



**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

**S.Y.B.B.A.**

**(CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Principles of Human Resource Management</b>
<b>Course Code</b>	<b>21CBBA231</b>
<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>3</b>

**Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To introduce the basic concepts of Human Resource Management.
<b>2.</b>	To cultivate right approach towards Human Resource and their role in business.
<b>3.</b>	To create awareness about the various trends in HRM among the students.

**Course Specific Learning Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	Students will understand the basic concept of HRM, develop knowledge about the functions and different roles of HR Manager, Understand the challenges before HRM.
<b>2.</b>	Students will learn the importance of Job Analysis & Human Resource Planning in the Organisation, Develop the Problem-solving and decision-making skills.
<b>3.</b>	Students will learn to develop the basic ability to think about Employee Morale and Job Satisfaction, Development of problem-solving and decision-making skills.

<b>4.</b>	Students will understand the Changing Environment of HRM and its effects, the students must learn the recent HRM trends with the help of Lab Activities.
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## Syllabus

Unit No.	Title with Contents	No. of Lectures
<b>I</b>	<b>Introduction to HRM</b>	<b>12</b>
	1. Introduction to HRM- Meaning, Definition, Features, Scope.	<b>3</b>
	2. Objectives, Importance, Principles of HRM.	<b>2</b>
	3. Evolution of HRM.	<b>1</b>
	4. Functions of HRM.	<b>1</b>
	5. Challenges of HRM.	<b>1</b>
	6. Role of HR Manager.	<b>1</b>
	7. Difference between HRM& Personnel Management.	<b>1</b>
	8. Strategic HRM – Meaning, Objectives, Challenges	<b>2</b>
<b>II</b>	<b>Job Analysis &amp; Planning for Human Resources</b>	<b>10</b>
	1. Job Analysis- Meaning, Definition, Objectives, Benefits, Methods, Job Analysis Components- Job Design, Job Description, Job Specification, Job Evaluation.	<b>4</b>
	2. Human Resource Planning (HRP)- Meaning, Definition, Objectives, Process, Factors Influencing the Estimation of Human Resource in Organisation, Advantages & Limitations/Barriers of HRP.	<b>4</b>
	3. Caselets on Job Analysis & Human Resource Planning.	<b>2</b>
<b>III</b>	<b>Recruitment, Selection, Training &amp; Development</b>	<b>10</b>
	1. Recruitment – Meaning, Recruitment Sources : Internal Vs. External , Factors affecting Recruitment, E- Recruitment - Merits and Demerit	<b>3</b>
	2. Selection – Meaning, Process, E-Selection – Advantages and	<b>3</b>

	Disadvantages. 3. Training and Development – Meaning, Objectives, Process and Evaluation, Methods of Training – On the Job and Off the Job.	<b>4</b>
<b>IV</b>	<b>Career Planning, Employee Morale &amp; Job Satisfaction</b>	<b>12</b>
	1. Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages.	<b>4</b>
	2. Employee Morale & Job Satisfaction. a. Employee Morale- Meaning, Definition, causes of low Morale. b. Job Satisfaction- Meaning, Definition, Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction.	<b>6</b>
	3. Caselets on Career Planning, Employee Morale & Job Satisfaction.	<b>2</b>
<b>V</b>	<b>HRM in Changing Environment &amp; Trends in HRM</b>	<b>10</b>
	1. Work force Diversity.	<b>1</b>
	2. Technological Changes & HRM.	<b>1</b>
	3. International Context in HRM : Global Competency and Global Dimensions.	<b>1</b>
	4. E- Human Resource Management.	<b>1</b>
	5. Human Resource Information System (HRIS).	<b>1</b>
	6. HRM in Virtual Organisations, Work from Home, Out-Sourcing.	<b>1</b> <b>3</b>
	7. Changing Role of HRM.	<b>1</b>

**References:**

1. L. M. Prasad, *Human Resource Management*, Sultan Chand & Company Ltd, New Delhi.
2. K. Ashwathappa, *Human Resource Management*, Tata McGraw Hill, New Delhi.
3. C. B. Mamoria, *Personnel Management*, Himalaya Publishing House, Mumbai.

4. A. M. Sharma, *Personnel & Human Resource Management*, Himalaya Publishing House, Mumbai.
5. S. S. Khanka, *Human Resource Management*, Sultan Chand & Company Ltd, New Delhi.



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**S.Y.B.B.A**

**(CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Supply Chain Management</b>
<b>Course Code</b>	<b>21CBBA232</b>
<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>3</b>

### **Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To enable the students to have a comprehensive understanding of Supply Chain Management.
<b>2.</b>	To understand key concepts and issues of logistics and Inventory Management.
<b>3.</b>	To understand Warehousing and its role in Space Management.
<b>4.</b>	To Create awareness about current trends in Supply Chain Management

### **Course Specific Learning Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	Students will understand the concept of Supply Chain Management and Green Supply Chain Management.
<b>2.</b>	Students will understand the process of Work Automation and Space Management and to acquaint students with different strategies of Warehousing.
<b>3.</b>	Students will learn methods of logistics planning and to understand the role of Information Technology in Supply Chain Management.

