



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)

S.Y.BBA Semester III (CBCS – Autonomy 2023 Pattern)

Course Title	Entrepreneurship and Small Business Management		
Course Code: 23CBBA41MM		No. of Credits: 04	
Course Type: MM- Major Mandatory		Total Teaching Hours: 60	

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

Course Outcome	
1.	It will enable students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up.
2.	Students will develop interest and positive approach toward entrepreneurship and new start-ups.
3.	Student will build the ability to collect relevant data and its analysis and interpretation.
4.	Student will understand the key aspects of success and failure of businesses.

Syllabus		
Unit I	Entrepreneurial Perspective	15 Hours
	1. Concept of Entrepreneur, Manager, Intrapreneur.	2
	2. Entrepreneur and Entrepreneurship.	2
	3. Meaning, Definition, Evolution and Aspects of Entrepreneurship	2
	4. Types of Entrepreneurs, Qualities and Functions of Entrepreneur.	2

	5. Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental Factors.	3
	6. Role of Entrepreneur in growth and development of the small business.	2
	7. The Entrepreneurial decision process.	2
Unit II	Business Opportunity Identification	17 Hours
	1. Definition of business, industry & commerce and their interrelationship in today's environment.	4
	2. Opportunity Search: Definition and Types.	2
	3. Divergent Thinking Mode: Meaning, Tools and Techniques.	3
	4. Environmental scanning for business opportunity Identification.	2
	5. Convergent Thinking Mode: Meaning, Objectives and Tools and Techniques	3
	6. Market Survey: Meaning and Stages Opportunities for Entrepreneurs in India and abroad. Woman Entrepreneur	3
Unit III	Management of Ministry of micro , small and medium enterprises (MSMEs) and Sick Enterprises	16 Hours
	1. Meaning, Objectives and Functions of Ministry of micro, small and medium enterprises Challenges of Ministry of micro , small and medium enterprises, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units. - Financial Assistance for Small.	8
	2. Enterprise: Institutional: <ul style="list-style-type: none"> • Bank Loan • Angel Funding • Venture Funding • Self- Employment Schemes of Government of Maharashtra. • Government Financial Institutions: Khadi and Village Industries Board (KVIB), Rajiv Gandhi Udyami Mitra Yojana (RUGMY) National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI) 	8
Unit IV	Study of Women-founded Start-ups in India and Entrepreneurs' biography	12 Hours
	1. The mindset and ideas of entrepreneurs in entrepreneurship	6
	2. Upasana Taku, Anisha Singh, Sabina Chopra. Shehnaaz Hussain, Aditi Gupt.	6

Suggested Readings

1.	Desai Vasant -Publishing House. 20102- Management of
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	Small-Scale Industries Himalaya
2.	Desai Vasant.-Himalaya Publishing House.2011- The Dynamics of Entrepreneurial Development and Management
3.	.Poornima M. Charantimath 2018-Entrepreneurship Development and Small Business Enterprises

Course Title	Production and Operations Management	
Course Code: 23CBBA42MM		No. of Credits: 02
Course Type: Major Mandatory		Total Teaching Hours: 30

Course Objectives	
1.	To understand the key concepts of Production and Operation Management.
2.	To understand the various manufacturing methods and role in managing business.
3.	To create awareness about the various safety measures and ergonomics in industries.

Course Outcome	
1.	To understand the basic concept of Production and Operation Management and various methods of manufacturing.
2.	To understand the different layout and safety considerations used for production management.
3.	To make the students understand how product developed, planned and controlled in the manufacturing process.

