

Vivekanand College, Kolhapur (Autonomous)

Department of BBA
Annual Teaching Plan



Academic Year: 2022-23

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)				Module/Unit: I	Sub-units planned
Month: Aug 2022				Introduction to Computer Hardware:	Lectures 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 1.4 Factors influencing on PC performance, Advanced hardware devices Practical Online Activities Presentation and Test on unit 1
Course	Lectures	Practical	Total		
BBA-I	16	4	20		
Month: September 2022				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Introduction to Computer Software	Lectures A 2.1 Software – System and Application Software, Operating system- Functions and types of O.S. A2.2 Computer Languages- Lower level language and Higher level language, compiler and Interpreter, Characteristics of Good Language. A2.3 Introduction to Windows , Basic commands in Windows. Practical Online Activities Presentation and Test on unit 2
BBA-I	16	4	20		
Month: October 2022				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	A)Introduction to MS Office: Word B)Presentation with Power-Point	Lectures A3.1 Word Processing : Introduction to MS Office components, Introduction and working with MS Word , Word basic commands, A3.2 Word: Formatting- text and documents, sorting Tables, introduction to mail-merge B3.1 Power-point basics, creating presentation, working with graphics B3.2 Power-point show time, sound effects and animation effects Practical Online Activities Presentation and Test on unit 3
BBA-I	16	4	20		



Month: November 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total		Lectures
BBA-I	16	4	20	A) Introduction to Information Technology and I.T. as Business Tool B) Strategic use of I.T. in Business	A4.1 Introduction to IT and its development, Impact and Future of IT in Business Organizations. Recent I.T. Trends. A4.2 Overview of the following: 4GL, Image processing, Virtual Reality, Augmented Reality, Machine Learning, Decision Support System, Expert System, Artificial Intelligence, Internet of Things(IOT) B4.1 Introduction to Strategic use of I.T. in Business. B4.2 Information Super Highway Mobile communication system. B4.3 Effective techniques and tools of I.T to enhance business Performance. Practical Online Activities Presentation and Test on unit 4

Month: December 2022				Module/Unit:	Sub-units planned
Course	Lectures	Practical	Total		Various Tests, MCQ, Revision Presentations on Topics and Case Base Learning on Unit1,2,3,4 in Online Form
BBA-I		10	10	Semester-I Final Examination	

BBA-I Sem-II

BBA- II, Sem II, IT Application in Business (Paper-II)					
Month: Feb 2023				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total		Lectures
BBA-I	16	4	20	Computer Network	1.1 Topology Basic idea of Local Area Networks and Wide Area Networks, Intranet and Internet, Basic Requirements for internet connection, 1.2 Internet Access, VOIP, Telnet-mail, Discussion groups, Search tools, Web utilities, Social networking, Practical Online Activities Presentation and Test on unit 1
Month: March 2023				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		Lectures
BBA-I	16	4	20	A)Introduction to Spread Sheets B)Computer Assisted Audit Techniques	A2.1 Working with EXCEL- formatting, functions, chart features, working with graphics in Excel. A2.2 Excel as GST Reporting Tool B2.1 Introduction to CAAT Data Analysis and Audit Techniques B2.2 Introduction to Idea and Excel as Audit tool Practical Online Activities Presentation and Test on unit 2

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Month: April 2023				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Introduction to Accounting and taxation Packages:	Lectures
BBA-I	16	4	20		
Month: May 2023				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Introduction to Business Process Reengineering (BPR)	4.1 Definition, Change in Management effect ,The need for BPR 4.2 Advantages, Constraining Factors, Challenges in BPR , BPR Governance 4.3 BPR Implementation Stages, BPR Total Quality Management, Risk Management 4.4 Organizational Structures, BPR Project Success failure reasons
BBA-I	16	4	20		
Month: June 2023				Module/Unit:	Sub-units planned
Course	Lectures	Practical	Total	Semester-II Final Examination	Various Tests, MCQ, Revision Presentations on Topics and Case Base Learning on Unit 1,2,3,4 in Online Form
BBA-I		10	10		

