

Datta Meghe Institute of Medical Sciences (DU)

Syllabus

BBA -[Bachelor of Business Administration]

**Under the
Faculty of Commerce & Management
Sciences**

Session From 2021-22

Table of Contents

1. Preamble	3
2. Need for BBA program	3
3. BBA (124 credit program) Goal & Objectives.....	4
4. Datta Meghe Institute of Medical Sciences - Vision and Mission:	5
5. About Faculty of Commerce & Management Sciences	6
6. Program outcomes of BBA program	7
7. Eligibility for admission:.....	7
8. Admission Process Mechanism.....	8
9. Career Opportunity for BBA.....	8
10. Four Quadrant Approach	9
11. Program structure:	10
12. Scheme of Examination:.....	17
13. Grading System and calculation of SGPS/CGPS:	31

Preamble:

“Datta Meghe Institute of medical sciences undertakes important measures to enhance academic standards and quality in education including innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters. The university formulates various regulations and guidelines from time to time to improve the education system and maintain minimum standards and quality.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students.

Need for BBA program

The BBA is an perfect choice if you are prepared to advance your career, but can not leave your day job or move to do it. Many BBA programmes are asynchronous, which means you can log in and learn after the kids are in bed, weekend mornings, or during your lunch break, at whatever time suits your schedule. Via an Regular portal, courses, lectures and homework assignments arrive, and professors also assess class engagement via contributions to discussion forums.

BBA - (124 credit program) – Goal & Objectives

1. Students of the Management Program will have theoretical knowledge and demonstrate application of management principles in a professional work setting
2. Students of the Management Program will think independently, analytically through the process of research and inquiry while making effective decisions in global environment
3. The Program Cultivates in the students the values and attitudes that make them agents of social change.
4. Program students can strategically evaluate when and how to use assertiveness and powerful skills.
5. Students will be able to show communication skills that encourage and strengthen the performance of management.
6. Students would have the constructive insights and skills to develop effective management and business networks.
7. Management Program students will be able to review and criticize organizational attempts to behave in an ethical and responsible manner.

Datta Meghe Institute of Medical Sciences - Vision and Mission:

Vision:

To emerge as the Global Centre of excellence in the best evidence based higher education encompassing a quality centric, innovative and interdisciplinary approach, generating refutative research and offering effective and affordable health care for the benefit of the mankind.

Mission:

DMIMS shall develop competent, confident, concerned, compassionate and globally relevant professionals by quality, learner, community and evidence centric 'competency-based model' of higher education with value orientation, through all its constituent units. It shall foster a conducive milieu for interdisciplinary research practices generating consequential and meaningful outcomes for the nation in general and the region in particular. It shall deliver comprehensive quality health care services to the rural, needy, marginalized, and underprivileged populace. This shall be achieved through appropriate collaborative linkages a proactive, transparent, and accountable decentralized governance system.

Faculty of Commerce & Management Sciences:

Vision, Mission and Values

We aim to address the needs of non-traditional lifelong learners at the Centre for Continuing Education. We believe in relationships, culture and the importance of active minds and active lives.

The mission of ours

Meeting the needs of lifelong learning by providing learners of all ages with high- quality, affordable, creative and sensitive education and training services, drawing on the strengths of and working with the resources of the university and the community.

Values of ours

- Providing superb service
- Promoting a working and learning atmosphere that is respectful
- Engaging alliances for outreach and partnerships and giving back to the community
- Providing a range of state, national and international quality programmes and services
- Bringing together the university, continuing education, and our culture
- Opening inclusive, open and protected routes for all students
- Growing Creative Chances
- Responsibly managing capital

Programme Outcomes (POs): BBA – program:

Number	PO
PO1	Apply knowledge of management theories and practices to solve business problems of the domestic and foreign organization.
PO2	Foster Analytical and critical thinking abilities for data-based decision making
PO3	Ability to develop Value based Leadership ability
PO4	Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

The program is expected to enable the students to

PEOI Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment

PEO II Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.

PEO III Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues

PEO IV Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.

PEO V Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.

PEO VI Develop superior oral and written communication skills relevant to business process effective communication skills, specifically write business documents clearly, and analytically and speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.

PEO VII Be employed in a broad range of positions including chairman and chief executive officer, president, chief operating officer, chief financial officer, general manager, executive vice president, managing director, and manager in a variety of industries

Eligibility for admission:

Admission to the BBA programme is based on eligibility and performance in a DMIMS Aptitude test (DU).

1. The aspiring candidate should have passed the HSSC Passed or equivalent examination recognized by any Indian constituted Board.
2. The candidate has attained the age of 17 years as in the year of admission.

Career Opportunity for BBA -Program:

1. Public Sector

- Finance
- Operations & Project Management
- Technology Management
- Accounting
- Computer System
- e-Business
- Entrepreneurship
- Global Management
- Healthcare
- Human Resource
- International Business

2. Private Sector

- Financial Research Analyst
- Securities/Investment Analyst
- Financial Advisor
- Portfolio Manager
- Real Estate
- Fashion Industry
- Information Security Analyst
- Operations Research Analyst
- Management Analyst
- HR Specialist
- Credit Risk Management Analyst

Graduate Attributes (GAs):

At the end of the Regular BBA programme the learner will exhibit:

GA1: Managerial Competencies

GA2: Proficiency in Communication, Collaboration, Teamwork and Leadership
GA3: Competence in Creativity & Innovation

GA4: Global Orientation

GA5: Proficiency in ICT & Digital Literacy

GA6: Entrepreneurship & Entrepreneurship Orientation

GA7: Result-Oriented Efforts

GA8: Professionalism, Ethical, Values Oriented & Socially Responsible Behaviour

GA9: Life-Long Learning Orientation

Table 3: Norms of Credit Structure for Self Learning Material Development Non-Print Form

No. of counseling sessions (theory)			Size of e-content (in terms of units)	Study input	Credit value of the course
Syn Chat 5%	Asyn** Discussion Forum (comp)	Syn* (f2f)# (optl) 10%			
3 hrs	2-10 topics per course as per the subject	6 hrs	6-8 units	60 hours	2 credits
6 hrs	-do-	12 hrs	14-16 units	120 hours	4 credits
9 hrs	-do-	18 hrs	20-24 units	180 hours	6 credits
	-do-	24 hrs	30-34 units	240 hours	8 credits

* Syn : Synchronous

**Asyn : Asynchronous

f2f : face-to-face

Norms for Delivery of Courses in ODL Mode

S. No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counselling/ Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1.	2 credits	6 weeks	6 hours	12 hours	10	10	22	60
2.	4 credits	12 weeks	12 hours	24 hours	20	20	44	120
3.	6 credits	14 weeks	14 hours	28 hours	30	30	66	180
4.	8 Credits	16 weeks	16 hours	32 hours	40	40	88	240



DATTA MEGHE INSTITUTE OF MEDICAL SCIENCES

(Declared As deemed to be university under section 3 of UGC Act,1956) Conferred 'A' Grade Status by HRD Ministry, Govt. of India

Re-accredited by NAAC (3rd cycle) with A+ Grade (Score 3.53 on 4 Point Scale) Placed under Group-I category (Autonomous Deemed to be University) by UGC

DMIMS: School of Commerce and Management Sciences
A: Semesterwise Course Structure: BBA : AY 21-22

Semester	Course I	Course II	Course III	Course IV	Course V	Course VI	Course VII	Course VIII	L	T	P	C	Contact Hours
I	Core Course	Core Course	Core Course	Core Course	Core Course	Generic Elective Course	Skill Enhancement Compulsory Course(SEC)(30 hours)	Ability Enhancement Compulsory Course(AECC)					
	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100					
	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C					
	3 1 0 4	3 1 0 4	3 1 0 4	3 1 0 4	3 1 0 4	2 0 0 2	0 0 4 2	0 0 4 2	17	05	08	26	30
	Business Communication	Business Mathematics & Statistics	Financial Accounting	Managerial Economics	Management Science	GE I	Fundamental of Excel	Contemporary English					
II	Core Course	Core Course	Core Course	Core Course	Core Course	Generic Elective Course	Skill Enhancement Compulsory Course(SEC)(30 hours)	Ability Enhancement Compulsory Course(AECC)					
	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100					
	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C					
	3 1 0 4	3 1 0 4	3 1 0 4	3 1 0 4	3 1 0 4	0 0 4 2	0 0 4 2	2 0 0 2	17	5	8	26	30
	Managerial Ethics	Principles of Finance	Basics of Cost Accounting	Business Research Methodology	Business Environment & Entrepreneurship	GE II	Advanced Excel	Environmental Studies					





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Semester	Course I	Course II	Course III	Course IV	Course V	Course VI	Course VII	Course VIII	L	T	P	C	Contact Hours
III	Core Course	Core Course	Core Course	Core Course	Generic Elective Course	Skill Enhancement Compulsory Course(SEC)(30 hours)	Skill Enhancement Compulsory Course(SEC)(30 hours)	Skill Enhancement Compulsory Course (SEC)(30 hours)					
	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	Total Marks100	Total Marks100	Total Marks100					
	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C					
	3 1 0 4	3 1 0 4	3 1 0 4	3 1 0 4	2 0 0 2	0 0 4 2	2 0 0 2	0 0 4 2	16	04	08	24	28
	Fundamentals of Marketing Management	Fundamental of Financial Management	Fundamentals Human Resource Management	Business Laws	GE III	Mini Project	IT in Management	Communication through Theatre Technique					
IV	Core Course	Core Course	Core Course	Core Course	Skill Enhancement Compulsory Course (SEC) (30 hours)	Open University Elective Courses							
	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	TotalMarks100	Total Marks100			12	4	8	20	24
	L T P C	L T P C	L T P C	L T P C	L T P C	L T P C							
	3 1 0 4	3 1 0 4	3 1 0 4	3 1 0 4	0 0 4 2	0 0 4 2							
	Production and Operation Management	Business Taxation	Corporate Governance & Ethics	Entrepreneurship	Counselling & Negotiation Skills	Social Immersion Project							



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Semester	Course I	Course II	Course III	Course IV	Course V	Course VI	Course VII	Course VIII	L	T	P	C	Contact Hours																		
V	Discipline Specific Course	Discipline Specific Course	Discipline Specific Course	Discipline Specific Course	Skill Enhancement Compulsory Course(SEC)(30 hours)	Open University Elective Course			12	1	8	17	21																		
	TotalMarks100				TotalMarks100									TotalMarks100				TotalMarks100													
	L	T	P	C	L	T								P	C	L	T	P	C	L	T	P	C	L	T	P	C				
	3	1	0	4	3	0								0	3	3	0	0	3	3	0	0	3	0	0	4	2	0	0	4	2
	Operation Research				DSE – I (MM/FM/HR/HC)									DSE – II (MM/FM/HR/HC)				DSE – III (MM/FM/HR/HC)				Effective Presentation Skills				Outbound Experiential Learning Project					
VI	Internship	Discipline Specific Course	Discipline Specific Course						6	0	10	11	16																		
	TotalMarks100													TotalMarks100				TotalMarks100													
	L	T	P											C	L	T	P	C	L	T	P	C									
	3	0	0											3	3	0	0	3	0	0	10	5									
	DSE – IV (MM/FM/HR/HC)													DSE – V (MM/FM/HR/HC)				Internship Project													



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B : Discipline-Specific Electives

List of Courses

Sr. No	Marketing Management	Financial Management	Human Resource Management	Hospital and Healthcare Management
Semester- V				
1	Basics of Consumer Behavior	Strategic Financial Management	Human Resource Information System	Healthcare Delivery system in public health
2	Integrated Marketing Communication	Banking Laws & Regulations	Industrial and Labour Law	Hospital Planning
3	Marketing Research	Rural & Micro Finance	Training & Development	Healthcare Analytics
Semester- VI				
4	Service Marketing	Financial Markets and Banking Operations	International HRM	Patient Care Services
5	Recent Trends in Marketing	Corporate Financial Restructuring	Strategic HRM	Hospital Support Services





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C: Generic Elective Course : Any Four in total from below courses:
Students should select any one from the available three electives in each of the respective Semester

Sr. No	Semester	Course Code	Course Name	Total Credits
1	I -GE I	-	Fundamentals of Information Technology	2
2	I – GE I	-	Essentials of Corporate Social Responsibility	2
2	I – GE I	-	Banking & Financial Services	2
4	II- GE II	-	Lab in Human Resource	2
5	II- GE II	-	Lab in Marketing	2
6	II-GE II	-	Lab in Finance	2
7	III- GE III	-	ERP in Business	2
8	III- GE III	-	Customer Management in Business	2
9	III- GE III	-	Selling Skills for Revenue Generation	2





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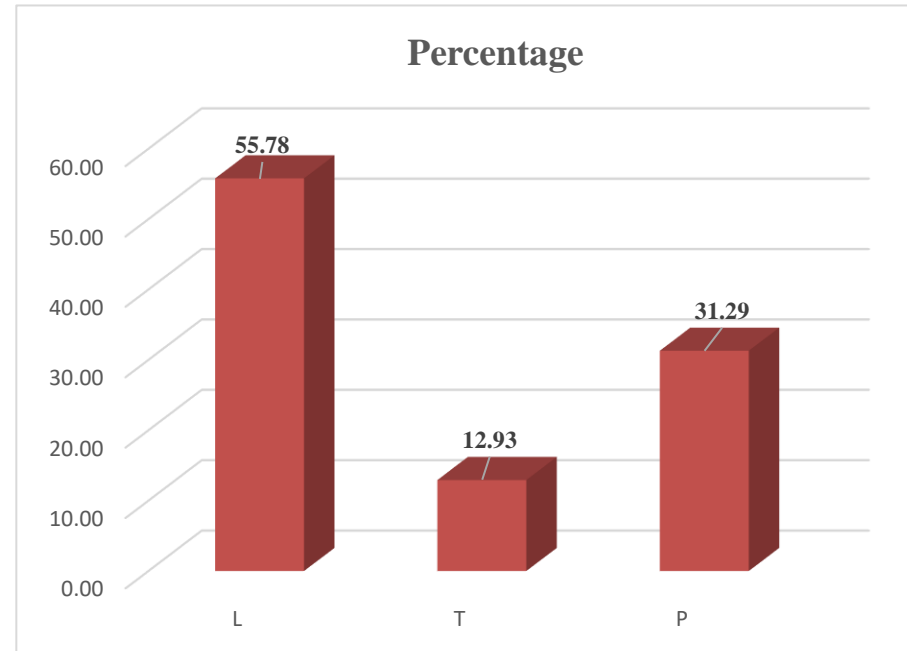
Re-accredited by NAAC (3rd cycle) with A+ Grade (Score 3.53 on 4 Point Scale) Placed under Group-I category (Autonomous Deemed to be University) by UGC

D: Summary of the Program : BBA

Sr. No	Particulars	Total Courses	Total Credits	Total Marks
1	Core Courses	19	76	1900
2	Ability Enhancement Compulsory Course (AECC)	2	4	200
3	Skill Enhancement Compulsory Course (SEC)	7	14	700
4	Discipline Specific Elective Course (DSE) Major	5	15	500
5	Generic Elective Course (GE)	3	6	300
6	Open University Elective Courses (OE)	2	4	200
7	Internship Project	1	5	100
	Total	39	124	3900

E : LTPC Analysis: BBA

Semester	L	T	P	C
I	17	5	8	26
II	19	5	4	26
III	16	4	8	24
IV	12	4	8	20
V	12	1	8	17
VI	6	0	10	11
Total	82	19	46	124



Following are the types of paper under consideration:

- I. Theory Only Course
- II. Theory with practical course (where practical is tool based or lab based Only)
- III. Theory with project course (where project is Social or Industry)
- IV. Practical Only Course (where practical is tool based or lab based Only) Mini Project or Project
- V. Project/ Mini Project as credit course

Theory Only courses - Course without any practical/ Project component-

INTERNAL ASSESSMENT (UG+PG)				
Assessment tool	Total Marks	Marks reduced to	Modality	Duration
Mid test I	30	10	MCQ	30 minutes
Mid test II	30	10	MCQ	30 minutes
Mini Project/ Assignment		10	Individual project to be submitted by the Learners and presentation/Viva- voce supervised by the concerned faculty (or) MCQ of not less than 20 may be administered spreading over all units (or) Seminar regarding topics of relevance (or) Two assignments in relevant areas each carrying 5 marks (or) May include combination of any of the above mentioned assessment (or) Completion of One edx / Cousera/ Swayam or NPTEL courses specified by the Faculty / Online MBA for reputed university	Semester long
Total		30		
SUMMATIVE EXAMINATION				
Assessment tool	Total Marks		Modality	Duration
End Semester Examination	70		UG and PG: 10 MCQ (1 mark each), 10 BAQ (2 marks each), 5 SAQ (4 marks each), 2 LAQ (10 marks each)	3 hours
Total	100			

I) Theory with LAB Practical (where practical is tool based or lab based Only) courses - Course with practical component-

COURSE NATURE: PRACTICAL						
Assessment Method (Max. Marks:100)						
Internal Assessment	Assessment Tool	Observation Note Book	Output Result	Model Examination	Regularity and Discipline	Total
	Marks	10	10	5	5	30
Summative Assessment	No Practical in Summative exams					
INTERNAL ASSESSMENT- Theory (UG+PG)						
Assessment tool	Total Marks	Marks reduced to	Modality			Duration
Mid test I	30	10	MCQ			30 minutes
Mid test II	30	10	MCQ			30 minutes
Mini Project/Assignment		10	Individual project to be submitted by the Learners and presentation/Viva- voce supervised by the concerned faculty (or) MCQ of not less than 20 may be administered spreading over all units (or) Seminar regarding topics of relevance (or) Two assignments in relevant areas each carrying 5 marks			

		(or) May include combination of any of the above mentioned assessment (or) Completion of One edx / Cousera/ Swayam or NPTEL courses specified by the Faculty / Online MBA for reputed university	
Total		30	30
SUMMATIVE EXAMINATION			
Assessment tool	Total Marks	Modality	Duration
End Semester Examination	70	UG and PG: 10 MCQ (1 mark each), 10 BAQ (2 marks each), 5 SAQ (4 marks each), 2 LAQ (10 marks each)	3 hours
Total	100		

Summative Assessment-Theory		
Assessment tool	Marks	Duration
Written Test UG & PG: 10 MCQ (1 mark each), 10 BAQ (2 marks each), 5 SAQ (4 marks each), 2 LAQ (10 marks each)	70	3 hours
Total (Theory + Practical)	100	

II) Theory with project – Social or Industry (where project is Social or Industry engagement) courses

COURSE NATURE : MINI PROJECT/ PROJECT						
Assessment Method (Max. Marks: 30)						
Internal Assessment	Assessment Tool	Review1 (Abstract)	Review 2 (Analysis)	Review 3 (Findings and Conclusion)	Viva- Voce	Total
	Marks	5	10	10	5	30
Summative Assessment	No Project in Summative exams					
Total						30

INTERNAL ASSESSMENT- Theory (UG+PG)				
Assessment tool	Total Marks	Marks reduced to	Modality	Duration
Mid test I	30	10	MCQ	30 minutes
Mid test II	30	10	MCQ	30 minutes
Mini Project/ Assignment		10	MCQ of not less than 20 may be administered spreading over all units (or) Seminar regarding topics of relevance (or) Two assignments in relevant areas each carrying 5 marks (or) May include combination of any of the above mentioned assessment (or) Completion of One edx / Cousera/ Swayam or NPTEL courses specified by the Faculty / Online MBA for reputed university	
Total		30		30
SUMMATIVE EXAMINATION				

Assessment tool	Total Marks	Modality	Duration
End Semester Examination	70	UG and PG: 10 MCQ (1 mark each), 10 BAQ (2 marks each), 5 SAQ (4 marks each), 2 LAQ (10 marks each)	3 hours
Total	100		

Summative Assessment-Theory		
Assessment tool	Marks	Duration
Written Test UG & PG: 10 MCQ (1 mark each), 10 BAQ (2 marks each), 5 SAQ (4 marks each), 2 LAQ (10 marks each)	70	3 hours
Total (Theory + Practical)	100	

III) Courses with Only LAB practical (where practical is tool based or lab based Only) component Laboratory courses

COURSE NATURE: PRACTICAL						
Assessment Method (Max.Marks: 100)						
Internal Assessment	Assessment Tool	Observation Note Book	Output Result	Model Examination	Regularity and Discipline	Total
	Marks	10	10	5	5	30
Summative Assessment	Assessment Tool	Record Notebook	Program Writing/ Practical experiment	Debugging/ Development	Result / Output	Total
	Marks	20	20	20	10	70

IV) Courses with Only project component Project assessment

COURSE NATURE: MINI PROJECT/ PROJECT						
Assessment Method (Max. Marks: 100)						
Internal Assessment	Assessment Tool	Review1 (Abstract)	Review 2	Review 3	Viva- Voce	Total
	Marks	5	10	10	5	30
Summative Assessment	Assessment Tool	Report and Presentation	Analysis	Findings and Conclusion	Viva- Voce	Total
	Marks	10	10	20	30	70
Total						100

1. Format of primary and secondary templates for the formative and summative examination will be same for all the ODL , OL and regular courses.

Secondary Template

Total marks 100 (70+30)

Set A /B/C

Topic	Weightage	%of total syllabus	Marks attributed	LAQ (10 marks each) 2/4	SAQ (4 marks each) 5/6	BAQ (2 marks each) 10/11	MCQ (1 mark each) 10/10
Unit I	20%	20%	20		1	6	4
Unit II	20%	20%	19	01	2		1
Unit III	20%	20%	19	01	2		1
Unit IV	20%	20%	19	01	1	2	1
Unit V	20%	20%	19	01		3	3
Total	100%	100%	96	04	06	11	10

CLASS TEST I & II (10 MARKS)

				Total No of question required for setting tree sets of question paper using three sets (A,B, C) of secondary template
		Level I Knowing	Level II Understanding	
MCQ 30	Level I =15 Level II =15	Define repeat record list recall name relate underline	translate restate discuss describe recognize explain express identify locate report review	30 MCQ x 3= 90 MCQs 1Minute/ MCQ
	Total			

PRELIM AND END SEMESTER EXAM (UG and PG)
Draft Pattern of Theory Question paper – 70 Marks

Duration =3 hrs

LONG ANSWER QUESTION:

Solve any 2 out of 4 (10 Marks x 2 = 20 Marks)

- LAQ 1)
- LAQ 2)
- LAQ 3)
- LAQ 4)

SHORT ANSWER QUESTION:

Solve any 5 out of 6 (4 Marks x 5 = 20 Marks)

- SAQ1)
- SAQ2)
- SAQ3)
- SAQ4)
- SAQ5)
- SAQ6)

BRIEF ANSWER QUESTION:

Solve any 10 out of 11 (2 Marks X 10 = 20 Marks)

- BAQ1)
- BAQ2)
- BAQ3)
- BAQ4)
- BAQ5)
- BAQ6)
- BAQ7)
- BAQ8)
- BAQ9)
- BAQ10)
- BAQ11)

MULTIPLE CHOICE QUESTION:

Solve ALL 10 out of 10 (1 Marks x10 = 10 Marks)

- MCQ1)
- MCQ2)
- MCQ3)
- MCQ4)
- MCQ5)
- MCQ6)

MCQ7)
MCQ8)
MCQ9)
MCQ10)

Letter Grades and Grade Points (GP) Based on the aggregate of marks obtained through internal assessment and external assessment, each student is awarded a final letter grade at the end of the semester, in each Course. The letter grades and the corresponding grade points, as recommended by UGC, are as follows:

Letter Grade	Grade Points	Normalized Mark Range
O (Outstanding)	10	91-100
A+ (Excellent)	9	81-90
A (Very Good)	8	71-80
B+ (Good)	7	61-70
B (Above Average)	6	56-60
C (Average)	5	50-55
F (Fail)	0	<50 Failure due to insufficient marks in the course
Ab (Absent)	0	Failure due to non-appearance in examination
I (Incomplete)	0	Failure due to insufficient attendance in the course.

2. For all the courses 5 sets of question papers will be procured from QP setter.

Summer Internship Project Guidelines:

1. Each student shall have to undergo practical/ project as per curriculum or training for a period of not less than 8 weeks during vacation falling after the end of the 2nd Semester.
2. In the third semester, students shall submit “Project Report” individually based on Specialization. The topic should be decided in consultation and guidance of the internal guide of the Institute at the end of the first year, so that the student can take up the training during the vacations. The Project shall be necessarily Research-oriented, Innovative and Problem-solving considering five aspects of domain knowledge
 - Human aspects,
 - Social aspects,
 - Economic aspects,
 - Cultural aspects,
 - Historical aspects
 - Technological aspects etc.
3. Teachers shall not be entrusted/allowed to take more than 20 students for guidance and supervision of project reports.
4. The student has to write a report based on the actual training undergone during the summer vacations at the specifically selected business enterprise or social organisation, get it certified by the concerned teacher that the Project report has been satisfactorily completed and shall submit one hardbound typed copy of the same to the Dean / Director of the institute along with 1 CD of Project Report. To save the paper, both side of printing is allowed.
5. It is the responsibility of the concerned department to check the authenticity of the Project.
6. The use of statistical software is desirable.
7. Project viva-voce shall be conducted at the end of Semester III.
8. The Student should prepare a PowerPoint presentation based on Project work to be presented at the time of Viva voce.
9. The project work will carry maximum 100 marks, scheme of examination to be followed for mark distribution.
10. No students will be permitted to appear for Viva-voce and Semester III examinations, unless and until (s) he submits the project report before the stipulated time.
11. For the preparation of project work use the given format with proper sequence.
12. All project report should also be prepared as Research Paper and must be uploaded on Scopus or web of sciences indexed journals for publication.

**A
Project Report
On
“Project Title”**

Submitted to

Datta Meghe Institute of Medical Sciences, Wardha
(Deemed to be University)

**In Partial Fulfilment of the Requirement for the Award of the
Degree of Masters in Business Administration**



Guided by

Name of the Guide

Submitted by

Name of the Student

BBA [Specialization]

**DMIMS, School of Allied Science, Department of Commerce &
Management Science, Wardha**

2021-2022

Print this letter on Company's/ Firm's Letterhead

Date:

To Whomsoever It May Concern

This is to certify that Mr. / Ms. (**Name of the student**) student of MBA final year (**specialization**) of the DMIMS, School of Allied Science, Faculty of Commerce & Management Science, Wardha has carried out the project work entitled, (**Project title**) in under **Name of the Department** in our company from **01/09/2021 to 25/10/2021**.

His/her work is original and has satisfactorily carried out all the research and required activities.

