

National Education Policy -2020

Implementation Modalities

For

Four Year Undergraduate Program (FYUG)

Under

Faculty of Commerce & Management



Bachelor of Business Administration (BBA)
(W.E.F. 2024-2025)

Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon – 425001
(M.S.) India



**Kavayitri Bahinabai Chaudhari North Maharashtra University,
Jalgaon
Faculty of Commerce & Management**



Common Credit distribution structure for Four-year Honors Degree Programme



Bachelor of Business Administration (Honors)

**BBA Major in Financial Management & Minor Business Analytics
BBA Major in Marketing Management & Minor Business Analytics
BBA Major in Human Resource Management & Minor Business Analytics
BBA Major in e-Commerce & Minor Business Analytics**

Under

Faculty of Commerce & Management

(Academic Year 2024-25)

Faculty of Commerce & Management
BBA (Honours) Programme

(As per Credit Framework of Maha. Gov. and Model Curriculum of AICTE)

Distribution of Credits as per draft guidelines of Govt. of Maharashtra

Verticals		Prescribed	Total Allotted Credit
Major (including Discipline Electives/Research Methodology)		Minimum 50% i.e 88	96
Minor		18-20	18
Open Electives		10-12	12
VSC, SEC	Vocation Specific Courses	8-10	08
	Skill Enhancement Courses	06	06
AEC, VEC, IKS	Ability Enhancement Courses	08	08
	Indian Knowledge System	02	02
	Value Education Courses	04	04
OJT, FP, CEP, CC, RP	On Job Training	08	08
	Cocurricular Courses	08	08
	Community Engagement Program/Field Project	04-06	06
			176

Credit Distribution

Level	Semester	Major		Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	CUM. Cr./ semester	Degree/cumulative Credit
		Mandatory	Electives							
4.5	I	4-6(4+2)		-	2+2	VSC:2 SEC:2	AEC:2 VEC:2 IKS:2	CC:2	20-22	UG Certificate 40-44
	II	4-6(4+2)		2	2+2	VSC:2 SEC:2	AEC:2 VEC:2	CC:2	20-22	
	Cum Cr.	8-12	-	2	8	4+4	4+4+2	4	40-44	
Exit Option: Award of UG Certificate in Major with 40-44 Credits and an additional 4 Credits Core NSQF Course/ Internship OR Continue with Major and Minor										
5.0	III	6(4+2)-8(2*4)		4	2	VSC:2	AEC:2	Fp:2 CC:2	20-22	UG Diploma 80-88
	IV	6(4+2)-8(2*4)		4	2	SEC:2	AEC:2	CEP:2 CC:2	20-22	
	Cum Cr.	20-28		10	12	6+6	8+4+2	8+4	80-88	
Exit Option: Award of UG Diploma in Major and Minor with 80-80 Credits and an additional 4 Credits Core NSQF Course/ Internship OR Continue with Major and Minor										
5.5	V	8(2*4)-10(2*4+2)	4	4-6		VSC:2-4		FP/CEP:2	20-22	UG Degree 120-132
	VI	8(2*4)-10(2*4+2)	4	4				OJT:4	20-22	
	Cum Cr.	36-48	8	18-20	12	8-10+6	8+4+2	8+6+4	120-132	
Exit Option: Award of UG Degree in Major with 120-132 Credits OR Continue with Major and Minor										
6.0	VII	12-14(2*4 + 2*2 or 3*4 + 2)	4	RM:4					20-22	UG Honours Degree 160-176
	VIII	12-14(2*4 + 2*2 or 3*4 + 2)	4					OJT:4	20-22	
	Cum Cr.	60-76	16	18-20+4	12	8-10+6	8+4+2	8+6+8	160-176	
Four Year UG Honours Degree in Major and minor with 160-176 Credits										
6.5	VII	8-10(2*4+2 or 2*4)	4	RM:4				RP:4	20-22	UG Honours With Research Degree 160-176
	VIII	8-10(2*4+2 or 2*4)	4					RP:8	20-22	
	Cum Cr.	52-68	4	18-20+4	12	8-10+6	8+4+2	8+6+4+12	160-170	
Four Year UG Honours with Research Degree in Major and Minor with 160-176 Credits										

Bachelor of Business Administration (Honors)

1) Degree Nomenclature under the Programme

BBA Major in Financial Management & Minor Business Analytics
BBA Major in Marketing Management & Minor Business Analytics
BBA Major in Human Resource Management & Minor Business Analytics
BBA Major in e-Commerce & Minor Business Analytics

2) Program Objectives

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. Learner to imagine their role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and to be a responsible global citizen.
3. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
4. To nurture an ability to articulate a business environment with clarity and mindfulness.
5. Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
6. To conduct and demonstrate professional and ethical behaviour.
7. To develop as an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
8. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
9. To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment

3) Program Outcomes

At the end of First Year: Undergraduate Certificate in Business Administration

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

At the end of Second Year: Undergraduate Diploma in Business Administration

1. To describe the theoretical domain knowledge along with the managerial skills
2. To develop effective communication skills and logical thinking.

3. To learn and demonstrate professional conduct.
4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

At the end of Third Year: Bachelor's in Business Administration (BBA)

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyse Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behaviour.

At the fourth Year: Bachelor in Business Administration with Honours: BBA (Honours)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.

BBA (Honors/Research) – First Year
SEMESTER – I, Level – 4.5

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-101	Principles and Practices of Management	4
DSC/CC	BBA-102	Financial accounting	2
OE	BBA-103	Business Economics	4
VSC	BBA-104	Practical on Tally	2
SEC	BBA-105	Introduction to information communication Technology	2
AEC	BBA-106	Business Communication	2
VEC	BBA-107	Environmental Science	2
IKS	BBA-108	IKS- Generic	2
CC	BBA-109	A): NCC - 1 B): NSS - 1 C): Sports - 1 D): Cultural Activities – 1 E): IPDC - 1 F): Student Welfare Activity-1 G): Yoga	2
Total			22

BBA (Honors/Research) – First Year
SEMESTER – II, Level – 4.5

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-111	Human Behaviour and Organization	4
DSC/CC	BBA-112	Cost Accounting	2
Minor	BBA-113	Basics of Business Analytics	2
OE	BBA-114	Business & Corporate Laws	4
VSC	BBA-115	Emerging Technologies and Application	2
SEC	BBA-116	Business Statistics and Logic	2
AEC	BBA-117	Media Literacy and Critical Thinking	2
VEC	BBA-118	Indian Constitution	2
CC	BBA-119	A): NCC - 2 B): NSS - 2 C): Sports - 2 D): Cultural Activities – 2 E): IPDC -2 F): Student Welfare Activity-2 G): Human Rights and Environment Law H): Market Survey for Experimental Learning	2
Total			22