<b>4.</b>	Students will learn Supply Chain Network Design and understand Relationship Management with Customers and Employees.
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### Syllabus

Unit No.	Title with Contents	No. of Lectures
<b>I</b>	<b>Introduction to Supply Chain Management (SCM)</b>	<b>15</b>
	<b>1. Supply Chain Management:</b> <ul style="list-style-type: none"> <li>i. Concept &amp; Components</li> <li>ii. Objectives &amp; Functions</li> <li>iii. Challenges in implementing Supply Chain Management</li> </ul>	<b>5</b>
	<b>2. Supply Chain Strategy:</b> <ul style="list-style-type: none"> <li>i. Meaning &amp; Characteristics</li> <li>ii. Value Chains, Value Streams, Value Nets, and Value Delivery Chains in Supply Chain Management</li> <li>iii. Bull Whip effect and Ripple effect</li> <li>iv. Green Supply Chain Management: Concept, Objective &amp; Significance</li> </ul>	<b>10</b>
<b>II</b>	<b>Manufacturing and Warehousing</b>	<b>13</b>
	<b>1. Concept of Manufacturing Scheduling:</b> Manufacturing Flow System, Work Flow Automation-Material Handling System	<b>2</b>
	<b>2. Ware-Housing:</b> <ul style="list-style-type: none"> <li>i. Meaning, Types &amp; Functions</li> <li>ii. Warehousing and Storage Systems in International Logistics</li> <li>iii. Strategies for Effective Warehousing</li> <li>iv. Digitization &amp; Warehouse Automation</li> </ul>	<b>7</b>
	<b>3. Store-Keeping and Space Management:</b> <ul style="list-style-type: none"> <li>i. Objectives and Functions of Store Keeping</li> <li>ii. Strategies to improve Space Utilization</li> </ul>	<b>4</b>
<b>III</b>	<b>Logistics Management and Information Technology in Supply Chain Management</b>	<b>13</b>
	<b>1. Logistics Management-</b> Meaning, Characteristics, Components and Functions of Logistics	<b>4</b>

	<p><b>2. Strategic Logistics Planning.</b> Meaning –Component, Process</p> <p><b>3. Information and Communication Technology in Supply Chain Management</b></p> <p>i. Current Trends in Supply Chain Management</p> <p>ii. Radio Frequency Identification</p> <p>iii. Barcoding</p> <p>iv. Retail Supply Chain Management and its Problems and Prospects</p> <p>v. Artificial Intelligence and its advantages in Supply Chain Management</p>	<p><b>2</b></p> <p><b>7</b></p>
<b>IV</b>	<b>Key Operations in Supply Chain Management</b>	<b>13</b>
	<p><b>1. Supply Chain Network Design:</b></p> <p>i. Distribution network in Supply Chains</p> <p>ii. Channel Design: Meaning &amp; Definition</p> <p>iii. Role and Importance of Distributors in Supply Chain Management</p> <p><b>2. Human Resource in Supply Chain Management:</b></p> <p>i. Role of Human Resource in Supply Chain Management</p> <p>ii. Issues in Workforce Management</p> <p>iii. Relationship Management with Suppliers ,Customers and Employees</p> <p>iv. Linkage between Human Resource Management and Supply Chain Management.</p>	<p><b>4</b></p> <p><b>9</b></p>

**References:**

- Ayers, J. B. (2006). *undefined* (2nd ed.). Auerbach Publications.
- Bowersox. (2000). *Logistical management*. Tata McGraw-Hill Education.
- Hugos, M. H. (2018). *Essentials of supply chain management*. John Wiley & Sons.
- Sahay, B. S. (2004). *Supply chain management: For global competitiveness*. Macmillan India Limited.
- Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and managing the supply chain: Concepts, strategies, and case studies*. Irwin/McGraw-Hill.
- Sinha. (2012). *Supply chain management*. Tata McGraw-Hill Education.

- Sople, V. V. (2012). *Supply chain management: Text and cases*. Pearson EducationIndia.



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### **S.Y.B.B.A.**

#### **(CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Global Competencies and Personality Development</b>
<b>Course Code</b>	<b>21CBBA233</b>
<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>3</b>

#### **Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To build self-confidence, enhance self-esteem, and improve overall personality of the students.
<b>2.</b>	To enhance global and cultural competencies of the students.
<b>3.</b>	To groom the students for appropriate behaviour in social and professional circles.

#### **Course Specific Learning Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	Student will learn various theories of personality development.
<b>2.</b>	Student will understand the concept of Global Competence. SWOC Analysis by students and encourage the students for personal Goal setting by providing theoretical as well as practical knowledge.



<b>3.</b>	Student will understand the structure of team as well as to develop ability to work under pressure and flexibility at work place. To develop social empathy and explain social responsibilities of an individual.
<b>4.</b>	Students should groom themselves and effective use of body language. To develop the skills of managing the time. To develop ability of effective public speaking. To train the students for writing e-mails.

