



M. C. E. Society's

Abeda Inamdar Senior College

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

Affiliated to Savitribai Phule Pune University

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

T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

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

Objectives of the Course

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

Course Specific Learning Outcomes

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

Syllabus

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

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

References: APA Format

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



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

T.Y.B.B,A

(CBCS – Autonomy 21 Pattern)

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

Objectives of the Course

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

Course Specific Learning Outcomes

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

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

Syllabus

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

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

References: APA Format

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



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Syllabus

TY BBA : Business Ethics

(CBCS – Autonomy 21 Pattern)

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

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To provide a comprehensive understanding of the concepts of Business Ethics
2.	To develop theoretical tools to understand current ethical issues and their impacts on business
3.	To analyze the role of Ethics in business, Government and Society.
4.	To analyze the Ethical scenario concerning to Environment and consumer protection.

Expected Course Specific Learning Outcomes

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

Syllabus

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

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

References:

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



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T.YB.B.A

(CBCS – Autonomy 21 Pattern)

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

Objectives of the Course

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

Course Specific Learning Outcomes

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

Syllabus

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

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

References: APA Format

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

5.

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



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Syllabus

TY BBA ANALYSIS OF FINANCIAL STATEMENTS (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	ANALYSIS OF FINANCIAL STATEMENTS
Course Code	21CBBA355A
Semester	V
No. of Credits	3+1

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.
2.	. To enable to use of various types of ratios for financial and investment decisions.
3.	To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will develop, critical & analytical skills for understanding the application of various tools of analysis of financial statements
2.	Students will be able to develop analytical and interpreting skills for

	evaluating the financial position of business corporations by calculating and comparing various ratios
3.	Students will understand the cash and fund management of any business corporations by preparing a cash flow and fund flow statement .

Syllabus

Unit No	Title with Contents	No. of Lectures
I	Introduction of Analysis & Interpretation of Financial Statements	12
	1. Introduction of Schedule III as per Companies Act 2013,	3
	2. Meaning and importance of Analysis of Financial Statements,	9
	1. Tools and Techniques of financial analysis	
	2. Comparative Financial Statements,	
	3. Trend Analysis	
	4. Common Size Financial Statements,	
	5. Ratio Analysis, Fund Flow Statement and Cash Flow Statement	
II	Ratio Analysis	12
	1. Meaning, Importance, Advantages & Limitations of Ratio,	2
	2. Classification of Ratios	5
	3. Liquidity ratios,	
	4. Turnover ratios,	
	5. Profitability ratios and	
	6. Solvency ratios (Practical Problems based on the ratios- Problems based on reverse ratio is excluded.)	5
	7. Use of Ratios for investment decisions	
III	Cash Flow Statement	12
	1. Meaning, Objectives, Uses, and Limitations of Cash Flow Statement,	4
	2. Methods of Cash Flow Statements- Direct methods and indirect methods.	4
	3. Practical sums on an indirect method.	4
	4. Understanding Cash flow statements for investment decisions.	
IV	Fund Flow Statement	12
	1. Meaning, Objectives, Uses, and Limitations of Fund Flow Statement,	4
	2. Preparation of Fund Flow Statement-Fund from operations & statement of changes in Working Capital	4

	3. Practical sums on Preparation of Fund Flow Statement-	4
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References:

Sr. No.	REFERENCE
1.	Kishore R, Advanced Management Accounting , Taxman New Delhi
2	Kishore R, Management accounting & Financial Analysis Taxman New Delhi
3	Dr. Lal J & Dr. Guaba S. Financial Reporting & Analysis Himalayan Publication House New Delhi
4	P.Prem Chand & MohanM,s Financial accounting & Analysis Himalayan Publication House New Delhi
5	M.Y.Khan & P.K.Jain Management accounting & Financial Analysis Tata McGraw Hill New Delhi

Practical Problems will be based on following Units:

1. **Ratio Analysis.**
2. **Cash flow Analysis**
3. **Fund flow Analysis**



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Syllabus

TY BBA – Legal Aspects of Finance & Security Laws

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Legal Aspects of Finance & Security Laws
Course Code	21CBBA356A
Semester	V
No. of Credits	3+1

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To understand the Legal Aspects of Finance & Security Laws.
2.	To know the legal provisions to obtain finance from various source of finance.
3.	To explore various finance & securities-related laws in India.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will understand the fundamentals of legal aspects of Finance.
2.	Students will understand the process of fundraising through IPO.
3.	Students will understand the basics of the Companies Act 2013. And various legal documents under the Companies Act 2013
4.	Students will understand the basics of Goods & Service Tax.

