



“Dissemination of Education for Knowledge, Science and Culture”
-Shikshanmaharshi Dr. Bapuji Salunkhe



Shri Swami Vivekanand Shikshan Sanstha's
VIVEKANANDCOLLEGE, KOLHAPUR
(EMPOWERED AUTONOMOUS)

DEPARTMENT OF BBA
Three/Four- Years UG Programme
Department/Subject Specific Core or Major (DSC)

**Curriculum, Teaching
and Evaluation Structure**

(as per NEP-2020 Guidelines)

For

BBA

Semester-I&II

(Implemented from academic year 2023-24 onwards)

VIVEKANANDCOLLEGE, KOLHAPUR (EMPOWERED AUTONOMOUS)

Department of BBA



B.B.A. Program Outcomes (POs):

PO1: Disciplinary Knowledge: Graduates will gain in-depth understanding in their specific major or discipline, mastering the foundational principles and theories, as well as advanced management concepts. Execute strong theoretical and practical understanding developed from the management specific programme in the various strolls of life.

PO2: Communication & Negotiation Skills: Many programs emphasize the ability to communicate effectively, both orally and in writing. Graduates may learn to present complex information clearly and briefly, write detailed reports, and collaborate & negotiate effectively with others.

PO3: Leadership & decision making Skills: Graduates will develop Leadership & decision making skills for effective dealing.

PO4: Ethics and Professionalism: Graduates may learn about the ethical and professional standards in their field, and how to apply them in professional and practical situations with ethical and legal insights

PO5: Problem-Solving Skills: Graduates will learn to use their knowledge to identify, analyze, and solve problems related to their field of study.

PO6: Analytical Skills: Graduates will gain the ability to collect, analyze, interpret, and apply data in a variety of contexts through project work.

PO7: Research Skills : Graduates will have angle for data analysis and design strategies and draw conclusions. They might also learn to review and understand academic literature.



Department of BBA
Teaching and Evaluation scheme
Three/Four- Years UG Program
Major Management Minor Accountancy
First Year Semester-I&II

Sr. No.	Course Abbr.	Course code	Course Name	Teaching Scheme Hours/week		Examination Scheme and Marks				Course Credits
				TH	PR	ESE	CIE	PR	Marks	
Semester-I										
1	DSC- I	DSC05MGT11	Principles of Business Management	4	-	60	40	-	100	4
2	DSC- II	DSC05MGT12	IT-in Business Management	2	-	30	20	-	50	2
3	MIN- I	MIN05ACC11	Financial Accounting- I	2	-	30	20	-	50	2
4	MIN- II	MIN05MGT12	Marketing Management- I	2	-	30	20	-	50	2
5	OEC- I	OEC05ECO11	Business Economics- I	4	-	60	40	-	100	4
6	SEC- I	SEC05MGT11	IT Application tools and technology in Business	2	-	30	20	-	50	2
7	AEC- I	AEC05ENG11	Business Communication- I	2	-	30	20	-	50	2
8	VEC- I	VEC05DEG11	Democracy, Election and Good Governance	2	-	30	20	-	50	2
9	IKS	IKS05MGT11	Human capital in Agribusiness management from ancient India	2	-	30	20	-	50	2
Semester-II										
1	DSC- III	DSC05MGT21	Organization Behaviour	4	-	60	40	-	100	4
2	DSC- IV	DSC05MGT22	IT-in Business Management	2	-	30	20	-	50	2
3	MIN- III	MIN05ACC21	Financial Accounting- II	2	-	30	20	-	50	2
4	MIN- IV	MIN05MGT22	Marketing Management- II	2	-	30	20	-	50	2
5	OEC- II	OEC05ECO21	Business Economics- II	4	-	60	40	-	100	4
6	SEC- II	SEC05LAW21	Fundamentals of Law- I	2	-	30	20	-	50	2
7	SEC- III	SEC05MGT22	IT Application tools and technology in Business	2	-	30	20	-	50	2
8	AEC- II	AEC05ENG21	Business Communication- II	2	-	30	20	-	50	2
9	CC	CC05....21	No specific guidelines yet	2	-	30	20	-	50	2



1			Total (Semester-I)	22	-	330	220		550	22
2			Total (Semester-II)	22	-	330	220		550	22
			Cumulative Total (1st Year)	44	-	660	440	-	1100	44

Abbreviations: TH-Theory, PR-Practical, ESE- End Semester Examination, CIE-Continuous Internal Examination

- Note:
- Minimum passing for 60 marks Theory paper = 24 marks
 - Minimum passing for 40 marks Internal evaluation = 16 marks
 - Minimum passing for 30 marks Theory paper = 12 marks
 - Minimum passing for 20 marks Internal evaluation = 8 marks

Separate passing for each Head - ESE, CIE

TERM-I

Semester	I	Total credit	4
Course code	DSC05MGT11	Credit pattern	L- 60 Hrs. Marks:100
Course title	Principles of Business Management		

Course Outcome COs:	After completion of the course the students should be 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.

