

VIVEKANAND COLLEGE KOLHAPUR ,(AUTONOMOUS)
B.B.A. Part – I, Semester I & II, CBCS
Syllabus (NEP) 2023-24



Business Communication-I AEC05ENG11	
Course Outcome: At the end of this course learners will able to	
CO 1	understand different types of communication barriers and to overcome them
CO 2	acquaint students with different types of communications
CO 3	draft notice, memo and circulars effectively
CO 4	understand all soft skills and writing skills essential job interview

Principles of Management- DSC05MGT11	
Course Outcome: At the end of this course learners will able to.....	
CO 1	Gain systematic knowledge of principles of management.
CO 2	Gain knowledge on management thought
CO 3	Learn different approaches to management functions
CO 4	Do higher education and Research in management.

Marketing Management- MIN05MGT12	
Course Outcome: At the end of this course learners will able to	
CO 1	Demonstrate Fundamental of marketing.
CO 2	Describe types of marketing and its strategies.
CO 3	Interpret consumer behavior and CRM.
CO 4	Understand different market approach of marketing.

Business Economics-I OECS05EC011	
Course Outcomes: At the end of this course learners will able to	
CO 1	Understand and differentiate Micro and Macro Economic variables of business economics.
CO 2	Know demand function and measures of responsiveness of demand with its determinants.
CO 3	Analyze production function with cost and revenue specifically.
CO 4	Apply micro economic analysis to the firm under different market conditions



Financial Accounting-I MIN05ACC11	
Course Outcome: At the end of this course learners will able to	
CO 1	Understand the concepts in accountancy.
CO 2	Prepare ledger accounts, subsidiary books and trial balance.
CO 3	Demonstrate calculations of Accounts of Professionals.
CO 4	Prepare statements of accounts.

Information Technology in Business Management -DSC05MGT12	
Course Outcome: At the end of this course learners will able to	
CO 1	Aware of IT assets its management problems and risk involved in it.
CO 2	Elaborate how dose software licensing works.
CO 3	Explain industrial revolution 4.0
CO 4	Improve overall organizational performance using IT as a tool.

I.T. Application Tools and Technology in Business- SEC05MGT11	
Course Outcomes: At the end of this course learners will able to	
CO 1	Understand cloud Technology.
CO 2	Demonstrate Computer Assisted Audit Techniques.
CO 3	Understand Accounting and taxation Packages.
CO 4	Elaborate ERP and work with it.

Business Communication-II	
Course Outcome: At the end of this course learners will able to	
CO 1	Understand Seminar, Conferences, Group Discussion and Effective Presentation.
CO 2	Acquaint students with different types of communications.
CO 3	Elaborate students to draft Report effectively.
CO 4	Get knowledge of all soft skills and writing skills essential job interview.

Organizational Behavior	
Course Outcome: At the end of this course learners will able to	
CO 1	Understand the concepts Organizational behavior.
CO 2	Describe the Individual and Group behavior.
CO 3	Demonstrate Organizational culture and stress management.
CO 4	Describe Organizational culture and QWL.



Marketing Management-II	
Course Outcome: At the end of this course learners will able to	
CO 1	Gain systematic knowledge of the behaviour of customer and its important
CO 2	Gain knowledge of the CRM and its important
CO 3	Learn different approaches marketing and learning
CO 4	Describe Compositions management and Employee Relations.

Business Economics-II	
Course Outcomes: At the end of this course learners will able to	
CO 1	Interpret the concept of National Income with its importance and methods of measurement.
CO 2	Illustrate the demand and supply of money.
CO 3	Describe the interrelationships among different macro-economic variables.
CO 4	Interpret components of public finance.

Financial Accounting-II	
Course Outcomes: At the end of this course learners will able to	
CO 1	Understand the concepts in Accounting
CO 2	Prepare ledger account subsidiry books and trial balance .
CO 3	Demonstrate calculations of LIFO, FIFO, Simple Average and Weighted Average.
CO 4	Prepare statement of account

I.T. Application Tools and Technology in Business -II	
Course Outcomes: At the end of this course learners will able to	
CO 1	To make aware of Computer based accounting System income tax and GST System
CO 2	Demonstrate Computer Assisted Audit Techniques.
CO 3	To make aware of Computer based business data analysis
CO 4	To make aware of system and ERP

Information Technology in Business Management -II	
Course Outcome: At the end of this course learners will able to	
CO 1	To make aware of Computer Network and cloud technology

CO 2	To make aware of Business process reengineering
CO 3	To make aware Industry 4.0
CO 4	To Impart the knowledge to use Information technology as business tool



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B. B.A. Part – II, Semester III & IV, CBCS



Syllabus with effect from June, 2023-24

BBA-II

Syllabus (New Structure, 60-40)

Fundamentals of Entrepreneurship CC-1372C	
Course Outcome: At the end of this course learners will able to	
CO 1	Describe the concept of for Entrepreneurship
CO 2	Understand the process of EDP
CO 3	Define the concept Women Entrepreneurship
CO 4	Describe social and group Entrepreneurship
Management Accounting-I CC-1373C	
Course Outcome : At the end of this course learners will able to	
CO 1	Define the conceptual framework of Management Accounting.
CO 2	Illustrate the process of budgeting.
CO 3	To Understand use of marginal
CO 4	To learn standard Costing
Service Marketing CC1374C	
Course Outcome: At the end of this course learners will able to	
CO 1	To understand the concept of service marketing.
CO 2	To learn about marketing process
CO 3	To Understand different types of products
CO 4	To Learn different types of Service
Strategic Management CC1375C	
Course Outcome: At the end of this course learners will able to	
CO 1	Understand the organization’s vision, mission, examine principles.
CO 2	Describe Strategy formulation and implementation such as corporate governance and business.
CO 3	To learn models of organizational and environmental analysis
CO 4	To Understand Techniques.

