



**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)**

<b>Course Title</b>	<b>Entrepreneurship and Small Business Management</b>		
<b>Course Code: 23CBBA41MM</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 concept and process of Entrepreneurship.
<b>2.</b>	To acquire Entrepreneurial spirit and resourcefulness.
<b>3.</b>	To acquaint students 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>	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.
<b>2.</b>	Students will develop interest and positive approach toward entrepreneurship and new start-ups.
<b>3.</b>	Student will build the ability to collect relevant data and its analysis and interpretation.
<b>4.</b>	Student will understand the key aspects of success and failure of businesses.

<b>Syllabus</b>		
<b>Unit I</b>	<b>Entrepreneurial Perspective</b>	<b>15 Hours</b>
	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
<b>Unit II</b>	<b>Business Opportunity Identification</b>	<b>17 Hours</b>
	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
<b>Unit III</b>	<b>Management of Ministry of micro , small and medium enterprises (MSMEs) and Sick Enterprises</b>	<b>16 Hours</b>
	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"> <li>• Bank Loan</li> <li>• Angel Funding</li> <li>• Venture Funding</li> <li>• Self- Employment Schemes of Government of Maharashtra.</li> <li>• 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)</li> </ul>	8
<b>Unit IV</b>	<b>Study of Women-founded Start-ups in India and Entrepreneurs' biography</b>	<b>12 Hours</b>
	1. The mindset and ideas of entrepreneurs in entrepreneurship	6
	2. Upasana Taku, Anisha Singh, Sabina Chopra. Shehnaaz Hussain, Aditi Gupt.	6

### Suggested Readings

<b>1.</b>	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

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

<b>Course Objectives</b>	
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.

<b>Course Outcome</b>	
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.

<b>Syllabus</b>		
<b>I</b>	<b>Introduction</b>	<b>10 Hours</b>
	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
<b>II</b>	<b>Production Design, Planning, Control</b>	<b>10 Hours</b>

	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
<b>III</b>	<b>Productivity and Quality Control</b>	<b>10 Hours</b>
	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
<b>Suggested Readings</b>		
<b>1</b>	B., M. (2015). Operations management: Theory and practice. Pearson Education India.	
<b>2</b>	Kachru, U. (2009). Production & operations management. Excel Books India.	
<b>3</b>	Kumar, S. A., & Suresh, N. (2009). Operations management. New Age International.	
<b>4</b>	Panneerselvam, R. (2012). Production and operations management. PHI Learning Pvt.	

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

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

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

<b>Syllabus</b>		
<b>I</b>	<b>Introduction To Business Analytics</b>	<b>8 Hours</b>
	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
<b>II</b>	<b>HR, Marketing &amp; Retail Analytics</b>	<b>10 Hour</b>
	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
<b>III</b>	<b>Web &amp; Social Media Analytics For Business</b>	<b>12Hour</b>
	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

<b>Suggested Readings</b>	
<b>1</b>	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.
<b>2</b>	Evans, J. (2016). Business analytics: Methods, models, and decisions.
<b>3</b>	Albright, S. C., & Winston, W. L. (2017). Business analytics: Data analysis and decision making.

<b>Course Title</b>	<b>Advertising and Promotion Management</b>	
<b>Course Code: 23CBBA41MNB</b>		<b>No. of Credits: 02</b>
<b>Course Type: - Minor</b>		<b>Total Teaching Hours: 30</b>

<b>Course Objectives</b>	
<b>5.</b>	To develop knowledge and understanding about the importance of advertising.
<b>6.</b>	To develop the knowledge of copy creations and media selection.
<b>7.</b>	To know about promotion management.
<b>8.</b>	To understand the process of online advertising.

<b>Course Outcome</b>	
<b>5.</b>	Students shall understand the significance advertising.
<b>6.</b>	Students will get the knowledge of copy creations and media selection.
<b>7.</b>	Students will become aware about promotion techniques.

