



**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

SYBBA

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Entrepreneurship and Small Business Management
Course Code	21CBBA241
Semester	IV
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To understand concept and process of Entrepreneurship.
2.	To Acquire Entrepreneurial spirit and resourcefulness.
3.	To acquainted with the concept of Small Business Management.
4.	To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	It will enable students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up.
2.	Student will understand Development of interest and positive approach towards entrepreneurship and new start -ups.
3.	Student will understand Ability to collect relevant data and its analysis and interpretation.

4.	Student will understand Understanding key aspects of success and failure of businesses.
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Syllabus

Unit No	Title with Contents	No. of Lectures
I	Entrepreneurial Perspective	12
	1. Concept of Entrepreneur, Manager, Intrapreneur.	1
	2. Entrepreneur and Entrepreneurship.	1
	3. Meaning, Definition, Evolution and aspects of entrepreneurship	2
	4. Types of Entrepreneurs, Qualities and Functions of Entrepreneur.	2
	5. Factors influencing Entrepreneurship: Psychological, Social, Economical and Environmental factors.	2
	6. Role of Entrepreneur in growth and development of the small business.	2
	7. The Entrepreneurial decision process.	
II	Business Opportunity Identification	18
	1. Definition of business, industry & commerce and their interrelationship in today's environment.	2
	2. Opportunity Search: Divergent Thinking Mode: Meaning Objectives.	4
	3. Tools and Techniques: Environmental scanning for business opportunity Identification.	4
	4. Opportunity Selection: Convergent Thinking Mode: Meaning, Objectives, And Market Survey.	4
	5. Opportunities for Entrepreneurs in India and abroad. Woman as Entrepreneur	4
III	Management of Ministry of micro , small and medium enterprises (MSMEs) and Sick Enterprises	14

	<p>1. Meaning, Objectives and Functions of Ministry of micro , small and medium enterprises Challenges of Ministry of micro , small and medium enterprises, Preventing Sickness in Enterprises – Specific Management Problems; Industrial Sickness in India – Symptoms, process and Rehabilitation of Sick Units. - Financial Assistance for Small.</p> <p>2. Enterprise: Institutional:</p> <p>i. Bank Loan</p> <p>ii. Angel Funding</p> <p>iii. Venture Funding</p> <p>iv. Self- Employment Schemes of Government of Maharashtra.</p> <p>v. Government Financial Institutions: Khadi and Village Industries Board (KVIB), Rajiv Gandhi Udyami Mitra Yojana (RUGMY)</p> <p>vi. National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)</p>	<p>5</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>3</p> <p>2</p>
IV	Study of Women-founded Start-ups in India and Entrepreneurs' biography	10
	<p>1. The mindset and ideas of entrepreneurs in entrepreneurship</p> <p>2. Upasana Taku, Anisha Singh, Sabina Chopra. Shehnaaz Hussain, Aditi Gupta</p>	<p>5</p> <p>5</p>

References:

- 1.Desai Vasant Management of Small-Scale Industries Himalaya Publishing House. 2010
- 2.Desai Vasant The Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House. 2011
- 3.Poornima M. Charantimath Entrepreneurship Development and Small Business Enterprises 2018



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S.Y.B.B.A

CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Production and Operation Management
Course Code	21CBBA242
Semester	IV
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To understand the key concepts of Production and Operation Management.
2.	To understand the various manufacturing methods and role in managing business.
3.	To create awareness about various safety measures and ergonomics in industries.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will understand the basic concept of Production and Operation Management, various methods of manufacturing, different layout and safety consideration used for production management.
2.	Students will understand how product developed, planned and controlled in manufacturing.
3.	Students will understand the concept of productivity and quality management and quality management.
4.	Students will get the knowledge regarding Ergonomics and safety measures.
5.	Students will aware about changing Environment, Production and operation maintenance methods.