## Syllabus

Unit No.	Title with Contents	No. of lectures
<b>I</b>	<b>Introduction to Personality and its Development</b>	<b>14</b>
	1. Definition and nature of personality.	2
	2. Characteristics of good personality.	2
	3. Determinants of personality development.	2
	4. Theories of personality development	8
	i. Psychoanalytical Theory by Sigmund Freud	
	ii. Trait Theory by Allport and Big Five model	
	iii. Social Cognition Theory by Albert Bandura	
	iv. Theories of personality	
<b>II</b>	<b>Global Competence and Self Development</b>	<b>14</b>
	1. Meaning and need of global competence.	2
	2. Characteristics of globally competent individual (life-long learning, understanding cultural differences, adaptability, comfortable with change, problem-solving ability, critical and comparative thinking).	4
	3. Building self-esteem and self-confidence.	3
	4. Self-introduction, interview	3
	5. SWOC Analysis and Personal Goal Setting	2
<b>III</b>	<b>Development of Social and Interpersonal Skills</b>	<b>14</b>
	1. Effective communication skills, Preparation for self-introduction.	2
	2. Working on Attitude. Aggressive, Assertive and Submissive	2
	3. Development of leadership skills and introduction to Leadership styles.	2

	4. Team Building; develop ability to work under pressure, flexibility at workplace.	1
	5. Social empathy, building blocks of social empathy and development of social empathy.	1
	6. Social Responsibilities.	1
	7. Workplace ethics	1
	8. Developing effective Habits for development of social skills	2
	9. Upscaling: Concept & Need	2
<b>IV</b>	<b>Projecting a Positive Social Image</b>	<b>12</b>
	1. Definition and importance of social image.	2
	2. Grooming basics and use of body language.	3
	3. Effective speech	1
	4. Being Proactive, Creative and Innovative	1
	5. Time management.	1
	6. Public-speaking.	1
	7. Proper e-mail and telephone etiquettes.	1
	8. International and social etiquettes.	1
	9. Social graces and table manners	1

#### References:

1. Swami Vivekananda, *Personality development*, Adhyaksha Advaita Ashram 2009
2. C Rajya Lakshmi Kalyani, D S Vittal, Anitha Raju, *Personality Development and Communication skills*, Himalaya Publishing House 2018
3. Swami Amartyananda, *Effective Life Management*, Advaita Ashrama 2010
4. Barun Mitra, *Personality Development and Soft Skills*, Oxford University Press 2016
5. Hall CS, Lindsey G and Campbell J B, *Theories of Personality*, 4th Edition Wiley 1998



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**2022-23 (CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Fundamentals of Rural Development</b>
<b>Course Code</b>	<b>21CBBA234</b>
<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>3</b>

**Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
1.	To understand the development issues related to rural society.
2.	To understand various government schemes available for rural development
3.	To create interest among the rural youths to participate in rural development programmes and schemes for sustainable development.
4.	To understand the importance of agro entrepreneurs and agro based industries in rural development

**Course Specific Outcome**

<b>Sr. No.</b>	<b>Learning Outcome</b>
1.	Students will be able to understand Conceptual framework of Rural development.
2.	Students will gain knowledge regarding Agriculture Enterprise & Agro-based industries.
3.	Students will gain knowledge about various schemes of government for Rural development
4.	Students will be able to understand the information technology and its challenges in rural development



	<b>4. Employment Generation Programmes:</b> i. Swarnajayanti Gram Swarojgar Yojana ii. Mahatama Gandhi National Rural Employment Scheme iii. Sampoorna Grameen Rozgar Yojana iv. Deen Dayal Upadhyay Gram Kaushaly Yojna	<b>4</b>
<b>III</b>	<b>Agri Entrepreneurship &amp; Agro-based industries.</b>	<b>16</b>
	1. Agricultural Entrepreneur: Meaning, Definition and Importance.	<b>2</b>
	2. Agri-business Enterprises: Issues and prospectus	<b>2</b>
	3. Micro-financing and its Role in Rural Development	<b>2</b>
	4. Food and Agricultural Marketing and Management of agro products.	<b>10</b>
	5. Agro-based Industries: i. Constituents of the Agro-Based Industries ii. Need of Agro-Based Industries iii. Challenges in Establishing Agro-Based Industries iv. Institutional Arrangements for Promotion of Agro-Based Industries v. Policy Directives by the Government for Agro-Based Industries	
<b>IV</b>	<b>Information Technology and Rural Development</b>	<b>8</b>
	1. Information and Communication Technology (ICT) for Rural Development	<b>2</b>
	2. Information Technology –Enabled Services for an E-Village	<b>2</b>
	3. Challenges of Rural Development	<b>2</b>
	4. Impact of ICT in Rural development	<b>2</b>

#### References:

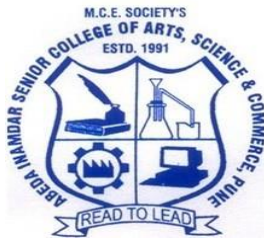
1. Bhattacharya & Sib Nath, *Rural Poverty in India*, Ashish Publishing House, New Delhi
2. Desai, Vasant - *Rural Development In India*-Himalaya Publishing House
3. Tahir and Hussain, *Fundamentals of Rural Development*, I.K International Publishing House India
4. Mathur, B.L., *Economic Policy and Development* RBSA Publishers Jaipur, India
5. Puri and Sharma, *Indian Economy*, Himalaya Publishing House
6. Singh, Katar, *Rural Development; Principles, Policies and Management*, 3<sup>rd</sup> Edition SAGE