<b>8.</b>	Students shall gain knowledge regarding online advertising and its various types.
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<b>Syllabus</b>		
<b>Unit I</b>	<b>Introduction to Advertising Effectiveness.</b>	<b>10 hours</b>
	1. Meaning, definition, benefits of advertising, functions, criticism, Ethical and Social issues.	2
	2. Strategic advertising decisions –setting advertising objectives, advertising budget, advertising, framework planning and organisation.	3
	3. Advertising agency- Definition, functions, types and structure.	2
	4. Advertising effectiveness – objectives of measuring advertising effectiveness, difficulties and evaluation of advertising effectiveness.	3
<b>Unit II</b>	<b>Copy and Medias Decisions</b>	<b>10 hours</b>
	1. Advertising copy- Objectives, Types of Copy Advertising layouts, components and layout format	4
	2. Copy creations, Styles of copy creation, pre-testing methods and measurements	3
	3. Media decisions – advertising media, media planning, media research and media selection.	3
<b>Unit III</b>	<b>Promotion Management and Online advertising</b>	<b>10 hours</b>
	1. Promotion – Meaning, Definition, Objectives, Factors affecting promotion, growth and techniques	2
	2. Media technology used for promotions.	1
	3. Strategic sales Promotion:	2

	<ul style="list-style-type: none"> <li>a. Strategies and practices in sales promotion</li> <li>b. Cross promotion</li> <li>c. Surrogate promotion</li> </ul>	1
	4. Concept of Internet Advertising Today	1
	5. Purpose of advertising	1
	6. Types of online adverteng	1
	7. Advantages and disadvantages of online advertising	1
	8. Social media advertising	1

<b>Suggested Readings</b>	
<b>4.</b>	<b>5.</b> Aaker, D. A., Batra, R., & Myers, J. G. (1992). <i>Advertising management</i> .
<b>6.</b>	Kazmi, S., & Batra, S. K. (2004). <i>Advertising and sales promotion</i> .
<b>7.</b>	Kotler, P., & Keller, K. L. (2012). <i>Marketing management</i> . Pearson College Division.
<b>8.</b>	Moriarty, S. E., Mitchell, N., Wells, W., & Wood, C. (2018). <i>Advertising &amp; IMC : Principles &amp; practice</i> .
<b>9.</b>	SHAH. (n.d.). <i>Advertising N promotion</i> . Tata McGraw-Hill Education.

<b>Course Title</b>	<b>Digital Marketing</b>	
<b>Course Code: 23CBBA42MNB</b>		<b>No. of Credits: 02</b>
<b>Course Type: - Minor</b>		<b>Total Teaching Hours: 30</b>

<b>Course Objectives</b>	
<b>9.</b>	To provide students with the knowledge about the concept and business advantages of the digital marketing.
<b>10.</b>	To acquaint students with the various tools and techniques of Digital Marketing and their effect on organizational performance.
<b>11.</b>	To help the students understand the concept of Social media marketing and its importance

<b>Course Outcome</b>	
<b>9.</b>	Students shall understand the overall concept and benefits of Digital Marketing to develop digital strategy to influence consumer behaviour.
<b>10.</b>	. Students will be able to develop the right understanding of the situations as they are influenced under Digital Marketing.
<b>11.</b>	Students will understand in detail the concept and significance of social media Marketing

<b>Syllabus</b>		
<b>Unit I</b>	<b>Introduction to Digital Marketing</b>	<b>12 hours</b>
	1. Concept, meaning and digital marketing process	2
	2. Meaning of Visibility, increasing visibility, types of	1
	3. visibility, and examples of visibility.	1
	4. Concept of engagement, Visitors engagement, its	1
	5. importance and examples of engagement.	1
	6. Bringing Targeted Traffic	3
	a. Inbound and outbound marketing	
	b. Converting traffic into leads, types of	
	7. conversion, understanding conversion process	1
	8. Tools of Digital Marketing	1
	9. Advantages and limitations of digital marketing	1
<b>Unit II</b>	<b>Digital Marketing Planning and Structure</b>	<b>8 hours</b>

	1. Creating initial digital marketing plan, Target group analysis	1
	2. Content marketing, understanding traffic, understanding leads, Strategic flow for marketing activities.	2
	3. WWW (World Wide Web), Domains, Buying a Domain, Website Language & Technology, core objective of Website and Flow,	2
	4. One Page Website, Strategic Design of Home Page, a. Optimization of Web Sites Design of Word Press web b. SEO (Search Engine Optimization), Introduction to Web analytics, Web analytics – levels c. Synthesis and design of one page website	3
<b>Unit III</b>	<b>Social Media Marketing</b>	<b>10 hours</b>
	1. Introduction of Social Media Marketing, Procedure and Fundamentals of social media, importance of social media for organization	2
	2. Facebook Marketing	1
	3. Google AdWords	1
	4. YouTube Marketing	1
	5. Email Marketing - Content Writing and Mobile advertising	2
	6. Use of internet for promotion using digital marketing communications	3

<b>Suggested Readings</b>	
<b>10.</b>	Deiss, R., & Henneberry, R. (2020). Digital marketing for dummies. John Wiley & Sons.
<b>11.</b>	Funk, T. (2014). Advanced social media marketing: How to lead, launch, and manage a successful social media program. Apress.
<b>12.</b>	Kingsnorth, S. (2019). Digital marketing strategy: An integrated approach to online marketing. Kogan Page Publishers.