**BBA (Honors/Research) – Second Year
SEMESTER – III, Level – 5.0**

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-201	Management Accounting	4
DSC/CC	BBA-202	Marketing Management	4
OE	BBA-203	Cyber Security	2
Minor	BBA-204	Data Analytics using R/Python	2
Minor	BBA-205	Practical on Data Analytics using R/Python	2
VSC	BBA-206	Advanced Excel	2
AEC	BBA-207	Modern Indian Languages 1	2
FP	BBA-208	Field Project Related to Major	2
CC	BBA-209	A): NCC - 3 B): NSS - 3 C): Sports - 3 D): Cultural Activity – 3 E): Cyber Security F): Community Engagement Programme (Visit and Study of Local Retailer/Hotels/Malls/SHG etc and Poster & PPT Presentation about the Functioning related Accounting/Finance/HR/Marketing Activities)	2
Total			22

**BBA (Honors/Research) – Second Year
SEMESTER – IV, Level – 5.0**

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-211	Operations Management	4
DSC/CC	BBA-212	Financial Management	4
OE	BBA-213	Essentials of Psychology for Managers	2
Minor	BBA-214	Data Visualization using Powerbi	2
Minor	BBA-215	Practical's Data Visualization using Powerbi	2
SEC	BBA-216	Design Thinking and Innovation	2
AEC	BBA-217	Entrepreneurship and Startup Ecosystem	2
CEP	BBA-218	Community Engagement Project	2
CC	BBA-219	Disaster Management	2
Total			22

**BBA (Honors/Research) – Third Year
SEMESTER – V, Level – 5.5**

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-301	Discipline Specific Courses- A) Financial Markets Products and Services B) Retail Marketing C) Training & Development D) Python Programming	4
DSC/CC	BBA-302	Discipline Specific Courses- A) Investment Analysis & Portfolio Management B) Marketing of Services C) Performance & Compensation Management D) Practical on Python Programming	4
DSC/CC	BBA-303	Discipline Specific Courses- A) Personal Financial Planning B) Consumer Behaviour C) HR Operations D) Management Information Systems	2
Elective	BBA-304	Elective- Strategic Management	4
Minor	BBA-305	Social media & Web Analytics	4
VSC	BBA-306	Business Research methodology	2
FP/CEP	BBA-307	Related to Major Subject	2
Total			22

BBA (Honors/Research) – Third Year
SEMESTER – VI, Level – 5.5

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-311	Discipline Specific Courses- A) Business Analysis & Valuation B) Digital Marketing C) Negotiation Skills D) Full Stack Development-1	4
DSC/CC	BBA-312	Discipline Specific Courses- A) Behavioural Finance (Neuro Finance) B) International Marketing C) HR Analytics D) Practical of Full Stack Development-1	4
DSC/CC	BBA-313	Discipline Specific Courses- A) Financial Laws B) Product & Brand Management C) Employee Relations D) E-commerce & M-Commerce	2
Elective	BBA-314	Project Management	4
Minor	BBA-315	Finance Analytics	4
OJT	BBA-316	On Job Training	4
Total			22

**BBA (Honors) – Fourth Year
SEMESTER – VII, Level – 6.0**

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-401	Discipline Specific Courses- A) Strategic Corporate Finance B) Neuro- Marketing C) Behavioural testing and training for employee retention. D) Web Development	4
DSC/CC	BBA-402	Discipline Specific Courses- A) Advanced Financial Management B) Marketing 4.0 C) Labour Legislation D) Practical on Web Development	4
DSC/CC	BBA-403	Discipline Specific Courses- A) Retail Credit Management B) Product & Brand Management C) Strategic Human Resource Management D) Data Mining	4
DSC/CC	BBA-404	Discipline Specific Courses- A) Digital Banking B) Digital Marketing C) E - HRM D) Software Engineering	2
Elective	BBA-405	AI for Business; Diversity, Equity and Inclusion; Digital Ethnography and Online Communities	4
RM	BBA-406	Advanced Research Methodology	4
Total			22

**BBA (Honors) – Fourth Year
SEMESTER – VIII, Level – 6.0**

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-411	Discipline Specific Courses- A) Financial Modelling B) B2B Marketing C) Talent acquisition and management D) Data Structure	4
DSC/CC	BBA-412	Discipline Specific Courses- A) Advanced Financial Analytics B) Integrated Marketing Communication C) Compensation management D) Practical on Data Structure	4
DSC/CC	BBA-413	Discipline Specific Courses- A) Direct Tax B) Marketing Research C) Employee Life Cycle Management D) Practical on Android Development	4
DSC/CC	BBA-414	Discipline Specific Courses- A) Rural and Micro Finance B) Rural & Agriculture Marketing C) Conflict and Negotiation Management D) Mobile Application Development	2
Elective	BBA-415	Logistics and Supply Chain Management	4
OJT	BBA-416	On Job Training	4
Total			22



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BBA-101 Principles and Practices of Management

Credits-04 Lectures per week- 04 (60 Min.)	College Assessment- 40 Marks University Assessment-60 Marks
Course Objectives- <ol style="list-style-type: none">1. To understand the basic concepts, principles, and theories of management.2. To examine the essential functions of managers.3. To analyse the impact of globalization, diversity, and ethics on management.4. To develop skills in strategic planning, decision-making, and leadership.	
Course Outcomes: <ol style="list-style-type: none">1. Demonstrate how management principles are used to solve practical business problems.2. Compare and contrast different management theories and their effectiveness in various organizational contexts.3. Design a management strategy for a hypothetical or real organization using a mix of management theories and practices.4. Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios.	
Unit 1: Introduction to Management 15 Lectures <ul style="list-style-type: none">• Definition, nature, and significance of management, principles of management,• Management and administration, levels of management, role of managers and managerial skills• Evolution of management thought: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches• Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling	
Unit 2: Planning, Organizing and Staffing 15 Lectures <ul style="list-style-type: none">• Nature, Importance and Purpose of planning in management• Types of plans: Strategic, tactical, operational ; Planning process and techniques• Decision making- Importance and steps, decision making models and tools• Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation• Centralization Vs Decentralization of authority and responsibility – Span of Control• Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment	
Unit 3: Leading, Directing and Controlling 15 Lectures <ul style="list-style-type: none">• Meaning and nature of directing, Leadership theories (trait, behavioural, contingency, participative, charismatic, transformational, level-5 leader)	

- Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect,
- Communication (meaning and importance) in management, Team building and group dynamics
- Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.

