



M. C. E. Society's

Abeda Inamdar Senior College

Of Arts, Science and Commerce (Autonomous), Camp, Pune-1

Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade **M. C. E. Society's**

T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Research Methodology
Course Code	21CBBA351
Semester	V
No. of Credits	Three

Objectives of the Course

Sr. No.	Objectives
1.	To develop an understanding of the right approach of Research Methodology and its role in Business.
2.	To acquire the knowledge of Data collection and its Analysis.
3.	To make student aware about various Designs, Tools and Techniques of Research Study.
4.	To enable the students in conducting Research work and writing of Research Paper.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Great gains in content knowledge, understanding the practicability of Research in business. Be able to formulate and evaluate research questions.
2.	Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis.
3.	A better understanding of Report and Research Paper writing

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Research Methodology and Research Problem	16
	1 Introduction to Research Objectives of Research, Motivations in Research, Types of Research, Research Approaches, Significance of Research, Research Process, Criteria of Good Research, Challenges before Researchers in India.	6
	2. Research Methodology Meaning of Research Methodology.	2
	3. Research Problem Concept of Research Problem, Selecting the Research Problem, Techniques involved in defining Research Problem, Formulation of Research Hypothesis and its importance (Types of Hypothesis)	6
	4. Role of research in Business.	2
Unit II	Research Design and Research Sampling	8
	1. Research Design Meaning of Research Design, Need for Research Design, Features of a Good Design, Types of Research Design	4
	2. Research Sampling Concept of Research Sampling, Steps in Sampling Design, Types of Sampling, Determination of Sampling Size	4
Unit III	Methods of Data Collection and Processing and Analysis of Data	16
	1. Collection of Primary Data- Meaning and definition of Primary Data, Advantages and Limitations of Primary Data,	2

	<p>Methods of Collecting Primary Data:</p> <p>2. Collection of Secondary Data- Meaning and definition of Secondary Data, Advantages and Limitations of Secondary Data, Sources of collecting Secondary Data</p> <p>3. Data Processing– Editing, Codification, Classification, Tabulation, Scaling & Measurement</p> <p>4. Data Analysis- Meaning of Data Analysis, Need of Data Analysis, Methods of Data Analysis</p> <p>3. Testing of Hypothesis- Concepts in Testing of Hypothesis Steps in the testing of hypothesis, T-test, F-test, Z-test Chi-square Analysis, Analysis of Variance Correlation and Regression</p>	<p>2</p> <p>3</p> <p>3</p> <p>6</p>
Unit IV	Interpretation and Report Writing	14
	<p>1. Interpretation- Meaning of Interpretation, Need of Interpretation, Techniques of Interpretation, Precaution in Interpretation</p> <p>2. Report Writing– Significance of Report Writing, Steps in Writing Report, The layout of the Research Report</p> <p>3. Research Paper Writing– Meaning of Research Paper, Structure of Research paper, Referencing Styles Ethics in Report Writing and Research Paper Writing.</p>	<p>4</p> <p>4</p> <p>6</p>

References: APA Format

Sr. No.	Reference
1.	Deepak Chawla & Neena Sondhi, Methodology Concept and Cases, Vikas Publishing House.
2.	K. C.Kothari, Research Methodology: Methods and Techniques, New Age International Publication
3.	J. K. Sachdeva, Business Research Methodology, Himalaya Publication.
4.	Rangit Kumar, Research Methodology, Stage Publication.
5.	D. K. Sharma & A. K. Gupta, Business Research Methodology, Delhi



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NAAC accredited 'A' Grade **Format for Syllabus**

T.Y.B.B,A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Database Administration and Data Mining
Course Code	21CBBA352
Semester	Semester V
No. of Credits	Credit – 3

Objectives of the Course

Sr. No.	Objectives
1.	To develop the understanding elements of database management system and data mining
2.	To explain the basic concept of database administration and describe the ACID Properties
3.	To understand the current trends in Data Management and to understand the data warehousing
5.	To develop the knowledge of Data Analytics and Data Mining with the help of lab training

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will Understand the concept and purpose of Database management system
2.	It make students aware of the working of the transaction management in the DBMS.

