



**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**

---

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**COURSE DETAILS**

**For**

**IInd Year**

**(According TO NEP2020)**

**(Applicable from 2024)**

## SEMESTER- III

### TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	071	
<b>YEAR</b>	IInd Year	
<b>SEMESTER</b>	III	
<b>NAME OF COURSE</b>	Organisational Behaviour	
<b>CATEGORY</b>	Core	
<b>COURSE CODE</b>	BBA24-311	
<b>PAPER NO</b>	1	
<b>MARKING SCHEME</b>	End-Semester (EXT): 60	Continuous evaluation (INT): 40
<b>CREDITS – MARKS</b>	Total: 100	Credits: 3      Passing: 40%
	Theory : Yes	Practical : No
<b>TEACHING HOURS</b>	Theory: 45	Practical: No

#### INTRODUCTION:

Organizational Behaviour (OB) studies human behavior in organizations, focusing on how individuals, groups, and structures affect performance. It integrates concepts from psychology, sociology, anthropology, and management to understand workplace dynamics. OB helps organizations enhance productivity, improve employee well-being, and foster positive relationships. This course covers key OB concepts like perception, motivation, group behavior, and personality, enabling students to apply these principles to optimize organizational performance and navigate real-world workplace challenges.

#### COURSE OBJECTIVE:

To enable the students to gain insights into the concepts that go into the making of a successful organization.

#### COURSE OUTCOMES:

After completion of the course, student will be able to:

- CO1. Define Organizational Behaviour (OB), understand its nature and scope, and apply OB models to assess organizational dynamics.
- CO2. Analyze workplace perception, recognizing its influencing factors and impact on attitudes, decision-

making, and interactions.

CO3. Evaluate and apply motivation theories like Maslow's Hierarchy of Needs and Herzberg's Two-Factor Theory to enhance performance.

CO4. Examine group behavior and dynamics, focusing on stages of development, roles, norms, and decision-making techniques.

CO5. Analyze personality traits and their determinants, applying this knowledge to improve team dynamics and individual performance.

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction to Organisational Behaviour</b> 1.1 Definition, 1.2 Need and Importance of organizational behaviour 1.3 Nature and scope 1.4 Organizational behaviour models	9	9	NA	8	12
2	<b>Perception:</b> 2.1 Meaning 2.2 Importance 2.3 Factors influencing perception 2.4 Process of Perception	9	9	NA	8	12
3	<b>Motivation:</b> 3.1 Meaning 3.2 Importance 3.3 Theories of Motivation: Maslow's Hierarchy of Needs, Hertzberg Two factor Theory.	9	9	NA	8	12
4	<b>Group Behaviour:</b> 4.1 Concept and Classification 4.2 Stages of Group Development 4.3 Group Structure 4.4 Roles and Norms 4.5 Group Vs Individual 4.6 Group Decision Making Techniques	9	9	NA	8	12
5	<b>Personality:</b>	9	9	NA	8	12

	5.1 Concept and Determinants of Personality 5.2 Characteristics of Personality 5.3 Major Personality Attributes Influencing Organizational Behavior					
	<b>Total</b>	<b>45</b>	<b>45</b>	<b>NA</b>	<b>40</b>	<b>60</b>

**Recommended Books:**

<b>Title</b>	<b>Author</b>	<b>Publisher</b>
Organisational Behaviour	Aswathappa, K.	Himalaya Publishing House
Organisational Behaviour	Dr. Anjali Ghanekar	Everest Publishing House
Organisational Behaviour	Saiyadain, Mirza.S.	Tata Mcgraw-hill publishing company ltd
Organisational Behaviour	McShane,Steven L.	Tata Mcgraw-hill publishing company ltd

# TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>III</b>	
<b>NAME OF COURSE</b>	<b>Business Mathematics</b>	
<b>CATEGORY</b>	<b>Core</b>	
<b>COURSE CODE</b>	<b>BBA24-312</b>	
<b>PAPER NO</b>	<b>2</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory: 45</b>	<b>Practical: No</b>

### **INTRODUCTION:**

The course will enable the students in terms of understanding Business Mathematics and the various concepts related to it.

### **COURSE OBJECTIVE:**

Studying this subject would improve the mathematical abilities and calculating skills of the students and help them in understanding related concepts.

### **COURSE OUTCOMES:** After completion of the course, student will be able to:

- CO 1: Understand the basic concepts of business mathematics.
- CO 2: Interpret and solve real-life business problem using such concepts as differentiation.
- CO 3: Understand concepts such as Ratio Proportion and Percentage
- CO 4: Understand various mathematical concepts useful in day-to-day scenario.

### **COURSE DETAILS:**

<b>Unit No</b>	<b>Title of unit with detailed content</b>	<b>No of teaching-learning hours per</b>	<b>Theory</b>	<b>Practical</b>	<b>Marks Weightage</b>

		unit			INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction to Business Mathematics:</b>  Definition and Scope of Business Mathematics, Importance and Application in Business.	3	3	NA	4	6
2	<b>Percentage:</b> Meaning, practical use and computation of percentages.	7	7	NA	6	9
3	<b>Ratio, Proportion and Variation :</b> Inverse ratio, continued ratio. Direct proportion and inverse proportion. Application to partnership.	7	7	NA	6	9
4	<b>Profit and Loss :</b> Problems involving cost price selling price, market price trade discount and cash discount.	7	7	NA	6	9
5	<b>Commission and Brokerage :</b> Rate of commission, types of commission agents, problems.	7	7	NA	6	9
6	<b>Simple and Compound Interest:</b> Concept of principal rate of interest, period and amount by simple and compound interest.  Calculation of compound interest when compounded quarterly half yearly and annually.	7	7	NA	6	9
7	<b>Simple Annuity :</b> Simple	7	7	NA	6	9

	annuity (time span) status of annuity, Certain annuity, Annuity Contingent, Perpetual annuity. Amount of annuity, Present value of annuity. Annuity due and immediate annuity.					
<b>Total</b>		<b>45</b>			<b>40</b>	<b>60</b>

**Recommended Books:**

<b>Title</b>	<b>Author</b>	<b>Publisher</b>
Business Mathematics And Analytics	Sharma, Anand.	Himalaya Publishing House
Business Mathematics	Kumar, Mukesh	Medtech
Textbook Of Business Mathematics	Hazarika, Padmalochan.	S Chand & Company Ltd
Basic Business Mathematics	Prof. Rairikar , Prof. Dixit	Nirali Prakashan

**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**PROGRAM CODE: 071**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>III</b>	
<b>NAME OF COURSE</b>	<b>Basics of Supply Chain and Logistics Management</b>	
<b>CATEGORY</b>	<b>Core</b>	
<b>COURSE CODE</b>	<b>BBA24-313</b>	
<b>PAPER NO</b>	<b>3</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory: 45</b>	<b>Practical: No</b>

**INTRODUCTION:**

This course introduces BBA students to the fundamentals of Supply Chain and Logistics Management, emphasizing their critical role in modern business operations. Students will explore key concepts, including supply chain design, demand forecasting, inventory management, transportation, and distribution strategies. Through practical examples and case studies, the course aims to equip students with the skills to optimize supply chain efficiency and effectiveness, ultimately enhancing organizational competitiveness. This comprehensive overview prepares students for advanced study and careers in logistics, operations, and supply chain management.

