



Annasaheb Dange College of Engineering and Technology Ashta
Department of Business Administration
Bachelor of Business Administration Program

ADGET

Sl.No		I	II	III	IV	V	VI	Total
1	Program Core (PC)	12	12	12	16	8	6	66
2	Program Elective (PE)					8	8	16
3	Ability Enhancement Courses (AE)	4		4				8
4	Skill Enhancement Courses (SE)		3		2	4	6	15
5	Open Elective (OE)	2	2	2	2			8
6	Value Added Courses (VA)	2	3	2				7
		20	20	20	20	20	20	120
		40		40		40		120
		First Year		Second Year		Third Year		

Ukeshade
Head of Department

Boymathai
Dean Academics

ADGET
Director

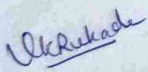
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Executive Director

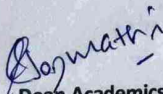


Annasaheb Dange College of Engineering and Technology Ashta
Department of Business Administration
Bachelor of Business Administration Program

2021

Course Code	Course Name	Teaching Scheme				THEORY								PRACTICAL						GRAND TOTAL
						ISE		MSE+ ESE		Total		Min		ISE		ESE		Total		
		L	T	P	Credits	Max	Min	MSE	ESE	Min	Total	Min	Max	Min	Max	Min	Total	Min		
0BBPC101	Principles & Practices of Management	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100	
0BBPC102	Financial Accounting	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100	
0BBPC103	Marketing Management	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100	
0BBAE104	Business Communication I	2	1	-	3	40	16	30	30	24	100	40	-	-	-	-	-	-	100	
0BBAE105	General English	-	-	2	1	-	-	-	-	-	-	-	50	20	-	-	50	20	50	
0BBOE106	Media Literacy & Critical Thinking	2	-	-	2	50	20	-	-	-	50	20	-	-	-	-	-	-	50	
0BBVA107	Environment Science & Sustainability	-	-	2	2	50	20	-	-	-	50	20	-	-	-	-	-	-	50	
		13	4	4	20														550	
Total Contact Hours/Week		21																		


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Director

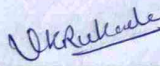

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Annasaheb Dange College of Engineering and Technology Ashta
Department of Business Administration
Bachelor of Business Administration Program

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Semester II																				
Course Code	Course Name	Teaching Scheme				THEORY						PRACTICAL						GRAND		
		L	T	P	Credits	ISE		MSE+ ESE			Total	Min	ISE		ESE		Total	Min	TOTAL	
						Max	Min	MSE	ESE	Min			Max	Min	Max	Min				
0BBPC108	Human Behaviour & Organisation	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100	
0BBPC109	Business Statistics & Logic	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100	
0BBPC110	Business Economics	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100	
0BBSE111	Emerging Technologies & Applications	2	1	-	3	40	16	30	30	24	100	40	-	-	-	-	-	-	100	
0BBOE112	Indian Knowledge System	2	-	-	2	50	20	-	-	-	50	20	-	-	-	-	-	-	50	
0BBVA113	Indian Constitution	2	-	-	2	50	20	-	-	-	50	20	-	-	-	-	-	-	50	
0BBVA114	Value Added Course (Yoga)	-	-	2	1	-	-	-	-	-	-	-	50	20	-	-	-	50	20	50
		15	4	2	20														550	
Total Contact Hours/Week		21																		


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Annasaheb Dange College of Engineering and Technology Ashta
Department of Business Administration
Bachelor of Business Administration Program

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		Semester III																GRAND				
Course Code	Course Name	Teaching Scheme				THEORY						PRACTICAL						TOTAL				
		L	T	P	Credits	ISE		MSE + ESE			Total	Min	ISE		MSE + ESE		Total		Min			
						Max	Min	MSE	ESE	Min			Max	Min	Max	Min						
0BBPC201	Cost and Management Accounting	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	-	100		
0BBPC202	Legal and Ethical issues in Business	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	-	100		
0BBPC203	Human Resource Management	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	-	100		
0BBAE204	Management Information System	3	-	2	4	40	16	30	30	24	100	40	-	-	-	-	-	-	-	100		
0BBOE205	Indian Systems of Health and Wellness	2	-	-	2	50	20	-	-	-	50	20	25	10	25	10	50	20	150			
0BBVA206	Aptitude and Reasoning - Part I	2	-	-	2	50	20	-	-	-	50	20	-	-	-	-	-	-	-	50		
		16	3	2	20																	550
		Total Contact Hours/Week																				

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 Head of Department

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 Dean Academics

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 Executive Director



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Department of Business Administration
Bachelor of Business Administration Program

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Semester IV																		
Course Code	Course Name	Teaching Scheme				THEORY						PRACTICAL						GRAND
		L	T	P	Credits	ISE		MSE+ ESE		Total	Min	ISE		MSE + ESE		Total	Min	TOTAL
						Max	Min	MSE	ESE			Min	Max	Min	Max			
0BBPC207	Entrepreneurship and Startup Ecosystem	1	1	-	2	40	16	30	30	24	100	40	-	-	-	-	-	100
0BBPC208	Operations Management	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	100
0BBPC209	Financial Management	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	100
0BBPC210	Business Research methodology	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	100
0BBPC211	International Business	2	-	-	2	50	20	-	-	-	50	20	-	-	-	-	-	50
0BBSE212	Design Thinking and Innovation	1	-	2	2	50	20	-	-	-	50	20	-	-	-	-	-	50
0BBVA213	Aptitude and Reasoning - Part II	2	-	-	2	50	20	-	-	-	50	20	-	-	-	-	-	50
Total Contact Hours/Week		15	4	2	20													550

V. K. Deshpande
Head of Department

S. Mathi
Dean Academics

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Director

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Annasaheb Dange College of Engineering and Technology Ashta

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**Department of Business Administration
Bachelor of Business Administration Program
Semester V**

Course Code	Course Name	Teaching Scheme				THEORY							PRACTICAL					GRAND TOTAL	
						ISE		MSE+ ESE			Total	Min	ISE		MSE + ESE		Total		Min
		L	T	P	Credits	Max	Min	MSE	ESE	Min			Max	Min	Max	Min			
0BBPC301	Strategic Management	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100
0BBPC302	Logistics and Supply Chain Management	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100
0BBPE3xx	Program Elective - I	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100
0BBPE3xx	Program Elective - II	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100
0BBSE315	Internship/Industrial Training	-	-	8	4	-	-	-	-	-	-	-	50	20	50	20	100	40	100
Total Contact Hours/Week		12	4	8	20														500

