

Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Commerce – Business Management

B.Com. - BM

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2024-2025

Preamble:

In pursuit of excellence in business education and professional preparation, the B. Com. - Business Management program outlines the educational philosophy, goals, and intended outcomes. It constructs academic excellence, ethical leadership, and holistic student development. Commerce education prepares graduates to be principled leaders, innovative thinkers, and global citizens poised to create positive change in the business world. It equips them to navigate the complexities of the business environment, make informed decisions, and contribute to the success of organizations.

Following aspects highlight the importance of commercial education:

- 1. Academic Rigor and Excellence:** Commercial education provides a rigorous academic curriculum that equips students with a comprehensive understanding of business theories, principles, and practices. Through innovative teaching methods and experiential learning opportunities students excel in dynamic and competitive global business environments.
- 2. Ethical Leadership and Social Responsibility:** Students are instilled the importance of ethical decision-making, integrity, and corporate social responsibility. Our program emphasizes the significance of ethical leadership and the impact of business practices on society and the environment.
- 3. Critical Thinking and Problem-Solving Skills:** We foster the development of critical thinking, analytical reasoning, and problem-solving skills essential for effective decision-making in complex business situations. Students learn to evaluate information, analyze data, and formulate strategic solutions to real-world challenges.
- 4. Global Perspective and Cultural Awareness:** Recognizing the interconnectedness of the global economy, we emphasize the development of a global mindset and cultural competence among the students. Our curriculum integrates international business concepts and opportunities for cross-cultural learning experiences.
- 5. Professional Development and Career Readiness:** Through internships, professional development workshops, and networking opportunities, students are facilitated the acquisition of practical skills and industry-specific knowledge necessary for professional growth and advancement.
- 6. Innovation and Entrepreneurship:** Encouraging creativity and innovation, we inspire entrepreneurial thinking and the ability to identify and seize opportunities in the marketplace. Our program supports aspiring entrepreneurs in developing business plans and launching ventures that contribute to economic growth and innovation.
- 7. Continuous Learning and Adaptation:** Committed to continuous improvement and adaptation to meet the evolving demands of the business world. Our faculty engage in scholarly research and professional development to ensure that our curriculum remains relevant and responsive to industry

trends and technological advancements.

8. Constant Learning: Commerce is a field that requires continuous learning and adaptation to stay competitive. Business education instills a mindset of lifelong learning, encouraging individuals to stay updated about industry trends, new technologies, and evolving business practices.

Objectives of the Programme:

1. To provide students with a thorough understanding of various aspects of business management, marketing, finance, accounting, operations, human resources, and strategic planning.
2. To develop students' ability to analyze business situations, evaluate information, and make informed decisions using critical thinking and problem-solving techniques.
3. To equip students with leadership qualities and managerial competencies necessary for effectively leading teams, managing projects, and overseeing organizational operations.
4. To enhance students' communication abilities, both oral and written, enabling them to effectively convey ideas, negotiate, present findings, and engage in professional discourse within diverse business environments.
5. To foster an understanding of ethical principles and social responsibility in business practices, emphasizing integrity, fairness, and ethical decision-making.
6. To provide insights into the global business environment, including international markets, cross-cultural communication, global strategy, and the impact of globalization on business operations.
7. To encourage entrepreneurial thinking and innovation among students, equipping them with the skills and knowledge to identify business opportunities, innovate, and create value in entrepreneurial ventures or corporate settings.
8. To facilitate the development of professional skills such as teamwork, time management, negotiation, adaptability, and project management, preparing students for successful careers in various sectors of the business industry.
9. To offer opportunities for practical application of theoretical knowledge through internships, industry projects, case studies, simulations, and collaborative learning experiences, bridging the gap between academia and industry.
10. To promote a commitment to lifelong learning and professional growth, encouraging students to stay updated with emerging trends, technological advancements, and evolving business practices throughout their careers.
11. To provide students with a comprehensive understanding of marketing, finance, human resources, and optimize financial management.

Program Outcomes:

1. Graduates will demonstrate a comprehensive understanding of key business disciplines, including management, marketing, finance, accounting, human resources, operations, and strategic planning.
2. Graduates will be able to analyze complex business problems, evaluate information from multiple sources, and develop innovative solutions using critical thinking and problem-solving skills.
3. Graduates will possess strong communication skills, both written and oral, enabling them to effectively present ideas, negotiate, and interact professionally within diverse business environments.
4. Graduates will exhibit leadership qualities and the ability to work collaboratively in teams, demonstrating effective management of tasks, projects, and interpersonal dynamics.
5. Graduates will understand ethical principles and demonstrate ethical decision-making in business contexts, considering social responsibility and sustainability in their actions.
6. Graduates will recognize the impact of globalization on business operations and demonstrate awareness of international business practices, cross-cultural communication, and global economic

trends.