Publication India

7. Thomson and Christopher, Rural Development: Concept and Recent Approaches, Rawat Publications Jaipur, India
8. Tripathy.S.N., Rural Development, Discovery Publishing House

**Websources .**

- <https://rural.nic.in>
- <https://arinjayacademy.com/rural-development-class-12-notes/#Needforruraldevelopment>
- <https://egyanagar.osou.ac.in> › download-slam
- <https://vikaspedia.in/social-welfare/rural-poverty-alleviation-1/schemes>
- <https://agrienterprise.org>
- <https://hihindia.org/blog/village-uplift/rural-entrepreneurship>.
- <https://www.tractorjunction.com/blog/top-10-agriculture>
- <https://ideas.repec.org/p/cdl/scciec/qt9wj6d6kv.html>



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### Syllabus for SYBBA

2022-23 (CBCS – Autonomy 21 Pattern)

<b>Course/ Paper Title</b>	<b>Management Accounting</b>
<b>Course Code</b>	<b>21CBBA235A</b>
<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>3+1=4</b>

### Objectives of the Course

<b>Sr. No.</b>	<b>Objectives</b>
1.	To impart the basic knowledge of management accounting
2.	To understand the implications of various financial ratios in decision making.
3.	To understand the application and use of various tools of management accounting in the business.



**Specific Outcome**

<b>Unit No.</b>	<b>Title with Contents</b>	<b>No. of Lectures</b>	
<b>I</b>	<b>Introduction</b>	<b>10</b>	
	1. Management accounting- definition, objectives.	2	
	2. Scope, functions, advantages, limitations.	2	
	3. Distinction between financial accounting & management accounting.	2	
	<b>Sr. No.</b>	<b>Learning Outcome</b>	
	<b>1.</b>	The students will understand the concept and meaning of 4. Distinction between cost accounting and accounting.	2
	<b>2.</b>	The students will get knowledge of schedule III as per company act 20213 5. Role and responsibility of management accountant, and understand the format of statement of profit & loss & statement of balance sheet of company and to study different methods of analysis.	2
<b>II</b>	<b>Financial Statement Analysis</b>	<b>14</b>	
	1. Introduction of schedule iii as per company act 2013, (statement of profit & loss, statement of balance sheet format)	3	
	<b>3.</b>	The students will understand the concept of contribution and breakeven point in business and its application while estimating profitability level and to develop the decision makings. 2. Methods of analysis- comparative statements, common size statements, trend analysis, and flow statement.	3
	<b>4.</b>	The students will learn about the concept of budget and its various estimation of fund requirement in future and its application in business can be calculated. 3: Introduction of ratio analysis- meaning, necessity & advantages of ratio analysis.	3
	4. Types of ratio- liquidity ratios, leverage ratios, activity ratios, profitability ratios.	6	
<b>III</b>	<b>Marginal Costing</b>	<b>18</b>	
	1. Meaning, definition of marginal cost and marginal costing	2	
	2. Advantages and limitations of marginal costing	2	
	3. Concept of contribution, profit volume ratio (P/V ratio), breakeven point (BEP), margin of safety (MOS), cost volume profit analysis.	4	
	4. Problems on contribution, P/V ratio, BEP and MOS	10	
<b>IV</b>	<b>Budget &amp; Budgetary control</b>	<b>12</b>	
	1. Budget and budgetary control-meaning, definition, nature, objectives of budget and budgetary control	2	

**Course**

**Syllabus**

Teaching Methodology:

<b>Topic No.</b>	<b>Topic Name</b>	<b>Innovative Methods to be used</b>
1	Introduction	N.A.
2	Analysis & Interpretation of Financial Statement	Financial Analysis of any company of three years using trend percentage, comparative statement, ratio analysis.
3	Marginal Costing	N.A.
4	Budget & Budgetary control	To prepare budget of any activity or event organized in the college.

**References:**

1. *S.Kr.Paul. (2009).Management accounting. New Central Book Agency.*
2. *Jain, P. K., & Khan, M. Y. (2006). Management accounting. Tata McGraw-Hill Education.*
3. *Maheshwari S.N. & Maheshwari S.K. & Maheshwari Sharad K. (n.d.). An introduction to accountancy (12th ed.). Vikas PublishingHouse.*
4. *L.M. Pandey (2009).Management accounting. Vikas Publishing House.*



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**SYBBA**

**(CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Consumer Behaviour and Sales Management</b>
<b>Course Code</b>	<b>21CBBA235B</b>
<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>3+1=4</b>

### **Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To develop significant understanding of Consumer behaviour in Marketing.
<b>2.</b>	To understand the relationship between consumer behaviour & Sales Management.
<b>3.</b>	To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.
<b>4.</b>	To explain the concept of training, motivation and evaluation of the sales force.

### **Course Specific Learning Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	Students will learn how to determine consumer behaviour which affects the marketing system and they will understand the overall effect of concepts of consumer behaviour.
<b>2.</b>	Students will understand the habit of taking calculated risks towards decision making process.
<b>3.</b>	Students will understand the basic processes followed in sales management
<b>4.</b>	Students will understand the tools and techniques necessary to effectively train motivate and evaluate the sales force.