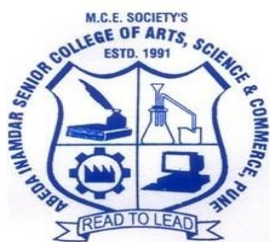
Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Production and Operation Management	12

	iii. Statistical Quality Control iv. Quality circles v. Standardization vi. Total Quality Management	4 1 1 2
	3. Ergonomics i. Meaning and definition ii. Objectives iii. Components	2 1 1
Unit IV	Maintenance Management and Industrial Automation	12
	1. Maintenance Management i. Objectives ii. Types of maintenance iii. Planning and scheduling of Maintenance iv. Total Productive Maintenance a. 8 pillars of Total Productive Maintenance b. Procedure for implementation of Total Productive Maintenance c. Implementation difficulties d. Benefits of Total Productive Maintenance	1 1 2 1 1 1
	2. Automation and Computer Integrated Manufacturing and quality management i. Definition ii. Role of Automation in Industry iii. Types of Automation Systems iv. Meaning and definition of quality management v. Six Sigma, Just in time (JIT), Quality Circle	 1 1 1 2

References:

1. B., M. (2015). *Operations management: Theory and practice*. Pearson Education India.
2. Kachru, U. (2009). *Production & operations management*. Excel Books India.
3. Kumar, S. A., & Suresh, N. (2009). *Operations management*. New Age International.
4. Panneerselvam, R. (2012). *Production and operations management*. PHI Learning Pvt.
5. Rowbotham, F., Azhashemi, M., & Galloway, L. (2012). *Operations management in context*. Routledge.



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SYBBA(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Decision Making and Risk Management
Course Code	21CBBA243
Semester	III
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.
2.	To Find the best alternative in a decision with multiple objectives and uncertainty.
3.	To understand types of Risk ,Risk Assessment Tools and Techniques
4.	To Analyse an organization's decision making system.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1	Students will understand the role and scope of Decision Making and Risk Management in Organizations.
2	Students will understand the importance of Decision making tools and models in Business.
3	Students will be able to understand basic Concepts of risk Management, Tools and Techniques of Risk Management

4	Students will understand the role and importance of organizational values in Decision Making and Risk Management
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Syllabus

Unit No.	Title with Contents	No. of Lectures
I	Introduction to Decision Making	14
	<ol style="list-style-type: none"> 1. Decision Making –Meaning ,Definition–Types -Nature – Elements- Importance –Process 2. Theories of Decision Making – Intuitive Decision Making Theory-Vroom –Yetton Theory-Herbert Simon Theory 3. Models of Decision Making -Rational Models - Myers Briggs, Bounded Rationality model, Retrospective decision model, Observe Orient Decide Act Loop Model, Ladder of Inference Model 	
II	Decision Making Tools and Techniques	14
	<ol style="list-style-type: none"> 1. Decision Making - Groupthink versus the Wisdom of Crowds 2. Intuition –Meaning –Definition –Advantages and Disadvantages Corporate Decisions Making –Process 3. Emotional Intelligence and Intelligence Quotient: Meaning, Definition -Elements 4. Dealing with conflict and Risk - Resistance to change - Personal and Social Competencies 5. Decision Making Tools /techniques 	
III	Introduction to Risk Management	14
	<ol style="list-style-type: none"> 1.Risk -Meaning –Definition – Types –Response to Risk –Risk assessment –Process/Steps -Risks vs. opportunities, Mild Versus wild Risk 2. Risk Management –Meaning –Definition-Type-Method – Process-Principles–Models-Challenges/Issues–Tools and Techniques 	
IV	Organizational Values in Decision Making and Risk Management	12

References:

a. Books

1. Calow Peter, Hand Book of Environmental Risk Assessment and Management, Blackwell Science Ltd, Oxford, UK
2. Chris Chapman and Stephen Ward, Managing Project Risk and Uncertainty, Wiley Publications, Newyork
3. Christopher Marrison, Fundamentals Of Risk Measurements, Tata McGraw Hill, New Delhi
4. Ian Cameron, Raghu Raman, Process Systems Risk Management, Elseveir Academics Press .USA
5. Melvin W. Lifson, Edward F. Shaifer, Decision And Risk Analysis For Construction Management ,,John Wiley & Sons 1st. USA
6. Michel Crouhy , Dan Galai, Robert Mark ,The Essentials of Risk Management, Second Edition, McGraw-Hill Education
7. Mukherjee, Credit Appraisal, Risk Analysis And Decision Making ,Snowwhite Publications 9th Edition
8. Paul Hopkin ,Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management ,5th Edition , Kogan Page

b. Web Sources:

