

# Vivekanand College, Kolhapur (Autonomous)

Department of BBA

## Annual Teaching Plan



Academic Year: 2021-22

Semester: BBA.- III, Sem-V

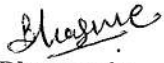
Subject: Management

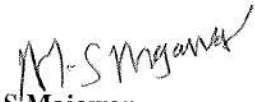
Course Title: Research Methodology

Name of the Teacher: AASHISH BHASME

Sem V. BBA- III Research Methodology					
Month: JANUARY 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	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.
BBA III	16		16		
Month: FEBRAURY 2021				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.
BBA III	16		16		
Month: MARCH 2021				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, methods of data analysis, techniques of interpretation. Practical- preparing questionnaire, collection of data, use of MS-excel and introduction to SPSS
BBA III	16		16		

Course	Month: APRIL 2021			Module/Unit: IV	Sub-units planned
	Lectures	Practical	Total		
BBA III	16		16	Report Writing	Meaning, significance, steps in writing report, logout of the research report, Types of report, mechanics of writing a research report, Precautions for writing research report, Uses of computer in research. Practical- writing a research paper

  
**Bhasme sir**  
 Subject Teacher

  
**M.S. Majawar**  
 Co-ordinator  
 Vivekanand Coll.  
 Kolhapur (Autonomous)

# Vivekanand College, Kolhapur (Autonomous)

Department of BBA

## Annual Teaching Plan

Academic Year: 2021-22

Subject: Management


Semester: BBA.- I Sem I

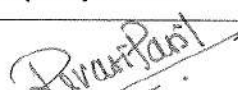
Course Title: Principles of Business Management



Name of the Teacher: Ms. Pratibha Patil

Sem I . BBA- I Principles of Business Management					
Month: JANAURY 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	<b>Introduction to Management:</b>	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: MARCH 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	<b>Evolution of major management thought</b>	Evolution of major management thought from classical, neo classical and modern.
BBA I	16		16		
Month: APRIL 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	<b>Functions of Management</b>	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: MAY 2021				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	<b>Recent Trends in Management</b>	Internet Banking-Digital Marketing -E-Commerce and their contemporary issues
BBA I	16		16		

  
Ms. Pratibha Patil  
Subject Teacher

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

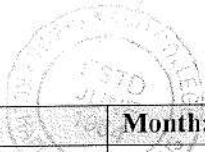


**Vivekanand College, Kolhapur (Autonomous)**

Department of BBA  
Annual Teaching Plan

Academic Year: 201-2022  
 Semester: BBA.- II Sem III & IV  
 Subject: Management Course  
 Title: ENTREPRENEURSHIP DEVELOPMENT- II  
 Name of the Teacher:


Sem IV BBA- II ENTREPRENEURSHIP DEVELOPMENT- II					
Month: SEPTEMBER 2022				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 Gruhadyaog( LijjatPapad)
BBA II	16		16		
Month: OCTOBER 2022				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: NOVEMBER 2022				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	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.
BBA II	16		16		
Month: DECEMBER 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Micro ,Small and Medium Enterprises: –	Concept Definition, Role and Problems of Micro Small & Medium Enterprises-Role of SIDCO, SIDBI& DIC
BBA II	16		16		

  
**MISS P.N Dudhgavakar**

Subject Teacher

  
**Dr. R. R. Patil**  
Co-ordinator  
V. V. Chavan College  
Kolhapur (Autonomous)

## Vivekanand College, Kolhapur (Autonomous)

Department of BBA

### Annual Teaching Plan

Academic Year: 2021-22

Subject: Management

Semester: BBA. - II, Sem-III & IV

Course Title: Fundamentals of Entrepreneurship

Name of the Teacher: Ms. Pratibha Patil



Sem III. BBA- II Fundamentals of Entrepreneurship					
		Month: October 2021		Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total	Entrepreneur	Meaning, Qualities of Successful Entrepreneur, Characteristics, Types – Functions, concept of Intrapreneur, Netpreneur.
BBA II	15		15		
		Month: November 2021		Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Entrepreneurship	a) Difference between entrepreneur and Entrepreneurship Theories of Entrepreneurship – Schumpeter-Max Weber – Peter Drucker b) Barriers to entrepreneurship – Environmental barriers, economic barriers, personal barriers to entrepreneurship Factors stimulating entrepreneurship
BBA II	15		15		
		Month: December 2021		Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Entrepreneurship development: -	concept, objectives of EDP Phases of EDP. Institutions for Entrepreneurship Development - EDII Ahmedabad- NIESBUD New Delhi – MCED- Aurangabad
BBA II	15		15		
		Month: January 2022		Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Women Entrepreneurship Social Entrepreneurship Group Entrepreneurship	Definition & Characteristics of women entrepreneurs,  Causes of limited growth in India,  Remedies for Women Entrepreneurship Development, Development of women entrepreneurs  Concept and Need.  Concept, Meaning, and Significance of group  entrepreneurship. Techniques- Manners
BBA II	15		15		



**VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)**

Affiliated to Shivaji University, Kolhapur

Statement of Marks

COURSE : B.S.C. SEM 4

PROGRAMME : B.Sc.