E-Commerce-I CC1376C

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

CO 1	Recognize the impact of Information and Communication technologies, especially of the Internet in business operations.
CO 2	Recognize the fundamental principles of e-Business and e-Commerce.
CO 3	Distinguish the role of Management in the context of e-Business and e-Commerce.
CO 4	Explain the added value, risks and barriers in the adoption of e-Business and e-Commerce.

Statistical Techniques for Business-I Allied Course-1377C

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

CO 1	Use various graphical and diagrammatic techniques and interpret.
CO 2	Set process data, characterize the process behavior using descriptive statistics.
CO 3	Compute correlation coefficient, regression coefficient.
CO 4	Index number helps to study such change's effect due to factors that cannot be directly measured.

Entrepreneurship and Project Management CC1378D

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

CO 1	Describe the role and importance of entrepreneurship for economic development.
CO 2	Understand the key steps in the elaboration of business idea.
CO 3	Define the stages of the entrepreneurship.
CO 4	The successful development of entrepreneurial ventures.

Management Accounting- II CC1379D

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

CO 1	Understand analysis and interpretation of financial Statement
CO 2	Know the basics of human resource accounting
CO 3	Understand the concept of Funds flow
CO 4	To Understand cash flow

Production & Operation Management CC1380D

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

CO 1	Get knowledge about functions
CO 2	Know about recent trends in production management
CO 3	Understand production concept along with quality management.



CO 4	To learn process of production management
Research Methodology CC138D	
Course Outcome: At the end of this course learners will able to	
CO 1	Understand the basic idea of research.
CO 2	Choose proper sample design.
CO 3	Analyze the data.
CO 4	Write a research paper and research report.

E-Commerce-I CC1382D	
Course Outcome: At the end of this course learners will able to.....	
CO 1	Develop small e-business startup.
CO 2	Examine e E-Commerce strategic method for product promotion and digital marketing of the product.
CO 3	Understand e-retail business its functions risks and, procurements.
CO 4	Correlate more with government its policy its processes and e-governance.

Statistical Techniques for Business-II Allied Course-1383D	
Course Outcome: At the end of this course learners will able to	
CO 1	Know Basic probability axioms, discrete and continuous random variable as well as be familiar with common named discrete and continuous random variable. How to translate real-word problems into probability models.
CO 2	Identify if the process is in-control. If not, identify special patterns that may exist.
CO 3	Set up the null and alternative hypotheses correctly and choose the appropriate test statistic
CO 4	Know Time Series Analysis its use in examining economic and financial process.

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with effect from July, 2023-24



SEMESTER -V & VI

Practicesin Modern Management CC-1375E	
CourseOutcome: At the endofthiscourselearnerswillableto.....	
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

Recent Trends in Marketing-I GEC-1376E	
CourseOutcome: 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.

Recent Trends in Marketing-II GEC-1376F	
Course Outcome: Attheendofthiscourselearnerswillableto	
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.

Financial Management-I CC-1377E	
Course Outcome: Attheendofthiscourselearnerswillableto	
CO 1	Understand the concepts in Financial Management
CO 2	PreparestatementofWorkingCapital
CO 3	Demonstrate calculations of Leverage.
CO 4	Underst and the concepts Capitalization.



Financial Management-II CC-1377F	
Course Outcome: At the end of this course learners will be 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.

Fundamentals of Business Laws-I GEC1378E	
Course Outcome: At the end of this course learners will be 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.

Fundamental of Business Laws and Tax Laws-II GEC1378F	
Course Outcome: At the end of this course learners will be 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.

Foundation of Human Skills-I GEC-1379E	
Course Outcome: At the end of this course learners will be able to	
CO 1	To develop different human skills 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.

Foundation of Human Skills-II GEC-1379F	
Course Outcome: At the end of this course learners will be able to	
CO 1	Describe new skills in management.
CO 2	Elaborate the concept of personality and different Theory of personality.
CO 3	Understand skill development method and interpersonal skill.
CO 4	Understand the concept of career management.



International Business-I GEC-1380E	
Course Outcome: At the end of this course learners will able to	
CO 1	Identify types of International Business and its approaches.
CO 2	Elaborate different theories of International Business.
CO 3	Explain role of International Institutions.
CO 4	Describe India's Export and Import Policy.

International Business-II GEC-1380F	
Course Outcome: 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 in different industries.
CO 4	Describe Strategies in product lifecycle.

Semester	VI	Total credit	4
Course code	GEC-1381F	Credit pattern	
Course title	Project Work		

Objective: To expose the BBA student to tactical application of the or ethical concepts, which they have learned during the BBA course.

Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of B.B.A.-III. The student will have the following options for selecting the project:

- (a) Field Work,
- (b) Library Work,
- (c) Placement with an Organization.


(Co-ordinator)

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