7. Graduates will exhibit entrepreneurial thinking and innovation, with the ability to identify opportunities, take calculated risks, and create value in entrepreneurial ventures or corporate settings.
8. Graduates will have developed professional skills such as time management, adaptability, resilience, and conflict resolution, enhancing their effectiveness in professional roles.
9. Graduates will have gained practical experience through internships, industry projects, case studies, simulations, or other experiential learning opportunities, applying theoretical knowledge to real-world business challenges.
10. Graduates will demonstrate a commitment to lifelong learning and professional development, staying abreast of industry trends, technological advancements, and evolving business practices to maintain competitiveness in their careers.

Introduction

The B.Com. - BM Degree Program (2024 Pattern) will be introduced in the following order:

Sr. No.	B.Com Degree Program	Academic Year
A	First Year B.Com. - BM	2024-2025
B	Second Year B.Com. - BM	2025-2026
C	Third Year B.Com. - BM	2026-2027
D	Fourth Year B.Com. - BM	2027-2028

The course will be offered in following Specializations :

1. Finance Management (FM)
2. Human Resource Management (HRM)
3. Marketing management (MM)
4. Agri Business Management (ABM)
5. Services Management (SM)

Eligibility

- a) No Candidates shall be admitted to the First Year of the B.Com BM Degree Program (2024 Pattern) unless he / she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board or equivalent or University with English as a passing Course.
- b) No candidate shall be admitted to the Third Semester Examination of the Second Year unless he / she has cleared First Two Semesters satisfactorily for the course at the college affiliated to this University.
- c) No student shall be admitted to the Third Year B.Com BM (Fifth Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of First and Second Semester Examination of F.Y. B.Com. BM
- d) No candidate shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared first Two Semesters satisfactorily of Second Year for the Program at the college affiliated to this University.
- e) No candidate shall be admitted to the Fourth Year B.Com BM (Seventh Semester) Degree Program (2024 pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of S.Y. B.Com.BM

Teaching Methodology

The Teacher can use the following Methods as Teaching Methodology:

- Class Room Lectures
- Guest Lectures of Professionals, Industry Experts etc.
- Teaching with the help of ICT tools
- Visits to various Professionals Units, Companies and Business / Industry Units
- Group Discussion / Debates
- Assignments, Tutorials, Presentations, Role Play etc.
- YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc.
- Analysis of Case Studies

Examination

- 1) A student cannot appear for Semester End Examination unless he / she has maintained at least 75% attendance during the teaching period of that course. If a student fails to maintain attendance up to 75%, at the time of filling of Examination Forms, an undertaking from the student should be taken stating that he / she will be allowed to appear for Examination subject to fulfillment of required attendance criteria during the remaining period of teaching of the course.
- 2) Each credit will be evaluated for 25 Marks.
- 3) Each course will have a distribution of 30:70 for CIE and SEE.
- 4) To pass a course, the student has to obtain at least 40% Percent marks in the CIE and SEE separately.
- 5) If a student misses CIE examination, he / she will have a Second Chance with the permission of the teacher concerned only. Such a Second Chance shall not be the right of the student; it will be the discretion of the teacher concerned only rather than the Head of the Department or Principal to give or not to give Second Chance to a student to appear for Internal Assessment.
- 6) A student cannot register for the Third, Fifth and Seventh Semester, if he / she fail to complete 50% credits of the total credits expected to be ordinarily completed within Two Semesters.
- 7) No student shall be admitted to the Fifth Semester Examination of the Third Year unless he / she has cleared First Two Semesters.
- 8) No student shall be admitted to the Fourth Year B.Com BM (Seventh Semester) Degree Program (2024 Pattern) unless he / she has cleared all the papers of Third and Fourth Semester Examination of S.Y. B.Com BM and has satisfactorily kept terms for the Third Year (Fifth and Sixth Semester).
- 9) There shall be revaluation of the Answer Scripts of Semester-End Examination but not of Answer Scripts of Internal Assessment Papers as per Ordinance No. 134 A and B.

A.T.K.T. Rules

The present relevant ordinances issued by the SPPU pertaining to ATKT are applicable.

University Terms:

The dates for the commencement and conclusion of the First and the Second Terms shall be as determined by the University Authorities. Only duly admitted students can keep the terms. The present relevant ordinances pertaining to grant of terms will be applicable.

Verification and Revaluation

The candidate may apply for verification and revaluation or result through Principal of the College which will be done by the University as per ordinance framed in that behalf.