Module	Content	Teaching hours
Module I	Introduction to Management: Introduction, Concept (Effectiveness versus Efficiency), Nature of Management, Characteristics of Management, Objectives of Management, Importance of Management, Management as an Art, Management as a Science, Management as a Profession, Management and Administration, Levels of Management,	15
Module II	Evolution of major management thought: Introduction, Classical Approach of Management, Neo-Classical Approach of management and Modern Approach of Management Taylor's Scientific Management: Principles of Scientific Management, Techniques of Scientific Management Fayol's Administrative Management: 14 principles of management, Fayol versus Taylor—A Comparison Maxweber's Bureaucratic Management: Meaning and features of Bureaucracy	15



	Management Roles and Skills	
Module III	<p><u>Functions of Management I :</u></p> <p>A) Planning- Introduction, Concept, Importance of Planning, Features of Planning, Limitations of Planning, Planning Process, Types of Plans, Decision Making – Concept, Process, Techniques and Tools.</p> <p>B) Organizing- Meaning, Steps in the Process of Organizing, Importance of organizing, Organization Structure.</p>	15
Module IV	<p><u>Functions of Management II :</u></p> <p>A) Staffing- Meaning, Nature & importance.</p> <p>B) Directing- Introduction, Meaning, Importance of Directing, Principles of Directing, Elements of Direction. Communication – Concept, Process and Barriers</p> <p>C) Controlling- Meaning, importance, objectives and Techniques.</p>	15

Learning Recourses:		
1.	Reference Books	<ol style="list-style-type: none"> Harold Koontz and Heinz Weihrich (2001). "Essentials of Management" Tata McGraw Hill Publishing Co. Ltd New Delhi, 5th Edition. Moshal B.S. (1998). "Management Theory and Practices" Galgotia Publishing Company, New Delhi. Prasad L.M. (2001). "Principles and Practices of Management" Sultan Chand and Sons, New Delhi, 6th Edition. Peter Drucker (1980). "The Practice of Management" Allied Publishers Pvt. Ltd. New Delhi. Prasad Manmohan (2003). "Management Concepts and Practices" Himalaya Publishing House, Mumbai, 3rd Edition. Saxena S.C. (1979). "Business Administration and Management" Sahitya Bhavan, Agra. Stoner, Freeman and Gilbert (2001). "Management" Prentice Hall of India Pvt. Ltd. New Delhi, 6th Edition. Terry And Franklin (2003). "Principles of Management" A.J.T.B.S. Publishers and Distributors, Delhi. 8th Edition.

Course Title: - Information Technology in Business Management-I	
Course Code: DSC05MGT12	Semester: I



Teaching Scheme: 30 L+ 10 P	Credit:2
Evaluation Scheme: 30+20=50	ESE Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Analyse and identify the needs of Information Systems In Business Management
CO 2	Understand Computer Software Hardware Operating systems Language and hardware Configuration Management
CO 3	Understand and Analyse IT Assets and IT Assets Management policy in Business
CO 4	Understand and Analyse IT As a business tool

Module	Content	Teaching Hrs
Module -I	Introduction to Computer Hardware Computer Characteristics, Evolution of Computers and Generations of Computers, Types of Computers, Input Devices, Output Devices Storage Devices and Memory. Personal Computers and their main components, hardware configuration. Factors influencing on PC performance, Advanced hardware devices Concept of E-waste	7.5
Module -II	Introduction to Computer Software: System and Application Software, Operating system- Functions and types of O.S. Computer Languages- Lower-level language and Higher-level language, compiler and interpreter, Characteristics of Good Language. Introduction to Windows, Basic commands in Windows.	7.5
Module -III	IT Assets Management: Introduction to IT Assets Its procurement, inventory, maintenance version control, Lifecycle, licensing, valuation, risk management vendor selection, Software Catalogue Management, Environmental issues and solution related to IT Assets.	7.5
Module -IV	Introduction to Information Technology Introduction to IT and its development, Impact and Future of IT in Business Organizations. Recent Trends in Information Technology IT As a Business Tool- Introduction, Background, Performance, robotics and automation process, Product differentiation and Value Chain, How IT influences	7.5