3.	Students will get the knowledge of Data Warehousing
4.	Students will Understand Data Analytics and Mining and its scope and limitations.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Database Management System	14
	1. Introduction,	2
	2. Objectives,	2
	3. DBMS concepts, purpose of Database System,	2 2
	4. Advantages and Disadvantages of Database System	3
	5. Relational database management system	3
	6. Differences between DBMS And RDBMS	
Unit II	Database Administration	12
	1. Introduction	
	2. Purpose of Database administration	2
	3. Concept of Database Administration,	2
	4. Transaction management, Properties	2
	Transaction (ACID Properties)	2
	5. DBMS schedule	2

Unit III	Data Warehousing	12
	1. Introduction,	2
	2. Purpose,	2
	3. Data Warehousing concepts,	2
	4. Need of Data Warehousing,	2
	5. Applications, Advantages, Limitations	2
	6. . File Organization	2
Unit IV	Data Analytics and Data Mining	16
	1. Introduction,	2
	2. Purpose,	1
	3. Data Analytics Scope, and it's Business Relevance.	3
	4. Types of Data Analytics. Data Mining concepts	2
	5. Need of Data Mining, Applications, Advantages, Limitations	
	6. Cloud Computing Introduction, Purpose,	1
	7. Cloud Computing concepts, Need of Cloud Computing	2
	8. Applications, Advantages, Limitations of cloud Computing	3
		2

References: APA Format

Sr. No.	Reference
1.	Henry F. Korth, S. Sudarshan Database System Concepts Abraham Silberschatz, McGraw Hill Education; Sixth edition India
2.	Pang-Ning Tan, Michael Steinbach, Vipin Kumar Introduction to Data Mining Pearson Education; First edition India
3.	Sandeep Bhowmik Cloud Computing Cambridge University Press; First edition India
4.	Fundamentals of Database System Elmasri Ramez, Navathe Shamkant Pearson Education; Seventh edition India



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Syllabus

TY BBA : Business Ethics

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Ethics
Course Code	21CBBA353
Semester	V
No. of Credits	3

Aims & Objectives of the Course

Sr. No.	Objectives
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 analyze the role of Ethics in business, Government and Society.
4.	To analyze the Ethical scenario concerning to Environment and consumer protection.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students understand the concepts of Business Ethics.
2.	Students understand current ethical issues and their impacts on business.
3.	Students understand the role of Ethics in business, Government and Society.
4.	Students come to know about Ethical scenario concerning to Environment and consumer protection.

Syllabus

Unit No	Title with Contents	No. of Lectures
I	Introduction to Business Ethics	12
	1. Meaning, Nature and Scope of Business Ethics Ethics in Contemporary Business Organizational Ethical Climate – Ethical Decision Making and Importance of Framing Ethical Policies	4
	2. Reasons for Ethical Problems occurring in Business Difference between workplace Ethics and Laws Ethical Code of Conduct in Global Business.	4
	3. Government protection policies against illegal business practices. Influence of Interest Groups on the Government	4
II	Corporation and Stakeholder Ethics	12
	1. Impact of Business Decisions on Stakeholders Leadership Ethics at the organizational level – Training Ethics, imbibing organizational values and cultures, Awareness of rule and regulations of an organization, Upskilling and Ethical knowledge of employees.	2
	2. Organization of Modern corporation and Interaction with stakeholders Whistleblower Act and Employee Rights: Privacy and Safety Collective Bargaining and Role of Management in implementing Ethics. Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation.	5
	3. Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological wellbeing of employees	5
III	Corporate Social Responsibility ,Marketing and Financial Ethics	12

	1. Role and Responsibility of Organizations towards government and society. CSR Performance – Meaning and Responsibility.	2
	2. CSR – Strategy in building community relationships. Corporate Citizenship and – Concept and Stages	4
	3. Ethical behavior in Advertising Practices and Advertising ethics. Ethical and Unethical Target Marketing in Business Advertising abuses and Regulation Media Industry – Role, Impact and Ethical Practices . Ethical behavior in Finance and Accountancy- Ethical Conflict resolutions in context of Finance and Accountancy	6
IV	Environmental and Consumer Ethical Issues	12
	1. Environmental Ethics and Human values – Meaning and Impact on Environmental problems	2
	2. Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming an ecologically sustainable organization. Sustainable Development – Definition, Obstacles and Impact, Business operations – A threat to earth’s ecosystem.	5
	3. Technology Dynamics Concept of Natural Environment & its impact on Business	2
	4. Difference between Customer and Consumerism Government regulation agencies for Consumer protection and Protecting consumer privacy online.	3

References:

s.no	Reference
1	Kumar.S and Kumar .Rai .A.K, Business Ethics, Cengage Learning India Pvt Ltd India
2.	Fernando A.C, Muralidheeran K.P, Satheesh E.K , Business Ethics: An Indian Perspective, Pearson Education India
3.	Dr.Vasishth.N , Dr, Rajput.N Business Ethics and Values, Taxmann India
4.	P.Kamatchi, Foundation for CSR , P.Kamatchi Dreamtech Press India
5.	Albuquerque. D, Business Ethics Principles and Practices , Oxford University Press India
6.	Pherwani.G, Business Ethics, Everest Publishing House India
7.	MurthyC.S.V, Business Ethics, Himalaya Publishing House India
8.	Stanwick.P, Stanwick .S Understanding Business Ethics, Pearson Publishing India
9.	Velasquez .M, Business Ethics, Prentice-Hall India Learning Private