Restructuring of Courses

This revised course structure shall be made applicable to the colleges implementing 'Restructured Programme at the Undergraduate Level from June, 2024. The Colleges under the Restructured Programme which has revised their structure in the light of the "2024 Pattern" shall be introduced with effect from Academic Year 2024-25.

Standard of Passing

- A candidate is required to obtain 40% Marks in Internal Assessment, Practical Examination and Semester End University Examination.
- It means that passing separately at Internal Assessment, Practical Examination and Semester End University Examination is compulsory.

Methods of Evaluation, Passing, and Evaluation Criteria

The evaluation of students will be done on Three Times during each Semester:

- Internal Assessment (Internal)
- Practical Examination (If applicable)
- Semester End University Examination (External)

For Semester End University Examination, question papers will be set for Seventy Percent of the Total Marks allotted for the course.

Evaluation will be done on a continuous basis Three Times during each Semester. Internal Assessment will be of Thirty Percent of the Total Marks allotted for the subject. The colleges need to adopt any Two Methods out of the following Methods for Internal Assessment:

- Offline Written Examination
- Power Point Presentations
- Assignments / Tutorials
- Oral Examination
- Open Book Test
- Offline MCQ Test
- Group Discussion
- Analysis of Case Studies

Credit Structure for FYBCOM - BM

FYBCOM-BM Semester I								
Course Type	Course	Course Title	Hours / Week	Credits	Internal	External	Total	
Major Mandatory (12)	Major Mandatory 1 (Compulsory)	Principles of Management	5	4	30	70	100	
	Major Mandatory 2 (Select Any one Specialization)	Finance: Principles of Finance	5	4	30	70	100	
		Marketing: Principles of Marketing						
		HRM: Principles of Human Resource Management						
		Agri. Bussi.: Agriculture and Indian Economy						
		Service Mgmt.: Essentials of Services Management						
	Major Mandatory 3 (Select Any one Specialization other than selected in Major Mandatory 2)	Finance: Principles of Finance	5	4	30	70	100	
		Marketing: Principles of Marketing						
		HRM: Principles of Human Resource Management						
		Agri. Bussi.: Agriculture and Indian Economy						
		Service Mgmt.: Essentials of Services Management						
	Open Elective (OE)	Open Elective 1	Business Mathematics	3	2	15	35	50
	Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Soft Skills Development	3	2	50	0	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - I	3	2	15	35	50	
Value Education Course (VEC)	Value Education Course (VEC)	Environmental Awareness	3	2	50	0	50	
Indian Knowledge System (IKS)	Indian Knowledge System (IKS)	Generic IKS	3	2	50	0	50	
		Total	-	22	270	280	550	
FYBCOM-BM Semester II								
Course Type	Course	Paper Title	Hours / Week	Credits	Internal	External	Total	
Major Mandatory (06)	Major Mandatory 4 (Compulsory)	Business Cost Accounting	5	4	30	70	100	
	Major Mandatory 5 (As per the specialization)	Finance: Business Accounting	5	4	30	70	100	
		Marketing: Consumer Behavior and Sales Management						
		HRM: Organizational Behavior						

	selected in Semester I)	Agri. Bussi.: Essentials of Rural Development					
		Service Mgmt.: Essentials of Services Management					
	Major Mandatory 6 (As per the specialization selected in Semester I)	Finance: Business Accounting	5	4	30	70	100
		Marketing: Consumer Behavior and Sales Management					
		HRM: Organizational Behavior					
Agri. Bussi.: Essentials of Rural Development							
Service Mgmt.: Essentials of Services Management							
Open Elective (OE)	Open Elective 2	Business Statistics	3	2	15	35	50
Skill Enhancement Course (SEC)	Skill Enhancement Course (SEC)	Basics of Stock Market/ Cross - Cultural Communication/ AI and ML for Business	3	2	50	0	50
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Business Communication skills - II	3	2	15	35	50
Value Education Course (VEC)	Value Education Course (VEC)	Democracy Awareness & Gender Sensitization	3	2	50	0	50
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	Physical Education	@ Department	2	50	0	50
Total			-	22	270	280	550

Please note Credit Structure for SYBCOM – BM and TYBCOM – BM for all specialization will be shared separately

Detail Syllabus

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Principles of Management	04	5

Course Objectives	
1.	To understand basic concept regarding organisation Business Administration
2.	To examining application of various management principles
3.	To develop managerial skills among the students
4.	To develop managerial thinking and cultivate business acumen.