Program Elective I	
0BAPE303	Financial Planning
0BAPE304	Consumer Behavior
0BAPE305	HRD –Systems & Strategies
0BAPE306	Social Media & Web Analytics
0BAPE307	International Trade Policy & Strategy
0BAPE308	Operations Strategy

Program Elective II	
0BAPE309	Investment Analysis & Portfolio Management
0BAPE310	Sales Marketing
0BAPE311	Employee Lifecycle Management
0BAPE312	Data Visualization using tableau/powerbi
0BAPE313	Global Business Environment
0BAPE314	Management Decision Models

V. K. Kulkarni
Head of Department

S. Jaymathi
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**Department of Business Administration
Bachelor of Business Administration Program
Semester VI**

Course Code	Course Name	Teaching Scheme				THEORY						PRACTICAL				GRAND TOTAL			
						ISE		MSE+ ESE		Total	Min	ISE		MSE + ESE			Total	Min	
		L	T	P	Credits	Max	Min	MSE	ESE			Min	Max	Min	Max	Min			
0BBPC316	Project Management	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100
0BBPC317	Business Taxation	2	-	-	2	40	16	30	30	24	100	40	-	-	-	-	-	-	100
0BBPE3xx	Program Elective - III	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100
0BBPE3xx	Program Elective - IV	3	1	-	4	40	16	30	30	24	100	40	-	-	-	-	-	-	100
0BBSE318	Corporate Governance	2	-	-	2	50	20	-	-	-	50	20	-	-	-	-	-	-	50
0BBSE331	Major Project	-	-	-	8	4							50	20	50	20	100	40	100
Total Contact Hours/Week		13	3	8	20														550

Professional Elective - III	
0BAPE319	Behavioral Finance
0BAPE320	Digital Marketing
0BAPE321	Talent acquisition and management
0BAPE322	Marketing Analytics
0BAPE323	Transnational & Cross cultural Marketing
0BAPE324	Quality Management and Business Process Improvement

Professional Elective - IV	
0BAPE325	Business Analysis and Valuation
0BAPE326	Marketing of Services
0BAPE327	Compensation Management
0BAPE328	Finance Analytics
0BAPE329	International Supply Chain Management
0BAPE330	Inventory Management

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ANNASAHEB DANGE COLLEGE OF ENGINEERING AND TECHNOLOGY, ASHTA



(An Autonomous Institute)

Department of BBA

Course Details:

Class	FY BBA Semester I		
Course Code and Course Title	0BBPC101 Principles and Practices of Management		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00		
Credits	4		
Evaluation Scheme	T	ISE/MSE/ESE	40/30/30

Course Outcomes (COs): After successful completion of this course, the student will be able to:	
0BBPC101_1	Demonstrate how management principles are used to solve practical business problems
0BBPC101_2	Compare and contrast management effectiveness in organizational contexts
0BBPC101_3	Design a management strategy for a hypothetical or real organization using a mix of management theories and practices
0BBPC101_4	Propose innovative management solutions to enhance efficiency and Effectiveness in given business scenarios.

Course Contents: Theory		
Unit 1	<p>Introduction to Management 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, Behavioural, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling</p>	10Hrs
Unit 2	<p>Planning, Organizing and Staffing 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</p>	10Hrs

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(An Autonomous Institute)

Department of BBA

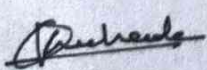
Unit 3	<p>Leading, Directing and Controlling Meaning and nature of directing, Leadership theories (trait, behavioural, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne 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.</p>	10Hrs
Unit 4	<p>Strategic Management, Ethics and Social Responsibility Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.</p>	09Hrs

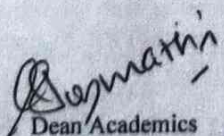
Textbooks:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Management Principles and Applications	Rao, V. S. P.	Taxmann Publications	3 rd Edition	2024
02	Principles of Management	Bright, D. et al.	Open Stax Textbooks, Houston	1 st Edition	2019
03	Principles of Management	Kapoor, Premvir,	Khanna Book Publishing	1 st Edition	2019
04	Essentials of contemporary management	Jones, G. R., and George, J. M.	NY: McGraw-Hill Education	1 st Edition	2024
05	M. A. Management	Robbins, S. P. & Coulter	Pearson	7 th Edition	2019

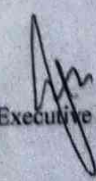
Reference Books:

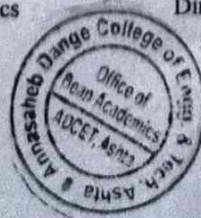
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business	Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem	Harvard Business Review Press	-----	2010


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BBA-02/14

ANNASAHEB DANGE COLLEGE OF ENGINEERING AND TECHNOLOGY, ASHTA

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Department of BBA



Course Details:

Class	FY BBA Semester I		
Course Code and Course Title	0BBPC102 Financial Accounting		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00		
Credits	4		
Evaluation Scheme	T	ISE/MSE/ESE	40/30/30

Course Outcomes (COs): After successful completion of this course, the student will be able to:

0BBPC102_1	Identify the application of various principles and practice of Accounting in Preparation of accounting statements.
0BBPC102_2	Demonstrate the knowledge on the process of accounting cycle.
0BBPC102_3	Apply the knowledge of systematic maintenance of books of accounts to real life business.
0BBPC102_4	Estimate Annual Financial statements of Sole proprietorship and Company form of business.

Course Contents: Theory

Unit 1	Introduction to Accounting, Accounting system and process 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.	10Hrs
Unit 2	Recording transactions and Trial balance 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.	6Hrs
Unit 3	Final Accounts Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts	13Hrs
Unit 4	Company Final Accounts Introduction to company - kinds, share capital, issue of shares, schedules to accounts, Financial statements as per Companies Act- 2013, Provisions as to Preparation of Financial Statements, Preparation of Income statement and Balance sheet (horizontal and Vertical). Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.	10Hrs

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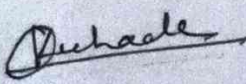


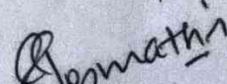
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ANNASAHEB DANGE COLLEGE OF ENGINEERING AND TECHNOLOGY, ASHTA
(An Autonomous Institute)
Department of BBA

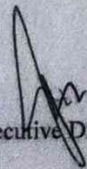


TextBooks:					
Sr.No	Title	Author	Publisher	Edition	Year of Edition
01	Basic Financial Accounting I	Jain S.P.,&Narang K L.	New Dehli, Kalyani publishers.	2 nd Edition	2020
02	Financial accounting	Kimmel	Wiley Publications	10 th Edition	2016
03	Financial Accounting for Management: An Analytical Perspective	Gupta, A.	Noida, Pearson Education	6 th Edition	2018
04	Financial Accounting	S.N. Maheshwari, and. S. K. Maheshwari	Vikas Publishing House, New Delhi	6 th Edition	2018
05	Essentials of financial accounting for Business Managers	Ashish k Battacharya	Six, PHL learning	6 th Edition	2022