	Organizationsgoals, The five levels, Governance Modes in the use of IT	
--	--	--

Learning Recourses:		
1.	Reference Books	1.Fundamentals of Computer by P.K.Sinha 2. Computer Today – Basundara 3. Fundamentals of Computer by V.Rajaraman 5. IT Infrastructure & Management by Manish Mahajan 6. IT TOOLS & BUSINESS SYSTEMS by Tata McGraw-Hill Education 7. IT Tools and Business Systemsby Dr, R. K. Jain

Sr.No.	Name of Tutorial	Unit No.
1	Assignment on Hardware and Software	1,2
2	Management base Case Study on Fundaments of Computers	1,2
3	Assignment on IT Assets Management	3
4	Case Study / Role Play on IT Assets Management	3
5	Assignment on IT as Business Tool	4
6	Case study or Activity on IT as Business Tool	4

Semester	I	Total credit	2
Course code	MIN05ACC11	Credit pattern	L-30 Hrs.



Course title	Financial Accounting-I
--------------	-------------------------------

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Understand the concepts in accounting.
CO 2	Prepare ledger accounts, subsidiary books and trial balance.
CO 3	Demonstrate calculations of Accounts of Professionals.
CO 4	Prepare statements of accounts.

Module	Content	Teaching hours
Module I	Introduction to Accounting- A) Meaning, objective and functions of accounting, importance of Book keeping, Book keeping and financial Accounting – uses and users of Accounting Information, Branches of accounting – B) Accounting concepts and Conventions – Accounting Terms	7.5
Module II	Accounting Standards Ind – AS AS Theory & Practice	7.5
Module III	Financial Accounting Process-I a) Classification of Accounting Transactions and Accounts- Rules of Debit and Credit as Per Double Entry System- b) Journal Entries- concept, combined journal entries	7.5
Module IV	Financial Accounting Process-II Ledger- concept with problems A) Subsidiary book: types of subsidiary book. B) Trial Balance: Concept, types of Trial Balance	7.5

Learning Recourses:		
1	Reference Books	1- Gupta R.L. and Radhaswamy M – ‘Financial Accounting’ Sultanchand and Sons, New Delhi. 2- Shukla M.C. Grewal T.S. and Gupta S.C. – ‘Advanced Accounts’ S. Chand and company, New Delhi. 3. Agarwala A.N. Agarwala K.N.- ‘Higher Science of Accountancy’ Kitab



		MahaAllahabad. 4. Jain and Narang – ‘Advanced Accountancy’ Kalyani Publications, New Delhi.
--	--	---

Semester	I	Total credit	2
Course code	MIN05MGT12	Credit pattern	L-30 Hrs.
Course title	Marketing Management - I		Marks 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Demonstrate to use basic concepts of marketing.
CO 2	Know advanced marketing types and its use in future careers in management.



CO 3	Evaluate marketing and its implementation.
CO 4	Know marketing strategies and its uses.

Module	Content	Teaching hours
Module I	Introduction to Marketing- Meaning and definition, scope and importance of marketing, understanding core concepts of marketing -1.need, want, demand 2.product 3.value,cost,satisfaction, 4.exchange,transaction 5. Relationship network.	7.5
Module II	Marketing Mix Concept – Marketing mix – concept 4 Ps – Product, Price, Place, and Promotion. Brief understanding of 7 Ps - . Product, Price, Place, Promotion, People, Process, Physical Evidence. difference between Selling and Marketing,	7.5
Module III	Types of Marketing – Meaning, definition, scope, concept of Telemarketing, E-Marketing, service marketing, retail marketing, rural marketing, green marketing, basic concepts, advantages, disadvantages and classification.	7.5
Module IV	Types of Marketing Strategies – Meaning, definition, scope, concept of Niche market, Trade Show marketing, Social Media Marketing, Freebie Marketing,	7.5

****Practical – Practical session will be arranged as per the requirements.**

Learning Recourses:		
1	Reference Books	1. Marketing Management – Philip Kotler 2. Marketing Management – Rajan Saxena 3. Marketing Management – V.S. Ramswami & Namkumari 4. Marketing Management – William J. Stanton & Michael J. Etzel Marketing Management - Sherlekar 5. Marketing Management – Joseph Guiltinam & Gordon Paul 6. Marketing Management – Dr. C.N. Sontakki



--	--	--

Semester	I	Total credit	4
Course code	OEC05ECO11	Credit pattern	L-60 Hrs.
Course title	Business Economics- I	Marks	100

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Understand and differentiate Micro and Macro Economic variables of business economics.
CO 2	Recognize 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.