Pushkar Harshe
Mr. Pushkar Harshe
 Subject Teacher

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

Department of BBA

Annual Teaching Plan



Academic Year: 2022-23

Semester: BBA-II, SEM-III & IV

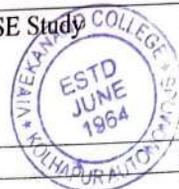
Subject: E-commerce

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

Name of the teacher: Mr. Pushkar Harshe

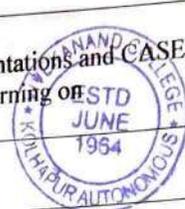
BBA-II Sem-III

BBA-I, Sem III, E-commerce-I					
Month: Aug 2022				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total		Lectures
BBA-II	16	4	20	A) Introduction to E-Commerce and M-Commerce B) Mobile applications and Business strategy C) Ecommerce for outsourcing industry D) Power of e-commerce and M-commerce	<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</p> <p>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, 1e-commerce and M-commerce and its impact on Asian / Global market and Growth opportunity and threats for Indian manufacturer</p> <p>Practical Online Activities Presentation and CASE Study Presentation on unit 1</p>
Month: September 2022				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		Lectures
BBA-II	16	4	20	A) EDI B) Ecommerce planning and policy development	<p>A 2.1 Introduction, Concepts Applications and Limitation of EDI, Advantages and Disadvantages of EDI.</p> <p>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</p> <p>B2.2 Comparing benefits to Costs, Strategies for developing electronic commerce web Sites or apps</p> <p>Defining scope of new altered system ,defining corporate Ecommerce policy , Control of the e-Business Plan</p> <p>Practical</p>



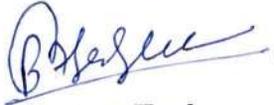
				Online Activities Presentation and CASE Study Presentation on unit 2	
Month: October 2022				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total		Lectures
BBA-II	16	4	20	A) Internet, WWW and web page Basics B) Website	<p>A3.1 Evolution of Internet introduction to various web protocols Domain Names and Internet Organization (.edu, .com, .ac.in, .res.mil, .gov, .net etc.) and deciding proper web domain</p> <p>A3.2 Building Own Website policy and web hosting Reasons for building own website ,Benefits of Website ,Cost, Time, Reach ,Registering a Domain Name ,Web promotion using Target email, Banner Exchange, Shopping Bots popup ,website registration comparative study of hosting plans</p> <p>B3.1 Meaning of Website and Webpage, static, Dynamic web site, importance of website and home page and its features, guidelines for constructing the web page. Basic structure of website</p> <p>Practical Online Activities Presentation and CASE Study Presentation on unit 3</p>
Month: November 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total		Lectures
BBA-II	16	4	20	A) E- Marketing B) E-Finance C) E-Trading D) Functions of ecommerce	<p>A4.1 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>B4.1 Areas of E- Financing, E- Banking, Traditional Banking V/s E- Banking, Operations in E-Banking & net banking core banking system concept. Opportunity and threats in E-finance sector</p> <p>C4.1 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.</p> <p>D4.3 1.Change prices instantly, Monitor inventory in real-time Track location and status of all merchandise Set rules for Web order fraud ,Capture and analyse customer information ,Manage order fulfilment better Get price management reports, Analyse sales across channels, Third-party interface business, VAT / Tax and shipping costs</p> <p>Practical Online Activities Presentation and CASE Study Presentation on unit 4</p>
Month: December 2022				Module/Unit:	Sub-units planned

Course	Lectures	Practical	Total	Semester-I Final Examination BBA-II Sem-IV	Various Tests, MCQ, Revision Presentations and CASE Studies on Topics and Case Base Learning Unit 1,2,3,4 in Online Form
BBA-I		10	10		



