



**M. C. E. Society's**  
**Abeda Inamdar Senior College**  
Of Arts, Science and Commerce (Autonomous), Pune-1  
Affiliated to Savitribai Phule Pune University  
NAAC accredited 'A' Grade

**Bachelor of Business Administration**  
**SYLLABUS FRAMED ACCORDING TO THE**  
**NATIONAL EDUCATION POLICY**  
**(NEP 2020)**

**F.Y.BBA Semester I (CBCS – Autonomy 2023 Pattern)**

<b>Course Title</b>	<b>Principles of Management</b>	
<b>Course Code: 23CBBA11MM</b>		<b>No. of Credits: 04</b>
<b>Course Type: MM- Major Mandatory</b>		<b>Total Teaching Hours: 60</b>

<b>Course Objectives</b>	
<b>1.</b>	To provide conceptual knowledge to the students regarding nature, complexity and various functions of management.
<b>2.</b>	To understand different approaches to management and to give historical perspective of management.
<b>3.</b>	To understand various management principles and their roles.
<b>4.</b>	To develop managerial skills among the students.

<b>Course Outcome</b>	
<b>1.</b>	Students will develop managerial effectiveness through managerial thinking.
<b>2.</b>	Students will understand the different approaches to management and the philosophy of management thinking
<b>3.</b>	Students will understand the importance of functions of management and their roles and ability to organize various programs and events.
<b>4.</b>	Students will learn about the trends and themes in modern management and changes.



	<ul style="list-style-type: none"> <li>ii. Principles Communication: Types Importance</li> <li>iii. Motivation: Importance</li> <li>iv. Leadership: Meaning, Styles, qualities &amp; functions of leaders.</li> </ul> <p><b>6. Controlling:</b></p> <ul style="list-style-type: none"> <li>i. Need, nature</li> <li>ii. Importance</li> <li>iii. Process techniques.</li> </ul> <p><b>7. Co-ordination:</b> Need and Importance.</p> <p><b>8. Forecasting:</b></p> <ul style="list-style-type: none"> <li>i. Meaning</li> <li>ii. Need Types</li> <li>iii. Methods</li> <li>iv. Advantages, merits and Disadvantages.</li> </ul> <p><b>9. Decision-making:</b></p> <ul style="list-style-type: none"> <li>i. Types</li> <li>ii. Process of rational decision-making</li> <li>iii. Techniques of decision-making.</li> </ul>	<p>02</p> <p>01</p> <p>02</p> <p>02</p>
<b>Unit IV</b>	<b>Recent trends in Management</b>	<b>09 hours</b>
	<p><b>1. Management of change:</b></p> <ul style="list-style-type: none"> <li>i. Management of Crises</li> <li>ii. Total Quality Management(TQM): Meaning, Merits Demerits</li> <li>iii. Risk Management: Objectives, Advantages and Disadvantages.</li> </ul> <p><b>2. Knowledge Management:</b></p> <ul style="list-style-type: none"> <li>i. Meaning</li> <li>ii. Merits &amp; Demerits.</li> </ul> <p><b>3. Outsourcing:</b></p> <ul style="list-style-type: none"> <li>i. Meaning</li> </ul>	<p>04</p> <p>03</p> <p>02</p>

	ii. Merits & Demerits.	
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<b>Suggested Readings</b>	
1.	J.S. Chandan, Year (1997), Management Concepts and Strategies, Vikas Publishing House Pvt. Ltd.
2.	Heinz Wehrich , Mark V. Cannice , Harold Koontz (2013), Management: A global, innovative, and entrepreneurial perspective, McGraw hill companies.
3.	Robert Kreitner , Mamata Mohapatra (2008), Managemen, Biztantra – Management For Flat World
4.	John R. Schermerhorn (2011), Introduction to Management, Wiley India Pvt. Ltd.
5.	R. SatyaRaju , A. Parthasarthy (2009), Management Text and Cases, PHI learning Pvt. Ltd.
6.	H. R. Appannaiah, G. Dinakar, H.A. Bhaskara (2010), Management (Multi- Dimensional Approach), Himalaya Publishing House

<b>Course Title</b>	<b>Business Accounting</b>	
<b>Course Code: 23CBBA12MM</b>		<b>No. of Credits: 02</b>
<b>Course Type: MM- Major Mandatory</b>		<b>Total Teaching Hours:30</b>

<b>Course Objectives</b>	
1.	To enable the students to acquire sound knowledge of concepts of Accounting.
2.	To impart basic accounting knowledge.
3.	To impart the knowledge about recording of transactions and preparation of final accounts.
4.	To acquaint the students about accounting software packages.

<b>Course Outcome</b>	
1	To understand the role and importance of accounting in Business and how accounting concept can be implemented in business.
2	To understand how to record different financial transactions and their financial implications.
3	To be able to write different accounting transactions and prepare basic financial transactions
4	To be able to write necessary set of entries in books of accounts i.e. cash book and compare the m with bank statement to understand their implications and effect

5	To understand growing importance of software and to know how to use software like tally for writing of accounts.
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Syllabus		
Unit I	Financial Accounting	7
	<ol style="list-style-type: none"> <li>1. Definition and Scope, Objectives,</li> <li>2. Accounting Principles– Concept and conventions</li> <li>3. Introduction to Accounting Standards–IAS(Indian Accounting Standard)&amp; IFRS ( International Financial Reporting Standard)               <ol style="list-style-type: none"> <li>i. IAS1–PresentationofFinancialStatements</li> <li>ii. IAS2– Inventories</li> <li>iii. IAS10-Eventsafterreporting period</li> <li>iv. IAS18– Revenue</li> </ol> </li> </ol>	
Unit II	Accounting Process and Final Accounts	18
	<ol style="list-style-type: none"> <li>1. Voucher system</li> <li>2. Accounting Process</li> <li>3. Journals</li> <li>4. Ledger</li> <li>5. Subsidiary books</li> <li>6. Cash Book</li> <li>7. Trial Balance</li> <li>8. Preparation of Final Accounts of Sole Proprietorship               <ol style="list-style-type: none"> <li>i. Trading Account</li> <li>ii. Profit&amp; Loss Account</li> <li>iii. Balance Sheet</li> </ol> </li> <li>9. Bank Reconciliation Statements</li> </ol>	
Unit III	Computerized Accounting	5
	<ol style="list-style-type: none"> <li>1. Meaning and Features of Computerized Accounting</li> <li>2. Role of computers and Financial application</li> <li>3. Advantages &amp;Disadvantages of Computerized Accounting system,</li> <li>4. Different Accounting Software packages.(Practical sessions on</li> </ol>	

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<b>Suggested Readings</b>	
<b>1.</b>	S.Kr.Paul.(2009).Financialaccounting(bcom).NewCentralBookAgency.
<b>2.</b>	Maheshwari,S.M. (2009).Advanced accountancy Volume-II(10thEd.) Vikas Publishing House.
<b>3.</b>	Tulsian,P.C.(2002).Financialaccounting.PearsonEducationIndia.
<b>4.</b>	ShuklaM.C./GrewalT.S.&GuptaS.C.(2017). AdvancedaccountsVolume– I (19th Ed.). S. Chand Publishing.
<b>5.</b>	Anthony,R.N.,Hawkins,D.F.,&Merchant,K.A.(2010).Accounting:Textand cases. Irwin/McGraw-Hill.

<b>Course Title</b>	<b>Introductory Course in Disaster Management</b>	
<b>Course Code: 23CBBA11SE</b>	<b>No. of Credits: 02</b>	
<b>Course Type: SEC- Skill Enhancement Course</b>	<b>Total Teaching Hours: 30</b>	

<b>Course Objectives</b>	
<b>5.</b>	To develop an understanding about the various types of disasters and their impact
<b>6.</b>	To provide knowledge about the role of the Government and various agencies in managing disasters
<b>7.</b>	To understand rehabilitation and recovery in the event of disaster

<b>Course Outcome</b>	
<b>5.</b>	Students will understand the different types of disasters, their causes and effects.