Unit 4: Strategic Management, Ethics and Social Responsibility

15 Lectures

- Overview of strategic management, SWOT analysis and strategic formulation
- Implementing and evaluating strategies.
- Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices

Text Books (Latest Editions):

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing
4. Jones, G. R., and George, J. M. Essentials of contemporary management
New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC-PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

1. Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra | F. Warren McFarlan, Espen Andersen, Ramiro Montealegre | Harvard Business School | 308079-PDF-ENG | <https://hbsp.harvard.edu/product/308079-PDF-ENG?>

2. ATH Technologies by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>

3. Article review and discussion:
Application of Ancient Indian Philosophy in Modern Management
(http://www.irdindia.in/journal_ijrdmr/pdf/vol5_iss4/8.pdf)

4. Review of Lincoln Electric Co. by Norman Berg.
5. Review of Hawthorne case.

6. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V.Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>

7. Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbhai Hardikar | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG | <https://hbsp.harvard.edu/product/A00135-PDF-ENG?>

8. Forest Essentials: Demystifying India's Luxury Ayurveda Brand | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG | <https://hbsp.harvard.edu/product/W28410-PDF-ENG?>

9. Atijeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG | <https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
10. How Do Great Leaders Overcome Adversity? By Mayo (2024) <https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcomeadversity>
11. Leadership principles from Hindu scriptures (<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | <https://hbsp.harvard.edu/product/H06YSBPDF-ENG?>
13. Bharti Airtel (A) | C.K. Prahalad, M.S. Krishnan, Sheel Mohnot | WDI Publishing | W88C34-PDF-ENG | <https://hbsp.harvard.edu/product/W88C34-PDF-ENG?>
http://www.ibscdc.org/Case_Studies/Leadership/Leadership%2COrganizational_Change_and_CEOs/LDS0028.htm



**Kavayitri Bahinabai Chaudhari North Maharashtra University,
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BBA-102 Financial Accounting

Credits-02 Lectures per week- 02 (60 Min.)	College Assessment- 20 Marks University Assessment-30 Marks
Course Objectives- <ol style="list-style-type: none">1. To provide an understanding of application of various principles and practice of Accounting.2. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in Accounting.3. To apply the knowledge of systematic maintenance of books of accounts to real life business.4. To estimate Annual Financial statements of Sole proprietorship business.	
Course Outcomes: <p>On having completed this course student should be able to:</p> <ol style="list-style-type: none">1. Identify the application of various principles and practice of accounting in preparation of accounting statements.2. Demonstrate the knowledge on the process of accounting cycle.3. Apply the knowledge of systematic maintenance of books of accounts to real life business.4. Estimate Annual Financial statements of Sole proprietorship business.	
Unit– I: Introduction to Accounting, Accounting system and process 05 Lectures <ul style="list-style-type: none">• Meaning, need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting,• Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy• Accounting concepts and conventions, accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.	
Unit 2: Recording transactions and Trial balance 15 Lectures <ul style="list-style-type: none">• Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting,• GST transactions Entry in Ledger• Accounting accuracy through Trial balance, correction of errors.	
Unit 3: Final Accounts 10 Lectures <ul style="list-style-type: none">• Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts	
Text Books (Latest Editions): <ol style="list-style-type: none">1. Jain S.P.,& Narang K L. . Basic Financial Accounting I, New Dehli, Kalyani publishers.2. Kimmel, Financial accounting, Wiley Publications3. Gupta, A.. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.	

4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: www.ifrs.org

Suggested Cases

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company



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BBA-103 Business Economics

Credits-04 Lectures per week- 04 (60 Min.)	College Assessment- 40 Marks University Assessment-60 Marks
Course Objectives- <ol style="list-style-type: none">1) It equips students with fundamental concepts of microeconomics.2) Business economics delves into the complexities of market structures, helping students navigate3) Challenges such as competition, regulatory environments, and technological disruptions.4) It fosters critical thinking by analysing real-world case studies, enabling students to propose innovative solutions to business problems.5) A grasp of business economics is essential for aspiring entrepreneurs, managers, and analysts seeking to thrive in today's dynamic and interconnected business landscape.	
Course Outcomes: <p>At the end of the course students will be able to:</p> <ol style="list-style-type: none">1. Understand basic concepts of microeconomics and solve the problem of reallocation and distribution of the scarce resources.2. To analyse the form and nature of the market and their pricing strategies.3. Understand the calculation of national income and true measure for increasing economic welfare.5. Understand various challenges associated with the Indian economy and help to balance the economy	
Unit- I: Fundamentals and Basic elements of Microeconomics 15 Lectures <ul style="list-style-type: none">• The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics.• Scope of Study and Central Problems of Micro and Macroeconomics• Demand Schedule: Individual and Market Demand Curve, Determinants of• Demand, Law of Demand, Movement and Shift among Demand Curve, Elasticity of Demand.• Supply Schedule: individual and market supply, determinants of supply, law of supply• Elasticity of supply. Determination of demand and supply, effect of a shift in demand and supply.	
Unit 2: Producer And Consumer Behavior 15 Lectures <ul style="list-style-type: none">• Theory of Production-Factors of Production, Production Function, Law of Variable Proportions, Returns to Scale, Producers' Equilibrium.• Theory of Cost- Short Run and Long Run Average, Marginal and Total Cost Curves.• Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, Indifference Curves, Budget Lines and Consumer Equilibrium	

Unit 3: Analysis of Market**10 Lectures**

- Concept of Market and Main Forms of Market.
- Price and Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition, and oligopoly.

Unit 4: National Income and Various Indian Economy Challenges**20 Lectures**



- Circular Flow of Income. Concept of GDP, GNP, NDP, NNP (At Market Price and Factor Cost), Methods of Calculating National Income.
- A Brief Introduction of Indian Economy - Pre-and Post-Independence.
- Current Challenges Facing by Indian Economy- Human Capital Formation, Poverty
- Dynamic Business Environment, Trade with Various Nations, Sustainable Economic Development

Text Books (Latest Editions):

1. Varian. H.R: Micro Economics A modern Approach
2. Mc Connell & Brue: Micro Economics Principal, problems & policies. McGraw Hills Professional Publication.
3. Ahuja, H.L. Advanced Economic theory
4. Jain K.P. Advanced Economic theory
5. Jhingan M.L. Modern Micro Economics
6. J. Shapiro: Macro Economic Theory and Policy
7. W.H. Bransin: Macro-Economic Analysis
8. M.L. Jhingan: Macro-Economic Theory and Policy
9. M.C. Vaishya: Macro-Economic Theory
10. Sunil Bhaduri: Macro Economic Analysis
11. H.L. Ahuja: Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
12. Samuelson & William D. Nordhaus: Economics; McGraw Hills.
13. A.N. Agarwal: Indian Economy.
14. M. Maria John Kennedy: Advanced Micro Economic Theory; Himalaya Publishing House, Delhi.
15. I.C. Dhingra & V.K. Garg: Economic Development & Planning in India.
16. D.M. Mithani: Macro Economics; Himalaya Publishing House.
17. Macroeconomics" by N. Gregory Mankiw
18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
19. Macroeconomics" by Olivier Blanchard2. Kimmel, Financial accounting, Wiley Publications

Pedagogy and Teachings Method (Teacher should use the following strategies to achieve various outcomes of the course):

- Different methods of teaching and media to be used to attain classroom attention.
- Massive open online courses (MOOCs) may be used to teach various topics/sub topics.
- 15-20% of the topics which are relatively simpler of descriptive in nature should be given to the students for self-learning and assess the development of competency through classroom presentations.
- Micro-projects may be given to group of students for hand-on experiences.
- Encouraging students to visit to sites such as local or seasonal markets and research establishment around the institution.

