QR, online and other- advantages and disadvantages New trends in Marketing - Holistic Marketing, Emotional Marketing experiential marketing, Event Marketing, Consumerism, Marketing Ethics.
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Practical – Students will give presentations on each topic.

Name and Signature of Teacher

MS.SONULE MAM

Name and Signature of Coordinator

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

Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Semester: BBA.- II Sem III

Subject: Management

Course Title:ENTREPRENEURSHIP DEVELOPMENT- I

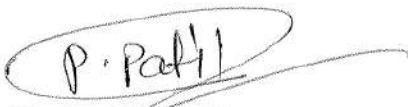
Name of the Teacher: Ms. Pratibha Patil




Sem III BBA- II ENTREPRENEURSHIP DEVELOPMENT- I					
Month: MAY 2020				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total		
BBA II	16		16	Entrepreneur	Meaning, Qualities Of Successful Entrepreneur ,Characteristics, Types – Functions , concept of Intrapreneur, Netpreneur ,
Month: JUNE 2020				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		
BBA II	16		16	Entrepreneurship	a)Concept - Role of entrepreneurship in Economic Development Theories of Entrepreneurship – Schumpeter- MaxWeber – Peter Drucker b)Barriers to entrepreneurship – Environmental barriers ,economic barriers, personal barriers to entrepreneurship Factors stimulating entrepreneurship



Month: JULY 2020				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Entrepreneurship development: -	concept, objectives of EDP Phases of EDP. Institutions for Entrepreneurship Development - EDII Ahamedabad- NIESBUD New Delhi – MCED-Aurangabad
BBA II	16		16		
Month: AUGUST 2020				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Stories of Successful Entrepreneurs	Vijay Shekhar Sharma(Paytm) Sachin Bansal AndBinny Bansal (Flipkart).AzimPremji (WIPRO) .DhirubaiAmbani (Reliance)
BBA II	16		16		


Ms. Pratibha Patil
Subject Teacher


Coordinator B B.A
Vivekanand College
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Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Semester: BBA.- II Sem III

Subject: Management

Course Title: ENTREPRENEURSHIP DEVELOPMENT- II

Name of the Teacher: Ms. Pratibha Patil

Sem III BBA- II ENTREPRENEURSHIP DEVELOPMENT- II					
Month: SEPTEMBER 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Women Entrepreneurship	Concept-functions- growth-problems-remedial Measures- Recent Trends in woman entrepreneurship Role Self Help Groups in woman entrepreneurship – Story of Shri Mahila Gruhudyog(LijjatPapad)
BBA II	16		16		
Month: OCTOBER 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Rural Entrepreneurship	Concept – Problems of Rural Entrepreneurship in agricultural sector and village industry - strategies for rural entrepreneurship development Industrial estate and special economic zones (SEZS)
BBA II	16		16		



Month: NOVEMEBR 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total		
BBA II	16		16	Project Identification & Report	Meaning and concept-Sources of Business idea- identifying Business opportunity concept of project - project identification formulation-appraisal-selection- implementation and management Preparation of project report for dairy and retail stores.
Month: DECEMEBR 2021				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total		
BBA II	16		16	Micro ,Small and Medium Enterprises: –	Concept Definition, Role and Problems of Micro Small & Medium Enterprises-Role of SIDCO, SIDBI& DIC

P. Patil
Ms. Pratibha Patil
 Subject Teacher

Bhasme
ASHSIH BHASME
 Co-ordinator B.E.V
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Academic Year: 2020-21

Semester: BBA.- II Sem III

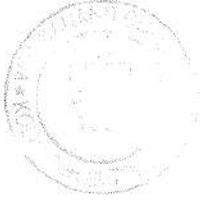
Subject: Management

Course Title: Material Management

Name of the Teacher: Ms. Pratibha Patil

Sem III BBA- II Material Management					
Course	Month: October 2021		Module/Unit: I	Sub-units planned	
	Lectures	Practicals			
BBA II	16		Materials Management	Concept, objectives, importance, scope & functions of materials management. Materials planning & Control: - concept, significance, material requirement planning (MRP), Material control cycle.	
Course	Month: November 2021		Module/Unit: II	Sub-units planned	
	Lectures	Practical			
BBA II	16		Purchase Management	concept, objectives of purchasing, functions of purchase department, Purchasing cycle, purchase organization, methods of purchasing.	