5.	To identify new systems and trends in modern management.
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Course Outcome		Blooms Taxonomy
C01	Express themselves effectively in routine and special real business interactions and principles of management	Remembering
C02	Demonstrate appropriate use of administration, management.	Applying
C03	Ability to organize various programs, meetings and events	Evaluating
C04	Apprise the pros and cons of major managerial functions	Understanding
C05	Create and deliver effectiveness of quality management	Creating

Unit	Title and Contents	No. of Lecture Hours
1	Nature of Management: 1.1 Meaning & Importance, Functions 1.2 Role of Managers 1.3 Management as an Art, Science, Profession and a Social System 1.4 Concept of Management, Administration, Organization & Universality of Management	15
2	Evolution of management thoughts: 2.1 Concept of Managerial Thoughts 2.2 Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker 2.3 Indian Management ethos (Indian) and different Styles for example (J.R.D Tata, Dhirubhai Ambani, N. R. Narayana Murthy, Verghese Kurien)	15
3	Major managerial Functions: 3.1 Forecasting: Meaning, Need Types, Methods, Advantages, merits, Disadvantages 3.2 Planning: Meaning, Need Types, methods, Advantages, merits, Disadvantages 3.3 Organizing: Meaning, Concept, Delegation of Authority: Meaning, Importance Decentralization: Concepts, Meaning And, Importance 3.4 Decision Making: Types, Process, and Techniques Directions nature and principles and 3.5 Motivation: Meaning, Importance, Nature, Principles, and Theories 3.6 Controlling: Meaning, Needs, Process, Techniques	15
4	Recent trends in Management: 4.1 Management of change, management of crises, v Total Quality Management (TQM): Meaning, Merits, Demerits, stress management. (Principles, concepts	15

	merits) 4.2 Knowledge Management: Meaning, Merits, Demerits 4.3 Outsourcing: Meaning, Merits, Demerits	
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Reference Material

Text Books

1. Taxmann's Principles of Management Text and Cases, Neeru Vasishth, Vibhuti Vasishth

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Principles of Management	M.P. Waghmare	Nirali Publication	Mumbai
2	Management Concepts and Strategies	J.S. Chandan Vikas	Publishing House Pvt. Ltd.	New Delhi
3	Principles of Management	Harold Koontz, Heinz Wehrich, A. Ramachandra Arysri	McGraw hill companies	New Delhi
4	Management A Global and Entrepreneurial Perspective	Heinz Wehrich, Mark V. Cannice, Harold Koontz	McGraw hill companies	McGraw hill companies
5	Management - 2008 Edition	Robert Kreitner, Mamata Mohapatra	Biztantra - Management For Flat World	New Delhi
6	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd.	New Delhi
7	Principles of Management	P.C. Tripathi, P.N. reddy	McGraw hill companies	New Delhi
8	Management Text and Cases	R. Satya Raju, A. Parthasarthy	PHI learning Pvt. Ltd	New Delhi
9	Management (Multi-Dimensional Approach)	H. R. Appannaiah, G. Dinakar, H.A. Bhaskara	Himalaya Publishing House	Mumbai

Other Learning Material

E- Resource

1. <https://ndl.iitkgp.ac.in>
2. <https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf>
3. https://drive.google.com/drive/folders/1tb_wXGeLNpNnvBhxTyrvPdAPGrX46Un

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Principles of Finance	4	5

Course Objectives

1.	To cultivate right approach towards money, finance, and their role in business
2.	To develop right understanding regarding various sources of finance and their role and utility in business.
3.	To develop basic skills as to concept of capital structure and concept of capital structure
4.	To understand basics of recent concepts in finance
5.	To basic business operations in finance department

Course Outcome	Blooms Taxonomy
CO1	Remembering traditional, modern, role of finance manager
CO2	Understand the sources of Finance, recent trends in business finance
CO3	Identify the capital structure and factors affecting capital structure
CO4	Analyzing the difference between shares, debentures
CO5	Evaluate consequences of over- capitalization and Under Capitalization.

Unit	Title and Contents	No. of Lecture Hours
1	1.Introduction to finance : 1.1Definition - Nature and scope of finance function, 1.2 Financial Management - Meaning - Approaches: - Traditional, Modern, Role of finance manager. 1.3 External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources, 1.4 Internal: - Reserves and surplus, Bonus shares Retained earnings	15
2	2.Recent Trends in business finance : 2.1Venture Capital - Meaning, Objectives, Merits and Demerits, Uses Leasing - 2.2 Meaning, Objectives, Merits and Demerits, Uses 2.3 Microfinance - Meaning, Objectives, Merits and Demerits, Uses 2.4 Mutual Funds- Meaning, Objectives, Merits and Demerits, Uses	15
3	3.Sources of Finance : (15) 3.1 External: - Shares, Debentures, Public Deposits 3.2 Borrowing from banks: - meaning, types, advantages	15