- a. <https://harappa.education/harappa-diaries/decision-making-theories/>
- b. managementconsulted.com/decision-making-models
- c. www.mindtools.com/pages/article/newTED_91.htm
- d. https://bureaucratone.com/simons-decision-making-theory/#Theories_of_Herbert_Simon
- e. <https://getrevising.co.uk/grids/intuition>
- f. https://www.decision-making-solutions.com/intuitive_decision_making.html
- g. <https://www.who.int/management/general/risk/managementofrisk.pdf>
- h. <https://www.invensislearning.com/blog/risk-management-tools-techniques-in-pm/>
- i. <https://www.skillmaker.edu.au/risk-management-tools-and-techniques/>

- j. <https://www.360factors.com/blog/five-steps-of-risk-management-process>
- k. <https://www.softwareadvice.com/resources/5-steps-of-the-risk-management-process/>



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S.Y. BBA

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	International Business Management
Course Code	21CBBA244
Semester	IV
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To acquaint the students with emerging trends and issues in International Business.
2.	To study the impact of International Business Environment on foreign market operations.
3.	To analyze international trade models with International Investment and its risks associated.
4.	To understand financial aspects in world economies, their need and functionality.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will understand the basics of International Business concept and its role.
2.	Students will learn about the various International trade theories' use and experiments on the world trade.
3.	Students will understand the International trade concepts and various key concepts affecting the terms of trade. To understand how a
	country can gain through International trade practices.

4.	Students will gain knowledge in understanding the concept of currency exchange rate in the International market and the role and contribution of International trade organizations.
5.	Students will understand the concept of financial globalization and its benefits and adversities and various free trade and protection policies implementation and its role.
6.	Students will understand the Regional Integration and Regional groups' concept in International trade.

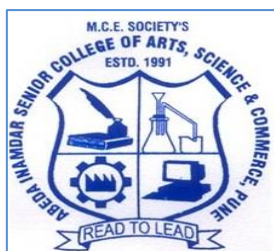
Syllabus

Unit No	Title with Contents	No. of Lectures
I	Introduction to International Business	14
	1. Meaning, Nature and Scope of International Business.	2
	2. Globalization – Effects on Economy, Advantages and Challenges.	4
	3. International Trade Theories and its applications – Reasons for international trade Ricardo's Theory, Hecksher Ohlin Theory, Michael Porter's Diamond model.	6
	4. International Strategic Management - Process, Implementation, Evaluation and Control.	2
II	International Business Environment	10
	1. International Corporations – Meaning, Scope and Nature.	2
	2. Role and Importance of Multi-National Corporations in International Business.	2
	3. Political and Legal Environment – Political risk and Assessment, System of Law.	3
	4. Cultural and Demographic Environment – Meaning and Importance in International Business.	3
III	International Finance	18
	1. Meaning of Exchange Rate.	2

	2. Determination of exchange rate – Fixed, flexible and managed.	2
	3. Concept of Spot Rate, Forward rate and Futures.	2
	4. Foreign Direct Investment – Meaning, Concept, Importance & Legal Aspects of FDI from Indian Context.	3
	5. Balance of Trade and Balance of Payments – Introduction, Concept and Importance.	3
	6. Documentation in International Trade and EXIM Finance.	2
	7. Financing Techniques and Export Promotion Schemes.	2
	8. World Bank and International Monetary Fund – Objectives and Functions	2
IV	International Economic Zones and Foreign Trade	12
	1. World Trade Organization (WTO) – Evolution and Functions.	2
	2. Regional Trading Agreements, India and Trade Agreements, Regional Integration.	2
	3. Global Sourcing – Introduction, Concept, Challenges, Advantages (Indian Context).	2
	4. Composition and Direction of India’s Foreign Trade since 2000.	2
	5. Case Studies in International Business with reference to Indian Economy on	4
	a. International Marketing	
	b. International Finance	
	c. International Human Resource Management	
	d. Social Responsibilities in International Business	
	e. Ethics in International Business	

References:

1. Francis Cherunilam, International Economics - Tata McGrawHill.1999, New Delhi.
 2. Sodersten Bo, International Economics - Macmillan Press Ltd.1981, New Delhi.
 3. K Aswathappa, International Business - Tata McGrawHill.1999, New Delhi.
- M. L. Jhingan, International Economics - Macmillan Press Ltd.1981, New Delhi.