Month: December 2021		Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total
BBA II	16		16
		Supply Chain Management:	Concept, objectives, production and distribution system, Role and Management of flow of material in supply chain management
Month: January 2022		Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total
BBA II	16		16
		Inventory Management & Control	Inventory – Meaning, types of inventory, inventory costs. Inventory Management :- Meaning, objectives, Techniques of inventory control :- Stock levels, ABC (Always Better Control) Analysis, VED (Vital, Essential & Desirable) Analysis, EOQ (Economic order quantity) Analysis.

P. Patil

Ms. Pratibha Patil
Subject Teacher

Sharma

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Vivekanand College
Kolhapur (Autonomous)

Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Subject: Management

Semester: BBA.- I Sem II

Course Title: Organizational Behavior



Name of the Teacher: Ms. Pratibha Patil

Sem II BBA- I Organizational Behavior					
Month: October 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Organizational behavior	Concept, significant, nature, models of OB, Relationship between Management and OB, Models of OB, Ethical issues of OB
BBA I	16		16		
Month: November 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Individual and group Behavior –	A) Foundations of individuals behavior – personality, Perception, attitude, Values and job satisfaction, learning B) Foundations of group behavior – Definition and importance of group Types of group, process of group development, group behavior, Group Performance factors, Quality circle and factors
BBA I	16		16		
Month: December 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Organizational Conflict and Stress Management –	Concept, types, sources of conflicts, Traditional and modern approach to conflicts. Stress Management –work stress, factor causing stress, managing stress
BBA I	16		16		
Month: January 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Organizational culture and Quality of work life	Meaning and Definitions, types of Cultures, Functions of Organizational culture
BBA I	16		16		

P. Patil

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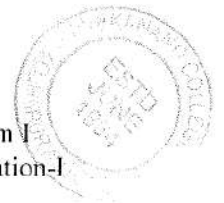
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Vivekanand College, Kolhapur (Autonomous)

Department of BBA
Annual Teaching Plan

Academic Year: 2020-21
Subject: Management

Semester: BBA - I Sem I
Course Title: Business Communication-I



Name of the Teacher: MS.S.M PATIL

Sem I BBA - I Business Communication-I					
Month: May 2020				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total		
BBA I	16		16	Introduction to Communication:	Basic types of communication- Reading, Writing, Listening, Speaking; Purpose of Communication; Process of Communication; Importance of Communication in Business; Barriers to Communication; Measures to Overcome the Barriers to Communication.
Month: JUNE 2020				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		
BBA I	16		16	Communication Network:	Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication; Grapevine.
Month: JULY 2020				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total		
BBA I	16		16	Writing Memos, Circulars and Notices:	Memo- Characteristics of a memo, Language and writing style of a memo- Format of a Memo; Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice

Month: AUGUSTY 2021		Module/Unit: IV		Sub-units planned
Course	Lectures	Practical	Total	
BBA I	16		16	Employment Communication – Employment Communication – Resume: Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job- Format of Cover Letter; Different Types of Cover Letters Employment Communication – Job Interview: Importance and Factors Involving Job Interview; Characteristics of Job Interview; Job Interview Process; Job Interview Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview

S.M Patil

MS.S.M PATIL
Subject Teacher

Bhasme

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Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Subject: Management

Semester: BBA - I Sem II

Course Title: Business Communication-II

Name of the Teacher: MS. SM PATIL



Sem II BBA- I Business Communication-II					
Month: October 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Oral Communication	Nature, characteristics, Principles of effective oral communication Speech-prepared speech, public speech and extempore, speech Media of face to face, communication, teleconferences, press conferences
BBA I	16		16		
Month: November 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Oral communication-	Seminar, Conferences, Group Discussion and Effective Presentation Seminar- preparing, conducting and organizing seminar, conferences - Group discussion- opening of topic, discussion, summary, observer's comments -Presentation- introduction, purpose of presentation, tools Communication.
BBA I	16		16		
Month: December 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Report Writing:	Features of Writing a Good Report; Purpose of Report Writing; Difference between Business Report and Engineering Report- Characteristics of writing a good report- Importance of communication in report writing Guidelines for Report Writing; Steps in Report Writing; Structure of Report; Types of Reports and Different Formats.
BBA I	16		16		
Month: January 2022				Module/Unit: IV	Sub-units planned

Course	Lectures	Practical	Total		
BBA I	16		16	Application of Communication Skills	Group Decision-Making - Conflict and Negotiations – Customer Care/ Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type)