<b>ID No.</b>	<b>PRN No.</b>	<b>Seat No.</b>	<b>Name of The Candidate</b>	<b>Mother's Name</b>	<b>Month &amp; Year of Examination</b>
495474	2018037638	7559	PRAJAKTA SHIVAJI KUDALKAR	SHAILAJA	MAR-APR 2020

Sr. No.	Subjects	Course Code	Year of Passing	Credits	Internal Marks		SEE Marks		Total Marks		Grade	Credits Earned (C)	Grade Points (G)	CG (C x G)	Result
					Max.	Obt.	Max.	Obt.	Max.	Min.					
1	PHYSICS	DSC-1001D	MAR-APR 2020	4	20	16	80	41	100	35	57	4	7.00	28.00	P
2	CHEMISTRY	DSC-1002D	MAR-APR 2020	4	20	18	80	48	100	35	66	4	8.00	32.00	P
3	ASTROPHYSICS	DSC-1511D1	MAR-APR 2020	4	20	17	80	57	100	35	74	4	8.00	32.00	P
4	ENVY	ENV	MAR-APR 2020	4	NA	NA	100	73	100	40	73	4	8.00	32.00	P
5	SEC	SEC-SD	MAR-APR 2020	4	NA	NA	100	74	100	40	74	4	8.00	32.00	P
6	PHYSICS-PR	DSC-1001D-PR	MAR-APR 2020	4	NA	NA	100	80	100	35	80	4	9.00	36.00	P
7	CHEMISTRY-PR	DSC-1002D-PR	MAR-APR 2020	4	NA	NA	100	82	100	35	82@3	4	10.00	40.00	P
8	ASTROPHYSICS-PR	DSC-1511D1-PF	MAR-APR 2020	4	NA	NA	100	87	100	35	87	4	10.00	40.00	P
				<b>Total</b>					<b>700</b>		<b>250</b>		<b>523</b>	<b>EC=28</b>	<b>ECG=240.00</b>

<b>Credits Allotted : 28</b>	<b>Credits Earned : 28</b>	<b>SGPA : 8.57</b>	<b>Percentage : 74.71</b>	<b>Grade : A+</b>	<b>Result : PASS</b>
<b>Total Credits Allotted : 96</b>	<b>Total Credits Earned : 92</b>	<b>CGPA : 7.42</b>	<b>Overall Percentage : 61.57</b>	<b>Overall Grade : ---</b>	<b>Overall Result : PASS</b>
<b>Sem I : Credits Earned : 16</b>	<b>Sem II : Credits Earned : 36</b>	<b>SGPA : 6.89</b>	<b>SGPA : 8.00</b>	<b>Sem - III : Credits Earned : 12</b>	<b>Sem - IV : Credits Earned : 28</b>
<b>SGPA : 6.20</b>	<b>PASS</b>	<b>PASS</b>	<b>PASS</b>	<b>PASS</b>	<b>PASS</b>

Data Entry Operator

Guarantee

Place : Kolhapur

Date : 24/08/2020

Entered by :

Checked by :

Controller of Examinations

Principal

Abbreviations : AECC-Ability Enhancement Compulsory Course, CC-Core Course, SEC-Skill Enhancement Course, DSE-Discipline Specific Elective, GE-Generic Elective, SEE-Semester End Examination  
 \* Grade Card is issued without any correction or overwriting.  
 \* This statement is subject to correction if any

					and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview
<b>Month: February 2022</b>				<b>Module/Unit:</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Entrepreneur Entrepreneurship</b>	Meaning, Qualities of Successful Entrepreneur, Characteristics, Types – Functions, concept of Intrapreneur, Netpreneur. 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
BBA- II	60	-	60		
				<b>Semester Examination</b>	
<b>Sem IV. BBA II Entrepreneurship and Project Management</b>					
<b>Month: March 2022</b>				<b>Module/Unit: I</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Meaning of Entrepreneurship</b>	characteristics, functions and types of entrepreneurships - Intrapreneur - Role of entrepreneurship in economic development.
BBA II	15		15		
<b>Month: April 2022</b>				<b>Module/Unit: II</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Factors affecting entrepreneur growth</b>	economic – noneconomic. Entrepreneurship development programmer - need - objectives – course contents - phases – Startup schemes of Government of India
BBA II	15		15		
<b>Month: May 2022</b>				<b>Module/Unit: III</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Project Management:</b>	concepts - categories -