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Syllabus for SYBBA

2022-23 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Taxation
Course Code	21CBBA245A
Semester	IV
No. of Credits	3+1=4

Objectives of the Course

Sr. No.	Objectives
1.	To understand different concepts & definitions under Income Tax Act 1961.
2.	To understand the importance of Taxation to the students.
3.	To update the students with the latest development in the subject of Taxation.

Course Specific Outcome

Sr. No.	Learning Outcome
1.	Students will know about the tax structure of India.
2.	Students will understand the different heads of income under income tax act 1961.
3.	Students will know the various exemptions & deductions under Income tax act 1961 and the tax compliances of business & Individual person.
4.	Students will understand the computation of total taxable income.

5.	Students will get the knowledge about important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.
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Syllabus

Unit No.	Title with Contents	No. of Lectures
I	Introduction to Income Tax act 1961.	12
	1. Income Tax Act -1961 (Meaning, Concepts and Definitions)	1
	2. History of Income Tax in India,	1
	3. Objectives of Income Tax and Taxation structure in India	1
	4. Concept and definitions- a. Income, b. Person, c. Assessee d. Assessment year, e. Previous year, f. Residential Status of an Assessee. g. Permanent Account Number (PAN)	6
	5. Section 10 – Exempted Income	3
II	Heads of Income and computation of total income as per Income Tax 1961.	22
	Different heads of Income: -	6
	1. Income from Salary: Salient features, meaning of salary, allowances and tax Liability- Perquisites and their Valuation Deduction from salary. (Theory and basic practical cases)	
	2. Income from House Property: Basis of Chargeability-Annual Value- Self occupied and let out property Deductions allowed. (Theory and Basic Practical Cases).	4
	3. Profits and Gains of Business and Profession: Definitions, Deductions expressly allowed and disallowed.(Theory and Basic Practical Cases).	5
	4. Capital Gains: Chargeability- Meaning and concept of Short term and long term capital gains-permissible deductions (Only Theory).	4
	5. Income from Other Sources Chargeability- Meaning and concept –Inclusion and deduction.(Only Theory).	3

III	Computation of Total Taxable Income.	10
	1. Meaning and concept of- A. Gross Total Income – B. Deduction u/s-80 C. Tax Liability for respective Assessment year.	2 4 4
IV	Other important aspects of Income tax act 1961 and e-filing of Income Tax Return.(ITR)	10
	1. Tax deducted at source (TDS), (TDS section 192- 194) 2. Tax Collection at Sources (TCS) 3. Advance payment of Tax 4. Form 26 AS 5. Various types of ITR and procedure to file online ITR	2 2 1 2 3

Teaching Methodology:

Topic No.	Topic Name	Innovative Methods to be used
1	Introduction to Income Tax act 1961.	You Tube Videos for better understanding of history of Indian Income tax structure.
2	Heads of Income and computation of total income as per Income Tax 1961.	Use of e-content to understand different forms of Income under income tax act 1961.
3	Computation of Total Taxable Income	NA
4	Other important aspects of Income tax act 1961 & e-Filing of ITR.	Video on TDS, TCS, Use of Income tax website/portal to show students all types of ITR utilities.

References:

1. T N Manoharan & G R Hari *Students Handbook on Taxation* Snow white.

2. Vinod Singhania *Direct Tax Laws & Practice* Taxxman Publication.
3. Singhania, V. K. (2009). *Direct taxes - Law & practice*. Taxxman Publication.

Guidelines regarding Practical

- Assignments/PPT need to be submitted on topic from the syllabus.
- 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.
- If a student fails to complete minimum number of Practical, then the student shall not be eligible for appearing at the practical examination.

List of suggested Practical:

- Case study on topic from syllabus
- Group Discussions on current topics.
- Class Room Presentations (PPT) on various Topics given by teacher.
- Hand written assignments on practical sums.



