



“अस्य, विद्वान् शक्तिं मुनिवरा वासुदेवो विद्वान् प्रदातु” – शंकराचार्यो वचनं  
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–III, Semester-V & VI ,CBCS Syllabus**

**With effect from July, 2022**



Semester	<b>V</b>	Total credit	<b>4</b>
Course code	<b>CC-1375E</b>	Credit pattern	<b>L-60Hrs.</b>
Course title	<b>Practices in Modern Management</b>		

<b>Course Outcome:</b> At the end of this course learners will able to	
CO 1	Know various modern management thoughts.
CO2	Understand Social Responsibility and business ethics.
CO3	Interpret concept of internal and external organizational environment, Time and event management.
CO4	Understand the disaster management and skills of Future manager and its challenge

Semester	<b>V</b>	Total credit	<b>4</b>
Course code	<b>GEC-1376E</b>	Credit pattern	<b>L-60Hrs.</b>
Course title	<b>Recent Trending Marketing-I</b>		

<b>Course Outcome:</b> At the end of this course learners will able to	
CO 1	Understand importance of marketing information.
CO 2	Describe marketing communication and future medium of communications.
CO 3	Find out reasons of customer dissatisfaction and delight.
CO 4	Distinguish between Rural marketing and Agro marketing.

Semester	<b>VI</b>	Total credit	<b>4</b>
Course code	<b>GEC-1376F</b>	Credit pattern	<b>L-60Hrs.</b>
Course title	<b>Recent Trending Marketing-II</b>		

<b>Course Outcome:</b> At the end of this course learners will able to	
CO 1	Understand the concepts of online and digital marketing.
CO 2	Elaborate about retailing.
CO 3	Understand need of study of global marketing.
CO 4	Understand emerging payment modes and new trends in marketing.



Semester	V	Total credit	4
Course code	CC-1377E	Credit pattern	L-60Hrs.
Course title	Financial Management-I		
<b>Course Outcome:</b> At the end of this course learners will able to			
CO 1	Understand the concepts in Financial Management		
CO 2	Prepare statement of Working Capital		
CO 3	Demonstrate calculations of Leverage.		
CO 4	Understand the concepts Capitalization.		

Semester	VI	Total credit	4
Course code	CC-1377F	Credit pattern	L-60Hrs.
Course title	Financial Management-II		
<b>Course Outcome:</b> At the end of this course learners will able to			
CO 1	Understand the concepts in Cost of Capital.		
CO 2	Understand the Techniques of evaluation of capital budgeting proposals.		
CO 3	Demonstrate calculations of Cost of Capital.		
CO 4	Understand the concepts Corporate Restructuring.		

Semester	V	Total credit	4
Course code	GEC1378E	Credit pattern	L-60Hrs.
Course title	Fundamentals of Business Laws-I		

<b>Course Outcome:</b> At the end of this course learners will able to			
CO 1	Understand the Philosophy of Business Law through sources.		
CO 2	Understand Basics of Contract Act till remedies of Breach of Contract		
CO 3	Understand the Sale of Goods Act		
CO 4	To describe Tax Laws with Classifications.		



Semester	VI	Total credit	4
Course code	GEC1378F	Credit pattern	L-60Hrs.
Course title	Fundamentals of Business Laws and Tax Laws-II		
<b>Course Outcome:</b> At the end of this course learners will able to			
CO 1	Understand The Indian Companies Act 2013		
CO 2	Understand Negotiable Instrument Act.		
CO 3	Describe Intellectual Property Rights.		
CO 4	Study Consumer Protection Act.		

Semester	V	Total credit	4
Course code	GEC-1379E	Credit pattern	L-60Hrs.
Course title	Foundation of Human Skills-I		

<b>Course Outcome:</b> At the end of this course learners will able to	
CO 1	To develops different humans kills among
CO 2	To enhance quality behavior.
CO 3	To increase Emotional Quotient by learning values.
CO 4	To Understand communication skills and personal ability.

Semester	VI	Total credit	4
Course code	GEC-1379F	Credit pattern	L-60Hrs.
Course title	Foundation of Human Skills-II		

<b>Course Outcome:</b> At the end of this course learners will able to	
CO 1	Describe new skills in management.
CO 2	Elaborate the concept of personality and different Theory of personality.
CO 3	Understands skill development method and interpersonal skill.
CO 4	Understand the concept of career management.

Semester	V	Total credit	4
Course code	GEC-1380E	Credit pattern	L-60Hrs.
Course title	International Business-I		

<b>Course Outcome:</b> At the end of this course learners will able to	
CO 1	Identify types of International Business and its approaches.
CO 2	Elaborate different the ories of International Business.
CO 3	Explain role of International Institutions.
CO 4	Describe India's Export and Import Policy.



Semester	VI	Total credit	4
Course code	GEC-1380F	Credit pattern	L-60Hrs.
Course title	International Business-II		

<b>Course Outcome:</b> At the end of this course learners will able to	
CO 1	Describe role of FEMA and ECGC.
CO 2	Explain importance of Trade Blocks.
CO 3	Understand the competitive advantages indifferent industries.
CO 4	Describe Strategies in product lifecycle.

*P. V. Patil*  
 Co-ordinator B B.A  
 Vivekanand College  
 Kolhapur (Autonomous)