Module	Content	Teaching hours
Module I	Introduction to Economics: 1.1 Definition, Nature, Scope and Significance of Economics 1.2 Difference between Micro and Macro Economics 1.3 Basic Economic Problems : Scarcity vs. efficiency 1.4 Business Economics and Business Decisions	15
Module II	Consumer Behavior & Demand Analysis: 2.1 Concept of Utility-Law of Diminishing Marginal Utility 2.2 Law of Demand-Determinants of demand, Elasticity of demand 2.3 Measurement of Elasticity of demand and its applications 2.4 Indifference curve : Meaning and Properties and Consumer's equilibrium	15
Module III	Factor Pricing and Production Function 3.1 Cost and Revenue - Concepts and Curves Production function : Concept 3.2 Production function -Long Run & Short Run Production Function 3.3 Risk and Uncertainty theory of Profit	15
Module IV	Market Structure 4.1 Perfect Competitive Market-characteristics and Price determination 4.2 Monopoly -Characteristics and Price determination 4.3 Monopolistic Competition-Characteristics and Price determination 4.4 Oligopoly- Characteristics and Concept of Price Leadership	15

Learning Recourses:		
1	Reference Books	1. M.L. Seth , “ Micro Economics” Laxmi Narayan Agrwal Publication Agra 2. M.L. Jhigan, “Micro Economic Theory” Vikas publication New Delhi 3. Gupta G.S. “Managerial Economics” Tata MacGraw Hill Publication New Delhi 4. 4. Dean J. “Managerial Economics, Theory and Applications” Himalaya Publishing House, New Delhi. 5. Ahuja H.L.: Advanced Economic Theory” Seth Publication 6. M.N. Shinde, “ Managerial Economics”, Ajab Publication Kolhapur 7. R. R. Doshi, “Modern Business Economics” Modern Publication New Delhi.



		8. D.D.Chaturvedi,“BusinessEconomicsTheoryandApplications”International Book 9. House Ltd. Ahmadabad 10. D.D. Tewari, “ Principles of Micro Economics” 11. R.R. Barthwal, “Micro Economic Analysis” 12. V.K. Puri, “Business Economics” Himalaya Publishing House, New Delhi.
--	--	--

Subject:-IT- Applications Tools & Technology in Business -I	
Course Code: SEC05MGT11	Semester: I
Teaching Scheme: 30 L+ 15 P	Credit:2
Evaluation Scheme: 40+10=50	ESE Marks: 50

Course Outcome	After completion of the course the students should be able to.....
-----------------------	--



COs:	
CO1	Analyse and identify the needs for IT Tools and technology In Business Management
CO2	Able to Create Business Letters documents and Presentations
CO3	Able to create Business Reports
CO4	Analyse and identifyIT as a strategic business tool

Module	Content	Teaching Hrs
Module -I	Introduction to Word Processing as Document Tools Introduction to MS Office components, Introduction and working with MS Word, Word basic, and command. Formatting- text and documents, sorting Tables, introduction to mail merge.	7.5
Module -II	Introduction to PowerPoint as Presentation Tools Presentation with: PowerPoint basics, creating a presentation, working with graphics, show time, sound effects and animation effects	7.5
Module -III	Introduction to Spread Sheets as Reporting Tools Report formatting, functions, chart features, and working with graphics in Excel. Excel as GST Reporting Tool	7.5
Module -IV	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 the primary secondary and tertiary industries	7.5

Learning Recourses:

1	Reference Books	1. Fundamentals of Computer by P.K.Sinha
---	------------------------	--




	2. Computer Today – Basundara 3. Computer Application in Business (Himalaya Publication) 4. MS Office BPB Publication 5. IT Infrastructure & Management by Manish Mahajan 6. Information Technology: Peter Zorkosky.(East- West Press) 7. Business Process Reengineering by R. Shrinivasan 8. Enterprise Resource Planning – III Edition, by Alexis Leon / Tata McGraw-Hill 9. The Anatomy of Cloud Computing by CSV Murthy (Himalaya Publication)
--	--