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T.YB.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Management of Corporate Social Responsibility
Course Code	21CBBA354
Semester	V
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To develop understanding of corporate social responsibility, concept of charity and evaluation of corporate social responsibility
2.	To understand and evaluate the various model of Corporate social responsibility and Sustainable goals it will helps students develop insight into critical issues around the world
3.	To Understand the context of CSR of present-day Management
4.	To develop understanding of the contribution of CSR for the development of Society and the Roles and recent trends and opportunities in CSR

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Understanding the concept of CSR and its history
2.	Need and application of CSR with help of various models
3.	It will help students to understand how corporate is responsible for contributing to the society
4.	It will enable the students to understand the legal point of view involved in CSR

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to CSR	16
	1. Introduction	1
	i. Meaning and Definition	2
	2. Sustainability and Stakeholders Management,	2
	3. Concept of Charity	1
	4. Corporate Philanthropy	2
	5. Relation between CSR and Corporate Governance	2
	6. Evolution of CSR in India	1
	7. Models of CSR in India	2
	8. Carroll's Model	2
	9. Initiatives in India	3
	10. Environmental aspects of Corporate social responsibility	3
Unit II	Modules of Corporate Social Responsibility	12
	1. Models of CSR-	8
	i. Trusteeship,	
	ii. Stakeholders,	
	iii. Ethical Model,	
	iv. Statist Model,	
	v. Liberal Model	1
	2. International Framework of CSR	2
	3. Sustainable Development Goals	2
	4. Drivers of Corporate social responsibility	2
Unit III	CSR-Legislation in India and the World	14
	1. Section 135 of Companies Act,	2

	2. Scope of CSR Activities under Schedule VII, 3. Appointment of Independent Directors on Board 4. Computation of Net Profit's implementation in India 5. International framework for corporate social Responsibility, 6. Millennium Development goal	3 2 3 2 2
Unit IV	Identifying key stakeholders and their Roles and recent trends and opportunities in CSR	12
	1. Role of Public Sector in Corporate, Government program that encourage voluntary responsible action of corporate 2. Role of Non-profit & Local Self-Governance in implementing CSR 3. CSR as. Strategic Tool for Sustainability and Challenges 4. Case Studies of CSR initiatives	3 3 3 3

References: APA Format

Sr. No.	Reference
1.	Ravi raj atrey ,Exploring Corporate Social Responsibility: Fundamentals and Implementation ,Studera press
2.	Mark Anthony Camilleri_ Corporate Sustainability, Social Responsibility and Environmental Management , Springer International Publishing,
3.	Sanjay K AggarwalTaxmann , Corporate Social Responsibility in India <u>SAGE Publications</u>
4.	C.V Baxi, Ajit Prasad , Corporate Social Responsibility: Concepts and Cases: The Indian Context Sage Publication,

5.

Harsha Mukherjee, Sustainable CSR: CSR Basics- TATA McGraw Hill



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T.Y. BBA

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Marketing Environment Analysis and Strategies
Course Code	21CBBA355B
Semester	Semester V
No. of Credits	3+1=4

Objectives of the Course

Sr. No.	Objectives
1.	To understand the Marketing strategies and Environment Analysis adopting advanced tools.
2.	To study the factors shaping Marketing Environment.
3.	To develop students' ability to analyze the Business Environment.
4.	To enhance students' ability to understand the strategies required for operating in Marketing Environment.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will understand basic Marketing Environment Concepts.
2.	Students will gain the perspectives of business analysis and data analytics.
3.	Students will be able to focus on marketing research, consumer buying behavior and big data analytics.
4.	Students will be aware about the marketing and digital marketing strategies.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Marketing Environment	16
	1. Introduction – Marketing Microenvironment -	2
	a) Company,	1
	b) Suppliers,	1
	c) Marketing intermediaries,	1
	d) Competitors	1
	e) Customers.	1
	2. Macro Environment -	2
	a) Demographic environment,	1
	b) Economic environment,	1
	c) Natural environment,	1
	d) Technological environment,	1
	e) Political environment,	1
	f) Social environment,	1
	g) Cultural environment.	1
Unit II	Business Analysis	18
	1. Business Analysis process.	2
	2. Analysis Parameters - Industry Size, Segment Size, Category Size and Segment wise contribution, Growth Patterns.	6
	3. Growth Drivers, Competition Critical Success Factors, Key Performance Indicators, Boston Consulting Group matrix, Porter's 5 force analysis.	6
	4. Data Analytics – Role of Data Analytics in Business Analysis. Scope and its importance concerning marketing strategies. -	2
	5. Types of Data Analytics.	1
	6. Challenges of Business Data Analytics.	1