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ANNASAHEB DANGE COLLEGE OF ENGINEERING AND TECHNOLOGY, ASHTA
(An Autonomous Institute)
Department of BBA



Course Details:

Class	FY BBA Semester I		
Course Code and Course Title	0BBPC103 Marketing Management		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	03/01/00		
Credits	4		
Evaluation Scheme	T	ISE/MSE/ESE	40/30/30

Course Outcomes (COs): After successful completion of this course, the student will be able to:

0BBPC103_1	Explain fundamental marketing concepts, theories and principles; the role of marketing in the organization context.
0BBPC103_2	Identify elements marketing mix for effective functioning of an Organization and Analyse an organization's marketing strategies
0BBPC103_3	Apply appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases
0BBPC103_4	Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions

Course Contents: Theory

Unit 1	Marketing Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C)	10Hrs
Unit 2	Segmentation, Targeting and Positioning Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behaviour, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behaviour, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer	10Hrs

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Head of the Department

S. Somathi

Dean Academics

V. B.

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(An Autonomous Institute)



Department of BBA

Unit 3	<p>Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, Portfolio approach – Boston Consulting Group (BCG) matrix. Introduction to Brand Management and Innovation and New Product Development.</p> <p>Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.</p> <p>Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.</p>	10Hrs
Unit 4	<p>Marketing of Services: Unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).</p>	09Hrs

Textbooks:

Sr.No	Title	Author	Publisher	Edition	Year of Edition
01	Marketing Management	Kotler P., Keller K., et al	Pearson Education Pvt. Ltd.	16 th Edition	2021
02	Strategic Market Management: Global Perspectives	Aaker, D. A. and Moorman Christine	John Wiley & Sons	12 th Edition	2023
03	Marketing Management	Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth	Pearson Higher Education	17 th Edition	2022
04	Principles of Marketing	Kotler, P., Armstrong, G., and Agnihotri, P. Y.	Pearson Education	17 th Edition	2018
05	Marketing Management: Indian Context Global Perspective	Ramaswamy, V.S. & Namakumari, S.	Sage Publications India Pvt. Ltd.	6 th Edition	2018

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Head of the Department

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Director

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BBA-05/17

Course Details:

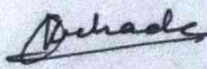
Class	FY BBA Semester I		
Course Code and Course Title	0BBAE104 Business Communication I		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	02/01/00		
Credits	3		
Evaluation Scheme	T	ISE/MSE/ESE	40/30/30

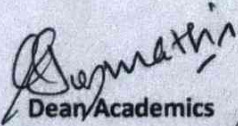
Course Outcomes (COs): After successful completion of this course, the student will be able to :


0BBAE104_1	Apply the skills of effective letter writing and be able to create various kinds Of Business letters.
0BBAE104_2	Demonstrate pre-emptive measures, including feedback, to minimize the barriers of communication.
0BBAE104_3	Analyse and evaluate various kinds of business correspondence and e-correspondence.
0BBAE104_4	Present in front of audience with confidence and expertise.

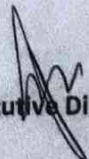
Course Contents: Theory

Unit 1	Introduction to Communication in Organizations	7 Hrs
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	7 Hrs
Planning and executing different types of messages, emails, formal letters (Planning & Layout of Business Letter) and 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	6 Hrs
Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills (Verbal and non-verbal); PowerPoint presentation skills; Info graphics, introduction to contemporary alternatives (such as- Prezi, Visme, Microsoft Sway, Zoho)		
Unit 4	Digital Communication	6 Hrs
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.		


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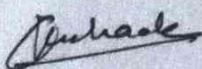
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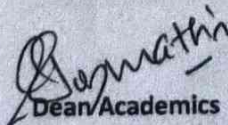



Department of BBA

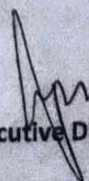
Text Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Communication Skills in English	AICTE's Prescribed	Khanna Book Publishing	1st	2022
02	Business Communication: Connecting in a Digital World	Lesikar, R.V. & M.E. Flatley	McGraw-Hill Education	13th Edition	2017
03	Effective Business Communication	Murphy, H. A., Hildebrandt, H. & Thomas, J.P	McGraw Hill	7th Edition	2017
04	Business Communication: Connecting at Work	Mukerjee H. S	Oxford Publication	2nd Edition	2016
05	Business Communication Today	Boove, C.L., Thill, J. V. & Raina, R. L	Pearson	15th	2021

Reference Books:					
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Minor Hints: Lectures Delivered to H.H. the Maharaja Gaekwar, Sayaji Rao III	Rao, M. T.	Gyan Publishing	-	2023
02	Getting Ready for the Real World: HBR	-	-	-	2020
03	Business Communication	Urmila Rai S.M.Rai	Himalaya Publishing House	9 th Edition	2017
04	EFFETUAL COMMUNICATION SKILLS	Bhupender kour	S.K. Kataria & Sons	2 nd Edition	2008


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BBA-08/14

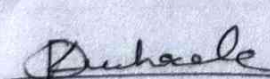
Course Details:

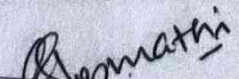
Class	F. Y. B.B.A. Semester-I
Course Code and Course Title	0BBAE105 General English
Prerequisite/s	12 the Standard English Grammar
Teaching Scheme: Lecture/Tutorial/Practical	00/00/02
Credits	01
Evaluation Scheme: ISE I / MSE / ESE	50/00/00

Course Outcomes (COs): After successful completion of this course, the student will be able to:

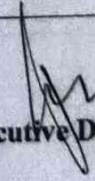
0BBAE105_1	Exhibit the skill of sentence construction considering the frame of English language rules accurately for effective and sound communication
0BBAE105_2	Write Professional Emails proficiently by following necessary digital tools and techniques that will help for maintaining official correspondence
0BBAE105_3	Write formal letters proficiently by following required techniques that helps in maintaining professional affairs at workplace
0BBAE105_4	Produce professional presentations proficiently on assigned topics in convincing manner using necessary tools and techniques
0BBAE105_5	Justify own role in communicative events with balanced zeal, in well-organized manner