BBA- II, Sem IV, Ecommerce-II				Module/Unit: I	Sub-units planned
Month: Feb 2023				A) E-payments B) Concept of payment gateways and digital wallet	Lectures A1.1 Transactions through Internet, Requirements of payment Systems mechanism of credit card, Cyber cash, A1.2 Debit cards, Direct Debit. RTGS Value Exchange System Electronic cash, Smart cards .payment system B1.1 Payment getaway business modules with some cases like paisa pay, PayPal, PayTM, Bill desk etc. Strategic use of payment getaway its requirement need limitation benefits B1.2 Introduction to crypto currency. Threats and problems with existing digital payment system. Payment frauds and precautions. Comparative analysis of digital payment vs. traditional payment systems Practical Online Activities Presentation and CASE Study Presentation on unit 1
Course	Lectures	Practical	Total		
BBA-I	16	4	20		
Month: March 2023				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	A) E-Security B) Legal Issues	Lectures A2.1 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, A2.2 Electronicsignature,accesscontrol, authentication, firewalls and proxy, system security. Authentication Measures Services, Precautions for secure E – commerce. SSL (Secure Socket Layer), HTTP, HTTPS.TLS (Transport Layer Security) B2.1 The IT Act 2000 & its amendments. Legal aspect and need provisions in IT Act social and legal responsibilities of users and service providers B2.2 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 Practical Online Activities Presentation and CASE Study Presentation on unit 2
BBA-I	16	4	20		
Month: April 2023				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	A) E-business Start-ups: - Definition, and DPIIT for new start-up.	Lectures A3.1 Components of e-business Start-ups , Concept Tools , Business Canvas, Study of innovative idea 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 Financial repo generation. Practical using tally accounting software. A3.2 Consumer oriented e-commerce: Tradition. retailing and e-retailing, benefits and key succe
		4	20		

BBA-I	16					<p>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.</p> <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 & 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>Practical Online Activities Presentation and CASE Study Presentation on unit 3</p>
Month: May 2023			Module/Unit: IV		Sub-units planned	
Course	Lectures	Practical	Total			
BBA-I	16	4	20	<p>A)E – commerce in India</p> <p>B)E – Governance in India</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>	
Month: June 2023			Module/Unit:		Sub-units planned	
	Lectures	Practical	Total			
BBA-I		10	10		Various Tests, MCQ, Revision Presentations on Topics and Case Base Learning on Unit 1,2,3,4 in Online Form	
				Semester-II Final Examination		


Mr. Pushkar Harshe
 Subject Teacher


Dr. R. R. Patil
 Co-ordinator



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

Department of BBA
Academic Year: 2022 - 2023

Annual Teaching Plan

Name of the teacher: - Ms. Snehal Ashok Sonule

Programme - BBA Semester- I

Subject: - Marketing Management

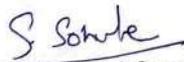
Course Title: -Introduction to Marketing-

Month -August 2022			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 -September 2022			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 - October 2022			Module/Unit: 3	Sub-units planned
Lectures	Practical	Total	Consumer behaviour and CRM	A) Consumer behaviour – meaning and importance of Consumer behaviour, factors affecting consumer behaviours. B) Customer relationship
16		16		



				management Meaning, importance, advantages and disadvantages, E-CRM concept, Consumer Modelling- the economic model, learning model, psychological model.
Month – November 2022			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.


Ms. Snehal Ashok Sonule

Name and Signature of Teacher


Dr. R. R. Patil

Name and Signature of Coordinator

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



Vivekanand College, Kolhapur (Autonomous)