Unit III	Marketing Research	12
	1. Need of Marketing research.	1
	2. Marketing research process.	1
	3. Consumer Buying Behavior, Marketing environment affecting consumer-buying behavior.	3
	4. Introduction to sampling in Marketing Research.	2
	5. Big Data Analytics – Concerning Consumer Psychologies.	2
	6. Relevance of Marketing Research in the Indian Context.	2
Unit IV	Marketing Strategies	10
	1. Introduction to Marketing Strategies.	2
	2. Product and Pricing Strategies.	2
	3. Market Segmentation and Targeting Strategies	2
	4. Distribution Strategies, Communication Strategies.	2
	5. Digital Marketing Strategies – Importance, and Challenges.	2

Sr. No.	Reference
1.	Francis Cherunilam Business Environment, , Himalaya Publishing House Pvt. Ltd., India.
2.	Aswathappa, K , Business Environment for Strategic Management., Himalaya Publishing House Pvt. Ltd., India.
3.	Srinivasan Siva Rao, Marketing Inside Out, Notion Press; 1st edition, India.
4.	Philip Kotler, Marketing Management - marketing cases in the Indian context, Pearson Education, Fifteenth edition, India.
5.	B. R. Sangale, Marketing Management, Success Publications, Pune.

Tutorial (Credit -1)

- Prepare a key skill involved in running an International Business
- Prepare a business plan for selling in Domestic Market
- A report on role of Packaging in Domestic Marketing
- Prepare a research-based report on identifying new markets for Indian products.
- Assignment on marketing strategies implemented by MNC's & data analytics



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T.Y. BBA

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Legal Aspects in Marketing Management
Course Code	21CBBA356B
Semester	Semester V
No. of Credits	2+4=6

Objectives of the Course

Sr. No.	Objectives
1.	To understand the application of different legal aspects in Marketing Management.
2.	To study the rules and laws related to broadcasting ads via different forms and Learn about the price-related laws and consumer rights for surcharge payment
3.	To identify issues and laws related to online marketing
4.	To capture new leads and move them through the sales process and support with the overall business goals of Customer Relation Management.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will gain knowledge about the legal aspect of Marketing Management and law related to sales, home delivery, telesales and Direct Mail Sales and to Understand the gist of the case study and way of attempt or solution.
2.	Students will be aware about the rules and laws related to broadcasting ads via different forms and claims for misled adv

	campaign and to study price-related laws and consumer rights for surcharge payment.
3.	Students will understand issues and laws related to online marketing and its Terms & Conditions in Customer Relation Management by manage relationships with current customers to maximize their lifetime value to the company.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction and Doorstep Selling/Home Delivery	12
	1. Introduction to Legal Aspects of Marketing.	2
	2. Importance, Scope and Features.	3
	3. Door Step Selling/Home Delivery – Rules, Order Fixation and Cancellation, Applicability of Rules, Terms and Conditions, and Documents needed for Doorstep Selling/ Home Delivery.	5
	4. Tele sales and Direct Mail Sales Concepts.	2
Unit II	Advertising and Pricing	12
	1. Meaning and Definition, Importance, Types of Advertising (TV, Radio, Print form Advertising).	2
	2. Laws for Broadcasting the Advertisement.	2
	3. Claims for Misleading Advertisement.	2
	4. Harms and Offence – Children, Medicine and Health, National and Societal Interest.	2
	5. Meaning and Importance of Pricing related laws.	2
	6. Laws related to price/payment consumer rights surcharge payment regulations.	2
Unit III	Online Marketing and Customer Relation Management	12
	1. Meaning and Definition of Online Marketing.	2

	2. Legal Consideration for Data Protection (data collected from potential customers, its usage, security).	3
	3. Cookies –Monitoring and governing of cookies, security and confidentiality of client data while online marketing.	2
	4. Concept of Customer Relation Management, Terms and Conditions related to Customer Relation Management.	2
	5. Developing Customer Relation Management Strategy: Role of Customer Relation Management in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.	3

Project Report (Credits – 4)

Project preparation on any topic from the marketing syllabus.