Practical No.	List of Practicals
1	Enriching Vocabulary
2	Understanding Sentence Patterns
3	Avoiding Common Errors
4	Email Writing
5	Note Making
6	Description of Charts/Images/Processes
7	Application and Resume Writing
8	Delivering Professional Presentation
9	Preparing My Portfolio
10	GD (General)
11	Mock Interview
12	Presenting My Portfolio


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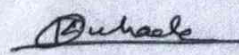
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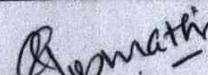
Text Books:

Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	Communication Skills in English (with Lab Manual)	Anjana Tiwari	Khanna Book Publishing Company	2 nd	2023
02	Effective Communication Skills	Kul Bhushan Kumar	Khanna Book Publishing Company	4 th	2022
03	Practical English Usage	Michael Swan	OUP.	4 th	1995
04	Remedial English Grammar	F.T. Wood	Macmillan	4 th	2007
05	On Writing Well	William Zinsser	Harper Resource Book	4 th	2001
06	Study Writing	Liz Hamp-Lyons and Ben Heasley	Cambridge University Press	1 st	2006
07	Communication Skills	Sanjay Kumar and PushpLata	Oxford University Press	2 nd	2011


Reference Books

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	High-school English Grammar and Composition	Wren and Martin	S. Chand and Co., New Delhi	First	2015
2	The Ace of Soft Skills	Ajai Chowdry, Bala Balchandran	Pearson publication Delhi	8th	2013
3	Effective Technical Communication	M. Ashraf Rizvi	Mc Graw Hill Education, Chennai	Second Edition	2017
4	Business Communication	Hory Shankar Mukharjee	Oxford University Press, New Delhi, India	Second Edition	2013


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Course Details:

Class	FY BBA Semester I		
Course Code and Course Title	0BBOE106 Media Literacy & Critical Thinking		
Prerequisite/s	---		
Teaching Scheme: Lecture/Tutorial/Practical	02/00/00		
Credits	2		
Evaluation Scheme	T	ISE/MSE/ESE	50/00/00

Course Outcomes (COs): After successful completion of this course, the student will be able to:

0BBOE106_1	Analyzing media texts and identifying implicit messages and ideologies.
0BBOE106_2	Apply media literacy principles to make informed decisions about media consumption and production
0BBOE106_3	Understand the complexities of media production, distribution, and audience behavior
0BBOE106_4	Summarising to ethical standards in media content creation and consumption
0BBOE106_5	Make a use responsible digital citizenship by navigating online information critically and combating misinformation

Course Contents: Theory

Unit 1	Foundations of Media Literacy and Critical Thinking 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	7Hrs
Unit 2	Deconstructing Media Texts 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.	7Hrs
Unit 3	Media Consumption and Production Dynamics 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	6Hrs

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Department of BBA

Unit 4	<p>Ethics, Regulation, and Digital Media Literacy 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.</p>	6Hrs
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TextBooks:

Sr.No	Title	Author	Publisher	Edition	Year of Edition
01	Media literacy	Potter, W. J.	SAGE Publications.	8 th Edition	2016
02	Media literacy in the digital age	Hobbs, R.	Routledge	1 st Edition	2013
03	Thought & knowledge: An introduction to critical thinking	Halpern, D. F.	Psychology Press	5 th Edition	2013
04	Thinking, fast and slow	Kahneman, D.	Farrar, Straus and Giroux.	1 st Edition	2013
05	Mass communication theory: Foundations, ferment, and future	Baran, S. J., & Davis, D. K.	Cengage Learning	8 th Edition	2020

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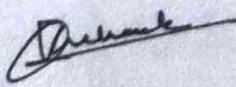
ANNASAHEB DANGE COLLEGE OF ENGINEERING AND TECHNOLOGY, ASHTA
ACET (An Autonomous Institute)
 Department of BBA

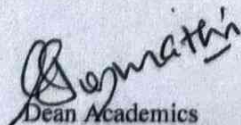
Course Details:


Class		FY BBA Semester I
Course Code and Course Title		0BBVA107 Environmental Science and Sustainability
Prerequisite/s		---
Teaching Scheme: Lecture/Tutorial/Practical		02/00/00
Credits		2
Evaluation Scheme	T	ISE/MSE/ESE
		50/00/00

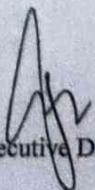
Course Outcomes (COs): After successful completion of this course, the student will be able to:	
0BBVA107_1	Explore the basic environmental concepts and issues relevant to the business and management field
0BBVA107_2	Recognize the interdependence between environmental processes and socio economic dynamics
0BBVA107_3	Determine the role of business decisions, policies, and actions in minimizing environmental degradation
0BBVA107_4	Identify possible solutions to curb environmental problems caused by managerial actions
0BBVA107_5	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions

Course Contents: Theory		
Unit 1	Understanding Environment, Natural Resources, and Sustainability Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements. Concept of sustainability; Classification of natural resources, issues related to their overutilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, considering both intergenerational and intergenerational equity, and the importance of public awareness and education.	07Hrs
Unit 2	Ecosystems, Biodiversity, and Sustainable Practices Various natural ecosystems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation. Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.	07Hrs


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Unit 3	Environmental Pollution, Waste Management, and Sustainable Development Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.	06Hrs
Unit 4	Social Issues, Legislation, and Practical Applications Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption. Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.	06Hrs

Textbooks:					
Sr.No	Title	Author	Publisher	Edition	Year of Edition
01	Environmental Studies	Poonia, M.P.	Khanna Book Publishing Co.	3 rd Edition	2024
02	Textbook of Environmental Studies	Bharucha, E.	Orient Blackswan Private Ltd.	3 rd Edition	2021
03	Text Book of Environmental Studies	Dave, D., & Katewa, S. S.	Cengage Learning India Pvt Ltd.	2 nd Edition	2012
04	Environmental studies: from crisis to cure	Rajagopalan, R.	Oxford University Press.	3 rd Edition	2016
05	Fundamentals of environmental studies	Basu, M., & Xavier Savarimuthu, S. J.	Cambridge University Press	1 st Edition	2017

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Department of BBA

Course Details:

Class		F.Y. B.B.A, Sem.-II
Course Code and Course Title		0BBPC108, Human Behaviour and Organization
Prerequisite/s		-----
Teaching Scheme: Lecture/Tutorial/Practical		03/01/00
Credits		04
Evaluation	T	ISE / MSE / ESE
	P	ISE/ESE
		40/30/30
		00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

0BBPC108_1	Understand fundamental concepts of individual and group behavior in organizations.
0BBPC108_2	Apply behavioural, motivational theories in workplace settings.
0BBPC108_3	Analyse group, team behaviour in real-life workplace issues and suggest solutions.
0BBPC108_4	Develop teamwork, leadership, and interpersonal skills for a positive work environment.