Department of BBA

Annual Teaching Plan

Academic Year: 2022-23

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

Subject: Management

Course Title: Practices In Modern Management



Name of the Teacher: Ms. Pratibha Patil

Sem V. BBA- III Practices In Modern Management - I					
Month: Aug 2022				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Development of Management Thought:	Different approaches to Management, - classical, Rational, Behavioural, Human Relations, contingency & systems approach MBO.
B.A III	16		16		
Month: September 2022				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Contribution of Michael Foster:	Competitive advantage, Cost Leadership, Differentiation - and Focused. Contribution of C. K. Prahalad. - Social Responsibility & BW - Ethics.
BBA III	16		16		
Month: October 2022				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Organization of Environment - Internal & External Environment.	Environmental Analysis, SWOT analysis & applicability of SWOT. Time of Event Management.
BBA III	16		16		
Month: November 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Disaster Management. Management in Future.	Meaning, types of Disaster & Managing disaster Management in future - challenges and tasks, skills needed by Managers in future.
BBA III	16		16		
Month: December 2022				Module/Unit:	Sub-units planned
Course	Lectures	Practical	Total	Semester Examination	
				Semester Examination	
Sem VI. BBA III Practices In Modern Management - II					
Month: Feb 2023				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total		



Month: March 2023				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total		
BBA III	16		16		
Month: April 2023				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total		
BBA III	16		16		
Month: May 2023				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total		
BBA III	16		16		
Month: June 2023				Module/Unit:	Sub-units planned
	Lectures	Practical	Total	Final Examination	

P. Patil
Ms. Pratibha Patil
Subject Teacher

Dr. R. R. Patil
Dr. R. R. Patil
Co-ordinator

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

Department of Economics

Annual Teaching Plan

Academic Year: 2022-23

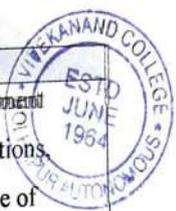
Subject: Economics

Semester: B.Com.- III, Sem-V & VI

Course Title: International Business- I

Name of the teacher: Mr. Ashish Bhasme

Sem V. BBA- III – International Business- I					
Month: Aug 2022				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	International Business	1.1 Meaning and Nature 1.2 Importance of International Business 1.3 Types of International Business 1.4 International Business Approaches
B.A II	16		16		
Month: September 2022				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total	International Business Environment	2.1 Globalization - Meaning, Diverse and Stages in Globalization 2.2 Ricardian Comparative Costs Theory. 2.3 Product life cycle theory 2.3 Role of International Business in Economic Development
B.A II	16		16		
Month: October 2022				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total	International Business Decision	3.1 Modes of Entry, 3.2 Factors Affecting Decision for International Business, 3.3 Tariff and Non-tariff barriers - Trade Blocks. 3.4 Role of International Institutions (WTO, IMF, IBRD, BRICS) in International Business.
B.A II	16		16		
Month: November 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total	Trends in International Trade and Documentation	4.1 Multi-national Corporations - Types, Merits and Demerits. 4.2 Import - Export procedure 4.3 EXIM Documents 4.4 India's Export and Import Policy
B.A II	16		16		
Month: December 2022				Module/Unit:	Sub-units planned
Course	Lectures	Practicals	Total	Semester Examination	
				Semester Examination	
Sem VI. B.Com.- III – Co-operative Development in India					



Month: Feb 2023				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	Finance Aspects of International Business	1.1 International Capital Movement
B.A II	16		16		1.2 Risk in International Operations
					1.3 Introduction to FEMA, Role of ECGC.
					1.4 Objectives of Export Promotion Council
Month: March 2023				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total	Trade Blocks and Business Centers	2.1 Regional Economic Groupings
B.A II	16		16		2.2 European Union
					2.3 SAARC & ASEAN
					2.4 Implication of trade blocks for business
Month: April 2023				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total	International Business in India	3.1 Volume, Direction and Composition
B.A II	16		16		3.2 India's competitive advantage in industries like IT, Textiles, Gem & Jewelry.
					3.3 Balance of Trade and Balance of Payment
					3.4 Disequilibrium in Balance of Payment
Month: May 2023				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total	International Marketing	4.1 Marketing Mix
B.A II	16		16		4.2 Strategies in product life cycle
					4.3 Market Intelligence
					4.4 International marketing Information system
Month: June 2023				Module/Unit:	Sub-units planned
Lectures	Practicals	Total	Final Examination		

Ashish
Mr. Ashish Bhasme
 Subject Teacher

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

Department of BBA
Academic Year: 2022 - 2023



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 - Aug 2022			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 – Sep 2022			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, Direct Marketing - Meaning, Forms of Direct Marketing
16		16		
Month - Oct 2022			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 – Nov 2022			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 Marketing. Objectives, challenges and remedies of agricultural marketing.