6.	Students will be acquainted with disaster preparedness and the role of various relevant stakeholders in disaster preparedness and management
7.	Students will learn about the steps involved in rehabilitation, reconstruction and recovery with respect to disaster management

<b>Syllabus</b>		
<b>Unit I</b>	<b>Introduction on Disaster Different Types of Disaster</b>	<b>07 hours</b>
	6. Concept of Disaster	01
	7. Types of Disasters -	04
	i. Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc	
	ii. Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War and Terrorism.	
	8. Causes, effects and practical examples for all disasters.	02
<b>Unit II</b>	<b>Risk and Vulnerability Analysis</b>	<b>08 hours</b>
	1. Risk: concept and analysis	02
	2. Risk Reduction	02
	3. Vulnerability: concept and analysis	02
	4. Strategic Development for Vulnerability Reduction	02
<b>Unit III</b>	<b>Disaster Preparedness and Response Preparedness</b>	<b>07 hours</b>
	4. Preparedness :	04
	a. Disaster Preparedness: Concept and Nature	
	b. Disaster Preparedness Plan	
	c. Prediction, Early Warnings and Safety Measures of Disaster	
	5. Response :	
	a. Disaster Response : Introduction	03
	b. Disaster Response Plan	
<b>Unit IV</b>	<b>Rehabilitation, Reconstruction and Recovery</b>	<b>08 hours</b>
	1. Reconstruction and Rehabilitation as a means of Development	02
	2. Post Disaster effects and Remedial Measures.	02
	3. Psychological Response and Management (Trauma, Stress, Rumor and Panic)	02
	4. Role of Government and NGOs For Disaster Management	

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<b>Suggested Readings</b>	
1.	Dr.Mrinalini Pandey (2020) Disaster Management in India, Saga Publication Pvt.
2.	Dr.Mrinalini Pandey (2016) Disaster Management, PHI Learning Pvt.
3.	J. P. Singhal (2010) Disaster Management, Laxmi Publications.
4.	C. K. Rajan, NavalePandharinath (2009 )Earth and Atmospheric Disaster Management: Nature and Manmade, B S Publication

<b>Course Title</b>	<b>BUSINESS COMMUNICATION SKILLS</b>	
<b>Course Code: 23CBBA11VS</b>		<b>No. of Credits: 02</b>
<b>Course Type: VSC -Vocational Skill Course</b>		<b>Total Teaching Hours: 30</b>

<b>Course Objectives</b>	
8.	To understand the role of communication in personal and business world.
9.	To develop skills required for effective communication.
10.	To develop proficiency in writing business letters and other communications required in business.
11.	Create awareness about current trends in business communication.

<b>Course Outcome</b>	
8.	To understand the basic purpose of communication and comprehend the meaning of different forms of communication.
9.	To understand how to write effective messages and different types of communication, and develop ability to write meaningful, concise and effective messages.
10.	To understand how to make effective Business Correspondence and enable to write precise business letters and understanding about business correspondence.
11.	To understand how modern social media affects Business and how Social Media-based communication is working in present context.

<b>Syllabus</b>		
<b>Unit I</b>	<b>INTRODUCTION TO BUSINESS COMMUNICATION</b>	<b>08 hours</b>
	1. Concept of Business Communication	1
	2. Process of communication	1
	3. Need for effective communication	1
	4. Principles of effective communication	2
	5. Barriers to communication and measures to overcome it.	2
<b>Unit II</b>	<b>BUSINESS CORRESPONDENCE</b>	<b>15 hours</b>
	1. Introduction	
	i. Concept, need and functions of Business Correspondence,	3
	ii. Layout for drafting business letter.	2
	iii. Email Etiquettes	2
	2. Types of Business Letters	
	i. Business Promotion Letters, Complaint letter, Credit verification letter, Correspondence with bank	3
	ii. Office Circulars, Office Correspondence, Leave application, Resignation letter	3
	iii. Job Application & Resume writing	2
<b>Unit III</b>	<b>SOCIAL MEDIA COMMUNICATION</b>	<b>07 hours</b>
	1. Role of social media in business correspondence	1
	2. Social Media Platforms	6
	i. Twitter	
	ii. LinkedIn	
	iii. WhatsApp	
	iv. YouTube	
	v. Face book	
	vi. Podcast	
	vii. Blogs	
	viii. Instagram	

<b>Suggested Readings</b>	
<b>1.</b>	Bové, C. L., & Thill, J. V. (2018). Business communication today (14th ed.). Pearson.
<b>2.</b>	Chaturvedi, P. D. (2011). Business communication: Concepts, cases, and applications (2nd ed.) Pearson Education India.
<b>3.</b>	Das. (2008). Business communication and personality development: Lessons for paradigm change in personality. Excel Books India.
<b>4.</b>	R.K., M. (2017). Business communication (3rd ed.). Vikas Publishing House.

5.	Raman, M., & Singh, P. (2012). Business communication: (with CD) (2nd ed.). OUP India.
6.	Scholes, E. (1997). Gower handbook of internal communication. Gower Publishing.

<b>Course Title</b>	<b>Functional English</b>	
<b>Course Code: 23ABEN11AE</b>		<b>No. of Credits: 2</b>
<b>Course Type: AEC-1- Ability Enhancement Course</b>		<b>Total Teaching Hours: 30</b>

<b>Course Objectives</b>	
1.	To introduce students to Spoken English.
2.	To create awareness about using language according to the situation/context
3.	To create an awareness among students about mispronunciation
4.	To help learners acquire the basic skills of effective writing
5.	To reinforce grammar studied

<b>Course Outcome</b>	
1.	The students will be able to effectively use English in day to day interactions
2.	The students will build their proficiency in Spoken English
3.	This course will equip students to understand and effectively use non-verbal communication.

<b>Syllabus</b>		
<b>Unit I</b>	Definition of Language, Levels of Linguistic Analysis, Verbal and Non-Verbal Communication	5
<b>Unit II</b>	<b>Remedial Grammar</b> 1) Parts of Speech 2) Tenses and Concord 3) Active and Passive Voice 4) Common Indian Errors	5

<b>Unit III</b>	<b>Language Skills</b> 1) Understanding a passage-its content and structure 2) Building Vocabulary a) Synonyms and Antonyms b) Lexical Web c) Collocation d) Use of a Dictionary and Thesaurus 3) Dialogue Writing	10
<b>Unit IV</b>	<b>Conversational Skills</b>  1) Simple oral descriptions: describing familiar things, places, persons, pictures etc. (At the college, about the college, outside the class) 2) Describing simple events, routine activities of oneself and others	10

<b>Suggested Readings</b>	
<b>1.</b>	Bansal and Harrion: Spoken English for India
<b>2.</b>	Augustine, A.E. Joseph, K.V.: Macmillan Grammar, A Handbook, Macmillan India Ltd, Delhi 1986
<b>3.</b>	Green, David: Contemporary English Grammar, Structure and Composition, Macmillan India Ltd, Madras, 1971
<b>4.</b>	Narayan Swami, K.R.: Success with grammar and Compositon, Orient Longman, Hyderabad, 1995
<b>5.</b>	Freeman, Serah: Written Communication in English, Orient Longman
<b>6.</b>	Home Crofton: Essay, precise, composition and Comprehension Macmillan
<b>7.</b>	Intyhira, S R. Saraswathi, S: Enrich Your English CIEEL OUP
<b>8.</b>	Balasubramanian, T. (1981), a Text book of English Phonetics for Indian Students, Macmillion.

<b>Course Title</b>	<b>Pune in Time and Space</b>	
<b>Course Code: 23ABHS11IKD</b>		<b>No. of Credits:2</b>
<b>Course Type: IKS</b>		<b>Total Teaching Hours: 30</b>

<b>Course Objectives</b>	
<b>1.</b>	The student should acquire knowledge of Pune in time and space.
<b>2.</b>	The student should acquire knowledge of conventions, problems, trends, personalities, chronology and generalizations related to Pune
<b>3.</b>	The student should be able to recall, recognize, and understand the history of the region.
<b>4.</b>	The student should develop understanding of terms, facts, important events, trends, etc. related to the history and Culture of Pune.
<b>5.</b>	To create a critical thinking ability among the students. The student will be able to identify, analyze, collect, select, draw and verify the historical facts.

<b>Course Outcome</b>	
<b>1.</b>	This course enables students to explore various aspects of Pune in time and space.
<b>2.</b>	This course enables students to understand the diversity of Socio-Political History of Pune
<b>3.</b>	This course enables students to understand cultural aspect of the region.
<b>4.</b>	The students will gather knowledge about the heritage of Pune.
<b>5.</b>	This course enables students to study and understand historical facts.

<b>Syllabus</b>		
<b>Unit I</b>	<b>Introducing Pune</b>	<b>10</b>
	1. Historical Geography - Geographical location - Topography and natural resources- climate and seasons-flora and fauna- Early History.	

	<p>2. Demography and Ethnic Diversity - Hindu- Jain- Buddhist- Muslim - Christian Communities- Anglo Indians-Sikh-Jews- Parsi</p> <p>3. Historical Period - Towards a major Transition- Royal period of the Marathas and foundation of Pune</p>	
<b>Unit II</b>	<b>Early Modern and Colonial Period</b>	<b>10</b>
	<p>1. Pune under Peshwa rulers - Balaji Vishwanath, Bajirao I, Nanasahab, Madhavrao</p> <p>2. Towards Modern Pune - Elphinstone, foundation of Pune Cantonment- Reforms introduced by the British government</p> <p>3. Development of Industries - Impact of industrialization on Pune - growth of Trade and Commerce, Urbanization.</p>	
<b>Unit III</b>	<b>Art, Culture and Science</b>	<b>10</b>
	<p>1. Art and Culture – Major Festivals, Ganesh Utsav, monuments of Historical importance.</p> <p>2. Development of Science and Information Technology - Pune as a Science city- Scientific organizations- IISER, IUCAA, NCL etc.</p> <p>3. Public and Important Government Institutions and Organisations in Pune – NDA, Maharashtra Sahitya Parishad, Gokhale Institute, Deccan College etc.</p>	

<b>Suggested Readings</b>	
<b>1.</b>	JaymalaDidde, Pune: Queen of the Deccan
<b>2.</b>	Taknet D. K., Pune: A city of many shades and colours
<b>3.</b>	Vora Rajendra, Pune: A social History
<b>4.</b>	Gokhale Shanta, Pune: History
<b>5.</b>	Ali S. M., Pune: The making of a Global City
<b>6.</b>	Sharma R. S., Pune: From a Village to a Metropolis

<b>Course Title</b>	<b>Business Ethics</b>	
<b>Course Code: 23OECBBA-B</b>		<b>No. of Credits: 04</b>
<b>Course Type: Open Elective</b>		<b>Total Teaching Hours: 60</b>

<b>Course Objectives</b>	
1	To provide a comprehensive understanding of the concepts of Business Ethics
2	To develop theoretical tools to understand current ethical issues and their impacts on business.
3	To analyse the role of ethics in business, government and society.
4	To analyse the ethical scenario concerning to environment and consumer protection.