**COURSE OBJECTIVES:**

1. Understand the fundamental concepts and principles of supply chain and logistics management.
2. Analyze the roles and functions of supply chain components and logistics activities in business operations.
3. Evaluate strategies for effective supply chain integration and coordination to enhance efficiency and competitiveness.
4. Examine the impact of technology and information systems on supply chain and logistics performance.
5. Develop problem-solving and decision-making skills relevant to supply chain and logistics challenges in a global business environment.

P.T.O



### COURSE OUTCOME:

By the end of the course, students will be able to :

CO1: Define and explain the key concepts and components of supply chain and logistics management.

CO2: Describe the various logistics activities and their roles within the supply chain.

CO3: Apply different supply chain strategies to real-world business scenarios.

CO4: Utilize technology and information systems to improve supply chain and logistics operations.

CO5: Analyze the complexities of global supply chains and propose solutions to common challenges.

CO6: Implement sustainable practices in supply chain and logistics management to enhance environmental and economic performance.

### COURSE DETAILS:

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction to Supply Chain Management:</b> Definition and Scope of SCM, Components of a Supply Chain, Role and Importance of SCM in Business.	5	5	NA	5	8
2	<b>Fundamentals of Logistics Management:</b> Definition and Importance of Logistics, Key Logistics Activities, Transportation, Warehousing, Inventory Management, Logistics and Customer Service.	8	12	NA	7	11
3	<b>Supply Chain Strategies:</b> Lean Supply Chain, Agile Supply Chain, Supply Chain Integration and Collaboration.	8	5	NA	7	10
4	<b>Technology in Supply</b>	8	6	NA	7	10

	<b>Chain Management:</b> Role of Information Technology in SCM, Enterprise Resource Planning (ERP) Systems, E-commerce and SCM.					
5	<b>Global Supply Chain Management:</b> Introduction to Global Supply Chains, International Logistics, Managing Risks in Global Supply Chains.	8	12	NA	7	10
6	<b>Sustainability in Supply Chain Management:</b> Concept of Sustainable Supply Chains, Green Logistics, Case Studies on Sustainable Supply Chain Practices.	8	5	NA	7	11
<b>Total</b>		<b>45</b>	<b>45</b>	NA	<b>40</b>	<b>60</b>

**List of Reference Books:**

<b>Title</b>	<b>Author</b>	<b>Publisher</b>
The Essentials of Supply Chain Management & Logistics	Dr. K. Ganesh, Dr. Ambar Beharay	Kaav Publications
Supply Chain Management	Ballou, Ronald	Pearson Education
Supply Chain Management	Sahay, B.S	Macmillan
Supply Chain Management	Sarika Kulkarni	Tata McGraw Hill Publishing Co Ltd., New Delhi, 2004.

# TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**PROGRAM CODE: 071**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>III</b>	
<b>NAME OF COURSE</b>	<b>Cost and Works Accounting</b>	
<b>CATEGORY</b>	<b>Multidisciplinary</b>	
<b>COURSE CODE</b>	<b>BBA24-314</b>	
<b>PAPER NO</b>	<b>4</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 3      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory: 45</b>	<b>Practical: No</b>

## **INTRODUCTION:**

In developing economy like ours, the importance of cost accounting has been acknowledged by all when optimum utilization of resources is the need of the day. Cost and Works Accounting is a vital aspect of managerial accounting that focuses on the measurement, analysis, and interpretation of cost information for decision-making within organizations. This course provides students with the foundational knowledge and skills required to understand various costing methods and their application in business operations.

## **COURSE OBJECTIVES:**

1. To Acquire the basic knowledge of cost, costing, cost accounting, and cost accountancy.
2. To identify and classify the elements of cost: material, labour, and expenses.
3. To prepare a cost sheet and estimated cost sheet
4. To Interpret functions of purchase department, stock levels and material control
5. Illustrate concepts related to wages payments and labour turnover.

## **COURSE OUTCOMES:**

After completion of the course, students will be able to

CO1: Understand the concepts of cost, costing, cost accounting, and cost accountancy.

CO2: Construct a comprehensive cost sheet and an estimated cost sheet with relevant data and calculations.

CO3: Evaluate and apply appropriate criteria for selecting a tender or quotation based on specific organizational requirements.

CO4: Implement various pricing methods for issuing materials and apply ABC analysis and JIT system to

improve inventory management.

CO5: Assess and prioritize issues related to labour turnover, and design solutions for wage payments and retention strategies.

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction:</b> Concept of Cost, Costing, Cost Accounting, Cost Accountancy, Cost Centre, Cost Unit, Limitation of Financial Accounting, Objectives, Advantages and Limitations of Cost Accounting and Costing, Distinguish between – Financial Accounting & Cost Accountancy	9	11	NA	4	6
2	<b>Elements of Cost:</b> Material, Labour, Expenses, Cost Classification · Preparation of Cost Sheet · Preparation of Estimated Cost Sheet · Tender v/s Quotation, Criterias to select a tender or quotation	12	12	NA	12	18
3	<b>Material</b> · Need and essentials of Material Control · Functions of purchase department, Purchase procedure, · Stock Levels · Economic Order Quantity (EOQ) · Pricing Methods of issue of material : FIFO, LIFO · Stock taking,	12	11	NA	12	18

	identification of slow, non-moving and fast moving items · ABC analysis · JIT system					
4	<b>Labour</b> · Meaning and definition of wages. · Records and methods - time keeping and time booking, recent trends · Methods of remuneration -Time rate system, Piece rate system, Taylor's differential piece rate system. · Incentive Plan- Halsey Plan, Rowan Plan, Group Bonus scheme, Performance-based incentive plan. · Payroll meaning and components · Labour Turnover. · Job Analysis & Job Evaluation. · Merit Rating	12	11	NA	12	18
<b>Total</b>		<b>45</b>	<b>45</b>		<b>40</b>	<b>60</b>

**Recommended Books:**

<b>Title</b>	<b>Author</b>	<b>Publisher</b>
Cost accounting	Khan, M.Y. & Jain, P.K.	Tata McGraw Hill Education Private Limited.
Cost Accounting	Lal, Jawahar.	Tata McGraw-Hill Publishing Company ltd
Cost and management accounting	Inamdar, Satish M.	Everest Publishing House
Cost accounting	Saxena, V.K.	Sultan chand & sons

# TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**PROGRAM CODE: 071**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>III</b>	
<b>NAME OF COURSE</b>	<b>Leadership and Team Building Skills</b>	
<b>CATEGORY</b>	<b>Skills Enhancement Course (SEC)</b>	
<b>COURSE CODE</b>	<b>BBA24-315</b>	
<b>PAPER NO</b>	<b>5</b>	
<b>MARKING SCHEME</b>	<b>Continuous evaluation (INT): 50</b>	
<b>CREDITS – MARKS</b>	<b>Total: 50</b>	<b>Credits: 2      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory: 30</b>	<b>Practical: No</b>

## **INTRODUCTION:**

Leadership skills are not just about motivating and inspiring but are about effectively guiding your team. Good leadership skills are required for effective leadership, strategic questioning, problem-solving, and management. This course is designed to provide students with essential leadership and team-building skills required in the modern workplace. Through a combination of theoretical concepts and practical applications, students will learn to lead effectively, motivate team members, resolve conflicts, and enhance team performance.

