

“ज्ञानं, विद्यां तन्वी सुखंस्तथा तान्मयी विद्यां प्रदाय” - श्रीवैद्यनाथं शंकरं स्वामीं
Shri Swami Vivekanand Shikshan Sanstha, Kolhapur



VIVEKANAND COLLEGE, KOLHAPUR
(Autonomous)



Affiliated to Shivaji University

NAAC Reaccredited "A" | College with Potential for excellence | ISO 9001 : 2015

B.B.A.Part–II, Semester III & IV,CBCS

Syllabus with effect from June,2021



BBA-II**Syllabus(NewStructure,60-40)SEM.-III**

Semester	III	Totalcredit	4
Coursecode	CC-1372C	Credit pattern	L-60Hrs.
Course title	Fundamentals of Entrepreneurship		

CourseOutcome: At the end of this course learners will be able to	
CO1	Describe the concept of Entrepreneurship
CO2	Understand the process of EDP
CO3	Define the concept Women Entrepreneurship, social
CO4	To Learn group Entrepreneurship

Semester	III	Totalcredit	4
Coursecode	CC-1373C	Credit pattern	L-60Hrs.
Course title	Management Accounting-I		

CourseOutcome: At the end of this course learners will be able to	
CO1	Define the conceptual framework of Management Accounting.
CO2	Illustrate the process of budgeting and use of marginal
CO3	To Learn standard Costing.
CO4	To learn material and Labor variance.



Semester	III	Total credit	4	
Course code	CC1374C	Credit pattern	L-60Hrs.	
Course title	Service Marketing		Marks	100
Course Outcome: At the end of this course learners will be able to				
CO1	To understand the concept of service marketing.			
CO2	To learn about marketing process.			
CO3	Different types of products and services			
CO4	To learn marketing mix			

Semester	III	Total credit	4	
Course code	CC1375C	Credit pattern	L-60Hrs.	
Course title	Strategic Management		Marks	100

Course Outcome: At the end of this course learners will be able to				
CO1	Understand the organization's vision, mission, examine principles, techniques and models of organizational and environmental analysis.			
CO2	Describe Strategy formulation and implementations such as corporate governance			
CO3	To learn models of organizational and environmental analysis			
CO4	To learn corporate governance and business.			

Semester	III	Total credit	4	
Course code	CC1376C	Credit pattern	L-60Hrs.	
Course title	E-Commerce-I		Marks	100

Course Outcome: At the end of this course learners will be able to				
CO1	Recognize the impact of Information and Communication technologies, especially of the Internet in business operations.			
CO2	Recognize the fundamental principles of e-Business and e-Commerce.			
CO3	Distinguish the role of Management in the context of e-Business and e-Commerce.			
CO4	Explain the added value, risks and barriers in the adoption of e-Business and e-Commerce.			



Semester	III	Total credit	4
Course code	Allied Course-1377C	Credit pattern	L-60Hrs.
Course title	Statistical Techniques for Business-I		Marks 100

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

CO1	Use various graphical and diagrammatic techniques and interpret.
CO2	Set process data, characterize the process behavior using descriptive statistics.
CO3	Compute correlation coefficient, regression coefficient.
CO4	Index number help to study such change's effect due to factors that cannot be directly measured.



Syllabus(NewStructure,60-40)SEM.-IV

Semester	IV	Totalcredit	4	
Coursecode	CC1378D	Credit pattern	L-60Hrs.	
Course title	EntrepreneurshipandProjectManagemen t		Marks	100

CourseOutcome: Attheendofthiscourselearnerswillableto	
CO1	Describetheroleandimportanceofentreprenurshipforeconomic development.
CO2	Understandthekeystepsintheelaborationofbusiness idea.
CO3	Definesthestagesoftheentreprenurshipforthesuccessfuldevelopmentof entrepreneurial ventures.
CO4	Getknowledgeaboutproductionmanagement

Semester	IV	Totalcredit	4	
Coursecode	CC1379D	Credit pattern	L-60Hrs.	
Course title	ManagementAccounting-II		Marks	100

CourseOutcome: Attheendofthiscourselearnerswillableto	
CO1	UnderstandanalysisandinterpretationoffinancialStatement
CO2	Knowthebasicsofhumanresource accounting
CO3	UnderstandtheconceptofFundsflow
CO 4	Understandthe conceptcash flow

Semester	IV	Totalcredit	4	
Coursecode	CC1380D	Credit pattern	L-60Hrs.	
Course title	Production&OperationManagement		Marks	100

CourseOutcome: Attheendofthiscourselearnerswillableto	
CO1	getknowledgeaboutfunctionsandprocessofproductionmanagement
CO2	Studentscometoknowaboutrecenttrendsinproduction management
CO3	understandproductionconceptalongwithquality management.
CO 4	Getknowledgeaboutproductionmanagement



Semester	IV	Totalcredit	4
Coursecode	CC138D	Credit pattern	L-60Hrs.
Course title	ResearchMethodology		Marks 100

CourseOutcome	
Attheendofthiscourselearnerswillableto	
CO1	Understandthebasicideaofresearch.
CO2	Choosepropersampled design.
CO3	Analyzethedata.
CO4	Writearesearchpaperandresearchreport.

Semester	III	Totalcredit	4
Coursecode	CC1382D	Credit pattern	L-60Hrs.
Course title	E-Commerce-I		Marks 100

CourseOutcome: Attheendofthiscourselearnerswillableto	
CO1	goforsmalle-business startup.
CO2	Examinee-Commercestategicmethod for productpromotion and digital marketingoftheproduct.
CO3	understande-retailbusinessitsfunctionsrisksand, procurements.
CO4	correlatemoerewithgovernmentitspolicyitsprocessesande-governance.

Semester	IV	Totalcredit	4
Coursecode	AlliedCourse-1383D	Credit pattern	L-60Hrs.
Course title	StatisticalTechniquesforBusiness-II		Marks 100

CourseOutcome: Attheendofthiscourse learnerswillableto	
CO1	Basicprobabilityaxioms,discreteand continuousrandomvariablesaswell asbe familiarwithcommonnameddiscreteandcontinuousrandomvariable.Howto translate real-word problems into probability models.
CO2	Identifyiftheprocessisin-control. Ifnot,identify specialpatternsthatmayexist.
CO3	Setupthenullandalternativehypothesescorrectlyandchoosetheappropriatetest statistic
CO4	TimeseriesAnalysisKnowhowtousethemineconomicand financial process.


Co-ordinator B B.A
Vivekanand College
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