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BBA-104 Practical on Tally

Credits-02 Practical per week- 02 (120 Min.)	College Assessment- 20 Marks University Assessment-30 Marks
Course Objectives- <ol style="list-style-type: none"> 1) To provide applied knowledge of computerized accounting using Tally Prime. 2) To understand the importance of accounting documentation and flow of accounting data in organization. 	
Course Outcomes: <ol style="list-style-type: none"> 1) Clear comprehension of Accounting System in organization. 2) Understanding basic computerized accounting entries of various financial transactions. 3) Maintaining inventory records using Tally Prime. 4) Ability to enter and maintain bank transactions in computerized accounting system. 5) Generating various financial statements using computerized accounting records. 6) Acquisition of technical knowledge about export, import and backup of computerized accounting data 	
Assignment 1: Introduction to Tally Prime <ul style="list-style-type: none"> • Introduction to Tally • Versions & Features of Tally • Introduction to Gate way of Tally • Vouchers in Tally -Purchase, Sales, Contra Voucher, Receipt, Payment vouchers. • Trial Balance and Financial Statements in Tally- P & L A/c, Balance Sheet • Stock items & stock groups in Tally • GST Features in Tally 	
Assignment: 2 Creation of Company <ul style="list-style-type: none"> • Creation, Deletion and alteration of company • Create a Company BBA Friends Pvt. Ltd. With following details • Enter the hypothetical details e.g. Address, State, PAN No. etc. • Select Accounts with Inventory option, Use 1-4-20XX (Current Financial Year) as the date of Commencement of business 	
Assignment: 3 – Journal Entries in Tally Prime Journalize the following (by Using Proper Vouchers in Tally) in the books of BBA Friends Pvt. Ltd. along with their appropriate narrations: - <ol style="list-style-type: none"> (a) Paid Rs.30,000 as Salary for the month of April on 1st May,20XX (b) Paid Telephone bill Rs.2,000 through SBI Bank Cheque No. 543210 on 5th May,20XX (c) Received a cheque Rs. 20,000 from Mr.X (Cheque No.700001) which is deposited in SBI Bank A/c (No.SBIIND123456789) on 8th May,20XX (d) Purchased Machinery of Rs.50,000 through SBI BANK Cheque No 123456 on 1st June,20XX (e) Purchased goods of Rs.1,70,000 from Mr.Y for Cash on 1st Aug,20XX Create 3 hypothetical stock items; specify rates per unit and total amount. 	

(f) Sold Goods of Rs.2,00,000 for cash to Mr. X on 10th June,20XX Take any one stock item from entry (e) above for sale, Specify hypothetical prices.

Assignment: 4 Final Accounts & Report Preparation in Tally Prime

Considering the transactions in Assignment no. 2,3,4,5 above, Show Trial Balance, Trading Accounts & Profit & Loss Accounts and Balance sheet as on 31st March,20XX for BBA Friends Pvt. Ltd.



**Kavayitri Bahinabai Chaudhari North Maharashtra University,
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BBA-105 Introduction to Information Communication Technology

Credits-02 Lectures per week- 02 (60 Min.)	College Assessment- 20 Marks University Assessment-30 Marks
Course Objectives- <ol style="list-style-type: none">1) To prepare the students in understanding ICT basic.2) To enable students in understanding the concepts of input and output devices of computer.3) To enhance capabilities of students in the operating system and its working.4) To acquaint the students with the basic knowledge computer networking & internet.	
Course Outcomes: <ol style="list-style-type: none">1) Student will possess basic knowledge of structure of computer system, various input and output devices, types of memory, applications of computer system.2) Students will understand the basic concepts of computer networking & internet.	
Unit 1 - Introduction To Computer System 10	
Lectures <ul style="list-style-type: none">• Introduction to Computer Characteristics of Computer• Applications of Computer Computer Architecture• Memory & Its Classification (RAM and ROM, EPROM, EEPROM, Flash Memory)• Input devices, Output Devices	
Unit-2 Computer Software & Operating System 10	
Lectures <ul style="list-style-type: none">• Introduction to Software• Types of Software• Computer Virus and Antivirus• Introduction to Operating System, function of Operating System Types of Operating System, GUI vs. CUI	
Unit-3 Networking and Internet 10	
Lectures <ul style="list-style-type: none">• Concept of Computer network, Types of Networks: LAN, MAN, WAN• Topologies: Star, Tree, Bus, Ring, Mesh, Fully Connected, Wireless Networks• Working of Internet, Use of Internet, Applications of Internet, Study of Web Browsers, Search Engines, Creating an E-mail Account, Sending & Receiving E-mail (with attachment).	
Reference Books – <ol style="list-style-type: none">1) V.RajaRaman, “Fundamentals of computer”(PHI Publication)/ISBN10:81203401162) Roger Huntand John Shelley, “Computer and commonsense”(PHI Publication)/ISBN10:01316467373) Andrew S. Tanenbaum, “Computer Networks”– FourthEdition.ISBNnumber01306610234) Hurwitz Judith S. and Daniel Kirsch, “Cloud Computing for Dummies”. ISBN5) Godbole Achyut and Kahate Atul, “Web Technologies: TCP/IP, Web/ Java Programming, and Cloud Computing, ”, 3e Tata McGraw-Hill Education ISBN: 9332900914, 9789332900912	



**Kavayitri Bahinabai Chaudhari North Maharashtra University,
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BBA-106 Business Communication

Credits-02 Lectures per week- 02 (60 Min.)	College Assessment- 20 Marks University Assessment-30 Marks
Course Objectives- <ol style="list-style-type: none">1. To understand the concept, process, and importance of Business Communication.2. To help students in understanding the basic principles and techniques of business communication.3. To train students to acquire and master written communication for the corporate world.4. To sensitize students to understand Business Communication in Global and Cross-Cultural context.	
Course Outcomes: <ol style="list-style-type: none">1. Apply the skills of effective letter writing and be able to create various kinds of Business letters.2. Understand various barriers to communication and apply pre-emptive measures, including feedback, to minimize the same.3. Students shall be able to effectively analyze and evaluate various kinds of business correspondence and e-correspondence.4. Able to present in front of audience with confidence and expertise.	
Unit 1: Introduction to Communication in Organizations 05 Lectures <ul style="list-style-type: none">• Introduction to Business Environment and Communication,• Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication• Formal and informal communication, Listening Skills, communication on social media platforms.	
Unit 2: Written Communication 10 Lectures <ul style="list-style-type: none">• Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter)• Informal messages on e-platforms, negative messages: indirect & direct negative messages; Persuasive messages• Request letters to various stakeholders, Sales Letters, Complaint & Follow up Letters, Promotion Letters, Job application Letters, cover letters, resume, Resignation Letters.	
Unit 3 - Interpersonal Communication 10 Lectures <ul style="list-style-type: none">• Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy• Presentation skills (Verbal and non-verbal); Power point presentation skills• Infographics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)	

Unit 4 - Digital Communication

05 Lectures

- Social media and individual, social media & organizations, Media Literacy
- Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings
- Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites.

Text Books (Latest Editions):

1. AICTE's Prescribed – Communication Skills in English, Khanna Book Publishing.
2. Lesikar, R.V. & M.E. Flatley, "Business Communication: Connecting in a Digital World", McGraw-Hill Education.
3. Murphy, H. A., Hildebrandt, H. & Thomas, J.P., Effective Business Communication. McGraw Hill.
4. Mukerjee H. S., Business Communication: Connecting at Work. Oxford Publication
5. Boove, C.L., Thill, J. V. & Raina, R. L, Business Communication Today, Pearson.