<b>Course Outcome</b>	
1	Students will understand the concepts of Business Ethics.
2	Students will gain an understanding about the current ethical issues and their effect on business.
3	Students will learn about the role of ethics in business, government and society in general
4	Students will get knowledge about the ethical aspects related to environment and consumer protection.

<b>Syllabus</b>		
<b>Unit I</b>	<b>Introduction to Business Ethics</b>	<b>15 hours</b>
	1. Meaning, nature and scope of Business Ethics	03
	2. Ethics in Contemporary Business	02
	3. Ethical Decision Making and importance of framing ethical policies	02
	4. Reasons for ethical problems occurring in Business	02
	5. Difference between workplace Ethics and Laws, Ethical Code of Conduct in Global Business.	02
	6. Government protection policies against illegal business practices.	02
	7. Influence of Interest Groups on the Government	

<b>Unit II</b>	<b>Corporation and Stakeholder Ethics</b>	<b>15 hours</b>
	1. Ethics at the organizational level – training on ethics, imbibing organizational values and cultures, awareness of rule and regulations of an organization	03
	2. Organization of Modern corporation and Interaction with stakeholders	02
	3. Whistle-blower Act and Employee Rights: Privacy, Safety and Collective Bargaining	02
	4. Role of Management in implementing Ethics.	02
	5. Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation.	03
	6. Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological wellbeing of employees.	03
<b>Unit III</b>	<b>Corporate Social Responsibility, Marketing and Financial Ethics</b>	<b>15 hours</b>
	1. Meaning of Corporate Social Responsibility	02
	2. Role and responsibility of organizations towards government and society.	02
	3. CSR – Strategy in building community relationships	02
	4. Concept of Corporate Citizenship	02
	5. Ethical behavior in Advertising Practices - ethical and unethical target marketing in business advertising	02
	6. Ethical behavior in Finance and Accountancy- Ethical conflict resolutions in context of Finance and Accountancy	03
	7. Media Industry – Role, Impact and Ethical Practices	02
<b>Unit IV</b>	<b>Environmental and Consumer Ethical Issues</b>	<b>15 hours</b>
	1. Environmental Ethics and Human values – Meaning and Impact on Environmental problems	03
	2. Environmental legislation – laws and regulations within the Indian Context and Stages of becoming an ecologically sustainable organization.	04

	3. Sustainable Development – Definition, Obstacles and Impact on Business operations	03
	4. Difference between Customer and Consumerism	02
	5. Government regulation agencies for consumer protection	03

<b>Suggested Readings</b>	
<b>7.</b>	Kumar.S and Kumar. Rai .A.K, Business Ethics, Cengage Learning India Pvt Ltd India
<b>8.</b>	Fernando A.C, Muralidheeran K.P, Satheesh E.K, Business Ethics: An Indian Perspective,
<b>9.</b>	Pherwani. G, Business Ethics, Everest Publishing House India
<b>10.</b>	Murthy C.S.V, Business Ethics, Himalaya Publishing House India
<b>11.</b>	Stanwick.P, Stanwick. S Understanding Business Ethics, Pearson Publishing India

<b>Course Title</b>	<b>Environmental Ethics and Values</b>	
<b>Course Code: 23SBEV11VE</b>		<b>No. of Credits:2</b>
<b>Course Type: VEC-Value Education Course</b>		<b>Total Teaching Hours: 30</b>

<b>Course Objectives</b>	
<b>1.</b>	To ensure‘ well variedness’ with the basic, scientific concepts of Many of the current environmental issues & happenings
<b>2.</b>	To encourage incitation of thought process & hence, Development of practical perspective amongst the students
<b>3.</b>	To bring sensitization towards the environment brutal so increase Student competency employability.
<b>4.</b>	To define the concepts central to Environmental ethics

<b>Course Outcome</b>	
<b>1.</b>	To understand the multidisciplinary nature of the subject And thus, the Scope of study
<b>2.</b>	To analyze the importance of the subject in day to day life, thus understanding the basics of sustainability
<b>3.</b>	To explain and define one's own ethical stand point according to these Ethical concept
<b>4.</b>	Students of each faculty will be empowered with the knowledge of environment and sustainability, which they can implement in their Daily life to achieve sustainable lifestyle

<b>Syllabus</b>		
<b>Unit I</b>	<b>Introduction to Environmental Studies</b> <ul style="list-style-type: none"> <li>• Multi disciplinary nature of Environmental Studies</li> <li>• Scope &amp; Importance</li> <li>• Concept of Sustainability and sustainable development</li> </ul>	<b>03 hours</b>
<b>Unit II</b>	<b>Classification of Natural Resources</b> <ul style="list-style-type: none"> <li>• Forest Resources</li> <li>• Water Resources</li> <li>• Mineral Resources</li> <li>• Food Resources</li> <li>• Energy Resources</li> <li>• Land Resources</li> </ul>	<b>04 hours</b>

<b>Unit III</b>	<b>Biodiversity &amp; its Conservation</b> <ul style="list-style-type: none"> <li>• Definition of Biodiversity</li> <li>• Biogeographically Classification in India</li> <li>• Values and Threats to biodiversity (Habitat loss ,poaching of wildlife, man-wildlife conflicts)</li> <li>• In-situ &amp; Ex-situ Conservation <ol style="list-style-type: none"> <li>1. National Parks</li> <li>2. Wildlife Sanctuaries</li> <li>3. Biodiversity Hotspots</li> <li>4. Botanical Gardens</li> <li>5. Seed Banks</li> <li>6. Zoos</li> </ol> </li> </ul>	<b>04 hours</b>
<b>Unit IV</b>	<b>Environmental Ethics and Values</b> <ul style="list-style-type: none"> <li>• Concept of Environmental Ethics</li> <li>• Equitable use of Resources</li> <li>• Introduction to Animal Rights</li> <li>• Role of Individual in Conservation of Resources for Future Generation</li> <li>• Manipulation of Plants and Animals – Advantages and Disadvantages</li> <li>• GMO and Cross Hybrid</li> </ul>	<b>05 hours</b>
<b>Unit V</b>	<b>Environmental issues and Solutions</b> <ul style="list-style-type: none"> <li>• Deforestation and Forestation</li> <li>• Rainwater harvesting and Watershed Management</li> <li>• Mining and Construction impacts on Ecosystem</li> <li>• Consumerism and Waste Products</li> <li>• Solid waste and its Management</li> <li>• Modern Agricultural vs Traditional Agricultural Techniques</li> </ul>	<b>05 hours</b>

<b>Unit VI</b>	<b>Human Communities and the Environment</b> <ul style="list-style-type: none"> <li>• Human population growth: Impacts on environment, human health and welfare.</li> <li>• Concept of Disaster management: floods, earthquake, cyclones and landslides.</li> </ul>	<b>05 hours</b>
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<b>Suggested Readings</b>	
1.	Barrow, C.J., Environmental Management, 1999. Routledge, N.Y.
2.	Bouhel, R.W., Fundamentals of Air Pollution, 1991. Academic Press, N.Y.
3.	Botkin, D., and Keller, E., Environmental Science, 1995. John Wiley and Sons, USA.
4.	Chadha, K.L. and Swaminathan, M.S., Environment and Agriculture. Malhotra Publishing House, 2006, New Delhi
5.	Carson, R., Silent Spring, 2002, , Houghton Mifflin Hartcourt
6.	Odum, E.P., Odum, H.T. & Andrews, J. Fundamentals of Ecology, 1971. Philadelphia: Saunders
7.	Sharma, P.D. Ecology and Environment 1994. Ashish Publications,
8.	Wagner, K.D Environment Management 1998. W.B. Saunders Co, Philadelphia, USA
9.	Singh, G.B. and Sharma Fifty Years of Natural Resource Management Research B.R. 1998, Indian Council of Agriculture Research, New Delhi
10.	Singh, N. and Sontakke, N.A. On Climatic fluctuations and Environment changes on Indo-Gangetic Plains, India. Springer, Feb, 2002
11.	Thapar, V. Land of the Tiger: A Natural History of the Indian Subcontinent 1998
12.	World Commission on Environment and Development 1987, Our Common Future. Oxford University Press.

## **COURSE –PHYSICAL EDUCATION, SPORTS AND YOGA (2 CREDITS)**

SEMESTER	FACULTY	CODE
SEMESTER I	COMMERCE	23CBPE11CC
SEMESTER II	SCIENCE	23SBPE12CC
SEMESTER II	ARTS	23ABPE12CC

### **Introduction**

As per Fit India guidelines there is strong evidence that demonstrates that compared to less active adult men and women, individuals who are more active:

- have lower rates of all-cause mortality, coronary heart disease, high blood pressure, stroke, type 2 diabetes, metabolic syndrome, colon and breast cancer, and depression;
- are likely to have less risk of a hip or vertebral fracture;
- exhibit a higher level of cardiorespiratory and muscular fitness; and
- are more likely to achieve weight maintenance, have a healthier body mass and composition.

