Sant Gadge Baba Amravati University Amravati

Faculty of Commerce and Management

Scheme of teaching, learning & Examination leading to the Degree Bachelor of Business Administration

Three years- Six Semesters or Four Years- Eight Semesters (Honors / Honours with Research) Degree Programme - NEP-2020

Faculty of Commerce & Management

As Per Uniform Structure Direction No-24/2026 Dated 22-04-2026

NEW National Education Policy (NEP) -2026-27

Syllabus

Three Years- Six Semesters / Four Years- Eight Semesters
Bachelor's Degree Programme
Teaching, Learning & Evaluation Scheme for the Degree of Bachelor of Business Administration with the

Major Discipline/Subject- Marketing and Human Resource

&

Minor with Finance & Business Analytics

(Major, Major Elective, Minor, VSC, SEC, VEC, AEC,IP, FP, AI & GOE Basket)

SEMESTER - I to VI - Level 4.5 to 5.5

Effective from Academic Year 2026-27

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Program Objectives

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. Learner to imagine their role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.
3. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
4. To nurture an ability to articulate a business environment with clarity and mindfulness.
5. Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
6. To conduct and demonstrate professional and ethical behaviour.
7. To develop as an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
8. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
9. To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

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Specific Outcome

At the end of First Year: Under Graduate Certificate in Business Administration

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment.
4. To identify a problem with the help of data and logical thinking.

At the end of Second Year: Under Graduate Diploma in Business Administration

1. To describe the theoretical domain knowledge along with the managerial skills.
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct.
4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

At the end of Third Year: Bachelor in Business Administration (BBA)

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management.
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behaviour.

At the fourth Year: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.

Table 2: Credit distribution

Vertical	Vertical Type	Credit Distribution							Total Credits	Grand Total
		I	II		III	IV	V	VI		
	(i) Three-year UG Degree Programme (Level 4.5.to 5.5)									
A	Major	4	4	Major	6	8	8	8	38	48
	(DSC) 60-64			IKS	2				2	
	(Minimum 50% of Total Credits)			Elective	0	0	4	4	8	
B	Minor (from same faculty of DSC) 18-24	4	4		4	4	4	4	24	24
C	Generic/ Open Elective Courses (OE) (faculty wise Basket Other than faculty of Major/Minor Subject) 10-12	4	4		2	2	0	0	12	12
D	(i)Vocational Skill Courses (VSEC) corresponding to Major /Minor (Skill based/ Advance Practical wherever applicable) 8-10	0	2		2	2	2	2	10	16
	(ii) Skill Enhancement Courses - SEC (Basket of skill courses approved by the University) 6	2	2		0	0	2	0	6	
E	(i)Ability Enhancement Courses (AEC)- Focus: Linguistic & Communication Skills (Eng.+ Modern Indian Language) 8	1+1	1+1		1+1	1+1	0	0	8	14
	(ii)Indian Knowledge System (IKS) 2 (Generic)	2	0		0	0	0	0	2	
	(iii)Value Education Courses (VEC) Understanding India, EVS, Digital & Technological Solution. 4	2	2		0	0	0	0	4	
F	(i) Internships/ Apprenticeship corresponding to Major 8 OJT	0	0		0	0	0	4	4	18
	(ii)Field Projects/Community Engagement & Service(CEP) corresponding to Major 4-6	0	0		2	2	2	0	6	
	(iii) Co-curricular courses (CC) (health & wellness, yoga education, sports, fitness, cultural activities, NSS/NCC & Fine/ Applied/ Visual/ Performing Arts 8	2	2		2	2	0	0	8	
	Total Credits	22	22		22	22	22	22	132	132

(ii) Four-year UG Degree programme (Level 6.0) Honors Degree in Major or Minor

Vertical Type			Semester VII	Semester VIII	
Major (Offered at Three-year UG Programme)	Mandatory		12-14 (2*4+2*2 or 3*4+2)	12-14 (2*4+2*2 or 3*4+2)	28
	Elective		4	4	8

	Research Methodology (RM)			4	0	4
	On the Job Training (OJT)			0	4	4
	Total			22	22	44
	Cumulative			176		
				(132+44)		
	(ii) Four-year UG Degree Programme (Level 6.0) B.Honors with Research Degree in Major or Minor					
	Vertical Type			Semester VII	Semester VIII	
	Major (Offered at Three-year UG Programme)	Mandatory		8-10 (2*4+2 or 2*4)	8-10 (2*4+2 or 2*4)	20
		Elective		4	4	8
	Research Methodology (RM)			4	0	4
	Research Project (RP)			4	8	12
	Total			22	22	44
	Cumulative			(132+44) 176		

Abbreviations: Generic/ Open Electives (GE/OE); Vocational Skill and Skill Enhancement Courses (VSEC); Vocational Skill Courses (VSC); Skill Enhancement Courses (SEC); Ability Enhancement Courses (AEC); Indian Knowledge System (IKS); Value Education Courses (VEC); On the Job Training (OJT): Internship/ Apprenticeship (INT/APP); Field projects (FP); Community Engagement and Service (CEP); Co-curricular Courses (CC); Research Methodology (RM); Research Project (RP); MIL: Modern Indian Language

The student has to finalize his choice of selecting one subject as a Major and another as a Minor at the entry point i.e.at the time seeking admission to UG Program. However, in exceptional situation, depending upon the availability of seats he may convert his major into minor and vice-versa at the time of confirmation of admission to Semester III. From this point onwards the Major & Minor so finalized shall remain same till the end Sixth Semester.

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(BBA Part- I) Semester- I

Semester-1								
Mode of Teaching	**Vertical No.**	**The Vertical**	**Type of Course**	**Course Code**	**Course Name**	**Credit**	**Workload**	**Vertical Workload**
Classrooms Teaching/ Outdoor/ Field	a/b	Major/ Minor	Theory 1	500100	Principles of Business Management	2	2	8
			Theory 2	500101	Commercial Law	2	2	
			Theory 3	500102	Principles of Economics	2	2	
			Theory 4	500103	Basics of Accounting	2	2	
	c	Generic/Open Elective *(Any two papers of other than faculty basket) (2x2 Credits=4 Credits)*	Theory 1	500104	Introduction of Share Market	2	2	4
			Theory 2	500105	Introduction to Accounting	2	2	
	d	VSC	Theory 1	--	--	-	-	-
		SEC	Practical	500106	ICT Tools for Business	2	4× No of Batches	4
	e	AEC	Demonstrative	500107	Business Communication	1	2× No of Batches	2× No of Batches
		AEC	Demonstrative	500108	Soft Skills	1	2× No of Batches	2× No of Batches
		IKS (Generic)	Theory	500109	Indian Knowledge System	2	2	2
		VEC	Theory	500110	Environmental Science and Sustainability	2	2	2
	F	CC	Outdoor	--	--	2	2	2
		Total			--	22	26*	26*

***In vertical 'd' SEC & vertical 'e' AEC workload will be counted according to number of batches admitted hence total workload will increase.**

Sant Gadge Baba Amravati University Amravati

Faculty of Commerce and Management

Scheme of teaching, learning & Examination leading to the Degree Bachelor of Business Administration

Three years- Six Semesters or Four Years- Eight Semesters (Honors / Honours with Research) Degree Course- NEP-2020

(BBA Part- I) Semester- II

Semester-II								
Mode of Teaching	**Vertical No.**	**The Vertical**	**Type of Course**	**Course Code**	**Course Name**	**Credit**	**Workload**	**Vertical Workload**
Classrooms Teaching/ Outdoor/ Field	a/b	Major/ Minor	Theory 5	500200	Organizational Behavior	2	2	8
			Theory 6	500201	Marketing Management	2	2	
			Theory 7	500202	Introduction to Financial Management	2	2	
			Theory 8	500203	Financial Accounting	2	2	
	c	Generic/Open Elective *(Any two papers of other than faculty) basket)* *(2x2 Credits=4 Credits)*	Theory 3	500204	Basics of Economics	2	2	4
			Theory 4	500205	Entrepreneurship Development	2	2	
	d	VSC	Practical -1	500206	Accounting with Tally	2	4× No of Batches	8× No of Batches
		SEC	Practical-	500207	Leadership & Conflict Management	2	4× No of Batches	
	e	AEC	Demonstrative	500208	Business Mathematics	1	2× No of Batches	2× No of Batches
		AEC	Demonstrative	500209	Business Statistics	1	2× No of Batches	2× No of Batches
		VEC	Theory	500210	Basics of Business Ethics	2	2	2
	f	CC	Outdoor	--	--	2	4	4
		Total	--	--	--	22	30*	30*

***In vertical 'd' SEC, VSC & vertical 'e' AEC workload will be counted according to number of batches admitted hence total workload will increase.**

Sant Gadge Baba Amravati University, Amravati

Faculty: Commerce and Management

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Bachelor of Business Administration- II Year Semester- III

Mode of Teaching	Vertical No.	The Vertical	Type of Course	Course Code	Course Name	Credits	Workload of Periods	Vertical Workload
Classroom Teaching/Outdoor/Field	a	Major	Theory 9	502300	Human Resource Management	2	2	6
			Theory 10	502301	Consumer Behavior	2	2	
			Theory 11	502302	Business Environment	2	2	
		IKS (Major Specific)	Theory	502303	Traditional Indian Craft & Marketing	2	2	2
	B	Minor	Theory 1	502304	Introduction to Human Resource Management	2	2	4
			Theory 2	502305	Dynamics of Consumer Behavior	2	2	
	c	Generic/Open Elective Course	Theory 5	502306	Basics of Media Literacy and Critical Thinking	2	2	2
	d	VSC	Practical-II	502307	Management Information System	2	4 x No. of Batches	4× **No of Batches**
	e	AEC	Demonstrative	502308	Essential Life Skills for 21st Century	2	4 x No. of Batches	4 x No. of Batches
	f	FP/CES	Practical-I	502309	Field Project / Community Engagement & Services	2	4	4
		CC	Outdoor			2	4	4
		Total				22	30*	30*

***In vertical 'd' VSC & vertical 'e' AEC workload will be counted according to number of batches hence total workload will increase.**

Subject Code 34L00INC Disaster Management and preparedness is Non credit mandatory course as per course as per AICTE Recommendation letter dated 12/11/2025 for second year.

Note : 1)Students who choose Marketing and Human Resource as their major subject will have to select Finance and Business Analytics as their minor subject.

2) Students who choose Finance and Business Analytics as their major subject will have to select Marketing and Human Resource as their minor subject.

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Three years- Six Semesters or Four Years- Eight Semesters (Honors / Honours with Research)

Bachelor of Business Administration- II Year Semester- IV

Mode of Teaching	Vertical No.	The Vertical	Type of Course	Course Code	Course Name	Credits	Workload	Vertical Workload
Classroom Teaching/Outdoor /Field	a	Major	Theory 12	502400	Business Research Methodology	2	2	**8**
			Theory 13	502401	Operation Management & Industrial Relations	2	2	
			Theory 14	502402	Sales Management	2	2	
			Theory 15	502403	Entrepreneurship & Startup	2	2	
	b	Minor	Theory 3	502404	Business Research Development	2	2	4
			Theory 4	502405	Operation Management	2	2	
	c	Generic/Open Elective Course	Theory 6	502406	Introduction to Consumer Protection Act- 2019	2	2	2
	d	VSC	Practical -III	502407	Design Thinking and Innovation	2	4 x No. of Batches	4× **No of Batches**
		SEC	Practical -III		NA	NA	NA	
	e	AEC	Demonstrative	502408	Virtual Communication	2	4 x No. of Batches	4 x No. of Batches
	f	FP/CES	Practical- II	502409	Field Project / Community Engagement and Service	2	4	8
		CC	Outdoor			2	4	
		Total				**22**	**30***	**30***

***In vertical 'd' VSC & vertical 'e' AEC workload counted according to number of batches admitted due to that total workload will be increase.**

Sant Gadge Baba Amravati University, Amravati

Faculty: Commerce and Management

Teaching Learning Scheme: For Degree of Bachelor of Business Administration with Major in Marketing and Human Resource and Minor in Finance and Business Analytics

Three years- Six Semesters or Four Years- Eight Semesters (Honors / Honours with Research)

Bachelor of Business Administration- III Year Semester- V

Mode of Teaching	Vertical No.	The Vertical	Type of Course	Course Code	Course Name	Credits	Workload	Vertical Workload
Class room Teaching/Outdoor /Field	a	Major	Theory 16	502500	Digital Marketing	2	2	08
			Theory 17	502501	Training & Development	2	2	
			Theory 18	502502	Stress Management	2	2	
			Theory 19	502503	Advertising and Sales Promotion Management	2	2	
		Major (Elective) Any one Group	Group A	502504 502505	1) Supply Chain Management 2) Team Building & Leadership	2 2	2 2	04
			Group B	502506 502507	1) Strategic Management 2) Event Management	2 2	2 2	
	b	Minor	Theory 5	502508	E- Marketing	2	2	04
			Theory 6	502509	Managing Stress	2	2	
	c	Generic/Open Elective	NA		NA	NA	NA	NA
			NA		NA	NA	NA	NA
	d	VSC	Practical-IV	502510	HR Analytics	2	4x No of batches	08 x No. of batches
		SEC	Practical- V	502511	Advance Excel	2	4x No of batches	
	e	AEC	NA			NA	NA	NA
	f	FP/CES	Project	502512	Summer Internship Project Report	2	4	04
		Total				**22**	**28***	**28***

*****In vertical 'd' VSC, SEC workload will be counted according to number of batches hence total workload will increase.

Note: As per Notification no. 241/2025 dated 24-12-2025 Subject **'Fundamental of Artificial Intelligence'** is added in Semester- V from the Academic Session 2026-2027 on wards addition to the above mentioned verticals. Question paper shall be set and evaluated by the college/ Department.

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Bachelor of Business Administration- III Year Semester- VI

Mode of Teaching	Vertical No.	The Vertical	Type of Course	Course Code	Course Name	Credits	Work load	Vertical Workload
Classroom Teaching/Outdoor/ Field	a	Major	Theory 20	502600	Service Marketing	2	2	**08**
			Theory 21	502601	Change Management & Organizational Development	2	2	
			Theory 22	502602	International Business	2	2	
			Theory 23	502603	Compensation Management	2	2	
		Major (Elective) Any one Group	Group A	502604	Retail Marketing	2	2	**04**
				502605	Industrial Law	2	2	
			Group B	502606	Rural Marketing	2	2	
				502607	HRD System and Strategies	2	2	
	b	Minor	Theory 7	502608	Organizational Change Management	2	2	**04**
			Theory 8	502609	Retail Merchandising	2	2	
	c	Generic / Open Elective	NA		NA	NA	NA	**NA**
	d	VSC	Practical-VI	502610	Market Analytics	2	4 x No. of batches	**04** x No. of batches
		SEC	NA	NA	NA	NA	NA	NA
	e	AEC	NA	NA	NA	NA	NA	NA
	f	Internship/Apprenticeship	OJT	502611	Internship/Apprenticeship	4	8	**08**
		FP/CES	NA	NA	NA	NA	NA	**NA**
		Total				**22**	**28***	**28***

*In vertical ‘d’ VSC workload will be counted according to number of batches hence total workload will increase.

B. B. A. I (NEP-2020) **(Semester-I)**
Vertical – Major/Minor
Subject Code: 500100

Subject Title: Principles of Business Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	I	500100	Principles of Business Management	2	30	2 Hours	50

Course Outcome: Students completing this course on the Principles of Business Management will be able to:
1. Understand the fundamental concepts and principles of business management.
2. Analyze management functions (planning, organizing, leading, controlling) & also develop critical thinking, problem-solving, and decision-making skills.
3. Analyze management functions (staffing, organizing, leading, controlling).
4. Develop critical thinking, leadership, and motivational skills and control.

Unit	Contents	Teaching Hours
1	-Definition, scope, and importance of management Evolution of management thought, - Principles of Management , Management functions (POSDCORB) -Management Principles given by Henry Fayol (Modern Management), -Scientific Management given by Taylor	8
2	-Planning: types of plans (strategic, tactical, operational), features of planning, advantages and constraints of planning. -Essentials of Good Plans, steps of planning -Decision making: concept, definition, characteristics of decision making, -Advantages of decision making steps in decision making	8
3	-Organizing: Meaning, Characteristics of organization, the importance of organizing, -Principles of organizing, the process of organizing, -Staffing: Meaning, Definition, and Advantages of staffing; -Purpose of staffing; Process of staffing; Functions of staffing.	7
4	-Directing: definition, nature, characteristics, importance of directing, -advantages of directing, disadvantages/ limitations of directing, principles of directing. Controlling: objectives, , characteristics, importance of controlling, advantages, Control process, Controlling techniques (budgeting, return on investment)	7

Total 50 marks Division :-
- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. "Principles of Management" by Harold Koontz and Heinz Weihrich
2. "Management: A Practical Approach" by David A. Buchanan and Andrzej Huczynski
3. Principles of Business Management by Dr. Nita Honrao & Dr. Shaila Nibjiya, Sai Jyoti Publication
4. "Business Management" by Richard L. Daft
5. Ramaswamy. (2010): Principles of Management, Himalaya Publishing House, Mumbai.
6. Principles of Business Management. Dr. Anil Kumar Rathod, Dr. Pravin Deshmukh & Dr. Dinesh Nichit, Anuradha Publication, Nagpur.
7. Prasad, L.M. (2019): Principles & Practice of Management, Sultan Chand & Sons, New Delhi.

B. B. A. I (NEP) (Semester-I)
Vertical – Major/Minor
Subject Code: 500101
Subject Title: Commercial Law

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	I	500101	Commercial Law	2	30	2 Hours	50

Course Outcome: Students completing this course on Commercial Law will be able to:
1) Define, distinguish, and apply the basic concepts, essentials and terminology of the Law of Contract.
2) Identify the performance of the contract and the appropriation of payment of quasi-contract, e-contract, and modes of discharge of the contract.
3) Learn about the various remedies available in case of breach of contract.
4) 1) Gain a comprehensive understanding of the fundamental concepts and terminology of indemnity, guarantee, bailment, pledge, and agency, and learn how to differentiate and utilize them effectively.
5) Acquire knowledge about establishing different types of agencies and the nuances associated with each type.

Unit	Contents	Teaching Hours
1	Basic Introduction to Law, Law of Contract, Essential Elements of a Contract, Formation of a Valid Contract, definition of contract & agreement. Difference between agreement and contract. Offer & Acceptance: Essentials, Communication of proposal and acceptance, Revocation of offer and acceptance, and its communication. Classification of Contract Capacity of parties to contract, free consent, Consideration and its exceptions	8
2	Legality of Object & Consideration, Void Agreements, Contingent Contract, Quasi Contract and E- Contracts Performance of Contract and Appropriation of Payments, Modes of Discharge of Contract, Breach of Contract – Consequences & Remedies.	7
3	Law of Indemnity - Introduction: Law of Indemnity, Definition-Essentials, Rights of indemnity holder, Rights of indemnifier. Contract of Guarantee, definition,. Consideration in a contract of guarantee, Essentials of contract of Guarantee, Distinguish Between Continuing guarantee and Specific Guarantee, Revocation of Continuing guarantee, when surety is not discharged? Exceptions- Invalid guarantees, Rights of surety, Law as to co-sureties, Right of surety against the co-surety.	7
4	Bailment, Definition, Essentials, Kinds of Bailments, Rights, Duties, and Liability of Bailor, Rights, Duties, and Liability of a Bailee, Lien-General Lien, Particular or Specific lien,. Finder of Goods, Pledge: Definition, Essentials, Pledge, and Lien, Rights of a Pawnee, Liabilities of a Pawnee Rights of Pawnor, Pledge by persons other than the true owner. Agency - Appointment of Agent, Test of Agency, Creation of Agency, Ratification, Rules governing ratification. Classification of Agents, sub-agent, Relationship between Principal and agent, and sub-agent. Agent's authority, Implied authority, Effect of agents' authority. Revocation and renunciation of the agent's authority, Rights, duties, and liabilities of the Principal and agents. Termination or determination of agency. Effect of termination.	8

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT

i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

- Business Law for Management Vol. I, K. R. Bulhandani, Himalaya Publishing House
- Mercantile law: M C Shukla S.Chand and Company Limited, New Delhi
- Business Regulatory and Framework- Sai Jyoti Publication, Nagpur- Dr. S. R. Raghuwanshi, Dr. A. S. Khandekar, Dr. V. W. Jaswante, Dr. R. O. Oza.
- Business Law P. C. Tulsian Tata Mc-Graw Hill Publishing Company Limited, New Delhi
- Commercial Law , Dr. Shaila Nibjiya, Sai Jyoti Publication
- Business Law: P. Sarvanavel S. Senthil & S.Balakumar, Himalaya Publishing House, New Delhi
- Business Law: C. L. Bansal, Taxman's, New Delhi
- Indian Contact Act. & Sales of Goods Act: P. Sarvenavel, S. Sumathi, Himalaya Publishing House, New Delhi.
- Mercantile Law: N.D.Kapoor, Sultan Chand & Sons Educational Publishing. New Delhi.
- Business Regulatory Framework: Dr. Ashish P. Mohata Sai Jyoti Publication.

BBA I (NEP-2020) **(Semester-I)**
Vertical: Major/Minor
Subject Code: 500102
Subject Title: Principles of Economics

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	I	500102	Principles of Economics	2	30	2 Hrs	50

Course Outcomes:

1. Application of Micro & Macroeconomics Concepts
2. Application of Utility & Indifference Curve Analysis
3. Application of Demand Pattern
4. Application of Supply and Production Pattern

Unit	Content	No. Of Periods
I	Basic Concepts: **-** 1.1 Definitions of Economics: Adam Smith, Marshall 1.2 Definition of Economics: Robbins, J.K. Mehta 1.3 Micro Economics-Meaning, Scope, Merits & Demerits, Importance. 1.4 Macro Economics-Meaning, Scope, Merits & Demerits, Importance. 1.5 Basic Problems in Economics	7
II	Utility Analysis: - 2.1 Meaning and Definition of Utility. 2.2 Marginal Diminishing Utility Theory. 2.3 Equi Marginal Utility Theory. 2.4 Indifference Curve: Meaning. Definition & Rate of Marginal Substitute. (MRS) 2.5 Characteristics of Indifference Curve.	8
III	Demand Analysis: - 3.1 Demand: Meaning. Definition, Change in Demand. 3.2Law of Demand & its Exceptions. 3.3 Concept and Types of Elasticity of Demand 3.4 Measurements of Elasticity of Demand 3.5 Determinants and Importance of Elasticity of Demand	7
IV	Supply Analysis & Production Function: - 4.1 Supply: Meaning, Definition, Change in Supply. 4.2 Law of Supply & its Exceptions 4.3 Law of Variable Proportion. 4.4 ISO quants: Concept & Characteristics. 4.5 Internal & External Economies & Diseconomies.	8

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

BOOKS RECOMMENDED:

1. Ahuja H.L.: Business Economics: S. Chand & Co. New Delhi.
2. Business Economics: Dr. G.N. Zamare Pimplapure& Co, publisher, Nagpur
3. K.P.M. Sundaram: Micro Economics ó S. Chand and Sons. E.N. Sundaram.
4. Principal of Economic: Dr.Nita Honaro & Ritesh Chandak. Aditya Publication, Amravati.
5. M. L. Jhingam: Micro Economics Theory, Konark Publishers, Delhi
6. MisraPuri: Economics of Growth and Development ó Himalaya, Bombay
7. Business Economics: Dr. Sudhir Bodhankar, Dr. MedhaKanetkar, Shri. Sainath Prakashan, Nagpur

BBA I (NEP-2020) **(Semester-I)**
Vertical: Major/Minor
Subject Code: 500103
Subject Title: Basics of Accounting

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	I	500103	Basics of Accounting	2	30	2 Hrs.	50

Course Outcomes:

On having completed this course student should be able to:

1. Identify the application of various principles and practice of Accounting in preparation of accounting
2. Demonstrate the knowledge on the process of accounting cycle.
3. Apply the knowledge of systematic maintenance of books of accounts to real life business.
4. Estimate Annual Financial Statements of Sole proprietorship.

Course Content

Unit	Content	No. of Periods
Unit 1	**Introduction to Accounting, Accounting system and Process:** Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Accounting standards in India Classification of capital and revenue- expenditure and income Process of Accounting Fundamental rules of Accounting, Accounting equation of Assets equals Capital and Liabilities,	8
Unit II	**Recording transactions and Trial balance:** Journal Entries with GST transactions, Preparing Ledgers, Preparing the Trial balance	7
Unit III	**Subsidiary Books** Cash Book (Single, Colum Cash Book) Purchase book Sale Book, Purchase Return Book, Sales Return Book, Rectification of Error.(Without Suspense Account)	7
Unit IV	**Final Accounts:** Preparation of Final Accounts of Sole Trading Concerns Trading and Profit and Loss account Balance Sheet Importance of disclosures in final accounts	8

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:-

1. Dr. Sehgal Ashok & Dr. Sehgal Deepak: Fundamentals of Accounting. Taxmann Allied Services P. Ltd., New-Delhi
2. Gupta, R. L&Radhaswamy, M: Financial Accounting. Sultanchand and Sons, New Delhi.
3. Monga J. R. Ahuja Girish & Sehgal Ashok: Financial Accounting: Mayur Paper Back, Noida Shukla, M. C., Grewal T S. & Gupta, S. C.: Advanced Accounts; S. Chand & Co.New Delhi. 4. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi.
5. Ashok Banerjee: Financial Accounting; Excel Books, New Delhi-110028.
6. N. Vinayakam, P.L. Mani, K.L. Nagarajan: Principles of Accountancy; Eurasia Publishing House (Pvt.) Ltd.
7. R.R. Gupta: Advanced Accountancy, Kalyani publishers, New Delhi 8. Jain, Narang: Advanced Accountancy.
9. Maheshwari S. N. & Maheshwari S. K. An Introduction to Accountancy, Vikash Publishing House Pvt. Ltd. New Delhi
10. Basic of Accounting Dr.Sachin Bothara and Dr. Girish Daga, Aditya Publication.