<b>Unit No.</b>	<b>Title with Contents</b>	<b>No. of Lectures</b>
<b>Unit I</b>	<b>Introduction and Determinants of Consumer Behaviour</b>	<b>15</b>
	1. Basics: Meaning of customers & consumers, consumer roles consumerism & de-marketing.	2
	2. Culture & Sub- Culture: Meaning, characteristics & relevance to marketing decisions.	2
	3. Social Class: Meaning, Measurement, effect on Life-styles. Social Group- Meaning & group properties & reference groups, family life cycle & purchasing decisions.	2
	4. Marketing Mix: Influence of marketing mix variables.	1
	5. Personality & Self Concept: Meaning of personality.	1
	6. Motivation & Involvement: Types of buying motives.	2
	7. Hierarchy and Dimensions of involvement	1
	8. Learning & Memory: Meaning, elements of learning and Characteristics of Memory Systems	2
	9. Attitudes: Meaning & characteristics-strategies for changing attitude and behaviour.	2
<b>Unit II</b>	<b>Consumer Decision Making Process</b>	<b>12</b>
	1. Problem Recognition, utilizing problem recognition information.	3
	2. Search & Evaluation: Types of information, Sources of information Search, experience and credence aspects - Marketing implications situational influences on purchase decisions	3
	3. Purchasing Process: Why do people shop? Store & Non-store purchasing processes and purchasing pattern 4. Post-purchase evaluation &	3

	behaviour: Consumer satisfaction, dissatisfaction, customer delight, Consumer complaint behaviour and Post-purchase dissonance	3
<b>Unit III</b>	<b>Basics to Sales Management&amp; its Organization</b>	<b>13</b>
	1. Sales Management: Definition, Meaning and Objectives	2
	2. Sales Research: Sales forecasting methods	2
	3. Sales Planning and control: Goal setting, performance measurement, diagnosis and corrective actions.	3
	4. Sales Organization: Need for sales organizations, types of sales organization and their structure, Sales manager's functions and responsibilities	3
	5. Planning for major customers and sales budget a. Specific Characteristics of a successful salesman	3
<b>Unit IV</b>	<b>Managing &amp; Motivating the Sales Force</b>	<b>14</b>
	<b>1. Recruiting, Selection and Training of Sales Force:</b> i. Procedures and criteria extensively used as selection tools for recruiting and testing sales ability ii. Sales force, job analysis and description	3
	<b>2. Areas of sales Training:</b> i. Company specific knowledge, product knowledge and market trend ii. Customers and technology – Relationship selling process and customer education and value added Selling	3
	<b>3. Motivating the Sales Team:</b> i. Motivation Programs – Sales meetings, sales	4

	<p>contests, Sales compensating, monetary compensation</p> <p>ii. Types of compensation plan</p> <p>iii. Incentive programs as motivators</p> <p>iv. Non- monetary compensation – fine tuning of compensation package and Supervising</p> <p><b>4.Evaluating Sales Force Performance and Controlling Sales activities:</b></p> <p>i. Sales records and reporting systems</p> <p>ii. Improving sales productivity, ethical and Legal</p> <p>iii. Issues in Sales Management</p> <p>iv. Key performance indicators of sales</p>	4
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**References:**

- 1) Batra, S. K., & Kazmi, S. H. (2009). *Consumer behaviour-2nd*. Excel Books India
- 2) Jham, V. (2013). *Cases on consumer-centric marketing management*. IGI Global.
- 3) Kumar, S. R. (2017). *Consumer behaviour : The Indian context (Concepts and cases)*. Pearson Education India.
- 4) Mallik, P. (2012). *Sales management*. OUP India.
- 5) NAIR., S. R. (2015). *Consumer behaviour in Indian perspective*.

**Tutorial guidelines:**

- The tutorial has **1 credit**.
- Subject teacher has special privileges to make the allotment of tutorial topics.
- Students should discuss with the subject teacher at the time of selection of tutorial topics.
- Students will work in groups or individually they can prepare a PowerPoint presentation on any topic which they have learnt under this subject and the present the same. A total of **20 marks** are allotted.

**List of suggested Topics for tutorials:**

- Culture and sub-culture relevance to marketing
- Elements of learning and memory
- Problem Recognition, Search & Evaluation
- Purchasing Process, Post-purchase Evaluation & Behaviour
- Sales planning and control
- Recruiting, Selection and Training of Sales Force
- Motivating the Sales Team -Motivation Program
- Evaluating sales Force Performance and Controlling sales activities





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### **SYBBA**

**(CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Organisational Behaviour</b>
<b>Course Code</b>	<b>21CBBA235C</b>
<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>3+1=4</b>

#### **Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
<b>2.</b>	To explain determinants of Organisational Behaviour at individual, group and organisational level.
<b>3.</b>	To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.

#### **Course Specific Learning Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	Students will understand the meaning of various concepts and models in organizational behavior and their relevance.
<b>2.</b>	Students will develop an understanding about the types of determinants of organizational behavior at various levels and significance.
<b>3.</b>	Students will learn about how organizational behavior contributes to organizational effectiveness.