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S.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Advertising and Promotion Management
Course Code	21CBBA245B
Semester	IV
No. of Credits	3+1=4

Objectives of the Course

Sr. No.	Objectives
1.	To develop knowledge and understanding about the importance of advertising.
2.	To develop the knowledge of copy creations and media selection.
3.	To know about promotion management.
4.	To understand the process of online advertising.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will understand the significance advertising.
2.	Students will get the knowledge of copy creations and media selection.
3.	Students will become aware about promotion techniques.
4.	Students will gain knowledge regarding online advertising and its various types.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Advertising Effectiveness.	17

	1. Meaning, definition, benefits of advertising, functions, criticism, Ethical and Social issues.	4
	2. Strategic advertising decisions – setting advertising objectives, advertising budget, advertising, framework planning and organisation.	5
	3. Advertising agency- Definition, functions, types and structure.	3
	4. Advertising effectiveness – objectives of measuring advertising effectiveness, difficulties and evaluation of advertising effectiveness.	5
Unit II	Copy and Medias Decisions	13
	1. Advertising copy- Objectives, Types of Copy Advertising layouts, components and layout format.	5
	2. Copy creations, Styles of copy creation, pre-testing methods and measurements.	4
	3. Media decisions – advertising media, media planning, media research and media selection	4
Unit III	Promotion Management	12
	1. Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth and techniques	4
	2. Media technology used for promotions.	3
	3. Strategic sales Promotion	5
	a. strategies and practices in sales promotion	
	b. cross promotion	
	c. surrogate promotion	
Unit IV	Online advertising	12
	1. Concept of Internet Advertising Today	3
	2. Purpose of advertising	2
	3. Types of online advertising	3
	4. Advantages and disadvantages of online advertising	2
	5. Social media advertising	4

References:

- 1) Aaker, D. A., Batra, R., & Myers, J. G. (1992). *Advertising management*.
- 2) Kazmi, S., & Batra, S. K. (2004). *Advertising and sales promotion*.
- 3) Kotler, P., & Keller, K. L. (2012). *Marketing management*. Pearson College Division.
- 4) Moriarty, S. E., Mitchell, N., Wells, W., & Wood, C. (2018). *Advertising & IMC : Principles & practice*.
- 5) SHAH. (n.d.). *Advertising N promotion*. Tata McGraw-Hill Education.

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 prepare a PowerPoint presentation on any topic which they have learnt under this subject and present the same. A total of **20 marks** are allotted.



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Grade

Syllabus for SYBBA

2022-23 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Human Resource Management Functions& Practices
Course Code	21CBBA245C
Semester	IV
No. of Credits	3+1=4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To acquire comprehensive Knowledge of Human Resource Management (HRM) Functions & Practices.
2.	To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3.	To acquire knowledge about various HR practices adopted by organizations

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will learn about the various Human Resource functions and practices.
2.	Students will develop an understanding of the scope and relevance of the various functions of Human Resource management
3.	Students will learn about the implementation of Human Resource practices by organizations.

Syllabus

Unit No	Title with Contents	No. of Lectures

I	Introduction to HRM Functions, Performance Appraisal, Training and Executive Development	17
	<p>1. Introduction to HRM Functions - Brief overview of various HRM functions</p> <p>2. Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods - Traditional and Modern Methods, Errors, Job Evaluation V/S Performance Appraisal.</p> <p>3. Promotion, Demotion, Transfer and Separation.</p> <p>4. Training- Meaning, Definition, Purpose, Areas, Importance, Process and Methods of training, Challenges of training, E-Training- Meaning and modes.</p> <p>5. Executive Development - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development, Career planning, Succession Planning</p>	<p>1</p> <p>6</p> <p>2</p> <p>4</p> <p>4</p>
II	Employee Compensation and Other Functions of HRM	12
	<p>1. Employee Compensation-Meaning, Definition, Objectives, Employee Compensation Administration, Compensation Philosophies, Determinants of Employee Compensation, Methods, Fringe Benefits.</p> <p>2. Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management</p>	<p>8</p> <p>4</p>
III	Introduction to HRM Practices, Workers Participation in Management	10
	<p>1. Introduction to HRM Practices</p> <p>2. Workers Participation in Management: Meaning and Definition, Objectives, Importance, Forms of participation</p> <p>3. Workers' participation in Management in India.</p>	<p>2</p> <p>5</p> <p>3</p>
IV	Organisational Development (OD)	15