Course Contents: Theory

Unit 1	Introduction to Human Behavior and Organization Meaning & Importance of OB, Factors Influencing OB (Individual, Group, and Organizational), Contributing disciplines of OB, OB Models (Autocratic, Custodial, Supportive, Collegial, System – simplified explanation).	09Hrs
Practical	Case Study - Analyze workplace behavior at Infosys , TCS (Any One)	
Unit 2	Individual Behavior Foundations of Individual Behavior; Personality- Determinants of personality, Big Five personality types. Attitude - Components, job-related attitudes; 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).	10Hrs
Practical	Motivation Case Study – How Tata group motivates their employees.	
Unit 3	Group & Team behavior Groups & Teams - Meaning, Differences, and Importance in Organizations, Stages of Group Development- Five-Stage Model (Forming, Storming, Norming, Performing, Adjourning), Characteristics of Effective Teams, Types of Teams (Functional, Cross-Functional, Self-Managed), Workplace Conflict - Causes of Individual & Group Conflict, Basic Conflict Resolution Strategies.	10Hrs
Practical	Conflict Resolution Role-Play – Simulated workplace scenarios.	

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Unit 4	<p>Leadership & Power Concept of Leadership – Definition, Importance, and Role in Organizations.</p> <p>Leadership Theories: Trait Theories, Behavioural Theories (Ohio & Michigan Studies), Contingency Theories, Transformational & Charismatic Leadership, Mentoring & Self-Leadership, Comparison of Leadership Styles in India & Other Countries.</p> <p>Power & Organizational Culture Power – Meaning, Definition, Types (Legitimate, Reward, Coercive, Expert, Referent). 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.</p>	10Hrs
Practical	Leadership Self-Assessment Test – Identify leadership traits.	

Reference Books:

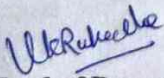
Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Organizational Behavior	Robbins, Stephen	Prentice Hall of India Ltd., New Delhi.	11 th Edition	2006
02	Organizational Behavior: An Evidence-Based Approach	Luthans Fred	McGraw Hil Publishers Co. Ltd., New Delhi.	12 th Edition	2010
03	Organizational Theory Behavior	Prasad, L.M	Chand & Sons, New Delhi.	6 th Edition	2019

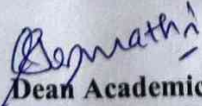
Suggested field & Tutorial Work –

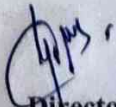
1. Conduct a personality test & interpret results.
2. Interview an HR professional about workplace motivation strategies.
3. Analyse a corporate team and how they function.
4. Present a case study on workplace conflict resolution.
5. Role-play leadership decision-making in a business crisis.
6. Watch a movie Ruka Hua Faisla /12 Angry Men for Group Decision making.
7. Identify a firm and analyze how business decisions are made in particular situation as individual vs a team. Also state which form is better and why?
8. Study Belbin individual Team roles.
9. Conduct group activity for stress management techniques.
10. Study concept of leadership in Mahabharata vs. Ramayana.


Note

Each student should prepare any 4 tutorials / field work including detailed information as per guidelines given by subject teacher.


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Course Details:

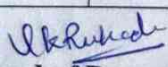
Class		F.Y. B.B.A, Sem.-II	
Course Code and Course Title		0BBPC109, Business Statistics and Logic	
Prerequisite/s		-----	
Teaching Scheme: Lecture/Tutorial/Practical		03/01/00	
Credits		04	
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	00/00

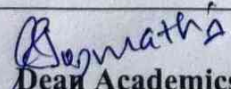
Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

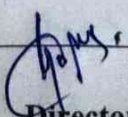
0BBPC109_1	Demonstrate data handling skills with clarity and logical reasoning.
0BBPC109_2	Outline the relevant concepts of Statistics to a given context/business scenario.
0BBPC109_3	Organize business data and conduct statistical treatment.
0BBPC109_4	Evaluate and interpret data using appropriate statistical techniques and explain data trends using appropriate statistical models.

Course Contents: Theory

Unit 1	<p>Measures of Central Tendency, Dispersion, Measures of Skewness and Kurtosis</p> <p>Classification and tabulation of data, frequency distribution, diagrams and graphs, measure of central tendency- arithmetic mean, median, mode, measures of dispersion - range, quartile deviation, standard deviation and coefficient of variation.</p> <p>Skewness - meaning, Karl Pearson's and Bowley's measures of skewness, concept of kurtosis, types of kurtoses and importance.</p>	10 Hrs
Practical	<p>Collect demographic data of students and analyze using mean, median, and mode.</p> <p>Analyze household expenses using dispersion measures.</p>	
Unit 2	<p>Correlation and Regression</p> <p>Meaning, definition, types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation coefficient. Regression- meaning, regression equations and regression coefficients. regression lines -x on y, y on x,</p>	10 Hrs
Practical	<p>Collect SSC and HSC marks of students and find correlation.</p> <p>Analyze the relationship between income and monthly expenses using regression analysis.</p>	


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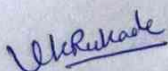

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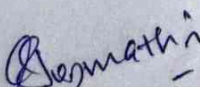
Unit 3	Probability and Probability distributions Introduction to probability, basic concepts of probability- classical definition, addition and multiplication rules, probability distributions – binomial, poisson and normal distributions, expected value.	10 Hrs
Practical	Toss a coin 10 times and analyze probability using binomial distribution. Study share market trends and apply probability concepts.	
Unit 4	Introduction to Logic 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.	09 Hrs
Practical	Number Series Challenge: Provide students with incomplete number series and ask them to find patterns and complete them. Coding-Decoding Exercise: Give students a set of coded messages to decode and understand logical sequences.	