Syllabus

Unit No	Title with Contents	No. of Lectures
I	Introduction to legal aspects of Finance	12
	1 Overview of Indian Financial System, 2 Introduction to Legal aspect: - Finance, Securities market. Basics of insurance, Derivatives, Commercial Banking, Capital Markets, Money Market, Forward Market Commission of India (FMC), Pension Fund Regulatory and Development Authority (PFRDA).	3 9
II	The issue, Listing of Securities&Investor Protection	12
	1.Listing of Securities, 2 Issue of Capital and Disclosure Requirements (ICDR) 3 Procedure for Issue of Various Types of Shares and Debentures 4 Employee Stock Option Scheme and Employee Stock Purchase Scheme. 5. Delisting of Securities.	2 3 3 2 2
III	Companies Act 2013& Investor Protection	12
	1. Introduction to the Companies Act 2013. 2. Overviews of Companies Act 2013 3. Legal Documents- Memorandum of Associations (MOA), Articles of Associations (AOA). 4.Importance of Preparation of Financial Statements & its disclosure. 5.Investor Education and Protection Fund (IEPF) under SEBI Regulations and Companies Act, 2013.	2 2 3 2 3
IV	Goods &Service Act 2017	12
	1 Introduction to GST 2 Types of GST, Overview of CGST, SGST, IGST& UTGST Act 2017 3 Eligibility to register under GST, Benefits of GST Registration. 4 Procedure of GST Registration	3 3 2 2

	5 Introduction to GST Network, Functions of GSTN. 6. Ammendments in GST Act	2

Suggested topics for the project:

1. Study of IPOs recently listed on stockmarket.
2. Investor Education and Protection under SEBI Regulations
3. Investor Education and Protection under Companies Act,2013,
4. Importance of Financial Education &Investor Grievance Redressed Mechanism at SEBI.
5. Actual of Working of GST IT infrastructure.
6. Implications of GST on Small vendors/businesses.
7. Benefits of GST to the Business &Government.
8. Study of Derivatives in the stock market & their importance for hedging.
9. Actual of Working of IRDA, Money Market, Capital Market, PFC, FMC, PFRDA etc.
10. Study of historical overview of legal aspects of finance.
11. Project on Recent Corporate Governance related cases in various companies.
12. Any other topic can be given based on the syllabus.

References:

Sr. No.	Reference
1	E. Gordon, K. Natarajan ,Capital Market in India, Himalaya Publishing House Mumbai
2	Aggarwal .s ,Guide to Indian Capital Market, Bharat Law House Delhi
3	Desai .V , The Indian Financial System, Himalaya Delhi
4	Dr. S.Gurusamy Financial Services and Markets, Thomas Delhi
5	Iyer .V.L SEBI Practice Manual; 59/32, New Rohtak Road, New Delhi-110005, Taxman Allied Service (P) Ltd. Delhi
6	Khan M.Y Indian Financial Systems
7	. Suryanarayanan.S SEBI – Law, Practice & Procedure , Commercial Law Publishers (India) V. Varadarajan Pvt. Ltd. Delhi
8	Bhargava .M, Compliances and Procedures under SEBI Law, Taxmann: SEBI Manual Delhi



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T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

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

Objectives of the Course

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

Course Specific Learning Outcomes

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

Syllabus

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

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

References: APA Format

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



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T.Y.BBA

(CBCS – Autonomy 21 Pattern)

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

Objectives of the Course

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

Course Specific Learning Outcomes

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

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

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

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

References: APA Format

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

6.