# VIVEKANAND COLLEGE, KOLHAPUR (AUTONOMOUS)

Shri Swami Vivekanand Shikshan Sanstha, Kolhapur

KOLHAPUR

Application Form For Session MAR-APR 2021  
And Course B.S.C. SEM 5

## INSTRUCTIONS :

1. Attach attested copy/copies of statement of marks of previous examinations.
2. Write the marks obtained in the previous examination against the respective course.
3. Affix a recent color photograph (3.5 cm X 4.5 cm & with Red Backdrop) in the space provided along with one more photograph.
4. Write clearly the word 'App' against the respective course column for the course in which you wish to appear.



Student Id  
493474

## LEARNER'S DETAIL :

1. G.R. No. : 9171 Division/Section : 2018037638 PRN No. : 2018037638 Roll No. : 8056

2. Full Name : Mr./Ms.

KUDALKAR PRAJAKTA SHIVAJI FATHER'S NAME

3. पूर्ण नाव

SHAILAJA मातेव नाव

4. Mother's Name

Contact : (Mobile Self) : 7499077041 (Mobile Parent) : 9645225566

5. Address

BHAIRAV GALLI, VARANAGE, TAL KARVIR DIST KOLHAPUR - 416229

6. I am/was a regular learner of B.S.C. SEM 5 in the academic year 2020-2021

Sr. No.	Name of the Course	Marks Obtained			Appeared For
		IA	EA	INT	
B.S.C. SEM 5					
1	ENGLISH				
2	CHEMISTRY				
3	CHEMISTRY				

## EXAMINATION DETAILS :


Semester	Seat No.	Month	Year	Result	CG	Grade
III	7559	Dec	2020	PASS	40	A
IV	7559	Aug	2020	PASS	240	A+
II	7638	Jan	2020	PASS	24	B+
I	7638	Dec	2020	PASS	24	B


## FOR OFFICE USE ONLY

Date : 24-02-2021 Learner's Signature :

Fee Receipt No. : \_\_\_\_\_ Dated : \_\_\_\_\_ For Rs. \_\_\_\_\_ Received & Checked By : \_\_\_\_\_

BBA II	15		15	Meaning of project	project life cycle, phases - characteristics of a project – project manager - role and responsibilities of project manager.
<b>Month: June 2022</b>				<b>Module/Unit: IV</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	Project identification - selection - project formulation	Contents of a project report Sources of finance for a project – Institutional finance supporting projects project evaluation - objectives - types - methods.
BBA II	15		15		
<b>Month: July 2022</b>				<b>Module/Unit:</b>	<b>Sub-units planned</b>
	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Final Examination</b>	

  
**Ms. Pratibha Patil**  
 Subject Teacher

  
 Co-ordinator  
 BBA  
 Kalyani, Jalgaon

## Vivekanand College, Kolhapur (Autonomous)

Department of BBA

### Annual Teaching Plan

Academic Year: 2021-22

Subject: Management


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


Course Title: Practices In Modern Management

Name of the Teacher: Ms. Pratibha Patil

Sem V. BBA- III Practices In Modern Management - I					
Month: October 2021				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total	Development of Management Thought	Different Approaches to Management- Classical, Functional, Behavioural, Human relation, Contingency and System Approach. Management by Objectives
B.A III	15		15		
Month: November 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	15		15		
Month: December 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	15		15		
Month: January 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	15		15		
Month: February 2022				Module/Unit:	Sub-units planned
Course	Lectures	Practical	Total	Semester Examination Development of Management Thought A) Contribution of Michel Porter B) Social Responsibilities and Business Ethics	Different Approaches to Management- Classical, Functional, Behavioural, Human relation, Contingency and System Approach. Management by Objectives Competitive Advantage- Cost leadership, differentiation – and Focus. Contribution of C. K. Pralhad- Core competency
BBA- III	60	-	60		