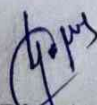
Text Books:					
Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	Statistics for Management	Levin R. I. & Rubin D. S	Delhi: Pearson	8 th Edition	2017
02	Statistics, Theory and Practice	Pillai & Bagavathi	S Chand Publishing	8 th Edition	2019
03	Statistical Methods	SP Gupta	Sultan Chand and Sons	46 th Edition	2021
04	Fundamentals of Statistics	SC Gupta	Himalaya Publishing House	8 th Edition	2023
05	The Practice of Business Statistics	Sharma, Gupta	Khanna Publishing House	1 st Edition	2010
06	Business Statistics	Sharma J.K	Vikas Publishing House	5 th Edition	2019

Reference Research Paper:

- Fildes, R., & Goodwin, P. (2007). Against your better judgment? How organizations can improve their use of management judgment in forecasting. *Interfaces*, 37(6), 570-576.
- Stanovich, K. E., & West, R. F. (2000). Individual differences in reasoning: Implications for the rationality debate? *Behavioral and Brain Sciences*, 23(5),


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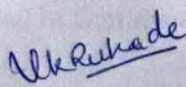

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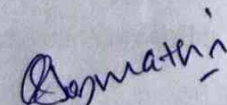
Suggested Field Work or Practical Work

1. Collect demographic data of students and analyze using mean, median, and mode.
2. Analyze household expenses using dispersion measures.
3. Collect SSC and HSC marks of students and find correlation.
4. Analyze the relationship between income and monthly expenses using regression analysis.
5. Toss a coin 10 times and analyze probability using binomial distribution.
6. Study share market trends and apply probability concepts.
7. Number Series Challenge: Provide students with incomplete number series and ask them to find patterns and complete them.
8. Coding-Decoding Exercise: Give students a set of coded messages to decode and understand logical sequences.
9. Collect data on the demographic profile of students admitted in BBA or any other course and present it in tabular form as well using suitable graphs
10. Collect the 12 months data of electricity bill of your home, expenses per month for a year, SSC, HSC marks of your friends and apply descriptive statistical tools for meaningful analysis and interpretation.
11. Visit the service organization/business organization/industry nearby to understand the practical applications of statistical techniques in business and decision making.
12. Collect the data from 10 female friends and 10 male friends on the variables considered for selecting the smart phones and use spearman's rank correlation for analysis.
13. Get the data of select shares from internet and apply statistical tools to draw meaningful conclusions.

Note

Each student should prepare report for any 8 practical /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.


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Course Details:

Class		F.Y. B.B.A, Sem.-II	
Course Code and Course Title		0BBPC110, Business Economics	
Prerequisite/s		-----	
Teaching Scheme: Lecture/Tutorial/Practical		03/01/00	
Credits		04	
Evaluation	T	ISE / MSE / ESE	40/30/30
	P	ISE/ESE	00/00

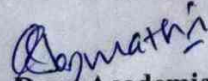
Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

0BBPC110_1	Understand fundamental concepts of micro and macroeconomics and their applications in decision-making.
0BBPC110_2	Analyze market structures and pricing strategies.
0BBPC110_3	Understand the calculation of national income and true measure for increasing economic welfare.
0BBPC110_4	Understand various challenges associated with the Indian economy.


Course Contents: Theory

Unit 1	Fundamentals and Basic elements of Microeconomics The Economic Problem: Scarcity and Choice, Nature and Scope-Positive and Normative Economics. Scope of Study and Central Problems of Micro and Macroeconomics Demand & Supply: Law of Demand, Demand Schedule, Market Demand, Movement vs. Shift in Demand Curve, Law of Supply, Market Supply, Elasticity of Demand & Supply, Determination of Equilibrium Price.	10Hrs
	practical	
Unit 2	Producer And Consumer Behaviour 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.	10Hrs


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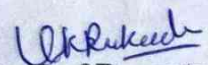

Director

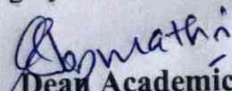

Executive Director

Practical	Survey on Consumer Spending Behavior: Observe how customers make buying decisions.	
Unit 3	Analysis of Market Market Structures: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly Price & Output Determination: Features and strategies in different market forms.	09Hrs
Practical	Industry Case Study: Compare pricing & competition strategies in telecom (Reliance Jio vs. Airtel).	
Unit 4	National Income and Various Indian Economy Challenges National Income Concepts: GDP, GNP, NDP, NNP (Market Price & Factor Cost) Methods of National Income Calculation: Output, Income & Expenditure Method A Brief Introduction of Indian Economy - Pre-and Post-Independence. Current Economic Challenges: Human Capital Formation, Poverty, Trade Policies, Sustainable Growth.	10Hrs
Practical	Survey on Economic Challenges: Interview small business owners about economic hurdles. OR Report on Indian Economic Trends: Analysis of a major economic reform (Demonetisation, Digital India, Make in India etc.).	

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


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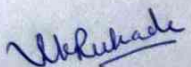
18. Macroeconomics: Principles, Applications, and Tools" by Arthur O'Sullivan, Steven Shiffrin, and Stephen Perez
19. Macroeconomics" by Olivier Blanchard

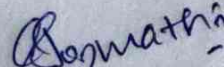
Suggested field & Tutorial Work –

1. Case Study on Demand & Supply: Analyse price fluctuations of seasonal products (e.g., vegetables, gold, petrol).
2. Market Visit & Observation: Identify price elasticity of different products (necessities vs. luxury goods).
3. Arrange a debate on a basic economics problem under Micro and Macro Economics
4. Explain Law of Demand with practical examples (e.g., fuel prices).
5. Explain the concept and types of price elasticity of demand by taking examples for day to day life.
6. Prepare a report on market structure of Indian railways or FMCG sector.
7. Explain the price leadership strategy adopted by reliance Jio in India Telecommunication market and its impact on other players.
8. Explain the concept of factor pricing as applicable to pizza making business along with cost and revenue curves.
9. Conduct a survey on consumer buying behaviour for essential vs. luxury goods.
10. Present a case study on inflation or economic growth in India.
11. Conduct a debate on economic issues like FDI, rural development, or GDP growth.
12. Survey on Consumer Spending Behavior: Observe how customers make buying decisions. Survey on Economic Challenges: Interview small business owners about economic hurdles.
13. Report on Indian Economic Trends: Analysis of a major economic reform (Demonetisation, Digital India, Make in India etc.).

Note:

Each student should prepare report for any 8 practical's /Field work including detailed information as per guidelines and format of report given by subject teacher. Take photographs in your cell phone related to your topic with prior permission during the visit to business units and discussion with people. Produce the black and white print of photographs in your report wherever possible.


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Course Details:

Class		F.Y. B.B.A, Sem.-II
Course Code and Course Title		0BBSE111, Emerging Technology and Applications
Prerequisite/s		-----
Teaching Scheme: Lecture/Tutorial/Practical		02/01/00
Credits		03
Evaluation	T	ISE / MSE / ESE
	P	ISE/ESE
		40/30/30
		00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBSE111_1	Students will understand foundational knowledge of emerging technologies such as block chain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.
0BBSE111_2	Students will analyse the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.
0BBSE111_3	Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.
0BBSE111_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.

Course Contents: Theory		
Unit 1	Cloud Computing 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	07Hrs
Practical	Case Study: How a start-up used the cloud to rapidly scale its operations and handle increased customer demand. (Example: A social media app or e-commerce platform during peak season).	
Unit 2	Internet of Things (IoT) & Industry 4.0 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	06Hrs
Practical	Search online for case studies of companies using Industry 4.0 technologies. Summarize the company's approach, the technologies they are using, and the results they have achieved in a short document or presentation slides.	