## Syllabus

Unit No	Title with Contents	No. of Lectures
<b>I</b>	<b>Introduction to Organisational Behaviour (OB)</b>	<b>12</b>
	<b>1. Meaning, Definition, Nature, Scope, Importance of OB</b> <b>2. Key Elements of OB</b> <b>3. Disciplines that contribute to the OB field</b> <b>4. Models of OB</b> <b>5. Challenges for OB</b>	4 2 2 2 2
<b>II</b>	<b>Individual Determinants of Organisational Behaviour</b>	<b>16</b>
	<b>1. Individual Behaviour-</b> Influencing factors- Personal, Psychological, Organisational System & Resources & Environmental Factors. <b>2. Personality-</b> Meaning, Definition, Key Determinants of Personality, Types of Personality, Theories of Personality <b>3. Value &amp; Attitude-</b> Meaning, Definition and Types <b>4. Perception -</b> Meaning & Definition, Importance of Perception in OB <b>5. Motivation-</b> Meaning, Definition, Importance, Types <b>6. Theories-</b> Maslow's Need Hierarchy Theory, McGregor's Theory X & Theory Y, Herzberg's Two- Factor Theory, Alderfer's ERG (Existence, Relatedness and Growth) Theory <b>7. Caselets on Personality, Motivation, Value &amp; Attitude</b>	2 3 2 2 2 3 2
<b>III</b>	<b>Group Interaction &amp; Organisational Behaviour</b>	<b>16</b>
	<b>1. Group Dynamics-</b> Meaning, Definition, Types, Reasons for forming Groups, Theories of Group Formation, Stages in Group Development, Group Behaviour, Group Cohesiveness, Group decision-making <b>2. Conflict -</b> Meaning, Definition, Traditional & Modern View of Conflict, Organisational Performance & Conflict, Frustration Model, Conflict Management- Competing, Collaborating, Compromising, Avoiding,	6 4

	Accommodating.	
	3. <b>Leadership</b> - Meaning, Definition, Leader V/S Manager, Styles of Leadership, How to be an effective Leader	2
	4. <b>Transactional analysis</b> - An Introduction to Transactional Analysis	1
	5. <b>Caselets on Group Dynamics, Conflict Management &amp; Leadership</b>	3
<b>IV</b>	<b>Dynamics of Organisation</b>	<b>10</b>
	1. <b>Organisational Culture</b> - Meaning, Definition, Levels, Formation & Sustaining Organisational Culture, Types of Organizational Culture	3
	2. <b>Organisational Change</b> - Meaning, Definition, Types, Forces for Change in Organisation, Resistance to Change, Management of Change	4
	3. <b>Caselets on Organisational Culture &amp; Change Management</b>	3

#### References:

1. Aswathappa, K., 2013. *Organisational Behaviour: Text, Cases, Games*. New Delhi: Himalaya Publishing House.
2. Robbins. S., Judge, A., Vohra, N., 2013. *Organisational Behaviour*. Pearson Education, Inc.
3. Khanka, S., *Organisational Behaviour*. S. Chand
4. Nair, S., 2017. *Organisational Behaviour: Text & Cases*. New Delhi: Himalaya Publishing House.
5. Chandan, J., 2010. *Organisational Behaviour*. Vikas Publishing House Pvt. Ltd.

#### Web references:

<https://www.iedunote.com/organizational-behavior>

<https://www.educba.com/organizational-behavior-model/>

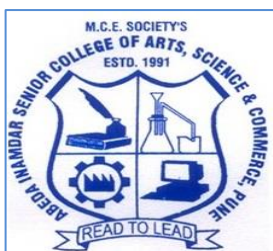
<https://www.sscasc.in/wp-content/uploads/downloads/BBM/Organizational-Behaviour.pdf>

### **Guidelines for completion of Tutorials:**

- The tutorial has **1 credit**.
- Students will work in groups and prepare a PowerPoint presentation on any topic which they have learnt under this subject and then present the same. A total of **20 marks** are allotted.
- Subject teacher has special privileges to make the allotment of practical topics.
- Students should discuss with the subject teacher at the time of selection of practical topics.

### **List of suggested Topics for Tutorials:**

1. General Issues related to migration
2. Migration in the 21st century
3. Illegal migration
4. Urbanization in India
5. Advantages and disadvantages of urbanization in general
6. Age and Sex pyramids- meaning, types and purpose



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### Syllabus for SYBBA

2022-23 (CBCS – Autonomy 21 Pattern)

<b>Course/ Paper Title</b>	Banking & finance
<b>Course Code</b>	21CBBA236A
<b>Semester</b>	III
<b>No. of Credits</b>	2+2=4

### Objectives of the Course

<b>Sr. No.</b>	<b>Objectives</b>
1.	To Study banking function and its operations.
2.	To understand the functioning of Regulatory Authorities in India.
3.	To study recent technology in banking industry.

### Course Specific Outcome

<b>Sr. No.</b>	<b>Learning Outcome</b>
1.	Students will understand various functions and activities of banks.
2.	Knowledge of functioning and powers various Regulatory Authorities in India.
3.	Understanding of security measures while using E- banking.