				Semester Examination	
<b>Sem VI. BBA III Practices In Modern Management - II</b>					
<b>Month: March 2022</b>				<b>Module/Unit: I</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Social Responsibilities and Business Ethics:</b>	Concept of Social Responsibility – Areas of Social Responsibility. Concept of Ethics, Ethical issues in business.
BBA III	16		16		
<b>Month: April 2022</b>				<b>Module/Unit: II</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Time and Event Management:</b>	Meaning, Importance and Techniques of Time Management, Concept and Importance of Event Management, Types of Events. (Case Study).
BBA III	16		16		
<b>Month: May 2022</b>				<b>Module/Unit: III</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Stress and Disaster Management:</b>	Definition, causes, types of Stress, Management of stress. Meaning of Disaster, Types of Disaster and managing Disaster. (Case Study).
BBA III	16		16		
<b>Month: June 2022</b>				<b>Module/Unit: IV</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Strategic Management:</b>	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		
<b>Month: July 2022</b>				<b>Module/Unit:</b>	<b>Sub-units planned</b>
	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>	<b>Final Examination</b>	

  
**Ms. Pratibha Patil**  
 Subject Teacher

  
**Dr. R. R. Patil**  
 Co-ordinator  
 BBA  
 K. J. Somaiya Institute of Management Studies & Research  
 Vashi, Mumbai - 400 705



**Vivekanand College, Kolhapur (Autonomous)**

Department of BBA

**Annual Teaching Plan**

Academic Year: 2021-22

Semester: BBA- I, SEM-I & II

Subject: I.T. Application in Business Management

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

<b>BBA-I, Sem I, IT Application in Business Management I</b>					
<b>Month: October 21</b>				<b>Module/Unit: I</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical's</b>	<b>Total</b>		
BBA-I	16		16	<b>Introduction to Computer Hardware:</b>	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
<b>Month: November 21</b>				<b>Module/Unit: II</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>		
BBA-I	16		16	<b>Introduction to Computer Software:</b>	<b>A) Computer Software:</b> 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>B) IT Assets Management:</b> Introduction to IT Assets Its procurement, inventory, maintenance, version control, Lifecycle, licensing, valuation, risk management Vendor selection, Software Catalogue Management, Environmental issue and solution related to IT Assets



Month: December 21				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to MS Office:	3.1 Word Processing : Introduction to MS Office components, Introduction and working with MS Word Word basic commands, Formatting- text and documents, sorting Tables, Introduction to mail-merge. 3.2 Presentation with Power-Point: Power-point basics, creating presentation, working with graphics, show time, sound Effects and animation effects.
BBA-I	16		16		
Month: January 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total	Introduction to Information Technology and I.T. as Business Tool	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). 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. 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
BBA-I	16		16		
Month: February 22				Module/Unit:	Sub-units planned
Course	Lectures	Practicals	Total	Semester Examination	
				Semester Examination	



<b>BBA- II, Sem II, IT Application in Business Management II</b>					
<b>Month: March 22</b>				<b>Module/Unit: I</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>		
BBA-I	16		16	<b>Introduction to computer Network and its Application</b>	<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</p> <p>Introduction to cloud SAS, PAS, IAS concept its use need and market. Introduction to data Centres and Infrastructure. Opportunity threat</p> <p>Present situation of Indian data centres and its future. Brief introduction to various platforms and virtualization.</p>
<b>Month: April 22</b>				<b>Module/Unit: II</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>	<b>Introduction to Spread Sheets and Computerized Audit Tools</b>	
BBA-I	16		16		<p>a) <b>Working with EXCEL-</b> formatting, functions, chart features, working with graphics in Excel. Excel as GST Reporting Tool</p> <p>b) <b>Computer Assisted Audit Techniques</b> Introduction to CAAT Data Analysis and Audit Techniques, Introduction to Idea and Excel as Audit tool.</p>
<b>Month: May 2022</b>				<b>Module/Unit: III</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>	<b>Introduction to Accounting and taxation Packages:</b>	
BBA-I	16		16		<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>



Month: June 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total		
BBA-I	16		16	<b>Introduction to Business Process Reengineering (BPR) and ERP</b>	) 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, 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: July 2022				Module/Unit:	Sub-units planned
	Lectures	Practicals	Total	<b>Final Examination</b>	

**Mr. Pushkar Harshe**  
Subject Teacher

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





**Report Regarding Syllabus**

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

To,  
The Principal,  
Vivekanand College, Kolhapur.

**Subject:** About syllabus completion.

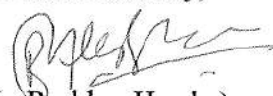
Respected Sir,

With reference to above mentioned subject, I am herewith reporting the syllabus of BBA covered in Academic Year-2021-22 as per the workload assigned to me.