	<p>1. Organisational Development: Concept and Evolution, Objectives of OD, OD programme, OD process, 3 Models of OB- Greiner's, Lewin's and Leavitt's Models, Power, Politics and Ethics in OD</p> <p>2. Organizational learning – Meaning and Importance, How to build a learning organization.</p> <p>3. Organizational Development Interventions - Meaning and types</p>	<p>7</p> <p>3</p> <p>5</p>
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References:

1. Prasad, L., 2007. *Human resource management*. New Delhi: Sultan Chand.
2. Ashwathappa, K., 2010. *Human resource management*. Tata McGraw Hill.
3. Mamoria, C., 1996. *Personnel management*. New Delhi: Himalaya Publishing House.
4. Sharma, A., 2016. *Personnel and Human Resource Management*. New Delhi: Himalaya Publishing House.

Web references

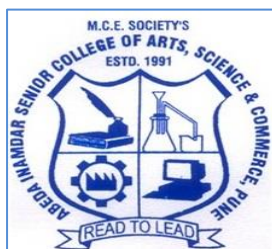
- <https://www.td.org/talent-development-glossary-terms/what-is-organization-development>
- <https://www.businessmanagementideas.com/human-resource-management-2/employee-compensation/employee-compensation/20570>
- <https://www.iedunote.com/human-resource-accounting>

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 the 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. Performance Appraisal – Benefits and Limitations
2. Evolution of workers participation in management in India
3. New trends in Training
4. Organizational learning
5. Types of Organizational Development Interventions



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Syllabus for SYBBA

2022-23 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Financial Services
Course Code	21CBBA246A
Semester	IV
No. of Credits	2+2=4

Objectives of the Course

Sr. No.	Objectives
1.	To Study in detail financial services in India.
2.	To make the students well acquainted regarding financial markets.
3.	To study & Understand working of Indian financial system.

Course Specific Outcome

Sr. No.	Learning Outcome
1.	Students will understand the functioning of primary & secondary market.
2.	Students will understand the various financial services provided by various financial institutions in India.
3.	Students will gain the knowledge of derivatives and Commodity market.

Syllabus

Unit No.	Title with Contents	No. of Lectures
I	Indian Financial system: an overview	8
	1. Introduction to Indian Financial System	2
	2. Structure of Financial system- financial institutions, markets, financial instruments and financial services.	2
	3. Overview of Indian Financial System	2
	4. Financial intermediaries in Financial System- a. Merchant Bankers, b. Underwriters, c. Depositors, d. Brokers, e. Sub brokers, Bankers.	2
II	Fundamental of Financial Markets	16
	1. Primary Markets: Meaning, functions, Role in Economic Development.	3
	2. Secondary markets: Meaning, functions, Role in Economic Development.	3
	3. Issue & Management of IPOs	3
	4. Role of stock Exchanges in economic development. BSE, NSE,.	3
	5. Money Market Instruments.	2
	6. Difference between Money Market & Capital Market.	2
III	Financial Services in India and Derivatives &Commodity Market	12
	2. Mutual Funds- Meaning, Types, Advantages and Disadvantages,	2
	3. Factors affecting investment in mutual fund.	2
	4. Factoring- Meaning, types, advantages and disadvantages.	2

	5. Venture Capital – Meaning, importance, process.	2
	6. Credit rating Agencies-Importance & Role. a. ICRA b. CARE c. CRISIL	2
	7. Derivatives-Future and Options- meaning, types, importance.	
	8. Commodities, Multi Commodity Exchange of India Limited (MCX)-Functioning & Importance.	1
	9. Exchange traded funds- Functioning & Importance.	1

Teaching Methodology:

Topic No.	Topic Name	Innovative Methods to be used
1	Indian Financial system: an overview	N.A.
2	Fundamental of Financial Markets	Study of different types of Debt equity listed at stock Market. Comparative study of IPO launched in last 5 years
3	Financial Services in India and Derivatives &Commodity Market	Study of Different types of Mutual funds introduced in last 5 years. Opening Demat account and live Trading.