References:

1. Rao, M. T. (2023) Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III. Gyan Publishing
2. Getting Ready for the Real World: HBR, 2020: The Science of Strong Business Writing. <https://hbr.org/2021/07/the-science-of-strong-business-writing>

Reflective Exercises and Cases:

1. Review of Bharat Muni's Natya Shastra (Rasa, Sahridayata & Sadharanikaran)
2. Preparing on curriculum vitae/resume and cover letter
3. Reading of annual reports
4. The Future of Internal Communication | Rita Linjuan Men, Shannon A. Bowen| Business Expert Press| BEP336-PDF-ENG | <https://hbsp.harvard.edu/product/BEP336-PDF-ENG>
5. Change Management and Internal Communication | Rita Linjuan Men, Shannon A. Bowen | Business Expert Press |BEP334-PDF-ENG| <https://hbsp.harvard.edu/product/BEP334-PDF-ENG>
6. Lighting the Fire: Crafting and Delivering Broadly Inspiring Messages | Tsedal Neeley, Tom Ryder | Harvard Business School | 416046-PDF-ENG | <https://hbsp.harvard.edu/product/416046-PDF-ENG?>
7. Bad Writing Is Destroying Your Company's Productivity (2016) by Josh Bernoff <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>
8. Students are expected to display proficiency in writing the following Business Communication (and be evaluated for internal assessment): Persuasive Letters, Promotion letters and cover Letters; Prepare Elevator Pitch



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BBA-111 Human Behaviour and Organization

Credits-04 Lectures per week- 04 (60 Min.)	College Assessment- 40 Marks University Assessment-60 Marks
Course Objectives- <ol style="list-style-type: none">1. To develop basic understanding of the concept of human behaviour and organization.2. To highlight the importance of OB in modern organizations.3. To understand individual and group behaviour in the workplace to improve the effectiveness of an organization.4. To critically evaluate leadership styles and strategies.	
Course Outcomes: <p>After completing this Course Students will be able to:</p> <ol style="list-style-type: none">1. Describe individual and group behaviour in organizational settings.2. Demonstrate theoretical knowledge of human behaviour in human life setting in management.3. Judge the lacunae in the system to be able to improve the organization health and other OB outcomes.4. Formulate a more productive system and high-performance work culture operating on the principles of OB.	
Unit 1: Introduction to Human Behaviour and Organization 10 Lectures <ul style="list-style-type: none">• Meaning, importance, and historical development of organizational behaviour• Factors influencing organizational behaviour• Contributing disciplines of OB; OB models	
Unit 2: Individual Behaviour 20 Lectures <ul style="list-style-type: none">• Foundations of Individual Behaviour; Personality- Determinants of personality, Type A and B, Big Five personality types, stages of personality development• Attitude - components, job-related attitudes; Learning- concept, theories, and reinforcement; Perception - concept, perceptual process, factors influencing perception• Values - concept and types: terminal values and instrumental values.• Motivation – Concept, importance, and theories of motivation- Early Theories of motivation (Need Hierarchy, Theory X and Theory Y, Two Factors Theory), Contemporary Theories of motivation (Self-Determination Theory, Goal-setting Theory, Reinforcement Theory, Self-efficacy Theory).	
Unit 3: Group & Team Behaviour 10 Lectures <ul style="list-style-type: none">• Groups and Work Teams: Concept: Five Stage model of group development Groupthink and shift; Indian perspective on group norms,• Group, and teams; Types of teams; Creating team players from individual building. Individual & Group conflict; e-teams.	

Unit 4: Leadership & Power

20 Lectures

- Leadership: Concept; Trait theories; Behavioural theories (Ohio and Michigan studies); Contingency theories, Authentic leadership; Mentoring, self-leadership;
- Inspirational Approaches (transformational, charismatic): Comparison of Indian leadership styles with other countries. Bases of Power.
- Organizational Culture : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture; Creating positive and ethical cultures; Need and importance of Cross-Cultural management, Stress, and its Management.

Readings:

Text Books (Latest Editions):

1. Robbins, Stephen - Organizational Behavior Prentice Hall of India Ltd., New Delhi.
2. Luthans Fred - Organizational Behavior: An Evidence-Based Approach - McGraw Hill Publishers Co. Ltd., New Delhi.
3. Prasad, L.M.-Organizational Theory Behavior-Sultan Chand & Sons, New Delhi.
4. Rao, VS P-Organization Behavior –Himalaya Publishing House.
5. Aswathappa.K.-Organizational Behavior–Himalaya Publishing House, Mumbai, 18th Edition.

Reflective Exercises and supplementary readings:

Unit 1

1. Personality assessment through a questionnaire (MBTI/16PF etc.)
2. Personality assessment through Indian scriptures.
3. Review Literature of the book “Personality Development” by Swami Vivekananda by Exotic India Art.
4. Translating Swami Vivekananda into Management Practice
5. https://link.springer.com/chapter/10.1007/978-981-19-1158-3_17

Unit 2

1. Assess the ways of self-directed Learning.

Unit 3

1. Watch the movie “Ruka hua Faisla”/12 Angry Men on group decision making.
2. Reflective essay on group behaviour on “Draupadi Cheer Haran”
3. Identify a firm and analyze how business decisions are made in a particular situation as Individuals versus a team. Also, state which form is better and why.
4. Understanding Belbin Individual Team Roles
<https://belbin.scot/wp-content/uploads/2022/08/Belbin-8-SPI-Report-Sample.pdf>.

Unit 4

1. Reflective exercise on the concept of leadership in Mahabharata versus Ramayana.
2. HBR, 2022: *How Great Leaders Communicate*.
3. (<https://hbr.org/2022/11/how-great-leaders-communicate>)
https://www.researchgate.net/publication/340607402_LEADERSHIP_AND_INNOVATION_AT_APPLE_INC
4. Practice stress management techniques
5. Leading strategic and organizational change at Tata Steel: the role of culture
<https://www.cambridge.org/core/books/abs/leading-strategicchange/leading-strategic-and-organizational-change-at-tata-steel-the-roleof-culture/AEBA5AF709A6E343>