BBA I (NEP) (Semester-I)
Vertical C: Generic Open Elective
Subject Code: 500104
Subject Title: Introduction to Share Market

Level	Semester	Course code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	**I**	**500104**	**Introduction to Share Market**	**2**	**30**	**2 Hrs**	**50**

Course outcomes:

By the end of this course, students will be able to-

1) Understand the basic terms of share market
2) Gain the knowledge of the basic functioning of share market.
3) Understand the regulation of share market
4) Understand the concepts of primary and secondary market.

Unit	Contents	Teaching Hrs.
Unit-I	**Saving & Investment:** Concept, meaning of liquidity, returns & risk; Conceptual ratio of liquidity, returns & risk; Investment strategies, Investment & portfolio management.	08
Unit- II	**Capital Market:** Concept, Features, Nature and Objectives of Capital Market, Functions and Importance of capital market, SEBI- organizational structure, Powers and Responsibilities and Role of SEBI in Money and Capital market, Primary market vs Secondary market.	08
Unit-III	**Stock Exchange in India –** Concept & Types of Shares & Bonds, Initial Public Offering (IPO), Offer for sale (OFS). Role & work of BSE, NSE, MCX, Indices in Indian market (Sensex, Nifty50, Nifty Bank, Nifty midcap 100, Nifty small cap).	08
Unit- IV	**Demat & Depositary:** Concept of demat account, Concept of depositary, functioning of Depositaries, Meaning & role of NSDL & CDSL, Difference between NSDL & CDSL.	06

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

BOOKS RECOMMENDED:

1.INVESTING IN STOCK MARKETS - SHIV DAS, PUBLICATION: SHIV DAS & SONS
2. INDIAN SHARE MARKET FOR BEGINNERS: INDIAN STOCK MARKET BASICS – VIPIN KATS, PUBLICATION: CINNAMONTEAL PUBLISHER
3. HOW CAN MAKE MONEY TRADING WITH CHARTS –ASHWANI GUJRAL, PUBLICATION: VISION BOOKS

BBA. I (NEP) (Semester-I)
Vertical C: Generic Open Elective
Subject Code: 500105
Subject Title: Introduction to Accounting

Level	Semester	Course code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	**I**	500105	**Introduction to Accounting**	**2**	**30**	**2 Hrs**	**50**

Course Outcomes:

Upon completion this course, the students will able to:

- Grasp Accounting Fundamentals, understand the history and evolution of accounting, key concepts, and conventions, define accounts, differentiate accounting users, compare single and double entry systems and apply the Golden Rules of Accounting.
- Master the Accounting Cycle, describe the accounting cycle, define and analyze journals and ledgers, explain subsidiary books, construct and interpret Trial Balances and correct common accounting errors theoretically.
- Understand Accounting Elements, define and classify assets, explain asset valuation, liabilities and equity, identify loan sources and differentiate between income and expenditures.
- Prepare Final Statements, explain the theory and format of Manufacturing, Trading, Profit and Loss Accounts, calculate Gross Profit, Net Profit, Net Profit before tax and Net profit after tax.

Unit	Contents	Teaching Hours
Unit- I	1.1 Accounting History 1.2 Concepts and Conventions 1.3 Definition of Accounts, Accounting Users 1.4 Accounting system: Meaning of Single Entry System and Double Entry System, Advantages of Double Entry system 1.5 Golden Rules of Accounting	8
Unit- II	2.1 Accounting Cycle: Definition of Journal, Types of Journal, Ledger; Meaning and Proforma of Journal and Ledger 2.2 Subsidiary books: meaning and proforma 2.3 Trial balance: objectives, methods and proforma 2.4 Meaning of Error of Omission, Error of Commission, Errors of Principles and Compensatory Errors.	7
Unit- III	3.1 Accounting Terms: Assets: Definition of Assets, Characteristics, Objective of Assets Valuation 3.2 Type of Assets: Fixed Assets, Current Assets, Financial Investments, Intangible Assets 3.3 Liabilities: Nature, Measurement of Liabilities 3.3.1 Classification of Liabilities: Current Liabilities, Long-term Liabilities, Short-term Liabilities and Contingent Liabilities 3.4 Equity: Share Capital, Types of Share Capital 3.5 Loans: Sources of Secured Loan, Sources of Unsecured Loans 3.6 Income: Direct Income, Indirect Income 3.7 Expenditures: Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure	8
Unit- IV	Final Statement: Manufacturing Account, Trading Account, Profit and Loss Account, Gross Profit, Net Profit, Net Profit Before Tax, Net Profit After Tax (theory and proforma)	7

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:-

1.Dr. Sehgal Ashok & Dr. Sehgal Deepak: Fundamentals of Accounting. Taxmann Allied Services P. Ltd., New-Delhi
2.Gupta, R. L&Radhaswamy, M: Financial Accounting. Sultanchand and Sons, New Delhi.
3.Monga J. R. Ahuja Girish & Sehgal Ashok: Financial Accounting: Mayur Paper Back, Noida
4.Shukla, M. C., Grewal T S. & Gupta, S. C.: Advanced Accounts; S. Chand & Co.New Delhi
5. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi. Ashok Banerjee: Financial Accounting; Excel Books, New Delhi-110028
6. Basic of Accounting Dr.Sachin Bothara and Dr. Girish Daga, Aditya Publication.

B. B. A. I (NEP-2020) **(Semester-I)**
Vertical: SEC
Subject Code: 500106
Subject Title: ICT Tools for Business

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	I	500106	ICT Tools for Business	2	60	2 Hrs	50

Course Outcome: Students completing this course on the Business Plan using ICT will be able to:
1. Understand the concepts of business planning and its importance.
2. Learn to create a comprehensive business plan using ICT tools.
3. Develop skills in market research, financial analysis, and strategy formulation.
4. Apply ICT tools to enhance business planning and decision-making

Unit	Contents	Teaching Hours
1	Business Plan using ICT:- 1.1 Definition, Objective, Content, Importance, uses 1.2 Use of ICTs in business planning. 1.3 Types of Business plan (Start Up, Expansion , Feasibility) 1.4 Business planning process (steps for business planning)	14
2	2.1 Word Processing (MS-word 2016 & higher) :- Ribbon , tabs, template, tables Alignments, text and paragraph, format, line spacing , 2.2 Working with documents, editing documents, Spell heck & grammar, saving and printing the documents. 2.3 Formation of report on Business Plans in Ms-word.	16
3	3.1 Introduction of spreadsheet (Ms Excel 2016 & higher):- Concept, components of spreadsheet windows, sheet tabs, find, sort & replace 3.2 Working in worksheet: - Data entry, Alignment of data, inserting & deleting cell, row and column. Linking two or more sheets, saving and printing of sheets 3.3 Working with excel functions [SUM, AVERAGE, MAXIMUM, MINIMUM, ROUND UP, IF, PMT, FV, COUNT, COUNTA] 3.4 Preparation of financial reports for Business Planning using Ms Excel.	14
4	4.1 ICT tools for Business planning (basic information):- Business planning software (Live plan, BizPlan Builder), Online market research tools (Google trends, social media, Google sheets) 4.2 Specimens of Business Plan	16

List of Practical's:
1. Creating a Blank or New existing Template and Inserting/editing Text, Copying and Moving Text using with the Clipboard
2. Formatting Text, including Font Size & Font color of the content of Paragraph
3. Using Paragraph Alignment including setting Alignments and Line Spacing, Setting paragraph including adjusting Indents.
4. Inserting Header & Footer in document. 5. Prepare a report on Business Plans
6. Using Bulleted and Numbered Lists and Converting Text to List.
7. Create a new sheet and Insert, delete cell, column and rows , Modify the height and width of the cell, row and column ,Perform data entry in the cell and align it horizontally and vertically.
8. Sort the given data, Perform insert, delete, move, copy and rename with the sheet.
9. Use the Formulas and the Functions on given data.
10. Creating multiple charts and graph with the given data.
11. Create a financial reports for Business Planning using given data
12. Setting Page Margins and Setting the Page Orientation, Proofing, saving and printing a document.
13. Prepare Complete Specimens of Business Plan.

Total 50 marks Division :-

- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

External Assessment (Practical): (30 Marks)

Division of Marks for Practical's

Theory	05 Marks
Practical Record	05 Marks
Demonstration (Practical)	10 Marks
Viva	10 Marks
Practical Total	30 Marks

Books Recommended:

1.The Business Plan Reference Manual for IT Business : Fernando Almeida, Addition December 2018
2.Information Technology Management: A Business Plan Enabler :Book 1: by Dennis Mc Breen, publisher: Braugler Books, LLC (29 January 2019)
3.Planning a Business Using ICT by Maria Juanita Reyes Macapagal (APCICT)
4.Designed for Digital: How to Architect your Business for Sustained Success by Jeanne Ross, Martin Mocker and Cynthia Beath
5.The Get to the point! Guide to using Microsoft word and word for Microsoft office 365 on windows and Mac by Marc Allan Moore
6.Microsoft Excel Formulas and Functions Paul McFedries: publication Pearson ,2023
7.Professional Publications Madras - R.C. Sharma & Krishan Mohan, Business Correspondence &
8.Curtis D. Fry "Microsoft Excel 2007 Step by Step" Published by Microsoft Press

B. B. A. I (NEP-2020) **(Semester-I)**

Vertical:-Ability Enhancement Course

Subject Code: 500107

Subject Title: Business Communication

AEC

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	I	500107	Business Communication	1	30	1 Hrs	25

Course Outcome:

1.This course will enable the student to Communicate effectively by having knowledge of business Communication and to Draft the different types of letters.
2.Students will get to know about the principles of effective Communication
3.Students will learn about the Types of Communication
4.Students will get to know about the different Barriers to communication
5.Students will get to know about the different types of Business Letters
Students will learn to draft different types of Business Letters

Unit	Contents	Teaching Hours
1	Meaning, Definition and objectives of Business Communication Importance of Business Communication Principles of Effective Communication in Business	7
2	Types of Communication Verbal and Non Verbal Vertical and Horizontal Barriers of Business Communication	8
3	Business Correspondence Meaning, Importance, Layout of Business Letter Do s and Don’ts of Business Letter	7
4	Different types of Business Letters Enquiry Letters, Quotation Letters, Placing Orders, Inviting Tenders, Complaint Letters and Sales Letter.	8

Total 25 marks Division :-

- **15 marks** -External Theory Exam (University/College)
- **10 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Reference Book:

1.Business Communication: Dr.Pallavi Mandaogade& Mrs. Minal Bhuptani ,Aditya Publication Amravati.
2.Raman S. & Swami R. Business Communications,
Professional Publications Madras
3.R.C. Sharma & Krishan Mohan, Business Correspondence
& Report Writing.
4.Tata McGraw Hill Delhi.
- Nandanwar K.P. Ninawe A.S. & Nandanwar S.P. Essential
5.Business Communication, Prashant Publication, Jalgaon.
- Kaul, Business Communication, Prentice Hall, New Delhi. - Murphy
& Peck, Effective Business Communications, Tata Mc Graw Hill,
New Delhi.

B. B. A. I (NEP-2020) **(Semester-I)**

Vertical: Ability Enhancement Course

Subject Code: 500108

Subject Title: Soft Skill

AEC

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	I	500108	Soft Skills	1	30	1 Hrs	25

Course Outcome: Students completing this course on Soft Skills will be able to:

1. Communicate effectively in business settings,
2. Collaborate and leads team
3. Manage time and prioritize tasks
4. Demonstrate emotional intelligence and adaptability
5. Solve problems and make informed decisions
6. Develop leadership and initiative skill
7. Prepare for a successful career

Unit	Contents	Teaching Hours
1	**Communication Skill** Introduction to Communication, Verbal and nonverbal communication, Effective listening and presentation skills, Interpersonal communication	7
2	**Workplace etiquette** professionalism and work ethics, communication (emails/ phone), Meeting Etiquettes, Confidentiality and data protection	8
3	**Adaptability and Flexibility** Embracing change, Resilience and coping mechanism, Continuous learning, Adapting to diverse perspective	7
4	**Time management and productivity** Goal setting and prioritization, Task management (to do list calendar), Avoiding procrastination, Meeting deadlines	8

Total 25 marks Division :-

- **15 marks** -External Theory Exam (University/College)
- **10 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. "The 7 Habits of Highly Effective people" by Stephen Covey
2. Soft Skill: Dr.Shaila Nibjiya,Ritesh Chandak & Pooja Dammani, Aditya Publication,
3. "Communication Skill" by Ashraf UI-Haque
4. "Teamwork & Collaboration" by Tony Dottino

Appendix Syllabus :- IKS Generic

Sant Gadge Baba Amravati University

Three/Four-Years UG Programme (NEP) with Multiple Entry and Multiple Exit Options

Course/Subject :Indian Knowledge Systems (Generic)

All Four Faculties of Studies

UG Program-Semester I

Credits 02 Maximum Marks:50

Lectures: 02 hours per week

Expected Lectures for semester I:- 30 to 34

Course Outcomes:

After completion of this course successfully, students would be able to

1. Develop an appreciation about the role and importance of Veda, Vedangas, Upanishadas, Ramayana, Mahavharata, Prominent ancient art forms and skills, etc.
2. Gain Knowledge about the role and importance of Yoga and Ayurveda
3. Understand the role and contribution of ancient Indian Science
4. Understand the role and contribution of ancient Indian Art & Literature

Unit I Introduction to Indian Knowledge & Philosophy

1. Nature of Knowledge – Difference between information and knowledge. The five sense organs and their respective perceptions. Nature of mind and intellect. True vs. false knowledge. Means of acquiring knowledge – *Perception (Pratyaksha)*, *Inference (Anumana)*, *Comparison (Upamana)*, *Verbal testimony (Shabda)*. Introduction to other means (Pramanas).
2. Introduction to Vedas and Vedangas – Overview of the four Vedas and their six branches (Vedangas).
3. Introduction to the Ten Principal Upanishads
4. Introduction to the Six Classical Philosophical Schools (Shat Darshanas)
5. Introduction to Buddhist and Jain Philosophy

6. Introduction to Puranic Literature – Nature of the Puranas, their definition, major themes, and a basic overview of the 18 Mahapuranas.
7. Introduction to the Ramayana
8. Introduction to the Mahabharata

Unit II - Introduction to Ayurveda and Yoga

1. Nature of Ayurveda – Its scope, objectives, applications, and global recognition.
2. Introduction to Ancient Ayurvedic Scholars – Charaka, Sushruta, Vagbhata, etc., their texts and contributions.
3. Ayurvedic Daily Routine (Dinacharya) and Seasonal Regimen (Ritucharya)
4. Diet, Lifestyle, and Thought – Concept of wholesome food, incompatible foods (ViruddhaAahar), and mental hygiene.
5. Introduction to Yoga Shastra – Contributions of Maharshi Patanjali and other sages; their texts and teachings.
6. Surya Namaskar and Important Yogic Postures (Asanas) – Their significance and applications.
7. Introduction to Various Yogic Mudras – Their meanings and benefits.

Unit III Ancient Indian Science& Technology

1. Scientific Thought in Ancient India – The psychological foundation of this thought. Its ecological and sustainable nature. Science in daily life.
2. Ancient Indian Astronomy – Ancient texts, authors, major theories, and comparison with modern astronomy.
3. Ancient Indian Chemistry (Rasayana Shastra) – Related texts, authors, major concepts, and their modern relevance.
4. Ancient Indian Metallurgy and Physics – Texts, authors, key principles, and comparison with modern science.
5. Ancient Indian Mathematics – Texts, mathematicians, key theories, and comparison with contemporary systems.

6. Ancient Indian Architecture and Vastu Shastra – Ancient texts, authors, principles, and comparison with modern architectural science.
7. Ancient Indian Life Sciences (Botany& Zoology) – Key texts, authors, major principles, and comparison with modern relevance.
8. Ancient Indian Technology: Evidences and Practices of Ancient Technology with special reference to Civil Engineering-Architecture, Metallurgy and Instruments

Unit IV Ancient Indian Art, Economics and Literature

1. Bharatamuni's Natyashastra and the Philosophy of Drama (Rupaka Chintan)
2. Introduction to Sanskrit Epics – Brief overview of the five major epics in Sanskrit literature.
3. Introduction to Ancient Indian Authors – Important literary figures and their key works.
4. Introduction to Kautilya's Arthashastra – Structure of the text, subjects covered, and its relevance in modern times.
5. Introduction to the 14 Vidyas (Branches of Knowledge)
6. Introduction to the 64 Arts (Kalās)
7. Introduction to Ancient Indian Ethics (Niti Shastra) – The ultimate aim of education as ethics. Nature of Indian ethical thought. Introduction to important texts on ethics.

Text Books:

1. Introduction to Indian Knowledge System: Concepts and Applications by B. Mahadevan, Vinayak R. Bhat and Nagendra P. R. N., PHI Learning Private Limited, 2022. 2. Kapur K and Singh A. K (Eds) 2005).
2. Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of sankaracharya, Central chinmay mission trust, Bombay, 1995.

Reference Books:

1. Collection of Four Vedas (Rigveda Samhita, Yajurveda Samhita, Samveda Samhita, Atharva Veda Samhita), by Pandit ShriRam Sharma Acharya, Motilal Banarasidass

2. Collection of Vedas (Rigveda, Shukla Yajurveda, Krishna Yajurveda, Samveda, Atharva Veda), by Brahmarshi Maha Mahopadhyaya Pandit Shreepad Damodar Satvalekar, Publisher: Swadhyaya mandal, Pardi (Balsad), Printer: SamvadTradeprints, 1005, Sadashiv Peth, Pune

3. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.

4. SK Das, The education system of Ancient hindus, Gyan publication house, India

5. BL Gupta, Value and distribution system in India, Gyan publication house, India

6. Reshmi ramdhoni, Ancient Indian Culture and Civilisation, Star publication ,2018

7. Supriya Lakshmi Mishra, Culture and History of Ancient India (With Special Reference of Sudras), 2020.

8. Gambirananda, Swami, Tr. Upanishads with the Commentary of Sankarachrya. Kolkata: Advaita Ashrama publication Department, 2002.

9. Ranganathananda, Swami. The Message of the Upanishads. Bombay: Bharathya Vidya Bhaven, 1985.

10. Om Prakash, Religion and Society in Ancient India, Bhariya Vidhya Prakashan, 1985

11. J Auboyer, Daily Life in Ancient India from Approximately 200 BC to AD 700, Munshi ram Manoharlal publication, 1994. 12. DK Chakkrabarty, Makkhan Lal, History of Ancient India (Set of 5 Volumes), Aryan book International publication, 2014 13. Dr. Girish Nath Jha, Dr. Umesh Kumar

Singh and Diwakar Mishra, Science and Technology in Ancient Indian Texts, DK Print World limited,

14. Swami BB Vishnu, Vedic Science and History - Ancient Indian's Contribution to the Modern World, gosai publication, 2015

15. Chatterjee, S.C. The Nyaya Theory of Knowledge. Calcutta: University of Calcutta Press, 1950.

16. Dasgupta, Surendra. A History of Indian Philosophy. Delhi: Motilal Banarsidass, 1991.Vols. III & IV.

17. Mercier, Jean L. From the Upanishads to Aurobindo. Bangalore: Asian Trading Corporation, 2001.

18. M. Hiriyanna. Essentials of Indian Philosophy. London: Diane Publications, 1985.

19. Hume, Robert Ernest, Tr. The Thirteen Principal Upanishads. Virginia: Oxford University Press, 1931.

20. Radhakrishnan, S. Principal Upanishads. New York: Harper Collins, 1963.

21. Satprakashananda. The Methods of Knowledge according to Advaita Vedanta. Calcutta: Advaita Ashram, 2005.

22. Potter, K.H. Encyclopaedia of Indian Philosophies, Vol.III. Delhi: Motilal Banarasidass, 2000.

23.Kurhekar Acharya Shreyas Charudatta Indian Knowledge System: Introduction & Prospects, H.V.P.Mandal's Degree College of Physical Education, Amravati, Maharashtra, 2024.

B. B. A. I (NEP-2020) (Semester-I)
Vertical: VEC
Subject Code:-500110
Subject Title: Environmental Science and Sustainability

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	I	500110	Environmental Science and Sustainability	2	30	2 Hours	50

Course Outcomes:

1. Explore the basic environmental concepts and issues relevant to the business and management field.
2. Recognize the interdependence between environmental processes and socio-economic dynamics.
3. Determine the role of business decisions, policies, and actions in minimizing environmental degradation.
4. Identify possible solutions to curb environmental problems caused by managerial actions.
5. Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.

Unit	Contents	Teaching Hours
1	**Understanding Environment, Natural Resources, and Sustainability** Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability.	7
2	Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education	8
3	**Ecosystems, Biodiversity, and Sustainable Practices** Various natural ecosystems, learning about their structure, functions, and ecological characteristics. Emphasizing the need for sustainable ecosystem management. The importance of biodiversity, the threats it faces, and the methods used for its conservation.	7
4	**Environmental Pollution, Waste Management, and Sustainable Development** Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.	8

Total 25 marks Division :-

- **15 marks** -External Theory Exam (University/College)
- **10 Marks Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Fieldwork

1.Visit to a local area to document environmental assets-river/forest/grassland /Hill/mountain

2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural

3.Study of common plants, insects, birds.

4. Study of simple ecosystems-pond, river, hillslopes, etc.

Books Recommended:

Text Books (Latest Editions):

● Poonia, M.P. Environmental Studies , Khanna Book Publishing Co.

Environmental Science and Sustainability Mrs. Nisha Laddha and Pavan Kalantri Sai Jyoti Publication

● Bharucha, E. Textbook of Environmental Studies, Orient Blackswan Private Ltd. ● Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.

● Rajagopalan, R. Environmental studies: from crisis to cure , Oxford University Press.

Model curriculum for UG Degree in BBA

47

● Miller, G.T. & Spoolman S. Living in the Environment. Cengage.

● Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.

● Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.

● Pritwani, Sustainability of business in the context of environmental Management. CRC Press.

● Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed,). Pearson. References Web links:

● https://www.ourplanet.com

● https://www.undp.org/content/undp/en/home/sustainable-development- goals.html

● www.myfootprint.org

● https://www.globalchange.umich.edu/globalchange1/current/lectures/kling/Ecosystem/ecosystem.html

B. B. A. : - I Year SEM- II (NEP-2020) **(Semester-II)**
Vertical – Core Course
Subject Code: 500200
Subject Title: Organizational Behaviour

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500200	**Organizational Behaviour**	2	30	2 Hours	30

Course Outcomes

After completion of the course, students will be able to:

1. Understand the basic concepts and significance of Organizational Behavior in organizations.
2. Explain individual and group behavior affecting organizational effectiveness.
3. Analyze leadership, motivation, and teamwork in workplace settings.
4. Understand organizational culture, organizational change and development.

Course Contents

Unit	Contents	Teaching Hours
1	**Unit I : Introduction to Organizational Behavior:** 1.1 Meaning, Nature, Scope and Importance of Organizational Behavior. 1.2 Ability and Attitude: Meaning, Components of Attitude, Functions of Attitude 1.3 Job Satisfaction: Meaning, Factors Affecting Job Satisfaction and its Evaluation 1.4 Values: Concept and Development Process. 1.5 Perception: Meaning, Perceptual Process, Factors Affecting Perception	7
2	**Unit II : Leadership and Group Behavior:** 2.1 Leadership: Meaning, Importance, Leadership Styles (Autocratic, Democratic and Laissez-faire) 2.2 Introduction to Leadership Theories - Trait, Behavioral and Situational. 2.3 Motivation: Meaning, Importance and Theories of Motivation (Maslow's Need Hierarchy Theory, Herzberg's Two-Factor Theory and McGregor's Theory X and Theory Y). 2.4 Foundation of Group Behavior: Meaning and Types of Groups, Stages of Group Development, Group Decision Making, Group Dynamics.	8
3	**Unit III : Understanding Organizations and Organizational Culture:** 3.1 Meaning ,Purpose, Organizational Structure, Types of Organizational Structure (Functional, Divisional and Matrix Structure),Authority and Responsibility, Span of Control. 3.2 Organizational Culture: Meaning, Characteristics and Importance of Organizational Culture 3.3 Elements of Organizational Culture, Creating and Sustaining Organizational Culture. 3.4 Organizational Decision Making: Role of Technology, Types of Decisions, Decision-Making Process	7
4	**Unit IV : Stress and Organizational Change and Development:** 4.1 Power and Politics: Meaning, Sources of Power and Organizational Politics. 4.2 Negotiation: Meaning and Process of Negotiation. 4.3 Stress Management: Meaning, Causes, Effects and Stress Management Techniques. 4.4 Organizational Change: Meaning, Need for Change, Change Process. 4.5 Organisation Development: Meaning, Objectives and Techniques.	8

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended (Latest Edition)

1. K. Aswathappa – Organizational Behavior, Himalaya Publishing House.
2. Stephen P. Robbins & Timothy A. Judge – Organizational Behavior, Pearson Education.
3. Fred Luthans – Organizational Behavior, McGraw-Hill Education.
4. P. Subba Rao – Organizational Behavior, Himalaya Publishing House.
5. L. M. Prasad – Organizational Behavior, Sultan Chand & Sons.