## **COURSE OBJECTIVES:**

1. To understand the fundamental concepts of leadership and team building.
2. To develop essential leadership skills and strategies for effective team management.
3. To enhance students' ability to work collaboratively in team settings.
4. To cultivate skills for resolving conflicts and improving team dynamics.
5. To prepare students to assume leadership roles in various organizational contexts.

## **COURSE OUTCOMES:**

Upon completion of this course, students will be able to:

- CO1. Demonstrate an understanding of key leadership theories and styles.

CO2. Apply leadership skills in practical scenarios to guide and motivate team members.

CO3. Identify and address common challenges in team building and management.

CO4. Utilize effective communication and conflict resolution techniques within teams.

CO5. Exhibit the ability to build and sustain high-performing teams.

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction to Leadership:</b> Definition and Importance of Leadership,.	5	5	NA	7	0
2	<b>Leadership Styles and their Impact,</b> Qualities of a Leader, Challenges faced by a Leader.	5	5	NA	9	0
3	<b>Leadership Theories.</b>	5	5	NA	7	0
4	<b>Fundamentals of Team Building:</b> Definition and Characteristics of Effective Teams, Stages of Team Development, Roles and Responsibilities in Teams.	5	5	NA	9	0
5	<b>Team Dynamics and Communication:</b> Understanding Team Dynamics, Effective Communication within Teams	5	5	NA	9	0
6	<b>Conflict Resolution and Team Motivation:</b> Identifying and Managing Conflicts in Teams, Strategies for Conflict Resolution.	5	5	NA	9	0
<b>Total</b>		<b>30</b>	<b>30</b>	<b>5</b>	<b>50</b>	<b>0</b>

**List of Reference Books:**

Title	Author	Publisher
Leadership theory and practice	Northhouse, Peter G.	Sage Publication India Pvt. Ltd
Leadership and Team Building	S. Prasad	S. Chand Publishing
7 Paths to Managerial Leadership	Mackenzie, Fred	Viva books
Cases in leadership	Rowe, Glenn W.	Sage Publications

# TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**PROGRAM CODE: 071**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>III</b>	
<b>NAME OF COURSE</b>	<b>Internship</b>	
<b>CATEGORY</b>	<b>Internship</b>	
<b>COURSE CODE</b>	<b>BBA24-316</b>	
<b>PAPER NO</b>	<b>6</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4      Passing: 40%</b>
<b>TEACHING HOURS</b>	<b>Theory: No</b>	<b>Practical: No</b>

## **INTRODUCTION**

Internships provide students with practical experience that bridges the gap between academic learning and the real world. They offer valuable exposure to industry practices, helping students gain insights into organizational dynamics. They also help students to enhance essential skills like communication, problem-solving, and teamwork, making the students more job-ready. This course enables students to gain insights into the workings of an organization, understand industry practices, and build a network of professional contacts. Students will undertake internships with companies, where they will be assigned specific tasks and projects that foster their growth and development in the business field.

## **COURSE OBJECTIVES:**

- To provide students with practical experience and industry exposure, bridging the gap between academic knowledge and real-world applications.
- To enhance students' problem-solving, communication, teamwork, and understanding of organizational dynamics.
- To prepare students for future career opportunities by fostering industry connections and developing practical competencies.

## **COURSE OUTCOMES:**

By the end of the course, students will be able to:

CO1. Apply theoretical knowledge in a real-world business environment to solve organizational



problems.

CO2. Demonstrate effective communication and interpersonal skills in a professional setting.

CO3. Understand organizational dynamics and contribute effectively to the achievement of organizational goals.

CO4. Develop critical thinking and problem-solving skills through real-time challenges faced during the internship.

CO5. Prepare a detailed report on the internship experience, demonstrating learning outcomes and achievements during the course.

### **COURSE DETAILS:**

Students are expected to demonstrate initiative, professionalism, and a willingness to learn. They will identify potential companies or organizations based on their field of interest. They are required to approach companies and secure an internship placement before the commencement of the semester. The organisations must be relevant to the field of business management.

### **Internship Duration:**

It is expected that the students shall undergo internship for 60 working days (approximately 8-9 weeks) during the semester.

Students are expected to demonstrate initiative, professionalism, and a willingness to learn.

### **Evaluation:**

**For Internal Assessment:** A detailed report in the prescribed format shall be prepared under the guidance of the Faculty assigned as Internal Guide to the student.

**For External Assessment:** Students are expected to do a PowerPoint presentation followed by a Viva Voce which will be conducted by Internal and External Experts from academia and industry to evaluate the knowledge and skills acquired by the student.



- CO1. Understand and explain the concepts and components of the environment.  
 CO2. Identify and analyze the major environmental issues in India.  
 CO3. Evaluate the impact of human activities on the environment and propose sustainable solutions.  
 CO4. Discuss the framework of environmental policies and laws in India.  
 CO5. Demonstrate awareness and responsibility towards environmental conservation and sustainable practices.  
 CO6. Apply interdisciplinary approaches to address and solve environmental problems.

### **COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction to Environmental Studies:</b> Definition, Scope, and Importance of Environmental Studies Multidisciplinary Nature of Environmental Studies Components of the Environment: Atmosphere, Hydrosphere, Lithosphere, and Biosphere Ecosystem: Structure, Function, and Types	10	10	No	15	NA
2	<b>Natural Resources</b> Forest Resources: Use and Over-exploitation, Deforestation, Case Studies Water Resources: Use and Over-utilization of Surface and Groundwater, Floods, Droughts, Conflicts over Water, Conservation Methods Mineral Resources: Usage and Exploitation, Environmental Effects of Extracting and Using Mineral Resources, Case Studies Food Resources: World Food Problems, Changes Caused by Agriculture and Overgrazing, Effects of Modern Agriculture, Fertilizer-pesticide Problems, Water Logging, Salinity Energy Resources: Growing Energy Needs, Renewable and Non-renewable Energy Sources, Use of Alternate Energy Sources, Case Studies Land Resources: Land as a Resource, Land Degradation, Man-induced	10	10	No	15	NA

	Landslides, Soil Erosion, and Desertification					
3	<b>Biodiversity and Conservation</b> Introduction: Definition, Levels of Biodiversity Value of Biodiversity: Consumptive and Productive Use, Social, Ethical, Aesthetic, and Option Values Biodiversity at Global, National, and Local Levels India as a Mega-diversity Nation Hot-spots of Biodiversity Threats to Biodiversity: Habitat Loss, Poaching of Wildlife, Man-wildlife Conflicts Endangered and Endemic Species of India Conservation of Biodiversity: In-situ and Ex-situ Conservation	10	10	No	15	NA
4	<b>Environmental Pollution</b> Definition, Causes, Effects, and Control Measures of: Air Pollution Water Pollution Soil Pollution Marine Pollution Noise Pollution Thermal Pollution Nuclear Hazards 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	10	10	No	15	NA
5	<b>Social Issues and the Environment</b> Urban Problems Related to Energy Water Conservation, Rain Water Harvesting, Watershed Management Population Growth, Variation among Nations Population Explosion – Family Welfare Program Resettlement and Rehabilitation of People; Its Problems and Concerns, Environmental Ethics: Issues and Possible Solutions Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents, and Holocaust. Case Studies Wasteland Reclamation	10	10	No	15	NA

	Consumerism and Waste Products Environment Protection Act Basic introduction to Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.					
6	<b>Field Work:</b> Visit to a Local Area to Document Environmental Assets: Flora & Fauna, Geographical terrain, ecosystem. Visit to sites which have adapted environment friendly living. Disaster Preparedness and Management: Organizing a Mock Drill	No	10	10	25	NA
<b>Total</b>		<b>60</b>	<b>60</b>	<b>NA</b>	<b>100</b>	

**Recommended books:**

<b>Title</b>	<b>Author</b>	<b>Publisher</b>
Environmental management	Vasisth, Kamal	Essential Books
Textbook of environmental studies	Bharucha, Erach	Universities Press (India) Limited
Ecology, Environmental Science and Conservation	Singh, J.S., Singh, S.P., & Gupta, S.R. (2014)	S. Chand Publishing.