Practical – Students will give presentations on each topics

S. Sonule

Ms. Snehal Ashok Sonule

Name and Signature of Teacher

R. R. Patil

Dr. R. R. Patil

Name and Signature of Coordinator

Co-ordinator B B.A
Vivekanand College
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Academic Year: 2022 - 2023



Annual Teaching Plan

Name of the teacher: - Ms. Snehal Ashok Sonule

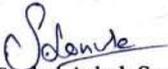
Programme - BBA Semester- III

Subject: - Service marketing

Course Title: -Service marketing

Month - Aug 2022			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 - Sep 2022			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 - Oct 2022			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 - Nov 2022			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

Practical – Students will give presentations on each topics


Ms. Snehal Ashok Sonule

Name and Signature of Teacher


Dr. R. R. Patil

Name and Signature of Coordinator



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

Department of BBA
Academic Year: 2022 - 2023

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 - Aug 2023			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 – Sep 2023			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	Understanding Self and Others Learning – Emotions and moods -	Understanding self and others through Johari Window. Journey of self-discovery. Analysis of <i>strength and weakness</i> . Goal settings to overcome weakness. Principles of 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
16		16		
Month - Oct 2023			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,
Month – Nov 2023			Module/Unit: 4	Sub-units planned



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
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Practical – Students will give presentations on each topic.

S. Sonule

Ms. Snehal Ashok Sonule
Name and Signature of Teacher

R. R. Patil

Name and Signature of Coordinator

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



Vivekanand College, Kolhapur (Autonomous)

Department of BBA
Academic Year: 2022 - 2023



Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- I

Subject: - Financial Accounting - I

Course Title: - Financial Accounting -I

Month - Aug 2022			Module/Unit: 1	Sub-units planned
Lectures	Practical	Total	Introduction to Accounting	a) Meaning, objective and functions of Accounting Book keeping and financial Accounting – uses and users of Accounting Information, BRANCHES OF Accounting concepts and Conventions – Accounting Terms b) B) IND-AS c) AS(Theoretical
16		16		
Month – Sep 2022			Module/Unit: 2	Sub-units planned
Lectures	Practical	Total	A) Financial Accounting Process B) Trial balance	a) 1) Classification of Accounting Transactions and Accounts- Rules of Debit and Credit as Per Double Entry System- 2) Journal Entries- Concept, combined journal entries 3) Ledger concept with problems 4) subsidiary book; types of subsidiary books. b) concept, types of trial
16		16		



				balance, preparation of trial balance
Month - Oct 2022			Module/Unit: 3	Sub-units planned
16		16	Final Accounts	Final Accounts of sole proprietorship Preparation of Trading Account, profit and Loss A/C and Balance Sheet (with Basic Adjustments)
Month - Nov 2022			Module/Unit: 4	Sub-units planned
16		16	Accountsof professionals	Doctor, chartered accountant, receipts and payments, receipt sand expenditure

Practical – solving variety of problems on 2,3,4 modules.

Mr. U.L. Mujawar

Name and Signature of Teacher

Dr. R. R. Patil

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Vivekanand College, Kolhapur (Autonomous)