So to keep one fit, Healthy and Active each one should actively and regularly participate in physical activities.

### **Aim of the Course:**

The aim of the course is to make Physical Education as an integral part of educational system and Promote physical activity among students.

Students studying in the colleges should have the benefit of physical education to improve their health during the course of college education and it should become a lifelong habit.

### **Objective of the course:**

The objective of the course is;

1. To enhance physical fitness.
2. Imparting the knowledge about Physical Education and its Scope.
3. Imparting the knowledge of Physical Fitness, Wellness, and Hygiene.
4. To assess the Cardiovascular, Muscular and Flexibility fitness of the students.
5. To make students aware of their overall fitness.

### **Course Outcome**

1. Students explain Physical Education and its scope.
2. Students explain Physical Fitness, Wellness, and Hygiene.
3. Students understand, analyze and evaluate their Cardiovascular, Muscular and flexibility and overall fitness.

### **Course Format:**

1. Syllabus

## 2. Activities

## 3. Assessment

### 1. Syllabus:

#### Theoretical Aspects

- Introduction to the Physical Education, Sports Yoga
- Concept of Physical Education and its Scope.
- Concept of Physical Fitness, Health, Wellness, and Hygiene.
- Assessment/Testing of Physical Fitness
- Beep test for Cardiovascular Endurance
- V Sit and Reach Test for Flexibility
- 1 Minutes Bent Knee Sit Ups for Muscular Strength Endurance

## 2. Practical Aspect

### Activities

Students are expected to participate in Fitness related activities, games, yoga and exercises to improve Cardio-vascular Endurance, Muscular Strength Endurance, and Flexibility. Students should do at least 150–300 minutes of moderate-intensity aerobic **physical activity**; or at least 75–150 minutes of vigorous-intensity aerobic **physical activity**; or an equivalent combination of moderate- and vigorous-intensity activity throughout the week (As per WHO recommendation<sup>1</sup>). Therefore it is expected that each student should voluntarily participate in the activities as per their choice, any sports, aerobics, cycling, and yoga and as per their convenience so that they will get passed in the final fitness test.

## 3. Assessment

### a) Internal Assessment

#### Project work (20 Marks)

A student will have to select any one sport from the list and prepare project and submit/ upload on Google Classroom

The following points to be covered-History of the sport, Diagram with ground measurements of the court/ground/playing area etc., Skills of the sport, Rules of the sport.

### b) External Assessment

#### Fitness tests (30 Marks)

1. Beep test for Cardiovascular Endurance(10 marks)
2. V Sit and Reach Test for Flexibility(10 marks)
3. 1 Minutes Bent Knee Sit Ups for Muscular Strength Endurance (10 marks)

### Course structure

To complete the first credit of Course Physical Education and Sports, the teacher will have to **conduct 15 lectures**. Students will have to prepare a project work on the sports event selected for that year or on the any one game from the list provided.

To complete the second credit students will have to practice for any sports from provided list and for fitness related activities which help them to improve their fitness tests score. Students will have to keep record of their practice activities.

### EVALUATION STRUCTURE

Credit	Marks	Mode of Evaluation
1	20	Project on Selected Game
1	30	Fitness Test

Suggested Readings	
1	Fit India Mission (2019). Fitness Protocols and Guidelines for 18+ to 65 Years. Published by Youth Affairs and Sports, Govt. of India.
2	<a href="https://www.who.int/news-room/fact-sheets/detail/physical-activity">https://www.who.int/news-room/fact-sheets/detail/physical-activity</a>
3	<a href="https://www.topendsports.com/testing/tests/20mshuttle.htm">https://www.topendsports.com/testing/tests/20mshuttle.htm</a>
4	<a href="https://www.topendsports.com/testing/tests/v-sit.htm">https://www.topendsports.com/testing/tests/v-sit.htm</a>
5	SPPU Physical Fitness Scheme 2019 (June 2019).



**M. C. E. Society's**  
**Abeda Inamdar Senior College**  
Of Arts, Science and Commerce (Autonomous), Pune-1  
Affiliated to Savitribai Phule Pune University  
NAAC accredited 'A' Grade

**Bachelor of Business Administration**  
**SYLLABUS FRAMED ACCORDING TO THE**  
**NATIONAL EDUCATION POLICY**  
**(NEP 2020)**

**F.Y.B.B.A. Semester II (CBCS – Autonomy 2023 Pattern)**

<b>Course Title</b>	<b>Business Economics</b>	
<b>Course Code: 23CBBA21MM</b>		<b>No. of Credits: 04</b>
<b>Course Type: MM- Major Mandatory</b>		<b>Total Teaching Hours:60</b>

<b>Course Objectives</b>	
<b>1.</b>	To understand the role of economics as it influences society and business.
<b>2.</b>	To study how different decisions are taken in relation to price demand and supply.
<b>3.</b>	To develop the right understanding regarding Monopoly, perfect competition, revenue etc.

<b>Course Outcome</b>	
<b>1.</b>	Students will understand basic concepts of micro and macroeconomics and will be able to analyze.
<b>2.</b>	Students will understand variation in demand and supply. How it affects the different economic situations and various factors of production.
<b>3.</b>	Students will understand more about different monetary & fiscal policies and their implications on business.
<b>4.</b>	Students will develop a complete understanding of how pricing determination is affected by different market players and forces and its impact on market and society.

<b>Syllabus</b>		
<b>Unit I</b>	<b>Concept of Business Economics</b>	<b>14</b>
	<ol style="list-style-type: none"> <li>1. Meaning &amp; Significance of economics</li> <li>2. Scope and forms of economy</li> <li>3. Economic Problems</li> <li>4. Circular flow of economy</li> <li>5. Meaning and definition of business economics               <ol style="list-style-type: none"> <li>i. Scope of business economics</li> <li>ii. Importance of business economics in life</li> </ol> </li> <li>6. Central problems of economics</li> <li>7. Market forces in solving economic problems</li> <li>8. Five sector model of income and expenditure</li> </ol>	
<b>Unit II</b>	<b>Demand and supply analysis</b>	<b>14</b>
	<ol style="list-style-type: none"> <li>1. Concept of demand &amp; supply</li> <li>2. Concept of determinants of demand</li> <li>3. Individual demand and market demand</li> <li>4. Law of demand</li> <li>5. Elasticity of demand and types of elasticity of demand.</li> <li>6. Practical implementation of elasticity of demand.</li> <li>7. Methods of measuring elasticity of demand.</li> <li>8. Concept of supply               <ol style="list-style-type: none"> <li>i. Determinants of supply</li> <li>ii. Elasticity of supply.</li> </ol> </li> <li>9. Demand forecasting_ meaning, significance and methods of demand forecasting</li> </ol>	
<b>Unit III</b>	<b>Revenue and cost analysis</b>	<b>10</b>

	<ol style="list-style-type: none"> <li>1. Concept and types of revenue</li> <li>2. Importance of revenue, methods of calculation of revenue</li> <li>3. Meaning of marginal, total, and average revenue and interrelationship between them.</li> <li>4. Concept of cost <ul style="list-style-type: none"> <li>● Importance of cost</li> <li>● Typology of cost analysis</li> </ul> </li> <li>5. Meaning of Marginal costing &amp; Incremental cost</li> </ol>	
<b>Unit IV</b>	<b>Pricing under various market conditions</b>	<b>12</b>
	<ol style="list-style-type: none"> <li>1. Concept of market and Competition</li> <li>2. Meaning &amp; types of markets</li> <li>3. Perfect competition</li> <li>4. Monopoly-Price discrimination under Monopoly</li> <li>5. Monopolistic competition-Product Differentiation</li> <li>6. Oligopoly.</li> <li>7. Price and output determination in different market conditions.</li> </ol>	
<b>Unit V</b>	<b>Macro Economics: Policies and Indicators</b>	<b>10</b>
	<ol style="list-style-type: none"> <li>1. Meaning and Definition of Macro Economics</li> <li>2. Macro-Economic Indicators and Business decisions</li> <li>3. Meaning and Importance of National Income (Different variants)</li> <li>4. Macro-Economic policies and stabilization</li> <li>5. Monetary policy and Fiscal policy implication on business</li> </ol>	