1. Students are required to visit and collect data from market/field/Consumer forums/ organizations/supermarkets/departmental stores/malls individually or in groups and study laws practiced policies, legal issues, rules of Terms and Conditions.
2. Students are required to prepare a Project Report on collected data based on general Marketing practices.

Sr. No.	Reference
1	M. A. Sujan and Haish Sujan, Marketing and the laws, New Age Publication, New Delhi, India.
2	N.D. Kapoor, S. Chand, Mercantile Law, New Delhi, India.
3	Arun Kumar, Mercantile Law, Atlantic Publishers & Distributors Pvt Ltd New Delhi, India.
4	Rohini Agrawal, Mercantile & Commercial Laws, Taxmann, New Delhi, India.



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T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Essentials of E-Commerce
Course Code	21CBBA361
Semester	VI
No. of Credits	Three

Objectives of the Course

Sr. No.	Objectives
1.	To develop understanding of the concept, importance, role, and activities of E-Commerce.
2.	To practically understand E-Money and E-Payment systems.
3.	To learn about the concept of E-Marketing and its tools in E-Commerce.
4.	To make student aware about the concept of Cyber Space and Cyber Security in E-Commerce.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will be able to understand the Role of E-Commerce Industry and the utility of E-Commerce models.
2.	Students will acquire the knowledge about recent e-marketing tools and their utility along with the role of technology in the modern E-Commerce sector.
3.	Students will be able to understand the operations of cyber security and the prevention strategies for cyber crimes.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	E-Commerce and Business Model Concepts	14
	1. Introduction to E-Commerce, Role of E-Commerce in Business Economy. Growth of E-Commerce in India	2
	2. Factors responsible for the growth of E-Commerce in India. Opportunities and Challenges for E-Commerce in India	2
	3. E-Commerce Business Models – Introduction, Types, how to choose e-commerce business models.	3
	4. Modern Procurement in E-Commerce - E-Procurement – Introduction, E-Commerce and Technological tools	2
	5. E-Distribution-Introduction, Features, Scope and Advantages. Architectural Models in B2B	2
	6. E-Commerce and Infrastructure – FTP(file transfer protocol), Electronic Data Interchange(application, components and file types), Internet, Intranet, Extranet, Telnet, Backend Informatics System Integration etc.	3
Unit II	E-Money and E- Payment Systems	12
	1. E-Money – FIAT Currency, E-Money classification, Advantages of E-Money. Digital Currencies, Crypto Currencies -Introduction, Digital Disruption in E-Money Market.	4
	2. Modern Digital Payment trends – Credit/Debit Cards, QR Code Scanners, Mobile point of sale, NEFT and RTGS. Contactless Payments – Samsung Pay/Apple Pay and use of NFC Technology.	4
	3. Unified Payment Interfaces (UPI) and Mobile Wallets. Role of modern digital payment systems and Challenges faced in Indian Retail Sector.	4
Unit III	Role of E- Marketing	14
	1. Search Engine Optimization (SEO), Search Engine marketing (SEM), Content Marketing, Pay Per Click (PPC) Advertising, Business E - Branding Social Media Marketing and Analytical tools used, Internet Banking, Mobile Retailing.	5
	2. Use of Artificial Intelligence and Augmented	4

	Reality – Programmatic Advertising, Chatbots, Conversational marketing, Home assistants, Messaging apps, Personalized marketing, Website Designing.	3
	3. Visual Search – Social Media Stories, Google lens, Blogs, Use of user-generated content, Privacy Marketing, Semantic Keyword search, Neuro-marketing.	2
	4. Concept of Search Engine Algorithm	
Unit IV	Cyber Security and Technology	14
	1. Cyber warfare –Firewall, E-locking, Automotive hacking, Cloud services vulnerability, Mobile Hacking. Data Privacy as a discipline, Insider threats, Phishing, ATM frauds.	4
	2. Cyber Crimes – Financial Frauds, Defamation, Copyrights, Spying of Trade Secrets, Infringement of IT property, Digital Signature.	3
	3. Social Media Crimes, Data Theft, Transfer of data without permission, spread of Virus/worms, Trojans, Child Pornography, Forgery, Anti-National posts, Cyber-crime against government institutions.	3
	4. Information Technology Act -2000: Role, Need and Importance, (amendment 2008) Software development and legal issues, Shrink-wrap contracts.	2
	5. Public Key infrastructure- Advantages, Limitations and Application.	2

References: APA Format

Sr. No.	Reference
1.	S.J.P.T. Joseph, E-Commerce – An Indian Perspective, PHI Learning Pvt. Ltd.; 6th edition (10 October 2019)
2.	Shruti Mathur, E-Commerce, Pinnacle Learning (1 January 2020)
3.	C.S.V. Murthy, E-Commerce Concepts- Models – Strategies., Himalaya Publishing House
4.	David Chaffey, E-Business and E-Commerce Management, Pearson Education – 5 th Edition