B. B. A. : - I Year SEM- II (NEP-2020) **(Semester-II)**

Vertical – Core Course

Subject Code: 500201

Subject Title: Marketing Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500201	Marketing Management	2	30	2 Hours	30

Course Outcome:

1. Understand fundamental marketing concepts, importance , the role of marketing in organization
2. Recognize various elements of marketing mix
3. Critically analyze the products and Branding decisions
4. Evaluate the marketing implementation strategies.

Unit	Contents	Teaching Hours
1	**Unit I : Introduction of Marketing Management** 1.1 Nature , scope and Importance of Marketing Management, 1.2 Marketing Mix, (Product, Price, Promotion, Place, Process, People, Physical Evidence, Packaging & Labelling) 1.3 Types of Marketing (B2B, B2C, C2C)	7
2	**Unit II : Segmentation, Targeting and Positioning** 1.1 Types of Segmentation, Concepts of Targeting and Positioning 1.2 Model of Consumer Behavior, Buyer's Cultural, Social, Personal and Psychological characteristics, 1.3 Buying Decision Process	8
3	**Unit III: Product Decision** 1.1 Product Classification, Product Mix Decision, Product Life Cycle, 1.2 Branding Decisions, New Product Development 1.3 Pricing Decision, Determinants of Pricing , Pricing Methods	7
4	**Unit IV Promotion Decision** 1.1 Promotion Mix, (Advertising, Sales Promotion, Public Relation, Publicity, Personal Selling) 1.2 Marketing Channel Decision (Place), 1.3 Types or levels of Distribution Channels , 1.4 Channel selection decision	8

Internal Assessment (20 Marks)

1) Multiple Choice Questions (MCQs): 08 Marks (1 Mark each)
2) Home Assignments / Presentation / Case Study: 12 Marks
3) External Assessment: 30 Mark

Books Recommended: (Latest Edition)

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Mooram Christine. , Strategic Market Management: Global Perspectives, John Wiley & Sons.
3. Ramaswamy, V.S. & Namakumari S. Marketing Management: Indian Context Global Perspective (6th edition), Sage Publications India Pvt. Ltd.
4. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform?: Fresh Perspectives on the Future, Routledge.

BBA I (NEP-2020) **(Semester-II)**
Vertical:- Major/Minor
Subject Code: 500202

Subject Title: Introduction the Financial Management

Level	Semester	Course code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500202	Financial Management	2	30	2 Hrs	50

Course Outcomes:

After successful completion of this course, students will be able to:

1. Explain the basics of financial management and the role of a finance manager.
2. Interpret basic financial statements to assess business performance.
3. Explain basic investment decisions and the concept of the time value of money.
4. Identify sources of short-term finance and calculate working capital.

Unit	Contents	Teaching Hours
1	**Unit I: Introduction to Financial Management** 1.1. Meaning and Scope of Financial Management 1.2. Importance of Financial Management in Business 1.3. Responsibilities of a Finance Manager	8
2	**Unit II: Understanding Business Financial Reports** 2.1. Financial Statements: Introduction and formats (Balance Sheet, Income Statement and Cash Flow Statement). 2.2. Comparing Business Performance through Comparative Financial Statements.	7
3	**Unit III: Investment Planning and Business Decisions** 3.1. Meaning and Importance of Capital Budgeting 3.2 Evaluating Investment Alternatives – Introduction to Payback Period and Average Rate of Return (ARR) 3.3 Time Value of Money – Meaning and Importance	7
4	**Unit IV: Working Capital Planning** 4.1. Meaning and Importance of Working Capital 4.2 Basic Sources of Short-Term Finance 4.3. Simple problems on calculating working capital	8

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Textbooks & Reference Books

1. Financial Management — I.M. Pandey, Vikas Publishing House
2. Financial Management — M.Y. Khan & P.K. Jain, Tata McGraw-Hill
3. Fundamentals of Financial Management — R.P. Rustagi, Taxmann Publications
4. Financial Management —Dr. Minal Bhuptani & Dr. Mayur Malviya, Aditya Publication
5. Financial Management: Principles and Practice — S.N. Maheshwari, Sultan Chand & Sons
6. Indian Financial System — Bharati V. Pathak, Pearson Education
7. Financial Markets and Services — E. Gordon & K. Natarajan, Himalaya Publishing House
8. Management Accounting (for ratio, cash flow techniques) — Dr. S.N. Maheshwari & S.K. Maheshwari, Sultan Chand & Sons.

B. B. A. I (NEP) (Semester-II)

Vertical: Major/Minor

Subject Code: 500203

Subject Title: Financial Accounting

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500203	Financial Accounting	2	30	2 Hrs.	50

Course Outcomes:

On having completed this course student will be able to:

1. Acquire the knowledge about different methods of Depreciation and the relevant Journal Entries and accounts.
2. Demonstrate the knowledge on single Entry system of Accounting.
3. Apply the knowledge of systematic maintenance of books of Non Profitable Institution.
4. Estimate Annual Financial statements of Partnership firm

Course Content

Unit	Content	No. of Periods
Unit 1	Depreciation Accounting Journal Entries of Depreciation Accounting Fixed Installment Method, Reducing Balance Method	8
Unit II	Single Entry System	7
Unit III	Final Accounts of Non Profitable Institution	8
Unit IV	Final Accounts of Partnership Firm	7

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:-

1. Dr. Sehgal Ashok & Dr. Sehgal Deepak: Fundamentals of Accounting. Taxmann Allied Services P. Ltd., New-Delhi
2. Gupta, R. L&Radhaswamy, M: Financial Accounting. Sultanchand and Sons, New Delhi.
3. Monga J. R. Ahuja Girish & Sehgal Ashok: Financial Accounting: Mayur Paper Back, Noida Shukla, M. C., Grewal T S. & Gupta, S. C.: Advanced Accounts; S. Chand & Co. New Delhi.
4. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi.
5. Ashok Banerjee: Financial Accounting; Excel Books, New Delhi-110028.
6. Financial Accounting Dr. Sachin Bothara & Dr. Girish Daga, Dr. Minal Bhuptani , Aditya Publication.
7. N. Vinayakam, P.L. Mani, K.L. Nagarajan: Principles of Accountancy; Eurasia Publishing House (Pvt.) Ltd., New Delhi-110055
8. R.R. Gupta: Advanced Accountancy, Kalyani publishers, New Delhi
9. Jain, Narang: Advanced Accountancy.
10. Maheshwari S. N. & Maheshwari S. K. An Introduction to Accountancy, Vikash Publishing House Pvt. Ltd. New Delhi
11. William Pickles: Accountancy, Sir Isaac Pitman & Sons. Ltd., London
12. A. Mukherjee, M.Hanif: Modern Accountancy: Tata MeGraw Hill Publishing Co. Ltd.
13. P.C. Tulsian: Accountancy; Tata McGraw Hill Publishing Co. Ltd.
14. Monga, Gandhi, Kadu: Advanced Accounts; National Publishing House.
15. Chakraborti &Chakraborti: Advanced Accounting. Moulik Library, Culcutta-9
16. R.L. Gupta & V.K. Gupta: Fundamentals of Accounting. Sultanchand& Sons New Delhi.
17. Dr. Gupta J. D, Dr Chandak S. S. & Dr. LadheP. N.: Advanced Accounting. Shri BalajiPrakashan Nagpur.
18. T.P Ghosh, Fundamentals of Accounting, Sultan Chand&Sons New Delhi.

B. B. A. I (NEP) **(Semester-II)**

Vertical C: Generic Open Elective

Subject: Basics of Economics

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500204	Basics of Economics	2	30	2 Hrs.	50

Course Outcomes:
Upon successful completion of this course, students will be able to:
1. Students of other streams will understand the basic concepts of economics.
2. Students will learn the fundamental concepts of micro and macroeconomics.
3. Students will acquire knowledge of the concept of utility along with its features and types.
4. Students will know the demand and supply mechanism.
5. Students will recognize the significance of economics in their daily lives.

Unit	Contents	No. of Periods
Unit I	Introduction of Economics 1.1 Introduction to Economics 1.2 Kautilya's views on economics 1.3 Definition of economics: Adam Smith, Alfred Marshal, Lionel Robbins 1.4 Branches of economics: A. Microeconomics- concept and feature B. Macroeconomics- concept and features	7
Unit II	Unit 2 Utility Analysis 2.1 Meaning and features of utility 2.2 Types of Utility 2,3 Concept of utility: total utility, marginal utility 2.4 Meaning of human want, characteristics of wants	8
Unit III	Unit 3 Consumer Behaviour 3.1 Meaning of Demand 3,2 Types of demand 3.3 Determinants of demand 3.4 Law of demand with assumption and exception	7
Unit IV	Unit 4 Producer behaviour 4.1 Meaning and Definition of Supply 4.2 Determinants of Supply 4.3 Law of supply with assumption and exception 4.4 Factors of production: land, labour, capital, and entrepreneur	8

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended

1. Dixit K.R., Business Economics, Vishwa publishers and distributors.
2. Mithani D.M. Principles of Economics, Himalaya Publishing House.
3. Bhuptani Prem J., Principles of Economics, TaxMann Allied Services Pvt. Ltd.
4. Mankiw. N. G. Principles of Microeconomics Cengage Learning Publications.
5. Chaturvedi, D. D. & Mittal, A. Principles of Micro Economics, Kitab Mahal Publication, New Delhi.
6. Ahuja H.L. Principles of Micro Economics. S.Chand and Company Ltd.
7. Ahuja H.L. Principles of Micro Economics. S.Chand and Company Ltd.
8. Tiwari G.S. Principles of Economics, DnyanPath Publicatio

- Note : Learners are advised to use the latest edition of readings

ONLINE RESOURCES AND SIMULATIONS FROM KHAN ACADEMY ECONOMICS

- https://www.khanacademy.org/economics-finance-domain/

BBA. I (NEP-2020) **(Semester II)**

Vertical C:- Generic Open Elective

Subject Tittle: Entrepreneurship Development

Subject Code : 500205

Level	**Semester**	**Course Code**	**Course Name**	**Credits**	**Teaching Hours**	**Exam Duration**	**Max Marks**
4.5	II	**500205**	Entrepreneurship Development	2	30	2Hrs	50

Course Outcome:

1. Understand Entrepreneurial Concepts
2. Identify and Evaluate Business Opportunities
3. Develop Business Plan and Resources
4. Understand Government Support and Institutional Framework
5. Apply Entrepreneurial Skills

Unit No.	Name of Topic	Details	Lect./Periods
1	Introduction	Entrepreneur- Definition – Role of Entrepreneurship in Economic Development, Factors motivating Entrepreneurships, Advantages of becoming Entrepreneur.	07
2	Creating and Starting the Venture	Sources of new Ideas, Methods of generating ideas, problem solving, product planning and development process	07
3	Financing & managing the new venture	Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls, Marketing and sales controls.	08
4.	Institutional Support	Role of Directorate of Industries, District Industries Carters (DIC), Industrial Development Corporation (IDC), State Financial Corporation (SFCs), Commercial banks , Small Scale Industries Development Corporations (SSICSs)	08

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:-

1) Entrepreneurship Development Sultanchand

2) Entrepreneurship Development Dr.Ritesh Chandak, Dr.Pooja Dammani & Dr.Sandesh Kedia,Aditya Publication

B B. A. I (NEP-2020) **(Semester-II)**
Vertical:-VSC
Subject Code: 500206
Subject Title: Accounting with Tally (Lab)

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500206	Accounting with Tally (Lab)	2	60	2 Hrs	50

Course Outcomes:

After successfully completing this course, students will be able to:

1. Demonstrate proficiency in application of tally in accounting.
2. Evaluate the advantages and limitations of accounting by Tally software versus. manual methods.
3. Navigate the Tally interface including the Gateway of Tally, button panel and calculator.
4. Create, modify and delete company data in Tally.
5. Manage account structures including primary and secondary groups and multiple ledgers.
6. Establish and manage inventory including stock groups, items, units of measure and godowns.
7. Process accounting transactions using various vouchers in Tally.
8. Use inventory-specific vouchers for efficient management.
9. Create and manage sales and purchase orders.
10. Understand TDS, TCS and GST handling by Tally.
11. Generate and interpret financial reports including trial balance, day book, account books, profit and loss account, balance sheet, ratio analysis, inventory, cash/fund flow and exceptional reports.

Course Content:

Unit	Contents	Teaching Hours
1	1.1 Introduction to Tally Software (Tally 9/ ERP9/Prime) 1.2 Advantages and Limitations of Computerized Accounting Software. 1.3 Opening Screen of Tally: Gateway of Tally, Button Panel, Calculator. 1.4 Company Creation Procedure, Company Alteration Procedure, Company Deletion Procedure. 1.5 Configuration Features.	16
2	2.1 Accounting Features: 2.1.1 Primary Groups/Secondary Groups Procedure: Creation, Alteration, Deletion Procedure. 2.1.2 Ledgers (Single/Multiple): Creation, Alteration, Deletion Procedure. 2.2 Inventory Features: 2.2.1 Stock group, Stock Item Creation Procedure, Alter, Delete. 2.2.2 Units of measures: Simple Units of Measures, Compound Units of Measures. 2.2.3 Godown Create/Alter/Delete Procedure.	14
3	3.1 Accounting Vouchers: Contra, Payment, Receipt, Journal, Sales, Purchase. 3.2 Inventory Vouchers. 3.3 Sales Order. 3.4 Purchase Order.	16
4	4.1 Indian tax system & Tally Tax features-TDS, TCS, GST 4.2 Display: Trial Balance, Day Book, Account Books, Statement of Accounts, Profit and Loss account, Balance Sheet, Ratio analysis Inventory Books, Statement of Inventory, Cash/Fund Flow, List of Accounts, Exceptional Reports.	14

Total 50 marks Division :-

- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

External Assessment (Practical): (30 Marks)

Division of Marks for Practical's

Theory	**05 Marks**
Practical Record	**05 Marks**
Demonstration (Practical)	**10 Marks**
Viva	**10 Marks**
Practical Total	**30 Marks**

Recommended:

1. Agrawal Gaurav, Learn Tally Prime with GST, Digital Muneemji, Aligarh, UP
2. Chheda Rajesh, Learn Tally Prime, Book scape
3. Tally Essential, (Tally Prime), Prom Tally. Tally Solution Pvt. Ltd.
4. Tally Manual
5. Financial Accounting on Computer using Tally- Namrata Agrawal
6. Implementing Tally &.2: A.K. Nadhani, K.K. Nadhani, BPB publications

Web Links & E-Contents:

1. Link for Tally Tutorials: https://tallysolutions.com/leaming-hub/

B. B. A. I (NEP-2020) **(Semester-II)**

Vertical: Skill Enhancement Course

Subject Code: 500207

Subject Title: Leadership and Conflict Management

SEC

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500207	Leadership and Conflict Management	2	60	2 Hrs	50

Course Outcome: Students completing this course on Soft Skills will be able to:

1. Communicate effectively in business settings,
2. Collaborate and leads team
3. Manage time and prioritise tasks
4. Demonstrate emotional intelligence and adaptability
5. Solve problems and make informed decisions
6. Develop leadership and initiative skill
7. Prepare for a successful career

Unit	Contents	Teaching Hours
1	**Leadership and initiative** Leadership & Delegation, Initiative and proactivity, Influencing and persuading others, Building leading teams	14
2	**Conflict resolution skill** Building and maintaining relations, Trust and empathy, Effective feedback and criticism, conflict management	16
3	**Negotiation skills** Negotiation concept, meaning, Strategies of negotiation, Effective Negotiation, Process of Negotiation	14
4	**Problem solving and decision making** Critical thinking - meaning concept, object Analytical thinking- meaning, concept, object, Decision making models [Pros/Cons]	16

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. "The 7 Habits of Highly Effective people" by Stephen Covey
2. "The leadership Circle" by Bill George
3. Leadership and Conflict Management Dr.Nita Honrao, Dr.Shaila Nibjiya ,Sai Jyoti Publication.
4. "Teamwork & Collaboration" by Tony Dottino
5. "The Negotiation Book" by Steve Gates
6. "The Workplace Conflict Resolution Manual" by Barbara Reichert

B B. A. I (NEP) **(Semester-II)**

Vertical:-Ability Enhancement Course

Subject Code: 500208

Subject Title: **Business Mathematics**

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500208	**Business Mathematics**	1	15	1 Hr	25

Course Outcomes:

On completion of the course 'Business Mathematics', students will be able to:

1. Apply simple and compound interest concepts, solve ratio and proportion problems, calculate percentages and discounts and analyze profit and loss on sale of goods.

Unit	Contents	Teaching Hours
Unit I	1.1 Simple and Compound Interest 1.2 Ratios and Proportions 1.3 Average	8
Unit II	2.1 Percentages 2.2 Profit and Loss on Sale of Goods 2.3 Discounts	7

Total 25 marks Division :-

- **15 marks** -External Theory Exam (University/College)
- **10 Marks Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. Sancheti D.C. &Kapoor V.K.(2008).*Statistics: Theory, Methods and Application,* S. Chand & Co. New Delhi
2. Dr. Shukla & Sahay(2023).*Principles of Statistics,* Sahitya Bhavan Publications, Agra
3. Gupta B.N.(2010).*Statistics,* Sahitya Bhavan Publications, Agra
4. Gupta S.P. (2010).*Statistical Methods* Sultan Chand & Co., New Delhi

B B. A. I (NEP) **(Semester-II)**

Vertical:-Ability Enhancement Course

Subject Code: 500209

Subject Title: **Business Statistics**

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	500209	**Business Statistics**	1	15	1 Hr	25

Course Outcomes:

On completion of the course 'Business Statistics', students will be able to:

1. Compute mean, median and mode, interpret frequency distributions.
2. Measure dispersion using range and standard deviation, analyze skewness.

Unit	Contents	Teaching Hours
Unit I	Descriptive Statistics: 1.1 Frequency distributions and histograms 1.2 Measures of Central Tendency: Mean, Median, Mode 1.3 Problems on Mean, 1.4 Problems on, Median, 1.5 Problems on Mode,	8
Unit II	Descriptive Statistics: 2.1 Measures of dispersion: Range, Standard deviation, Coefficient of Variation 2.2 Problems on Range, Standard deviation, Co-efficient of Variation 2.3 Skewness 2.4 Problems on Skewness	7

Total 25 marks Division :-

- **15 marks** -External Theory Exam (University/College)
- **10 Marks Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. Sancheti D.C. &Kapoor V.K.(2008).*Statistics: Theory, Methods and Application,* S.
2. Chand & Co. New Delhi
3. Dr. Shukla & Sahay(2023).*Principles of Statistics,* Sahitya Bhavan Publications, Agra
4. Gupta B.N.(2010).*Statistics,* Sahitya Bhavan Publications, Agra
5. Gupta S.P. (2010).*Statistical Methods* Sultan Chand & Co., New Delhi

B.B.A. –I (NEP-2020) **(Semester-II)**
Vertical:-VEC
Subject Code: 500210

Subject Tittle:- Basics of Business Ethics

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
4.5	II	500210	Basics of Business Ethics	2	30	2 Hrs.	50

Course Outcomes:

1. Understand the key concepts of ethics in business.
2. Apply ethical principles to business decision-making.
3. Analyse ethical dilemmas faced by businesses and propose solutions.
4. Recognize the importance of corporate social responsibility (CSR).
5. Demonstrate ethical leadership in business environments.

Course Content:

Unit	Contents	No. of Periods
Unit- I	**Ethics in Business:** The nature and importance of ethics in business , Relationship between corporate responsibility and business ethics , Types of Ethical Issues in Business	8
Unit- II	**Corporate Governance :** Concept, Scope and importance of Corporate Governance , Ethical issues in corporate governance	7
Unit – III	**Corporate Social Responsibility** : **Concept and Evolution of CSR**, **Benefits and Criticisms of CSR** , Corporate Social Responsibility of a business to its employees, consumers & Community	7
Unit- IV	**Ethics in Business Functions:** Marketing Ethics: Fair Advertising, Product Safety, Consumer Rights, Finance and Accounting Ethics: Transparency, Insider Trading, Misrepresentation , Human Resources Ethics: Discrimination, Workplace Diversity, Harassment	8

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks Marks -For** mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Reference Books:

1. Taxmann's, Business Ethics & Values with case studies, Dr. Neeru Vasisth, Dr. Manita Rajput , 2nd ed. ,
2. Chandra Kumar Roy, Prabhat Kumar Roy, Business Ethics, S. Chand
3. Joseph W. Weiss, Business Ethics, A stakeholder & Issues Management Approach, Pragmatic
4. A.C. Fernando, K.P. Muraleedharan, E.K. Satheesh, Business Ethics: An Indian Perspective 3e, Pearson Publication
5. Dr. S.S. Khanka, Business Ethics & Corporate Governances Principles & Practices, S. Chand Publication '
6. Dr. S.S. Khanka, Business Ethics & Corporate Social Responsibility , S. Chand
7. C.S.V. Murthy , Business Ethics Text & Cases, Himalaya Publishing House
8. Dr.Nita Honrao, Dr.Shaila Nibjiya, Mrs. Nisha Laddha Business Ethics, Sai Joyti Publication

BBA II YEAR NEP SEM III
Vertical : Major
Title: Human Resource Management

Course Outcomes:

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	III	502300	Human Resource Management	2	30	2 Hours	50

This course will equip a student to:
1. Explain how Functional HRM contributes in organizational management.
2. Analyze all HR Functions like recruitment selection, performance management, and compensation benefit, Training and Development and Career Management/Talent Management
3. Apply HR analytics, HR with innovation
4. Create sustainable goals with diversity, Inclusion and wellness

Unit	Contents	Teaching Hours
1.	**The Nature of HRM:** Human Resource Management-An Introduction; Human Resource Business Partnership HRM; HRM policies, Functional HRM,	**8**
2	**Plan, Acquire, Develop, Career Management:** Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management;	**7**
3	**Engagement, Performance, compensation management, Industrial Relations, Compliance:** Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations	**8**
4	**Technology, HR Analytics, Innovation:** Human Resource Information and Analytics, Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector, Organization Transformation and the Human Resource Leadership;	**7**

Total 50 marks Division: -
- **30 marks** - External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
2. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
3. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
4. Innovations in People Management, Bhatnagar, J. Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
5. Bohra, Rakesh and Bhatnagar, Jyotsna, (2022) One Employee Went Freelance. Now Everyone Wants the Same Deal, Harvard Business Review, March, 2022, (ABDC/A/FT 50)
6. Human Resource Management Aditya Publication, Dr. Nita J Honrao Dr Pallavi Mandaogade, Dr Smita Singrup.

B. B. A. II Year (NEP-2020) Semester-III
Vertical –Major
Subject Title: Consumer Behaviour

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	III	502301	Consumer Behaviour	2	30	2 Hours	50

Course Outcomes:

1. Understand basic concepts of consumer behaviour and its role in marketing.
2. Identify psychological factors influencing buying decisions.
3. Recognize social and cultural influences of consumer behaviour.
4. Apply basic consumer behaviour models to real-life situations.

Unit	Content	No. of Periods
I	**Unit I: Introduction to Consumer Behaviour** 1.1 Meaning and nature of consumer behaviour. 1.2 Scope and importance of consumer behaviour in marketing. 1.3 Consumer vs customer concept: Definitions and distinction. 1.4 Types of consumers. 1.5 Buying roles and decision-making roles.	7
II	**Unit II: Psychological Factors Affecting Consumers** 2.1 Perception and its role in consumer behaviour. 2.2 Personality and attitude basics and Change strategies 2.3 Persuasion and Belief. 2.4 Psychographics and Consumer Lifestyle 2.5 Impulse buying behaviour.	8
III	**Unit III: Social and Cultural Influences** 3.1 Family influence and decision-making. 3.2 Reference groups: Types and impact. 3.3 Social class and lifestyle factors. 3.4 Cultural factors: Values, norms, and roles. 3.5 Social media influence on consumers.	7
IV	**Unit IV: Consumer Decision Models & Applications** 4.1 Consumer decision-making models - Howard-Sheth Model , Nicosia Model, Black Box Model. 4.2 Post-purchase behaviour: Feedback and feedback loops. 4.3 Cognitive dissonance: Causes and management. 4.4 Retail and online buying behaviour characteristics.	8

Total 50 marks Division: -

- **30 marks** - External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

SUGGESTED READINGS:

1. Schiffman & Kanuk – Consumer Behaviour, Pearsons Education
2. Solomon – Consumer Behaviour: Buying, Having and Being
3. Kotler Philip – Marketing Management
4.King, Advertising: Art & Science, Macmillan India

B. B. A. II Year NEP Semester-III
Vertical – Major
Subject Title: - Business Environment

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	III	502302	Business Environment	2	30	2	50

Course Outcomes:

After completing this course, students will be able to:

1. Understand the internal and external business environment.
2. Analyse environmental factors affecting business decisions.
3. Develop strategic thinking and business opportunity identification skills.
4. Understand the Indian and global business ecosystem.
5. Apply environmental analysis for managerial decision-making.