<b>Suggested Readings</b>	
1.	Jhingan, M. L. (2016). <i>Micro economics</i> (8 <sup>th</sup> ed.). New Delhi: Vrinda Publications.
2.	Dr. D.D. Chaturvedi, Dr. S. L. Gupta (2010). <i>Business Economics – Theory and Applications</i> , New Delhi: International Book House Pvt. Ltd.
3.	Sarangi, S.K. (2017). <i>Economics for management – Text and Cases</i> , Mumbai: Himalaya Publishing House.
4.	Gregory Mankiw N. <i>Economics Principles and Applications</i> . New Delhi: Cengage Learning India Pvt. Ltd.
5.	DR.H.L. Ahuja (latest edition) <i>Principles of Microeconomics</i> , New Delhi: S.Chand publication.
6.	Lipsey, R., & Chrystal, A. (2020). <i>Economics</i> (14 <sup>th</sup> ed.). Oxford University Press.
7.	Rob Dransfield (2014). <i>Business Economics</i> (1 <sup>st</sup> ed.). Noida – New Delhi: Vikas Publishing House.
8.	DR.H.L. Ahuja (latest edition) <i>Managerial Economic</i> .
9.	Refer to the below link for recorded video explanation on YouTube: <a href="https://www.youtube.com/playlist?list=PL4OxnRvuKzQEmwI8oQcgf_HPr012tvSF1">https://www.youtube.com/playlist?list=PL4OxnRvuKzQEmwI8oQcgf_HPr012tvSF1</a>

<b>Course Title</b>	<b>SUPPLY CHAIN MANAGEMENT</b>	
<b>Course Code: 23CBBA22MM</b>		<b>No. of Credits: 02</b>
<b>Course Type: MM- Major Mandatory</b>		<b>Total Teaching Hours: 30</b>

<b>Course Objectives</b>	
1.	To enable the students to have a comprehensive understanding of Supply Chain Management.
2.	To understand key concepts and issues of logistics Management.
3.	To understand Warehousing and its role in Space Management.
4.	To Create awareness about current trends in Supply Chain Management

<b>Course Outcome</b>	
1.	Students will understand the concept of Supply Chain Management and Green Supply Chain Management.
2.	To acquaint students with different strategies of Warehousing.
3.	Students will learn methods of logistics planning and to understand the role of Information Technology in Supply Chain Management.

<b>4.</b>	Students will learn Supply Chain Network Design and understand Relationship Management with Customers and Employees.
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<b>Syllabus</b>		
<b>Unit I</b>	<b>INTRODUCTION TO SUPPLY CHAIN MANAGEMENT (SCM)</b>	<b>10 hours</b>
	<b>1. Supply Chain Management:</b> i. Concept & Components ii. Objectives & Functions iii. Challenges in implementing Supply Chain Management	5
	<b>2. Transportation</b> i. Transportation and Logistics Systems ii. Types of Transportation: Road, Rail, Air iii. LTL, FTL, LCL, FCL	5
<b>Unit II</b>	<b>KEY OPERATIONS IN SUPPLY CHAIN MANAGEMENT</b>	<b>12 hours</b>
	<b>1. Concept of Manufacturing Scheduling</b>	2
	<b>2. Ware-Housing:</b> i. Meaning, Types & Functions ii. Strategies for Effective Warehousing	4
	<b>3. Supply Chain Network Design:</b> i. Distribution network in Supply Chains ii. Channel Design: Meaning & Definition iii. Role and Importance of Distributors in Supply Chain Management	6
<b>Unit III</b>	<b>INFORMATION AND COMMUNICATION TECHNOLOGY IN SUPPLY CHAIN MANAGEMENT</b>	<b>08hours</b>
	i. Radio Frequency Identification	2
	ii. Barcoding	2
	iii. Retail Supply Chain Management and its Problems and Prospects	2
	iv. Artificial Intelligence and its advantages in Supply Chain Management	2

<b>Suggested Readings</b>	
<b>1.</b>	Ayers, J. B. (2006). Undefined (2nd ed.). Auerbach Publications.
<b>2.</b>	Bowersox. (2000). Logistical management. Tata McGraw-Hill Education.
<b>3.</b>	Hugos, M. H. (2018). Essentials of supply chain management. John Wiley & Sons.
<b>4.</b>	Sahay, B. S. (2004). Supply chain management: For global competitiveness. Macmillan India Limited.

5.	Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). Designing and managing the supply chain: Concepts, strategies, and case studies. Irwin/McGraw-Hill.
6.	Sinha. (2012). Supply chain management. Tata McGraw-Hill Education.

<b>Course Title</b>	<b>Principles of Finance</b>	
<b>Course Code: 23CBBA2MNA</b>		<b>No. of Credits:02</b>
<b>Course Type: MN-Minor</b>		<b>Total Teaching Hours:30</b>

<b>Course Objectives</b>	
5.	To develop foundation of basic concepts in the area of Finance, Money and various Financial instruments.
6.	To develop proper understanding of various sources of external and internal Sources of finance and their roles in business.
7.	To understand concept of capital structure and Capitalizations and their relevance.
8.	To list out various terms used in stock market and its overall procedure and functioning of stock market for live trading from investment point of view.

<b>Course Outcome</b>	
5.	To understand role and importance in business Ability and the implication of finance on business.
6.	To understand the role and need of source of finance, determinants of size and type of Business, Sources of business finance and to learn about important features and their applications considering their requirements in business.
7.	To Understand how basic financial structure is designed, to know the constituents of a financially sound business units and the ability to understand implications of various constituents of capital units.

<b>8.</b>	To understand new and emerging trends in business finance and to understand about Current issues related with new trends in business finance.
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<b>Syllabus</b>		
<b>Unit I</b>	<b>Basic concepts in Finance</b>	<b>12 Hours</b>
	<b>1. Finance:</b> <ul style="list-style-type: none"> <li>i. Definition, Nature and Scope</li> <li>ii. Finance function viz. Financing Decisions, Investment Decisions and Dividend decisions.</li> </ul>	<b>4</b>
	<b>2. Financial Management:</b> <ul style="list-style-type: none"> <li>i. Meaning</li> <li>ii. Approaches: -Traditional &amp; Modern</li> <li>iii. Role of finance manager.</li> </ul>	<b>4</b>
	<b>3. Goal of Financing Management:</b> <ul style="list-style-type: none"> <li>i. Profit Maximization</li> <li>ii. Wealth Maximization</li> <li>iii. Profit Maximization vs. Wealth Maximization</li> </ul>	<b>4</b>
<b>Unit II</b>	<b>Sources of Finance</b>	<b>12 Hours</b>
	<b>1. External Sources:</b> <ul style="list-style-type: none"> <li>i. Shares- Meaning, Types, Advantages and Limitations</li> <li>ii. Debentures-Meaning, Types, Advantages and Limitations</li> <li>iii. Borrowing from banks</li> </ul>	<b>8</b>
	<b>2. Internal Sources:</b> <ul style="list-style-type: none"> <li>i. Reserves and surplus</li> <li>ii. Retained earnings</li> </ul>	<b>4</b>
<b>Unit III</b>	<b>Capital Structure</b>	<b>11 Hours</b>
	<b>1. Capital structure</b> <ul style="list-style-type: none"> <li>i. Meaning and determining capital structure</li> </ul>	<b>3</b>

	ii. Factors influencing capital structure <b>2. Capitalization:</b> i. Theories of Capitalization ii. Optimum/Fair Capitalization iii. Overcapitalization-Meaning, Causes, Advantages and Disadvantages and its effect iv. Under Capitalization- Meaning, Causes, Advantages and Disadvantages and its effect	<b>8</b>
<b>Unit IV</b>	<b>Recent Trends in business finance</b>	<b>10 Hours</b>
	<b>1.</b> Venture Capital-Meaning, Features and Types <b>2.</b> Leasing-Meaning, Features and Types <b>3.</b> Microfinance-Overview <b>4.</b> Mutual Fund–Meaning, Features and Types <b>5.</b> Stock market operation	<b>2</b> <b>2</b> <b>2</b> <b>2</b> <b>2</b>

<b>Suggested Readings</b>	
1.	Prasanna Chandra (2011), Financial management – Theory and Practice, Tata McGraw Hill Education.
2.	IM Pandey (1999), Financial Management, Vikas Publishing House.
3.	Rajiv Shrivastava, Anil Mishra (2012), Financial Management, Oxford University Press.
4.	PV Kulkarni BG Satyaprasad (2015), Financial Management, Himalaya Publishing House.
5.	James C. Van Horne, John M. Wachowicz, JR (1990), Fundamentals of Financial
6.	Management, Prentice Hall of India Pvt. Ltd.

<b>Course Title</b>	<b>Principles of Marketing</b>	
<b>Course Code: 23CBBA2MNB</b>		<b>No. of Credits:02</b>
<b>Course Type: MN-MINOR</b>		<b>Total Teaching Hours:30</b>

<b>Course Objectives</b>	
<b>9.</b>	To develop understanding regarding marketing environment in the country.
<b>10.</b>	To develop appropriate conceptual understanding of basic marketing concept.
<b>11.</b>	To develop new understanding regarding services, rural marketing and new trends in marketing.

<b>Course Outcome</b>	
<b>9.</b>	Students will understand the concepts and functions of marketing.
<b>10.</b>	Students will develop an understanding about the environment and segmentation in the Indian context.
<b>11.</b>	Students will develop a complete understanding about types of markets in developing economy.