We wish him/her all the best for a bright career

Name of the company authority

Seal & signature



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School of Allied Sciences

Faculty of Commerce and Management Sciences



Date:

This is to certify that **NAME OF THE STUDENT** is a student of BBA final year (**Specialisation**) of **DMIMS, School of Allied Science, Department of Commerce & Management Science, Wardha**. He has carried out the research work as per the following details

Project Title: **Project Title**

Name of Company: **Name of company/ firm**

Date: **The internship program should be at least 45 days.**

This research work has been carried out under my supervision and is of a sufficiently high standard to warrant its presentation for the examination leading to the Degree of Master of Business Administration of Datta Meghe Institute of Medical Sciences, (Deemed to be University), Wardha.

Name of the project guide
Project guide

Name of Dean
Dean, FoCMS

Examiner 1

Examiner 2

ACKNOWLEDGEMENT

It is my pleasure to place on record my sincere gratitude towards my guide **Name of project guide**, **DMIMS, School of Allied Science, Department of Commerce & Management Science, Wardha**, who spent his precious time providing continuous ideas and expert guidance to my project work. It was his direction and encouragement at every moment and step that motivated me to steer the research work confidently and successfully.

I am also thankful to our Dean, FoCMS **Dr.**_____ whose encouragement, moral support and valuable guidance, which has been a source of inspiration to me.

I am especially thankful to Company Guide **Mr. Name of the Company guide** for his kind and consistent guidance throughout the Internship Program.

Name of the Student

BBA (Specialization)

DECLARATION

I hereby declare that this dissertation entitled “**Project Title**” is the result of my original research work and the same has not been previously submitted to any examination of this university or any other university. That dissertation shall be liable to be rejected and / or cancelled if found otherwise.

Date:

NAME OF THE STUDENT

Place: Wardha

BBA (Specialisation)

SEMESTER-I



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Syllabus w. e. f. A. Y. 2021-22



Course Name: Business Communication					Course Code: BBA101	
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: I
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives

1	Understanding of Communication essential for building and maintaining human relationships
2	Use of communication for the smooth and efficient conduct of day-to-day transactions/activities
3	Importance of communication in growing complexity of businesses
4	Learn Good communication skills for distinct advantage in their work and careers.
5	Understand the importance of identifying audience and purpose and to make appropriate communication choices

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Introduction and Theory of Communication:	Nature, function & scope; The 7 Cs of communication, The communication Process: classification, components and models of communication; Problems in communication (Filters), Channels of communication: Formal v/s Informal, Upward, Downward, Horizontal, Grapevine; Barriers to communication.	12
2	Verbal and Non-verbal communication:	Listening, Kinesics, Paralanguage, Proxemics, Essentials of effective verbal communication: Voice modulation, Tone, Pitch, Knowledge and self confidence, Meetings: Types; purpose. Group Discussions: Do's and Don'ts; Committees: Types, Advantages and disadvantages, effectiveness. Public Speaking: Preparation, Attire, Posture and Delivery techniques	12
3	Principles of Communication:	Definition, Purpose, Process, Types, Barriers to Communication, Listening, Feedback, Nonverbal Communication Written Communication: Composing Business Letters/email Request, Enquiry, Placing Order, Instruction, Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement, Circulars, Notices, Memos, Agenda and Minutes, Resume/CV, Facsimiles (Fax)], Preparing Notes, Punctuation, Using simple words, Proof Reading, Vocabulary, Basic Grammar, Comprehension, précis, preparing user manual, Report Writing: Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Annual Report.	12
4	Communication	Intercultural sensitivities, Business etiquette when dealing with people	12



	and Culture:	from different nationalities. Understanding cultural diversity and Business etiquette with foreign clients Impact of modern Technology on Business Communication: the paperless office, use of modern devices Methods of effective audiovisual communication, EMPLOYMENT COMMUNICATION: Writing CVs and Application Letter, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, teleconferencing, videoconferencing	
5	Group Communication	- Meetings: need, importance and planning of Meetings, drafting of notice, agenda, minutes and resolutions of Meeting, writing memorandum, press release, press conference, Business etiquettes, telephonic and table etiquettes. Presentation Skills: What is a presentation: elements of presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance and posture, practicing delivery of presentation. Corporate Communication: Definition, scope, importance and components of corporate communication, professional communicator responsibilities, corporate communication and Public Relation, role of social media in communication.	12

CO#	Cognitive Abilities	Course Outcomes
CO1	Understanding	EXPLAIN the role of Public Relations & Corporate Communications in business management
CO2	Applying	PLAN and EXECUTE a Public Relation activity
CO3	Analysing	EXAMINE the PR campaign & strategies of real world organizations.
CO4	Evaluate	DEVELOP national and international strategic communication plan for a real life Corporate communication issue
CO5	Creating	COMPLIE an analytical report on the PR activities and communication strategies designed & practiced by the organizations and IMPROVE on it.

CO-PO Correlation	Program Outcomes				
	PO1 Apply knowledge of management theories and practices to solve business problems	PO2 Foster Analytical and critical thinking abilities for data-based decision making	PO3 Ability to develop Value based Leadership ability	PO4 Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO#	Target	Target	Target	Target	Target
CO1	3.0	-	-	2.0	-
CO2	-	2.0	3.0	-	-
CO3	-	3.0	1.0	2.0	-
CO4	-	2.0	-	-	3.0
CO5	2.0	-	1.0	2.0	2.0
Co Average	2.50	2.33	1.67	2.00	2.50

Reference Books	
1	Business Communication-R. C. Bhatiya- Ane Books Pvt. Ltd
2	Doctor & Doctor, "Business Communication," Sheth Publishers
3	Raman & Singh, "Business Communication," Oxford University Press
4	Madhukar R. K., "Business Communication," Vikas Publishing House
5	McKay, Davis and Fanning, "Communication Skills," B. Jain Publishers Pvt Ltd, New Delhi
Text Books	
1	Business Communication, K.K. Sinha, Galgotia Publishing Company
2	Business Communication, Urmila Rai, S.M.Rai, Himalaya Publication House
3	Business Communication- Building Critical Skills, Kitty O Locker, Stephen Kyo Kaczmarek, The Mac-Graw Hill Company





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Faculty of Commerce and Management Sciences

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Syllabus w. e. f. A. Y. 2021-22



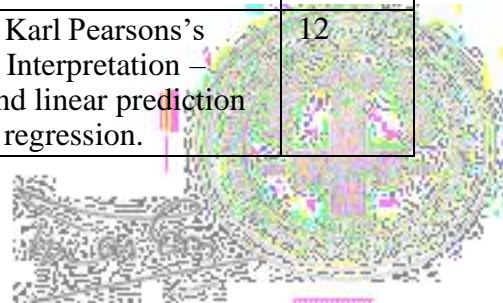
Course Name: Business Mathematics and Statistics						Course Code: BBA102
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: I
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives

1	To understand the concepts of ratio, proportion and percentage.
2	To understand the concept and application of profit and loss, commission and brokerage in business.
3	To use the concept of simple interest and compound interest.
4	To understand the meaning and scope of data.
5	To use the concepts of measures of dispersion.

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Ratio, Proportion and Percentage	Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage Meaning and Computations of Percentages.	12
2	Discount, Commission, Profit And Loss, Interest	Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Introduction to Commission and brokerage, Problems on Commission and brokerage, Simple Interest and Compound interest.	12
3	Statistics	Meaning and scope – Source of data – Collection of data – primary and secondary – Methods of primary data collection – Editing secondary data – Classification and Tabulation – Presentation of data by Diagrams – Bar diagram and Pie diagram – Graphic representation of frequency distribution.	12
4	Averages and Measures of dispersion	Simple and weighted Mean, Median and Mode, Geometric mean and Harmonic mean – their computation – Properties and uses. Mean Deviation, Standard deviation and Co- efficient of variation.	12
5	Correlation and Regression	Meaning and definition – Scatter diagram – Karl Pearsons's correlation co-efficient – Computation and Interpretation – Rank Correlation. Meaning of regression and linear prediction – Regression in two variables – Uses of regression.	12



CO#	Cognitive Abilities	Course Outcomes
CO1	Understanding	EXPRESS numbers in various forms such as fractions, percentages, equivalent simplest fractions.
CO2	Applying	CALCULATE Percentages, Profit & Loss, Simple & Compound Interest, frequency, cumulative frequency, basic areas and basic volumes.
CO3	Analysing	ILLUSTRATE relationships using direct and inverse proportion, simple graphs, linear and quadratic equations.
CO4	Evaluate	INTERPRET basic statistical data, graphs, and Simple and weighted Mean, Median and Mode which are helpful for the national and international organisation.
CO5	Creating	CREATING and SOLVING simple simultaneous equations

CO-PO Correlation	Program Outcomes				
	PO1 Apply knowledge of management theories and practices to solve business problems	PO2 Foster Analytical and critical thinking abilities for data-based decision making	PO3 Ability to develop Value based Leadership ability	PO4 Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO#	Target	Target	Target	Target	Target
CO1	2	2	2	2	2
CO2	2	3	2	2	2
CO3	3	2	2	2	1
CO4	2	2	2	3	2
CO5	2	2	2	2	2
Co Average	2.50	2.25	2.00	2.20	1.67

Reference Books	
1	Business Mathematics by Dr.AmarnathDikshit&Dr.Jinendra Kumar Jain.
2	Business Mathematics by V. K. Kapoor - Sultan chand& sons, Delhi
3	Business Mathematics by Bari - New Literature publishing company, Mumbai
Text Books	
1	NavnithamPa , “Business Mathematics and Statistics (B.Com)” S.Chand& Co. Ltd reprint 2017.
2	R. S. N. Pillai& V. Bagavathi “Statistics” S.Chand& Co. Ltd, 1st edition 1984, Reprint 2016.
3	S.P.Gupta: “Statistical Methods” 1st Edition 1969, Reprint 2017.
E-Resources	
1	https://www.google.co.in/books/edition/_/Wkg7BAAAQBAJ?hl=en&gbpv=1
2	https://www.google.co.in/books/edition/Business_Statistics_4th_Edition/iaNDDAAQBAJ?hl=en&gbpv=1&dq=business+statistics&printsec=frontcover
3	https://www.google.co.in/books/edition/Business_Statistics/FRkobSXM5YgC?hl=en&gbpv=1&dq=business+statistics&printsec=frontcover





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Syllabus w. e. f. A. Y. 2021-22



Course Name: Financial Accounting						Course Code: BBA103
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: I
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives	
1	Teach the students the fundamentals of accounting and introduce them to the principles and Accounting standards.
2	Demonstrate a critical understanding of the Basics of Accounting, balancing ledger accounts and preparation of Final Accounts.
3	Practice subsidiary books and become familiar with the company's multiple books of accounts.
4	Analyzing the various transactions of Depreciation and Final Accounts, preparing Final Accounts.
5	Prepare a final account of the company and its types in detail.

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Introduction to Accounting	Introduction; Meaning and Definition; Scope Objectives of Accounting; Need for Accounting; Functions of Accounting; Terms used in accounting Users of Accounting Information; Limitations of Accounting; Accounting Principles: Accounting Concepts and Accounting Conventions. Indian Accounting Standards and International Financial Reporting Standards	12
2	Recording of Transactions	Journal, Rules of Debit and Credit, Compound Journal Entry; Opening Entry; Ledger, Posting, Rules Regarding Posting, Balancing Ledger Accounts; Advantages of Ledger, Meaning and Importance of Trial balance, Preparation of the Trial Balance.	12
3	Subsidiary Books	Meaning and Significance of Subsidiary Books; Types of Subsidiary Books: Purchases Book Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book, Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper	12
4	Depreciation & Final account of	Depreciation: Meaning of depreciation, types of depreciation Numerical problem, Journal entry, Preparation	12

	Proprietary concern	of depreciation & Assets Account Final Accounts of proprietary concern: Trading Account, Profit & Loss Account and Balance Sheet with adjustment.	
5	Company Accounts	Introduction Joint-stock company, Essential characteristics of the company, Kinds of company & formation of the company, the meaning of share Accounting entries issues of share, Call in advance & call in advance & Issues of share premium & Issues of share at discount forfeiture of share, Redemption of preference share. Preparation of Trading Account, Profit & Loss Account, Profit & Loss appropriation account, Balance sheet.	12

CO#	Cognitive Abilities	Course Outcomes
CO1	Understanding	UNDERSTAND the basic concepts of Financial Accounting.
CO2	Applying	Prepare various books of accounts and financial statements.
CO3	Analysing	Analyse the Financial Statement and draw conclusion
CO4	Evaluating	Justify the maintenance of books of accounts as per the accounting standards
CO5	Creating	DEVELOP necessary competencies expected of a finance professional from the world.

CO-PO Correlation	Program Outcomes				
	PO1 Apply knowledge of management theories and practices to solve business problems	PO2 Foster Analytical and critical thinking abilities for data-based decision making	PO3 Ability to develop Value based Leadership ability	PO4 Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO#	Target	Target	Target	Target	Target
CO1	1	1	1	1	1
CO2	1	1	1	1	1
CO3	3	1	2	2	1
CO4	1	2	1	3	2
CO5	1	2	2	3	1
Co Average	1.67	1.67	1.67	2.67	1.00

Reference Books	
1	Shukla & Grewal, Advanced Accounting - S Chand
2	P.C. Tulsian, Financial Accounting
3	Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
4	Financial Accounting for Management, Dr. S. N.Maheshwari, Vikas Publishing House, New Delhi
Text Books	
1	Maheshwari, S.N., and S.K. Maheshwari; Advanced Accountancy, Eighth Edition, Vol. I & II, Vikas Publishing House, 2003
2	Financial Accounting: Fundamentals, Sultan Chand Publishers, 2003.
3	Financial Accounting for Management, Amrish Gupta, Pearson Education
E-Resources	
1	https://nptel.ac.in/courses/110/101/110101131/
2	https://guides.loc.gov/history-of-accounting/electronic-resources
3	https://huntertafe.libguides.com/accounting/eResources_databases





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Syllabus w. e. f. A. Y. 2021-22



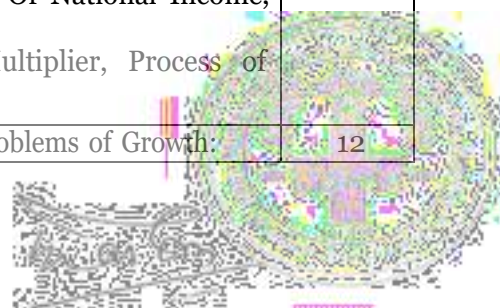
Course Name: Managerial Economics						Course Code: BBA104
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: I
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives

1	To understand the relevance of economics in business management.
2	To apply the principles of micro-economics for managerial decision making.
3	To understand how macro-economic variables impact the business decisions.
4	To make students aware of the concept of National Income and its computation.
5	To help students analyse and understand production function and pricing policy.

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Introduction to Managerial Economics	Meaning, Nature & Scope of Managerial Economics, Nature of the Firm, Objectives of Firm, Managerial Economic and Microeconomics, Managerial Economic and Macro Economics, Application of Economics in Managerial Decision Making	12
2	Demand and Supply Analysis	Concept and Determinants of Demand, Law of Demand Elasticity of Demand, Demand Forecasting, Techniques of Demand Forecasting, Meaning of Supply and Determinants of Supply, Law of Supply, Elasticity of Supply, Types of Elasticity of Supply, Factors Determining Elasticity of Supply	12
3	Production Function & Cost Function	Law of Variable Proportion, Laws of Return to Scale Isoquants (or) Equal Product Curves, Short Run & Long Run Cost Concepts & Cost Curves, "L" Shape Cost Curve, Cost-Plus Pricing (Hall & Hitch Approach), Pricing of Multiple Products, Transfer Pricing, Going Rate Pricing, Peak load Pricing	12
4	National Income	The Determination of Equilibrium level of National Income, Under Employment & Full Employment Of National Income, Meaning of Investment, Importance of Investment, Concept of Investment Multiplier, Process of Income Multiplication & its Limitations	12
5	Macroeconomic	Problems of Inflation & Stagflation, Problems of Growth:	12



	Problems & Macroeconomic Policies	Benefits & Cost of Growth, Balance Of Payment: Causes & Effects of Disequilibrium of Balance of Payment, Macroeconomic Policies: Monetary Policy & Fiscal Policy , Goals of Macroeconomic Policy Concept of Monetary Policy, Tools of Monetary Policy Concept of Fiscal Policy, Fiscal Policy to Control Inflation	
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CO#	Cognitive Abilities	Course Outcomes
CO1	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
CO2	APPLYING	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
CO3	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO4	EVALUATING	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
CO5	CREATING	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

CO-PO Correlation	Program Outcomes				
	PO1 Apply knowledge of management theories and practices to solve business problems	PO2 Foster Analytical and critical thinking abilities for data-based decision making	PO3 Ability to develop Value based Leadership ability	PO4 Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO#	Target	Target	Target	Target	Target
CO1	1	2	1	1	2
CO2	3	1	1	1	2
CO3	1	1	1	1	1
CO4	2	2	1	2	1
CO5	1	2	1	1	2
Co Average	2.50	2.00	1.00	2.00	2.00

Reference Books	
1	Managerial Economics by Homas& Maurice, Tata McGraw Hill, 8th Edition
2	Indian Economy by Mishra &Puri ,24th Edition , Himalay Publishing House
3	Managerial Economics by Analysis, Problems & Cases , P.L Mehta, Sultan Chand Sons, New Delhi
4	Managerial Economics by Varshney&Maheshweshari , Sultan Chand Sons, New Delhi
5	Managerial Economics by Joel Dean, Prentice Hall, USA

6	Managerial Economics by H L Ahuja, S Chand & Co New Delhi
Text Books	
1	Managerial Economics by Peterson , Lewis, Sudhir Jain Pearson , Prentice Hall
2	Indian Economy by Datt&Sundaram. 61st Edition, S Chand
3	Managerial Econmics by D.Salvatore, McGraw Hill New Delhi
4	Managerial Economics by Pearson & Lewis, Prentice Hall, New Delhi
5	Managerial Economics by G.S Gupta, T M H , New Delhi
E-Resources	
1	www.managementeleraners.blogspot.com
2	https://www.youtube.com/channel/UCYPOwJLgOrmcape6x4DrUDw





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Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course Name: Management Science						Course Code: BBA105
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: I
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives	
1	To study various managerial theories and its system approach to management.
2	To describe the functions of management and delegation of authorities
3	To study the organizational structure and its fruitfulness to management
4	To learn the quality practices adopted by management.
5	To differentiate roll of ethics and CSR in Management.

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Concepts of Management:	Introduction: Management and organization- nature, importance and Functions of Management, Taylor's Scientific Management Theory, Fayol's Principles of Management, Mayo's Hawthorne Experiments, Maslow's Theory of Human Needs, Douglas McGregor's Theory X and Theory Y, Herzberg's Two-Factor Theory of Motivation, Systems Approach to Management, Leadership Styles, Social responsibilities of Management.	12
2	Management Process	Basic roles and skills of manager, Levels of management, Overview of functions of management: planning, organizing, staffing, directing and controlling, Nature and elements of planning, planning types, MBO, Strategic planning and decision making, Division of labor and work specialization, Delegation, Decentralization.	12
3	Organization Structures:	Basic concept of Organization - Departmentation and Decentralisation, Types of mechanistic and organic structures of organization (Line organization, Line and staff organization, functional organization, Committee organization, matrix organization, Virtual Organization, Cellular Organization, team structure, boundary less organization, inverted pyramid structure, lean and flat organization structure) and their merits, demerits and suitability.	12

4	Contemporary Management Practices:	Basic concepts of MIS, End User Computing, Materials Requirement Planning (MRP), Just-In-Time (JIT) System, Total Quality Management (TQM), Six sigma and Capability Maturity Model (CMM) Levels, Supply Chain Management, Enterprise Resource Planning (ERP), Performance Management, Business Process outsourcing (BPO), Business Process Re- engineering and Bench Marking, Balanced Score Card.	12
5	Ethics and Social Responsibility:	Managerial ethics, Factors affecting ethical choices, Ethical issues and ethical dilemma in business, Corporate Social Responsibility (CSR), Stakeholders, Corporate Philanthropy, Managing company ethics and social responsibility, Concept of Corporate Governance.	12

CO#	Cognitive Abilities	Course Outcomes
CO1	REMEMBERING	DESCRIBE the basic concepts management.
CO2	Understanding	MAKE USE OF the Theories, Models, Principles and Frameworks of management.
CO3	Applying	Make use of the principles of management, organising, controlling, goal setting and planning for simple as well as complex tasks and small projects
CO4	Analysing	Compare various managerial skills, organizational structures, methods of controls and leadership in different environment for various businesses
CO5	Creating	Formulate and discuss a basic planning, organising, leading & controlling model in a real-life business (national and international)

CO-PO Correlation	Program Outcomes				
	PO1 Apply knowledge of management theories and practices to solve business problems	PO2 Foster Analytical and critical thinking abilities for data-based decision making	PO3 Ability to develop Value based Leadership ability	PO4 Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO#	Target	Target	Target	Target	Target
CO1	2	1	1	2	2
CO2	1	1	1	1	1
CO3	2	2	1	2	2
CO4	1	2	1	1	1
CO5	2	1	1	1	1
Co Average	1.75	2.00	1.00	1.33	1.33

Reference Books	
1	Koontz & Wehrich: Essentials of Management, 6/e, TMH, 2005
2	Thomas N. Duening & John M. Ivancevich Management – Principles and Guidelines, Biztantra, 2003.
3	Kanishka Bedi, Production and Operations Management, Oxford University Press, 2004.
4	Sharma Gupta, Management: Principles and application, Kalyani Publishers
5	R. K. Singhal, Management Principle and application, V.K. Global Pub. Pvt. Ltd, New Delhi.
6	Management Principles and Applications-Jhunjhunwala J Mohanty- Himalaya Publishing House.
7	Principles of Management: Mitra, Oxford University Press.
8	Griffin, R.W. – Management :Principles & Practices, Cengage Learning
9	Gupta R.N - Principles & Practice of Management – S. Chand
10	A K Jha, Management Principles and Application - Vrinda Publications (P) Ltd. Chandan J.S – Management Concepts of Strategy – Vikash Publication
11	B.P. Singh and A.K. Singh, Essentials of Management, Excel Books
12	TN Chhabra, Management Concepts and Practice, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi
13	Principles of Management, Open Stax, Rice University, David S. Bright, Wright State

	University, Anastasia H. Cortes, Virginia Tech University
Text Books	
1	Aryasri : Management Science, TMH, 2004.
2	Stoner, Freeman, Gilbert, Management, 6th Ed, Pearson Education, New Delhi, 2004.
3	Pany Tushar K, Management Principles and Application, Kalyani
4	Prasad, L.M. Principles and Practice of Management, Sulatan Chand
E-Resources	
1	https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf





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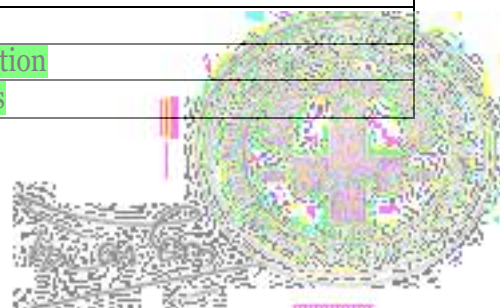
Syllabus w. e. f. A. Y. 2021-22BBA I



Course Name: Fundamentals of Information Technology					Course Code: BBA106A	
Teaching Scheme				Evaluation Scheme:		Course Type: General Elective
L	T	P	C	Summative Examination	70 Marks	Semester: I
2	0	0	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.
Course Objectives						
1	Learn basics of computer					
2	Identify computer organization and architecture					
3	Describe role of information technology					
4	Learn applications of internet					
5	Describe role of Electronic Commerce					

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Computer Basics	Introduction, Evolution of Computers, Characteristics of computers, Computer Generations, Classification of Computers Computer Applications, Limitations of computers	6
2	Computer Organization, Memory and Storage	Introduction, Basic Computer Organization, Input Devices, Output Devices, Central Processing Unit, The System Bus Architecture, Memory or Storage Unit	6
3	Information Technology Basics	Introduction, Need for Information Storage and Processing, Information Technology Components, Role of Information Technology, Information Technology and the Internet	6
4	Internet and its Tools	Introduction, Internet Evolution, Basic Internet Terminology Data Over Internet, Modes of Data Transmission, Types of Networks, Types of Topologies, Protocols used in Internet Getting Connected to Internet Applications, Internet Applications, Computer Ethics	6
5	Emerging Trends in IT	Introduction, Electronic Commerce, Electronic Data Interchange, Smart Cards, Mobile Communication Internet Protocol TV	6

Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	To understand basic organization of computer system
2	To understand the hardware component and its basic function
3	To understand Information technology and its applications



4	To understand internet and its functionality
5	To understand E-commerce and mobile applications

Course: Fundamentals of Information Technology					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	1	1	1	3	2
CO2	3	3	1	3	3
CO3	2	2	1	3	2
CO4	2	2	2	3	3
CO5	3	3	3	3	2
Co Average	2.50	2.20	2.50	3.00	2.40

Reference Books	
1	Computer Fundamentals, by Dr. Rajendra Devraj, Dist Solapur. Maharashtra.
2	Microsoft Office 2010: On Johnson, Steve Pearson Education, New Delhi India, Demand.
3	Microsoft Office 2010 for Schwartz. Steve Pearson Education, New Delhi India, Windows: Visual Quick.
Text Books	
1	“Computer Fundamentals” by Goel, Anita, Pearson Education, New Delhi.