Sr. No.	Paper	Unit No	Title	Syllabus Covered
1.	I.T. Application in Business Management (I)	Unit- I	Introduction to Computer Hardware	100%
		Unit- II	Introduction to Computer Software & IT Assets Management:	100%
		Unit- III	Introduction to MS Office	100%
		Unit- IV	Introduction to I.T.& I.T. as Business Tool	100%
2.	I.T. Application in Business Management (II)	Unit- I	Introduction to computer Network and its Application	100%
		Unit- II	Introduction to Spread Sheets& Computerized Audit Tools	100%
		Unit- III	Introduction to Accounting and taxation Packages	100%
		Unit- IV	Introduction to Business Process Reengineering (BPR) and ERP	100%

Please consider it and reply if any.

Yours Faithfully,

  
(Mr. Pushkar Harshe)

(Subject Teacher)

# Vivekanand College, Kolhapur (Autonomous)

Department of BBA  
Annual Teaching Plan



Academic Year: 2021-22

Semester: BBA- I, SEM-I & II

Subject: IT Application in Business Management

Course Title: IT Application in Business (Paper-I/II)

Name of the teacher: Mr. Pushkar Harshe

## BBA-I Sem-I

BBA-I, Sem I, IT Application in Business (Paper-I)					
Month: October 21				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total	Introduction to Computer Hardware:	Lectures
BBA-I	16	4	20		
Month: November 21				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Introduction to Computer Software	Lectures
BBA-I	16	4	20		
Month: December 21				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	A)Introduction to MS Office: Word  B)Presentation with Power-Point	Lectures
3BA-I	16	4	20		



**Vivekanand College, Kolhapur (Autonomous)**

Department of BBA

Annual Teaching Plan

Academic Year: 2021-22

Semester: BBA.- I, Sem-I & II

Subject: Management

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	Practical	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	15		15		
Month: November 2021				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Evolution of major management thought	classical, neo classical and modern Theories of Management
BBA I	15		15		
Month: December 2021				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	A) Planning B) Organizing C) Staffing D) Directing E) Controlling	A) Meaning and importance, objectives and steps organizing, Meaning and importance, objectives and steps B) Meaning, Nature & importance C) Staffing -Meaning and importance, objectives and steps D) Meaning and importance, objectives and steps E) Meaning and importance, objectives and steps Limitations of all functions
BBA I	15		15		
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	15		15		

Month: February 2022				Module/Unit:	Sub-units planned
Course	Lectures	Practical	Total	<b>Introduction to Management</b> <b>Evolution of major management thought</b>	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 classical, neo classical and modern Theories of Management
BBA-III	60	-	60		
				<b>Semester Examination</b>	
<b>Sem VI. BBA III Organization Behaviour</b>					
Month: March 2022				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total	<b>Introduction to Organizational behaviour</b> :	Concept, significant, nature, models of OB, Relationship between Management and OB, Models of OB, Ethical issues of OB
BBA III	15		15		
Month: April 2022				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	<b>Individual and group Behaviour</b>	A) Foundations of individuals behaviour – personality, Perception, attitude, Values and job satisfaction, learning B) Foundations of group behaviour – Definition and importance of group Types of group, process of group development, group behaviour, Group Performance factors, Quality circle and factors
BBA III	15		15		
Month: May 2022				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	<b>Organizational Conflict and Stress Management</b>	Concept, types, sources of conflicts, Traditional and modern approach to conflicts. Stress Management –work stress, factor causing stress, managing stress
BBA III	15		15		
Month: June 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	<b>Organizational culture and Quality of work life</b>	Meaning and Definitions, types of Cultures, Functions of Organizational culture strategic management.
BBA III	15		15		
Month: July 2022				Module/Unit:	Sub-units planned

	Lectures	Practical	Total	Final Examination



  
**Ms. Pratibha Patil**  
 Subject Teacher

  
 Co-ordinator  
 K. J. Somaiya Institute of Engineering & Information Technology  
 Kolhapur (Autonomous)

# Vivekanand College, Kolhapur (Autonomous)

Department of BBA  
Annual Teaching Plan



Academic Year: 2021-22

Semester: BBA-II, SEM-III & IV

Subject: E-commerce

Course Title: E-commerce-(I/II)