Contents

Unit	Contents	Teaching Hours
1	**Fundamentals of Business Environment** • Meaning, Nature Importance and Scope of Business Environment • Micro Environment & Macro Environment • Environmental Scanning and SWOT Analysis	8
2	**Indian Business Environment** • Structure of Indian Business Environment • Liberalization, Privatization and Globalization (LPG) • National income : GDP, GNP,NDP,NNP, Per Capita Income & FDI • MSMEs , Startup Ecosystem &Green Business	7
3	**Business Regulations & Corporate Environment** • Consumer Protection Environment • Intellectual Property Rights (Introduction) • Business Risk and Environmental Uncertainty	8
4	**Global Business Environment** • WTO & IMF —Role and Functions • Global Supply Chains • Future Trends & Concepts OF : Industry 4.0, Digital Platforms, Gig Economy	7

Total 50 marks Division: -

- **30 marks** - External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Business Environment-Francis Cherunilam- Himalaya Publishing House Pvt. Ltd., Mumbai 2024
2. Business Environment C. B. Gupta Sultan Chand & Sons, New Delhi 2023
3. Indian Economy Ramesh Singh McGraw Hill Education (India) Pvt. Ltd., New Delhi 2025
4. Business Environment: Text and Cases Justin Paul McGraw Hill Education (India) Pvt. Ltd., New Delhi 2023

B. B. A. II Year NEP Semester-III
Vertical – IKS (Major Specific)
Subject Title:- Traditional Indian, Crafts and Marketing

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	III	502303	Traditional Indian , Crafts and Marketing	2	30	2	50

Course Outcome:
After this course, students will be able to:
1. CO1: Identify 10 major Indian art forms and their marketing potential
2. CO2: Analyze case studies of Indian brands built on traditional crafts
3. CO3: Design a marketing plan for a local craft using digital + offline channels
4. CO4: Understand government schemes, GI Tags, and supply chain for artisans

Unit	Contents	Teaching Hours
1	Unit 1: Introduction to Indian Arts, Crafts & Heritage Economy [6 Hours] 1. Definition: What is "Craft"? Difference between Art, Craft and Handloom 2. Indian Craft Clusters: Kutch, Banaras, Kashmir, Narsapur, Channapatna, Warli, Madhubani 3. Economic Importance: Employment to 7 Cr artisans. Contribution to Exports 4. Govt Schemes: ODOP, GI Tag, SFURTI, KVIC, GeM for Artisans 5. Case Study: "From Local to Global: How Khadi became a Brand"	8
2	Unit 2: Branding & Storytelling in Traditional Crafts [8 Hours] 1. Indian Brand Storytelling: 5000 year old stories sell products. Concept of "Parampara" 2. GI Tag - Geographical Indication: Kolhapuri Chappal, Paithani Saree, Nagpur Orange, Mahabaleshwar Strawberry 3. Case Studies: - Tanishq - Selling "Trust of Indian Jewellery" - FabIndia - Scaling rural crafts to urban market - Patanjali / Dabur - Ayurveda + Tradition Marketing 4. Packaging & Design: How to modernize without losing authenticity 2.1 5. Activity: Rebrand a local Pune craft - "Puneri Pagdi" or "Kolhapuri Chappal"	8
3	Unit 3: Marketing Channels for Crafts - Digital + Rural [8 Hours] 1. Traditional Channels: Haats, Melas, Exhibitions, Emporiums 2. Digital Marketing: Instagram Reels, Etsy, Amazon Karigar, GoCoop, Myntra "Rising Stars" 3. Rural Marketing 4Ps for Crafts: Price, Place, Product, Promotion for B2C and B2B buyers 4. Sustainability Angle: "Eco-friendly, Handmade, Zero Waste" - How to sell this story 5. HR Angle: Artisan management, Skill development, SHG and Cooperatives 6. Case Study: "How a Warli Artist went from 5k/month to 50k/month using Instagram"	7
4	Unit 4: Project + Entrepreneurship in Craft Sector [8 Hours] 1. Business Models: D2C Brand, B2B Export, Franchise Model like "Tantuja" 2. Government + NGO Support: NABARD, SIDBI loans for artisans 3. IPR for Crafts: Copyright, Trademark, GI Tag application process 4. Student Project: - Option A: Create 30-day Marketing Plan for any 1 Indian Craft - Option B: Field Visit to 1 Craft Cluster + Report + Social Media Campaign 5. Future Trends: AI in Design, AR/VR for Craft Experience, "Vocal for Local" in Global Market	7

Total 50 marks Division: -
- **30 marks** - External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Suggested Textbooks & References
1. Textbook: "Indian Handicrafts" - Kamala Devi Chattopadhyay
2. Book: "The Artisans of India" - Jaya Jaitly
3. Govt Portals: http://www.gipexport.gov.in, http://www.indiahandmade.com, http://www.gem.gov.in
4. Case Study Book: "Brand Ananda" - Ramesh Ramanathan
5. YouTube: Dastkar, Crafts Council of India Documentaries

Vertical: Minor
Title: Introduction To Human Resource Management

Course Outcomes:

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	III	502304	Introduction To Human Resource Management	2	30	2 Hours	50

This course will equip a student to:
1. Explain how Functional HRM contributes in organizational management.
2. Analyze all HR Functions like recruitment selection, performance management, and compensation benefit, Training and Development and Career Management/Talent Management
3. Apply HR analytics, HR with innovation
4. Create sustainable goals with diversity, Inclusion and wellness

Unit	Contents	Teaching Hours
1.	**The Nature of HRM:** Human Resource Management-An Introduction; Human Resource Business Partnership HRM; HRM policies, Functional HRM,	**8**
2	**Plan, Acquire, Develop, Career Management:** Employee life cycle approach, Human Resource Planning; Recruitment and Selection; Training and Development; Competency Management;	**7**
3	**Engagement, Performance, compensation management, Industrial Relations, Compliance:** Changing nature of Employee Engagement; Performance Management; Compensation and Benefits; Compensation for Special Groups, Industrial Relations; Workplace Laws and Regulations	**8**
4	**Technology, HR Analytics, Innovation:** Human Resource Information and Analytics, Human Resource Management Innovations; Human Resource Management in Small and Medium Enterprises; Human Resource Management in the Service Sector, Organization Transformation and the Human Resource Leadership;	**7**

Total 50 marks Division: -
- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
2. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
3. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
4. Innovations in People Management, Bhatnagar, J. Bajaj, Ghosh Somanth, Lakshmi Publications, New Delhi (book of cases)
5. Bohra, Rakesh and Bhatnagar, Jyotsna, (2022) One Employee Went Freelance. Now Everyone Wants the Same Deal, Harvard Business Review, March, 2022, (ABDC/A/FT 50)
6. Human Resource Management Aditya Publication, Dr. Nita J Honrao Dr Pallavi Mandaogade, Dr Smita Singrup.

B. B. A. II Year (NEP-2020) Semester-III

Vertical –Minor
Subject Title: Dynamics of Consumer Behaviour

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	III	502305	Dynamics of Consumer Behaviour	2	30	2 Hours	50

Course Outcomes:

1. Understand basic concepts of consumer behaviour and its role in marketing.
2. Identify psychological factors influencing buying decisions.
3. Recognize social and cultural influences of consumer behaviour.
4. Apply basic consumer behaviour models to real-life situations.

Unit	Content	No. of Periods
I	**Unit I: Introduction to Consumer Behaviour** 1.1 Meaning and nature of consumer behaviour. 1.2 Scope and importance of consumer behaviour in marketing. 1.3 Consumer vs customer concept: Definitions and distinction. 1.4 Types of consumers. 1.5 Buying roles and decision-making roles.	7
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IV	**Unit IV: Consumer Decision Models & Applications** 4.1 Consumer decision-making models - Howard-Sheth Model , Nicosia Model, Black Box Model. 4.2 Post-purchase behaviour: Feedback and feedback loops. 4.3 Cognitive dissonance: Causes and management. 4.4 Retail and online buying behaviour characteristics.	8

Total 50 marks Division: -

- **30 marks** - External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

SUGGESTED READINGS:

1. Schiffman & Kanuk – Consumer Behaviour, Pearsons Education
2. Solomon – Consumer Behaviour: Buying, Having and Being
3. Kotler Philip – Marketing Management
4.King, Advertising: Art & Science, Macmillan India

B. B. A. II Year (NEP) Semester-III Vertical – GOEC

Subject Title: Basics of Media Literacy and Critical Thinking

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	III	502306	Basics of Media Literacy and Critical Thinking	2	30	2	50

Course Outcomes:

1. Develop critical thinking skills to analyses various media forma effectively and identify underlying biases.
2. Explore media production dynamics and ownership structures in the Indian CONTEXT
3. Address ethical and regulatory considerations in media practices
4. Enhance digital media literacy for responsible online engagement and combating miss formation.

Unit	Contents	Teaching Hours
1	Unit 1: Foundations of Media Literacy and Critical Thinking Core principles of media literacy and critical thinking Definition and significance of Media Literacy its Historical Evolution within the Indian context Understanding Media as a Powerful Communication tool and its role in shaping societal perceptions and behavior	7
2	Unit 2: Deconstructing Media Texts Forms of Media Texts, including print, broadcast, digital, and social media, Textual analysis and the deconstruction of visual media using semiotics. The impact of media representations on individual perceptions and societal attitudes.	8
3	Unit 3: Media Consumption and Production Dynamics Dynamics of media production, distribution, and consumption in India. Techniques for critically evaluating media content and analyzing audience consumption patterns	7
4	Unit 4: Ethics, Regulation, and Digital Media Literacy Ethical and regulatory Considerations Inherent in Media practices and the Evolving landscape of Digital Media literacy Ethical principles in Media, Digital Media's Impact on Contemporary Media Literacy Practices, Strategies for Navigating online Information, and Promoting Digital Citizenship	8

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. Potter W. J. Media literacy th ed. SAGE Publications
2. Hobbs, R. Media literacy in the digital age. Rutledge
3. Halpern. D. F. Thought & knowledge an introduction to critical thinking 15th ed. Psychology Press
4. Kahneman. D. Thinking, fast and slow Farrar Straus and Giroux
5. Media Literacy & Critical Thinking, Ritesh Chandak, Aditya Publication

B. B. A. II (NEP) Semester-III
Vertical – VSC
Subject Title: Management Information Systems

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	III	502307	Management Information Systems	2	60	2	50

Course Outcomes:

1. To understand the role of MIS in business decision-making.
2. To gain knowledge of the various types of information systems in an organization.
3. To explore how MIS supports strategic, tactical, and operational planning.

Unit	Contents	Teaching Hours
1.	**Unit I: Introduction to MIS :** Definition and characteristics of MIS Importance and scope of MIS in organizations Structure and classification of MIS Role of MIS in decision making	14
2	**Unit II: Components of MIS** : Hardware, Software, Database, Telecommunications People and procedures in MIS Types of Information Systems (TPS, MIS, DSS, ESS) Enterprise Resource Planning (ERP) basics	14
3	**Unit 3: E-Business and IT Applications:** 3.1 Basics of E-Commerce: Concept, Functions and Components 3.2 Business Intelligence and Decision Support Systems : Concept, functions and applications 3.3 Data Management: Introduction and uses of Databases, 3.4 Introduction to Cloud Computing and Mobile Computing (Concept, Uses)	16
4	**Unit 4: Security, Ethics, and Future Trends:** 4.1 IT Security: Threats, Encryption, and Firewalls 4.2 Ethical Issues and remedies in Information Systems 4.3 Legal Framework for IT and Data Privacy 4.4 Emerging Technologies: AI, IoT, Blockchain in MIS	16

Total 50 marks Division: -

- **30 marks** - External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Internal Assessment/Test: 08 Marks Assignment/Case Study/Presentation: 12 Marks

External Assessment (30 Marks)

Evaluation Scheme (Out of 30 Marks):

Division of Marks for practical

Record Preparation	05 Marks
Practical	10 Marks
Description	05 Marks
Viva	10 Marks

Recommended Books:

1. Management Information Systems by Kenneth C. Laudon & Jane P. Laudon
2. Management Information Systems by W.S. Jawadekar
3. Information Systems for Managers by Goyal & Goyal
4. Management Information Systems Aditya Publication, Sonal Tiwari, Sagar Raichura

B. B. A. II (NEP) (Semester-III)
AEC
Subject Code: 502308
Subject Title: Essential Life Skills for 21st Century

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
5.0	VI	502308	Essential Life Skills for 21st Century	2	60	2 Hours	50

Course Outcome: Students completing this course will be able to:
1. To develop personal, social & professional skills needed for academic success, workplace & daily life.
2. Improve self-awareness, emotional control and goal activity
3. Develop civic sense and create responsible citizens
4. Build legally literate citizens with some basic life skills
5. Build professional etiquette, interview skills & ethical decision-making

Unit	Contents	Teaching Hours
1	Self- Management and Emotional Intelligence 1.1Self-awareness: SWOT, Johari Window, values & beliefs. 1.2 Goal setting: SMART goals, vision board. 1.3 Emotional intelligence: Self-regulation, empathy, handling anger/stress. 1.4 Growth mindset vs Fixed mindset.	14
2	Conversation Skills for Personal and Professional life: 2.1 Basics: Initiate → Build → Exit. Conversation autopsy 2.2 Small talk: FORD method, open-ended questions 2.3Active listening: LISTEN technique, avoiding fillers 2.4 Difficult conversations: DESC formula, saying no politely	16
3	Responsible Citizenship & Civic Life Skills 3.1 Indian Constitution- Preamble, Fundamental Rights, Duties, DPSP 3.2 RTI (just an overview) (What is it and why students should know about it), FIR vs Complaint 3.3 Voting, digital civic duties, environment, anti-corruption. 3.4 Fake news, IT Act 2000, online harassment,	14
4	Career & Professional Skills – 4.1 Time management: Eisenhower Matrix, Pomodoro, procrastination control. 4.2 Resume + LinkedIn profile + Interview skills: STAR interview method. 4.3 Professional etiquette: Grooming, meeting manners, Workplace etiquette 4.4 Digital well-being, ethical social media & cyber safety basics.	16

Total 50 marks Division: -

- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

External Assessment (30 Marks)
Division of Marks for practical

Record Preparation	05 Marks
Practical	10 Marks
Description	05 Marks
Viva	10 Marks

Books Recommended:
1. Goleman D. – Emotional Intelligence
2. Covey S. – 7 Habits of Highly Effective People
3. NSDC Life Skills Modules – Free on SWAYAM
4. Dale Carnegie – How to Win Friends & Influence People – Ch 1-3 for Unit 2
5. Basu, D.D. Introduction to the Constitution of India, 27th Ed., LexisNexis, 2023

Web Resources:
RTI Online Portal – https://rtionline.gov.in – For drafting practice
Suggested Tools
Canva Grammarly Linkedin

B. B. A. II (NEP) (Semester-III)
Vertical: FP/CES
Subject Title: Field Project/ Community Engagement Project

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	III	**502309**	Field Project/ Community Engagement Project	2	60	-	50

Course Outcomes:

1. The field based learning/ project should attempt to provide opportunities for students to understand the different socio-economic context.
2. It should aim at giving students exposure to development-related issue in rural and urban settings.
3. Students have opportunity to select real problem from field and understand actual field situations regarding issue related to socio-economic development.
4. Students able to understand socio-economic problems and develop their solution, policies or regulations.

Field work based on:
Assessment of this vertical shall be based on various socio-economic activities / practices.

Evaluation of Field Projects:

Module	Unit	Distribution of credit
1	**Selection of Topic, Preparation of synopsis**	**2**

Evaluation of above activities done by the concern teacher internally at college level.

Sant Gadge Baba Amravati University, Amravati
Affiliated colleges/ Continents

A Standard Operating Procedure (SOP) for Community Engagement Program (CEP) / Field Project at the College Level

Introduction to the Program:

The CEP/FP aims to engage degree college students (specifically Semester III, IV, and V students) in real-world community work and practical learning indulged in their chosen Major subject. It helps them apply classroom subjects like Accountancy, Management, Business Economics, banking, insurance, finance, Agriculture, Pharmaceutical, service providers, and allied industries to everyday real-life situations in both urban (city) and rural (village) areas.

Community Engagement Program (CEP) / Field Project (FP)

Semesters III, IV, and V: 6 credits= 2 Credits per Semester respectively.

(180 Hours = 60 hours for each of the three semesters)

COURSE OBJECTIVES & COURSE OUTCOMES

Course Objectives:

The primary objectives of the Community Engagement Program (CEP) and Field Project (FP) are:

1. To Bridge Theory and Practice: Facilitate the practical application of classroom concepts from Accountancy, Management, Business Economics, Banking, Finance, Insurance, Agriculture, Pharmaceuticals, and Allied Services to real-world scenarios in the respective **Major subject**.

2. To Foster Real-World & Community Awareness: Engage students in active social initiatives, community outreach campaigns, and operational setups across urban, semi-rural, and rural sectors in their major subject.

3. To Inculcate Experiential Discipline: Guide students through a structured 30-hour field workload per semester, developing professional work ethics, accountability, and time management skills embedded for 90 hours over three semesters.

4. To Promote Mentored Field Research: Provide systematic mentorship under institutional faculty and Heads of Departments (HODs) to enable structured data collection, observation, and field-level problem-solving.

5. To Enhance Documentation & Synthesis Capabilities: Train students in compiling analytical insights, operational steps, and reflective summaries into standardized, handwritten project reports.

6. To Build Communication & Presentation Skills: Develop students' confidence and extempore speaking abilities through formal oral defenses and Viva Voce presentations before academic panels.

7. Before initiating, the college will host an Orientation Program to assign specific project topics and mentors to all students under the guidance of the Head of the Institution / HOD.

Marking & Credit Scheme Breakdown

The overall evaluation will be of 2 Credits each in each semester i.e. semester III, IV, and V. Here is the marks and credit split across the three components:

1. Operation Workout (OPW) Carried Out: Your actual daily field work and practical activity (60 hours each in every semester): 30%.
2. Report Submitted (SEP / FP): Your handwritten project report detailing what you did and learnt: 30%.
3. Presentation: Your oral/extempore presentation in front of the HOD and Mentor: 40%.

Course Outcome (CO) Mapping Matrix

Course Level & Outcome	Primary Learning Domain	Direct Evaluation Component	Hours Involved	Credit Allocation
Sem III **CO1**	Cognitive (Application)	Plan Operation Workout (30%)	60	2
Sem IV **CO2 & CO3**	Cognitive (Analysis) Psychomotor / Professional Skills	Data Collection & Analysis (30%)	60	2
Sem V **CO4 & CO5**	Affective / Synthetic Communication / Evaluative	Handwritten Project Report (30%) Presentation & Viva Voce (40%)	60	2

Course Outcomes (COs): Upon successful completion of the course in each semester, the student will be able to:
CO1: Apply Core Theoretical Knowledge (Application) in the chosen field, based on his/her major subject to real-life operational and community challenges.
CO2: Analyse Operational & Social Environments (Analysis): The student will be able to evaluate business workflows, socio-economic dynamics, and service-delivery mechanisms in urban and rural environments through direct field observation and empirical data gathering.
CO3: Demonstrate Practical Field & Professional Skills (Skill/Application): Execute a structured 120-hour field workload, and demonstrating core professional competencies including teamwork, adaptability, field research management, and ethical community engagement and 60-hours in writing and presenting the same by the end of his/her Vth semester as mentioned in CO4 & CO5.
CO4: Document & Synthesise Field Insights (Creation/Synthesis): Compile field data, observations, and personal reflections into a coherent, well-structured, handwritten report compliant with institutional Standard Operating Procedures (SOP).
CO5: Communicate & Defend Research Findings (Evaluation): Articulate project outco60-hours mes, operational challenges, and practical recommendations clearly through an extempore oral presentation and Viva Voce examination.

Registration Process of SEP/FP :-

1. Allocate Name of Coordinator of CEP/FP
2. Allocate Name of Mentor of CEP/FP
3. Allocate Name of CEP/FP Topic as per given list or chosen by College /Constituent
4. Proper filling of Registration form of CEP/ FP in given Format

A. Format of Registration Form of SEP / FP : -

Name of the College / Constituent -

……. Name of Student

……

…….. BBA II – Sem III / IV .....Batch – NEP – 2026-27

Roll No…… PNR

No……. Name of Mentor

……. Name of College Coordinator……. Topic

of SEP /

FP……

……..……

Name and Area of Company / Firm / Institution where to be carried out the SEP/FP

……

Commencement date of SEP/FP ……

Tentative date of Completion of SEP / FP ……

Name & Signature	Name & Signature	Name & Signature	Name & Signature
Student	Mentor	HOD/Coordinator	Head of Institution

CEP/FP/Annexure - II Format of Logbook of 30 Operation Work out of Each Day for 2 hours for CEP/ FP – 2026-27 Sign. of Mentor and Sign of Students

Day & Date	Activity of OWO @ 2 hrs. @day	Experiential Learning's by the OWO	Sign. Of Mentor / Owner Co./Pharm/ Institution	Sign of Student
	1.			
	2.			
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	28.			
	29.			
	30.			

CEP/FP/Annexure - III

An Exclusive Report Format of SEP / FP

Index

1. Cover Page – Title of SEP/FP

2. Certificate of CEP/FP

3. Acknowledgement

4. Introduction - 3 CETT Report

- **A. About Company/ Pharm**
- **B. Customer**
- **C. Competitor**
- **D. Environment**
- **E. Technology**
- **F. Terminology**

5. Objective

6. Methodology

7. Objevervation of 30days Operation Work Out

8. Out Come / Experiential Learning's of CEP/FP

9. Annexure III of Final Presentation

Cover Page – Title of CEP/FP

Title:-

Submitted to

Name of Mentor: - …….

Submitted by

Name of the Student: - ……..

Name of the Class : - ……..

Name of the College:-……..

An Exclusive Report of CEP/FP submitted in partial fulfillment of the requirement of BBA-II …..Sem… (Three / Four yr. Program)

Certificate of CEP/FP

This is to certify that the CEP/FP Report titled ……..

……
……
…….. Submitted
by……Enroll.No……during the
BBA……..Sem……..(Batch of …….) embodies original work done by him\her.

Name & Sign of Mentor

Seal & Sign. Of HOD/ Coordinator

Seal & Sign. Of Head of Institution

3. Acknowledgement

I would like to express my deepest gratitude to my Mentor,..... ,

Head of Institution..... for their invaluable guidance, patience,

and encouragement throughout this project. Their insights were instrumental in shaping

the final outcome.

I am also thankful to [Institution

Name]……. for

providing the necessary research facilities and resources. Special thanks to [Name of

colleague/staff]……

…… for their technical assistance, and to my parents

and friends for their unwavering emotional support.

Thank you all.

[Your

Name]……

…….. [Date]……

[Signature]

Introduction - 3 CETT Report

A. About Company/Agricultural Pharm

B. Customer

C. Competitor

D. Environment

E. Technology

F. Terminology

5. Objective

6. Methodology

7. Objevervation of 30days Operation Work Out

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

8. Out Come / Experiential Learning's of CEP/FP

1.

2.

3.

9. Annexure III of Final Submission and Presentation

Sr.No.	Operation Workout Carried out	Report of SEP/FP submitted	Presentation	Final Credit Awarded
Percentage	**20%**	**20%**	**10%**	**Max.2 Credit**
Max. Marks	**40**	**40**	**20**	**Max.100**
Obtained Marks				

Name & Sign of Mentor

Seal & Sign. Of HOD/ Coordinator

Seal & Sign. Of Head of Institution

A2710

[नि.जे. कमा-e/92/29-D for by perm of the Chair]

Proposed by (1) (Dr. H.R. Deshmukh) I/c Dean, Fac of Science

प्रो. टी. जी. सीताराम
अध्यक्ष
Prof. T. G. Sitharam
FNAE, DGE, FASCE, FICE (UK)
Ph D (Univ of Waterloo, Canada), D.Sc
Post Doc (Univ of Texas, @Austin USA)
Chairman

सत्यमेव जयते

अखिल भारतीय तकनीकी शिक्षा परिषद्
(भारत सरकार का एक सांविधिक निकाय)
(शिक्षा मंत्रालय, भारत सरकार)
नेल्सन मंडेला मार्ग, वसंत कुंज, नई दिल्ली–110070
दूरभाष 011–26131498
ई–मेल chairman@aicte-india.org

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(A STATUTORY BODY OF THE GOVT OF INDIA)
(Ministry of Education, Govt of India)
Nelson Mandela Marg, Vasant Kunj, New Delhi-110070
Phone : 011-26131498
E-mail : chairman@aicte-india.org

1-29/AICTE/CM/2025/PAP/VCs Instt/DMP
November 12, 2025

All Principals/Directors/Vice Chancellors
AICTE-Approved Institutions/Universities

Subject: Introduction of Non-Credit Mandatory Course on "Disaster Management and Preparedness" from January 2026 Session in all AICTE approved Institutions.