## Syllabus

Unit No.	Title with Contents	No. of Lectures
<b>I</b>	<b>Introduction</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>1. Introduction-               <ul style="list-style-type: none"> <li>a. Origin</li> <li>b. Meaning</li> <li>c. Definition of bank</li> </ul> </li> <li>2. Evolution of banking in India.</li> <li>3. Structure of banking system in India.</li> </ul>	<p>2</p> <p>2</p> <p>2</p>
<b>II</b>	<b>Functions of Banks</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>1. Functions of Banks-               <ul style="list-style-type: none"> <li>A. Primary functions                   <ul style="list-style-type: none"> <li>a. Accepting deposits</li> <li>b. Granting loans</li> </ul> </li> <li>B. Secondary functions                   <ul style="list-style-type: none"> <li>a. Public utility services</li> <li>b. Agency service</li> </ul> </li> </ul> </li> </ul>	<p>5</p> <p>5</p>
<b>III</b>	<b>Regulatory Authorities in India</b>	<b>12</b>
	<ul style="list-style-type: none"> <li>1. Reserve Bank of India (RBI)               <ul style="list-style-type: none"> <li>a. Role and functions of RBI</li> <li>b. Credit control measures                   <ul style="list-style-type: none"> <li>i. Qualitative</li> <li>ii. Quantitative credit control</li> </ul> </li> </ul> </li> <li>2. Insurance Development Authority (IRDA)               <ul style="list-style-type: none"> <li>a. Objectives</li> <li>b. Powers and functions of IRDA</li> </ul> </li> <li>3. Securities Exchange Board of India (SEBI)               <ul style="list-style-type: none"> <li>a. Objectives</li> <li>b. Power and functions of SEBI</li> </ul> </li> </ul>	<p>4</p> <p>4</p> <p>4</p>
<b>IV</b>	<b>Technology in banking</b>	<b>8</b>

	1. Need and importance of technology in banking	1
	2. Technologies in banking	7
	a. ATM	
	b. Debit card	
	c. Credit card	
	d. Tele banking	
	e. Net banking	
	f. Mobile banking	
	g. RTGS	
	h. NEFT	
	i. Swift (Society for worldwide interbank financial telecommunication)	
	j. Cyber security in E- banking	

### Teaching Methodology:

Topic No.	Topic Name	Innovative Methods to be used
1	Introduction	NA
2	Functions of Banks	Bank visit
3	Regulatory Authorities in India	PPT and Case study
4	Technology in banking	NA

### References:

1. Vasant Desai *The Indian Financial System* Himalaya.
2. O.P. Agarwal *Banking & Insurance* Himalaya.
3. Maheshwari *Banking Law & Practice in India* Kalyani Publisher.

### Guidelines regarding Exposure project (50 marks)

1. Students need to prepare PPT on any topic from the syllabus.
2. Student needs to conduct a survey by framing a small questionnaire on topic from the syllabus.
3. Students need to prepare a case study on any topic from the syllabus.

### Evaluation

- Internal Evaluation - 30 marks for project+ 20 marks viva= 50 marks.
- External Evaluation - 50marks.



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**S.Y.B.B.A**

**(CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Retail Management</b>
<b>Course Code</b>	<b>21CBBA236B</b>
<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>2+2=4</b>

**Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To provide basic understanding of forces that shape retail industry.
<b>2.</b>	To provide understanding of retail operations and strategy.
<b>3.</b>	To provide understanding of opportunities and challenges in retail industry.

**Course Specific Learning Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	Students will understand how to explore the strategic options available to retailers.
<b>2.</b>	Students will be able to analyse the factors impacting store design and location and selection.
<b>2.</b>	Students will understand the store operations, merchandising and customer management.
<b>3.</b>	Students will develop an understanding of innovative channels to reach out to the target customers to sustain in new markets.



## Syllabus

Unit No.	Title with Contents	No. of Lectures
<b>Unit I</b>	<b>Introduction to Retailing</b>	<b>9</b>
	1. Structure of retail industry	<b>2</b>
	2. Types of retailers	<b>3</b>
	a. Indian Retail Scenario Vs. Global Retail Scenario	
	3. Market segment and channels	<b>2</b>
	4. Market trends and retail life cycle	<b>2</b>
<b>Unit II</b>	<b>Retailing Strategy</b>	<b>10</b>
	1. Identifying Customers & Customer Segmentation	<b>2</b>
	2. Selecting Target Market, Identifying Market Segments, Selecting site locations, Strategic positioning and execution.	<b>3</b>
	3. Establishing and Maintaining Retail Image	
	4. Creating In-store Dynamics (Layouts & Plans)	<b>2</b>
	a. Types of store layout	<b>3</b>
	b. Factors affecting store layout	
<b>Unit III</b>	<b>Managing the Retail Business</b>	<b>10</b>
	1. Implementing Retail Marketing Plan	<b>2</b>
	2. Brief Human Resource Requirements	<b>2</b>
	3. Developing Product and Branding Strategies	<b>2</b>
	4. Developing Merchandise Plans	<b>2</b>
	5. Merchandising Strategy	<b>2</b>
<b>Unit IV</b>	<b>Future of Retailing</b>	<b>7</b>
	1. Introduction to recent trends, technologies & advancements in Retailing	<b>2</b>
	3. Omni Channel Retailing,	<b>1</b>
	i. Pop up shops	
	ii. Social shopping,	
	iii. Private label brands	<b>4</b>
	iv. How does Omni channel Retail works?	