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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



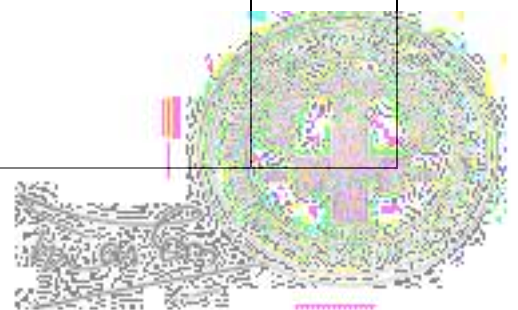
Course Name: Essentials of Corporate Social Responsibility					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: General Elective
L	T	P	C	Summative Examination	70 Marks	Semester: I
2	0	0	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs

Course Objectives	
1	To Study the scope and complexity of corporate social responsibility (CSR)
2	To understand the stakeholder perspective for resolving the issues in CSR
3	To understand the effectiveness of CSR in organization
4	To study the strategic and legal influence for implementation of CSR
5	To understand the impact of CSR implementation on corporate culture, particularly as it relates to social issues

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	CSR: An Introduction	The Meaning and Importance of Corporate Social Responsibility Defining CSR. Aim and Objectives, The nature of corporate responsibility and corporate citizenship Components of CSR, Key drivers, History and Evolution of CSR in the Indian and international context, Relevance in the present day business environment. Formulating policies for CSR Competencies of CSR Professionals. CSR and the law of economics CSR and social legitimacy CSR expectations in rich and in poor societies The evolving role of stockholders The iron law of social responsibility Moral and economic arguments for CSR Social Audit Social responsibility of business: debates for and against	6



		Issues and opportunities for business in socially and environmentally sensitive world, Different approaches of Corporate Social Responsibility (CSR) current CSR practices in India current CSR practices in Abroad	
2	Corporate Strategy: A Stakeholder Perspective	What Is Strategy? Competing Strategy Perspectives The Resources Perspective Limitations of the Resources Perspective The Industry Perspective Limitations of the Industry Perspective A Stakeholder Perspective Prioritizing Stakeholders The Integration of Strategy and CSR Combining the Resources and Industry Perspectives Integrating CSR Strategic CSR A CSR Perspective Core Operations A Stakeholder Perspective Medium to Long Term A Stakeholder Perspective in Action	6
3	How Much Does CSR Matter?	CSR: A Corporate Responsibility? Milton Friedman Versus Charles Handy Intention Versus Reality The Walmart Conundrum Is Walmart Good for Society? Prices Suppliers Jobs Competitors Quality and Variety Walmart Is No. 1 ... Today Walmart and Sustainability So How Much Does CSR Matter? CSR in Implementation Sustainability and the Cost of Capital Redefining Sustainability	6
4	The Strategic Context of CSR	CSR Through a Strategic Lens Firm Strategy and the CSR Filter Competencies Strategy Structure The CSR Filter A Firm's Environmental Context The Five Driving Forces of CSR CSR and Growing Affluence CSR and Ecological Sustainability	6



		CSR and Globalization CSR and the Free Flow of Information CSR and Brands The Market for Social Responsibility The CSR Price Premium Greenwashing—Abuse of the Market for CSR Strategic CSR Implementing CSR	
5	The Strategic & Legal Implementation in CSR	CSR as a balance between organizational means and ends The strategic lens: vision, mission, strategy, and tactics Environmental and other global forces propelling CSR Impact of globalization and communications technologies The strategic CSR model The business-level CSR threshold Implementing CSR The CSR Threshold Variation Among Companies Variation Among Industries Variation Among Cultures CSR—An Integral Aspect of the Firm? CSR as competitive advantage CSR-Legislation: Introduction Section 135 of Companies Act 2013. Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board, Computation of Net Profit's Implementing Process in India. Social Accounting in CSR Aspects of Performance Importance of Performance Management Balanced Scorecard in Performance reporting Measurement of Performance Evaluation of Performance Multidimensional Performance Management	6

Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Examine the scope and complexity of corporate social responsibility (CSR)
2	Demonstrate a multi-stakeholder perspective in viewing CSR issues
3	Analyse the impact of CSR in organisation
4	Identify the strategic and legal influence for implementation of CSR
5	Analyze the impact of CSR implementation on corporate culture, particularly as it relates to social issues



Course: Essentials of Corporate Social Responsibility					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	2
CO2	2	2	2	1	2
CO3	2	2	1	2	2
CO4	2	2	2	2	2
CO5	2	2	1	3	2
Co Average	2.20	2.00	1.80	2.00	2.00

Reference Books	
1	Werther, W. B. & Chandler, D. (2011). Strategic corporate social responsibility. Thousand Oaks, CA: Sage. ISBN-13: 978-1412974530
	Paul Hohnen (2007)-Corporate Social Responsibility An Implementation Guide for
	Business- International Institute for Sustainable Development
2	Strategic Corporate Social Responsibility-Stakeholders in a Global Environment William B. Werther, Jr. University of Miami David Chandler, University of Texas at Austin, SAGE Publications, Inc.
3	Visser, W. (2007) <i>The A to Z of corporate social responsibility. A complete reference guide to concepts, codes and organisations.</i> Chichester, England: John Wiley & Sons.
4	Werther, W., & Chandler, D. (2006) <i>Strategic corporate social responsibility: Stakeholders in a global environment.</i> Thousand Oaks: Sage Publications.
5	Baxi, C. (2005) <i>Corporate social responsibility: Concepts and cases: The Indian experience.</i> New Delhi, India: Excel Books.
Text Books	
1	Agarwal, S. (2008) <i>Corporate social responsibility in India.</i> Los Angeles: Response Publications.
2	Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz
3	Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad. Mallin, Christine A., Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
4	Innovative CSR by Lelouche, Idowu and Filho.
5	Corporate Social Responsibility in India - Sanjay K Agarwal
E-Resources	
1	David Crowther&Guker Aras-Corporate Social Responsibility-Ventus Publishing Aps-ebook





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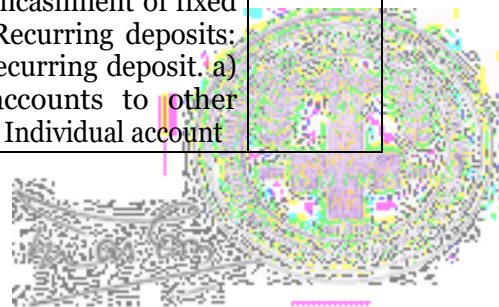
Course Name: Banking & Financial Services					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: General Elective
L	T	P	C	Summative Examination	70 Marks	Semester: I
2	0	0	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives

1	To acquaint the students with the fundamentals of banking.
2	To develop the capability of students for knowing banking concepts and operations
3	To make the students aware of banking business and practices.
4	To give thorough knowledge of banking operations.
5	To enlighten the students regarding the new concepts introduced in the banking system.

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Evolution of banking	Origin, Meaning and Definition of 'Bank' Evolution of banking- Europe, USA & Asia Evolution of banking in India. Structure of Indian Banking System Functions of Bank, Primary functions: A) Accepting deposits: Demand deposits: Current and Savings; No Frills Account, Time deposits-Recurring and Fixed deposits, Flexi Deposits (Auto Sweep) B) Granting Loans and Advances- Term Loan, Short term credit, Overdraft, Cash Credit, Purchasing, Discounting of bills, Secondary functions: A) Agency Functions- Payment and Collection of Cheques, Bills and Promissory notes, Execution Of standing instructions, Acting as a Trustee, Executor. B) General Utility Functions: Safe Custody, Safe deposit vaults, Remittances of funds, Pension Payments, Acting as a dealer in foreign exchange. (Practical- Visit to Nationalized bank and write report)	6
2	Procedure for opening and operating of deposit account	Procedure for Opening of Deposit Account: Know Your Customer- Needs and Norms (KYC Norms), Application form, Introduction, Proof of residence, Specimen signature and Nomination: Their Importance Procedure for Operating Deposit Account: Pay-in-slips, Withdrawal slips, Issue of pass book, (Current Savings or Recurring deposits), Issue of Cheque book, Issue of fixed deposit receipt, Premature encashment of fixed deposits and loan against fixed deposit. Recurring deposits: Premature encashment and loan against recurring deposit. a) Closure of accounts b) Transfer of accounts to other branches/Banks, Types of account holders a) Individual account	6



		holders- Single or joint, Illiterate, Minor, Married woman, Pardahnashin woman, Non-resident accounts b) Institutional account holders- Sole proprietorship, Partnership firm, Joint stock company, Hindu undivided family, Clubs, Associations and Societies and Trusts.	
3	Methods of Remittances	Demand drafts, bankers' Cheques and Truncated Cheques, Mail transfer, Telegraphic transfer, Electronic Funds Transfer- RTGS, NEFT and SWIFT, Lending principles, Credit Creation and Balance Sheet of a bank Safety, Liquidity, Profitability, Diversification of risks Conflict between liquidity and profitability Multiple Credit Creation: Process and Limitations Balance sheet of a commercial bank. Negotiable Instruments	6
4	Negotiable Instruments	Definition, meaning and characteristics of Promissory note, Bill of Exchange and Cheque , Types of Cheques- Bearer, Order and Crossed Types of Crossing- General and Special. Endorsement , Definition and meaning of endorsement ,Types of endorsement-Blank, Full or Special, Restrictive, Partial, Conditional, Sans Recourse, Facultative.	6
5	Technology in Banking	Need and importance of technology in banking , E-Banking: ATM, Credit card, Debit card, Tele Banking, Mobile Banking, Net Banking, SWIFT (Society for Worldwide Inter-bank Financial Telecommunication), Concept and benefits of Core Banking Solution.	6

CO#	Cognitive Abilities	Course Outcomes
CO1	UNDERSTANDING	Explain in detail all theoretical concepts in banking and finance
CO2	APPLYING	Illustrate the working and contribution of Banks and NBFCs to the Indian Economy
CO3	ANALYSING	Analyse and Discover the Functional Areas of Banking.
CO4	EVALUATING	Explain the various banking and accounting transactions, Negotiable Instruments etc.
CO5	CREATING	Develop necessary competencies expected of a Banking professional from the country.



CO-PO Correlation	Program Outcomes				
	PO1 Apply knowledge of management theories and practices to solve business problems	PO2 Foster Analytical and critical thinking abilities for data-based decision making	PO3 Ability to develop Value based Leadership ability	PO4 Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO#	Target	Target	Target	Target	Target
CO1	1	1	1	1	2
CO2	3	3	1	1	1
CO3	2	1	1	1	1
CO4	1	1	2	3	1
CO5	1	1	3	3	2
Co Average	2.50	2.00	2.00	2.33	1.67

Reference Books	
1	Basics of Banking and Finance, Dr.K., Bhattacharya, O.P.Agarwal, Himalaya Publishing House
2	Banking: Law and Practice
3	Banking: Theory and practice, K.C. & Lekshy Shekhar, Vikas Publication
Text Books	
1	Management of Banking & Financial System, Paul, Pearson Publication
2	Credit Monitoring, Legal Aspects & Recovery of Bank loan, V.Rajaraman
3	Banking Reforms and Lead Bank Scheme, Uday Kumar Lal Das, Deep & Deep Publications





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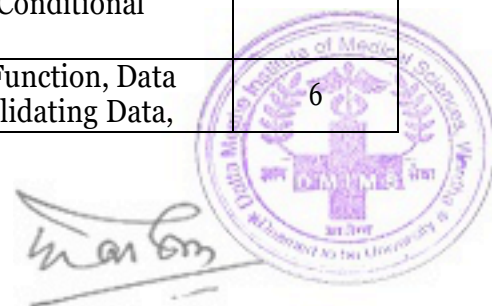
Syllabusw. e. f. A. Y. 2021-22



Course Name: Fundamentals of Excel						Course Code:
Teaching Scheme				Evaluation Scheme:		Course Type: SEC
L	T	P	C	Summative Examination	70 Marks	Semester: I
0	0	4	4	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives	
1	To know and understand Spreadsheets
2	Students will be able to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
3	To understand functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
4	To know application s of the most commonly used data-manipulation commands in MSEcel.
5	To understand how to create standard Excel Templates for routine business data management and analysis activities.

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Introduction to Spreadsheets	Introduction to Spreadsheets - Understanding Microsoft Excel, Excel Workbook Windows, Basic Spreadsheet Skills, Excel Help System, Opening and Closing Workbooks, Understanding Workbook File Formats, Creating New Workbooks, Selecting Cells, Auto Sum and Auto Fill Function, Cell Referencing and Request, Formatting Cells, Formatting Numbers, Placing Cell Alignment, Cell, Rows and Columns, Understanding Worksheets, Editing, Copying and Moving Cells, Page Layouts in Excel, Proofing Workbooks, Basic Options, Ribbons and Toolbar	6
2	Excel Functions	Defining Names in Excel, Sorting Data, Using Excel Tables, Filtering Data in Excel, Understand Charts, Chart Design Options and Tools, Chart Format Tools, Combo Charts, Functions within Excel, Understanding Date Function, Information Functions, Logical Functions, Find and Replace, Headers and Footers, Adding Comments, Conditional Formatting.	6
3	Data shift and lookups	Using Text to Columns, The Paste Special Function, Data Validation, Subtotals and Grouping, Consolidating Data,	6



		Scenario Analysis, Data Tables in Scenario Analysis, What-if Analysis, Mats and Trig Functions, Text Functions in Excel, Using Lookup Functions, Vlookups, HLookups, Match, Using Statistical Functions, Database Functions, Financial Functions, Formula Auditing and Error Tracing, Hyperlinks in Excel, Linking Data, Understanding Pivot Tables, Using Pivot Charts, Workbook Properties, Protecting and Sharing Worksheets, Data Encrypting and Finalising Workbooks, Understanding Macros, Custom Number Formats in Excel, Using Custom Lists, Working with Templates, Tracking Changes in Excel, Merging and Compare Excel Workbooks	
4	Use of Pivot tables	Using Pivot tables - Slicers -Report Filters for basic analytics, Contact Management and Marketing With Excel, Managing Customers, Vendors And Employees, Gaining Product And Service Insights, Sales reports using Excel, Supervising Sales With Excel, Preparing Invoices, Assessing Account Aging, Analyzing Demographics, Creating Scheduling And Marketing Calendars, Creating Standard Excel Templates for routine business data management and analysis activities	6
5	Financial calculations through Excel	Managing Money With Excel, Building & Tracking Budgets, Planning And Tracking Loans, Keeping Account Registers, Creating Formulas for Financial Applications, PV, PMT, NPER, RATE, Creating Balance Sheet, Investment Calculations, Depreciation calculations, Lab based Evaluation, Gauging Business Status with Excel, Configuring Cash Flow Statements, Resolving Business Ratios, Creating Standard Excel Templates for routine business data management and analysis activities	6

CO#	Cognitive Abilities	Course Outcomes
CO1	UNDERSTANDING	Select appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets& Charts using business data
CO2	APPLYING	Show how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
CO3	ANALYSING	Use various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
CO4	EVALUATING	Evaluate various tools of MS Excel.
CO5	CREATING	Derive insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions and CREATE standard Excel Templates for routine business data management and analysis activities.



CO-PO Correlation	Program Outcomes				
	PO1 Apply knowledge of management theories and practices to solve business problems	PO2 Foster Analytical and critical thinking abilities for data-based decision making	PO3 Ability to develop Value based Leadership ability	PO4 Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO#	Target	Target	Target	Target	Target
CO1	1	1	1	3	2
CO2	1	2	1	3	3
CO3	2	2	1	1	2
CO4	2	2	2	3	1
CO5	2	2	3	3	1
Co Average	1.75	1.80	2.50	3.00	2.33

Reference Books	
1	New Perspectives on Microsoft Office Excel 2007
2	Microsoft Excel 2016 Step by Step, Curtis Frye
Text Books	
1	Excel 2016 Bible, John Walkenbach, John Wiley & Sons
2	2. Excel: Formulas & Functions, Robert Dinwiddie
3	3. Excel 2007 for Dummies by Greg Harvey





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Course Name: Contemporary English						Course Code:
Teaching Scheme				Evaluation Scheme:		Course Type: AECC
L	T	P	C	Summative Examination	70 Marks	Semester: I
0	0	4	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives	
1	To understand the basic concepts and problems in speaking communicative English
2	To be able to analyze and evaluate the Common confusions and how to avoid them.
3	To get aware about Business writing methodologies in communication
4	To understand various writing tips for English communication
5	To make students understand design and structure of email writing

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Defining business English & grammar tips	'Standard' and 'variant' English Defining native and non-native English speakers Common problems with English for global business Define business English within your company Punctuation and grammar tips Why punctuation and grammar matter Punctuation and other marks Nouns and gender in English Parts of speech and other grammar Paragraphs Verbs and tenses Agreement of subject and verb Comparison Transitional words and phrases	6
2	Common confusions and how to avoid them	Common confusions for both NE and non-NE writers Abbreviations and acronyms Active and passive Nominalization Why you need to write Defining readers, customers and audience Your audience can be anyone and everyone Why we write in business Readers judge writing for what it is A state of flux	6



3	Writing English	Looking at how you use English at work	6
	for global business	<p>Writing problems faced by non-native English writers</p> <p>Problems with non-native English writing for native English speakers</p> <p>Problems posed for native and non-native English writers alike</p> <p>Business writing as communication</p> <p>English continues to evolve</p> <p>An advantage you can have as a non-native English writer</p> <p>Business writing for today</p> <p>Winning business through English</p> <p>Academic writing compared with writing for business</p> <p>You can use 'I' when you write in business</p> <p>Listen to readers' feedback</p> <p>Choosing the right style</p> <p>Ideal communication</p> <p>The Word Power Skills system: four easy steps to success</p>	
4	Quality matters	<p>Why it really matters to get your writing right</p> <p>To make mistakes is only human</p> <p>How readers can react to written mistakes</p> <p>Further costs of getting your writing wrong</p> <p>You can never fully outsource your writing</p> <p>Checking for mistakes</p> <p>Proofreading tips</p> <p>Writing tips for everyday business</p> <p>Writing a date</p> <p>Time</p> <p>Numbers</p> <p>Measurements</p> <p>How to write addresses (general)</p>	6
5	E-mail	<p>Introduction:</p> <p>The rise and rise of e-mail</p> <p>E-mail scenarios to watch out for</p> <p>Multi-lingual and other e-mail threads</p> <p>Structure your e-mails</p> <p>Designing how you write e-mails</p> <p>Letter writing</p> <p>General</p> <p>An example of a letter asking for information</p> <p>Outline letter confirming a booking</p> <p>Stay ahead or stay behind</p> <p>Specific tips about addressing letters</p> <p>Addressing envelopes</p> <p>CVs and covering letters</p>	6



CO#	Cognitive Abilities	Course Outcomes
CO1	UNDERSTANDING	Understand basic concepts and problems in speaking communicative english
CO2	APPLYING	CONSTRUCT short paragraphs and essays (English) for a specified task, to elicit, to select, to describe, to summarize information.
CO3	ANALYSING	Examine the Business writing methodologies in communication
CO4	EVALUATING	Use writing tips for English communication in their professional as well as personal life.
CO5	CREATING	Design and structure of email writing & SUBSTITUTE right words / terms / phrases in a compiled text.

CO-PO Correlation	Program Outcomes				
	PO1 Apply knowledge of management theories and practices to solve business problems	PO2 Foster Analytical and critical thinking abilities for data-based decision making	PO3 Ability to develop Value based Leadership ability	PO4 Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO#	Target	Target	Target	Target	Target
CO1	3	2	-	-	-
CO2	2	-	2	2	2
CO3	-	-	-	2	-
CO4	2	2	-	2	1
CO5	-	-	-	2	2
Co Average	2.33	2.00	2.00	2.00	1.67

Reference Books	
1	Improve Your Global Business English The essential toolkit for composing powerful letters, e-mails and more, for today's business needs- Fiona Talbot- London
2	Bygate, M. Speaking. Oxford: Oxford University Press.
3	Maison, Margaret M.: Examine Your English
4	Fitikides, T.J.: Common Mistakes in English
Text Books	
1	Wren and Martin: High School English Grammar and Composition
2	G. Radhakrishna, Pillai, K. Rajeevan. Spoken English for You. CIEFL. Emerald Publication. Robert Frost, The Road Not Taken



SEMESTER-II



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Course Name: Managerial Ethics					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: II
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives

1	To understand the importance of Business Ethics and to provide best practices of business ethics.
2	Understand the relationship between ethics, morals and values in the workplace
3	To learn the values and to implement the Gandhian philosophy in the careers to become a good managers.
4	To understand the process of ethical decision making and role of COE in management.
5	To recognise and resolve ethical issues in business.

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Business Ethics:	Definition of Ethics, Nature and objective Ethics, Ethics and Related Terms: Ethics and Morality, Distinction Between Values and Ethics, Meaning and Scope of Business Ethics, Factors affecting Business Ethics, Importance of Business Ethics, Benefits of managing ethics in organization	12
2	Basics of Values & Gandhian Philosophy:	Values, Norms and Beliefs, Characteristic and Importance of values, Types of Values, Value formation, Morality, Moral Standards. Gandhian Philosophy of Wealth Management Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins.	12
3	Ethical Mind & Stake Holders Perspectives:	Basics of Mind Management, Objective and Subjective Mind, Training the Mind, Self-Development, A Stakeholder Orientation, Social Responsibility And The Importance Of A Stakeholder Orientation, Social Responsibility And Ethics, Stakeholders Views of Corporate Governance, The Role of Boards of Directors, Implementing A Stakeholder Perspective	12
4	Ethical Decision Making & Role of CEO:	Ethical D/M Process, Ethical consistency, Ethical enquiry, Ethical reasoning, Ethical Dilemma, Approaches To Resolving Ethical Dilemmas, Role of CEO- What is CEO Role of CEO, Qualities of Successful CEO, Tasks of CEO Business ethics and CEO.	12
5	Ethical Issues And Dilemmas In	Gender ethics, Environment Protection and Consumer	12



	Business:	Safety, Whistle Blowing, Trade secrets Corporate Disclosure, Insider Trading Internal issues: Hiring, Employees Promotion, Discipline, Exploitation of employees, External issues: Consumers, Fair Prices, False Claims. Ethical Issues And Dilemmas In Business- Abusive or Intimidating Behavior, Lying, Conflicts of Interest, Bribery, Corporate Intelligence, Discrimination, Sexual Harassment	
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Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Evaluate common terms about the role of ethics in business and organisation.
2	Recognize the inherent conflict of interest in many business decisions.
3	Demonstrate knowledge of established methodologies of solving ethical problems.
4	apply moral reasoning to specific situations and defend the conclusions of that reasoning
5	Develop strategies for identifying and dealing with typical ethical issues, both personal and national and international organizational.

Course: Managerial Ethics					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	2
CO2	2	2	2	2	2
CO3	3	2	2	2	2
CO4	3	2	2	2	3
CO5	2	2	2	2	2
Co Average	2.60	2.00	1.80	2.00	2.20

Reference Books	
1	Business Ethics: Ethical Decision Making and Cases- FerrelFraedrich 8 th Edition- South-Western Cengage Learning
2	Business Ethics and Corporate Governance- B, N. Ghosh, Tata McGraw Hill Education Pvt. Ltd, New Delhi
3	Chakraborty, S.K.; Ethics in Management: A Vedantic Perspective, Oxford University Press.
4	Dr. F.C. Sharma Business Values & Ethics, Shree Mahavir Book Depot (Publisher)
5	Kaur, Tripat; Values & Ethics in Management, Galgotia Publishers.
6	Chakraborty, S.K.; Human values for Managers
Text Books	
1	Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.
2	Manuel G Velasquez : Business ethics- concepts and cases Pearson.
3	A.C. Fernando: Business Ethics Pearson Education.



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Course Name: Principles of Finance				BBA – II	Course Code:
Teaching Scheme				Evaluation Scheme	
L	T	P	C	Formative Assessment: 30 marks	
3	1	0	4	Summative Assessment: 70 marks	

Course Objectives	
1	To Understand the basics of business finance & its importance in management.
2	To gain knowledge about short-term and long-term sources of finance.
3	To understand the stocks- Characteristics and Valuation.
4	To understand the concepts of Bond and its Characteristics and Valuation.
5	To understand the concept of Time Value of Money

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Business Finance	Introduction, Presentation of Subject Matter, Concept of business finance, Scope of business finance, objective Significance of Business Finance, Relationship of finance with other areas of management.	12
2	Source of finance	Long-term source, Medium-term source short-term sources, Shares Equity, and preference shares. Debentures Term loan Lease financing, Hire purchases, Retained earnings, Public deposits, Bank finance, commercial paper, trade credit factoring & bills discounting – Relative merits and limitations.	12
3	Stocks- Characteristics and Valuation	Preferred stock, Common stock, Stock valuation: The dividend discount model, valuing stocks with constant, or normal, growth, Valuing stocks with nonconstant growth, other stock valuation methods, Changes in stock prices	12
4	Bonds – Characteristics and Valuation	Debt characteristics, Types of debt, Bond contract features, foreign debt instruments, Bond ratings, Valuation of bonds, Finding bond yields: Yield to maturity and yield to call Interest rates on bond values	12
5	Time Value of Money	Cash flow patterns, Future value, Present value, Solving for interest rates and time, Annual percentage rate (APR) and effective annual rate (EAR), Semiannual and other compounding periods, Comparison of different interest rates & Amortized loans	12

Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Gain the fundamental knowledge about Finance.
2	Gain knowledge about the various sources of Finance.
3	Gain knowledge about the stocks- Characteristics and Valuation.
4	Gain knowledge about concepts of Bond and its Characteristics and Valuation.
5	Gain the knowledge about the Time Value of Money globally.

Course: Principles of Finance					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	1	2	2
CO2	2	2	2	2	2
CO3	2	2	1	2	1
CO4	2	2	1	2	2
CO5	2	2	1	2	2
Co Average	2.00	2.20	1.20	2.00	1.80

Reference Books	
1	M.Y. Khan and P.K. Jain - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
2	Prasanna Chandra - Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi.
3	R.M. Shrivastava - Pragati Prakashan, Meerut
4	M.Y. Khan- Indian Financial Systems, Tata McGraw Hill
Text Books	
1	P.V. Kulkarni - Financial Management - Himalaya Publishing House,Mumbai.
2	S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad
3	I.M. Pandey - Financial Management - Vikas Publishing House.
E-Resources	
1	https://economictimes.indiatimes.com/marketstats/pid-40,exchange-nse,sortby-value,sortorder-desc.cms
2	https://www.nseindia.com/



Datta Meghe Institute of Medical Sciences

(Deemed to be University)

Re- accredited by NAAC (3rd cycle with A+ grade)

School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Commerce

Syllabus w. e. f. A. Y. 2021-22



Course Name: Basics of Cost Accounting						Course Code:
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: II
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives	
1	To understand the basic concepts and processes used to determine product costs.
2	To analyze and evaluate the elements of the cost sheet
3	To understand the elements and different types of contract costing.
4	To understand the different methods for process costing.
5	To make students understand the basic concept of Break-Even-Analysis and Marginal costing.