<b>Syllabus</b>		
<b>Unit I</b>	<b>Introduction and Functions of Marketing</b>	<b>10 Hours</b>
	1. Marketing concepts	<b>2</b>
	2. Objectives and Importance	<b>2</b>
	3. Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging etc.	<b>2</b>
	4. Various approaches to marketing	<b>2</b>
	5. Challenges and opportunity of marketing manager in international market	<b>2</b>

<b>Unit II</b>	<b>Marketing Environment and marketing segmentation</b>	<b>10 Hours</b>
	1. Marketing environment	<b>1</b>
	2. Meaning Internal and external factors influencing marketing environment	<b>3</b>
	3. Political, social economical international, technological multicultural environment	<b>3</b>
	4. Segmentation: Concepts, importance and its types of segmentation	<b>3</b>
<b>Unit III</b>	<b>Constituents of marketing mix</b>	<b>13 Hours</b>
	1. Marketing mix -meaning	<b>1</b>
	2. Scope and importance of marketing mix	<b>1</b>
	3. Concept of a product mix	<b>1</b>
	4. Product characteristics-Intrinsic and extrinsic	<b>1</b>
	5. Price mix - meaning, element, importance of price mix, factors influencing pricing, pricing methods	<b>2</b>
	6. Place mix- Place mix meaning and concepts of channel of distribution	<b>2</b>
	7. Promotion mix - meaning, definitions, importance and limitations	<b>2</b>
	8. People mix -meaning, concepts, elements and importance	<b>2</b>
	9. Process mix -stages	
	10. Physical evidence-meaning, importance and components	<b>1</b>
<b>Unit IV</b>	<b>Classification &amp;types of market</b>	<b>12 Hours</b>
	1. Conventional classification of markets	<b>2</b>
		<b>4</b>
	2. Services marketing its main features, importance and growth functions – 7P’s of Service Marketing	<b>2</b>
	3. Rural marketing features and its contribution to Indian Economy	<b>4</b>

	<p>4. Recent Trends in Marketing</p> <ul style="list-style-type: none"> <li>• Green Marketing concepts</li> <li>• Digital Marketing</li> <li>• Virtual Marketing</li> <li>• Hybrid Marketing</li> </ul>	
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<b>Suggested Readings</b>	
1.	Kotler,P.,&Keller,K.L.(2016).Marketingmanagement.Pearson.
2.	Ramaswamy.(2013).Marketingmanagement.TataMcGraw-HillEducation.
3.	S.Neelamegham. (2012). Marketing in India, cases and readings - (4th ed.). VikasPublishingHouse.
4.	Baines,P.,Fill,C.,&Page,K.(2013).Marketing.OxfordHED.
5.	Fahy,J.,&Jobber,D.(2019).Foundationsofmarketing.TataMcGraw-HillEducation.

<b>Course Title</b>	<b>Principles of Human Resource Management</b>	
<b>Course Code: 23CBBA2MNC</b>		<b>No. of Credits:02</b>
<b>Course Type: MN-MINOR</b>		<b>Total Teaching Hours:30</b>

<b>Course Objectives</b>	
1	To introduce the basic concepts of Human Resource Management.
2	To cultivate right approach towards Human Resource and the role in business.
3	To create awareness about the various trends in Human Resource Management among the students.

Course Outcome	
1	Students will understand the basic concept of Human Resource Management, develop knowledge about the functions and different roles of HR Manager, Understand the challenges before Human Resource Management.
2	Students will learn the importance of Job Analysis & Human Resource Planning in the Organization; Develop the Problem-solving and decision-making skills.
3	Students will learn to develop the basic ability to think about Employee Morale and Job Satisfaction, Development of problem-solving and decision-making skills.
4	Students will understand the Changing Environment of Human Resource Management and its effects, recent Human Resource Management trends.

Syllabus		
<b>Unit I</b>	<b>Introduction to Human Resource Management</b>	<b>8 Hours</b>
	1. Introduction to HRM-Meaning, Definition, Features, Scope.	2
	2. Objectives, Importance, Principles of HRM.	1
	3. Evolution of HRM	1
	4. Functions and Challenges of HRM.	1
	5. Role of HR Manager	1
	6. Difference between HRM & Personnel Management	1
	7. Strategic HRM-Meaning, Objectives, Challenges	1
<b>Unit II</b>	<b>Job Analysis &amp; Planning for Human Resources</b>	<b>8 Hours</b>
	1. Job Analysis-Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Design, Job Description, Job Specification, Job Evaluation.	3
	2. Human Resource Planning (HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human	3

	Resource in Organisation, Advantages & Limitations/Barriers of HRP. 3. Caselets on Job Analysis & Human Resource Planning.	3
<b>Unit II</b>	<b>Recruitment, Selection, Training &amp; Development</b>	<b>9</b> <b>Hours</b>
	1. Recruitment–Meaning, Recruitment Sources: Internal Vs. External, Factors affecting Recruitment, E- Recruitment –Merits and Demerit	3
	2. Selection–Meaning, Process, E-Selection–Advantages and Disadvantages	3
	3. Training and Development – Meaning, Objectives, Process and Evaluation, Methods of Training–On the Job and Off the Job	3
<b>Unit IV</b>	<b>Career Planning, Employee Morale &amp; Job Satisfaction</b>	<b>10</b> <b>Hours</b>
	1. Career Planning-Meaning, Definition, Objectives, Process, Benefits and Stages.	<b>3</b>
	2. Employee Morale & Job Satisfaction.	<b>4</b>
	a. Employee Morale- Meaning, Definition, causes of low Morale.	
	b. Job Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction.	<b>3</b>
	3. Caselets on Career Planning, Employee Morale & Job Satisfaction.	
<b>Unit V</b>	<b>HR in Changing Environment &amp; Trends in HRM</b>	<b>9</b> <b>Hours</b>
	1. Workforce Diversity.	<b>1</b>
	2. Technological Changes & HRM.	<b>1</b>
	3. International Context in HRM: Global Competency and Global	<b>2</b>
		<b>1</b>

	Dimensions.	<b>1</b>
	4. E-Human Resource Management.	<b>2</b>
	5. Human Resource Information System (HRIS).	<b>1</b>
	6. HR Min Virtual Organizations, Work from Home, Out-Sourcing.	
	7. Changing Role of HRM.	

<b>Suggested Readings</b>	
1	L.M.Prasad, <i>Human Resource Management</i> , Sultan Chand & Company Ltd, NewDelhi.
2	K.Ashwathappa, <i>Human Resource Management</i> , Tata Mc Graw Hill, New Delhi.
3	C.B.Mamoria, <i>Personnel Management</i> , Himalaya Publishing House, Mumbai.
4	A.M.Sharma, <i>Personnel &amp; Human Resource Management</i> , Himalaya Publishing House, Mumbai.
5	S.S.Khanka, <i>Human Resource Management</i> , Sultan Chand & Company Ltd, New Delhi.

<b>Course Title</b>	<b>Computer Animation and Film Production</b>	
<b>Course Code: 23SBCS21SE</b>		<b>No. of Credits:2</b>
<b>Course Type: SEC-Skill Enhancement Course</b>		<b>Total Teaching Hours:30</b>

<b>Course Objectives</b>	
<b>1</b>	To introduce students to the principles and concepts of animation.
<b>2</b>	To familiarize students with the Adobe Animate software and its features.
<b>3</b>	To teach students how to create basic animations
<b>4</b>	To provide students theoretical knowledge in developing animated e-content.

<b>Course Outcome</b>
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1	Understand the principles and concepts of animation, including timing, spacing, and squash and stretch
2	Create basic animations simple special effects.
3	Apply animation techniques to enhance e-content development
4	Combine creativity and technical skills to produce engaging animated content.

<b>Syllabus</b>		
<b>Unit I</b>	<b>Introduction to Animation</b>	<b>6 hours</b>
	<ol style="list-style-type: none"> <li>1. What is Computer Animation</li> <li>2. History and Evolution of Animation</li> <li>3. Applications of Animation</li> <li>4. Production Pipeline</li> </ol>	
<b>Unit II</b>	<b>PRE-PRODUCTION</b>	<b>6 hours</b>
	<ol style="list-style-type: none"> <li>1. Concept And Story</li> <li>2. Concept Creation</li> <li>3. Story Writing</li> <li>4. Research</li> <li>5. Character Designs</li> <li>6. Background Designs</li> </ol>	
<b>Unit III</b>	<b>PRODUCTION</b>	<b>14 hours</b>
	<ol style="list-style-type: none"> <li>1. Introduction to 2D Animation</li> <li>2. Introduction to Stop Motion Animation</li> <li>3. Introduction to 3D Animation</li> <li>4. Introduction to Live Action Movies</li> </ol>	
<b>Unit IV</b>	<b>POST – PRODUCTION</b>	<b>4 hours</b>
	<ol style="list-style-type: none"> <li>1. Types of Software's</li> <li>2. Compositing &amp; Editing</li> <li>3. SFX &amp; VFX</li> <li>4. Rendering / Final Output</li> </ol>	

<b>Suggested Readings</b>	
1.	Animation Writing Development Script Pitch by Jean Ann ,Wright – Focal Press

2.	Professional Storyboarding_ Rules of Thumb by Sergio ,Paez and Anson Jew
3.	Writing for Animation, Comics, and Game by Christy ,Marks – Focal Press
4.	Animation - From Concept to Production by Hannes Rall -CRS Press

<b>Course Title</b>	<b>Tally and Computer Based Accounting</b>	
<b>Course Code: 23CBBA21VS</b>		<b>No. of Credits: 02</b>
<b>Course Type: VSC-Vocational Skill Course</b>		<b>Total Teaching Hours: 30</b>

<b>Course Objectives</b>	
1	To train students with the most required industrial features of Tally Software in day-to-day accounting work.