Syllabus		
I	Introduction	10 Hours
	1. Introduction to Production and Operation Management	2
	2. Meaning, Nature, Scope, Objectives, Importance, Functions of Production and Operation Management,	3
	3. Variety of business, Methods of manufacturing, Plant layout, Service layout,	3
	4. Safety considerations and environmental aspects.	2
II	Production Design, Planning, Control	10 Hours

	1. Production Design: Meaning, Objectives, product policy, Techniques of product development.	2
	2. Production Planning - Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up.	4
	3. Production Control –Meaning, Objectives, Factors affecting production control.	2
	4. Caselets on design, planning and control.	2
III	Productivity and Quality Control	10 Hours
	1. Meaning, Definition, Importance,	2
	2. Measurement techniques, Quality control, Quality circles, Total Quality Management (TQM) in Manufacturing.	4
	3. Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device.	4
Suggested Readings		
1	B., M. (2015). Operations management: Theory and practice. Pearson Education India.	
2	Kachru, U. (2009). Production & operations management. Excel Books India.	
3	Kumar, S. A., & Suresh, N. (2009). Operations management. New Age International.	
4	Panneerselvam, R. (2012). Production and operations management. PHI Learning Pvt.	

Course Title	Business Analytics	
Course Code: 23CBBA43MM		No. of Credits: 02
Course Type: Major Mandatory		Total Teaching Hours: 30

Course Objectives	
1.	To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
2.	To become familiar with the processes needed to develop, report, and analyze business data.
3.	To learn how to use and apply Excel and Excel add-ins to solve business problems.

Course Outcome	
1.	To understand the Business Analytics in practice
2.	To understand concepts of Descriptive Analytics
3.	To learn about Data mining for business

Syllabus		
I	Introduction To Business Analytics	8 Hours
	1. Definition of Business Analytics, Categories of Business Analytical methods and models,	4
	2. Business Analytics in practice,	2
	3. Big Data - Overview of using Data, Types of Data	2
II	HR, Marketing & Retail Analytics	10 Hour
	1. Marketing & Retail Analytics Need, Importance, Introduction to the Marketing Process Utilizing Data to Improve Marketing Strategy Improving the Marketing Process with Analytics	6
	2. HR Analytics Need, Importance, HR Analytics Process	4
III	Web & Social Media Analytics For Business	12Hour
	1. Need for Social Media Analytics	2
	2. Social Media Analytics in Small organizations	2

	3. Social Media Analytics in large organizations	2
	4. Application of Social Media Analytics in Business	2
	5. Social media Key Performance Indicators,	2
	6. Performing social media analytics: Data gathering, analysis, measure and feedback	2

Suggested Readings	
1	Camm, J. D., Williams, T. A., Cochran, J. J., Fry, M. J., Ohlmann, J. W., Anderson, D. R., & Sweeney, D. J. (2015). Essentials of business analytics.
2	Evans, J. (2016). Business analytics: Methods, models, and decisions.
3	Albright, S. C., & Winston, W. L. (2017). Business analytics: Data analysis and decision making.

Course Title	Business Taxation	
Course Code: 23CBBA41MNA		No. of Credits: 02
Course Type: - Minor Mandatory		Total Teaching Hours: 30

Course Objectives	
1.	To understand different concepts & definitions under Income Tax Act 1961.
2.	To understand the importance of Taxation to the students.
3.	To update the students with the latest development in the subject of Taxation.

Course Outcome	
1.	Students will know about the tax structure of India.
2.	Students will understand the different heads of income under Income Tax Act 1961.
3.	Students will know the various exemptions & deductions under Income Tax Act 1961 and the tax compliances of business & Individual person.
4.	Students will understand the computation of total taxable income.