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Introduction Cost Accounting	Introduction Cost Accounting -Concept of Cost, Costing, Cost Accounting, Origin, Objectives and Features of Cost Accounting, Advantages and Limitations of Cost Accounting, Difference between Financial and Cost Accounting, Difference between Management and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre.	12
2	Elements of cost and Cost Sheet	Elements of cost and Cost Sheet - Material, Labour and other Expenses, Classification of Cost & Analysis of cost, Relevant And irrelevant cost, Differential cost, Sunk cost, Preparation of Cost Sheet.	12
3	Contract Costing	Meaning and Elements, Work Certified, Work Uncertified, Escalation Clause, Cost Plus Contract, Work in Progress, Profit on Incomplete Contract, Numerical Exercise	12
4	Process Costing	Introduction to Process Costing, Comparison of Process Costing & Job Costing, Concept and Treatment of Normal & Abnormal Loss, Equivalent Production, Inter-process Profits, Joint products & By products - Simple Problems, Apportionment of Joint Costs	12
5	Marginal Costing & Break-Even Analysis	Meaning, Principles, Advantages and Limitations, Contribution, P/V Ratio, Break-Even Point, (BEP), Cost Volume Profit (CVP) Analysis, Short Term Business Decisions–Product Mix Decisions, Make or Buy (Outsourcing) Decisions, Accept or Reject Special Order Decisions, Shutting Down.	12



Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Describe how cost accounting is used for decision-making and performance evaluation.
2	Demonstrate how materials, labour and overhead costs are added to a product at each stage of the production cycle.
3	Students will be able to understand the different types of contract costing.
4	Analyze the required Concept and Treatment of Normal & Abnormal Loss, Equivalent Production, Inter-process Profits.
5	Student will be able to understand Marginal Costing & Break-Even Analysis.

Course: Basics of Cost Accounting					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	2	3	1	2	2
CO3	3	3	2	2	2
CO4	3	2	1	2	2
CO5	2	2	2	2	2
Co Average	2.40	2.40	1.60	2.00	2.00

Reference Books	
1	Cost Accounting – Bhatta HSM, Himalaya Publication
2	Cost Accounting – Prabhu Dev, Himalaya Publication
3	Advanced Cost Accounting – Made Gowda, Himalaya Publication
4	Advanced cost Accounting by S.P. Jain and Narong.
5	Practice in Advanced Costing and Management Accounting by Prof. Subhash Jagtap Nirali Prakashan, Pune.
Text Books	
1	Advanced cost Accounting by Saxena and Vasistha.
2	Cost Accounting by Ratnam
3	Cost and Works Accounting II and III- Prof. Subhash Jagtap, Prof. Pagar and Dr.NareK S. Publication, Pune.



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course Name: Business Research Methodology					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: II
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives

1	To make Students understand a general definition of research design.
2	To help Students understand why educational research is undertaken.
3	To make Students understand the overall process of designing a research study from its inception to its report.
4	To make Students familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.
5	To make students understand the primary characteristics of quantitative research and qualitative research.

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Commercial & Business Research	Aims , Objectives , Importance , Research Plan or Design, Steps to be Followed Meaning & Need for Research Design Feature of Good Research Design	12
2	Research Methodology	Motivation in Research Types of Research Research Methods versus Methodology Research Process Features & Criteria of Good Research. Research problem Research Ethics Difficulties of Researchers in India	12
3	Sampling & Data collection	Sampling Terminology Steps in Sampling Design, Criterion of selecting sampling procedure Sampling Methods: Probability Sampling & Non-probability Sampling Data collection Types of Data: Primary & Secondary Methods of Data Collection: interview, observation, questionnaire, schedule Difference between Questionnaires and Schedules Guidelines for Constructing Questionnaire	12



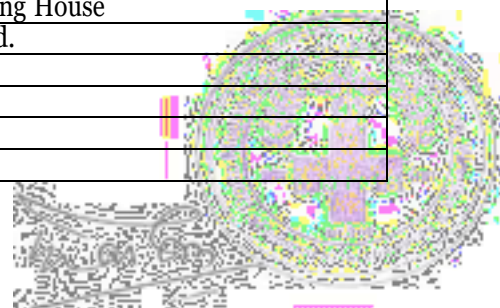
		Choice of Questions	
4	Testing of Hypothesis	Hypothesis, Meaning & Importance Criterion of Good Hypothesis Procedure for Hypotheses Testing Flow Diagram for Hypotheses Testing	12
5	Interpretation & Report Writing	Interpretation- Meaning Techniques of interpretation Precautions in interpretation Report Writing Significance of Report Writing, Different Steps in Writing Report Layout of the Research Report Summer Project Reports Parameters: Declaration, Certificate, Acknowledgement, Executive Summary Introduction of the project, Company Profile, Methodology Collection- Interpretation & Analysis of Data Findings-Suggestions & Conclusions, Bibliography, Annexures	12

Course Outcome: Successful completion of this course enables the students to -

CO No.	Course Outcome
1	Students will demonstrate they understand the research process and how it applies to the field of business management.
2	Students will demonstrate they can use problem-solving and analytical skills to understand business problems and suggest research designs that would provide information that could contribute to a feasible solution
3	Students will demonstrate they understand a range of qualitative and quantitative data collection and analysis techniques
4	To recognize different types of data for analysis, and select appropriate statistical tools for the research variables.
5	Understand the ethical issues associated with the conduct of research, they will be able to formulate and present effective research reports

Course: Business Research Methodology						
CO-PO Correlation		Program Outcomes				
Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1		3	2	1	2	2
CO2		3	2	2	2	2
CO3		2	3	2	2	2
CO4		2	2	1	2	2
CO5		3	2	2	2	2
Co Average		2.60	2.20	1.60	2.00	2.00

Reference Books	
1	Research Methodology (Methods & Techniques) - C.R.Kothari - New Age International
2	Business Research Methodology - J.K. Sachdeva- Himalaya Publishing House
3	Research Methodology - Smarth&Siriya - S. Chand & Company Ltd.
4	Research Methodology - Shrivastava - TMH
Text Books	
1	Business Research Methods- Murthy, Bhojanna- Excel Books
2	Research Methodology - A.B. Rao - Excel Books





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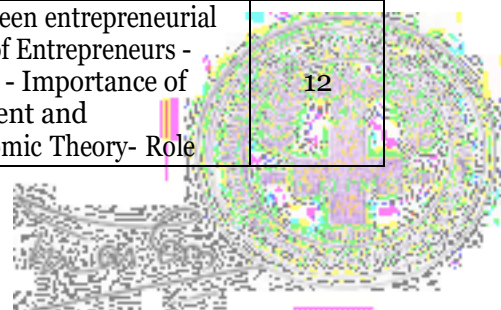
Syllabus w. e. f. A. Y. 2021-22



Course Name: Business Environment & Entrepreneurship						Course Code:
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: I
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives	
1	To make the students aware about the Business Environment.
2	To create entrepreneurial awareness among students
3	To motivate students to make their mind set for taking up entrepreneurship as career.
4	To understand Creating Entrepreneurial Venture
5	To study Social Entrepreneurship and Business Entrepreneurship

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Business Environment	Business Environment – Concept- Importance of business environment Inter relationship between environment and entrepreneur Types of Environment Inter relationship between environment and entrepreneur, Types of Environment- Natural, Economic - Political - Social - Technical - Cultural - Educational - Legal - Cross-cultural – Geographical etc. Environment Issues - Protecting the Natural Environment – prevention of pollution and depletion of natural resources; conservation of natural resources, Opportunities in Environment	12
2	Problems of growth Relevance to entrepreneurship	Problems of growth Relevance to entrepreneurship - Unemployment- Poverty-Regional imbalance- Social injustice Inflation – Parallel Economy- Lack of Technical knowledge and information. The Entrepreneur- Evolution of the term entrepreneur-" Competencies of an entrepreneur - Distinction between entrepreneur and manager- Entrepreneur and enterprise - Entrepreneur and Entrepreneur. Entrepreneur and Entrepreneurship, Introduction: Concept and Definitions, Entrepreneurship Mindset, Entrepreneurship process; Factors impacting emergence of entrepreneurship; Theories of entrepreneurship; Role of Socioeconomic environment.	12
3	Entrepreneurs	Entrepreneurial Behavior - Comparison between entrepreneurial and non-entrepreneurial Personality-Habits of Entrepreneurs - Dynamics of Motivation, Entrepreneurship - Importance of Entrepreneurship - Economic Development and Industrialization, Entrepreneurship in Economic Theory- Role	12



		<p>of Entrepreneurship ~ Entrepreneur as a catalyst. How will you start your own Entrepreneurship? Write with beginning to End. How will you launch your product/ start your business? How will you attract customers for your product? At the end how will you make your profit and loss account and balance sheet , Managerial versus entrepreneurial Decision Making; Entrepreneurial attributes and characteristics; Traits/Qualities of Entrepreneurs, Entrepreneurs versus inventors; Entrepreneurial Culture, Entrepreneur as a leader. Understanding Family Business: define family business, strengths & weaknesses, Survival, Success & Growth of Family Business, Family, Business & Ownership Governance, Succession and continuity, Economic impact, Family Business culture and values, Dilemmas and challenges for family businesses- Resistance to change, Emotional issues. Leadership: competitive edge and outperformance?</p>	
4	Classification of entrepreneurship	<p>Classification and Types of Entrepreneurs; Women Entrepreneurs; Social Entrepreneurship; Corporate Entrepreneurs, characteristics of entrepreneur: Leadership; Risk taking; Decision-making and business planning. Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator; generation of employment opportunities; complimenting and supplementing economic growth; bringing about social stability and balanced regional development of industries. Creating Entrepreneurial Venture: Generating Business idea - Sources of Innovation, generating ideas, Creativity and Entrepreneurship; Challenges in managing innovation; Entrepreneurial strategy, Business planning process; Drawing business plan; Components of Business Plan: Confidentiality Agreement, Executive summary, other components, Business plan failures. Promotion of a Venture: External environmental analysis- economic, social and technological</p>	12
5	Introduction to Social Entrepreneurship	<p>Introduction to Social Entrepreneurship, Defining Social Entrepreneurship, Characteristics and Boundaries of Social Entrepreneurship, Qualities, Skills and Values of Social Entrepreneurs, how are Social Entrepreneurship and Business Entrepreneurship the Same and Different? Agricultural entrepreneurship, Need, Institutional support and Interventions and Capacity building for Agri Business Entrepreneurship, Guidelines for starting Farm Enterprises, Agri-entrepreneurship; Agricultural and Allied Sectors; Soil-conservation, Fertilizers, Seeds, case studies involving agricultural bye-products and industrials waste utilization, approaches towards better agriculture. Agricultural Technology Management Agency, Functions of Agri entrepreneurship, Managerial Functions, farming venture, Curbing Rural to Urban Migration, Quality of Agricultural Products, Agri-business financing system in India.</p> <p>Competitive factors: Legal requirements for establishment of new unit and raising of funds, venture capital sources and documentation required.</p>	12



		National Level Training Organizations in promoting entrepreneurship. Entrepreneurship Development Institute of India (EDII) State Level Training Organizations in promoting entrepreneurship (1) MCED (2) DIC (3) Maratha Chamber of Commerce and their role. (4) Local NGO's and their roles , local NGO's supporting Entrepreneurship and Report Writing	
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Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Describe concepts of Business Environment and
2	Develop the entrepreneurship mindset and its applications
3	Understand and evaluate Entrepreneurial Behavior
4	Perform decision making and planning for entrepreneurship development globally.
5	Understand the difference between Social Entrepreneurship and Business Entrepreneurship

Course: Business Environment & Entrepreneurship					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	2
CO2	2	2	2	2	3
CO3	2	2	1	2	2
CO4	2	2	2	2	2
CO5	2	1	1	1	2
Co Average	2.20	1.80	1.40	1.80	2.20

Reference Books	
1	Biographical study of entrepreneurs : Narayan R. Murthy, CyruasPoonawala, Sunil Mittal, DhirubhaiAmbani, Zomato, Swiggy, Cred, Filpkart, Elon Musk, Steve Jobs, Bill Gates,
2	Dwivedi, A.K.: Industrial Project and Entrepreneurship Development, Vikas Publishing House
3	Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
4	A complete guide to successful Entrepreneurship – Pandya G. N. – Vikas Publishing House
5	Trainers Manuals - NIESBUD, New Delhi.
6	Trainers Manuals - NIMID, Mumbai,
7	Business Environment - Francis Cherunilam – Himalaya Publishing House.
8	Business Environment - Tandon B C.
9	Environmental Studies basic concepts – U. K. Ahluwalia
Text Books	
1	Dynamics of Entrepreneurship Development and Management - Desai Vasant – Himalaya Publishing House
2	Entrepreneurial Development – Gupta, Shrinivasan - S. Chand.
3	Essentials of Business Environment - K. Aswathappa - Himalaya Publishing House
4	Entrepreneurial Development – Khanka - S. Chand.





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Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course Name: Lab in HR					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: GE
L	T	P	C	Summative Examination	70 Marks	Semester: II
0	0	4	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives

1	To Study the recruitment and HR process.
2	To understand various practical applications in HR and its calculation.
3	To analyse the financial aspects in HR Management
4	To learn the basics of software applications in HR
5	To Understand the data administration in HR

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Recruitment:	Process and Implementation: Introduction, Process of Recruitment, Implementation, - HRIMS Competency Mapping, Manpower Planning, Induction, Joining Formalities, HR audit	6
2	Financial Components:	Introduction, Salary, Designing salary components, Break-up of Salary, CTC, TDS Calculations, Bonus, Calculation of Bonus, Gratuity, Calculation of Gratuity	6
3	Functional Application of Excel:	V-Look up, H- Look up, Goal seeking pivot table, Filtering data, Functions: DATEDIF, COUNTIF, SUMIF,	6
4	Software Management:	Introduction, Types of Software's used in HR Dept, Attendance and Leave management system, Medical Leaves, Casual Leaves, Special Leaves, On Duty Leaves, Vacations, Earning Leaves, Compensatory Leaves.	6
5	Data Administration & Report:	Wage Administration Payroll Process (Manual & Software) HR Wage Package Operations E.S.I. / P.F. / PT, Active employees report, New employees on boarding report, Completion status of performance appraisal	6

Course Outcome: Successful completion of this course enables the students to -

CO No.	Course Outcome
1	Evaluate the Process of Recruitment
2	Calculations of Financial components of employees
3	Handson the software knowledge used in HR
4	Maintain the data and generate the reports in HR Management
5	Administer the department and organization with data management globally.



Course: Lab in HR					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	3
CO3	2	2	2	2	3
CO4	2	2	1	2	3
CO5	2	2	1	3	2
Co Average	2.20	2.40	1.60	2.20	2.80

Reference Books	
1	The Handbook on Strategic Recruitment and Selection: A System Approach-Bernard O'Meara, Stanley Petzall- Emerald Group Publishing Ltd. UK
2	Human Resource And Personnel Management-K Aswathappa
3	Excel Functions and Formulas with Excel 2019/Office 365- 5 th Edition B. Held, B. Moriarty
4	Free books on Attendance Management System at Freebooez.com
5	HR Audit Toolkit – elite edition , Ruben Benmergu
Text Books	
1	Microsoft Excel 2010 Bible, Wiley India Pvt. Ltd. , John Walkenbach
2	HR and Payroll Software Practices demo version: www.sysforehrms.com/ 3. Leave Management Software : www.mentishrms.com



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Syllabus w. e. f. A. Y. 2021-22



Course Name: Lab in Marketing					Course Code:	
Teaching Scheme			Evaluation Scheme:		Course Type: GE	
L	T	P	C	Summative Examination	70 Marks	Semester: II
0	0	4	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.
Course Objectives						
1	To understand the market requirement for a personalized marketer.					
2	To analyses the practical orientation of 4P's.					
3	To Familiarize the role of consumer behavior in decision making.					
4	To understand the Statistical tools for Market survey.					
5	To acquire the practical demonstration on selling of quality services.					

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Marketing Personality	Communicating With Body language Reading Body Language Body Language Mistakes Gender Differences Non- Verbal Communication Facial Expressions Body Language in Business Lying and Body Language Improve Your Body Language Matching Your Words to Your Moves Significance of Business Etiquettes in 21st Century Professional Advantage Need and Importance of Professionalism Leveraging the Use of technology in social media Personal Appearance - Formal Dressing, Casual Dressing, Accessories for Men & Women, Footwear, General Appearance, What To Wear Etiquette for Personal Contact- Introductions, Getting the names right, Handshakes, Facial Expressions, Eye Contact, Hand gesture Etiquette in and around the Office- Conversations at Work, Dealing with Colleagues, Difficult People and 10 17 Issues Profession Office Party Etiquette- alcohol, attire, attendance, food, conversations, introductions, entertaining customers 3. E-Mail Etiqu Significance of Netiquette	6

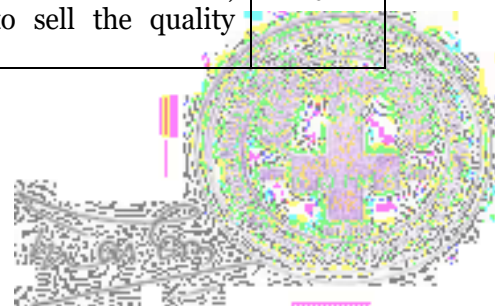


2	4 P's Redefined	<p>Practical orientation on Product, Price, Place & Promotion.</p> <p>Product as a Commercial Factor</p> <p>Product concept Premarketing Psychological theoryProduct definition Product dimensions</p> <p>Product classification: By its nature By final use By reasons for purchase By consumers groups</p> <p>Branding Brand concept Brand strategies Brand value Benefits of branding</p> <p>Packaging and labeling Packaging strategies</p> <p>Positioning What is positioning Positioning maps Positioning strategies</p> <p>Product range concept Definition Dimensions Large versus short product range Roles on the product lines Product range analysis</p> <p>Why product range analysis Tools and methods</p> <p>Operational dimension ABC method</p> <p>Strategic approach BCG Mc Kinsey ADL</p> <p>Product life cycle Introducing product life cycle Phases</p> <p>Finnacial approach Phases/Marketing actions Launch Main issues</p> <p>Marketing mix Growth Main issues</p> <p>Maturity</p> <p>Declining Planned obsolescence</p> <p>Product range strategies Basic strategies Cost leadership</p> <p>Differentiation Focus Pros and cons</p> <p>Development strategies Competitive scenario</p> <p>Development through intensification</p> <p>Penetration</p> <p>Product development</p> <p>Market development</p> <p>Development through integration</p> <p>Development by diversification</p> <p>Competitive strategies Leader Challenger FollowerNicher</p> <p>Product innovation New products What is a new product</p> <p>Concept Reasons Succeed and failure factors</p> <p>Launch process Opportunities identification Idea generation Systems</p> <p>Services classification Services marketing mix Marketing implementation in services companiesCustomer care</p> <p>Relationship marketing</p> <p>Internal marketing</p> <p>Pricing, Strategy & Value Creation</p> <p>Analysis of Pricing Structures Price & Value Communication Analyzing & Setting Pricing PolicySetting</p> <p>Price Levels</p> <p>Pricing Over the Product Life Cycle</p> <p>Competition Based Pricing Behavioral Aspects of Pricing Understanding Dynamic Pricing Forces</p> <p>Marketing Channels: Structure and Functions</p> <p>Segmentation for Channel Design</p>	6
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		<p>Supply Side Channel Analysis: Channel Flows and Efficiency</p> <p>Channel Structure and Intensity</p> <p>Gap Analysis, source gaps, demand side vs supply side gaps</p> <p>In the real world, why is it so difficult to get the right distribution channels?</p> <p>Channel Power: Getting It, Using It, Keeping It Managing Conflict to Increase Channel Coordination</p> <p>Strategic Alliances in Distribution</p> <p>Relationships in Marketing Channels</p> <p>Vertical Integration in Distribution</p> <p>Why is it not possible to get good outsourcing contracts?</p> <p>Legal Constraints on Marketing Channel Policies</p> <p>Global Retailers and their Channels of Distribution</p> <p>Direct Sales, Multi-Level Marketing and Compensation</p> <p>Wholesaling and Master Distributor</p> <p>Franchising, Logistics and Supply Chain Management</p> <p>Promotion – Meaning, Definition, Objectives, Factors Affecting Promotion, Growth,</p> <p>Techniques, Media Technology Used for Promotions.</p> <p>Strategic Promotion – Strategic and Promotion, Cross Promotion, Surrogate Promotion.</p> <p>the target audience, determining objectives, designing the message,</p> <p>Selecting Communication Channel,</p> <p>Establishing budget,</p> <p>Promotional Tools,</p> <p>Factors in setting the Marketing Communication Mix and Measuring Result</p>	
3	Consumer Behavior	<p>Types of Consumers,</p> <p>Factors affecting consumer behavior,</p> <p>Personality,</p> <p>Perception, Product Life Cycle,</p> <p>Role of Consumer behavior in decision making, consumer buying decision process.</p> <p>Market Analysis, consumer decision process.</p> <p>Culture and consumer behaviour: - Meaning of culture, Characteristics of culture, function of culture. types of culture,</p> <p>Cross-cultural consumer analysis:- cross cultural marketing objectives, Basic areas for cross-cultural marketing, problem in cross cultural marketing.</p> <p>Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives:- personal ,social motives,</p> <p>Involvement:-types of involvement, measuring involvement, values , values and attitudes, means and end chain model.</p> <p>Perception and consumer behavior:- Introduction, of groups , advantages and disadvantage of groups, reference group, types of reference group, social class and consumer behavior-</p>	6

		<p>Introduction social class categorization, social class life style and buying behavior, social class and market segmentation, social factors, social class and consumer behavior.</p> <p>Perception and consumer behaviour: - Introduction, meaning, nature, Importance and limitation of perception,</p> <p>Barriers to accurate perception,</p> <p>Sensation, perception of values, perception of process.</p> <p>Determining consumer buying Behaviour:-Consumer purchase decision,</p> <p>types of decision, types of decision behaviour, buying stage and situational influence,</p> <p>models of consumer behaviour</p> <p>Economic model, learning model,</p> <p>sociological model,</p> <p>Howard Sheth model of buying.</p> <p>Attitude and consumer behaviour:- Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation,</p> <p>Model of attitude- Tricomponent attitude model, multiattribute attitude model,</p> <p>Consumer decision making process:- Introduction, levels of consumer decision ,consumer information processingmodel ,</p> <p>Hierarchy of effects model.</p>	
4	Market Survey	<p>Importance of Market Survey,</p> <p>Statistical Tools & its applications, Structure of Questionnaire,</p> <p>Questionnaire Design & Development,</p> <p>Understand Primary and Secondary data,</p> <p>survey method using Questionnaire</p> <p>marketing research as a tool of Management – relevance of marketing research in the Indian Context.</p> <p>Scientific method – Types of Research – basic method of collection data –</p> <p>Secondary Data – The Marketing research process – planning the research project.</p> <p>The data collection forms – attitude measurement.Introduction to sampling –</p> <p>applications of sampling methods of marketing problems.</p> <p>Data collection and the field force – tabulation of collected data – analysis techniques – research report presentations.</p>	6
5	Sales & Services	<p>Orientation on types of products, Sales techniques for products sales, Service quality differentiation, Demonstration of techniques on how to sell the quality services</p>	6



Course Outcome: Successful completion of this course enables the students to -					
CO No.	Course Outcome				
1	adopt the marketing personalities and business etiquettes.				
2	Demonstrate the practicals aspects of 4P's				
3	Understand the roles and perceptions of consumer in buying				
4	Use the statistical tools to frame the survey based questionnaire globally.				
5	Differentiate the services quality and how to sale the good services to consumers				
Course: Lab in Marketing					
CO-PO Correlation		Program Outcomes			
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	1	2	3
CO3	2	2	2	2	3
CO4	2	2	2	2	2
CO5	2	2	1	3	3
Co Average	2.20	2.40	1.60	2.20	2.80

Reference Books	
1	ABC's of Selling with etiquette, Canterbury House Publishing, Dale Brakhage & Edie Hand
Text Books	
1	How customers think : essential Insights into The Mind of the Market, Harvard University Press by Gerald Zaltman
2	The Little Red book of Selling , Jeffrey Gitomer



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course Name: Lab in Finance						Course Code:
Teaching Scheme				Evaluation Scheme:		Course Type: General Elective
L	T	P	C	Summative Examination	70 Marks	Semester: II
0	0	4	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives

1	To have comprehensive based knowledge about project finance
2	To get acquainted with estimating the cost of a project,
3	To various tools used to assess the feasibility of projects,
4	Understand the benefits of sensitivity analysis and scenario analysis
5	Learn various sources of project finance and issues related to mobilizing project finance

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Project Finance	Project Finance Background a) Evolution of project finance b) Project Types c) Critical steps in a project Market Analysis a) Background b) Market Sizing: (i) Demand function estimation (ii) Rule of Thumb (iii) Experts' Poll c) Consumer, Customer and Influencer d) Market Insight areas e) Market Research Approaches f) Data Cleaning and Analysis	6
2	Business Model	Business Model, Competencies and Promoter Analysis a) Business Model b) Competencies: (i) Core competency (ii) Competency Match c) Promoter Analysis: (i) Track Record (ii) Financial Standing (iii) Integrity Estimating Cost of Project a) Project specifications b) Estimating Fixed Capital Investment in Project c) Estimating working capital investment in the project	6
3	Project Feasibility Analysis	Project Feasibility Analysis a) Background b) Net Present Value (NPV) c) Profit v/s Cash Flow d) Discount Rate e) Tax-Shield on Interest f) Tax-Shield on depreciation g) Internal Rate of Return (IRR) h) XIRR i) MIRR j) Project IRR and Equity IRR k) Payback Period l) Discounted payback period m) Economic IRR Financial Projections a) Background b) Assumptions c) Cost of Project & Means of Financing d) Projected Profit & Loss Account e) Projected Balance Sheet f) Projected Funds Flow	6

		g) Project IRR h) Equity IRR i) Loan Servicing Capability: (i) Interest Coverage Ratio (ICR) (ii) Debt Service Coverage Ratio (DSCR) (iii) Long Term Debt Service Coverage Ratio (LDR) j) Sensitivity Analysis k) Building Scenarios	
4	Project Finance and their Sources	Project Finance and their Sources a) Prudence in Mix of Long Term and Short Term Finance b) Forms of Long Term Project Finance c) Forms of Short Term Project Finance d) Lease e) Role of Non-Banking Finance Companies (NBFC) f) Loan Documentation Infrastructure and Public Private Partnerships a) Background b) PPP Models c) Parties to a PPP Model d) PPP Process e) Model Concession Agreements (MCA): (i) Highways (ii) Greenfield Airports (iii) Transmission of Electricity Novel Structures in Infrastructure Finance a) Background b) Take-out Financing c) Securitisation d) Viability Gap Financing (VGF) e) Infrastructure Debt Fund f) High Level Committee on Financing of Infrastructure	6
5	Taxation and Incentives	Taxation and Incentives a) Taxation: (i) Depreciation (ii) Amortisation of Preliminary Expenses (iii) Amortisation of Telecom License Fees (iv) Interest on borrowed capital (v) Disallowances under the Act (vi) Expenses, in General (vii) Compulsory Audit b) Incentives c) Maharashtra Package Scheme of Incentives Project Risks and their mitigation a) Background b) Project Conceptualisation Risk c) Financial Closure Risk d) Project Construction Risk e) Political Risk f) Market Risk g) Supply Chain Risk h) Policy Risk i) Exchange Risk j) Environmental Risk k) Force Majeure	6

Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Apply a structured and systematic approach to financing projects using some of the techniques of Project Finance
2	Recognize the key characteristics of a robust project and identify the weakest links in the transaction
3	Use qualitative and quantitative tools and measures to distinguish the key risks
4	Interpret each of the risks to determine their severity and potential impact on the transaction structure
5	Appreciate how the mechanisms in the transaction documents operate to protect the creditors and evaluate the protection provided Build a credit rationale in order to make and substantiate investment decisions



Course: Lab in Finance					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	3
CO3	2	2	2	2	2
CO4	2	2	2	2	3
CO5	2	2	2	3	2
Co Average	2.20	2.40	2.00	2.20	2.60

Reference Books	
1	Stefano Gatti, Project Finance in Theory and Practice: Designing, Structuring, and Financing Private and Public Projects, Elsevier Science
2	NCFM – Project Financing Study Material
3	“Prasanna Chandra”, Projects-Planning Analysis, Selection, Financing, Implementation and Review, 6th edition,
Text Books	
1	“Gopalakrishnan”, Project Management, TMH,
2	H.R.Machiraju”, Introduction to Project Finance, Vikas Publications,
3	“Bhavesh.M.Patel”, Project Management, Vikas Publication





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Syllabus w. e. f. A. Y. 2021-22



Course Name: Advanced Excel					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: SEC
L	T	P	C	Summative Examination	70 Marks	Semester: II
0	0	4	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives

1	To know and understand Logical Functions in excel
2	Students will be able to do basic LOOK Up functions
3	To will able to do excel charts and its practical application
4	To know variables in VBA
5	To understand how to use Loop Functions in Excel

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Logical Functions	What If Analysis Goal Seek Scenario Analysis Data Tables (PMT Function) Solver Tool Logical Functions If Function How to Fix Errors - iferror Nested If Complex if and or functions Data Validation Number, Date & Time Validation Text and List Validation Custom validations based on formula for a cell Dynamic Dropdown List Creation using Data Validation - Dependency List	15
2	LOOKUP FUNCTIONS	LOOKUP FUNCTIONS Vlookup / Hlookup Index and Match Creating Smooth User Interface Using Lookup Nested Vlookup Reverse Lookup using Choose Function Worksheet linking using Indirect	15



		Vlookup with Helper Column Pivot Tables Creating Simple Pivot Tables Basic and Advanced Value Field Setting Classic Pivot table Grouping based on numbers and Dates Calculated Field & Calculated Items Arrays Functions What are the Array Formulas, Use of the Array Formulas? Basic Examples of Arrays (Using ctrl+shift+enter). Array with if, len and mid functions formulas. Array with Lookup functions. Advanced Use of formulas with Array.	
3	Excel Charts	CHARTS and slicers Various Charts i.e. Bar Charts / Pie Charts / Line Charts Using SLICERS, Filter data with Slicers Manage Primary and Secondary Axis EXCEL DASHBOARD Planning a Dashboard Adding Tables and Charts to Dashboard Adding Dynamic Contents to Dashboard VBA Macro Introduction to VBA What Is VBA? What Can You Do with VBA? Recording a Macro Procedure and functions in VBA	15
4	Variables in VBA	Variables in VBA What is Variables? Using Non-Declared Variables Variable Data Types Using Const variables Message Box and INPUTBOX FUNCTIONS Customizing Msgboxes and Inputbox Reading Cell Values into Messages Various Button Groups in VBA If and select statements Simple If Statements The Elseif Statements Defining select case statements	15
5	Loop Functions	Looping in VBA Introduction to Loops and its Types The Basic Do and For Loop Exiting from a Loop Advanced Loop Examples Mail Functions - VBA Using Outlook Namespace	15



	Send automated mail Outlook Configurations, MAPI Worksheet / Workbook Operations Merge Worksheets using Macro Merge multiple excel files into one sheet Split worksheets using VBA filters Worksheet copiers	
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Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Select appropriate menus and functions of MS Excel and to demonstrate Logical Functions practically.
2	Use Look up functions in excel
3	Use various functions of MS Excel charts, Execute various types of charts
4	Illustrate the use of various variable in MS Excel.
5	Practical aspects of use of Loop Functions

Course: Advanced Excel					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	3
CO3	3	2	2	2	3
CO4	2	3	2	2	2
CO5	2	2	2	3	2
Co Average	2.40	2.60	2.00	2.20	2.60

Reference Books	
1	New Perspectives on Microsoft Office Excel 2007
2	Microsoft Excel 2016 Step by Step, Curtis Frye
Text Books	
1	Excel 2016 Bible, John Walkenbach, John Wiley & Sons
2	Excel: Formulas & Functions, Robert Dinwiddie
3	Excel 2007 for Dummies by Greg Harvey





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Syllabus w. e. f. A. Y. 2021-22



Course Name: Environmental Studies					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: AECC
L	T	P	C	Summative Examination	70 Marks	Semester: II
2	0	0	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives	
1	To understand the basic concepts Environmental Studies and atmospheric composition
2	To be able to understand and utilize the natural resources
3	To understand the structure and functions of ecosystem
4	To understand the Biodiversity and its conservation
5	To make aware the Environmental Pollution And Social Issues

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	The Multidisciplinary Nature Of Environmental Studies	Basic definitions related to environment; Scope, vis-à-vis environmental science and environmental engineering; uses of environmental degradation, atmospheric composition and associated spheres, habitat and climate; objective, goals and principals involved in environmental education, environmental awareness, Environmental ethics, environmental organization and their involvement	6
2	Natural Resources	Renewable and non-renewable resources. forest resources, over-exploitation, and deforestation / afforestation; Water resources, impact of over-utilization of surface and ground water, floods, drought, conflicts over water, dams. Mineral resources: dereliction of mines, environmental effects of extracting and using mineral resources. Food resources, modern agriculture and its impact problem associated with fertilizer and pesticide, water logging salinity. Energy resources, renewable, non-renewable energy sources , solar energy, wind energy, hydro energy, biomass energy, geothermal energy, nuclear energy and its associated hazards; Land as a resource , Land degradation, Man induced landslides, soil erosion and desertification	6
3	Ecosystems:	Concept of an ecosystem, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains,	6

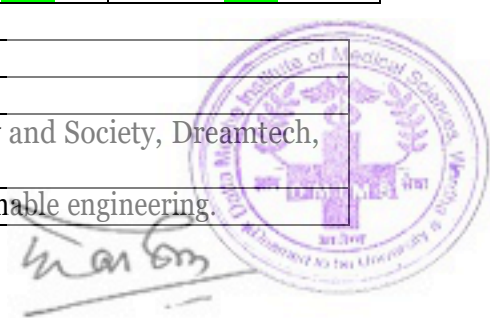
		food webs and ecological pyramids; characteristic features, structure and function of the following ecosystem –forest ecosystem, grassland ecosystem desert ecosystem aquatic ecosystems	
4	Biodiversity And Its Conservation:	Bio-geographical classification of India; biodiversity at global national and local levels, India as a mega-diversity nation, hot-spots of biodiversity; value of biodiversity-consumptive use productive use, social, ethical aesthetic and option values threats to biodiversity; conservation of biodiversity: in- situ and ex situ conservation of biodiversity	6
5	Environmental Pollution And Social Issues	Pollution Causes, effects and control measures of air pollution, Water pollution, Soil pollution, Marine pollution Noise pollution,thermal pollution; Solid waste management -e-waste management; Disaster management floods, earthquake, cyclone and landslides. Water conservation,rainwater harvesting, watershed management; Climate change - Global warming, Acid rain Ozone layer depletion; Environmental Protection Act. Air (Prevention and Control of Pollution) Act, Water(Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.	6

Course Outcome: Successful completion of this course enables the students to -

CO No.	Course Outcome
1	understand the Environmental studies and atmospheric composition
2	understand and utilize the natural resources
3	understand the structure and functions of ecosystem
4	understand the Biodiversity and its conservation
5	make aware the Environmental Pollution And Social Issues arises infront of the world.

Course: Environmental Studies					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	2
CO3	2	2	2	2	3
CO4	3	2	1	2	2
CO5	2	2	2	3	2
Co Average	2.40	2.40	1.80	2.20	2.40

Reference Books	
1	R. Rajagopalan, Environmental Studies, Oxford IBH Pub, 2011
2	Kogent Learning Solutions Inc., Energy, Environment, Ecology and Society, Dreamtech, 2012
3	Rag, R. L, Ramesh, LekshmiDinachandran, Introduction to sustainable engineering.



SEMESTER-III



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Syllabus w. e. f. A. Y. 2021-22



Course Name: Fundamentals Of Marketing Management					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: III
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives

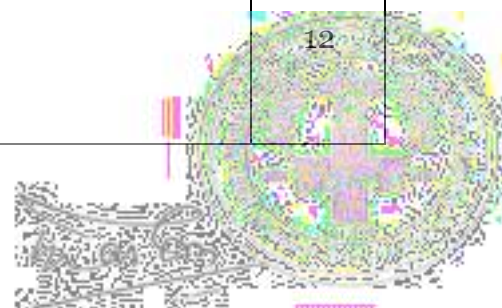
1	To understand the basic concepts of Marketing management
2	To study the consumer buying behavior and its impact on the marketing of products
3	To study the process of new product development and its cycle
4	To study the Marketing research and its process
5	To learn new concepts in Marketing in various fields

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Introduction to Marketing Management	Market : Meaning, Definition & Types of market Goods : Kinds of goods Marketing Definition, Objectives & Functions of marketing Marketing approach : Production, Product, Selling, Marketing & Societal marketing Marketing Process Marketing Environment Indian Marketing Environment Changing Demographic structure & Literacy level Rising Income & Reduction in Income Gap between Rural & Urban population Opportunities in Rural market Emergence of Service sector & Retailing Media explosion	12
2	Consumer Markets and Consumer Buyer Behavior	Model of Consumer Behavior Characteristics Affecting Consumer Behavior Cultural Factors Social Factors Personal Factors Psychological Factors Types of Buying Decision Behavior Complex Buying Behavior Dissonance-Reducing Buying Behavior	12



		Habitual Buying Behavior Variety-Seeking Buying Behavior The Buyer Decision Process Need Recognition Information Search Evaluation of Alternatives Purchase Decision Postpurchase Behavior The Buyer Decision Process for New Products Stages in the Adoption Process Individual Differences in Innovativeness Influence of Product Characteristics on Rate of Adoption Reviewing Objectives and Key Terms	
3	New Product Development and Product Life-Cycle Strategies	New Product Development Strategy The New Product Development Process Idea Generation Idea Screening Concept Development and Testing Marketing Strategy Development Business Analysis Product Development Test Marketing Commercialization Managing New Product Development Customer-Centered New Product Development Team-Based New Product Development Systematic New Product Development New Product Development in Turbulent Times Product Life-Cycle Strategies Introduction Stage Growth Stage Maturity Stage Decline Stage Additional Product and Service Considerations Product Decisions and Social Responsibility International Product and Services Marketing	12
4	Introduction Marketing Research	Marketing research: Meaning, Scope, Purpose, Uses, Limitations and Threats to Marketing Research Marketing Research and Marketing Management Business research and its application vis-à-vis marketing Marketing research process Marketing Intelligence system: Concept, Components, Scope, Significance MIS and Marketing Decision Support System (MDSS) Ethics in Marketing Research	12
5	New trends in Marketing	Concepts of - Event Marketing Emotional Marketing Holistic Marketing e-marketing Agro Marketing	12



		Non-Profit Marketing Buzz Marketing Green Marketing Viral Marketing Customer Relationship Management (CRM) Legal Aspects and Marketing Consumer Protection: Need, Importance, Consumer Education & Awareness Act related to Maximum Retail Price: Labelling and Packaging	
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Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Understand the concept of marketing and Indian Marketing Environment
2	Understand the various factors of consumer behaviour and their role in marketing
3	Demonstrate the product life cycle and new product development
4	To implement the effectiveness of marketing research process
5	Understand the global trends in various fields of marketing

Course: Principles Of Marketing					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1 Apply knowledge of management theories and practices to solve business problems	PO2 Foster Analytical and critical thinking abilities for data-based decision making	PO3 Ability to develop Value based Leadership ability	PO4 Ability to understand, analyse and communicate the global, economic, legal, and ethical aspects of business	PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
CO1	2	3	2	2	3
CO2	3	3	2	2	2
CO3	3	2	2	2	3
CO4	2	3	2	2	2
CO5	2	2	2	3	2
Co Average	2.40	2.60	2.00	2.20	2.40

Reference Books	
1	Basics of Marketing Management -R.B. Rudani - S. Chand &Company Ltd.
2	Marketing- Grewal& levy - Tata McGraw Hill
3	Essentials of Marketing Research- Kenneth E. Clow, Koren E. James- SAGE Publication, New Delhi.
4	Market research - G.C. Beri - Tata McGraw Hill
5	International Marketing:Text& Cases - Francis Cherunilam - Himalaya
6	International Marketing - R Shrinivasan - Prantice Hall
7	Marketing Management (Text & Cases in Indian Context)by Karunakaran– Himalaya Publishing House
8	Marketing: Marketing in 21 st Century - Berman - Biztantra (Willy India Pvt. Ltd.)
Text Books	
1	Marketing Research - NareshMalhotra - Pearson
2	Marketing Research-RajendraNargundkar - Tata McGraw Hill
3	Marketing Research by S L Gupta - Excel Books
4	Marketing Management - Text & Cases by Tapan Panda - Excel Books
5	Marketing Management by S.A Sherlekar - Himalaya Publishing House
6	Marketing Research - NareshMalhotra - Pearson





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Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course Name: Fundamental of Financial Management					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: III
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives

1	To understand the basics terms of Financial Management.
2	To gain the practical knowledge of Investment procedure.
3	To understand the capital structure and determinants of capital structure.
4	To study concept of working capital and its Management
5	To study the Theories for Relevance and irrelevance of dividend decision

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Introduction	Nature, scope and objective of Financial Management, Time value of money, Risk and return (including Capital Asset Pricing Model), Valuation of securities - Bonds and Equities	12
2	Investment Decisions	The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk - Certainty Equivalent Approach and Risk Adjusted Discount Rate.	12
3	Financing Decisions	Cost of Capital and Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Averagecost of capital (WACC) and Marginal cost of capital. Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure.	12
4	Working Capital Decisions	Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.	12
5	Dividend Decisions	Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Dividend policies in practice	12



Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Understand and implement the uses of Financial Management
2	Apply the terms of investment decisions in Financial Management
3	Use the fundamentals of Methods for Calculating the cost of equity capital
4	Apply the theory of working capital decisions and their implications across the world.
5	Evaluate the relevance of dividend policies in practice.

Course: Fundamental of Financial Management					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	2
CO3	2	2	2	2	3
CO4	3	2	1	2	2
CO5	2	2	2	3	2
Co Average	2.40	2.40	1.80	2.20	2.40

Reference Books	
1	James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education.
2	Levy H. and M. Sarnat . Principles of Financial Management. Pearson Education.
3	Brigham and Houston, Fundamentals of Financial Management, Cengage Learning.
4	Khan and Jain. Basic Financial Management, McGraw Hill Education.
5	Prasanna Chandra, Fundamentals of Financial Management. McGraw Hill Education.
6	Bhabatosh Banerjee, Fundamentals of Financial Management, PHI Learning.
Text Books	
1	Singh, J.K. Financial Management- text and Problems. Dhanpat Rai and Company, Delhi.
2	Rustagi, R.P. Fundamentals of Financial Management. Taxmann Publication Pvt. Ltd.
3	Pandey, I.M. Financial Management. Vikas Publications.
4	Singh, Surender and Kaur, Rajeev. Fundamentals of Financial Management. Mayur Paperback, New Delhi.





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Syllabus w. e. f. A. Y. 2021-22



Course Name: Fundamentals of Human Resource Management					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: III
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives	
1	To make students acquainted with basics of Human Resource Management
2	To make students understand Human Resource Planning, Recruitment and Selection process
3	To acquaint the students with the concept of training and induction and HRM strategies
4	To provide students with an understanding of performance appraisal
5	To help students understand the concept of Performance Appraisal and Compensation Management

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Introduction to Human Resource Management	Introduction and Importance-Evolution – difference between Personnel Management and HRM- Strategic HRM- role of a HR Manager. Human Resources Planning – Objectives- Importance- HRP Process- Manpower Estimation- Job analysis-Job Description-Job Specification. Recruitment - Sources of Recruitment-Selection Process -Placement and Induction-Retention of Employees.	12
2	Productivity Management	Concepts – TQM – Kaizen-Quality Circles. Industrial relations - Grievance Procedure-collective Bargaining- Settlement of Disputes. Retirement/Separation – Superannuation – Voluntary Retirement Schemes – Resignation – Discharge – Dismissal – Suspension – Layoff	12
3	HRD Modules	Recruitment and selection – orientation and placement performance appraisal – training and development – promotion and motivation – career development. Performance appraisals and performance development – objectives of performance appraisal – The past and the	12

		future; Basic consideration in performance appraisal; Development oriented appraisal system. Interpersonal feedback and performance counseling.	
4	Training	Conceptual framework for training; learning principles; Identification of training needs; Determination of training objectives; Training programme design; Training methods and their selection criteria; Evolution and Follow up training.	12
5	Compensation Management	Concepts and Components-Job Evaluation-Incentives and Benefits	12

Course Outcome: Successful completion of this course enables the students to -

CO No.	Course Outcome
1	To analyze the role, importance and functions of HRM.
2	To evaluate various methods of Recruitment and Selection process.
3	To construct training modules
4	To evaluate various types of promotions and bases of promotion.
5	To analyze various types of Performance appraisal systems and wage fixation.

Course: Fundamentals of Human Resource Management					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
C01	2	3	2	2	3
C02	3	3	2	2	2
C03	2	2	2	2	3
C04	3	2	1	2	2
C05	2	2	2	3	2
Co Average	2.40	2.40	1.80	2.20	2.40

Reference Books	
1	Human Resource Management- Dr.P.C.Pardesi
2	Human Resource Management- Mirza&Zaiyadin
3	Human Resource Management- L.M.Prasad
4	Human Resource Management- Ashwathappa
Text Books	
1	Human Resource Management- Gary Dessler
2	Personal Management- C.B.Mamoria
3	Managing Human Resource- R.S.Dwiwedi
E-Resources	
1	https://nptel.ac.in/courses/110/105/110105069/



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Syllabus w. e. f. A. Y. 2021-22



Course Name: Business Laws					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: Core Course
L	T	P	C	Summative Examination	70 Marks	Semester: III
3	1	0	4	Internal Examination	30 Marks	Total No. of Lectures: 60 Hrs.

Course Objectives

1	To understand the basics and Implementation of the Indian contract act.
2	To gain practical knowledge of Buying and selling goods.
3	To analyze the effect of the Indian company act 2013.
4	To study the kinds of a negotiable instrument and their kinds.
5	To gain knowledge about various intellectual property rights and its procedure.

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	INDIAN CONTRACT ACT 1872	Meaning and Essentials of contract - Void, -Agreement voidable and illegal contracts - Express and Implied contract - Offer and Acceptance - valid offer - Lapse of an offer - Acceptance and rules as to acceptance Revocation of offer and acceptance - capacities of parties to create contract - consideration - contract without consideration - Rights and obligations of parties to contract not enforceable - Assignment, breach, performance and discharge. Law of agency: Agent and principal Nature and kinds of agency - Right and duties of agent - Relationship of principal with third parties - Termination of agency.	12
2	SALES OF GOODS ACT 1930	Formation of the contract of sale - Agreement to sell and sale - Hire purchase agreements - sale and bailment - capacity to buy and sell - subject matter of contracts of sale - Effect of destruction of goods - Document of title to goods - conditions and warranties - Rules of caveat emptor - Exceptions - Transfer of property to the buyer - Goods sent on approval - FOB, CIF, FOR and ex-ship contracts of sale - Sale by non - owners - right of stoppage in transit unpaid vendor is right.	12
3	Indian Company Act 2013	Company definition, Characteristics, types of company, Formation of company, promotion, incorporation & commencement of business, memorandum of association,	12

		articles of association & prospectus. Shares - share capital, types of shares, transfer & transmission of shares, shareholders V/s members of the company. Directors, managing directors, whole time director, their qualification, appointment, powers, duties & responsibilities. Majority powers & minority rights, winding up of companies, types of methods	
4	Negotiable Instrument Act, 1881	Negotiable Instruments, Characteristics, kinds, Promissory notes, Bills of Exchange, cheques, Holder, Holder in due course, Acceptance, Presentment, Payment in due course, Capacity of Parties for Negotiation, Modes of negotiations Endorsement and its kinds, Dishonour, Discharge from liability, crossing of cheques.	12
5	Intellectual Property Rights	The Patents Act, 2002 - Application for Patent, Grant of Patent, Rights of Patentee, What inventions are not patentable?, Revocation of Patents Copyright Act, 1957 : Introduction, Duration of Copyright protection, Registration of Copyright, Infringement of Copyright, Exceptions The Trade Marks Act, 1999 : Introduction, Classification of Goods and Services, Procedure for registration of Trade Marks, Grounds for refusal of registration	12

Course Outcome: Successful completion of this course enables the students to -

CO No.	Course Outcome
1	Understand and implement then use of Indian contract act.
2	Perform selling and buying activities with respective to legal application of sales of goods act.1932
3	Merchandise application of company act 2013 while performing establishment of company.
4	Use of negotiable instrument in organizational as well as personal transitions
5	Apply rules and regulations under intellectual property rights

Course: Business Laws					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	2
CO3	2	2	2	2	3
CO4	3	2	1	2	2
CO5	2	2	2	3	2
Co Average	2.40	2.40	1.80	2.20	2.40



Reference Books	
1	Elements of Mercantile Law- N. D. Kapoor 38 th Sultan Chand & Sons
2	Business Laws- S. K. Aggarwal, K. Singhal. Galgotiya Publication
3	Legal Aspects in Business 2e by Albuquerque - Oxford Un
4	Business Laws Including Company Law, S. S. Gulshan& G. K. Kapoor. The New Age International(P) Ltd, Publishers
5	Business Legislation for Management, 4 th Edition, M.C. Kuchhal, VivekKuchhal, Vikas Publishing House pvt Ltd.
6	Business Law andMgt. By Bulchandani, Himalaya Publication
7	Business Regulatory Framework By S.N. andS.K. Maheshw
8	Business Law –By Kuchal M.C.- Vikas Publishing House
9	Business Law –By Kapoor .N.D. -Sultan Chand And Sons
10	Mercantile Law by N.D.Kapoor - Sultan Chand and Sons
Text Books	
1	Legal Aspects of Business by AkhileshwarPathak - Tata McGraw Hill
2	Mercantile and Commercial Law by RohiniAggrawal - Taxman Publication
3	Legal Aspects of Business by R.R.Ramtirthkar - Himalaya Publishing House



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course Name: ERP in Business					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: Generic Elective
L	T	P	C	Summative Examination	70 Marks	Semester: III
2	0	0	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives

1	To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning Technology.
2	To focus on a strong emphasis upon practice of theory in Applications and Practical oriented approach.
3	To train the students to develop a basic understanding of how ERP enriches the business organizations in achieving multidimensional growth.
4	To aim at preparing the students technological competitive and make them ready to self-upgrade with the higher technical skills.
5	To understand various emerging trends in ERP and its application

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Overview of enterprise systems	Introduction - Evolution - Advantages - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems. ERP and Business – value creation, Integrated Information Management	6
2	ERP Solutions and Functional Modules	Overview of ERP software solutions- Small, medium and large enterprise vendor solutions, BPR and best business practices - Business process Management, Functional modules. Enterprise and ERP, Business modeling; Integrated data model	6
3	ERP Implementation	Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training - Data Migration - People Organization in implementation-Consultants, Vendors and Employees. To ERP or not to ERP – Strategic Options; Benefits of ERP	6
4	Post Implementation	: Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation. Introduction to ERP related technologies; Functional modules of ERP software. Implementation of ERP: Life cycle; Implementation methodologies, transition strategies; People involved in implementation; Success and failure in implementation – factors. Operation and Maintenance of an ERP system.	6



5	Emerging Trends on ERP	Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics - Future trends in ERP systems-web enabled, Wireless technologies, cloud computing.	6
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Course Outcome: Successful completion of this course enables the students to -

CO No.	Course Outcome
1	Make basic use of Enterprise software and its role in integrating business functions
2	Analyze the strategic options for ERP identification and adoption.
3	Design the ERP implementation strategies.
4	Create reengineered business processes for successful ERP implementation.
5	Analyze and use practical aspects of Future trends in ERP system

Course: ERP in Business

CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	2
CO3	2	2	2	2	3
CO4	3	2	1	2	2
CO5	2	2	2	3	2
Co Average	2.40	2.40	1.80	2.20	2.40

Reference Books

1	Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill
2	Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India
	Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill
	Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill
3	Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, PHI
Text Books	
1	ERP in practice – Vaman - TMH
2	Daniel E.O'Leary, Enterprise Resource Planning Systems, Cambridge University Press.
3	Ellen Monk, Bret Wagner, Concepts in Enterprise resource planning, Cengage learning, Third edition



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



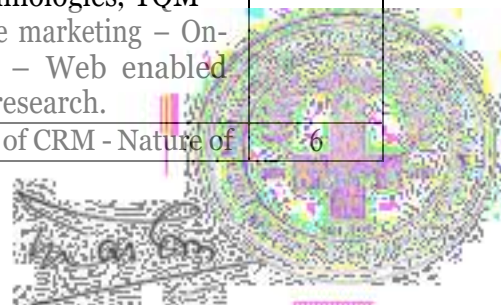
Course Name: Customer Management in Business					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: Generic Electives
L	T	P	C	Summative Examination	70 Marks	Semester: III
2	0	0	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives

1	To understand the relevance of Customer Management in business
2	To understand the need, benefits and process of long-term value for individual customers
3	To get knowledge regarding the concept of CRM, e-CRM and use of technologies.
4	To understand the issues involved in the implementation of customer management
5	To focused on the holistic understanding of customer management in relationship Building

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Introduction to Customer Support, Service Marketing & E-Business Fundamental	Importance of a Customer – Consumer behavior - Services – definition – Role of service sector – Difference between Services and goods – services characteristics – services marketing and Relationship marketing, E - Business Fundamentals: Internet Basics: Internet, Intranet, Extranet	6
2	Customer support Methodology, Services Marketing & Delivery, B2B Marketing	Customer Centric approach - External Layers Vs Internal Layers - Need of Customer Support Methodologies for Customer Support, Services Market Segmentation – positioning and differentiation of services – Marketing mix decisions – 7 P's of service marketing –Service Delivery – role, B2B Marketing – focus, scope - different forms of B2B organizational process Forecasting.	6
3	Introduction to ERP, Total quality Control, Online - Marketing	Introduction: ERP-An Overview - Enterprise-An Overview - Benefits of ERP - ERP and Related Technologies, TQM – Need – measures - Recent Trends, On-line marketing – On-line retail – On-line sales promotion – Web enabled Advertisements – Web based Marketing research.	6
4	CRM Basics &	CRM – Meaning & Definition - Dimensions of CRM - Nature of	6



	Services Marketing, E-Customer Management	CRM - Goals of CRM - Advantages of CRM, CRM in Banking, CRM in Insurance, CRM in Hospital Industry, The Economics of e-Loyalty – The importance of trust - The importance of focusing on the "right" Customers - Relationship Capital	
5	Implementation of CRM, CRM Tools & Internet Marketing	CRM Implementation – A comprehensive model - Developing CRM vision and strategy Management support, CRM tools – overall modules – lead management – introduction – lead to sales life cycle-Communication methodologies-relationship management – complaint handling, E - CRM - Internet strategies facilitating CRM – including personalization, collaborative filtering, data mining, data warehousing and real-time profiling.	6

Course Outcome: Successful completion of this course enables the students to -

CO No.	Course Outcome
1	Understand and describe a customer relationship management application
2	Understand how customer Management implemented in various organizations and what does it take to ensure a successful implementation
3	How to Implement crm practices and technologies to enhance throughout the customer life-cycle stages in marketing and servicing
4	Implement various technological tools for data mining and also successful implementation of CRM in the Organizations
5	Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.