	and limitations of these sources 3.3 Internal: - Reserves and surplus, Bonus shares Retained earnings	
4	4.Capital Structure: 4.1 Meaning -criteria for determining capital structure, Factors affecting capital structure, 4.2 Capitalization: - Meaning, Features, Objectives, Merits and Demerits. 4.3 Over Capitalization and Under Capitalization - Meaning, Causes, Consequences, Remedies. 4.4 Meaning and nature of Venture Capital, Leasing, Microfinance, Mutual Fund.	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial management - Theory and Practice	Prasanna Chandra	McGraw Hill Education	New Delhi
2	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd.	New Delhi
3	Financial Management	Rajiv Srivastava , Anil Misra	Oxford - University Press	New Delhi
4	Financial Management	P.V. Kulkarni , B.G. Satyaprasad	Himalaya Publishing House	Mumbai

Other Learning Material

E-Resource <https://www.pdfdrive.com/principles-of-finance-d16726868.html>

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Principles of Marketing	4	5

Course Objectives	
1.	To develop understanding regarding marketing environment in the country.
2.	To develop appropriate conceptual background.
3.	To help understand recent trends in marketing.
4.	To understand basic business operations in marketing department

Course Outcome		Blooms Taxonomy
CO1	Remembering traditional, modern, role of marketing manager	Remembering
CO2	Understand the recent trends in business marketing	Understanding
CO3	Identify the various marketing strategies	Applying
CO4	Analyzing the P's of marketing	Analyzing
CO5	Evaluate marketing segmentation	Evaluating

Unit	Title and Contents	No. of Lecture Hours
1	<p>1. Concepts and functions of marketing</p> <p>1.1 Marketing concepts, its objectives, importance and functions of marketing.</p> <p>1.2 Core Concepts of Marketing- Need, want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer Loyalties.</p> <p>1.3 Concept of Marketers and Prospects, Key Customer Markets, Marketplaces, Market spaces, Meta Markets.</p> <p>1.4 Linkage of Marketing functions with all functions in the organization. Company orientation towards market place- Production, Product, Marketing, Selling, Holistic Marketing Orientation</p> <p>1.5 Various Approaches of marketing</p> <p>1.6 Challenges and opportunity of marketing manager in international market</p>	15
2	<p>2. Marketing Environment</p> <p>2.1 Concept of Environment -Macro and Micro environment - Components and Characteristics, Needs.</p> <p>2.1 Trends and Major Forces Impacting on Micro and Macro Environment</p> <p>2.3 Need for analyzing Marketing Environment</p> <p>2.4 Analyzing the Demographic, Economic, Socio-cultural, Natural, Technological and Political-Legal Environment</p>	15

<p>3</p>	<p>Constituents of marketing mix Marketing Mix- 3.1 Meaning scope and importance of marketing mix, Product mix concept of a product, product characteristics Intrinsic and extrinsic, PLC. 3.2 Price mix-meaning, element, importance of price mix, factors influencing pricing, pricing methods Place mix, Promotion mix 3.3 Place mix meaning and concepts of channel of distribution or intermediaries , 3.4 Promotion mix meaning, definitions , importance and limitations of advertisement People mix meaning & concepts, elements, importance. 3.6 Process mix -stages, meaning & importance. 3.7 Physical evidence-meaning, importance & components. Conventional classification of markets. 3.8 Services marketing its main features importance, growth functions. Rural marketing features and its contribution to Indian economy, problems and measures to improve 3.9 Recent trends in Marketing- 1.Green Marketing concepts 2.DigitalMarketing, 3.VirtualMarketing, 4.HybridMarketing</p>	<p>15</p>
<p>4</p>	<p>Segmentation, Market Targeting and Positioning (15) 4.1 Segmentation: Concept, Need and Benefits Bases for Segmenting Consumer Markets - Geographic, Demographic, Psychographic, Behavioral. 4.2 Market Targeting- Concept, Market Targeting and Criteria for Selection, Evaluating and Selecting the Market Segments- Full Market Coverage, Multiple Segment Specialization, Single-Segmentation Concentration, Individual Market, Long-Tail Marketing 4.3 Positioning- Concept of Differentiation and Positioning, Value Positioning and Unique Selling Positioning</p>	<p>15</p>

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing and Salesmanship	Dr. M. P. Waghmare	Prashant Publication	Mumbai
2	MarketingManagement	PhilipKotler&kevenlankeller	PearsonIndia	SouthAsia
3	MarketingManagement	V.S. Ramaswamy,S. Namakumari	Macmillan	NewDelhi
4	Marketing In India Text andcases	S.Neelamrgham	VikasPublication	NewDelhi
5	TextbookofMarketing	KeithBlois	Oxford	NewDelhi