S.M Patil

MS. SM PATIL

Subject Teacher

Bhasme

BHASME SIR

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Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Subject: Management

Semester: BBA.- I Sem I

Course Title: Principles of Business Management



Name of the Teacher: Ms. Pratibha Patil

Sem I. BBA- I Principles of Business Management					
Month: October 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Management:	Meaning and Definition of Management, Nature and importance of Management, Management and Administration. Management- as a Science and An Art, Brief review of basic Functions of Management- Levels of Management –Top, middle and lower level management
BBA I	16		16		
Month: November 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Evolution of major management thought	Evolution of major management thought from classical, neo classical and modern.
BBA I	16		16		
Month: December 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Functions of Management	A) Planning- Meaning and importance, 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 and steps Limitations of all functions
BBA I	16		16		
Month: January 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Recent Trends in Management	Internet Banking-Digital Marketing -E-Commerce and their contemporary issues
BBA I	16		16		

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Department of BBA

Annual Teaching Plan



Academic Year: 2020-21

Semester: BBA.- III, Sem-V

Subject: Management

Course Title: Practices In Modern Management II

Name of the Teacher: Ms. Pratibha Patil

Sem V. BBA - III Practices In Modern Management II					
Month: September 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Social Responsibilities and Business Ethics	Concept of Social Responsibility – Areas of Social Responsibility. Concept of Ethics, Ethical issues in business.
BBA III	16		16		
Month: October 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Time and Event Management:	Meaning, Importance and Techniques of Time Management, Concept and Importance of Event Management, Types of Events. (Case Study).
BBA III	16		16		
Month: November 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Stress and Disaster Management:	Definition, causes, types of Stress, Management of stress. Meaning of Disaster, Types of Disaster and managing Disaster. (Case Study).
BBA III	16		16		
Month: December 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Strategic Management	Introduction, Definition, Meaning Nature, Scope and Importance of Strategic Management, Levels of Strategies, Process of strategic management, Different phases of strategic management.
BBA III	16		16		

P. Patil

Name of Teacher
Ms. Pratibha Patil

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Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Semester: BBA.- III, Sem-V

Subject: Management

Course Title: Practices In Modern Management I

Name of the Teacher:

Sem V. BBA - III Practices In Modern Management I					
Month: May 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: June 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: July 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: August 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		

P. Patel

Subject Teacher

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Department of BBA

Annual Teaching Plan

Academic Year: 2020-21

Semester: BBA.- II Sem III & IV

Subject: Management

Course Title: ENTREPRENEURSHIP DEVELOPMENT- I

Name of the Teacher: MISS P.N Dudhgavakar



Sem III BBA- II ENTREPRENEURSHIP DEVELOPMENT- I					
Month: MAY 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Entrepreneur	Meaning, Qualities Of Successful Entrepreneur ,Characteristics, Types – Functions , concept of Intrapreneur, Netpreneur ,
BBA II	16		16		
Month: JUNE 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Entrepreneurship	a)Concept - Role of entrepreneurship inEconomic Development Theories of Entrepreneurship – Schumpeter-MaxWeber – Peter Drucker b)Barriers to entrepreneurship – Environmental barriers ,economic barriers, personal barriers to entrepreneurship Factorsstimulating entrepreneurship
BBA II	16		16		
Month: JULY 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Entrepreneurship	concept, objectives of EDP



BBA II	16		16	development: -	Phases of EDP. Institutions for Entrepreneurship Development - EDII Ahamedabad- NIESBUD New Delhi – MCED-Aurangabad
Month: AUGUST 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Stories of Successful Entrepreneurs	Vijay Shekhar Sharma(Paytm) Sachin Bansal AndBinny Bansal (Flipkart).AzimPremji (WIPRO) .DhirubaiAmbani (Reliance)
BBA II	16		16		

Mrs. P.N Dudhgavakar
Subject Teacher

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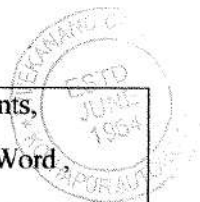
Department of BBA
Annual Teaching Plan