References:

4. Vasant Desai *The Indian Financial System* Himalaya.
5. Bhole *Financial Institutions & Markets* Tata Mcgraw hill Education Pvt Ltd.
6. M.Y. Khan *Indian Financial System* Tata Mcgraw hill Education Pvt Ltd.

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)

Course/ Paper Title	Digital Marketing
Course Code	21CBBA246B
Semester	IV
No. of Credits	2+2=4

Objectives of the Course

Sr. No.	Objectives
1.	To provide students with the knowledge about the concept and business advantages of the digital marketing.
2.	To acquaint students with the various tools and techniques of Digital Marketing and their effect on organizational performance.
3.	To help the students understand the concept of Social media marketing and its importance.
4.	To demonstrate to student how digital marketing takes place.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will understand the overall concept and benefits of Digital Marketing to develop digital strategy to influence consumer behaviour.
2.	Students will be able to develop the right understanding of the situations as they are influenced under Digital Marketing.
3.	Students will understand in detail the concept and significance of social media marketing
4.	Students will get practical knowledge how digital marketing is implanted.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Digital Marketing	10
	<ol style="list-style-type: none"> 1. Concept, meaning and digital marketing process 2. Meaning of Visibility, increasing visibility, types of visibility, and examples of visibility. 3. Concept of engagement, Visitors engagement, its importance and examples of engagement. 4. Bringing Targeted Traffic <ol style="list-style-type: none"> a. Inbound and outbound marketing b. Converting traffic into leads, types of conversion, understanding conversion process 5. Tools of Digital Marketing 6. Advantages and limitations of digital marketing 	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>1</p> <p>1</p>
Unit II	Digital Marketing Planning and Structure	9
	<ol style="list-style-type: none"> 1. Creating initial digital marketing plan, Target group analysis 2. Content marketing, understanding traffic, understanding leads, Strategic flow for marketing activities. 3. WWW (World Wide Web), Domains, Buying a Domain, Website Language & Technology, core objective of Website and Flow, 4. One Page Website, Strategic Design of Home Page, <ol style="list-style-type: none"> a. Optimization of Web Sites Design of Word Press web b. SEO (Search Engine Optimization), Introduction to Web analytics, Web analytics – levels c. Synthesis and design of one page 	<p>2</p> <p>2</p> <p>2</p> <p>3</p>
	website	

Unit III	Social Media Marketing	7
	<ol style="list-style-type: none"> 1. Introduction of Social Media Marketing, Procedure and Fundamentals of social media, importance of social media for organization 2. Facebook Marketing, 3. Google AdWords, 4. YouTube Marketing, 5. Email Marketing - Content Writing and Mobile advertising 6. Use of internet for promotion using digital marketing communications 	<p style="text-align: right;">4</p> <p style="text-align: right;">2</p> <p style="text-align: right;">1</p>
Unit IV	Computer Laboratory Work	10
	<ol style="list-style-type: none"> 1. PPC (Pay Per Click) Advertising with Google Ad-words 2. Create Search Campaigns, Creating Display Campaign, Optimising Display Campaign 3. Remarketing Google Ad-words 4. Social Media Marketing <ol style="list-style-type: none"> i. Creating Search Engine Campaign Ads ii. Creating Facebook Advertising Campaign and other social media campaign and Create Remarketing Campaign 5. PR (Public Relation), Digital Marketing, Event Management, Advertising, Packaging, Product Design, Trade Shows, Sponsorship etc. 6. Users Interface and Users Experience 7. Use of Marketing Communication tools effectively 8. Prepare the MARCOM strategy (Marketing Communication Strategy) 	<p style="text-align: right;">1</p> <p style="text-align: right;">1</p> <p style="text-align: right;">1</p> <p style="text-align: right;">2</p> <p style="text-align: right;">2</p> <p style="text-align: right;">1</p> <p style="text-align: right;">2</p> <p style="text-align: right;">1</p> <p style="text-align: right;">1</p> <p style="text-align: right;">1</p>

References:

- 1) Deiss, R., & Henneberry, R. (2020). Digital marketing for dummies. John Wiley & Sons.