Dear Sir/Madam,

Greetings from All India Council for Technical Education!

In alignment with the national vision of building a disaster-resilient India and fostering preparedness among youth, the All India Council for Technical Education (AICTE) is pleased to inform that a Non-Credit Mandatory Course (equivalent to 2 credits) titled "Disaster Management and Preparedness" has been developed and approved for implementation across all AICTE-approved institutions/ Universities.

The course has been designed to impart essential knowledge and awareness about disaster risk reduction, management strategies, and community preparedness measures. It will form an integral part of students' holistic education and contribute towards strengthening the nation's capacity to effectively respond to natural and man-made disasters.

All AICTE-approved institutions/Universities are hereby directed to implement this course compulsorily from the January 2026 academic session for all students enrolled in undergraduate programs.

The Model Curriculum and Guidelines for the course will be made available on the AICTE website. Institutions are requested to ensure timely inclusion of this course in their academic schedule and report compliance of the same through the AICTE portal once implemented.

Your cooperation in successfully implementing this important national initiative is highly appreciated.

Thanking you,

Yours sincerely,

T.G. Sitharam 13/11

(T.G. Sitharam)

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[As per AICTE letter

A-2711

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
5	III	3AL001NC	Disaster Management and Preparedness	-	30	-	50

Course Description:

Subject Code 3AL001NC Disaster Management and Preparedness is Non-Credit Mandatory course as per AICTE,recommendation letter dated 12/11/2025: for Second Year in all disciplines.

Course Objectives:

The objective of the course is to develop understanding of disaster types, risk assessment, preparedness, response, and recovery strategies for effective disaster management and resilient infrastructure planning.

Course Outcomes (COs)

After completing the course students will be able to:

CO	Course Outcome
CO1	Classify disaster types, risk concepts, vulnerability profile, and global disaster management frameworks.
CO2	Apply risk assessment, mitigation measures, preparedness planning, and emergency response systems effectively.
CO3	Analyze post-disaster recovery, stakeholder roles, infrastructure restoration, and disaster management policies.

Details of Syllabus:

Unit 1	**Introduction to Disaster Management:** Concepts and definitions – disaster, hazard, vulnerability, risk, severity, frequency, exposure, capacity, and impact; classification of disasters- Natural disasters: earthquakes, tsunami, landslides, mining, Hydro-Meteorological Disasters: floods, draught, cyclones, coastal erosion. Biological Disaster: epidemics, pest attacks, forest fire, Manmade disasters: Industrial pollution, artificial flooding in urban areas, nuclear radiation, chemical spills, transportation accidents, vulnerability profile of India, ecological fragility; principles of disaster prevention and mitigation	8 Hrs.
Unit 2	**Disaster Management Cycle and Framework:** Pre-Disaster – Risk Assessment and Analysis, Risk Mapping, zonation and Micro-zonation, Prevention and Mitigation of Disasters, Early Warning System; Preparedness, Capacity Development. Awareness During Disaster – Evacuation, Disaster Communication, Search and Rescue, Emergency Operation Centre, Incident Command System, Relief and Rehabilitation.	

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A-2712

	Post-disaster – Damage and Needs Assessment, Restoration of Critical Infrastructure, Early Recovery, Reconstruction and Redevelopment; IDNDR, Yokohama Strategy, Hyogo Framework of Action Phases of disaster management, prevention, preparedness, mitigation, response, and recovery, structural and non-structural measures, early warning systems; vulnerability and capacity assessment, post-disaster environmental response.	12 Hrs
Unit 3	**Disaster Management practices:** Roles and responsibilities of government, community, local bodies, NGOs, and other stakeholders, National Policy on Disaster Management Act 2005 Mega Disasters of India and Lessons Learnt, Disaster Management practices at working and residential places. Key responsibility of engineers in disaster reduction techniques, medical preparedness aspect of disaster.	10 Hrs

Textbooks:

1. Sharma, S. C. (2022). Disaster Management, Khanna Publication.
2. Subramanian, R. (2024). Disaster Management. Vikas Publication.
3. Dr. N. W. Ingole, Dr. A.B. Ranit, Dr. S. M. Harle, Prof S. M. Dhawade, Prof R. S. Ingalkar. Introduction to disaster Management. SGHS Publication.

Reference Books:

1. Gaur, R. C. (2018). Environmental Engineering and Disaster Management. New Age International.
2. Pradeep Sahni, 2024, Disaster Risk Reduction in South Asia, Prentice Hall.
3. Mondal, D. (2022). Disaster Management. New Delhi: CBS Publishers & Distributors
4. Manual on natural disaster management in India, M C Gupta, NIDM, New Delhi
5. An overview on natural & man-made disasters and their reduction, R K Bhandani, CSIR, New Delhi
6. Natural Disaster Management Policy, 2009,GOI
7. H.N. Shrivastava& G.D. Gupta, Management of Natural Disasters in developing Countries, Daya Publishers , Delhi
8. S.L. Goyal, Encyclopedia of disaster Management, Vol I,II & III Disaster Managemnt Policy and administration, Deep & Deep, New Delhi,2006
9. Coppola D P, Introduction to International Disaster Management, Elsevier Science (B/H), London, 2007
10. Disaster Mitigation in Asia & Pacific, Asian Development Bank

Course Assessment

Internal Assessment at Institute level will be based on following assignments:

1) Study of Recent Disasters (at local, state and national level) — 20 marks
2) Preparation of Disaster Risk Management Plan of and Area or Sector — 20 marks
3) A Case study on Disaster Management — 10 marks

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BBA II year NEP (SEM IV)
Vertical – Major
Subject Title Business Research Methodology

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	502400	Business Research Methodology	2	30	2	50

Course Outcomes:

1. To grasp the fundamentals of research methodology and apply them in various research or project works.
2. To identify and utilize appropriate research methods aligned with research objectives
3. To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements
4. To learn the intricacies of interpreting data and writing comprehensive research reports

Unit	Contents	Teaching Hours
1	Unit 1: Introduction to Research Definition, history, evolution, and types of scientific inquiry and research. The process of research. The characteristics and components of good research work.	7
2	Unit 2: Formulating the Research Problem Identify and formulate research problems, conduct literature reviews, and Objectives. Develop Research Questions and Research designs.	8
3	Unit 3: Measurement and Data Collection Measurement and scaling, discussing different types of data sources Measurement Error, and Scale Construction Techniques. Data Collection Methods, including questionnaires, interviews, and observations.	7
4	Unit 4: Data Analysis and Interpretation. Sampling Methods, Data Preparation, and Hypothesis Testing using parameter and non-parametric tests. Tools and Techniques for Data Visualization like; charts, Tables, and box	8

Total 50 marks Division: -

1) **30 marks -** External Theory Exam (University/College)
2) **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. Research Methodology by Ranjit Kumar
2. Research Method for Business by Uma Sekaran.
3. Methodology of Research by C.R. Kothari.
4 Business Research Methodologies, Aditya Publication, Dr. Nita J Honrao and Pooja Dammani.

B. B. A. II Year (NEP) Semester-IV
Vertical – Major
Subject Title: Operation Management and Industrial Relations

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	502401	Operation Management and Industrial Relations	2	30	2	50

Course Outcomes: By the end of the course, students will be able to:
1. Explain the scope and significance of operations management and distinguish between manufacturing and service operations.
2. Design and evaluate production systems and layouts, and make informed facility location and capacity planning decisions.
3. Apply inventory control techniques and quality management concepts, including TQM, Six Sigma, and lean manufacturing principles.
4. Understand the fundamentals of industrial relations, including the roles of employees, employers, and government in maintaining workplace harmony.
5. Analyze the role of trade unions and collective bargaining in promoting industrial democracy and handling labor negotiations.
6. Identify the causes of industrial disputes and evaluate appropriate mechanisms for dispute resolution such as mediation, arbitration, and adjudication.

Unit	Contents	Teaching Hours
1	Unit 1: Introduction to Operations Management • Definition, scope, and significance • Role of Operations Manager • Difference between Manufacturing and Service Operations • Relationship with Other Functional Areas (Marketing, HR, Finance)	7
2	Unit 2: Production and Process Design • Types of production Systems (job, batch, mass) • Product vs. Process Layout, concept of Process Design • Facility location decisions (strategies and methods for decision making) • -Concept and importance of Capacity Planning and Resource Allocation	8
3	3.1 Inventory and Quality Management • Inventory Types and Control Techniques (EOQ, ABC analysis) • Basics of Quality Control (TQM, Six Sigma) • Introduction to Lean Manufacturing 3.2 : Fundamentals of Industrial Relations • Concept and Scope • Importance in Modern Industry • Parties involved: Employees, Employers, and Government	7
4	4.1 Trade Unions and Collective Bargaining • Meaning and types of Trade Unions • Functions and Role in Industrial Democracy • Collective Bargaining: Process and Challenges 4.2 Industrial Disputes and Resolution Mechanisms • Concept of Industrial Disputes • Causes and Types of Disputes • Grievance handling and Discipline • Dispute Resolution: mediation, arbitration, adjudication	8

Total 50 marks Division: -
1) **30 marks -** External Theory Exam (University/College)
2) **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. K. Aswathappa – Production and Operations Management
2. P. Subba Rao – Essentials of Human Resource Management & IR
3. S.N. Chary – Production and Operations Management
4. C.B. Mamoria – Dynamics of Industrial Relations
5. David A. Buchanan and Andrzej Huczynski -"Management: A Practical Approach"
6 Operations Management and Industrial Relations Dr Pallavi Mandaogade, Sonal Chandak and Ritesh Chandak

B. B. A. II Year (NEP) Semester-IV
Vertical – Major
Subject Title: Sales Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	502402	Sales Management	2	30	2 Hours	50

Course Outcomes:

1. Understanding the various roles and responsibilities of a manger related to sales management , personal selling and salesmanship
2. Understanding the key areas related to sales force management and sales forecasting
3. Understanding practical issues related to selling & distribution.

Unit	Contents	Teaching Hours
1	Introduction: Sales Management, concept, Objectives, Importance. Personal Selling: Concept, Process of Personal Selling Salesmanship- Concept & Attributes required for Salesmanship	7
2	Sales Planning : Concept, Process and Implementation Sales Force Management – Recruitment & Selection of Sales Force Sales Forecasting- Concept & Process of Sales Forecasting	8
3	Sales Budget- Concept, Types & Methods Sales Quotas – Concept and Methods Sales Territories- Concept and Design Sales Territories	8
4	Selling Skills- Concept & Importance of Selling Skills Sales Promotion – Concept and Strategies	7

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended: (Latest Edition)

1. Jobber, D., Lancaster, G. Selling and Sales Management, Pearson Education.
2. Johnston, M.W. Marshal, G. W. Sales Force Management, New Delhi, Tata McGraw – Hill Education
3. Panda T, Sachdev S. Sales and Distribution Management, Oxford University Press
4. Havladar , Krishna K. Sales and Distribution Management , Tata McGraw Hill
5. Sales Management Aditya Publication Dr. Smita Singrup and Pawan Kalantri

BBA II year NEP (SEM IV)
Vertical –*Major*
Subject Title Entrepreneurship and startup

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	502403	Entrepreneurship and startup	2	30	2 Hours	50

Course Outcomes:

At the end of the course, the student would be able to -

1. Understand basic building blocks of creating a venture
2. Be able to identify a business opportunity and translate it into a viable business model
3. Identify the elements of the Indian entrepreneurship ecosystem and take relevant benefits from the constituents
4. Know the legacy of family businesses and key differentiations from entrepreneurship

Unit	Contents	Teaching Hours
1.	**Introduction to Entrepreneurship :** • Definition and Concept of Entrepreneurship • Entrepreneur Characteristics • Classification of Entrepreneurs • Role of Entrepreneurship in Economic Development -Start-ups	**7**
2	**Evaluating Business opportunity:** • Sources of Business Ideas and Opportunity Recognition • Guesstimating the market potential of a business idea • Feasibility Analysis of the Idea • Industry, competition and environment analysis;	**8**
3	**Building Blocks of starting ventures:** • Low Cost, Marketing using Digital Technologies • Team Building from scratch • Venture Funding • Establishing the value-chain and managing operations	**7**
4	**Start-up Ecosystem:** • Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc. • Know various Government schemes like Start-up India, Digital India, MSME etc. • Sources of Venture Funding available in India • Source of Technology, Intellectual Property Management	**8**

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Entrepreneurship, Rajeev Roy, Oxford University Press
2. Entrepreneurship: Successfully Launching New Ventures by R. Duane Ireland Bruce R. Barringer, Pearson Publishing
3. Ramachandran, K, Indian Family Businesses: Their survival beyond three generations, ISB Working Paper Series
4. Entrepreneurship and Startup Aditya Publication Dr, Nita Honrao and Dr Nita Honrao

B. B. A. II Year NEP Semester-IV

Vertical: Minor

Business Research Development

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	502404	Business Research Development	2	30	2 Hours	50

Course Outcomes:

1. To grasp the fundamentals of research methodology and apply them in various research or project works.
2. To identify and utilize appropriate research methods aligned with research objectives
3. To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements
4. To learn the intricacies of interpreting data and writing comprehensive research reports

Unit	Contents	Teaching Hours
1	Unit 1: Introduction to Research Definition, history, evolution, and types of scientific inquiry and research. The process of research. The characteristics and components of good research work.	7
2	Unit 2: Formulating the Research Problem Identify and formulate research problems, conduct literature reviews, and Objectives. Develop Research Questions and Research designs.	8
3	Unit 3: Measurement and Data Collection Measurement and scaling, discussing different types of data sources Measurement Error, and Scale Construction Techniques. Data Collection Methods, including questionnaires, interviews, and observations.	7
4	Unit 4: Data Analysis and Interpretation. Sampling Methods, Data Preparation, and Hypothesis Testing using parameter and non-parametric tests. Tools and Techniques for Data Visualization like; charts, Tables, and box	8

Total 50 marks Division: -

30 marks - External Theory Exam (University/College)

20 marks- For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. Research Methodology by Ranjit Kumar
2. Research Method for Business by Uma Sekaran.
3. Methodology of Research by C.R. Kothari.
4. Business Research Methodologies, Aditya Publication, Dr. Nita J Honrao and Pooja Dammani.

B. B. A. II Year (NEP) Semester-IV
Vertical – Minor
Subject Title: Operation Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	502405	Operation Management	2	30	2	50

Course Outcomes: By the end of the course, students will be able to:

1. Explain the scope and significance of operations management and distinguish between manufacturing and service operations.
2. Design and evaluate production systems and layouts, and make informed facility location and capacity planning decisions.
3. Apply inventory control techniques and quality management concepts, including TQM, Six Sigma, and lean manufacturing principles.
4. Understand the fundamentals of industrial relations, including the roles of employees, employers, and government in maintaining workplace harmony.
5. Analyze the role of trade unions and collective bargaining in promoting industrial democracy and handling labor negotiations.
6. Identify the causes of industrial disputes and evaluate appropriate mechanisms for dispute resolution such as mediation, arbitration, and adjudication.
7. Demonstrate a practical understanding of grievance handling procedures and the importance of discipline in industrial settings.

Unit	Contents	Teaching Hours
1	Unit 1: Introduction to Operations Management • Definition, scope, and significance • Role of Operations Manager • Difference between Manufacturing and Service Operations • Relationship with Other Functional Areas (Marketing, HR, Finance)	7
2	Unit 2: Production and Process Design • Types of production Systems (job, batch, mass) • Product vs. Process Layout, concept of Process Design • Facility location decisions (strategies and methods for decision making) • Concept and importance of Capacity Planning and Resource Allocation	8
3	3.2 Inventory and Quality Management • Inventory Types and Control Techniques (EOQ, ABC analysis) • Basics of Quality Control (TQM, Six Sigma) • Introduction to Lean Manufacturing 3.3 : Fundamentals of Industrial Relations 4 Concept and Scope and Importance in Modern Industry 5 Parties involved: Employees, Employers, and Government	7
4	4.2 Trade Unions and Collective Bargaining • Meaning and types of Trade Unions • Functions and Role in Industrial Democracy • Collective Bargaining: Process and Challenges 4.3 Industrial Disputes and Resolution Mechanisms • Concept of Industrial Disputes Causes and Types of Disputes • Grievance handling and Discipline • Dispute Resolution: mediation, arbitration, adjudication	8

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. K. Aswathappa – Production and Operations Management
2. P. Subba Rao – Essentials of Human Resource Management & IR
3. S.N. Chary – Production and Operations Management
4. C.B. Mamoria – Dynamics of Industrial Relations
5. David A. Buchanan and Andrzej Huczynski -"Management: A Practical Approach"
6. Operations Management and Industrial Relations Dr Pallavi Mandaogade, Sonal Chandak and Ritesh Chandak

BBA II (NEP) Semester-III
Vertical: GOEC
Introduction to Consumer Protection Act 2019

Level	Semester	Course code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	502406	Introduction to Consumer Protection Act 2019	2	60	2 Hrs.	50

Course Outcomes:

Course Outcomes:

1. Students will be able to articulate the primary purpose of the Act
2. Students will gain an in-depth understanding of the consumer rights.
3. Students will demonstrate the ability to analyses how consumer disputes are handled at different levels
4. Students will understand the powers and functions of the CCPA, including its role in promoting and protecting consumer rights, conducting investigations, and addressing unfair trade practices
5. Studentswillbeabletocontributetoconsumereducationbypromotingawareness
6. Students will be proficient in the process of filing a consumer complaint, including understanding the documentation required.

Note: The syllabus must be understood, keeping in view the provisions of Consumer Protection Act, 2019

Unit	Contents	Teaching Hours.
Unit-I	**Introduction:** **1.1** Definitions (Consumer, Goods, Service, Deficiency, Defect, Unfair Trade Practice) **1.2** Need for Consumer Protection Act, Objective of Consumer Protection Act, **1.3** Salient Features of the 2019 Act **1.4** Difference between the 1986 Act and the 2019 Act.	07
Unit-II	**Unit–II: Consumer Rights and Dispute Resolution Mechanisms (08 Marks)** **2.1** Rights under the Consumer Protection Act 2.2 Consumer Dispute Redressal Mechanisms - District Consumer Disputes Redressal Forum (DCDRF) State Consumer Disputes Redressal Commission (SCDRC) National Consumer Disputes Redressal Commission (NCDRC) 2.3 Consumer Protection Councils - Central Consumer Protection Council State Consumer Protection Councils 2.4 Functions and Powers of the Consumer Protection Councils	08
Unit-III	**Unit–III: CCPA, Misleading advertisements and E-commerce (08 Marks)** **3.1** Role of the Central Consumer Protection Authority (CCPA), Powers and Functions of the CCPA 3.2 Misleading advertisements and penalties 3.3 E-commerce and Consumer Protection 3.4 Consumer Protection in the Digital Market place Rights and Remedies for Online Consumers Consumer Protection against Fraud in E-commerce	08
Unit-IV	**Unit–IV: Product Liability, Offences and Penalties (07 Marks)** **4.1** Product Liability Liability of Product Manufacturer **4.2** Liability of Service Provider Liability of Product Seller **4.3** Offences and Penalties under the Consumer Protection Act **4.4** Role of Consumer organisations and government initiatives	07

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended

1. Business Law for Management by K. R. Bulchandani, Himalaya Publishing House, Nagpur.
2. Consumer Protection in India: Law and Practice by Dr. H. K. Saharay, Eastern Book Company, Lucknow.
3. Consumer Protection Act, 2019: A Comprehensive Guide by Dr. Anil Kumar, LexisNexis, Gurgaon.
4. Consumer Protection Laws in India by Dr. V. S. Khanna, Taxmann, New Delhi.
5. A Guide to Consumer Protection Act, 2019 by Prof. (Dr.) S. K. Agarwal, Central Law Agency, New Delhi.
6. Consumer Protection Act, 2019: Law, Policy, and Practice by P. K. Malhotra, Bharat Law House, New Delhi.
7. Consumer Protection Act: A Legal Guide for Business and Consumer by Dr. N. V. Paranjape, University Book House, Jaipur.
8. Consumer Protection Act, 2019: A Comprehensive Guide by Dr. Ashish S. Deshmukh, Nagpur Law House, Nagpur.
9. The Consumer Protection Act, 2019: Analysis and Interpretations by Dr. P. D. Nair, Vora Law Books, Pune.
10. A Practical Guide to Consumer Protection Law by Dr. S. R. Joshi, Bharati Law House, Pune.

BBA II year NEP (SEM IV)

Vertical – VSC

Subject Title: Design Thinking and Innovation

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	502407	Design Thinking and Innovation	2	60	2 Hours	50

Course Outcomes:

1. To make students understand Innovation and their significance
2. To make students Understand Design Thinking and its process
2. Understanding creative thinking process and problem-solving approaches
3. Introduce student to templates of ideation
4. Understand the importance of prototyping in the innovation journey

Unit	Contents	Teaching Hours
1	Basics of Innovation and Design Thinking 1.1 The concept of Innovation and its significance in business 1.2 Significance of Innovation in Business 1.3 The concept of Creative Thinking 1.4 Understanding problem solving approaches through creative thinking process	14
2	Design Thinking Process 2.1 Stages of Design Thinking Process -Empathize, Define, Ideate, Prototype, Implement 2.2 The importance of empathy in innovation process 2.3 Observing and assimilating information 2.4 Identifying wicked problems around us and the potential impact of their solutions	16
3	Ideate, Prototype and Implement 3.1 Various ways of ideation: brainstorming, systems thinking 3.2 Concept of brainstorming – how to reach consensus on wicked problems 3.3 Know the methods of prototyping, purpose of rapid prototyping 3.4 Understanding the meaning of Implementation	14
4	Feedback, Re-Design & Re-Create 4.1 Feedback Pool: Concept 4.2 Focus on User Experience, address ergonomic challenges, user focused design 4.3 Final concept testing, 4.4 Final Presentation- Solving Problems through innovative design concepts & creative solution	16

Total 50 marks Division: -

- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

External Assessment (30 Marks)

Division of Marks for practical

Record Preparation	05 Marks
Practical	10 Marks
Description	05 Marks
Viva	10 Marks

Books Recommended:

1. E Balaguruswamy , Developing Thinking Skills (The way to Success), Khanna Book Publishing Company
2. Tim Brown, “Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation”, Harvard Business Review
3. Steps to Innovation by R T Krishnan & V Dabholkar, Collins Publishing
4. Design Thinking and Innovation. Aditya Publication, Ritesh Chandak

B. B. A. II Year NEP Semester-IV
Vertical – AEC
Subject Title: Virtual Communication

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	502408	Virtual Communication	2	60	2 Hours	50

Course Outcome: Students completing this course on the Virtual Communication will be able to:

1. Understand Virtual Communication concepts and theories
2. Develop effective online Communication Skills
3. Utilize digital tools for collaboration and teamwork
4. Manage virtual meetings and presentations
5. Foster inclusive and culturally sensitive online interactions

Unit	Contents	Teaching Hours
1	Introduction to Virtual Communication Defining virtual communication History and evolution Objectives and Importance of Virtual Communication Key concepts and theories of Virtual Communication	14
2	Digital Communication Platforms Email and instant messaging Video conferencing tools (e.g., Zoom, Google Meet) Social media and online communities	16
3	Online Presence and Identity Creating a professional online profile Personal branding Digital etiquette	16
4	Virtual Meetings and Presentations Preparing for Virtual Meetings Effective Presentation Skills Engaging Virtual Audiences	14

Total 50 marks Division: -

- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method.

External Assessment: (30 Marks)

Division of Marks for practical

Record Preparation	05 Marks
Practical	10 Marks
Description	05 Marks
Viva	10 Marks

Books Recommended:

1. Raman S. & Swami R. Business Communications,
2. Professional Publications Madras - R.C. Sharma & Krishan Mohan, Business Correspondence &
3. Report W riting. Tata McGraw Hill Delhi.
4. Nandanwar K.P. Ninawe A.S. & Nandanwar S.P.
5. Essential of Business Communication, Prashant Publication, Jalgaon.
6. Virtual Communication: The Impact of the new Informational and Communicational
7. Virtual Communication ,Dr.Pallavi Mandaogade, Dr.Shaila Nibjiya, Aditya Publication ,Amravati
8. Technologies in Contemporary Educational Space, Ileana Rotaru 2014
9. Communication Relationship and Practices in virtual work (Advances in human resource management and organizational development , Shawan d Long)

B. B. A. II (NEP) (Semester-IV)
Vertical: FP/CES
Subject Title: Field Project/ Community Engagement Project

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.0	IV	**502409**	Field Project/ Community Engagement Project	2	60	-	50

Course Outcomes:

1. The field based learning/ project should attempt to provide opportunities for students to understand the different socio-economic context.
2. It should aim at giving students exposure to development-related issue in rural and urban settings.
3. Students have opportunity to select real problem from field and understand actual field situations regarding issue related to socio-economic development.
4. Students able to understand socio-economic problems and develop their solution, policies or regulations.

Field work based on:
Assessment of this vertical shall be based on various socio-economic activities / practices.

Evaluation of Field Projects:

Module	Unit	Distribution of credit
1	**Selection of Topic, Preparation of synopsis**	**2**

Evaluation of above activities done by the concern teacher internally at college level.