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Principles of Human Resource Management	4	5

Course Objectives	
1.	To cultivate right approach towards human resource, and their role in business
2.	To develop right understanding regarding various sources of acquiring human resources and their role and utility in business.
3.	To develop basic skills of human resource management
4.	To understand basics of recent concepts in HRM
5.	To basic business operations in HRM department

Course Outcome		Blooms Taxonomy
CO1	Remembering traditional, modern, role of HR manager	Remembering
CO2	Understand the sources of acquiring human resources	Understanding
CO3	Identify the skills of HR Manager	Applying
CO4	Analyzing the difference between Personnel and HRM	Analyzing
CO5	Evaluate career planning process	Evaluating

Unit	Title and Contents	No. of Lecture Hours
1	Introduction to HRM 1.1 Introduction to HRM- Meaning, Definition, Features, Scope, Objectives, Importance, 1.2 Principles of HRM, Evolution of HRM, Functions of HRM, 1.3 Challenges of HRM, Role of HR Manager, Difference between HRM & Personnel Management.	15
2	Job Analysis- 2.1 Meaning, Definition, Objectives, Benefits, Methods, 2.2 Job Analysis Components- Job Description, Job Specification, Job Evaluation 2.3 Human Resource Planning(HRP)- Meaning, Definition, Objectives, Process, 2.4 Factors Influencing the Estimation of Human Resource in Organization, Advantages & Limitations/Barriers of HRP. Caselets on Job Analysis & Human Resource Planning	15
3	Career Planning, Employee Morale and Job Satisfaction 3.1 Career Planning- Meaning, Definition, Objectives, Process, Benefits and Stages. 3.2 Employee Morale & Job Satisfaction- Employee Morale- Meaning, Definition, causes of low Morale, Job Satisfaction- Meaning, Definition, 3.3 Factors contributing to Job Satisfaction, Measures to increase Job Satisfaction, Advantages of Job Satisfaction	15

	3.4 Caselets on Career Planning, Employee Morale & Job Satisfaction.	
4	HRM in changing Environment and Trends in HRM 4.1 Work - Force Diversity, Technological changes and HRM, 4.2 International HRM, E- Human Resource Management, Human Resource Information System. 4.3 Human Resource Management in virtual organization, Work from home, Outsourcing, Changing role in HRM.	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Human Resource and Organisational Behaviour	Dr. M. P. Waghmare	Thakur Publication	Pune
2	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
3	Human Resource Management	K. Ashwathappa	Tata McGraw Hill	New Delhi
4	Personnel Management	C. B. Mamoria	Himalaya Publishing House Mumbai	Mumbai
5	Personnel & Human Resource Management	A. M. Sharma	Himalaya Publishing House Mumbai	Mumbai

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Agriculture and Indian Economy	4	5

Course Objectives	
1.	To understand importance of agriculture in Indian economy.
2.	To impart knowledge in the field of agriculture marketing.
3.	To understand various problems and prospects Indian agriculture.

Course Outcome		Blooms Taxonomy
CO1	Remembering traditional, modern, role of Agri-business manager	Remembering
CO2	Understand the recent trends in Agri-Business	Understanding
CO3	Identify the Agri-Business Market	Applying
CO4	Analyzing the difference Indian and International agricultural Practices	Analyzing
CO5	Evaluate Problems and Prospects of Indian Agriculture.	Evaluating

Unit	Title and Contents	No. of Lecture Hours
1	Agriculture and economic Development 1.1 Importance and role of Agriculture in Indian economy 1.2 Green revolution 1.3 Interdependence between agriculture and industry. 1.4 Trends in agriculture production and productivity. 1.5 Co-Operative credit system; NANBARD 1.6 Role of commercial bank, Self-Help Group- meaning and Impact 1.7 Agriculture Finance 1.8 Agricultural credit: Challenges, Opportunities, Strategies.	15
2	Agricultural Growth in India 2.1 Agricultural Market, Marketing policy 2.2 Regulated market, Marketing channels 2.3 Behavior of agricultural prices 2.4 Objectives of agricultural price policy. 2.5 Recent trends in agricultural growth in India. 2.6 Inter-regional variations in growth of output and productivity 2.7 Cropping Pattern shifts 2.8 Problems and prospects of Indian agriculture. 2.9 International trade in agricultural commodities.	15
3	Agricultural marketing 3.1 Agricultural Marketing and its Importance; Components of Agriculture Market and Classifications. 3.2 Marketing functions; Marketing Channels; Regulated Market;	15