List of tutorials:

Sr.No.	Name of Tutorial	Unit No.
1	Assignment on Word Excel powerpoint	1,2,3
2	Management base Documentation Word Excel powerpoint	1,2,3
3	Assignment on Word Excel powerpoint	1,2,3
4	Assignment on Word Excel powerpoint	1,2,3
5	Assignment on IT as Strategic Business Tool	4
6	Case study or Activity on IT as Business Tool	4

Semester	I	Totalcredit	2
Coursecode	MIN	Credit pattern	L-30 Hrs.
Coursetitle	Business Communication- I		Marks: 50

Course Outcome	After completion of the course the students should be able to.....
-----------------------	--



COs:	
CO1	Students develop the awareness about the various media of communication.
CO2	Students become able to communicate effectively in various situations.
CO3	Students will develop their basic and advanced business writing skills.
CO4	Students will learn different usage the business correspondence serve for effective Communication.

Module	Content	Teaching hours
Module I	Introduction to Communication- -Meaning and definition, process, scope and importance of communication, elements and stages of communication, - Importance of business communication, -Communication barriers and how to overcome them.	15
Module II	Employment Communication and Office Drafting- -Employment communication: Job application letter and Resume writing, -Preparation of interview, most probably asked questions during job interview, -Office drafting: Notice, agenda and Memo.	15

****Practical–As per the requirement practical sessions will be arranged**

Learning Recourses:		
1	Reference Books	1. Basic Business Communication: Skills For Empowering The Internet Generation Author: Lesikar, R/ Flatley, M. 10th ed 2. Business Communication: Author: Bedi, R/ Aruna, K. 1st ed Publisher: Vrinda 3. Business Communication :Author: Kaul, Asha Publisher: PHI 4. Business Communication :Author: Rai, U./ Rai, S. M 10th 5. Business Communication Author: Sinha, K. K. Publisher: Galgotia

VEC05DEM11	Democracy, Elections and Good Governance
------------	---

Module: Democracy, Elections and Good Governance

- **Democracy in India** – Dimensions of Democracy: Social, Economic and Political – Decentralisation: Grassroots Level Democracy – Challenges before Democracy: women and marginalised sections of the society
- **Election to Local Self Government Bodies** – 73rd and 74th Constitutional Amendment Acts:



Institutions at the local level and Role of State Election commission – Local Body Elections: Urban & Rural – Duties of an Individual towards electoral process

• **Good Governance** – Meaning and concept – Government and Governance – Good Governance initiatives in India Rationale: the rationale of the study is to make the pupils aware of the importance of democracy. What constitute democracy, what is its importance from the point of view of the role of individual and what exactly can a individual get if he performs his role well in the society.

This module also aims to make the individual understand the different aspects of democracy and its implications in the overall development of the state.

The syllabus is introduced from the point of view that all students upon entering into the college, enroll themselves as voters and encourage and enthuse other members of the society to participate not only in election process but also electoral and political process in general.

Semester	I	Total Credit	2
Course Code	IKS05MGT11	Credit Pattern	L-30 Marks:50
Course Title	Human Capital Management in Agribusiness from ancient India		

Course Outcome COs:	After completion of the course the students should be able to.....
CO1	Understand indigenous HCM practices tailored for the agribusiness sector in India.
CO2	Learn sustainable vedic agricultural strategies.
CO3	Know pioneer leadership in the agribusiness.
CO4	Explain contemporary agribusiness techniques for long-term success in the Indian agribusiness.

Syllabus:

Module No	Content	Teaching hours
1	Module 1: Introduction to Indigenous Agriculture & HCM Management: 1.1 Indus valley agri practices : Concepts, scope, and significance, Definition, role, and importance in agricultural 1.2 Indigenous Agribusiness Value Chain: Identifying key stakeholders and their roles in the value chain.	7 teachers or experts from external agencies
2	Module 2: Ancient Indian agricultural scholars and scriptures on HCM in agribusiness	7 teachers or



	2.1 Koutilya on agriculture 2.2 Vedic farming practices	experts from external agencies
3.	Module 3: Nation Builders In Modern Agribusiness of India: 3.1 Need of agribusiness Management 3.2 Dr. Swaminathan –Green Revolution- concept, role, implementation in economy & outcomes 3.3 V.V. Kourian – White Revolution- Concept, role, implementation in economy & outcomes	7
4.	Module 4: Contemporary agribusiness techniques & HCM In Modern India 4.1 Contemporary Agribusiness Techniques 4.2 Precision Agriculture 4.3 Vertical Farming and Controlled Environment Agriculture 4.4 Hydroponics and Aquaponics 4.5 Digital Agriculture Platforms 4.6 Government Initiatives 4.7	9