Name of the teacher: Mr. Pushkar Harshe

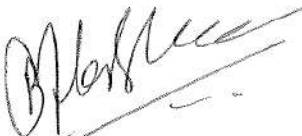
## BBA-II Sem-III

BBA-I, Sem III, E-commerce-I					
Month: October 21				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total		Lectures
BBA-II	16	4	20	<b>A) Introduction to E-Commerce and M-Commerce</b>  <b>B) Mobile applications and Business strategy</b>  <b>C) Ecommerce for outsourcing industry</b>  <b>D) Power of e-commerce and M-commerce</b>	<p>A1.1. Concept, features and functions of ecommerce and M-commerce, Scope and basic models of E- Commerce, A1.2 Benefits of E-commerce Comparison with traditional commerce Value chain in E-commerce, Porter's value chain model</p> <p>B1.1 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 B1.2 Mobile app development and business strategy , advantage limitations opportunity and threats using mobile app Factors influencing on PC performance, Advanced hardware devices</p> <p>C1, 1 Study of KPO, BPO, LPO, RPO etc.</p> <p>D1,1 e-commerce and M-commerce and its impact on Asian / Global market and Growth opportunity and threats for Indian manufacturer</p> <p><b>Practical</b> Online Activities Presentation and CASE Study Presentation on unit 1</p>
Month: November 21				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		Lectures
BBA-II	16	4	20	<b>A) EDI</b>  <b>B) Ecommerce planning and policy development</b>	<p>A 2.1 Introduction, Concepts Applications and Limitation of EDI, Advantages and Disadvantages of EDI. A2.2 Action plan for implementing EDI, Factors influencing the EDI</p> <p>B2.1 Finding need of Ecommerce in business , Defining the scope and outcomes from ecommerce ,Planning Electronic Commerce initiatives ,Linking objectives to business strategies , Measuring cost objectives B2.2 Comparing benefits to Costs, Strategies for developing electronic commerce web Sites or apps Defining scope of new altered system ,defining corporate Ecommerce policy , Control of the e-Business Plan</p> <p><b>Practical</b> Online Activities Presentation and CASE Study Presentation on unit 2</p>



Month: December 21				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	A) Internet, WWW and web page Basics  B) Website	Lectures
BBA-II	16	4	20		
Month: January 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	A) E- Marketing  B) E-Finance  C) E-Trading  D) Functions of ecommerce	Lectures
BBA-II	16	4	20		
Month: February 22				Module/Unit:	Sub-units planned
Course	Lectures	Practical	Total	Semester-I Final Examination	Various Tests, MCQ, Revision Presentations and CASE Studies on Topics and Case Base Learning on Unit1,2,3,4 in Online Form
BBA-I		10	10		

				<b>B) Digital Marketing Services</b>	<p>B3.1 Steps in building an e-business application - Online web site design to promote online sales of a product or service - Use of free resources for designing promoting website.</p> <p>B3.2 Search Engine Optimization (SEO) Services            Search Engine Marketing (SEM) and Pay Per Click (PPC) Services Web Analytics &amp; 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> <p><b>Practical</b>            Online Activities Presentation and CASE Study Presentation on unit 3</p>
<b>Month: June 2022</b>				<b>Module/Unit: IV</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>		
BBA-I	16	4	20	<p><b>A)E – commerce in India</b></p> <p><b>B)E – Governance in India</b></p>	<p>A)4.1 state of E – Commerce in India, advantage , limitation , Problems and Opportunities in E – commerce in India,</p> <p>A4.2 various government start-ups for e governance and study of various government portals, MSME/ DPIIT Schemes for new start-up</p> <p>B4.1 EGovernance of India ,New ecommerce policy and tax provisions ,Service centre , Imports / Exports various department of government and their eGovernance at state and central government</p> <p>B4.2 Comparative study with previous non E governance systems, Advantage Limitation and threats for E-governance ,Success and Failures in E-governance various Authorising Agency for E- Governance</p> <p>Online Activities Presentation and CASE Study Presentation on unit 4</p>
<b>Month: July 2022</b>				<b>Module/Unit:</b>	<b>Sub-units planned</b>
	<b>Lectures</b>	<b>Practical</b>	<b>Total</b>		
BBA-I		10	10		Various Tests, MCQ, Revision Presentations on Topics and Case Base Learning on Unit1,2,3,4 in Online Form
				<b>Semester-II Final Examination</b>	

  
**Mr. Pushkar Harshe**  
 Subject Teacher

  
 Co-ordinator: B.B.A.