Department of BBA
Academic Year: 2022 - 2023

Annual Teaching Plan

Name of the teacher: - Mr. U.L.Mujawar

Programme - BBA Semester- V

Subject: - Financial Management - I

Course Title: - Financial Management - I

Month - Aug 2022			Module/Unit: 1	Sub-units planned
Lectur es	Practic al	Tot al	A) Nature of Financial Manage ment: B) Financial Planning :	A) Meaning and Significance, Nature: Finance and related disciplines, Scope: Traditional and Modern approaches, Objectives: Profit maximization versus wealth maximization, Functions of Financial Management: Recurring and non - recurring. B) <i>Meaning, Objectives, Characteristics, Steps, And Types of financial plans, Capitalization: Concept, Theories of capitalization, Over - capitalization and under - capitalization.</i>
16		16		
Month - Sept 2022			Module/Unit: 2	Sub-units planned
Lectur es	Practic al	Tot al	Management of Working Capital:	Meaning and Concept, Importance of adequate working capital, Types of working capital, Determinants of working capital, Computation of working capital (Practical Problems).
16		16		
Month - Oct 2022			Module/Unit: 3	Sub-units planned
Lectur es	Practic al	Tot al	Operating, <i>Financial</i> Leverage and combine Leverage	Meaning, Concept, EBIT & EPS, Measurement of leverages.
16		16		
Month - Nov 2022			Module/Unit: 4	Sub-units planned
Lectur es	Practic al	Tot al	Mutual Funds	Concept, importance, Types of Mutual Funds open ended and close ended-Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Fu nds, Specialty Funds, Index Funds, Exchange-Traded Funds Present position of Mutual Funds in India.
16		16		

Practical – solving variety of problems on 2,3 modules.

Mr. U.L.Mujawar

Name and Signature of Teacher

Dr. R. R. Patil

Name and Signature of Coordinator



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Vivekanand College, Kolhapur (Autonomous)

Department of Economics

Annual Teaching Plan

Academic Year: 2022-23

Subject: Economics

Semester: BBA- I, Sem-I& II

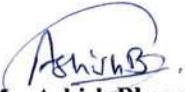
Course Title: BBA.- Business Economics (Micro)-I



Name of the teacher: Mr. Ashish Bhasme

BBA-I, Sem I, Business Economics (Micro)- I					
Month: AUG 22				Module/Unit: I	Sub-units planned
Course	Lectures	Practicals	Total	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 1.4. Business Economics and Business Decisions
BBA-I	16		16		
Month: September 22				Module/Unit: II	Sub-units planned
Course	Lectures	Practicals	Total	Consumer Behavior & Demand Analysis	2.1. Concept of Utility - Law of Diminishing Marginal Utility 2.2. Indifference curve analysis - Properties - consumer's equilibrium. 2.3. Law of Demand - Determinants of demand, Elasticity of demand 2.4. Measurement of Elasticity of demand and its applications
BBA-I	16		16		
Month: October 22				Module/Unit: III	Sub-units planned
Course	Lectures	Practicals	Total	Factor Pricing and Production Function	3.1. Cost and Revenue - Concepts and Curves 3.2. Risk and Uncertainty theory of Profit 3.3. Liquidity Preference theory of Interest 3.4. Production function - Long Run & Short Run Production Function
BBA-I	16		16		
Month: November 22				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total	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
BBA-I	16		16		
Month: December 22				Module/Unit:	Sub-units planned
Course	Lectures	Practicals	Total	Semester Examination	
				Semester Examination	
BBA- II, Sem II, Business Economics (Macro)- II					
Month: Feb 2023				Module/Unit: I	Sub-units planned

Course	Lectures	Practicals	Total		
BBA-I	16		16	Introduction to Macroeconomics	1.1. Meaning and Scope of Macroeconomics 1.2. Circular Flow of National Income Five Sector Model of National Income 1.3. Concepts of National Income - GDP, GNP, NNP, PCI, PI & DI National Income Accounting - Income, Expenditure and Production Method
Month: March 23					Module/Unit: II
BBA-I	16		16	Demand and Supply of Money	2.1. Functions of Money 2.2. Supply of Money - Constraints of Money Supply 2.3. Money Multiplier and High-Power Money 2.4 Demand for Money- Liquidity Preference Theory
Month: April 2023					Module/Unit: III
BBA-I	16		16	Inflation and Business Cycles	3.1. Meaning, types and impact of Inflation 3.2. Causes and remedies for controlling inflation 3.3. Meaning and Phases of business cycles 3.4 Theories of business cycle- Hawtrey's and Schumpeter's theory
Month: May 2023					Module/Unit: IV
BBA-I	16		16	Public Finance	4.1. Meaning and Scope of Public Finance 4.2. Public Budget - Meaning, Types and Components 4.3. Public Revenue - Tax and Non-tax Revenue - 4.4 Public Expenditure & Public Debt - Sources and causes of its increasing trends
Month: June 2023					Module/Unit:
	Lectures	Practicals	Total	Final Examination	