B.B.A. III Year (NEP) Semester– V
Vertical c –Major
Subject Title: Digital Marketing

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	V	502500	Digital Marketing	2	30	2 Hours	50

Course Outcomes:

- CO1: Explain the digital marketing ecosystem and customer journey.
- CO2: Design basic content and social media marketing strategies.
- CO3: Apply search marketing and online advertising concepts.
- CO4: Understand emerging trends, AI applications, and ethical practices in digital marketing.

Unit	Contents	Teaching Hours
1	**Foundations of Digital Marketing and Consumer Behavior:** Traditional Marketing versus Digital Marketing, Digital Marketing Ecosystem, Role of Digital Marketing in Business Growth, Digital Consumers and Consumer Behavior, Marketing Funnel and Customer Lifecycle, POEM Model (Paid, Owned and Earned Media), Opportunities and Challenges in Digital Marketing	8
2	**Content Marketing and Social Media Marketing:** Introduction to Social Media Marketing, Overview of Major Social Media Platforms, Target Audience Identification and Segmentation, Content Marketing Fundamentals, Types of Digital Content, Content Strategy and Content Calendar, Influencer Marketing, Video Marketing and Short-form Content, Social Media Marketing Planning	7
3	**Search Marketing and Online Advertising:** Introduction to Search Engines, Search Engine Optimization (SEO): Basic Concepts, Keyword Research Fundamentals, Search Engine Marketing (SEM), Introduction to Pay-Per-Click (PPC) Advertising, CPC, CTR, Conversion Rate and ROI, Google Ads and Social Media Advertising Overview, Campaign Planning and Budgeting, Calls-to-Action (CTA), Measuring Campaign Performance	7
4	**Digital Analytics, AI and Emerging Trends:** Introduction to Web Analytics, Website Traffic Sources Users, Sessions and Page Views, Social Media Analytics and Campaign Performance Reports, Online Reputation Management, Data Interpretation for Marketing Decisions Artificial Intelligence and Generative AI in Marketing, E-Commerce Marketing Fundamentals, Data Privacy, Digital Ethics and Future Trends	8

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Reference Books:

- Digital Marketing – Neha Kapoor, McGraw Hill Education India.
- Digital Marketing: Strategy, Implementation and Practice – Dave Chaffey & Fiona Ellis-Chadwick, Pearson Education.
- Digital Marketing Strategy: An Integrated Approach to Online Marketing – Simon Kingsnorth , Kogan Page. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan – 2021 – Kogan Page.

B.B.A. III Year (NEP) Semester–V
Vertical c- DSE – Major
Subject Title: Training & Development

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	V	502501	Training and Development	2	30	2 Hours	50

Course Outcomes:

1. Students will gain foundational understanding of workforce training and development systems.
2. Students will learn how to organize and conduct structured training programmes.
3. Students will be able to develop practical exposure to interactive and experiential learning techniques
4. Students will get to understand long-term employee development and modern learning trends.

Unit	Contents	Teaching Hours
1	**Basics of Employee Training:** Meaning, Objectives and Need of Training, Training vs Development, Importance of Employee Learning, Types of Employee Skills, Orientation and Induction Programmes, Training Process Overview, Introduction to Workplace Behaviour.	8
2	**Training Planning & Learning Process:** Training Need Identification, Planning a Training Session, Identifying Skill Gaps, Setting Training Objective, Designing Training Programme, Preparation of lesson Plan and Training Schedule, Training Climate, Budget and Resources for Training, Use of Teaching Aids and Technology.	7
3	**Practical Training Methods:** On the Job Training Methods, Off the Job Training Methods, Coaching and Mentoring, Demonstration and Lecture Method, Group Discussion and Team Exercises, Case Study and Problem Solving, Role Play and Simulation Exercises, Interactive Activities and Ice Breakers, Time Management during Training.	8
4	**Development Programmes & Future Trends:** Employee Development Programmes, Management Development Concepts, Leadership and Soft Skill Development, Training Evaluation and Feedback, Career Planning and Counselling, Quality Improvement through Training, Future Trends: AI, Virtual Learning and Digital Training	7

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Training and Development – T. V. Rao, Excel Books, 2018.
2. Human Resource Management – P. Subba Rao, Himalaya Publishing House, 2022.
3. Business Communication – M. C. Shukla, S. Chand Publishing, 2019.
4. Human Resource Development – Udai Pareek, Oxford University Press India, 2020.

B.B.A. III Year (NEP) Semester– V
Vertical a – Major
Subject Title: Stress Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	**V**	**502502**	**Stress Management**	**2**	**30**	**2 Hours**	**50**

Course Outcomes:
By the end of this course, students will be able to
1) Should know the meaning, types, causes, and effects of stress.
2) Identify stress in academic, personal, and workplace situations.
3) Apply basic stress management techniques - time management, relaxation, and positive thinking.
4) Develop healthy habits and coping skills to improve personal well-being and work performance.

Unit	Contents	Teaching Hours
Unit – I	**Understanding Stress** 1.1 Meaning and concept of stress. 1.2 Types of stress – Positive (Eustress) and Negative (Distress). 1.3 Causes and symptoms of stress. 1.4 Effects of stress on physical and mental health.	7
Unit – II	**Sources of Stress** 2.1 Personal and family-related stress. 2.2 Academic stress among students. 2.3 Workplace stress and its common causes. 2.4 Stress and work-life balance.	8
Unit - III	**Stress Management Techniques** 3.1 Time management and goal setting. 3.2 Relaxation techniques – Deep breathing, meditation, and yoga. 3.3 Healthy lifestyle – Exercise, diet, and sleep. 3.4 Positive thinking and problem-solving skills.	7
Unit -IV	**Managing Stress for Better Life** 4.1 Emotional intelligence and self-awareness. 4.2 Building confidence and resilience. 4.3 Importance of communication and social support. 4.4 Preparing a personal stress management plan.	8

Total 50 marks Division: -

- **30 marks** - External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:
1) Singh, D. Stress Management: A Holistic Approach. Pearson.
2) Robbins, S. P., & Judge, T. A. Organizational Behavior. Pearson.

B.B.A. III Year (NEP) Semester– V
Vertical c – Major
Subject Title: Advertising and Sales Promotion Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	V	502503	Advertising and Sales Promotion Management	2	30	2 Hours	50

Course Outcomes:

- CO1: Explain concepts, tools, and significance of promotion in marketing.
- CO2: Analyze advertising and communication strategies adopted by organizations.
- CO3: Design effective sales promotion, brand promotion campaigns and evaluate ethical
- & legal issues in promotional communication.
- CO4: Apply Consumer promotional techniques.

Unit	Contents	Teaching Hours
1	**Fundamentals of Advertising and Promotion**: Advertising: Meaning, Nature and Importance, Evolution and Growth of Advertising, Objectives and Functions of Advertising, Role of Advertising in Marketing Communication, Promotion: Concept and Significance, Components of Promotional Mix, Integrated Marketing Communication (IMC)	8
2	**Advertising and Brand Promotion:** Types of Advertising, Advertising Media: Print Media, Electronic Media, Outdoor Media, Digital Media, Advertising Appeals: Rational Appeals, Emotional Appeals, Moral Appeals, Advertising Agency: Structure and Functions, Brand Positioning and Brand Promotion, Celebrity Endorsements and Influencer Marketing	7
3	**Advertising Campaign Planning:** Meaning and Process of Advertising Campaign Planning, Setting Advertising Objectives and Budget Decisions, Media Planning and Media Scheduling, Evaluation of Advertising Effectiveness, Ethical and Social Issues in Advertising	7
4	**Promotion Management, Public Relations and Event Marketing:** Sales Promotion: Meaning, Objectives and Tools, Consumer Promotion Techniques: Coupons, Premiums, Discounts, Samples, Contests, Trade Promotion Techniques, Public Relations: Concept and Importance, Corporate Communication, Publicity and Media Relations, Event Marketing and Sponsorship, Cause-Related and Social Marketing Campaigns	8

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Reference Books:

- Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch & Belch.
- Advertising Management – Rajeev Batra, John Myers & David Aaker.
- Integrated Advertising, Promotion and Marketing Communications – Kenneth Clow & Donald Baack.
- Marketing Management – Philip Kotler & Kevin Keller.
- Advertising Principles and Practice – Wells, Burnett & Moriarty.
- Digital Marketing – Seema Gupta.
- Social Media Marketing – Tracy Tuten.
- Contemporary Advertising – William Arens

B.B.A. III Year (NEP) Semester–V
Vertical c –Major (Elective) Group A
Subject Title: Supply Chain Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	V	502504	Supply Chain Management	2	30	2 Hours	50

Course Outcomes:
1: Explain the concepts, objectives, and components of Supply Chain Management.
2: Understand procurement, inventory, and warehousing decisions in organizations.
3: Analyze logistics and distribution systems used in business operations.
4: Identify the role of technology and sustainability in modern supply chains.
5: Apply supply chain concepts to real-world business situations.

Unit	Contents	Teaching Hours
1	**Introduction to Supply Chain Management**: 1.1Meaning and Concept of Supply Chain Management, Evolution and Importance of SCM, 1.2Objectives and Scope of SCM, Components of Supply Chain. 1.3Supply Chain vs Logistics, Functions of Supply Chain Management, 1.4Supply Chain Network and Flow of Materials, Role of SCM in Business Competitiveness	7
2	**Procurement, Purchasing and Inventory Management:** 2.1 Procurement and Purchasing Concepts, Supplier Selection and Evaluation, Vendor Relationship Management. 2.2 Introduction to Inventory Management, Types of Inventory, Inventory Control Techniques. 2.3 Introduction to Just-in-Time (JIT) Concept.	7
3	**Warehousing and Logistics Management:** **3.1** Warehousing: Meaning, Objectives and Function. 3.2 Types of Warehouses, Material Handling Concepts, 3.3 Logistics Management: Meaning and Importance, 3.4 Transportation Modes: Road, Rail, Air, Water, Distribution Management	8
4	**Supply Chain Integration, Technology and Emerging Trends:** 4.1 Supply Chain Integration and Coordination, Information Technology in SCM. 4.2 Enterprise Resource Planning (ERP): Introduction, E-Supply Chain Management, Supply Chain Analytics (Basic Concepts), Green Supply Chain Management, Sustainable Supply Chains, 4.3 Future Trends in SCM: Artificial Intelligence, Internet of Things (IoT), Blockchain, Digital Supply Networks	8

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

- Supply Chain Management: Strategy, Planning and Operation – Sunil Chopra & Peter Meindl.
- Supply Chain Management – Janat Shah.
- Logistics and Supply Chain Management – Martin Christopher.
- Operations and Supply Chain Management – F. Robert Jacobs & Richard Chase.
- Purchasing and Supply Management – Monczka, Handfield & Giunipero.
- Essentials of Supply Chain Management – Michael Hugos.
- Operations Management – William Stevenson.

B.B.A. III Year (NEP) Semester–V
Vertical c –Major (Elective) Group A
Subject Title: TEAM BUILDING & LEADERSHIP

Level	*Semester*	*Course Code*	*Course Name*	*Credits*	*Teaching Hours*	*Exam Duration*	*Max. Marks*
5.5	V	502505	TEAM BUILDING & LEADERSHIP	2	30	2 Hours	50

Course Outcomes:

1. Understand the concepts, importance, principles, and functions of team building and leadership in organizational environments.
2. Identify different types of teams, team roles, communication methods, and conflict management techniques used in organizations.
3. Develop leadership competencies including communication, motivation, listening, problem-solving, and decision-making skills for effective team performance.
4. Apply ethical leadership practices, digital collaboration techniques, and innovation strategies in modern workplace and virtual team environments.
5. Demonstrate teamwork, leadership qualities, collective responsibility, and professional behavior required for organizational and social development.

Unit	Contents	Teaching Hours
1	**Introduction to Team Building & Leadership:** Meaning and Nature of Teams, Importance of Team Building, Leadership: Meaning, Objective, Functions, scope, Characteristics of Successful Leaders, Characteristics of Effective Teams, Team Spirit and Collective Ownership, Benefits of teamwork in organization	8
2	**Team Structure, Roles & Communication:** Types of Teams (Formal Teams, Self-managed Teams, Cross-functional Teams, Virtual Teams), Roles of Team Members, Goal Setting in Teams, Communication in Teams, Conflict Management Basics, Common Problems in Teams and Solutions	7
3	**Leadership Skills & Team Performance:** Communication Skills for Leaders, Motivation and Employee Engagement, Listening and Feedback Skills, Conflict Resolution Techniques, Problem Solving and Decision Making, Stress Management in Teams, Leadership through Influence.	8
4	**Practical Team Building & Modern Workplace Learning:** Online Teamwork and Virtual Teams, Digital Collaboration, Workplace Ethics and Trust Building, Creative Thinking and Innovation in Teams, Challenges in Innovation, Social & Environmental leadership	7

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Organizational Behavior – Stephen P. Robbins, Pearson Education.
2. Principles and Practices of Management – L. M. Prasad, Sultan Chand & Sons.
3. Business Communication – M. C. Shukla, S. Chand Publishing.
4. The Five Dysfunctions of a Team – Patrick Lencioni, Jossey-Bass Publication.
5. Leadership and Self-Deception – The Arbinger Institute, Berrett-Koehler Publishers.

B.B.A. III Year (NEP) Semester– V
Vertical – Major (Elective) Group B
Subject Title: Strategic Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	V	502506	Strategic Management	2	30	2 Hrs	50

Course Outcome:
Upon completion of this course, students will be able to:

1. The Objective of this course is to enhance the ability to do the Job of a general manager responsible for Strategic Performance.
2. Analyze and classify various elements for effective Strategic Analysis
3. Understand the Formulation of Business Strategy
4. To understand the importance of Internal Alignment and Apply the Control

UNIT	CONTENT	Teaching Hours
UNIT I	**1.1** Introduction to Strategic Management Concept, relevance and role **1.2**Strategic Management Process and Importance of Strategic Management; **1.3** Approaches to Strategic Decision Making **1.4** Social Responsibility and Ethics in Strategic Management	8
UNIT II	**2.1** Strategic Analysis Nature, Characteristics **2.2** Nature, Types and Approaches of Internal environment, **2.3** Nature, Types and Approaches to External environment **2.4** Value chain analysis	7
UNIT III	**3.1**Strategy Formulation: Generic strategies; Functional areas between business strategy and functional strategy; **3.2** Corporate Strategy Formulation: Creating value and diversification; Strategic alliances; International expansion strategies **3.3** Introduction to strategies of growth, stability and renewal, types of growth strategies **3.4** Concentrated growth, product development, integration, diversification, international expansion	7
UNIT IV	**4.1** Strategy Implementation and Control Functional and Operational Implementation Behavioral Implementation **4.2** Strategy Evaluation and Control and corporate governance **4.3** Operational Control Overview of Management Control.	8

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. Arthur A Thompson, Margaret A Petera, John E Gamble, AJ Strickland III, Thomas Joseph (2021). Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts & Cases, 22nd Edition, McGraw Hill.
2. Krishna G. Palepu, Tarun Khanna. (2010). Winning in Emerging Markets: A Roadmap for Strategy and Execution, Harvard Business Press.
3. Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New York.
4. Pankaj Ghemawat, "Strategy and the Business Landscape" Pearson Education
5. Porter, M. E. (1989). From competitive advantage to corporate strategy (pp. 234-255). Macmillan Education UK.
6. Thomas L Wheelen, J David Hunger, Alan N Hoffman, Charles E Bamford and Concepts in Strategic Management and Business Policy: Purva Kansal Globalization, Innovation and Sustainability, 15th Edition, Pearson.

B.B.A. III Year (NEP) Semester–V
Vertical c –Major (Elective) Group B
Subject Title: Event Management

Level	*Semester*	*Course Code*	*Course Name*	*Credits*	*Teaching Hours*	*Exam Duration*	*Max. Marks*
5.5	V	502507	Event Management	2	30	2 Hours	50

Course Outcomes:
1. Understand Event Management & Organizational Basics
2. Apply Marketing & Communication Strategies
3. Plan, Conceptualize & Execute Events
4. Manage Event Finances & Legal Frameworks
5. Integrate Marketing & Sponsorship Mechanisms

Unit	Contents	No. of Periods
Unit I	**Unit 1: Management & HR Basics** • Principles and Functions of Management • Forms of Organization & Strategic Planning • Leadership, Team Building & Motivation • HR in Event Management	7
Unit II	**Unit 2: Marketing & Personality** • Basic Principles of Marketing & Marketing Process • Branding, Integrated Marketing & Communication • Marketing Research • Effective Speaking, Body Language, Presentation & Interview Skills	8
Unit III	**Unit 3: Event Planning & Execution** • Introduction to Events & Types of Events • Event Planning Process, Scheduling & Co-ordination • Concept Development & Theme Creation	7
Unit IV	**Unit 4: Finance, Promotion & Legal** • Event Finance: Accounting, Budgeting, Costing & Break-Even • Event Marketing: Sponsorship, Advertising, Sales Promotions • Client Servicing & Decision Making • Law: Permissions, Statutory Clearances & Event Regulations	8

Total 50 marks Division: -
- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended / Reference Books:

• Event Management & Planning, Sanjeev Deora & Judy Allen, Vikas Publishing.
• Event Marketing & Management, Gaurav Taneja, Sultan Chand & Sons.
• Successful Event Management: A Practical Handbook, Anton Shone & Bryn Parry, Cengage Learning.
• Event Management: For Tourism, Cultural, Business and Sporting Events, Lynn Van Der Wagen, Pearson.

B.B.A. III Year (NEP) Semester– V
Vertical c – Minor
Subject Title: E- Marketing

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	V	502508	E- Marketing	2	30	2 Hrs	50

Course Outcomes:

- CO1: Explain the E- marketing ecosystem and customer journey.
- CO2: Design basic content and social media marketing strategies.
- CO3: Apply search marketing and online advertising concepts.
- CO4: Understand emerging trends, AI applications, and ethical practices in digital marketing.

Unit	Contents	Teaching Hours
1	**Foundations of E-Marketing and Consumer Behavior:** Traditional Marketing versus E-Marketing, E-Marketing Ecosystem, Role of E-Marketing in Business Growth, E-Consumers and Consumer Behavior, Marketing Funnel and Customer Lifecycle, POEM Model (Paid, Owned and Earned Media), Opportunities and Challenges in E-Marketing	8
2	**Content Marketing and Social Media Marketing:** Introduction to Social Media Marketing, Overview of Major Social Media Platforms, Target Audience Identification and Segmentation, Content Marketing Fundamentals, Types of E-Content, Content Strategy and Content Calendar, Influencer Marketing, Video Marketing and Short-form Content, Social Media Marketing Planning	7
3	**Search Marketing and Online Advertising:** Introduction to Search Engines, Search Engine Optimization (SEO): Basic Concepts, Keyword Research Fundamentals, Search Engine Marketing (SEM), Introduction to Pay-Per-Click (PPC) Advertising, CPC, CTR, Conversion Rate and ROI, Google Ads and Social Media Advertising Overview, Campaign Planning and Budgeting, Calls-to-Action (CTA), Measuring Campaign Performance	7
4	**Digital Analytics, AI and Emerging Trends:** Introduction to Web Analytics, Website Traffic Sources Users, Sessions and Page Views, Social Media Analytics and Campaign Performance Reports, Online Reputation Management, Data Interpretation for Marketing Decisions Artificial Intelligence and Generative AI in Marketing, E-Commerce Marketing Fundamentals, Data Privacy, Digital Ethics and Future Trends	8

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Reference Books:

- Digital Marketing – Neha Kapoor, McGraw Hill Education India.
- Digital Marketing: Strategy, Implementation and Practice – Dave Chaffey & Fiona Ellis-Chadwick, Pearson Education.
- Digital Marketing Strategy: An Integrated Approach to Online Marketing – Simon Kingsnorth , Kogan Page.
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan – 2021 – Kogan Page.

B.B.A. III Year (NEP) Semester– V
Vertical a – Minor
Subject Title: Managing Stress

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	**V**	**502509**	**Managing Stress**	**2**	**30**	**2 Hrs**	**50**

Course Outcomes:

Course Outcomes:
By the end of this course, students will be able to
1) Should know the meaning, types, causes, and effects of stress.
2) Identify stress in academic, personal, and workplace situations.
3) Apply basic stress management techniques - time management, relaxation, and positive thinking.
4) Develop healthy habits and coping skills to improve personal well-being and work performance.

Unit	Contents	Teaching Hours
Unit – I	**Understanding Stress** 1.1 Meaning and concept of stress. 1.2 Types of stress – Positive (Eustress) and Negative (Distress). 1.3 Causes and symptoms of stress. 1.4 Effects of stress on physical and mental health.	7
Unit – II	**Sources of Stress** 2.1 Personal and family-related stress. 2.2 Academic stress among students. 2.3 Workplace stress and its common causes. 2.4 Stress and work-life balance.	8
Unit - III	**Stress Management Techniques** 3.1 Time management and goal setting. 3.2 Relaxation techniques – Deep breathing, meditation, and yoga. 3.3 Healthy lifestyle – Exercise, diet, and sleep. 3.4 Positive thinking and problem-solving skills.	7
Unit -IV	**Managing Stress for Better Life** 4.1 Emotional intelligence and self-awareness. 4.2 Building confidence and resilience. 4.3 Importance of communication and social support. 4.4 Preparing a personal stress management plan.	8

Total 50 marks Division: -

- **30 marks -** External Theory Exam (University/College)
- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1) Singh, D. Stress Management: A Holistic Approach. Pearson.
2) Robbins, S. P., & Judge, T. A. Organizational Behavior. Pearson.

Note: Learners are advised to use the latest edition of readings

B.B.A. III Year (NEP) Semester–V
Vertical – VSC
Subject Title: HR- Analytics

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	V	502510	HR-Analytics	2	60	2 Hours	50

Course Outcome:

- CO1: Explain the role and evolution of HR metrics in managing HR operations efficiently.
- CO2: Build HR dashboards and analyse HR data using descriptive analytics and pivot tables.
- CO3: Apply correlation, regression, and hypothesis testing to interpret HR datasets.
- CO4: Use classification and clustering algorithms to address issues like attrition, absenteeism, and job classification.

Unit	Contents	Teaching Hours
1	**Introduction to HR Analytics** • Evolution and rise of HR Analytics • Application of HR metrics: HR operations metrics, recruitment metrics, training & development metrics • HR function and operations	14
2	**Descriptive Analytics & HR Dashboards** • Basics of descriptive analytics in HR • Designing HR dashboards using any software/Excel • Data slicing & dicing using pivot tables for HR insights	16
3	**Statistical Tools for HR Analytics** • Correlation and regression applications in HR • One-way and two-way ANOVA: concept & interpretation • Overview of statistical tools used in HR	14
4	**Predictive & Applied HR Analytics** • HR Analytics applied to: absenteeism, HR operations efficiency, job classification, employee attrition, training & development • Classification problems using logistic regression • Decision tree for HR decision support	16

Total 50 marks Division: -

- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Practical External Assessment: (30 Marks)

Division of Marks for practical

Theory	05 Marks
Record Preparation	05 Marks
Practical	10 Marks
Viva	10 Marks

Text Books / Reference Books [Latest Editions]:

1. Gupta, M., Banerjee, P., Pandey, J., et al. Practical Applications of HR Analytics. Sage Publications.
2. Yadav, R.S., & Maheshwari, S. HR Analytics: Connecting Data and Theory. Wiley.
3. Walsh, M. HR Analytics Essentials You Always Wanted to Know. Vibrant Publishers. Self-Learning Series]
4. Sundmark, L. Doing HR Analytics: A Practitioner's Handbook with R Examples. [Textbook)

BBA III(NEP) (Semester – V)
Vertical – SEC
Subject Tittle: Advance Excel

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
5.5	V	502511	Advance Excel	2	60	2 Hrs	50

Course Outcomes:

By the end of this course, students will be able to

1) Work confidently with advance Excel tools and features.
2) Use advanced formulas and functions to solve business problems.
3) Analyze large datasets using Pivot Tables and Pivot Charts
4) Create professional dashboard and reports
5) Clean, validate and transform data efficiently.

Unit	Contents	Teaching Hours
Unit - I	Introduction to Advance Excel 1. Meaning of advance Excel 2. Explain key features of advance excel 3. Application of advance Excel 4. Benefits of learning advanced excel	14
Unit -II	Excel Fundamentals 1. Workbook and Worksheet Management 2. Cell formatting and Conditional formatting 3. Tables and named ranges 4. Sorting, filtering and advance filtering	16
Unit - III	Advanced Formulas and Functions 1. Logical Function: IF, IFS, AND, OR, 2. Text Fuctions : LEFT, RIGHT, MID, LEN, CONCAT, TEXT 3. Date & Time functions: TODAY, NOW, DATEDIF, EOMONTH	14
Unit - IV	Data Analysis Pivot Tables, Pivot Charts, What-If Analysis, Goal seek and scenario Manager,	16

Total 50 marks Division: -

- **20 marks-** For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Practical External Assessment: (30 Marks)

Division of Marks for practical

Theory	05 Marks
Record Preparation	05 Marks
Practical	10 Marks
Viva	10 Marks

Books Recommended:

1. Dnyansankul Prakashan – Advanced Excel (Marathi & English)
Publisher: Dnyansankul Prakashan, Pune
dnyansankulprakashan.com +1
2. Mastering Advanced Excel – Ritu Arora (BPB Publications)
Mastering Advanced Excel
3. Advanced Excel
Author: Rimple Sanchla
Publisher: Vipul Prakashan, Mumbai
Suitable for undergraduate students under the NEP curriculum.
vipulprakashan.com
4. Nirali Prakashan – Advanced Excel
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Name of Course – "Foundation of Artificial Intelligence"

Introduction :
The National Education Policy (NEP) 2020 emphasizes the integration of Artificial Intelligence (AI) across all undergraduate levels and disciplines to foster digital literacy and problem-solving skills. „It can enhance the employability of the youth and prepare professionals in cutting-edge areas."(pg. 46, R.D Kulkarni Report)

The Foundations of Artificial Intelligence course offers an overview of the key concepts, structures, applications, and ethical aspects of AI. It helps learners understand how intelligent systems work and shape modern life. The course covers AI"s definition, evolution, types, and practical uses, along with its basic architectures like rule-based systems, machine learning, and neural networks. Learners will explore AI"s role in education, healthcare, and commerce while reflecting on ethical and social concerns such as privacy, bias, and automation. In line with NEP 2020, it fosters digital literacy and responsible AI awareness for all disciplines.