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T.Y.BBA

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Management Information System
Course Code	21CBBA362
Semester	VI
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To develop data analyzing skills in students to evaluate information skills
2.	To evaluate and asses the importance of information technology and its role in business.
3.	To Understand and compare how Management Information system support business processes
4.	To imbibe theoretical knowledge of Management Information System in the students and prepare the students technological competitive and make them ready to self-upgrade with the higher technical skills
5.	To introduce the fundamental knowledge of Structured System Analysis and Design.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of MIS
2.	The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction.
3.	Students will get Practical Knowledge Acquisition about System Analysis and Design

4.	Students will understand the different applications in an enterprise through lab practice
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Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Basic Concepts of Information Technology and Management Information System	14
	1. Meaning and basic concept of Information Technology,	3
	2. Meaning and basic concept of Information System ,	2
	3. Meaning and basic concept of Management Information	
	4. Role of Information Technology in Management Information System	3
	5. Development of management System within organization	3
	6. Management Information System as an instrument for organizational change.	3
Unit II	Decision Making and Information	16
	1. Decision Making	1
	2. Models of Decision Making,	3
	3. Classical Model,	1
	4. Administrative Model Herbert Simon's Model Information	3
	5. Types of information,	1
	6. Attributes of Information and its relevance to decision making.	2
	7. Structured , unstructured and semi decision	2

	making 8. System approaching in planning organizing and controlling MIS	1
Unit III	System Analysis and Design	12
	1. System analysis Meaning and definition	1
	2. System Analysis	1
	3. Meaning and definition of system analysis	1
	4. Need for system analysis,	1
	5. System analysis of the existing system,	1
	6. System analysis of new requirements,	1
	7. System Development Model,	2
	8. Structured System Analysis and Design	2
	9. Object-Oriented Analysis	2
Unit IV	Information system applications	12
	1. MIS applications,	2
	2. DSS – GDSS - DSS applications in E enterprise,	3
	3. Knowledge Management System and Knowledge Based Expert System	2
	4. Enterprise Model System and E-Business	3
	5. E-Commerce,	4
	6. E-communication,	

References: APA Format

Sr. No.	Reference
1.	W.S. Jawadekar ,Management Information Systems ,Tata McGraw Hill Private Limited
2.	Kenneth C. Laudon and Jane P. Management Information Systems, Laudon Pearson Education
3.	Turban and Aronson. Decision Support Systems and Intelligent Systems Education Asia state edition
4.	Steven Alter Pearson, Information Systems The Foundation of E-Business
5.	Murthy C.S.V ,Management Information System Himalaya Publications

6.

Goyal, D.P MACMILLAN ,Management Information System Goyal, India Limited



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Of Arts, Science and Commerce(Autonomous), Camp, Pune-1

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NAAC accredited 'A' Grade

T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Project Management
Course Code	21CBBA363
Semester	VI
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To introduce a significant understanding of Project Management
2.	To develop a concept based approach towards Management of Business Projects.
3.	To make students understand about Project Management Techniques
4.	To develop the relationship between the significance of Businesses Projects & their Management.
5.	To develop a significant understanding of Project Management

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	To impart knowledge to have an adequate understanding of the subject and their various perspectives
2.	To help students develop a cognizance towards Project-specific strategy building & its effectiveness
3.	To make students understand about business project with help of hands-on training mindset amongst the students
4.	To develop the solution-based approach amongst the management students towards problem-solving

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Project Management	12
	i. Defining Business Project Management	2
	ii. Exploring opportunities in the project management field 1.3 Developing Project management skills	3
	iii. Categorizing different types of Business Projects	3
	iv. Understanding the difference between Projects & Program .	3
Unit II	Planning & Implementing your Project	16
	i. Planning a Project	2
	ii. Developing a Business Project Management Plan	2
	iii. Assessing the feasibility of a Project	2
	iv. Identifying & Managing the Risk	2
	v. Managing a Project & Setting up a Project Database.	2
	vi. Creating an effective work schedule	2
	vii. Monitoring a business project	2
	viii. Managing Change	2
	ix. Address of Problems	2
	x. Delegation ,span of control , decentralization ,line and staff authority	2
Unit III	Business Project Management Techniques	12
	i. identifyingOrganizational Structures	1
	ii. Estimation of Costs & Budget	2
	iii. Using CPM tools (Gantt Chart, WBS, Project Network Diagram)	2
	iv. Establishing the CPM	1
	v. Implementing PERT Tool	1
	vi. . Using Process improvement tools (Fishbone,	1