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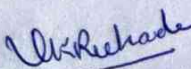
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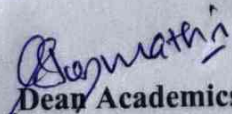
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Unit 3	Block chain Technology Fundamentals of Block chain – Decentralization and distributed ledger – Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity – Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations	07Hrs
Practical	Use a blockchain explorer (like Blockchain.com) to view real-time blockchain transactions.	
Unit 4	Augmented Reality (AR) and Virtual Reality (VR) 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.	06Hrs
Practical	How AR/VR is used in marketing, training, and product design	

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen
2. Internet of Things by Jeeva Jose, Khanna Book Publishing.
3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari
4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.
5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.
6. 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.
7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.
8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.
9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited by Shivani Bali, Sugandha Aggarwal, Sunil Sharma.
10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.


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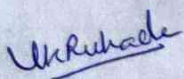

Executive Director

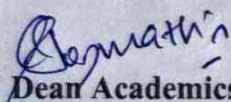
Suggested field & Tutorial Work –

1. Case Study: How a startup used the cloud to rapidly scale its operations and handle increased customer demand. (Example: A social media app or e-commerce platform during peak season)
2. Search online for case studies of companies using Industry 4.0 technologies. Summarize the company's approach, the technologies they are using, and the results they have achieved in a short document or presentation slides.
3. Use a block chain explorer (like Blockchain.com) to view real-time block chain transactions.
4. How AR/VR is used in marketing, training, and product design.
5. Introduction to Emerging Technologies - Overview of key emerging technologies (AI, IoT, block chain, etc.)
6. Artificial Intelligence (AI) in Business - Applications of AI in business operations, marketing, and customer service.
7. Blockchain Technology and Its Impact on Business
8. Internet of Things (IoT) for Business - Overview of IoT and its devices
9. Cloud Computing for Business - Types of cloud services (SaaS, IaaS, PaaS)
10. Cyber security in Emerging Technologies - Importance of cyber security in modern business technology

Note

Each student should prepare any 8 tutorials / field work including detailed information as per guidelines given by subject teacher.


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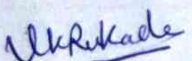
Course Details:

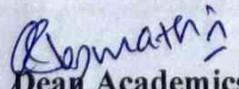
Class		F.Y. B.B.A, Sem.-II
Course Code and Course Title		0BBOE112, IKS : Indian Vision for Human Society
Prerequisite/s		
Teaching Scheme: Lecture/Tutorial/Practical		02/00/00
Credits		02
Evaluation	T	ISE / MSE / ESE
	P	ISE/ESE
		50/00/00
		00/00

Course Outcomes (COs): Upon successful completion of this course, the student will be able to:	
0BBOE112_1	Explain the concept of "Vasudhaiva Kutumbkam" and its realization process as a base for the development of vision for a human society.
0BBOE112_2	Identify the universality in humans and its coexistence in existence.
0BBOE112_3	Demonstrate the sense of responsibility, duties, and participation of individual for establishment of fearless society.
0BBOE112_4	Explain the apparently rational, verifiable and universal solution from ancient Indian knowledge system for the holistic development of physical, mental and spiritual well being of one and all, at the level of individual, society, nation and ultimately the whole world.

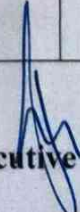
Course Contents: Theory

Unit 1	The world view & Vision of Human Society The concept of non-duality of Prakriti (Jad) and Purush (Chetana), human as coexistence of Jad & Chetan Pancha-mahabhutas, the root of sorrow and suffering, freedom from sorrow, salvation, eternal peace truth (vyaharika satya), ultimate truth. The acceptance of various systems of philosophy for realization of truth and complementariness in society in ancient Indian system.	06 Hrs
Practical	Pancha-Mahabhutas and Organizational Dynamics - To explore the interconnections between the Pancha-Mahabhutas and the organizational dynamics in a corporate or team setting.	
Unit 2	Aspiration and Purpose of Individual and Human Society Aims of Human life - at individual level and societal level. At societal level : Four purusarthas - Dharma, Artha, Kama, Moksha. Individual level : Abhyudaya (progress), Nihisreyasa (perfection) Pravrtti, Nivrtti. Dharma; Dharma sutras (Gautama, Apastamba, Baudhayana, Vasistha). Dharma-Shastra; (Manusmriti, Naradamrti, Visnumrti, Yajnavalkya Smriti) sociology,	07 Hrs

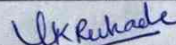

Head of Department

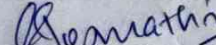

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	different stages of life like studenthood, householdership, retirement and renunciation rights and duties, judicial matters, and personal laws (Aachara, Vyavahara, Prayaschitta). Artha;Kautliya Arthashastra, Kamandakiya Nitisara, Brihaspati Sutra, Sukra Niti,Moksha: Human liberation (Ignorance to Knowledge)	
Practical	Kama(Pleasure) in Marketing Strategy - To understand how Kama (pleasure and satisfaction) drives customer loyalty, enhances the brand, and impacts business sustainability.	
Unit 3	Program for Ensuring Human Purpose: at Individual and Societal Level –I Fundamental concept of Nitishastra: Satyanishtha Aur Abhiruchi (Ethics, Integrity & aptitude). The true nature of self; Shiksha Valli, Bhriugu Valli (Concept of Atman-Brahman (self, soul). The true constitution of Human: Ananda Valli (Annamaya Kosha, Pranamaya Kosha, Manomaya Kosha, Vijnanamaya Kosha, Anandamaya Kosha). The four states of consciousness: Waking state, Dreaming state, Deep Sleep State, Turiya the fourth state, Consciousness (seven limbs and nineteen mouths), Prajna, Awareness. The Life Force Prana (Praana-Apaana-Vyaana-Udaana- Samaana)	06 Hrs
Practical	Ethics, Integrity, and Aptitude in Business Decision-Making - A case study with real-world ethical dilemmas and applying the principles of Satyanishtha (truthfulness) and Abhiruchi (aptitude or taste) to assess the situation and determine the best course of action.	
Unit 4	Program for Ensuring Human Purpose: at Individual and Societal Level - II Differentiating Vidya and Avidya, human bondages Higher and Lower Knowledge (Para Vidhya & Aparā Vidhya). Concept of Sattva, Rajas, Tamas and need of balancing the same, Patanjali yog sutra, Yama, Niyama, Asanas, pranayams, pratyahara, dharna, dhyana, Samadhi, Sixteen category of padartha, pramans (pratyaksh, anumān, upaman, shabda). Saadhana chatushtayam (viveka, vairagya, mumukshatavam, shadsampathi (sama, dama, uparama, titiksha, shradha, samadhana), Understanding Nitya karma, Naimittika Karma, Kamyā karma, prayaschitta karma, Nishidha Karma. Meditation and Progressive meditation (Narada's education), Ativadin to self knowledge, Jyan yog, Karma yog, sanyas yog in aspect to harmonious practice in society.	07 Hrs
Practical	Energies in the Workplace: Creating awareness about the collective energies within teams or departments.	