## SEMESTER- IV

### TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction: 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>IV</b>	
<b>NAME OF COURSE</b>	<b>Management Accounting</b>	
<b>CATEGORY</b>	<b>CORE</b>	
<b>COURSE CODE</b>	<b>BBA24-411</b>	
<b>PAPER NO</b>	<b>1</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4    Passing: 40%</b>
	<b>Theory :    Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory:    60</b>	<b>Practical: No</b>

#### **INTRODUCTION:**

Management accounting is a crucial discipline within business administration that focuses on providing relevant financial information for internal decision-making. It involves analyzing and interpreting financial data to assist managers in planning, controlling, and optimizing organizational performance. The discipline emphasizes the use of financial information to support strategic planning and effective resource allocation. Topics covered include cost behavior, variance analysis, and budgeting techniques. This field is essential for businesses to enhance efficiency, allocate resources effectively, and achieve long-term financial goals.

#### **COURSE OBJECTIVE:**

The objectives of this course is

- To equip students with the knowledge and skills needed to understand, analyze, and use financial information for managerial decision-making.
- To provide students with the necessary tools to assess the performance of an organization and identify inefficiencies.
- To provide students with a comprehensive understanding of management accounting principles and their application in real-world business scenarios.

#### **COURSE OUTCOMES:**

On completion of this course students will be able to:

**CO1.** Analyze costs behavior in different situations and make predictions about future costs based on historical data.

**CO2.** Gain the ability to create budgets for various organizational functional areas and to compare planned and actual performance.

**CO3.** Utilize methods and instruments for performance measurement to evaluate the efficacy and efficiency of organizational procedures.

**CO4.** Able to enhance strategic decision-making within an organization by applying management accounting concepts.

**CO5.** Able to think critically to analyze complex accounting issues and propose effective solutions.

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Basics of Management Accounting:</b> Meaning and definition of Management Accounting, Evolution of Management Accounting, Nature and Scope of Management Accounting ,Relationship of Management Accounting with Other Branches of Accounting and Other Disciplines of Studies.	12	12	0	8	12
2	<b>Marginal Costing as a Tool for Decision Making:</b> Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses problems. Make or Buy Decision, Change in product Mix, Pricing Decisions, Exploring a New Market, Shut-down Decisions	12	12	0	8	12
3	<b>Ratio Analysis :</b> Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on	12	12	0	8	12

	conversion of financial statements into ratios and ratios into financial statements, Interpretation of ratios					
4	<b>Standard Costing:</b> Introduction to Standard Costing, Cost Standards and their types, Standard Costing and Budgetary Control, Operation of Standard Costing System, Establishing Standard Costs, Analysis, Interpretation, Presentation and Disposal of variances	12	12	0	8	12
5	<b>Budgetary Control:</b> Meaning of Budget, Budgetary Control and its use as a management tool, Functions of Budgets, Difference between Budgets and Forecasts, Planning Process and Budgetary Process, Stages in Budget Process, Various Types of Budgets, Zero Based Budgeting, Activity Based Budgeting, Fixed and Flexible Budgets, Behavioral Aspects in Budgeting.	12	12	0	8	12
<b>Total</b>		<b>60</b>	<b>60</b>	<b>-----</b>	<b>40</b>	<b>60</b>

### Recommended Books:

<b>Title of Book</b>	<b>Author</b>	<b>Publisher</b>
Management Accounting	Dr. S.N. Maheswari	Mahavir Publications
Advanced Cost and Management Accounting	T.S.Sexana	Sultan Chand
Accounting for Management	Sharma and Gupta	Kalyani Publishers
Cost and Management Accounting	Jain and Narang	Kalyani Publisher
Management Accounting	Dr. S.N. Goyal and Manmohan	S.N. Publications
Accounting for Management	M N Arora	Himalaya Publisher



**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**

---



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>IV</b>	
<b>NAME OF COURSE</b>	<b>Business Statistics and Decision Theory</b>	
<b>CATEGORY</b>	<b>Core</b>	
<b>COURSE CODE</b>	<b>BBA24-412</b>	
<b>PAPER NO</b>	<b>2</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4      Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : NA</b>
<b>TEACHING HOURS</b>	<b>Theory: 60</b>	<b>Practical: 0</b>

**INTRODUCTION:**

In the dynamic landscape of business, data-driven decision-making is crucial for success. This course is designed to equip BBA students with the essential statistical and quantitative tools necessary to analyze, interpret, and make informed decisions in the business world. From descriptive statistics to inferential analysis, this course provides a comprehensive foundation for leveraging quantitative methods in various business scenarios.

**COURSE OBJECTIVES:**

- To understand different descriptive and inferential statistics concepts.
- To introduce students to data sets that are accessible in the field of education.
- To comprehend the dispersion and central tendency techniques.
- To analyze the findings based on basic statistics.

**COURSE OUTCOME:**

By the end of the course, students will be able to understand:

**CO1.** The definition of quantitative procedures, their applicability in business decision-making, and their classification are all taught to students.

**CO2.** Using quantitative methods Students gain knowledge about how to assess and decide using quantitative methods.

**CO3.** Students gain knowledge about how to develop quantitative models for problem analysis and decision making.

**CO4.** Making use of probabilistic distributions -Students get knowledge about how to address problems using probabilistic distributions.

**CO5.** Computing central tendency measures - Students learn how to calculate measures of central tendency, such as mean, median, and mode.

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Statistics-</b> Introduction Use of Statistics in Business Importance of Statistics Limitations Of Statistics Modeling and Business Statistics for Decision Making. Types of Statistics Scope of Statistics Types of Data Common Statistical Terminology Various Statistical Tools	12	12	NA	5	7
2	<b>Measures of Central Tendency</b> Introduction Methods of collection of primary data Organizing the data Graphical Representation Averages: Measures of Central Tendency Mean ,Mode , Median	12	12	NA	10	15
3	<b>Decision making tools- Correlation and Regression:</b> Introduction Scatter Diagram or Scatter plot Correlation and Covariance Karl Pearson's Correlation Coefficient Spearman's Rank Correlation Coefficient of Concurrent Deviation	14	14	NA	10	20