<b>Course Outcome</b>	
2	To enable the students to handle all these business accounting requirements most efficiently

<b>Syllabus</b>		
<b>Unit I</b>	<b>Introduction to Tally</b>	3
	1. Significance 2. Applications 3. Setup of Tally software	
<b>Unit II</b>	<b>Company Information Menu</b>	5
	1. Creation of Company 2. Select Company 3. Shut company 4. Alter company 5. Security control 6. Change tally vault 7. Split company data 8. Backup	

	9. Restore 10. Tally audit feature	
<b>Unit III</b>	<b>Accounts Information</b>	2
	1. Accounting Configuration and Features 2. Group Creation and Multiple Group Creation 3. Ledger Creation and Multiple Ledger Creation 4. New Voucher Creation 5. Advance Ledger Creation	
<b>Unit IV</b>	<b>Inventory Information</b>	4
	1. Inventory configuration & features 2. Inventory information Menu 3. Stock groups, Stock categories, Stock item, Unit of measurement 4. Bills of materials 5. Locations/God owns 6. Batches & Expiry 7. Inventory voucher types HSN Code Updates	
<b>Unit V</b>	<b>Accounting Vouchers</b>	4
	1. Receipts Vouchers 2. Payment Vouchers 3. Purchase Vouchers 4. Sales Vouchers 5. Contra Vouchers 6. Journal Voucher 7. Debit Note 8. Credit Note 9. Memorandum Vouchers	
<b>Unit VI</b>	<b>Data Management</b>	2
	1. More than one year company creation 2. Change Period	
<b>Unit VII</b>	<b>Payroll System</b>	2
<b>Unit VIII</b>	<b>Discount Management</b>	2
	1. Cash Discount 2. Trade Discount 3. Vouchers Types 4. Backup 5. Restore	
<b>Unit IX</b>	<b>Display</b>	3
	1. Trial Balance	

	<ul style="list-style-type: none"> <li>2. Daybook</li> <li>3. Account books and Statement of Accounts</li> <li>4. Inventory Books and Statements of Inventory</li> <li>5. Cash/fund flow</li> <li>6. Payroll Reports</li> <li>7. List of Accounts Exception Reports</li> <li>8. Print Management</li> </ul>	
<b>Unit X</b>	<b>Various Types of Company</b>	2
	<ul style="list-style-type: none"> <li>1. Traders Company</li> <li>2. Professional Company</li> <li>3. Opening Balance with Options New Company Other</li> </ul>	
<b>Unit XI</b>	<b>Goods and Services Tax</b>	1
	<ul style="list-style-type: none"> <li>1. Concept of Goods and Services Tax- Central Goods and Services Tax, State Goods and Services Tax, Integrated Goods and Services Tax</li> <li>2. Rate of Goods and Services Tax</li> <li>3. Categories of Goods and Services Tax Other concepts.</li> </ul>	

<b>Suggested Readings</b>	
<b>1.</b>	Agrawal,N.(2007).Comdextally 9coursekit (Withcd). Dreamtech Press.
<b>2.</b>	Sharma,S.,&Anand,S. (2020).Goods andservicestax. VK Global Publications.
<b>3.</b>	H.C.Mehrotra, V.(2020).Goods and services tax(G.S.T.).Sahitya Bhawan Publications.
<b>4.</b>	Garg,R.,& Garg, S.(2020).GST laws manual:Acts, rules and forms.Bloomsbury Publishing.
<b>5.</b>	CAArpitHaldia;CAMohd.Salim.(2020).Taxmann'sGSTlaw&practice– AcompendiumofCGST/IGSTactsalongwithagistofrelevantrules/Circulars/ Notifications&caselaws 2021edition.TaxmannPublications Private.
<b>6.</b>	Tally Education pvt. Ltd. (2018). Official guide to financial accounting using tally.erp 9.BPBPublications.
<b>7.</b>	GUPTA, V. (2017). Comdex tally, erp 9 course kit with gst and ms Excel. DreamtechPress.

<b>8.</b>	Taxmann. (2021). Taxmann's GST tariff with GST rate reckoner (Set of 2 volumes) – Incorporating HSN-wise & SAC-wise tariff of all the goods and services   Amended upto 01-02-2021    2021 (14th ed.). Taxmann Publications Private
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<b>Course Title</b>	<b>Democracy, Election And Governance</b>	
<b>Course Code: 23ABPO21VE</b>		<b>No. of Credits: 02</b>
<b>Course Type: VEC- Value Education Course</b>		<b>Total Teaching Hours: 30</b>

### Aims and Objectives of the Course

Sr. No.	Objectives
1.	To introduce the students meaning of democracy and the role of the governance.
2.	To help them understand the election procedure in India.
3.	To help them understand the various approaches to the study of democracy and governance.

### Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will analyze the democratic framework with the help of its standards of governance. Framework
2.	Students will critically examine election process in the country.
3.	Students will enhance their understanding of good governance.

### Syllabus

Unit No.	Title with Contents	No. of Lectures
<b>I</b>	<b>Democracy- Foundation and Dimensions</b>	<b>09</b>
	i. Evolution of Democracy- Different Models	

	ii. Dimensions of Democracy- Social, Economic, and Political iii. Democratic framework in the Constitution of India	
<b>II</b>	<b>Elections</b>	<b>08</b>
	i. Meaning and Importance ii. Election Commission of India iii. Electoral Reforms	
<b>III</b>	<b>Governance</b>	<b>08</b>
	i. Meaning and Concepts ii. Government and Governance iii. Idea of Good Governance	

<b>Suggested Readings</b>	
1.	Banerjee-Dube I., 2014, <i>A history of modern India</i> , Cambridge, Cambridge University Press.
2.	Kohli A., Breman J. and Hawthorn, G. P.(eds.), 2001, <i>The success of India's democracy</i> , New Delhi, Cambridge University Press
3.	Basu D. D., 1982, <i>Introduction to the Constitution of India</i> , New Delhi, Prentice Hall of India.
4.	Bhargava R. and Vanaik A., 2010, <i>Understanding Contemporary India: Critical Perspective</i> , New Delhi, Orient Blackswan
5.	Chandhoke N. and Proyadardhi P.,(eds.), 2009, <i>Contemporary India: Economy, Society and Politics</i> , Pearson India Education Services Pvt. Ltd.
6	Chandra B., 1999, <i>Essays on contemporary India</i> , Delhi, Har-Anand Publications.
7	Chopra Kumar, 1989, <i>Politics of Election Reforms in India</i> , Delhi, Mittal publication.
8	Deshpande S., 2003, <i>Contemporary India: A Sociological View</i> , New Delhi, Viking Publication.
9	Guha R., 2007, <i>India After Gandhi: The History of the World's Largest Democracy</i> , New York, Harper Collins Publishers.

10	Guha R., 2013, <i>Gandhi before India</i> , London, Penguin.
11	Jayal N.G., 2001, <i>Democracy in India</i> , New Delhi, Oxford University Press.
12	Kohli A., 1990, <i>Democracy and discontent: India's growing crisis of governability</i> , New Delhi, Cambridge University Press.

<b>Course Title</b>	<b>Health and Wellness Management</b>	
<b>Course Code: 23CBBA2CC</b>		<b>No. of Credits: 02</b>
<b>Course Type: CC- Co-Curricular Course</b>		<b>Total Teaching Hours:30</b>

<b>Course Objectives</b>	
1.	To learn the concept of Health and Wellness in day today life for healthy being.
2.	To create awareness about healthy lifestyle and balanced diet.
3.	To gain knowledge about different food groups and their nutritive value, role of micro-organisms in health, mode of infection and diseases.
4.	To create awareness about therapeutic role of food and physical fitness and exercise.

<b>Course Outcome</b>	
1.	Understand the importance and need of balanced diet, healthy lifestyle and wellness.
2.	Aware and Acquire knowledge about therapeutic role of food and physical fitness and exercise.
3.	Understand the importance and need of Wellness.