College  
 (Autonomous)





## Vivekanand College, Kolhapur (Autonomous)

Department of BBA  
Academic Year: 2021 - 2022

### Annual Teaching Plan

Name of the teacher: - Ms. Snehal Ashok Sonule

Programme - BBA Semester- V


Subject:- Foundation of human skills – I Course Title: - Foundation of human skills – I

Month - June			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 – July			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 -	
				Principlesof learning, learning through reinforcement, learning through feedback's, learning by observations, learning through experience.
				Meaning, Types of emotions, source of emotions and moods, theories of emotions
Month - August			Module/Unit: 3	Sub-units planned

Practical – Students will give presentations on each topics.



  
Name and Signature of Teacher  
Ms. Shehal Ashok Sonule

  
Name and Signature of Coordinator  
Coordinator BBA  
Vishwakarma College  
Kop (Kop, Maharashtra)



**Vivekanand College, Kolhapur (Autonomous)**

Department of BBA  
Academic Year: 2021 - 2022

**Annual Teaching Plan**

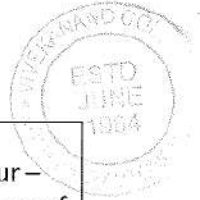
Name of the teacher: - Ms. Snehal Ashok Sonule

Programme - BBA Semester- III

Subject: - Service marketing


Course Title: -Service marketing

Month - June			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 - July			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 - August			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 - September			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




16		16	Consumer behaviour and CRM	A) Consumer behaviour – meaning and importance of Consumer behaviour, factors affecting consumer behaviours. B) Customer relationship management Meaning, importance, advantages and disadvantages, E-CRM concept, Consumer Modelling- the economic model, learning model, psychological model.
Month – September		Module/Unit: 4		Sub-units planned
16		16	Different approaches and market segmentation	A) Difference approach of marketing Product, Production, selling, marketing and societal marketing. Environment- Micro Environment, macro–Environment 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

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. Snehal Ashok Sonule

  
Name and Signature of Coordinator  
CO-ORDINATOR B.B.A  
VIVEK NANO COLLEGE  
(KOLHAPUR DISTRICT MOUN)

# Vivekanand College, Kolhapur (Autonomous)

Department of BBA  
Academic Year: 2021 - 2022



## Annual Teaching Plan

Name of the teacher: - Ms. Snehal Ashok Sonule

Programme - BBA Semester- I

Subject: - Marketing Management

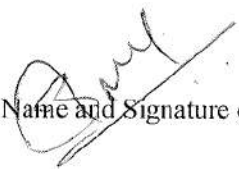
Course Title: -Introduction to Marketing-

Month -June			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Introduction to 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

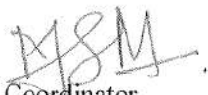


16		16	Transactional Analysis	Meaning of transactional analysis, types of transactional analysis, life positions, Elaboration of transactional styles, script analysis, stroking,
<b>Month – September</b>			<b>Module/Unit: 4</b>	<b>Sub-units planned</b>
16		16	Communication	Meaning- Four functions of communication-control, 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.

  
Name and Signature of Teacher

Ms. Snehal Ashok Sonule

  
Name and Signature of Coordinator  
Coordinator  
Vidya Pratishtha  
Kam... (2020/2021)



## Vivekanand College, Kolhapur (Autonomous)

Department of BBA  
Academic Year: 2021 - 2022

### Annual Teaching Plan

Name of the teacher: - Ms. Snehal Ashok 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, <b>Direct Marketing</b> - 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



				<p>Marketing.</p> <p>Objectives, challenges and remedies of agricultural marketing.</p>
--	--	--	--	---

Practical – Students will give presentations on each topics.

Name and Signature of Teacher

Ms. Snehal Ashok Sonule

Name and Signature of Coordinator

Coordinator  
V. S. Kulkarni  
Kollhapur



## Vivekanand College, Kolhapur (Autonomous)

Department of BBA  
Annual Teaching Plan



Academic Year: 2021-22  
Subject: E-Commerce

Semester: BBA- II, SEM-III& IV

Name of the Teacher: Mr. Pushkar Harshe

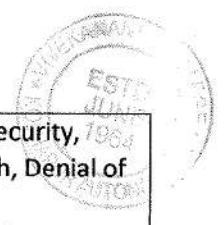
BBA-II, Sem III, Ecommerce-I					
Month: October 21				Module/Unit: I	Sub-units planned
Course	Lectures	Practical's	Total		
BBA-I	16		16	<b>Introduction to E-commerce</b>	<p><b>Introduction to E-Commerce</b> Concept, features and functions of ecommerce and M-commerce, Scope and basic models of E- Commerce, Benefits of E-commerce Comparison with traditional commerce Value chain in E-commerce, Porter's value chain model</p> <p><b>Introduction to E-Commerce</b> 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><b>Ecommerce for outsourcing industry</b> Study of KPO, BPO, LPO, RPO etc.</p> <p><b>Power of e-commerce and M-commerce</b> and its impact on Asian / Global market and Growth opportunity and threats for Indian manufacturer</p>
Month: November 21				Module/Unit: II	
Course	Lectures	Practicals	Total		
BBA-I	16		16	<b>EDI and Ecommerce planning and policy development</b>	<p><b>1) EDI</b> 1.1Introduction 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</p>