Course: Customer Management in Business

CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	2
CO3	2	2	2	2	3
CO4	3	2	1	2	2
CO5	2	2	2	3	2
Co Average	2.40	2.40	1.80	2.20	2.40

Reference Books

1	Kaushik Mukerjee – CRM – PHI.
2	Service Marketing and Management – Balaji – S.Chand
3	Balasubramaniyan, K., Essence of CRM, learn Tech press
4	Bharat Wakhlu, Total Quality – S. Chand Publication
5	CRM in Banking & Insurance – V.V.Gopal
6	Dr.S.V. Srinivasa Vallabhan – E- Commerce – Learntech press
7	Internet Marketing - By Rafia. Mohammed, McGraw-Hill Education
8	Helen Woodruffe, Services Marketing, Wayland Publisher



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course Name: Selling Skills for Revenue Generation					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: Generic Elective
L	T	P	C	Summative Examination	70 Marks	Semester: III
2	0	0	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives

1	Explain the key components, frameworks, and methods used in the selling process and in sales management
2	Develop relationship strategies, product strategies, customer strategies, and presentation strategies that advance the sale
3	Design, execute, document, and critique a comprehensive sales strategy for a real organization
4	Understand the Key to greater sales productivity by implementing relationship strategies.
5	Implementing adaptive selling keeps customer need by creating value for the customer.

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Developing a Personal Selling Philosophy	Relationship Selling Opportunities in the Information Economy: Customer Service representatives, Rewarding aspects of Selling Careers, Employment settings in selling today: Selling a service, selling for retailer, selling for wholesaler, selling for manufacturer, learning to sell, Evolution of Selling Models that Complement the Marketing Concept	6
2	Developing a Relationship Strategy:	Relationships add value, partnering – the Highest –Quality selling relationship, relationship strategies focus on four key groups, Ethics: Making ethical decisions, Factor influencing the ethics of sales people, The Foundation for Relationships that Create Value, Creating Value with a Relationship Strategy, Communication Styles: A Key to Adaptive Selling Today, Sales Manager as Role Model,	6
3	Developing a Product Strategy	Developing a product solution that adds value, Creating Product Solutions, Product Development and quality improvement processes, Know your company, know your competition, Sources of Product information, sales training, adding value with a feature –Benefit strategy, Product-Selling Strategies that Add Value: Product Positioning - Essentials Achieving product Differentiation in personal selling, Product –Positioning Options	6
4	Developing a	The Buying Process and Buyer Behavior: Developing customer	6



	Customer Strategy	strategy, consumer versus business buyer behavior, complex nature of Consumer behavior, Perception- how customer needs are formed, Buying Motives, How customers make buying decision, discovering individual customer buying motives adds value Developing and Qualifying Prospects and Accounts: prospecting - Importance, Prospecting requires planning, Sources of Prospects, Qualifying the prospects, organizing prospects information, developing a prospecting and sales forecasting plan	
5	Developing a Presentation Strategy	Approaching the Customer with Adaptive Selling, Determining Customer Needs with a Consultative Questioning Strategy, Creating Value with the Consultative Demonstration, Negotiating Buyer Concerns, Adapting the Close and Confirming the Partnership, Servicing the Sale and Building the Partnership Management of Self and Others: Opportunity Management: The Key to Greater Sales Productivity, Management of the Sales Force	6

Course Outcome: Successful completion of this course enables the students to -

CO No.	Course Outcome
1	Understand the processes and elements involved in relationship selling.
2	Demonstrate an understanding of the importance of ethical behavior in relationship selling and sales management.
3	Demonstrate an understanding of the characteristics of a sales presentation.
4	Understand the process of negotiation, closing methods, and time and territory management.
5	Identify key issues in recruitment, sales training, compensation and incentives, and performance evaluation.

Course: Selling Skills for Revenue Generation

CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	2
CO3	2	2	2	2	3
CO4	3	2	1	2	3
CO5	2	2	2	3	2
Co Average	2.40	2.40	1.80	2.20	2.60

Reference Books

1	Selling Today: Partnering to Create Value : Gerald L. Manning, Michael Ahearne, Barry L. Reece pearson publishing
2	Gerald L. Manning, Michael Ahearne, Barry L. Reece Compassionate Sales: Cultivating Customer Loyalty : Tashi Maldonado, CreateSpace Independent Publishing
Text Books	
1	Selling and Negotiation Skills, Sumit Kati, Himalaya Publishing House,
2	Successful Selling Skills, Richard Denny, Publisher Kogan Page, 2009





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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course Name: Information Technology In Management					Course Code:	
Teaching Scheme				Evaluation Scheme:		Course Type: SEC
L	T	P	C	Summative Examination	70 Marks	Semester: III
2	0	0	2	Internal Examination	30 Marks	Total No. of Lectures: 30 Hrs.

Course Objectives

1	To learn the concept of Information Technology in management
2	Understand the significance of MIS in decision making
3	Make them aware of the Management Information system
4	To Learn the ERP management system and its benefit for the Organizations
5	To make them aware of OTT and its Analysis

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Information Technology Infrastructure	- Managing Hardware & Software assets - Managing data resources - Telecommunication & Networks -Types of Networks, Topologies- Network Goals - The Internet & New Information Technology Infrastructure	6
2	Information Technology & TPS	Types of Operating System- Types of Processing Techniques - Office Automation Concept Transaction Processing System	6
3	Managing Information System	Information system security control- Various Threats and Control to Information Security - Information Technology Act 2000. - Cyber Law- Biometrics	6
4	Object Oriented Technology	Introduction - What is object orientation? -Object-oriented Analysis (OOA) -System Development through OOT - Use case Model -OOSAD Development Life Cycle- OOT & MIS.	6
5	Enterprise Management Systems	EMS - ERP system - Benefits of the ERP - Benefits of the ERD - ERD selection- ERP Implementation - EMS & MIS.	6

Course Outcome

1	evaluate the role of information systems in today's competitive business environment.
2	assess the relationship between the digital firm, electronic commerce, electronic business and internet technology.
3	identify managerial risks related to information system organization processing and utilizing.
4	evaluate the benefits and limitations of enterprise systems and industrial networks.
5	evaluate the role of information systems in supporting various levels of business strategy.

Course: Information Technology In Management					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	2
CO3	2	2	2	2	3
CO4	3	2	1	2	2
CO5	2	2	2	3	2
Co Average	2.40	2.40	1.80	2.20	2.40

Reference Books	
1	Computer Fundamentals, by Dr. RajendraDevraj, DistSolapur. Maharashtra.
2	Microsoft Office 2010: On Johnson, Steve Pearson Education, New Delhi India, Demand.
3	Microsoft Office 2010 for Schwartz. Steve Pearson Education, New Delhi India, Windows: Visual Quick.
4	Computer Fundamentals, by Dr. RajendraDevraj, DistSolapur. Maharashtra.
5	Microsoft Office 2010: On Johnson, Steve Pearson Education, New Delhi India, Demand.
Text Books	
1	Managing Information System - W.S. Jawadekar
2	Managing Information System - Kenneth C. Laudon & Jane P. Laudon
3	Information Technology - Williams / Tata McGraw Hills



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course Name: Communication through Theatre Technique					Course Code:	
Teaching Scheme			Evaluation Scheme:		Course Type: SEC	
L	T	P	C	Summative Examination	70 Marks	Semester: III
0	0	4	2	Internal Examination	30 Marks	Total No. of Lectures:30 Hrs.

Course Objectives	
1	Knowledge and understanding of presentation techniques
2	Communication through public speaking
3	Planning and awareness, including reflective and analytical skills
4	Develop skills related to voice, speech and oral interpretation
5	Develop good analytical techniques, problem-solving skills, with the ability to evaluate evidence, arguments and assumptions for complex communication.

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Interpretation and oral delivery	Interpretation and oral delivery of a broad range of material in public speaking contexts	6
2	Presentation Techniques	Presentation techniques and its types	6
3	Voice Modulation	Principles and practice of voice, speech and oral interpretation	6
4	Planning and contextual awareness	Planning and contextual awareness – respond imaginatively to the quality, form, content and context of a variety of speech modes, and reflect upon personal performance	6
5	Technical Skills	Techniques – use a wide range of physical and vocal skills, using physical space and visual/audio aids creatively	6

Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Business Ethics and Social Responsiveness
2	Critical thinking Business Analysis, problem solving and Innovation
3	Global Exposure and cross cultural understanding
4	Effective Communication
5	Leadership and team work

Course: Communication through Theatre Technique					
CO-PO Correlation	Program Outcomes				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	3	2	2	2
CO3	2	2	2	2	3
CO4	3	2	1	2	2
CO5	2	2	2	3	2
Co Average	2.40	2.40	1.80	2.20	2.40

Reference Books	
1	Personality Development and Soft Skills. Barun Mitra Oxford University Press New Delhi
2	Soft Skills- Personality Development for Life Success. Prashant Sharma BPB Publication New Delhi
3	Theories of Personality 4th Edition. Hall CS
Text Books	
1	Personality development. Swami Vivekananda Adhyaksha Advaita Ashram India
2	Personality Development and Communication skills. C Rajya Lakshmi Kalyani, D S Vittal, Anitha Raju, Himalaya Publishing House. New Delhi, India
3	Effective Life Management. Swami Amartyananda Advaita Ashrama India

Semester-IV



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Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Production and Operations Management

Course Type: Core Course (CC)

Course Code: - BBA401

Credit: 04

LTP: 3:1:0

Semester: IV

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	REVIEWING	UNDERSTAND the basic concept of production and Operations Management
2	APPLYING	PREPARE a foundational understanding of Planning and layout of the facility
3	ANALYSING	FOCUS on knowledge of PPC
4	JUDGING	CONSIDER the importance Scheduling
5	CREATING	DEVELOP and facilitate quality in Production and Operations Management

Unit No	Title of Unit	Content	No. of Hours
1	Introduction to Production and Operations Management	Nature of Production / Operations Management, Production Function and its Environment, Functions of Production/Operations Manager, Productivity- Definition, Types of Productivity, Factors affecting Productivity, Methods for improving Productivity; Make to Stock , Make to order , Assemble-to-Order Strategy,	9
2	Facilities Planning & Layout of facility	: Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative (Centre of Gravity Model, Median Model, Dimensional Analysis,) and Qualitative Model. Product layout, process layout, fixed position and group layout, layout design: Relationship based and Load-Distance cost matrix.	9

3	Production Planning and Control	Demand Forecasting: Forecasting as a Planning Tool, Sources of Data for forecasting, Accuracy of forecast, Aggregate Production Planning - Chase strategy, Level production strategy, Mixed strategy, Materials Requirement Planning. Master Production Scheduling.	9
4	Operations Scheduling	Production Activity Control for Mass Manufacturing.(Assembly line balancing, batch processing and Job shop -n-jobs on single machine, n-jobs on Two/Three machines (Johnson's Rule),	9
5	Quality Management & Emerging Trends in Operations Management	Evolution of Quality Concept, TQM, Quality Gurus (Juran, Crosby, Deming), Six Sigma, Kaizen, Benchmarking , Introduction to Control Charts, Acceptance Sampling and operation characteristic curve.	9

Text Books:

Sr. No.	Title / Edition	Author and Co-Author	Publisher
1	Operation Management; Theory and Practice	B. Mahadevan;	Pearson Education, Fifth Edition, New Delhi
2	PRODUCTION/OPERATIONS MANAGEMENT	William J. Stevenson	Richard Irwin.
3	Production and Operations Management	Adam. E. & Ebert. R	Prentice Hall of India

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Production and Operations Management	Chary S.N	Tata McGraw Hill, 1999.
2	Production and operations management	S.A.chunawala and D.R. Patel	Himalaya Publishing House, Mumbai.
3	Production Management	Buffa E.S.	Engle Wood Cliff, New Jersey Prentice Hall Inc.,



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Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Business Taxation

Course Type:

Course Code: BBA402

Credit: 4

LTP: 3: 1: 0

Semester: IV

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Describe the tax an individual & firm
2	APPLYING	IDENTIFY types of tax and means of calculation
3	ANALYZING	DETERMINE the ways of tax planning & Computation of Taxable Income
4	EVALUATING	EXPLAIN law and amendment
5	CREATING	CREATE a financial plan for a variety of individuals.

Unit No	Title of Unit	Content	No. of Hours
1	Introduction	Meaning and types of Income Tax, Meaning of Income, Casual Income, Previous Year, Assessment Year - Heads of Income, Person, Agricultural Income, Assessee, - Gross Total Income, Total Income & Difference between Direct and Indirect Tax. Meaning, - Types and rules of Residential Status, Determination, Incidence Tax (Tax Liability) in case of an individual (Theory and Problems).	9
2	Taxation Concepts and Tax Planning	- Taxation: Overview - Purposes and Justifications for Taxation - Different Types of Taxation - How Taxes Impact Financial Planning Process - Tax Planning: Meaning & Benefits - Tax Planning in India - Types of Tax Planning - Objectives of Tax Planning	9

3	Income Tax Act 1961	Introduction - Concept and definitions - Exempted income (Incomes not Included in Total Income) - Residential status of an assessee - Fringe benefits - Other provisions - Tax deducted at source	9
4	Computation of Taxable Income	Practical Problems- Income from salary -Income from house property - Profits and gains of business or profession- Capital gains - Income from other sources	9
5	Indirect Taxes	Central Excise: Meaning, Excisable Goods, Types of Excise Duties, Manufacture. Customs: Meaning, Nature of Customs Duty, Territorial Waters, Customs Waters, Types of Customs Duties & Export Duty. VAT (Value Added Tax): Meaning. Service Tax: Meaning & Importance. GST (Goods and Service Tax): Features and Advantages.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Business Taxation	Priyanka Singh & Vipin Singh	.Thakur Publication, Bangluru

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Students guide to Income Tax	Sinhanai V.K.	Taxman, Delhi
2	Income Tax Law & Practice	Prasad, Bhagwati	Wiley Publication, New Delhi
3	Income Tax Law & Accounts	Mehrotra H.C	Sahitya Bhavan, Agra



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Corporate Governance and Ethics

Course Type: Core Course (CC)

Credit: 4

Course Code: BBA403

LTP: 3: 1: 0

Semester: IV

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	REVIEWING	UNDERSTAND the concept of Corporate Governance in various dimensions of Business
2	APPLYING	PREPARE a foundational understanding of levels in the context of Corporate Governance.
3	ANALYSING	FOCUS on knowledge of CG Forums in modern business practices
4	JUDGING	CONSIDER the importance and role of CSR in context to CG
5	CREATING	DEVELOP and facilitate learning of ethical practices and their enforcement through CG

Unit No	Title of Unit	Content	No. of Hours
1	Corporate Governance	Meaning, objectives, need importance, principles & Practices, Historical Background of Corporate Governance. Corporate Governance in India. Issues and Trend - Distinction between Corporate Management and Corporate Governance - - Characteristics, Theories and Mechanism of Corporate Governance	9
2	Levels of Governance	Structure Corporate governance and role, responsibilities and powers - Board of Directors, Corporate Management Committee and Divisional Management Committee.	9
3	Corporate Governance Forums	CII code on corporate governance – features - Various Corporate Governance forums – CACG, OECD, ICGN and NFGC.	9

4	Corporate Social Responsibility	Definition – nature – levels – phases and approaches, principles, Indian models – dimensions. Corporate social reporting	9
5	Business Ethics	An Outline - Ethics and Business: – meaning, significance, scope – factors responsible for ethical and unethical business decision. Codes, Quandaries and Conflicts - Professional Ethics and Human Value - Making Ethical Business Choices - Ethics and Corporate Governance. Ethical Dilemmas - Some major Unethical Business Practices. Business Ethics in Indian Context	9

Text Books:

Sr. No.	Title / Edition	Author and Co-Author	Publisher
1	Business Ethics and Corporate Governance	A C Fernando	Pearson India
2	Corporate Governance, Business Ethics & CSR	Sharma, J.P	Ane Books Pvt Ltd, New Delhi
3	“Governance , Ethics & Social Responsibility of Business	Vasishth, Neeru & Rajput	Taxmann Publications, New Delhi.

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Corporate Governance Principles, Policies, and Practices	Bob Tricker	Oxford University Press
2	Corporate Governance Matters	David Larcker Brian Tayan	Pearson
3	Business Ethics and Corporate Governance	A C Fernando	Pearson India



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Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Entrepreneurship

Course Type: Core Course (CC)

Credit: 4

Course Code: BBA404

LTP: 3: 1: 0

Semester: IV

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	REVIEWING	UNDERSTAND the theoretical concept of Entrepreneurship and its Dimensions
2	APPLYING	PREPARE a foundational understanding of different levels of Enterprises
3	ANALYSING	FOCUS on knowledge of opportunities and selection of domain
4	JUDGING	CONSIDER the importance and role of a robust business plan
5	CREATING	DEVELOP and facilitate learning of different organizations for facilitating an entrepreneur

Unit No	Title of Unit	Content	No. of Hours
1	Entrepreneurship	Introduction – Meaning & Definition of Entrepreneurship, Entrepreneur Characteristics, Types, and Functions of Entrepreneurs. Factors influencing Entrepreneurship - Pros and Cons of being an Entrepreneur – theories of entrepreneurship-Qualities of an Entrepreneur – Types of Entrepreneur, Role of Entrepreneur in Economy	9
2	Micro Small & Medium Scale Enterprises	Meaning & Definition – Product Range - Capital Investment - Ownership Patterns – Meaning and importance of Tiny Industries, Ancillary Industries, Cottage Industries. Role played by MSME's in the development of Indian Economy. Problems faced by MSME's and the steps taken to solve the problems - Policies Governing MSME's.	9

3	Opportunity Identification & Selection	Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in the formation of a small business venture: location, clearances and permits required, formalities, licensing and registration procedure. Assessment of the market for the proposed project – Financial, Technical, Market and Social feasibility study.	9
4	Business Plan Preparation	Significance of writing the business plan/ project proposal. Contents of business plan/ project proposal. - preparation of Business Plan, Financial aspects, Marketing aspects, Human Resource aspects, Technical aspects, Social aspects of Business Plan. Precautions to be taken by an entrepreneur while preparing Business Plan.	9
5	Project Assistance	Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, CEDMAP, KVIC - Financial incentives for MSME's and Tax Concessions - Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance.	9

Text Books:

Sr. No.	Title / Edition	Author and Co-Author	Publisher
1	Entrepreneurial Development	S.S. Khanka	S. Chand & Co., New Delhi
2	Fundamentals of Entrepreneurship	Sangram Keshari Mohanty	PHI, New Delhi.
3	Fundamentals of Entrepreneurship	Nandan H.	PHI, New Delhi

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Essentials of Entrepreneurship and Small Business Management	Thomas W. Zimmer and Norman M. Scarborough	PHI, 4th Edition. New Delhi
2	Entrepreneurship	Robert Hisrich, Michael Peters and Dean Shepherd	TATA McGraw Hill.
3	Innovation and Entrepreneurship	Peter. F. Drucker	Harper Business



Datta Meghe Institute of Medical Sciences

(Deemed to be University)

Re- accredited by NAAC (3rd cycle with A+ grade)

School of Allied Sciences

Faculty of Commerce and Management Sciences Bachelor

of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Counselling and Negotiation Skills

Course Type: SECC

Credit: 4

Course Code: 405

LTP: 3: 1: 0

Semester: IV

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	REVIEWING	UNDERSTAND the concept of Counseling in the context to the workplace
2	APPLYING	PREPARE a foundational understanding of Behavioural change through counseling
3	ANALYSING	FOCUS on knowledge of Negotiation skills and research
4	JUDGING	CONSIDER the importance and role of Different Phases and techniques of negotiations
5	CREATING	DEVELOP and facilitate trust and ethics in Negotiation

Unit No	Title of Unit	Content	No. of Hours
1	Counseling	Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills.	9
2	Changing Behaviours through Counselling	Specific Techniques of Counselling; Role conflicts of Managers and Counselling. Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse. Ethics in Counselling.	9
3	Negotiation: Introduction	Nature and need for negotiation, negotiation process, Types and styles of negotiation; Negotiation vs other social interactions Aspects of negotiation	9

		research.	
4	Different Phases of Negotiation:	Pre-negotiation – opening – information sharing – problem-solving – agreement. Breakdown in negotiation – barriers that create impasse – overcoming barriers – people problem – mediation – arbitration – ethics. Identifying your BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement) Aspects of negotiation strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks	9
5	Aspects of Negotiation	Role of trust in negotiations; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion	9

Text Books:

Sr. No.	Title / Edition	Author and Co-Author	Publisher
1	Negotiations Selling	Sameer Kulkarni	Excel Books, India
2	Negotiation & Selling	R. K. Srivastava	Excel Books
3	Counseling Skills for Managers	Singh Kavita	PHI, India

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Workplace counseling	Carroll, M	Sage Publication.
2	Introduction to counseling	Kotler, J. A., & Shepard, D. S	Cengage Learning, USA
3	Getting to Yes	Fisher, Ury ,and Patton,	The New York Rules of Professional Conduct



Datta Meghe Institute of Medical Sciences

(Deemed to be University)

Re- accredited by NAAC (3rd cycle with A+ grade)

School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Social Immersion Project

Course Type: Open University elective Course (OUEC)

Credit: 2

Course Code: BBA406

LTP: 0:0:4

Semester: IV

Social Immersion Project (SIP) helps students better understand their own competence, leading to more self-confidence and a can-do attitude that can spread to their academic pursuits and work, by involving in SIP students learn to tackle tough problems and challenges in the community services their by learning problem solving skills and enjoy the satisfaction of overcoming hurdles.

Objective of SIP:

- To sensitize students on civic and community issues.
- To enhance their interpersonal skills and work as a team.
- To understand the problems of marginalized community and enhance their status through capacity building.

Scope of the Project:

Social Immersion project will be carried out during the IV semester. It will be a group project in association with a NGO for a period of I week (40 hours). Students will form a six member team and identify projects in their areas of interest which is socially relevant and viable. Totally 60 hours was allotted for the project, 10 hours of preparatory work, 40 hours of field work and 10 hours of post.

SEMESTER-V



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(Deemed to be University)

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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Operation Research

Course Type: Core Course (CC)

Course Code: BBA501

Credit: 4

LTP: 3:1:0

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Describe scope operations research
2	APPLYING	IDENTIFY Problems Methodologies & formulation of research
3	ANALYZING	DETERMINE the ways of research and steps to operations
4	EVALUATING	EXPLAIN -stepping stone of research
5	CREATING	CREATE a research plan designs

Unit No	Title of Unit	Content	No. of Hours
1	Introduction Operations Research:	Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR.	9
2	Problem formulation I	Linear Programming Problems (LPP): introduction, problem formulation, graphical solutions. - LPP-simplex method, Big M method, unconstrained variables, sensitivity analysis, Duality.	9
3	Problem formulation II	Transportation Problems: Introduction, transportation model, north west corner method (NWCN), row and column minima (LCET), VAM, optimality test-stepping stone, and Modi method.	9
4	Assignment problem	Assignment Problems: Introduction, Hungarian method. Typical assignment problems like optimal assignment of crews and travelling salesman problem	9
5	Network models and simulation.	Network models and simulation. Network models for project analysis CPM; Network construction and time analysis; cost time trade off, PERT – problems.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Operations Research	P Rama Murthy	New Age International Publication

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Introduction to Operations Research	F S Hiller and G J Leiberman	Mc Graw Hill
2	Operations Research – An Introduction	H A Taha.	Pearson
3	Operations Research	Gupta Prem Kumar and Hira D S	S. Chand



Datta Meghe Institute of Medical Sciences

(Deemed to be University)

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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Basics of Consumer Behaviour

Course Type: DSE- Marketing

Credit: 03

Course Code: BBA502MM

LTP: 3:0:0

Semester: V

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Understand the Basic concept of Consumer Behaviour
2	APPLYING	Apply the Individual factors that influence the consumers decision process
3	ANALYZING	Analyse the group factors that influence the consumers decision process
4	EVALUATING	Evaluate the Consumer Decision Making Process & Models of Consumer Behaviour in marketing
5	CREATING	Identify the General Issues in Consumer Behaviour with reference to India

Unit No	Title of Unit	Content	No. of Hours
1	Introduction to Consumer Behaviour	A managerial & consumer perspective; Need to study Consumer Behaviour; Applications of consumer behaviour knowledge; current trends in Consumer Behaviour; Market segmentation & consumer behaviour	9
2	Individual Factors	Consumer needs & motivation; personality and self concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change.	9
3	Group Factors	Family influences; Influence of culture; subculture & cross cultural influences; group dynamics and consumer reference groups; social class & consumer behaviour.	9

4	Consumer Decision Making Process & Models of Consumer Behaviour	Problem recognition; Search & Evaluation; Purchase processes; Post, purchase behaviour; personal influence& opinion leadership process; Diffusion of innovations; Models of Consumer Behaviour; Researching Consumer behaviour; Consumer research process.	9
5	General Issues in Consumer Behaviour	Concept of Consumer Satisfaction; Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint. Concept of consumerism; consumerism in India; The Malawi consumer; Reasons for growth of consumerism in India; Consumer protection Act.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Consumer Behaviour, 11/e,	Schiffman/ Kumar	Pearson Education India, New Delhi.