“Dissemination of Education for Knowledge, Science and Culture”
 -Shikshanmaharshi Dr. Bapuji Salunkhe
 Shri Swami Vivekanand Shikshan Sanstha's
VIVEKANAND COLLEGE, KOLHAPUR
(EMPOWERED AUTONOMOUS)
B.B. A. Part-I, as per NEP - 2020
 To be implemented from July, 2023

TERM-II

Semester	II	Total credit	4
Course Code	DSC05MGT21	Credit pattern	L-60 Hrs. Marks:100
Course Title	Organizational Behaviour		

Course Outcome COs:	After completion of the course the students should be able to.....
CO1	Study Organizational behavior in higher education studies.
CO2	Describe Individual and Group behavior & behave accordingly.
CO3	Implement stress management techniques in their personal & professional life.
CO4	Understand Organizational culture accurately and related research opportunities.

Module	Content	Teaching hours
MODULE I	Introduction to Organizational Behaviour- Introduction, definition of OB, Nature & significance of OB, Relationship between Management and OB, models of OB Ethical issues in OB	15
MODULE II	Individual and group Behaviour- A) Foundations of individual behavior –Personality, Perception, Attitude, Values and Job Satisfaction, Learning B) Foundations of group behavior–Definition and importance of group, Types of groups, process of group development, group behavior, Group Performance factors, Quality circle and factors	15
MODULE	Organizational Conflict and Stress Management- A) Organizational Conflict- Concept, types, sources of conflicts,	15



III	Traditional and modern approach to conflicts. B) Stress Management-work stress, factor causing stress, Managing stress	
MODULE IV	Organizational culture and Quality of work life A) Organizational culture: Definition, types, creating organizational culture. B) Quality of Work life: concept, constituents of QWL, QWL in Indian context. Managing work life conflicts in organizations.	15

Learning Recourses:		
1.	Reference Books	1. Management and Organizational Behaviour – P. Subbarao 2. Organizational Behaviour – Keith Davis 3. Organizational Behaviour – Stephen Robbins 4. Organizational Behaviour – Dr. Anjali Ghanekar 5. Organizational Behaviour – Dr. C.B. Gupta 6. Organizational Behaviour – Dr. S.S. Khanka 7. Organizational Behaviour – Stephen Robbins & Timothy Judge, 15th Edition. Pearson, Prentice Hall.

Subject:- Information Technology in Business Management-II	
Course Code: DSC05MGT22	Semester: II
Teaching Scheme: 30 L+ 10 P	Credit:2
Evaluation Scheme: 40+10=50	ESE Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO1	Analyse and identify the needs of Information Systems In Business Management
CO2	Understand Computer Network and Cloud Technology
CO3	Understand and Analyse the Process of BPR
CO4	Understand and Analyse Industry 4.0 and recent trends



Module	Content	Teaching Hrs
Module -I	Introduction to Computer Network Basic Idea Of Network, Network Types and Topology Wired and Wireless Networks Intranet and Internet, Basic Requirements for Internet connection, Internet Access, VOIP, Telnet E-mail, Discussion groups, Search tools, Web utilities, social networking Ethics Using the Internet and Social Media	7.5
Module -II	Introduction to Cloud Technology Introduction to cloud SAS, PAS, IAAS concept its use need and market. Introduction to Data Centres and Infrastructure. Opportunity threat and The present situation of Indian data centres and its future. A brief introduction to various platforms and virtualization.	7.5
Module -III	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 Structures, BPR Project Success failure reasons,	7.5
Module -IV	A) Introduction to Industry 4.0: Introduction, the core idea of Industry 4.0, origin concept of Industry 4.0, Industry 4.0 production system, the current state of Industry 4.0, Technologies B) Role of IT in Industry 4.0 Advanced Sensor Technologies, Internet of Things, Cloud, Robotics, and Cognitive Architecture for Cyber-Physical Robotics, Industrial Robotic Applications- Manufacturing, Maintenance and Assembly. How is India preparing for Industry 4.0 C) Overview of the following: - 4GL, Image processing, Virtual Reality, Augmented reality, Video Conferencing, Decision Support Systems, Expert systems, Artificial Intelligence, Machine learning, Deep learning, Big Data, Internet of Things (IoT), Robotics	7.5