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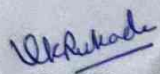

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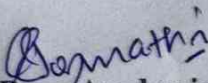

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Reference Books:

Sr. No	Title	Author	Publisher	Edition	Year of Edition
01	Society in Ancient India: Evolution Since the Vedic Times Based on Sanskrit, Pali, Pakrit and Other Classical Sources: No.1 (Reconstructing Indian History and Culture)	S. C. Banerji,	D.K. Printing	3 rd Edition	2007
02	Religious Process: The Puranas and the Making of Regional Tradition	Kunal Chakrabarti	OUP Delhi, India	2 nd Edition	2018
03	History of Ancient India(Set of 5 volumes)	Dilip K. Chakrabarti, Makkhan Lal	Aryan Books International	1 st Edition	2014


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Course Details:

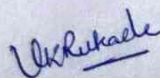
Class		F.Y. B.B.A, Sem.-II	
Course Code and Course Title		0BBVA113, Indian Constitution	
Prerequisite/s		-----	
Teaching Scheme: Lecture/Tutorial/Practical		02/00/00	
Credits		02	
Evaluation	T	ISE / MSE / ESE	50/00/00
	P	ISE/ESE	00/00

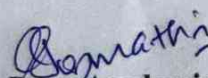
Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

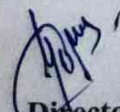
0BBVA113_1	Constitutional Framework: Analyse the Indian Constitution's history, Preamble, Fundamental Rights, and basic structure.
0BBVA113_2	Union Government Structure: Describe the roles of the President, Prime Minister, and the legislative bodies (Lok Sabha and Rajya Sabha).
0BBVA113_3	State Government Mechanisms: Examine the powers of the Governor, Chief Minister, and the State Secretariat.
0BBVA113_4	Local Administration: Assess the functioning of local government bodies like District Administration, Municipal Corporations, and Zila Panchayats. Electoral Processes: Analyze the role of the Election Commission in conducting free and fair elections.

Course Contents: Theory

Unit 1	The Constitution - Introduction The History of the Making of the Indian Constitution, Preamble and the Basic Structure, and its interpretation, Fundamental Rights and Duties and their interpretation, State Policy Principles	07 Hrs
Unit 2	Union Government Structure of the Indian Union, President – Role and Power Prime Minister and Council of Ministers, Lok Sabha and Rajya Sabha	06 Hrs
Unit 3	State Government Governor – Role and Power, Chief Minister and Council of Ministers, State Secretariat	07 Hrs
Unit 4	Local Administration and : Election Commission District Administration, Municipal Corporation ,Zila Panchayat Role and Functioning, Chief Election Commissioner, State Election Commission	06 Hrs


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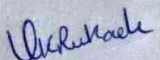

Director

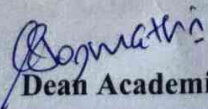

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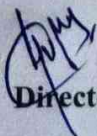
Text Books:					
Sr. No.	Title	Author	Publisher	Edition	Year of Edition
01	Ethics and Politics of the Indian Constitution	Rajeev Bhargava	Oxford University Press, New Delhi	1 st ed	2008
02	The Constitution of India	B.L. Fadia	Sahitya Bhawan	1 st ed	2017
03	Introduction to the Constitution of India	DD Basu	Lexis Nexis; Twenty-Third,	2 nd ed.	2018

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. Chamarbaugwala, AIR 1957 SC 699
- Parbhani Transport Coop. Society Ltd. v. Regional Transport Authority, Aurangabad, AIR 1960 SC 801
- State of Bombay v. R. M. D. Chamarbaugwala, (1957) S.C.R. 874,
- G.K.Krishnan vs State of Tamil Nadu, 1975 SCC (1) 375
- Automobile Transport (Rajasthan) Ltd. Vs State of Rajasthan, AIR 1962 SC 1406


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Course Details:

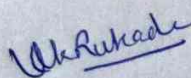
Class		F.Y. B.B.A, Sem.-II
Course Code and Course Title		0BBVA114, Value added Course (Yoga)
Prerequisite/s		-----
Teaching Scheme: Lecture/Tutorial/Practical		00/00/02
Credits		01
Evaluation	T	ISE / MSE / ESE
	P	ISE/ESE
		00/00/00
		50/00

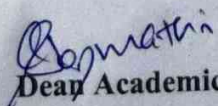
Course Outcomes (COs): Upon successful completion of this course, the student will be able to:

0BBVA114_1	Understand yoga's significance and its practical applications for holistic well-being.
0BBVA114_2	Explore subtle energy systems and their role in enhancing health through yogic practices.
0BBVA114_3	Examine various paths of yoga to foster self-realization and spiritual growth.
0BBVA114_4	Master the Eight Limbs of Yoga for physical, mental, and spiritual harmony.
0BBVA114_5	Apply yogic principles to manage psycho-somatic ailments and promote resilience.


Course Contents: Theory

Unit 1	Yoga:- Meaning and definition, Ashtang yog information Importance of yoga in 21st century Introduction to Yogic Basic Anatomy Yoga, Yoga for healthy lifestyle	06 Hrs
Unit 2	Types of Yoga: - Hatha yaga, laya yoga, mantra yoga, bhakti yoga, karma yoga, jnana yoga, raj yoga Study of Chakras, Koshas, Pranas, Nadis, Gunas, Vayus and its application in Yogic practices.	07 Hrs
Unit 3	Ashtang Yoga: - Yama, niyama, asana, pranayama, Pratyahar, dharna, dhyan, Samadhi: Benefits, Utilities & their psychological impact on body and mind. According to yoga concept of normality in modern psychology, concept of personality & its development	08 Hrs
Unit 4	Types of wellness: psychological, social, emotional, and spiritual. Yogic management of psycho-somatic ailments:- frustration, anxiety, depression	05 Hrs


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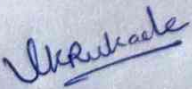

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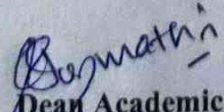

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