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Consumer Behaviour Text and Cases,.	Sahni N.K & Meenu Gupta	Kalyani Publishers, New Delhi
2	Consumer Behaviour and Managerial Decision Making, 2nd Edition,	Frank R. Kardes	McGraw Hill, London.
3	Consumer Behaviour, 10th edition,.	Leon, S, & Leslie K	Prentice Hall, London



Datta Meghe Institute of Medical Sciences

(Deemed to be University)

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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Strategic Financial Management

Course Type: DSE-Finance

Course Code: BBA502FM

Credit: 03

LTP: 3:0:0

S

Semester: V

Course Outcomes: on successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	REMEMBERING	Define various concepts and terms associated with Strategic Financial Management
2	UNDERSTANDING	Understand the different strategic financial terminology
3	APPLYING	Calculate the Financial Aspects of Business decision making
4	ANALYZING	Examine the Financial situations of the business firm for business decision making
5	EVALUATING	Evaluate the different financial management aspects of the business firm through case studies
6	CREATING	Formulate feasible solutions for different financial management cases for business decision making

Unit No	Title of Unit	Content	No. of Hours
1	Introduction:	Capital Budgeting: Meaning, Concept, Motives of Capital Budgeting, Steps in Capital Budgeting. Capital budgeting Techniques: Traditional methods, Discounted Cash flow methods. Traditional Method: Pay-back period method, Accounting (or) Average rate of return method (ARR) Discounted cash flow methods: Net present value method (NPV), Internal Rate of Return Method (IRR), Probability Index Method (PI).	9
2	Capital Structure:	Meaning of Capital structure, Features, Factors determining capital structure, Optimal capital Structure. Capital structure Theories: Net income approach, Traditional Approach, Practical Problems.	9

3	Leverage Analysis	Objectives, Introduction Concept, Importance of Leverage and Types of Leverage Operating Leverage: Meaning, Computation of OL Financial Leverage: Meaning, Computation of Financial Leverage Composite Leverage: Meaning, Computation of Composite Leverage EBIT-EPS Analysis, Practical Problems	9
4	Turnaround Management	Corporate Sickness: Definition, Causes & Symptoms of sickness, Prediction of Sickness, Revival of Sick Units, Types of Turnaround, Basic Approaches, Phases in Turnaround Management.	9
5	Mergers and Takeover	Mergers & Acquisitions: Kinds, Motives, Reasons, Causes & failures, Post Merger Integration, Takeovers- Meaning, Kinds of Takeovers, Stages of Hostile Takeover, Takeover defenses	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Strategic financial Management	Ravi M. Kishore	Taxman Publication

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Strategic Financial Management	J B Gupta	Taxman Publication
2	Strategic Financial Management	A. N. Sridhar	Shroff Publishers & Distributors Pvt. Ltd
3	Strategic Financial Management	G. P. Jakhota	Vikas Publishing House Pvt.Ltd.



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: HUMAN RESOURCE INFORMATION SYSTEM

Course Type: DSE HRM

Course Code: BBA502HR

Credit: 03

LTP: 3:0:0

Semester: V

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Describe the Introduction of Data & information
2	APPLYING	IDENTIFY the Data Management for HRIS
3	ANALYZING	DETERMINE the HR Management process & HRIS
4	EVALUATING	EXPLAIN the HR Management process
5	CREATING	DEFINE the security size & style of organizations & HRIS

Unit No	Title of Unit	Content	No. of Hours
1	Data & Information needs for HR Manager	Sources of Data – Role of IT in HRM – IT for HR Managers – Concept, Structure, & Mechanisms of HRIS – Programming Dimensions & HR Manager – Survey of Software Packages for Human Resource Information System including ERP Software such as SAP, Oracles Financials and Ramco's Marshal [only data input, output & screens] – EHRM – Objectives – Advantages & Disadvantages.	9
2	Data Management for HRIS	Data Formats – Entry Procedure & Process – Data Storage & Retrieval – Transaction Processing – Office Automation – Information Processing & Control Functions – Design of HRIS – Relevance of Decision-Making Concepts for Information System Design – HRM Needs Analysis – Concept & Mechanisms – Standard Software and Customized Software – HRIS: An Investment.	9

3	HR Management Process & HRIS	Modules on HR Planning, Recruitment, Selection, Placement – Module on Performance Appraisal System – Training & Development Module – Module on Pay & other Related Dimensions – Information System's support for Planning & Control.	9
4	HR Management Process II & HRIS	Organization Structure & Related Management Processes – Authority & Responsibility Flows – Communication Process – Organization Culture and Power – Data Capturing for Monitoring & Review – Behavioural Patterns of HR – Other Managers and their Place in Information Processing for Decision Making.	9
5	Security, Size & Style of Organizations & HRIS	Security of Data and Operations of HRIS Modules – Common Problems during IT Adoption Efforts and Processes to Overcome – Orientation & Training Modules for HR & other Functionaries – Detailed Analytical Framework – Opportunities for combination of HRM & ITES Personnel – HRIS & Employee Legislation – An Integrated View of HRIS.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Basics of Effective Human Resource Training and Development Strategy	Dr. B. Rathana Reddy	Himalaya Publication Hou

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Human Resource Management	Gray Dessler	12th Edition, Pearson. K. Aswathappa,
2	Essentials of Human Resource Management	Dr. Anjali Ghanekar	Everest
3	Human resource Management Text and Cases	V S P Rao	Excel Books.



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Healthcare Delivery system in public health

Course Type: DSE HC

Credit: 03

Course Code: BBA502HC

LTP: 3:0:0

Semester: V

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Healthcare System in India	Evolution of Health systems, Committees for Health Planning, Concepts of Primary Healthcare, Principles of Healthcare	9
2.	Agencies of Healthcare Delivery	Public Health Sector, Central Government Health Organisation & Functions, State Government Health Organisation & Functions, District Health Organizations And Panchayat Raj.	9
3.	Basic Concepts of Public Health and Epidemiology	Introduction & Definitions Concepts of Disease control, Definitions and Methods of Epidemiological studies, Screening Methods Integrated Healthcare in India, Health & Population National Policies	9
4.	Health Programmes	National Health Programmes National Vector borne Diseases control programme RNTCP, RCH, NRHM, National Programme for NCD (Diabetes & Cancer) National AIDS Control Programme National Leprosy control Programme National Immunization Programme National Programme for Blindness control	9
5.	International agencies And Health Insurance	International Health Agencies Healthcare systems in Different Countries Health Insurance IRDA and Cashless Hospitals Govt Insurance Schemes – CGHS & ESIS	9

Course Outcome: Successful completion of this course enables the students to -

CO No.	Course Outcome
1	Understand the importance of healthcare policy making as it relates to the healthcare delivery system.
2.	Helps to understand the different types of organization, services and personnel and their relationship across the healthcare system.
3.	Identify the potential risk to quality patient care and to organization
Reference Books	
1.	Mukhmohit Singh, Community of Medicine and Public health
Text Books	
1.	K.Park, Textbook of Preventive and social Medicine



Datta Meghe Institute of Medical Sciences

(Deemed to be University)

Re- accredited by NAAC (3rd cycle with A+ grade)

School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Integrated Marketing Communication

Course Type: DSE- Marketing

Credit: 03

Course Code: BBA503MM

LTP: 3:0:0

Semester: V

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	To review and give a general understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media.
2	APPLYING	This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.
3	ANALYZING	To Know how IMC fits into the marketing mix.
4	EVALUATING	To develop an awareness about marketing communications tools, and how each can be used effectively- individually or in an integrated mix.
5	CREATING	To examine the process by which integrated marketing communications programs are planned, developed, executed and measured.

Unit No	Title of Unit	Content	No. of Hours
1	AN INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (IMC)	An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour.	9
2	UNDERSTANDING COMMUNICATION PROCESS	Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low 20% involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model	9

3	PLANNING FOR MARKETING COMMUNICATION (MARCOM)	Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget	9
4	DEVELOPING THE INTEGRATED MARKETING COMMUNICATION PROGRAMME	Planning and development of creative marcom, Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.	9
5	DIGITAL MEDIA & ADVERTISING	Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting, E-PR Advertising Laws & Ethics: Adverting & Law, Advertising & Ethics	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Integrated Marketing Communication	Dr Niraj Kumar,	Himalaya Publishing House 2015

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Advertising & Promotion- An Integrated Marketing Communications Perspective, 8th edition	George Belch, Michael Belch & KeyoorPurani,	TATA McGraw Hill
2	Advertising & Sales Promotion, , 3rd Revised edition edition, 2008	S. H. H. Kazmi and Satish K Batra,	Excel Books, New Delhi
3	, Advertising Promotion and other aspects of Integrated Marketing Communications, 9th edition	Terence A. Shimp and J.Craig Andrews	CENGAGE Learning,



Datta Meghe Institute of Medical Sciences

(Deemed to be University)

Re- accredited by NAAC (3rd cycle with A+ grade)

School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Banking Laws & Regulations

Course Type: DSE- Finance

Credit: 03

Course Code: BBA503FM

LTP: 3:0:0

Semester: V

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	REMEMBERING	REMEMBER various concepts taught in the syllabus.
2	UNDERSTANDING	EXPLAIN the Regulatory Framework in the Indian Banking system
3	UNDERSTANDING	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
4	UNDERSTANDING	DISCUSS the various laws related to banking.
5	APPLYING	APPLY the various commercial laws for the smooth functioning of banking operations.

Unit No	Title of Unit	Content	No. of Hours
1	Regulatory Framework:	Business of Banking, RBI Act 1934, Banking Regulation Act 1949, Role of RBI, Government as a regulator, Control over Organization of banks, Control over co-operative banks, Regulation by other authorities	9
2	Compliances of Regulations by Banks:	Opening of new banks, Branch Licensing, Board of Directors and their rights, Rights of Banks shareholder, Monetary and Credit policy, Annual statements of accounts, Audit and Inspection, submission of returns to RBI	9
3	Legal Aspects of Banking Operations:	Types of borrowers, Types of Credit Facilities (secured, unsecured, fund based, non-fund based), Laws relating to Bill Finance, Securities and Modes of charges (Mortgage, Lien, Pledge, Hypothecation, etc), Creation and satisfaction of charge	9

4	Laws related to Banking:	DRT Act 1993, SARFAESI Act, Banking Ombudsman Scheme, Bankers Books Evidence Act 1891, CERSAI, Consumer Protection Act 1986, Negotiable Instruments Act 1881, Payments & Settlement systems Act 2007.	9
5	Commercial Laws relating to Banking Operations	The Indian Contract Act 1872, The Sale of Goods Act 1930, The Companies Act 1956, Transfer of Property Act 1882, Foreign Exchange Management Act 1999, The Prevention of Money Laundering Act 2002, Information Technology Act 2000, The Right to Information Act 2005.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Banking Regulations & Business Laws	Indian Institute of Banking and Finance	Macmillan Education

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Banking Laws (Banking Regulation Act, Reserve Bank of India Act, Negotiable Instruments Act)	R. N. Chaudhary	Central Laws Publication
2	Banking Law and Regulation	Pramod Sharma	Kalyani Publication, Ludhiana
3	The Banking Regulation Act, 1949	Lexis (Universal LexisNexis



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(Deemed to be University)

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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Industrial and Labour Law

Course Type: DSE- HRM

Course Code: BBA503HR

Credit: 03

LTP: 3:0:0

Semester: V

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Students will have a diligent knowledge of concept of workmen and respective compensation policies.
2	APPLYING	Capability of understanding and getting equipped with handling of industrial disputes and resolve cases seeking implications on both employer and employees of the organizations.
3	ANALYZING	Ability to comprehend the various compensation benefits available to workers in case of any employment injury and also be able to evaluate employer's liability for the same.
4	EVALUATING	Students can have more suitable expertise approximately evolution of labour regulation and legislations.
5	CREATING	Students will be familiar with exclusive principles regarding Industrial disputes.

Unit No	Title of Unit	Content	No. of Hours
1	Industrial Relations	Concept, Objectives & Importance, Industrial Disputes Act 1947 its objective and salient features its important definitions, individual disputes of workman and employer Evolution and growth of Industrial Relations in India, Approaches to Industrial Relations, Factors influencing Industrial Relations, Recent trends in Industrial Relations.	9
2	Trade Unionism	Concept & Importance, Functions of Trade unions, Role played by trade unions in promoting good Industrial Relations, Problems of Trade Unions, Recognition of Trade Unions, Recommendations of NCL for strengthening Trade Unions, Essentials for success of Trade Unions.	9
3	Collective Bargaining and Worker's Participation in Management	Concept, Importance and Objectives of Collective Bargaining, Process of Collective Bargaining, Prerequisites for success of Collective Bargaining, Productivity Bargaining, Worker's Participation in Management- Concept, Importance, Forms of Worker's participation in Management in India,	9

		Evaluation of Worker's Participation in Management, and Conditions for success of Worker's Participation in Management.	
4	Grievances and Discipline:	Causes of Grievances, Grievance procedure, Machinery available for redressal of Grievances, Prerequisites of a Grievance procedure. Discipline: Forms of Discipline, Causes of Indiscipline, Types of Punishments, Measures for dealing with indiscipline.	9
5	Industrial Disputes	Industrial Dispute Act 1947. Industrial dispute , unfair labour practice , methods to settle industrial dispute , collective bargaining , authorities for settlement of disputes.Hours of work annual leave , manufacturing process Settlement in arbitration, arbitration act , Strikes and Lockouts , Retrenchment and lay off concept, Power of the states , Procedure in proceeding before commissioner, Appeal, Workmen disablement or total disablement.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Law of Industrial Disputes (4th Edition,)	Malhotra, O.P	N.M. Tripathi Pvt.Ltd.

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Strategic Human Resource Management	Mabey, Christefer and Salman	Beacon Book, New Delhi
2	Strategic Management	Pearce II, John A, and Robinson , Jr. Richard B	AITBS Publishers and Distributors, New Delhi



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Hospital Planning

Course Type: DSE: Marketing

Credit: 03

Course Code: BBA503HC

LTP: 3:0:0

Semester: V

Course Outcomes: On successful completion of the course the learner will be able to

Course Objectives	
1	To familiarize and develop understanding of the students on hospital planning and designing for optimum utilization of hospital resources and an interrupted delivery of healthcare services
2.	To develop an understanding for efficient and economic hospital design.
3.	Describe the functional requirements and layouts of various departments of hospital

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	History of Hospitals & its role in Healthcare	The Hospitals – Past, Present & Future, The Art & Science of Medicine Hospital Organization & structure, Growth of Hospitals, Concept of Healthcare services, Changing scenario and concept in Health Facility Planning, Planning of Hospitals, Regional Planning, Renovation, Emerging Approaches towards Healthcare, Patient Centered Approach, Patient Focused Hospital, Emerging Approaches in Hospital Design, Modular Building concept, Hospital Modernization, Design parameters ,Need assessment, Feasibility Report, Design Brief, Expression of Interest, Request of Proposal, Master plan, Space Programming, Detailed Project Report, Approximation of Costs, Approximate Land Area Requirement.	9
2.	Out Patient Department, Day care Services, Administrative Care Unit, Lighting in Hospital	Introduction, Importance & Function, Key Planning & Design Parameters, Physical Facilities, Public Areas, Clinical Rooms, Consulting Rooms, Special Examination Rooms, Administrative areas, Circulation Areas, Ancillary & Auxiliary Areas Lighting Considerations for Various areas of Hospital	9
3.	Accident & Emergency Department, Radiology & Imaging Services	Introduction, Importance, Definition & Functions, Key Planning & Design Parameters, Components of Department, Other Important Areas, Types of Designs, Different types of services.	9
4.	Wards/ Inpatient Services, Operation Theaters, Intensive Care Units /ICU	Introduction & Functions, Types of Nursing Units, Key Planning & Design Parameters, Design of Wards layout, Other Considerations & Specific Requirements for Wards Types of ICU's, Zoning of OT, Supply Air, Ultra Clean Air (UCA) Systems, Integrated Operating Room	9
5.		Laboratory Services , Blood Transfusion Services, Medical Gases, Medical Records Department, House Keeping & Waste	9

	Hospital's Departments	Management, Mortuary Services, Central Sterile supply Department, Laundry Department, Dietary / Food & Beverages, Hospital Stores, Fire Safety in Hospitals, Heating Ventilation & Air-conditioning(HVAC), Facilities for Aged & Disabled Introduction, Functions & Objectives, Key Planning & Design Parameters, Location & Physical Layout, Space Requirements Categories of Fire, Fire Extinguishing System, Types of Fire Extinguishers, Need for HVAC, Components of HVAC, Air Changes in Different Areas of Hospitals	
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Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	To identify own strengths and develop area for hospitalization growth.
2.	To understand a proactive and self-reflective role in working and to develop professional relationship
3.	Develop awareness of the responsibilities of hospital management, including understanding the roles and function of hospital and healthcare

Reference Books	
2	DC Joshi, Hospital Administration, Jaypee Brothers
	Davis, R. Llewelyn 2014, Hospital Planning & Administration, Jaypee Brothers, New Delhi
Text Books	
1	B.M. Sakharkar, Principles of Hospital Administration & Planning, 1 st Edition, Jaypee Brothers



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Marketing Research

Course Type: DSE: Marketing

Credit: 03

Course Code: BBA504MM

LTP: 3:0:0

Semester: V

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Explain about marketing Information system and decision support system
2	APPLYING	Describe the types of research design
3	ANALYZING	Classify the various methods to collect data and Scaling Technique
4	EVALUATING	Describe the various methods to calculate sample size and analyse the
5	CREATING	Analyse the applications of marketing research and preparation marketing research report

Unit No	Title of Unit	Content	No. of Hours
1	Marketing Research	Introduction, Feature of Marketing Research, Nature and Scope of Marketing Research, Limitations of Marketing Research, Marketing Research Process, Decision making with Marketing Information System, Scientific Method	9
2	Research Design	Introduction, Meaning of Research Design, Exploratory Research, Descriptive Research, Experimental Research	9
3	Methods of data collection	Introduction, Methods of Data Collection, Sources of data: Primary Data, Secondary Data, Data collection instrument: Questionnaire and Schedules, Questionnaire construction, Scaling Techniques	9
4	Sampling and sampling distribution & Data Analysis	Introduction, Sample and Sampling, Methods of Sampling, Probability / Random Sampling, Non-Probability / Non-Random Sampling, Sample Size Determination, Errors in Sampling. Data Analysis: Parametric Test and Non Parametric Test	9
5	Research Report Application of Marketing Research	Research Report: Meaning, Types, Steps, Layout, Mechanics. Reference and Bibliography. Application of Marketing Research: Motivational Research, Advertising Research, Product Research, Ethical Issues in Marketing, Future of Marketing Research	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Marketing Research.	David Luck & Ronald Rubin	Prentice & Hand of India.

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Research for Marketing Decision,	Paul Green, Donald Tull & Gerald Albaum	Prentice & Hall of India.
2	Marketing Research	Joseph Hair, Robert Bush & David Ortinau -	McGraw Hill. Naresh K
3	Marketing Research	Naresh K. Malhotra	Pearson Education India, 2001.



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(Deemed to be University)

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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Rural & Micro Finance

Course Type: DSE: Finance

Credit: 03

Course Code: BBA504FM

LTP: 3:0:0

Semester: V

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	REMEMBERING	DEFINE the key concepts of Microfinance and other terms associated with it.
2	UNDERSTANDING	EXPLAIN and UNDERSTAND the relevance of Microfinance and how its work towards rural development & growth.
3	APPLYING	IDENTIFY Micro Finance Models and their contribution towards, economic growth, poverty elimination, women empowerment and gender equality.
4	ANALYZING	ANALYZE the linkage between MFIs and Rural development
5	EVALUATING	EVALUATE the significance and funding Microfinance Institutions & Self-Help Group

Unit No	Title of Unit	Content	No. of Hours
1	Overview of Microfinance	Background, Concept, Fundamentals of Microfinance, Characteristics of Micro Finance, Microfinance & Banking, The Grameen Bank, Microfinance & Micro Credit, Microfinance 1. NGOs, Channels of Microfinance, Microfinance & Rural Development- Role of MFIs and Rural credit, Types of rural Credit Poverty Microfinance and Economic Well-being ,Microfinance & Women Empowerment, Financial Inclusion.	9

2	Microfinance Lending Models and its Financial & other Products:	Microfinance Delivery Models and Banks Linkages Programme MFI Group Lending Model, MFI Individual Lending Model, MFI Loan Products & Related Issues, MFI Savings & Saving Products, Remittances, MFI Micro insurance	9
3	Microfinance Service Providers and Microfinance Institutions	Governance and the Constitution of the Board of Various Forms of MFIs in India, Intermediaries for Microfinance, Commercialization of Microfinance Institutions, Challenges to Microfinance Institutions	9
4	Microfinance & Self Help Groups	Meaning of SHGs, Pattern of their Functions-Funding Agencies of these SHGs-Provisions under SHGs-Savings, Credit, Marketing & Insurance, Financial & Social Inclusion through SHGs, SHGs and entrepreneurship development, NABARD and SHGs - SHGS & Bank Linkages - SHGs and Training Programmes, SHGs and Economic Empowerment, Role of SHGs in Poverty alleviation- Cases related to Indian Context.	9
5	Issues , Trends and Strategic alliances in Microfinance	Emerging issues in Microfinance, Recent Trends in Microfinance, Microfinance & Sustainable Development, Role of Technology in Microfinance, Microfinance & Gender equality, Impact of Microfinance on Women empowerment	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Microfinance in India	K G Karmakar	Sage Publication Private Ltd.

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Indian Economy	Rudradath and K.P.M.Sundaram	S.Cand& Co. Limited, New Delhi
2	Rural Economy of India	A.N.Agarwal and KundanaLal:	Vikas publishing House Ltd
3	Macro Dynamic of Micro Finance	Daniel Lazar P. Natarajan Malabika Deo	Excels Books



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Training & Development

Course Type: DSE: HRM

Credit: 03

Course Code: BBA504HR

LTP: 3:0:0

Semester: V

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Describe the Introduction of Training & development
2	APPLYING	IDENTIFY the training needs analysis
3	ANALYZING	DETERMINE the evolution of Training
4	EVALUATING	EXPLAIN the Training process
5	CREATING	DEFINE the Managerial development & Organizational plan

Unit No	Title of Unit	Content	No. of Hours
1	Introduction & Concept of Training	Concept of training-characteristics of effective training system – nature of training and development- importance of training and development – Training process - Organization vision & perspective plans, assessment of training needs, training objectives and developing training policy and plan - designing training programmes	9
2	Training need analysis	Benefits of training; Why and when to conduct TNA; TNA model; Data sources for locating gap in organizational performance	9
3	Management Development	Training methods: On the job and Off the Job training; On the Job Training- Job Instruction Technique, Apprenticeship, Coaching, Mentoring; Off the job training-	9

		lectures and demonstrations; Games and simulations, In Basket Technique, Case Studies, Role Play, Behavior Modeling; Cross Cultural Training.	
4	Evaluation of Training: Follow Up of Training-	Importance of Evaluation, Different Models of evaluation, Types of evaluation data collected- Outcome data; Cost Benefit Analysis of Training program	9
5	Management Development	Why focus on Management development; Management Development implications; Types of Management Development Programs; Types of Management development Training, Training for Executive Level Management- Knowledge, Skills, Traits and leadership style, Strategies for development of Executives, Career & Succession Planning.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Basics of Effective Human Resource Training and Development Strategy	Dr. B. Rathana Reddy	Himalaya Publication Hou

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Human Resource Management	Gray Dessler	12th Edition, Pearson. K. Aswathappa,
2	Essentials of Human Resource Management	Dr. Anjali Ghanekar	Everest
3	Human resource Management Text and Cases	V S P Rao	Excel Books.