	SIPOC)	2
	vii. Project manager, role of project manager	2
	viii. Challenges of managing project	2
Unit IV	Managing Project issues & their commencement	14
	1. Identifying Project Costs	2
	2. Calculating Return on Investment (ROI)	2
	3. Calculating the Payback Period	2
	4. Determining Net Present Value (NPV)	2
	5. Identifying the life cycle of a Project	2
	6. Handling over a Project	2
	7. Closing a Project	2
	8. Reviewing a Project	2
		2
		2

References: APA Format

Sr. No.	Reference
1.	Terry Schmidt John Wiley & Sons Strategic Project Management Mumbai & Pune 2009
2.	Harold Kerzner Wiley Project Management: A Systems approach whiley Mumbai, Delhi 2012
3.	V.E. Rama Reddy & P Gopalakrishnan Trinity Project Management A.P. T.S. Charithra Trinity Mumbai 2016
4.	albert lester Project management planning and control BH publication 2021
5.	vasantdesai Project management , Himalaya publishing house
6.	gagandeepsharma ,kirandeepkaur Project management , vibrant publisher 2016



M. C. E. Society's

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T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Management of Innovations and Sustainability
Course Code	21CBBA364
Semester	VI
No. of Credits	Three

Objectives of the Course

Sr. No.	Objectives
1.	To develop understanding of the concepts of Innovation and Sustainability in a practical sense.
2.	To make student aware about the role of Individual and Government in the innovation process.
3.	To learn about the most common errors made when handling sustainable growth.
4.	To learn about socio-political aspects of sustainable development and social responsibility aspect.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	It enables the students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide the vision for their Start-up.
2.	Development of interest and positive approach towards entrepreneurship and new start-ups.
3.	Ability to collect relevant data and its analysis and interpretation.
4.	Understanding key aspects of success and failure of businesses.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Management of Innovation Sustainability: An Introduction	16
	1. Introduction Defining innovation Approaches to innovation Types of Innovation	3
	2. Differences between invention and innovation	1
	3. Product innovation, Process innovation, Technological innovation, Commercial and Organizational Innovation	4
	4. Indicators Characteristics of innovation in different sectors	3
	5. Sustainable Innovation Defining Sustainability Innovation Sustainability as Key Driver of Innovation Sustainable Development goal Innovation for Sustainable Development	5
Unit II	Managing Innovation with Firms& Strategies and Concepts for Innovation	14
	1. Organization and Innovation Risk associated with innovation	3
	2. The dilemma of Innovation Management	1
	3. Organizational characteristics that facilitate the innovation process. Organization structure and Innovation	2
	4. The role of Individual in the Innovation Process	2
	5. The role of Government in the Innovation Process	2
	6. IT System and Their Impact on Innovations	2
	7. The innovation imperative: Why innovate?	2
Unit III	Service Innovation and Sustainability Innovation in Business	12
	1. Service Sector The Growth in Service Different Types of Services Characteristics of service and how they differ from product	4
	2. Service Innovation Classification of Service innovation	

	Service innovation and the consumer Energy and Materials: New Challenges in the First Decade of the Twenty-first Century Defining Sustainability Innovation 3. Inventions in Service Sectors.	5 3
Unit IV	Management of sustainable development	12
	1. Economic aspects of sustainable development 2. Socio-political aspects of sustainable development 3. Ecologic aspects of sustainable development 4. Green organizations	3 3 3 3

References: APA Format

Sr. No.	Reference
1.	Paul Trott, Innovation Management & New Product Development, Pearson
2.	Raj Kumar Sen, Kartik C. Roy, Sustainable Economic Development and Environment, Atlantic Publishers and Distributors Pvt. Ltd.
3.	Deb Prasanna Choudhury ,Sustainability Management, Zorba Books
4.	Snigdha Tripathi, Sustainable Development and Environment, Ankit Publication
5.	Khai Ern Lee, Concepts and Approaches for Sustainability Management, Springer International Publishing



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T.Y. BBA

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	International Brand Management
Course Code	21CBBA365B
Semester	Semester VI
No. of Credits	3+1=4

Objectives of the Course

Sr. No.	Objectives
1.	To understand Fundamental knowledge of Brand Management in the International Market.
2.	To identify and understand the concept of developing brands.
3.	To study the methods of measuring and interpreting brand performance.
4.	To develop students understanding of the strategies in managing brand portfolios

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will gain knowledge about the concept and significance of Brand Management
2.	Students will be able to identify the process of Brand Development.
3.	Students will learn the concept and process of Brand Evaluation.
4.	Students will be aware of the various strategies used in Brand