	Standard error of Correlation Coefficient Coefficient of determination Regression Residual values Standard error of estimate Confidential Interval					
4	<b>Probability and Distributions</b> Introduction Important Definitions Basic Calculations in Probability Basics of Permutations and Combinations Set theory and Probability Theorems Mathematical Expectation or Expected value Normal Distribution Standardizing Normal Variable	12	12	NA	10	10
5	<b>Decision Theory: Time series &amp; Index Numbers</b> Introduction Calculation of proper time averages Plotting Time series Graphs Time series period Interpretation Price and Quantity Relatives Price and Quantity Index Numbers Laspeyre's and Paasche's Index Numbers Illustrations Various Index Number Definitions Consumer Price Index or Cost of Living Index	12	12	NA	5	8
<b>Total</b>		<b>60</b>	<b>60</b>	<b>-----</b>	<b>40</b>	<b>60</b>

**Recommended Books:**

<b>Title of Book</b>	<b>Author</b>	<b>Publisher</b>
Statistical and quantitative methods	Ranjeet Chitale H.	Nirali Prakashan
Fundamentals of mathematical statistics	Gupta, S.C.	Sultan Chand & Sons
Quantitative techniques for management	Levine, David M.	Pearson Education
Business Statistics	A.V.Rairikar	Nirali Prakashan

**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>IV</b>	
<b>NAME OF COURSE</b>	<b>Managerial Economics</b>	
<b>CATEGORY</b>	<b>CORE</b>	
<b>COURSE CODE</b>	<b>BBA24-413</b>	
<b>PAPER NO</b>	<b>4</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4    Passing: 40%</b>
	<b>Theory :    Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory:    60</b>	<b>Practical: No</b>

**INTRODUCTION:**

Economics as it pertains to businesses and managers is brought together in the field of managerial economics. Students will get the analytical skills and knowledge necessary to make sound business decisions. This course helps students comprehend market dynamics, optimise resources, and analyse the economic environment by focussing on economic principles and applying them to real-world business settings.

**COURSE OUTCOMES:**

Upon successful completion of this course, students will be able to:

**CO1:** Define and explain the scope and importance of managerial economics in business decision-making.

**CO2:** Apply key economic concepts like opportunity cost, marginal and incremental analysis to business scenarios.

**CO3:** Evaluate the factors influencing demand and supply, and use forecasting techniques to predict market trends.

**CO4:** Distinguish between different market structures and implement appropriate pricing strategies.

**CO5:** Assess the impact of business cycles, inflation, and government policies on the economic environment of businesses.

**CO6:** Demonstrate problem-solving skills by analyzing case studies and proposing data-driven solutions to economic challenges.

P.T.O

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching - learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction to Managerial Economics:</b> Definition, Scope, and Importance of Managerial Economics Basic Economic Concepts: Opportunity Cost, Marginal Analysis, Incremental Analysis Role of Managerial Economist in Business Decision-Making	12	12	NA	8	12
2	<b>Demand &amp; Supply Analysis</b> Demand and Its Determinants Elasticity of Demand: Price, Income, and Cross Elasticity Demand Forecasting Techniques: Qualitative and Quantitative Methods Law of Supply and Supply Elasticity Production Function: Short Run and Long Run	12	12	NA	8	12
3	<b>Market Structures and Pricing Strategies:</b> Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly Pricing Methods: Cost-Based, Value-Based, and Competition-Based Pricing Price Discrimination and Its Applications	12	12	NA	8	12
4	<b>Business Cycles and Economic Environment:</b> Phases of Business Cycles Inflation: Causes and Control Measures Impact of Government Policies on Business	12	12	NA	6	9
5	<b>Case Studies</b>	12	12	-----	10	15
Total		60	60	-----	40	60

**Recommended Books:**

<b>Title</b>	<b>Author</b>	<b>Publisher</b>
Managerial Economics	Keat Paul G	Pearson Education
Managerial economics	Agarwal, Vanita.	Pearson Education
Managerial Economics	Gupta, D. S.	Tata McGraw Hill Education Private Limited.
Principles of Economics	P.A.Samuelson	McGraw-Hill Education.

# TILAK MAHARASHTRA VIDYAPEETH DEPARTMENT OF MANAGEMENT



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction: 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>IV</b>	
<b>NAME OF COURSE</b>	Consumer Behaviour	
<b>CATEGORY</b>	<b>Discipline Specific Core</b>	
<b>COURSE CODE</b>	BBA24-414-MKTG	
<b>PAPER NO</b>	<b>4</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4      Passing: 40%</b>
	<b>Theory :    Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory:    60</b>	<b>Practical: No</b>

## **INTRODUCTION:**

Consumer is the reason why business exists. Without them no business has any purpose and therefore can never survive or grow. Today's Modern Marketing considers Consumer behavior as the basic science of business strategies. The marketing process starts from consumer and ends at the consumer. Through this course, students are expected to learn the nature of consumer behavior analysis; importance of understanding consumer behavior in marketing; consumers' buying decision process; and influences of individual psychology, group dynamics, social-class and cultural and sub-cultural factors in an individual consumers' buying decisions.

## **COURSE OBJECTIVES:**

1. To understand the fundamental theories and concepts related to consumer behavior.
2. To explore the psychological processes involved in consumer decision-making.
3. To examine the impact of social and cultural factors on consumer behavior.
4. To analyze market segmentation and targeting strategies based on consumer behavior insights.

## **COURSE OUTCOMES:**

By the end of this course, students should be able to:

**CO1:** Explain the concepts, scope, and significance of consumer behavior and analyze the evolution of theories influencing consumer behavior.

**CO2:** Evaluate the stages of the consumer decision-making process, including problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

**CO3:** Examine the psychological factors influencing consumer behavior, such as perception, learning, motivation, attitudes, personality, and self-concept, and apply these insights to marketing strategies.

**CO4:** Analyze the impact of social and cultural factors, including reference groups, family dynamics, social class, culture, and cross-cultural variations, on consumer purchasing decisions.

**CO5:** Assess ethical considerations in consumer behavior, emphasizing consumer rights, ethical marketing practices, and the promotion of sustainable and socially responsible consumer behaviors.

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction to Consumer Behavior</b> 1.1 Definition and scope of consumer behavior 1.2 Importance of studying consumer behavior 1.3 Evolution of consumer behavior theories 1.4 Role of consumer behavior in marketing strategy	8	8	NA	5	7
2	<b>Unit 2: Consumer Decision-Making Process</b> 2.1 Problem recognition and need identification 2.2 Information search and evaluation of alternatives 2.3 Purchase decisions and decision-making models 2.4 Post-purchase behavior, satisfaction, and loyalty	8	8	NA	5	7
3	<b>Unit 3: Psychological Influences on Consumer Behavior</b> 3.1 Perception and attention 3.2 Learning and memory 3.3 Motivation and consumer needs 3.4 Attitudes, beliefs, and attitude change 3.5 Personality, self-concept, and consumer behavior	10	10	NA	5	8
4	<b>Social and Cultural Influences on Consumer Behavior</b>	7	7	NA	5	8



