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 SmallBusinesses 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 fortheir own Start-up.
2.	Students will develop interest and positive approachtoward entrepreneurship and new start-ups.
3.	Student will build the ability to collect relevant data and its analysisand interpretation.
4.	Student will understand the key aspects of success andfailure 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: • 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 MitraYojana (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

2.	Small-Scale Industries Himalaya
	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, Functionsof 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	**Human Resource Management Practices**	
Course Code: 23CBBA41MNC		**No. of Credits: 02**
Course Type: Minor		**Total Teaching Hours: 30**

Course Objectives	
1.	To help students acquire comprehensive knowledge of the various Human Resource Management Functions
2.	To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3.	To acquire knowledge about various Human Resource practices adopted by the organization

Course Outcomes	
1.	Students will learn about the various Human Resource functions.
2.	Students will develop an understanding of the scope and relevance of the various functions of Human Resource management
3.	Students will learn about the implementation of Human Resource practices by organizations.

Syllabus		
I	**Introduction to Human Resource Management Functions, Performance Appraisal, Training and Executive Development**	12
	1. **Introduction to Human Resource Management Functions** 2. **Performance Appraisal**: Meaning, Definition, Purpose, Approaches, Process, Methods - Traditional and Modern Methods, Errors, Job Evaluation V/S Performance Appraisal. 3. Promotion, Demotion, Transfer and Separation. 4. **Training**- Meaning, Definition, Purpose, Areas, Importance of Training, Process, Methods, E-Training 1. **Executive Development** - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development, Career planning, Succession Planning	
II	**Employee Compensation and Other Functions of Human Resource Management (HRM)**	09
	1. **Employee Compensation-** Meaning, Definition, Objectives, Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits**.** 2. **Other Functions of HRM:** Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management	
III	**Human Resource Management Practices and Organization Development**	09
	1. **Introduction to HRM Practices** 2. **Organisational Development:** Concept and objectives of Organizational Development - Organisational Development programme, Organizational Development process, Power, Politics and Ethics in Organizational Development	

	Suggested Readings
1	Prasad, L., 2007. Human resource management. New Delhi: Sultan Chand.
2.	Ashwathappa, K., 2010. Human resource management. Tata McGraw Hill.
3.	Mamoria, C., 1996. Personnel management. New Delhi: Himalaya Publishing House.
4.	Sharma, A., 2016. Personnel and Human Resource Management. New Delhi: Himalaya Publishing House.

Course Title	Employee Recruitment & Record Management	
Course Code: 23CBBA42MNC		No. of Credits: 02
Course Type: Minor		Total Teaching Hours: 30

	Course Objectives
1.	To explain employee acquisition and its importance in industry.
2.	To explain the significance of employee recruitment and record management
3.	To cultivate the right approach towards employee recruitment and record management.

	Course Outcomes
1.	Students will develop an understanding of the detailed process of Recruitment and Selection in an organisation.
2.	Students will learn about the meaning and significance of employee recruitment and record management
3.	Students will gain knowledge about the applications of Employee Record Management in an organisation.

	Syllabus	
I	**Manpower Planning and Forecasting**	10
	1. **Manpower planning -** Meaning, Definition, Need, Objectives, Levels, Importance 2. **Process, Techniques of Manpower Forecasting** 3. **Factors influencing estimation of Manpower, Barriers to Manpower Planning**	
II	**Recruitment and Selection**	12

		1. **Recruitment:** Meaning, Definition, Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages 1. **E-Recruitment, Talent Acquisition, Difference between Recruitment and Talent Acquisition** 2. **Selection:** Meaning, Definition, Process, Difference between Recruitment and Selection	
III	**Employee Record Management**	**08**	
		1. Meaning, Definition, Essentials of a Good Record, Principles of Record Keeping 2. Precautions in Maintaining Records, Importance of Employee records 3. Types of Employee records	

	Suggested Readings
1	Prasad, L., 2007. Human resource management. New Delhi: Sultan Chand.
2.	Ashwathappa, K., 2010. Human resource management. Tata McGraw Hill.
3.	Mamoria, C., 1996. Personnel management. New Delhi: Himalaya Publishing House.
4.	Sharma, A., 2016. Personnel and Human Resource Management. New Delhi: Himalaya Publishing House.
5.	Khanka, S., 2009. Human resource management. New Delhi: S. Chand.

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	
1.	To understand concept and process of Entrepreneurship.
2.	To Acquire Entrepreneurial spirit and resourcefulness.
3.	To acquainted with the concept of Small Business Management.
4.	To understand the role and contribution of Entrepreneurs and SmallBusinesses in the growth and development of individual and the nation.

Course Outcome	
1.	Would be able to inculcate, integrative thinking for effective leadership. Would be able to solve complex, difficult and intractable problems and create effectiveand innovative solutions.
2.	Would be able to formulate problem solving skills and make appropriate and responsibledecisions.
3.	Would be able to face group discussions and interviews confidently. Would be able to develop broad career plans, evaluate the employment market, identifythe organizations to get good placement, match the job requirements and skill sets.
4.	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 DecisionMaking		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		1
	2. Importance of Group Discussion		1
	3. Preparation for Group Discussion		2
	4. Procedure of Group Discussion		1
	5. Guidelines for Group Discussion		2
Unit IV	**Employability Quotient**		**9 Hours**
	1. Resume Vs CV (Curriculum Vitae)		1
	2. Exploring Career Opportunities.		2
	3. Interview and its Types.		1
	4 Preparation for the Interview		2
	5. Stages of the Interview		1
	6. Guidelines for the Interview		2

	Suggested Readings
1.	Peter, Francis. 2012, Soft Skills and Professional Communication. New Delhi: Tata McGraw Hill Print
2.	Stephen R.Covey The 7 Habits of Highly EffectivePeople
3.	B.N.Ghosh McGraw Hill India, 2012 Managing Soft Skills for PersonalityDevelopment

Course Title	Human Resource Management - II	
Course Code: 23CBBA43FP		**No. of Credits: 02**
Course Type: Field Project		**Total Hours: 60**

	Course Objectives
1.	To familiarise students with the computer applications used in Human Resources to automate various processes.
2.	To explain the various concepts and steps relating to designing of computer technologies and its applications in employee record management.

	Course Outcomes
1.	Students will learn about the latest software and tools available in the market.

2.	Students will get practical understanding of how organizations record and utilize employee data for effective functioning using technological tools.

Project Guidelines:

• The project work will have 2 credits.

• Students will have to select organizations across any industry and analyse the computer enabled activities in those organizations through primary or secondary data. The students will also study the various difficulties faced and identify probable solutions for the same.

• A project report has to be prepared on the collected data and a Viva will be conducted on the same.

• Subject teacher has the right to make the allotment of practical topics.

• Suggested topics:

a. Blockchain integration
b. People analytics tools
c. Real-time performance management
d. Biometric time tracking
e. Connected platforms in the workplace
f. Harassment-reporting tools
g. HRMS Business Value
h. HCM cloud application
i. Employee engagement
j. Human Resources Cloud Powerhouse emerging technologies, including AI, chatbots, blockchain, and the Internet of Things (IoT)
k. Data Security and Privacy Controls HRMS to Oracle HCM Cloud
   o Core Human Resources Onboarding
   o Benefits
   o Absence Management
   o Workforce Modeling and Predictions
   o Workforce Directory
   o HR Help Desk
   o Work Life Solutions
   o Advanced HCM Controls

Evaluation and Assessment - The hard copy of the report carries 30 marks and an external Viva will take place which will be of 20 marks. Thus, a total of 50 marks are assigned for the Report and Viva.