A) Objective

i) Introduce all undergraduate students of all the faculties to the basic concepts, uses, and importance of AI. ii) Enable learners to understand AI"s principles, applications, limitations, and effectively use AI tools. iii) Encourage students to recognize AI"s role in enhancing life and engage with its social and ethical implications.

B) Outcomes

i) Understand the fundamental concepts, types, and evolution of Artificial Intelligence. ii) Apply basic AI techniques and tools to real-world problems across different domains.

iv) Evaluate the social, ethical, and professional implications of AI in everyday life.

C) Implementation of Syllabus, Scheme of Examination and Teaching.

1) Curriculum, Teaching and Examination Scheme Given in Appendix A
2) This course given in Appendix A shall be compulsory course in **fifth semester** of all undergraduate programs of all faculties in Sant Gadge Baba Amravati University, Amravati. 2) Medium of instruction, paper setting and writing of Answer paper shall be in English, Marathi and Hindi.
3) Question paper shall be set and valuated by the College/ Department.
4) Duration of external examination shall be of 2 hours and paper shall be of 30 marks.
5) Internal 20 marks shall be distributed, 5 to attendance, 15 marks to assignment/class test/viva voce/presentation.
6) Distribution of 30 external marks shall be based on 4 units, 15 marks to short and 15 marks to long answer type questions.
7) It shall be obligatory on part of the college/department to conduct examination on prescribed date by the university and submitthe candidatewise information as follows on university portal on due date after valuation answer books.

Grade A -- mark secured 30 to 50,
Grade B -- 25 to 29,
Grade C -- 20 to 24,
FAIL 19 and below

8) The final Grade shall be determined by the combined performance in internal and external assessments. A student must secure a minimum of 30% in the internal assessment, 30% in the external assessment, and at least 40% overall to pass. Failure to meet any of these criteria will result in a grade of "Fail."
9) In case of failure, student need to appeared in backlog examination by paying prescribed fees. 10) Valuated answer book shall be kept in college custody for one academic year and random verification may be done by the University if required.

11) Result of final year of respective degree shall not be declared of an examination unless secured any of the grades out of A to C in Foundation of Artificial intelligence.

12) Grade secured by an examinee in examination of said course shall be shown on fifth and last semester marksheet.

13) The candidates shall have to pay Rs 150 /- in 5th semester to the college to meet out the expenses by the college on teaching of course, question paper setting and printing, paper valuation, providing answer sheet, and filling grade on University portal. In case of failure student need to pay Rs 20 /- for conduction of examination. There shall not have any facility of revaluation of answer book.

14) For teaching of the subject person having PG degree in any faculty with second class shall be considered eligible, provided priority shall be given to Ph.D., NET, SET, regular teacher.

15) **Format of question paper**

Distribution of 30 external marks shall be based on 4 units, 15 marks to short and 15 marks to long answer type questions with internal choice.

1a) Long or short answer questions based on unit number 1 having 8 marks

Or

1b) Long or short answer questions based on unit number 1 having 8 marks 2a)
Long or short answer questions based on unit number 2 having 7 marks

Or

2b) Long or short answer questions based on unit number 2 having 7 marks 3a)
Long or short answer questions based on unit number 3 having 8 marks

Or

3b) Long or short answer questions based on unit number 3 having 7 marks 4a)
Long or short answer questions based on unit number 4 having 8 marks

Or

4b) Long or short answer questions based on unit number 4 having 8 marks.

Program:	BBA			**Semester:**	**V**	
Course:	**Foundation of Artificial Intelligence**			**Code:**		
Teaching Scheme				**Evaluation Scheme**		
Level	**Lecture**	**Hours**	**Credit**	**Internal**	**External**	**Total**
5.5	2	2	2	20	30	50

Methods of Internal Assessment: 15 Marks to Class Tests,/Assignments/Viva voce/Presentation&5 Mark to Attendance

Course Objectives: To introduce AI concepts in a simple, real-life way with focus on understanding applications, ethics, and future opportunities.

Course Outcomes: After completion of the course, the students will be able to:

CO	Course Outcomes	BT Level
CO-1	Explain the basic concepts, history, and types of AI with real-life examples.	L1 – Knowledge, L2 – Understanding
CO-2	Describe AI structures and architectures using simple real-world analogies.	L2 – Understanding, L3 – Application
CO-3	Identify and analyze applications of AI in the area of arts, commerce, humanities, and daily life.	L3 – Application, L4 – Analysis
CO-4	Evaluate ethical, social issues and predict future opportunities of AI in their own fields.	L4 – Analysis, L5 – Evaluation

Unit 1: Introduction to Artificial Intelligence (8 Hours)

Definition of AI: What is Intelligence? Natural vs. Artificial, Simple definition of AI; History & Evolution of AI: From early computers to modern AI; Types of AI: Narrow AI vs. General AI vs. Super AI; AI in Everyday Life: Google Maps, E-commerce suggestions, Chatbots, Social Media feeds; Key Components: Data, Algorithms, Computing Power

Unit 2: AI Structures, Architectures & Techniques (7 Hours)

Basic Structure of an AI System; AI Architectures (Simplified): Rule Based System, Machine Learning, Neural Networks; Key Concepts: Knowledge Representation (using symbols, facts), Search & Problem Solving (maze example, finding shortest route), Natural Language Understanding (Google Translate, chatbots)

Unit 3: Applications of AI in Society (7 Hours)

AI in Different Fields: Education(Personalized learning apps, plagiarism checkers), Healthcare(Disease prediction, medical chatbots), Commerce (Fraud detection in banking, stock market predictions, customer support), Daily Life(Smart home devices, language translation, travel assistants); AI & Decision Making: Hiring, Loan Approval, Court Decisions; Advantages of AI, Limitations of AI

Unit 4: Ethical, Social & Future Aspects of AI (8 Hours)

Ethical Concerns in AI: Privacy issues (CCTV, online data), Bias & Fairness (AI preferring certain groups), Job Displacement (automation replacing humans); Responsible AI: Transparency, Accountability, Human oversight; Future Trends in AI: Self-driving cars, AI in governance, creative industries; AI and You (Career Perspective): Opportunities in Digital Marketing, Content Creation, Business Analytics, HR Tech, Creative Industries (non-programming roles)

Textbook:

Melanie Mitchell – *Artificial Intelligence: A Guide for Thinking Humans*

Reference Books:

1. Boden, Margaret A., *Artificial Intelligence*: A Very Short Introduction
2. Elaine Rich – *Artificial Intelligence* (3rd Edition)
3. Godbole, Achyut, *Artificial Intelligence* (आर्टिर्िर्ियल इंटेिलजन्स), Bookganga Publication.
4. Kulkarni, Dr Anand, आर्टिर्िर्ियल इंटेिलजन्सच्या वाटेवर, Sakal Media Pvt. Ltd.
5. Stuart Russell – *Human Compatible* (2019)
6. Thorpe, Josh, *AI for Students: Creative Hacks for Academic Success*, Promplty Books

B. B. A. III Year NEP Semester-VI
Vertical: Major
Subject Title: - Service Marketing

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	VI	502600	Service Marketing	2	30	2 Hours	50

Course Outcomes

1. Understanding the concepts, characteristics, and importance of service marketing in the modern economy.
2. Analyze consumer behavior in service settings and evaluate service quality dimensions.
3. Apply service marketing mix strategies for designing and delivering effective services.
4. Evaluate service recovery, customer relationship management, and emerging trends in service industries.

Unit	Contents	Teaching Hours
1	**Unit I: Introduction to Service Marketing** 1.1 Meaning, nature, and scope of services marketing 1.2 Growth and importance of the service sector 1.3 Characteristics of services: 1.4 Differences between goods marketing and services marketing 1.5 Service marketing challenges and opportunities	**8 Hours**
2	**Unit II: Consumer Behavior and Service Quality** 2.1 Consumer behavior in service environments 2.2 Customer expectations and perceptions 2.3 Customer satisfaction and customer value 2.4 Service encounters and moments of truth 2.5 Managing customer experiences	**7 Hours**
3	**Unit III: Service Marketing Mix and Service Delivery** 3.1 Extended Service Marketing Mix (7Ps): 3.2 Service design and delivery systems 3.3 Service blueprinting 3.4 Managing demand and capacity 3.5 Role of technology in service delivery	**8 Hours**
4	**Unit IV: Relationship Marketing and Contemporary Issues** 4.1 Customer Relationship Management (CRM) 4.2 Customer retention and loyalty 4.3 Service recovery and complaint handling 4.4 Digital and online service marketing 4.5 Emerging trends in service marketing	**7 Hours**

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Zeithaml, Valarie A., Bitner, Mary Jo, Gremler, & Pandit, Ajay (Latest Edition). Services Marketing
2. Wirtz, Jochen & Lovelock, Christopher (Latest Edition). Services Marketing
3. Nargundkar, Rajendra (Latest Edition). Services Marketing: Text and Cases.
4. Rao, K. Rama Mohana (Latest Edition). Services Marketing. Pearson Education.

BBA – III (NEP) (Semester – VI)
Vertical: Major
Subject Title: Change Management & Organizational Development

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
5.5	VI	502601	Change Management & Organizational Development	2	30	2 Hrs	50

Course Outcomes:
By the end of this course, students will be able to
1. Analyse the difference between Organizational Development and Change
2. Apply different Models of Organizational Development to organizations a real case example
3. Describe Process interventions and techno structural interventions.
4. Evaluate the process of resistance to change and how to manage such resistance to change

Unit	Contents	Teaching Hours
Unit – I	**Why Change, contemporary issues in change; The Substance and Process of Change** Purpose and Vision; Change Communication Strategies; Resistance to Change.	**7**
Unit – II	**Strategic Change Interventions**. Transformational Change, Continuous Change; Organization Development for Economic, Ecological, and Social Outcomes;	**8**
Unit - III	**Introduction to Organizational Development and Change** Introduction to OD, Difference between OD and Change; The Nature of Planned Change, Models of OD	**7**
Unit -IV	**The Process of Organization Development** Entering and Contracting; Diagnosing; Collecting Data, Analysing, and Feeding Back Diagnostic Information; Designing Interventions; Managing Change Evaluating and Reinforcing Organization Development Interventions. Interpersonal and Group Process Approaches.	**8**

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. Palmer, I, Dunford, R., & Buchanan A., 2009(2nd Ed.) Managing organizational change: A multiple perspectives approach. Boston: McGraw-Hill Irwin
2. Organization Development and Change with MindTap, 11e, Author(s): Thomas G. Cummings | Christopher G. Worley, Cengage Learning
3. Organization Development, Principles, Processes, Performance: Author: Gary N. MeLean, 2018, Pearson

BBA. III (Semester-VI)
Vertical: Major
Subject Title – International Business

Level	Semester	Course code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
5.5	**VI**	**502602**	**International Business**	**2**	**30**	**2 Hrs**	**50**

Course Outcomes:
The learning outcomes of this course are as follows:
1. Students will be able to understand the concepts, importance, and scope of international trade.
2. Students will be able to explain major theories of international trade and their practical relevance.
3. Students will be able to evaluate trade policies and the role of international institutions in global trade.
4. Students will be able to analyze India's foreign trade performance and contemporary challenges in international trade.

Unit	Contents	No. of periods
Unit-I	**Introduction to International Trade:** 1.1 Meaning, Nature, Scope AND IMPORTANCE of INTERNATIONAL TRADE 1.2 Internal Trade and International Trade: A Comparison 1.3 Advantages and Disadvantages of International Trade 1.4 India's Foreign Trade: An Overview	7
Unit- II	**Theories of International Trade:** 2.1 Mercantilist Theory of Trade 2.2 Absolute Cost Advantage Theory – Adam Smith 2.3 Comparative Cost Advantage Theory – David Ricardo 2.4 * Heckscher-Ohlin Theory (Overview) AND Relevance of Trade Theories in Modern Trade	8
Unit-III	**Trade Policy and International Institutions:** 3.1 Free Trade and Protection 3.2 Tariffs and Non-Tariff Barriers 3.3 Export Promotion Measures 3.4 Role of IMF, World Bank AND WTO in International Trade	7
Unit-IV	**India's Foreign Trade and Contemporary Issues:** 4.1 Composition and Direction of India's Foreign Trade 4.2 Balance of Trade and Balance of Payments 4.3 Regional Trade Agreements: SAARC, ASEAN and BRICS (Overview) 4.4 Emerging Issues in International Trade: Digital Trade, Globalization and Sustainability	8

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:
1. Dominick Salvatore – International Economics.
2. Francis Cherunilam – International Business Environment.
3. Bo Sodersten & Geoffrey Reed – International Economics.
4. Paul Krugman & Maurice Obstfeld – International Economics: Theory and Policy.
5. D.M. Mithani – International Economics.

B. B. A. III Year NEP Semester-VI
Human Resource Management
Vertical: Major
Subject Title: - Compensation Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
5.5	VI	502603	Compensation Management	2	30	2 Hrs	50

Course Outcomes

1. Understanding the concepts, objectives, and significance of compensation management.
2. Analyze factors influencing wage and salary determination and compensation structures.
3. Evaluate various incentive plans, employee benefits, and reward systems.
4. Apply compensation management principles while considering legal and strategic organizational requirements.

Unit	Contents	Teaching Hours
1	**Unit I: Introduction to Compensation Management** 1.1 Meaning, objectives, and importance of compensation management 1.2 Components of compensation: Direct and indirect compensation 1.3 Compensation philosophy and policies 1.4 Factors affecting compensation decisions 1.5 Challenges in compensation management	**8 Hours**
2	**Unit II: Wage and Salary Administration** 2.1 Concepts of wages and salaries 2.2 Job analysis, job description, job specification and Job evaluation 2.3 Wage determination process 2.4 Pay structures and salary grades 2.5 Market-based compensation and salary surveys	**7 Hours**
3	**Unit III: Incentives, Benefits, and Reward Systems** 3.1 Incentive plans: Individual and group incentives 3.2 Performance-based pay systems 3.3 Bonus and profit-sharing plans 3.4 Employee benefits and Fringe benefits 3.5 Employee recognition and reward programs	**8 Hours**
4	**Unit IV: Strategic and Legal Aspects of Compensation Management** 4.1 Strategic compensation management 4.2 Compensation for executives and knowledge workers 4.3 Pay equity and fairness 4.4 Compensation budgeting and cost control 4.5 Emerging trends in compensation management	**7 Hours**

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Milkovich, George T., Newman, Jerry M., & Gerhart, Barry. Compensation Education.
2. Martocchio, Joseph J. (2024). Strategic Compensation
3. Subba Rao, Essentials of Human Resource Management and Industrial Relations.
4. Dessler, Gary. Human Resource Management. Pearson Education.
5. Gupta, C. B. Human Resource Management. Sultan Chand & Sons.

B. B. A. III Year NEP Semester-VI
Marketing & Supply Chain Management
Vertical: Major (Elective) Group A
Subject Title: - Retail Marketing

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
5.5	VI	502604	Retail Marketing	2	30	2 Hrs	50

Course Outcomes

1. Understanding the concepts, functions, and significance of retail marketing in the modern business environment.
2. Analyze various retail formats, retail consumer behavior, and retail location decisions.
3. Apply retail merchandising, pricing, promotion, and store management strategies.
4. Evaluate contemporary retail trends, e-retailing practices, and customer relationship management in retailing.

Unit	Contents	Teaching Hours
1	**Unit I: Introduction to Retail Marketing** 1.1 Meaning, nature, scope, and importance of retailing 1.2 Evolution and growth of retailing 1.3 Functions of retailers 1.4 Types of retail Marketing 1.5 Organized and unorganized retailing	**8 Hours**
2	**Unit II: Retail Consumer Behavior and Retail Strategy** 2.1 Retail consumer buying behavior 2.2 Factors influencing retail buying decisions 2.3 Retail location decisions and site selection 2.4 Retail store image and positioning 2.5 Retail planning and strategy development	**7 Hours**
3	**Unit III: Retail Merchandising and Store Management** 3.1 Retail merchandising: Meaning and importance 3.2 Merchandise planning and assortment 3.3 Category management. 3.4 Store layout and visual merchandising 3.5 Inventory management and retail operations	**8 Hours**
4	**Unit IV: Contemporary Trends in Retail Marketing** 4.1 Customer Relationship Management (CRM) in retailing 4.2 Retail service quality and customer satisfaction 4.3 E-retailing and omnichannel retailing 4.4 Technology in retailing: AI, RFID, POS systems, and digital payments 4.5 Emerging trends in global and Indian retail sectors	**7 Hours**

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Levy, Michael, Weitz, Barton A., and Grewal, Dhruv (Latest Edition). Retailing Management.
2. Berman, Barry, Evans, Joel R., and Chatterjee, Patrali (Latest Edition). Retail Management
3. Vedamani, Gibson G. (Latest Edition). Retail Management
4. Dunne, Patrick M., Lusch, Robert F., and Carver, James R. (Latest Edition). Retailing.
5. Pradhan, Swapna (Latest Edition). Retailing Management

B. B. A. III Year NEP Semester-VI
Vertical: Major (Elective) Group A
Subject Title: - Industrial Law

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	VI	502605	Industrial Law	2	30	2 Hours	50

Course Outcomes:

1. Understand Legal Framework
2. Explain the basic concepts, objectives and importance of Industrial Law in the context of Indian business and labor environment.
3. Interpret Labor Legislation
4. Interpret and apply key provisions of major labor laws such as Factories Act, Industrial Disputes Act, Payment of Wages Act, and Employees Provident Fund Act.
5. Analyze Employer-Employee Relations
6. Analyze the legal rights, duties and responsibilities of employers and employees, and understand the mechanisms for dispute settlement and grievance handling.
7. Apply Compliance Requirements
8. Identify compliance requirements related to wages, working conditions, social security, and industrial relations for effective business operations.
9. Evaluate Case Laws and Contemporary Issues
10. Evaluate landmark case laws and current amendments in industrial laws and their impact on business decision-making and HR practices.

Unit	Contents	No. of Periods
Unit I	**Industrial Disputes Act 1947:** Definitions, Authorities, awards, Settlements, Strikes, Lockouts, Lay offs, Retrenchment and Closure	**7**
Unit II	**The Trade Unions Act, 1926:** History, definitions, registration of trade unions, cancellation and appeal (Sec 6-11), rights and liabilities of registered Trade unions.	**8**
Unit III	**The Workmen's Compensation Act, 1923:** Definitions, employers liability for compensation and rules as to Compensation	**7**
Unit IV	**The payment of Gratuity Act, 1972:** Objective, scope, definitions, payment of Gratuity, nomination, determination of the amount of Gratuity, recovery of Gratuity.	**8**

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Reference books

- Industrial and Labour Laws, Dr Sanjeev Kumar, Bharat Law HP Ltd.
- Labour and Industrial Laws S. N. Mishra. Central Law Publication
- Industrial Law Mr. N. D. Kapoor. Sultan Chand
- Industrial law. Mr. P. L. Malik. Sultan Chand

BBA- SEM VI
Vertical:- Major (Elective) Group A
Subject Title: Rural Marketing

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Max Marks
5.5	VI	502606	Rural Marketing	2	30 Hrs	50

Course Outcomes

1. Understand the concepts, scope, characteristics, and importance of rural marketing in India.
2. Analyze rural consumer behavior, rural markets, and distribution strategies.
3. Apply rural marketing mix strategies for products and services in rural areas.
4. Evaluate recent trends, digital initiatives, and government policies influencing rural marketing.

Unit	Contents	Teaching Hours
1	**Unit I: Introduction to Rural Marketing** 1.1 Meaning, nature, scope, and importance of Rural Marketing 1.2 Characteristics of Rural Markets 1.3 Rural vs. Urban Markets 1.4 Challenges and Opportunities in Rural Marketing	**8 Hours**
2	**Unit II: Rural Consumer Behaviors and Market Segmentation** 2.1 Rural consumer buying behavior 2.2 Factors influencing Rural Consumer Decisions 2.3 Rural market segmentation, targeting, and positioning (STP) 2.4 Rural demand estimation and market potential	**7 Hours**
3	**Unit III: Rural Marketing Mix and Distribution** 3.1 Product strategy for rural markets 3.2 Pricing strategies in rural markets 3.3 Rural distribution channels and logistics 3.4 Promotion and Advertising communication in rural markets	**8 Hours**
4	**Unit IV: Contemporary Trends in Rural Marketing** 4.1 Digital marketing in rural India 4.2 E-commerce in rural markets 4.3 Government initiatives for rural development and marketing 4.4 Emerging trends and future prospects of rural marketing	**7 Hours**

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Dogra, Balram & Ghuman, Karminder (Latest Edition). *Rural Marketing: Concepts and Practices.*
2. Krishnamacharyulu, C.S.G. & Lalitha Ramakrishnan (Latest Edition). *Rural Marketing: Text and Cases.*
3. Kashyap, Pradeep & Raut, Siddhartha (Latest Edition). *The Rural Marketing Book.*
4. Mathur, U.C. (Latest Edition). *Rural Marketing.*
5. A. K. Singh & S. Pandey (Latest Edition). *Rural Marketing.*

B. B. A. III Year NEP Semester-VI
Vertical: Major (Elective) Group B
Subject Title: - HRD- System & Strategies

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	VI	502607	HRD- System & Strategies	2	30	2 Hours	50

Course Outcome:

1. Understand individual and group behaviour in organisational settings.
2. Apply theoretical knowledge of human behaviour in human life setting in management.
3. Evaluate the lacunae in the system to be able to improve the organizational health and other organisational behaviour outcomes.
4. Create a more productive system and high-performance work culture.
5. Contents:

Unit	Contents	Teaching Hours
1	**Introduction to Human Behaviour and Organization** · Meaning, importance, and historical development of organizational behaviour; · Factors influencing organizational behaviour; · Contributing disciplines of OB; · OB models	7
2	**Individual Behaviour** · Foundations of Individual Behaviour; Personality Determinants of personality, Type A and B, Big Five personality types, stages of personality development; · Attitude components, job-related attitudes; · Learning- concept, theories, and reinforcement; Perception concept, perceptual process, factors influencing perception; · Values concept and types: terminal values and instrumental values; Motivation -Concept, importance, and theories of motivation-	8
3	**Group and Team Behavior** · Groups and Work Teams: Concept: Five Stage model of group development: Groupthink and shift; · Indian perspective on group norms, Group; Teams, · Types of teams: Creating team players from individual building. · Individual & Group conflict; e-teams.	8
4	**Leadership & Power** · Leadership: Concept: Authentic leadership; · Mentoring, self-leadership; Nurturant Task Leader; Servant Leadership, Comparison of Indian leadership styles with other countries. · Bases of Power: Elements of organization Culture; · Leadership & organizational culture; Cultural differences in Leadership	7

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Text books (Latest Edition):

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans F. Organizational Behavior: An Evidence-Based Approach McGraw Hil Publishers Co. Ltd., New Delhi
3. Rao, VSP-Organization Behavior-Himalaya Publishing House.
4. Aswathappa. K.- Organizational Behavior-Himalaya Publishing House, Mumbai, 18th Edition.

BBA – III (NEP) (Semester – VI)
Vertical: Minor
Subject Title: Organizational Change and Management

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
5.5	VI	502608	Organizational Change and Management	2	30 Hrs.	2 Hrs	50

Course Outcomes:
By the end of this course, students will be able to
1. Analyse the difference between Organizational Development and Change
2. Apply different Models of Organizational Development to organizations a real case example
3. Describe Process interventions and techno structural interventions.
4. Evaluate the process of resistance to change and how to manage such resistance to change

Unit	Contents	Teaching Hours
Unit – I	**Why Change, contemporary issues in change; The Substance and Process of Change** Purpose and Vision; Change Communication Strategies; Resistance to Change.	**7**
Unit – II	**Strategic Change Interventions**. Transformational Change, Continuous Change; Organization Development for Economic, Ecological, and Social Outcomes;	**8**
Unit - III	**Introduction to Organizational Development and Change** Introduction to OD, Difference between OD and Change; The Nature of Planned Change, Models of OD	**7**
Unit -IV	**The Process of Organization Development** Entering and Contracting; Diagnosing; Collecting Data, Analysing, and Feeding Back Diagnostic Information; Designing Interventions; Managing Change Evaluating and Reinforcing Organization Development Interventions. Interpersonal and Group Process Approaches.	**8**

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Books Recommended:

1. Palmer, I, Dunford, R., & Buchanan A., 2009(2nd Ed.) Managing organizational change: A multiple perspectives approach. Boston: McGraw-Hill Irwin
2. Organization Development and Change with MindTap, 11e, Author(s): Thomas G. Cummings | Christopher G. Worley, Cengage Learning
3. Organization Development, Principles, Processes, Performance: Author: Gary N. MeLean, 2018, Pearson

B. B. A. III Year NEP Semester-VI
Retail Merchandising
Vertical: Minor
Subject Title: - Retail Merchandising

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
5.5	VI	502609	Retail Merchandising	2	30	2 Hrs	50

Course Outcomes

1. Understanding the concepts, functions, and significance of retail marketing in the modern business environment.
2. Analyze various retail formats, retail consumer behavior, and retail location decisions.
3. Apply retail merchandising, pricing, promotion, and store management strategies.
4. Evaluate contemporary retail trends, e-retailing practices, and customer relationship management in retailing.