Academic Year: 20120-21
Subject: I.T. Application in Business Management

Semester: BBA- I, SEM-I & II

Name of the Teacher: Mr. Pushkar Harshe

BBA-I, Sem I, Information Technology in Business Management					
Month: August 2020				Module/Unit: I	Sub-units planned
Course	Lectures	Practical's	Total	Introduction to Computer Hardware:	1.1 Computer Characteristics, Evolution of computer and Generations of Computer Types of Computer 1.2 Input Devices, Output Devices Storage Devices and Memory. 1.3 Personal Computers and its main components, hardware Configuration. Factors influencing on PC performance, Advanced hardware devices
BBA-I	16		16		
Month: September 2020				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Computer Software:	A) Computer Software: 2.1 Software – System and Application Software, operating system- Functions and types of O.S. 2.2 Computer Languages- Lower level language and Higher level language, compiler and Interpreter, Characteristics of Good Language. 2.3 Introduction to Windows, Basic commands in Windows. B) IT Assets Management: 2.4 Introduction to IT Assets Its procurement, inventory, maintenance, version control, Lifecycle, licensing, valuation, risk management 2.5 Vendor selection, Software Catalogue Management, Environmental issue and solution related to IT Assets
BBA-I	16		16		
Month: October 2020				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to MS Office:	3.1 Word Processing :



BBA-I	16		16		<p>Introduction to MS Office components, Introduction and working with MS Word, Word basic commands, Formatting- text and documents, sorting Tables, Introduction to mail-merge. 3.2 Presentation with Power-Point: Power-point basics, creating presentation, working with graphics, show time, sound Effects and animation effects.</p>
Month: November 2020				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total		
BBA-I	16		16	<p>Introduction to Information Technology and I.T. as Business Tool</p>	<p>A) Introduction to IT and its development, Impact and Future of IT in Business Organizations. Recent I.T. Trends. Overview of the following: - 4GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Expert System, Artificial Intelligence, machine learning, deep learning, big data Internet of Things (IOT).</p> <p>B) Strategic use of I.T. in Business-Information Super Highways, Mobile communication system. Effective techniques and tools of I.T to enhance business Performance. Automation in primary secondary and tertiary industry.</p> <p>C) IT As business Tool Introduction, Background, Performance, robotics and automation process, Product differentiation and Value Chain, How IT influences Organizations' goals, The five level Governance Modes using IT</p>
Month: December 2020				Module/Unit:	Sub-units planned
Course	Lectures	Practicals	Total	Semester Examination	
				Semester Examination	




BBA- II, Sem II, I.T. Application Tools and Technology in Business					
Month: February 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to computer Network and its Application	<p>a) Computer Network -Topology Basic idea of Local Area Networks and Wide Area Networks, Intranet and Internet, Basic Requirements for internet connection, Internet Access, VOIP, Telnet-mail, Discussion groups, Search tools, Web utilities, social networking,</p> <p>b) Introduction to cloud Technology Introduction to cloud SAS, PAS, IAS concept its use need and market. Introduction to data Centres and Infrastructure. Opportunity threat Present situation of Indian data centres and its future. Brief introduction to various platforms and virtualization.</p>
BBA-I	16		16		
Month: March 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Spread Sheets and Computerized Audit Tools	<p>a) Working with EXCEL- formatting, functions, chart features, working with graphics in Excel. Excel as GST Reporting Tool</p> <p>b) Computer Assisted Audit Techniques Introduction to CAAT Data Analysis and Audit Techniques, Introduction to Idea and Excel as Audit tool.</p>
BBA-I	16		16		
Month: April 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Accounting and taxation Packages:	<p>Presentation of vouchers, invoice, Maintenance of inventory records, Maintenance of accounting books and final accounts, financial report generation. Practical using tally accounting software.</p> <p>Introduction to Government tax (ITR, GST, E-way Bill) and its submission through various tools Like Winman, taxman etc.</p>
BBA-I	16		16		
Month: May 2021				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Business Process Reengineering (BPR) and ERP	<p>a) 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 4.2 BPR Total Quality Management, Risk Management,</p>
BBA-I	16		16		



					Organizational Structures, BPR Project Success failure reasons b) Introduction to Systems TPS, AOS, MIS, ESS, DSS, GDSS c) ERP -Introduction to ERP: various business functions and Defining ERP, Origin and Need for an ERP System,
Month: June 2021			Module/Unit:	Sub-units planned	
Lectures	Practicals	Total	Final Examination		

Mr. Pushkar Harshe
Subject Teacher

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Department of BBA
Annual Teaching Plan