	<p>4.1 Social influences: reference groups and opinion leaders</p> <p>4.2 Family decision-making and lifecycle stages</p> <p>4.3 Social class and consumer behavior</p> <p>4.4 Culture, subculture, and cross-cultural consumer behavior</p>					
<b>5</b>	<p><b>Consumer Research and Market Segmentation</b></p> <p>5.1 Importance and methods of consumer research</p> <p>5.2 Qualitative and quantitative techniques in consumer behavior studies</p> <p>5.3 Consumer profiling and segmentation</p> <p>5.4 Targeting and positioning based on consumer behavior insights</p>	<b>9</b>	<b>9</b>	<b>NA</b>	<b>5</b>	<b>8</b>
<b>6</b>	<p><b>Ethics and Sustainable Consumer Behavior</b></p> <p>7.1 Consumer rights and responsibilities</p> <p>7.2 Consumer Protection Act</p> <p>7.3 Ethical issues in marketing and advertising</p> <p>7.4 Role of corporate social responsibility in influencing consumer choices</p> <p>7.5 Promoting sustainable and socially responsible consumer behavior</p>	<b>9</b>	<b>9</b>	<b>NA</b>	<b>5</b>	<b>7</b>
<b>7</b>	<b>Case studies</b>	<b>9</b>	<b>9</b>	<b>NA</b>	<b>10</b>	<b>15</b>

**Recommended Books:**

Consumer Behaviour	Bhatt, Rajesh.	Commonwealth publisher pvt ltd
Consumer Behaviour	Lean. G. Schiffman Leslve Lazor Kanut	Prentice hall International
Consumer Behaviour in Indian Perspective	Suja Nair	Himalaya Publishing House
Consumer behaviour	East Robert	Sage publications

**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>IV</b>	
<b>NAME OF COURSE</b>	<b>Principles of Finance</b>	
<b>CATEGORY</b>	<b>Discipline Specific Core</b>	
<b>COURSE CODE</b>	<b>BBA24-414-FM</b>	
<b>PAPER NO</b>	<b>4</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4      Passing: 40%</b>
	<b>Theory :    Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory:    60</b>	<b>Practical: No</b>

**INTRODUCTION:**

Finance is the lifeblood of businesses and plays a critical role in decision-making processes, resource allocation, and strategic planning. For aspiring business professionals, understanding the principles of finance is essential to comprehend how businesses operate, grow, and sustain in competitive markets. This course equips students with the foundational knowledge of financial concepts, tools, and techniques, enabling them to analyze financial data, manage resources effectively, and make informed financial decisions.

**COURSE OBJECTIVES:**

1. To foster a proper attitude regarding finances, money, and their place in business
2. To gain a proper understanding of the many forms of financing available and their functions in company
3. To acquire fundamental knowledge about the notion of capital structure and capital structure

**COURSE OUTCOME:**

Upon successful completion of this course, students will be able to:

**CO1.** Understand and explain the basic concepts in finance, including the nature, scope, and approaches of financial management.

**CO2.** Identify and evaluate various external and internal sources of finance, and assess their advantages and limitations.

**CO3.** Analyze and determine the appropriate capital structure for an organization, including understanding the causes and consequences of over and under capitalization.

**CO4.** Examine recent trends in business finance, including venture capital, leasing, microfinance, and mutual funds.

**CO5.** Apply financial concepts through case studies to real-world business scenarios, enhancing practical understanding of financial decision-making.

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Basic concepts in finance :</b> Introduction, Definition, Nature, scope of finance function, Financial Management - Meaning – Approaches: - Traditional, Modern, Role of finance manager.	12	12	NA	6	9
2	<b>Sources of Finance:</b> External: - Shares, Debentures, Public Deposits, Borrowing from banks: - meaning, types, advantages and limitations of these sources, Internal: - Reserves and surplus, Bonus shares Retained earnings,.	12	12	NA	8	12
3	<b>Capital Structure :</b> Meaning criteria for determining capital structure, Determinants of Capital Structure, Capitalization:- Meaning, over capitalization and Under Capitalization -	12	12	NA	8	12

	meaning, causes, consequences, remedies					
4	<b>Recent Trends in business finance:</b> Meaning and nature of Venture Capital, Leasing, Microfinance, Mutual Fund	12	12	NA	8	12
5	<b>Case Studies</b>	12	12	NA	10	15
<b>Total Hours</b>		<b>60</b>	<b>60</b>	<b>-----</b>	<b>40</b>	<b>60</b>

**Recommended Books:**

<b>Title of Book</b>	<b>Author</b>	<b>Publisher</b>
Financial management – Theory and Practice	Prasanna Chandra	McGraw Hill Education New Delhi
Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd. New Delhi
Financial Management	Rajiv Srivastava, Anil Misra	Oxford University Press
Financial Management	P.V. Kulkarni , B.G. Satyaprasad	New Delhi
Fundamentals of Financial Management	James C. Van Horne, John M. Wachowicz	Himalaya Publishing House Mumbai
Financial Management Comprehensive Text Book with Case Studies	Ravi M. Kishore	JR Prentice Hall of India Pvt. Lit. New Delhi

**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>IV</b>	
<b>NAME OF COURSE</b>	<b>Recruitment and Selection</b>	
<b>CATEGORY</b>	<b>Discipline Specific Core</b>	
<b>COURSE CODE</b>	<b>BBA24-414-HRM</b>	
<b>PAPER NO</b>	<b>4</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4    Passing: 40%</b>
	<b>Theory :    Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory:    60</b>	<b>Practical: No</b>

**COURSE OBJECTIVES:**

1. To provide students with a comprehensive understanding of the fundamental concepts, principles, and processes involved in recruitment and selection.
2. To equip students with the knowledge and skills to develop strategic recruitment plans aligned with organizational goals.
3. To familiarize students with various sourcing techniques and channels to attract a diverse pool of qualified candidates.
4. To introduce students to different selection methods, tools, and techniques used to assess candidate suitability.
5. To teach students how to evaluate the effectiveness of recruitment and selection processes using key performance indicators (KPIs) and metrics.

**COURSE OUTCOME:**

At the end of the course, students will be able to :

- CO1. Understand and explain the fundamental concepts of recruitment and selection and their importance in the human resource management function.
- CO2. Conduct job analysis and develop job descriptions and specifications.
- CO3. Identify and evaluate various recruitment strategies and sources.
- CO4. Evaluate the effectiveness of various selection techniques and make informed decisions.
- CO5. Assess the effectiveness of recruitment and selection processes through metrics and key performance indicators.

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Hiring process and hiring decision:</b> Nature of hiring-regular, temporary, permanent, apprentice, contractual etc. Existing or new post to be created, need analysis, cost analysis and Job analysis.	12	12	NA	6	7
2	<b>Hiring Internally:</b> Meaning, definition of Internal Recruitment, advantages and disadvantages in terms of cost, suitability, time, quality etc. Sources of internal recruitment.	12	12	Na	6	8
3	<b>Hiring Externally:</b> Meaning, definition of external Recruitment, advantages and disadvantages in terms of cost, suitability, time, quality etc. Sources of external recruitment.	12	12	NA	6	10
4	<b>Comparative study</b> of 10 recruitment advertisements ( 5 from Newspaper & 5 from job portals) & analysis of the same in the light of : Job Specification/ description, Mode of selection, Other details –	12	12	NA	6	10

	Documentation for Recruitment					
5	<b>Interviewing:</b> Study of Interview modes, List of questions for interviewers, Personal, Telephonic.	6	6	NA	6	10
6	<b>Case Studies</b>	6	6	---	10	15
<b>Total Hours</b>		<b>60</b>	<b>60</b>	<b>---</b>	<b>40</b>	<b>60</b>

**Recommended Books:**

Sr. No	Title of the book	Author	Publisher
1	Human Resource and Personnel Management	K Aswathappa	Tata McGraw Hill
2	Effective Recruitment and Selection Practices	Alan Nankervis, Robert Compton, Bill Morrissey	
3	Recruitment and Selection (Developing Practice)	Chartered Institute of Personnel and Development	
4	Successful Interviewing and Recruitment	Rob Yeung, Kogan	Page Publishers

**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>IV</b>	
<b>NAME OF COURSE</b>	<b>Advertising and sales Promotion</b>	
<b>CATEGORY</b>	<b>Discipline Specific Core</b>	
<b>COURSE CODE</b>	<b>BBA24-415- MKTG</b>	
<b>PAPER NO</b>	<b>5</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4      Passing: 40%</b>
	<b>Theory :    Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory:    60</b>	<b>Practical: No</b>

**INTRODUCTION:**

This course covers the elements of advertising and sales promotion in the business environment. The role of advertising and sales promotion in the economy is considered. The course includes a general survey of the kinds and purposes of the media, the psychological implications of typical appeals, and limited practice in promotional programming. The process of planning, creating, implementing, and evaluating an integrated marketing communications plan is explored.