<b>13.</b>	Kotler, P., Kartajaya, H., & Setiawan, I. (2016). Marketing 4.0: Moving from traditional to digital. John Wiley & Sons.
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<b>Course Title</b>	<b>Personality and Soft Skill Development</b>		
<b>Course Code: 23CBBA41SE</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>1.</b>	To understand concept and process of Entrepreneurship.
<b>2.</b>	To Acquire Entrepreneurial spirit and resourcefulness.
<b>3.</b>	To acquainted with the concept of Small Business Management.
<b>4.</b>	To understand the role and contribution of Entrepreneurs and SmallBusinesses in the growth and development of individual and the nation.

<b>Course Outcome</b>	
<b>1.</b>	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.
<b>2.</b>	Would be able to formulate problem solving skills and make appropriate and responsibledecisions.
<b>3.</b>	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.
<b>4.</b>	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.

<b>Syllabus</b>		
<b>Unit I</b>	<b>Leadership Skills</b>	<b>7 Hours</b>
	1. Leadership and its importance 2. Key characteristics of an effective leader 3. Leadership styles 4. 7 Habits of Highly Effective Leaders	2 1 1 3
<b>Unit II</b>	<b>Problem Solving and Decision Making Skills</b>	<b>7 Hours</b>
	1. Identifying and Defining Problem 2. Solving the Problem 3. Identifying and Assessing alternative solutions in Decision Making 4. Thinking Critically; Group Decision making 5. Six Thinking Hats method.	1 1 2 1 2
<b>Unit III</b>	<b>Group Discussion Skills</b>	<b>7 Hours</b>
	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
<b>Unit IV</b>	<b>Employability Quotient</b>	<b>9 Hours</b>
	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

<b>Suggested Readings</b>	
<b>1.</b>	Peter, Francis. 2012, Soft Skills and Professional Communication. New Delhi: Tata McGraw Hill Print
<b>2.</b>	Stephen R.Covey The 7 Habits of Highly Effective People
<b>3.</b>	B.N.Ghosh McGraw Hill India, 2012 Managing Soft Skills for Personality Development

<b>Course Title</b>	<b>Marketing Management – II</b>		
<b>Course Code: 23CBBA42FP</b>		<b>No. of Credits: 02</b>	
<b>Course Type: - CC – Field Project</b>		<b>Total Teaching Hours: 30</b>	

<b>Course Objectives</b>	
<b>12.</b>	To attract relevant and quality traffic to a company’s website.
<b>13.</b>	To provides valuable data and insights about customer behaviour, trends, and preferences.
<b>14.</b>	To gain advantage of online marketing in tracking and measuring the effectiveness of various campaigns and channels.

<b>Course Outcome</b>	
<b>12.</b>	Students will acquire knowledge and experience in digital marketing to develop innovative strategies that drive customer engagement and increase overall brand awareness.
<b>13.</b>	Students will lead initiatives that would drive traffic and conversions through organic search engine optimization (SEO).
<b>14.</b>	Students shall stay up-to-date with emerging technologies in order to provide cutting-edge solutions for clients’ needs.

### **Project Guidelines**

1. The project work will have **2 credits**.
2. Students will have to select any **3 organizations** across any industry and analyses the computer enabled activities in those organizations through primary or secondary data.

3. The students will study various difficulties faced and identify probable solutions for the same.
4. Students should discuss with the subject teacher at the time of selection of project topics.

**5. Suggested topics:**

- a. Customer Satisfaction for a Digital Marketing Agency
- b. Return on Investment for Various Digital Marketing Strategies
- c. Google Search Engine Marketing Case Study Analysis
- d. Analysis of New Product Launch Using Google Double Click
- e. Social Media Strategies for Online Shopping Cart
- f. Analytical Comparison of Traditional Marketing to Digital Marketing
- g. Facebook Analytics for Targeted Marketing
- h. Customer Preferences on Coupon Code-Based Promotional Activities
- i. Report on Tools to Analyze Digital Marketing Competitors
- j. Analysis of Visual Keyword Tools for Search Engine Marketing

**6. Evaluation and Assessment: -**

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