	Management
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Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Understanding Brand	14
	1. Introduction, Brand concepts,	2
	2. Purpose of Brands,	2
	3. Characteristics of strong brands,	2
	4. Planning and Implementing of Strategies,	2
	5. Purpose of branding,	2
	6. Fundamental concepts of branding.	2
	7. Branding challenges and opportunities	2
Unit II	Developing Brand	14
	1. Process and methods of developing brand elements,	2
	2. Creating brand associations and introducing a new brand in the international market,	3
	3. Identify effective marketing and marketing communications strategies,	3
	4. Including the use of social/digital platforms,	2
	5. Design marketing and marketing communications programs that build brand equity in the international market	4
Unit III	Evaluating Brand Performance	16
	1. Processes and methods of measuring brand performance.	4
	2. Qualitative and quantitative tools for measuring brand image and strength.	4
	3. Interpret brand performance data, Brand evaluation plans in the international scenario.	4
	4. Consumer Based Brand Equity - brand loyalty, brand awareness, brand associations, and	4

	perceived quality	
Unit IV	Managing Brand	8
	1. Concepts and tools for managing brands over time, international geographic areas, and market segments.	4
	2. Consumer-brand relationships, Strategic alliances, Brand portfolios, and Brand repositioning/revitalization.	4

References:

Sr. No.	Reference
1.	Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Strategic Brand Management Parameswaran Pearson Education; Fifth edition India
2.	Kevin Keller, Vanitha Swaminathan Strategic Brand Management: Building, Measuring, and Managing Brand Equity Pearson; 5th edition India
3.	Noël Kapferer Kogan The New Strategic Brand Management: Advanced Insights and Strategic Thinking Jean-; 5th edition London, UK
4.	Michael Beverland , Brand Management: Co-creating Meaningful Brands SAGE Publications Ltd; 1st edition USA

Tutorial (Credit -1)

- Assignment on the characteristics of International Brand concerning its strengths and challenges.
- Assignment on developing a new brand for International Markets.
- Group discussions on International Brand performances.



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T.Y. BBA

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Cases in Marketing
Course Code	21CBBA366B
Semester	Semester VI
No. of Credits	2+4=6

Objectives of the Course

Sr. No.	Objectives
1.	To study the Functional Working Knowledge
2.	To understand the application of theory into practice

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students shall understand the challenges faced by the people and organizations in the day to day work life.
2.	Students will learn various techniques and solutions to overcome those challenges.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Case Study – Introduction	8
	1. Case – Meaning – Objectives of Case Studies.	2
	2. Characteristics & Importance of Case Studies.	3
	3. Guidelines for Case Studies & Cases	3

	Discussion.	
Unit II	Areas of Case Study	28
	1. Product Mix with Product Life Cycle	1
	2. Price Mix – Elements in Price Mix, Factor affecting Pricing, Pricing Methods.	2
	3. Place Mix – Physical Distribution Management System, Types, Intermediaries, strategies, trends in Supply Chain Management.	3
	4. Promotion Mix – Elements, Advertising, Media Mix, Attention-Interest-Desire-Action AIDA-, Defining advertising goals for measured advertising results - DAGMAR, <i>Integrated marketing communication</i> - IMC.	6
		1
		1
		2
	5. Extended Ps of Marketing Mix	2
	6. New Product Development	1
	7. Product Extension and Product Diversification.	1
	8. Traditional Marketing and Modern Marketing	2
	9. Rural Marketing	2
	10. Services Marketing	1
	11. Organized & Unorganized Retail Marketing	1
	12. E-Marketing and Digital Marketing	1
	13. Green Marketing	1
	14. Market Segmentation	
	15. Targeting	
	16. Positioning and Niche Market	

Project Report (Credits – 4)

- Students must undergo for internship - Refer Internship manual For external evaluation, there will be a viva voce. Such viva-voce shall be conducted by a referee appointed by the University along with an internal referee.
- Having gone through all the topics, students have to be given cases to solve and are asked to submit a soft copy in PDF and PPT to college.

References:

Sr. No.	Reference
1	Philip Kotler&keven lane keller , Marketing Management Pearson India
2	Chris Fill, Kelly page Piyush K. Sinha, Marketing - Cases Insights Paul Baines, Oxford New Delhi. India
3	S. Neelamrgham , Marketing In India Text and cases ,Vikas Publication New Delhi. India
4	John Fahy& David Jobber , Foundational Of marketing ,Tata McGraw Hill New Delhi. India
5	H. Kaushal Lakshmi ,Case Study Solutions Marketing, New Delhi. India