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



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T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

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

Objectives of the Course

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

Course Specific Learning Outcomes

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

Syllabus

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

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

References: APA Format

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



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T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

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

Objectives of the Course

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

Course Specific Learning Outcomes

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

Syllabus

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

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

References: APA Format

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



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Syllabus

TY BBA Financial Management

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Financial Management
Course Code	21CBBA365A
Semester	VI
No. of Credits	3+1

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To know various sources of finance of business.
2.	To study and understand the capital structure of the company and its cost of capital
3.	To study optimum capital mix & concept of over capitalization & undercapitalization

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will understand various Sources of finance in business.
2.	Students will understand the capital Structure of the company and cost of capital.
3.	Students will understand the optimum capital mix & concept of over

	capitalization & undercapitalization
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Syllabus

Unit No	Title with Contents	No. of Lectures
I	Sources of Finance	12
	1 Long term Sources of Finance-	
	2 Owned Funds & Borrowed Funds	3
	3 Equity shares, Preference Shares, Debentures, Term Loan, Lease Financing, Hire Financing	4
	4 Short term Sources of Finance- Bank overdraft, Cash Credit, Bills Discounting, Letter of Credit Ploughing back of profits.	5
II	Capital Structure	12
	1 Meaning, Concept, Importance	4
	2 Factors affecting Capital Structure-	
	• Internal Factors, External Factors & General Factors	3
	• Designing of Capital structure	
	3. Cost of Capital- Meaning, weighted Average Cost,	
	4 Operating leverages, Financial leverages, Combined Leverages (Problem on Leverages)	5
III	Capitalisation	12
	1. Meaning, Modern Concept of Capitalisation, Need, Under capitalisation-Meaning, Causes & Remedies.	6
	2. Over Capitalisation- Meaning, Causes, & Remedies	6
IV	Capital Budgeting	12
	1. Meaning.	4
	2. Techniques of Capital Budgeting	4
	3. Mutually Exclusive Proposals Identifying and generating projects.	4

References:

Sr. No.	Title of the Book
1	Pandey I.M ,Financial Management ,Vikas New Delhi
2	Kishore .R.M,Financial Management, Taxman New Delhi
3	P.Prem Chand & Madan, Financial accounting & Analysis, Himalayan Publication House New Delhi
4	Chandra .P, Financial Management, Tata McGrawHill New Delhi
5	Khan & Jain, Financial Management, Tata McGraw Hill New Delhi

Practical Problems will be based on following Units:

1. Capital Structure
2. Capital Budgeting
3. Cost of capital
4. Leverages



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Syllabus

TY BBA Cases in Finance (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Cases in Finance
Course Code	21CBBA366A
Semester	VI
No. of Credits	2+4=6

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To Study & understand the core areas of finance.
2.	To study the practical applications of finance.
3.	To prepare project reports based on the internship & understanding of core areas of finance.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will understand the practical applications of Capital Budgeting.
2.	Students will understand the understand the practical applications of Working Capital.
3.	Students will understand the the basics of ROCE, ROI & Cost of Capital. & understand the practical applications of Cost of Capital. Optimum

	capital mix & concept of over capitalization & undercapitalization
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Syllabus

Unit No	Title with Contents	No. of Lectures
I	Fund Raising & Capital Budgeting	12
	1 Fund Raising: Meaning, Importance, Process. (Theory)	3
	2 Investment Decisions: Long term, Medium-term, Short Term, its importance (Theory)	4
	3 Capital Budgeting: Meaning, Importance, Types (Practical cases)	5
II	Working Capital Management	12
	1. Working Capital:- Meaning, Importance.	4
	2. Cases on Working capital.	8
III	Cost of Capital	12
	1. Return of Capital Employed (ROCE): Meaning, Importance (Theory)	3
	2. Return on Investment: Meaning, Importance. (Theory)	4
	3. Cost of Capital: Meaning, Importance, Cases on Cost of Capital	5
IV	Project Report	12
	1. Project-based on core areas of finance/ based on internship. (Refer to the suggested topics given below)	12

External Evaluation Problems and Case studies

Suggested Topics for Project: -

1. Projected financial statements to be submitted to the bank for a loan proposal.
2. Analysis & interpretations of financial statement with the help of Techniques like
3. Ratio analysis, Fund flow Analysis, Cash flow Analysis.
4. Project-related Insurance sector.
5. Working Capital Management.
6. Any other topic related to core areas of finance based on internship by students.