## **Project Guidelines for Students**

1. The project work will have **2 credits**.
2. Students are expected to visit Minimum 5 Retail Business Outlets covering all categories like Food & Beverages, Clothing & Apparel, Daily Essentials, Automobile & Electronics, Retail and Medicines, etc.
3. Students shall prepare project report on the points like: Store layout, Product display, logistics and SWOC (Strengths, Weaknesses, Opportunities and Challenges) analysis, etc. Viva-voce (External) will be conducted on the submitted project report.
4. The students are required to finalize the project topic/final draft of project in consultation with course teacher/guide and required to submit 2 project reports.
5. The Project Report will be evaluated on the following grounds:
  - Selection of Retail outlets,
  - Content
  - Application of the theory
  - Guidelines followed regarding structure & style
6. Each student is required to face the Viva-voce.
7. Total marks allotted for Project are 50 which are further divided into **30** Marks for Project Report (Hard Copy submission) and **20** Marks for Viva-voce.

## **References:**

- 1) Berman, B., & Evans, J. R. (2001). *Retail management: A strategic approach*.
- 2) Lamothe, M. (2018). *Retail management (Fundamentals of retailing)*.
- 3) Levy, M., Weitz, B. A., & Grewal, D. (2019). *Retailing management*.
- 4) Madaan, K. V. (2009). *Fundamentals of retailing*. Tata McGraw-Hill Education.
- 5) Ries, A., & Trout, J. (1994). *The 22 immutable laws of marketing*. Profile Books(GB).
- 6) Vedamani, G. G. (2006). *Retail management (4th ed.)*.



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**Syllabus for SYBBA  
(CBCS – Autonomy 21 Pattern)**

<b>Course/ Paper Title</b>	<b>Legal Aspects in Human Resources</b>
<b>Course Code</b>	<b>21CBBA236C</b>
<b>Semester</b>	<b>III</b>
<b>No. of Credits</b>	<b>2+2= 4</b>

**Objectives of the Course**

<b>Sr. No.</b>	<b>Objectives</b>
<b>1.</b>	To explain rights of employees at work place.
<b>2.</b>	To understand the applications of different Legal Aspects in HR.

**Course Specific Learning Outcomes**

<b>Sr. No.</b>	<b>Learning Outcome</b>
<b>1.</b>	Students will understand the various legal concepts used in Human Resources.
<b>2.</b>	Students will gain an understanding about the types of employee rights at the workplace.
<b>3.</b>	Students will learn about certain Acts applicable to workplaces in India.

**Syllabus**

<b>Unit No</b>	<b>Title with Contents</b>	<b>No. of Lectures</b>
<b>I</b>	<b>Introduction</b>	<b>8</b>
	1. Meaning of employer and employee, Rights of an employee at work place.	2
	2. HR Policy- Meaning and its importance.	3
	3. Legal issues related to HR in the Organisation	3

<b>II</b>	<b>Wage &amp; Salary Administration and The Workmen's Compensation Act, 1923</b>	<b>14</b>
	1. <b>Wage &amp; Salary Administration-</b> Meaning and Definition of Wage and Salary, Objectives of Wage and Salary Administration, Wage Differentials, Factors affecting Wage and Salary Levels	7
	2. <b>The Workmen's Compensation Act,1923-</b> Introduction, Main Features of the Act, Definitions, Provisions under the Act, The Workmen's Compensation (Amendment) Bill, 2009	7
<b>III</b>	<b>The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013</b>	<b>14</b>
	1. <b>The Payment of Gratuity Act,1972</b> - Introduction, Scope and Application, Definitions and Provisions under this Act., The Payment of Gratuity (Amendment) Act, 2010	7
	2. <b>Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013</b> -Introduction, Main Features of the Act, Provisions, Vishaka Guidelines	7

### References:

1. Mishra, S., 2014. *Labour & Industrial Laws*. Central law publication.
2. Jain, S. and Agarwal, S., 2018. *Industrial Laws and Labour Laws*. Dhanpat Rai & Co. (P) LTD.
3. *Sexual Harassment of Women at Workplace (Prevention, Prohibition And Redressal) Act 2013*. Professional book publishers.
4. Kumar, H., 2015. *Labour & Industrial Laws*. Universal Publication
5. Padhi, P., 2019. *Labour & Industrial Laws*. PHI learning Private Ltd

### Web references:

- <https://www.findlaw.com/employment/employment-discrimination/employees-rights>
- <http://www.nitc.ac.in/app/webroot/img/upload/546896605.pdf>
- <https://www.mondaq.com/india/employee-benefits-compensation/768716/key-amendments-in-payment-of-gratuity-act>

**Project Guidelines:**

- The project work will have **2 credits**.
- Subject teacher has special privileges to make the allotment of practical topics.
- Students are required to visit and collect data from HR department of any small/medium or large-scale organization individually or in groups.
- They are required to study the following topics-
  - a) HR policies
  - b) Legal issues faced by HR
  - c) Rights of employees at workplace and Application of various acts.
- A project report has to be prepared on the collected data and a Viva will be conducted on the same. The hard copy of the report carries 30 marks and the Viva 20 marks. Thus a total of **50 marks** are assigned for the Report and Viva.