Learning Recourses:		
1.	Reference Books	1. Fundamentals of Computer by P.K.Sinha 2. Computer Today – Basundara 3. Fundamentals of Computer by V.Rajaraman 5. IT Infrastructure & Management by Manish Mahajan 6. It Tools And Business Systems Books By Pankaj Kumar 7. Industry 4.0 by Dr. Bhushan Kelakar

List of Tutorials:

Sr.No.	Name of Tutorial	Unit No.
1	Assignment on Computer Network and Cloud Technology	1,2
2	Management base Case Study on Cloud Technology	1,2
3	Assignment on Business Process Reengineering	3
4	Case Study / Role Play on BPR	3
5	Assignment on Industry 4.0	4
6	Case study or Activity on Industry 4.0	4

Semester	II	Total credit	2
Course code	MIN05ACC21	Credit pattern	L-30 Hrs.
Course title	Financial Accounting-II		

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Understand the concepts in accounting.
CO 2	Prepare ledger accounts, subsidiary books and trial balance.
CO 3	Demonstrate calculations of Accounts of Professionals.
CO 4	Prepare statements of accounts.

Module	Content	Teaching hours



MODULE I	Depreciation – Types (Straightline method & reducing balance method) problems of depreciation	7.5
MODULE II	Final Accounts of sole proprietorship- Introduction to final accounts of sole Proprietorship	7.5
MODULE III	Problems on Final accounts of sole proprietorship Preparation of Trading Account, Profit and Loss A/c. Balance Sheet (with Adjustments).	7.5
MODULE IV	Accounts of Professionals Doctor, Chartered Accountant Receipt and Payments Receipt and Expenditure	7.5

Learning Recourses:

1	Reference Books	3- Gupta R.L. and Radhaswamy M – ‘Financial Accounting’ Sultanchand and Sons, New Delhi. 4- Shukla M.C. Grewal T.S. and Gupta S.C. – ‘Advanced Accounts’ S. Chand and company, New Delhi. 5. Agarwala A.N. Agarwal K.N.- ‘Higher Science of Accountancy’ Kitab MahalAllahabad. 6. Jain and Narang – ‘Advanced Accountancy’ Kalyani Publications, New Delhi.
---	-----------------	--



Semester	II	Total credit	2
Course code	MIN05MGT22	Credit pattern	L-30 Hrs.
Course title	Marketing Management - II		Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Gain systematic knowledge of the behavior of customer and its importance.
CO 2	Gain knowledge of the CRM and its importance.
CO 3	Learn different approaches marketing and learning.
CO 4	Do higher education and Research in marketing.

Module	Content	Teaching hours
Module I	Consumer behavior – Meaning and definition, scope and importance of consumer behavior, factors affecting consumer behaviors 1.Psycological factor, Social Factor, Cultural Factor, Personal Factor and Economic Factor.	7.5
Module II	Customer relationship management – Meaning and definition, scope and importance of Customer relationship management, advantages and disadvantages of customer relationship management, E-CRM concept, consumer modelling – the economic model, learning model, psychological model.	7.5
Module III	Difference approaches of marketing – Product Approach, Production Approach, Selling Approach, Marketing Approach and Societal marketing Approach. Environment – Micro environment, Macro environment	7.5
Module IV	Market segmentation – Meaning and definition, scope and importance of market segmentation basic for market segmentation. Requisite of sound market segmentation, market segmentation strategies, target marketing, product positioning.	7.5

****Practical – As per the requirement practical sessions will be arranged.**



Learning Recourses:

1	Reference Books	MarketingManagement–Philp Kotler MarketingManagement MarketingManagement–RajanSaxena MarketingManagement–V.S.Ramswami&Namkumari MarketingManagement–WilliamJ.Stantion&MicahelJ.Etzel MarketingManagement- Sherlekar MarketingManagement–JosephGultinam&Gordonpaul Marketing Management – Dr.C.N.Sontakki
---	--------------------	--



OEC05ECO21	Business Economics- II
------------	------------------------

Semester	II	Total credit	2
Course code	SEC05LAW21	Credit pattern	L-30 Hrs.
Course title	Fundamentals of Law		Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO 1	Know the Philosophy of Business Law through sources.
CO 2	Understand Basics of Contract Act till remedies of Breach of Contract
CO 3	Explain the Sale of Goods Act
CO 4	Describe Tax Laws with Classifications.