 Mr. Ashish Bhasme
 Subject Teacher


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Department of BBA



Annual Teaching Plan

Academic Year: 2022-23

Subject: LAW

Semester: BBA- III, Sem-V & VI

Course Title: BBA- Business Law

Name of the teacher: Mrs. Jyoti Shete

BBA-III Sem V Business Law					
Month: Aug 2022				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total	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 - Business Law.
BBA-III	16		16		
Month: September 2022				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	The Indian Contract Act-1989/Current Amendment Year-	Definition of Contract- Essentials of Valid Contract - Consideration - Free Consent - Void Contracts - Performance of Contract-Termination and Discharge of Contract- Breach of contract and remedies for Breach of contract
BBA-III	16		16		
Month: October 2022				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	Sale of Goods Act 1930 -	Definition of Contract of Sale of goods -Agreement to sell - Essentials of Contract of Sale - Condition and Warranty -Transfer of Property - Transfer of Title-Performance of Contract of Sale-Unpaid Seller and his rights. Introduction of GST
BBA-III	16		16		
Month: November 2022				Module/Unit: IV	Sub-units planned
Course	Lectures	Practicals	Total	Tax Laws	-Sources of Government revenue- Meaning of Tax- Objectives of Taxes- Classification of Taxes- Tax Laws applicable to Business.
BBA-III	16		16		
Month: December 2022				Module/Unit:	Sub-units planned
Course	Lectures	Practical	Total	Semester Examination	
				Semester Examination	
BBA- III, Sem VI, Business Law					
Month: Feb 2023				Module/Unit: I	Sub-units planned
Course	Lectures	Practical	Total	Indian Companies Act 2013	Definition and Characteristics of Company -

BBA-III	16		16		Classification of Company - LLP - Procedure of Incorporation - Memorandum of Association - Articles of Association - Prospectus - Share Capital - Management of Companies - Qualifications - Appointments - Removal of directors - Company Meetings - Winding up of a Company.
Month: March 2023				Module/Unit: II	Sub-units planned
Course	Lectures	Practical	Total	Negotiable Instrument Act 1881	Definition - Features of Negotiable Instruments - Types of Negotiable Instruments - Holder and Holder in due Course - Negotiation - Assignment - Endorsement of Negotiable Instrument - Crossing of Cheque - its Kind - Dishonor and Discharge of Negotiable Instruments.
BBA-III	16		16		
Month: April 2023				Module/Unit: III	Sub-units planned
Course	Lectures	Practical	Total	The Consumer Protection Act 1986 -	The Consumer Protection Act 1986 - Definitions - Consumer - Service - Complaint - Complainant - Fair and Unfair Trade - Purchases - Consumer dispute - Consumer's dispute redressal agencies. Unfair Trade Practices - 2019
BBA-III	16		16		
Month: May 2023				Module/Unit: IV	Sub-units planned
Course	Lectures	Practical	Total	Intellectual Property Rights and Right to Information Act -	Intellectual Property Rights and Right to Information Act - Intellectual Property Rights - Trade Marks - Patents - Copy Rights - Industrial Design (Only Concepts) Right to Information Act - Nature and Scope - Right to Information Act.
BBA-III	16		16		
Month: June 2023				Module/Unit:	Sub-units planned
	Lectures	Practical	Total	Final Examination	


Mrs.
Subject Teacher


Dr. R. R. Patil
Co-ordinator

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