**COURSE OBJECTIVES:**

The objective of this course is to provide students with a fundamental understanding of advertising and its place in business, branding, and society. As an introductory course, it will prepare students for further study in both basic and specialized areas of advertising and commercial communication.

**COURSE OUTCOME:**

Upon successful completion of this course, the student will be able:

- CO1. Demonstrate knowledge of advertising's meaning, definition, objectives, functions, and its importance in the marketing mix.
- CO2. Evaluate key advertising approaches and identify ethical considerations in advertising practices.
- CO3. Differentiate types of advertising and media and assess their advantages and disadvantages
- CO4. Develop media planning, selection, and scheduling strategies.
- CO5. Create compelling advertising copy and appeals by utilizing various creative techniques for effective communication.
- CO6. Define sales promotion objectives, recognize its types, and design strategies to integrate consumer, trade, and sales force-oriented promotions.



**Course Details:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction to Advertising:</b> <ul style="list-style-type: none"> <li>• Meaning, Definition, Importance of Advertising in Marketing Mix;</li> <li>• Objectives, Characteristics of advertising;</li> <li>• Functions of advertising;</li> <li>• Approaches of Advertising- <b>DAGMAR</b> (defining Advertising Goals for Measured Advertising Results), <b>AIDA</b> (Attention, Interest, Desire and Action)</li> <li>• Ethical Issues in Advertising.</li> </ul>	12	12	0	8	12
2	<b>Classification of Advertising.</b>	8	8	0	3	7
3	<b>Advertising Media:</b> <ul style="list-style-type: none"> <li>• Role of Media</li> <li>• Types of media, their advantages; and disadvantages.</li> <li>• Media planning, selection &amp; scheduling strategies.</li> </ul>	10	10	0	6	8

	<ul style="list-style-type: none"> <li>Trends in Digital and Social Media Advertising.</li> </ul>					
4	<b>Creativity and Advertising:</b> <ul style="list-style-type: none"> <li>Advertising Appeals</li> <li>Art of copywriting</li> <li>Creativity in communication</li> <li>Types of appeals used in advertising</li> </ul>	8	8	0	6	8
5	<b>Sales Promotion:</b> <ul style="list-style-type: none"> <li>Meaning, definition, Importance and scope.</li> <li>Objectives of sales promotion.</li> <li>Types of Sales Promotion: Consumer oriented sales promotion; Trade oriented sales promotion and Sales force oriented sales promotion.</li> </ul>	10	10	0	7	10
6	<b>Relevant Case Studies</b>	12	12	0	10	15
<b>Total Hours</b>		<b>60 Hours</b>	60	0	40	60

### Recommended Books:

Sr. No	Title of the book	Author	Publisher
1	Advertising Principles and Practice	Chunawalla, Sethia	Himalaya Publishing House
2	Advertising management	Mohan, Manendra.	Tata McGraw Hill Education Private Limited.
3	Foundations of Advertising: Theory and Practice	S.A. Chunawalla, K.C. Sethia	Himalaya Publishing House
4	Advertising management	Khan, Kamran	Essential Books

**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>IV</b>	
<b>NAME OF COURSE</b>	<b>Analysis of Financial Statements</b>	
<b>CATEGORY</b>	<b>Discipline Specific Core</b>	
<b>COURSE CODE</b>	<b>BBA24-415-FM</b>	
<b>PAPER NO</b>	<b>5</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4    Passing: 40%</b>
	<b>Theory :    Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory:    60</b>	<b>Practical: No</b>

**COURSE OBJECTIVES:**

1. To understand the purpose and components of financial statements.
2. To develop skills in interpreting and analyzing financial statements.
3. To apply various financial analysis techniques to assess a company's performance.
4. To understand the implications of financial data on business decisions.
5. To evaluate the financial health and sustainability of a business.

**COURSE OUTCOME:**

Upon successful completion of this course, students will be able to:

1. Understand the primary objectives of financial statements and their role in business and financial reporting.
2. Develop Skills in Interpreting and Analyzing Financial Statements
3. Apply Various Financial Analysis Techniques to Assess Company Performance
4. Understand the Implications of Financial Data on Business Decisions
5. Evaluate the Financial Health and Sustainability of a Business

**COURSE DETAILS:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Financial Statements : (Theory and Practical Problems) Meaning of Financial statements , understanding the role of financial statements in business, Importance of Financial statements, Preparation of Financial Statements as per schedule VI of the Amended Companies Act 2013, Reading company's Balance Sheet	12	12	NA	6	9
2	Introduction to analysis and Interpretation of financial statements: (Theory and Practical Problems) Analysis and Interpretation of financial statements – Meaning/ introduction, Types of financial analysis, Advantages of financial analysis, Limitations of financial analysis, Techniques of financial analysis - Comparative financial statements , Trend Analysis, Common Size Financial Statements , Funds Flow Analysis, Cash Flow Analysis, Ratio Analysis	12	12	NA	8	12
3	Cash Flow Analysis (Theory and Practical Problems) Meaning , Objectives, Utility and limitations of cash flow statement Preparation of Cash Flow Statement, Methods of Cash Flow Statement -Direct Method , Indirect Method Cash Flow Activities – Operating, Investing, Financing	12	12	NA	8	12

4	Funds Flow Analysis (Theory and Practical Problems) Introduction, Concepts, Utility , Limitations of Fund Flow Statement Preparation of Fund Flow Statement - Funds From Operations , Statement of Changes in Working Capital , Funds Flow Statement	12	12	NA	8	12
5	Case Studies	12	12	NA	10	15
<b>Total</b>		<b>60</b>	<b>60</b>	<b>NA</b>	<b>40</b>	<b>60</b>

### Recommended Books:

<b>Title of Book</b>	<b>Author</b>	<b>Publisher</b>
Financial Management	N.M. Vechlekar	Nirali Publication
Advanced Management Accounting	G. M. Dumbre	Success Publications
Financial Management	Ravi. M. Kishore	Taxman
Financial Management	Khan and Jain	McGraw Hill
Financial Management	N.D.Kapoor	Sultanchand and Sons
Financial Statement Analysis	<i>K.R. Subramanyam and John J. Wil</i>	McGraw Hill Education (India)
Analysis of Financial Statements	<i>Dr. B.K. Mehta</i>	Himalaya Publishing House
Financial Accounting for Management: An Analytical Perspective	<i>Ambrish Gupta</i>	Pearson Education India