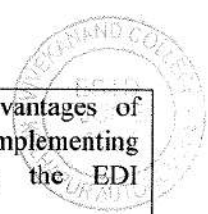


Academic Year: 2020-21
Subject: Ecommerce

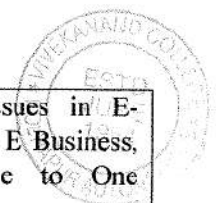
Semester: BBAII, SEM-III,IV

Name of the Teacher: Mr. Pushkar Harshe

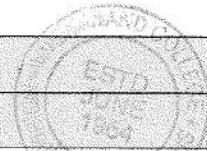
BBA-II, Sem III, Ecommerce-I					
Month: Aug 20				Module/Unit: I	Sub-units planned
Course	Lectures	Practical's	Total		
BBA-I	16		16	Introduction to E-Commerce and M-Commerce	<p>Introduction to E-Commerce Concept, features and functions of ecommerce and M-commerce, Scope and basic models of E- Commerce, Benefits of E-commerce Comparison with traditional commerce Value chain in E-commerce, Porter's value chain model</p> <p>Introduction to E-Commerce 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</p> <p>Ecommerce for outsourcing industry Study of KPO, BPO, LPO, RPO etc.</p> <p>Power of e-commerce and M-commerce and its impact on Asian / Global market and Growth opportunity and threats for Indian manufacturer</p>
Month: Sep 20				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total	EDI and Ecommerce planning and policy	1) EDI 1.1Introduction 1.2) Concepts Applications and Limitation of EDI



BBA-I	16		16	development	<p>1.3) Advantages and Disadvantages of EDI 1.4) Action plan for implementing EDI, Factors influencing the EDI selection</p> <p>2) Planning for Electronic Commerce policy</p> <p>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</p>
Month: Oct 20				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total		
BBA-I	16		16	Internet, WWW and web page Basics	<p>Internet, WWW and web page Basics</p> <p>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</p> <p>Building Own Website policy and web hosting</p> <p>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</p> <p>Website – Meaning of Website and Webpage, static,</p> <p>Dynamic web site, importance of website and home page and its features, guidelines for constructing the web page. Basic structure of website</p>
Month: Nov20				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total	Functions & Applications of E-	E- Marketing – Traditional Marketing V/s E-Marketing, Impact of Ecommerce



BBA-I	16		16	commerce	<p>on markets, Marketing issues in E-Marketing, Promoting your E Business, Direct Marketing – One to One Marketing.</p> <p>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</p> <p>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</p> <p>Functions of ecommerce</p> <ol style="list-style-type: none"> 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. VAT / Tax and shipping costs
Month: Dec 20				Module/Unit:	Sub-units planned
Course	Lectures	Practicals	Total	Semester Examination	
				Semester Examination	




BBA- II, Sem II, IT E-commerce II					
Month: Feb 21				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Digital Payments	<p>E-payments - Transactions through Internet, Requirements of payment</p> <p>Systems mechanism of credit card, Cyber cash, Debit cards, Direct Debit. RTGS Value Exchange System</p> <p>Electronic cash, Smart cards .payment system</p> <p>Concept of payment getaways and digital wallet</p> <p>Payment gateway business modules with some cases like paisa pay, PayPal, PayTM, Bill desk etc. Strategic use of payment gateway its requirement need limitation benefits</p>
BBA-I	16		16		
Month: Mar21				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total	E Security and Legal Issues	<p>E Security and Legal Issues</p> <p>E-Security :- Areas of Internet Security, Security Threats, Security Breach, Breach avoidance, Detection and Recovery, Confidentiality and Integrity, Electronic signature, access control, Authentication, firewalls and proxy Services, Precautions for secure E – commerce. SSL (Secure Socket Layer), HTTP, HTTPS.TLS (Transport Layer Security)</p> <p>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.</p>
BBA-I	16		16		
Month: Apr21				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total	E-Business New Startup & E- retailing	<p>E-Business New Startup & E- retailing</p> <p>E-business: - Definition – Components of e-business - 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>
BBA-I	16		16	E-business:	



					<p>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.</p> <p>Digital Marketing Services 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</p>
Month: May21				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total		
BBA-I	16		16	E – commerce and E – Governance in India	E – Governance in India 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 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



					1.6 comparative study with previous non-E governance systems 1.7 Advantage Limitation and threats for E-governance 1.8 Success and Failures in E-governance 1.9 various Authorising Agency for E-Governance
Month: Jun 2021				Module/Unit:	Sub-units planned
	Lectures	Practicals	Total	Final Examination	


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