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BBA-113 Cost Accounting

Credits-02 Lectures per week- 02 (60 Min.)	College Assessment- 20 Marks University Assessment-30 Marks
Course Objectives- <ol style="list-style-type: none">1. To familiarize the learners with the basic concepts and processes used to determine product costs and ascertain Material, Labour and Overhead cost.2. To understand the introductory part of Cost Accounting and the basic concepts of Cost Accounting and its significance.3. To understand the concepts of materials, labour and overheads as elements of costs, and the accounting procedure for these elements of costs.4. Understand the controlling aspects of these elements of costs compute the total cost of output by accumulating costs in the form of a cost sheet.	
Course Outcomes: <p>On having completed this course student should be able to:</p> <ol style="list-style-type: none">1. Interpret the relevant theories of cost accounting and prepare Cost sheet and quotations.2. Maintain the material accounting and stores ledgers.	
Unit-I: Introduction to Cost Accounting 10 Lectures <ul style="list-style-type: none">• Definitions, features, objectives, functions, scope, advantages and limitations.• Relationship and differences between Cost accounting, Management accounting and Financial Accounting.• Cost Concepts-Cost classification – Elements of cost P• Principles of Classification of Overheads, Classification of Overheads	
Unit 2 - Preparation of Cost Sheet 10 Lectures <ul style="list-style-type: none">• Meaning of cost sheet; Nature of Cost Sheet, Advantages and disadvantages of Cost Sheet.• Preparation of cost sheet for ascertainment of cost and profit.• Practical problems on preparation of cost sheet	
Unit 3 – Material Cost 10 Lectures <ul style="list-style-type: none">• Meaning and classification of Material• Methods of Purchasing; Procedure of Purchases, Stores and Issue of Material.• Material Losses, Wastage, Scrap, Spoilage and Defectives• Methods of Material Costing: FIFO, LIFO, Simple Average, Weighted Average.	
Readings: Text Books (Latest Edition): <ol style="list-style-type: none">1) Arora, M. N. Cost and Management Accounting, New Delhi: Himalaya Publishing House.2) Jain, S.P., & Narang, K.L. Cost Accounting. Principles and Practice, New Delhi: Kalyani Publishers.3) Kishor, R.M. Cost and Management Accounting. New Delhi: Taxman Allied Services.4) Pillai, R.S.N, Bagavathi, V., Cost Accounting. New Delhi: Sultan Chand.5) Lal, J. Srivastav, Seema., Singh, Manisha. Cost Accounting: Test, Problems and Cases, New Delhi: Tata McGraw Hill Education	



**Kavayitri Bahinabai Chaudhari North Maharashtra University,
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BBA-112 Basics of Business Analytics

Credits-04 Lectures per week- 04 (60 Min.)	College Assessment- 40 Marks University Assessment-60 Marks
Course Objectives- <ol style="list-style-type: none">1. Understand Basics of Business analytics2. Identify Business analytics applications3. Know various software used in analytics	
Course Outcomes: <p>After completing this Course Students will be able to:</p> <ol style="list-style-type: none">1. Understand basics of Business Analytics2. Show functional application of analytics3. Utilize appropriate Business Analytics Software	
Unit 1 -Introduction to Business Analytics 15 Lectures <ul style="list-style-type: none">• Definition of analytics, Evolution of analytics, Need of Analytics• Business Intelligence, Business analytics vs business analysis, Business intelligence vs Data Science, Data Analyst Vs Business Analyst• Types of Analytics- Predictive (forecasting),Descriptive (business intelligence and data mining),Prescriptive (optimization and simulation),Diagnostic analytics	
Unit-2 Importance of data in business analytics 15 Lectures <ul style="list-style-type: none">• Differences between data, information and knowledge• Various stages of an organization in terms of data maturity, Options for organizations in the absence of good quality data.• Analytical decision-making process, characteristics of the analytical decision-making process.• Breaking down a business problem into key questions that can be answered through analytics, Skills of a good business analyst.	
Unit-3 Applications of Business Analytics 15 Lectures <ul style="list-style-type: none">• Applications of Business Analytics in various business sectors- Marketing Analytics, HR Analytics, Supply Chain Analytics, Retail Analytics, Financial Analytics Sales Analytics, Web & Social Media Analytics, Healthcare Industry	
Unit-4 Introduction to Business Analytics Software 15 Lectures <ul style="list-style-type: none">• Features of Business Analytics software - Excel, Google Data Studio, Microsoft Power BI, Python, R, Tableau	
Readings: Text Books (Latest Edition): <ol style="list-style-type: none">1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springer.2. An Introduction to Business Analytics, Ger Koole, Lulu.com, 20193. Business Analytics_ Data Analysis & Decision Making- S. Christian Albright Wayne L. Winston – Cengage	



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BBA-113 Business & Corporate Laws

Credits-04 Lectures per week- 04 (60 Min.)	College Assessment- 40 Marks University Assessment-60 Marks
Course Objectives- <ol style="list-style-type: none">1. The course aims to provide students with the understanding of key legal and ethical issues in the business context of India.2. The course will help students analyse ethical dilemmas in business decisions.3. The course will help the students understand the legal and regulatory aspects of business.	
Course Outcomes: <p>After completing this Course Students will be able to:</p> <ol style="list-style-type: none">1. Recall major laws and regulations and legal principles that guide business conduct.2. Analyse case studies to identify legal challenges within business operations.3. Evaluate the effectiveness of existing legal frameworks in governing business practices	
Unit-1 Indian Contract Act, 1872 10 Lectures <ul style="list-style-type: none">• Meaning of Proposal Offer, Agreement & Contract• Essential of a Valid Contract• Kinds of Contract• Performance of Contract: Meaning & Conditions• Discharge of Contract: Meaning & Conditions• Breach Contract: Meaning & Conditions	
Unit-2 Indian Sale of Goods Act, 1930 10 Lectures <ul style="list-style-type: none">• Contract of Sale: Meaning & Essential Conditions• Difference between Sale and Agreement to Sell• Conditions and Warranties: Meaning & Difference• When condition is treated as Warranty• Unpaid Seller: Meaning & Rights• Performance of Contract of Sale• Sale by Auction	
Unit-3 Negotiable Instruments Act, 1881 10 Lectures <ul style="list-style-type: none">• Meaning & Characteristics Of Promissory Note, Bill Of Exchange And Cheque.• Holder and Holder in Due Course, Privileges of Holder In Due Course• Crossing and Endorsement of Negotiable Instrument• Dishonour of Negotiable Instruments, Notice Of Dishonour, Dishonour Of Cheque and its Effects	
Unit-4 Incorporation of Company 10 Lectures <ul style="list-style-type: none">• Meaning of Company, Characteristics of Company, Difference between Sole traders, Firm & Company	

<ul style="list-style-type: none"> • Formation of Company (as per companies act 2013): Procedure & Documents, Required for Incorporation • Memorandum of Association & Article of Association: Meaning & Clauses • Types of Companies-Private Company, Public Company, One Person Company, Indian company, Foreign Company, Chartered Company, Company Limited by Shares and Company Limited by Guarantee. • Doctrine of Ultra-Vires • Lifting of Corporate Veil • The Doctrine of Constructive Notice • Doctrine of Indoor Management
Unit-5. Control & Management of Companies Affairs 10 Lectures <ul style="list-style-type: none"> • Directors & Managing Director: Meaning, Duties & Liabilities and Responsibility of Directors Company Secretary: Roles and Responsibility • Kinds of Meetings: Annual General Meeting (AGM), Extra Ordinary General Meeting,(EOGM) • Notice and Agenda of General Meeting • Business to be transacted in Meeting: Ordinary Business & Special Business • Resolutions: Board Resolution, Ordinary Resolution and Special Resolution • Election and Role of Chairman of General Meeting. • Recording and Signing Of Minutes
Unit-6 Winding up of a Company 10 Lectures <ul style="list-style-type: none"> • Modes of Winding Up • Compulsory Winding Up Under an Order of Court • Voluntarily Winding Up • Voluntarily Winding Up Under Supervision of Court Book
Readings: Text Books (Latest Edition): <ol style="list-style-type: none"> 1. Business Law- Rohini Goel - Taxmann 2. Business Law for Managers - P.K.Goel, - Biztantra, Innovations in Management. 3. Business Law Including Company Law – Gulshan & Kapoor New Age International 4. Commercial Laws- R.C. Chawla, K.C.Garg, Kalyani Publisher 5. Mercantile Law – N.D. Kapoor – Sultan Chand
Suggested Exercises and Cases Unit 1 Cases: <ol style="list-style-type: none"> 1. Salomon Vs. Salomon & Co. Ltd 2. Balfour Vs. Balfour 3. Durga Prasad Vs. Baldeo
Unit 2 Cases: <ol style="list-style-type: none"> 1. Mool Chand Ram Bhagat v. Harish Chandra 2. Coop. Cane Unions Federations v. West U.P. Sugar Mills Assn. (2004). 3. State of Maharashtra v. Champalal (1971). 4. Union of India v. Martin Lottery Agencies Ltd. (2009). 5. Camera House, Bombay v. State of Maharashtra (1969)