**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>	
<b>YEAR</b>	<b>IInd Year</b>	
<b>SEMESTER</b>	<b>IV</b>	
<b>NAME OF COURSE</b>	<b>Training and Development</b>	
<b>CATEGORY</b>	<b>Discipline Specific Core</b>	
<b>COURSE CODE</b>	<b>BBA24-415-HRM</b>	
<b>PAPER NO</b>	<b>5</b>	
<b>MARKING SCHEME</b>	<b>End-Semester (EXT): 60</b>	<b>Continuous evaluation (INT): 40</b>
<b>CREDITS – MARKS</b>	<b>Total: 100</b>	<b>Credits: 4    Passing: 40%</b>
	<b>Theory :    Yes</b>	<b>Practical : No</b>
<b>TEACHING HOURS</b>	<b>Theory:    60</b>	<b>Practical: No</b>

**INTRODUCTION:**

Training and development are essential elements of human resource management designed to improve employee performance and synchronise individual advancement with organisational goals. This course examines the fundamental principles, procedures, methodologies, and current trends in training and development. It provides students with the competencies to create, implement, and assess training programs while tackling modern difficulties in employee development, career advancement, and leadership cultivation.

**COURSE OBJECTIVES:**

1. To provide a thorough understanding of the principles and importance of training and development.
2. To equip students with the ability to assess training needs and design appropriate training programs.
3. To familiarize students with traditional and modern training methods, including the use of technology.
4. To develop skills to evaluate the effectiveness of training programs and implement continuous improvements.
5. To explore strategies for employee development, competency mapping, and leadership training.

**COURSE OUTCOMES:**

Upon successful completion of the course, students will be able to:

1. Understand the meaning, scope, and importance of training and development in organizations.
2. Conduct training needs assessments using various methods and align them with organizational objectives.
3. Differentiate between traditional and modern training methods, assessing their advantages and applications.
4. Analyze the role of trainers, post-training support, and partnerships in enhancing workplace performance.
5. Design and implement employee development programs focusing on career planning, competency mapping, and leadership growth.

**Course Details:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	<b>Introduction to Training and Development:</b> Meaning and Definition, Nature, Importance, Inputs of Training & Development. Skills, education, development in training.	10	10	0	6	9
2	<b>Process of Training:</b> <ul style="list-style-type: none"> <li>• Organizational Objectives and Strategies</li> <li>• Needs Assessments</li> <li>• Needs Assessment Methods</li> <li>• Benefits of Needs Assessment</li> <li>• Analysis of Needs</li> <li>• Who should participate in needs assessment?</li> <li>• Methods used in needs assessment</li> </ul>	10	10	0	6	9

3	<p><b>Methods of Training:</b></p> <ul style="list-style-type: none"> <li>• Introduction, Traditional training methods &amp; Modern training methods, advantages &amp; disadvantages of various methods.</li> <li>• Use of new Technologies for Training Delivery, technology's Influence on Training.</li> <li>• Emerging Trends in Training and Development</li> </ul>	10	10	0	6	9
4	<p><b>Trainers and Training Styles:</b></p> <ul style="list-style-type: none"> <li>• Trainers Role, Trainers Skills, Post training Support for Improved Performance at Work</li> <li>• Use of Training Partnerships and Outsourcing Training</li> </ul>	10	10	0	6	9
5	<p><b>Employee Development:</b></p> <ul style="list-style-type: none"> <li>• Concept and Scope of Employee Development</li> <li>• Career Planning and Development Programs</li> <li>• Competency Mapping and Skill Development</li> <li>• Leadership Development Programs</li> <li>• Role of Coaching and Mentoring</li> </ul>	10	10	0	6	9
6	<b>Relevant Case Studies</b>	10	10	0	10	15
<b>Total Hours</b>		<b>60</b>	<b>60</b>	<b>0</b>	<b>40</b>	<b>60</b>



**Recommended Books:**

<b>Title of Book</b>	<b>Author</b>	<b>Publisher</b>
Training and development	Bhattacharyya, Dipak Kumar	Sage Publication India Pvt. Ltd
Effective human resource training and development strategy	Reddy, Rathan B.	Himalaya Publishing House
Training and development	Truelove, Steve.	Jaico Publishing House
Employee training and development	Noe, Raymond	McGraw Hill Education ( India) Private Limited

**TILAK MAHARASHTRA VIDYAPEETH  
DEPARTMENT OF MANAGEMENT**



**NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION**

**YEAR of Introduction : 2024**

<b>Programme Code No.</b>	<b>071</b>		
<b>YEAR</b>	<b>IInd Year</b>		
<b>SEMESTER</b>	<b>IV</b>		
<b>NAME OF COURSE</b>	<b>Employability Skills (Ability Enhancement Compulsory Course-AECC)</b>		
<b>CATEGORY</b>	<b>Ability Enhancement Compulsory Course (AECC)</b>		
<b>COURSE CODE</b>	<b>BBA24-416</b>		
<b>PAPER NO</b>	<b>6</b>		
<b>MARKING SCHEME</b>	<b>Continuous evaluation (INT): 50</b>		
<b>CREDITS – MARKS</b>	<b>Total: 50</b>	<b>Credits: 2</b>	<b>Passing: 40%</b>
	<b>Theory : Yes</b>	<b>Practical : No</b>	
<b>TEACHING HOURS</b>	<b>Theory: 30</b>	<b>Practical: No</b>	

**INTRODUCTION:**

The course on Employability Skills is designed to bridge the gap between academic knowledge and workplace expectations. It provides students with the essential tools and techniques required for professional success. This course focuses on enhancing communication, teamwork, problem-solving, and interview skills, while also emphasizing the importance of workplace ethics and professional behavior. With practical-oriented sessions, students gain hands-on experience to build confidence and develop job-readiness.

**COURSE OBJECTIVES:**

- To equip students with essential skills for job readiness.
- To enhance communication, teamwork, and problem-solving abilities.
- To prepare students for successful interviews and professional environments.

**COURSE OUTCOMES:**

Upon successful completion of the course, students will be able to:

- CO1. Assess and improve their employability skills for job readiness.
- CO2. Demonstrate effective communication in professional contexts, including verbal, non-verbal, and written forms.
- CO3. Develop tailored resumes and cover letters and prepare confidently for job interviews.
- CO4. Collaborate effectively in teams and apply problem-solving techniques to workplace scenarios.

**Course Details:**

Unit No	Title of unit with detailed content	No of teaching-learning hours per unit	Theory	Practical	Marks Weightage	
					INT (continuous evaluation)	EXT (end-sem)
1	Introduction to Employability Skills	3	3	No	5	NA
2	Communication Skills	6	6	No	10	NA
3	Resume Writing and Job Applications	5	5	No	10	NA
4	Teamwork and Problem-Solving Skills	5	5	No	10	NA
5	Interview Preparation	6	6	No	15	NA
6	Professional Etiquette and Workplace Ethics	5	5	No	10	NA

**Recommended Books:**

Title of Book	Author	Publisher
Soft skills for everyone	Butterfield, Jeff	Cengage Learning India Pvt. Ltd
Soft Skills: Enhancing Employability	M.S.Rao	I. K. International Publishing House
Developing Employability Skills	M.E. Guffey & D. Loewy	Cengage Learning