	Marketing efficiency; Marketing Costs and Margins. 3.3 Reforms in Agricultural Produce Marketing Regulation Act (including three Farms Act of 2020)- Direct marketing, contract farming, private markets, Organized Retailing, 3.4 Farmer Producer Organizations (Agricultural cooperatives); Agricultural Value Chains.	
4	Agriculture price and Micro Finance in India 4.1 Agriculture Prices Functions and Fluctuations; Need for Government intervention; Objectives of Price policy. 4.2 Types of Agriculture Prices: Minimum Support Prices and Statutory Minimum Support Price, Procurement Prices; Fixation of Minimum Support Price. 4.3 Micro Finance -Meaning, scope and significance - Factors determining demand for credit. 4.4 Classification and sources of Agricultural Credit -- Cooperation - Micro finance and SHGs	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Fundamentals of Rural Development	Dr. M. P. Waghmare	Thakur Publication	Pune
1	Agricultural Economics	Bilgrami S.A.	Himalaya Publishing House	Delhi
2	Indian Economy	Dhingra I.C.	Sultan Chand	Delhi
3	Indian Agricultural Development since Independence	Dantwala M.L. et.al	Oxford & IBH	New Delhi
4	Trade Liberalization and Indian Agriculture	Gulati A. and t. Kelly	Oxford University Press	New Delhi

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Major Mandatory	Essentials of Services Management	4	5

Course Objectives	
1.	To recognize and understand various service-based industries.
2.	To understand the importance of ITES in service sector.
3.	To enhance knowledge of global trends in outsourcing.
4.	To understand factors crucial to service delivery & recovery.
5.	To basic business operations in Service Industry.

Course Outcome		Blooms Taxonomy
CO1	Remembering traditional, modern approaches of service industries	Remembering
CO2	Understand the Service sectors	Understanding
CO3	Recognize Delivery and recovery systems	Applying
CO4	Analyzing the operations in service industries	Analyzing
CO5	Evaluate needs and wants of service management	Evaluating

Unit	Title and Contents	No. of Lecture Hours
1	<p>Foundation of Services Marketing</p> <p>1.1 Introduction - The services concept Nature of Services, Importance of Services Marketing</p> <p>1.2 Distinctive Characteristics of Services - Customer Participation-Perishability, Intangibility, Heterogeneity, Non-transferrable Ownership.</p> <p>1.3 Classification of Services, Core Vs. Supplementary Services, B2B and B2C services.</p> <p>1.4 The Product-Service Systems, Service Management Elements.</p> <p>1.5 Services Marketing Triangle, External versus Internal Orientation of Service Strategy, Positioning the Service Offering, Important Vs. Determinant attributes.</p> <p>1.6 Positioning and Brand Creation, Positioning Maps, Designing and Managing Service as a Process.</p>	15
2	<p>Delivering Quality Services and Value Process</p> <p>2.1 Service based components of quality, perceived quality, Implementing TQM in service sector & its effect.</p> <p>2.2 Service performance failure - concept of service failure & recovery, customer response to service failure & recovery, service recovery following customer complaints, solving problems & preventing recurrence.</p> <p>Creating service value and defining its benefits.</p> <p>2.3 Service Value Chain: Introduction, significance.</p> <p>2.4 Case studies related to service value chain in Banking &</p>	15

	Insurance, Hospital & Health Care, Travel & Tourism, Hotel & Catering.	
3	Services Market Segmentation - 3.1 Positioning and Differentiation of Services, Issues in Marketing of services - Extended Services Marketing Mix: Going Beyond the 4 Ps. (7 Ps of Services Marketing) 3.2 Service Delivery Process - Service Blueprints - Service Mapping - Managing Employees for service orientation 3.3 Distribution Strategies for Services - Challenges in Distribution of Services. 3.4 Personal Selling - Advertising and Sales Promotion in Service Industry 8. 3.5 Customer Satisfaction & Service Quality in Service Marketing - Service Encounter -Role of HR & Internal Marketing - Monitoring and Measuring customer satisfaction -SERVQUAL & GAP model - Handling complaints effectively - Service Failure - Recovery	15
4	Understanding Consumer/Customer Behavior 4.1 Customer expectation, strategies for managing customer expectation, 4C's of customer service mix. 4.2 Creating the right service philosophy: - Customer service pre & post transaction elements, Meeting the service challenges. 4.3 Fundamentals of Customer satisfaction: -Factors influencing customer satisfaction, Understanding the customer services, Customer Loyalty and delight. 4.4 Managing demand & supply of services: - Managing demand, Patterns & determinants of demand, Strategies of managing demand, waiting line strategies. 4.5 ITES Introduction -Outsourcing: -Meaning of outsourcing, factors driving the need of outsourcing, skills to manage	15