**Kavayitri Bahinabai Chaudhari North Maharashtra University,
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BBA-115 Emerging Technologies and Application

Credits-02 Lectures per week- 02 (60 Min.)	College Assessment- 20 Marks University Assessment- 30 Marks
Course Objectives- <ol style="list-style-type: none">1. To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.2. To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage	
Course Outcomes: <p>After completing this Course Students will be able to:</p> <ol style="list-style-type: none">1. Students will understand foundational knowledge of emerging technologies such as blockchain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.2. Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.3. Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.4. Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management	
Unit-1: Cloud Computing 10 Lectures <ul style="list-style-type: none">• Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid)• Cloud-based -enterprise solutions – Cost-benefit analysis and scalability• Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks	
Unit-2: Internet of Things (IoT) & Industry 4.0 10 Lectures <ul style="list-style-type: none">• Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure• Industrial IoT and manufacturing – IoT data processing and storage• Real-time analytics and decision-making• Concept of Industry 4.0 – Automation and smart manufacturing• Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies• Impact on Business Models – Transformation of production and supply chains – Business process optimization	
Unit-3: Block chain Technology 10 Lectures <ul style="list-style-type: none">• Fundamentals of Block chain – Decentralization and distributed ledger• Cryptography and consensus mechanisms – Smart contracts	

<ul style="list-style-type: none"> Financial services and digital identity– Challenges and Opportunities Security and privacy issues – Regulatory and compliance considerations
<div> <div>Unit-4: Augmented Reality (AR) and Virtual Reality (VR)</div> <div>10 Lectures</div> </div> <ul style="list-style-type: none"> Introduction to AR/VR – Key concepts and differences between AR and VR Historical development and current state - AR/VR applications in marketing and customer experience Training and development through immersive technologies – Challenges and Opportunities Technological limitations and advancements – Integration with existing business processes.
<p>Readings:</p> <p>Text Books (Latest Editions):</p> <ol style="list-style-type: none"> Emerging Technologies by Errol S. van Engelen Internet of Things by Jeeva Jose, Khanna Book Publishing. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.
<p>Readings:</p> <ul style="list-style-type: none"> Abdi, S., Kitsara, I., Hawley, M. S., & de Witte, L. P. (2021). Emerging technologies and their potential for generating new assistive technologies. <i>Assistive Technology</i>, 33(sup1), 17–26. https://doi.org/10.1080/10400435.2021.1945704 Seokbeom Kwon, Xiaoyu Liu, Alan L. Porter, Jan Youtie, Research addressing emerging technological ideas has greater scientific impact, <i>Research Policy</i>, Volume 48, Issue 9, 2019, 103834, tps://doi.org/10.1016/j.respol.2019.103834. Philip, J. (2022), "A perspective on embracing emerging technologies research for organizational behavior", <i>Organization Management Journal</i> , Vol. 19 No. 3, pp. 88-98. https://doi.org/10.1108/OMJ-10-2020-1063
<p>Case Studies-</p> <ol style="list-style-type: none"> Software and/or Data: Dilemmas in an AI Research Lab of an Indian IT Organization, Rajalaxmi Kamath; Vinay V Reddy, https://hbsp.harvard.edu/product/IMB889-PDFENG?Ntt=emerging%20technologies

2. Volkswagen Group: Driving Big Business With Big Data, Ning Su; Naqaash Pirani, <https://hbsp.harvard.edu/product/W14007-PDFENG?Ntt=emerging%20technologies>

Practical (Suggestive List):

- Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts.
- Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications.



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BBA-116 Business Statistics and Logic

Credits-02 Lectures per week- 02 (60 Min.)	College Assessment- 20 Marks University Assessment- 30 Marks
Course Objectives- <ol style="list-style-type: none">1. To establish importance of logical reasoning in human inquiry.2. To demonstrate data handling skills and summarize data with clarity.3. To extend an understanding of application of relevant concepts of Statistics to a given business scenario.4. To understand business problems and make decisions using appropriate statistical models and explain trends.5. To demonstrate the knowledge on the process of organizing a data and conduct statistical treatment.	
Course Outcomes: <p>On having completed this course student should be able to:</p> <ol style="list-style-type: none">1. Demonstrate data handling skills with clarity and logical reasoning.2. Outline the relevant concepts of Statistics to a given context/business scenario3. Organize business data and conduct statistical treatment.4. Evaluate and interpret data using appropriate statistical techniques.5. Explain data trends using appropriate statistical models	
Pedagogy: <p>This course could be dealt using multiple pedagogies like interactive lecture, students' discussions, case studies and experiential learning.</p>	
Unit – 1: Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis 10 Lectures <ul style="list-style-type: none">• Classification and tabulation of data, frequency distribution, diagrams and graphs• Measure of central tendency- arithmetic mean, weighted arithmetic mean, median, mode, geometric mean and harmonic mean (theory only)• Meaning of partition values- quartiles, deciles, percentiles,• Measures of dispersion - range, quartile deviation, mean deviation from mean and median, standard deviation and coefficient of variation.• Skewness - meaning, difference between dispersion and skewness, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.	
Unit – 2: Correlation and Regression 10 Lectures <ul style="list-style-type: none">• Meaning, definition and use of correlation, covariance, scatter diagram• Types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient, probable error• Regression- meaning and utility of regression analysis, comparison between correlation and regression, regression lines –x on y, y on x, regression equations and regression coefficients.	