					<p><b>2) Planning for Electronic Commerce policy</b></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>
<b>Month: December 21</b>				<b>Module/Unit: III</b>	
<b>Course</b>	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>		
BBA-I	16		16	<b>Internet, WWW and web page Basics</b>	<p><b>Internet, WWW and web page Basics</b></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 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><b>Website – Meaning of Website and Webpage, static,</b>          Dynamic web site, importance of website and home page and its features, guidelines for constructing the web page. Basic structure of website</p>
<b>Month: January 2022</b>				<b>Module/Unit: IV</b>	
<b>Course</b>	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>		
BBA-I	16		16	<b>Functions &amp; Applications of E-commerce</b>	<p>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.</p> <p>E-Finance: - Areas of E- Financing, E-Banking, Traditional Banking V/s E-Banking, Operations in E-Banking &amp; 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          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 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</p>
<b>Month: February 22</b>				<b>Module/Unit:</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>	<b>Semester Examination</b>	
				<b>Semester Examination</b>	
<b><del>BBA - II, Sem II, IT Application in Business Management - II</del>    BBA II sem IV - E-commerce - II</b>					
<b>Month: March 22</b>				<b>Module/Unit: I</b>	<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>	<b>Digital Payment Systems</b>	<p><b>E-payments</b> - 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, PayTM, Bill desk etc. Strategic use of payment gateway its requirement need limitation benefits  <b>Introduction to crypto currency.</b> Threats and problems with existing digital payment system. Payment frauds and precautions. Comparative analysis of digital payment vs. traditional payment systems.</p>
BBA-I	16		16		
<b>Month: April 22</b>				<b>Module/Unit: II</b>	<b>Sub-units planned</b>



Course	Lectures	Practicals	Total		
BBA-I	16		16	<b>E Security and Legal Issues</b>	<p><b>E-Security :-</b> 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) <b>The IT Act 2000</b> &amp; 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.</p>
<b>Month: May 2022</b>			<b>Module/Unit: III</b>		
Course	Lectures	Practicals	Total		
BBA-I	16		16	<b>Internet, WWW and web page Basics</b>	<p><b>E-business Start-ups:</b> - Definition, Components of e-business Start-ups , Concept, Tools , Business Canvas, Study of innovative ideas converted to new start-ups, role of IT and Ecommerce as a tool for new start-up, Ecommerce a tool for New age business mode, Role of 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-mail, 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. <b>Digital Marketing Services</b> 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</p>



					<p>Search Engine Marketing (SEM) and Pay Per Click (PPC) Services</p> <p>Web Analytics &amp; Reporting Services</p> <p>Display Advertising (Banner Ads) Services</p> <p>Email Marketing Services</p> <p>Social Media Optimization (SMO) Services</p> <p>Content Writing/SEO Copywriting</p> <p>Affiliate Marketing Services</p> <p>General Digital Marketing Practice</p>
<b>Month: June 2022</b>			<b>Module/Unit: IV</b>		<b>Sub-units planned</b>
<b>Course</b>	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>	<b>E – commerce and E – Governance in India</b>	<p>E – Governance in India</p> <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</p> <p>E- Governance</p> <p>1.1 E – Governance of India</p> <p>1.2 New ecommerce policy and tax provisions</p> <p>1.3 Service centre</p> <p>1.4 Imports / Exports</p> <p>1.5 various department of government and their</p> <p>E-governance at state and central government</p> <p>1.6 comparative study with previous non E governance systems</p> <p>1.7 Advantage Limitation and threats for E-governance</p> <p>1.8 Success and Failures in E-governance</p> <p>1.9 various Authorising Agency for E-Governance</p>
BBA-I	16		16		
<b>Month: July 2022</b>			<b>Module/Unit:</b>		<b>Sub-units planned</b>
	<b>Lectures</b>	<b>Practicals</b>	<b>Total</b>	<b>Semester Exam</b>	

**Mr. Pushkar Harshe**  
Subject Teacher

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