- 2) Funk, T. (2014). Advanced social media marketing: How to lead, launch, and manage a successful social media program. Apress.
- 3) Kingsnorth, S. (2019). Digital marketing strategy: An integrated approach to online marketing. Kogan Page Publishers.
- 4) Kotler, P., Kartajaya, H., & Setiawan, I. (2016). Marketing 4.0: Moving from traditional to digital. John Wiley & Sons.

Web References

- 1) <https://www.webfx.com/blog/marketing>
- 2) <https://www.wpbeginner.com/beginners-guide>
- 3) <https://www.wordstream.com/google-ppc#:~:text=AdWords>
- 4) <https://www.youtube.com/watch?v=4Y1y1-Xo1wc>

Project Guidelines:

- The project work will have **2 credits**.
- Students will have to select any 3 organizations across any industry and analyses the computer enabled activities in those organizations through primary or secondary data. The students will study various difficulties faced and identify probable solutions for the same.
- Subject teacher has special privileges to make the allotment of project topics.
- Students should discuss with the subject teacher at the time of selection of project topics.
- 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.



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SYBBA

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Employee Recruitment & Record Management
Course Code	21CBBA246C
Semester	IV
No. of Credits	2+2=4

Objectives of the Course

Sr. No.	Objectives
1.	To study and explain employee acquisition and its importance in industry.
2.	To explain the significance of employee recruitment and record management.
3.	To cultivate the right approach towards employee recruitment and record management.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will develop an understanding of the detailed process of Recruitment and Selection in an organisation.
2.	Students will learn about the meaning and significance of employee recruitment and record management
3.	Students will gain knowledge about the applications of Employee Record Management in an organisation.

Syllabus

Unit No	Title with Contents	No. of Lectures
I	Manpower Planning and Forecasting	9

	1. Manpower planning - Meaning, Definition, Need, Objectives, Levels, Importance 2. Concept of Job Analysis, Job Description, Job Evaluation & Job Specification. 3. Process, Techniques of Manpower Forecasting 4. Factors influencing estimation of Manpower, Barriers to Manpower Planning	3 2 3 1
II	Recruitment and Selection	12
	1. Recruitment: Meaning, Definition, Need, Factors Affecting Recruitment, Internal and External Sources of Recruitment and its Advantages and Disadvantages, Traditional and New Methods of Recruitment 2. E-Recruitment, Talent Acquisition, Difference between Recruitment and Talent Acquisition 3. Selection: Meaning, Definition, Process, Advantages of Selection, Difference between Recruitment and Selection	5 3 4
III	Employee Record Management	6
	1. Meaning, Definition, Essentials of a Good Record, Principles of Record Keeping 2. Precautions in Maintaining Records, Importance of Employee records 3. Types of Employee records	3 2 1
IV	E-HRM and other aspects	9
	1. Blockchain integration 2. People analytics tools 3. Real-time performance management 4. Biometric time tracking 5. Connected platforms in the workplace 6. Harassment-reporting tools 7. HRMS Business Value	

	<p>8. HCM cloud application</p> <p>9. Employee engagement</p> <p>10. Human Resources Cloud Powerhouse emerging technologies, including AI, chatbots, blockchain, and the Internet of Things (IoT)</p> <p>11. Data Security and Privacy Controls HRMS to Oracle HCM Cloud</p> <ul style="list-style-type: none"> • Core Human Resources Onboarding <ul style="list-style-type: none"> ▣ Benefits • Absence Management <ul style="list-style-type: none"> • Workforce Modeling and Predictions • Workforce Directory • HR Help Desk • Work Life Solutions <p>Advanced HCM Controls</p>	
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References:

1. Prasad, L., 2007. *Human resource management*. New Delhi: Sultan Chand.
2. Ashwathappa, K., 2010. *Human resource management*. Tata McGraw Hill.
3. Mamoria, C., 1996. *Personnel management*. New Delhi: Himalaya Publishing House.
4. Sharma, A., 2016. *Personnel and Human Resource Management*. New Delhi: Himalaya Publishing House.
5. Khanka, S., 2009. *Human resource management*. New Delhi: S. Chand.

Web references

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- <https://peoplemanagingpeople.com/tools/performance-management-tools/>
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