Datta Meghe Institute of Medical Sciences

(Deemed to be University)

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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Healthcare Analytics

Course Type: DSE: HC

Credit: 03

Course Code: BBA504HC

LTP: 3:0:0

Semester: V

Course Objectives

1	To give introductory information about use of analytics in healthcare
2	How analytics helps in healthcare industry for services
3	To go through the challenges and Objective for use of System Analytics

Course Content

Unit No.	Title of Unit	Content	No. of Hours
1	Introduction to Healthcare DataAnalytics	Introduction, Healthcare Data sources & Basic Analytics: Electronic Health Record, Bio-medical Image Analysis, Sensor data analysis, Biomedical Signal Analysis, Clinical Prediction Models, Temporal Data Mining, Visual Analytics, Privacy- Preserving Data Publishing, Data Analysis for Pervasive Health, Healthcare fraud detection	12
2	System Analytics :Modeling and Optimizing Clinic Work Flow and Patient Care	Introduction, Challenges and Objectives, Methods and Design ofStudy: ED Workflow and Services, Data collection and Time – Motion Studies, Machine Learning for Predicting Patient characteristics and Return Patterns, the computerized ED systemWorkflow Model, Model Validation	12
3	Analysis of resource intensive Activity Volume in Hospitals	Introduction , Structural Classification of Hospitals, Productivity analysis of hospitals, resource and activity data base of hospitals, :Medicare data sources for hospitals operations, Activity based modeling of hospital operations, resource use profile of hospitals from HUC activity data	12

4	Heterogeneous Sensing and Predictive Modeling of Postoperative Outcomes	Introduction, Research Methodology : data categorization, Data preprocessing and missing data imputation, feature Extraction, feature selection, Predictive Model, Cross validation and ensemble Voting Processes, Material and experimental design	12
5	Role of Social Media in healthcare via Analytics	Introduction, Privacy and security concerns in social media and healthcare, Analytics in healthcare and social media, social media analysis for detection and tracking infectious disease outbreak, social media analysis for public health research, Analysis of data from online doctor and patient communities.	12

Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Will be able to apply basic of Healthcare Analytics theories and models
2	Able to use social media for to source the public health information
3	Student can do data categorization and processing and finding missing data imputation

Reference Books	
1	Healthcare Data Analytics (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series Book 36) 1st Edition, Chandan K. Reddy & Charu C. Aggarwal, CRC Press
2	Healthcare Analytics: From Data to Knowledge to Healthcare improvement, Hui Yang, Eva K. Lee
3	Healthcare Analytics Foundations & Frontiers, Ross M. Mullner, Edward M. Rafalski, 2019, CRC Press
Text Books	
1	Healthcare Analytics made Simple: Techniques in Healthcare computing using machine learning and python, Vikas(VIK) Kumar, Packt Publishing
2	Analytics in Healthcare : A Practical Introduction, Christo EL Morr, Hossam Ali-Hassan, 2019
3	Demystifying Big Data, Machine Learning , and Deep Learning , Pradeep N, Sandeep Kautish, Sheng Lung Peng, 2021



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Effective Presentation Skills

Course Type: SECC

Credit: 02

Course Code: BBA305

LTP: 0:0:4

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Have a through knowledge in basics of Presentation skills
2	APPLYING	Apply the Types of Communication & Presentation Techniques during public speaking
3	ANALYZING	Analyse the Main challenges or barriers of presentation faced by public speaker during the presentation
4	EVALUATING	Identify the Common mistakes in Presentation and Public speaking
5	CREATING	Understand and create the effective presentation by using Basic computer skills

Unit No	Title of Unit	Content	No. of Hours
1	Presentation Skills Basics	<p>Presentation and Public Speaking, Its significance in competitive job environment, Introduction to Public Speaking, Basic elements of presentation and public speaking.</p> <p>Discussions on different types of Speech, The Four Modes of Speech Delivery: Extemporaneous , Impromptu, Memorization, Reading. The Four Types of Speeches based on purposes: Informative, Demonstrative, Persuasive, Entertaining. Rules for Effective Speaking</p>	9

2	Types of Communication & Presentation Techniques	Types of Communication: Developing communication skills in speaking and listening-Improving skills in non-verbal and verbal communication. Presentation Techniques: One way and two way communication, Objectives of presentation, Pre-plan for presentation, plan for during presentation, before presentation and attractive ending. Preparing the Contents: 1. Delineate a timeline for preparation of the presentation. 2. Describe how to analyze general and specific purposes including audience. 3. Explain how to gather proof, evidence, and support. 4. Demonstrate structuring of a presentation.	9
3	Main challenges or barriers of presentation	Main challenges or barriers of presentation and public speaking, Methods for overcoming the fear and obstacles during presentation, Importance of Rehearsals. The Question and Answer Session, Controlling the audience, how to manage the challenging audiences and building rapport with audiences, Handling the interruptions.	9
4	Common mistakes in Presentation and Public speaking	Common mistakes in Presentation and Public speaking, Tips for Smart speech. Staging the Presentation: Space, The presentation area, Lecterns, Lighting, Acoustics and Optional extras; The Role of the Master of Ceremonies. Bodily Aspects of Speech Delivery, Body Language-gesture and posture, movement and anatomy of good posture, The beauty of rhythm and voice modulation.	9
5	Basic computer skills	Discussions on Computer knowledge and Skills, Basic IT Knowledge necessary for public speaker.. Introduction to Microsoft Power Points: Tips for preparing attractive and powerful power point presentation. Equipment and Visuals: Preparing and using visual aids, i.e. Clicker/Wireless Pocket Presenter/Presentation Remote, USB flash drive, Image Banks, Presentation Checklist and After the presentation and some important instructions for describing data from visual aids.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Effective Presentation Skills	Robert Dilts	Meta Publication

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Business Communication Today	Bovee and Thill	Tata McGraw Hill
2	Basic Presentation Skills.	Kroehnert, Gary.	Sidney: McGraw Hill
3	Professional Presentations: A Practical Guide to the Preparation and Performance of Successful Business Presentations.	Hughes, Shirley.	Sydney: McGraw-Hill



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(Deemed to be University)

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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Outbound Experiential Learning Project

Course Type: OUEC

Course Code: BBA306

Credit: 02

LTP: 0:0:4

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Have a through knowledge in basics of Presentation skills
2	APPLYING	Apply the inculcate Leadership and delegation qualities
3	ANALYZING	Analyse the higher level of motivation
4	EVALUATING	Identify the Common mistakes in Presentation and Public speaking
5	CREATING	Converting good teams into high-performance teams

WHY OUTBOUND?

- Outbound training is an extremely effective tool for building high-performance teams.
- Based on 'experiential learning' this training helps organizations achieve desired results.
- It re-energizes teams, builds stronger bonds, results in self-discovery and introspection, motivates individuals and raises their self-esteem and pride. Besides leisure and fun for participants, the programme provides tremendous hidden benefits to the organization.
- Outbound programmes not only save you money at the bottom line but also raise the motivational level of participants, leading to a healthy, positive and cooperative work environment.

OBT enables participants to learn and experience the challenges in an unfamiliar ground. OBT helps participants gain powerful and immediate insights into their work situation, additionally, it also helps to:

- Bond and relate better with co-workers/employees
- Enhance Team spirit
- Inculcate Leadership and delegation qualities
- Enable them to take calculated risks
- Communicate and plan better
- Provide ease of understanding, better comprehension and longer retention
- Raises the level of interest among the participants for learning

These are some of the **benefits of a successful outbound training program**:

- Converting good teams into high-performance teams.
- A much stronger and well-knit team where members learn more about each other's strengths and weaknesses.
- The higher level of motivation.
- An urge to raise performance levels.
- A sense of better ownership and empowerment.
- Better alignment of project vision, talent, and effort.
- High Return on Investment (ROI) and time is a major investment.
- Better interpersonal relations within the team.
- Loyalty and a sense of belonging to the organization.

SEMESTER-VI



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Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Service Marketing

Course Type: DSE- HRM

Credit: 03

Course Code: BBA601MM

LTP: 3:0:0

Semester: VI

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	UNDERSTAND the importance and growth of services marketing
2	APPLYING	IDENTIFY the gap in service quality.
3	ANALYZING	DETERMINE issues in-service failure.
4	EVALUATING	EXPLAIN service innovations and standards of service marketing.
5	CREATING	CREATE emerging service sectors in India.

Unit No	Title of Unit	Content	No. of Hours
1	Introduction to Services	Services: concept, Characteristics, Classification of Services (Service process matrix), Differentiation between goods and services, Factors responsible for the growth of services, Challenges confronted by the service sector, Critical factors for success, 7P's of service marketing mix, Service and Technology, Service Scenario in India	9
2	Service Operations	The Service product, Branding of service product, The Gap Model of Service Quality: The Customer Gap, The Provider Gap, Closing the Gap, Service Quality-SERVQUAL, Waiting Time Management and Formats of queues, Elimination of use and waiting time, Types of Expectations, Factors Influencing Customer Expectations of Service, Issues Involving Customer Service Expectations, Customers Perceptions, Customer	9

		Satisfaction	
3	Services Recovery	Impact of Service Failure and Recovery. How customer responds to service failures, Service recovery strategies : Fixing the customer, Fixing the problem, Service Guarantees	9
4	Service Design and Standards	Service Innovation & Design, Challenges of Service Innovation and Design, Important considerations for service innovations, Types of service innovations, Stages in service innovations and development, Physical evidence, Customer defined service standards, Factors necessary for service standards, Types of customer-defined service standards, Development of customer-defined service standards	9
5	Emerging Service Sectors in India	Healthcare Sector In India, Indian Retail Industry, Indian Banking Sector, Insurance Sector in India, Hospitality services, Entertainment services	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Services Marketing	Zeithaml, bitner, Gremler, Pandit	McGraw Hill
2	Management of Services	Jauhari & Datta	Oxford University Press
3	Service Management and Marketing-	Christian Gronroos	Wiley India Edition
4	Service Marketing	S.M. Jha	Himalaya Publishing House
5	Services Marketing	Apte	Oxford University Press
6	Services Marketing	Venugopal & Raghu	Himalaya Publishing



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Financial Markets and Banking Operations

Course Type: DSE- HRM

Credit: 03

Course Code: BBA601FM

LTP: 3:0:0

Semester: VI

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
4	ANALYZING	ANALYZE the linkages in the Financial Markets.
5	EVALUATING	EXPLAIN the various banking and accounting transactions.
6	CREATING	DEVELOP necessary competencies expected of a finance professional

Unit No	Title of Unit	Content	No. of Hours
1	Basic Concepts of Indian Financial System:	Structure and Components: Indian financial system in India, Role of financial system in economic development. Introduction to financial Institutions – Banking – Non Banking Institutions. Role and Functions of Banks and their Contribution to Indian Economy. Introduction to Financial Markets, Functions and Classification. Money Market, Capital markets, Bond markets, Commodity markets, Money markets, Derivatives markets, Futures markets, Foreign exchange markets, Crypto currency market (7+2)	9

2	Money Market:	Structure and components: Participants in Indian Money Market, Money Market Instruments, Structure of Money Market, Role of central bank in money market; Players in the Indian Money Market, The reforms in Indian Money Market. (7+2)	9
3	Capital Market:	Components & Functions of Capital Markets, Primary & Secondary Market Operations, Capital Market Instruments - Preference Shares, Equity Shares, Non-voting Shares, Convertible Cumulative Debentures (CCD), Fixed Deposits, Debentures and Bonds, Global Depository receipts, American Depository receipts, Global Debt Instruments, Role of SEBI in Capital Market. (7+2)	9
4	Banks and NBFCs:	Types of Banks & NBFCs: Central Bank, Nationalized & Co Operative Banks, Regional Rural Banks, Scheduled Banks, Private Banks & Foreign Banks, Mudra Bank, Small Finance Banks, Specialized Banks, NBFCs. Types of Banking: Wholesale and Retail Banking, Investment Banking, Corporate Banking, Private Banking, Development Banking. (7+2)	9
5	Concepts in Banking and Accounting of transactions:	Accounting in banks, Electronic Banking, RTGS, ATM, MICR, OCR, OMR, and DATANET, Petty Cash, Electronic Clearing Service (ECS), National Electronic Funds Transfer (NEFT) System, Real Time Gross Settlement (RTGS) System, IMPS. (7+2)	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Indian Financial Services, 9th Edition	M Y Khan	Tata Macgraw Hills

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Introduction to Financial Planning	Indian Institute of Banking & Finance	Biztantra
2	Financial Services In India,	Avadhani,V.A	Himalaya Publishing House
3	Capital Markets & Financial Services,	Anil Agashe	Everest Publishing House



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(Deemed to be University)

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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: International HRM

Course Type: DSE- HRM

Credit: 03

Course Code: BBA601HR

LTP: 3:0:0

Semester: VI

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	Describe the Introduction of IHRM
2	APPLYING	IDENTIFY the managing the cultural diversity
3	ANALYZING	DETERMINE the IHRM
4	EVALUATING	EXPLAIN the Recruitment & selection, training & development of IHRM
5	CREATING	DEFINE the compensation and benefits

Unit No	Title of Unit	Content	No. of Hours
1	INTERNATIONAL HUMAN RESOURCE MANAGEMENT: AN OVERVIEW	IHRM Difference between Domestic and International Manager, Issues in IHRM, Developing, International Strategy, Understanding Culture, Its Coverage, Determinants, Cross-cultural Theory (Halls & Lorange).	9

2	MANAGING CULTURE DIVERSITY	Cross-cultural Negotiations, Planning and Preparation Parameter Types and Strategy of Organisational Culture.	9
3	INTERNATIONAL BUSINESS: AN OVERVIEW	International Business and IHRM: Approaches, Globalisation Approaches, Globalisation and the Strategy, The International Competency Required for International Managers.	9
4	RECRUITMENT, SELECTION, TRAINING AND DEVELOPMENT	International Labour Market, Sources, Recruitment and Selection, Training, Types of Cross-cultural Training. Multinational Performance Management, Developing International Staff and Multinational Team.	9
5	COMPENSATION AND BENEFITS	International Compensation System, Objectives, Approaches and Practice, Expatriation and Repatriation Process, Managing People in Firms.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Basics of Effective Human Resource Training and Development Strategy	P.Subba Rao	

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Human Resource Management	Gray Dessler	12th Edition, Pearson. K. Aswathappa,
2	Essentials of Human Resource Management	Dr. Anjali Ghanekar	Everest
3	Human resource Management Text and Cases	V S P Rao	Excel Books.



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(Deemed to be University)

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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Patient Care Services

Course Type: DSE- HRM

Credit: 03

Course Code: BBA601HC

LTP: 3:0:0

Semester: VI

Course Outcomes: On successful completion of the course the learner will be able to

Course Objective			
1.	To provide a better understanding of the underlying concepts, strategies		
2.	To understand the issues involved in the exchange, understanding needs, wants, demands and promotion of products and services, as managers and administrators.		
3.	To provide information about health and its value as a community assets.		
Course Content			
Unit No.	Title Of Unit	Content	No. Of Hours
1.	Introduction	Concept of patient care, factor involved in providing complete care from admission to discharge, hospital efficiency	9
2.	Administrative Role	Role of medical and nursing superintended, hospital administrators, Medical officers, PRO's, management of patient's attendants	9
3.	Hospital records Management	Introduction, purpose, uses and importance, Functions, medical forms and registers, Quality control	9
4.	Electronic Medical Records	Introduction, purpose, uses and importance, advantages and disadvantages	9
5.	Legal Responsibilities	Introduction, general policies and procedure of the hospitals confidentiality maintained for patient records, legal aspects of medical record	9
CO No.	Course Outcome		
1.	To understand the role and responsibility while handling the patient		
2.	To implement the various procedure while working as an administrator		
3.	To understand the working of medical record and electronic medical record management.		
Reference Book			
1.	David, Llewellyne, McCauley., H.M,2015, Hospital Administration and planning J.P Brothers, New Delhi		
2.	Kumar, Arun.2017, Encyclopedia of Hospital Administration and development. 6 th Edition, Anmol Publication, New Delhi		
3.	Tabish, syed Amin,2001, Hospital and Health Services Administration Principles and practice, Oxford Publishers, New Delhi		
4.	Saxena, Manisha 2013, Hospital Management, Publishers Cbs		



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(Deemed to be University)

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Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Recent Trends in Marketing

Course Type: Discipline Specific Elective (DSE)

Course Code: DSE M- BBA602MM

Credit: 04

LTP: 3:1:0

Semester-VI

Course Outcomes: On successful completion of the course the learner will be able to


CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	UNDERSTAND the Fundamental of social media channels
2	APPLYING	IDENTIFY the gaps between Traditional & E-Marketing.
3	ANALYZING	DETERMINE Promotional Strategies of E-Retailing.
4	EVALUATING	EXPLAIN awareness of socially responsible and ethical marketing practice using Green Marketing.
5	CREATING	CREATE professional networks and various media influencers.

Unit No	Title of Unit	Content	No. of Hours
1	E-Marketing:	Introduction to E-Marketing, Definition, Concept of E-Marketing, Objectives of E-Marketing, Evolution of E-Marketing, Merits & Demerits, Difference between Traditional & E-marketing	9
2	Green Marketing	Emergence And Essence Of Environmental Marketing, Green Marketing Development Trend, Types Of Environmental Marketing Customers, Grounds For Directions Of Green Goods Market Development, The Role Of Government In Green Marketing Development	9

3	Social Marketing	Social marketing: Concept, Evolution of Social Marketing, Improving the quality of life Social marketing in the 21st century, Positioning – The battle for your mind, The brand gap: How to bridge the distance between business strategy and design, Theoretical and conceptual models for social marketing: Diffusion of innovations, Social cognitive theory, Health belief model, Creating a social marketing plan	9
4	E-Tailing	E-tailing and supply chain management system, Promotional strategies of E-retail business, Branding on the web, offline marketing, cross-selling, referral services, permission marketing	9
5	Viral Marketing	What is a viral campaign? Viral business strategy, Content Ideas, Professional social networks (LinkedIn), Online etiquette, Role of content on reach, Viral storytelling, Social Media Influencers, Social networks, blogs and forums, Microblogging and media sharing, Social media insights and Crowdsourcing	9


Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Social Media Marketing All-in-One for Dummies	Zimmerman, Jan, and Deborah Ng.	John Wiley Sons, 2021



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School of Allied Sciences
Faculty of Commerce and Management Sciences
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Syllabus w. e. f. A. Y. 2021-22



Course: Corporate Financial Restructuring

Course Type: Discipline Specific Elective (DSE)

Course Code: DSE M- BBA602FM

Credit: 04

LTP: 3:1:0

Semester-VI

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	REMEMBERING	DESCRIBE the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring
2	UNDERSTANDING	EXPLAIN the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units.
3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
4	ANALYZING	ANALYZE the situation by calculations of exchange ratio, financial returns, valuations and others.
5	EVALUATING	EVALUATE impact of corporate financial restructuring on all stakeholders

Unit No	Title of Unit	Content	No. of Hours
1	Basic concepts	Meaning of Corporate Restructuring, Need, Scope, Concept of Internal & External Restructuring and motives, applications of corporate restructuring.	9
2	Overview of Corporate Finance and Corporate restructuring	Financial Restructuring & Divestiture, Funding Options for M&A. Strategic Alliances & Joint Ventures, Employee Stock Ownership, Going Private & Leveraged Buyouts. Creating Value through Corporate Restructuring-Corporate Reorganization Strategies-Spin-Offs, Equity Carve-Outs,	9

		Target Stock and Divestures, Financial perspective in restructuring, Reorganization strategies in SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern Page 172 of 274 corporate organizations, Financial Distress & Bankruptcy, Liquidation, Net Operating Losses, Sources of Funding & Problem of changing Capital Structure, Strategic and Financial Sponsors, Pros and Cons of different Sponsors, Capital Cash Flows Vs. Equity Cash Flows. (
3	Dimensions of Mergers & Acquisitions	Mergers & acquisitions concept, types and process, Accounting for Mergers & Demergers, Regulatory framework of mergers and acquisitions. Due diligence for M&A, Cross-Border Mergers & Acquisitions. Take-over and Defense Tactics Structural Defenses Vs. Non Structural Defenses, Contribution Analysis, Duties of Board of Directors, Market for Corporate Control.	9
4	Valuation Aspects of Corporate Restructuring	Methods of payment for M & A and Calculations of exchange ratio, Fundamental and methods of business valuation, Calculations of financial synergy and return, Different approaches of valuation – Comparable company & transaction analysis method, DCF, Real Option method, Equity/Residual Cash Flows, Adjusted Present Value, Capital / Leveraged Cash Flows, Relative Valuation Analysis, Sensitivity Analysis, Tables, Developing Break Up Analysis. (9
5	Corporate Governance Aspects of Restructuring:	Domestic & International trends relating to governance practices pertaining to Corporate Restructuring, Reference of Corporate Governance in Indian Companies Act (Amended) 2013, SEBI Regulations, Listing Agreement etc. Shareholder democracy in restructuring process, role of investors creditors, role of non-executive directors in restructuring process, Disclosures and Clarifications on the part of Board of Directors and Inclusion in the Auditors' Report.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	Corporate Restructuring	Bhagaban Das and Debdas Raskhit	Himalaya Publishing House

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Takeovers, Restructuring, and Corporate Governance	James J. Fred Weston, Mark L. Mitchell, J. Harold	Pearson
2	Corporate Finance	Ashwath Damodaran	Wiley India
3	Mergers and Acquisitions	Aurora, Shetty and Kale	Oxford



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School of Allied Sciences

Faculty of Commerce and Management Sciences

Bachelor of Business Administration

Syllabus w. e. f. A. Y. 2021-22



Course: Strategic HRM

Course Type: Discipline Specific Elective (DSE)

Course Code: DSE M- BBA602HR

Credit: 04

LTP: 3:1:0

Semester-VI

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
1	UNDERSTANDING	explain the scope of HRM
2	APPLYING	understand the meaning and nature of strategic HRM
3	ANALYZING	appreciate how HR strategies are related to business strategies
4	EVALUATING	describe how HR strategies can be informed by a knowledge of labour markets and product markets locally, nationally and internationally
5	CREATING	describe the dynamic nature of global competition and of social and technological trends and their significance for HRM practice.

Unit No	Title of Unit	Content	No. of Hours
1	Introduction	Strategic Management: Nature and Significance; Dimensions of Strategic Decisions; Strategic Management Model and components; Strategy Formulation: Formulating a Company Mission; Forces Influencing the Strategy Formulation; Porter's Model;	9
2	Environment Forecasting	Analysing the Company Profiles; Formulating Long-Term Objectives and Grand Strategies; Strategy Implementation; Institutionalizing the Strategy; Structure, Leadership and Culture, Evaluating the Strategy; Corporate Strategy and Global Strategy.	9

3	Human Resource Strategy (HRS)	Concept, Approaches, HRS and Business Strategy; Change Management Strategies, Training and Development Strategies; Organizational Performance and HRS: HRM Strategy and Difficulties in its implantation.	9
4	Strategic Human Resource Processes	Work force Utilization and Employment Practices; Efficient Utilization of Human Resources; Dealing with employee shortages; selection of employees; Dealing with employee surpluses and special implementation challenges. Reward and development systems; Strategically Oriented Performance Management Systems; oriented compensation systems and employee development	9
5	New Economic Policy and HRM Strategy	Role of Human Resources in Strategy Formulation: Integrating Human Resources in Strategic Decisions; HRS and HRIS; Human Resource Strategy: Some Key Issues, HRM Strategy for Future.	9

Text Books:

Sr. No.	Title / Edition	Author	Publisher
1	The Essense of Strategic Management	Bowman, Cliff	Prentice Hall, New Delhi .

Reference Books

Sr. No.	Title / Edition	Author	Publisher
1	Strategic Human Resource Management	Mabey, Christefer and Salman	Beacon Book, New Delhi
2	Strategic Management	Pearce II, John A, and Robinson , Jr. Richard B	AITBS Publishers and Distributors, New Delhi



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Course: Hospital Support Services

Course Type: Discipline Specific Elective (DSE)

Course Code: DSE M- BBA602HC

Credit: 04

LTP:

3:1:0

Semester-VI

Course Objectives	
1.	To familiarize and develop understanding of the various hospital support services departments and their rational utilisation.
2.	To study the contribution in achieving service excellence in hospital along with clinical excellence.
3.	Impact of support services in the hospital.

Course Content			
Unit No.	Title of Unit	Content	No. of Hours
1	Introduction to support services	Principles & methods of organizing support services for hospitals, High quality patient care, Effective community orientation, Economic viability, Sound architectural plans	9
2.	Front office of hospitals & Administrative services	Enquiry & Admissions, Executive suite, CEO's office, Professional service unit, Financial management unit, Nursing administrative unit, HR department, Public relation department	9
3.	Facilities planning in support services of hospitals	Medical records, CSSD, Pharmacy, Hospital stores, Food services department, Laundry & linen department, Housekeeping All the above topics are to be studied under Overview & Introduction, Functions, Location, Design, Organization, Space requirements & facilities, Main issues of concern, Equipment selection (if required), Other important considerations	9

4.	Facilities planning Medical Ancillary services in & of Hospital	OPD, Emergency services, Diagnostic services including radiology, Laboratory services, OT's, Cath lab, Labor/Deliverysuits , Physiotherapy & Occupational therapy,Speech therapy, ICU, Wards/IPD services All the above topics are to be studied under Overview & Introduction, Functions, Location, Design	9
		Organization, Space requirements & facilities	
5.	Other Facilities of Hospital	Engineering department, Maintenance department, Biomedical department, Biomedical waste Management, Ambulance & LiftServices, Signage's in Hospitals ,Safety & Security in hospitalsHospital Acquired Infections & its prevention Important Statutory Requirement for Hospitals All the above topics are to be studied under following heads Overview & Introduction, Functions, Location, Design Organization, Space requirements & facilities, Main issues of concern, Equipment selection (if required), Other important considerations	9

Course Outcome: Successful completion of this course enables the students to -	
CO No.	Course Outcome
1	Understand the knowledge regarding all the support service department of the hospital
2.	Understand the roles and responsibilities of the managers and other functionaries in support services
3.	Students will know how to coordinate among all the support service departments.

Text Books	
1	B.M. Sakharkar, Principles of Hospital Administration & Planning, 1 st Edition, Jaypee Brothers
Reference Books	
1.	1.DC Joshi, Hospital Administration, Jaypee Brothers 2.Davis, R. Llewelyn 2014, Hospital Planning & Administration, Jaypee Brothers, New Delhi
	3. SL. Goel , R. kumar, hospital support services



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Course: Internship Project

Course Type: Discipline Specific Elective (DSE)

Course Code: DSE M- BBA602HC

Credit: 05

LTP: 0:0:10

Semester-VI

Course Outcomes: On successful completion of the course the learner will be able to

GUIDELINES FOR PRACTICAL TRAINING AND SUMMER INTERNSHIP PROJECT

- Each student shall have to undergo a practical training for a period of not less than 8 weeks during vacation falling after the end of IVth Semester.
- In the Fourth semester, examination student shall submit “Project Report” individually on the basis of Specialization. The topic should be decided with consultation and guidance of internal guide of the Institute/college at the end of the first year, so that the student can take up the training during the vacations. The Project shall be necessarily Research oriented, Innovative and Problem solving.
- The institute / College shall submit the detailed list of candidate to the University with Project Titles, name of the organization, internal guide and functional elective.
- The student has to write a report based on the actual training undergone during the summer vacations at the specific selected business enterprise, get it certified by the concerned teacher that the Project report has been satisfactorily completed and shall submit one hard bound typed copy of the same to the Head / Director of the institute along with 1 CD of Project Report. In order to save the paper, both side printing is allowed.
- It is responsibility of concerned Institute to check the authenticity of Project.
- Student may use SPSS software if required.
- CD submitted by the student shall be forwarded to the University by the Institute before the deadline mentioned in University circular.
- Project viva voce shall be conducted at the end of Semester IV.
- Viva Voce for one student shall be of minimum 10 minutes. The Student should prepare PowerPoint

presentation based on Project work to be presented at the time of Viva voce.

- Ten percent (10%) of the projects May be given by institute to the students for summer training as basic research projects.
- The project work will carry maximum 100 marks, of which internal teacher shall award out of maximum 30 marks on the basis of project work done by the student as an internal assessment. Viva voce of 70 marks will be conducted by the panel of the external examiners to be appointed by the University.
- No students will be permitted to appear for Viva-voce and Semester VI examinations, unless and until (s) he submits the project report before the stipulated time.