5.	Students will get the knowledge about important concepts of Income Tax Act 1961, such as TDS, TCS, Advance tax etc.

Syllabus		
Unit I	Introduction to Income Tax act 1961.	08 hours
	1. Income Tax Act -1961 (Meaning, Concepts and Definitions).	01
	2. Objectives of Income Tax and Taxation structure in India.	01
	3. Concept and definitions- a. Income, b. Person, c. Assessee d. Assessment year, e. Previous year, f. Residential Status of an Assessee.	04
	4. Section 10 – Exempted Income.	02
Unit II	Heads of Income and computation of total taxable income as per Income Tax 1961.	17 hours
	A. Different heads of Income: - 1. Income from Salary: Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation Deduction from salary. (Theory and basic practical cases).	03
	2. Income from House Property: Basis of Chargeability-Annual Value- Self occupied and let out property Deductions allowed. (Theory and Basic Practical Cases).	03
	3. Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed.(Theory and Basic Practical Cases).	03
	4. Capital Gains: Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions (Only Theory).	02
	5. Income from Other Sources Chargeability- Meaning and concept – Inclusion and deduction.(Only Theory).	01
	B. Computation of total taxable income:- 1. Gross Total Income –	01

	2. Deduction u/s-80	02
	3. Tax Liability for respective Assessment year.	02
Unit III	Other important aspects of Income Tax Act 1961 and e-filing of Income Tax Return.(ITR)	05 hours
	1. Tax deducted at source (TDS), (TDS section 192- 194).	01
	2. Tax Collection at Sources (TCS).	01
	3. Advance payment of Tax.	01
	4. Form 26 AS.	01
	5. Various types of ITR and procedure to file online ITR.	01

Suggested Readings	
1.	T N Manoharan& G R Hari Students Handbook on Taxation Snow white.
2.	Vinod Singhania Direct Tax Laws & Practice Taxxman Publication.
3.	Singhania, V. K. (2009). Direct taxes - Law & practice. Taxxman Publication.

Course Title	Financial Services		
Course Code: 23CBBA42MNA		No. of Credits: 02	
Course Type: - Minor Mandatory		Total Teaching Hours: 30	

Course Objectives	
4.	To Study in detail financial services in India.
5.	To make the students well acquainted regarding financial markets.
6.	To study & understand working of Indian Financial System.

Course Outcome

6.	Students will understand the functioning of primary & secondary market.
7.	Students will understand the various financial services provided by various financial institutions in India.
8.	Students will gain the knowledge of Derivatives and Commodity market.

Syllabus		
Unit I	Indian Financial system: an overview	08 hours
	1. Introduction to Indian Financial System.	02
	2. Structure of Financial System- Financial Institutions, Markets, Financial Instruments And Financial Services.	02
	3. Overview of Indian Financial System.	02
	4. Financial intermediaries in Financial System- a. Merchant Bankers, b. Underwriters, c. Depositors, d. Brokers, e. Sub brokers, Bankers.	02
Unit II	Fundamental of Financial Markets	10 hours
	1. Primary Markets: Meaning, Functions, Role in Economic Development.	02
	2. Secondary markets: Meaning, Functions, Role in Economic Development.	02
	3. Issue & Management of IPOs.	02
	4. Role of stock Exchanges in economic development. BSE, NSE.	02
	5. Money Market Instruments.	01
	6. Difference between Money Market & Capital Market.	01
Unit III	Financial Services in India and Derivatives & Commodity Market	12 hours
	1. Mutual Funds- Meaning, Types, Advantages and Disadvantages.	02

	2. Factors affecting investment in Mutual Fund.	02
	3. Factoring- Meaning, Types, Advantages And Disadvantages.	02
	4. Venture Capital – Meaning, Importance, Process.	01
	5. Credit rating Agencies-Importance & Role. a. Investment Information and Credit Rating Agency (ICRA) b. Credit Analysis and Research Limited (CARE) c. Credit Rating Information Services of India Limited (CRISIL)	02
	6. Derivatives-Future and Options- Meaning, Types, Importance.	01
	7. Commodities, Multi Commodity Exchange of India Limited (MCX)-Functioning & Importance.	01
	8. Exchange Traded Funds- Functioning & Importance.	01

Suggested Readings	
4.	Vasant Desai The Indian Financial System Himalaya.
5.	Bhole Financial Institutions & Markets Tata Mcgraw hill Education Pvt Ltd.
6.	M.Y. Khan Indian Financial System Tata Mcgraw hill Education Pvt Ltd.