<b>Syllabus</b>		
<b>Unit I</b>	<b>HEALTH : Concept of Health</b>	<b>15 hours</b>
	<b>a. Health</b>	<b>02</b>

	<ul style="list-style-type: none"> <li>• Definition of health</li> <li>• Determinants of Health</li> <li>• Health graph</li> </ul>	
	<b>B)Nutrition</b> <ul style="list-style-type: none"> <li>• Definition &amp; Concept</li> <li>• Nutrition Pyramid</li> <li>• Understanding relationship between food, nutrition and health</li> <li>• Functions of food- Physiological, psychological and social</li> </ul>	<b>03</b>
	<b>C)Role of the following Nutrients</b> <ul style="list-style-type: none"> <li>• Carbohydrates, lipids and proteins</li> <li>• Fat soluble vitamins- A, D, E and K</li> <li>• Water soluble vitamins- Thiamin, Riboflavin, Niacin, Pyridoxine, Folate, Vitamin B12 and Vitamin C</li> <li>• Minerals- Calcium, Iron and Iodine</li> <li>• Micronutrients</li> </ul>	<b>03</b>
	<b>D)Food Groups</b> <ul style="list-style-type: none"> <li>• Cereals</li> <li>• Pulses</li> <li>• Fruits and vegetables</li> <li>• Milk and milk products</li> <li>• Meat, poultry and Fish</li> <li>• Fats and Oils</li> </ul>	<b>03</b>
	<b>E)Exercise &amp; Health</b> <ul style="list-style-type: none"> <li>• Types of Exercises</li> <li>• Benefits of Exercise</li> <li>• Exercise as therapy</li> </ul>	<b>04</b>
<b>Unit II</b>	<b>WELLNESS MANAGEMENT</b>	<b>15 hours</b>

	<b>A) Wellness</b> <ul style="list-style-type: none"> <li>• Definition of Wellness</li> <li>• Importance of Wellness</li> </ul>	<b>03</b>
	<b>B) Dimensions of Wellness</b> <ul style="list-style-type: none"> <li>• Emotional</li> <li>• Occupational</li> <li>• Physical</li> <li>• Social</li> <li>• Intellectual</li> <li>• Spiritual</li> </ul>	<b>03</b>
	<b>C) Therapies of Wellness</b> <ul style="list-style-type: none"> <li>• Naturo pathy, Massages &amp; Relaxation techniques</li> <li>• Yoga, Meditation , Sport and Beneficial Activities</li> <li>• Family Constellation, Counselling &amp; Psychotherapy</li> <li>• Modelling, Hair Care, Body Care &amp; Ayurvedic Care</li> <li>• Art Therapy, Music Therapy, Laughter Yoga</li> </ul>	<b>04</b>
	<b>D) Food As a Therapy</b> <ul style="list-style-type: none"> <li>• Foods with medicinal properties</li> <li>• Treating deficiency related disease</li> <li>• Healthy food choices</li> </ul>	<b>02</b>
	<b>E) Career Opportunities in Wellness Management</b> <ul style="list-style-type: none"> <li>• Physical therapist</li> <li>• Wellness coach</li> <li>• Fitness instructor</li> </ul>	<b>03</b>
	<b>Total Hours</b>	<b>30</b>

<b>Suggested Readings</b>	
<b>1.</b>	Mudambi, SR and Rajagopal, MV. Fundamentals of Foods, Nutrition and Diet Therapy; Fifth Ed; 2012; New Age International Publishers.

2.	Mudambi, SR, Rao SM and Rajagopal, MV. Food Science; Second Ed; 2006; New Age International Publishers.
3.	Srilakshmi B. Nutrition Science; 2012; New Age International (P) Ltd.
4.	Srilakshmi B. Food Science; Fourth Ed; 2010; New Age International (P) Ltd.
5.	Swaminathan M. Handbook of Foods and Nutrition; Fifth Ed; 1986; BAPPCO.
6.	Bamji MS, Rao NP, and Reddy V. Text Book of Human Nutrition; 2009; Oxford & IBH Publishing Co. Pvt Ltd.
7.	Wardlaw GM, Hampl JS. Perspectives in Nutrition; Seventh Ed; 2007; McGraw Hill.
8.	Lakra P, Singh MD. Textbook of Nutrition and Health; First Ed; 2008; Academic Excellence.
9.	Manay MS, Shadaksharaswamy. Food-Facts and Principles; 2004; New Age International (P) Ltd.
10.	Sethi P and Lakra P AahaarVigyaan,PoshanEvamSuruksha, Elite Publishing House, 2015
11.	Jain Petal. Poshanvaswasthyakemoolsiddhant (Hindi); First Ed; 2007; AcademicPratibha.

<b>Course Title</b>	<b>Functional English</b>		
<b>Course Code: 23ABEN21AE</b>		<b>No. of Credits: 02</b>	
<b>Course Type: AEC-2- Ability Enhancement Course</b>		<b>Total Teaching Hours:30</b>	

### Aims & Objectives of the Course

<b>Sr. No.</b>	<b>Objectives</b>
1.	To introduce students to Spoken English.
2.	To create awareness about using language according to the situation/context
3.	To create an awareness among students about mispronunciation
4.	To help learners acquire the basic skills of effective writing

5.	To reinforce grammar studied

### Expected Course Specific Learning Outcome

Sr. No.	Learning Outcome
1.	The students will be able to effectively use English in day to day interactions
2.	The students will build their proficiency in Spoken English
3.	This course will equip students to understand and effectively use non-verbal communication.

### Syllabus

Unit No	Title with Contents	No. of Lectures/ Hours
1.	<b>Introduction to English Phonology</b> 1) Vowels, Consonants and Consonant Clusters 2) Syllable, Stress, Word Accent and Sentence Accent 3) Weak Forms, Rhythm and Intonation	
2.	<b>Writing Skills</b> 1) Paragraph Writing 2) Email Writing 3) SOP 4) Blog writing	
3.	<b>Information Transfer</b> 1) Converting information from charts, tables, diagrams etc verbally and vice-a-versa 2) Summarising, Note making and Note taking	
4.	<b>Conversational Skills</b> 1. Oral Presentation Skills 2. Group Discussion	

	Group Discussion for selection Process Different Kinds of group discussions Structure of Group Discussion Successful Group Discussion Techniques	
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<b>Suggested Readings</b>	
<b>1.</b>	Bansal and Harrion: Spoken English for India
<b>2.</b>	Augustine, A.E. Joseph, K.V.: Macmillan Grammar, A Handbook, Macmillan India Ltd, Delhi 1986
<b>3.</b>	Green, David: Contemporary English Grammar, Structure and Composition, Macmillan India Ltd, Madras, 1971
<b>4.</b>	Narayan Swami, K.R.: Success with grammar and Compositon, Orient Longman, Hyderabad, 1995
<b>5.</b>	Freeman, Serah: Written Communication in English, Orient Longman
<b>6.</b>	Home Crofton: Essay, precise, composition and Comprehension Macmillan
<b>7.</b>	Intyhira, S R. Saraswathi, S: Enrich Your English CIEEL OUP
<b>8.</b>	Balasubramanian, T. (1981), a Text book of English Phonetics for Indian Students, Macmillion.

**F.Y.B.B.A. Sem I (CBCS – Autonomy 2023 Pattern)**

<b>Course Title</b>	<b>ENTREPRENEURSHIP AND SMALL SCALE BUSINESS MANAGEMENT</b>	
<b>Course Code: 23OECBBA-C</b>		<b>No. of Credits: 02</b>
<b>Course Type: OE (Open Elective)</b>		<b>Total Teaching Hours: 30</b>

<b>Course Objectives</b>	
<b>1.</b>	To understand concept and process of Entrepreneurship.
<b>2.</b>	To Acquire Entrepreneurial spirit and resourcefulness.
<b>3.</b>	To acquaint with the concept of Small Business Management.
<b>4.</b>	To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

<b>Course Outcome</b>	
<b>1.</b>	Student will develop of interest towards entrepreneurship and new start -ups.
<b>2.</b>	Students will be enabled to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up.
<b>3.</b>	Student will develop Ability to collect relevant data to analyse and interpret it to generate business ideas.
<b>4.</b>	Student will understand key aspects of success and failure of businesses.

<b>Syllabus</b>		
<b>Unit I</b>	<b>ENTREPRENEURIAL PERSPECTIVE</b>	<b>10 hours</b>
	1. Concept of Entrepreneur, Manager, Intrapreneur.	02
	2. Entrepreneur and Entrepreneurship.	01
	3. Meaning, Definition, Evolution and aspects of entrepreneurship	02
	4. Types of Entrepreneurs, Qualities and Functions of Entrepreneur.	02
	5. Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental factors.	02
	6. Role of Entrepreneur in growth and development of the small business.	01
<b>Unit II</b>	<b>BUSINESS OPPORTUNITY IDENTIFICATION</b>	<b>10 hours</b>
	1. Definition of business, industry & commerce and their inter-relationship in today's environment.	2
	2. Opportunity Search: Divergent Thinking Mode: Meaning Objectives.	2
	3. Environmental scanning for business opportunity Identification:	2

	Tools and Techniques. 4. Opportunity Selection: Convergent Thinking Mode: Meaning, Objectives, And Market Survey. 5. Opportunities for Entrepreneurs in India and abroad.	2 2
<b>Unit III</b>	<b>FINANCIAL ASSISTANCE FOR SMALL ENTERPRISE</b>	<b>10 hours</b>
	1. Importance of financial assistance for small enterprises 2. Institutional support for financial assistance of small enterprises: i. Bank Loan ii. Angel Funding iii. Venture Funding iv. Self- Employment Schemes of Government of Maharashtra. v. Government Financial Institutions: Khadi and Village Industries Board (KVIB) vi. National Small Industries Corporation (NSIC) viii. Rajiv Gandhi Udyami MitraYojana (RUGMY) ix. Small Industries Development Bank of India (SIDBI)	2 8

<b>Suggested Readings</b>	
<b>1.</b>	Desai Vasant Management of Small-Scale Industries Himalaya Publishing House. 2010
<b>2.</b>	Desai Vasant The Dynamics of Entrepreneurial Development and Management.
<b>3.</b>	Himalaya Publishing House. 2011
<b>4.</b>	Poornima M. Charantimath Entrepreneurship Development and Small Business Enterprises 2018