Unit	Contents	Teaching Hours
1	**Unit I: Introduction to Retail Marketing** 1.1 Meaning, nature, scope, and importance of retailing 1.2 Evolution and growth of retailing 1.3 Functions of retailers 1.4 Types of retail Marketing 1.5 Organized and unorganized retailing	**8 Hours**
2	**Unit II: Retail Consumer Behavior and Retail Strategy** 2.1 Retail consumer buying behavior 2.2 Factors influencing retail buying decisions 2.3 Retail location decisions and site selection 2.4 Retail store image and positioning 2.5 Retail planning and strategy development	**7 Hours**
3	**Unit III: Retail Merchandising and Store Management** 3.1 Retail merchandising: Meaning and importance 3.2 Merchandise planning and assortment 3.3 Category management. 3.4 Store layout and visual merchandising 3.5 Inventory management and retail operations	**8 Hours**
4	**Unit IV: Contemporary Trends in Retail Marketing** 4.1 Customer Relationship Management (CRM) in retailing 4.2 Retail service quality and customer satisfaction 4.3 E-retailing and omnichannel retailing 4.4 Technology in retailing: AI, RFID, POS systems, and digital payments 4.5 Emerging trends in global and Indian retail sectors	**7 Hours**

Total 50 marks Division :-

- **30 marks** -External Theory Exam (University/College)
- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Recommended Books:

1. Levy, Michael, Weitz, Barton A., and Grewal, Dhruv (Latest Edition). Retailing Management.
2. Berman, Barry, Evans, Joel R., and Chatterjee, Patrali (Latest Edition). Retail Management
3. Vedamani, Gibson G. (Latest Edition). Retail Management
4. Dunne, Patrick M., Lusch, Robert F., and Carver, James R. (Latest Edition). Retailing.
5. Pradhan, Swapna (Latest Edition). Retailing Management

B.B.A. III Year (NEP) Semester–VI
Vertical – VSC
Subject Title: Market Analytics

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max. Marks
5.5	VI	502610	Market Analytics	2	60	2	50

Course Outcomes:

- **CO1:** Explain the concepts and applications of market analytics.
- **CO2:** Analyze customer behaviour and market segments using analytical techniques.
- **CO3:** Apply forecasting and predictive methods to support marketing decisions.
- **CO4:** Evaluate digital marketing campaigns and develop analytical dashboards.

Unit	Contents	Teaching Hours
1	**Fundamentals of Market Analytics:** Meaning and Importance of Market Analytics, Evolution of Marketing Analytics, Data-Driven Decision Making, Types of Analytics Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, Prescriptive Analytics, Marketing Metrics and Key Performance Indicators (KPIs), Sources of Marketing Data, Structured and Unstructured Data, Introduction to Data Visualization	16
2	**Customer Analytics:** Customer Analytics: Meaning and Importance, Customer Journey Mapping, Customer Lifetime Value (CLV), Customer Acquisition Cost (CAC), Customer Retention Metrics, RFM Analysis, Consumer Profiling , Introduction to Cluster Analysis	14
3	**Marketing Metrics and Performance Analysis:** Introduction to Marketing Metrics**,** Meaning and Importance**,** Role of Metrics in Marketing Decisions**,** Characteristics of Effective Marketing Metrics**,** Brand and Marketing Effectiveness**,** Brand Awareness and Brand Loyalty**,** Brand Equity Concepts**,** Brand Loyalty Indicators**,** Brand Recall and Recognition**,** Return on Marketing Investment (ROMI)**,** Evaluation of Marketing Campaigns	16
4	**Digital Marketing Analytics and Dashboards:** Digital Marketing Metrics, Concept of Website Analytics, Social Media Analytics , Campaign Performance Analysis, Sentiment Analysis – Conceptual Understanding, Digital Marketing ROI Measurement, Dashboard Design Principles, Introduction to Google Analytics, Introduction to Power BI and Excel Dashboards, Data Privacy and Ethical Issues in Marketing Analytics	14

Total 50 marks Division :-

- **20 Marks -**For mapping the course learning outcomes, 40% of total marks, course teacher will have the liberty to choose from the variety of assessment tools / methods under CAT i.e. three class test, record book, assignment, seminar, case study, field work, mini project work, quiz, MCQs, or any innovative method

Practical External Assessment: (30 Marks)

Division of Marks for practical

Theory	05 Marks
Record Preparation	05 Marks
Practical	10 Marks
Viva	10 Marks

Reference Books:

- Marketing Analytics: A Practitioner's Guide to Marketing Analytics and Research Methods — *Ashok Charan* — 1st Edition — ISBN: 9789814641364
- Marketing Analytics — *Robert W. Palmatier, J. Andrew Petersen, Frank Germann* — 2nd Edition — ISBN: 9781352010343
- Marketing Analytics — *Mike Grigsby* — 3rd Edition — ISBN: 9781398603677
- Marketing Analytics — *Seema Gupta, Avadhoot Jathar* — 2nd Edition — ISBN: 9789357461870
- Marketing Analytics: Data-Driven Techniques with Microsoft Excel — *Wayne L. Winston* — 1st Edition — ISBN: 9781118373439Aaker, D. A., Kumar, V., & Day, G. S. (2018). Marketing research (12th ed.). Wiley India.

Sant Gadge Baba Amravati University, Amravati

STANDARD OPERATING PROCEDURE (SOP)

College Level Internship / Apprenticeship Programme

As per NEP 2020 Guidelines and uniform structure (24/2026) of Sant Gadge Baba Amravati University, All Commerce and Management faculty Graduates of Semester-VI Students have to compulsorily complete Internship / Apprenticeship Programme corresponding to major for 4 Credits with120 Hrs. of work under vertical-f. Students will complete Internship / Apprenticeship through OJT other than College teaching hours during his/her vacations immediately with the beginning of his/her second year- third semester.

Objectives:

1. To provide structured, industry/academia exposure to students through Internship/Apprenticeship, enhance employability, and fulfill NEP 2020 and UGC requirements.
2. Bridge the gap between classroom theory and real-world practice.
3. Enable students to apply subject knowledge to solve real problems.
4. Improve communication, teamwork, leadership, and problem-solving abilities.
5. Enhance entrepreneurship and self-employment capabilities 6. Create awareness about career paths, job roles, and workplace ethics.

LEARNING OUTCOMES:

1. Apply theoretical concepts learned in the classroom to practical situations in industry/organization.
2. Demonstrate proficiency in relevant tools, equipment, software, and work procedures of the sector.
3. Identify workplace problems, analyze them, and suggest practical solutions.
4. Exhibit professional behavior including punctuality, discipline, teamwork, ethics, and responsibility at workplace.
5. Understand organizational culture, social responsibility, and practice ethical conduct.

RESPONSIBILITY:

Sr. No.	Role	Responsibility
1	Principal	Overall approval & policy decision
2	Internship Cell Coordinator	Planning, MoU, industry connect, monitoring
3	Department Head	Nominate Department Internship Faculty, approve students
4	Faculty Mentor	Guide 10-15 students, assess, visit companies
5	Training & Placement Cell	Industry outreach, placement of students
6	Student	All VI Semester Students

4. PROCEDURE:

I. Planning:

1.1 Internship Cell prepares annual calendar with the initiation of Semester III.

1.2 Identify sectors: Industry, Research Lab, Startup, Govt. dept. Agriculture, Agro based Industry and Service Industry etc., In-house projects.

II. Industry /MoU

2.1 Sign MoU with companies/organizations.

2.2 Collect internship opportunities and share with departments.

III. Student Registration:

3.1 Notification to students with last date.

3.2 Students submit Appendix -1: Internship Application Appendix.

3.3 Department allocates Faculty Mentor.

IV. Execution:

4.1 Student joins organization and submits Appendix -2: Joining Letter.

4.2 Faculty Mentor conducts 1 visit / 2 online meetings.

4.3 Student maintains Appendix -3: Daily Diary / Logbook.

4.4 Mid-term review by mentor in Week 3.

V. **Assessment & Evaluation -** (Activity for 4 Cr. 120 hours)

Sr.	Activity	Marks
1	External Evaluation by Industry, Agriculture, Agro based and Service industry etc.: Performance, Discipline, Learning, Viva-voce	60 Marks
2	Internal Evaluation by College: Faculty can choose from case study method or seminar method or both as per one's convenience.	40 Marks
	Total	**100 Marks**
Note: Continuous assessment as per NEP scheme: The mentor should either physically visit or take two online meetings with the student and his industry supervisor to understand the performance of the student.		

VI. **Submission & Certification:**

6.2 Student submits Appendix -4: Final Report + Appendix-5: Completion Certificate from Industry.

6.2 Department submits consolidated marks to Exam Cell.

6.3 College issues Appendix-6: Internship Completion Certificate.

VII. DOCUMENTATION APPENDICES

Appendix-I: Student Application

Appendix-II: Joining Letter

Appendix-III: Daily Diary / Logbook

Appendix-IV: Final Internship Report

Appendix-V: Completion Certificate from Industry

Appendix-VI: Student Feedback

Appendix-I

1. Student Name:	
2. Current Address	
3. Residence Address	
4. Email id	
5. Mobile Nos.	
6. Aadhar No.	
7. PAN	
8. Overall GPA	
9. Mode of Internship	
10. Internship Preferences	
	Location Core Area Organization / Institute
Preference-1	
Preference-2	
Preference-3	
I confirm that I agree with the terms, conditions, and requirements of the Internship Policy Student Signature: Date_____	
I confirm that the student has attended the internship orientation and has met all paperwork and process requirements to participate in the internship program, and has received approval from his/her mentor. Sign of Department Faculty Coordinator Date / / 202--	

Resume

Name: ----------

Contact Number and Email ID: ----------

Education: ----------

HEI Name: ---------- Degree / Specialization:
Year

CGPA:

HEI Name:

<bachelor's degree> Year

Degree / Specialization:

CGPA:

Internship / Work Experience

Organization

Year

Project:

Brief:

Academic Experience

Semester Year Project:

Brief:

- Emphasize accomplishments that are relevant to the field
- Be specific—omit unnecessary words and sentences
- Start your sentence with an action verb, not a passive one Use past-tense verbs to show what you have accomplished Quantify results as much as possible
- Use key words that will catch a recruiter's eye

Other Achievements and Personal Interests

- List other achievements also in reverse chronological order
- Leadership positions held outside of your appendixal work environment
- Personal interests and accomplishments that will distinguish you from other applicants
- Volunteer service/Social Work

Appendix-II

(On College Letter head) To,

The (Manager, HR) .....

.....

Subject: Request for_____ weeks internship of Students pursuing < > Dear

Sir,

The HEI established in <year>, <HEI>, Maharashtra reflects the vision of leading industrialists and educationalists. Institute is accredited with '< >' grade by NAAC in March 2015. The HEI has been recognized about it's over all academic excellence and infrastructure.

In view of the above, I request your good self to allow our following (no. of students) students for practical raining in your esteemed organization. Kindly accord your permission and give at least one-week time for students to join training after confirmation.

Sr. No.	Name	Roll Number	Year	Department

The resumes of these students are attached with this letter. If vacancies exist, kindly do plan for Interviews for the students in above branches.

A line of confirmation will be highly appreciated.

Yours sincerely,

Nodal Officer/TPO

<HEI Name and Date>

(On College Letter Head)

Relieving Letter of Student

To,

The General Manager (HR) .....

.....

Subject: Relieving letter of student

Dear Sir,

Kindly refer your letter/e-mail dated..... on the above cited subject. As permitted by your good self the following students will undergo Industrial Internship in your esteemed organization under your sole guidance and direction

S.No.	Name	Roll no.	Year	Department

This training being an essential part of the curriculum, the following guidelines have been prescribed in the curriculum for the training. You are therefore, requested to please issue following guidelines to the concerned student mentor.

• Internship schedule may be prepared and a copy of the same may be sent to us.

• Each student is required to prepare Internship diary and report.

• Kindly check the Internship diary of the student daily.

• Issue instruction regarding working hours during training and maintenance of the attendance record

You are requested to evaluate the student's perappendixance on the basis of grading i.e.

Excellent,

• Attendance and general behavior

• Relation with workers and supervisors

• Initiative and efforts in learning
• Knowledge and skills improvement

• Contribution to the organization
The perappendixance report may please be forwarded to the undersigned on completion of training in sealed envelope.

Your efforts in this regard will positively enhance knowledge and practical skills of the students, your cooperation will be highly appreciated, and we shall feel obliged.

The students will abide by the rules and regulation of the organization and will maintain a proper discipline with keen interest during their internship. The students will report to you on

dated..... along with a copy of this letter.

Yours sincerely,

Nodal Officer/TPO

<HEI Name and Date>

Appendix -III

Student Diary (Log) Recording Appendixat

Week	Task Assigned	Activities Perappendixed	Key Learning	Additional Remarks
1				
2				
3				
4				
5				
6				
7				

Signature of Industry Supervisor

Attendance Sheet

<Organization Letter Head>

Name & Address of Organization

_____

_____

_____

Name of the Student	
Roll Number	
Name of Course	
Date of Commencement of Training	
Date of Completion of Training	

Month and Year:

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

• Attendance Sheet should remain affixed in Daily Training Diary. Do not remove or tear it off.

• Holidays should be marked in Red Ink in attendance column. Absent should be marked as 'A' in Red Ink.

Name and Signature with date of Internship

Supervisor_____

Appendix-IV

Supervisor Evaluation of Intern <Organization Letter Head>

Student Name: _____ **Date:** _____

Work Supervisor: _____**Title:** _____

Organization: _____

Internship Address: _____

Dates of Internship: From _____ **To** _____

Please evaluate intern by indicating the frequency with which you observed the following behaviors:

Parameters	Needs Improvement	Satisfactory	Good	Excellent
Behaviors				
Perappendixs in a dependable manner				
Cooperates with co-workers and supervisors				
Shows interest in work				
Learns quickly				
Shows initiative				
Produces high quality work				
Accepts responsibility				
Accepts criticism				
Demonstrates organizational skills				
Uses technical knowledge and expertise				
Shows good judgment				
Demonstrates creativity/originality				
Analyzes problems effectively				
Is self-reliant				
Communicates well				
Writes effectively				
Has a professional attitude				
Gives a professional appearance				
Is punctual				
Uses time effectively				

Overall perappendixance of student intern (circle one):

(Needs improvement / Satisfactory / Good / Excellent)

Additional comments, if any:

Signature of Industry supervisor_____HR Manager _____

Appendix V

On Institution Letter Head

Internship Certificate

This is to certify that Mr./**Miss. ----------** BBA – III Sem – VI student from ---------- affiliated to SGBAU Amravati University has completed the Internship program at our **----------**from date **----------to----------** as **----------**

During the tenure we found he / she is sincere hardworking and keen learner. All the best for his / her future endeavors.

His / Her associate with us was very faithful and we wish his / her all the best in her future we wish his / her every success in life and all the best for endeavors.

Date **-----/--/---**

Signature with Seal

Appendix VI

Student Feedback of Internship

(To be filled by Students after Internship completion)

Student Name: _____ Date:_____
Industrial Supervisor: _____Title: _____
Supervisor Email: _____ Internship is: _____Paid_____Unpaid_____
Organization:_____
Internship
Address:_____
Faculty Coordinator: _____Department: _____
Dates of Internship: From _____ To _____
Give a brief description of your internship work (title and tasks for which you were responsible):
Was your internship experience related to your major area of study?

- **Yes, to a large degree**
- **Yes, to a slight degree**
- **No, not related at all**

Indicate the degree to which you agree or disagree with the following statements.

This experience has:	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Given me the opportunity to explore a career field					
Allowed me to apply classroom theory to practice					
Helped me develop my decision-making and problem-solving skills					
Expanded my knowledge about the work world prior to permanent employment					
Helped me develop my written and oral communication skills					
Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decisionmaking and action)					
Expanded my sensitivity to the ethical implications of the work involved					
Made it possible for me to be more confident in new situations					
Given me a chance to improve my interpersonal skills					

Helped me learn to handle responsibility and use my time wisely					
Helped me discover new aspects of myself that I didn't know existed before					
Helped me develop new interests and abilities					
Helped me clarify my career goals					
Provided me with contacts which may lead to future employment					
Allowed me to acquire inappendixation and/ or use equipment not available at my Institute					

• In the Institute internship program, faculty members are expected to be mentors for students.

Do you feel that your faculty coordinator served such a function? Why or why not?

• How well were you able to accomplish the initial goals, tasks and new skills that were set down in your learning contract? In what ways were you able to take a new direction or expand beyond your contract? Why were some goals not accomplished adequately?

• In what areas did you most develop and improve?

• What has been the most significant accomplishment or satisfying moment of your internship?

• What did you dislike about the internship?
• Considering your overall experience, how would you rate this internship? (Circle one).

-Satisfactory/ Good/ Excellent

• Give suggestions as to how your internship experience could have been improved. (Could you have handled added responsibility? Would you have liked more discussions with your

professor concerning your internship? Was closer supervision needed? Was more of an orientation required?

Signature of Student

Name,

Roll number,

Date .....

Examination, Evaluation and Assessment Scheme

Verticals no.	Name of the Vertical	Mode of Exam. Evalua & Assess.	Theory				Practical				Total Marks	
			External Marks		Internal Marks		External Marks		Internal Marks			
			Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.
A	Major	External & Internal	30	9	20	6	—	—	—	—	50	20
B	Minor	External & Internal	30	9	20	6	—	—	—	—	50	20
C	GOEC	External & Internal	30	9	20	6	—	—	—	—	50	20
D	VSC	External & Internal					30	9	20	6	50	20
	SEC	External & Internal					30	9	20	6	50	20
E	AEC (Eng. & MIL)	External & Internal					15 15	5 5	10 10	3 3	25 25	10 10
	IKS (Generic)	External & Internal	30	9	20	6	—	—	—	—	50	20
	VEC	External & Internal	30	9	20	6	—	—	—	—	50	20
F	Internship / Apprenticeship	External & Internal	Assessment of the Internship / Apprenticeship / Field project / Community engagement program shall be done through SOP, appointing external examiner by HEI Principal from Industry / Organisation / Academia. The mentor faculty shall be the internal examiner. It shall be evaluated by giving maximum 50 marks per 2 credits.									
	FP / CEP	External & Internal										
	CC	Internal	Assessment of the CC shall be performs based on different activities/ practices mentioned in the direction at the various levels.									

SANT GADGE BABA AMRAVATI UNIVERSITY GAZETTE

Official Publication of Sant Gadge Baba Amravati University

PART- TWO

(Extra-Ordinary)

Tuesday, the 7th October, 2025

NOTIFICATION

No. : /2026 Date :- / /2026

Subject : Scheme of Equivalence and Absorption for old Course Failures of B.B.A.(Annual/CGS to NEP & (CBCS to NEP Pattern)

It is notified for general information of all the concerned that the authorities of the University have accepted to provide Scheme of Equivalence/Absorption for the old course failure students of B.B.A (Annual/CGS to NEP-2020 Pattern) and B.B.A. (CBCS to NEP-2020 Pattern) to be implemented from the Academic Session 2026-2027 onwards.

ABSORPTION SCHEME FOR BBA (FACULTY OF COMMERCE AND MANAGEMENT)

Sr.No	ANNUAL	CGS	CBCS	NEP-2020
	First year	**SEM-I**	**SEM-I**	**SEM-I**
1	Principles of Economics	Business Environment	Business of Economics	Principles of Economics Sem-I (500102)
2	Commercial Law	----------	----------	Commercial Law Sem-I (500101)
3	Business Communication	Business Communication	Business Communication-I	Business Communication (AEC) Sem-I (500107)
4	Fundamental of Accounting	Basic Accounting	Basic Accounting	Basic of Accounting Sem-I (500103)
5	Business Statistics / Business Mathematics	Business Mathematics & Business Statistics	Business Mathematics & Business Statistics	Business Mathematics & Business Statistics Sem-II (500208&500209)
6	Principles of Business Management	Creativity and Innovation	PBM & Creativity and Innovation	Principles of Business Management Sem-I (500100)
7	Computer Fundamental& Problems Solving	----------	Fundamental Computer-I	ICT tools for Business Sem-I (500106)
		SEM-II	**SEM-II**	**SEM-II**
8		Business Law	Business Law	Commercial Law Sem-I (500101)
9		Principles of Economics	Business Environment	Principles of Economics Sem-I (500102)
10		Financial Services	Financial Services	Management of Financial Services Sem-III (501301) Finance & BA
11		Fundamental Accounting	Fundamental of Accounting	Financial Accounting Sem-II (500203)
12		Principles of Business Management	----------	Principles of Business Management

				Sem-I (500100)

	Second Year	**SEM-III**	**SEM-III**	**SEM-III**
13	Marketing Management	----------	Marketing Management	Marketing Management Sem-II (500201)
14		Company Account	Company Account	Company Accounting Sem-III (501302) Finance & BA.
15	Direct Tax Law	Direct Tax Law	Direct Tax Law	Direct Tax Law-I Sem-III (501300) Finance & BA
16	Auditing	----------	----------	Auditing Sem-IV (501604) Finance & BA
17	Entrepreneurship		----------	Entrepreneurship and Startup Sem-IV (502403) Marketing & HR
18	Computer Applications	----------	Computer Application-I	ICT tools for Business Sem-I (500106)
19	Environmental Studies	----------	Environmental Studies	Environmental Science and Sustainability . **SEM- I** (500110) (VAC)
20	Personal Management	Human Resource Management	Human Resource Management	Human Resource Management Sem-III (502300) Marketing & HR
21		Sales and Distribution Management	----------	Sales Management Sem-IV (502402) Marketing & HR
22		Secretarial Practice and Company Management	Secretarial Practice and Company Management	Company Law 2013 Sem-V 501503 Finance & Business Analytics
		SEM-IV	**SEM -IV**	**SEM-IV**
23		Corporate Accounting	Corporate Accounting	Corporate Accounting Sem-III (501305) Finance & BA
24		Marketing Management	Sales and distribution Management	Sales Management Sem-IV (502402) Marketing & HR
25		---------	Computer Application-II	Management Information System **SEM-III (502307)** (VSC) Marketing & HR
26		Managerial Skill	Managerial Skill	Soft Skill. **SEM-I**. (AEC) 500108

27		Management of Small Entrepreneurs	Financial Management	Financial Management Sem-IV (501402) Finance & BA
28		Indirect Tax Law	Indirect Tax Law	Indirect Tax Law Sem-VI (501606) Finance & BA

	Third Year	**SEM-V**	**SEM -V**	**SEM-V**
29	Indian Economics	Indian Economics	Indian Economics	Financial Institution in India Sem IV (Marketing and HR) (502502)
30	Company Management and Secretarial Practice	----------	----------	Company Law 2013 Sem-V 501503 Finance & Business Analytics
31	Sales and Advertisement Management	----------	----------	Sales Management **SEM-IV** (502402) Marketing & HR
32	Economics and Other legislations	----------	----------	Consumer Protection Act 201 Sem-IV (501406) Finance & BA
33	Business data Processing	----------	Internet and www **SEM-V**	Internet and www **SEM-V (501510)** Finance & BA
34			E-commerce	E-commerce Sem VI (501610) Finance & BA
35		Health care and Hospitality Management	Health care and Hospitality Management	Life Skill for 21st Centaury Sem III (501308) Finance & BA
36		Cost Accounting	Cost Accounting	Cost Accounting Sem-V (501500) Finance & BA
37		Personal Financing Planning	Personal Financial Planning	Financial Planning Sem-V (501502) Finance & BA
38		Event Management	Event Management	Event Management Sem-V (502507) Marketing & HR
		SEM-VI	**SEM -VI**	**SEM-VI**

39		Management Accounting	Management Accounting	Accounting for Managerial decision Sem-VI (501601) Finance & BA
40		Industrial Law	Industrial Law	Industrial Law Sem-VI (502605) Marketing & HR
41		Auditing	Auditing	Auditing Sem-VI (501604) Finance & BA
42		Investment Management	Investment Management	Portfolio Management Sem-VI (501602) Finance & BA
43		Service Management	Service Management	Service Marketing Sem-VI (502600) Marketing & HR
44			Indian Banking System	Recent Trends in Banking Sem-V (501501) Finance & BA

Sd/-
(Dr. N.A. Koli) .
Registrar (I/c)
Sant Gadge Baba Amravati University