Course Title	Personality and Soft Skill Development	
Course Code: 23CBBA41SE		No. of Credits: 02
Course Type: SEC-Skill Enhancement Course		Total Teaching Hours: 30

Course Objectives	
7.	To understand concept and process of Entrepreneurship.

8.	To Acquire Entrepreneurial spirit and resourcefulness.
9.	To acquainted with the concept of Small Business Management.
10.	To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

Course Outcome	
9.	Would be able to inculcate, integrative thinking for effective leadership. Would be able to solve complex, difficult and intractable problems and create effective and innovative solutions.
10.	Would be able to formulate problem solving skills and make appropriate and responsible decisions.
11.	Would be able to face group discussions and interviews confidently. Would be able to develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.
12.	Would be able to explore and identify career opportunities considering their own potential and aspirations. Would be able to acquire career skills and pursue a successful career path.

Syllabus		
Unit I	Leadership Skills	7 Hours
	1. Leadership and its importance	2
	2. Key characteristics of an effective leader	1
	3. Leadership styles	1
	4. 7 Habits of Highly Effective Leaders	3
Unit II	Problem Solving and Decision Making Skills	7 Hours
	1. Identifying and Defining Problem	1
	2. Solving the Problem	1
	3. Identifying and Assessing alternative solutions in Decision Making	2
	4. Thinking Critically; Group Decision making	1
	5. Six Thinking Hats method.	2
Unit III	Group Discussion Skills	7 Hours

	1. Meaning and Methods of Group Discussion 2. Importance of Group Discussion 3. Preparation for Group Discussion 4. Procedure of Group Discussion 5. Guidelines for Group Discussion	1 1 2 1 2
Unit IV	Employability Quotient	9 Hours
	1. Resume Vs CV (Curriculum Vitae) 2. Exploring Career Opportunities. 3. Interview and its Types. 4 Preparation for the Interview 5. Stages of the Interview 6. Guidelines for the Interview	1 2 1 2 1 2

Suggested Readings	
7.	Peter, Francis. 2012, Soft Skills and Professional Communication. New Delhi: Tata McGraw Hill Print
8.	Stephen R.Covey The 7 Habits of Highly Effective People
9.	B.N.Ghosh McGraw Hill India, 2012 Managing Soft Skills for Personality Development

Course Title	Financial Management - I	
Course Code: 23CBBA31FP		No. of Credits: 02
Course Type: - Field Project		Total Teaching Hours: 60

Course Objectives	
11.	To introduce the students to the general banking practices in the banking system in India.
12.	To enhance the awareness of the students towards different functions and operations of banks.

Course Outcome

13.	Students will learn about the various applications of banking practices.
14.	Students will get first-hand experience and information of how different functions and operations are performed in a bank.

Project Guidelines:

- The project work will have 2 credits.
- Subject teacher has special privileges to make the allotment of practical topics.
- **Suggested topics:**
 - Study of different types of banks & their performance.
 - Conducting customer survey of bank's customers of any specific bank.
 - Conducting a survey on awareness of banking among people by framing a small questionnaire.
 - Study on Reserve bank of India (RBI).
 - Study on Technologies used in Banking.
 - Study on Stock Exchange.
 - Study on Cyber Security.
 - Study on Insurance.
 - Students can select any topic from the syllabus for the project.

Format of project:

1. Students need to prepare PPT on any topic from the syllabus.
2. Student needs to conduct a survey by framing a small questionnaire on topic from the syllabus.
3. Students need to prepare a case study on any topic from the syllabus.

Evaluation and Assessment:

- A project report has to be prepared on the collected data and a Viva will be conducted on the same. The hard copy of the report carries 30 marks and the Viva 20 marks. Thus, a total of 50 marks are assigned for the Report and Viva.