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Competitive Advantage	Porter,Michael E.	The Free Press	New York
2	Service Marketing and Management	Dr. B. Balaji	S. Chand & Co.	Delhi
3	Service Sector Management: An Indian Perspective	C.Bhattacharjee	Google Book library Online source	

Semester I					
Semester No.	Course Code	Type of Course	Course Title	Credits	Lecture Hours/Week
I		Open Elective	Business Mathematics	2	3

Course Objectives	
1.	To provide solid Mathematical Foundation for B.B.A. Students in Business and Finance.
2.	To develop appropriate understanding as how to use mathematic like computation interest, profit etc.
3.	To enhance problem-solving Skills and ability for Academic and Professional Success.
4.	To cultivate right understanding regarding numerical aptitude
5.	To develop logical approach towards analytical approach data

Course Outcome		Blooms Taxonomy
C01	Understand to apply the concept of interest and methods of calculation of interest	Understand
C02	Apply the Mathematical competence for various interest related transactions and other activities	Apply
C03	Analyze the problem-solving Skills and ability	Analyze
C04	Evaluate the simple and compound interest for various financial instruments	Evaluate
C05	Create their own models related to Finance and can solve them.	Create

Unit	Title and Contents	No. of Lecture Hours
1	Numerical Methods for Business Managers <ul style="list-style-type: none"> □ Commission ,brokerage and premium , □ Banking and taxation and Calendar , □ Simple and compound interest 	15
2	Numerical Methods for Business Managers <ul style="list-style-type: none"> □ Profit and loss □ Percentages , □ Ratio and proportion , □ Averages 	15

References

Sr.No.	Title	Author	Publisher	Place
1	Business Mathematics and Statistics - I	Dr. M. P. Waghmare	Thakur Publication	Pune
2	Arithmetic for business students	Harvey, J.H.	Cassell.	London
3	Business Mathematics	Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.		
4	Business Mathematics	Padmalochan Hazarika	Sultan chandsons.	Delhi
5	Business Mathematics	Bari	New Literature publishing company.	Mumbai

Semester No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per week
I	BBA		Ability Enhancement Course (AEC)	Business Communication Skills-I	02	03

Course Objectives:

1. To understand what the Need and Significance of communication in personal and business world is
2. To understand system of communication and their utility

Course Outcome:

C.O.1	To understand the concept, process, and importance of communication
C.O.2	To apply gain knowledge of media of communication in businesses
C.O.3	To develop skills of effective communication - both written and oral

Unit	Title and Contents	No. of Lectures
1	Introduction 1.1 Meaning, Definition of Communication 1.2 Need for effective communication 1.3 Process of Communication 1.3 C's of effective communication, 1.4 Types of Communication- 1.4.1 Verbal communication- Formal and Grapevine, 1.4.2 Nonverbal communication: -Gestures, Postures, Facial Expression, Eye Contacts, Body Language (Kinesics), Silence, Tips for Improving Non-Verbal Communication 1.5 Barriers to communication 1.6 over coming barriers to communication 1.7 Listening Skills- Types of Listeners, Tips to be good listener. 1.8 Different Media of Communication- E-mails, social media, Fax communication, Video Conferencing, Blogs	15
2	Writing Skills 2.1 Written Communication-Merits and Merits 2.2. Report Writing- Meaning Definition of Report Importance of good report, Qualities of a good report, Tips for writing good report 2.3 Notice - Meaning, Format 2.4 Memo-Meaning, Tips to Memo writing 2.5 Agenda- Meaning 2.6 Minutes- Concept	15

References

1. Business Communication, R.K. Madhukar, Vikas Publishing House
2. Business Communication, Homai Pradhan, N.S. Pradhan, Himalaya Publishing House
3. Business Communication, K.K. Sinha, Taxman Publications

Semester No.	Programme Name	Course Code	Type of Course	Course Title	Credits	Lectures per week
I	BBA		Value Education Course (VEC)	Environmental Awareness	02	03

Course Objectives:

- 1) To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
- 2) To develop conscious towards a cleaner and better managed environment

Course Outcome:

C.O.1	To understand Environmental pollution.
C.O.2	To apply and promote green practices at home and at work

Unit	Title and Contents	No. of Lectures
1	Introduction - Environmental studies Definition, scope importance and need for public awareness. (Multidisciplinary nature of environmental studies) 2 Environmental Pollution -Definition, Causes, effects on human, water, soil, air (Mother Earth) Air pollution, Water pollution, Soil pollution Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards	15
2	Various Government initiatives for conservation of Environment. Controlling measures), Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.	15