Unit – 3: Probability and Probability distributions <ul style="list-style-type: none"> • Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules • Probability distributions – binomial, Poisson and normal distributions, expected value. 	10 Lectures
Unit-4: Introduction to Logic Lectures <ul style="list-style-type: none"> • Number series, coding decoding and odd man out series, direction sense test, seating arrangements • Linear and circular, blood relations, arithmetic and geometric progressions, Inductive and deductive reasoning. 	05
Practical Component: (Suggested) Understanding basic concepts of statistics is possible by incorporating data sets from real life situations. In every unit one hour could be set aside to handle realistic data such as number of steps taken on a day, daily expenditures of students, air quality index in various months in various cities, stock prices etc. using EXCEL and make their interpretations. Students may make short presentations of their analysis to add to the learning experience.	
Readings: Textbooks (Latest Editions): <ol style="list-style-type: none"> 1. Levin R. I.& Rubin D. S. <i>Statistics for Management</i>. Delhi: Pearson. 2. Pillai & Bagavathi. <i>Statistics, Theory and Practice</i>, S Chand Publishing 3. SP Gupta. <i>Statistical Methods</i>, Sultan Chand and Sons 4. SC Gupta. <i>Fundamentals of Statistics</i>, Himalaya Publishing House 5. Sharma, Gupta, <i>The Practice of Business Statistics</i>, Khanna Publishing House. 6. Sharma J.K. <i>Business Statistics</i>, Vikas Publishing House 	
Reference Research Paper: <ul style="list-style-type: none"> • Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. <i>Interfaces</i>, 37(6), 570-576. • Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? <i>Behavioral and Brain Sciences</i>, 23(5),645-665. 	



**Kavayitri Bahinabai Chaudhari North Maharashtra University,
Jalgaon
Faculty of Commerce & Management**



BBA-117 Media Literacy and Critical Thinking

Credits-02 Lectures per week- 02 (60 Min.)	College Assessment- 20 Marks University Assessment- 30 Marks
Course Objectives- <ol style="list-style-type: none">1. Develop critical thinking skills to analyse various media forms effectively and identify underlying biases.2. Foster media literacy principles for navigating digital media landscapes and evaluating credibility.3. Explore media production dynamics and ownership structures in the Indian context.4. Address ethical and regulatory considerations in media practices.5. Enhance digital media literacy for responsible online engagement and combating misinformation.	
Course Outcomes: <p>On having completed this course student should be able to:</p> <ol style="list-style-type: none">1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.2. Apply media literacy principles to make informed decisions about media consumption and production.3. Understand the complexities of media production, distribution, and audience behaviour.4. Adhere to ethical standards in media content creation and consumption.5. Promote responsible digital citizenship by navigating online information critically and combating misinformation.	
Unit 1: Foundations of Media Literacy and Critical Thinking 05 Lectures <ul style="list-style-type: none">• Core principles of media literacy and critical thinking• Definition and significance of media literacy, its historical evolution within the Indian context• Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviours.	
Unit 2: Deconstructing Media Texts 10 Lectures <ul style="list-style-type: none">• Forms of media texts, including print, broadcast, digital, and social media• Textual analysis and the deconstruction of visual media using semiotics• The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.	
Unit 3: Media Consumption and Production Dynamics 10 Lectures <ul style="list-style-type: none">• Dynamics of media production, distribution, and consumption in India• Influence of ownership and control structures on media content• Techniques for critically evaluating media content and analysing audience consumption patterns	

Unit 4: Ethics, Regulation, and Digital Media Literacy

10 Lectures

- Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy.
- Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards
- Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.

Readings:

Textbooks (Latest Editions):

1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.
11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.) Simon & Schuster.



**Kavayitri Bahinabai Chaudhari North Maharashtra University,
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BBA-118 Indian Constitution

Credits-02 Lectures per week- 02 (60 Min.)	College Assessment- 20 Marks University Assessment-30 Marks
Course Objectives- <ol style="list-style-type: none">1. Develop an understanding of the Indian Constitution beyond legal and political lenses, emphasizing its significance for business students.2. Recognize the importance of comprehending constitutional basics and their impact on trade, economy, and business practices.3. Analyse the inclusion of economic justice in the preamble and its implications for post-colonial economic policies.4. Explore the legal history of competing claims between economic development and principles of equity and justice in India.5. Examine the transition from state-led industrialization to liberalization, highlighting the constitutional underpinnings of these economic shifts.6. Investigate the constitutional provisions relevant to business, such as the fundamental right to practice any profession, occupation, trade, or business as enshrined in Article 19.	
Course Outcomes: <p>On having completed this course student should be able to:</p> <ol style="list-style-type: none">1. Students of the BBA programme get equipped with a knowledge of the Indian Constitution, particularly from the perspective of economic governance and business2. They begin to develop a nuanced analytical framework about ongoing constitutional debates and battles which affect the domain of business3. Developing a sense of how questions of economic growth have to be balanced with other constitutional commitments, including social and economic justice.	
<ul style="list-style-type: none">• Unit 1: An Economic History of the Constitution of India 10 Lectures Historical understanding of the constitution as an economic document.• Understanding the Preamble, starting from the land reform cases in the 1950s to the validity of the bitcoin ban imposed by the RBI, this module signpost all of the important economic moments in the constitutional history of post-colonial India;• Constitutional design, Legal Regulation and economic justice	
Unit 2: Fundamental Rights and Business in India 10 Lectures <ul style="list-style-type: none">• Article 19(1)(g), grants every citizen the right, to practise any profession, or to carry on any profession, occupation, trade, or business. Like other fundamental rights, this right is subject to reasonable restrictions impose by the state. This particular provision of the Constitution has been one of the most severely litigated freedoms. Fundamental Duties.	

Unit 3: Fiscal Federalism

Lectures

- Article articles 301 to 307 of the Constitution pertains to Trade, Commerce and Intercourse within the Territory of India;
- Challenges associated with fiscal federalism in India including the vertical fiscal imbalance; Article 280 of the Constitution.

Unit 4: Constitutional battles that shaped the economy

- This module will be taught through key case studies that demonstrate the complex and fascinating overlap between the constitution and business and shall use Saurabh Kirpal's book Fifteen Judgments: Cases that Shaped India's Financial Landscape as our guide through this landscape. The case studies include the banning of diesel engine cars, Telecom regulation and ownership of broadcast media, Demonetisation, Aadhaar, the lifting of restrictions on dealing in cryptocurrencies

Readings:

- The Oxford Handbook of the Indian Constitution, Oxford university press

Cases:

- Rustom Cavasjee Cooper v. Union of India, (1970) 1 SCC 248
- State of Rajasthan v. Mohan Lal Vyas, AIR 1971 SC 2068 (confirmation of a private monopoly, not a violation of fundamental right)
- Mithilesh Garg v. Union of India, (1992) 1 SCC 168 : AIR 1992 SC 221 (Right to carry on business, not breached when it is liberalised)
- Chintamanrao v. The State of Madhya Pradesh, AIR 1951 SC 118 (scope of reasonable restrictions in relation to trade and occupation)
- Cooverjee B. Bharucha v. Excise Commissioner, Ajmer, AIR 1954 SC 220 (the reasonableness of the restriction imposed may depend upon the nature of the business and prevailing conditions including public health and morality)
- T. B. Ibrahim v. Regional Transport Authority. Tanjore, AIR 1953 SC 79
- Harman Singh v. RTA, Calcutta, AIR 1954 SC 190
- Dwarka Prasad Laxmi Narain v. State of U.P., AIR 1954 SC 224
- State of Bombay v. R.M.D. Chamar baugwala, AIR 1957 SC 699
- Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801