Module	Content	Teachinghours
MODULE I	Introduction to Business Law Meaning and Philosophy of law – Objectives of law – sources of law – Classification of law – Justice Delivery System in India – Classification of Courts in India – Meaning and Sources of Business Law.	7.5
MODULE II	The Indian Contract Act,1872. Definition of contract – Essentials of valid contract – Classification of contract – Consideration – Capacity of parties – Free consent – Void Agreements – Performance of contract – concept – Essentials for Performance of Contract	7.5
MODULE III	The Sale of Goods Act,1930. Discharge of Contract – Definition – Classification Of Discharge of Contract – Breach of Contract – Definition – Concept – Remedies for Breach of Contract under The Indian Contract Act. Definition of Contract of Sale of Goods – Essentials of Contract of Sale – Agreement to sell – Distinguish between Sale and Agreement to sell.	7.5
	The Sale of Goods Act,1930.	



MODULE IV	Condition and Warranty – Definition – Concept – Distinguish between Condition and Warranty – Transfer of Property – Rules regarding Transfer of Property – Transfer of Title – Performance of Contract of Sale – Unpaid seller – Definition – Rights of Unpaid Seller	7.5
----------------------	---	-----

Learning Recourses:

Reference Books	1. Elements of Mercantile Law - By N. D. Kapoor – Sultanchand & Sons 2. Indian Contract Act - By Avtar Singh - Eastern Book Company 3. Business Law for Managers - Prof. (cmde) P.K. Goel, Biztantra 4. Business Law - By M.C. Kuchal Vikas Publication
----------------------------	--

Subject:-IT- Applications Tools & Technology in business -II

Course Code: SEC05MGT22	Semester: II
Teaching Scheme: 30 L+ 15 P	Credit: 2
Evaluation Scheme: 40+10=50	ESE Marks: 50

Course Outcome COs:	After completion of the course the students should be able to.....
CO1	Understand Computer based accounting system Income tax and GST Systems
CO2	Understand Computer-based Audit techniques
CO3	Understand and Analyse To make aware of Computer based Business Data Analytics
CO4	Understand and Analyse various types of Systems and ERP Systems

Module	Content	Teaching Hrs
Module 1	Introduction to Accounting and Taxation Packages: Presentation of vouchers, and invoices, Maintenance of inventory records, Maintenance of accounting books and final accounts, and financial report generation. Practical using tally accounting software. Introduction to Government Taxes (ITR, GST, Other Taxes, E-way Bill etc.)	7.5



	and their submission through various tools Like Winman, Taxman etc.	
Module II	Computer-Assisted Audit Techniques Introduction to CAAT Data Analysis and Audit Techniques, Introduction to Idea and Excel as an Audit tool.	7.5
Module III	Introduction to Business Data Analytics Use Need Significance Applications of Business Data Analysis advantage limitation of business data analytics Power –BI and use of power BI For Business Analytics	7.5
Module IV	Introduction to Systems TPS, AOS, MIS, ESS, DSS, GDSS ERP -Introduction to ERP: various business functions and Defining ERP, Origin and Need for an ERP System, Benefits of an ERP System, Reasons for the Growth of ERP Market, Reasons for the Failure of ERP Implementation: Roadmap for successful ERP implementation	7.5

Learning Recourses:

ReferenceBooks	<ol style="list-style-type: none"> 1. Fundamentals of Computer by P.K.Sinha 2. Computer Today – Basundara 3. Computer Application in Business (Himalaya Publication) 4. MS Office BPB Publication 5. IT Infrastructure & Management by Manish Mahajan 6. Information Technology: Peter Zorkosky.(East- West Press) 7. Business Process Reengineering by R. Shrinivasan 8. Enterprise Resource Planning – III Edition, by Alexis Leon / Tata McGraw-Hill 9. The Anatomy of Cloud Computing by CSV Murthy (Himalaya Publication)
-----------------------	--

List of Tutorials:

Sr.No.	Name of Tutorial	Unit No.
1	Assignment on Computer base Accounting Tool	1
2	Assignment on GST and ITR	1
3	Assignment on Computer base Auditing Tool	2
4	Case Study / Role Play Computer base Auditing Tool/	2,3
5	Assignment on Computer base Business Data Analytics	3
6	Case Study / Role Play Computer baseBusiness Data Analytics	3
7	Assignment on ERP	4
8	Case study or Activity on ERP	4

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